**Pressure Group Success**

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| **Factor** | **Explanation** and **Example**  **AO1** | **WHY** does this affect chances of success? (logical chains of reasoning; what does example show?)  **AO2** | **HOW** important is this factor? **HOW** did you reach this judgment?  **AO3** |
| Aims/ideology |  |  |  |
| Membership |  |  |  |
| Public opinion |  |  |  |
| Finances |  |  |  |
| Celebrity Support |  |  |  |
| Status |  |  |  |
| Government |  |  |  |
| Tactics/methods |  |  |  |