**PEST ANALYSIS**

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| **PESTPOLITICAL FACTORS** |

* Government stability/instability
* Corruption level
* Tax policies
* Freedom of press
* Government regulation and deregulation
* Special tariffs
* Political action committees
* Government involvement in trade unions and agreements
* Competition regulation
* Voter participation rates
* Amount of government protests
* Defense expenditures
* Level of government subsidies
* Bilateral relationships
* Import-export regulation/restrictions
* Trade control
* Lobbying activities
* Size of government budgets

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| **ECONOMIC FACTORS** |

* Growth rate
* Interest rate
* Inflation rate
* Exchange rate
* Availability of credit
* Level of disposible income
* Propensity of people to spend
* Federal government budget deficits
* Gross domestic product trend
* Unemployment trend
* Stock market trends
* Price fluctuations

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| **SOCIAL FACTORS** |

* Population size and growth rate
* Birth rates
* Death rates
* Number of mariages
* Number of divorces
* Immigration and emigration rates
* Life expectancy rates
* Age distribution
* Wealth distribution
* Social classes
* Per capita income
* Family size and structure
* Lifestyles
* Health consciousness
* Average disposable income
* Attitude towards government
* Attitude towards work
* Buying habits
* Ethical concerns
* Cultural norms and values
* Sex roles and distribution
* Religion and beliefs
* Racial equality
* Use of birth control
* Education level
* Minorities
* Crime levels
* Attitudes towards saving
* Attitude towards investing
* Attitudes towards retirement
* Attitudes towards leisure time
* Attitudes towards product quality
* Attitudes towards customer service
* Attitudes towards foreign people

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| **TECHNOLOGICAL FACTORS** |

* Technology incentives
* Automation
* R&D activity
* Technological change
* Access to new technology
* Level of innovation
* Technological awareness
* Internet infrastructure
* Communication infrastructure
* Life cycle of technology

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| **ENVIRONMENTAL FACTORS** |

* Weather
* Climate
* Environmental policies
* Climate change
* Pressures from NGO’s
* Natural disasters
* Air and water pollution
* Recycling standards
* Attitudes towards green products
* Support for renewable energy

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| **LEGAL FACTORS** |

* Discrimination laws
* Antitrust laws
* Employment laws
* Consumer protection laws
* Copyright and patent laws
* Health and safety laws
* Education laws
* Consumer protection laws
* Data protection laws