



Political	Economic
<p>Impact of government policy and the likelihood of political change and the effect of political change on.</p> <ul style="list-style-type: none">• Local political landscape• Regulatory requirement• Employment legislation• Environmental legislation	<p>Current macro-economic picture and projected economic situation</p> <ul style="list-style-type: none">• Inflation• Interest rates.• Unemployment• Skills shortages• Employee costs• Consumer confidence• Disposable income• Business confidence• Bank lending• Funding
Social	Technological
<p>Local demographic data relating to</p> <ul style="list-style-type: none">• Health• Education• Employment• Social mobility• Attitude of local population• Expectation levels• Lifestyle choices• Engagement with authority• Media representation• Impact of change	<p>The effect of technology</p> <ul style="list-style-type: none">• Levels of computer literacy• Levels of technological awareness• Impact of the Internet• Communications• Telecommuting• Research and Development Activity• Future of emerging technologies