PESTLE Analysis Template

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| **Criteria Examples** | **POLITICAL** | **ECONOMIC** | **Criteria Examples** |
| Taxation policy |  |  | Overall economic situation |
| Political support |  |  | Consumer spending |
| Grants, funding |  |  | Government spending |
| Trade bodies |  |  | Ease of access to loans |
| Effect of wars |  |  | Interest rates, inflation |
|  |  |  | Unemployment |
|  |  |  | Taxation policies and trends |
|  |  |  | Exchange rates |

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| **Criteria Examples** | **SOCIOLOGICAL** | **TECHNOLOGICAL** | **Criteria Examples** |
| Demographics |  |  | Future technology innovations |
| Lifestyle patterns and changes |  |  | Research funding |
| Attitudes |  |  | Increase in online usage |
| Values |  |  | Intellectual property rights |
| Social mobility |  |  | Copyright infringements |
| Media views and perceptions |  |  | Global communication |
| Ethnic and religious differences |  |  |  |

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| **Criteria Examples** | **LEGAL** | **ENVIRONMENTAL** | **Criteria Examples** |
| Legislation in employment, |  |  | Industrial Pollution |
| competition and health & safety |  |  | Recycling considerations |
| Future legislation changes |  |  | Attitudes to the environment |
| Changes in European law |  |  | from the government, media |
| Trading policies |  |  | and consumers |
| Regulatory bodies |  |  | Current and future |
|  |  |  | environmental legislative |
|  |  |  | changes |