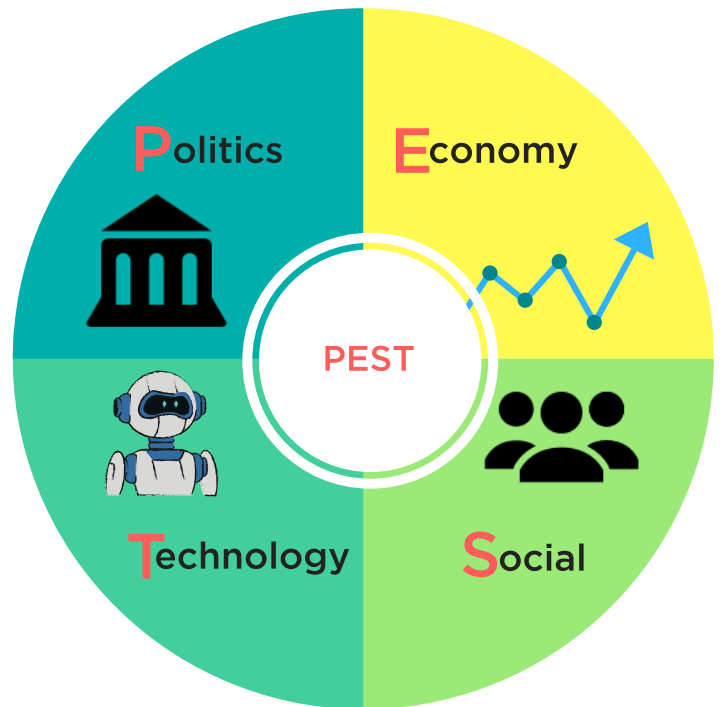


PEST Analysis

CAMPAIGN BOOTCAMP

There are many factors (both positive and negative) that may influence your campaign, not all will be in your control. The PEST analysis is a great way for you to identify those factors and the impact they may have. It can also help you understand the circumstances your campaign may face.

Using the PEST analysis you can assess any opportunities that you may want to take advantage of and threats you may want to avoid.



Politics

- What government policies (national, county, local, other) may affect the issue now and in the future?
- What is the expected direction of future politics (or trends) that may affect the issue?
- What future political events do we need to consider? (e.g. elections).

Economy

- What is it about the economic situation that affects the issue now?
- What is the economic situation of specific population groups affected by the issue?
- What is the expected direction of the economy?
- What effect will the issue have on workers, people's income and industry?

Social

- Might public attitudes on this issue be changing?
- Are there major relevant events coming up or happening we should think about?
- What information about the population (age, gender, race, class, health, education, access to services etc) may you need to know.?

Technology

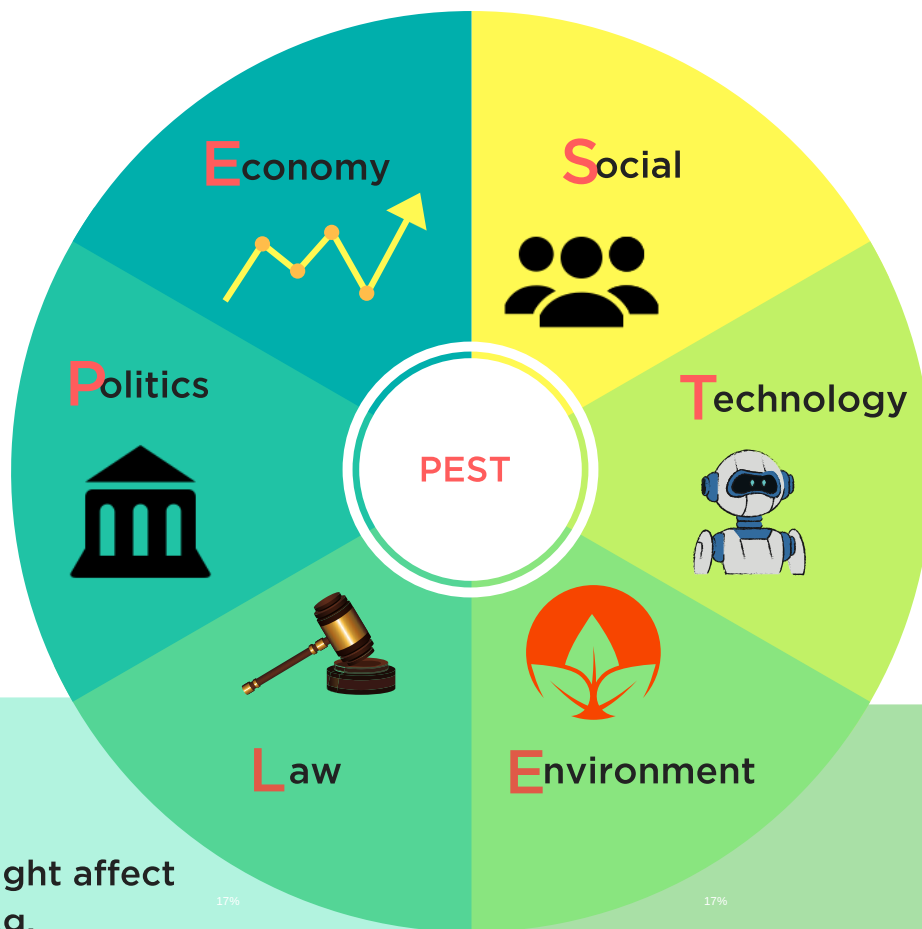
- What technological innovations/changes might affect your issue?
- What access do people have to technology?
- What is the impact of technology and the internet?

PESTLE Analysis

CAMPAIGN BOOTCAMP

Sometimes the PEST analysis can be expanded into a PESTLE analysis.

This enables you to also consider legal and environmental factors for your campaign.



- What laws might affect your issue? e.g. employment law, health and safety, immigration law
- How does the way the law is enforced currently affect your issue?
- Are there any potential changes to the law that may affect your issue? (e.g. Green papers etc)
- Is there a possibility of a legal challenge/is anyone else doing a legal challenge?

- How might climate change affect your issue?
- What environmental impacts might your issue have?
- Are there any environmental regulations in place that might affect your chosen issue?