**Social Factors**

1. What do you understand by the term demographics?
2. How are changes in the population in the UK and in other advanced economies likely to influence companies?
3. For which countries is the changing age structure likely to have a particularly significant impact and why?
4. What does the “UK ageing population clip” tell us?
5. How might an international hotel chain respond to an ageing population?
6. Carry out research to analyse how coca cola has responded to growing pressure on fizzy drink manufacturers?

Carry out research to explain the following social factors / trends and how businesses (give specific examples) are responding:

|  |  |  |
| --- | --- | --- |
| Factor / Trend | Explanation of factor / trend | Likely impact on businesses and how they are responding |
| Greater awareness of need to consume healthier foods |  |  |
| Vegetarianism / veganism |  |  |
| Greater pressures to reduce our impact on the environment |  |  |
| The impact of future global food shortages |  |  |
| Greater numbers of single person households |  |  |
| Declining use of print based media |  |  |
| Increasing use of social media |  |  |