**4.01: National Demographics**

1. What are the three steps a company needs to consider when trying to determine whether an international market is right for a product?
2. Be able to breakdown the 3 developmental categories that countries are grouped into. (CIA Factbook Wkst)

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|  |  | **Newly Industrialized Countries** |  |
| Nickname /  Alternative Name |  |  | Third World Countries |
| Per Capita Rate  (Personal Income) | High | Low to Middle |  |
| Standard of Living | High |  | Low |
| Level of Economy |  | Growing with high levels of industrialization & limited infrastructure |  |
| Examples of these countries include: |  |  | Rural areas of China & India, Afghanistan, Bolivia, Chile, Egypt, Haiti |

1. What is the Lorenz Curve & Why do marketers use the Lorenz Curve to evaluate nation’s income versus average income?
   1. What does the line of equality represent?
   2. What does the line of inequality represent?
2. Education
   1. What is the connection with income & education?
   2. How many years do most countries require for formal education?
   3. What are three benefits of a strong education system?
3. Population
   1. In what type of countries does population see the biggest growth?
   2. Why do developed countries experience a decline in population rates & GDP growth?
   3. What does a Population Pyramid indicate?
4. Social Class
   1. What factors help to distinguish social classes?
   2. True or False: Top Social Classes typically have shared tastes regardless of location.
   3. What is true about lower social classes?
5. Class Mobility
   1. How is mobility achieved in developed countries?
   2. What is true about cultures where there is less social mobility?