1. Geographic Country Setting
   a. Location, climate, topography
   b. Country relevant history and recent current events
   c. Political structure and parties
   d. Prominent religions – size and power
   e. Official language(s)

2. Population & Demographics
   a. Total population and growth rate
   b. Age and gender
   c. Races or ethnicities
   d. Urban and rural locale
   e. Education levels

3. Economic Analysis of the Country
   a. Gross National Product (GNP) and Gross Domestic Product (GDP)
   b. Personal income per capita. Can you find income levels or average family income?
   c. Labor force – size and employment rate. Can you find a growth and employment outlook?
   d. Foreign investment?
   e. Major industries?

4. Business Setting
   a. Trade barriers / Market regulations. Import/Export Data
   b. Business Risks
   c. Stability of government – corruption
   d. Relations with U.S. - Is the U.S. a trading partner?
   e. How easy is it to do business there?

5. Daily Life and Lifestyles – Culture
   a. What do men and women do (e.g., their work or family roles)?
   b. Recreation, Sports or Leisure Activities? How do people spend their leisure time?
   c. What about travel and tourism? How easy is it to travel to or within the country? What transportation systems do they have?
   d. What media is available – and how are people mainly reached?
   e. Technology impact (e.g., what is used, etc.)

6. What Else Do You Need to Find?