

Audience Analysis

Why Analyze an Audience?

An “Audience Analysis” helps you better know:

1. What to say, and
2. How to say it

People’s culture, religion, gender, education, life experiences, and motivations, vary. An audience analysis takes these factors in to account so that communication can be more appropriate, better understood and more acceptable.



Good communication is based on a sound understanding of your audience.

What to consider?

Consider how each of the following might affect what you say and how you interact or present your message:

1. Demographics

Age range: How might age affect your message?

Gender: Are there any gender issues with your topic?

Education level: How might their education level affect their understanding?

Religion: How might religious values affect communication?

Marital status: How important is marital status?

2. Interests and needs

Occupation: What do they do? Do they share a common occupation?

Culture: Are there cultural factors to be aware of?

Commonalities: What are the common interests, needs and/or circumstances?

Expectations: What do they expect and want to learn or hear?

3. Logistics

Number: How many are there? (Audience size is important in terms of both the communication strategy and planning an event.)

Environment (Event): Where will I stand? Can they all see and hear me?

What now?

Consider your audience and then write 1-2 sentences to capture the dominant audience features important in terms of **how** and **what** you want to communicate.

Example: 500 poor, mostly illiterate and older male farmers interested in increasing production of rain-fed leafy green vegetables. Credit and market access is limited.

Implications: Because of literacy and age, I will have to pick my words and examples to draw on experiences and language they can understand and associate with.

Analyzing your audience allows you to better communicate by using more appropriate examples and language so that your message is better understood and more easily accepted.