Why analyze an audience?

An "Audience Analysis" helps you better know what to say and how to say it. People's culture, religion, gender, education, life experiences, and motivations, vary. An audience analysis takes these factors into account so that communication strategies and messages will be appropriate, better understood and more acceptable.

What to consider?

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

1. **Demographics**

   Age range: How might participants of different ages interpret your message? Is the content age appropriate?

   Gender: What are the different needs of men and women? Do they have different perceptions of your topic? What are the gender roles in this community? Is the content relevant to all groups? Can women and men be addressed in mixed groups, or should they be separated for more effective service delivery?

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

   Religion: How might religious values affect communication?

   Marital status: How important is marital status? Do unmarried women have access to the same services and opportunities as married women? What do the activities of married and unmarried persons say about gender relations within the household?

2. **Interests and needs**

   Occupation: Do all participants have similar jobs? How many different income generating activities are they participating in? What is the relative importance of farming with regard to any other activities?

   Culture: What cultural norms or customs are there to be aware of that effect interactions, meeting logistics or service delivery?

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

   Expectations: What do they expect to learn?

3. **Logistics**

   Number: How many people will attend? What communication methods are best for a group of this size?

   Event Environment: Will everyone fit comfortably? Can they all see and hear me?

What now?

Consider your audience and then write 1-2 sentences to capture the dominant audience features that impact **how** and **what** you want to communicate.

Example: *500 poor, mostly illiterate and older male farmers are interested in increasing production of rain-fed leafy green vegetables. Due to literacy and age, I will use words that are easy to understand and present visual, hands on examples that draw on familiar experiences.*

> 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.

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