

# AUDIENCE Analysis Form

Category of Analysis	Description/Notes
<p><b>Analyze</b> Who will receive your message?</p>	
<p><b>Understand</b> What do they already know or understand about your intended message?</p>	
<p><b>Demographics</b> What is their age, gender, education level, occupation, position?</p>	
<p><b>Interest</b> What is their level of interest/investment in your message? (What's in it for them?)</p>	
<p><b>Environment</b> What setting/reality is your audience immersed in and what is your relationship to it? What is their likely attitude to your message? Have you taken cultural differences into consideration?</p>	
<p><b>Need</b> What information does your audience need? How will they use the information?</p>	
<p><b>Customize</b> How do you adjust your message to better suit your audience?</p>	
<p><b>Expectations</b> What does your audience expect from you or your message?</p>	