Audience Analysis Questions

**What is your report subject?**

Remind your reader about the topic of your report.

**Who is your audience?**

Identify the group or individual who will be reading your report.

What is their role in the decision-making process related to this issue?

Are they elected officials, administrators, or organizational leaders?

**What is their background knowledge?**

* How familiar is this audience likely to be with the issue you’re presenting?
* Are they likely to know the technical or social details?
* Will you need to define key terms or explain the significance of the issue?

**What are their goals, values, or priorities?**

* What does this audience care about most? (e.g., community health, cost-effectiveness, legal compliance, public opinion)
* How might these priorities affect how they respond to your report?

**What does your audience need to know to take action?**

* What kinds of facts, data, or examples will help them understand the problem clearly?
* What might they need in order to feel confident that the issue is real and worth addressing?

**What tone and format will be most effective?**

* Should the report be formal, neutral, encouraging, or urgent in tone?
* What kinds of visuals, charts, or supporting materials might strengthen your report?

**Are there any barriers to understanding or acceptance?**

* + Are there political, financial, or cultural factors that might make the audience resistant?
  + How might you address those concerns fairly and respectfully?