Audience Analysis Tables

By Jennifer L. Bowie for Screen Space

Discussed in Screen Space 21: The Rhetorical Situation Part 1—Audience. Fill out these two tables to determine your audience.

Demographics

Demographics	The Audience
Age	
Sex	
Race	
Location: Where do they Live? Define this as narrowly as possible.	
Language: What is their primary language? Secondary languages?	
Ethnicity and Culture: This can include a lot. Are they first generation immigrants to the US from New Zealand? Are the immersed in the culture of the deep south (of the US)? Are they Hispanic? Think about what their culture is and how it may impact how they read or use your text or media.	
Employment: Are they employed? Full time? Part time? What are their jobs/careers? Are they students? Retirees? Homemakers? Other?	
Income: How much do they make? How much discretionary spending do they have? How do	

they spend their money, especially the discretionary spending.	
Education and Reading Level: What is their top level of education? What is their reading level? Comprehension level?	
Disabilities and Access Concerns: Do they have any disabilities or are otherwise differently abled? Do they have any accessibility concerns? Do they have learning or other non-physical disabilities that could impact use?	
Experience: What is their experience with your site? With the media you are using? With the technology needed to access your site?	
Expertise: What are their areas of expertise? What is their expertise with the content of your site blog or media? Are they experts? Amateurs? Beginners?	
Family Status: Are they single? Married? Divorced? Widowed? Do they have kids? Childless by choice? Other?	
Learning Style: What are their learning styles? For example, are they visual learners? Auditory learners? Other?	

Use Characteristics:

Use Characteristics	The Audience
Motivation: Are they motivated? What is their motivation? Are they using the media because they have to? Because they want to?	
Emotions: This also is closely related to motivations, although there can be some differences. What emotions are users coming to your site with? What emotions do they feel when trying to meet their goals on your site?	
Perceptions and Attitudes: What do they think of you and/or your text or media? In some cases people will come to your site, text, or media with preconceptions or previously supported perceptions. Do you have a good or bad reputation?	
Location of Use: Where do they use your site, blog, media? Home? Work? On a laptop? Tablet? Desktop? Phone? On the go?	
Reasons and Goals for Use: Why do they visit your media? What goals do they come to complete? Do they come for entertainment? Information? Communication? How does your site benefit your users?	

Tasks: What task are they coming to your site to complete?	
Expectations: What expectations do they come to your site with? What do they expect to be able to do, to learn, to gain from your site, text, and/or media?	
Key Characteristics: What, in one sentence or phrase, would your audience tell you to consider when writing or designing for them? Are they "too busy to read"? How about "focused on completing this one goal so they can move on?" Maybe they want "lots of images to browse and view."	