

Sample Audience Analysis

Following is an example of how to put together an audience analysis. Notice it contains demographic information as well as information about audience attitudes. It describes the audience you are writing for, not an ideal audience.

We will prepare this manual for the employees of Corporation X. This population ranges in age from approximately 22 for recent college graduates to about 70 for our semi-retired part-timers. The gender ratio of the corporation is approximately 40% female and 60% male. All readers will have at least a high school diploma or the equivalent, and several members of the management have MBAs. The corporation includes many different ethnicities: approximately 40% Asian, 30% white, 10% black, 10% Hispanic, and 10% other.

This product uses completely new technology; therefore, we do not anticipate having any experienced users. We expect that employees who play video games on their break will embrace the new technology, while those who dislike email and instant messaging will resist it. We anticipate the engineers and designers will need only a quick start guide; however, management and human resources will need detailed directions, background, and definitions.

Read the assignment description carefully.