# Audience analysis

Your audience is the primary consumer of your performance. These are the people who could get up and walk out of your presentation, or who could cheer your name in a standing ovation.

Understanding them is essential if you want an outcome that is closer to the former than the latter.

An audience analysis is composed of three main sections: *demographics,* which describe their features, *psychographics*, which describe their opinions, values and thoughts, and *situational analysis* which describes the setting for the performance.
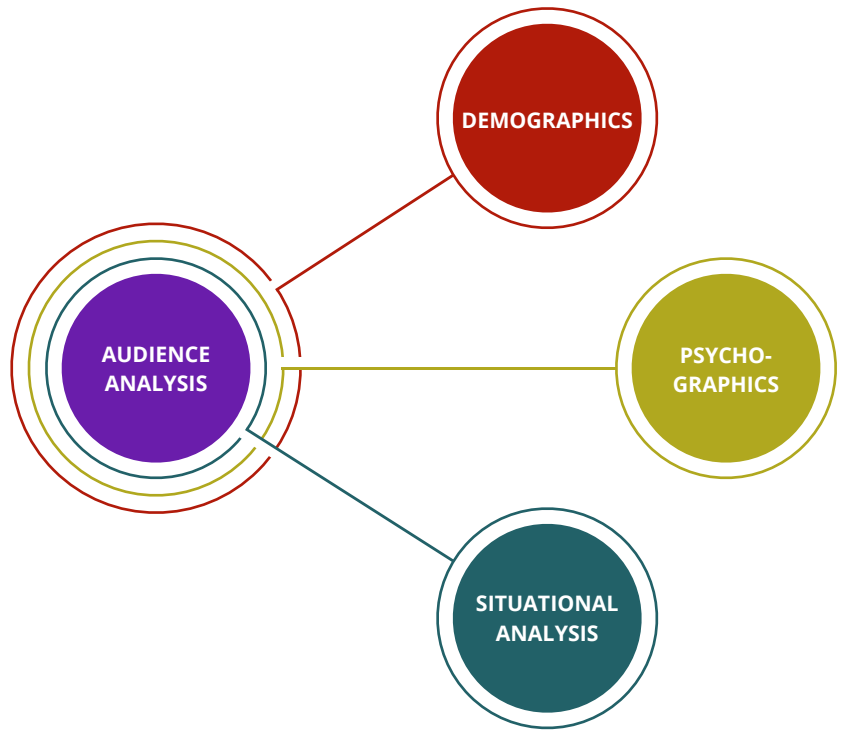
Make *relevant* lists of categories appropriate to each group, and then set to answer them. Some have been added to start you off.

Demographics	Gender Culture Country Age
Psychographics	Knowledge level about subject Political persuasion Beliefs about subject What's most important to them
Situational analysis	Presentation venue Number of attendees Kind of projection equipment Local language

adaptimist