Plan Your Reporting Project:
Your Audience

Key Points

- All organizations involved in a quality reporting project need to agree on who the audience is for your report and design the report to meet the needs of that audience.

- You may have multiple audiences. The primary audience consists of those people who need the information you are providing to make a decision. The secondary audience includes groups that may influence the decision of the primary audience by providing assistance or advice.

- It is helpful and feasible to gather information about your audiences to understand their concerns and information needs and to determine how best to reach and communicate with them.

To learn more, go to Who Is Your Audience?

Questions and Tasks

☐ Who is most likely to use this report? How are they likely to access and use this information?
Type your response here.

☐ Who is likely to help your target audience (i.e., your secondary audiences)?
Type your response here.

- Under what circumstances?
  Type your response here.

- How are they likely to access and use the information?
  Type your response here.

☐ What do you know about the sociodemographics of your audience(s)?
Type your response here.

☐ What do you still need to know about your audience?
Type your response here.

☐ How will you gather information about your audience? What sources are available to you?
Type your response here.

☐ How will you test your strategies and materials with your audience?
Type your response here.

- Learn more about how you can Plan Your Reporting Project.
- List all topics in the *Checklist*.