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Audience Analysis

UN Annual Women Report

The report aims to inform people from all over the world, so a mixed audience is unavoidable. They will have a mixture of knowledge from casual to being experts in at least one topic. The main audience is professional women who are at least 25 years of age, have a college degree, well-informed of global events and interested in gender equality. The secondary audience are men and women who have an interest in worldly events.

The main audience wants to know what goals have been accomplished to solve inequality. They have read about the #MeToo Movement and international news. They have seen the report before, so they are familiar with the main topic. They travel frequently so they have a basic knowledge of the culture and history of other countries. They are aware of sexism and how it affects women in other countries and want to know if anything has changed in the past year.

Secondary audience know generalities. They may have been reading headlines, but do not fully understand the issues and are curious. They are seeking more information and may not consider themselves feminists, still they are open in knowing more about it. They would not be reading the report if they weren't. Both audiences use Internet and social media platforms such as twitter and Instagram.

Both audiences speak and read English. Main audience live in urban setting with a diverse population. They could be an immigrant or be aware they are descendants of immigrants. They have interest in regions such as Latin America, Asia and Africa, possible because of their heritage. They are not socially conservative and oppose traditional mores if they believe they are outdated.

Secondary audience could live in cities with less influx of immigrants. They need more geographical information from the examples given and may not fully know about other cultures' mores or traditions. They are non-specialists and need specific examples that can help them relate to people in other parts of the world.

Main audience participate in the political process of their own communities. They vote and volunteer. They are interested if other communities treat women fairly or being heard. They're knowledgeable in running a business and can read financial documents. They have been in leadership positions, and some could be economically upper-class or upper-middle class, meanwhile secondary audience is working class and have experience in dealing with one topic. They are not interested in the details but want to know more about the big picture.

Both audiences expect a concise, clear and truthful report. To help secondary audience, terms must be simple so they can follow along. Main audience need more clear examples of the projects around the world aiming for gender equality. They want to know how women are improving their lives financially, politically and socially.