

Audience Analysis Worksheet

Use this audience analysis form to help you identify characteristics of your audience.

What is the purpose of my communication?

What does my audience already know about this topic?

What are the demographics of my audience?

Age Range	<input type="checkbox"/> 21-35 <input type="checkbox"/> 36-50 <input type="checkbox"/> 51-64 <input type="checkbox"/> 65+ <input type="checkbox"/> Prefer not to answer
Gender Identity	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Other <input type="checkbox"/> Prefer not to answer
Education Level Highest Degree Achieved	<input type="checkbox"/> High School Graduate <input type="checkbox"/> Bachelor's <input type="checkbox"/> Master's <input type="checkbox"/> Doctoral/PhD
Professional or Field Experience	<input type="checkbox"/> No experience <input type="checkbox"/> 1-3 years <input type="checkbox"/> 4-6 years <input type="checkbox"/> 7-10 years <input type="checkbox"/> 10+ years
Race and Ethnicity (Check all that apply)	<input type="checkbox"/> White <input type="checkbox"/> Black <input type="checkbox"/> Native American/Alaska Native <input type="checkbox"/> Asian <input type="checkbox"/> Native Hawaiian/Other Pacific Islander <input type="checkbox"/> Other <input type="checkbox"/> Hispanic <input type="checkbox"/> Prefer not to answer
Geographic Region of Residence	<input type="checkbox"/> Twin Cities (Mpls/St. Paul) <input type="checkbox"/> Greater Minnesota <input type="checkbox"/> U.S. Northeast <input type="checkbox"/> U.S. Midwest <input type="checkbox"/> U.S. Southwest <input type="checkbox"/> U.S. Southeast <input type="checkbox"/> U.S. West
Technology Use - Computer	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Few times a month <input type="checkbox"/> Rarely
Technology Use - Internet	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Few times a month <input type="checkbox"/> Rarely

1. What does my audience value? (What is important to them?)

2. How do you want the audience to react?

3. What message do you want to convey to the audience? What do you want them to remember?

4. What attitudes/biases does my audience have regarding my topic?

5. What fears does my audience have regarding my topic?

6. What common ground do I share with my audience?

On a scale of 1-10, how receptive is my audience to my communication? (Circle a number)

Little Interest -----1-----2-----3-----4-----5-----6-----7-----8-----9-----10-----Strongly Receptive