

Name \_\_\_\_\_ **Audience Analysis**



# Audience Analysis

Who will be in your audience? Circle all that apply.

peers

superiors

subordinates

strangers

What does this audience expect you to talk about?

What demographic information do you have about your audience (i.e., age, gender, education, experience with topic, etc.)?

What kind of information does your audience need to know about this topic?

general

details

specific data

other

Explain: \_\_\_\_\_

What is your audience going to do with this information?

make a decision  
increase understanding

perform a task  
take an action

form an opinion  
other

Explain: \_\_\_\_\_

What are your audience's biggest concerns or objections likely to be?

What do you want your audience to think, feel, or understand?