

Audience Analysis Worksheet

Demographics

Environment



Relevance

Demographics: Who are they?

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1. Is the audience primarily a heterogeneous or homogenous group?
 2. What is their education level?
 3. What is their profession?
 4. Is the audience predominantly a certain culture/ethnicity/race?
 5. Is the primary language of the audience members different than the language you will be speaking?
 6. How old are most of your audience members?
 7. Are they mostly men, women or is it a mixed audience?

Relevance: Why is your work important to them?

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1. How much does the audience know about your topic?
 2. What background information will you need to fill in?
 3. What words/phrases/ideas will be new to them?
 4. What do you want them to know about your topic?
 5. What is their attitude towards your topic?
 6. Why should the audience care about your presentation topic? How is it relevant to them?

Environment: What will the environment for your presentation be like?

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1. How many people are in the audience?
 2. How will the room be set up?
 3. Will you have access to A/V? Will you have a microphone?
 4. What time of day are you speaking?
 5. What environment is your audience coming from?
 6. Is your audience required to attend your presentation, or is their attendance voluntary?
 7. What are their expectations for your delivery? How can you stand out in a positive way?

In a complete sentence, what is the primary idea you want your audience to take away from the presentation.