

Sample Audience Analysis Checklist

Demographics

Is the audience weighted toward a particular age? Children ____ Teens ____ Young Adults ____
Adults ____ Seniors ____ Mixed ____

Is the audience more one gender than the other? _____

If so, why? _____

Does the audience comprise a particular cultural group or is it diverse? _____

Is the audience from a particular geographic area? _____

Social Commonalties

Work the audience members have in common: _____

Clubs/social groups the audience members have in common: _____

Education experiences the audience members have in common: _____

Other commonalties: _____

Audience Characteristics Related to the Speech

Interest in the topic: Low ____ High ____ Neutral ____ Mixed ____ Unknown ____

Prior knowledge of the topic: Great ____ Little ____ Some ____ Mixed ____ Unknown ____

Attitude toward the topic: Receptive ____ Antagonistic ____ Neutral ____ Mixed ____ Unknown ____

Other comments or information about the audience: