

Audience Analysis Summary Form

My subject is _____

Data were collected:

- _____ by survey
- _____ by direct observation
- _____ by questioning the person who invited me
- _____ by educated guessing

Demographic Data

1. The average audience member's education level is _____ high school _____ college _____ postgraduate.
2. The ages of the audience range from _____ to _____. The average age is about _____.
3. The audience is approximately _____ percent male and _____ female.
4. My estimate of the average socioeconomic level of the audience is _____ low _____ middle _____ high.
5. Most audience members are _____ of the same occupation/major _____ of different occupations/majors
6. Most audience members are _____ mostly of the same race _____ (which is _____) a mixture of races.
7. Most audience members are of _____ the same religion _____ (which is _____) a mixture of religions.
8. Most audience members are of _____ the same nationality _____ (which is _____) a mixture of nationalities.
9. Most audience members are from _____ the same state _____ the same city _____ the same neighborhood _____ different areas.
10. Most audience members speak _____ English as their first language _____ English as a second language (ESL).

Subject Specific Data

1. The average audience member's knowledge of the subject will be _____ extensive _____ moderate _____ limited because _____.
2. The average audience member's interest in this subject is likely to be _____ high _____ moderate _____ low because _____.
3. The average audience member's attitude toward my subject is likely to be _____ positive _____ neutral _____ negative because _____.
4. My initial credibility with the audience is likely to be _____ high _____ medium _____ low because _____.