

Audience Analysis Worksheet

Topic _____

Audience _____

Factor description

Adaptations needed

Time _____

Place _____

Occasion _____

Audience Size _____

Context _____

Age _____

Gender _____

Education _____

Group Affiliations: _____

Sociocultural Background: _____

Interest in Topic _____

Knowledge of Topic _____

Attitude re Topic _____

Values re Topic _____

Motivational Appeals _____
