

Steps of Audience Analysis

- **Step 1:** Determine – Who is your audience?
- **Step 2:** Write down the specifics.
- **Step 3:** Research the audience using resources such as the library, websites, statistical indexes, and interviews.
- **Step 4:** Use the information you gather to complete the following checklists:

Audience Analysis Checklist (from Verderber 2000)

You may want to add or omit items from the checklist depending on the specifics of your audience and speech.

1. The audience education level is: _____.
2. The age range is from _____ to _____. The average age is about _____.
3. The audience is approximately _____% male and _____% female.
4. My estimate of the income level of the audience is:
below average average above average
5. The audience is basically:
a. the same race b. a mixture of races
6. The audience is basically:
a. the same religion b. a mixture of religions
7. The audience is basically:
a. the same nationality b. a mixture of nationalities
8. The audience is basically from:
a. the same state c. the same city
b. the same neighborhood d. different areas

- **Step 5:** Use your analysis to predict the audience's response to your topic.

1. Audience interest in this topic is likely to be:
high moderate low
2. Audience understanding of the topic will be:
great moderate little
3. Audience attitude about me as a speaker is likely to be:
positive neutral negative
4. Audience attitude toward my topic will be:
positive neutral negative