## Audience Analysis Summary Form

My subject is $\qquad$
Data were collected:
$\qquad$ by survey
$\qquad$ by direct observation
$\qquad$ by questioning the person who invited me
$\qquad$ by educated guessing

## Demographic Data

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

## Subject Specific Data

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