

Audience Analysis Worksheet

Use this audience analysis form to guide your decisions about what arguments, words, and persuasive appeals will be most effective.

Who can make the change I am arguing for? (This is your audience)

What does the audience need to know to understand my argument?

What are the demographics of my audience?

Age	
Gender	
Race	
Socioeconomic Status	
Education Level	
Geographical Region	
Subculture	
Dialect	
Political Affiliation	

What would convince the audience to agree?

1. What does my audience value? (What is important to them?)

2. What beliefs does my audience hold regarding my topic?

3. What opinions does my audience have regarding my topic?

4. What biases does my audience have regarding my topic?

5. What attitudes does my audience have regarding my topic?

6. What fears does my audience have regarding my topic?

7. What common ground do I share with my audience?

On a scale of 1-10, how resistant is my audience to my argument? (Highlight or Circle a number)

Strongly Resistant ----1----2----3----4----5----6----7----8----9----10----Strongly Supportive