AUDIENCE ANALYSIS WORKSHEET

Use the following worksheet to analyze your audience in preparation for effective writing. Write your answers below each question.

* **Who** is my audience? Consider the background and demographics of the reader, including age, social class, gender, ethnicity, nationality, etc.

Click or tap here to enter text.

* **What** does my audience already know about this topic? Determine if your readers are experts on the subject or if they may be unfamiliar with this topic.

Click or tap here to enter text.

* **How** do I want my audience to react to my message? Consider your purpose. Think about the type of writing you are creating and what you hope to achieve with your writing. Consider if you want to provide information to your reader, if you want an emotional reaction from your reader, or if you want your reader to take an action.

Click or tap here to enter text.

* **What** content do I need to convey? Determine what key points and ideas you want to convey to your specific reader.

Click or tap here to enter text.

* **What** is the format (email, business report, etc.) for this writing? Consider how the format will also influence the structure, formality, or tone of the writing. Considering format and your audience, fill in the following:
  + Format: Click or tap here to enter text.
  + Organization: Click or tap here to enter text.
  + Formality: Click or tap here to enter text.
  + Tone: Click or tap here to enter text.

For more help analyzing your audience, please view our [**Considering Audience**](https://writingcenter.uagc.edu/considering-audience)resource page.