

# CHECKLIST AUDIENCE ANALYSIS

1. Has the audience been demographically (non-discriminatory) defined.  
Consider age, interests, purpose, etc.?
2. Has the likely audience size been determined per event or occasion?
3. What level of literacy is expected of the audience?
4. Have language types been assessed?
5. Has the audience been reviewed against the context (place, event, other circumstances)?
6. Will the audience change in time?
7. Will the audience need to be reviewed at set times, perhaps on a structured schedule?
8. Does the audience have **distinct** features, wants or expectations?
9. Does the audience have distinct biases or vested interests?
10. Have skills levels been assessed?
11. If the audience is likely a more learned or focused knowledge group, has this group been more specifically defined to aid other analyses and solutions?

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