

Audience Analysis Worksheet

For us to effectively communicate usable information to a group, we must be aware of our audience. For effective Bible teaching, understanding the audience is extremely important for proper antitheses, illustrations and applications. An audience analysis will help us have maximum impact on our audience.

Please provide answers for the following questions based on the typical audience you teach:

1. What is the age range of your audience?

2. What are the education levels of your audience?

3. What types of jobs do your audience members have?

4. What are the ethnic backgrounds of your audience members?

5. What is the spiritual “age range” of your audience?
(0-3 years = young, 3-10 years = middle, 10+ = old)

6. What areas of life do your audience members generally worry or think about?
(Examples: marriage, raising children, jobs)

7. What are 3 popular music groups, TV shows, and movies that your audience members like? (This area is good for illustration and antithesis. If you don’t know the answers to these areas, ask a representative audience member.)

Music

TV

Movies