

Audience Needs Assessment Worksheet

Project/Presentation Title

Date

1. Audience Profile

Who is your target audience?

Estimated audience size

Audience background (education, expertise, demographics, etc.)

Key interests or concerns

2. Audience Needs & Goals

What does the audience need or want to know?

Current knowledge or misconceptions

Desired outcomes/learning objectives

3. Communication Preferences

Preferred format (in-person, virtual, written, etc.)

Best ways to engage this audience

4. Barriers & Challenges

Potential barriers (language, accessibility, time, etc.)

Possible strategies to address barriers