Audience Analysis Information Paper

To help the class prepare for this speech I asked the audience to complete an analysis. We were asked to write down our topic that we would be giving our speech on. Then we gave our specific purpose and our thesis. Each class member had a chance to explain what they knew about our product or service. They were also asked whether or not they would respond favorably or unfavorably to this sales presentation. Lastly, they were asked to what the speaker would have to do in his /her speech to achieve the specific purpose. We also gave the class a demographic analysis to find out the population of the audience such as age, and gender to receive a basic concept of the background of the audience we would be speaking to. For my sales presentation, I plan on selling the new Mazda RX-8 sports car. After receiving the data back from the audience analysis I was able to compile the data and use the information given to help prepare my speech for this specific audience.
There were several things I obtained after receiving back the information on my audience analysis. The most important thing I learned was that only one person in the class had heard of the Mazda RX-8. This would make me my speech a true challenge to describe what this car is and why someone in the audience might want to buy it. In my speech I made sure to include the evolution of the Mazda RX-8.

Several people in the class stated that they did not know much about cars. This was very important to me because it would limit the type of information I wanted to use in the speech. I could go into great detailed numbers and diagrams of how the Mazda RX-8 would perform against others and exact data on the engine. This would be useless information to use in my speech though if no one except me and one other person actually knew what the data meant. I had to keep the information simple and describe to the class what definitions such as how a rotary engine. This propelled me to search the website “How Stuff Works” to find basic information that could possible be used to describe how the rotary engine works. On this webpage, I was able to find a simple description of how the rotary engine works and a visual aid that I could put on my PowerPoint presentation.
Several people asked for comparisons to other cars in its class to get an accurate account of how this car would be on the road. I found a great article in “Car and Driver” magazine that had comparison charts with other similar new sports car that are new for 2004. This information will be provided in my PowerPoint presentation.

Other main arguments that people wanted clarified was safety and fuel economy. These are very important figures to look when purchasing any car. In my presentation I provide good evidence that this car is a safe car for a family. It features several safety features that again are described in detail in a level that anyone could understand. I also showed a comparison of the fuel economy compared to other cars. Looking at the demographic analysis recycling was rated 4.4 on the attitude averages column where people were asked how well they agreed with particular topics. Saving fuel will help the environment as recycling.

Looking at the demographic analysis I was also able to include several small details into my speech. I am able to argue that this car will be able to meet the needs for every person in the class given the organizations that they are involved in, including baseball, cheerleading and golf. I mention how the car has a rear backseat with rear doors
and a large trunk that can fit up to two golf bags and all the cheerleading necessities.

After taking the time to do an audience analysis for the class I was able to make better arguments that would help presents my speech. I found out several things that the class wanted to know about my topic. I was able to incorporate general information about my audience to seek the attention of all class members. Doing the audience analysis has helped me prepare for my speech about why a Mazda RX-8 is the car for them.