Conduct audience analysis (UW-La Crosse Public Speaking Center)

Knowing specific information about your audience before your speech can help shape your message and help you as a speaker connect with your audience.

Sources of audience analysis

- **Demographics**: characteristics for groups of people including, race, self-identified sex, age, ethnicity, religion, political affiliation, socioeconomic status, education level, sexual orientation

- **Artifacts**: objects that represent and/or stand for something about a group of people. Artifacts may reflect values, beliefs, practices, and/or history of a group of people

- **Informants**: a person in an organization or group with information about the audience
  - Try to speak to informants prior to the speech

- **Interviews**: speaking with potential audience members about their prior experience with a topic.
  - Interviews help a speaker get a general sense of their audience

- **Polling the audience**: ask questions during the speech for agreement or disagreement
  - Polling is often used as an attention getter

- **Direct Observation**: watching the audience react to the speech content during the speech

Tips for integrating audience analysis into your speech

- Be careful about making too many assumptions about your audience
- Difference or perspectives may not be visible to the speaker
- Use inclusive language – use the term “some” instead of “all”