

Audience Analysis Report

40-hour American Work Week

Audience Interest

I don't think anyone in my audience is disinterested in my topic, but I also never got any particularly passionate responses to my questionnaire. This leads me to think that I may need to spend some time raising some awareness and interest about my topic in my speech. With that said, my open-ended question about finding the right work / life balance got a lot of responses touching on some pretty core beliefs about family and enjoyment. I'm satisfied that there is potential to hook my audience if I can relate my topic to those beliefs.

Audience Knowledge

Most of my audience seems to hold the beliefs that things are the way they are, they've always been that way, and they always will be. I don't think a lot of them realize that Americans work significantly more hours per week than most other developed countries, and I think a key point in my speech will be showing the research that supports this fact. Even the audience members who see work simply as a means to pay the bills and support their family seem to think that our 40-hour work week is normal.

Audience Opinion

My audience is pretty evenly split around the neutral range. Some of them agree with me, some of them disagree, but nobody had extreme opinions either way. I'd like to try and consolidate their beliefs on the agree side, so I'll be making a claim of value in my speech. I think that if I appeal to the core values mentioned above and support my claims with research, my audience will leave my speech persuaded at the very least that a 40-hour work week is not the only solution.