Audience Analysis - Group 4 (Marissa Miller, Kikito Meraz, Brandon Ward, Bryn Loftness)

**Questions -**

*Y/N:*

1. Have you or anyone you know ever had anything put into their drink without their knowledge/consent?

2. Have you ever used a product to defend yourself against this concern?

*Open Ended:*

3. How frequently do you think this occurs?

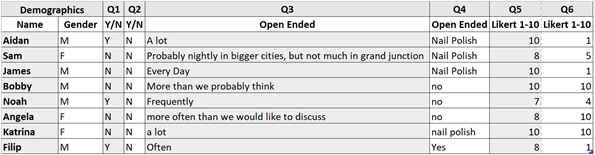
4. Do you know of any other products that have tried to address this concern?

*Likert Scale:*

5. On a scale of 1-10, how big of an issue do you think this is?

6. On a scale of 1-10, how concerned are you, personally, with this issue?

**Results -**



**Analysis -**

With our first question, we asked “Have you or anyone you know ever had anything put into their drink without their knowledge/consent?” We got a shocking 37% result with the answer “yes”. This was very helpful to use toward our speech, because it gave us a good idea about how many incidents occur that directly influence people that we sit next to every day. This statistic also helped to make our speech seem more personal toward our audience, because they get to see how many people in a small group have gotten affected by this problem. We did end up putting this statistic into our speech, for the sole reason to make it more personal and effective, toward our audience.

After asking our classmates in our second question if they have ever used a product to defend themselves against this concern, we discovered that 100% of all respondents said that they have not used a product to defend themselves at all. This question was very helpful towards our speech, because it allowed us to see how many people did or did not use a product to defend themselves. This also helped us in making our speech by allowing us to see if people are already attempting to defend themselves against drink spiking with a physical product. This question, and answer did not end up in our speech however we do find this to be very helpful for making our speech.

While asking if classmates think that drink spiking happens frequently, surprisingly all of the responders agreed that it occurs “a lot”, or “more than we think”. We think that this was a good question to receive feedback on, because it shows us how many people are paying attention to/ thinking about our topic. It was important that we use a question like this so that we can get our audiences minds centered onto the topic that we are going to discuss. We did not use this question or the responses in our speech, only because it doesn’t have much of a pull in our speech, and it also doesn’t give the audience a quantifiable statistic.

After asking our classmates if they know of any other products that have tried to address this concern, four people reported they had heard of a nail polish, one person reported they had heard of one but didn’t specify, and three said they hadn’t heard of any. This information was helpful because it gave our group a better understanding of our audience. By this we know how much time we need to focus on each particular sections of our speech. Although we did not use it in are speech because the question was more for better understanding the knowledge of our audience rather than information we need in our speech.

The fifth question was Likert scale, 1-10. We asked, “On a scale of 1-10, how big of an issue do you think this is?” Using a scale 1-10, we were able to quantify that this issue is a very large concern to many people. This data was very helpful, because we were able to determine that many people find this issue to be a major concern not only towards them but towards others. This question was also helpful in the sense that we would be able to connect with our audience, and show them that alongside them that we care, and empathize as well. Although we did not use this in our speech, this data still helped us very much in making our speech and developing our ideas.

Our sixth question was “on a scale of 1-10, how concerned are you, personally, with this issue?” This question was one of our more important points of analysis in the results category. Our question showed that this topic is personally very concerning to females in our class. They rated an average of 8.75/10, all rating a 5 or above, for how concerned they were. Of those males who voted they averaged only 1.25/10, all rating 4 or below, for how personally concerned they were. Our overall class average was 5.25. This showed us that our topic will be relevant and important to the audience. We suspect that we would be able to capitalize on those people who voted a 10. They will want to hear a way to be able to help themselves and others prevent against this concern.