

Media Audience Demographics and Psychographics Worksheet

Age:	Gender:
Race:	Highest Level of Education:
Income Level:	Religion:
Marital Status:	Occupation:
Number of Children:	Product Specific Other:
Number of non-child dependents:	Product Specific Other:
Political tendency (social policy): <input type="checkbox"/> very liberal <input type="checkbox"/> liberal <input type="checkbox"/> moderate <input type="checkbox"/> conservative <input type="checkbox"/> very conservative	
Political tendency (fiscal): <input type="checkbox"/> very liberal <input type="checkbox"/> liberal <input type="checkbox"/> moderate <input type="checkbox"/> conservative <input type="checkbox"/> very conservative	

Hobbies:

Interests:

Average amount of time spent (in hours):

Watching television:	daily_____	weekly_____	monthly_____
Using the web:	daily_____	weekly_____	monthly_____
Watching movies at a theatre:	daily_____	weekly_____	monthly_____
Listening to the radio:	daily_____	weekly_____	monthly_____
Reading magazines:	daily_____	weekly_____	monthly_____
Reading newspapers:	daily_____	weekly_____	monthly_____

Are they in support of your message?

Strongly support
 Support
 Neutral
 Negative
 Highly Negative

Other observations or testimonial: