Television Demographic Evaluation Form

Pitch/Description:

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Target Audience:

Age:	Gender:
Race:	Marital Status:
Educational Background:	Income Level:
Religious Affiliation:	Political Preference:
Hobbies:	Home: ☐Urban ☐Suburban ☐Rural ☐Other
	Other:

Target audience enjoys the following programs:

Program Name	Network Name
1.	
2.	
3.	

Target audience prefers the following networks:

Network Name	Local Call Letters
1.	
2.	
3.	

Preferred time slots:

Day of Week	Time of Day	Network Name
1.		
2.		
3.		

Likely competition in time slots:

Program Name	Time of Day / Day of Week	Network Name
1.		
2.		
3.		

Target audience heavily consumes the following products:

1.
2.