Demographics Tip Sheet

Method used to determine demographic makeup of participants

1. **Actual Count** – Participants were actually counted by the educator or participants completed an adult demographic form themselves (self-reported data)

2. **Estimated Count** – All other methods used to count the participants including CDE Data

Source of Data

1. **Commercial market data on audience size** – radio or television reach, supermarket reach or data on number of patrons in a specific amount of time

2. **Survey of target audience** – adult demographic card

3. **Visual estimate** – Only counting participants and using the target audience age as the estimated age range. All other fields would be **unknown** for participants that do not wish to complete a demographic card. **Do not** visually assign demographics to any participant.

4. **Other** – to be used when there is no demographics for the site and you are unable to get demographics from **DataQuest** or **Census data** or from the **site**. Please type, "no demographics available" in the text field.

Auto Calculate

When using the "Auto Calculate" button the **Method** will default to Estimated Count and the **Source** of Data will auto populate as "Site-provided demographics." *Do not change these*.

Method used to determine demographic makeup of participants	Source of Data
Actual Count	Survey of Target Audience
Estimated Count	Commercial market data on audience size Survey of target audience Visual estimate Other (describe)