

NAME OF AD: _____

YOUR NAME: _____

Inferential Thinking Guess The Target Audience	Circle the best answers and use the space below to write down clues presented in the ad that support your inferences.
PEOPLE FEATURED What are their interests? What are their common problems?	
AGE 2-11 12-17 18-25 26-34 35-44 44-55 55	
GENDER Male Female	
EDUCATION some high school completed high school some college completed college post-college education	
RACE black white Hispanic Asian other biracial	

INCOME under \$20,000 20K - 35K 35K - 50K 50K - 75K over 75K	
MARITAL STATUS single married divorced	
GEOGRAPHIC RESIDENCE urban suburban rural	