

AUDIENCE PROFILE SHEET

Reader's Name:

Reader's Job Title:

Kind of Reader: Primary _____ Secondary _____

Education:

Professional Experience:

Job Responsibilities:

Personal Characteristics:

Personal Preferences:

Cultural Characteristics:

Attitude Toward the Writer:

Attitude Toward the Subject:

Expectations about the Subject:

Expectations about the Document:

Reasons for Reading the Document:

Way of Reading the Document:

Skim it _____ Study it _____ Read a portion of it _____ Which portion?

Modify it and submit it to another reader _____

Attempt to implement recommendations _____

Use it to perform a task/ carry out a procedure _____ to create another document _____

Other _____ Explain.

Reading Skill:

Reader's Physical Environment: