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 or carry out a procedure \_\_\_\_\_\_\_\_

Use it to create another document \_\_\_\_\_\_\_\_

Other \_\_\_\_\_\_\_\_ Explain.

**Reading Skill:**

**Reader’s Physical Environment:**