### Reader profile questionnaire

1. Think about a document that you’ll be writing in the near future. What is its subject?

   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

2. Who will read the document?

   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

3. How much do they know about the subject?

   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

4. What is their likely attitude towards the subject?

   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

5. What are the particular issues, if any, that concern them?

   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

6. What do they want from the document?

   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

7. How important is the subject to them?

   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

8. How interested are they?

   ___________________________________________________________
   ___________________________________________________________