

# Reader profile questionnaire

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



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- 2** Who will read the document?

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- 3** How much do they know about the subject?

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- 4** What is their likely attitude towards the subject?

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

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- 6** What do they want from the document?

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- 7** How important is the subject to them?

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- 8** How interested are they?

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