

Audience Profile Sheet

Reader's Name:	
Reader's Job Title: Construction Manager	
Kind of Reader:	Primary <input checked="" type="checkbox"/> _____ Secondary _____
Reader's Level of Education: BS, Architectural Engineering	
Reader's Professional Experience: Worked 8 years in an architectural firm. Has 2 years experience as a construction manager	
Reader's Job Responsibilities: Is responsible for planning, budgeting, and overseeing progress. Must decide what materials to be used, how to schedule employees, and the schedule for the project.	
Reader's Personal Characteristics: N/A	
Reader's Cultural Background: From the United States.	
Reader's Attitude Toward the Writer (you): No Problems	
Reader's Attitude Toward Topic: Interested in learning to improve efficiency	
Reader's Expectations: A in depth description of the Philips Screw including possible strengths and weaknesses.	
Reader's Way of Reading the Document:	Skim it <input checked="" type="checkbox"/> _____ Study it _____ Read a portion of it _____ Which portion? Modify it and submit it to another reader _____
Reader's Reading Skill: Excellent	
Reader's Physical Environment: N/A	

Adapted from Markel (7th Ed.), p. 88