Audience Profile Report:

Project Name: ACME Driving School—Changing a Spare Tire

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MM 1143
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Summary Description
The target audience consists of high school students from varying private schools. All of the students are on a college preparation track in their respective schools. All of the students are highly computer literate, have computers at home, and make use of them for a wide range of purposes.

1. **Age**:
Highest Age: 18
Lowest Age: 16
Average Age: 17

2. **Sex—%**
Male   50%
Female   50%

3. **Educational Background:**

Highest level of Education: 12th Grade
Lowest Level of Education: 10th Grade
Average Education: 11th Grade
Estimated Reading Grade Level: *9th Grade*

Although the students come from varying grades and are all from private schools with a focus on college preparation, evidence from research suggests that learners from all educational backgrounds and ages learn best when instruction is developed at the 9th grade level.

4. **Hobbies and Interests:**

Musical Style Preferences

Classical: 02%
Jazz: 03%
R&B: 50%
Rock: 25%
Country: 15%
Other: 05%

5. Computer Skills and Confidence: *(How students view their own capabilities)*

Computer Literacy Rating:
No experience:	00%
Poor	00%
Weak	00%
Fair	15%
Good	60%
Excellent	25%

Computer Usage
Games	100%
Educational	100%
Finance	05%
Word Processing	100%
Animation	05%
Presentations	100%

Have a Computer at Home
Yes	100%
No	000%

Have a Computer at Work
Yes	100%
No	0%

Computer Usage per Week
Less than 3 hours:	00%
3-5 hours	00%
5-7 hours	05%
7-15 hours	10%
More than 15 hours	80%

6. Feelings About Training
Very Important	85%
Somewhat Important	15%
Occasionally Important	00%
Seldom Important	00%
Waste of Time	00%

7. Specific Audience Reactions
The audience is uniformly motivated and excited about the prospect of new e-learning software. They are especially interested in web-based software.