This experimental study aims at investigating whether the readers' culture-related schema and the text cultural content influence EFL reading comprehension among Palestinian College students. One hundred and forty six university students participated in this study. Forty three of the participants were males, and one hundred and three of them were females. Also, eighty nine of them were from Hebron University while fifty seven of them were from Palestine Polytechnic University. To measure the influence of cultural content on their reading, the participants' comprehension of texts loaded with American culture was compared with their comprehension of texts loaded with Palestinian culture on the same topic. Prior to the reading task, the participants answered a fifteen item questionnaire. Upon answering the questionnaire and the test questions, the resulting data were statistically analyzed and compared. Results of the statistical analysis showed the possible influence of the readers' schema and text cultural content on the participants' reading comprehension performance. The results of the study showed that the participants' performance in reading comprehension is affected by a number of variables including gender, place of residence, specialization, and hobby, especially watching TV. The researcher believes that all of the previous variables must have influenced the participants' access to target culture knowledge and hence must have shaped their target language schema.