

## AWARENESS OF PRODUCT / SERVICE

Output indicator

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### Indicator Phrasing

**English:** % of respondents aware of the promoted [specify the product / service]

**French:** % de répondants connaissant l'existence du [spécifiez le produit / service] promu

**Spanish:** % de encuestados que conocen el producto/servicio promocionado [especifique el producto/servicio].

**Portuguese:** % de inquiridos/as que conhecem a existência de [especifique o produto / serviço] promovido

**Czech:** % respondentů, kteří znají [určete daný produkt / službu]

### What is its purpose?

The indicator assesses the proportion of the target group members who are aware of the promoted product or service. It helps you understand the effectiveness and reach of any promotional activities or initiatives to strengthen the marketing competencies of supported sellers / service providers.

### How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of your target group members:

#### RECOMMENDED SURVEY QUESTIONS (Q) AND POSSIBLE ANSWERS (A)

The phrasing of the question depends on what you are asking about, for example:

**Q1 about a service:** *Do you know or have you heard of anyone who [specify the service]?*

**Q1 about a product:** *Have you ever seen or heard about this [show the product or its photo]?*

**A1:** yes / no

(ask the following question only if the previous answer is YES; the question is used to verify whether the person is really aware of the product / service)

**Q2:** *Can you please tell me how you heard about the [product / service]? or Can you please tell me what you know about it?*

**A2:**

- 1) yes, the respondent is aware of the [product / service]
- 2) no, the respondent is not likely to be aware of the [product / service]

To **calculate the indicator's value**, divide the number of respondents who were aware of the [product / service] by the total number of interviewed respondents. Multiply the result by 100 to convert it to a percentage.

## Disaggregate by

[Disaggregate](#) the data by gender, location and other criteria relevant to the context and focus of your intervention.

## Important Comments

- 1) Coordinating the collection of this data with any promotion campaigns or initiatives will help you assess their effectiveness.
- 2) Consider also collecting and analysing data on where / from whom did people see / hear about the product / service.

## E-Questionnaire

- [XLS form for electronic data collection - indicator Awareness of Product / Service](#)