
4% Public Awareness

Posted by Impartial Obsever - 2012/08/03 20:06

I am doing work for a stodgy governmental agency who would like to make more citizens aware of their services, and whose charter requires that the public participate in their decision-making. Their area includes a region of about 4 million citizens and they currently conduct substantial (but apparently ineffective) advertising and outreach. Our hard quantitative data reveals that less than 4% of residents has ever heard of the agency. When I present this finding to their Board, who are elected officials rather than statistical people, I want to offer some comparisons to hammer home how low 4% awareness is. Does anyone have any cool or interesting examples of other brands or people that poll at around 4%???? Of course, the problem looking for this analogy is that there is a 96% chance I have never heard of your example. Nevertheless, creative help in comparing how low a 4% awareness level is would be appreciated

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