**ATAR - Template**

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| **1. Determine the size of a population of potential purchasers for a product or service and calculate the percentage that are likely to become aware of the offering.** |
| **Size of potential purchaser population:**Click or tap here to enter text. | **Percentage aware of offering:**Click or tap here to enter text. |

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| **2. Calculate the percentage of aware potential purchasers that decide to try the offering.** |
| Click or tap here to enter text. |

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| **3. Calculate the percentage of potential initial purchasers who have ongoing access to the offering.** |
| Click or tap here to enter text. |

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| **4. Calculate the percentage of the population who are likely to have made an initial purchase and who have ongoing access to the offering that are likely to have a favourable attitude towards it and make repeat purchases.** |
| Click or tap here to enter text. |