



# Measuring Success – Handbook

## Part I: Quantitative Indicators - #ms06 Income

## #ms06: Income – Households increasing their Cash Income

Indicator Statements		
Indicator (in short)	Indicator	Number [actual value] (Share [%]) of households increasing their cash income
	Unit of indicator	Number [actual value] of households
Project-level indicator statements	Baseline statement	<i>No baseline statement required</i>
	Endline statement	<i>Result:</i> Out of a total of N targeted households, x households state that their cash income has increased over the implementation period of the project. (Sampling size = n households)

### Background

**Why do we use this indicator?** **Income** is a factor that influences access to food, meaning that it also impacts the underlying causes of malnutrition, according to the WHH SFNS approach. Cash income affects a household's **ability to obtain the food** necessary for a sufficiently diverse diet and to thereby achieve sustainable food and nutrition security.

Income also plays a role in overall wellbeing. Increases in income have been shown to correlate with improvements in other dimensions of wellbeing, such as health, nutrition, life expectancy, and educational achievements.



The **income indicator** is useful to assess the **success of interventions intending to increase income.**

**What does this indicator assess?** The indicator assesses the **number of households that report a higher income** than before project implementation.

**Total cash income** refers to the sum of all household members' income **generated from any source**, including wages, salaries, and money earned through self-employment (for example farming activities) as well as resources received from other sources such as property, pensions, donations, remittances, or social transfers. Revenue from loans is excluded because it is a temporary increase and will distort the results.

**For which projects should this indicator be used?** The indicator is suitable for **projects that aim to increase households' cash income or livelihood strategies.**

Typical intervention types for which this indicator is suitable are:

- **Value chain** promotion (support services, market linkages, input supply...)
- **Income-generating activities** / income source diversification
- **Cash-based** interventions (cash transfers, cash for work)
- **Social safety nets**
- **Market** rehabilitation
- **Business development** support
- Vocational training / entrepreneurship
- **Inclusive financial services** (savings and loan groups, MFIs, impact investments)
- Agricultural development (diversification and cash crops)
- Capacity development for farmers' organizations (with focus on business and entrepreneurial activities)

## Data Collection #ms06: Income

**Who should be interviewed?** The **research unit** of the population (N) and the sample (n) for this indicator is the **household**. The population size is usually composed of the number of households that are supposed to benefit from project intervention.



Questions should be addressed to the **head of the household or a person responsible for or aware of the care and organization of the household**. This is often, though not necessarily, the person providing the main source of income for the household.

Be aware that if you interview only one household member, she or he might not have a complete overview of the other members' income. It is advisable to ask the head of the household (male or female) and **verify the information** provided by other members.

**Please note:** In some cases, it may make sense to ask a female individual who is responsible for the organization of the household about changes in income. This is the case as experience shows that additional money generated by male household heads in some cases does not reach the household but is withheld or spent beforehand.

**When should the data be collected?** Because this indicator asks directly about a self-perceived change in income, it does not require a baseline comparison value. It should therefore be collected as part of an **endline survey**. It may also be used for interim/ midline surveys but is not suitable for baseline surveys.



**Please note:** Data for the #ms indicator for change in income can generally be collected at **any time of the year**. However, **results may vary according to season**.

Income is often prone to significant seasonal variations (especially in rural areas where people's income depends on harvest, seasonal employment, etc.). In many of the contexts we work in, household income is highly irregular and often subject to seasonal changes: for example, a household can earn very little for two months and then receive a large, one-off sum the following month. Therefore, it is crucial to apply a **recall/reference period that covers the entire project implementation** (i.e., since the start of the project).

## Preparing data collection

Prior to data collection, enumerators should be trained in **basic data-collection skills**.

This training should also equip them with:

- A thorough **understanding of the concept of cash income**.
- Basic knowledge on **typical sources of income** and influencing factors.
- A sensitivity to causes of deprivation and the capability to address topics of monetary status and well-being in a culturally appropriate way.
- The ability to **help people recall** what the situation was twelve months ago and at the beginning of the project.

## Indicator calculation

The #ms Income indicator assesses how many project participant **households** were **able to increase their income** over the implementation period of the project.

**Calculating** the income indicator requires the data for only one question (Q5.2) to be summarized: “How has your annual cash income changed as compared to the year 2xxx [year of baseline survey of project]?”.

It is then sufficient to **count the number of household who reported an increase in income**.

To **extrapolate**<sup>1</sup> the result from the survey to the (target) population:

1. calculate the proportion of sampled households **increasing their cash income** out of the total number of sampled households; and then
2. multiply the result by the total number of households within the (target) population (see below).

$$\frac{\text{Number of sampled households increasing their cash income}}{\text{Total number of sampled households}} \times \text{Total number of households in the (target) population}$$



**Please note:** While **reporting on this indicator in ProMIS is done in absolute numbers** (number of households increasing their income), the **global analysis at HO level is done in percentages** (share of households increasing their income out of all targeted households in the project/program). We do this because relative analysis gives a much better picture of the status quo in a particular target group and also allows for better comparability between projects/programs with different target group sizes.

Below is a calculation-matrix template for the #ms Income calculation, where each row has been filled in for one respondent ([Link to the corresponding Excel matrix on WHH Intranet](#)).

<sup>1</sup> Extrapolation is a process in which measured characteristics of a sample lead to estimates of unknown characteristics of the target population from which the sample was drawn.

**Calculation matrix template ([Link to the corresponding Excel matrix on WHH Intranet](#)).**

**Step 1: Assess how the household annual income has changed**

Slight increase
Massive decrease
Slight increase
Don't know/No answer
Slight decrease

**Step 2: Convert answers into numbers and calculate the indicator**

Answer	Number
Slight increase	1
Massive decrease	0
Slight increase	1
Don't know/No answer	0
Slight decrease	0

Households reporting an increase in income are summed up

<b>Total</b>	<b>2</b>
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### 3. Questionnaire for #ms Indicators - #ms06 Income

This section contains the #ms questionnaire for all eleven indicators and is consistent with the Akvo Flow #ms template.

This section includes not only the questions and answers but also comments for enumerators (which can be used in training) and specifications for the person designing/adapting the project-level template.

Question ID	Question and Answer		Remarks for Different Users of #Measuring Success	
	Questions	Answers	Enumerators	Designer of Project-Specific Questionnaires
0.1	<b>0.1: Before starting the interview</b>			
0.1.1	WHH project ID	Project ID		This question is currently formatted as free text. You may change it to a multiple-choice format if necessary (e.g., when one survey covers two or more project IDs).
0.1.2	Date of interview	Date		

0.1.3	Consent to interview: I would like to ask you to provide your objective responses regarding your situation. Your participation is voluntary, and your information will be kept confidential. I have informed you about what type of data will be collected, for which purposes it will be used, with whom the data may be shared, and that you have the right to access your data and to ask for correction or deletion. Do you agree to the collection and processing of your data?	<ul style="list-style-type: none"> <li>- If "yes", proceed with questions</li> <li>- If "no", do not proceed with any further questions</li> </ul>		
<b>0.2</b>	<b>0.2: Interviewee information</b>			
0.2.1	Household location	Remark: Answer categories must be project-specific:		Free text question can be replaced by a cascading question if you wish
0.2.2	Geographical coordinates	Geo-coordinates		
0.2.3	Who is head of the household?	<ul style="list-style-type: none"> <li>- Father</li> <li>- Mother</li> <li>- Grandmother</li> <li>- Grandfather</li> <li>- Child/Youth</li> <li>- Other</li> </ul>		

0.2.4	Name & surname of interviewee	<p>Name / surname</p> <p>Or</p> <p>Interviewee is Head of Household</p>	<p>Before starting the interview, make sure that relevant persons are present, mainly:</p> <ul style="list-style-type: none"> <li>- For #ms01 MAHFP and #ms02 FCS: the person (adult) who is responsible for food preparation in the household.</li> <li>- For #ms03 MDD-W: a woman aged 15-49</li> <li>- For #ms04 Drinking water: the person (adult) who is responsible for handling the household's drinking water</li> <li>- For #ms05 Sanitation: the person (adult) who is responsible for maintaining the sanitation facility used by household members</li> <li>- For #ms06 Income: the head of the household or a person responsible for or aware of the care and organization of the household</li> <li>- For #ms07 Skills: a training graduate</li> <li>- For #ms08 Agriculture and #ms09 Climate Resilience: the person (adult) who is responsible for the usage of the promoted measure and who received input and/or trainings from WHH/partners/the project.</li> <li>- For #ms10 Women in decision-making: an adult woman</li> <li>- For #ms11 Participants' satisfaction: a project participant</li> </ul>	
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0.2.5	What is the sex of the interviewee?	<ul style="list-style-type: none"> <li>- Female</li> <li>- Male</li> <li>- Other</li> <li>- Don't know / No answer</li> </ul>		
0.2.6	Age of the interviewee?	Figure		Allow only numeric values up to 99
<b>0.3: Choice of Indicators</b>				
0.3.1	On <b>which indicators</b> will you collect data in this household?	<ul style="list-style-type: none"> <li>- #ms01: Food Access (MAHFP)</li> <li>- #ms02: Food Consumption Score</li> <li>- #ms03: Nutrition Diversity (MDD-W)</li> <li>- #m04: Drinking Water</li> <li>- #ms05: Sanitation</li> <li>- #ms06: Income</li> <li>- #ms07: Skills</li> <li>- #ms08: Agriculture</li> <li>- #ms09: Climate Resilience</li> <li>- #ms10: Women in Decision-making</li> <li>- #ms11: Participants' Satisfaction</li> </ul>		

06	Income			
06.1	Type of Survey	<ul style="list-style-type: none"> <li>- Endline Survey</li> <li>- Midterm or Other Survey</li> </ul>		
06.2	How has your <b>annual cash income changed in comparison to the year 2xxx</b> [year of baseline survey of project]?	<ul style="list-style-type: none"> <li>- Massive increase</li> <li>- Slight increase</li> <li>- About the same</li> <li>- Slight decrease</li> <li>- Massive decrease</li> <li>- Don't know/ No answer</li> </ul>		
06.3	What do you think are the <b>main explaining factors for the change/</b> no change in your cash income?	<ul style="list-style-type: none"> <li>- (Improved/ worse/ no) access to jobs</li> <li>- (Improved/ worse/ no) access to (food) market to sell (own) products (e.g., roads, means for (public) transportation, vicinity of nearby market, etc.)</li> <li>- (Improved/ worse/ no) access to financial resources through services (e.g., cash transfer, Cash-for-Work, loans, micro-credit, subsidies, etc.)</li> <li>- (Improved/ worse/ no) access to financial resources through selling of assets (e.g., livestock, means of transportation, etc.)</li> <li>- (Improved/ worse/ no) access to relevant information for marketing of (own) products (e.g., citizen rights, fair labor conditions, weather forecasts, market prices, how the market works, etc.)</li> <li>- Use of newly achieved skills to access job opportunities/ perform better in job/ business</li> <li>- (Improved/ worse/ no) access of women to jobs/ businesses</li> </ul>	<ul style="list-style-type: none"> <li>- Do not read the answers aloud, but tick only the answers mentioned by the respondents.</li> </ul>	<ul style="list-style-type: none"> <li>- This question is supposed to help you assess project outcomes: You may omit this question if it is found not to be useful</li> </ul>

		<ul style="list-style-type: none"> <li>- (Improved/ worse/ no) harvest/ product quantity</li> <li>- (Improved/ worse/ no) access to production inputs (e.g., seeds, fertilizer, etc.)</li> <li>- (Improved/ worse) post-harvest handling (e.g., cooling, cleaning, sorting, storing, packing. Etc.)</li> <li>- Improved product quality</li> <li>- (Improved/ worse) diversity of own services/ products</li> <li>- (Lower/ higher) cost for production/ marketing (e.g., cost of production inputs, labor, use of machinery/ equipment, transportation etc.)</li> <li>- Higher demand for own product</li> <li>- Cooperation with others</li> <li>- Other: specify</li> <li>- Don't know/ no answer</li> </ul>		
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