



Measuring Success – Handbook

Part I: Quantitative Indicators - #ms11 Participants' Satisfaction

#ms11: Participants’ Satisfaction – Project participants reporting to be satisfied with the provided assistance

Indicator Statements		
Indicator (in short)	Indicator	Number [actual value] (Share [%]) of project participants reporting to be satisfied with the provided assistance
	Unit of indicator	Number [actual value] of individuals/ project participants
Project-level indicator statements	Baseline statement	<i>No baseline statement required.</i>
	Endline statement	<i>Result:</i> Out of a total of N project participants that received assistance, x project participants state to be satisfied with the provided assistance. (Sampling size = n direct project participants)

Background

Why do we use this indicator? Against the backdrop of increasing and more protracted conflicts and crises, one of the main objectives of WHH’s strategy for #OnePlanetZeroHunger is to provide **assistance and support to the people affected by emergencies** and in this way not only ensure their survival but also their dignity.

However, interventions must be appropriate and useful. Measuring project participants’ satisfaction with WHH’s assistance and support is thus very important. WHH wants to deliver the **best quality assistance** in the right situation and ensure that the people who receive assistance are happy with it – ideally because the quality is good and not just because in a desperate situation, they will take any support no matter how slow and inappropriate it is. A sudden decrease in project participants’ satisfaction can reveal shortcomings or problems in the assistance provision or suggest that its usefulness might be limited.



The **Project Participants’ Satisfaction indicator** is useful to **assess the quality of any intervention** where assistance in the form of services, training, or items is provided.

What does this indicator assess? The #ms **Project participants’ satisfaction indicator** measures the **number of project participants who are satisfied with the provided assistance**, especially its usefulness.

For which projects should this indicator be used? This indicator is applicable for all **projects that aim to provide assistance** in the form of services, training or items. In contrast to the other #ms indicators that are rather oriented towards longer-term development objectives, **this also includes short-term humanitarian assistance projects.**

Data Collection #ms11: Project Participants' Satisfaction

Who should be interviewed? The **research unit** of the population (N) and the sample (n) for this indicator is **individual/project participant**. The population size is composed of the number of project participants that are supposed to benefit directly from provided assistance – be it items, services, or training.

When should the data be collected? Because this indicator asks about assistance received in the past, it does not require a baseline and comparison value. It should therefore be collected as part of **interim/ midline or endline surveys** but is not suitable for baseline surveys.



Please note: The **appropriate timing** to measure this indicator **depends on the activity**: Between the assistance activity and the survey, there should be enough time for project participants to determine how happy they are with the assistance. On the other hand, the survey should not take place too late after the activity, as this increases the risk that project participants forget about any issues with regards to the provision of the assistance or by whom they received it.

For distribution of items, it is recommended to measure this indicator in a Post-Distribution Monitoring (PDM) survey around 14 days after the activity.

Sometimes you might want to measure this indicator earlier than 14 days after the assistance activity, especially if the target population is likely to move.

Preparing data collection

Prior to data collection, enumerators should be trained in basic data-collection skills to get genuine answers from respondents. Respondents should not feel like WHH's presence or assistance will be withdrawn if they say they are not satisfied. This helps WHH to pinpoint issues and improve its intervention. The training should also equip them with **basic knowledge on typical assistance activities** (i.e., the provision of items, services, or training).

Indicator calculation

The Project Participants' Satisfaction indicator measures the **number of project participants who were satisfied with the provided assistance**, especially its usefulness.

A project participant is assessed as being "satisfied" with the assistance, if he or she indicates to be "*very satisfied*" or "*fairly satisfied*" on a four-point scale (very satisfied; fairly satisfied; rather unsatisfied; very unsatisfied).

The corresponding question to collect this information is the following:

"On a scale from '*very satisfied*' via '*fairly satisfied*', '*rather unsatisfied*' to '*very unsatisfied*', can you please tell me the extent to which you were satisfied with [specify the provided assistance], especially with its usefulness? There are no right or wrong answers – please answer according to your true feelings."



Please note: It may be helpful to use the following visualization to explain the possible response options on the four-point scale.



Calculate the indicator’s value by counting the number of project participants who report to be “very satisfied” or “fairly satisfied” with the provided assistance.

To **extrapolate**¹ the result from the survey to the (target) population:

1. Calculate the proportion of **project participants who report to be “very satisfied” or “fairly satisfied”** with the assistance out of the total number of sampled project participants; then
2. multiply the result by the total number of project participants within the (target) population (see below).

$$\frac{\text{Number of sampled project participants' who report to be 'very satisfied' or 'fairly satisfied' with the assistance}}{\text{Total number of sampled project participants}} \times \text{Total number of persons in the (target) population}$$



Please note: While **reporting on this indicator in ProMIS is done in absolute numbers** (number of project participants reporting to be satisfied with the provided assistance), the **global analysis at HO level is done in percentages** (share of project participants reporting to be satisfied with the provided assistance out of all project participants). 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 Participants’ Satisfaction calculation, where each row has been filled in for one respondent ([Link to the corresponding Excel matrix on WHH Intranet](#)).

¹ 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 the extent to which the participant is satisfied with the provided assistance

Fairly satisfied
Very satisfied
Fairly satisfied
Rather unsatisfied
Fairly satisfied

Step 2: Convert answers into numbers and calculate the indicator

Answer	Number	Participants
Fairly satisfied	1	reporting to be
Very satisfied	1	"very satisfied" or
Fairly satisfied	1	"fairly satisfied"
Rather unsatisfied	0	with the assistance
Fairly satisfied	1	are summed up

Total	4
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3. Questionnaire for #ms Indicators – #ms11 Participants' Satisfaction

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	0.1: Before starting the interview			
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	<p>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?</p>	<ul style="list-style-type: none"> - If "yes", proceed with questions - If "no", do not proceed with any further questions 		
0.2	0.2: Interviewee information			
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"> - Father - Mother - Grandmother - Grandfather - Child/Youth - Other 		

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"> - For #ms01 MAHFP and #ms02 FCS: the person (adult) who is responsible for food preparation in the household. - For #ms03 MDD-W: a woman aged 15-49 - For #ms04 Drinking water: the person (adult) who is responsible for handling the household's drinking water - For #ms05 Sanitation: the person (adult) who is responsible for maintaining the sanitation facility used by household members - For #ms06 Income: the head of the household or a person responsible for or aware of the care and organization of the household - For #ms07 Skills: a training graduate - 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. - For #ms10 Women in decision-making: an adult woman - For #ms11 Participants' satisfaction: a project participant 	
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0.2.5	What is the sex of the interviewee?	<ul style="list-style-type: none"> - Female - Male - Other - Don't know / No answer 		
0.2.6	Age of the interviewee?	Figure		Allow only numeric values up to 99
0.3: Choice of Indicators				
0.3.1	On which indicators will you collect data in this household?	<ul style="list-style-type: none"> - #ms01: Food Access (MAHFP) - #ms02: Food Consumption Score - #ms03: Nutrition Diversity (MDD-W) - #ms04: Drinking Water - #ms05: Sanitation - #ms06: Income - #ms07: Skills - #ms08: Agriculture - #ms09: Climate Change - #ms10: Women in Decision-making - #ms11: Participants' Satisfaction 		
11	Participants' Satisfaction			
11.1	Type of Survey	<ul style="list-style-type: none"> - Endline survey - Midterm or other survey 		

11.2	On a scale from 'very satisfied' via 'fairly satisfied', 'rather unsatisfied' to 'very unsatisfied', can you please tell me the extent to which you were satisfied with [specify the provided assistance] , especially with its usefulness?	<ul style="list-style-type: none"> - Very satisfied - Fairly satisfied - Rather unsatisfied - Very unsatisfied 	<p>Please reassure the respondent that there are no right or wrong answers and that he/she should answer according to his/her true feelings.</p> <p>It may be helpful to use the visualization depicted in Chapter 2.11 of the handbook to explain the possible response options.</p>	
11.3	Why are you satisfied/ dissatisfied with the assistance provided?		Note each point clearly, describing it in a full sentence.	This is an optional question and may be omitted if found not to be useful.
11.4	What could be done differently/ better next time, so you become more satisfied with the assistance provided?		Note each point clearly, describing it in a full sentence.	<p>Only answer if you responded 'rather unsatisfied' or 'very unsatisfied' in Q11.2</p> <p>This is an optional question and may be omitted if found not to be useful. It is only to be answered if the respondent states to be 'rather unsatisfied' or 'very unsatisfied' with the provided assistance.</p>