

## INCREASED INCOME

Outcome indicator

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### Indicator Phrasing

**INDICATOR PHRASING:** % of target group members who earn at least the minimum pre-defined income from the supported activity

**Français:** to be added later

### What is its purpose?

The indicator assesses the proportion of target group members (e.g. farming households, micro-entrepreneurs) that earned at least a given minimum amount (e.g. earning on average 20 USD or any other relevant amount per month) from the supported activity. The amount should be equal or slightly lower than the income that a person can realistically earn from pursuing the supported activity (taking into account possible losses, initial failures, etc.)

### How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a representative sample of the target group members:

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

**Introduction:** In this survey, we are asking people about the income they generate from [specify the supported income generating activity – e.g. vegetable production / poultry raising / carpentry], so that we can understand how this activity is going. People often openly share with us both their successes and failures. I will not ask you too many details about your income and I will not share the information with other people living in this area, therefore please feel free to be honest with me.

**Q1:** In the past six months, did you [specify the activity – e.g. produce and sell any handicrafts]?

**A1:** yes / no

(ask the following question only if the previous answer is YES)

**Q2:** I do not want to know the exact amount you earn from [specify the supported activity]. However, can you please tell me whether the monthly income you usually earn from this activity has been at least [specify the amount] or whether it was usually less than this amount?

**A2** options to include:

- 1) the income was LESS than the stated amount
- 2) the income was AT LEAST THE STATED AMOUNT

To **calculate the indicator's value**, divide the number of respondents who reported earning at least the minimum income by the total number of respondents (including those who were supported to run an income generating activity but had stopped doing so at the time of the survey – see Q1). Multiply the result by 100 to convert it to a percentage.

## Disaggregate by

Disaggregate the data by the type of the income generating activity and by gender.

## Important Comments

1) The amount should be equal or slightly lower than the income that a person can realistically earn from pursuing the supported activity. **Avoid being overly ambitious** – the amount must reflect a realistic expectation of how profitable the supported income generating activity can be, taking into account possible losses, initial failures, the fact that the supported persons might not be experienced enough, etc.

2) If the supported income generation activities are prone to **seasonal differences** in the levels of generated income (e.g. as is the case with many agricultural activities), ensure that the baseline and endline data is collected at the same time of year (e.g. always three months after the harvest).

3) Since income measurement is prone to many complications and biases, the indicator does not aim to measure the exact amount of the respondents' incomes. That is why it assesses only whether people earned at least the minimum pre-defined income.