Five types of data: M&E questions

The five types of data can help you to think through the types of information you might need as part of your monitoring and evaluation (M&E). Your focus will depend on your needs, e.g. if your model is similar to others and evidence on the effectiveness of your approach already exists, you may choose to focus on your reach and the quality of your service.

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| Type of data | M&E questions |
| **User data**  The characteristics of the people you are reaching | * Who are we reaching and what are their characteristics? * Who are we not reaching? What are their characteristics? * Are we reaching our intended target audiences? * How do people reach us? How do they hear about us? |
| **Engagement data**  How people are using your service. | * How often are people using our service(s)? For how long? * Do some groups of users engage better than others? |
| **Feedback data**  What people think about the service. | * Who do we get feedback from? * Who don’t we get feedback from? * Do people enjoy the service(s)? Do they find it useful? * What aspects do they rate the best and which do they think could be improved? * What is working well/less well? * Do different groups of users respond differently? * Is the service being delivered as it intended? |
| **Outcomes data**  The short-term changes, benefits or assets people have got from the service. | * What is different now? What are the changes in behaviour, attitudes and skills among our users? * How has our service(s) helped? Can changes be attributed to our work? What other factors contribute? * What aspects have helped which users? Under what circumstances? * Are we seeing the outcomes we expected to see? * Are results consistent? Do we help get better outcomes from some groups of users? * Where do we get our best results? Which are our most effective activities? Under which circumstances? * Are we helping those in greatest need? |
| **Impact data**  The long-term difference that has resulted from the service. | * What is the long-term difference our service(s) has made? For whom? * What other factors have contributed to this change? |