

February 2024

## Thematic Survey Data Metrics | Usage Guidelines for 2024

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**PROCEDURE OWNER:** Insights Department

**PROCEDURE APPROVED BY:** Global Director, Insights

**PROCEDURE CONTACT:** [harney@water.org](mailto:harney@water.org)

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#### I. Procedure Overview

##### Policy Statement

As part of our rigorous monitoring and evaluation practices, we regularly conduct program monitoring visits. We often get the opportunity to survey the people we serve and have compiled that data into reporting dashboards with metrics around key themes.

Below are instructions on when to use and how to use the data and the dashboards.

This document is for use in calendar year 2024 and will be updated and shared internally in February 2025 (in alignment with the February quarterly program update, so any existing external communications can be updated once annually).

*Note – If there are dramatic changes or new key indicators in survey data during the year, the Insights team may decide to update sooner and will coordinate with Marketing and share with Strategic Development.*

#### II. Procedure

##### When to use

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Water.org measures impact primarily as people reached and capital mobilized, as they best align with how we work and what donors care about most. For some potential and existing funding partners, there is a desire to understand the impact of Water.org's work on key themes – like gender, health, education and climate.

We can use survey data to provide representative impact in key areas where we do not have comprehensive KPIs (impact metrics) across all people reached with safe water or sanitation through our work.

The Insights, Strategic Development and Marketing teams agree that the survey data provided can be used for individual and custom communications directly with donors (by all internal team members) and select broad/mass communications (by Marketing). It must be positioned as additive/secondary/supporting commentary to our primary impact metrics, to demonstrate there is positive impact around these key themes.

## How to use

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**Pull content from the summarized key points** – Use the approved summarized and messaged key points provided here in your communications:

- Gender – Through our work, we've seen how access to safe water and sanitation impacts women and girls. As part of our monitoring and evaluation process, we regularly survey people who have taken out loans for water and sanitation solutions through our work. Survey data shows:
  - 84% of women find collecting and securing their household's water easier now that they have safe water access at home.<sup>1</sup>
  - 69% of women say it's now less stressful to manage their household water.
  - 87% of women say their wellbeing has improved now that they have safe water or sanitation access at home.
  - 86% of women say their pride or dignity has improved now that they have safe water or sanitation access at home.
  - 84% of women say their new toilet facility makes it easier to manage menstruation.
  - 88% of women say they are satisfied with the security and safety of their new toilet solution.
- Health – Through our work, we've seen how access to safe water and sanitation impacts the health of families we serve. As part of our monitoring and evaluation process, we regularly survey people who have taken out loans for water and sanitation solutions through our work. Survey data shows:
  - 81% have observed improved health for their families now that they have safe water or sanitation at home.
  - 66% have reported that household members become ill less often now that they have safe water or sanitation at home.
  - 61% wash their hands more often now that they have safe water or sanitation at home.
- Education – Through our work, we've seen how access to safe water and sanitation at home and at school helps enable access to education for children living in poverty. As part of our monitoring and evaluation process, we regularly survey people who have taken out loans for water and sanitation solutions through our work. Survey data shows:
  - 35% say their children are able to attend school more often.
  - 36% say their children have more time for studying.
- Climate – Through our work, we've seen how access to safe water and sanitation helps people living in poverty build resiliency to the effects of climate change. As part of our monitoring and evaluation process, we regularly survey people who have taken out loans for water and sanitation solutions through our work. Survey data shows:
  - 51% reported experiencing climate issues like drought, floods, and severe storms.
  - Of those respondents, 51% said climate change influenced the type of water or sanitation improvement they selected.
  - 34% of respondents reported drought as the biggest issue they face.

**Access the dashboards for country-level detail** – We recommend that you use stats from the summarized key points above. However, if you need something more specific, like thematic stats for a specific country or region, please access the dashboard at the following links and filter by country:

- Gender –  
[https://share.mwater.co/v3/dashboard\\_link/43a4420a27764a84acc3270233c7eeb7?share=b420819ecfe14f388d901694ee324168](https://share.mwater.co/v3/dashboard_link/43a4420a27764a84acc3270233c7eeb7?share=b420819ecfe14f388d901694ee324168)

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<sup>1</sup> Statistics are pulled from the linked dashboards and are based on all collected surveys for each question.

- Health + Education –  
[https://share.mwater.co/v3/dashboard\\_link/818a5f29911f48f591ee49f21bad7911?share=da2046b3ab4a40d7bdbbb9c711b3445](https://share.mwater.co/v3/dashboard_link/818a5f29911f48f591ee49f21bad7911?share=da2046b3ab4a40d7bdbbb9c711b3445)
- Climate –  
[https://share.mwater.co/v3/dashboard\\_link/1831781909df4b95adcb5784a0cb3f65?share=48094a8bcda045eea0c1b611572d5f38](https://share.mwater.co/v3/dashboard_link/1831781909df4b95adcb5784a0cb3f65?share=48094a8bcda045eea0c1b611572d5f38)

**Remember to set context** – In communications, ensure the survey data is positioned appropriately by using language like:

- Through our work, we've seen how access to safe water and sanitation impacts [insert theme here].
- As part of our monitoring and evaluation process, we regularly survey people who have taken out loans for water and sanitation solutions through our work.
- Survey data shows: [insert specific data point here].

**Contact for Support** – If you have any questions about how to message a different piece of survey data, please reach out to Insights (David Strivings) and Marketing (Kat Faulkner.)