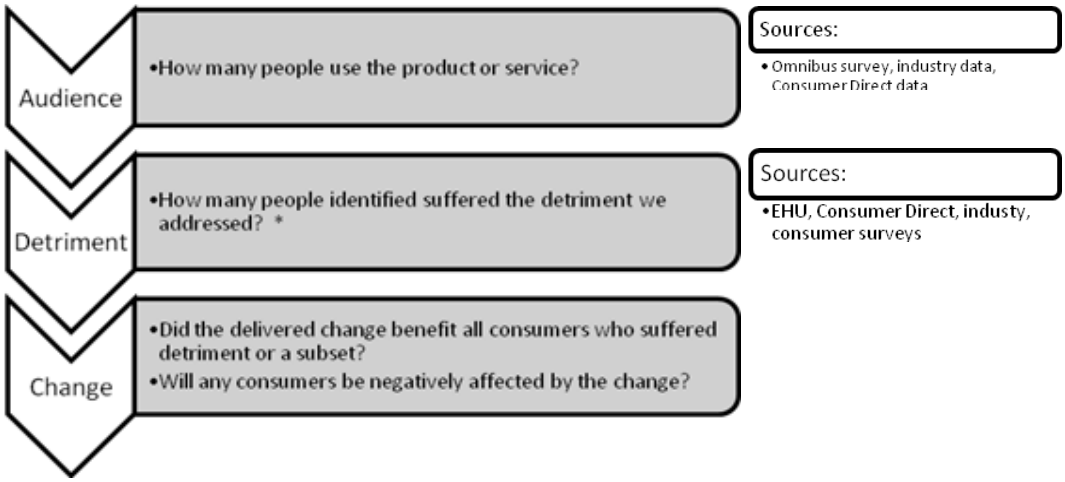
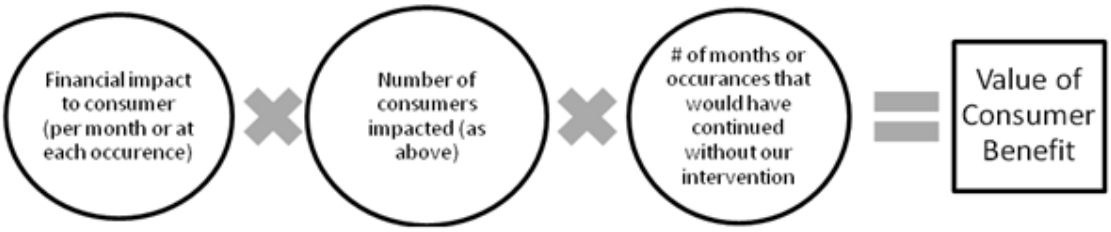
Appendix IV : Working papers relating to the measurement of indicators : Consumer Focus

Estimating the **number of consumers benefiting** from our advocacy work:



** Or benefited from improved market outcomes? (e.g., consumers make better purchases, consumers incur lower transaction costs, consumers buy same product more cheaply).*

Estimating the **value of consumer benefit** from our advocacy work:



- Key Principles:

    a. Where possible base estimations on information obtained during the project. This information, as a standard, should already have gone through a rigorous internal peer review.
    b. Where information was not gathered during the project, conservative estimations should be made based on the knowledge of consumers in the market.
    c. We don't want to claim that we've impacted exactly the estimated number of consumers or value of consumer benefit. Rather, we want to be able to state that it is **unlikely that less than our estimated number** of consumers have been impacted or value of consumer benefit realised – in this respect the figure should be the floor, not the ceiling.
    d. Our estimations include both direct impact of our work as well as the deterrent effect, in which we've prevented specific detriment from occurring.
    e. When indicated the number of months, or occurrences, it should be within a 1 year time frame. Therefore, the maximum number of months = 12 and occurrences should be limited to the number of occurrences that would be expected to occur in a 12 month time period.