Examples of outcome measures

Quantitative	Qualitative
Number of units sold	Customer feedback
Number of organisations adopting practice	Client / stakeholder / partner feedback
Number of cases / injuries / fatalities avoided	Patient feedback
Number of professionals trained	Insertion into policy
Quantity saved (of water, time, hectares of rainforest etc)	Improvement in efficiency (of process)
Amount of money saved as a consequence	Improvements in quality (of product, etc)
Number of hits / views / downloads	Referrals data for website: how discoverable is your resource?
Other usage stats (e.g. for free service such as app)	Evidence of re-use / uptake beyond original dissemination
Social media stats (e.g. number of retweets)	Traditional media reporting
Increase in production / market share / investment	Adoption into industry standards / guidelines for sector
Increase in participation / attendance	Positive changes in attitude / perception
Increase in number with access (to services, resources etc)	Improved quality of life
Bibliometric analysis: number of references	Discourse analysis: shift in language / vocabulary
Reduced patient waiting times / duration of hospital stay	Reduction in health-related risk factors
Jobs created	New infrastructure enabled