

**Staff**

Julie Peachey  
Director, Poverty Measurement

**Timeline**

9:15 AM - 10:00 AM

**Date**

November 03, 2018

# PPI Director Julie Peachey Presents at American Evaluation Association Conference

On November 3, Poverty Probability Index (PPI®) Director, Julie Peachey, presented at the annual American Evaluation Association (AEA) Conference in Cleveland, Ohio. She shared relevant examples of how the PPI has been used to help organizations understand the poverty profile of their customers, conduct a variety of analyses by poverty level, and use that data to inform decisions at the investee and investor level. The PPI is a household-level poverty measurement tool used by hundreds of organizations around the world to cost-effectively estimate client poverty, solving a hurdle that has long prevented organizations working in developing countries from understanding a fundamental aspect of their clients' lives. The tool is statistically sound, yet simple to use: the answers to 10 questions about a household's characteristics and asset ownership are scored to compute the likelihood that the household is living below the poverty line. Learn more about the PPI at [www.povertyindex.org](http://www.povertyindex.org).

## City

Cleveland

## Administrative Area

Ohio

## Country

United States