

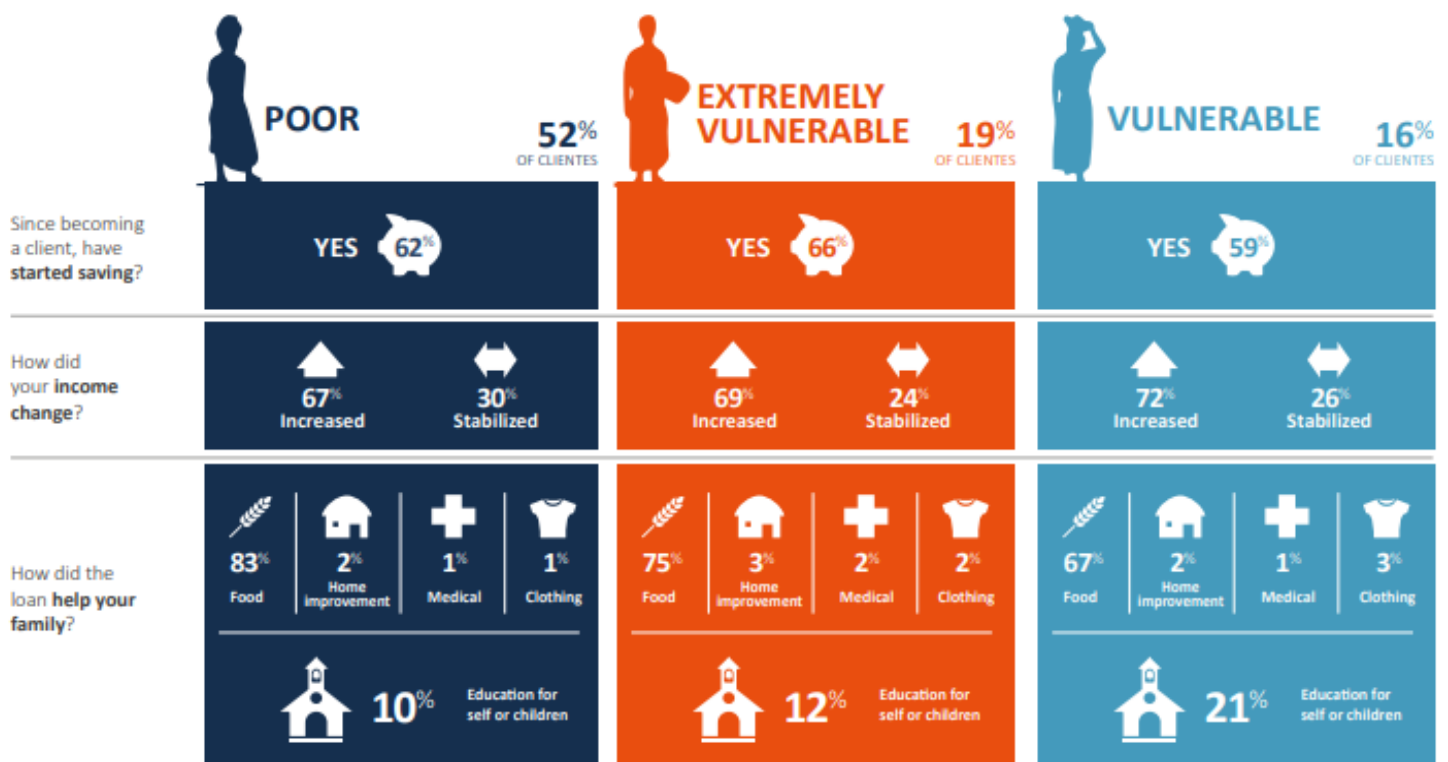
## FRIENDSHIP BRIDGE (GUATEMALA) CASE STUDY

The case study below from Friendship Bridge (Guatemala) illustrates some insights it achieved by analyzing client outcomes by the following segments: poor, extremely vulnerable, and vulnerable.

**Friendship Bridge, Guatemala:** segments its clientele based on PPI poverty likelihood score categories to identify different poverty segments of its clients. 'Poor', 'Extremely vulnerable' 'Vulnerable' are the main target segments, corresponding to bands based on the national poverty line, as shown in the table below. This segmentation allows nuanced comparisons, triangulation of data, and patterns to emerge within the data set. FB also segments by sector and other demographic markers such as age.

Graphic 6. Segmentation of results: by poverty band

PPI data from design document created in 2010 from 2006 national data			
Friendship Bridge categories	Poor	Extremely vulnerable	Vulnerable
Poverty line equivalent	<National PL	NPL - <150% National PL	150% - <200% National PL
Country benchmarks: % rural households in this category	61%	20%	9%



Author's note: 'stabilized' means 'stayed the same'