

**Conception, Measurement and Methodology: The Missing Links in Urban Poverty Reduction Strategies**

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Over the years, researchers, policy-makers and administrators across societies, have been occupied with poverty issue, yet it survives and poses threat to the global community. This paper describes the conceptual pitfalls in urban poverty reduction strategies. It explains the measurement and methodological gaps, which characterised urban poverty reduction strategies and discusses how statistics and methodology could be applied for effective urban poverty reduction. Weak definitions, absence of satisfactory scaling tools and methodology in urban poverty researches, policies, planning and programmes undermine its reduction. Integration of systematic principles and practices on conception, measurement and methodology constitutes a pathway to poverty reduction.

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