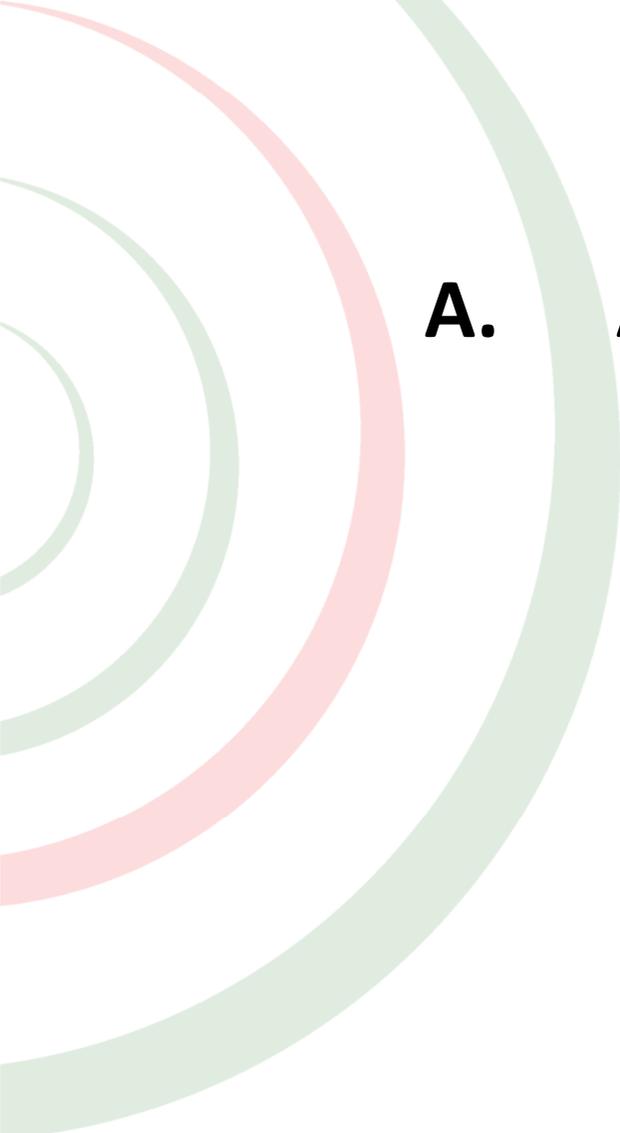


WINDOW TWO

EFInA Innovation Grant Round 6: Digital Financial Services for Women

Landscape of Women's Financial Inclusion in Nigeria

- A. Analysis of Adult Women vs. Men
- B. Overview of the Adult Female Population
- C. Analysis of Formally Served, Informally Served & Financially Excluded Women
- D. Challenges/Opportunities for Deepening Financial Inclusion for Women in Nigeria
- E. Summary
- F. Data Dissemination Options

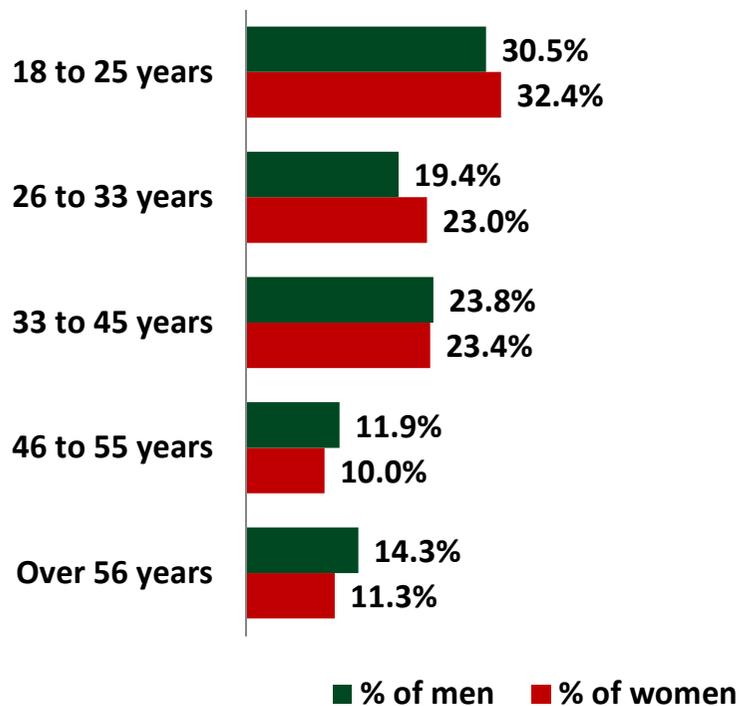


A. Analysis of Adult Women vs. Men

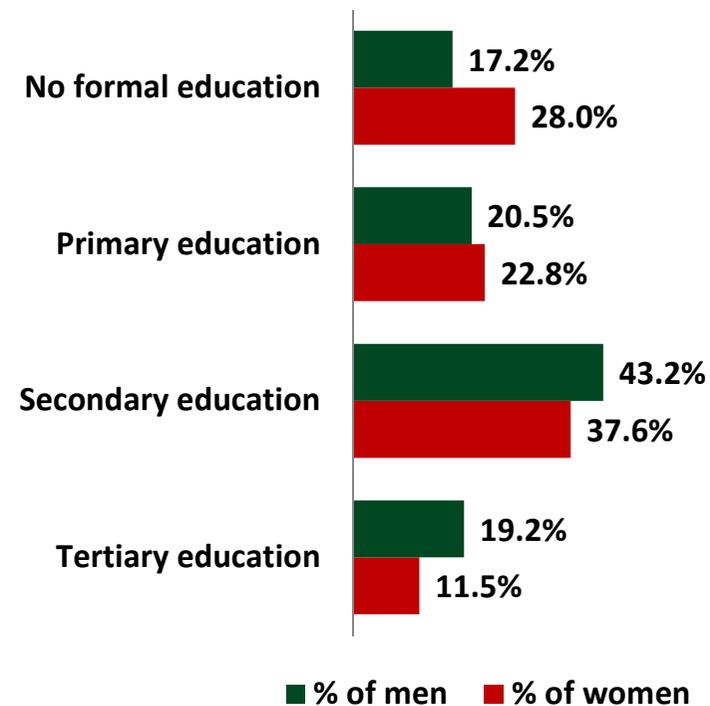
Age and Education Profile by Gender

- Of the 93.5m adult population, 50.0 million (53.5% of the total adult population) are women and 43.5 million (46.5% of the total adult population) are men
- 55.4% of adult women are within the age bracket of 18 to 33 years compared with 49.9% of men
- 28.0% of adult women have no formal education compared to 17.2% of men

Age profile

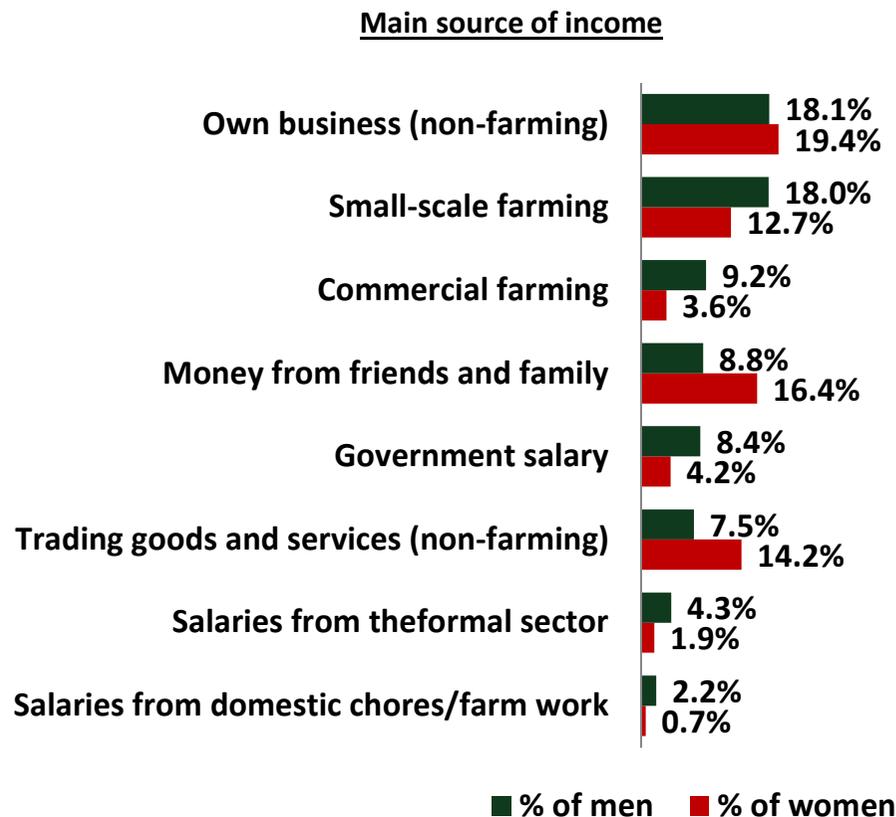


Education profile



Livelihood Profile by Gender

- 19.4% of adult women get their main source of income from their own business (non-farming) compared with 18.1% of adult men
- 16.4% of adult women rely on family/friends for their livelihood compared to 8.8% of adult men
- Only 1.9% of adult women get their main source of income from the formal sector compared with 4.3% of adult men



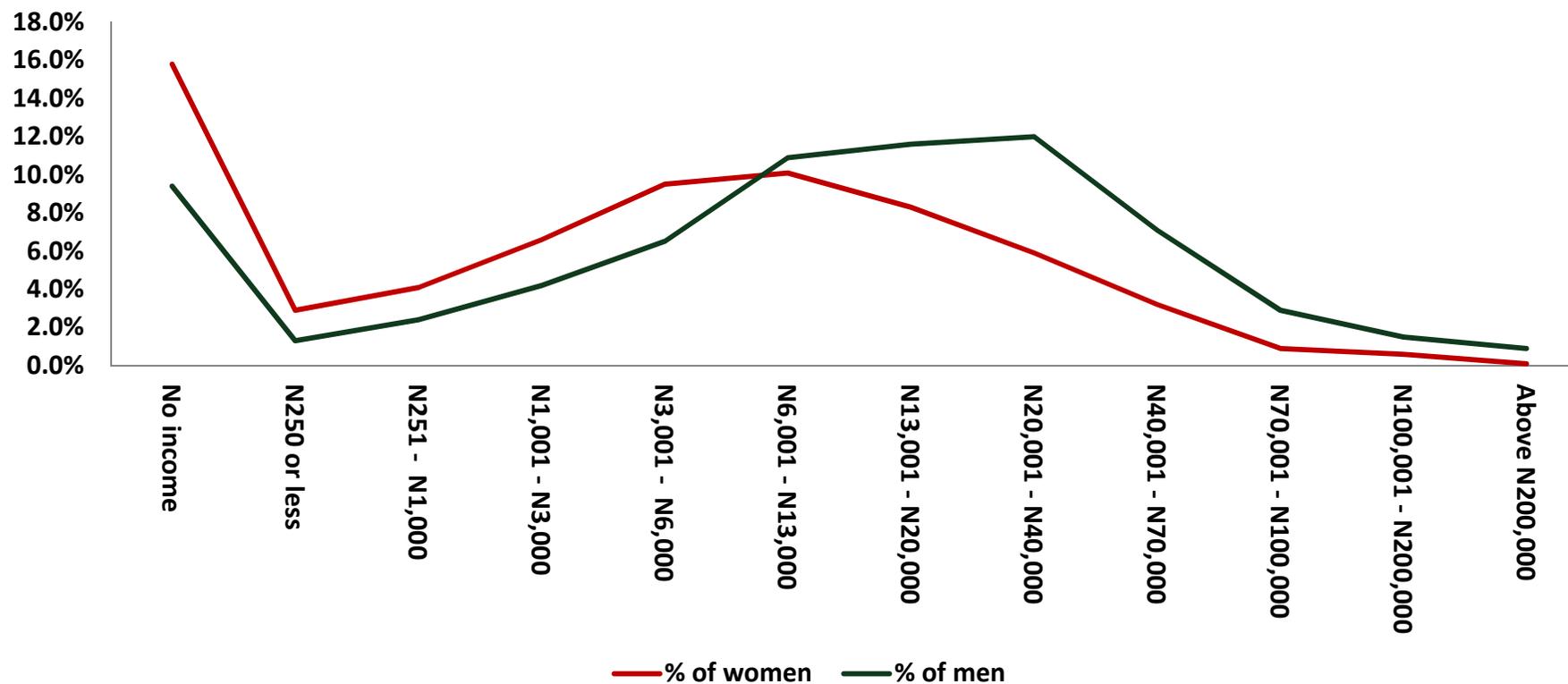


EFInA Income Levels by Gender

Enhancing Financial Innovation & Access

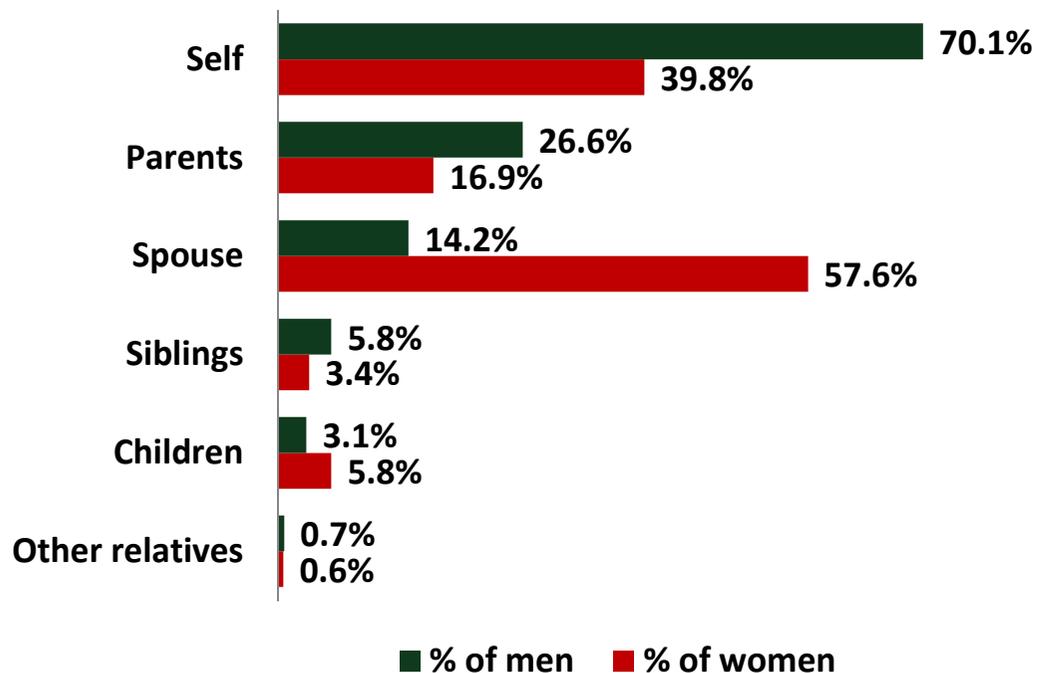
There is a significant income gap between women and men:

- 7.7 million adult women earn no income compared with 4.0 million adult men
- 41.5% of adult women earn N20,000 or less per month compared with 36.9 % of adult men
- Only 1.6% of adult women earn over N70,000 per month compared with 5.3% of adult men



Primary Decision-Maker about Money Matters in the Household by Gender

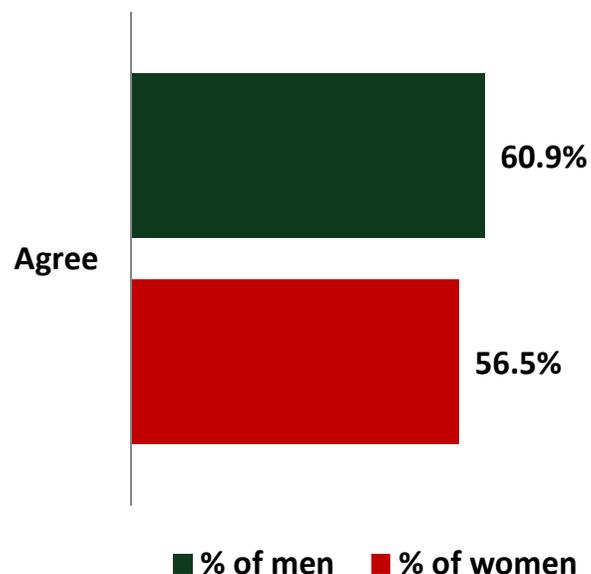
- Only 39.8% of adult women are the primary financial decision-maker in their households compared with 70.1% of adult men
- 57.6% of adult women rely on their spouses as primary decision-makers in their households compared with 14.2% of adult men



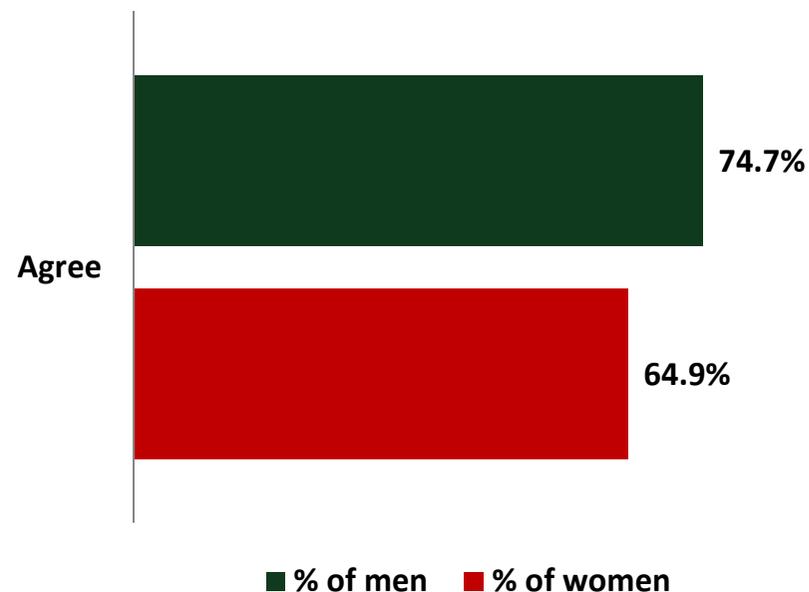
Attitudes Towards Technology by Gender

- 56.5% of adult women would rather deal face-to-face with a person than with electronic devices compared with 60.9% of adult men
- In addition, 64.9% of adult women are prepared to learn how to use new technology compared with 74.7% of adult men

Rather deal face-to-face with a person than an electronic device
(e.g. ATMs, POS machines)



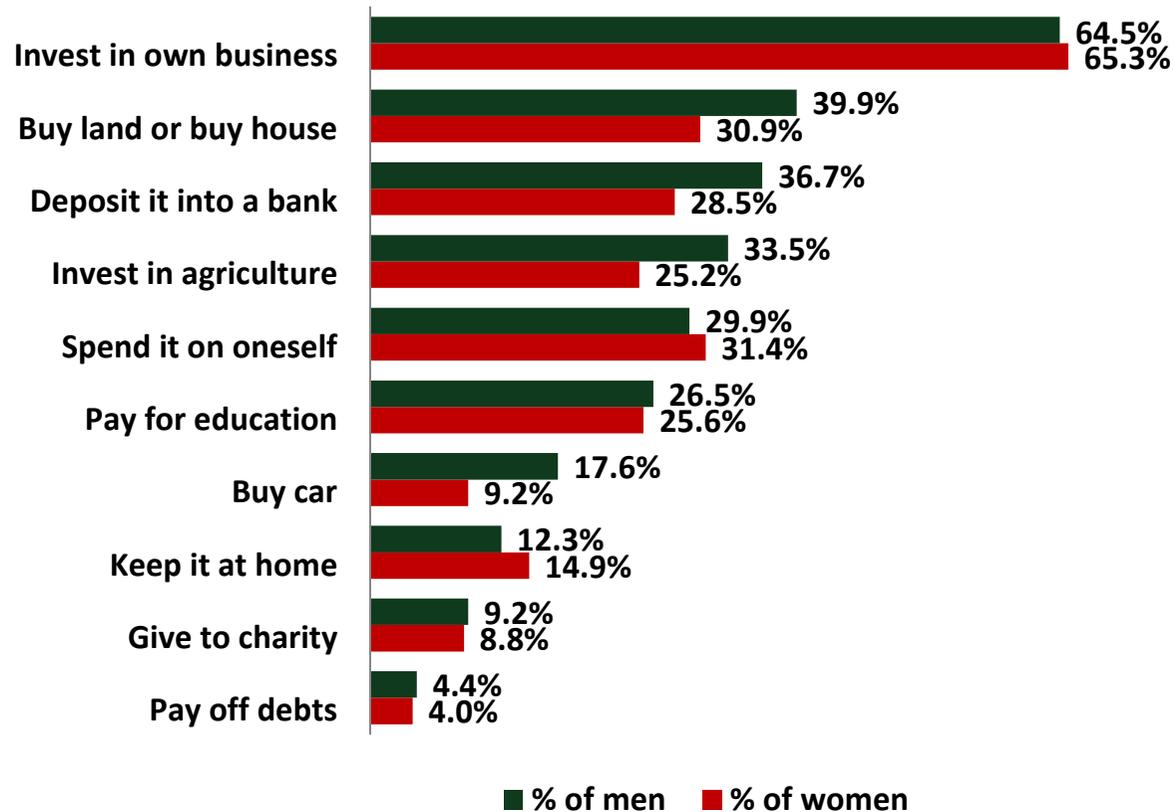
Prepared to learn how to use new technology



Financial Attitudes Towards Money by Gender

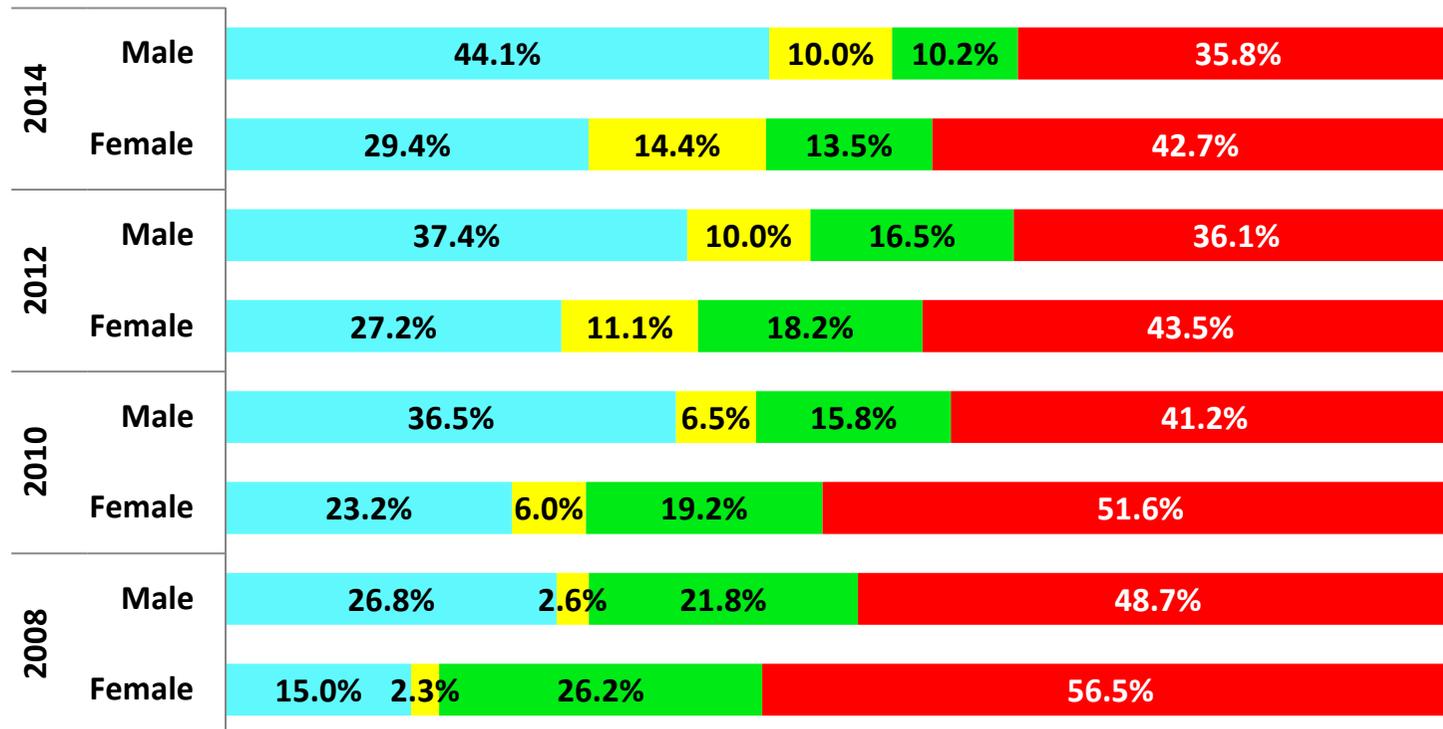
If they receive a fairly large sum of money:

- 65.3% of adult women will invest the money in their own business compared with 64.5% of adult men
- 31.4% of adult women will spend the money on themselves compared with 29.9% of adult men
- 28.5% of adult women will deposit it in a bank compared with 36.7% of adult men

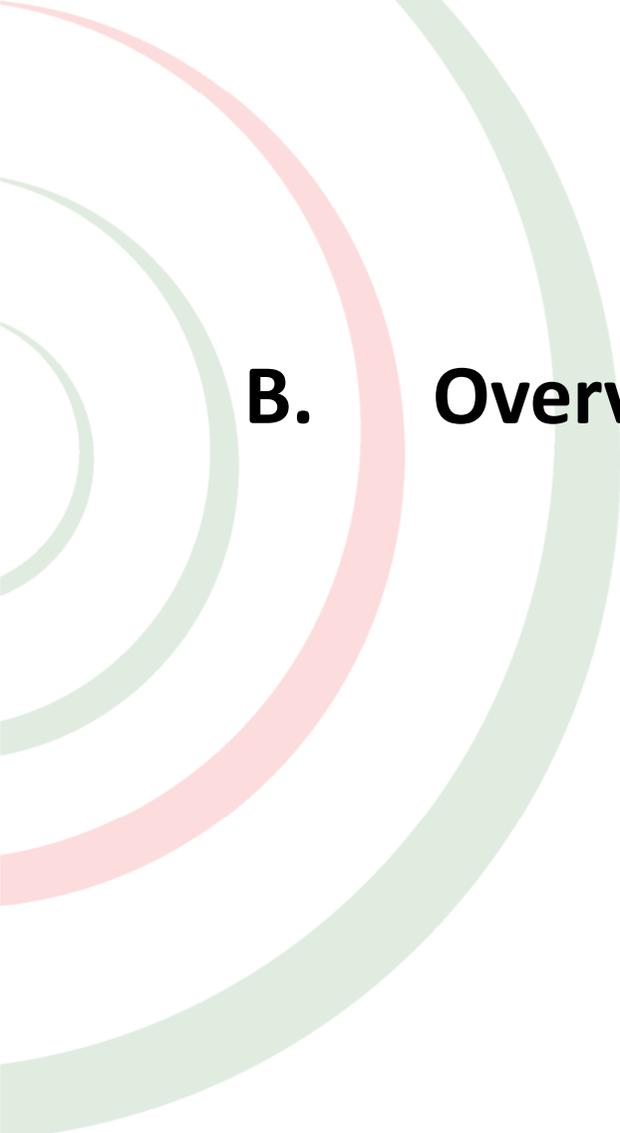


Trends in Financial Access Strand by Gender (2008 to 2014)

- Formal financial inclusion is skewed towards men. However, the gap between men and women is reducing
- Between 2008 and 2014:
 - The number of adults that were formally included increased by 25.0 million, of which 14.7 million were women and 10.3 million were men
 - The number of adults that were financially excluded decreased by 8.5 million, of which 2.1 million were women and 6.4 million were men



■ Banked
 ■ Formal other
 ■ Informal only
 ■ Financially excluded

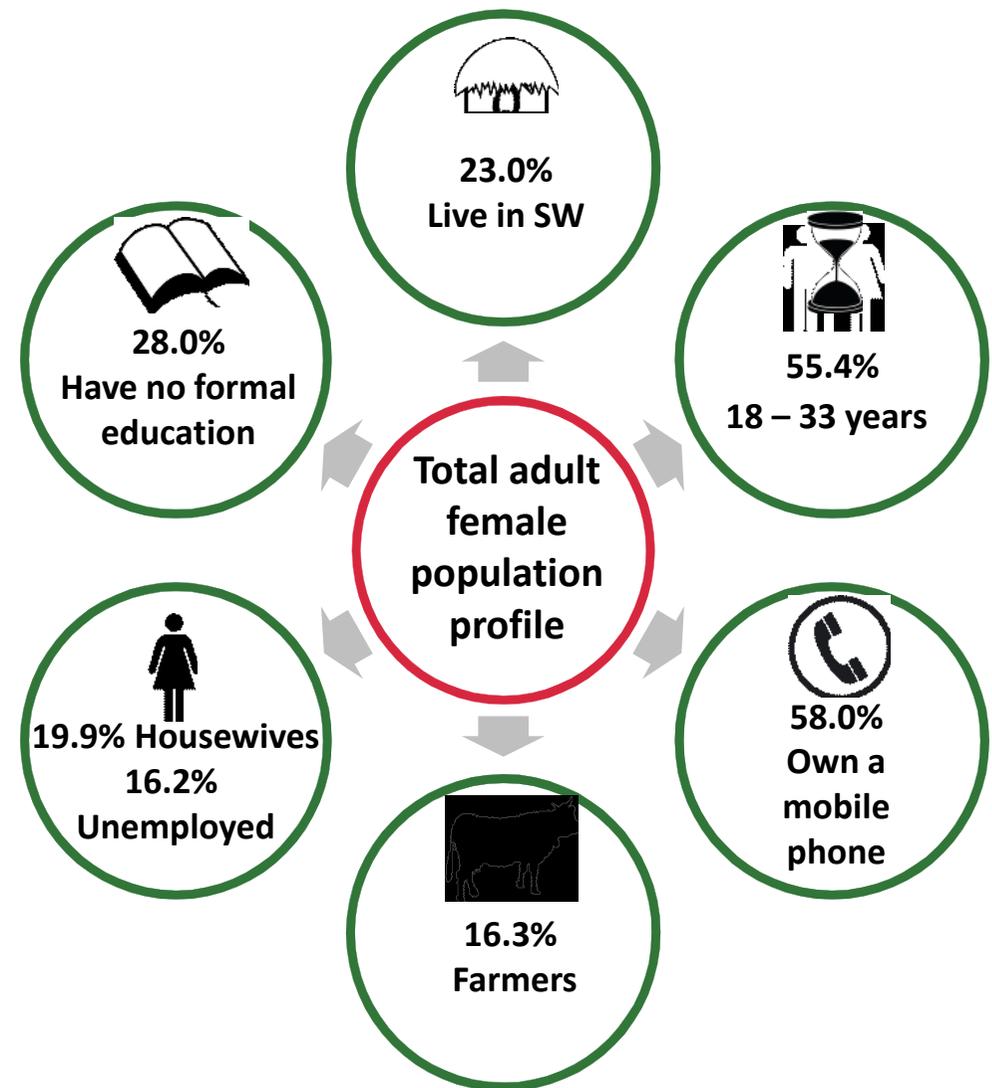


B. Overview of the Adult Female Population

Summary of the Demographic Profile of Adult Women

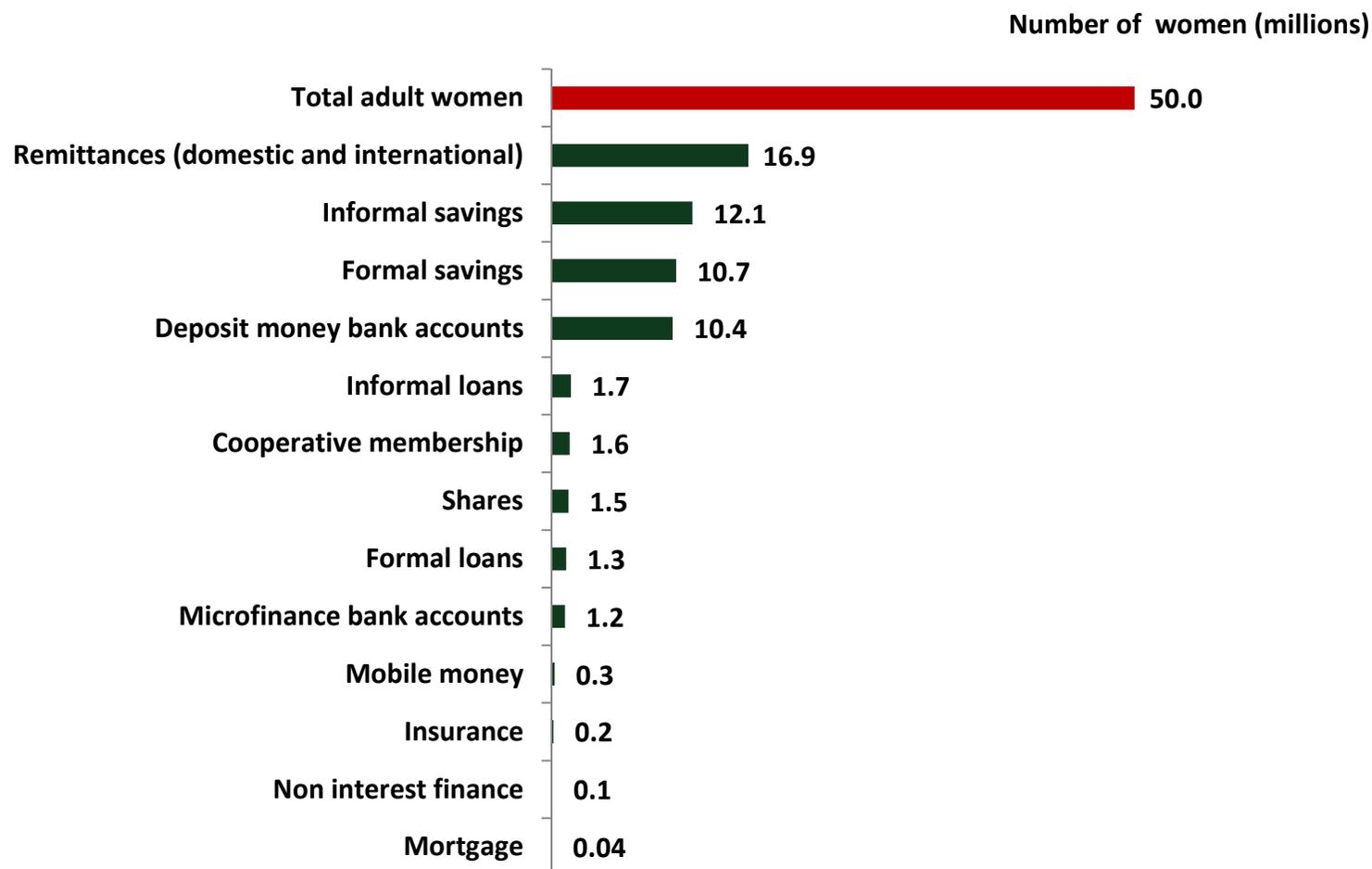
There are 50.0 million adult women in Nigeria, of which:

- 55.4% of adult women are within the age bracket of 18 to 33 years
- 28.0% of adult women have no formal education
- 19.9% of adult women are housewives
- 16.3% of adult women are farmers
- 14.2% of adult women are traders
- 58.0% of adult women own a mobile phone



Uptake of Financial Products/Services by Adult Women

- Access to formal financial products is still low amongst women
- The top 3 financial products/services women use are remittances, informal savings and formal savings





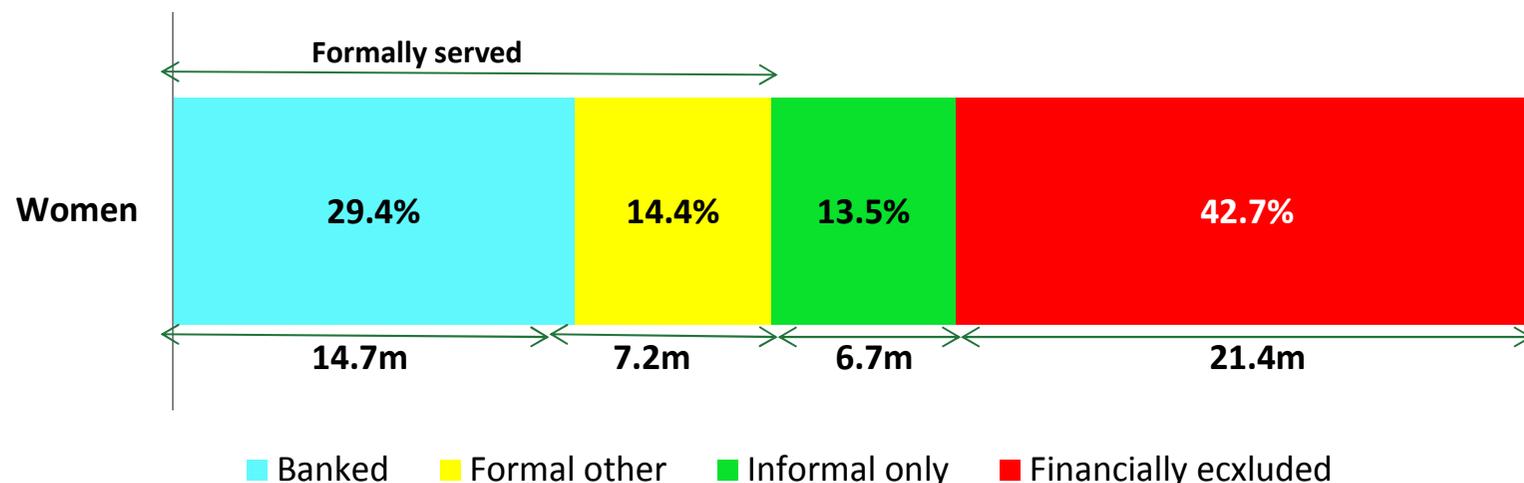
C. Analysis of Formally Served, Informally Served & Financially Excluded Women

Formally Served, Informally Served & Financially Excluded Women

This section focuses on the differences between adult women in Nigeria who have or use formal financial services or products, such as bank accounts, pensions, shares, insurance, etc. (“formally served”), those who use only informal financial services such as co-operatives, savings clubs, etc. (“informally served”) and those who do not use any formal or informal financial services (“financially excluded”), in order to highlight opportunities to expand access and usage of financial services among women.

From the EFInA Access to Financial Services in Nigeria 2014 survey:

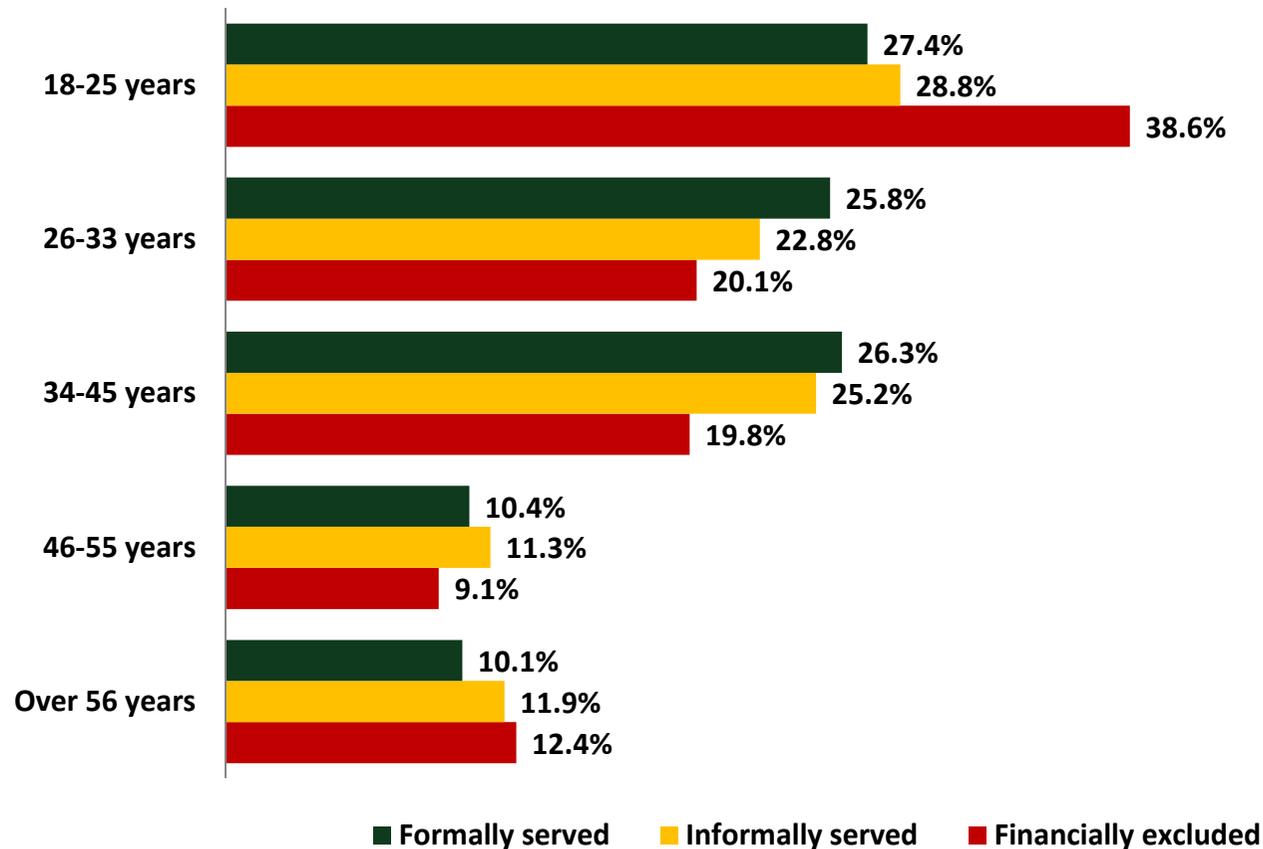
- 21.9 million adult women (43.8% of total adult women) are formally served
- 6.7 million adult women (13.5% of total adult women) are informally served
- 21.4 million adult women (42.7% of total adult women) are financially excluded



Demographic Profile

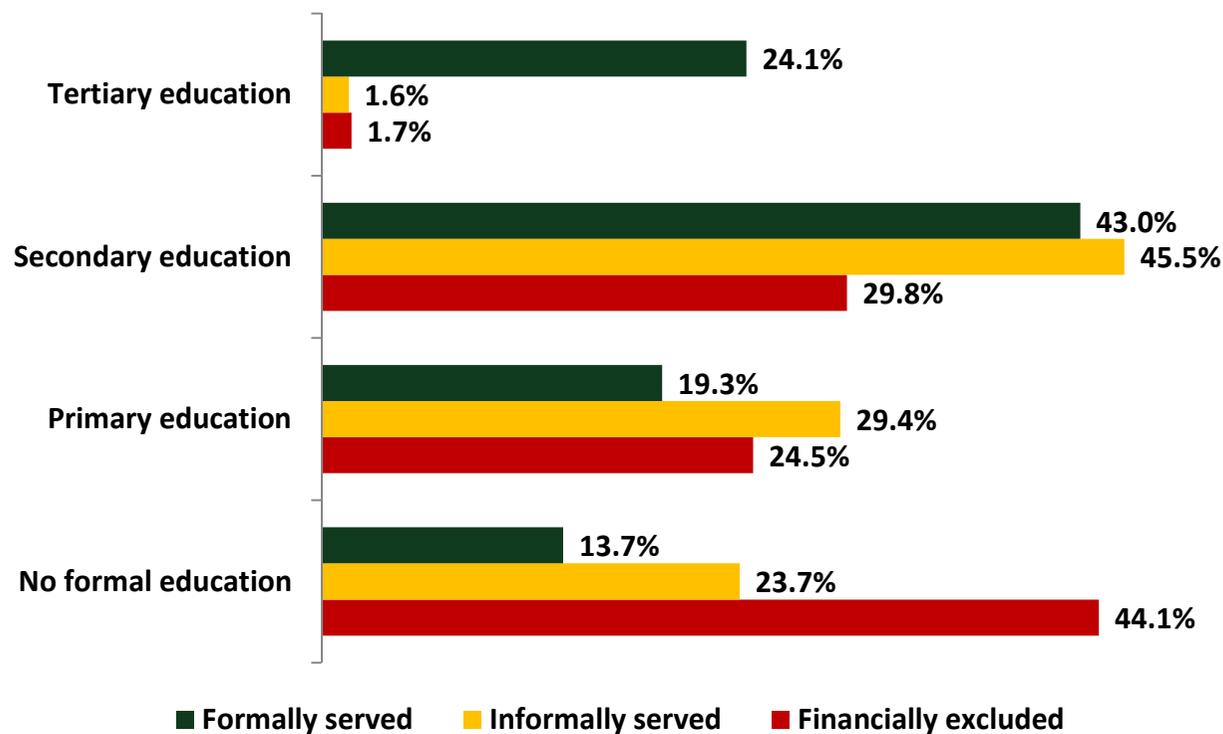
Age Distribution of Adult Women

- Financially excluded women tend to be younger than women who are either formally served or informally served
- 38.6% of financially excluded women are within the 18 to 25 age bracket



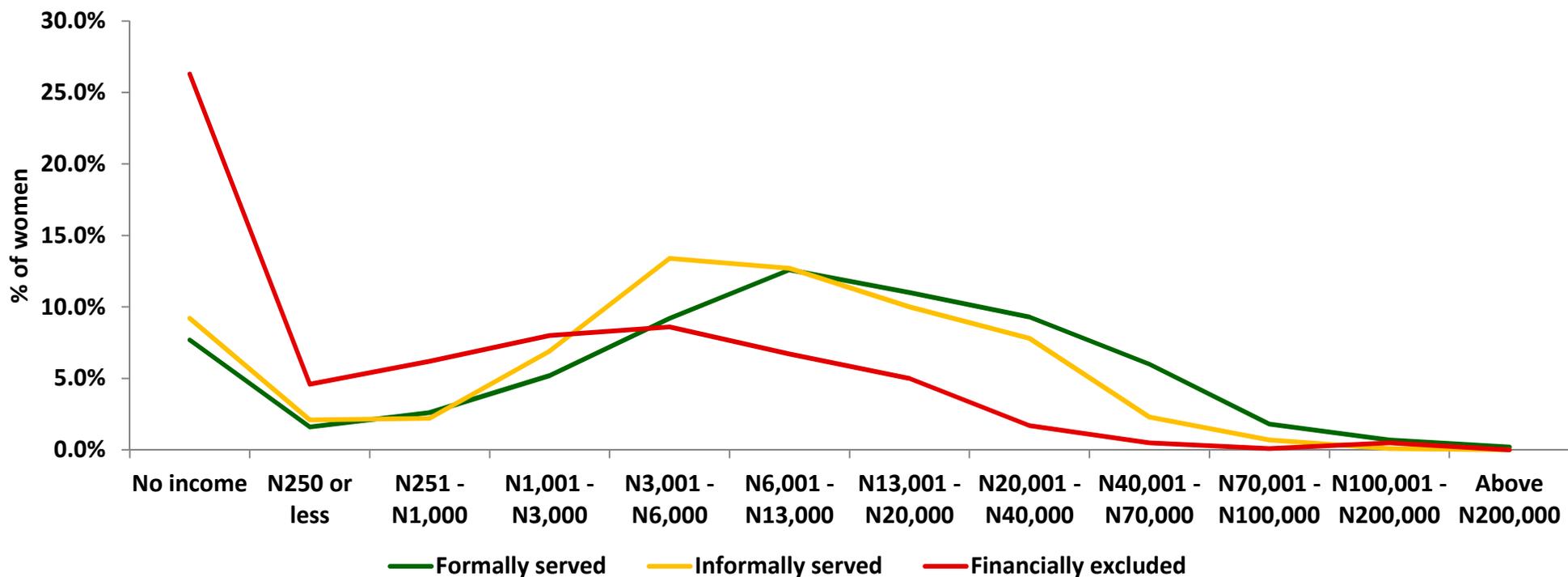
Education Profile of Adult Women

- Formally served women tend to have higher levels of education than informally served women, who in turn tend to have higher levels of education than financially excluded women
- 67.1% of formally served women have secondary school level of education or higher
- 47.1% of informally served women have secondary school level of education or higher
- 31.5% of financially excluded women have secondary school level of education or higher
- 44.1% of financially excluded women have no formal education



Income Levels of Adult Women

- 7.7% of formally served women have no income, versus 9.2% of informally served women, and 26.3% of financially excluded women
- In general, financially excluded women have lower levels of income than informally served women, who in turn have lower levels of income than formally served women

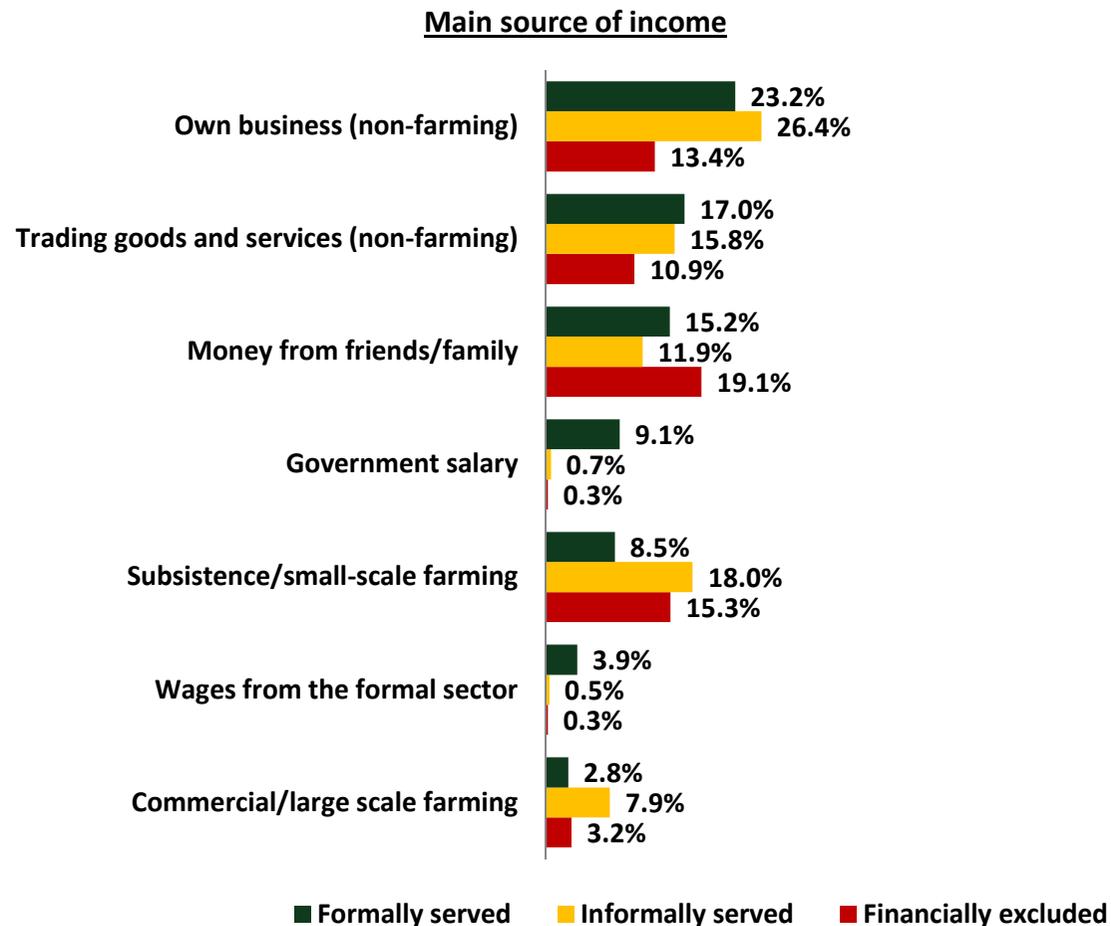




EFInA Livelihood Profile of Adult Women

Enhancing Financial Innovation & Access

- 23.2% of formally served women and 26.4% of informally served women get their main source of income from their own business (non-farming)
- 19.1 % of financially excluded women rely on family/friends for their livelihood

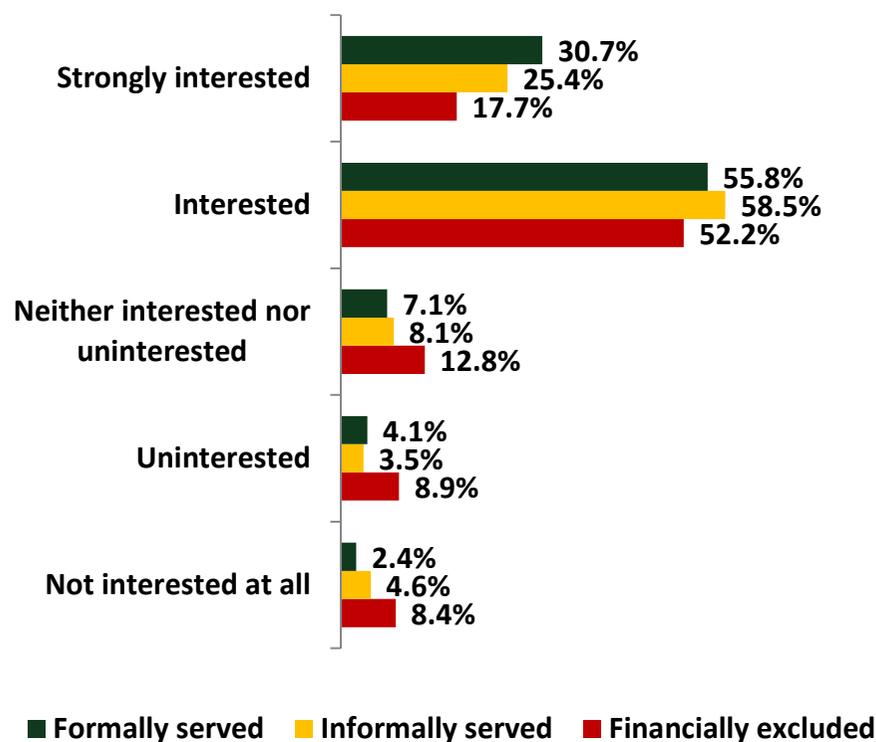


Financial Related Issues

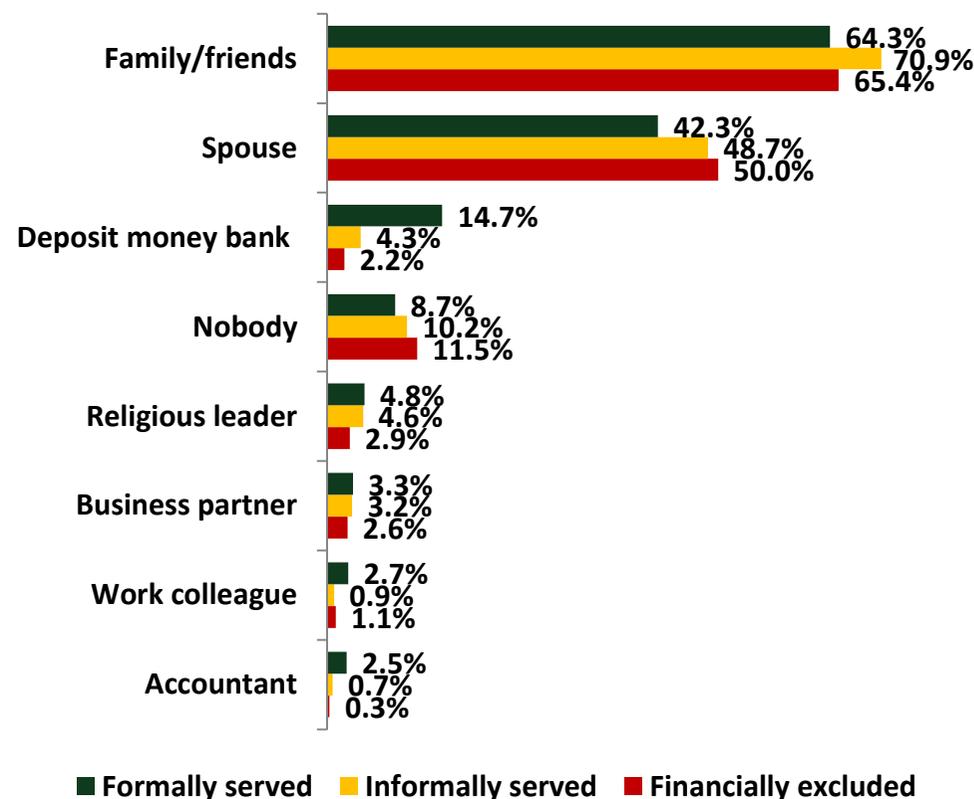
Level of Interest in Financial Matters/Sources of Financial Advice

- 86.5% of formally served women are interested (“strongly interested” and “interested”) in financial matters, compared with 83.9% of informally served women, and 69.9% of financially excluded women
- The main source of financial advice for all 3 segments of adult women is family/friends

Interest in financial matters

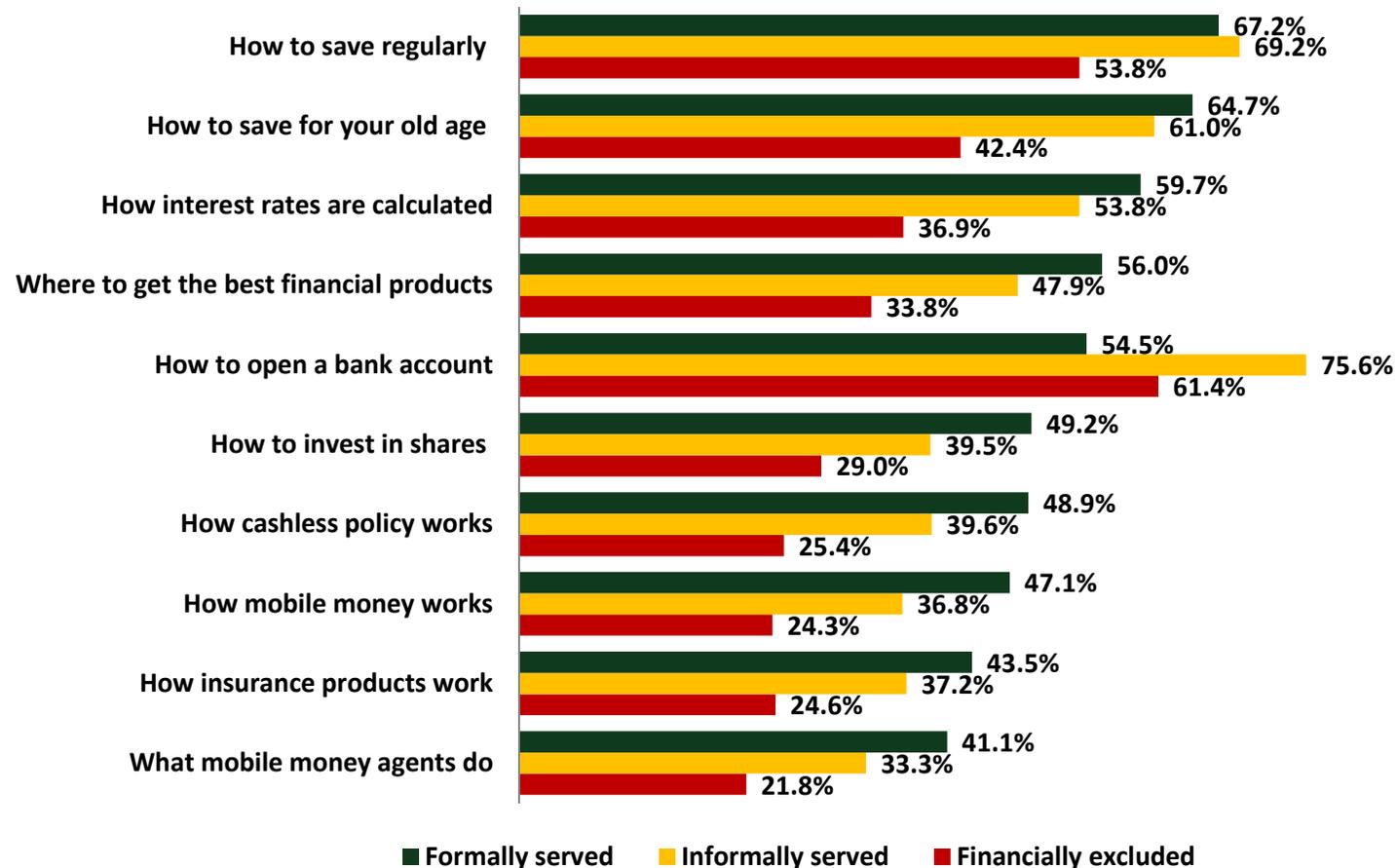


Source of financial advice



Financial Topics of Interest to Adult Women

- The top financial topic of interest for formally served women is **how to save regularly**
- The top financial topic of interest for both informally served and financially excluded women is **how to open a bank account**

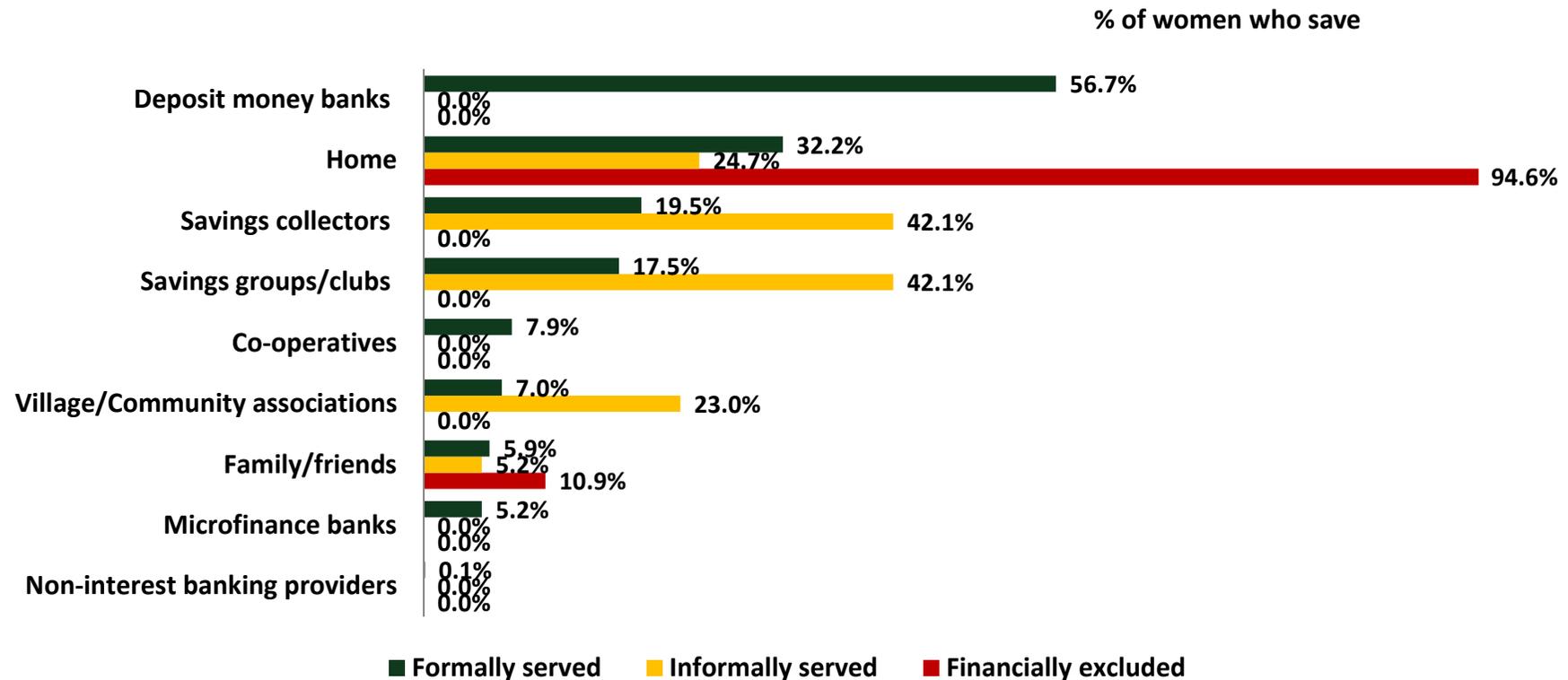




EFInA Saving Behaviour of Adult Women

Enhancing Financial Innovation & Access

- 16.8 million formally served women save, of which 56.7% of them save at a deposit money bank
- 6.2 million informally served women save, of which 42.1% of them save with savings collectors and savings groups/clubs
- 7.0 million financially excluded women save, of which 94.6% of them save at home



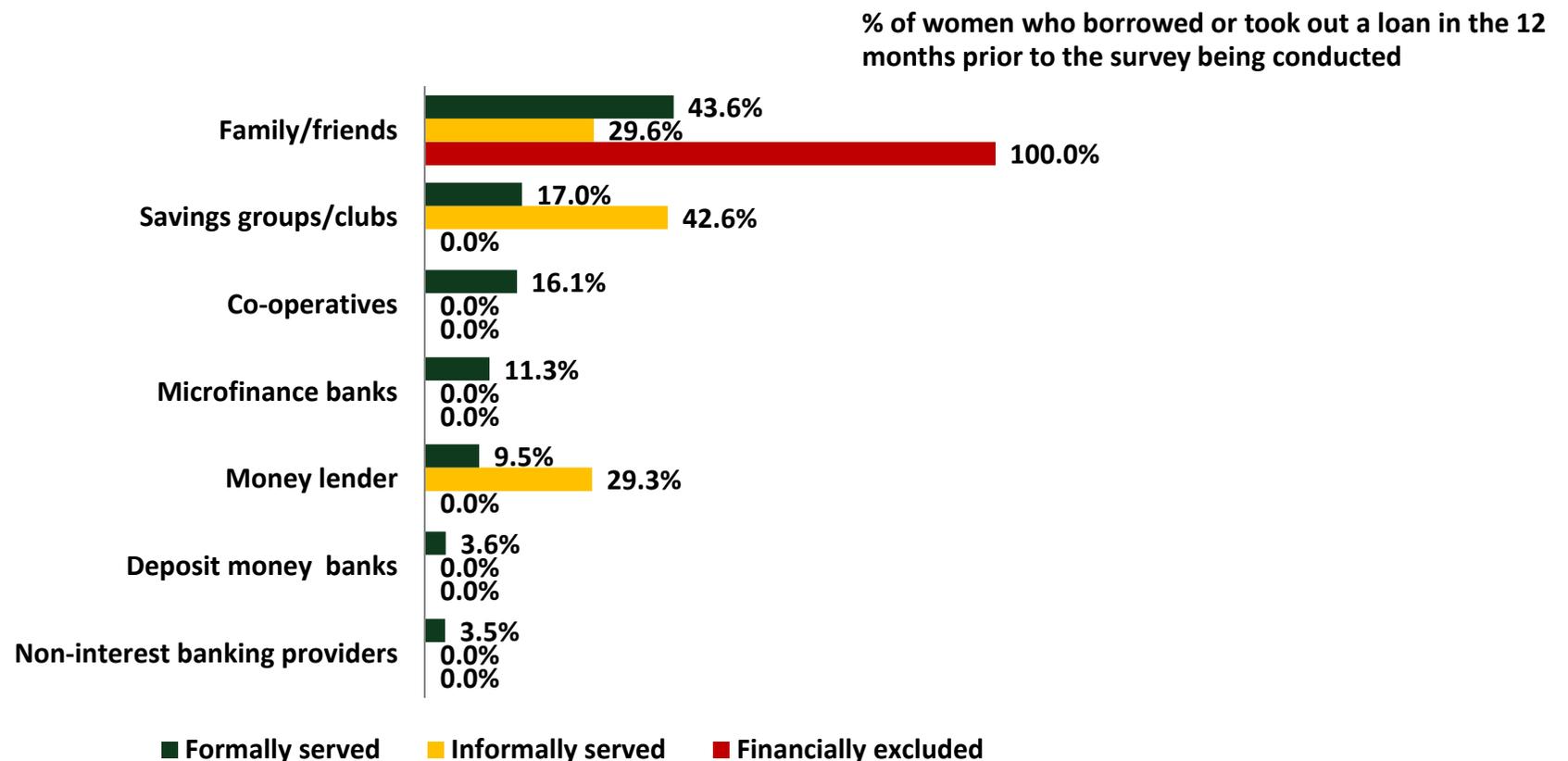


EFInA Borrowing Patterns of Adult Women

Enhancing Financial Innovation & Access

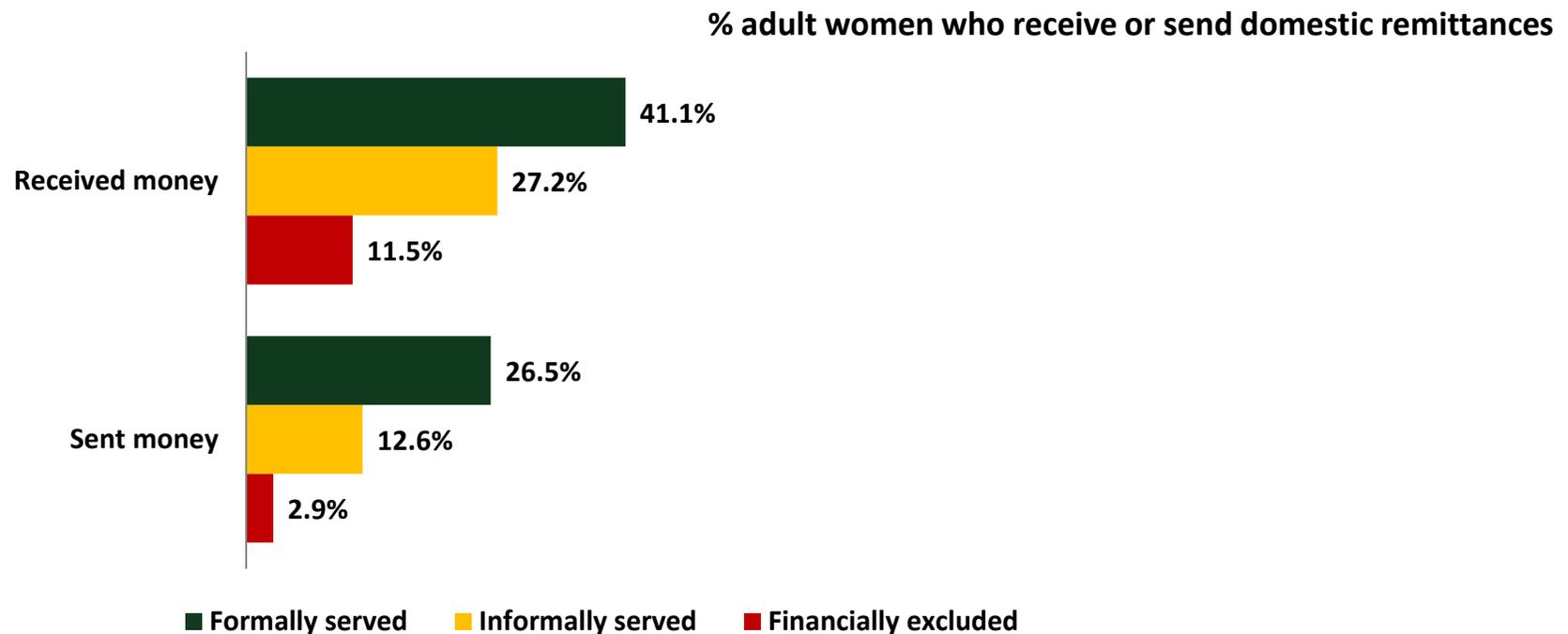
In the 12 months prior to the A2F 2014 survey being conducted:

- 3.7 million formally served women took out a loan, of which 43.6% of them borrowed money from family/friends
- 1.0 million informally served women took out a loan, of which 42.6% got loans from savings groups/clubs
- 1.1 million financially excluded women borrowed money, of which all of them borrowed from family/friends



Domestic Remittances Patterns of Adult Women

- 26.3 million adults received money from within Nigeria, of which 13.3 million were women
- 41.1% of formally served women received money from within Nigeria, compared with 27.2% of informally served women and 11.5% of financially excluded women
- 17.5 million adults sent money within Nigeria, of which 7.3 million were women
- 26.5% of formally served women sent money within Nigeria, compared with 12.6% of informally served women and 2.9% of financially excluded women

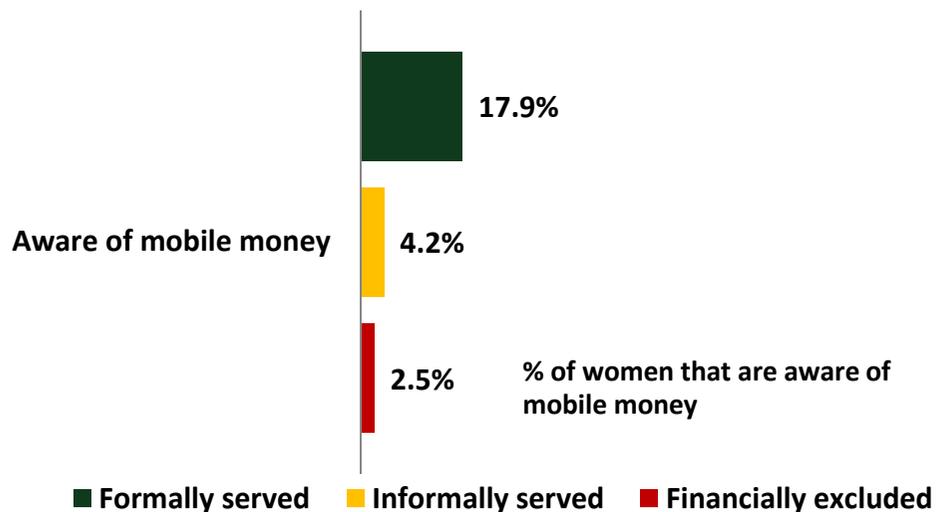


Mobile Money

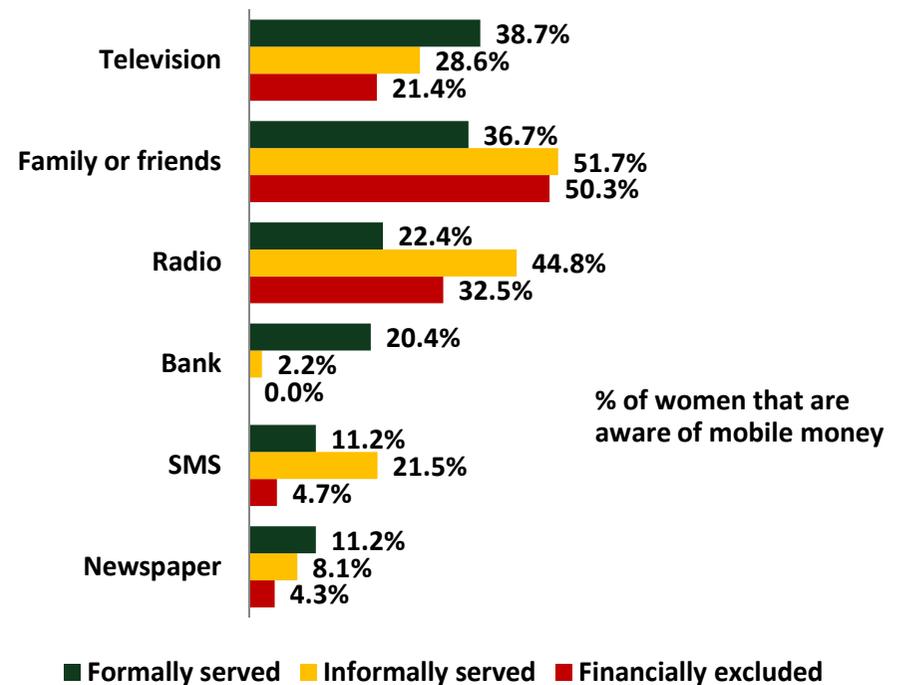
Awareness of Mobile Money

- 4.8 million women (40.1% of the total adult population that are aware of mobile money) are aware of mobile money
- 17.9% of formally served women are aware of mobile money compared with 4.2% of informally served women and 2.5% of financially excluded women
- Family/friends are the main source of information about mobile money for informally served and financially excluded women who are aware of mobile money; whilst television is the main source of information about mobile money for formally served women who are aware of mobile money

Awareness of mobile money



Source of information about mobile money

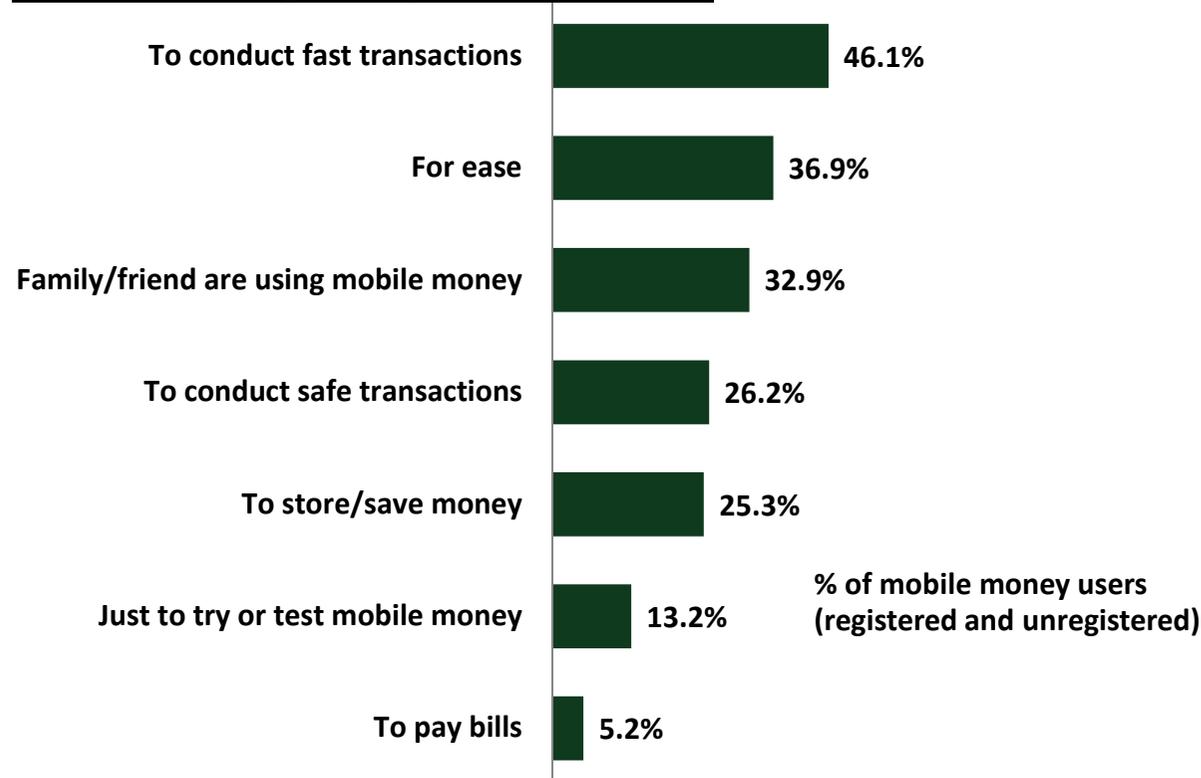


Source: EFInA Access to Financial Services in Nigeria 2014 survey

Drivers/Influencers for Women Mobile Money Users

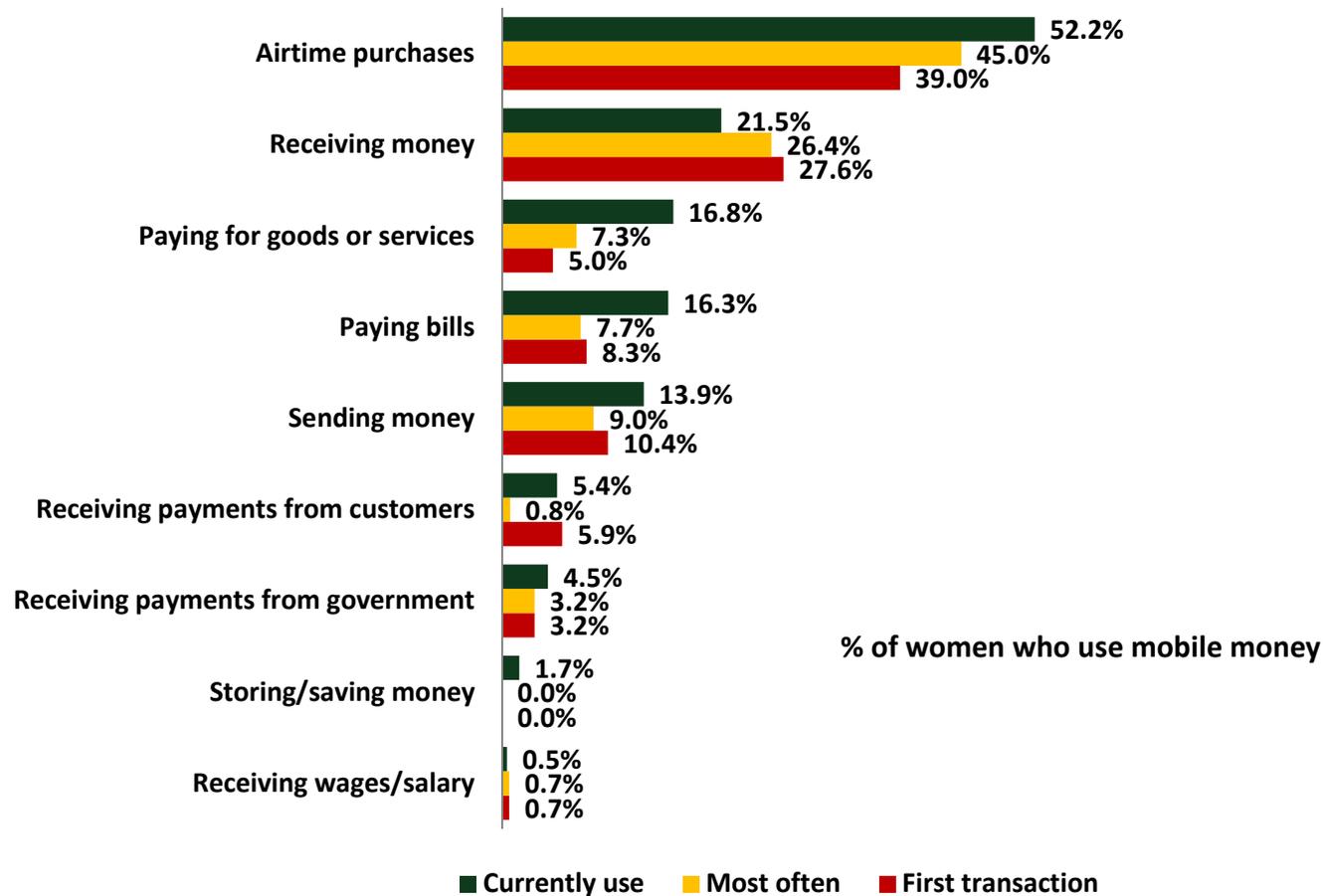
- Of the 4.8 million women that are aware of mobile money, only 0.3 million use mobile money (registered and not registered users) of which 0.1 million are registered users
- For the 0.3 million women that use mobile money, the top 3 reasons for choosing their mobile money operator are availability of service, family/friend use the operator and perceived trust and reliability of the operator
- The top 3 factors that encouraged the uptake of mobile money by women are to conduct fast transactions, for the sake of ease and family/friends are using mobile money

Factors that encouraged the uptake of mobile money



Mobile Money Services Used by Women

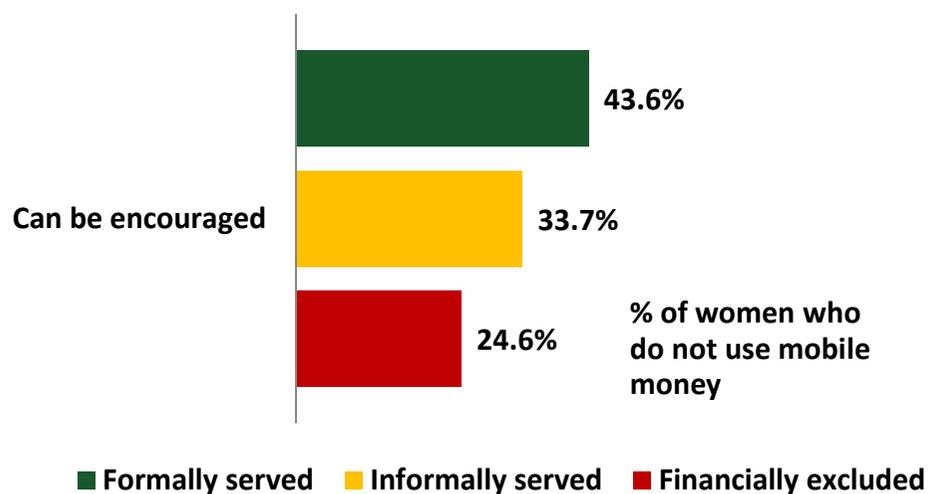
- Of the 0.3 million women who use mobile money, the top 3 services used are: airtime purchase, receiving money and paying for goods/services
- 39.0% of women who use mobile money, cited airtime purchase as their first transaction



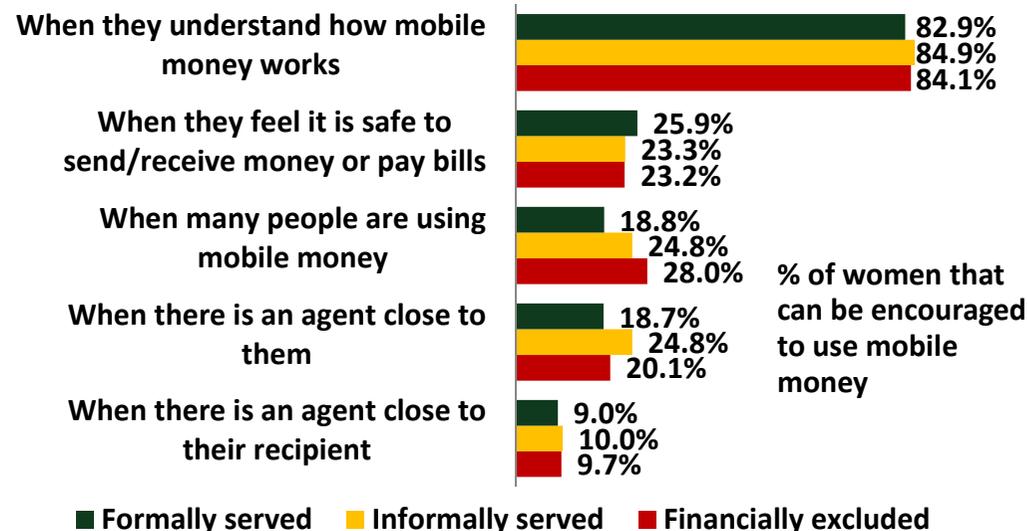
Factors That Can Encourage the Uptake of Mobile Money

- 17.0 million women who do not use mobile money can be encouraged to use mobile money
- 9.5 million (43.6%) of formally served women can be encouraged to use mobile money
- 2.3 million (33.7%) of informally served women can be encouraged to use mobile money
- 5.2 million (24.6%) of financially excluded women can be encouraged to use mobile money
- The top factor that would encourage all 3 segments of women to use mobile money is when they understand how mobile money works

Women that can you be encouraged to use mobile money?



Factors that can encourage women who do not use mobile money to do so

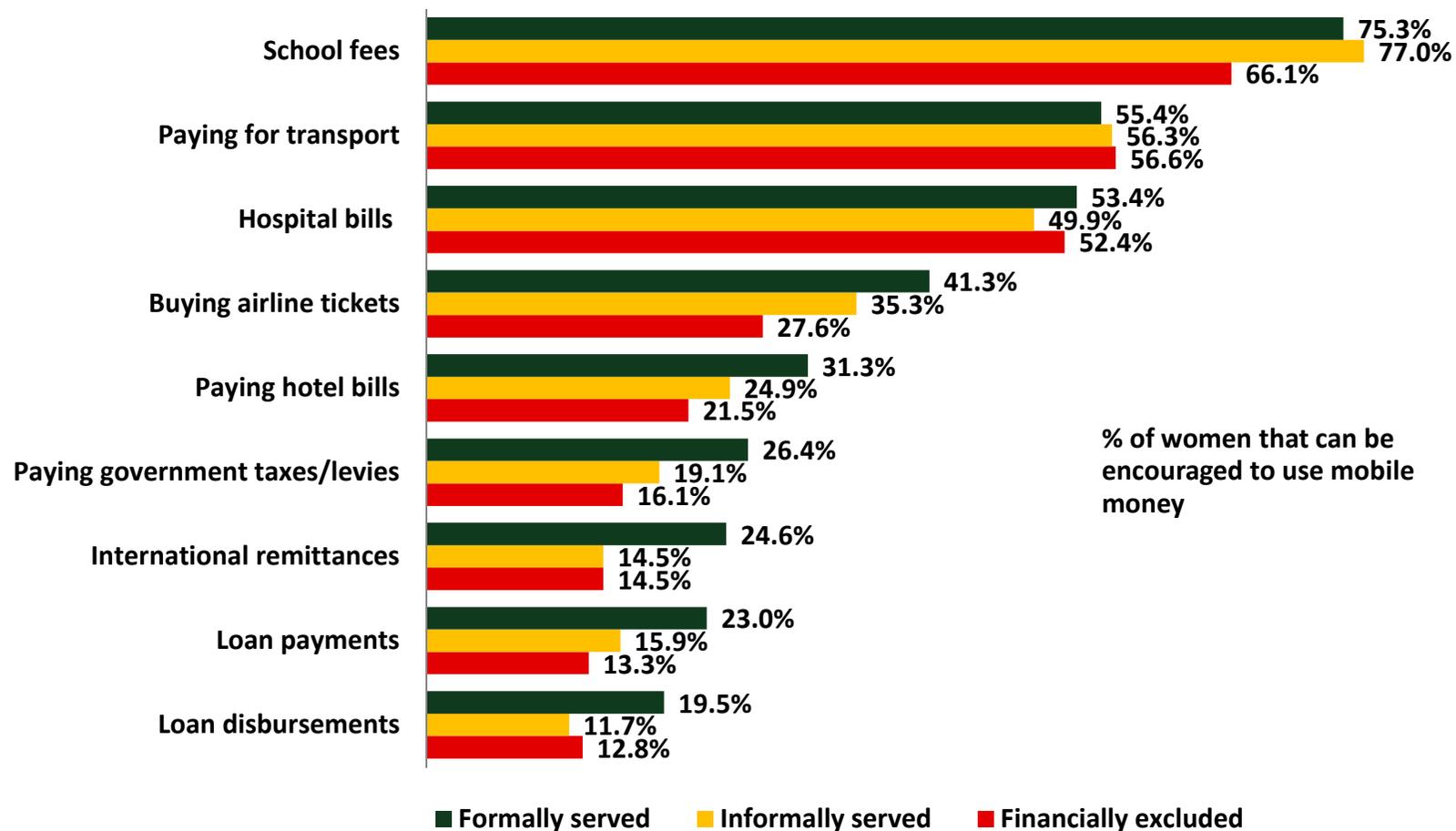




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EFInA Potential Demand for Mobile Money by Women

- Of the 17.0 million women that can be encouraged to use mobile money, the top 3 services that all segments of women would potentially use mobile money for are paying: school fees, for transport and hospital bills





**D. Challenges/Opportunities for Deepening
Financial Inclusion for Women in Nigeria**

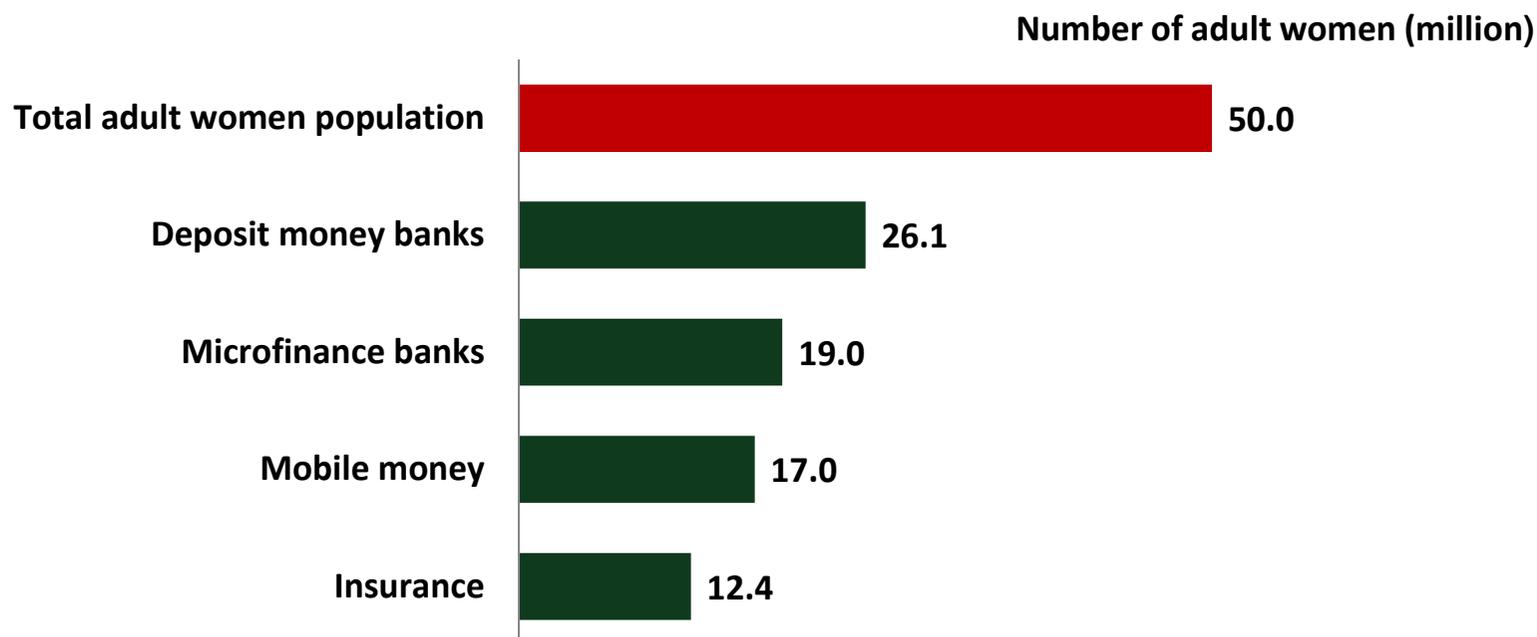
Barriers to Using Formal Financial Services for Women

Adult women only

	Deposit Money Banks	Microfinance Banks	Mobile Money	Insurance
DEMAND-SIDE BARRIERS				
Irregular income	X	X		
Unemployed	X	X		
Can't read or write	X	X		
Preferences for cash	X	X		
Do not know the benefits of having the product				X
Do not know where to get the product from				X
Do not believe in the product				X
Use other ways to do the same transaction			X	
Not easy to use			X	
Religious reasons				X
SUPPLY-SIDE BARRIERS				
Banks are too far from where they live and work	X	X		
Cannot afford the product				X
Services needed are not available			X	
Lack of trust	X	X	X	
Costs too much to reach a bank	X	X		

Potential Opportunities for Deepening Financial Inclusion for Women

- **26.1 million** adult women can be encouraged to open a deposit money bank account
- **19.0 million** adult women can be encouraged to open a microfinance bank account
- **17.0 million** adult women can be encouraged to use mobile money
- **12.4 million** adult women can be encouraged to use insurance



Factors that Would Encourage the Uptake of Formal Financial Services by Women

Adult women only

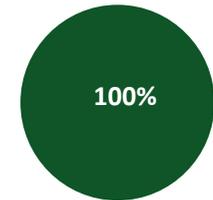
	Deposit Money Banks	Microfinance banks	Mobile Money	Insurance
DEMAND-SIDE FACTORS				
When they understand the benefits	X	X		X
When they have a job or income	X			
When they understand how the product works		X	X	X
When they feel it is safe to send/receive money or pay bills using their mobile phone			X	
SUPPLY-SIDE FACTORS				
When banks are closer to where they live or work	X			
When there is an agent close to them/their recipient			X	
When they know where to get the product				X
When they can afford the product				X
When they trust them		X		X
When “better” loans are offered		X		
When they meet their needs		X		

Potential Agent Banking Locations for Adult Women

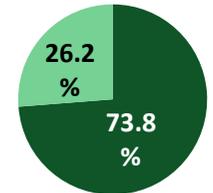
- In terms of locations, provision shops and pharmacies have the highest levels of awareness amongst the female adult population

Awareness of location

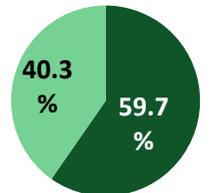
■ Know ■ Don't Know



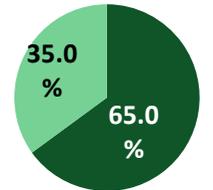
Provision shop



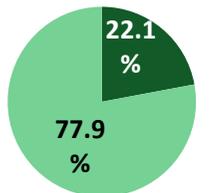
Pharmacy



Petrol station

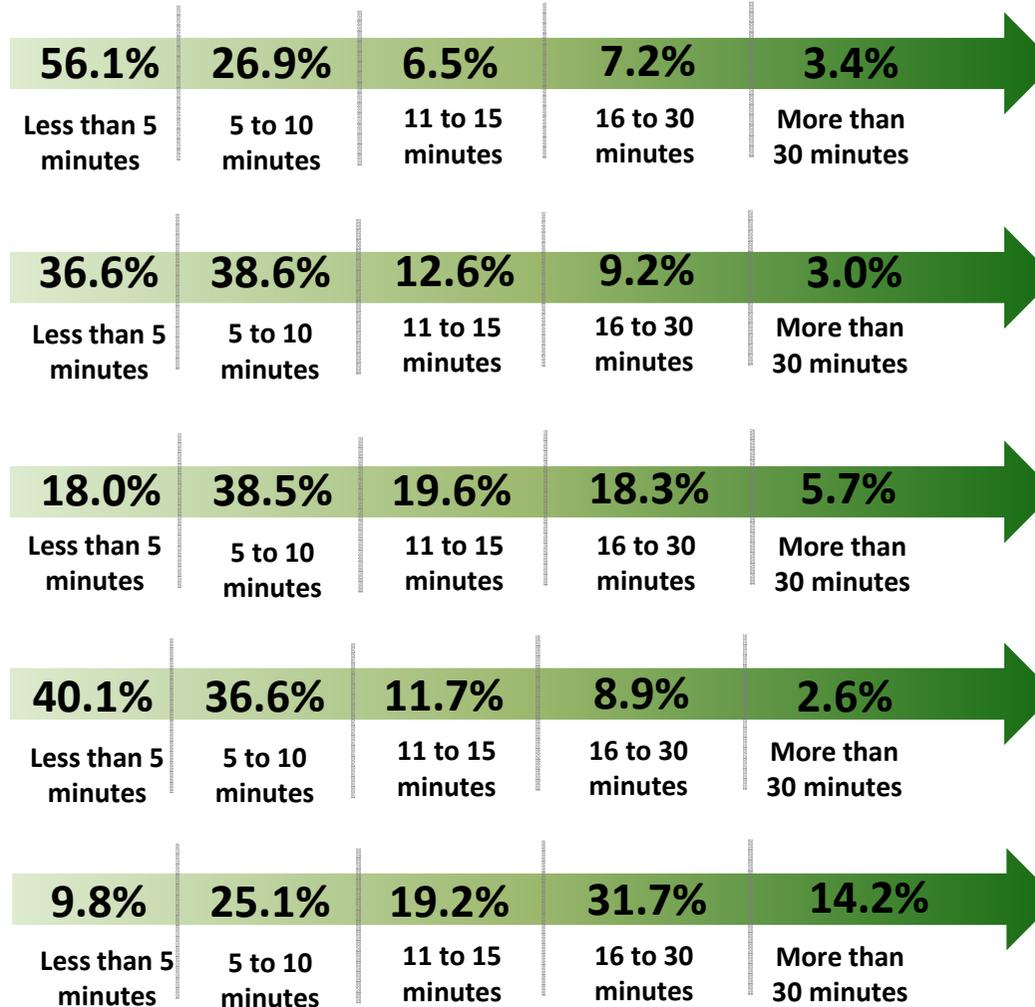


Restaurant



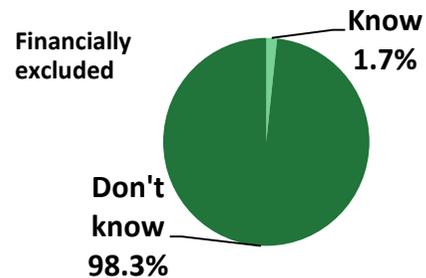
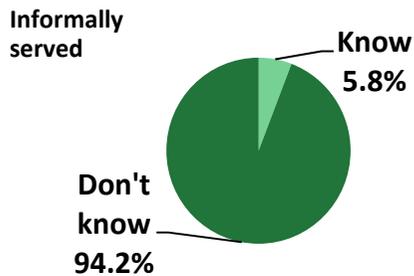
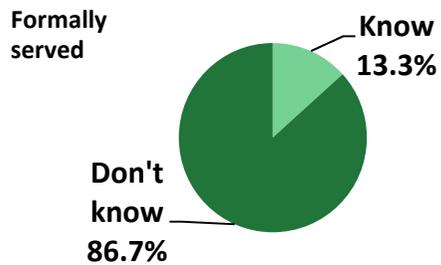
Post Office

Travel time

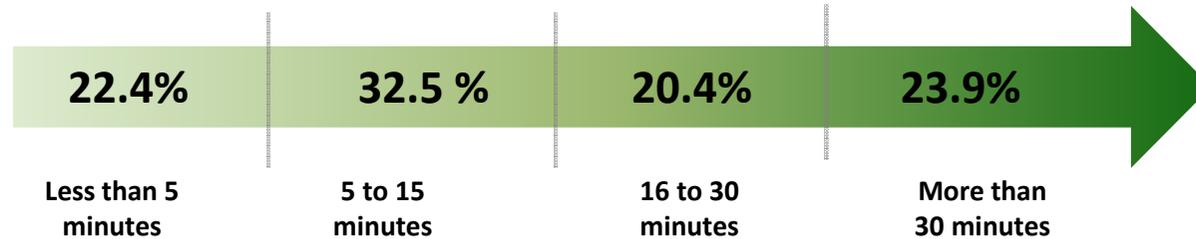


Proximity to a Mobile Money Agent

- Of the 4.8 million women that are aware of mobile money, only 0.5 million know the location of the nearest mobile money agent



Travel time for formally served women who are aware of the location of their nearest mobile money agent (excluding those who don't know)



Travel time for informally served women who are aware of the location of their nearest mobile money agent (excluding those who don't know)



Travel time for financially excluded women who are aware of the location of their nearest mobile money agent (excluding those who don't know)





E. Summary

Why Women? Why Digital?

Why Women?

- There are **50.0 million** adult women in Nigeria
- **26.1 million** adult women can be encouraged to open a deposit money bank account
- **19.0 million** adult women can be encouraged to open a microfinance bank account
- **12.4 million** adult women can be encouraged to use insurance

Why Digital?

- **16.9 million** adult women send/receive money (domestic and international)
- **28.6 million** adult women (58.0% of adult women) own mobile phones
- **17.0 million** adult women can be encouraged to use mobile money
- **32.5 million** adult women are prepared to learn how to use new technology
- DFS can address some of the supply-side barriers such as - banks are too far from where they live and work, and it costs too much to reach a bank

However, to be successful financial services providers will need to ensure that:

- The products/services they offer are affordable, relevant and convenient for women
- They design effective customer awareness campaigns using the channels/sources where women get their financial advice from
- The benefits of using formal products/services are clearly communicated to women, in the relevant local languages



F. Data Dissemination Options

EFInA Access to Financial Services in Nigeria 2008/2010/2012/2014 surveys

- Comprehensive database that provides information that can be segmented in multiple dimensions, e.g. gender, geographical zone, age, education, etc.
- Data will be provided in SPSS format
- Key findings can be downloaded from the EFInA website

Data Options

- Purchase full dataset
- Requested customised analysis
- Purchase a limited number of variables
- Data request form can be downloaded from the EFInA website

Contact

info@efina.org.ng

Website

www.efina.org.ng

THANK YOU