UNDERSTANDING FINANCIAL INCLUSION

What is financial inclusion?
Financial inclusion means that individuals and businesses have access to useful and affordable financial products and services that meet their needs – transactions, payments, savings, credit and insurance – delivered in a responsible and sustainable way (The World Bank). Financially included individuals are those who have an account in their name with a full-service financial institution.

How is it measured?
We measure financial inclusion as the percentage of adults (15+ years old) who report having at least one account in their name with an institution that offers a full suite of financial services, and comes under some form of government regulation.

How is it created?
Financial inclusion is created through the uptake and use of individual accounts with institutions that offer a full suite of financial services – savings, credit, money transfers, insurance and investment. Full-service financial institutions include banks, mobile money service providers, and nonbank financial institutions, such as deposit-taking microfinance institutions (MFIs) and financial cooperatives.

What institutions and services do not count?
Individuals who own accounts with institutions that are not full service, such as credit-only microfinance institutions (MFIs), are not considered financially included. Individuals who do not have their own full-service account or use someone else’s account are not considered financially included. Individuals who only use services such as money guards, savings collectors, and digital recharge cards that are not attached to a bank or MFI account are also considered financially excluded.
KEY DEFINITIONS

Access to a bank – Counts individuals who use a full-service bank account either registered in their name or held by someone else.

Access to mobile money or an NBFI – Counts individuals who have ever used a mobile money service or a full-service NBFI.

Access & trial – Counts individuals who have a bank account registered in their name or use a bank account that is registered to someone else, or have ever used a mobile money service, or a full-service NBFI.

Active registered user – An individual who has an account registered in their name with a full-service financial institution and has used it in the last 90 days.

Advanced user – An active registered user who has ever used their account for saving, borrowing, insurance, investment, paying bills or receiving wages or government benefits. Buying airtime top-ups is considered an advanced use of a bank account or NBFI account but not a mobile money account.

Airtime – Minutes of talk time available on a mobile phone. Airtime top-up (adding minutes) is a basic mobile money activity, but is considered an advanced use of a bank account or NBFI account but not a mobile money account.

Basic use – Cash-in (deposit) or cash-out (withdraw), transfer money to another individual, or conduct account maintenance.

Below the poverty line – In this particular study, adults living on less than $2.50 per day in 2005 purchasing power parity U.S. Dollars, as classified by the Poverty Probability Index.

Confidence interval (95%) – The range of values within which the observed value of a statistic will be found in 95 out of 100 repeat measurements.

Cooperative – Typically, a business or other professional organization that is owned and run jointly by its members, who share profits or benefits. Cooperatives may release some of the profits/funds as loans to its members.

Customer journey – A series of progressive stages through which individuals become more active users of more sophisticated financial services.

Digital financial inclusion – Counts individuals who have an account in their name with a full-service financial institution that offers digital services (e.g., online account access, debit/ATM card, credit card, electronic cash transfers).

Digital financial services (DFS) – Financial services provided through an electronic platform (e.g., mobile phones, debit or credit electronic cards, internet).

Digital stored-value account – A mobile money account or a full-service bank or NBFI account that offers digital services.

Financial Inclusion – Individuals who hold an account with an institution that provides a full suite of financial services and comes under some form of government regulation.

Financial literacy – Basic knowledge of four fundamental concepts in financial decision making (interest rates, interest compounding, inflation, and risk diversification) as measured by the Standard and Poor’s Rating Service’s Global Financial Literacy Survey.

Full-service financial institutions – Financial institutions that offer loans to their customers and at least one of the following additional services: savings, money transfers, insurance, or investments.

Microfinance institution (MFI) – An organization that offers financial services to low-income populations. Almost all give loans to their members, and many offer insurance, deposit and other services.

Mobile money (MM) – A service that allows a mobile phone to be used for storing and transferring money, and potentially accessing other financial services.

Nonbank financial institution (NBFI) – A financial organization that is not formally licensed as a bank or a mobile money provider, but whose activities are regulated, at least to some extent, by the central bank within the country. Such financial institutions include microfinance institutions (MFIs), cooperatives, Post Office (Savings) Banks and savings and credit cooperatives (SACCOs), etc.

Numeracy – The ability to use basic math skills, including counting, addition, division, multiplication and computing short- and long-term interest rates.

Poverty Probability Index (PPI) – A measurement tool wherein a set of country-specific survey questions are used to compute the likelihood that an individual’s income is below a specific threshold.

Registered user – Counts individuals who have a financial account registered in their name or registered jointly in their and someone else’s name.

Savings and credit cooperative (SACCO) – A self-help group owned and managed by its members. Its main purpose is to build up funds through regular contributions by each member, with the aim of providing affordable credit and collective investments.

Unregistered/over-the-counter (OTC) user – An individual who has used a financial service through someone else’s account, including a mobile money agent’s account or the account of a family member or a neighbor.

Urban/rural – Urban and rural persons are defined according to their residence in urban or rural areas as prescribed by the national bureau of statistics.
ABOUT THE SURVEY

- Fifth survey (Wave 5) conducted from August to December 2017. Surveys measure national trends on key indicators of financial inclusion since 2013.
- Target population: Adults aged 15+ residing in households.
- Sampling frame: List of census enumeration areas (EAs) sampled for the 2016 Multiple Indicator Cluster Survey (MICS).
- Sample design: Stratified multistage cluster sample of 6,042 adults designed by InterMedia in collaboration with the Nigeria Bureau of Statistics (NBS):
  o Stratification by state;
  o First stage: Random selection of 640 EAs;
  o Second stage: Selection of households from the lists created during the household listing operation conducted by the 2016 MICS;
  o Third stage: Selection of one adult member per household using the Kish grid.
- Face-to-face interviews administered at the household using smartphones.
- Data is weighted by the reciprocal of the overall probability of selection for household members, and by household and household-member response rates. Post-stratification adjustment to the weights aligned the demographic characteristics of the sample with the 2015 national population projections provided by NBS.
- Weighted data used to generate representative statistics at the national level, and for urban and rural populations separately. Weighted percentages are reported together with unweighted respondent counts.

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
Consumer confidence in Nigeria’s financial system was shaken by currency devaluation, high inflation, and negative economic growth for five consecutive quarters from 2016 through the first quarter of 2017, according to the World Bank. Monetary policy focused on fighting inflation, stabilizing the currency, and guarding the solvency of the banking system by maintaining a large interest-rate spread to the detriment of bank customers, leading them to abandon their accounts.

- Non-performing bank loans more than doubled from 2015 to March 2017, according to the IMF, because of low economic growth and the banking system’s exposure to the oil and gas sector.
- The value of the Naira remains under downward pressure after the Central Bank was forced to abandon the dollar peg in June 2016. The Naira immediately plunged 30 percent against the dollar, and continued to lose value thereafter, prompting the adoption of multiple exchange rates and new capital controls.
- Inflation remained over 15 percent in late 2017. The Central Bank of Nigeria (CBN) maintained the benchmark lending rate at 14 percent from July 2016, while the interest rate for deposits stayed at around 4.2 percent. As the Naira continues to devalue, monetary policy made bank deposits less attractive than alternative stores of value, such as U.S. Dollars or other assets.

The Federal Government of Nigeria launched the Nigerian Economic Recovery & Growth Plan 2017-2020 in April 2017, which highlights key strategies to drive inclusive and sustainable growth. The plan includes objectives of deepening the financial services sector and promoting financial inclusion. Mobile money, however, is not mentioned in the plan.

Individual account registration using biometric Bank Verification Numbers (BVNs) has revealed high account dormancy or abandonment. After extensions to the registration deadline since 2015, Nigerian banks collectively reported in September 2017 that they issued 36.4 million BVNs to their customers, linked to a total of 51.7 million bank accounts of all types – nearly 46 million fewer than the total of 97.57 million bank accounts.

The implementation of the CBN’s Cashless Policy, intended to incentivize cashless transactions by raising bank fees on large cash deposits and withdrawals, was suspended in April 2017. The CBN instructed all banks to revert to previous transaction charges for deposits and withdrawals and refund customers who had been charged the new higher fees.

The Federal Government of Nigeria signed into law two bills designed to ease access to loans. Together, the Collateral Registry Act, 2017 and Credit Reporting Act, 2017 will ease the challenges to accessing affordable credit and will promote a favorable business environment.

- The Collateral Registry Act, 2017 addresses the major obstacle of accessing financing for micro, small and medium enterprises by allowing them to register their movable assets in the National Collateral Registry and use those assets as collateral for loan acquisition.
- The Credit Reporting Act, 2017 provides the platform for credit information sharing between credit bureaus and lenders, enabling lenders to make viable decisions on whether or not to extend credit to individuals.
Access to banks and registered users of bank accounts declined from 2016 to 2017 in a continuation of the downturn since 2014.

- Thirty percent of the adult population held a registered account with a full-service financial institution in 2017; a 5-percentage point decline over the 35% observed in 2016. The decline was driven by decreased bank account ownership.
- The proportion of adults with registered full-service bank accounts decreased from 34% in 2016 to 29% in 2017, which closely corresponds to the 28% of individuals [30.4 million](#), who had a biometric bank verification number (BVN) linked to a bank account in October of the same year. Accounts that are not linked to BVNs are inaccessible.
- The rate of NBFI account ownership has remained effectively unchanged since 2014 at less than 4% of the adult population.

Mobile money uptake increased slightly in 2017. Access was statistically unchanged from 2016 levels, but up significantly compared to 2015.

- Access and trial—the proportion of adults who have ever used a mobile money service—ticked up to over 3% of adults.
- Most of those who used mobile money held a registered account, making up slightly less than 3% of the adult population.
- Active users of mobile accounts made up 2% of adults.

Geographical access to financial services declined for Nigerian adults in 2017.

- Awareness of a financial point-of-service within one kilometer of home dropped from 48% of adults in 2016, to 31% in 2017.
- The proportion of adults aware of a bank branch within one kilometer of their home dropped by 7 percentage points, from 31% in 2016 to 24% in 2017.

The majority of the population continued to show high levels of financial inclusion readiness in 2017. The key digital readiness indicator of SIM card ownership increased by 4 percentage points, from 79% of adults in 2016, to 83% in 2017. The proportion of adults with the ability to text, however, decreased by 12 percentage points, from 78% in 2016 to 66% in 2017.

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
ACCESS & TRIAL OF FINANCIAL SERVICES

• The proportion of adults who have access to a full-service bank account (either their own or one belonging to someone else) decreased by 3 percentage points, from 41% in 2016 to 38% in 2017. This change is, however, within the survey margin of error and, therefore, is not statistically significant.

• The declining share of bank users in the adult population has been met with slow growth in the uptake of mobile money accounts, while the proportion of adults accessing NBFI accounts has not changed statistically since 2014.

Access & trial
(Shown: Percentage of Nigeria adults, by year)

Only 3% of the adult population accessed mobile money in 2017.

Source: InterMedia Nigeria FII Tracker surveys, Wave 1 (N=6,002, 15+), September-December 2013; Wave 2 (N=6,000, 15+), July-September 2014; Wave 3 (N=6,001, 15+), August-September 2015; Wave 4 (N=6,352, 15+), August-October 2016; Wave 5 (N=6,042, 15+), August-December 2017.

*Fewer than 50 observations
**REGISTERED USERS (FINANCIAL INCLUSION)**

- Registered users of a full-service financial institution peaked at 43% of adults in 2014, and steadily decreased to 30% by 2017. The decrease from 2016 to 2017 was driven by a 5 percentage-point drop in registered bank users. Registered mobile money users are growing, but remain a very small proportion of the population, on par with registered NBFI users.

- The decline in bank account holders reflects a weakened banking system amid economic recession and currency depreciation, and the enforcement of the directive to link all bank accounts to biometric bank verification numbers (BVNs), leaving 45.87 million bank accounts unlinked, and therefore inaccessible.

### Registered users (Shown: Percentage of Nigeria adults, by year)

<table>
<thead>
<tr>
<th>Year</th>
<th>Nonbank financial institution</th>
<th>Bank</th>
<th>Mobile money</th>
<th>NBFI, bank, and/or mobile money</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 (N=6,002)</td>
<td>38</td>
<td>37</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>2014 (N=6,000)</td>
<td>42</td>
<td>34</td>
<td>0.1*</td>
<td>38*</td>
</tr>
<tr>
<td>2015 (N=6,001)</td>
<td>34</td>
<td>29</td>
<td>0.4*</td>
<td>38*</td>
</tr>
<tr>
<td>2016 (N=6,352)</td>
<td>29</td>
<td>29</td>
<td>0.6*</td>
<td>38*</td>
</tr>
<tr>
<td>2017 (N=6,042)</td>
<td>29</td>
<td>3</td>
<td>2</td>
<td>30</td>
</tr>
</tbody>
</table>

*Fewer than 50 observations

**Source:** InterMedia Nigeria FII Tracker surveys, Wave 1 (N=6,002, 15+), September-December 2013; Wave 2 (N=6,000, 15+), July-September 2014; Wave 3 (N=6,001, 15+), August-September 2015; Wave 4 (N=6,352, 15+), August-October 2016; Wave 5 (N=6,042, 15+), August-December 2017.
ACTIVE REGISTERED USERS

- The negative effect of Nigeria’s economic downturn on confidence in the banking system is shown most vividly by the 8 percentage-point drop in active users of bank accounts (past 90 days), from 31% of adults in 2016 to 23% in 2017.
- Active registered mobile money users increased to 2% of adults, which is double the 1% observed in 2016, but still almost undetectable using nationally representative survey sampling. Likewise, active NBFI users were 2% of adults in 2017. Most of those who have a registered NBFI or mobile money account are active users.

Active registered users
(Shown: Percentage of Nigeria adults, by year)

- 6% of adults held a registered bank account but did not use it in the 90 days before the survey.

Source: InterMedia Nigeria FII Tracker surveys, Wave 1 (N=6,002, 15+), September-December 2013; Wave 2 (N=6,000, 15+), July-September 2014; Wave 3 (N=6,352, 15+), August-September 2015; Wave 4 (N=6,352, 15+), August-October 2016; Wave 5 (N=6,042, 15+), August-December 2017.

* Fewer than 50 observations

95% confidence interval
ADVANCED USERS

- In 2017, nearly all active registered users of bank accounts were advanced users, meaning that they used their account for saving, borrowing, receiving wages, or other advanced activities. Advanced bank users dropped by 8 percentage points from 2016 to 2017, in line with active users.

- Advanced users of mobile money were nearly 2% of adults in 2017, which is a statistically significant increase over 2014, when this group was barely detectable using nationally representative survey sampling. This finding shows that some use cases beyond basic transfers and cash-in, cash-out are taking hold with the small group of mobile money users.

Advanced active registered users
(Shown: Percentage of Nigeria adults, by year**)

Less than 2% of the adult population are NBFI advanced users, unchanged since 2014.

*Fewer than 50 observations

**2013 definition of advanced users is not comparable with later years

Source: InterMedia Nigeria Fi Tracker surveys, Wave 2 (N=6,000, 15+), July-September 2014; Wave 3 (N=6,001, 15+), August-September 2015; Wave 4 (N=6,352, 15+), August-October 2016; Wave 5 (N=6,042, 15+), August-December 2017.
All banks in Nigeria offer digital features with bank accounts, and therefore all bank account holders (29% of adults) were digitally included. Some of these registered bank users also had digital access via a mobile money or NBFI account.

A far higher proportion of adults (81%) own a mobile phone than are financially included, which shows that there is great potential for expanding digital financial inclusion. Smartphones are the least common type of phone (15%) after basic phones (42%) and feature phones (36%).

**Digital Financial Inclusion**

- **2017: Digital financial inclusion by service type**
  - (Shown: Percentage of Nigeria adults, N=6,042)
  - Bank: 29%
  - Mobile money: 3%
  - NBFI: 1%

- **2017: Mobile phone ownership**
  - (Shown: Percentage of Nigeria adults, N=6,042)
  - Basic phone: 42%
  - Feature phone: 36%
  - Smartphone: 15%
  - Any mobile phone: 81%

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
A large majority of adults in Nigeria had key characteristics of financial inclusion readiness in 2017. Over three-quarters (78%) of adults had the identification documents required to register a financial account. The key digital readiness indicator of SIM card ownership increased by 4 percentage points to 83% in 2017, versus 79% in 2016. The prevalence of ability to send and receive text messages, however, decreased by 12 percentage points, from 78% in 2016, to 66% in 2017.

Financial literacy remained low at 16%, and unchanged when compared to 2016 – pointing towards a need for financial literacy training programs.
GEOGRAPHICAL ACCESS TO FINANCIAL SERVICES

- Only 42% of the population knew of a financial point-of-service (POS) within 5 kilometers of their household. Less than one-third (31%) knew of a POS within one kilometer.
- With the exception of bank branches and ATMs, the large majority of adults (85% or more for each institution) did not know of a POS for mobile money, informal groups, MFIs and SACCOs.

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
Financial inclusion may be conceived as a process through which an individual's needs are met by advancing step-by-step towards increasingly active engagement with a growing range of financial services. The customer journey theory of change posits that advancement on the journey leads to gains in human welfare.

Understanding how individuals and groups advance on the customer journey is useful for developing strategies and interventions to assist more individuals to become users of the financial services that best meet their needs.

Five major segments of the population on the customer journey are described below. Each group is mutually exclusive of the others. The population shifts between these groups as more individuals make progress on the customer journey.

- **Financially excluded (no registered account)**
  - **Nonusers** are adults who have no access to or have never used a full-service financial institution. Nonusers have not started the customer journey.

- **Financially included (registered account holders)**
  - **Unregistered users** are adults who do not have an account registered in their name but use a bank, mobile money, and/or NBFI service via another person’s account, especially over-the-counter mobile money services accessed via an agent.
  - **Registered inactive users** are adults who have a bank, mobile money, or NBFI account registered in their name but have not used it in the last 90 days.
  - **Active basic users** are adults who used their registered bank, NBFI, or mobile money account to transfer money to another person, deposit or withdraw cash, and/or check their balance in the previous 90 days ONLY. Buying airtime using mobile money is also a basic use case.
  - **Advanced users** are adults who have used their registered bank, NBFI, or mobile money account in the previous 90 days and have ever used their account for saving, borrowing, investment, insurance, bill payment, merchant payment, receiving wages, and/or receiving government payments.
The proportion of nonusers of formal financial services increased significantly from 51% of adults in 2014 to 61% in 2017, amid low oil prices and associated economic weakness, currency devaluation and high inflation. A growing portion of the population uses an account that belongs to someone else; 9% of adults were unregistered users in 2017. The registered inactive user group (account unused in 90 days) also grew from 2016 to 2017. The person-to-person money transfer is the basic use case for mobile money, which is still rare in Nigeria. Therefore, the share of active basic users has remained inconsequential at no more than 2% of adults since 2014. There are few mobile money users and bank accounts are typically used for more than just basic transfers. The proportion of advanced active users has steadily decreased from 2014 to 2017, indicating that customers are turning away from the use of bank accounts for saving, borrowing, and other financial needs.

**CUSTOMER JOURNEY TREND**

Change over time in each segment of the customer journey for all financial institutions

(Shown: Percentage of Nigeria adults, by year)

Source: InterMedia Nigeria FII Tracker surveys, Wave 2 (N=6,000, 15+), July-September 2014; Wave 3 (N=6,001, 15+), August-September 2015; Wave 4 (N=6,352, 15+), August-October 2016; Wave 5 (N=6,042, 15+), August-December 2017.
NONUSERS, BY DEMOGRAPHIC GROUP

- Six in 10 adults (61%) in Nigeria do not use any financial services. Nonusers are more common in the female, rural, below-poverty, and younger-than-35 demographic groups relative to the male, urban, above-poverty and over-35 groups.
- A large majority of women (68%) are nonusers versus a smaller majority of men (54%).
- Only in the urban and above-poverty demographics have more than half of adults progressed on the customer journey beyond the nonuser stage.

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
UNREGISTERED USERS, BY DEMOGRAPHIC GROUP

- Unregistered users of financial services predominantly use a bank account that belongs to someone else; mobile money and NBFI are used by few unregistered users.
- A larger proportion of women, and adults with incomes above the poverty line are unregistered users relative to the male and below-poverty demographic groups.

**2017: Unregistered users, by demographic and service type**
(Shown: Percentage of each demographic group who are unregistered users of each type of institution)

- Fewer than 50 observations

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
REGISTERED INACTIVE USERS, BY DEMOGRAPHIC GROUP

- Six percent of the adult population were registered inactive bank users in 2017. Very few adults were registered inactive users of other financial institutions.
- Registered inactive bank users are more common among men, rural residents, adults living above the poverty line, and the 35+ age demographic than among women, urbanites, below-poverty, and under-35 adults.

2017: Inactive users of registered financial accounts, by demographic and service type
(Shown: Percentage of each demographic group who are registered inactive users of each type of institution)

*Fewer than 50 observations

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
Nigeria has very few registered users who only use their accounts for “basic” person-to-person transfers and cash-in, cash-out. In Nigeria, active basic users are most commonly bank account holders, but outside of Nigeria, this type of usage is mainly seen with mobile money. The overall small size of the active basic user group in Nigeria is due to mobile money’s small share of the financial services market in Nigeria. Bank and NBFI account holders tend to use their accounts for advanced activities, such as saving and borrowing, and, therefore, nearly all are counted in the advanced user group.

### 2017: Active basic users of registered financial accounts, by demographic

(Shown: Percentage of each demographic group who are active basic users of each type of institution)

<table>
<thead>
<tr>
<th>Group</th>
<th>Bank</th>
<th>Mobile money</th>
<th>NBFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population (N=6,042)</td>
<td>0.8*</td>
<td>0.4*</td>
<td>0.4*</td>
</tr>
<tr>
<td>Females (n=3,059)</td>
<td>0.8*</td>
<td>0.1*</td>
<td>0.4*</td>
</tr>
<tr>
<td>Males (n=2,983)</td>
<td>0.7*</td>
<td>0.6*</td>
<td>0.3*</td>
</tr>
<tr>
<td>Rural (n=3,715)</td>
<td>0.7*</td>
<td>0.2*</td>
<td>0.5*</td>
</tr>
<tr>
<td>Urban (n=2,327)</td>
<td>1*</td>
<td>0.7*</td>
<td>0.1*</td>
</tr>
<tr>
<td>Below poverty line (n=3,088)</td>
<td>0.3*</td>
<td>0.2*</td>
<td>0.9*</td>
</tr>
<tr>
<td>Above poverty line (n=2,954)</td>
<td>1*</td>
<td>0.6*</td>
<td>0.9*</td>
</tr>
<tr>
<td>Younger than 35 (n=3,375)</td>
<td>0.4*</td>
<td>0.5*</td>
<td>0.2*</td>
</tr>
<tr>
<td>35 years and older (n=2,667)</td>
<td>1*</td>
<td>0.1*</td>
<td>0.6*</td>
</tr>
</tbody>
</table>

*Fewer than 50 observations

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
ADVANCED USERS, BY DEMOGRAPHIC GROUP

- Financial inclusion in Nigeria is dominated by traditionally privileged groups; advanced users of bank services are more common among men, urban residents, those living above the poverty line, and 35+ years old adults relative to the female, rural, below-poverty, and under-35 demographics.
- The income gap is the largest, and suggests that new effort is required to bring financial services to the poor.

25 percentage-point income gap; 19 percentage-point locality gap; 13 percentage-point gender gap among advanced users of banks.

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
In the 90 days prior to the survey, saving was the most common activity of advanced users. However, only 52% of advanced users used a bank account to save money, and active use of an account to take a loan or make payments on a loan was very rare for banks as well as NBFI and mobile money. After saving, the most common use case for banks was receiving wages (18%), and bill payments (12%). These findings reveal the low utilization of financial accounts in the context of Nigeria’s weak economy in 2017.

2017: Advanced users’ account activities in last 90 days, by activity and institution
(Shown: Percentage of advanced users, n=1,584)

*Fewer than 50 observations

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August–December 2017.
In 2014, MTN partnered with Diamond Bank to create the Diamond Y’ello account, which leads the other mobile money services in brand awareness at 11% of adults, followed by Access Bank at 8%.

Awareness of the 13 other mobile money services ranged from 2% to 6% of adults.

### AWARENESS OF MOBILE MONEY PROVIDERS

<table>
<thead>
<tr>
<th>Provider</th>
<th>Awareness (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond/MTN Y’ello</td>
<td>11</td>
</tr>
<tr>
<td>Access Bank</td>
<td>8</td>
</tr>
<tr>
<td>GT Bank</td>
<td>6</td>
</tr>
<tr>
<td>Airtel Money</td>
<td>6</td>
</tr>
<tr>
<td>Etisalat Easywallet</td>
<td>6</td>
</tr>
<tr>
<td>Glo Mobile Money</td>
<td>5</td>
</tr>
<tr>
<td>Ecobank</td>
<td>5</td>
</tr>
<tr>
<td>ETranzact</td>
<td>3</td>
</tr>
<tr>
<td>Zenith Bank</td>
<td>3</td>
</tr>
<tr>
<td>Fidelity Bank</td>
<td>3</td>
</tr>
<tr>
<td>Pridar System</td>
<td>3</td>
</tr>
<tr>
<td>FETS Solution</td>
<td>2</td>
</tr>
<tr>
<td>Stanbic IBTC</td>
<td>2</td>
</tr>
<tr>
<td>Pagatech</td>
<td>2</td>
</tr>
<tr>
<td>Fortis Microfinance Bank</td>
<td>2</td>
</tr>
</tbody>
</table>

**2017: Mobile money awareness, by provider**

(Shown: Percentage of Nigeria adults, N=6,042)

Source: InterMedia Nigeria FII Tracker survey, Wave 5 (N=6,042, 15+), August-December 2017.
## KEY INDICATORS SUMMARY

<table>
<thead>
<tr>
<th>Key Indicators</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Base Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults (15+) who have active digital stored-value accounts</td>
<td>36% (+/- 1.8%)</td>
<td>33% (+/- 2.1%)</td>
<td>29% (+/- 4.7%)</td>
<td>24% (+/- 2.9%)</td>
<td>All adults</td>
</tr>
<tr>
<td>Poor adults (15+) who have active digital stored-value accounts</td>
<td>35% (+/- 1.8%)</td>
<td>29% (+/- 2.0%)</td>
<td>12% (+/- 2.5%)</td>
<td>13% (+/- 2.7%)</td>
<td>All poor</td>
</tr>
<tr>
<td>Poor women (15+) who have active digital stored-value accounts</td>
<td>29% (+/- 2.4%)</td>
<td>24% (+/- 2.9%)</td>
<td>9% (+/- 3.1%)</td>
<td>7% (+/- 2.7%)</td>
<td>All poor females</td>
</tr>
<tr>
<td>Rural women (15+) who have active digital stored-value accounts</td>
<td>23% (+/- 3.2%)</td>
<td>17% (+/- 2.5%)</td>
<td>18% (+/- 4.5%)</td>
<td>12% (+/- 3.6%)</td>
<td>All rural females</td>
</tr>
<tr>
<td>Adults (15+) who actively use digital stored-value accounts and have accessed at least one advanced financial service (beyond basic wallet &amp; P2P)</td>
<td>35% (+/- 1.8%)</td>
<td>32% (+/- 2.1%)</td>
<td>28% (+/- 4.7%)</td>
<td>23% (+/- 2.8%)</td>
<td>All adults</td>
</tr>
<tr>
<td>Poor adults (15+) who actively use digital stored-value accounts and have accessed at least one advanced financial service (beyond basic wallet &amp; P2P)</td>
<td>33% (+/- 1.8%)</td>
<td>28% (+/- 2.0%)</td>
<td>11% (+/- 2.4%)</td>
<td>13% (+/- 2.7%)</td>
<td>All poor</td>
</tr>
<tr>
<td>Poor women (15+) who actively use digital stored-value accounts and have accessed at least one advanced financial service (beyond basic wallet &amp; P2P)</td>
<td>28% (+/- 2.4%)</td>
<td>23% (+/- 2.8%)</td>
<td>8% (+/- 2.8%)</td>
<td>7% (+/- 2.7%)</td>
<td>All poor females</td>
</tr>
<tr>
<td>Rural women (15+) who actively use digital stored-value accounts and have accessed at least one advanced financial service (beyond basic wallet &amp; P2P)</td>
<td>22% (+/- 3.1%)</td>
<td>16% (+/- 2.4%)</td>
<td>17% (+/- 4.4%)</td>
<td>11% (+/- 3.3%)</td>
<td>All rural females</td>
</tr>
</tbody>
</table>

Digital stored-value accounts: accounts in which a monetary value is represented in a digital electronic format and can be retrieved/transferred by the account owner remotely. For this particular study, DSVAs include a bank account or NBFI account with digital access (a card, online access or a mobile phone application) and a mobile money account.

*2013 definition of advanced users is not comparable with later years

Source: InterMedia Nigeria FII Tracker surveys, Wave 2 (N=6,000, 15+), July-September 2014; Wave 3 (N=6,001, 15+), August-September 2015; Wave 4 (N=6,352, 15+), August-October 2016; Wave 5 (N=6,042, 15+), August-December 2017.
PUTTING THE USER FRONT AND CENTER

The Financial Inclusion Insights (FII) program responds to the need identified by multiple stakeholders for timely, demand-side data and practical insights into digital financial services (DFS), including mobile money, and the potential for their expanded use among the poor.

The FII team conducts regular survey and qualitative research in Bangladesh, India, Indonesia, Kenya, Nigeria, Pakistan, Tanzania and Uganda to:

- Track access to and demand for financial services generally, and the uptake and use of DFS specifically;
- Measure adoption and use of DFS among key target groups (females, poor, rural, unbanked, etc.);
- Identify drivers and barriers to further adoption of DFS;
- Evaluate the agent experience and the performance of mobile money agents; and
- Produce actionable, forward-looking insights to support product and service development and delivery, based on rigorous FII data.

The FII program is managed by InterMedia. Visit the FII Resource Center to learn more: www.finclusion.org.
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