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 Rwanda, Ghana, Kenya, Tanzania, Uganda, Nigeria, India, Pakistan, Bangladesh and Indonesia 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, BOP, 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](http://www.finclusion.org).
## Survey summary

- Nationally representative survey ($N=3,002$) of Ghanaian adults aged 15+
- Face-to-face interviews lasting, on average, 64 minutes
- Provides baseline measurements. Subsequent annual surveys will measure trends and track market developments in DFS

## Data collected

- Basic demographics
- Poverty measurement (Grameen Progress Out of Poverty Index)
- Access/use of mobile devices
- Access/use of mobile money
- Access/use of formal financial services (e.g., bank accounts)
- Access/use of semi-formal and informal financial services (e.g., SACCO, MFI, SUSU, cooperatives, self-help groups)
- Financial literacy and preparedness
- Technical literacy
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EXECUTIVE SUMMARY
Almost half of Ghanaian adults have registered accounts with banks, mobile money or nonbank financial institutions

- Banks are the key drivers of registered use of financial services.
- One in five Ghanaians report a registered mobile money account, however half of them also have a registered bank account.
- While the reported registered use of nonbank financial institutions is low, unregistered/informal use of such agencies is likely higher.

*Overlap representing those who have multiple kinds of financial accounts is not shown.

Ghana shows the lowest reported rate of mobile money registration among the five FII countries in Africa, but it has the highest rate of registered bank accounts.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Kenya (n=2,995)</th>
<th>Tanzania (n=3,000)</th>
<th>Uganda (n=3,001)</th>
<th>Rwanda (n=2,003)</th>
<th>Ghana (n=3,002)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of adults with registered mobile money accounts</td>
<td>63%</td>
<td>38%</td>
<td>33%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>% of adults with a bank account registered in their own name</td>
<td>28%</td>
<td>21%</td>
<td>14%</td>
<td>16%</td>
<td>34%</td>
</tr>
<tr>
<td>% of adults with an account at nonbank financial institutions (excluding credit only)</td>
<td>8%</td>
<td>3%</td>
<td>5%</td>
<td>16%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Forty-one percent of Ghanaians have digital access to their financial accounts

• Bank accounts with digital access are by far the most common form of digital financial access: 80% of bank account holders report at least one form of digital bank account access.

• Mobile money accounts are the second most common.

• Digital access to accounts at nonbank financial institutions (NBFIs) is less common; about half of these account holders say their NBFI offers a digital card, a mobile app or website account access.

*Overlap representing those who have multiple kinds of financial accounts is not shown.

Ghana’s DFS market offers many opportunities for scaling up; barriers might be more subtle than just the lack of exposure to digital financial products

**OPPORTUNITIES**

- **Financially stable population**: 73% of adults live above the poverty line and 75% say their income allows them to cover basic expenses, save a little bit every month and buy some expensive goods.

- **High level of preparedness for DFS**: Almost all Ghanaian adults own a mobile phone, have basic numeracy and have the necessary ID to register for a formal account. Most are also aware of mobile money services.

- **High consumer engagement in advanced financial activities**: 59% of Ghanaian adults purchase insurance, 67% save and 40% invest. Yet few of these activities are channeled through banks, mobile money or NBFIs.

- **Dynamic P2P market**: 60% of adults send and/or receive remittances. P2P transfers are the key driver and one of the top uses of DFS; however, DFS only accommodates 34% of remitting adults.

**CHALLENGES**

- **High reliance on personal delivery of cash**: 98% of all Ghanaians who engage in any type of financial activity (99% of Ghanaian adults conduct any financial activities) mostly conduct their activities in cash and deliver the money themselves.

- **Bank and mobile money expansion might be hindered by insufficient understanding**: Bank and mobile money accounts are most actively used for P2P transfers. Many say banks/mobile money are not a good fit for their savings and borrowing activities.

- **Income and saving/borrowing activities**: 22% of those who borrow and a half of those who save report doing so to meet their day-to-day expenses. This might mean that financial activities are built around agricultural cycles; financial products will have to be sensitive to this cycle.
GHANAIAN FINANCIAL INCLUSION ECOSYSTEM
Financial Market Overview

Key Regulations
- Banking (Amendment) Act, 2007
- Non-bank Financial Institutions Act, 2008
- New regulation on mobile payment systems in the pipeline (Bank of Ghana)
  - The BoG is in the process of replacing current regulation on branchless banking with new regulations on mobile financial services.

Mobile Money
- Mobile money services were first introduced in Ghana in 2009.
- There are three mobile-money service providers (MTN Mobile Money, Airtel Money and Tigo Cash).
  - However, there are six mobile phone operators, three of which do not offer mobile money services (Expresso, Glo and Vodafone).
- Mobile money is used to: pay utility bills, buy goods and services, make direct payments for loans and savings contributions, buy airtime and data bundles, send to/receive money from other mobile money users, and send money to and withdraw money from a bank (MTN Money and Airtel Money, Ghana).
- Despite their heavy investment in technology and awareness building, mobile-money service providers have reported slow adoption of mobile money usage with high numbers of inactive customers (MTN Money, CGAP).

Other E-Money Services
- Mobile money has grown in parallel with other financial electronic payment services (e.g., e-zwich, Afric Xpress, eTransact Ghana) that enable loading and sending of electronic cash, and allow remittance transactions via phone, among other services.
### Mobile Money Sector Landscape

<table>
<thead>
<tr>
<th>DFS Player</th>
<th>Mobile Money Services Offered</th>
<th>New Developments</th>
</tr>
</thead>
</table>
| MTN Mobile Money    | The 3 service providers offer similar services that include but are not limited to:                            | - Xpress Money, a global money transfer company, has partnered with MTN to enable its customers remitting to Ghana to transfer money directly into the mobile wallets of registered MTN Mobile Money users (April 2015).  
                        | - Depositing and withdrawing money;                                                                           | - MTN Ghana launches **Mobile Money ATM Cash-Out Service** in Kumasi (August 2014).  
                        | - Paying utility bills;                                                                                       | - MTN Ghana launches **Mobile Money Month Campaign** to run this and every August to promote national discussion on cashless economy (August 2014). |
| Tigo cash           | - Buying goods and services;                                                                                   | - Tigo Ghana has signed a USD2 million agreement with the International Finance Corporation (IFC) and the MasterCard Foundation with a view to expanding its mobile financial services in the country (June 2014). |
| Airtel Money        | - Mobile banking;                                                                                              | - Airtel Ghana and VeriFone have teamed up to introduce new contactless near field communication (NFC) technology to users of Airtel’s mobile money service to increase the speed with which transactions take place (May 2015).  
                        | - Buying airtime and data bundles.                                                                             | - Users of Airtel Ghana’s Airtel Money service were responsible for a record 1 million transactions in the month of March, surpassing the monthly average of 500,000 in 2014 (April 2015). |
# Banking Sector Landscape

## Banks

- Ghana has 30 banks licensed by the Bank of Ghana (BoG):
  - 29 commercial banks
  - 1 development bank
  - 137 rural and community banks
  - 409 microfinance institutions

## Key DFS linkages/partnerships

- Mobile money is gaining traction in Ghana albeit very slowly. The BoG has provided policies that are enabling banks to conduct m-banking in a bid to support the development of branchless banking. Banks in Ghana are integrating their mobile banking operations with mobile money service providers to ensure enhanced financial inclusion for the unbanked.
  - Ecobank is collaborating with Airtel to provide mobile money to unbanked subscribers of Airtel services.
  - Zenith Bank, United Bank of Africa (UBA) and Standard Chartered Bank have also partnered with Airtel to offer Bank to Airtel money services in Ghana.
CONSUMER PROFILE
The Ghanaian adult population is young and mostly urban; three-quarters live above the poverty line.

<table>
<thead>
<tr>
<th>Survey demographics</th>
<th>% of sample (N=3,002)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
<tr>
<td>Urban</td>
<td>54%</td>
</tr>
<tr>
<td>Rural</td>
<td>46%</td>
</tr>
<tr>
<td>Above the $2.50/day poverty line</td>
<td>73%</td>
</tr>
<tr>
<td>Below the $2.50/day poverty line</td>
<td>27%</td>
</tr>
<tr>
<td>Ages 15-24</td>
<td>32%</td>
</tr>
<tr>
<td>Ages 25-34</td>
<td>25%</td>
</tr>
<tr>
<td>Ages 35-44</td>
<td>17%</td>
</tr>
<tr>
<td>Ages 45-54</td>
<td>12%</td>
</tr>
<tr>
<td>Ages 55+</td>
<td>14%</td>
</tr>
</tbody>
</table>

The population shows signs of financial stability and active financial lives

**Ghanaian households' self-reported purchasing power**
(Shown: All adults, N=3,002)

- Enough money to buy anything we want: 9%
- Enough money to buy some expensive goods: 14%
- Enough money for food and clothes, can save a bit: 40%
- Enough money for food but not clothes: 26%
- Not enough for food: 10%
- DK/Refused: 2%

**Adults' financial activities**
(Shown: All adults, N=3,002)

- Save/safekeep money: 67%
- Buy/own insurance: 65%
- Invest money: 40%
- Borrow money, take loans: 10%

Most make enough every month to pay routine expenses and save. Borrowing is not common, but large numbers invest and buy/own insurance.

*Due to rounding, the total does not add up to 100%.

Ghana is not held back by any of the typical constraints in DFS development; the country ranks the highest among other FII countries in skills and equipment ownership necessary for DFS uptake and use.

### Key indicators of preparedness for digital financial services
(All adults, N=3,002)

- **Have access to a mobile phone**: 96%
- **Own a mobile phone**: 91%
- **Ever send/receive text messages**: 74%
- **Have basic numeracy**: 95%
- **Have an ID required to open an account**: 92%

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Kenya (n=2,995)</th>
<th>Tanzania (n=3,000)</th>
<th>Uganda (n=3,001)</th>
<th>Rwanda (n=2,003)</th>
<th>Ghana (n=3,002)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% have required ID</td>
<td>81%</td>
<td>64%</td>
<td>61%</td>
<td>87%</td>
<td>92%</td>
</tr>
<tr>
<td>% with basic numeracy</td>
<td>90%</td>
<td>93%</td>
<td>79%</td>
<td>87%</td>
<td>95%</td>
</tr>
<tr>
<td>% own a mobile phone</td>
<td>74%</td>
<td>72%</td>
<td>58%</td>
<td>47%</td>
<td>91%</td>
</tr>
<tr>
<td>% ever send/receive text messages</td>
<td>69%</td>
<td>61%</td>
<td>49%</td>
<td>37%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Ghanaians universally report at least one form of ID

<table>
<thead>
<tr>
<th>Type of ID</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any ID</td>
<td>98%</td>
</tr>
<tr>
<td>Voter's card</td>
<td>90%</td>
</tr>
<tr>
<td>Birth certificate</td>
<td>48%</td>
</tr>
<tr>
<td>Other</td>
<td>38%</td>
</tr>
<tr>
<td>National ID</td>
<td>18%</td>
</tr>
<tr>
<td>School ID</td>
<td>16%</td>
</tr>
<tr>
<td>Passport</td>
<td>8%</td>
</tr>
<tr>
<td>Driver's license</td>
<td>6%</td>
</tr>
<tr>
<td>Employee ID</td>
<td>5%</td>
</tr>
<tr>
<td>Military ID</td>
<td>1%</td>
</tr>
</tbody>
</table>

Type of identification reported by Ghanaian adults
(Shown: Percentage of Ghanaian adults, N=3,002)

- The youngest group of adults, those 15-24 years old, have the lowest ownership of IDs. However, the percentage is still high at 96%.

IDs required for registering an account include a passport, national ID, driver’s license, and voter’s card.

MOBILE PHONE USE
Nine in 10 own a phone; those below the poverty line show the lowest ownership and access rates

Mobile phone ownership and access, by demographic groups
(Shown: Percentage of each demographic group who owns and can access a mobile phone)

Ghanaian mobile phone users are fairly sophisticated; over half use at least one advanced function on a mobile phone

**Mobile phone uses**
(Shown: Percentage of adults with access to mobile phones, n=2,897)

- Made or received calls only: 17%
- Made or received calls and SMS only: 44%
- At least one type of advanced activity: 55%

**Mobile phone uses**
(Shown: Percentage of adults with access to mobile phones, n=2,897)

- Made calls: 100%
- Received calls: 99%
- Sent/received SMS: 78%
- Took a color picture: 36%
- Used internet: 33%
- Used social network sites: 31%
- Used touch screen: 30%
- Sent/received MMS: 28%
- Downloaded music, video/games: 28%
- Used on-demand provider services: 26%
- Made a financial transaction: 22%
- Downloaded a mobile phone application: 19%

Financial transactions are the type of mobile activity that Ghanaians find hardest to perform without help; still 4 in 5 can do it themselves.

**Mobile phone users performing each activity without assistance**
(Shown: Percentage of those who ever performed a specific activity)

Poor females, regardless of their location, and poor males in rural areas are the least likely to own a mobile phone, which is a barrier to uptake of DFS.

**Mobile phone ownership by demographic group**

(Shown: Percentage of each demographic group)

<table>
<thead>
<tr>
<th></th>
<th>Male above the poverty line</th>
<th>Female above the poverty line</th>
<th>Male below the poverty line</th>
<th>Female below the poverty line</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Urban</strong></td>
<td>97%</td>
<td>93%</td>
<td>94%</td>
<td>87%</td>
</tr>
<tr>
<td><strong>Rural</strong></td>
<td>96%</td>
<td>91%</td>
<td>86%</td>
<td>71%</td>
</tr>
</tbody>
</table>

FINANCIAL SECTOR HIGHLIGHTS
Half of Ghanaians have access to financial services through a bank or mobile money

Bank and mobile-money (MM) account access and use
(Shown: Percentage of Ghanaians adults who fall into each category, N=3,002)

Active bank account holders: 25%
Bank account holders: 34%
Access to a bank account: 36%
Access to a bank account or an MM account or both: 51%
Access to an MM account: 29%
MM account holders: 20%
Active MM account holders: 17%

Access to a bank account or mobile money account means a respondent can use bank/mobile money services either via their own account or via an account of another person. Account holder is a user who has an account registered in their name.

A gap in access to and use of financial services exists between urban and rural residents; residents of Accra are slightly ahead of those living in other urban areas in bank usage but not mobile money.

**Bank and mobile-money (MM) access and use**

(Shown: Percentage of Ghanaian adults who fall into each subgroup)

A fifth of active account holders use bank and mobile money accounts interchangeably

Bank and mobile money services: User overlap
(Shown: Percentage of each subgroup)

- **Adults who are active account holders with a bank and/or MM (n=1,071)**
  - Bank only: 51%
  - MM only: 29%
  - Bank and MM: 20%

- **Adults who hold an account with a bank and/or MM (n=1,332)**
  - Bank only: 54%
  - MM only: 23%
  - Bank and MM: 23%

- **Adults who have access to a bank and/or MM (n=1,529)**
  - Bank only: 42%
  - MM only: 29%
  - Bank and MM: 29%

Bank account holders are mostly exclusive to banks, while half of mobile money holders also have a bank account.

Rural and poor people are the least likely to hold any active financial account; for females, financial account ownership is only slightly below the total population average.

**Financial inclusion measures by key demographic groups**
(Shown: Percentage of each subgroup)

<table>
<thead>
<tr>
<th>Category</th>
<th>Active bank account holders</th>
<th>Active MM account holders</th>
<th>Active NBFI account holders</th>
<th>Any active account holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban (n=1,645)</td>
<td>31%</td>
<td>19%</td>
<td>7%</td>
<td>46%</td>
</tr>
<tr>
<td>Above the poverty line (n=2,214)</td>
<td>30%</td>
<td>19%</td>
<td>7%</td>
<td>45%</td>
</tr>
<tr>
<td>Male (n=1,271)</td>
<td>31%</td>
<td>20%</td>
<td>5%</td>
<td>44%</td>
</tr>
<tr>
<td>Total population (N=3,002)</td>
<td>25%</td>
<td>17%</td>
<td>6%</td>
<td>39%</td>
</tr>
<tr>
<td>Females (1,731)</td>
<td>20%</td>
<td>15%</td>
<td>7%</td>
<td>34%</td>
</tr>
<tr>
<td>Rural (n=1,357)</td>
<td>18%</td>
<td>15%</td>
<td>5%</td>
<td>31%</td>
</tr>
<tr>
<td>Below the poverty line (n=788)</td>
<td>12%</td>
<td>12%</td>
<td>3%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Females and rural people are more likely to use both bank and mobile money accounts actively compared with poor Ghanaians.

**Bank and mobile money services: User overlap, by key demographic characteristics**

(Shown: Percentage of all adults, N=3,002)

- Females, active account holders (n=531): 50% Bank only, 33% MM only, 17% Bank and MM
- Rural, active account holders (n=376): 46% Bank only, 36% MM only, 18% Bank and MM
- Below the poverty line, active account holders (n=162): 44% Bank only, 44% MM only, 12% Bank and MM

Across FII countries in Africa, the gap in financial service use is the highest by poverty status, especially in active use of formal bank accounts.

Gap in active account ownership between those living above and below the poverty line
(Shown: Those below the poverty line, who are active account holders, as a percentage of those above the poverty line, who are active account holders, for each country)

Ghana has the third smallest poverty-related gap in use of financial accounts after Tanzania and Kenya. The small gap is mostly due to good access to formal banking and mobile money among those living below the poverty line.

The second largest gap in financial service use is between urban and rural residents; rural adults might use mobile money and nonbank financial services at a higher rate than urban adults, but this is not the case for formal banking.

Ghana follows Tanzania and Kenya when it comes to the gap in active use of financial services between urban and rural residents. Ghana still has to learn from countries like Tanzania and Rwanda on how to better engage rural residents in the formal financial system. Government support in these two countries plays an important role in reducing the urban-rural gap in financial inclusion.

The gender gap is the smallest among all FII Africa countries, with the exception of active use of banks.

**Gap in active account ownership between males and females**
(Shown: Women, who are active account holders, as a percentage of men, who are active account holders, for each country)

Ghana has the second lowest gender gap in total active financial account ownership after Kenya and Uganda; active ownership of mobile money and NBFI accounts are more balanced compared to bank accounts.

Bank account holders are more active than the general population in performing various financial activities; however, even those who only have bank accounts predominantly use them for P2P transfers; few use them to save money.
Mobile-money account holders are much less active on their mobile money accounts; aside from P2P transfers and airtime recharge the use of mobile money accounts is almost nonexistent.

Use of mobile money services for common financial services
(Shown: Percentage of the respective groups)

- Buy airtime recharge: 89% adults, 30% MM account holders, 0.3% MM account holders through MM
- Send or receive P2P payments: 85% adults, 67% MM account holders, 6% MM account holders through MM
- Pay insurance premiums or receive claims: 82% adults, 60% MM account holders, 53% MM account holders through MM
- Pay a regular bill: electricity, cable, water, etc.: 63% adults, 59% MM account holders, 0.3% MM account holders through MM
- Pay a medical bill: 46% adults, 49% MM account holders, 1% MM account holders through MM
- Pay school fees: 43% adults, 44% MM account holders, 0.7% MM account holders through MM
- Receive wages: 42% adults, 46% MM account holders, 2% MM account holders through MM
- Receive G2P payments: 27% adults, 28% MM account holders, 2% MM account holders through MM
- Make P2G payments: 8% adults, 10% MM account holders, 0% MM account holders through MM
- Receive G2P payments: 6% adults, 7% MM account holders, 2% MM account holders through MM

Perceived lack of money and alternative means of savings are the main barriers to saving with banks and mobile money; more report the lack of money as a key barrier in Rwanda compared to Ghana.

<table>
<thead>
<tr>
<th>Top five reasons Ghanaians do not save with a bank (n=2,059)</th>
<th>Ghana %</th>
<th>Rwanda %</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not have enough money to save</td>
<td>43</td>
<td>72</td>
</tr>
<tr>
<td>I can save through other means</td>
<td>17</td>
<td>6</td>
</tr>
<tr>
<td>The amount of money I am saving is too small for such services</td>
<td>14</td>
<td>2</td>
</tr>
<tr>
<td>Fees are too high</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>I do not know how to open an account</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top five reasons Ghanaians do not save with mobile money (n=2,628)</th>
<th>Ghana %</th>
<th>Rwanda %</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not have enough money to save</td>
<td>42</td>
<td>67</td>
</tr>
<tr>
<td>I can save through other means</td>
<td>26</td>
<td>7</td>
</tr>
<tr>
<td>The amount of money I am saving is too small for such services</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>I do not trust formal financial institutions</td>
<td>3</td>
<td>0.1</td>
</tr>
<tr>
<td>I have technical difficulty using such services</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

*For these questions, comparable data is only available for Ghana and Rwanda.*

GHANA

Concerns about perceived lack of money, alternative services and perceived high fees appear to be common barriers for preventing people across East Africa and Ghana from saving money with banks or MM

<table>
<thead>
<tr>
<th>Top five reasons Ghanaians do not save with a bank (n=2,059)</th>
<th>Top five reasons Ghanaians do not save with mobile money (n=2,628)</th>
<th>Top five reasons Rwandese do not save with a bank (n=1,829)</th>
<th>Top five reasons Rwandese do not save with mobile money (n=1,873)</th>
<th>Top five reasons adults in other FII countries in Africa do not save with either a bank or MM</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not have enough money to save</td>
<td>I do not have enough money to save</td>
<td>I do not have enough money to save</td>
<td>I do not have enough money to save</td>
<td>I do not have enough money to save</td>
</tr>
<tr>
<td>I can save through other means</td>
<td>I can save through other means</td>
<td>Fees for using this service are too high</td>
<td>I can save through other means</td>
<td>I can save through other means</td>
</tr>
<tr>
<td>The amount of money I am saving is too small for such services</td>
<td>The amount of money I am saving is too small for such services</td>
<td>I can save through other means</td>
<td>Fees for using this service are too high</td>
<td>I do not know how to open an account</td>
</tr>
<tr>
<td>Fees are too high</td>
<td>I do not trust formal financial institutions</td>
<td>I do not have a state ID or other required documents</td>
<td>I have difficulty understanding how to use such accounts, including account menus, filling deposit/withdrawal, etc.</td>
<td></td>
</tr>
<tr>
<td>I do not know how to open an account</td>
<td>I have technical difficulty using such services</td>
<td>I do not have a state ID or other required documents</td>
<td>Paperwork is too complicated</td>
<td>I do not have a state ID or other required documents</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The amount of money I am saving is too small to use such a service</td>
<td>I do not have a state ID or other required documents</td>
<td>There is no formal financial institution close to where I live</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>There is no formal financial institution close to where I live</td>
<td>There is no formal financial institution close to where I live</td>
</tr>
</tbody>
</table>

Based on proximity, MFIs and Savings and Credit Union Associations have the best reach *nationally*, followed by mobile money agents.

Proximity to points-of-service for different financial institutions, by all adults*
(Shown: All adults, N=3,002)

<table>
<thead>
<tr>
<th>Financial Institution</th>
<th>Less than 1km from home</th>
<th>1-5kms from home</th>
<th>More than 5kms from home</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFI</td>
<td>33%</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Savings and Credit Union Association</td>
<td>24%</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>A mobile money agent</td>
<td>21%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Cooperative</td>
<td>20%</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>A bank branch</td>
<td>17%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>ATM</td>
<td>8%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*The questions were asked of the users of respective financial institutions. Population percentages are estimates.

Looking at the proximity *reported by the users of specific services*, mobile money agents are ahead of other points-of-service in terms of proximity to their users

*Proximity to points-of-service for different financial institutions, by POS users only*
(Shown: Percent of users of respective services)

- **A mobile money agent (n=908)**
  - Less than 1km from home: 71%
  - 1-5 km from home: 21%
  - More than 5 km from home: 8%

- **ATM (n=493)**
  - Less than 1km from home: 56%
  - 1-5 km from home: 32%
  - More than 5 km from home: 12%

- **A bank branch (n=947)**
  - Less than 1km from home: 52%
  - 1-5 km from home: 34%
  - More than 5 km from home: 14%

- **MFI (n=298)**
  - Less than 1km from home: 52%
  - 1-5 km from home: 28%
  - More than 5 km from home: 15%

- **Savings and Credit Union Association (n=143)**
  - Less than 1km from home: 36%
  - 1-5 km from home: 37%
  - More than 5 km from home: 20%

Looking only at the users of mobile money services, awareness of agents within 1 km from where they live is high – second after Tanzania and on par with Uganda and Rwanda

### Proximity to a mobile money agent among mobile money users

(Shown: Percentage of users of each service)

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Kenya (%)</th>
<th>Tanzania (%)</th>
<th>Uganda (%)</th>
<th>Rwanda (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>More than 5 km from home</td>
<td>1-5 km from home</td>
<td>Less than 1 km from home</td>
<td></td>
</tr>
<tr>
<td>Active registered users</td>
<td>8%</td>
<td>20%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>Inactive registered users</td>
<td>6%</td>
<td>17%</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Unregistered users</td>
<td>8%</td>
<td>22%</td>
<td>70%</td>
<td></td>
</tr>
</tbody>
</table>

GHANAIANS’ FINANCIAL BEHAVIORS
Ghanaians appear to be a financially stable society, few struggle to make ends meet

27% have debts that exceed their savings, even if rarely

14% are unable to earn more than they spend each month, at least occasionally

73% had no money left last month after paying routine expenses

39% do not have an emergency fund to cover unplanned expenses

Close to two-thirds of adults are employed; unemployment is the highest among those living below the poverty line and urban residents.

**Employment demographics**
(Shown: Percentage of each demographic group)

- All adults (N=3,002): 64%
- Males (n=1,271): 65%
- Females (n=1,731): 63%
- Urban (n=1,645): 61%
- Rural (n=1,357): 68%
- Above the poverty line (n=2,214): 65%
- Below the poverty line (n=788): 63%

*Employed are defined as those who report having a job with regular pay, occasional pay, or are self-employed.*

Last month, 27 percent of Ghanaians had money left after paying regular monthly expenses; over two-thirds chose to save/set aside leftover money.

**Which of the following statements describes your financial situation last month?**

(Total population, N=3,002)

- I paid all typical family/personal expenses, including food, clothing, housing, bills and other living expenses and still had some money remaining: 27%
- I paid all typical family/personal expenses, including food, clothing, housing, bills and other living expenses but had no money remaining: 65%
- I had to borrow money to pay some typical family/personal expenses: 7%
- I had to borrow money to pay all typical family/personal expenses: 1%

**What was the main expense for which you used leftover money last month?**

(Shown: Percentage of adults who had leftover money “last month,” n=808)

- Saved/set aside: 73%
- Investing: 7%
- Sending money to other people: 6%
- Entertainment: 5%
- Paying for insurance: 3%
- Repaying loan: 2%

In terms of general financial behavior, Ghanaians are financially active and many engage in advanced financial activities.

**Ghanaians households’ financial activities**
(Shown: All adults, N=3,002)

- Save money: 67%
- Own insurance: 65%
- Invest money: 40%
- Borrow money: 10%

**The top three reasons Ghanaians save and borrow**
(Shown: Percentage of each subgroup)

<table>
<thead>
<tr>
<th>Top three reasons Ghanaians save (n=2,011)</th>
<th>%</th>
<th>Top three ways borrowed money is spent (n=278)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save as much as I can</td>
<td>61</td>
<td>Invest in business, farm or future</td>
<td>33</td>
</tr>
<tr>
<td>Start/expand my own business</td>
<td>50</td>
<td>Routine purchases such as food, transportation and clothes</td>
<td>25</td>
</tr>
<tr>
<td>Just to make ends meet on a daily basis</td>
<td>50</td>
<td>Educational expenses, school fees</td>
<td>15</td>
</tr>
</tbody>
</table>

*All questions allowed for multiple responses.

In Ghana, as in all FII Africa countries, those without a job report the highest rate of remittances; place of residence is another important differentiator, with those urban more likely than rural to report remittances.

<table>
<thead>
<tr>
<th>Remittance recipients, by demographics</th>
<th>Kenya (%)</th>
<th>Tanzania (%)</th>
<th>Uganda (%)</th>
<th>Rwanda (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not working (n=1,091)</td>
<td>67</td>
<td>64</td>
<td>50</td>
<td>39</td>
</tr>
<tr>
<td>Working (n=1,911)</td>
<td>34</td>
<td>24</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Below poverty line (n=788)</td>
<td>49</td>
<td>32</td>
<td>26</td>
<td>19</td>
</tr>
<tr>
<td>Above poverty line (n=2,214)</td>
<td>46</td>
<td>41</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Rural (n=1,357)</td>
<td>47</td>
<td>31</td>
<td>27</td>
<td>18</td>
</tr>
<tr>
<td>Urban (n=1,645)</td>
<td>49</td>
<td>38</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Female (n=1,731)</td>
<td>59</td>
<td>40</td>
<td>37</td>
<td>24</td>
</tr>
<tr>
<td>Male (n=1,271)</td>
<td>36</td>
<td>25</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td>Total (N=3,002)</td>
<td>48</td>
<td>33</td>
<td>29</td>
<td>21</td>
</tr>
</tbody>
</table>

Only one in 10 borrow money, mostly to invest or cover routine expenses and educational fees

<table>
<thead>
<tr>
<th>Where do you borrow from?* (Shown: Percentage of adults who take loans, n=278)</th>
<th>How do you spend borrowed money? (Shown: Percentage of adults who take loans, n=278)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other people, e.g., family, friends, neighbors,…</td>
<td>Invest in business, farm or future</td>
</tr>
<tr>
<td>Bank</td>
<td>Routine purchase (groceries and transportation)</td>
</tr>
<tr>
<td>MFI</td>
<td>Educational expense, school fees</td>
</tr>
<tr>
<td>Nonbank financial services (SUSU, cooperatives and VSLA)</td>
<td>Medical payments, hospital charges</td>
</tr>
<tr>
<td>Other formal institution</td>
<td>Pay bills</td>
</tr>
<tr>
<td>Mobile money</td>
<td>Emergency expenses</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>Other (specify)</td>
</tr>
<tr>
<td>Large purchases (TV, car or house)</td>
<td></td>
</tr>
</tbody>
</table>

- The fact that some loans are spent on routine purchases supports the finding that there are Ghanaians who still struggle with making ends meet.
- Those borrowing from other people (45% of borrowers) might welcome a micro-loan product similar to M-Shwari in Kenya so they don’t have to publicize their shortage of money and use their social capital.

*The question allowed for multiple responses.
Eighty-six percent of borrowers say they repay their loan on time or early; almost half do not know their loan terms; including a third of bank customers

**How do you usually repay your loans?**
(Shown: Percentage of adults who take loans, n=278)

- I occasionally fail to repay by the deadline and forget to ask for an extension: 2%
- I ask for an extension for repayment: 13%
- I repay on the agreed day – neither before the deadline nor after the deadline: 53%
- I repay in full before the deadline: 33%

**Do you know what interest rate you pay on a loan from this institution?**
(Shown: Percentage of adults who take loans from each type of lender)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank (n=94)</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Microfinance institution (n=55)</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>Informal financial service provider, e.g., SUSU, VSLA (n=22)</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Other people, e.g., family, friends, neighbors, shopkeepers, money guards, etc. (n=119)</td>
<td>48%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Ghanaians don’t borrow from formal financial institutions because they have informal options

<table>
<thead>
<tr>
<th>Rank</th>
<th>Top five reasons Ghanaians do not borrow from formal FIs (n=170, those who do not borrow from FI)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I can borrow money through other means</td>
<td>27%</td>
</tr>
<tr>
<td>2</td>
<td>The amount of money I need to borrow is too small to use such service</td>
<td>19%</td>
</tr>
<tr>
<td>3</td>
<td>I prefer to rely on friends and family</td>
<td>12%</td>
</tr>
<tr>
<td>4</td>
<td>Interest rates are too high</td>
<td>7%</td>
</tr>
<tr>
<td>5</td>
<td>Fees for using these services are too high</td>
<td>7%</td>
</tr>
</tbody>
</table>

The combination of ways Ghanaians spend loans and the type of sources they use to borrow suggest they borrow to manage occasional ups and downs in cash flow.

The question allowed for multiple responses.
Just over two-thirds of adults report saving/safekeeping money; using a hiding place is almost as common as using a bank for saving/safekeeping.

*The question allowed for multiple responses.*

Similar to borrowing, Ghanaians save/safekeep money to increase wealth, start/expand their own businesses and make ends meet on a daily basis.

Do you save/safekeep money for any of the following reasons?  
(Shown: Percentage of adults who save, n=2,011)

- Save as much as I can: 61%
- Start/expand my own business: 50%
- Just to make ends meet on daily basis: 50%
- Protect my family from poverty and crime: 45%
- Protect my belongings: 36%
- Build children's fund for education: 24%
- Buy expensive and prestigious things: 21%
- Education for myself: 20%
- Get ready for retirement: 15%
- Give back to my community: 10%
- Build children's fund for wedding (the ceremony and/or dowry): 5%
- Other: 1%

*The question allowed for multiple responses.
Perceived lack of money and the availability of informal alternatives are the key barriers to saving/safekeeping money with a bank or mobile money

The top reasons Ghanaians don’t save/safekeep money with banks or mobile money services
(Shown: Percentage of adults in each subgroup)

- I do not have enough money to save/safekeep (43%)
- I can save/safekeep through other means (26%)
- I want to save/safekeep through other means (17%)
- The amount of money I am saving is too small to use such a service (14%)
- Fees for using these services are too high (10%)
- I do not know how to open an account (5%)
- I do not trust formal financial institutions (3%)
- Fees for using these services are too high (3%)
- I have difficulty understanding how to use such account menus, fill out deposit or withdrawal slips, check my balance, etc. (2%)
- I do not know how to open an account (1%)

Forty percent of Ghanaians engage in investment activities with the majority reinvesting in their own businesses.

Do you invest in the following? (Shown: Percentage of Ghanaian adults, N=3,002)

<table>
<thead>
<tr>
<th>Investment Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any investment</td>
<td>40%</td>
</tr>
<tr>
<td>Own business</td>
<td>37%</td>
</tr>
<tr>
<td>Assets, such as land or precious metals</td>
<td>3%</td>
</tr>
<tr>
<td>Other people's business</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>0.9%</td>
</tr>
<tr>
<td>Shares of local companies</td>
<td>0.7%</td>
</tr>
<tr>
<td>Government bonds</td>
<td>0.4%</td>
</tr>
<tr>
<td>Buy shares of foreign companies</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

- 3% of investors make two or more types of investments.
- The biggest gap in investment activities is between those above and below the poverty line: 42% and 34% of the respective groups report any type of investment.
- Almost all poor who say they invest money (31% out of 34%) invest in their own businesses, meaning they buy supplies and pay bills related to their businesses (including farms).
- The gender gap in investment activities is also quite big: 45% of females invest compared with 35% of males.
- Similar to poor investors, most females who invest (41% out of 45%) invest in their own businesses, 3% say they buy assets.

Most Ghanaians have insurance; medical is the most common form

**Do you have this type of insurance?**
(Shown: Percentage of Ghanaian adults, N=3,002)

- **Any type of insurance**: 65%
- **Medical**: 63%
- **Life**: 3%
- **Automotive**: 2%
- **House/other property**: 1%
- **Agricultural**: 0.5%
- **Unemployment**: 0.4%

- 59% of Ghanaian adults report paying premiums for their coverage.
- 4% say they get insurance from a network provider.

National Health Insurance Scheme (NHIS)*
Ghana began the implementation of NHIS in 2004 as a way to ensure equitable access to basic healthcare for all residents. The scheme has made some modest progress over the past decade, but is far from achieving universal health coverage (UHC). The health insurance schemes largely comprise private insurance companies in the cities and hospital-based schemes in the districts. The private insurance companies are few and are patronized by employers and few individuals. With the support of development partners various forms of formal health insurance are growing in the districts. At present, quite a number of the districts operate district-based health insurance schemes, which are voluntary and to a greater extent integrated into health care facilities.

*Source: [http://www.nhis.gov.gh](http://www.nhis.gov.gh)

Over half of Ghanaians do not have a plan to deal with financial shocks; less than half have an emergency fund available at least sometimes.

Does your family have a plan to manage unexpected expenses/financial shocks, which might result from the following?
(Shown: All adults, N=3,002)

- At least one financial shock: 46%
- Major medical emergencies (including childbirth): 35%
- Death in the family: 24%
- Loss of house: 12%
- Loss of (other non-house) property: 11%
- Bankruptcy/loss of a job or a business: 10%
- Loss of harvest or livestock: 6%

Emergency fund available:
- Always: 12%
- Sometimes: 34%
- Rarely: 15%
- Never: 39%

- 14% have a living will.
- 12% have a retirement plan.

*The question allowed for multiple responses.

UPTAKE AND USE OF MOBILE FINANCIAL SERVICES
Almost everyone knows about mobile money as a concept and can name at least one provider; TV and radio top the list of initial sources of information.

**Concept awareness**
(Percent of Ghanaian adults, N=3,002)

- **Aware**
- **Unaware**

94% are aware of at least one mobile money provider.
31% have used mobile money.
22% have registered mobile money accounts.

**From which source of information did you first learn about mobile money?**
(Percent of active account holders, n=537)

- **Television**: 71%
- **Radio**: 39%
- **Family and friends**: 16%
- **Billboards**: 4%
- **Field agents/promoters of mobile money**: 2%

P2P transfers are the key trigger for opening mobile money (MM) accounts in Ghana and all FII countries in Africa

**Top reasons for starting to use an MM account**
*(Percentage of active account holders, n=537)*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Kenya (n=1,859)</th>
<th>Tanzania (n=996)</th>
<th>Uganda (n=855)</th>
<th>Rwanda (n=317)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I had to receive money from another person</td>
<td>42%</td>
<td>34%</td>
<td>52%</td>
<td>40%</td>
</tr>
<tr>
<td>I had to send money to another person</td>
<td>21%</td>
<td>21%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Somebody/another person requested that I sign up for an account</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>I wanted to start saving money with a mobile money account</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>A person I know recommended I use mobile money</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Most of my friends/family members are already using the services</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Question allowed for multiple responses.*

Aside from withdrawals, Ghanaians, on average, are not as active on their mobile money accounts as users in other FII countries in Africa.

**Top uses for a mobile money account**
*(Percentage of active account holders, n=537)*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Ghana (%)</th>
<th>Kenya (n=1,859)</th>
<th>Tanzania (n=996)</th>
<th>Uganda (n=855)</th>
<th>Rwanda (n=317)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Withdraw money</td>
<td>92%</td>
<td>87%</td>
<td>93%</td>
<td>96%</td>
<td>95%</td>
</tr>
<tr>
<td>Deposit money</td>
<td>65%</td>
<td>90%</td>
<td>73%</td>
<td>78%</td>
<td>83%</td>
</tr>
<tr>
<td>Receive money from family members, friends, workmates or other regular acquaintances for regular support/allowances or to help with emergencies</td>
<td>47%</td>
<td>54%</td>
<td>47%</td>
<td>55%</td>
<td>66%</td>
</tr>
<tr>
<td>Send money to family members, friends, workmates or other regular acquaintances for regular support/allowances or to help with emergencies</td>
<td>32%</td>
<td>37%</td>
<td>40%</td>
<td>44%</td>
<td>68%</td>
</tr>
<tr>
<td>Buy airtime top-ups</td>
<td>31%</td>
<td>68%</td>
<td>56%</td>
<td>53%</td>
<td>49%</td>
</tr>
</tbody>
</table>

*Question allowed for multiple responses.*

*There is a slight difference in the wording of P2P responses (receive money from other people/ send money to other people).*

There is limited advanced mobile money use in Ghana, but there are opportunities to increase the use of mobile money for **savings** and **bill pay**, as has happened in other FII countries.

**Advanced mobile-money (MM) account uses**
(Shown: Percentage of active mobile-money account holders, n=537)

- **Save/set aside money**: 7%
- **Bill pay**: 5%
- **Receive wages**: 2%
- **Receive G2P payments**: 2%
- **Make mm2mm or mm2bank transfers**: 0.9%
- **Pay in person for goods and services**: 0.5%
- **Loan activity**: 0.5%
- **Pay remotely for goods and services**: 0.3%
- **Pay for large acquisitions (land, dwelling, etc.)**: 0.3%
- **Insurance activity**: 0.1%

86% of active MM account holders save money.

**POTENTIAL OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Country</th>
<th>Save/set aside money</th>
<th>Bill pay</th>
<th>Receive wages</th>
<th>Receive G2P payments</th>
<th>Make mm2mm or mm2bank transfers</th>
<th>Pay in person for goods and services</th>
<th>Loan activity</th>
<th>Pay remotely for goods and services</th>
<th>Pay for large acquisitions (land, dwelling, etc.)</th>
<th>Insurance activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenya</td>
<td>17%</td>
<td>20%</td>
<td>8%</td>
<td>2%</td>
<td>17%</td>
<td>4%</td>
<td>4%</td>
<td>NA</td>
<td>0.9%</td>
<td>1%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>10%</td>
<td>20%</td>
<td>3%</td>
<td>2%</td>
<td>0.9%</td>
<td>0.6%</td>
<td>1%</td>
<td>NA</td>
<td>0.6%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Uganda</td>
<td>14%</td>
<td>12%</td>
<td>7%</td>
<td>3%</td>
<td>8%</td>
<td>3%</td>
<td>1%</td>
<td>NA</td>
<td>1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Rwanda</td>
<td>7%</td>
<td>25%</td>
<td>1%</td>
<td>1%</td>
<td>0.5%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

*Question allowed for multiple responses.*

The majority of those using a mobile money account to save say they save for a specific goal or future purchase/payment, signaling a potential demand for goal-driven savings products.

**Savings activity on mobile money (MM) accounts**
(Shown: Percentage of active MM account holders who use accounts to save, n=40*)

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save money for a future purchase or payment</td>
<td>68%</td>
</tr>
<tr>
<td>Set money aside for no particular purpose, just in case</td>
<td>49%</td>
</tr>
<tr>
<td>Set money aside for retirement</td>
<td>22%</td>
</tr>
</tbody>
</table>

*The analysis is done on a small sample (n<50) and should be treated with caution.

Receiving payments from customers is the most common business transaction done via a mobile money account; there are several opportunities for increasing mobile money use, including by offering merchant payment products.

**Business-related transactions on mobile money accounts**

(Shown: Percentage of active MM account holders who use accounts for business transactions, n=35*)

- **Receive payments from customers**: 71%
- **Pay suppliers**: 31%
- **Pay bills (rent, taxes, utilities)**: 24%
- **Pay employees**: 19%
- **Receive payments from distributors**: 16%
- **Reinvest in business (equipment, expansion, training)**: 13%
- **Pay for agricultural inputs**: 7%

- Top business transactions are likely to have different payment frequencies and amounts, making them difficult to accommodate through one mobile money product.
- On average, businesses use their mobile money accounts for one to two transactions.

*The analysis is done on a small sample (n<50) and should be treated with caution.

MOBILE FINANCIAL SERVICES: USER SEGMENTATION
Six consumer groups emerged based on their mobile money use/nonuse

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unaware nonusers</strong></td>
<td>- Do not use mobile money</td>
</tr>
<tr>
<td></td>
<td>- Cannot name any provider of the services</td>
</tr>
<tr>
<td><strong>Knowledgeable nonusers</strong></td>
<td>- Do not use mobile money</td>
</tr>
<tr>
<td></td>
<td>- Can recall at least one provider of the services</td>
</tr>
<tr>
<td><strong>Inactive account holders</strong></td>
<td>- Have a mobile money account registered in their names</td>
</tr>
<tr>
<td></td>
<td>- Used this account more than 90 days prior to the survey</td>
</tr>
<tr>
<td><strong>Unregistered users</strong></td>
<td>- Use mobile money services through somebody else’s account, including</td>
</tr>
<tr>
<td></td>
<td>through an agent’s account (OTC services), or the accounts of their</td>
</tr>
<tr>
<td></td>
<td>friends, relatives, neighbors, or other people</td>
</tr>
<tr>
<td><strong>Active account holders</strong></td>
<td>- Have a mobile money account registered in their names</td>
</tr>
<tr>
<td></td>
<td>- Used this account for at least one transaction in the 90 days prior to the</td>
</tr>
<tr>
<td><strong>Super Users</strong></td>
<td>- Have a mobile money account registered in their names</td>
</tr>
<tr>
<td></td>
<td>- Use this account at least once a week</td>
</tr>
<tr>
<td></td>
<td>- Make at least one beyond-basic-wallet transaction (excluding CICO, airtime</td>
</tr>
<tr>
<td></td>
<td>top-ups and P2P</td>
</tr>
</tbody>
</table>

The majority of those aware of mobile money are not progressing to the trial stage - the highest proportion of aware nonusers among other FII countries in Africa

Segments of mobile money users and nonusers (user groups do not overlap)
(Shown: Percentage of Ghanaian adults who fall into each category, N=3,002)

The group of **super users** – those who use their registered MM account weekly and for at least one advanced activity (excluding CICO and P2P) – is the smallest among other FII countries in Africa

Only 31% of Ghanaians **aware of MM** proceed to trying the services. Ghanaians have the highest rate of **aware nonusers** among FII African countries, signaling a possible lack of perceived relevance.

<table>
<thead>
<tr>
<th>Country</th>
<th>Super users</th>
<th>Active account holders, excluding superusers</th>
<th>Registered inactive users</th>
<th>Unregistered users</th>
<th>Aware nonusers</th>
<th>Unaware nonusers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenya</td>
<td>17%</td>
<td>41%</td>
<td>6%</td>
<td>10%</td>
<td>23%</td>
<td>5%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>7%</td>
<td>27%</td>
<td>4%</td>
<td>6%</td>
<td>43%</td>
<td>13%</td>
</tr>
<tr>
<td>Uganda</td>
<td>5%</td>
<td>24%</td>
<td>4%</td>
<td>10%</td>
<td>49%</td>
<td>9%</td>
</tr>
<tr>
<td>Rwanda</td>
<td>3%</td>
<td>15%</td>
<td>6%</td>
<td>3%</td>
<td>55%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Rural/remote location, the lack of basic literacy and the lack of mobile phones are key differentiating factors across user segments

<table>
<thead>
<tr>
<th>Segment</th>
<th>Active registered user, including super users (n=537)</th>
<th>Registered inactive MM users (n=97)</th>
<th>Unregistered MM users(n=283)</th>
<th>Knowledgeable nonusers (n=1,947)</th>
<th>Unaware nonusers (n=147)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% women</td>
<td>46%</td>
<td>60%</td>
<td>51%</td>
<td>53%</td>
<td>63%</td>
</tr>
<tr>
<td>% rural</td>
<td>40%</td>
<td>39%</td>
<td>45%</td>
<td>47%</td>
<td>56%</td>
</tr>
<tr>
<td>% younger than 35 years old</td>
<td>67%</td>
<td>78%</td>
<td>57%</td>
<td>57%</td>
<td>23%</td>
</tr>
<tr>
<td>% living below the poverty line</td>
<td>19%</td>
<td>22%</td>
<td>25%</td>
<td>29%</td>
<td>46%</td>
</tr>
<tr>
<td>% with basic literacy</td>
<td>88%</td>
<td>85%</td>
<td>79%</td>
<td>75%</td>
<td>31%</td>
</tr>
<tr>
<td>% with basic numeracy</td>
<td>97%</td>
<td>95%</td>
<td>96%</td>
<td>96%</td>
<td>82%</td>
</tr>
<tr>
<td>% who own a mobile phone</td>
<td>98%</td>
<td>99%</td>
<td>96%</td>
<td>90%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Type of mobile money use largely reflects other financial behaviors, which might be indicative of the differences in income level among different types of users

<table>
<thead>
<tr>
<th></th>
<th>Active registered user, including super users (n=537)</th>
<th>Registered inactive MM users (n=97)</th>
<th>Unregistered MM users(n=283)</th>
<th>Knowledgeable nonusers (n=1,947)</th>
<th>Unaware nonusers (n=147)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% have a job (regular, self-employed or occasional assignments)</td>
<td>63%</td>
<td>65%</td>
<td>73%</td>
<td>64%</td>
<td>58%</td>
</tr>
<tr>
<td>% have a bank account</td>
<td>51%</td>
<td>40%</td>
<td>43%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>% have an NBFI account</td>
<td>12%</td>
<td>18%</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>% borrow money</td>
<td>9%</td>
<td>4%</td>
<td>17%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>% save</td>
<td>86%</td>
<td>79%</td>
<td>73%</td>
<td>62%</td>
<td>55%</td>
</tr>
<tr>
<td>% have emergency fund, even if rarely</td>
<td>64%</td>
<td>56%</td>
<td>63%</td>
<td>62%</td>
<td>43%</td>
</tr>
<tr>
<td>% have insurance</td>
<td>71%</td>
<td>62%</td>
<td>69%</td>
<td>63%</td>
<td>64%</td>
</tr>
<tr>
<td>% have investment</td>
<td>39%</td>
<td>30%</td>
<td>51%</td>
<td>40%</td>
<td>31%</td>
</tr>
</tbody>
</table>

PROVIDER-SPECIFIC USE OF MOBILE MONEY
MTN Mobile Money is a clear market leader among the three Ghanaian mobile money providers

**Active registered mobile money wallets among active registered mobile money users** (Shown: Percentage of active mobile-money account holders, n=537)

- **MTN Mobile Money**: 83%
- **Tigo Cash**: 18%
- **Airtel Money**: 7%

**Active registered mobile money users and estimated number of wallets, by provider**

<table>
<thead>
<tr>
<th>Provider</th>
<th>% of all adults (N=3,002)</th>
<th>Estimated number of active wallets</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTN Mobile Money</td>
<td>14.5</td>
<td>2,238,638</td>
</tr>
<tr>
<td>Tigo Cash</td>
<td>3.2</td>
<td>494,044</td>
</tr>
<tr>
<td>Airtel Money</td>
<td>1.2</td>
<td>185,267</td>
</tr>
<tr>
<td>All providers</td>
<td>18.9</td>
<td>2,917,949</td>
</tr>
</tbody>
</table>

Total est. number of adults (15+) – 15,438,885
Source: http://www.statsghana.gov.gh/pop_stats.html

---

*Active mobile-money account holders can have accounts with more than one provider.*

MTN Mobile Money and Tigo Cash have almost identical groups of active account holders by demographics; neither provider has a good representation of poor Ghanaians

Demographic trends for active mobile-money account holders, by provider

(Shown: Percent of each provider user group)

*The analysis is done on a small sample (n<50) and should be treated with caution. Active MM account holders can have accounts with more than one provider.

Source: InterMedia CGAP Ghana survey (N=3,002, 15+), December 2014 – January 2015
MTN had the highest conversion rate (35%) of SIM card holders to mobile money users, followed by Tigo

Uptake and use of MM services among MNO’s SIM card holders, by provider
(Shown: Percentage of each subgroup)

There is some overlap among users of different providers.

MTN Mobile Money agents are the most visible to MTN and Airtel Money users, while Tigo Cash customers are more familiar with Tigo agents.

Which mobile money agent is the closest to where you live, regardless of whether you use this agent?
(Shown: Percentage of each subgroup)

There is some overlap among users of different providers.

USE OF BANKING SERVICES
Ghanaians using over-the-counter banking services at a bank branch have much lower access to digital banking and advanced banking services compared to registered users; promoting the advantages of these services might stimulate registration.

**Bank account access and ownership**
(Shown: Percentage of each subgroup)

- **Access to a full-service (not credit only) bank**: 95% for bank account holders, 80% for OTC bank users.
- **Access to digital banking services**: 80% for bank account holders, 52% for OTC bank users.
- **Access to advanced (beyond CICO and P2P transfers) banking services**: 33% for bank account holders, 15% for OTC bank users.

**Source:** InterMedia CGAP Ghana survey (N=3,002, 15+), December 2014 - January 2015.
Low use of banks for savings and insurance paired with dynamic saving and insurance behaviors presents an opportunity for new digital products

**Bank account uses**
(Shown: Percentage of active bank account holders, n=751)

- **At least one advanced activity**: 38%
  - Active account holders conduct, on average, two advanced activities.
  - 12% conduct three advanced activities.
- **Basic use and P2P only**: 14%
- **Basic use only (CICO)**: 47%

**Top advanced bank account uses**
(Shown: Percentage of active bank account holders, n=751)

- Purposeful savings*: 16%
- Bill pay: 15%
- Receive wages: 13%
- G2P: 7%
- bank2mm or bank2bank transfers: 6%
- Insurance-related activities: 4%

In this survey, purposeful savings with a bank account includes: saving money for a future bill or purchase, setting money aside for retirement and setting money aside for unexpected emergencies.

Due to rounding, the total does not add up to 100%. All questions allowed for multiple responses.

Digital bank accounts are not common; those with a digital account access it through more than one digital channel

Digital bank account access*
(Shown: Total population, N=3,002)

- Lapsed digital bank account holders
- Unregistered users of digital bank accounts
- Active digital bank account holders
- Do not have digital access to a bank account

Method of access
(Shown: Percentage of active digital bank account holders, n=654)

- Have a credit or a debit/ATM card: 86%
- Can transfer money digitally: 63%
- Can access a bank account via internet or mobile app: 55%

Active digital account holders (22%) use a variety of access methods

*Question allowed for multiple responses.

*Digital bank accounts offer at least one of the following options: debit/ATM or credit cards, internet or mobile access, or a digital money transfer capability.

USE OF NONBANK FINANCIAL SERVICES
There’s relatively low usage of nonbank financial institutions (NBFI); but they are used in a variety of ways, including for savings and basic financial transactions.

**Financial institution usage**
(Shown: Percentage of NBFI account holders among the total population N=3,002)

- **MFI**:
  - Active user: 8%
  - Registered user: 6%

- **Savings & Credit Union Association**:
  - Active user: 3%
  - Registered user: 2%

- **Cooperatives**:
  - Active user: 1%
  - Registered user: 0.9%

- **SACCO**:
  - Active user: 0.0%
  - Registered user: 0.0%

**How NBFI are used**
(Shown: Percentage of adults who ever used the service)

- **Save/set aside money**:
  - MFI: 71%
  - SACCO: 69%

- **Take out loans**:
  - MFI: 23%
  - SACCO: 13%

- **Basic activities (withdrawals, deposits, and airtime top-ups)**:
  - MFI: 78%
  - SACCO: 78%

- **SACCOs** are more likely to be used for savings and loans.
- **MFIs** are utilized more for basic activities.

*All differences are statistically significant at the 95% confidence interval.

SPECIAL TOPICS: MOBILE MONEY AGENTS
Seven in 10 Ghanaian mobile money users have an agent nearby; compared to other FII countries (except Tanzania), access to agents is higher for rural residents but lower for urban and those above the poverty line.

**Those who have an agent within a 1 km radius from where they live**
(Shown: Percentage of each category of mobile money users)

<table>
<thead>
<tr>
<th>Category</th>
<th>Ghana 58%</th>
<th>Kenya 53%</th>
<th>Tanzania 89%</th>
<th>Uganda 46%</th>
<th>Rwanda 63%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below the poverty line (n=178)</td>
<td>58%</td>
<td>53%</td>
<td>89%</td>
<td>46%</td>
<td>63%</td>
</tr>
<tr>
<td>Rural (n=369)</td>
<td>63%</td>
<td>51%</td>
<td>84%</td>
<td>44%</td>
<td>58%</td>
</tr>
<tr>
<td>Males (n=421)</td>
<td>70%</td>
<td>63%</td>
<td>87%</td>
<td>59%</td>
<td>68%</td>
</tr>
<tr>
<td>Unregistered users (n=283)</td>
<td>70%</td>
<td>65%</td>
<td>92%</td>
<td>50%</td>
<td>65%</td>
</tr>
<tr>
<td>All MM users (n=908)</td>
<td>71%</td>
<td>67%</td>
<td>89%</td>
<td>65%</td>
<td>69%</td>
</tr>
<tr>
<td>Registered MM users (n=625)</td>
<td>72%</td>
<td>67%</td>
<td>89%</td>
<td>68%</td>
<td>67%</td>
</tr>
<tr>
<td>Females (n=487)</td>
<td>73%</td>
<td>70%</td>
<td>92%</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Urban (n=539)</td>
<td>77%</td>
<td>89%</td>
<td>97%</td>
<td>95%</td>
<td>90%</td>
</tr>
<tr>
<td>Above the poverty line (n=730)</td>
<td>75%</td>
<td>76%</td>
<td>92%</td>
<td>82%</td>
<td>89%</td>
</tr>
</tbody>
</table>

More than a third of users reported a problem when transacting with an agent; most complained about technical problems with GSMA and/or agent networks

<table>
<thead>
<tr>
<th>Problem</th>
<th>Ghana (n=908)</th>
<th>Kenya (n=2,300)</th>
<th>Tanzania (n=1,303)</th>
<th>Uganda (n=1,245)</th>
<th>Rwanda (n=453)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agent asked for my PIN number</td>
<td>13%</td>
<td>6%</td>
<td>3%</td>
<td>15%</td>
<td>0.5%</td>
</tr>
<tr>
<td>It was very time consuming</td>
<td>13%</td>
<td>24%</td>
<td>9%</td>
<td>19%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Agent was absent</td>
<td>21%</td>
<td>43%</td>
<td>31%</td>
<td>39%</td>
<td>25%</td>
</tr>
<tr>
<td>Agent did not have enough cash or e-float and could not perform the transaction</td>
<td>22%</td>
<td>55%</td>
<td>32%</td>
<td>37%</td>
<td>23%</td>
</tr>
<tr>
<td>GSM mobile network or agent system was down</td>
<td>39%</td>
<td>65%</td>
<td>51%</td>
<td>66%</td>
<td>36%</td>
</tr>
</tbody>
</table>

SPECIAL TOPICS: THE GENDER STORY
As a financial service, mobile money is more gender equal than banking; more females have active accounts with nonbank financial institutions than they do with banks and mobile money.

**Percentage of females among users of mobile phones and DFS**
(Shown: Percentage of females in each category)

- Total population (N=3,002) 52%
- Owners of mobile phones (n=2,743) 51%
- Active bank account holders (n=751) 42%
- Active MM account holders (n=537) 46%
- Active NBFI account holders (n=264) 63%

Females, based on their residency and poverty status, tend to be underrepresented among users of financial services

- Rural females above the poverty line are an exception in that they are well-represented among mobile money users and over-represented among NBFI users.
- Urban non-poor females are over-represented across all groups.

**Percentage of financial service users among different subgroups of females**
(Shown: Percentage of each female subgroup)

Ownership of technology and DFS accounts among poor rural women is lowest compared to other female subgroups; females below the poverty line in urban areas also show low ownership of DFS accounts.

**Percentage of women who own mobile phones and DFS accounts, by poverty and urban/rural status**

(Shown: Percentage of females in each subgroup)

- Females above the poverty line (urban): 93% own a mobile phone, 45% hold any DFS account.
- Females below the poverty line (urban): 87% own a mobile phone, 19% hold any DFS account.
- Females above the poverty line (rural): 91% own a mobile phone, 35% hold any DFS account.
- Females below the poverty line (rural): 71% own a mobile phone, 15% hold any DFS account.

More women need assistance when accessing and using mobile phones but not when making MM transactions

- More women use mobile phones that belong to other people.
- More women than men ask other people for help when using mobile phones and making mobile money (MM) transactions.

Question allowed for multiple responses.

GLOSSARY

• **Access** – Access to a bank account or mobile money account means a respondent can use bank/mobile money services either via their own account or via an account of another person.

• **Active account holder** – An individual who has a registered DFS account and has used it in the last 90 days.

• **Active user** – An individual who has used any DFS for any type of transaction in the past 90 days via his/her own account or somebody else’s account.

• **Adults with DFS access** – Adults who either own a DFS account or have access to someone else’s account.

• **Below the poverty line** – In this particular study, adults living on less than $2.50 per day, as classified by the Grameen PPI.

• **Digital financial services (DFS)** – Financial services that are provided through an electronic platform (mobile phones, electronic cards, the internet, etc.). *For this particular study, digital financial services include bank services and mobile money services.*

• **Grameen Progress out of Poverty Index (PPI)** – A poverty measurement tool from the Grameen Foundation wherein a set of country-specific questions are used to compute the likelihood that a household is living below the poverty line.

• **Mobile money (MM)** – A service in which a mobile phone is used to access financial services.

• **NHIS** – National Health Insurance Scheme

• **Savings and credit cooperative (SACCO)** – A unique member driven, self-help group, which is owned and managed by its members who have a common bond (e.g., work for the same employer, belong to the same church, live in the same village, etc.). All members contribute to the SACCO fund, which can be used for group investment or a part of which can be given to members as loans.

• **SUSU** – One of the oldest semi-formal financial systems in Ghana; allows Ghanaians to securely store their money and get access to a limited credit line for a small fee.

• **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.
For more information, contact:
Anastasia Mirzoyants, FII Africa Lead
MirzoyantsA@InterMedia.org