

FINANCIAL INCLUSION *insights*

APPLIED RESEARCH FOR  digital financial inclusion

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QUICKSIGHTS REPORT FII TRACKER SURVEY

Conducted August-September 2015

November 2015

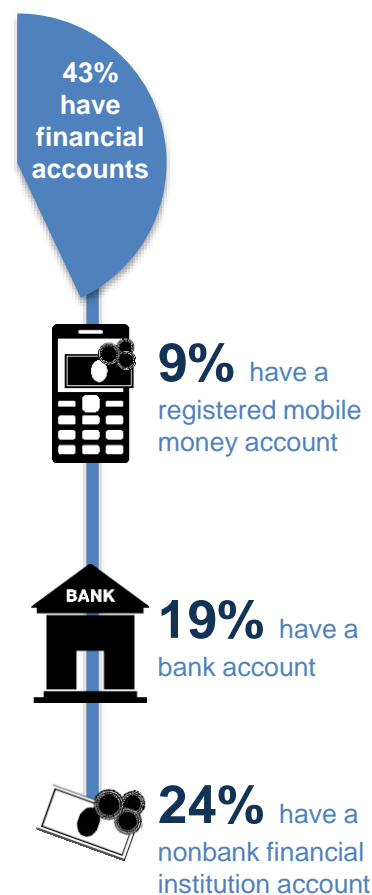
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Notable statistics

- Bangladesh is experiencing a shift in the primary means of financial access.
 - In 2013 and 2014, nonbank financial institutions (NBFIs) were the most widely used financial services among adults. Now, in 2015, mobile money use surpasses NBFi use (33 percent vs. 26 percent). Versus 2014, there is a 10 percent increase in overall mobile money use, including unregistered use.
 - There continue to be more registered bank and NBFi accounts vs. registered mobile money accounts, but mobile money accounts have grown the most. Mobile money accounts and active use nearly doubled between 2014 and 2015 (5 to 9 percent, and 4 to 8 percent, respectively).
 - Bank account use has remained static across years.
- Registered use of full financial services grew more than over-the-counter (OTC) use.
 - Between 2014 and 2015, the percentage of adults using full-service financial services (i.e., beyond credit) increased by 8 percent.
 - Of the 8 percent increase, approximately 75 percent (6 percent of the total population) was due to an increase in registered use of full-service financial services. (The remaining 2 percent was due to an increase in unregistered OTC use.)
 - The groups seeing the largest increases in use were those using only registered mobile money accounts and those using a combination of a mobile money account and either a bank or an NBFi account.

2015: Registered users of financial services*

(Shown: Percentage of Bangladeshi adults, N=6,000)



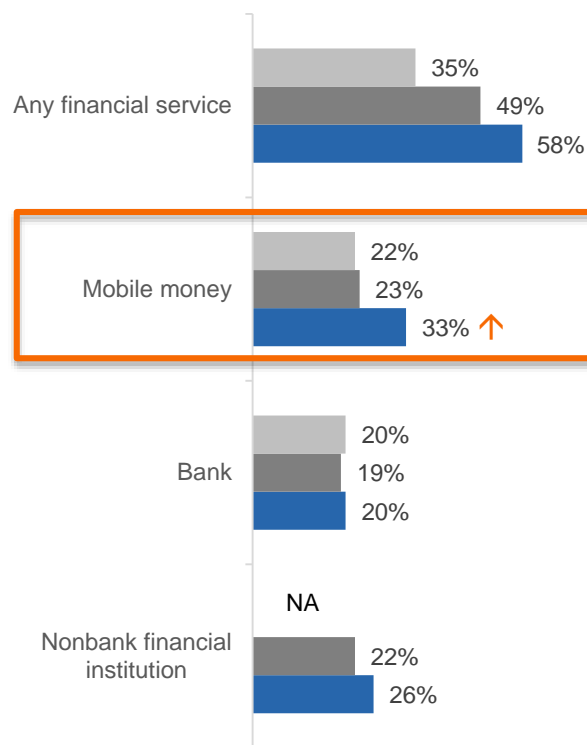
*Overlap representing those who have multiple kinds of financial accounts is not shown.

Source: InterMedia Bangladesh FII Tracker surveys Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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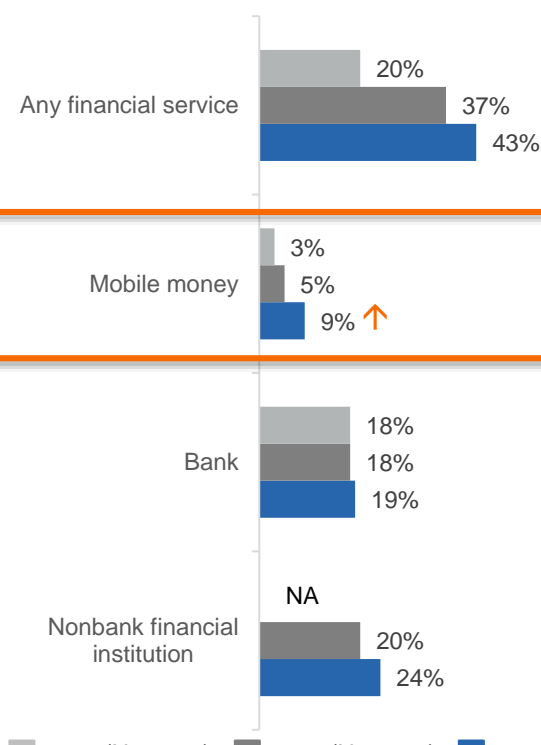
At a glance: Mobile money drove most of the increased engagement with financial services from 2014 to 2015; NBFIs use also contributed to growth

Financial account access

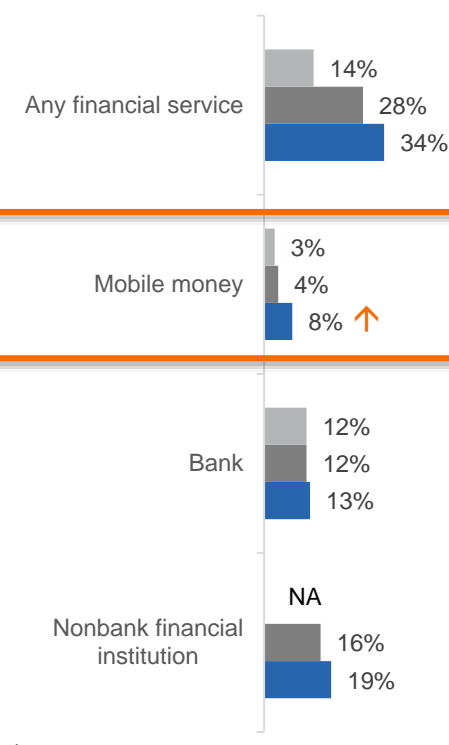


Registered financial service users

(Shown: Percentage of Bangladeshi adults for each year)



Active financial service users



■ 2013 (N=6,000) ■ 2014 (N=6,000) ■ 2015 (N=6,000)

Types of account ownership are not mutually exclusive.

Source: InterMedia Bangladesh FII Tracker surveys Wave 1 (N=6,000, 15+), September-November 2013; Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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FII Bangladesh Tracker Survey details

Survey Summary

- Annual, nationally representative survey (N=6,000) of Bangladeshi adults aged 15+
- Face-to-face interviews lasting, on average, 64 minutes
- Third survey (wave 3) conducted from 8/5/2015 to 9/4/2015
- Tracks trends and market developments in DFS based on the information gathered in the first survey, conducted in 2013, and second survey conducted in 2014

Data Collection

- Basic demographics and 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., MFIs, cooperatives, village savings groups)
- Financial literacy and preparedness
- General financial behaviors

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Survey demographics

	% of survey
Gender	
Male	51%
Female	49%
Geography	
Urban	32%
Rural	68%
Income	
Above the \$2.50/day poverty line	23%
Below the \$2.50/day poverty line	77%

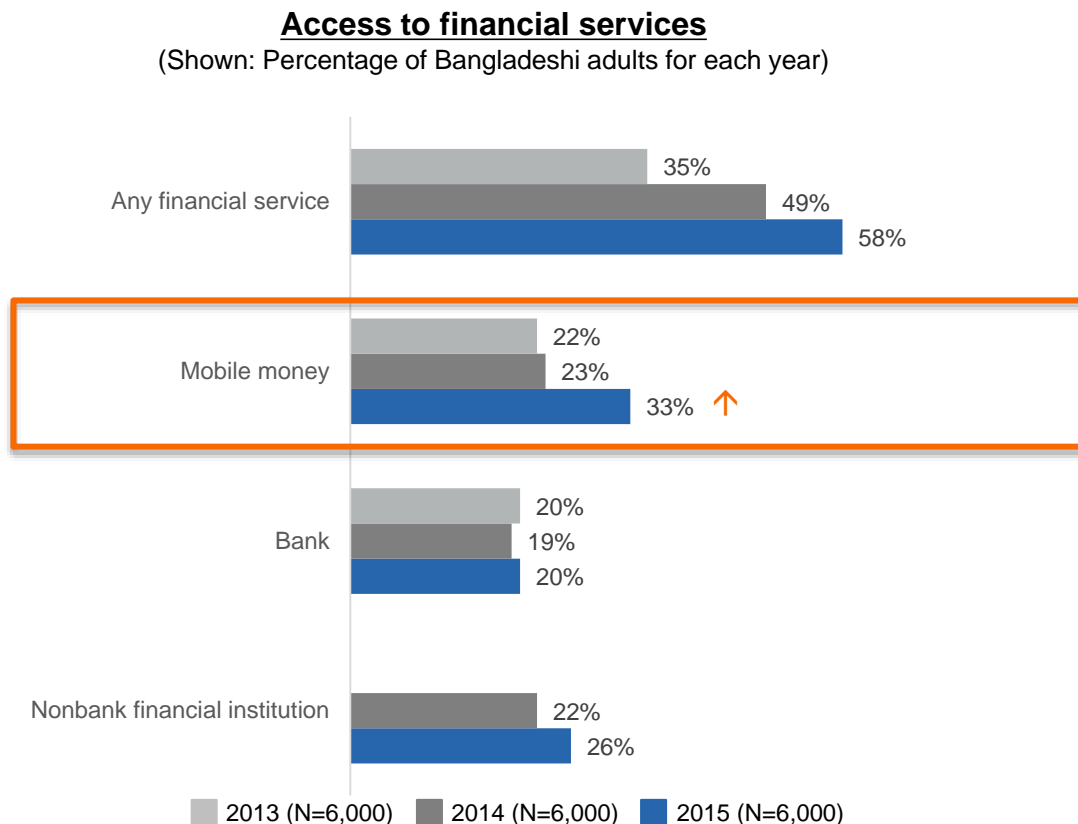
	% of survey
Age	
15-24	30%
25-34	26%
35-44	19%
45-54	11%
55+	13%
Aptitude	
Basic literacy	60%
Basic numeracy	98%

Figures are weighted to reflect national census data demographics.

Source: InterMedia Bangladesh FII Tracker survey Wave 3 (N=6,000, 15+), August-September 2015.

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Access to financial services increased notably between 2014 and 2015, driven in large part by mobile money; NBFIs access also grew



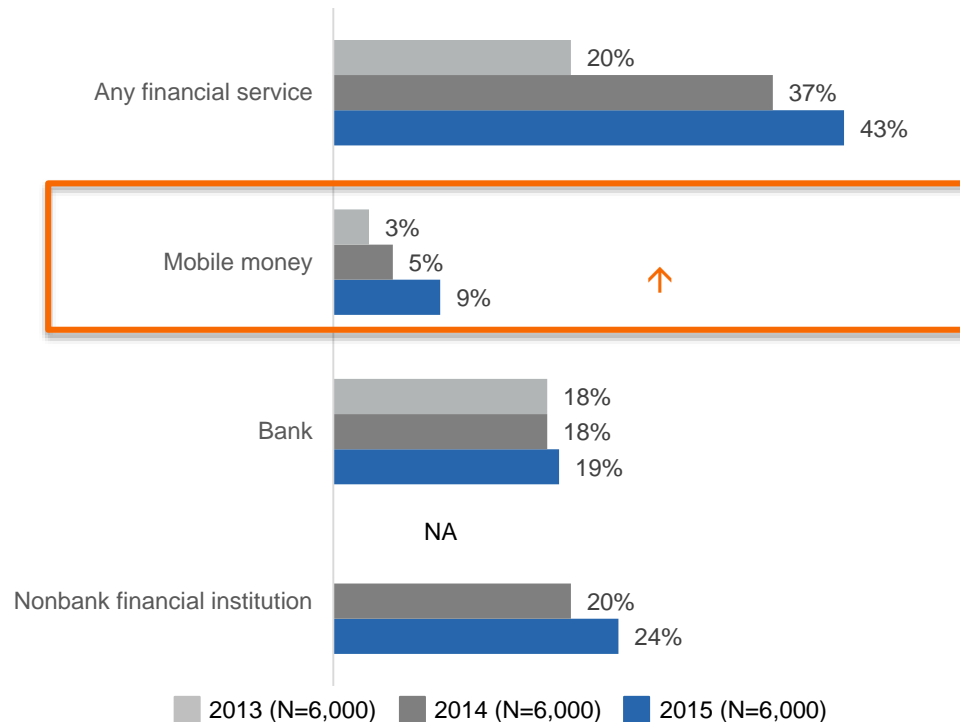
Types of accounts are not mutually exclusive.

Source: InterMedia Bangladesh FII Tracker surveys Wave 1 (N=6,000, 15+), September-November 2013; Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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A doubling in registered mobile money accounts drove most of the increase in account ownership between 2014 and 2015; NBFIs growth also contributed

Registered financial service users
(Shown: Percentage of Bangladeshi adults for each year)



Types of accounts are not mutually exclusive.

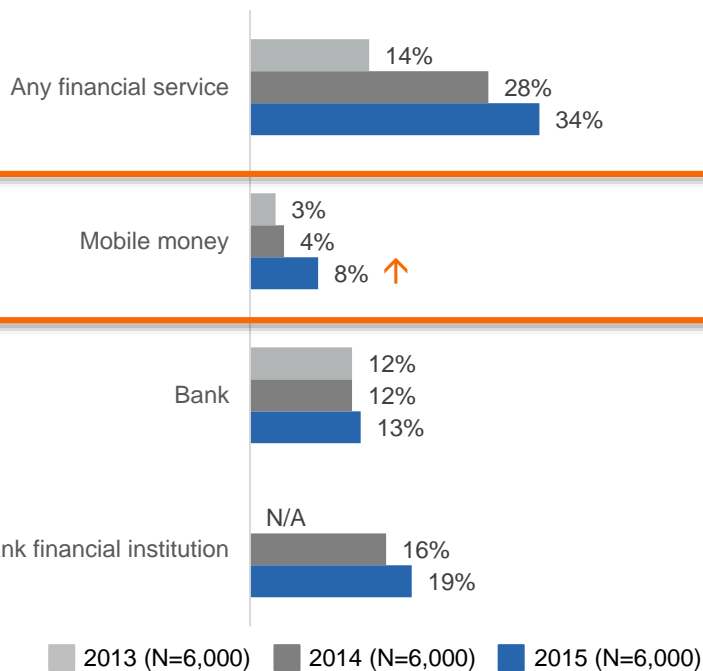
Source: InterMedia Bangladesh FII Tracker surveys Wave 1 (N=6,000, 15+), September-November 2013; Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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Most mobile money account holders are active, more so than bank or NBFi account holders

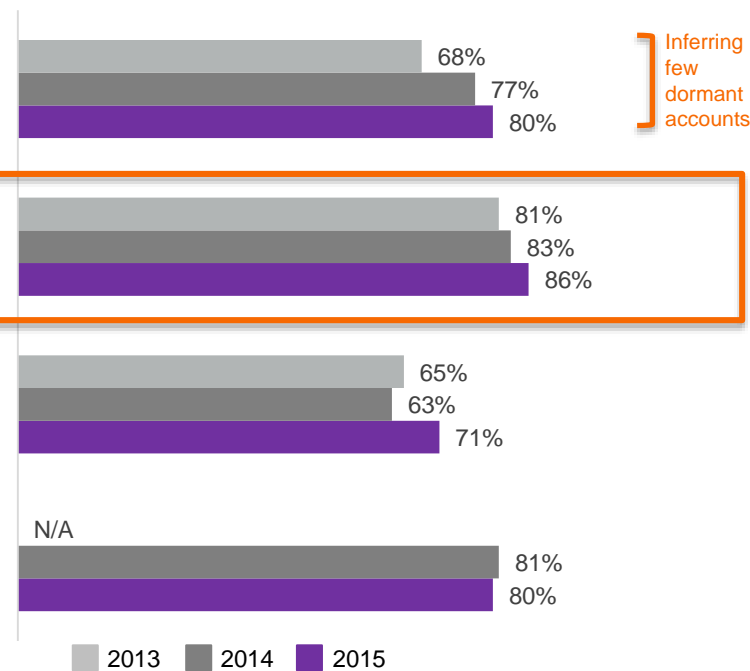
Active* financial account holders

(Shown: Percentage of Bangladeshi adults)



Active* financial account holders

(Shown: Percentage of registered users for each type of account, by year)

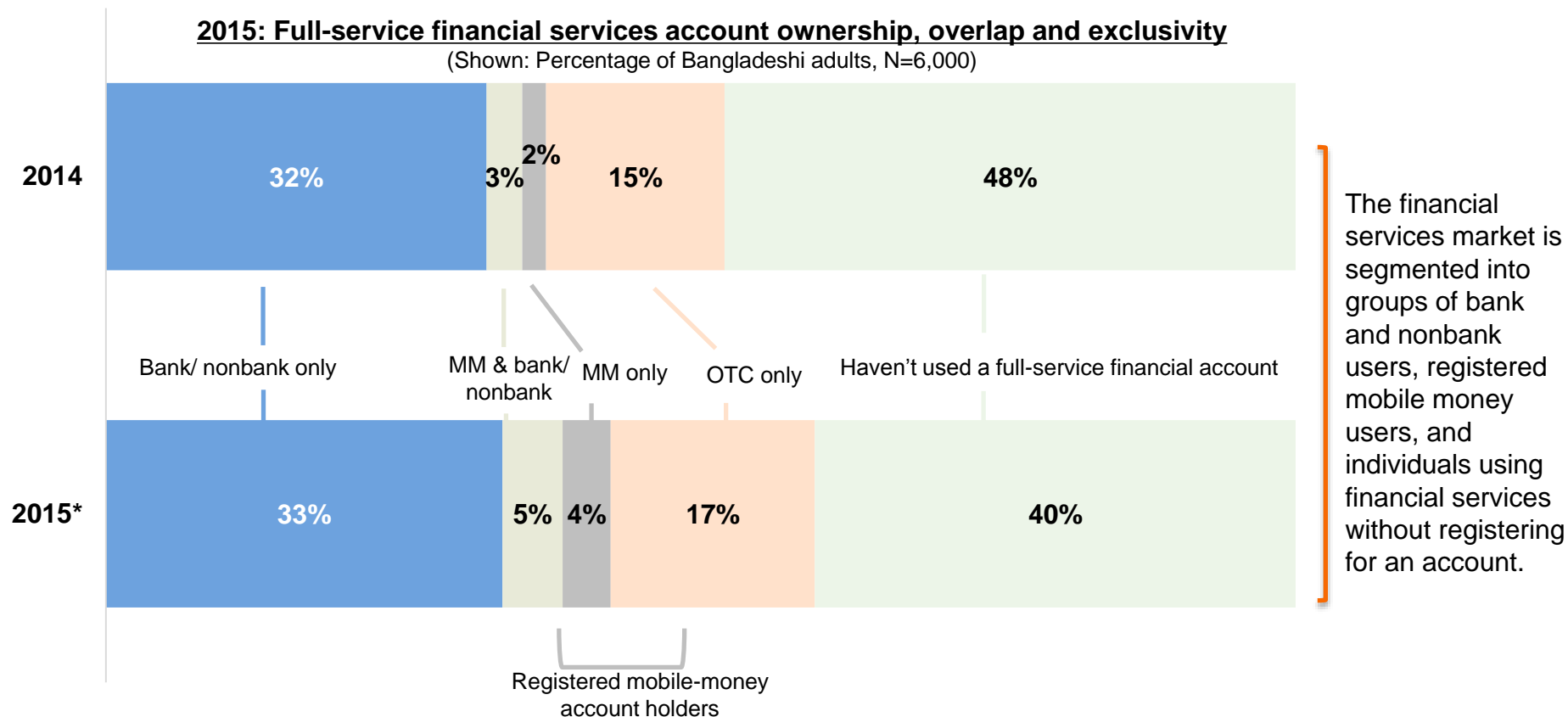


*A registered DFS account used in the last 90 days. Types of accounts are not mutually exclusive.

Source: InterMedia Bangladesh FII Tracker surveys Wave 1 (N=6,000, 15+), September-November 2013; Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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There continue to be distinct user groups for full-service accounts; very few have more than one account



*Numbers do not add up to 100 percent due to rounding.

Nonbank = Accounts at nonbank formal and semi-formal financial institutions, including MFIs, that offer services beyond credit.

MM & bank/nonbank = Accounts at a bank or nonbank, and a registered mobile money account.

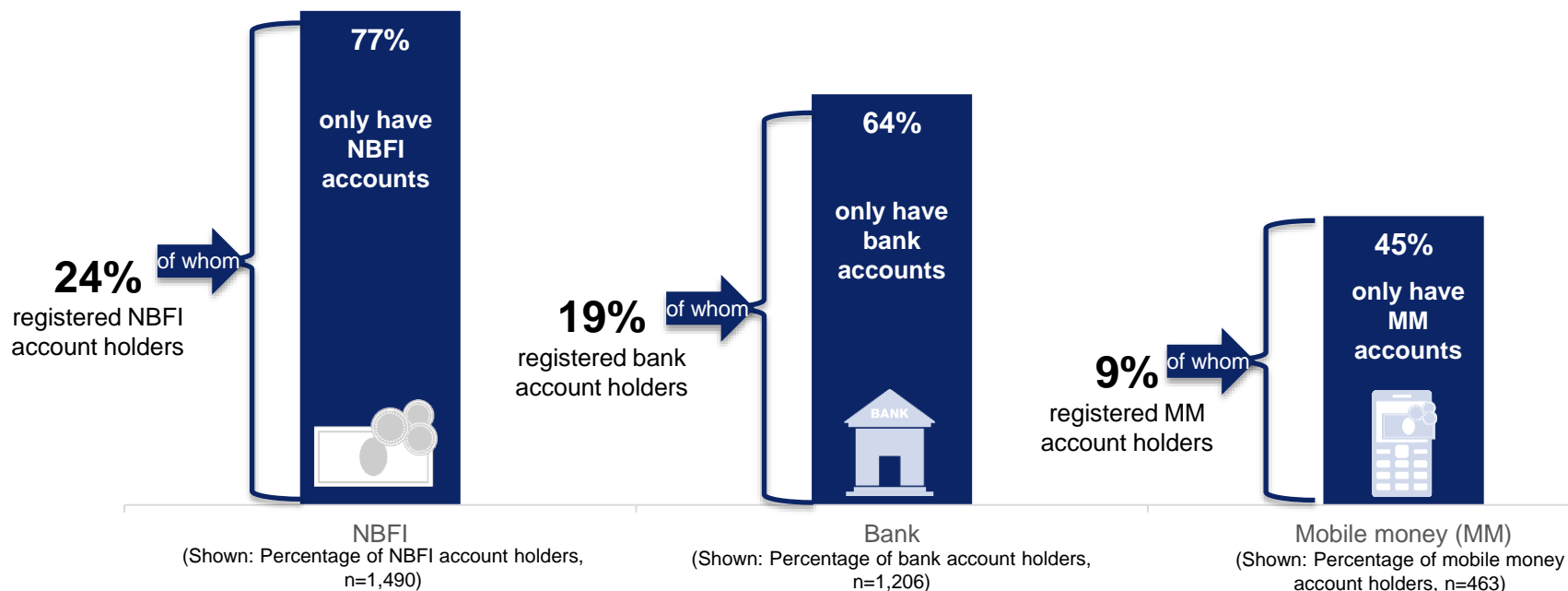
OTC = Unregistered over-the-counter use; OTC users have limited financial access.

Source: InterMedia Bangladesh FII Tracker surveys Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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NBFI account holders are even more likely to only use NBFIs than bank or mobile money account holders are to only use their respective services

2015: Registered financial service users holding accounts exclusively with one financial service
 (Shown: Percentage of Bangladeshi adults by type of financial service)



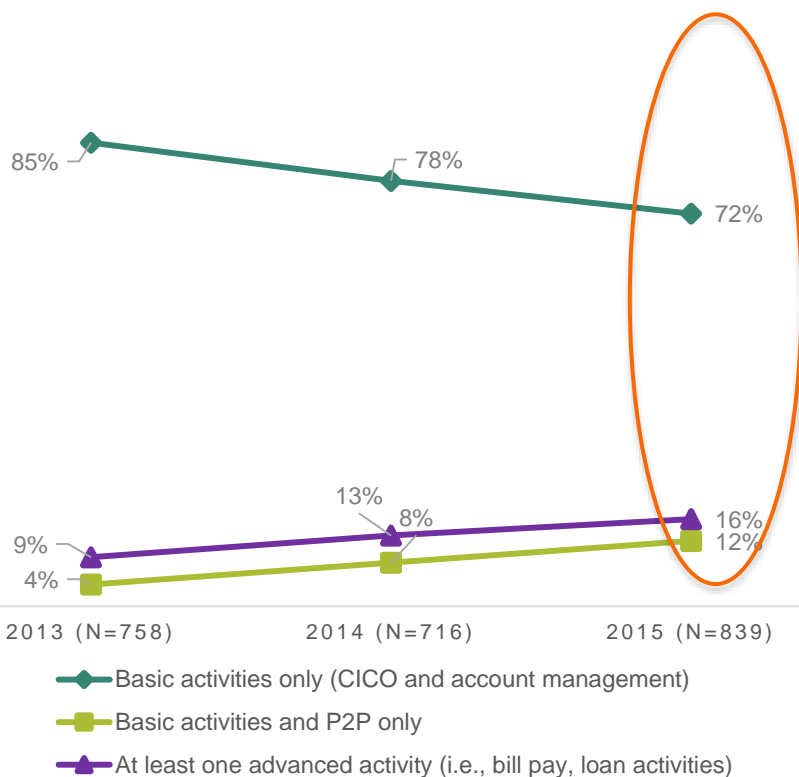
Source: InterMedia Bangladesh FII Tracker survey Wave 3 (N=6,000, 15+), August-September 2015.

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More active users are reaching beyond basic account activities

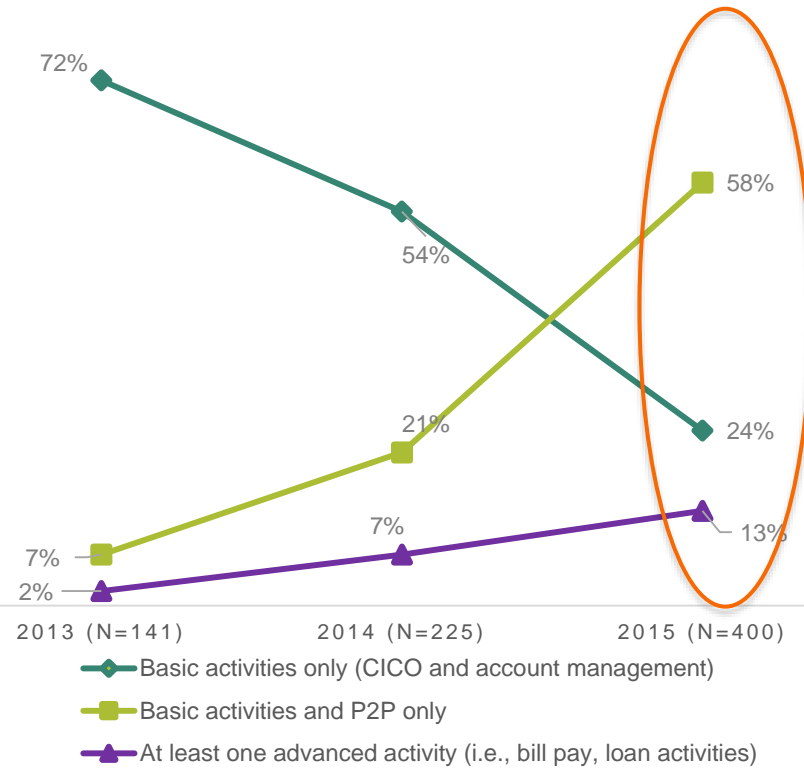
Bank uses, by type

(Shown: Percentage of active bank account holders)



Mobile money uses, by type

(Shown: Percentage of active mobile money account holders)



Due to the changes in the questionnaire some data points may not be directly comparable across years.

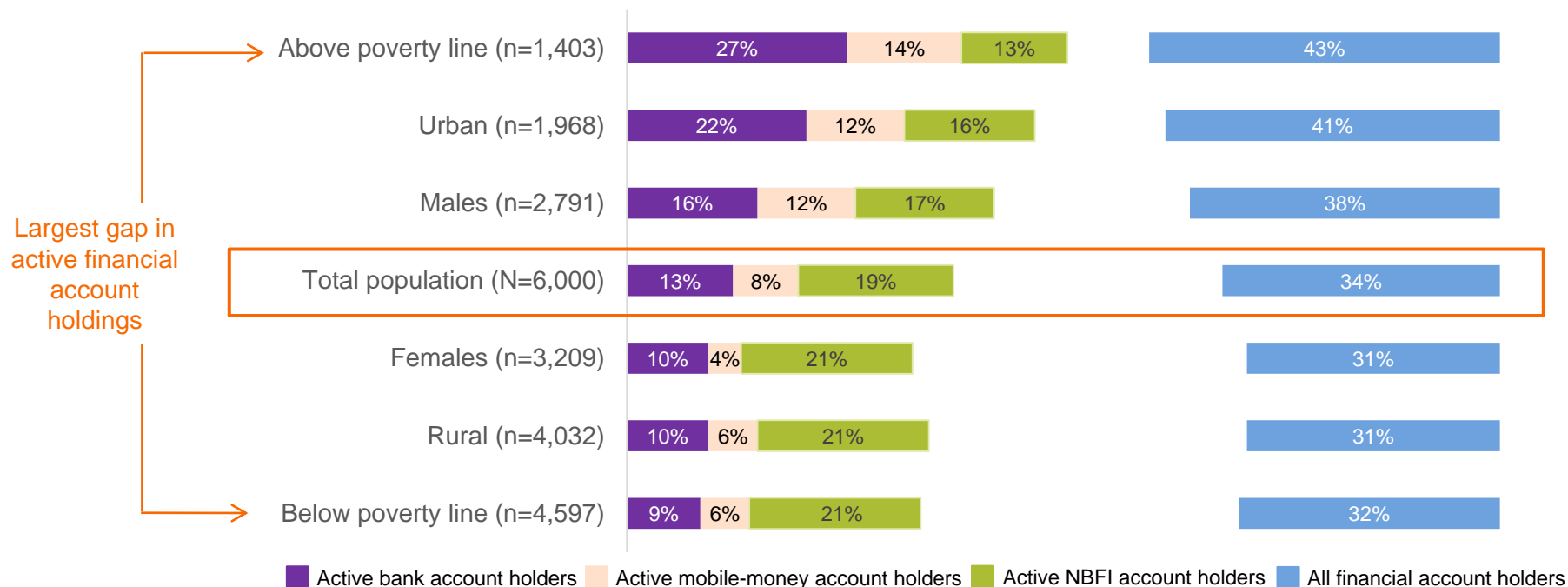
Source: InterMedia Bangladesh FII Tracker surveys Wave 1 (N=6,000, 15+), September-November 2013; Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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The divide in active account use is most pronounced across urban/rural and above/below poverty line demographic groups

2015: Active account usage by demographic

(Shown: Percentage of each subgroup)



Types of accounts are not mutually exclusive.

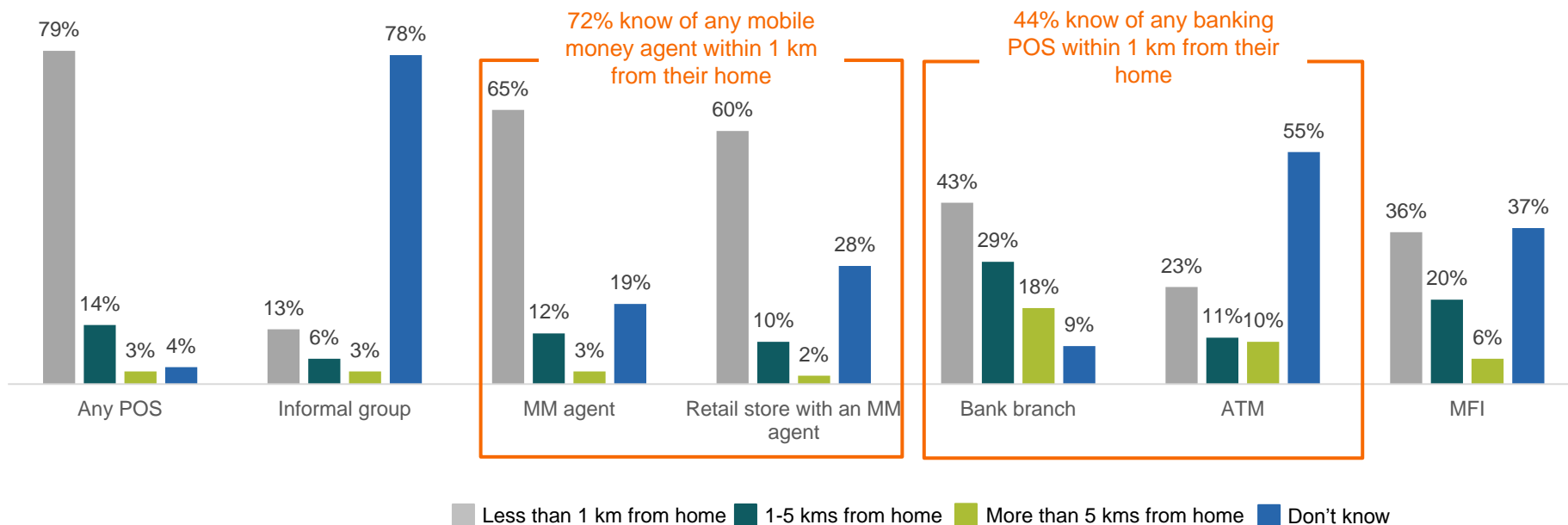
Source: InterMedia Bangladesh FII Tracker survey Wave 3 (N=6,000, 15+), August-September 2015.

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More consumers know of a mobile money (MM) agent within 1 km of where they live than they do bank branches or ATMs

2015: Proximity to points-of-service (POS) for financial institutions

(Shown: Percentage of Bangladeshi adults N=6,000)



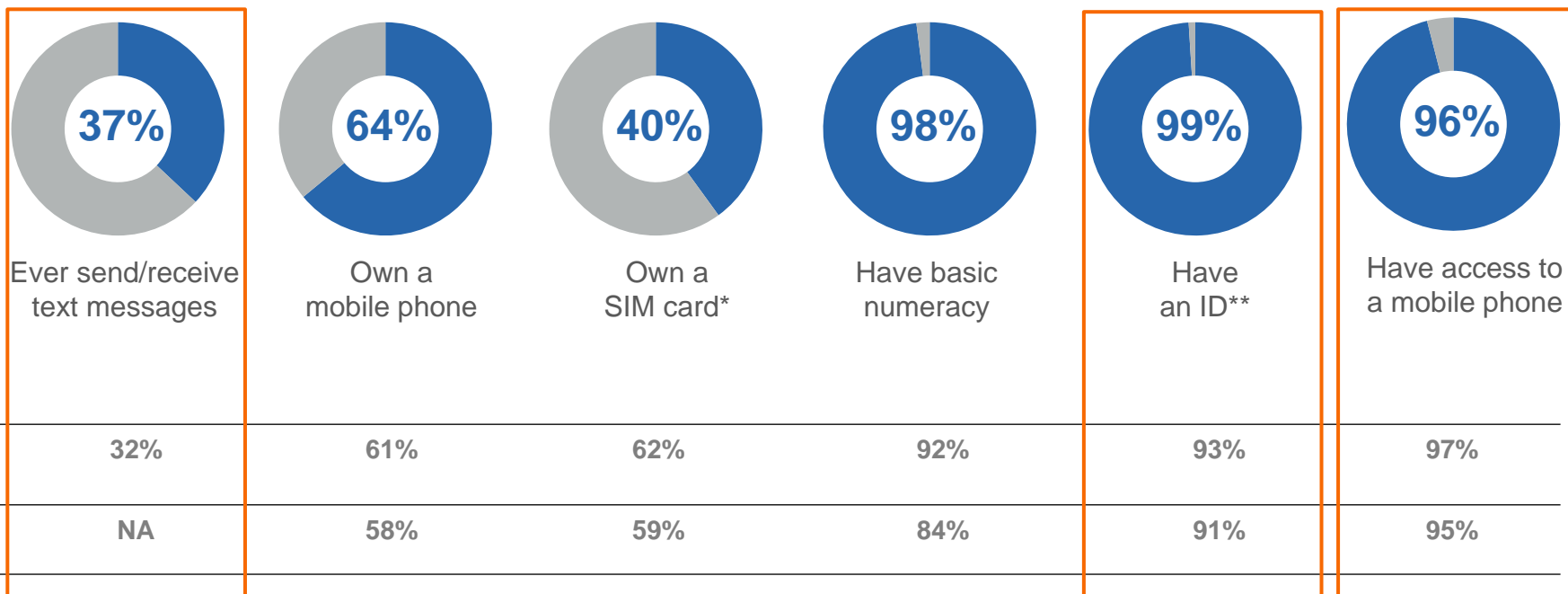
Source: InterMedia Bangladesh FII Tracker survey Wave 3 (N=6,000, 15+), August-September 2015.

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Lack of mobile phone competency is a key challenge to overcome in preparing Bangladeshis for digital financial services use

2015: Key indicators of preparedness for digital financial services

(Shown: Percentage of Bangladeshi adults, N=6,000)



*SIM card ownership likely dropped year-on-year due to a change in the wording of the question in the 2015 survey. New to this year was the specification that the SIM card they own is registered in their own name.

**Identification documents (ID) necessary for registering a mobile money or a bank account include one of the following: a National ID, passport, voter's card, driver's license, company or government ID, birth certificate or school ID.

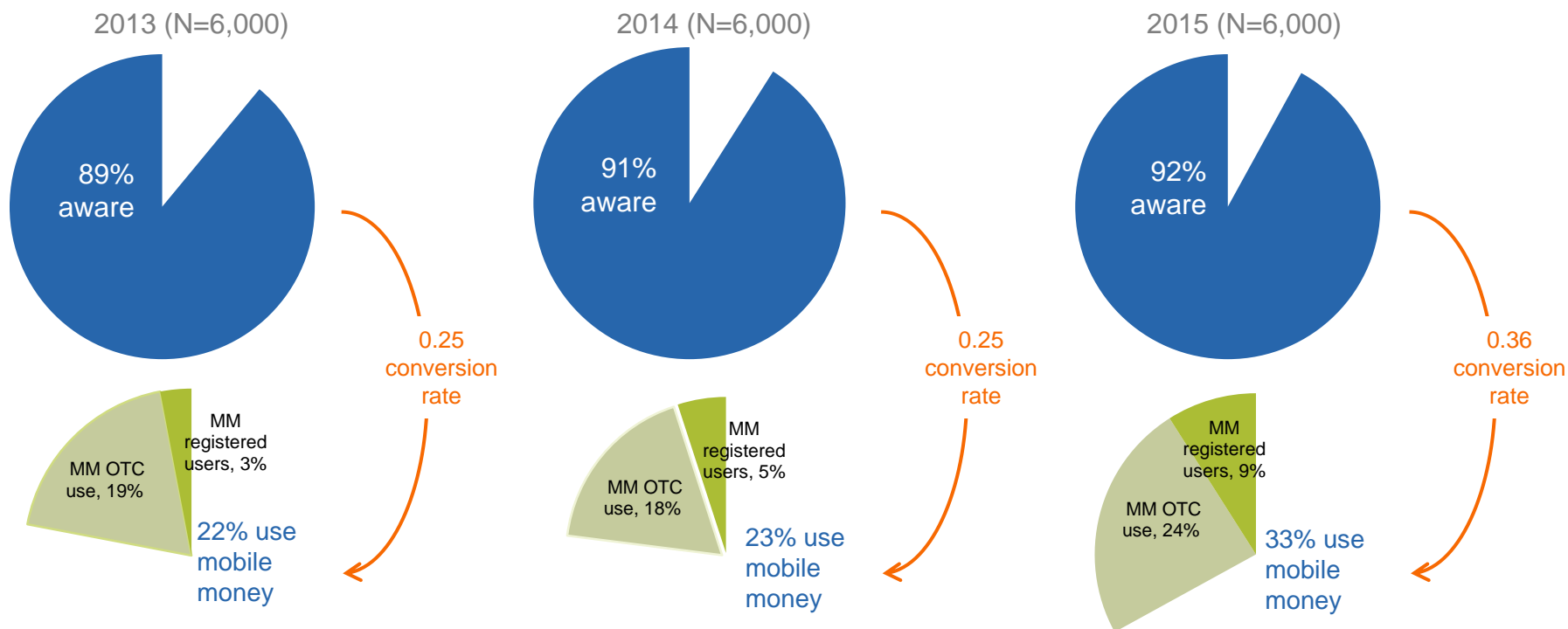
Source: InterMedia Bangladesh FII Tracker surveys Wave 1 (N=6,000, 15+), September-November 2013; Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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Awareness of mobile money providers remains high; now more than one-third of those aware are using mobile money

Conversion from awareness* to mobile money use

(Shown: Percentage of Bangladeshi adults for each year)



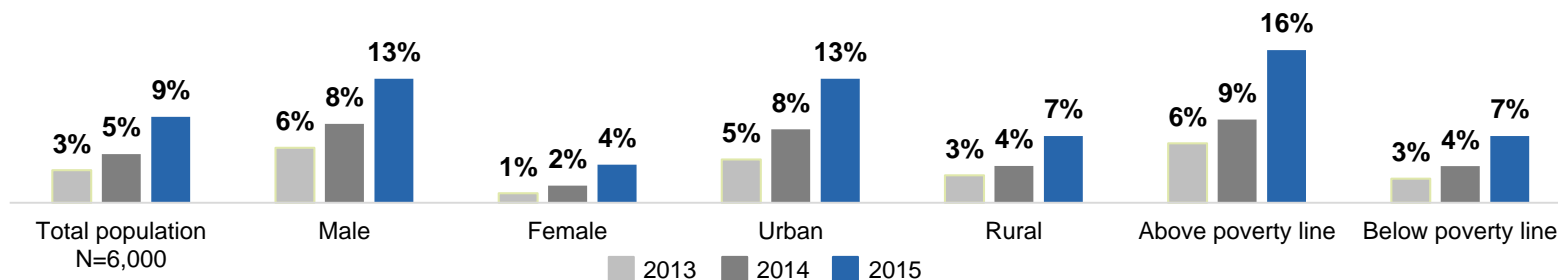
*Awareness of at least one mobile money provider.

Source: InterMedia Bangladesh FII Tracker surveys Wave 1 (N=6,000, 15+), September-November 2013; Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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The largest increases in registered mobile money use were seen among males, and urban and above-poverty populations

Demographic trends for registered mobile money account use
 (Shown: Percentage of Bangladeshi adults who fall into each category, N=6,000)



* Categories are not mutually exclusive.

Source: InterMedia Bangladesh FII Tracker surveys Wave 1 (N=6,000, 15+), September-November 2013; Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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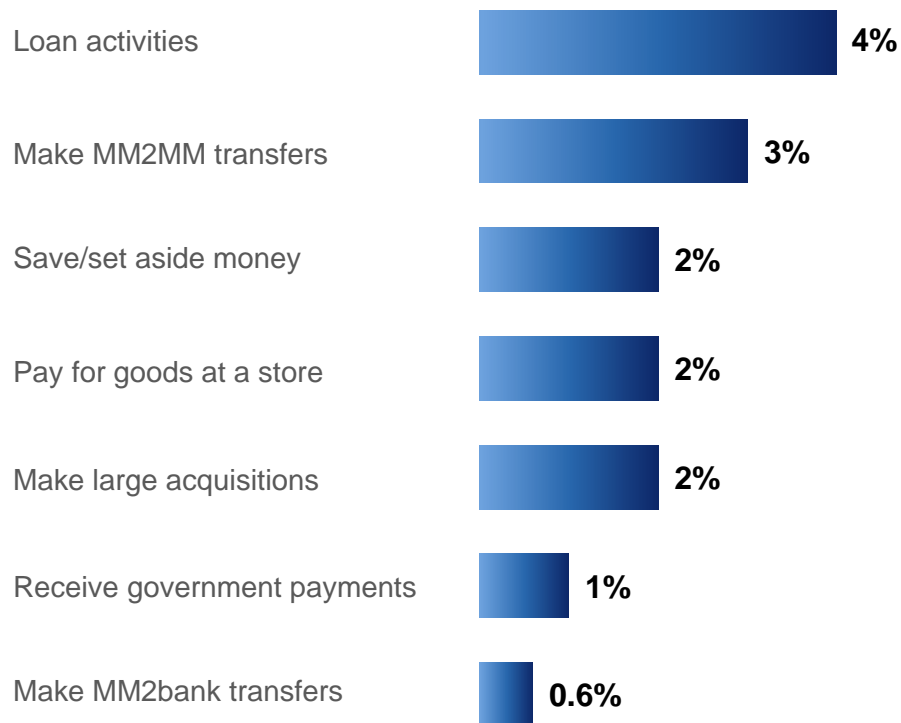
Loan activities are the primary advanced uses of mobile money services

2015: Advanced mobile money (MM) account uses
 (Shown: Percentage of active mobile money account holders, n=400)

13%

of active registered users have used at least one advanced mobile money function

(vs. 7% in 2014 and 2% in 2013)



Due to the changes in the questionnaire some data points may not be directly comparable across years.

Question allowed for multiple responses.

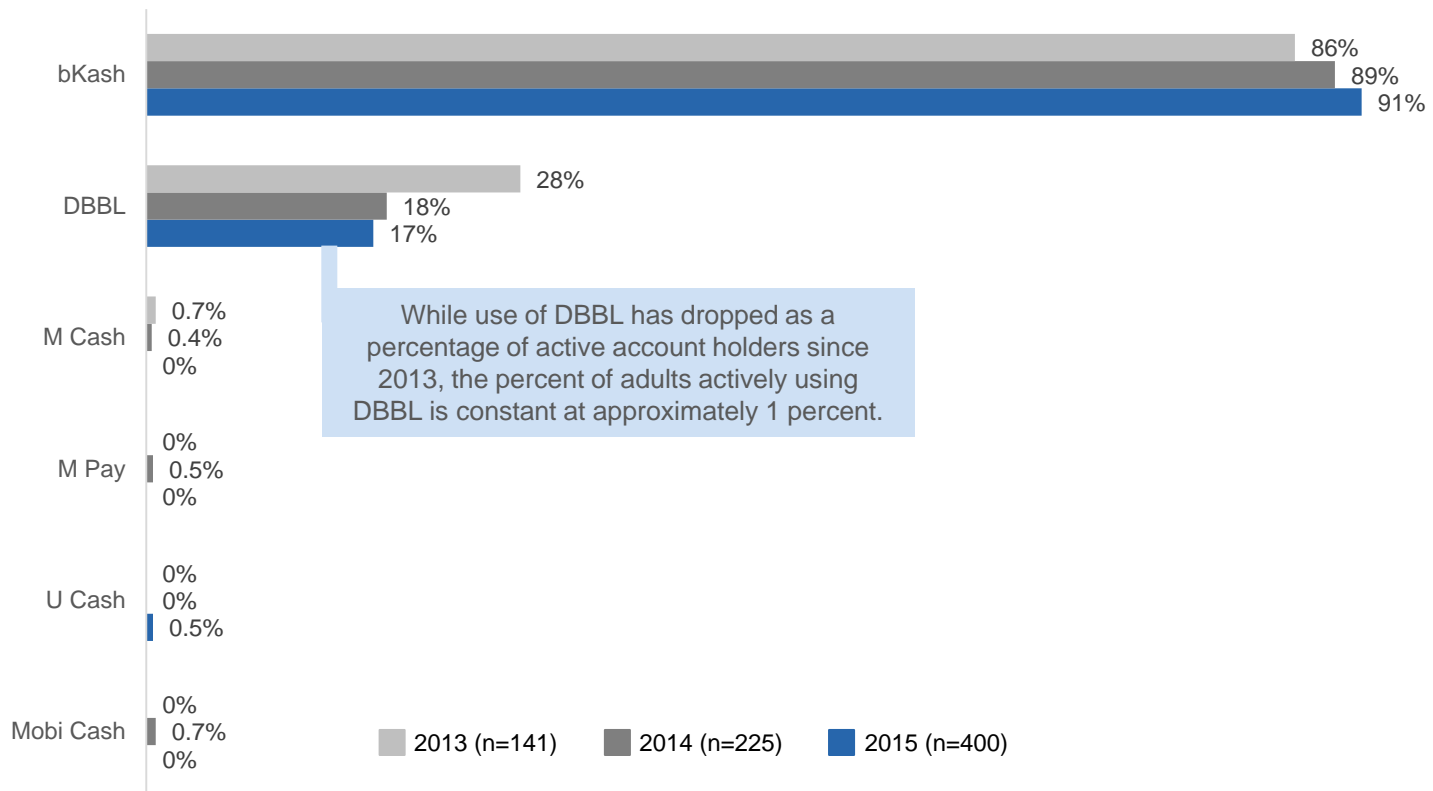
Source: InterMedia Bangladesh FII Tracker survey Wave 3 (N=6,000, 15+), August-September 2015.

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bKash continues to dominate the market while other providers' influence wanes

Active mobile money provider account holdings

(Shown: Percentage of active mobile money account holders who report using selected providers, by year)



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

Source: InterMedia Bangladesh FII Tracker surveys Wave 1 (N=6,000, 15+), September-November 2013; Wave 2 (N=6,000, 15+) June-August 2014; Wave 3 (N=6,000, 15+), August-September 2015.

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P2P drives initial use, withdrawing and depositing become a part of active use

2015: Top reasons active account holders start to use mobile money (MM)

(Shown: Percentage of active mobile money account holders, n=400)

2015: Top uses of mobile money services among active account holders

(Shown: Percentage of active mobile money account holders, n=400)

Receive money from another person 48%

Send money to another person 33%

Most of my friends/family are using it 4%

Safe place to keep/store money 3%

Someone requested I open an account 3%

Withdraw money 95%

Deposit money 74%

Receive money from another person 63%

Send money to another person 48%

Buy airtime top-ups 34%

Question allowed for multiple responses.

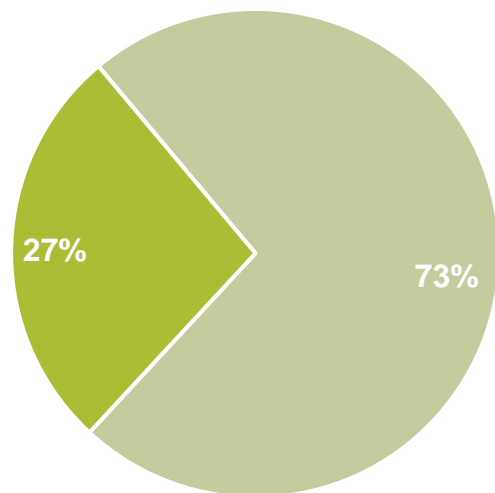
Source: InterMedia Bangladesh FII Tracker survey Wave 3 (N=6,000, 15+), August-September 2015.

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Over-the-counter users continue to make up the majority of mobile money users

2015: Mobile money use: registered vs. OTC

(Shown: Percentage of mobile money users, n=1,863)



Registered OTC

Reason for not signing up for mobile money

(Shown: Percentage of OTC users, n=1,401)

Reason	%
I don't need to, I don't make any transactions	23
Using an account is difficult	19
I can have all the services I need through an agent	17
I prefer that agents perform transactions for me	6
I don't know how to use it on my own	6
Someone in my family already has an account	5
I don't have a state ID or other required documents	3

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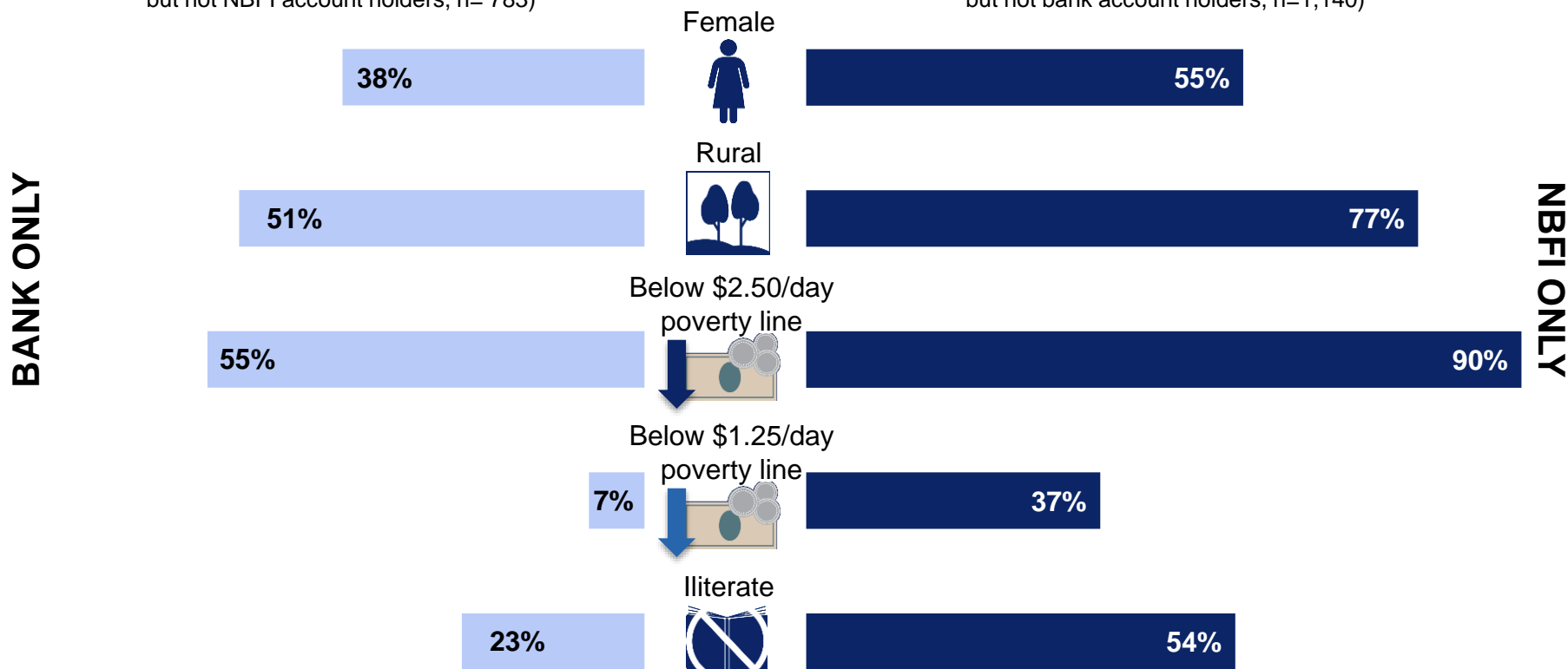
NBFIs and banks serve two very different groups; NBFIs primarily serve females, rural and the poor; banks primarily serve males and the literate

2015: Dynamics of bank account holders, who only use a bank

(Shown: Percentage of adults who are registered bank account holders but not NBFi account holders, n= 783)

2015: Dynamics of NBFi account holders, who only use an NBFi

(Shown: Percentage of adults who are registered NBFi account holders but not bank account holders, n=1,140)



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Few active bank account holders are using their accounts for advanced purposes

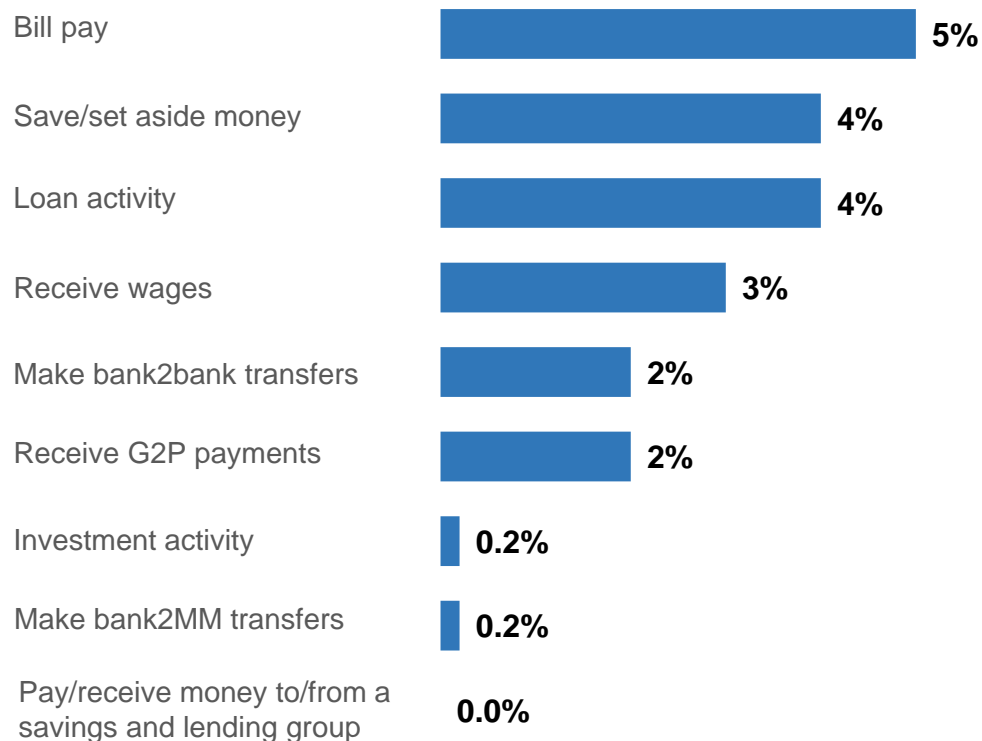
2015: Advanced bank account uses

(Shown: Percentage of active bank account holders, n=839)

16%

of active registered users have used at least one advanced function through their account

(vs. 13% in 2014 and 9% in 2013)



Due to the changes in the questionnaire some data points may not be directly comparable across years.

Question allowed for multiple responses.

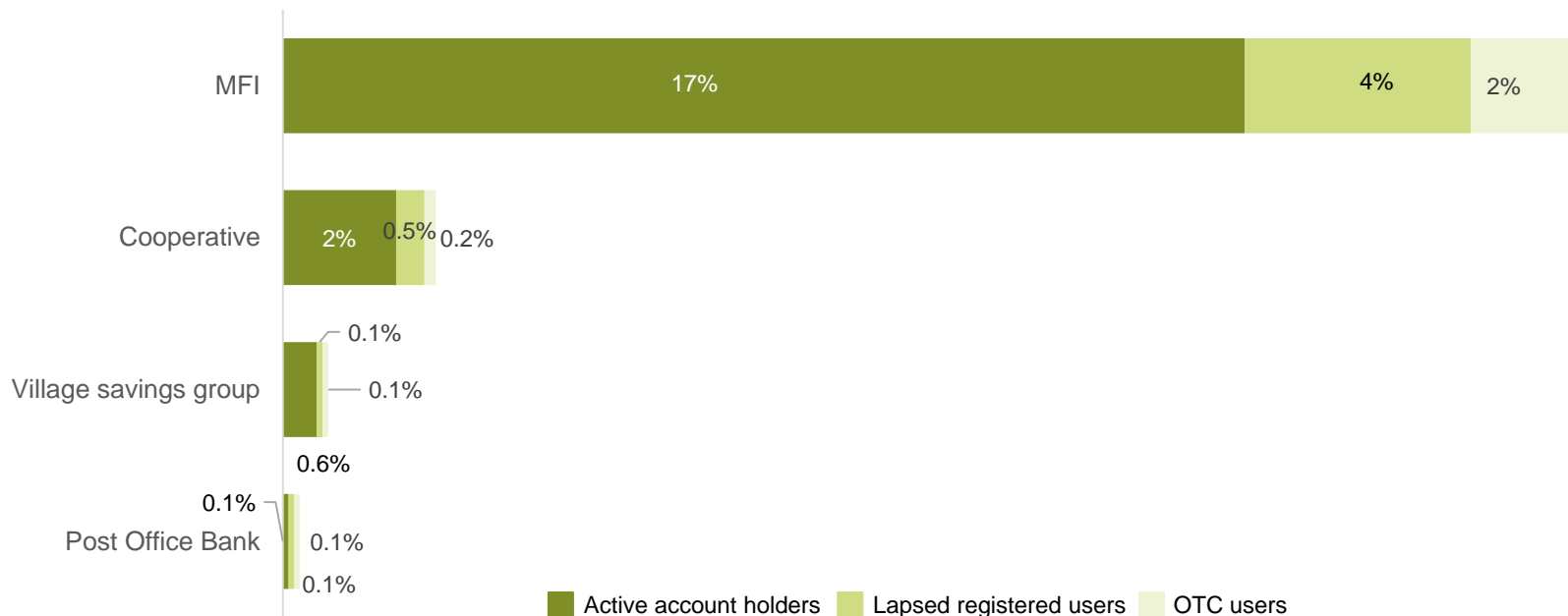
Source: InterMedia Bangladesh FII Tracker survey Wave 3 (N=6,000, 15+), August-September 2015.

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Use of microfinance institutions dominates the Bangladeshi semiformal financial sector

2015: Nonbank financial institution usage

(Shown: Percentage of Bangladeshi adults, N=6,000)



Question allowed for multiple responses.

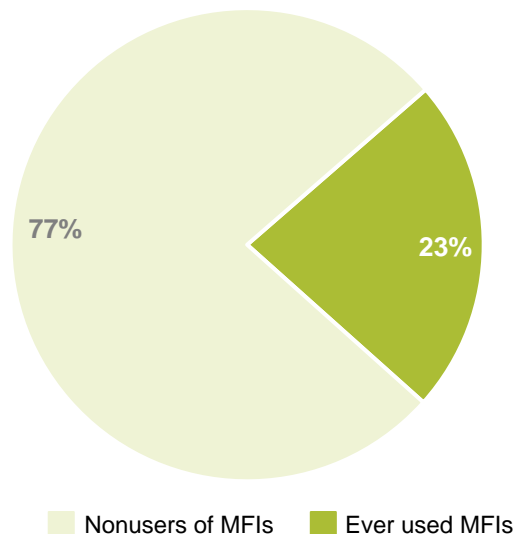
Source: InterMedia Bangladesh FII Tracker survey Wave 3 (N=6,000, 15+), August-September 2015.

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Beyond deposits and withdrawals, MFIs are primarily used for loans, large acquisitions and savings

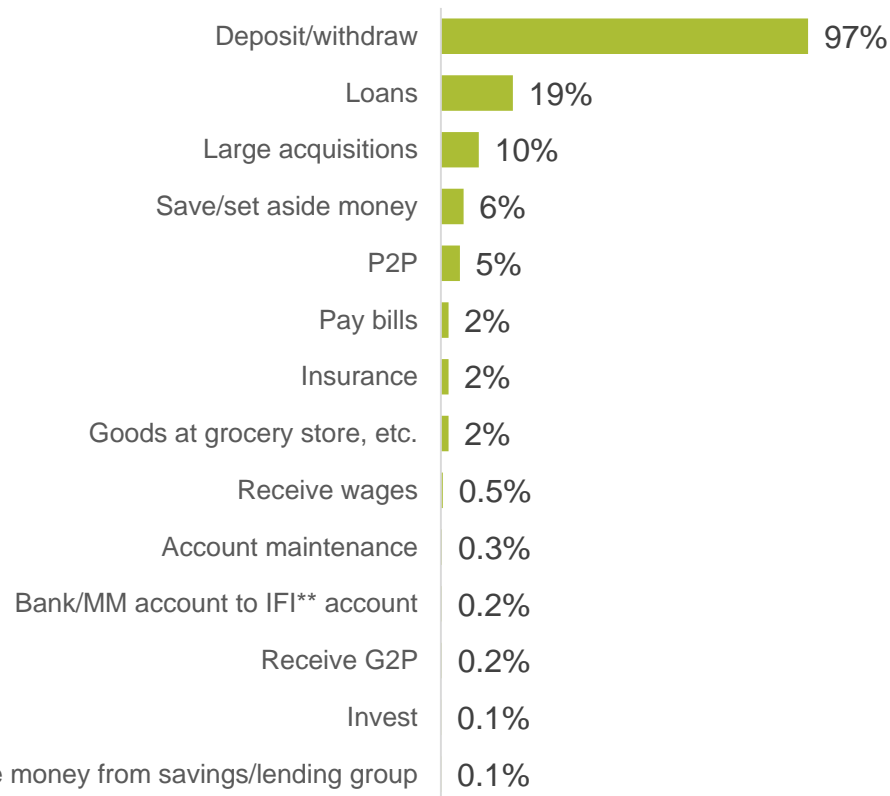
2015: Microfinance institution usage

(Shown: Percentage of Bangladeshi adults, N=6,000)



2015: Use of microfinance institution accounts*

(Shown: Percentage of microfinance account holders, n=1,350)



*Question allowed for multiple responses. **Informal financial institution

Source: InterMedia Bangladesh FII Tracker survey Wave 3 (N=6,000, 15+), August-September 2015.

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Account ownership is increasing, use of accounts for more-advanced functions is static with 2014

Main FSP Indicator	2014	2015	Base Definition
	%	%	
	Base n	Base n	
Adults (15+) who have active digital stored-value accounts	11%	15%	All adults
	6,000	6,000	
Poor adults (15+) who have active digital stored-value accounts	9%	11%	All poor
	4,499	4,597	
Rural women (15+) who have active digital stored-value accounts	5%	7%	All rural females
	2,032	2,129	
Adults (15+) who have active digital stored-value accounts and use them to access other financial services (beyond basic wallet, P2P and bill pay)*	2%	2%	All adults
	6,000	6,000	
Poor adults (15+) who have active digital stored-value accounts and use them to access other financial services (beyond basic wallet, P2P and bill pay)	2%	1%	All poor
	4,499	4,597	
Rural women (15+) who have active digital stored-value accounts and use them to access other financial services (beyond basic wallet, P2P and bill pay)	2%	1%	All rural females
	2,032	2,129	

*Though use of digital stored-value accounts for more-advanced functions did not change among active account holders, use of mobile money accounts for more-advanced functions among active mobile money account holders increased by 8 percent.

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.

Source: InterMedia Bangladesh FII Tracker surveys Wave 2 (N=6,000, 15+) June-August 2014, Wave 3 (N=6,000, 15+), August-September 2015.

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.
- **Registered active user** – A person with a registered DFS account that has used it in the last 90 days.
- **Services beyond basic wallet** – DFS transactions that go beyond simple deposits, withdrawals or money transfers.
- **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.

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