KEY DEFINITIONS

• **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.

• **Advanced use of DFS** – Advanced use of financial services includes activities beyond basic cash-in/cash-out and person-to-person transfers (e.g., savings, bill pay, investment, insurance, etc.).

• **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.

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

• **Credit-only nonbank financial institutions** – Financial institutions that only disburse loans to their customers.

• **Digital financial services (DFS)** – Financial services provided through an electronic platform (mobile phones, electronic cards, the internet, etc.).

• **Full-service nonbank financial institutions** – Financial institutions that offer their customers at least one of the following services: savings, money transfers, insurance, or investment.

• **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.

• **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 in which a mobile phone is used to access 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 (i.e., the Bank of Kenya). Such financial institutions include microfinance institutions (MFI), cooperatives, Post Office Banks and savings and credit cooperatives (SACCOs).

• **Post Office (Savings) Bank** – A bank that has branches at local post offices.

• **Savings and credit cooperative (SACCO)** – A unique member-driven, self-help group 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.

• **Unregistered/over-the-counter (OTC) user** – An individual who has used DFS 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.
Consumers deepened their relationship with digital financial inclusion (DFS) in 2015, building active use in the market.

- A majority of consumers are not only included, they are active financial services users and use digital products.
  - The 2014 decline in mobile money use corrected itself. In 2015, the rates of access to and use of mobile money were back to 2013 levels.
  - Advanced use of DFS services increased substantially (e.g., among active mobile money users, over twice as many adults now save with mobile money versus 2014).
  - More consumers are now saving, paying bills and receiving salaries via their accounts. This suggests there is a deeper integration of financial services with users’ everyday routines.
  - The use of value-added services expanded.
    - The percentage of active mobile money account holders who use M-Shwari (a savings and credit product) and Lipa na M-PESA (a merchant-payment system) increased by over 50 percent for each service in 2015 versus 2013.

Mobile money use continues to be pervasive with close to eight in 10 adults using it, and most have an account.

- Mobile money usage surpasses the use of both banks and nonbank financial institutions by more than two to one.
  - Consumers are also more likely to know of mobile money point-of-service options versus those for banks or other regulated financial outlets.
- Mobile money use extends into more impoverished areas, where we see an increase in both account and unregistered use.
- Mobile money remains far ahead of banks in terms of market share, and the fast rise of Equity Bank’s Equitel, a mobile payment and banking platform, has banks taking notice.

Source: InterMedia Kenya FII Tracker survey Wave 3 (N=2,994, 15+), September 2015.
Kenya at-a-glance: Account access and use is more in line with 2013 after a brief decline in 2014; mobile money drives the market

**Financial account access**

- **Any financial service**
  - 2013: 77%, 2014: 74%, 2015: 80%

- **Mobile money**
  - 2013: 76%, 2014: 73%, 2015: 79%↑

- **Bank**
  - 2013: 29%, 2014: 27%, 2015: 29%

- **Nonbank financial institution**
  - 2013: NA, 2014: 11%, 2015: 13%

**Registered financial service users**

(Shown: Percentage of Kenyan adults for each year)

- **Any financial service**
  - 2013: 70%, 2014: 65%, 2015: 69%

- **Mobile money**
  - 2013: 68%, 2014: 63%, 2015: 67%↑

- **Bank**
  - 2013: 27%, 2014: 26%, 2015: 27%

- **Nonbank financial institution**
  - 2013: NA, 2014: 8%, 2015: 11%

**Active* financial service users**

- **Any financial service**
  - 2013: 65%, 2014: 60%, 2015: 62%

- **Mobile money**
  - 2013: 62%, 2014: 58%, 2015: 61%↑

- **Bank**
  - 2013: 21%, 2014: 21%, 2015: 22%

- **Nonbank financial institution**
  - 2013: NA, 2014: 6%, 2015: 9%

NBFI were not included in 2013 survey. Types of account ownership are not mutually exclusive. *A registered account used in the last 90 days.

Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
FII Kenya Tracker Survey details

Survey Summary

• Annual, nationally representative survey (N=2,994) of Kenyan adults aged 15+
• Face-to-face interviews lasting, on average, 65 minutes
• Third survey (wave 3) conducted from Sept. 5-Sept. 30, 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., MFI, SACCO, cooperatives, self-help groups)
• Financial literacy and preparedness
• General financial behaviors
### Survey demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>% of survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Geography</th>
<th>% of survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>36%</td>
</tr>
<tr>
<td>Rural</td>
<td>64%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>% of survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above the $2.50/day poverty line</td>
<td>50%</td>
</tr>
<tr>
<td>Below the $2.50/day poverty line</td>
<td>50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>% of survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>36%</td>
</tr>
<tr>
<td>25-34</td>
<td>26%</td>
</tr>
<tr>
<td>35-44</td>
<td>16%</td>
</tr>
<tr>
<td>45-54</td>
<td>10%</td>
</tr>
<tr>
<td>55+</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aptitude</th>
<th>% of survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic literacy</td>
<td>83%</td>
</tr>
<tr>
<td>Basic numeracy</td>
<td>98%</td>
</tr>
</tbody>
</table>

Figures are weighted to reflect national census data demographics.

*Source: InterMedia Kenya FII Tracker survey Wave 3 (N=2,994, 15+), September 2015.*
Mobile money continues to lead access to financial services, inching up between 2013 and 2015

Access to financial services
(Shown: Percentage of Kenyan adults for each year)

Types of accounts are not mutually exclusive.

Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
Registered use is now on par with 2013, reversing the temporary decline seen in 2014; NBFIs showed some growth in 2015.

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

- Any financial service: 2013 (N=3,000) 70%, 2014 (N=2,995) 65%, 2015 (N=2,994) 69%
- Mobile money: 2013 (N=3,000) 68%, 2014 (N=2,995) 63%, 2015 (N=2,994) 67%
- Bank: 2013 (N=3,000) 27%, 2014 (N=2,995) 26%, 2015 (N=2,994) 27%
- Nonbank financial institution: 2013 (N=3,000) 8%, 2014 (N=2,995) 11%

Types of accounts are not mutually exclusive.

Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
Active account ownership is also on par with 2013, after a temporary decline in 2014; most registered accounts are active

<table>
<thead>
<tr>
<th>Types of accounts</th>
<th>2013 (%)</th>
<th>2014 (%)</th>
<th>2015 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any financial service</td>
<td>65%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Mobile money</td>
<td>58%</td>
<td>61%</td>
<td>60%</td>
</tr>
<tr>
<td>Bank</td>
<td>21%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Nonbank financial institution</td>
<td>6%</td>
<td>9%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Active financial account holders
(Shown: Percentage of Kenyan adults)

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

Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
**Kenya**

Active account holders are now using advanced functions more than ever before

**Bank uses, by type**
(Shown: Percentage of active bank account holders)

- **2013 (N=659)**: 53% Basic activities only (CICO and account management), 7% At least one advanced activity
- **2014 (N=666)**: 39% Basic activities only (CICO and account management), 20% Basic activities and P2P only, 3% At least one advanced activity
- **2015 (N=668)**: 17% Basic activities only (CICO and account management), 2% Basic activities and P2P only, 2% At least one advanced activity

**Mobile money uses, by type**
(Shown: Percentage of active mobile money account holders)

- **2013 (N=1,999)**: 77% Basic activities only (CICO and account management), 7% Basic activities and P2P only, 3% At least one advanced activity
- **2014 (N=1,859)**: 47% Basic activities only (CICO and account management), 40% Basic activities and P2P only, 25% At least one advanced activity
- **2015 (N=1,919)**: 61% Basic activities only (CICO and account management), 32% Basic activities and P2P only, 17% At least one advanced activity

Due to the changes in the questionnaire some data points may not be directly comparable across years. Obtaining airtime through mobile money is no longer considered an advanced activity.

*Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.*
Women, rural and lower-income consumers trail the rest of the population in active use; the gap is most significant by poverty level

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Active bank account holders</th>
<th>Active mobile money account holders</th>
<th>Active NBFI account holders</th>
<th>All active financial account holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above poverty line</td>
<td>34%</td>
<td>75%</td>
<td>13%</td>
<td>77%</td>
</tr>
<tr>
<td>Urban</td>
<td>32%</td>
<td>70%</td>
<td>10%</td>
<td>71%</td>
</tr>
<tr>
<td>Males</td>
<td>29%</td>
<td>64%</td>
<td>11%</td>
<td>66%</td>
</tr>
<tr>
<td>Total population</td>
<td>22%</td>
<td>61%</td>
<td>9%</td>
<td>62%</td>
</tr>
<tr>
<td>Females</td>
<td>15%</td>
<td>57%</td>
<td>7%</td>
<td>59%</td>
</tr>
<tr>
<td>Rural</td>
<td>16%</td>
<td>55%</td>
<td>8%</td>
<td>57%</td>
</tr>
<tr>
<td>Below poverty line</td>
<td>9%</td>
<td>46%</td>
<td>4%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Largest gap in active financial account holdings

Types of accounts are not mutually exclusive.

Source: InterMedia Kenya FII Tracker survey Wave 3 (N=2,994, 15+), September 2015.
Seven in 10 consumers know of a mobile money (MM) agent within 1 km of where they live; nonbank financial institution points-of-service are farther away

### 2015: Proximity to points-of-service (POS) for financial institutions
(Shown: Percentage of Kenyan adults, N=2,994)

<table>
<thead>
<tr>
<th>Type of POS</th>
<th>Less than 1 km from home</th>
<th>1-5 kms from home</th>
<th>More than 5 kms from home</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any POS</td>
<td>77%</td>
<td>16%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>MM agent</td>
<td>68%</td>
<td>19%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Retail store with an MM agent</td>
<td>44%</td>
<td>22%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Banking agent</td>
<td>35%</td>
<td>23%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Informal group</td>
<td>35%</td>
<td>35%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Bank branch</td>
<td>39%</td>
<td>24%</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td>ATM</td>
<td>47%</td>
<td>25%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>SACCO</td>
<td>45%</td>
<td>32%</td>
<td>39%</td>
<td>10%</td>
</tr>
<tr>
<td>MFI</td>
<td>40%</td>
<td>32%</td>
<td>40%</td>
<td>18%</td>
</tr>
</tbody>
</table>

69% of adults know of an MM agent within 1 km of their homes, 42% know of 2+ agents.

A third of adults do not know of any SACCO or MFI nearby.

Source: InterMedia Kenya FII Tracker survey Wave 3 (N=2,994 15+), September 2015.
Preparedness for DFS improves with greater texting, numeracy skills and phone access

2015: Key indicators of preparedness for digital financial services
(Shown: Percentage of Kenyan adults, N=2,994)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever send/receive text messages</td>
<td>69%</td>
<td>NA</td>
<td>75%</td>
<td>76%</td>
<td>79%</td>
<td>98%</td>
<td>75%</td>
</tr>
<tr>
<td>Own a mobile phone</td>
<td>74%</td>
<td>74%</td>
<td>76%</td>
<td>77%</td>
<td>78%</td>
<td>93%</td>
<td>76%</td>
</tr>
<tr>
<td>Own a SIM card</td>
<td>76%</td>
<td>76%</td>
<td>90%</td>
<td>85%</td>
<td>96%</td>
<td>93%</td>
<td>79%</td>
</tr>
<tr>
<td>Have basic numeracy</td>
<td>81%</td>
<td>81%</td>
<td>90%</td>
<td>85%</td>
<td>96%</td>
<td>93%</td>
<td>78%</td>
</tr>
<tr>
<td>Have the necessary ID*</td>
<td>88%</td>
<td>88%</td>
<td>91%</td>
<td>91%</td>
<td>96%</td>
<td>93%</td>
<td>88%</td>
</tr>
<tr>
<td>Have access to a mobile phone</td>
<td>93%</td>
<td>NA</td>
<td>93%</td>
<td>NA</td>
<td>93%</td>
<td>NA</td>
<td>93%</td>
</tr>
</tbody>
</table>

*Identification documents (ID) necessary for registering a mobile money or a bank account include one of the following: a national ID, passport or military ID.

Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
Almost seven in 10 adults are registered mobile money users; close to 80 percent of those aware use the service.

**Conversion from awareness of mobile money providers* to mobile money use**

(Shown: Percentage of Kenyan adults for each year)

- **2013 (N=3,000)**
  - 97% aware
  - 76% use mobile money
  - MM registered users, 68%
  - MM OTC use, 8%
  - 0.78 conversion rate

- **2014 (N=2,995)**
  - 95% aware
  - 73% use mobile money
  - MM registered users, 63%
  - MM OTC use, 10%
  - 0.77 conversion rate

- **2015 (N=2,994)**
  - 99% aware
  - 79% use mobile money**
  - MM registered users, 67%
  - MM OTC use, 13%
  - 0.80 conversion rate

*Aware of at least one mobile money provider **Percentages add up to 80% due to statistical rounding.

Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October, 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
With seven in 10 now using mobile money, increases in use are seen across all demographics, after a temporary decline in 2014.

**Demographic trends for all registered mobile money account use**
(Shown: Percentage of Kenyan adults who fall into each category*)

*Categories are not mutually exclusive.

Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October, 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
Twice as many active mobile money account holders now use their accounts for savings; bill pay, merchant payments and loan activities are on the rise

### Advanced mobile money (MM) account uses
(Shown: Percentage of active mobile money account holders, n=1,919)

<table>
<thead>
<tr>
<th>Activity</th>
<th>2014 (n=1,859)</th>
<th>2015 (n=1,919)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save/set aside money</td>
<td>41%</td>
<td>17%</td>
</tr>
<tr>
<td>Bill pay</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>Make MM2MM or MM2bank transfers</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Receive wages</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Loan activity</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Pay for goods/services at a store</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Make transfers to/from informal group</td>
<td>2%</td>
<td>NA</td>
</tr>
<tr>
<td>Make transfers to/from NBFI</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Insurance activity</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Receive G2P payments</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

61% of active mobile money account holders have used at least one advanced mobile money function
(vs. 40% in 2014 and 27% in 2013)

Due to the changes in the questionnaire some data points may not be directly comparable across years. Obtaining airtime through mobile money is no longer considered an advanced activity.

Question allowed for multiple responses.

Source: InterMedia Kenya FII Tracker surveys Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
Less than a year since its launch, Equitel’s market share is on par with that of Airtel Money

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

- **Safaricom M-PESA**: 99% (2013, n=1,999), 99% (2014, n=1,859), 99% (2015, n=1,919)
- **Airtel Money**: 5% (2013, n=1,999), 4% (2014, n=1,859), 3% (2015, n=1,919)
- **Equitel**: NA (2013), 4% (2014, n=1,859), 0% (2015, n=1,919)
- **Yu Cash**: 0.5% (2013, n=1,999), 0.7% (2014, n=1,859), 0.4% (2015, n=1,919)
- **Mobicash**: 0.3% (2013, n=1,999), 0.4% (2014, n=1,859), 0% (2015, n=1,919)
- **Tangaza Pesa**: 0.1% (2013, n=1,999), 0.2% (2014, n=1,859), 0% (2015, n=1,919)
- **Orange Money**: 0.3% (2013, n=1,999), 0.5% (2014, n=1,859), 0.2% (2015, n=1,919)

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

*Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.*
Mobile money has almost universal appeal as a P2P transfer channel; basic functions remain pervasive and advanced use is expanding.

**2015: Top reasons active account holders start to use mobile money**

(Shown: Percentage of active mobile money account holders, n=1,919)

- I had to receive money from another person: 49%
- I had to send money to another person: 26%
- I wanted to start saving with a mobile money account: 5%
- I wanted a safe place to keep/store money: 4%
- Another person recommended the service: 2%

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

(Shown: Percentage of active mobile money account holders, n=1,919)

- Withdraw money: 99%
- Receive money from another person: 95%
- Deposit money: 88%
- Send money to another person: 85%
- Buy airtime top-ups: 80%

Question allowed for multiple responses.

*Source: InterMedia Kenya FII Tracker survey Wave 3 (N=2,994, 15+), September 2015.*
Almost all active bank account holders can access digital banking via ATM/debit cards; access to other digital services is growing

Digital bank account access and usage
(Shown: Percentage of Kenyan adults)

<table>
<thead>
<tr>
<th>Category</th>
<th>2014 (N=2,995)</th>
<th>2015 (N=2,994)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to a bank, any accounts</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>Access to a bank, digital accounts</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>Bank account holders, any accounts</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>Bank account holders, digital accounts</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Active bank account holders, any accounts</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Active bank account holders, digital accounts</td>
<td>20%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Digital access among active bank account holders
(Shown: Percentage of active bank account holders)

<table>
<thead>
<tr>
<th>Category</th>
<th>2014 (n=666)</th>
<th>2015 (n=668)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital bank account</td>
<td>96%</td>
<td>99%</td>
</tr>
<tr>
<td>Offers debit/ATM or credit card</td>
<td>93%</td>
<td>97%</td>
</tr>
<tr>
<td>Can transfer money digitally</td>
<td>65%</td>
<td>68%</td>
</tr>
<tr>
<td>Can be accessed via internet and/or mobile</td>
<td>72%</td>
<td>80%</td>
</tr>
</tbody>
</table>

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

Source: InterMedia Kenya FII Tracker surveys Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
M-Shwari and Lipa na M-PESA continued to expand in 2015

Use of value-added services
(Shown: Percentage of active mobile money account holders for each year)

- **M-Shwari**: Savings account and credit provider
  - Awareness: 79%

- **Lipa na M-PESA**: Merchant payments tool
  - Awareness: 59%

- **M-KESHO**: Bank-linked savings accounts
  - Awareness: 38%

- **Lipa Karo na M-PESA**: Payment service for school fees
  - Awareness: 51%

- **M-KOPA**: Mobile-money-based product for acquiring solar electric systems
  - Awareness: 50%

Categories are not mutually exclusive.

Source: InterMedia Kenya FII Tracker surveys Wave 1 (N=3,000, 15+), September-October 2013; Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
More active bank account holders now use their bank accounts to save money

<table>
<thead>
<tr>
<th>Activity</th>
<th>2015 (n=668)</th>
<th>2014 (n=666)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save/set aside money</td>
<td>54%</td>
<td>47%</td>
</tr>
<tr>
<td>Bill pay</td>
<td>38%</td>
<td>44%</td>
</tr>
<tr>
<td>Receive wages</td>
<td>33%</td>
<td>34%</td>
</tr>
<tr>
<td>Loan activity</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Make bank2MM and MM2bank transfers</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Make bank2bank transfers</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Receive G2P</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Insurance activity</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

81% of active bank account holders have used at least one advanced banking feature (vs. 77% in 2014 and 53% 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 Kenya FII Tracker surveys Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.*
Most nonbank financial institution (NBFI) customers access at least one other service outside of credit

<table>
<thead>
<tr>
<th>All NBFIs</th>
<th>Full-service NBFIs</th>
<th>Credit-only NBFIs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>Access</td>
<td>Access</td>
</tr>
<tr>
<td>Registered use</td>
<td>Registered use</td>
<td>Registered use</td>
</tr>
<tr>
<td>Active registered use</td>
<td>Active registered use</td>
<td>Active registered use</td>
</tr>
<tr>
<td><img src="image-url" alt="Image of bar graphs" /></td>
<td><img src="image-url" alt="Image of bar graphs" /></td>
<td><img src="image-url" alt="Image of bar graphs" /></td>
</tr>
</tbody>
</table>

- **Access:** 14% (2014) vs. 15% (2015)
- **Registered use:** 10% (2014) vs. 13% (2015)
- **Active registered use:** 8% (2014) vs. 10% (2015)

Source: InterMedia Kenya FII Tracker surveys Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
Just over 1 in 10 use nonbank financial institutions, mostly for savings and loans

**2015: Nonbank financial institution usage**
(Shown: Percentage of Kenyan adults, N=2,994)

- **Any NBFI**: 9%, 11%, 13%
- **SACCO**: 6%, 8%, 8%
- **MFI**: 2%, 3%
- **Cooperative**: 1%, 2%
- **Post Office Bank**: 0.5%, 2%

**2015: Use of nonbank financial institution accounts**
(Shown: Percentage of account holders for each institution)

- **Loan activities**
  - **MFI (n=96)**: 56%
  - **SACCO (n=231)**: 48%
- **Save/set aside money**
  - **MFI (n=96)**: 69%
  - **SACCO (n=231)**: 66%

Question allowed for multiple responses.

*Subgroups of registered cooperative and Post Office Bank users are too small for further analysis*

Source: InterMedia Kenya FII Tracker survey (N=2,994, 15+), September 2015.
Almost two in five have digital stored-value accounts; many now use them as an access channel for other financial services

<table>
<thead>
<tr>
<th>Main FSP Indicator</th>
<th>2014</th>
<th>2015</th>
<th>Base Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>Base n</td>
</tr>
<tr>
<td>Adults (15+) who have active digital stored-value accounts</td>
<td>59%</td>
<td>62%</td>
<td>2,995</td>
</tr>
<tr>
<td>Poor adults (15+) who have active digital stored-value accounts</td>
<td>43%</td>
<td>48%</td>
<td>1,502</td>
</tr>
<tr>
<td>Rural women (15+) who have active digital stored-value accounts</td>
<td>47%</td>
<td>54%</td>
<td>1,068</td>
</tr>
<tr>
<td>Adults (15+) who have active digital stored-value accounts and use them to access other financial services (beyond basic wallet, P2P and bill pay)</td>
<td>27%</td>
<td>37%</td>
<td>2,995</td>
</tr>
<tr>
<td>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)</td>
<td>14%</td>
<td>23%</td>
<td>1,502</td>
</tr>
<tr>
<td>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)</td>
<td>14%</td>
<td>26%</td>
<td>1,068</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.

Source: InterMedia Kenya FII Tracker surveys Wave 2 (N=2,995, 15+), September 2014; Wave 3 (N=2,994, 15+), September 2015.
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