

FINANCIAL INCLUSION insights

APPLIED RESEARCH FOR  digital financial inclusion

Mapping the Gender Gap

Tracking movement and identifying causes for the male/female divide in financial inclusion

Financial Inclusion Insights Data: 2013, 2014, 2015

CONTEXT: THE GENDER GAP

1. **What it is:** Difference between the % of men and women within certain key financial indicators or measures of interest.
2. **Why we track it:** To assess whether the positive (or negative) impact of financial inclusion policies or initiatives differs by gender in the FII countries.
3. **How we track it:** Looking at the delta between men and women within key indicators.
4. **What it reflects:** The difference or lag in access, awareness or use of financial services between women and men, despite increasing financial inclusion overall in a population. This might be an indicative of different sets of barriers that women face as well as poor targeting of financial inclusion policies.
5. **Limitations:** The gender gap can persist over time even though more women may become financially included. This may occur as the growth rate of women's financial inclusion is slower than that of men.

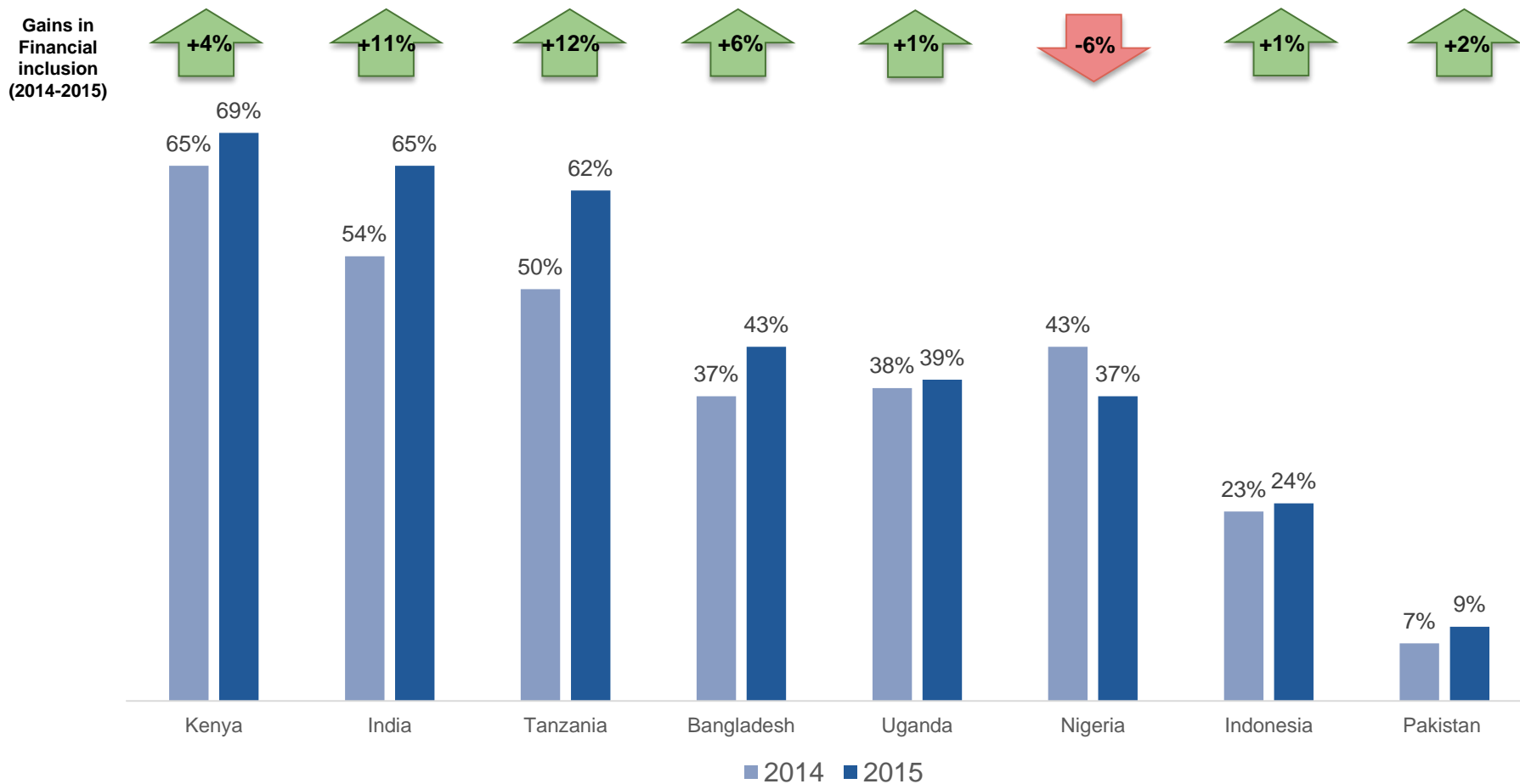
KEY POINTS

1. **The gender gap persists despite growing financial inclusion.**
2. **Many women have the necessary skills and tools to be financially and digitally included.**
3. **Phone ownership amongst women correlates highly with having a registered account.**
4. **Awareness of mobile money is not meaningful amongst women i.e. it does not translate into use.**
5. **Women are seasoned financial transactors and rely on informal services for their financial needs.**

Financial inclusion is on the rise in 7 out of 8 FII countries

Comparison by Country: Financially included 2014-2015

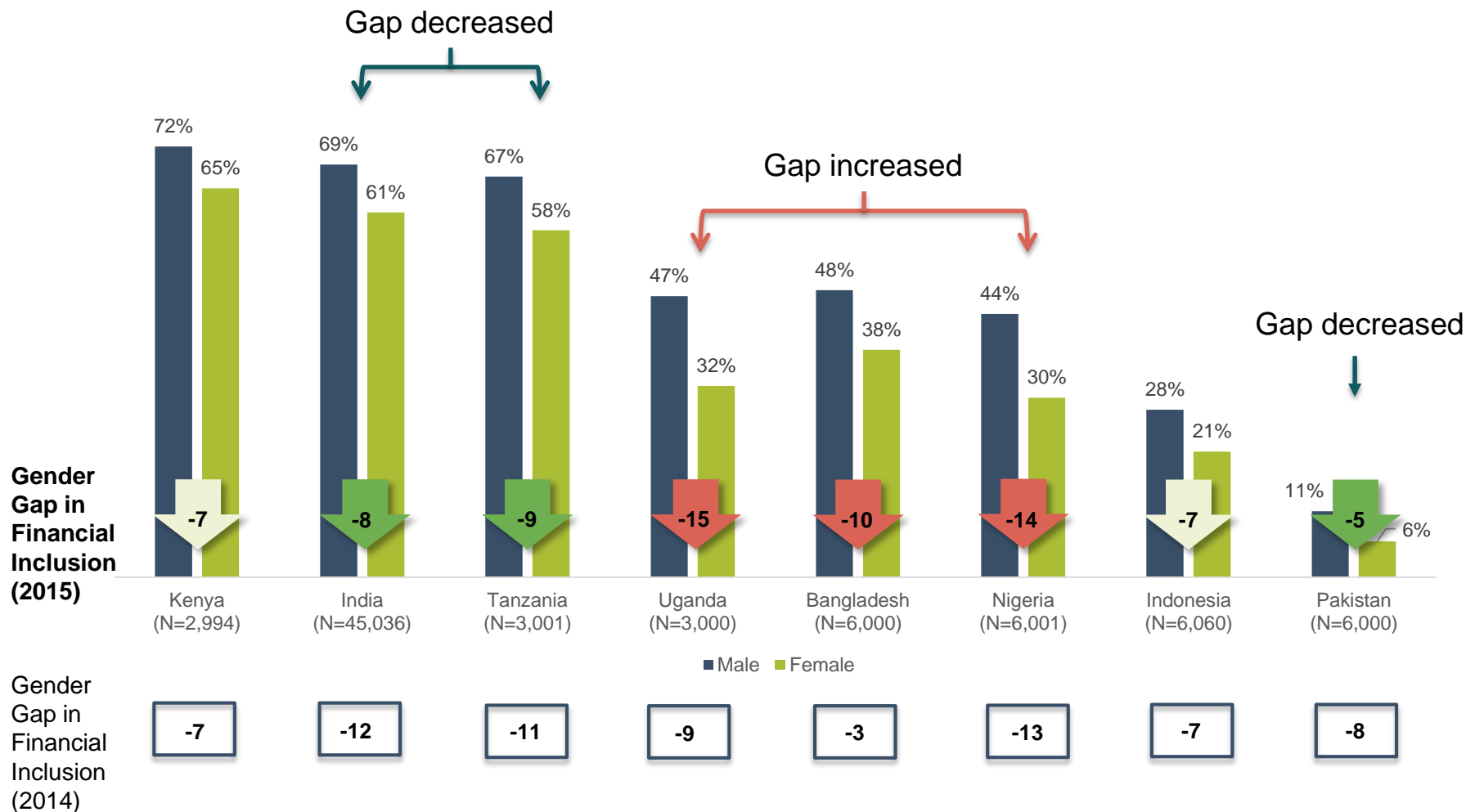
(Shown: Financial Inclusion in overall population)



Financial inclusion remains gendered, and the gap persists despite positive growth

2015: Gender Comparison by Country amongst Financially Included

(Shown: Financial Inclusion by Gender)

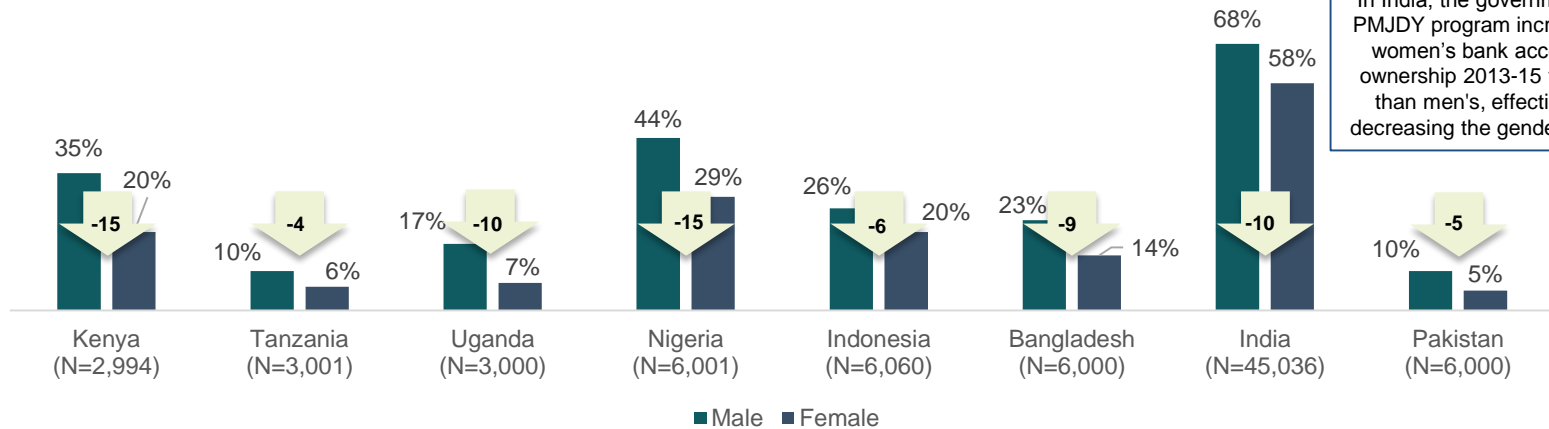


Bank accountholders: The gender gap persists and sometimes widens as users progress to be active bank users

Comparison by Country: Bank Account Ownership

(Shown: Individuals with full-service bank accounts, by gender)

Gender Gap in Bank Account Ownership

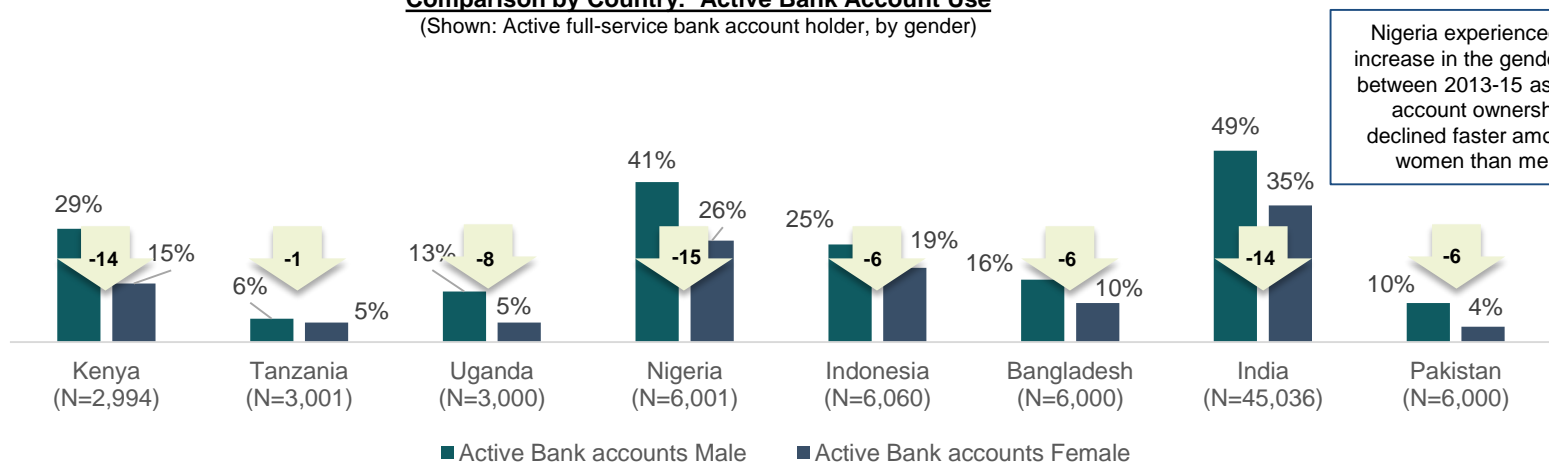


In India, the government's PMJDY program increased women's bank account ownership 2013-15 faster than men's, effectively decreasing the gender gap.

Comparison by Country: Active Bank Account Use

(Shown: Active full-service bank account holder, by gender)

Gender Gap in Bank Account Use

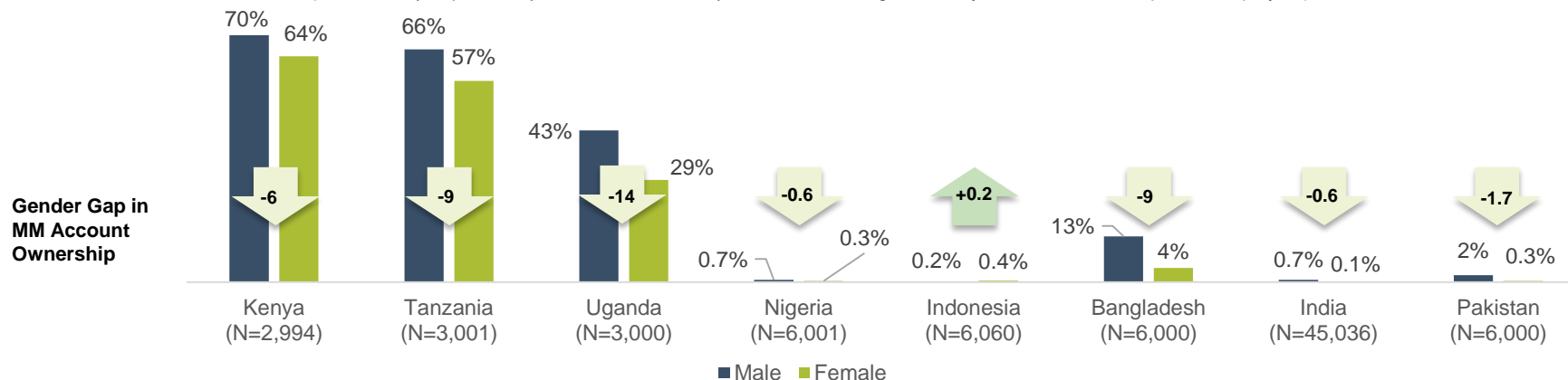


Nigeria experienced an increase in the gender gap between 2013-15 as bank account ownership declined faster amongst women than men.

Mobile money accountholders: The gender gap persists and sometimes widens as users progress to be active mobile money users

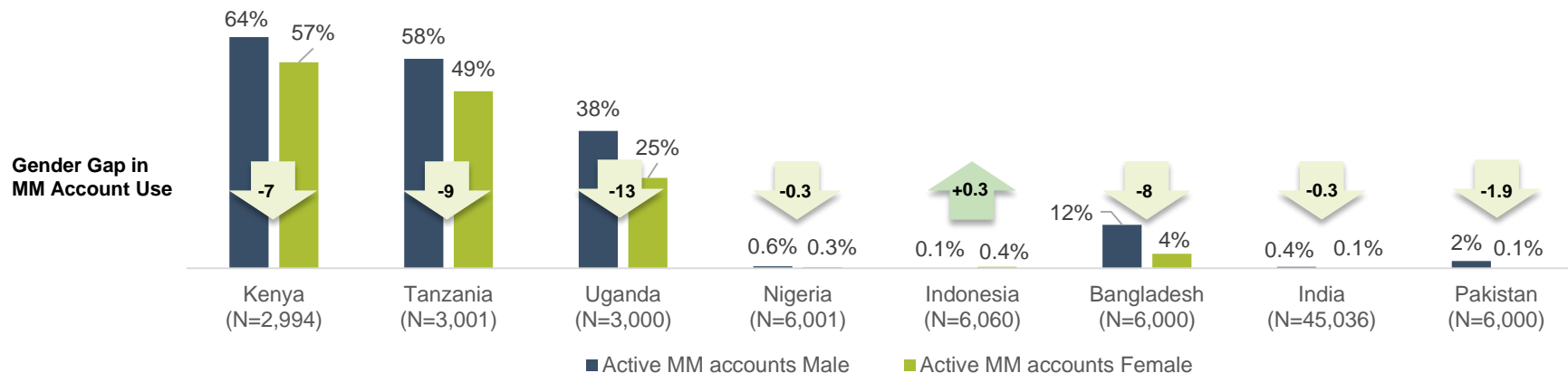
Comparison by Country: Mobile Money Account Ownership

(Shown: Do you personally have a mobile money account that is registered in your name? 'Yes' responses displayed.)



Comparison by Country: Active Bank Account Use

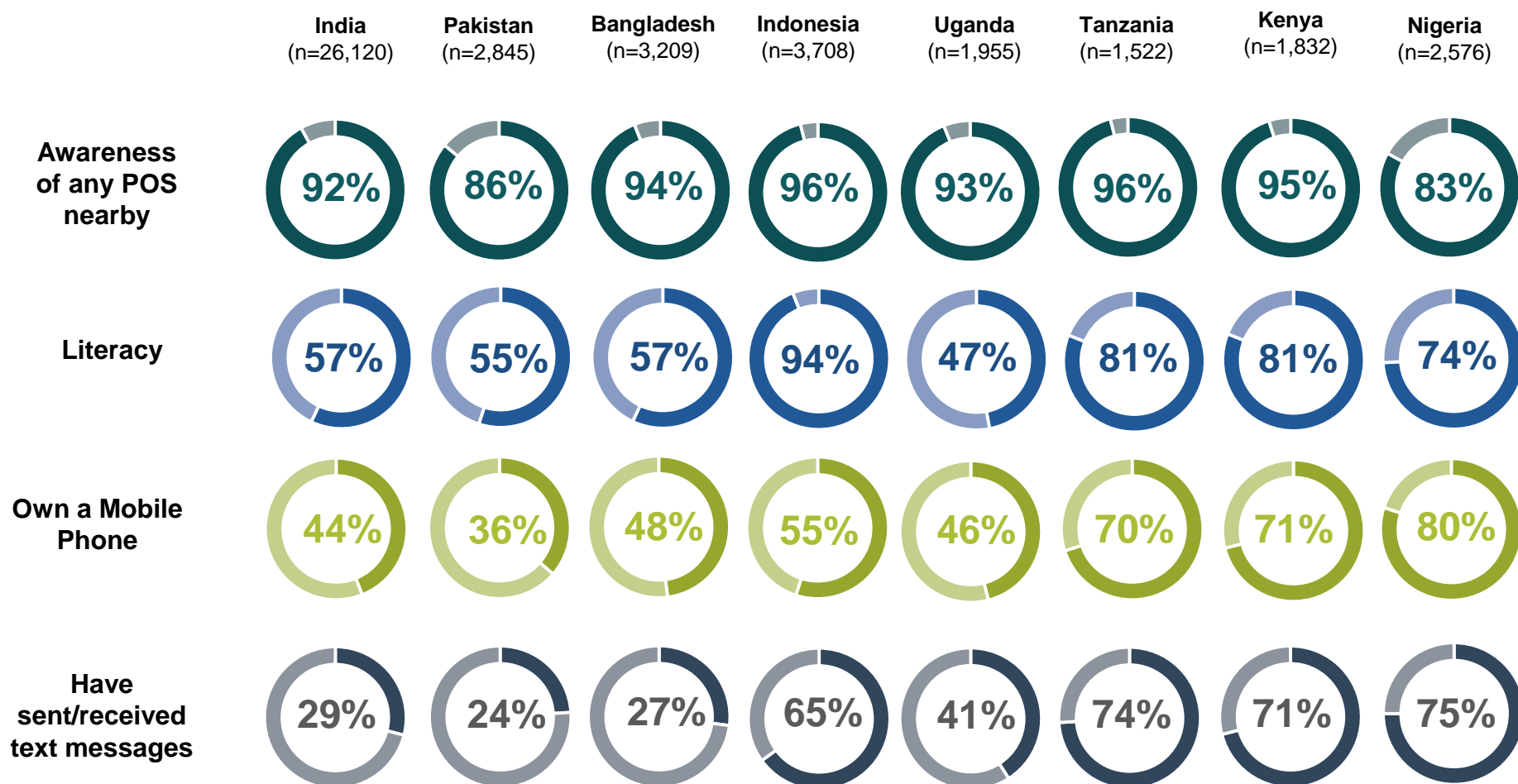
(Shown: Among mobile money account owners: Apart from today, when was the last time you conducted any financial activity with this mobile money service? Within 90 days responses.)



Literacy limitations and mobile phone ownership are key barriers to financial inclusion, especially in Asia

2015: Women's readiness for Financial Inclusion

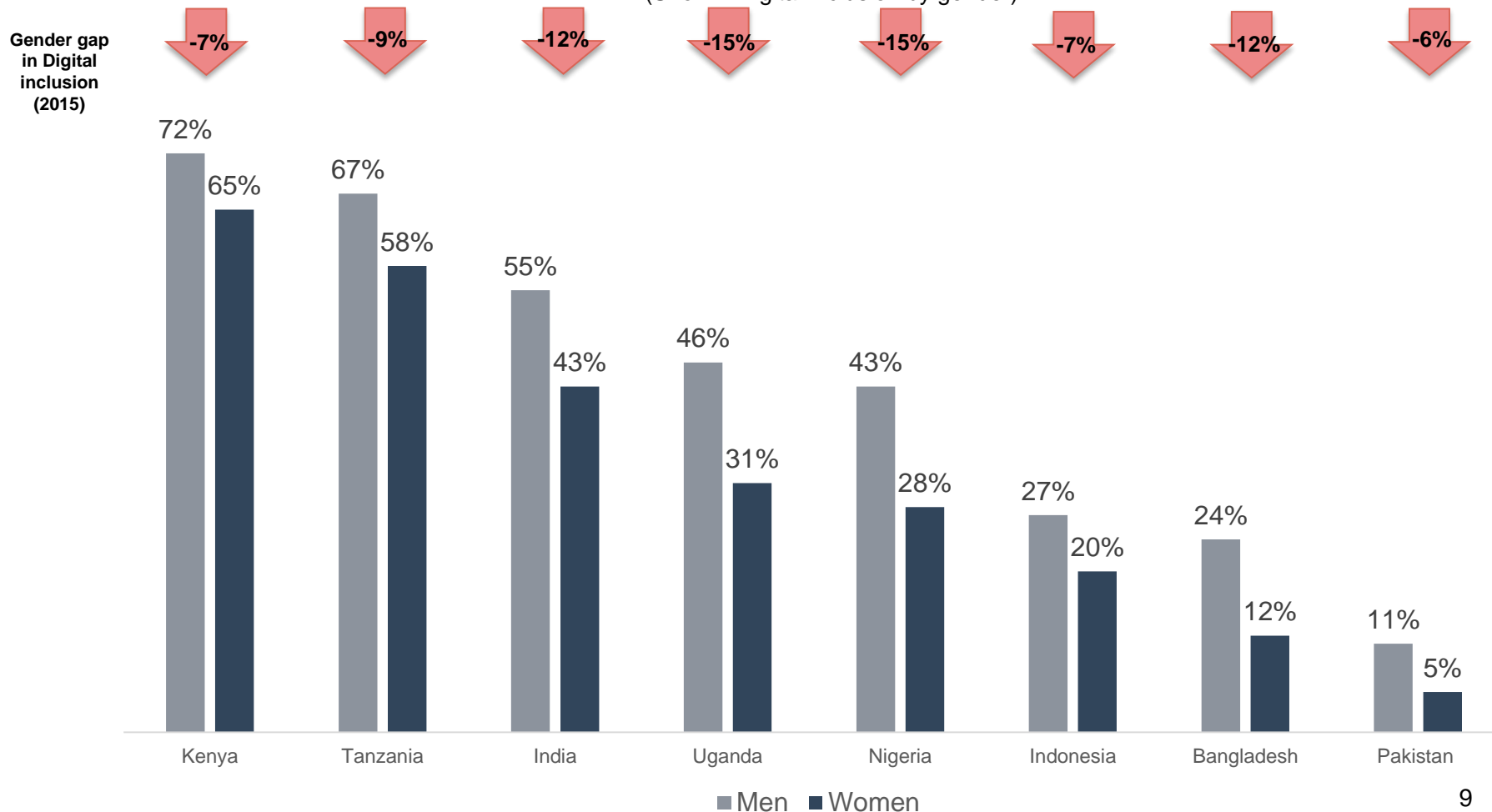
(Shown: Percentage of women)



Due to low mobile ownership, digital inclusion gender gaps are almost as large as financial inclusion gaps

2015: Gender Comparison by Country amongst Digitally Included

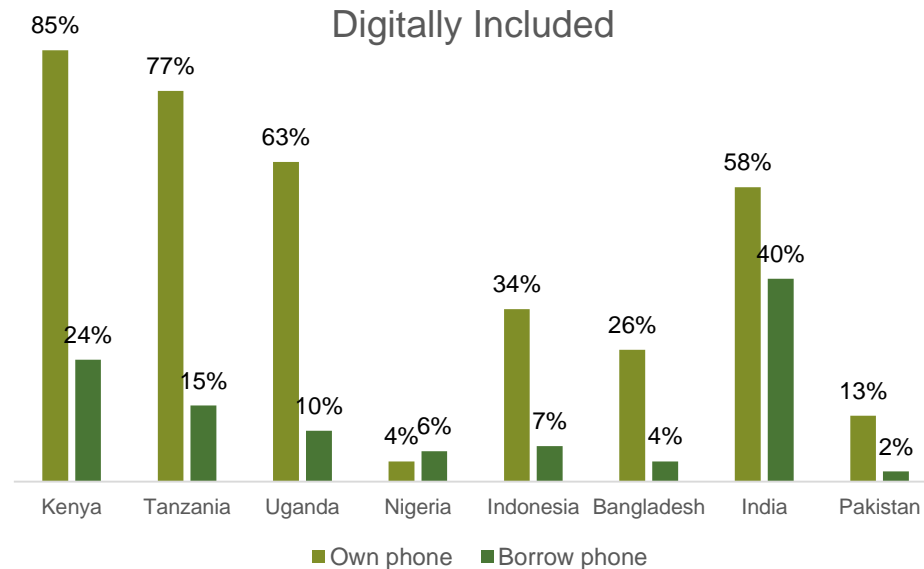
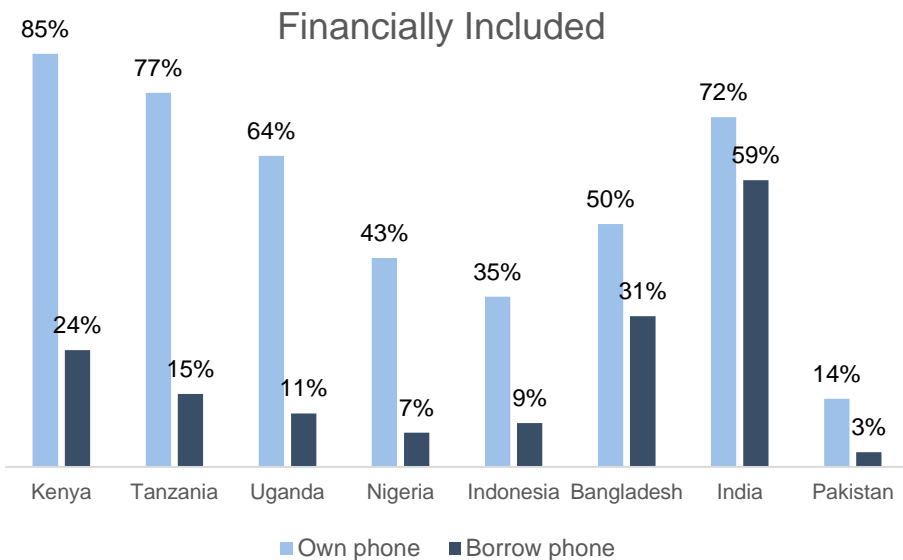
(Shown: Digital inclusion by gender)



Phone ownership is key to driving women's financial and digital inclusion, especially in East African countries

2015: Comparison by Country: Financial inclusion and Digital inclusion

(Shown: subgroups of women who own and borrow mobile phone.)



Kenya
(N=2,994)

Tanzania
(N=3,001)

Uganda
(N=3,000)

Nigeria
(N=6,001)

Indonesia
(N=6,060)

Bangladesh
(N=6,000)

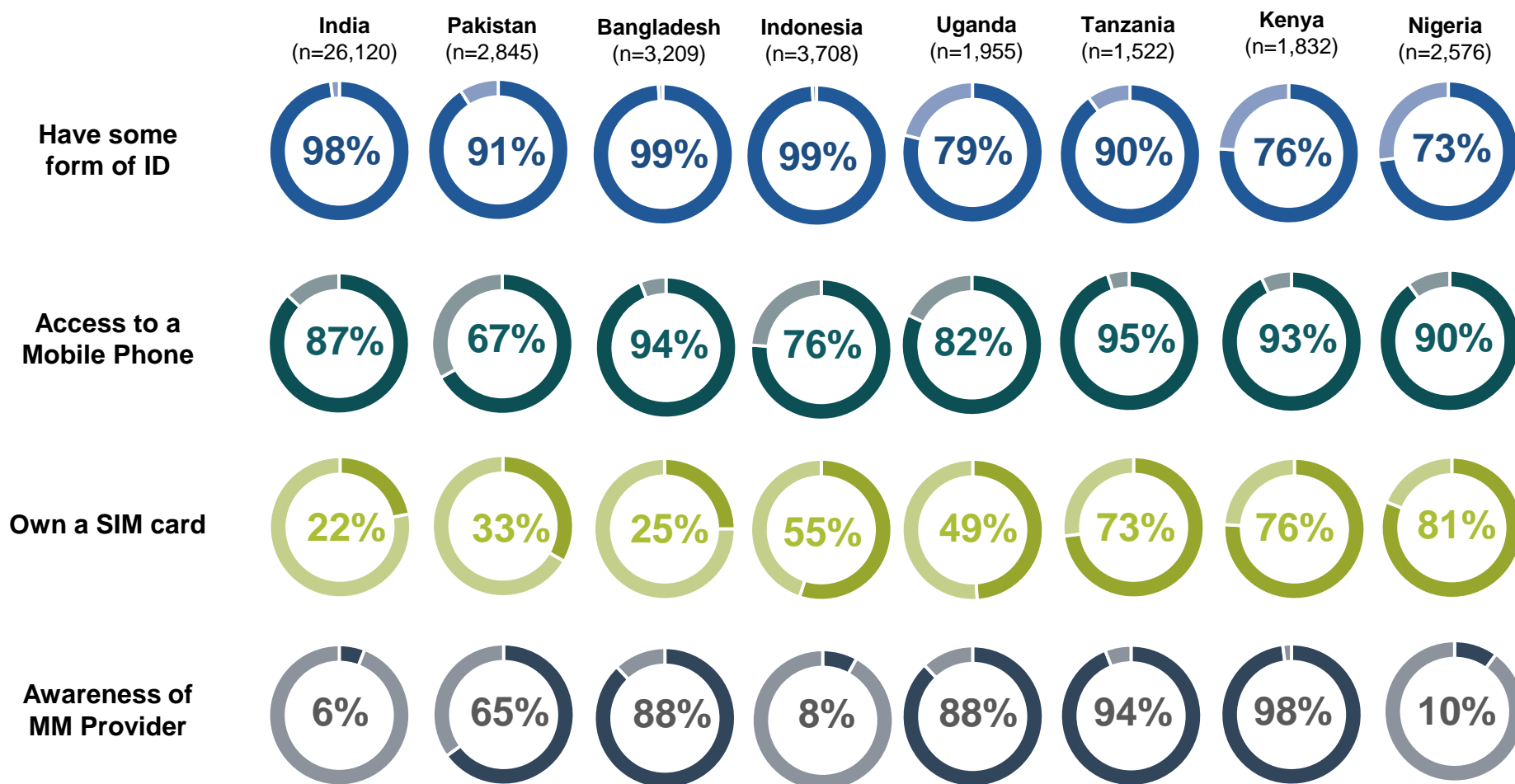
India
(N=45,036)

Pakistan
(N=6,000)

Despite high awareness, having some form of ID and access to mobile phones, use of digital financial services amongst women is low

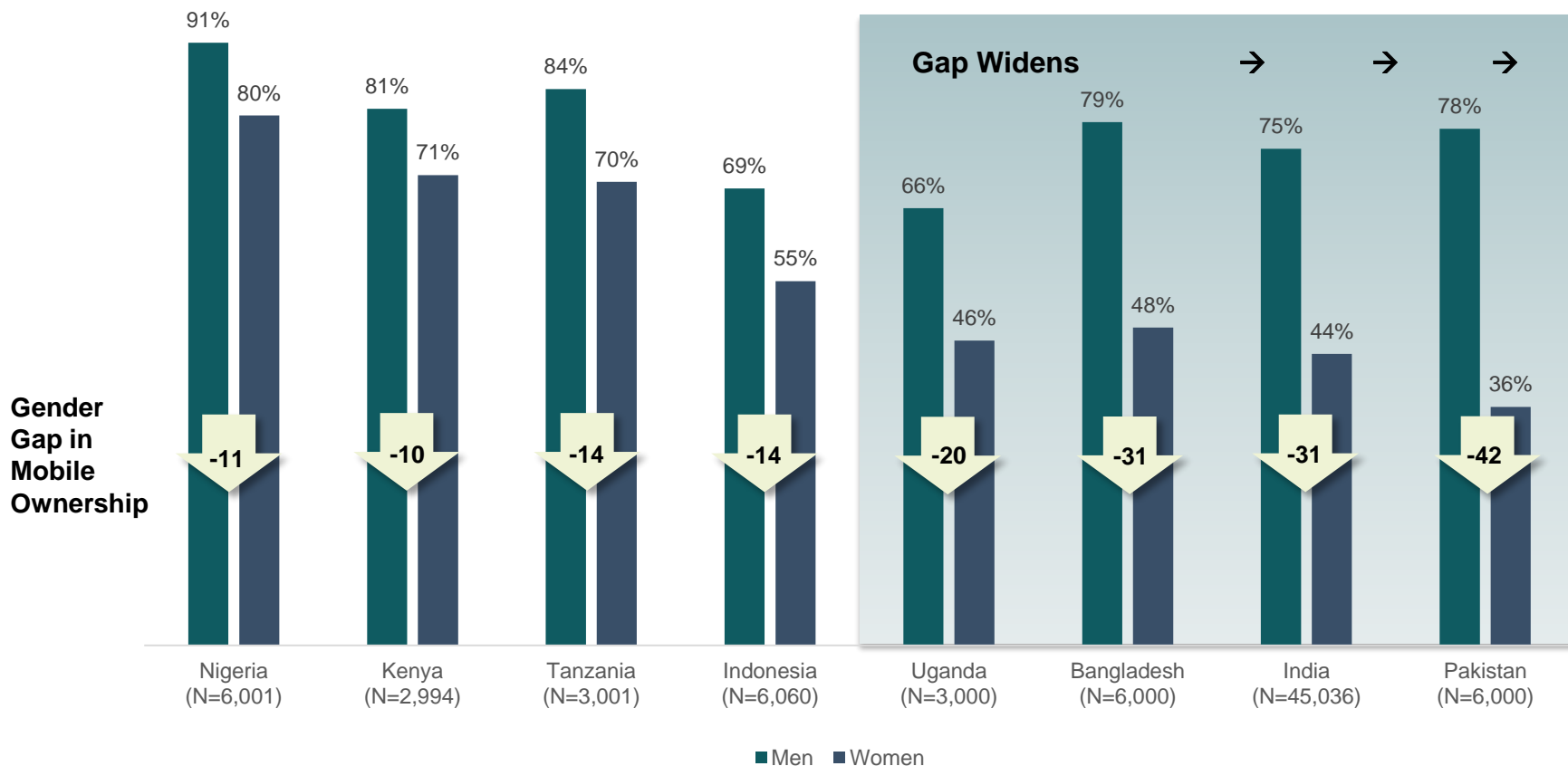
2015: Readiness for digital financial services (DFS) use

(Shown: Percentage of women)



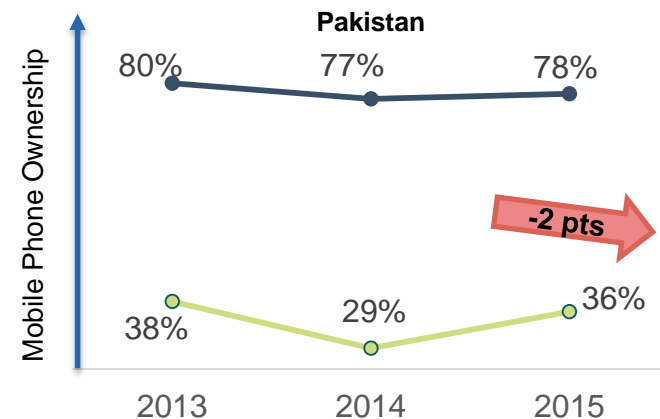
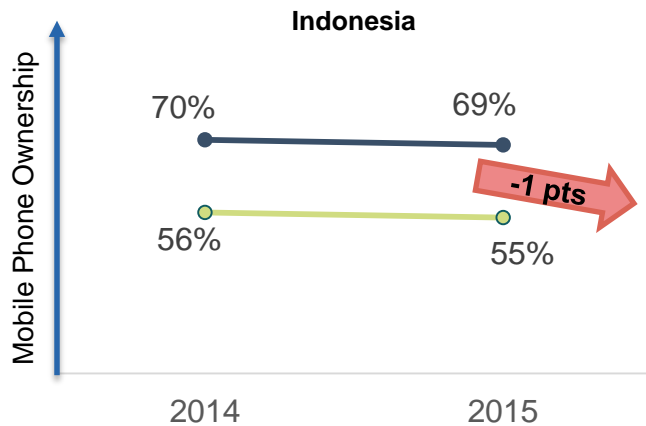
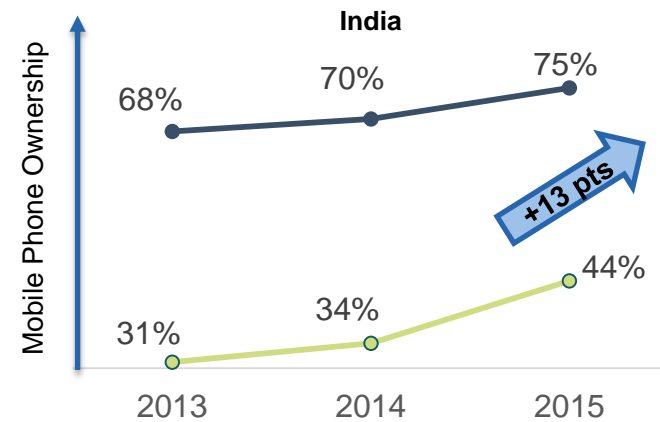
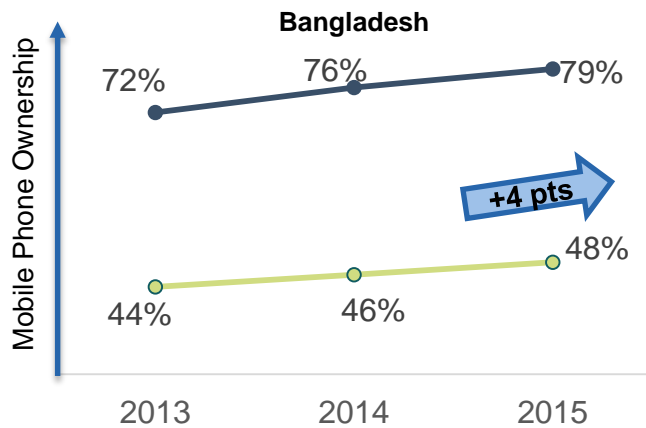
Key to financial inclusion is closing the gender gap on phone ownership; this gap is greatest in South Asia

2015: Comparison by Country: Mobile Phone Ownership.
 (Shown: Do you personally have a mobile phone? 'Yes' responses displayed.)



ASIA

Mobile ownership is on the rise for Indian and Bangladeshi women

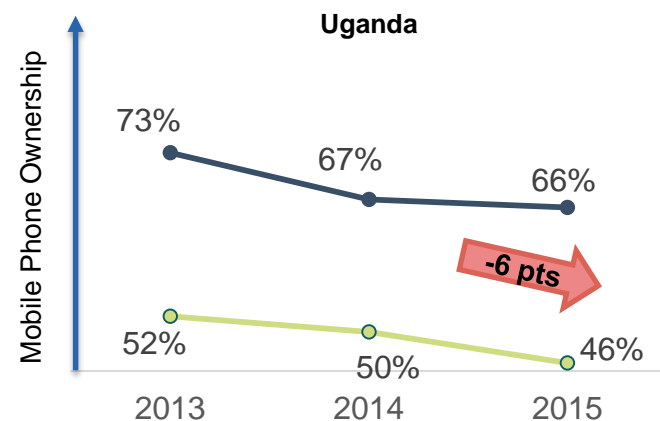
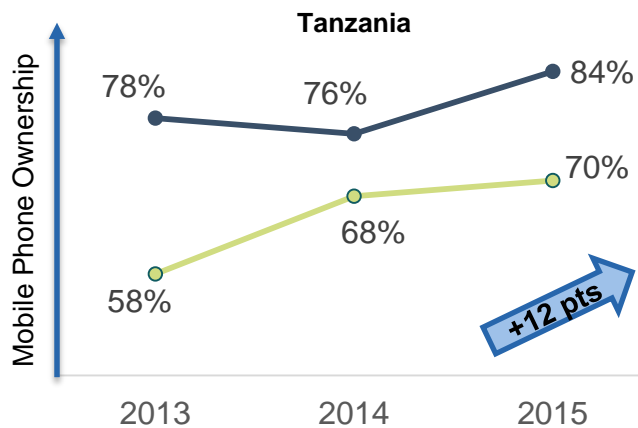
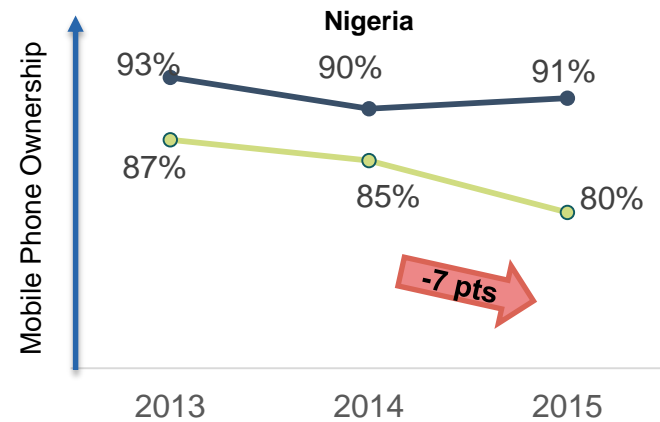
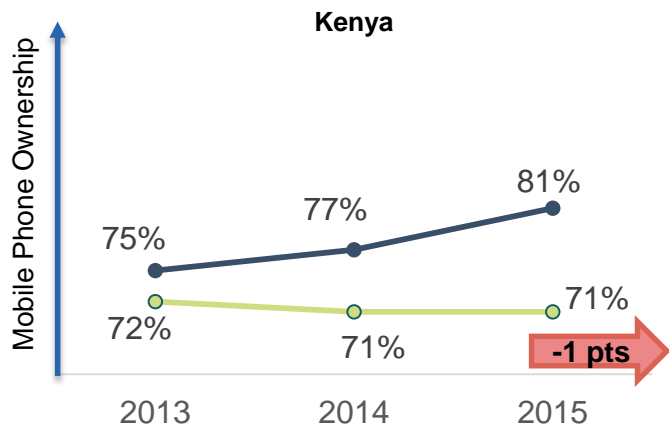


— Men

— Women

AFRICA

Women are not acquiring mobile phones at the same rate as men, causing an enlarged gap in ownership



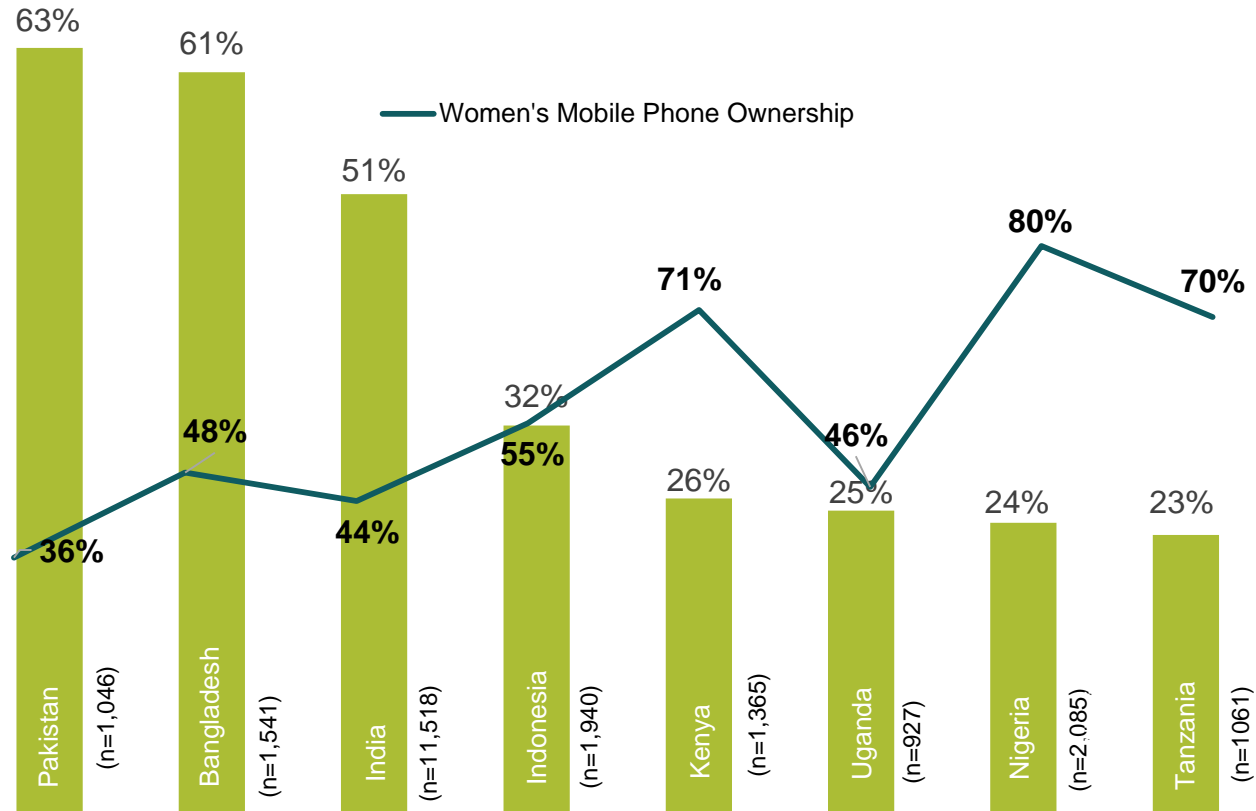
— Men

— Women

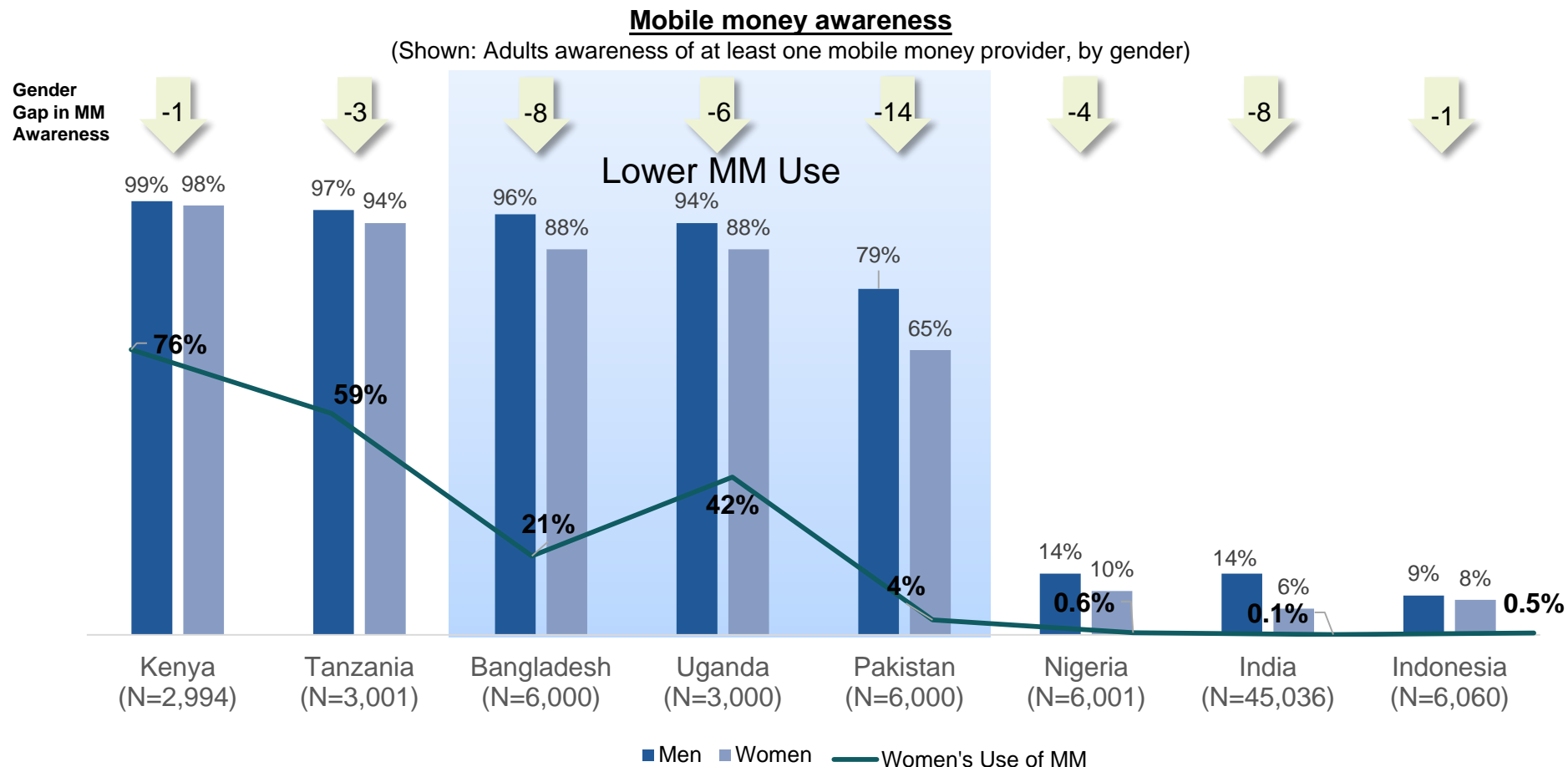
Spousal approval limits a woman's ability to get her own phone

Female Mobile Phone Owners: Obtained Phone From Husband

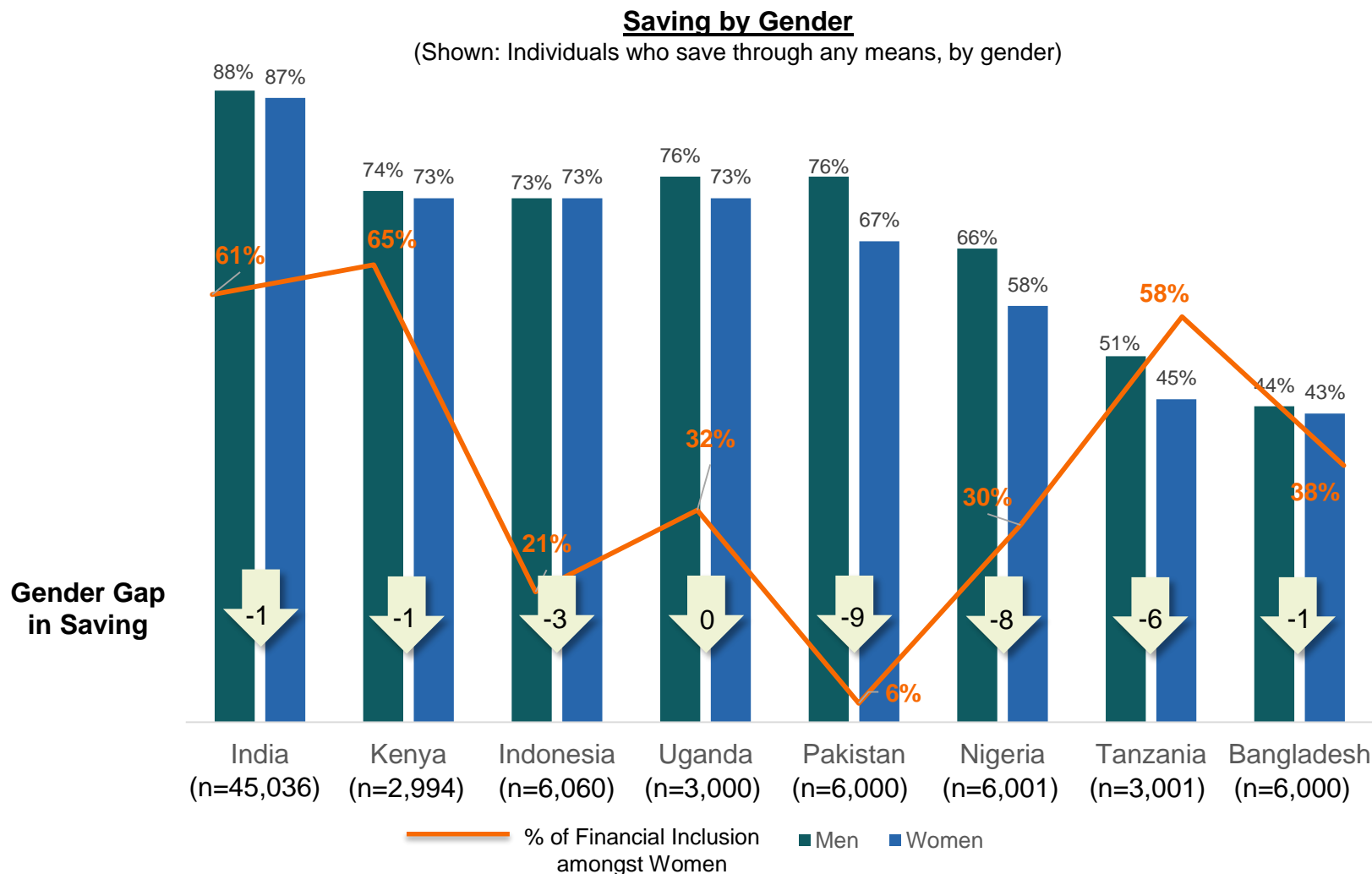
(Shown: Women who have mobile phones: How did you obtain phone? Spouse brought it for me/gave it to me)



The mobile money awareness divide by gender is greater in Pakistan and Bangladesh, where usage also lags for women



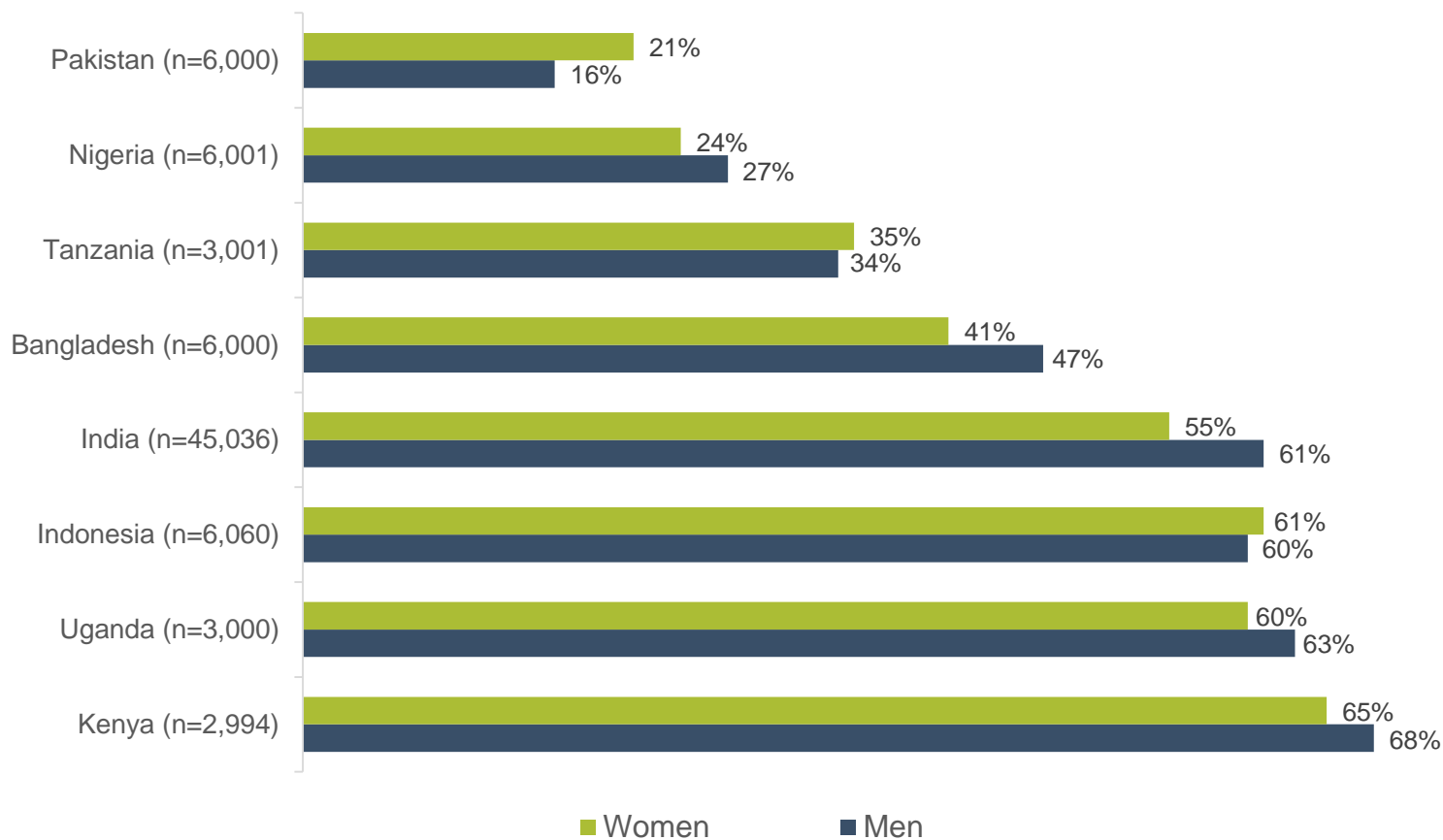
Women are inherent savers; saving is comparable to men in most countries even though fewer women have formal financial accounts



Borrowing rates are comparable between men and women; women rely more on informal borrowing than men

Borrowing by Gender

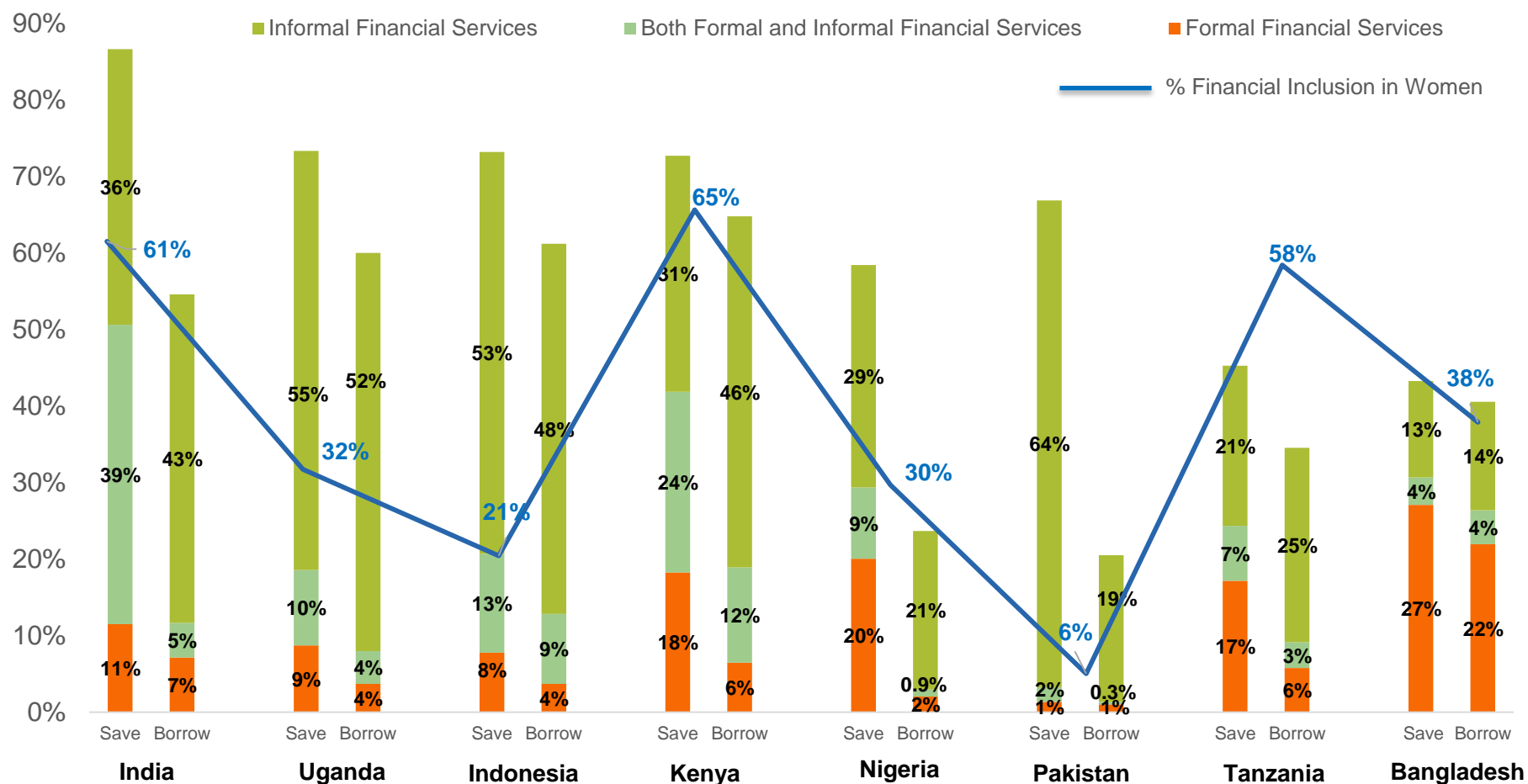
(Shown: Individuals who borrow through any means, by gender)



Ugandan and Indian women prefer to save informally, despite higher levels of financial inclusion

Women's Saving and Borrowing by Level of Formality in Financial Services

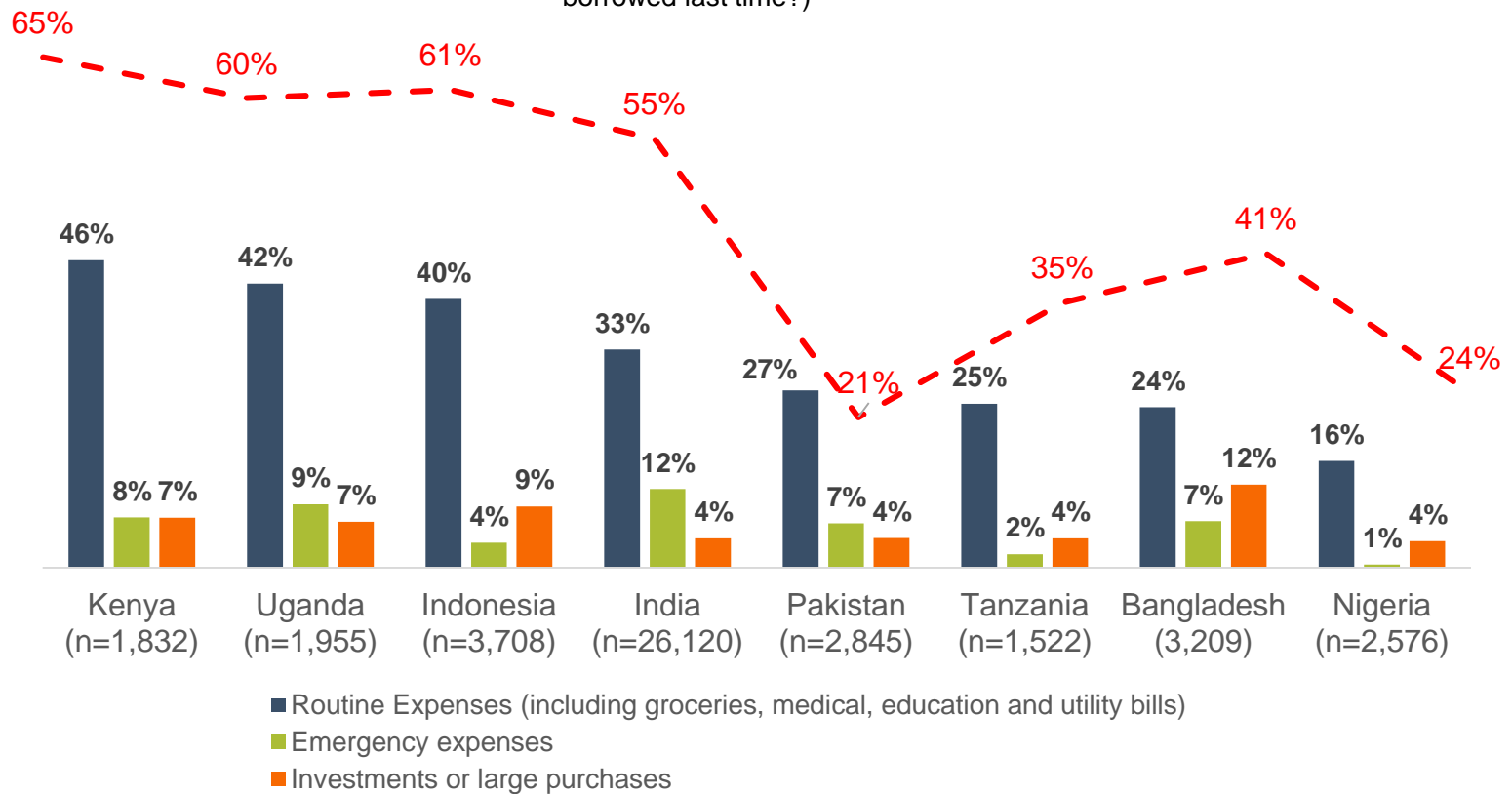
(Shown: Women who save and borrow through formal or informal means)



Women predominantly borrow to spend on day to day expenses, including education, medical and utility bills

Women's Borrowing and Spending

(Shown: (Among women) Which of the following best describes how you spent the money you borrowed last time?)



ABOUT FINANCIAL INCLUSION INSIGHTS

The FII program produces rigorous country-level data, analysis and practical insights on how people and businesses can access and use digital financial services, tracking movement over time on an annual basis since 2013.

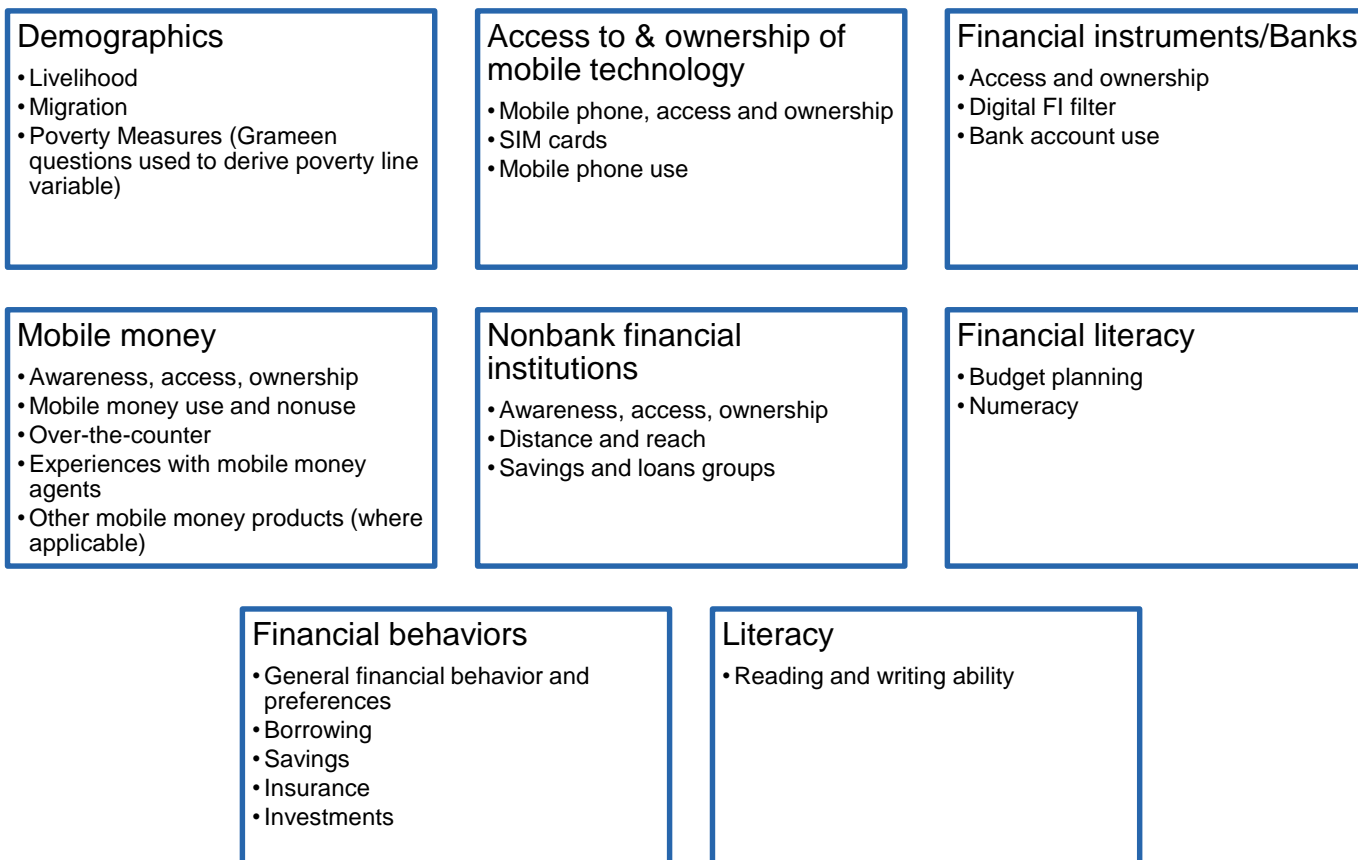
Our demand-side research puts current and potential users front and center to fill knowledge gaps about their financial needs and how best to meet them through digital products and services. FII currently focuses on eight countries in Africa and Asia with a combined population of over 2 billion. The nationally representative annual surveys are conducted in Bangladesh, India, Indonesia, Kenya, Nigeria, Pakistan, Tanzania and Uganda, with sample sizes ranging from 3,000 to 45,000 for the in-depth individual interviews.

All data and insights from the research are shared through the public FII Data Center at www.f inclusion.org, and targeted dissemination events for policymakers, NGOs, funders, regulators, mobile operators and others active in the digital financial space.

STRUCTURE OF THE FII SURVEY

The FII survey focuses on the customer journey with different paths to inclusion starting with awareness to trial and sustained use.

The survey is modular with sections on:



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www.finclusion.org | Twitter: @finclusion_FII

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