



FinScope
*Consumer
Survey
Highlights*

Haiti 2018



USAID
FROM THE AMERICAN PEOPLE

BRI
BANQUE DE LA RÉPUBLIQUE D'HAÏTI

FMT
FINMARK TRUST
Making financial markets work for the poor

OVERVIEW

Partnering for a common purpose

A Steering Committee was formed with the aim of putting in place technical procedures for the design and implementation of a global and inclusive process according to the local context. FinScope Haiti 2018 represents a partnership between the following Steering Committee members:

1. BRH
2. MEF
3. IHSI
4. DAI / Finance Inclusive
5. APB
6. ACME
7. Fédération Le Levier
8. KNFP
9. Université Quisqueya
10. Group Croissance
11. Digicel / Mon Cash

The FinScope survey is dynamic and the content is evaluated by several stakeholders including the private sector, NGOs and Government to ensure that the most relevant consumer data is collected.



The cover symbol

Through the FinScope Haiti survey, we hope to effect real change at country level and see the impact of financial inclusion on broader national growth and development. The cover graphic features a flower that symbolizes growth and development while the circle represents inclusive growth. The petals of the flower symbolize the various stakeholders engaged with a common vision – financial inclusion for a broader national growth and development.

Introduction

The Government of Haiti recognises the role played by the financial sector in facilitating economic growth through enhanced access to financial services. In order to strengthen policies that will generate sustainable and inclusive growth and development, the stakeholders and Government of Haiti implemented FinScope Haiti 2018 to help identify and create a roadmap that ultimately secures the realisation of this vision.

The FinScope Haiti 2018 baseline survey will provide credible benchmarks on level of financial inclusion and guide targeted and focused financial inclusion strategies using empirical evidence. FinScope Haiti will also act as a national good for use across private, public sectors, academic backgrounds in order to ensure the lives of the Haitian people are enhanced.

Methodology

- According to IHSI the total Haitian adult population is estimated to be 7,67 million.
- Nationally representative individual-based sample of the adult population aged 15 years and older at regional and urban/rural level.
- Sampling frame and data weighting conducted by FinMark Trust and IHSI.
- 4 269 completed face-to-face interviews conducted by Group Croissance (May -October 2018).

Survey objectives

The objectives of FinScope Consumer Survey Haiti 2018 were to understand the adult population in terms of:

- Livelihoods and how they generate their income.
- Their financial needs and demands.
- Their financial perceptions, attitudes, and behaviours.
- Their demographic and geographic distribution.
- Current levels of access to, and utilisation of, financial services and products.
- Create a credible financial inclusion benchmark for Haiti.

Published April 2019



**DEPARTMENTS
OF HAITI**



North West

North

North East

Artibonite

Centre

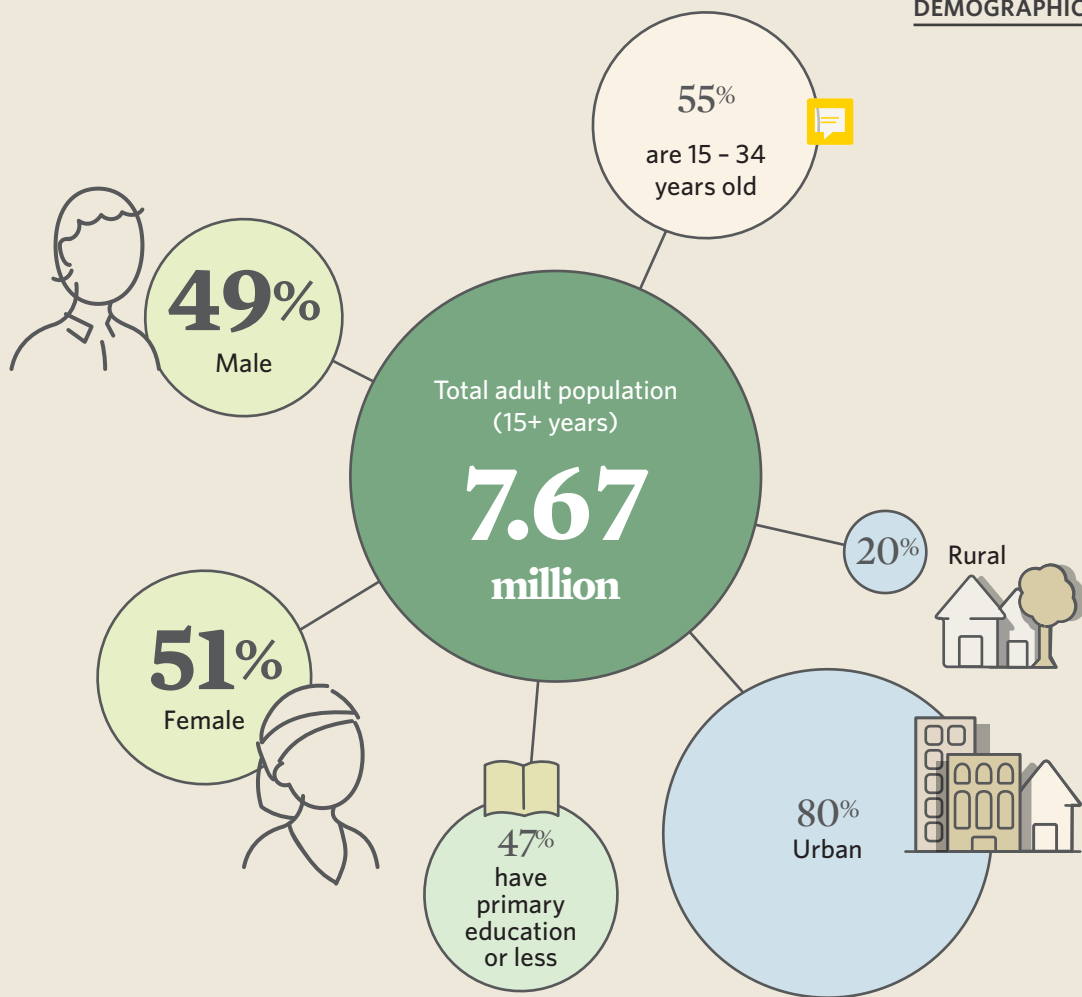
West

South East

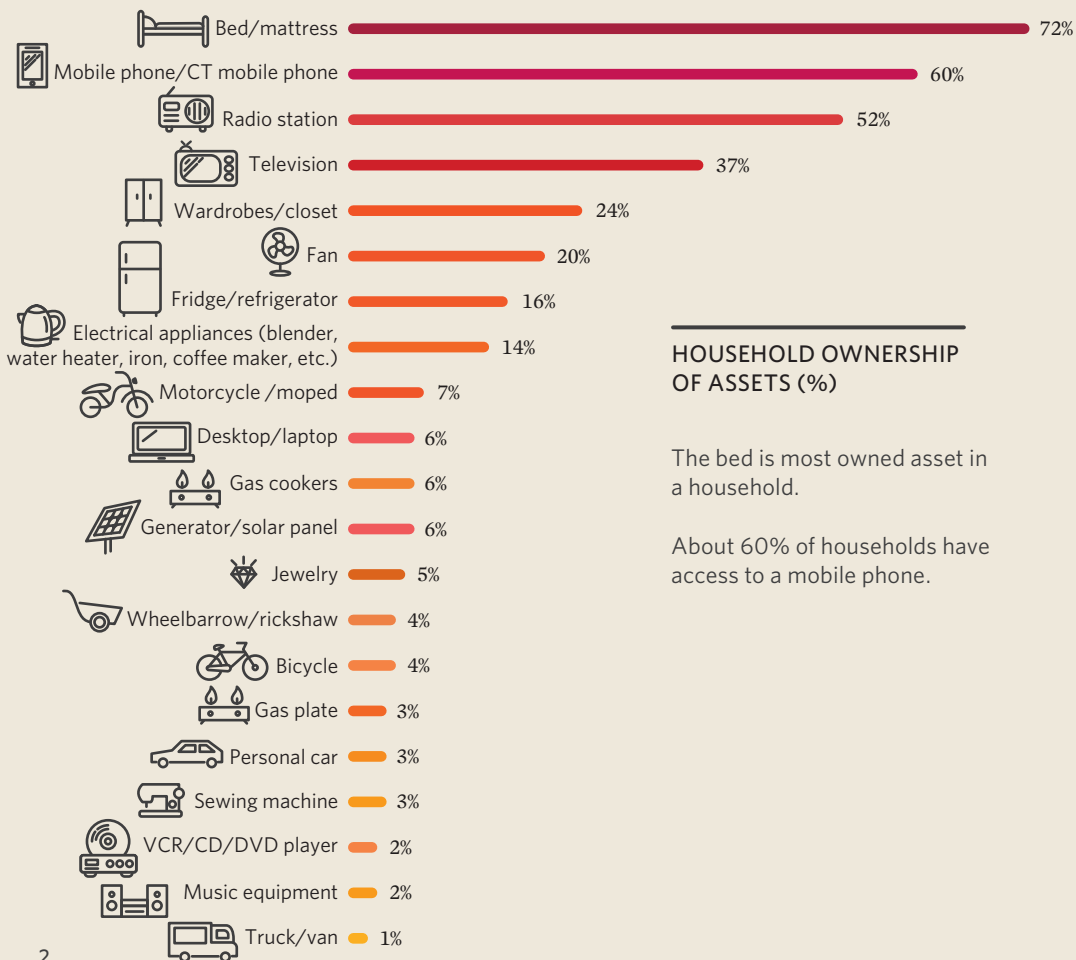
Nippes

South

Grand'Anse



DEMOGRAPHICS

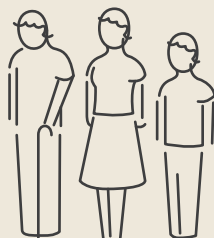
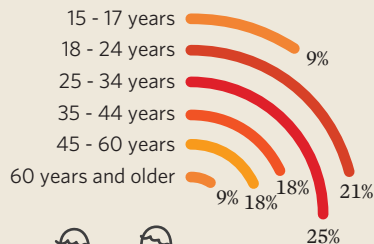


HOUSEHOLD OWNERSHIP OF ASSETS (%)

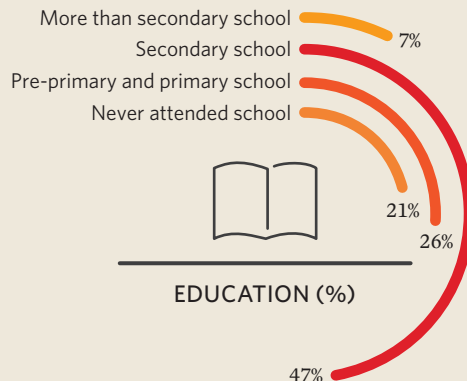
The bed is most owned asset in a household.

About 60% of households have access to a mobile phone.

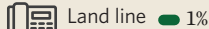
DEMOGRAPHICS



AGE (%)



EDUCATION (%)



Own
Use

COMMUNICATION TOOLS/CHANNELS (%)

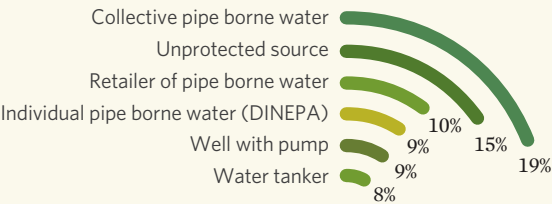
As expected, the mobile phone is the preferred communication device.

About 58% of adults have access to a mobile phone.

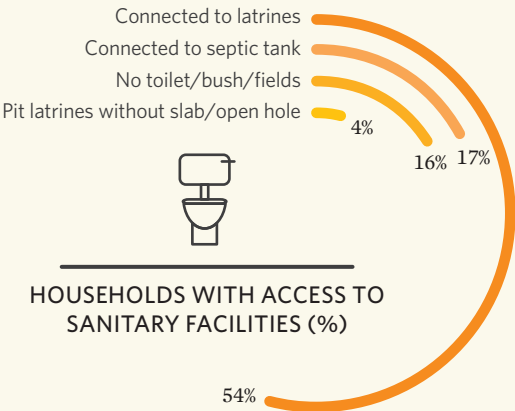
UNDERSTANDING PEOPLE'S LIVES

Access to services

2018 



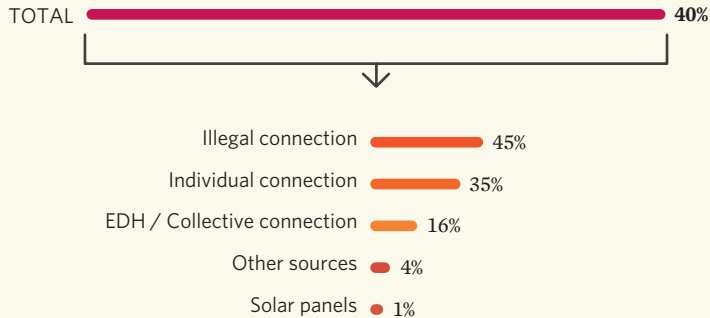
HOUSEHOLDS WITH ACCESS TO WATER (%)



HOUSEHOLDS WITH ACCESS TO SANITARY FACILITIES (%)

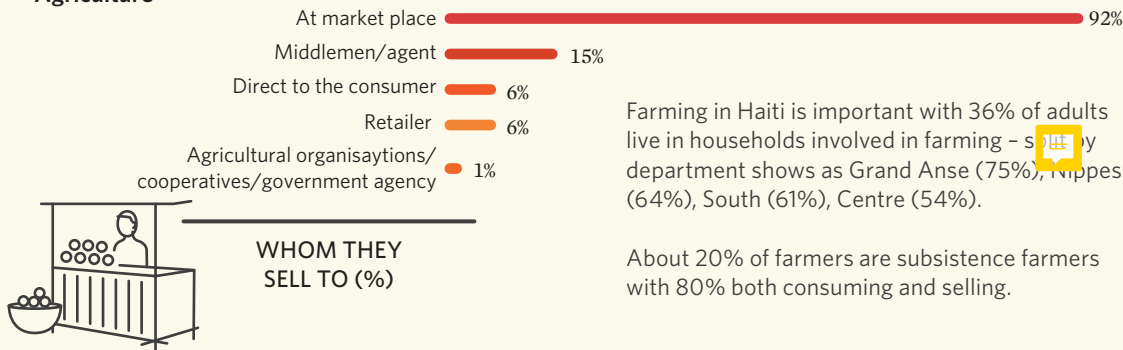


HOUSEHOLDS WITH
ELECTRICITY CONNECTION (%)



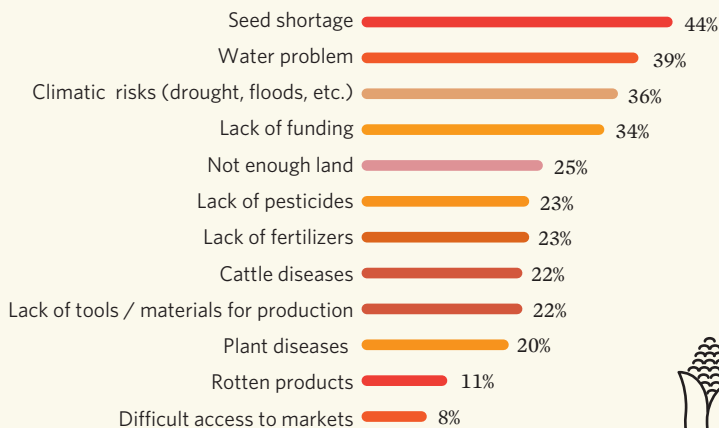
UNDERSTANDING PEOPLE'S LIVES

Agriculture

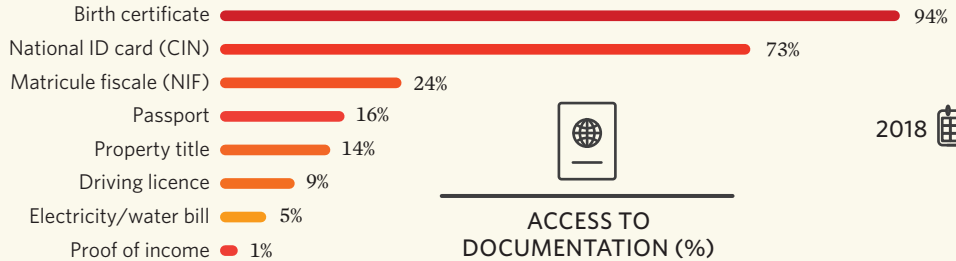


Farming in Haiti is important with 36% of adults live in households involved in farming - south department shows as Grand Anse (75%), Nippes (64%), South (61%), Centre (54%).

About 20% of farmers are subsistence farmers with 80% both consuming and selling.

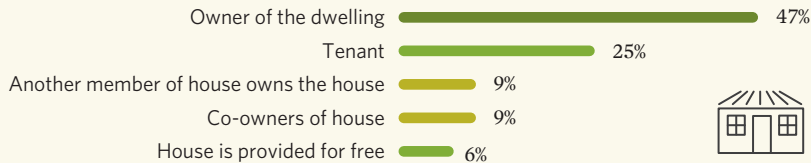


Access to documentation and property



ACCESS TO DOCUMENTATION (%)

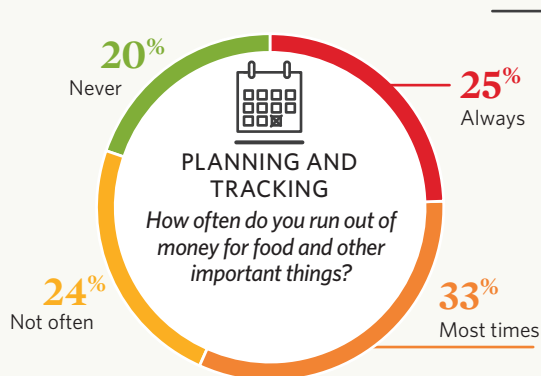
Access to documentation gives indication for peoples ability to provide required documentation to access financial services including using property for collateral.



OCCUPANCY STATUS (%)

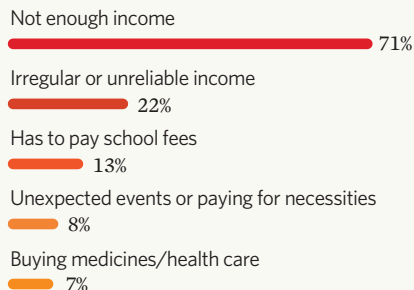
FINANCIAL CAPABILITY

Managing money



80%

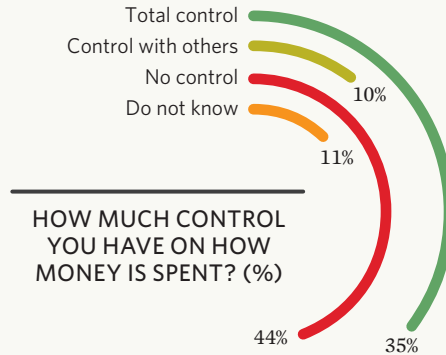
REASONS FOR RUNNING OUT OF MONEY (%)



DIFFICULTY WITH KEEPING UP WITH FINANCIAL COMMITMENTS (*THOSE WHO AGREE) (%)

FINANCIAL CAPABILITY

Managing money and financial advice



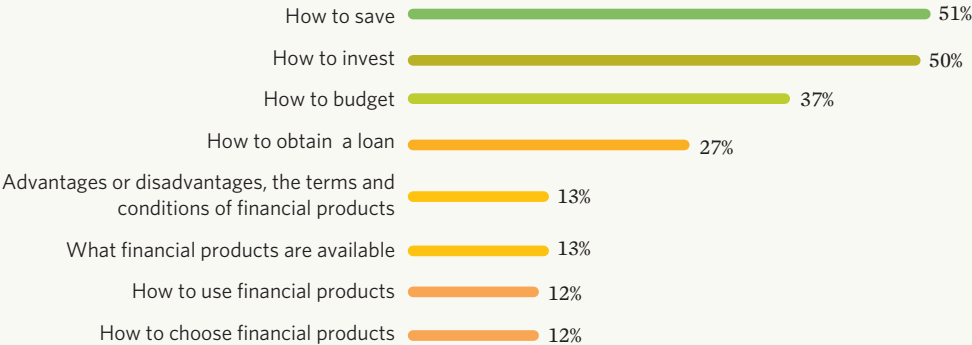
WHERE DO YOU USUALLY GO TO GET FINANCIAL ADVICE?

(*of those with any income source)

FINANCIAL CAPABILITY

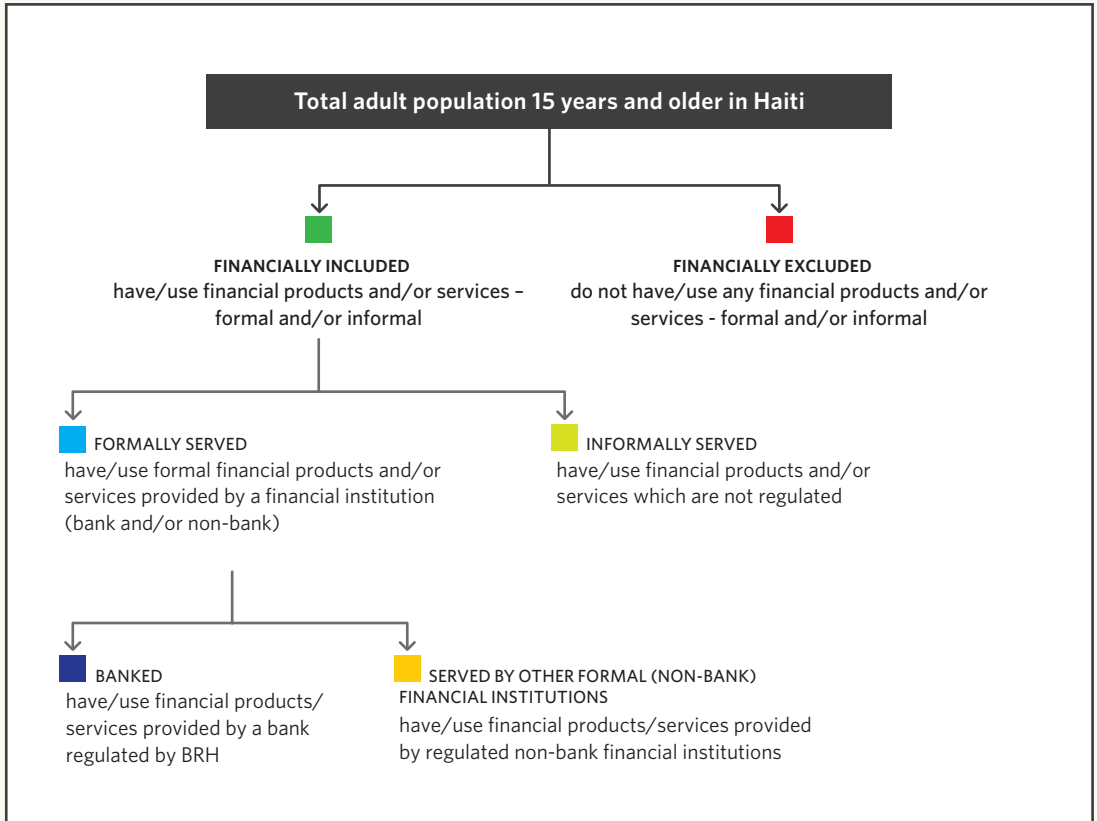
Accessing Information

About 53% of adults felt they needed more information about personal finance.



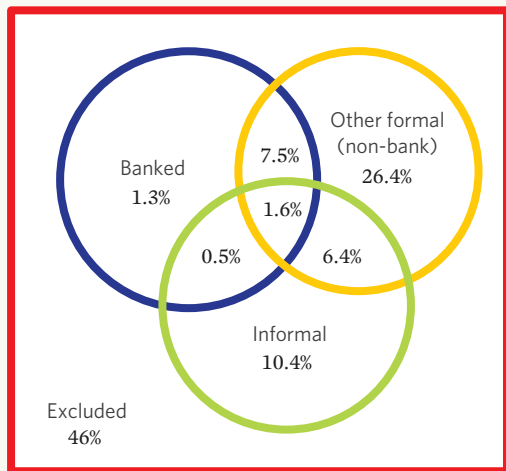
DESIRED FINANCIAL
EDUCATION (%)

Defining financial inclusion by category



DEFINING FINANCIAL INCLUSION

'Formal' is a category classifying products or services as regulated or supervised by a formal institution or any other formal regulator/ agency. This is also synonymous to 'other formal' or 'other formal (non-bank)' to differentiate it from the banked which are mostly commercial and development banks.



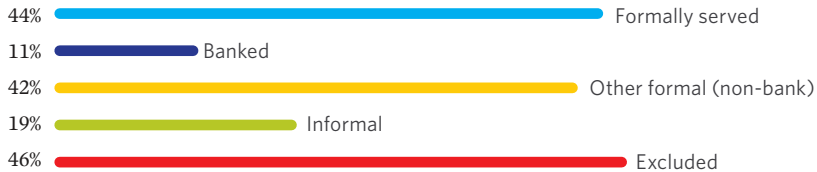
Note: Due to rounding off numbers of 'Banked' and 'Other formal (non-bank)' the 'Excluded' population is 46%.

Overlaps

"Consumers generally use a combination of financial products and services to meet their financial needs".

- 1% of adults rely exclusively on banking services yet 26% rely exclusively on other formal mechanisms.
- 16% use a combination of banked, and/or other formal and/or informal mechanisms to manage their financial needs, thus indicating that their needs are not fully met by the formal sector alone.
- 10% of the adult population ONLY rely on informal mechanisms such as informal savings and credit groups to save or borrow money or cover risk.

Overview (%)



If filtered by 18 and plus the banked population sits at 11,5%.

Financial Access Strand 2018

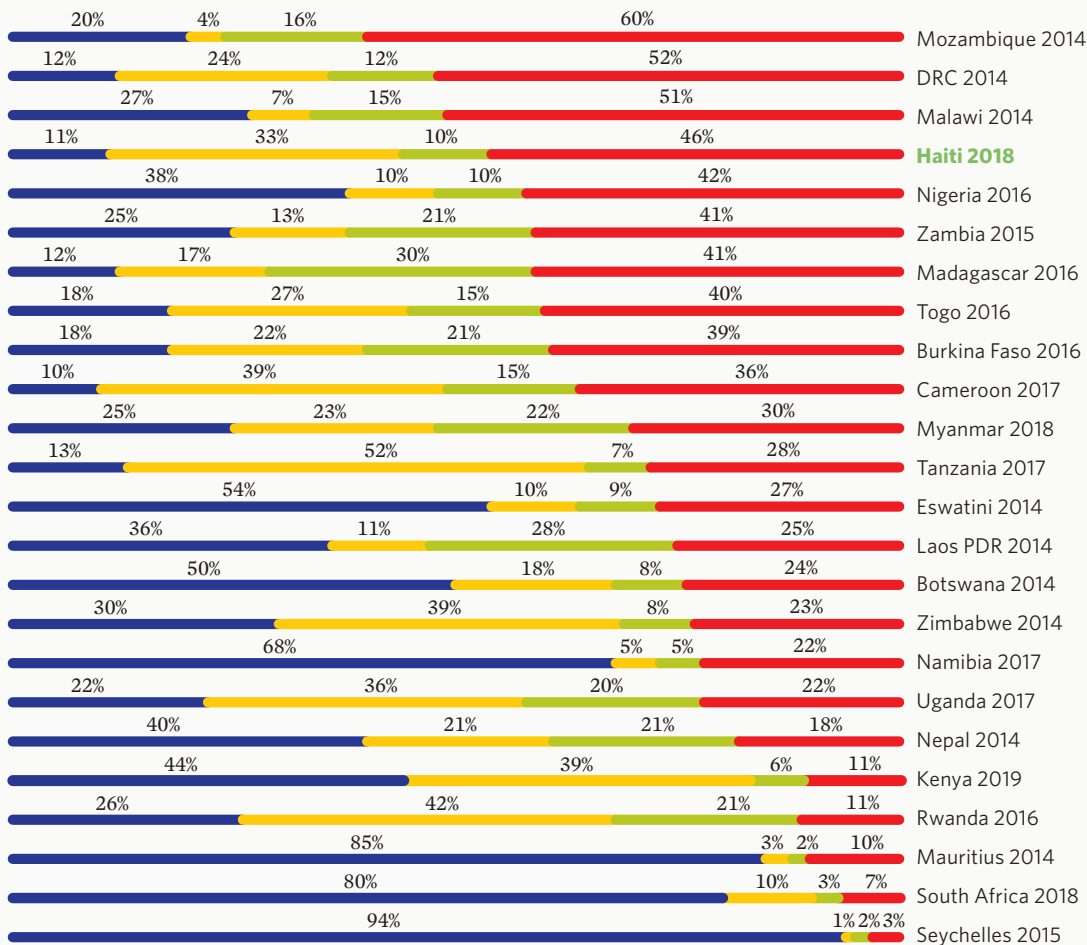


**FINANCIAL INCLUSION CONSUMER ACCESS
STRAND (RANKED BY EXCLUDED)**



A map of the Caribbean region with landmasses in light beige and water in light blue. Haiti is highlighted in a solid green color. The label 'Haiti' is placed to the left of the green area.

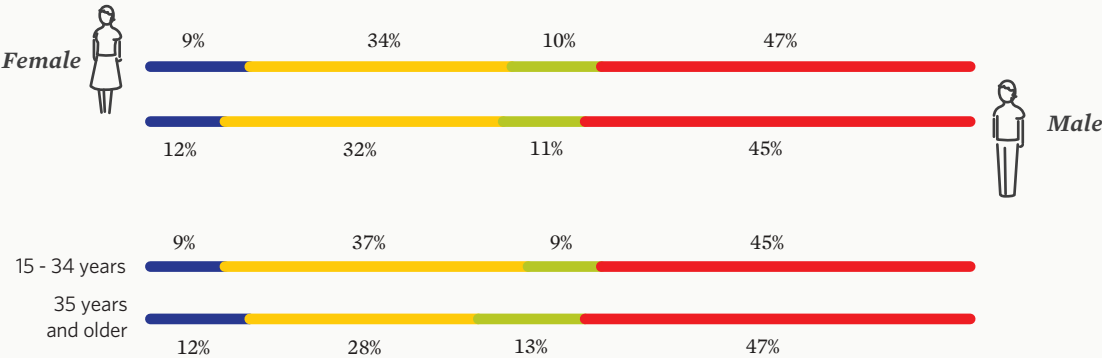
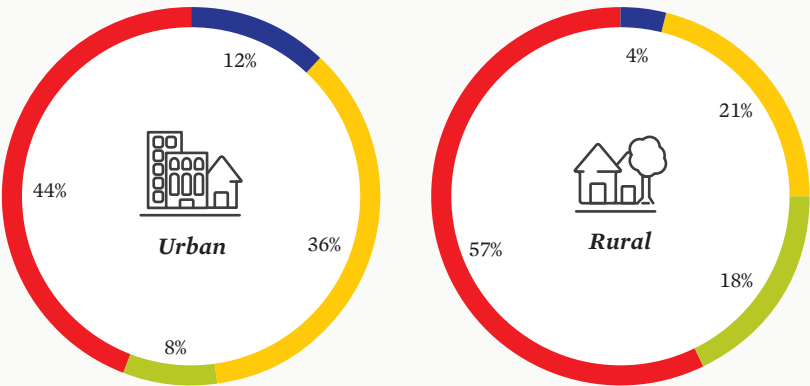
Haiti



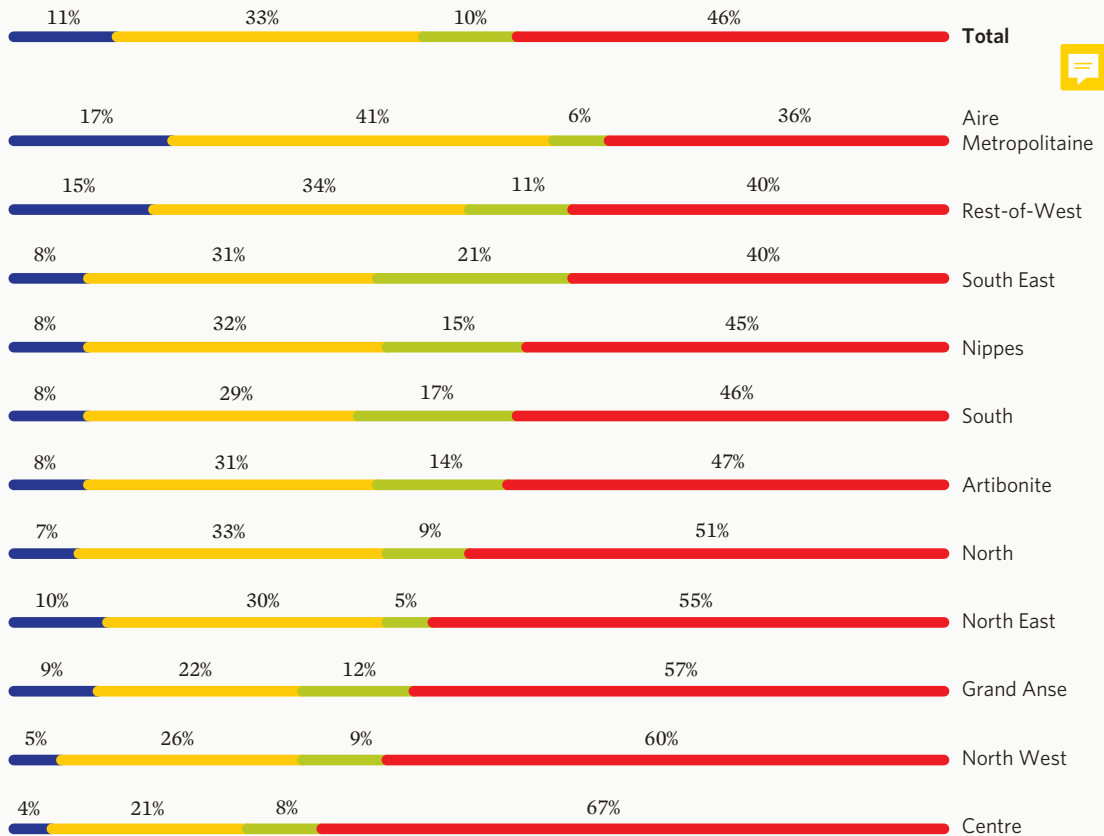
FINANCIAL INCLUSION

Financial Access Strand 2018

Access Strands
by location,
gender and age



Financial Access Strand 2018



LANDSCAPE PRODUCTS

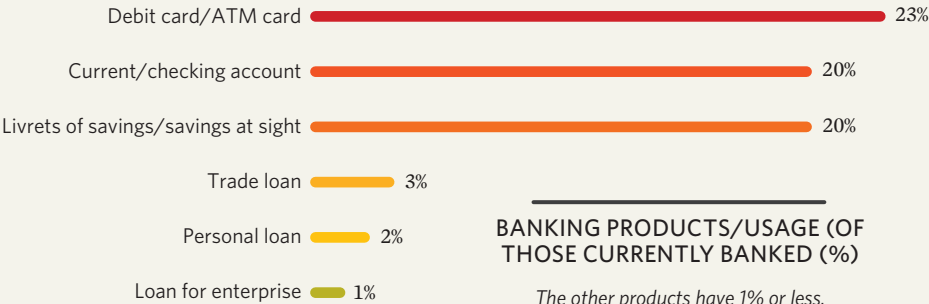


Banking

What products/services are driving the banked?



About 11.5% of Haitian adults have a bank account.



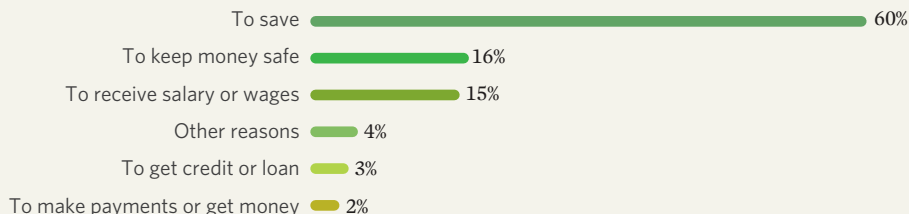
BANKING PRODUCTS/USAGE (OF THOSE CURRENTLY BANKED (%))

The other products have 1% or less.

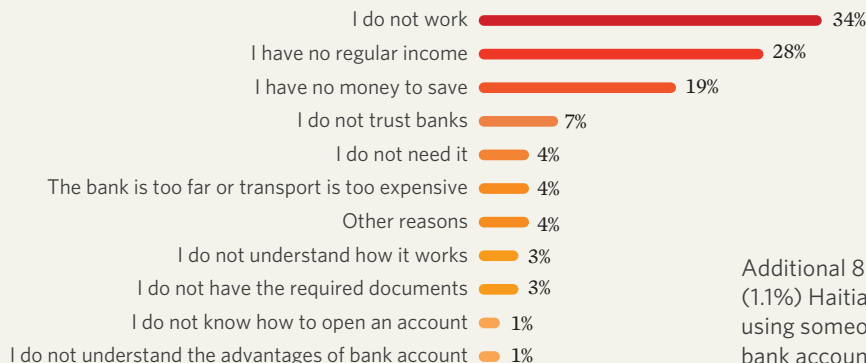


Drivers and barriers

11% of adults are banked in 2018



89% of adults are not banked in 2018

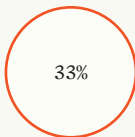


Additional 86 354
(1.1%) Haitian adults are
using someone else's
bank account.

LANDSCAPE PRODUCTS



Microfinance institutions



Aire Metropolitaine



Artibonite



South



North



North East



South East



Rest-of-West



Grand Anse



Nippes



Centre

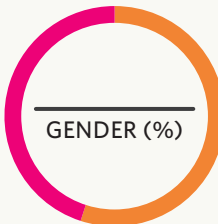


North West

REGIONS (%)

Female

45%



GENDER (%)

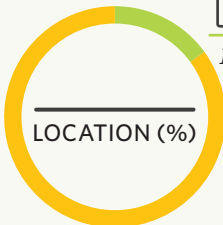
Male

55%



Urban

85%

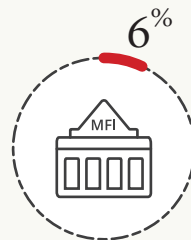


LOCATION (%)

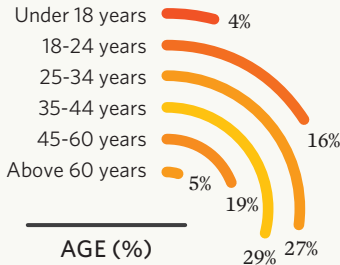


Rural

15%

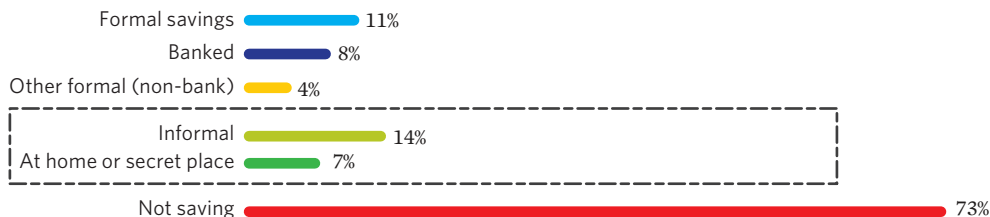


About 6% of Haitian adults are currently using Microfinance institutions.



AGE (%)

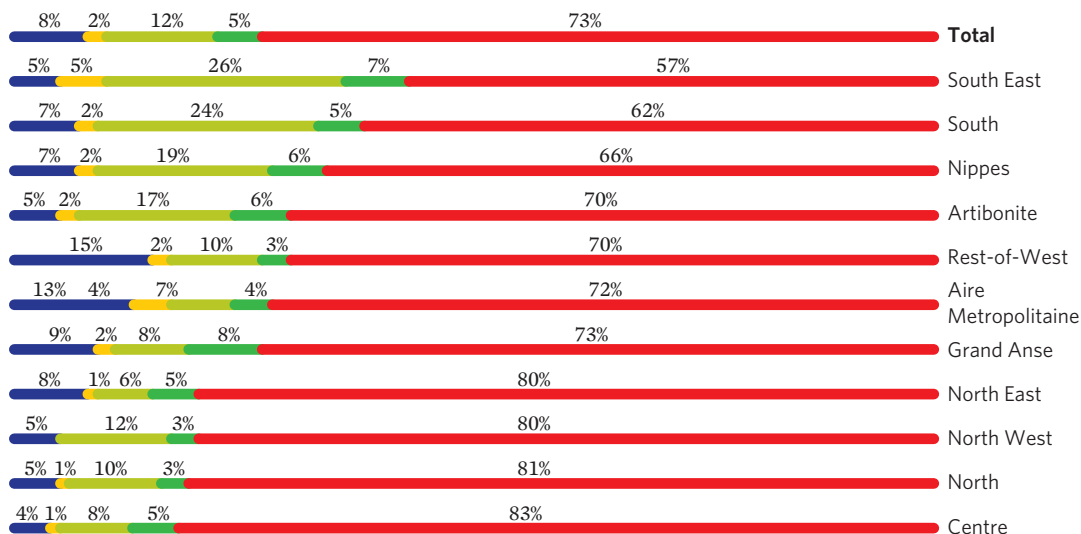
Overall



Savings and investments



Savings Strands by region



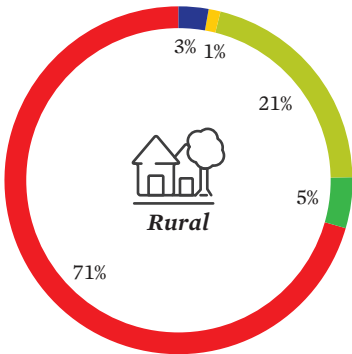
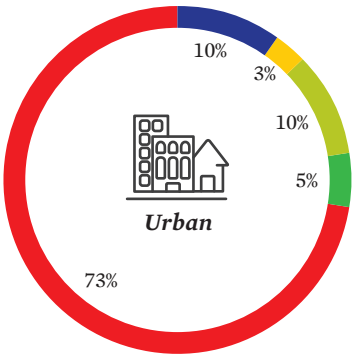
LANDSCAPE PRODUCTS

Savings and investments (%)

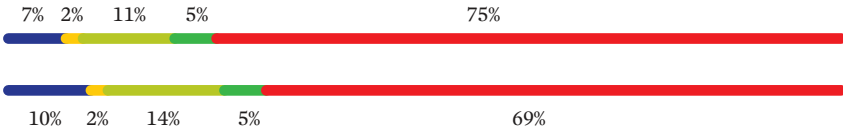
Inclusive of monetized saving and investment vehicles, does not include saving in kind



Savings Strands
by location,
gender and age



Female



Male



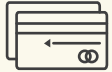
15 - 34 years



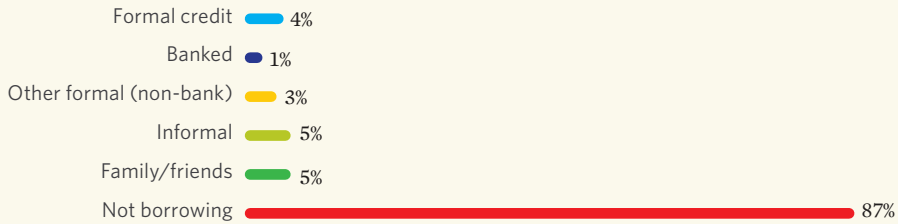
35 years and older



Borrowing
and credit



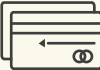
Overall



Credit Strand

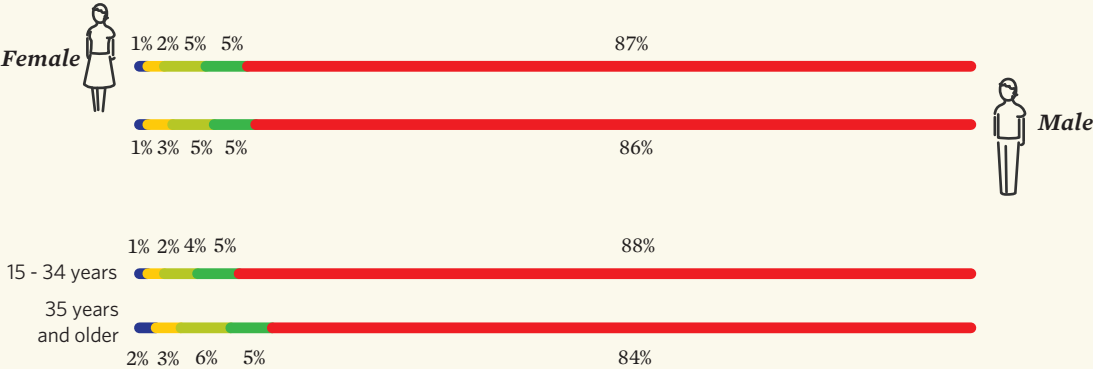
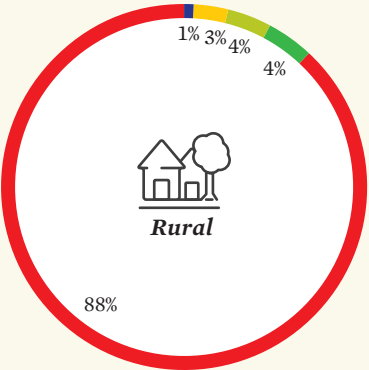
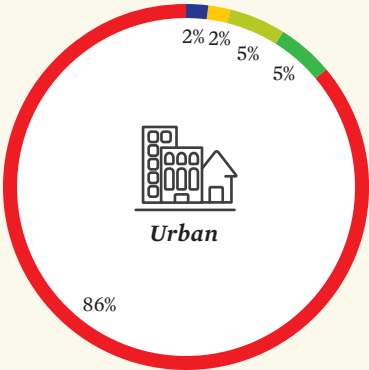


LANDSCAPE PRODUCTS



Borrowing and credit

Borrowing and credit by location, gender and age

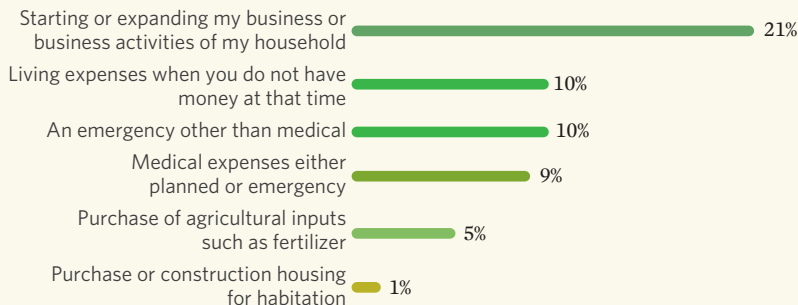


Borrowing and credit



Drivers and barriers to accessing credit

13% have borrowing/credit products



87% do not borrow



LANDSCAPE PRODUCTS

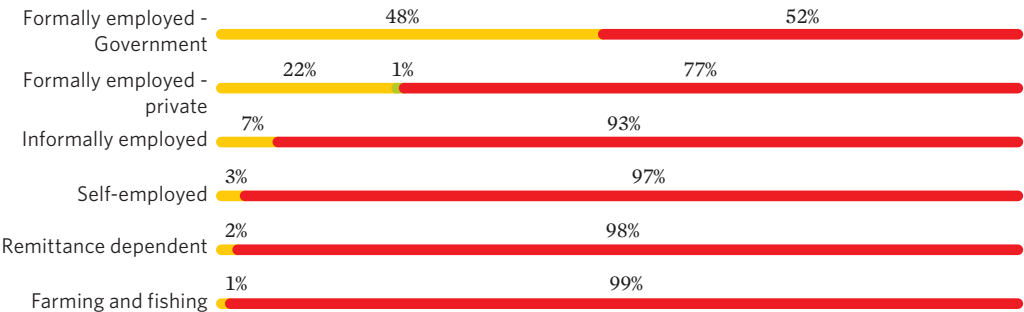


Insurance and risk management

Insurance overalls and overlaps



Insurance Strand



Drivers and barriers



**Insurance and
risk management**



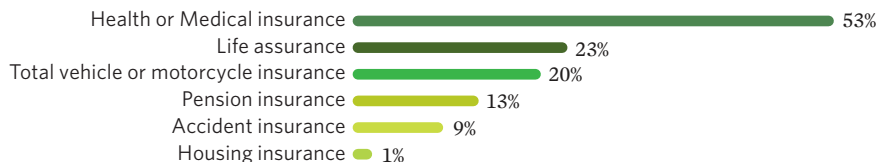
4%

of adults have
insurance

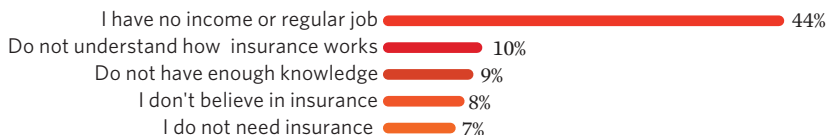
96%

of adults do not have any kind of
financial product covering risk

Of those insured uptake of insurance products is driven by:



Main barriers to the uptake of insurance:



Of those without insurance (96%):

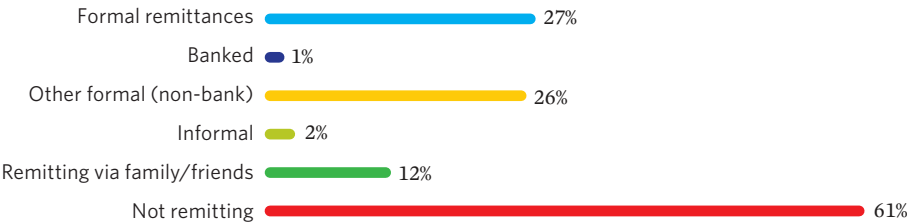


LANDSCAPE PRODUCTS



Remittances

Overview of those that claimed to remit in the past 12 months



Remittances Strand



LANDSCAPE PRODUCTS

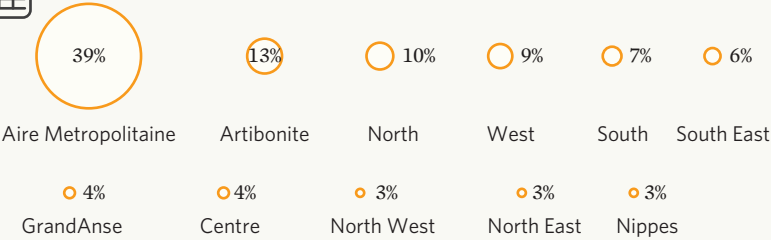
Remittances



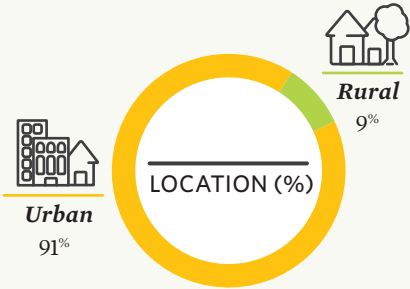
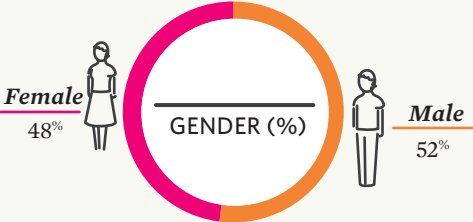
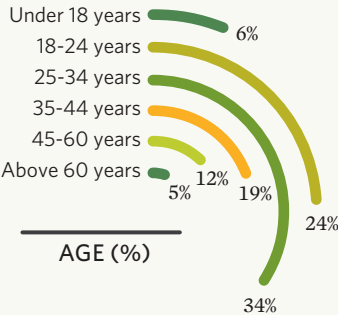
LANDSCAPE PRODUCTS



Mobile money



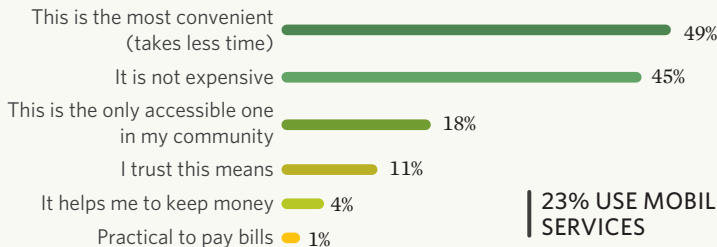
REGIONS (%)



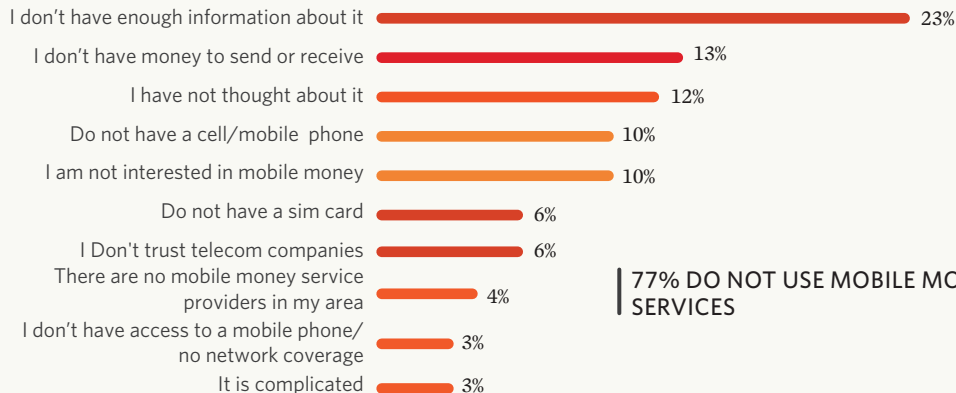
Around 23% of adults are registered mobile money users.

Drivers and barriers

Mobile money



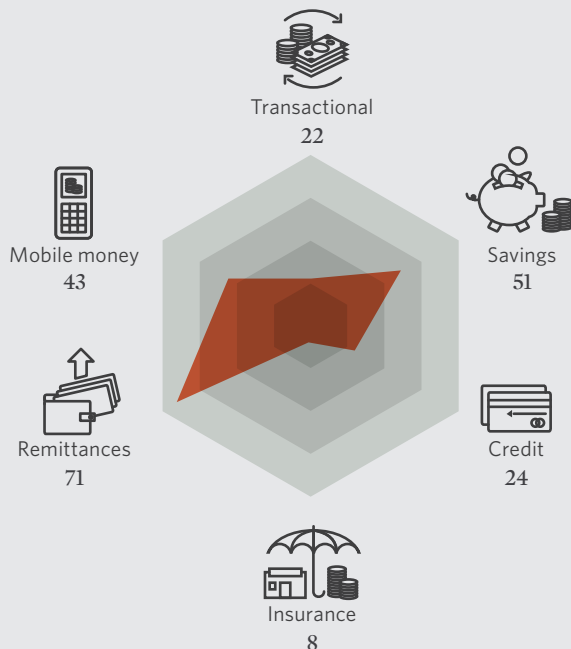
23% USE MOBILE MONEY SERVICES



77% DO NOT USE MOBILE MONEY SERVICES

FINANCIAL INCLUSION

Landscape of Access (of those with any financial product)



- The Landscape of Access is used to illustrate the extent to which financially included individuals have/use financial products/services (excluding those borrowing from family/friends and those who save at home/hiding in secret place).
- It also highlights the drivers of overall inclusion – in Haiti's case – its savings and remittances.

KEY FINDINGS

The study FinScope Haiti 2018, revealed how the Haitians 15 years and older manage their finances and elements that influence their access to financial services. The study also identified the role of formal and informal financial sectors in the financial environment of Haiti. From this study, the following conclusions are drawn:

Linking this with the National FI Strategy Pillar on facilitating access to financial products and services, results below refers:

1. Almost 54% of the population 15 years and over have access to financial services. However there are disparities and levers that should act to enable a broader inclusion of the population. It therefore appears that:

- 44% of 15 years and over are served formally including banks and other non-bank formal products and services;
- 11% of 15 years and over are served by banks;
- 42% of 15 years and over use other non-bank formal products and services;
- 19% of 15 years and older use of non-formal only mechanisms to manage their finances; and
- 46% of 15 years and over are financially excluded.

2. Formal credit (4%) is not used so widely in Haiti, but seems to be a slight preference for informal

credit (5%). Furthermore, about 5% are accessing credit from their family and friends.

Linking this with the National FI Strategy Pillar on Credit for economic growth, it can be observed that:

- Business owners show pockets of utilising credit to grow or expand their businesses as only 21% of credit is used to start, or grow business – a positive step;
 - Business owners still have a preference for informal credit (6%).
3. The consumer education and financial literacy are real issues in Haiti - mainly in the area of insurance, where most adults are not financially knowledgeable. In addition,
- About 53% of adults indicated a need for financial education, mainly seeking information on how to save and advantages of financial investments vehicles;
 - An additional 45% of adults do not seek financial advice anywhere and are trapped by lack of financial information.

Linking this with the National FI Strategy Pillar on consumer education, the results support a concerted effort to drive financial literacy, especially amongst the youth and informally employed

RECOMMENDATIONS

1. Implement a FinScope Small Business Survey

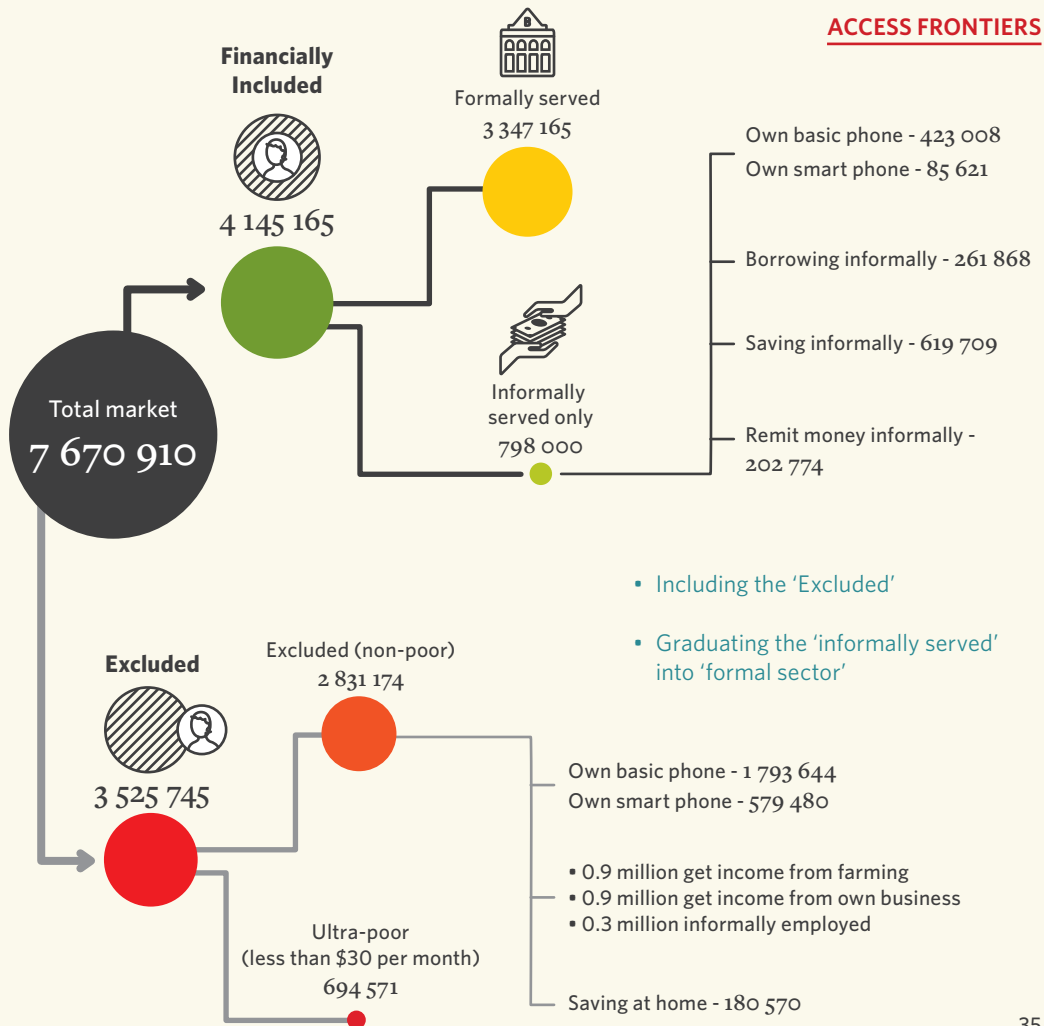
- Significant amount of adults are self-employed and majority excluded, addressing how business owners can utilise access to financial services to grow and expand their businesses will have a higher impact and prospects for economic growth in Haiti. This survey aids in better understanding the business value chain and business owners financial needs to better serve them.
- See here for more details:

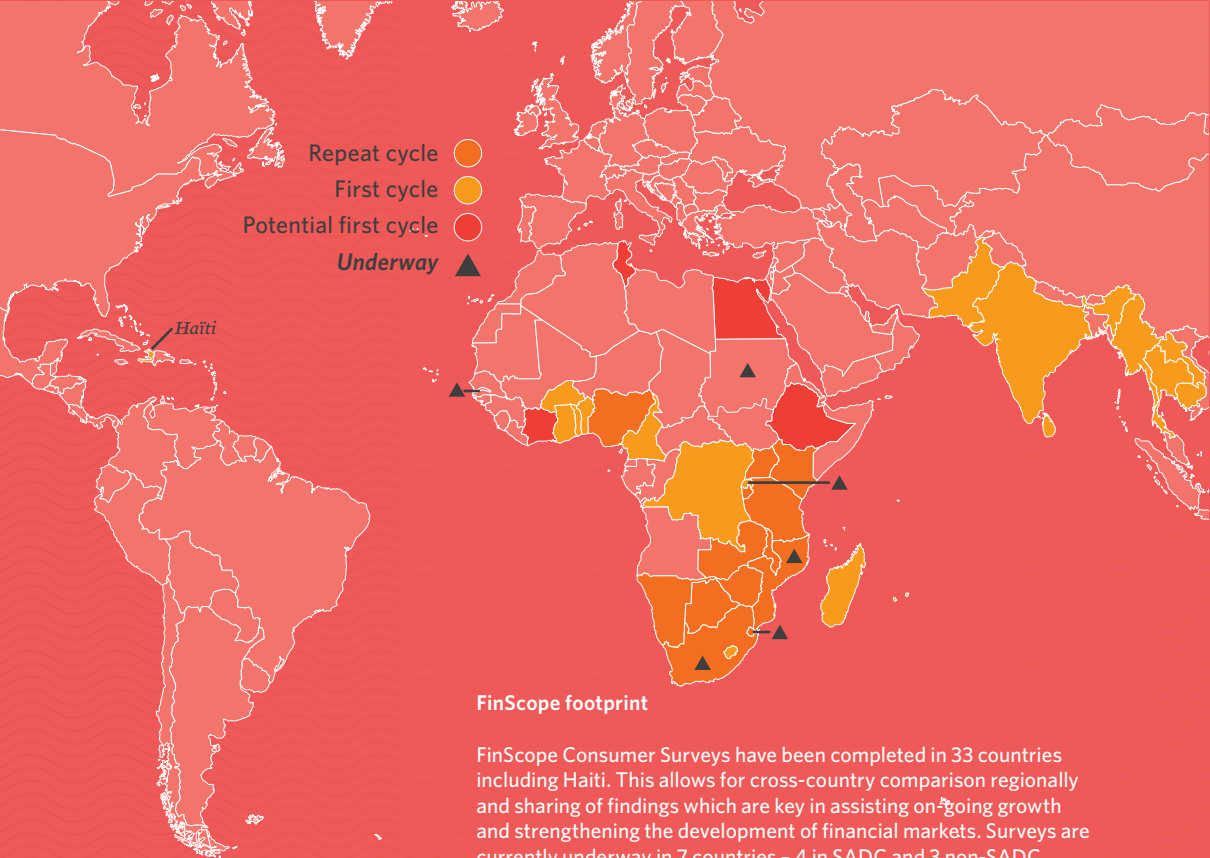
https://finmark.org.za/_programme/data-for-financial-markets/finscope/finscope-msme/

2. Consumer education /literacy programmes

- In order to create a better value proposition for financial inclusion, Haitian adults need to understand the benefits of using appropriate financial services.
- The results show the barriers to financial inclusion mostly relate to lack of financial awareness.
- Visit:

<https://www.i2ifacility.org/data-portal/HTI>





FinScope footprint

FinScope Consumer Surveys have been completed in 33 countries including Haiti. This allows for cross-country comparison regionally and sharing of findings which are key in assisting on-going growth and strengthening the development of financial markets. Surveys are currently underway in 7 countries – 4 in SADC and 3 non-SADC.

FinScope Haiti 2018 contains a wealth of data based on a nationally representative sample of the adult population of Haiti.

For further information
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