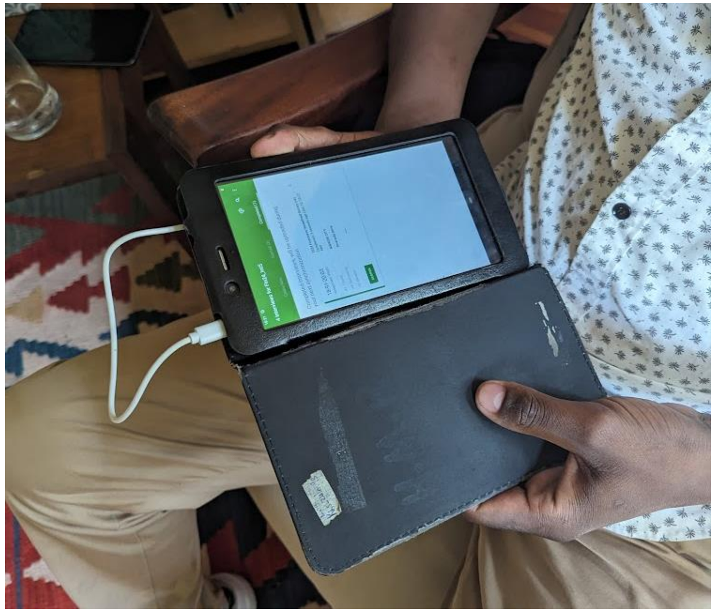
FinAccess 2024:
What could change?

2024 FinAccess household survey report launch

3rd December 2024, Safari Park Hotel

Preparing the FinAccess survey & team





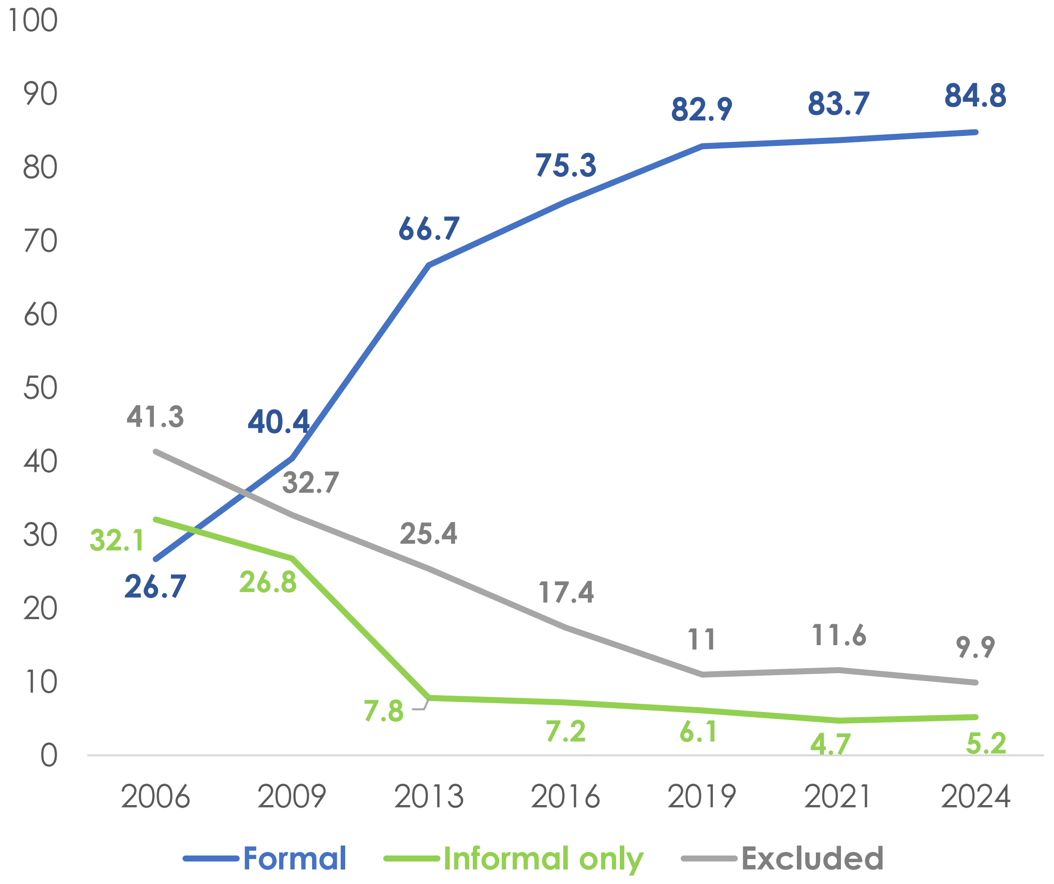


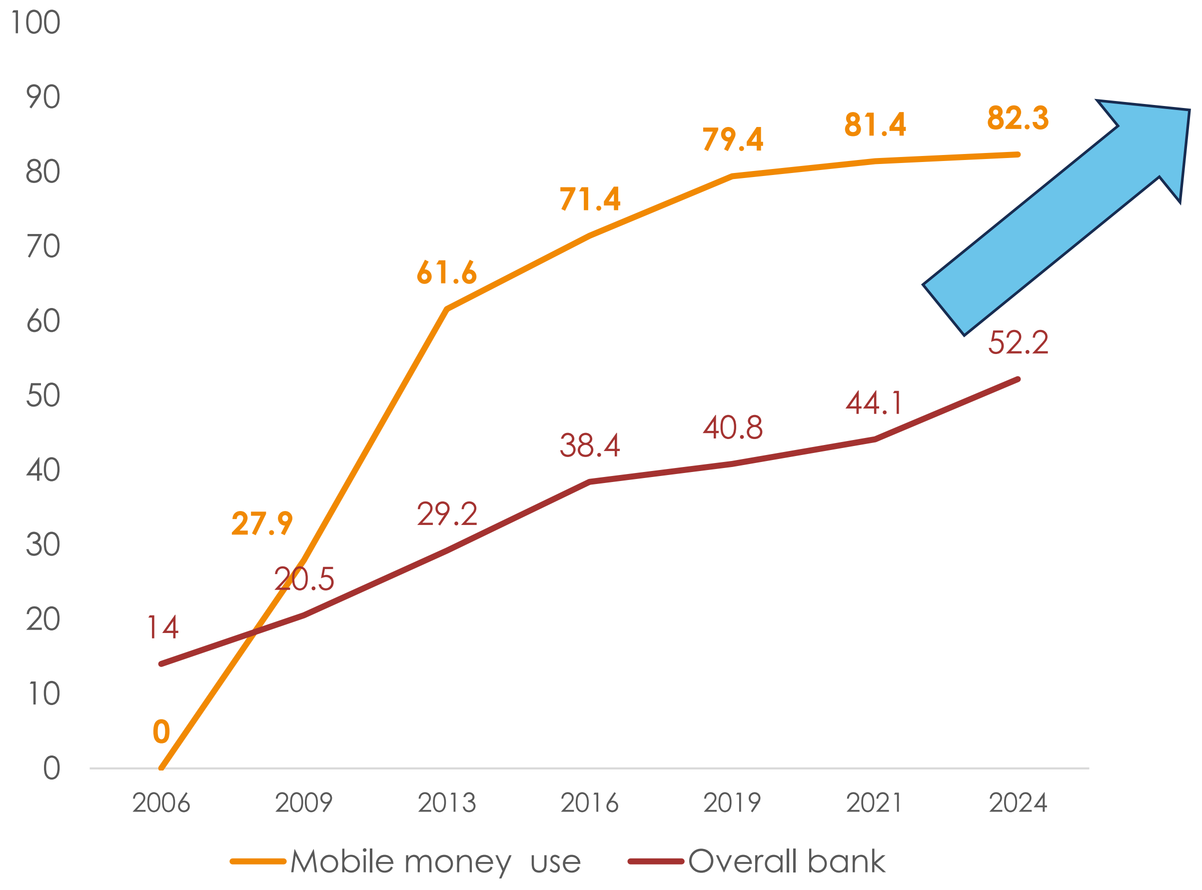
FinAccess in the field





Formal access plateauing but other services up: What could change?





Base: Total adult population in 2024 = 28,142,069

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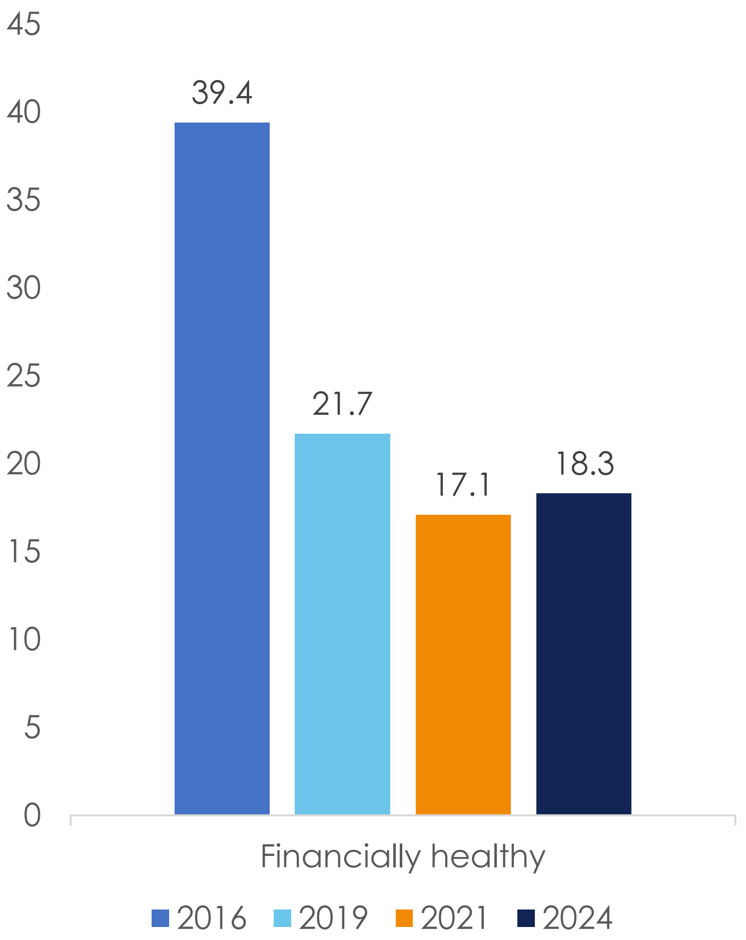
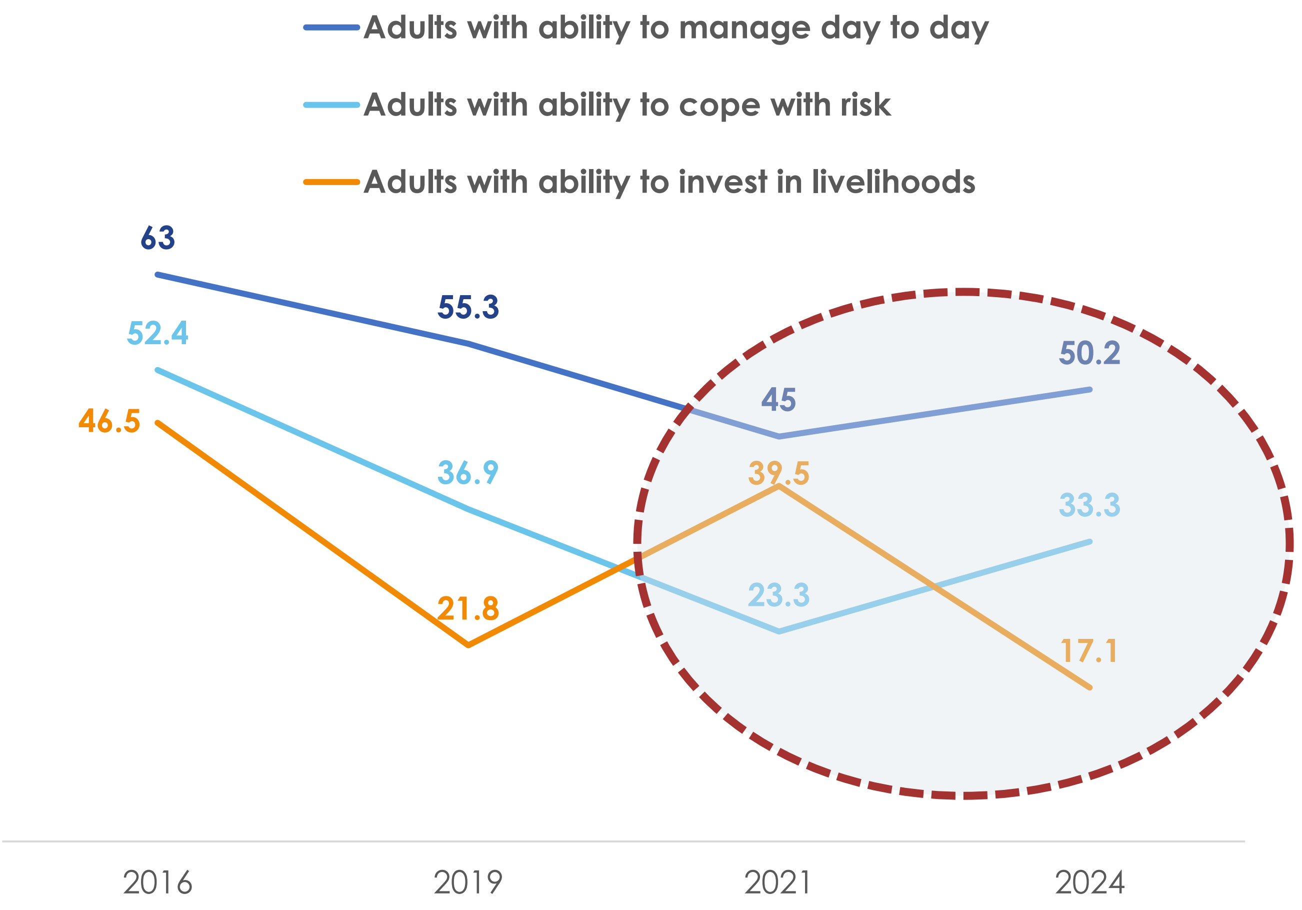
Financial health has remained low:
What could change?





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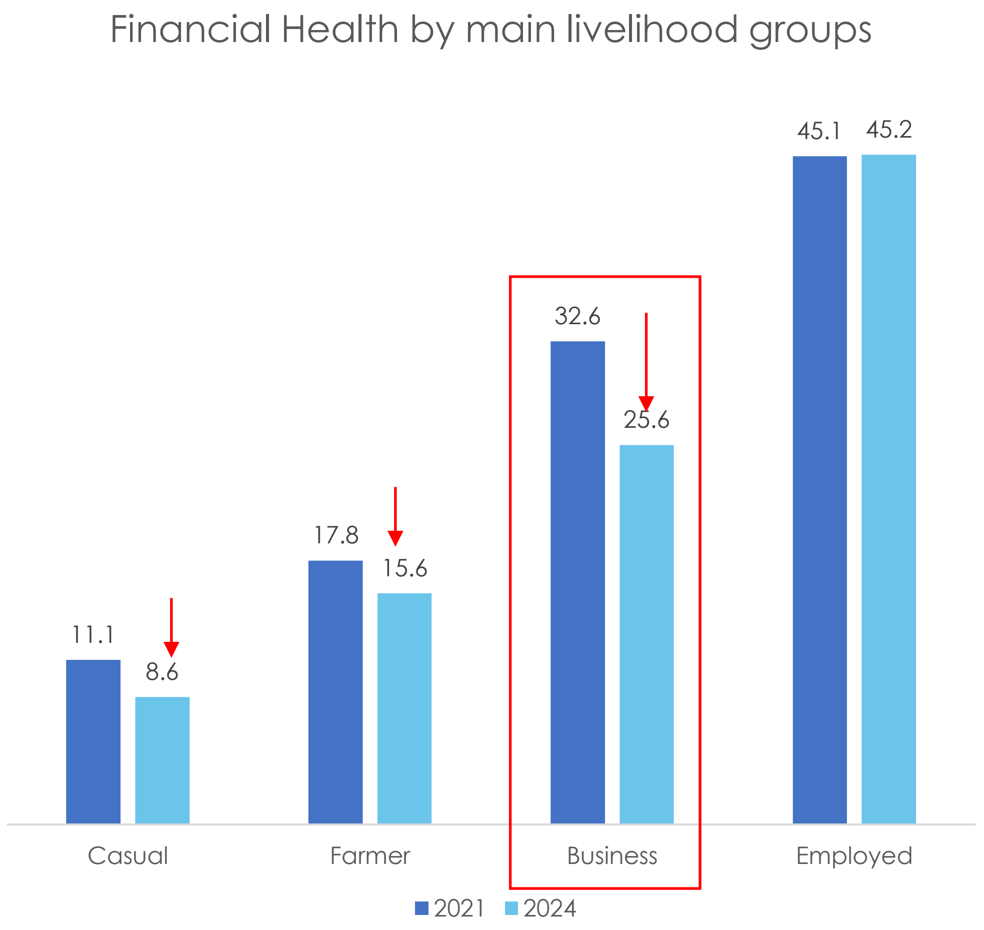
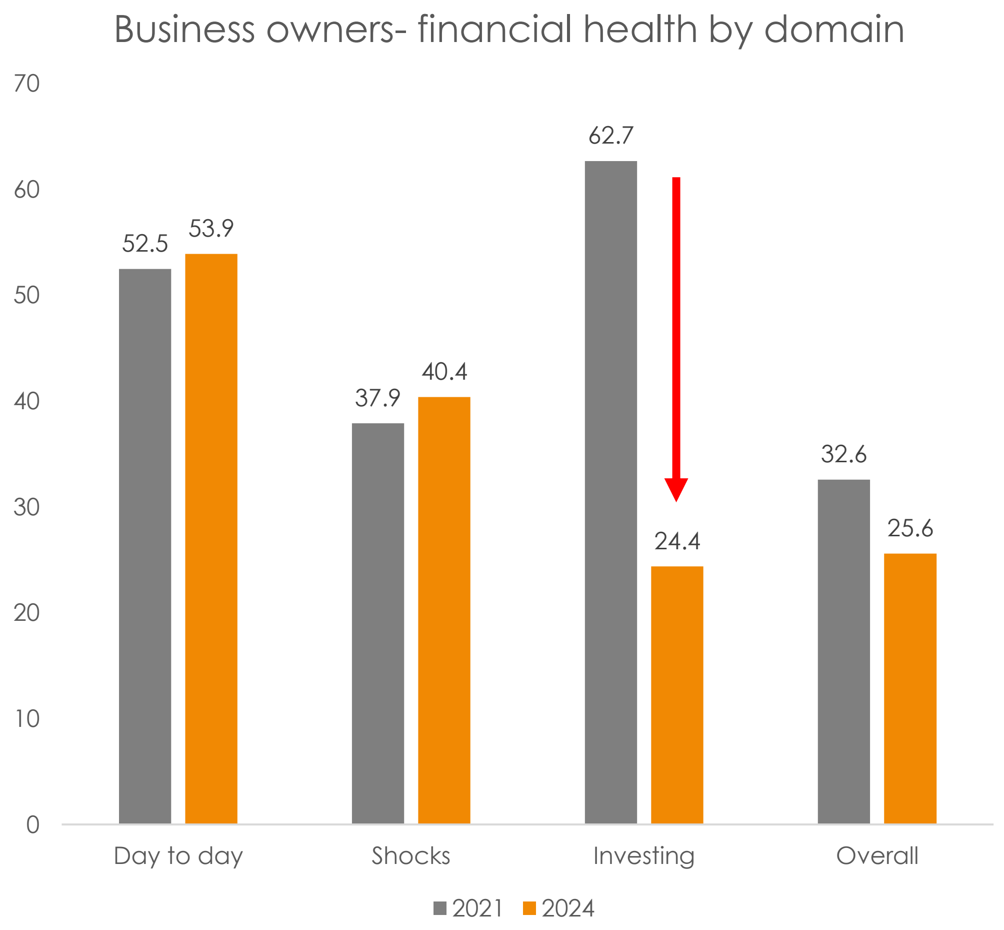
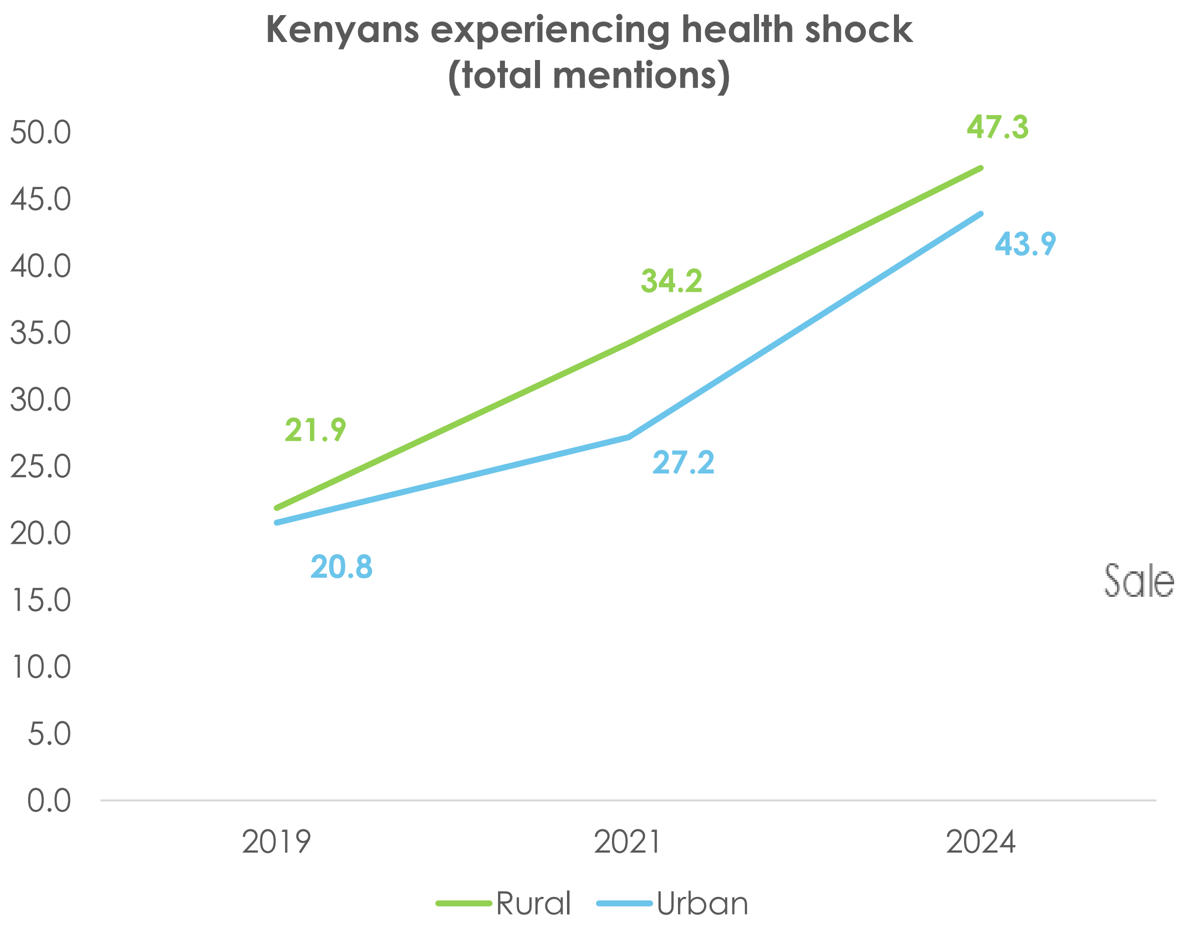
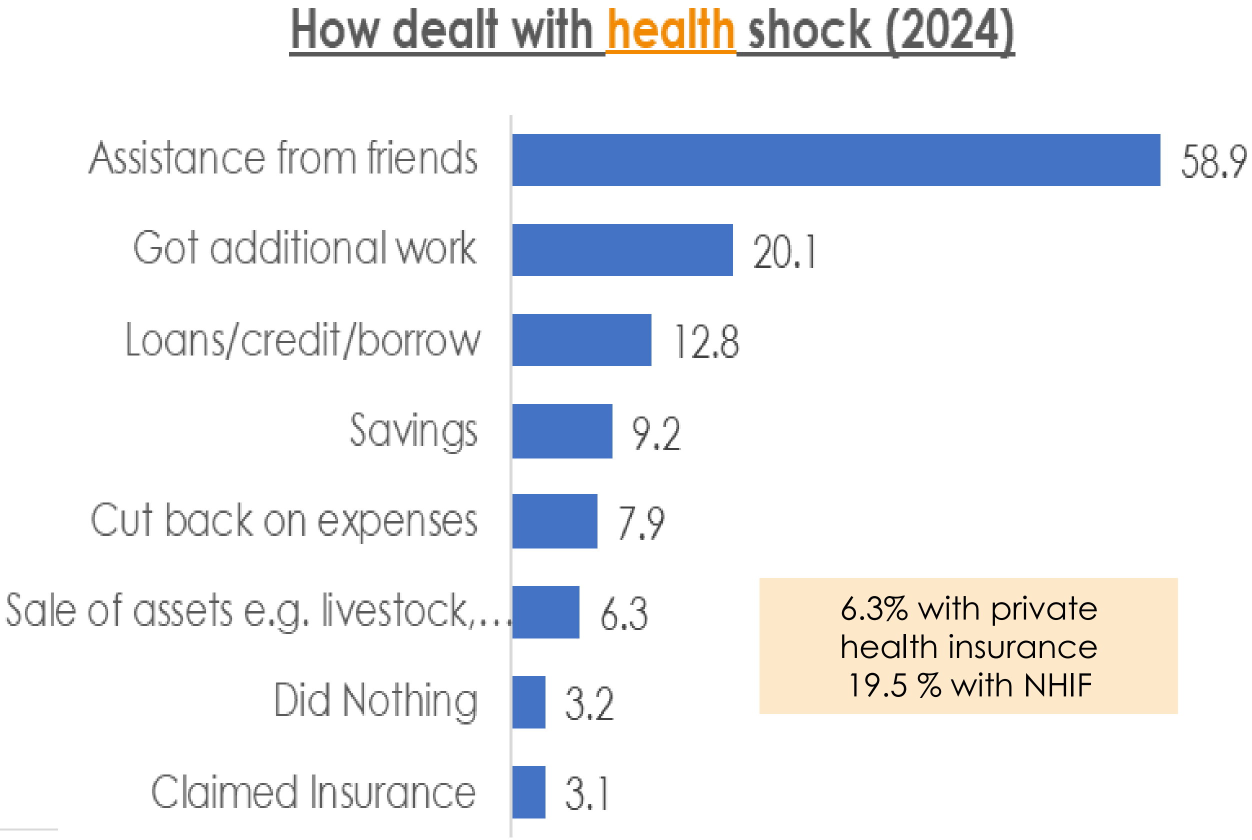
MSEs: reduced ability to invest in growth…
What could change?





Increasing health shocks & limited insurance: What could change?

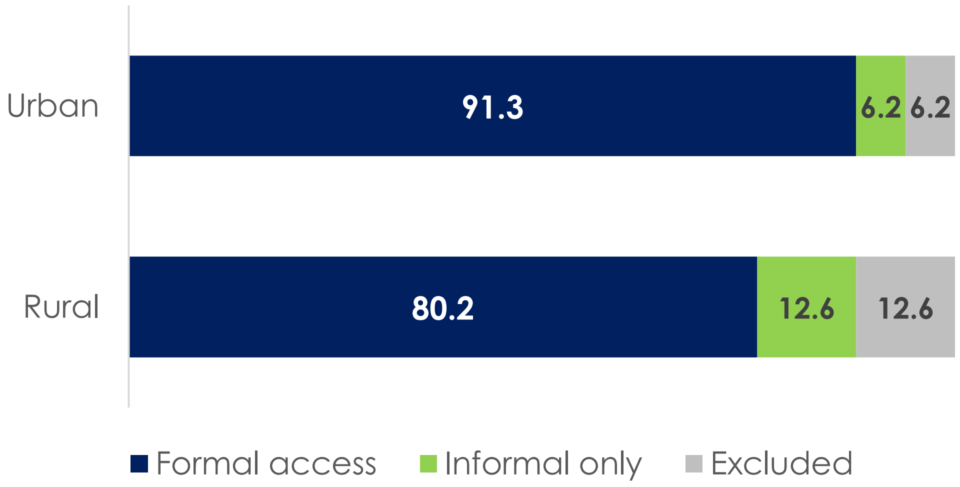


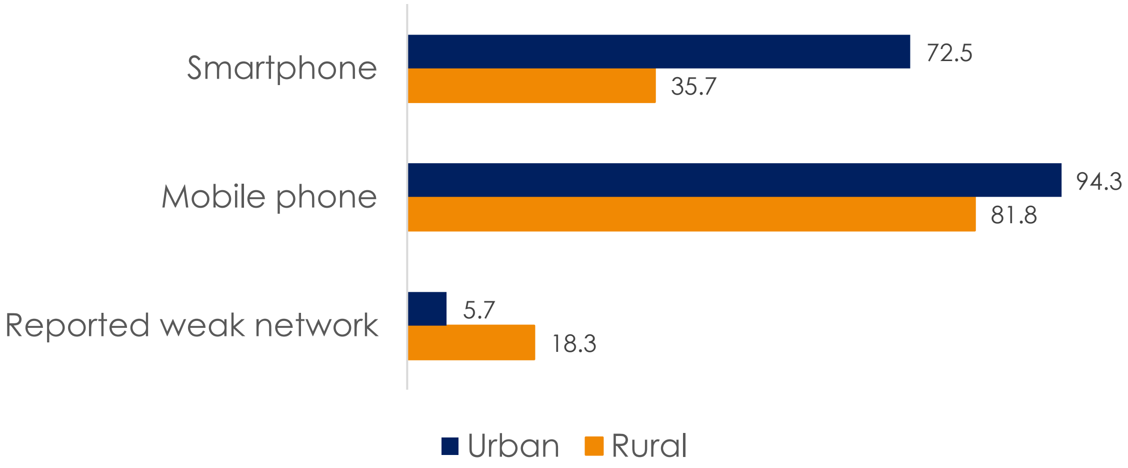


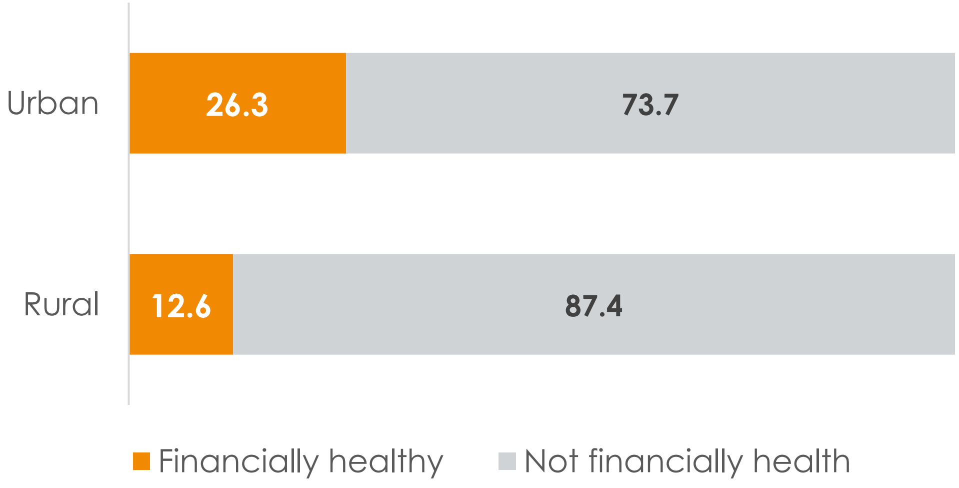
6.3% with private health insurance
19.5 % with NHIF

	Population number (2024)
Adults mentioning health as one of the shocks experienced	5,688,390
Adults mentioning health shock as their main shock	4,163,381

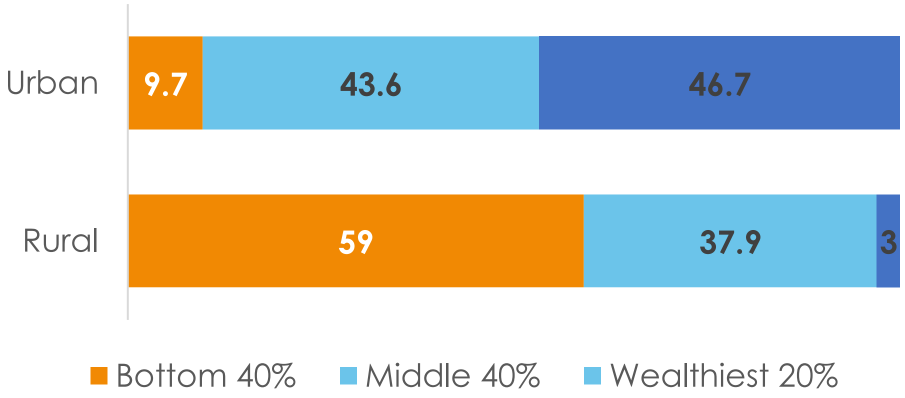
Rural/urban divide in Access & financial health
What could change?



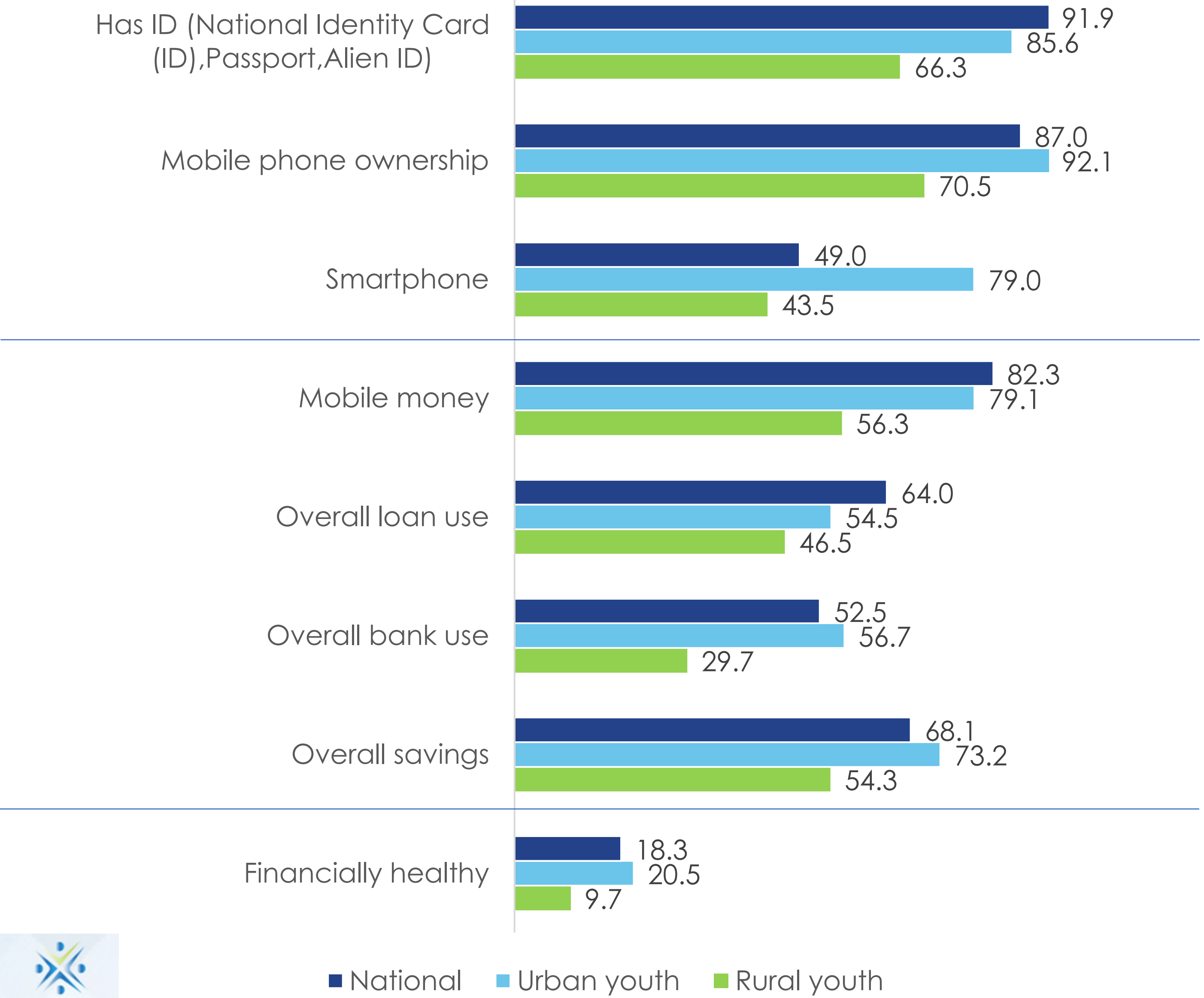




Wealth levels: Urban/Rural



Rural youth are left behind; urban youth digitised: What could change?



Exclusion by age and residence (all who are excluded = 2,796,370)		
Age group	Rural	Urban
18-25	45.55	19.59
26-35	6.98	1.9
36-45	5.51	2.15
46-55	3.55	0.84
Above 55	12.43	1.49

Base: Total adult population in 2024 = 28,142,069
18 -25 years = 7,869,765 , 26-35 years =, 8,007,561
36-45 years = 5,235,668 , 46-55 years = 3,012,526
Above 55 years =4,016,548

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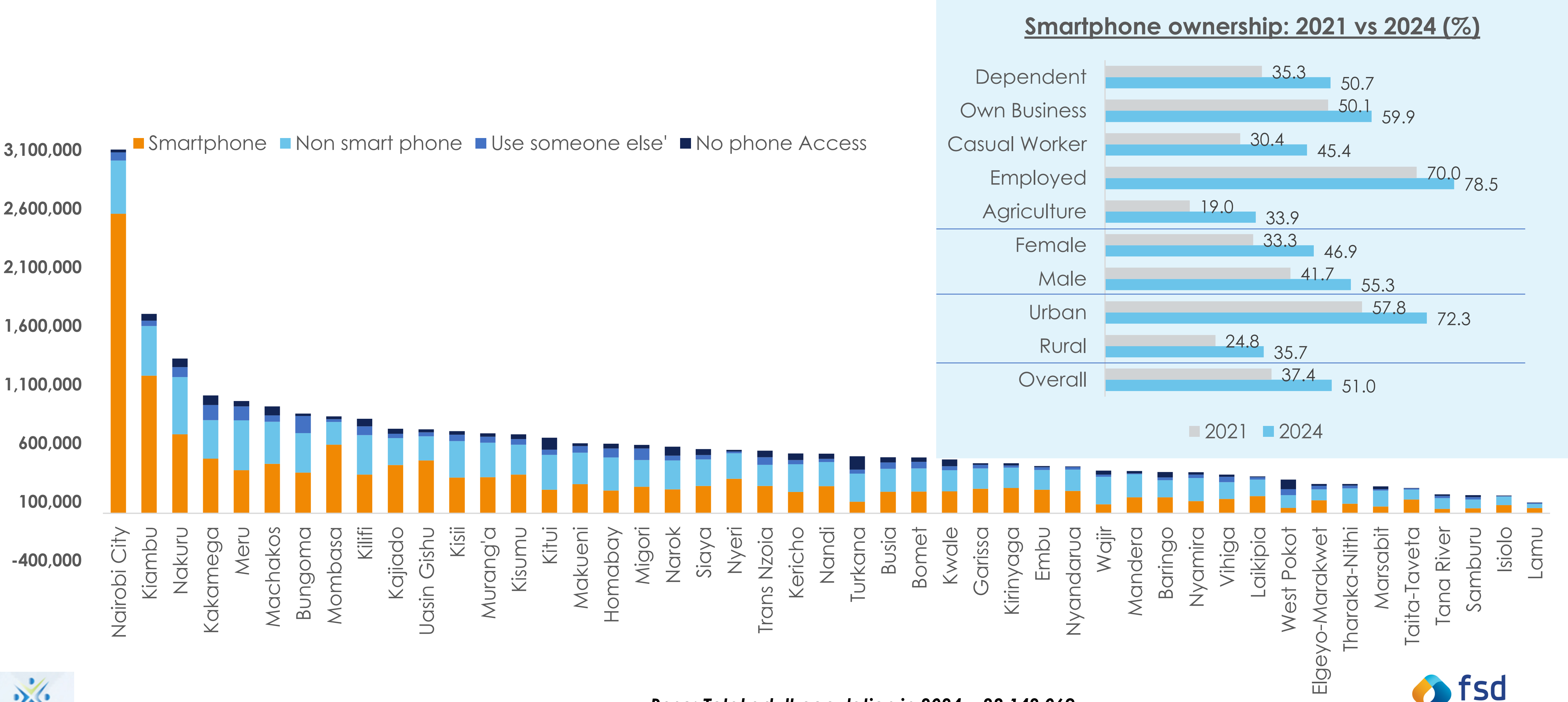
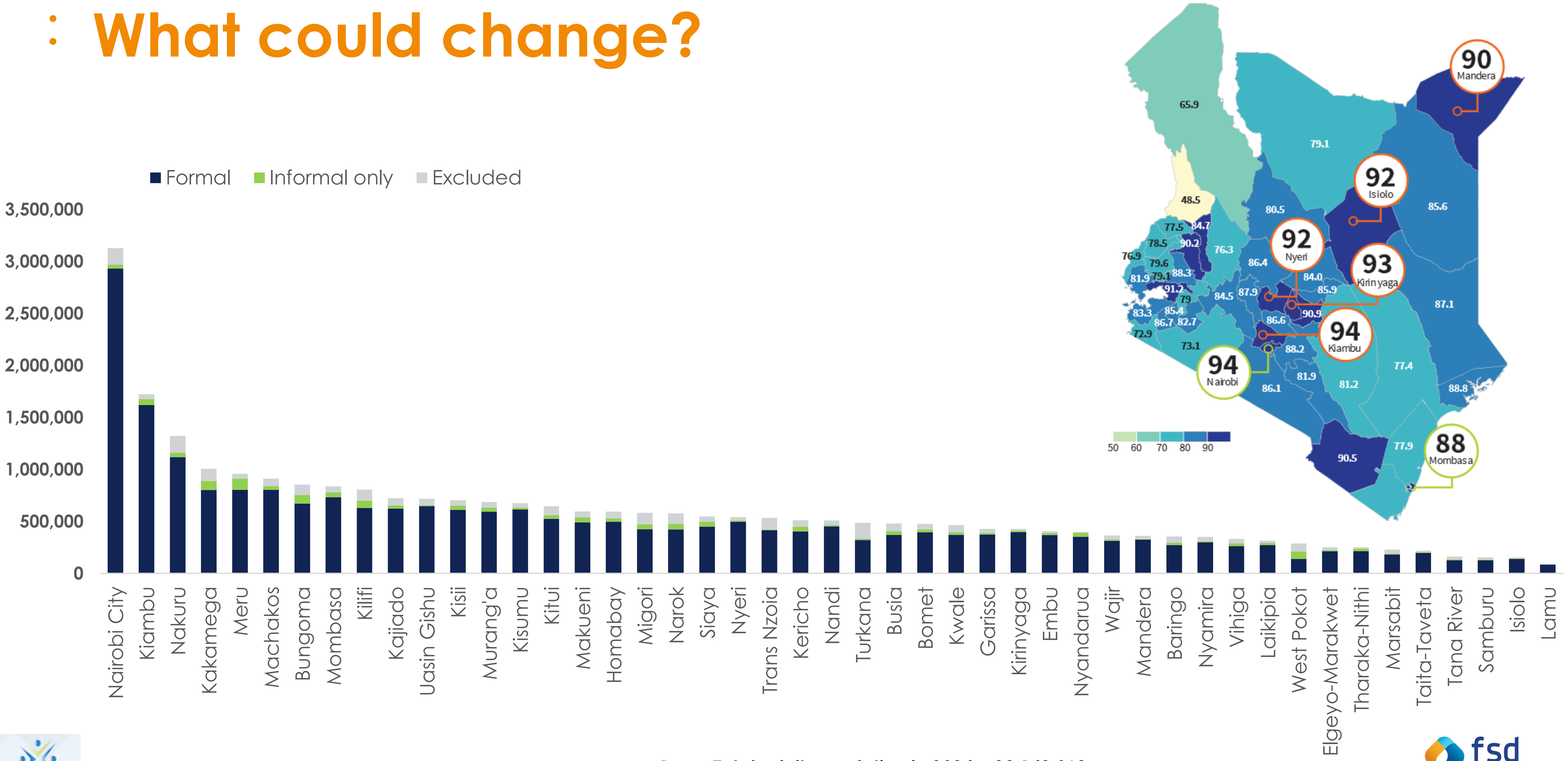
Growth in smartphones, but disparities remain: What could change?



Base: Total adult population in 2024 = 28,142,069

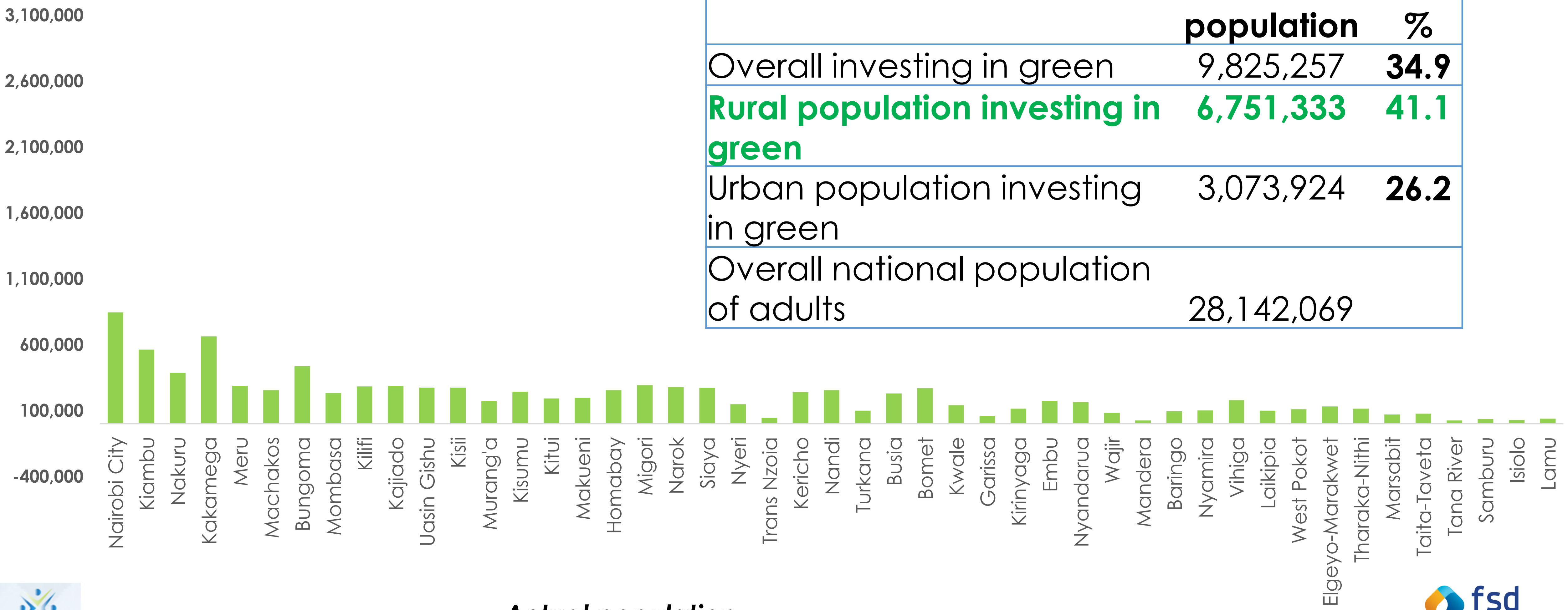
Formal access varies widely by County:
What could change?



Base: Total adult population in 2024 = 28,142,069

Rural population more invested in green
What could change?

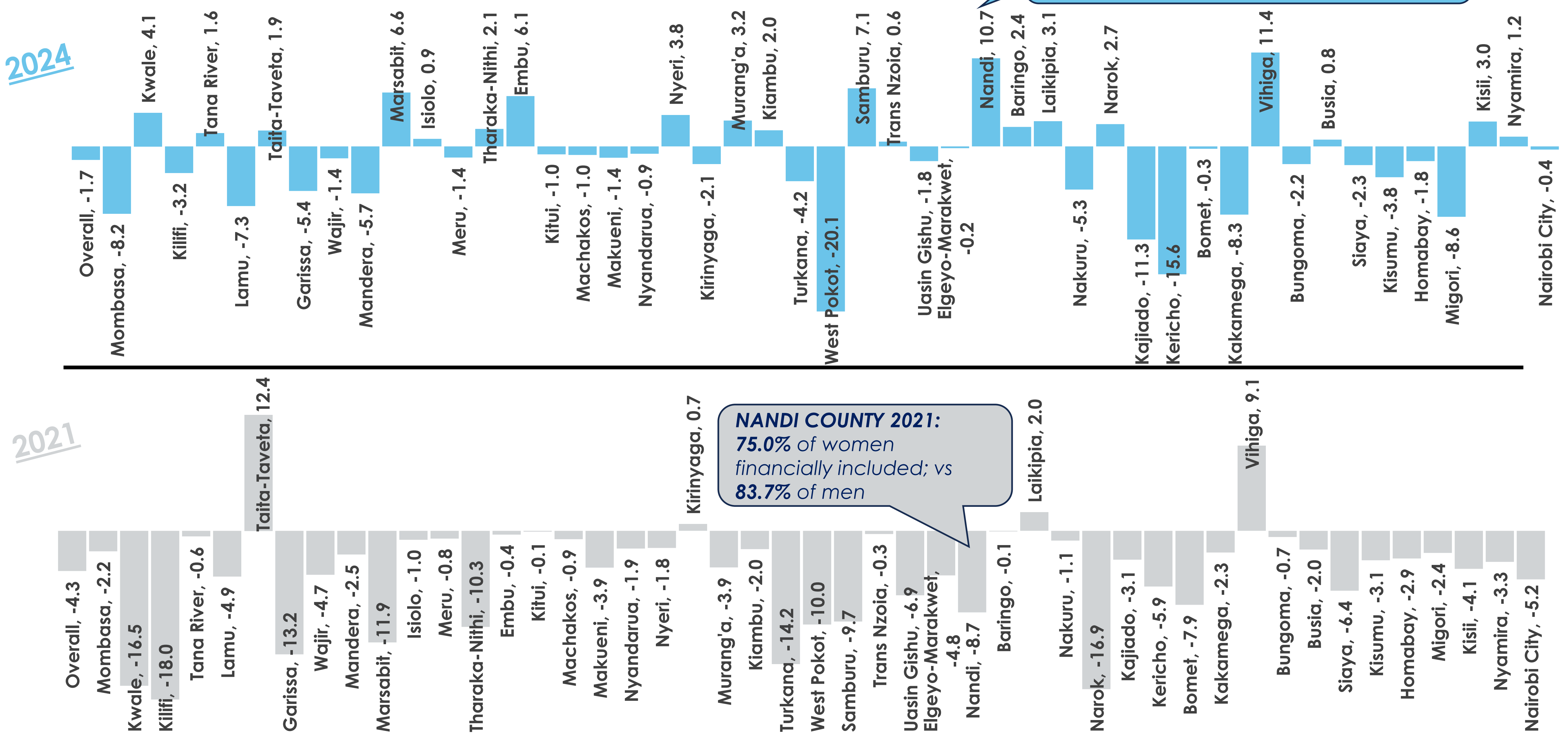
	Actual population	%
Overall investing in green	9,825,257	**34.9**
Rural population investing in green	**6,751,333**	**41.1**
Urban population investing in green	3,073,924	**26.2**
Overall national population of adults	28,142,069	



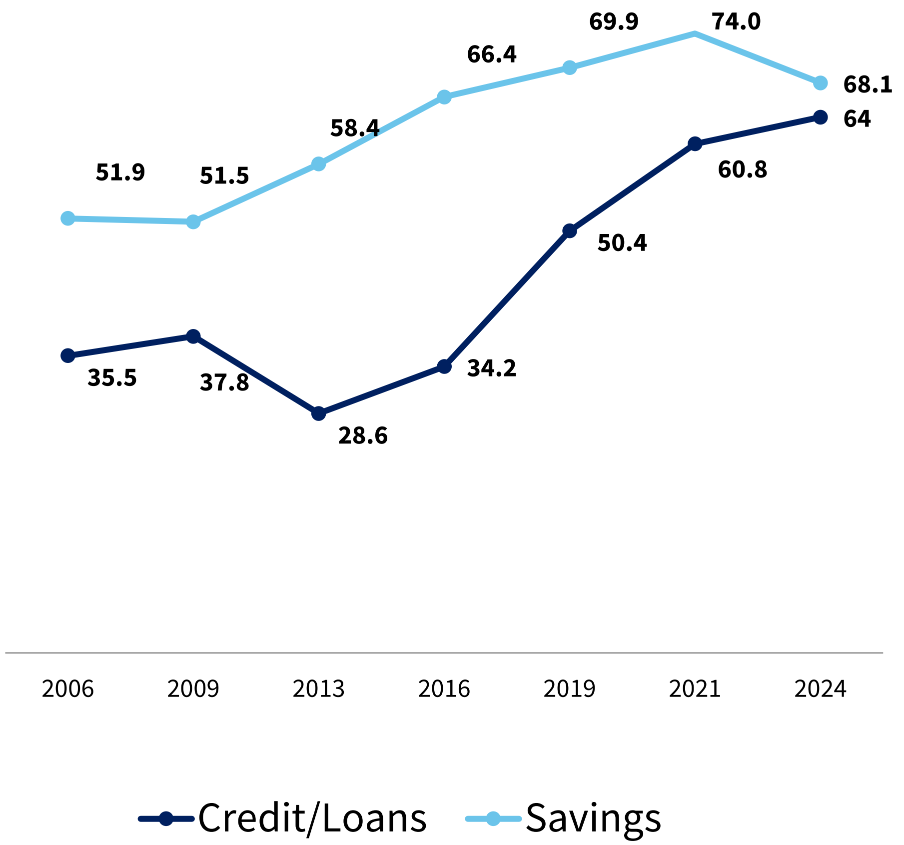
Actual population

County gender gap in formal inclusion: 2021 vs 2024

What has changed?

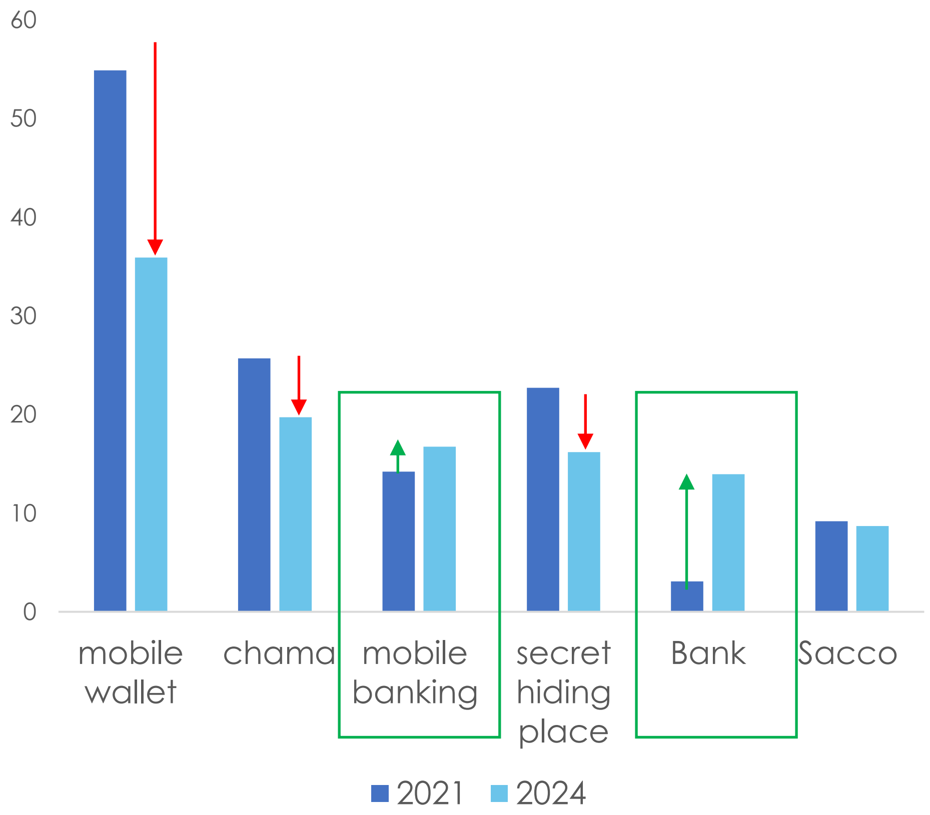


Reduced savings BUT uptick in bank savings
What could change?

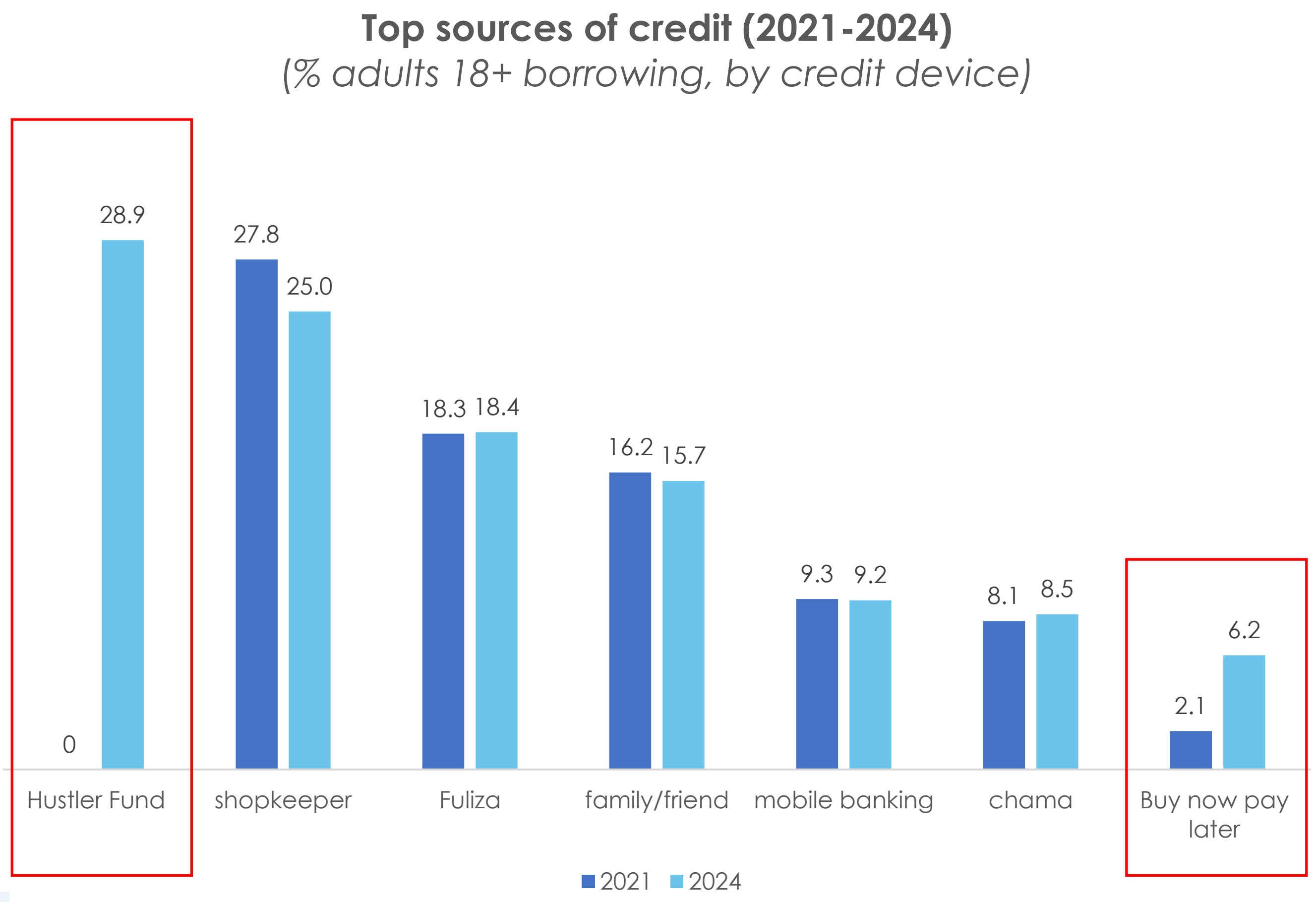


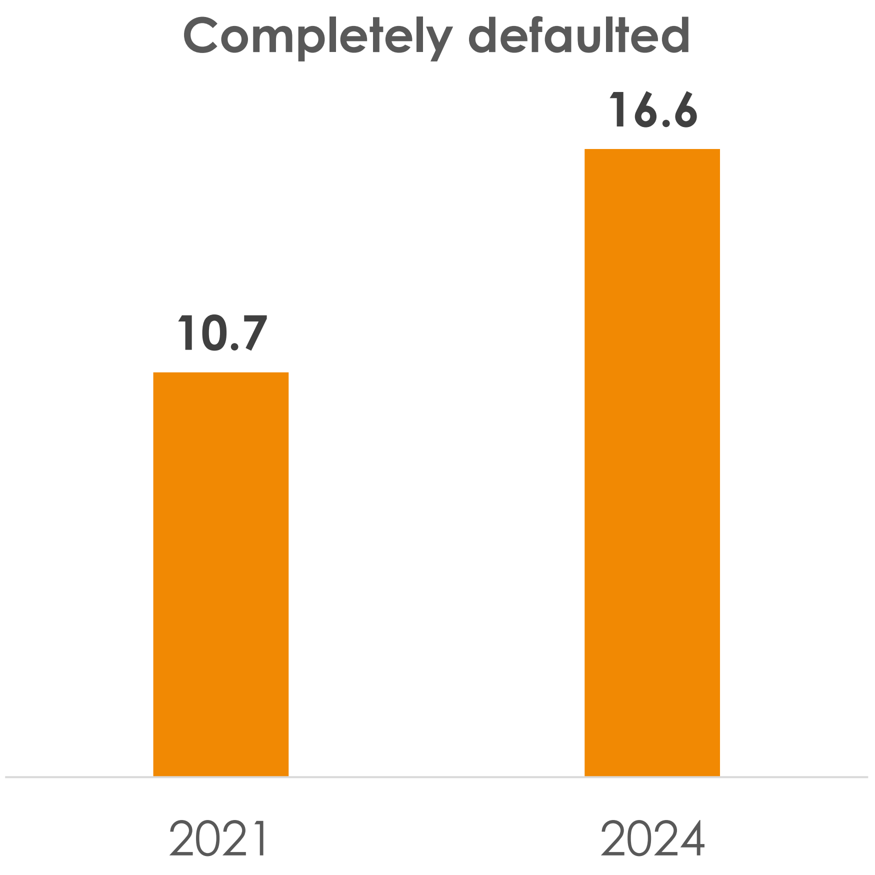
Top sources of savings (2021-2024)

% adults 18+ saving, by device

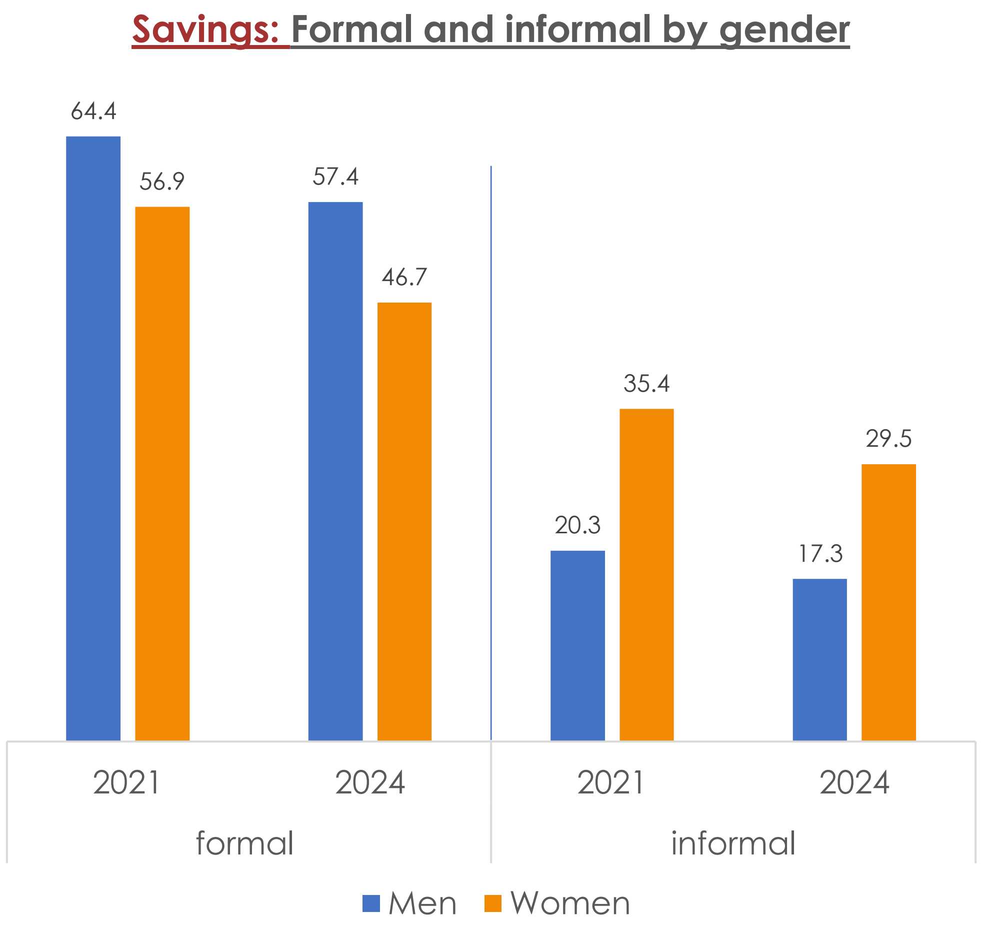


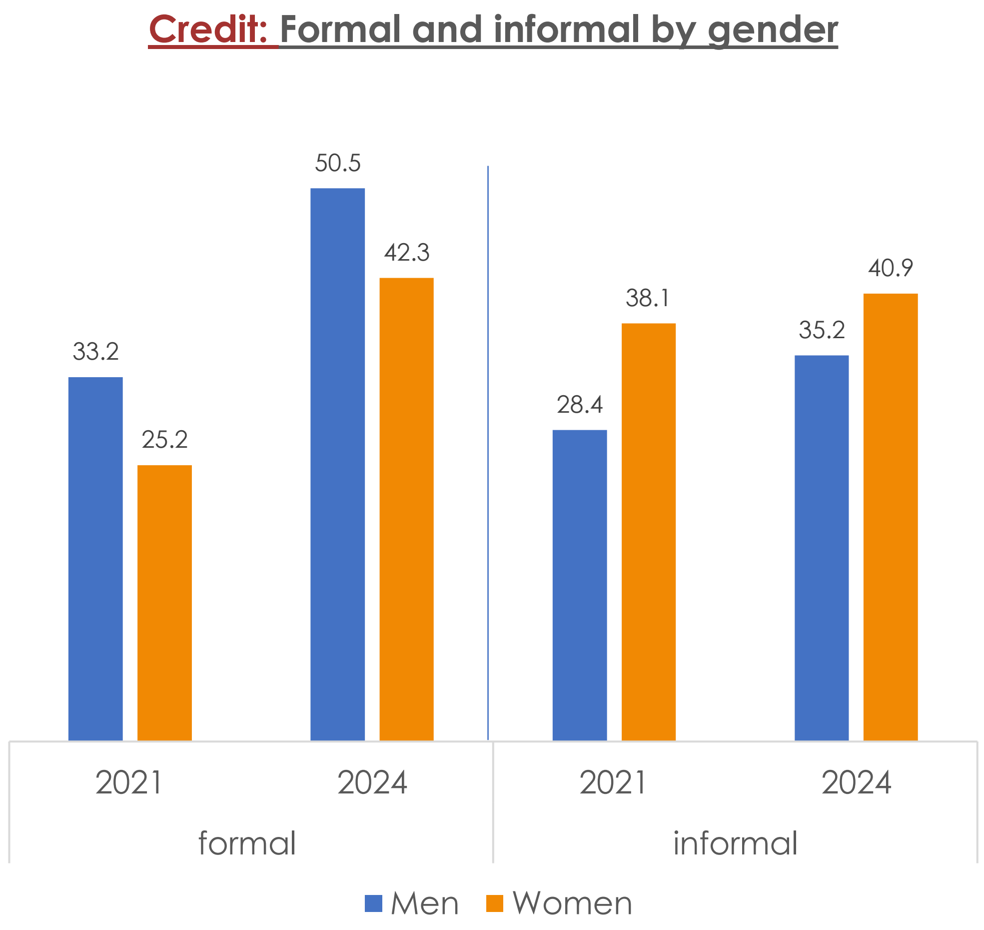
Credit uptake remains strong but debt stress up: What could change?





Women rely on informal; men prefer formal: What could change?





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How do we find our way from here?

FinAccess 2024 launch

@tamarabcook @FSDKe

Government of Kenya

BILL & MELINDA GATES foundation

UK International Development
Partnership | Progress | Prosperity

fsd network

Sweden Sverige