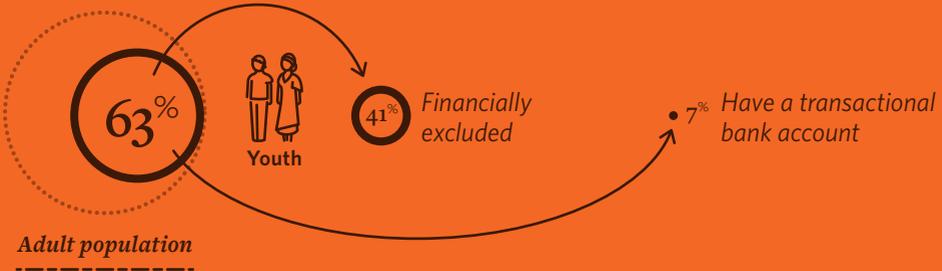


Cameroonian youth (15 - 35 years) constitute 63% of the adult population yet only 7% of them have a transactional bank account and 41% are deemed financially excluded.



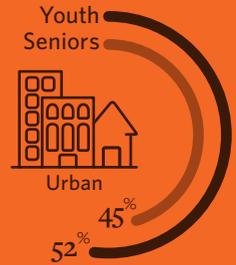
To understand the limitations and opportunities, this dashboard unpacks contextual information regarding the youth in contrast to seniors.

Characteristics of the youth

According to the National Youth Act, youth are defined as Cameroonians between the age of 15 and 35 years. Therefore the results in this dashboard are reflective of this segment and also in comparison with the seniors (those aged 36 years and older).

In Cameroon, the youth tend to be in urbanised areas (52%) compared to the seniors (45%). This aspect has huge implications as they are nearer developed infrastructure that supports the access and availability of financial services. Further, distance and proximity to financial services is better compared to remote rural areas.

On marital status and as expected, the majority of the youth are single, unmarried individuals (66%). On financial decision making,

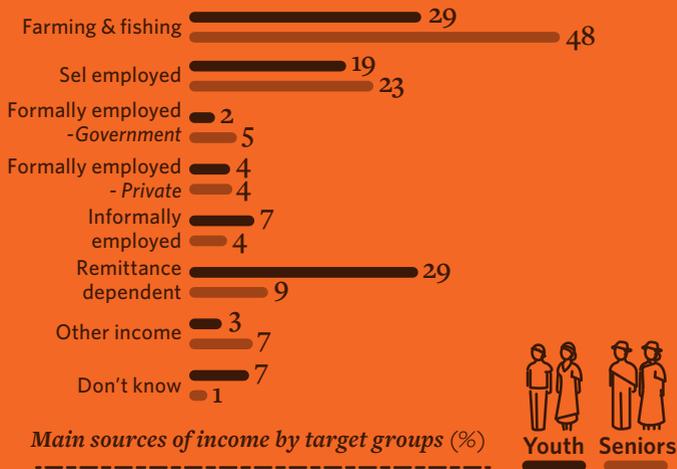


Proportion of youth vs. seniors living in Urban areas

they make decisions on their own and may not necessarily be economically settled - that is, not financially mature with stable jobs or source of income and focused on asset accumulation for example.



Marital status (%)



The youth tend to be reliant on remittances from others for money (29%) and from agriculture related activities (29%). The picture painted on source of income shows that the youth have an irregular and seasonal income. This important consideration is very crucial in designing financial products, especially

those that may require monthly and constant income.

The income brackets indicate that 66% of the youth are earning below 50 000 CFA francs per month, hallmarked by 47% of them earning below the SMIG (Minimum Guaranteed Inter-professional Salary).

Cameroon YOUTH



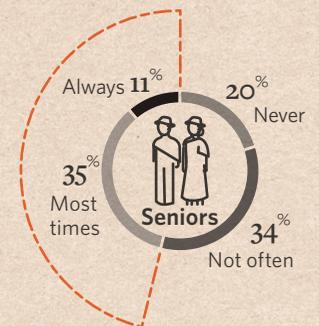
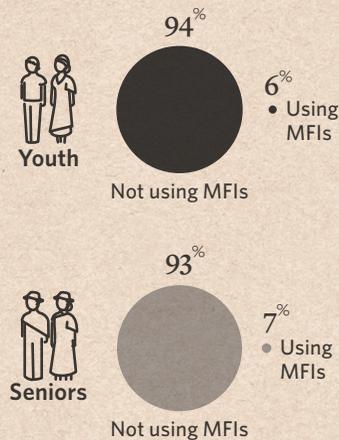
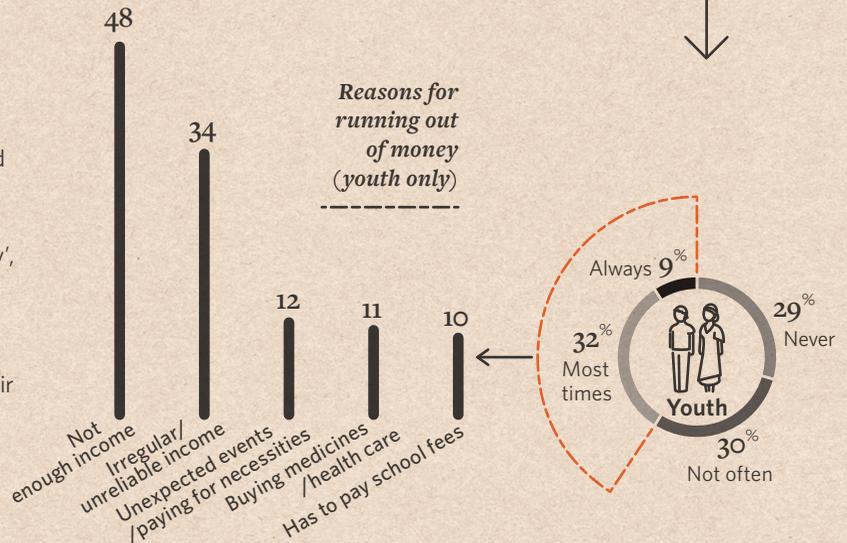
About 41% of the youth run out of money for food before the end of the month which is better than the seniors (45%). One possible explanation is that they are mostly likely not to be responsible for consumption as they are remittance dependents and dependents in the household context.

Filtering further on the youth that 'run out of money', the driver has been the insufficient (48%) and the regularity of income (34%).

On the institutional view from which youth source their financial products, only 6% of the youth utilise the microfinance institutions compared to 7% of seniors.

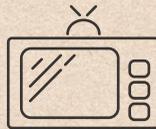
The narrative gets better unpacking the other financial institutions that the youth use broadly.

About 52% of the youth (compared to 49% of seniors) have stated the need for more and better information about money management.



Frequency of running out of money for food

TELEVISION IS THE MOST WIDELY ACCESSED MEDIA AND COMMUNICATION PLATFORM

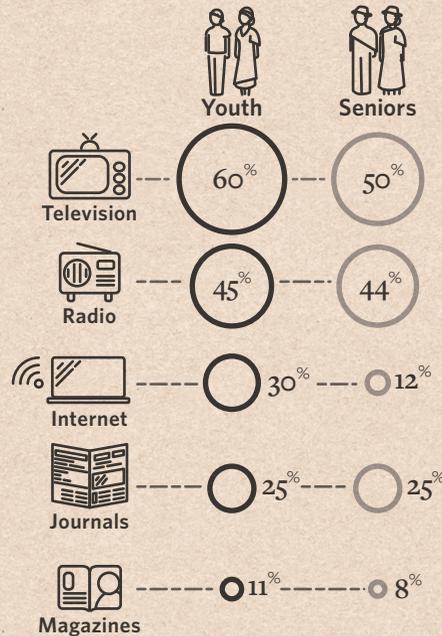


Youth Access to Infrastructure

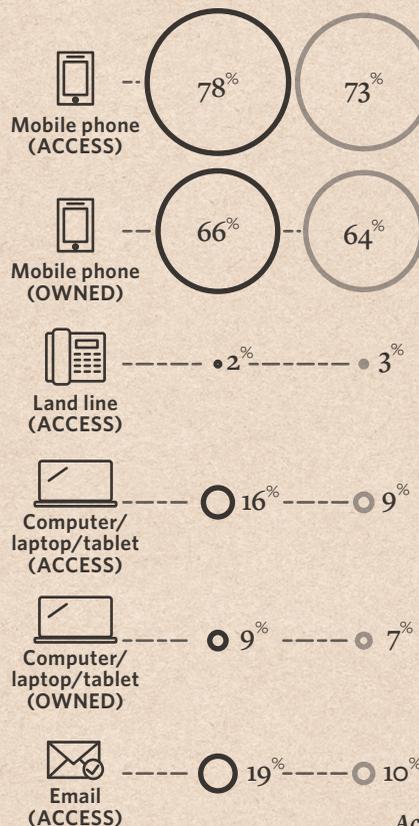
To further improve financial education, access to various forms of media is illustrated below.

The television is the most used media by the youth (60%) while use of the internet is 30%. From financial inclusion perspective, the television can be used as a channel to introduce personal financial management concepts and benefits while the use of internet to is also used.

Given the high penetration of mobile phones (78%) and email (19%) amongst the youth, mobile based financial solutions could be an effective way to increase the levels of financial inclusion. Emails serve as a communication channels especially with financial services providers where traditional mailbox were used. This is an encouraging and enabling environment for Cameroon youth.



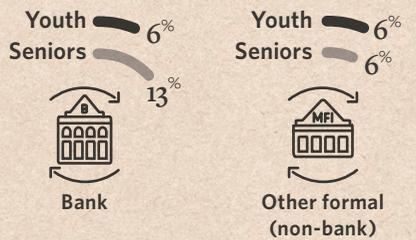
Use of traditional media



Access to devices and channel

Transactional channels

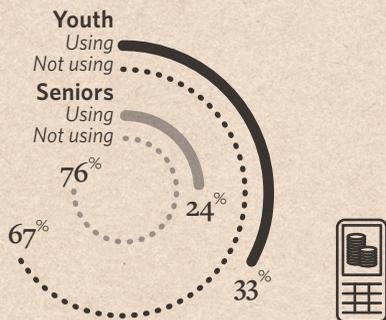
Though most of the transactions in Cameroon are cash based generally, there is still some traction in using banking channels (6% youth and 13% seniors) and other formal (non-bank) services such as mobile money and MFIs (6% youth and 6% seniors). In a quest to create a more formal economy, these are areas that need to be given more attention.



Transactional channels

Uptake of Mobile Money

There is clear uptake of Mobile Money especially amongst the youth, however, it is not being used for transactional purposes, for example.



Uptake of Mobile Money

Banked

While Mobile Money may seem to be a more progressive financial product, bank accounts are lagging behind as only 7% of the youth are banked. This result can be viewed as an opportunity to undertake

a youth financial capability assessments. That is, how prepared and ready are the youth in taking advantage of economic and financial opportunities. For example, in programmes that deal with youth entrepreneurship, a bank account can aid the young business owner to make and receive payments timeously. It is such initiatives that will highlight the need for a more financially included youth.



Banked

Use of financial services

In managing risk, about 5% of the youth use formal insurance products compared to 11% of seniors. On the savings space, 19% of the youth are saving using formal

mechanisms while the use of formal credit is almost non-existent. As alluded to before, the youth tend to rely heavily on remittances and this is further supported by the presence of high use of formal remittances (37%) and use of formal transactions 11%.

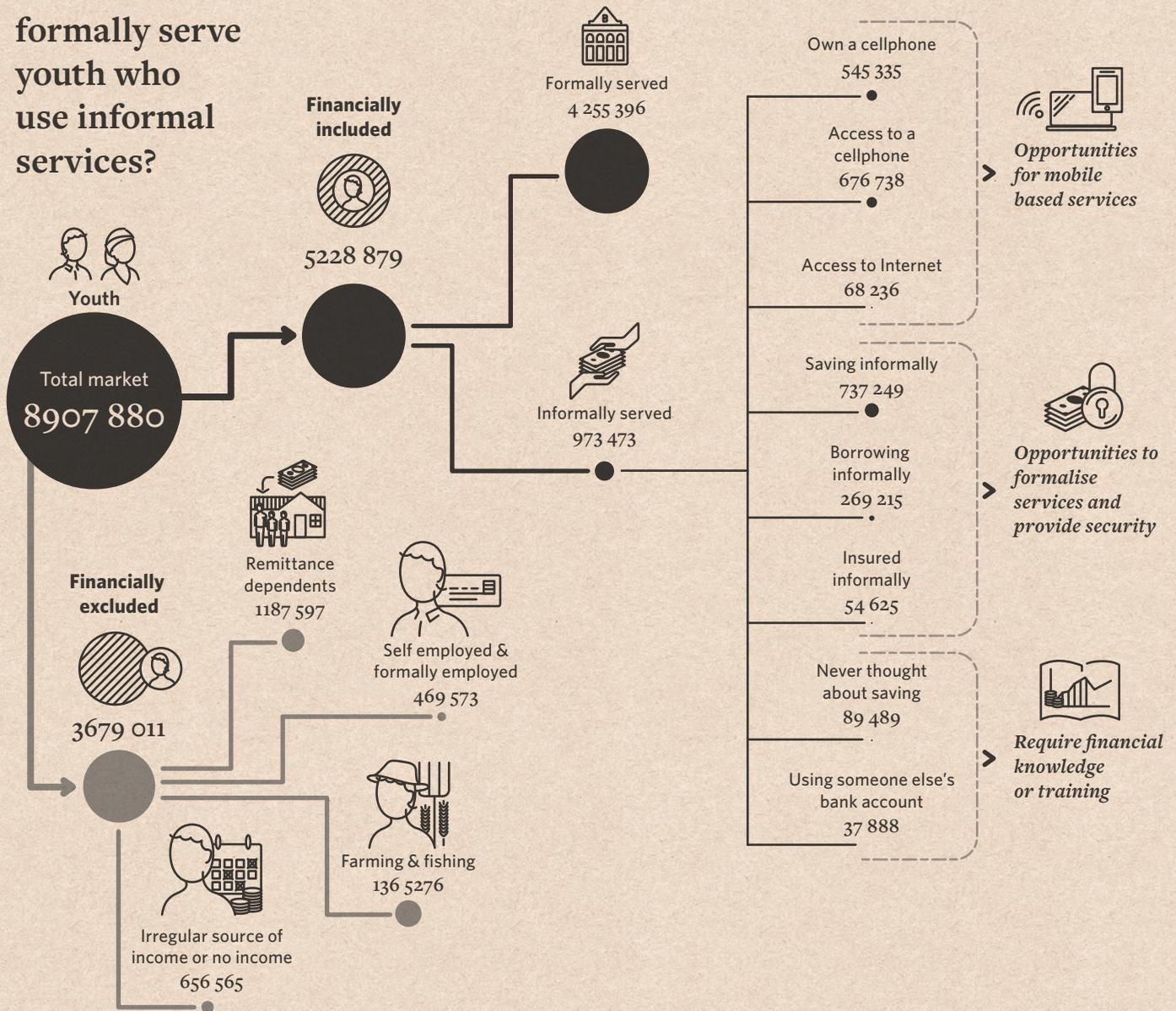
Presence of the informal market

The results show the huge presence of informal mechanisms used to solve a myriad of financial needs. There are needs that are better met by the informal market for the youth (and seniors) compared to formal offerings. The use of credit for example, show that the youth are indeed borrowing, but may not necessarily use credit from banks or MFIs but rather informal money lenders. The second point about one in three youth may be using informal mechanisms (29%). This result points to the fact that they are (i) aware of financial needs, (ii) are familiar with the processes, (iii) have taken up and using financial services. Where the government has an intention is to formalise, the process will have to articulate the benefits of formal financial services over informal ones.

	Youth	Seniors	All	
Insurance	Formal	5%	11%	7%
	Informal	2%	7%	
Savings	Formal	19%	20%	19%
	Informal	23%	38%	
Credit	Formal	1%	5%	3%
	Informal	8%	17%	
Transactions	Formal	11%	19%	14%
	Informal			
Remittances	Formal	37%	38%	38%
	Informal	2%	4%	

Use of financial services

Can we formally serve youth who use informal services?



Implications for stakeholders:

Recommendations for policy-makers and regulators

- Information dissemination to support the financial literacy drive in Cameroon amongst the youth
- Financial education trainings or programmes targeted at the youth especially on the entrepreneurship aspects

Recommendation for NGOs and development agencies

- Support savings groups, from a formalisation perspective, as a considerable number of youth are borrowing and saving informally
- Strengthening of informal financial services to expand financial services as they seem to be the 'entry-point' for most youth
- Demand-driven research and data - learnings from other countries are very informative and helpful. For example,

the drive for "financial solutions datahacks" are a classic example where the youth use the data to create business solutions - see example here: <http://www.datahack4fi.org/>

Recommendations for financial service providers

- Opportunities to craft mobile based financial solutions
- Data-led decisions that help better understand the youth segment



- Repeat cycle ●
- First cycle ●
- Potential first cycle ●
- Underway ▲**

FinScope footprint



FinScope Consumer Surveys have been completed in 29 countries including Cameroon. 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, 3 non-SADC.

FinScope Cameroon 2017 contains a wealth of data based on a nationally representative sample of the adult population of Cameroon.

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About the Making Access Possible Programme

Making Access Possible (MAP) is a multi-country initiative to support financial inclusion through a process of evidence-based analysis feeding into a financial inclusion roadmap jointly implemented by a range of local stakeholders.

MAP was initiated by the United Nations Capital Development Fund (UNCDF) and is implemented in partnership with FinMark Trust and the Centre for Financial Regulation and Inclusion (Cenfri). In each country, MAP brings together a broad range of stakeholders from within government, the private sector and the donor community to create a set of practical actions aimed at extending financial inclusion tailored to that country.

About FinScope Cameroon

The FinScope survey is a research tool which was developed by FinMark Trust. It is a nationally representative survey of how individuals source their incomes, and how they manage their financial lives.

The FinScope survey is dynamic and the content is evaluated by a number of stakeholders including the private sector, NGOs and Government to ensure that the most relevant consumer data is collected. It also forms an important component of the Making Access Possible (MAP) methodology.



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