In partnership with the Gates Foundation’s Financial Services for the Poor team, Premise sourced data to map financial service access points across Lagos to help improve intervention targeting.

Results:

- Mobile money venues were 15% more likely to serve populations in poverty than traditional financial service access points.
- Premise’s purchasing power indicator in Lagos showed a negative correlation between consumer prices and the presence of Mobile Money and Motor Park venues.
- Mobile Money vendors accepted smaller deposits (50 naira per week vs 500 naira at a bank), further indicating their service of low income areas.

Project Duration: 2 months
Observations: 40,342
Validated Financial Access Points: 12,434