THE HUMAN ACCOUNT

Pakistan Women

Country Report | November 2018

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www.thehumanaccount.com

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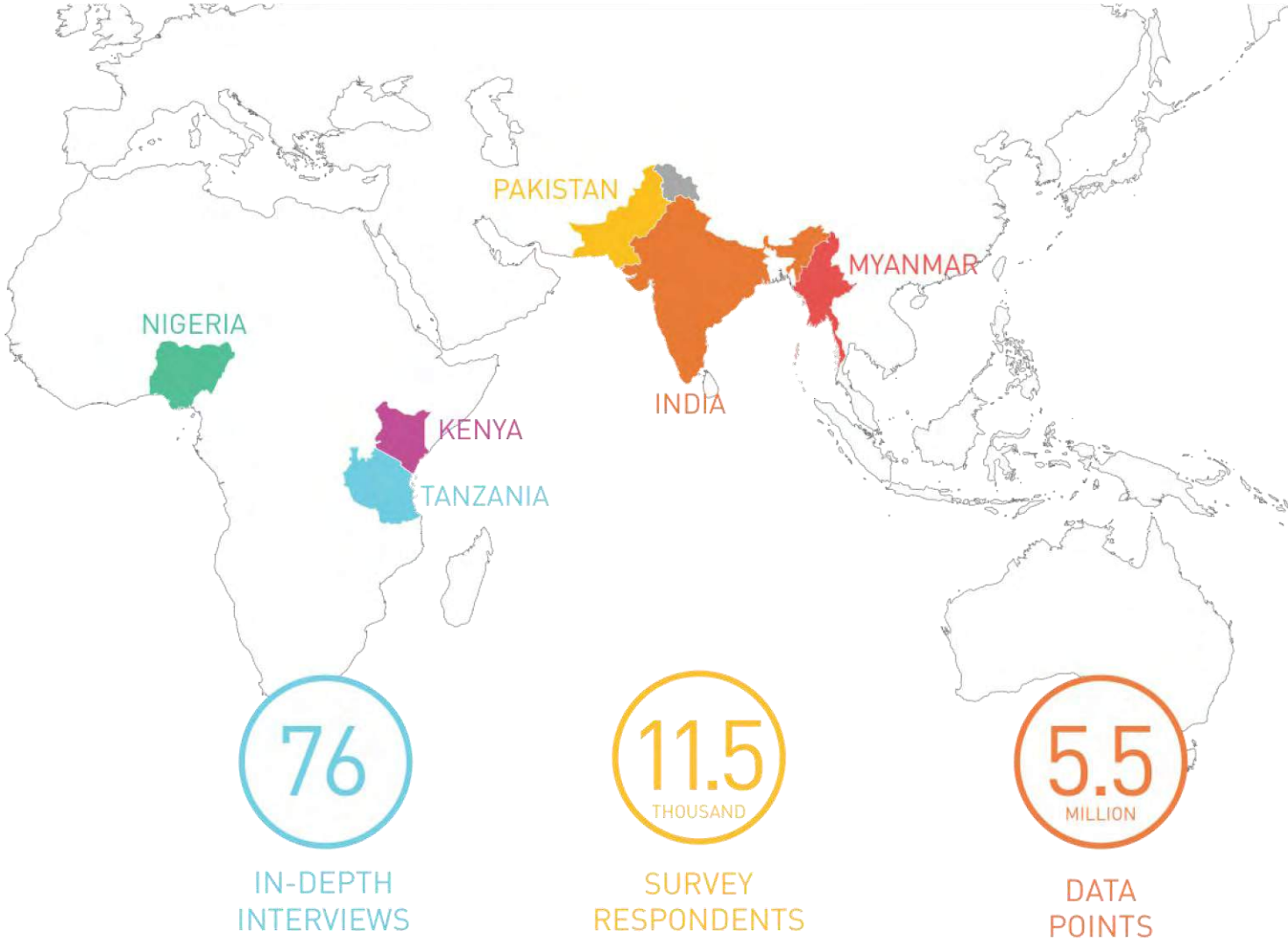
Approach & Method

The Human Account

To better understand customers in emerging markets, we developed a three-dimensional research framework, revealing the contextual, behavioral, and psychological dimensions of their financial lives.

We grounded our approach to customer segmentation in the concept of financial health, recognizing that it enables us to generate a more realistic and actionable understanding of financial lives than is possible using a product or inclusion lens.



From Inclusion to Financial Health

We believe products designed to strengthen people's financial health are more salient and valuable to customers, expand markets and maximize customer lifetime value for providers, and drive the human development outcomes we seek.

People are financially healthy when they are able to use financial tools and strategies to effectively meet their basic needs, remain resilient in the face of financial shocks, and cultivate financial and economic opportunities.

Financial Health Framework

Three-dimensional

DEMOGRAPHICS

What are the socioeconomic characteristics of my users?

Age, gender, household context, education, sources and amount of income, and asset ownership

BEHAVIOR

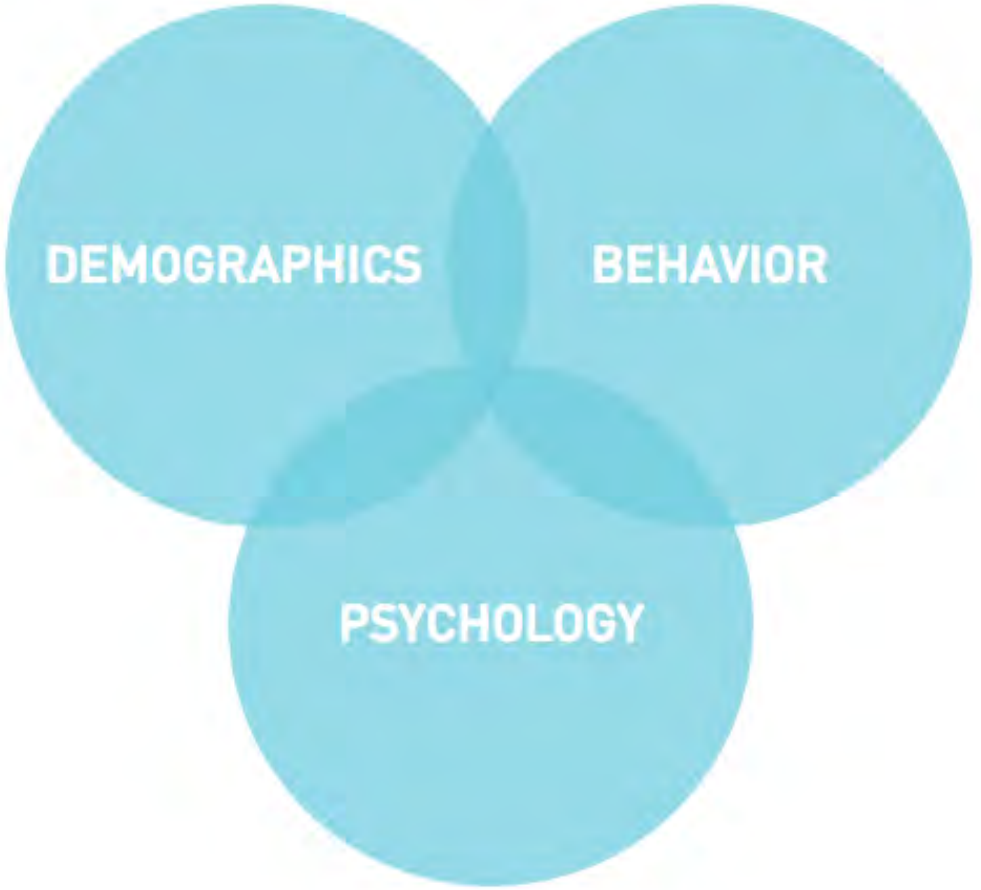
How do my users act?

How individuals plan and prioritize their finances, shape income and expenses, build reserves, and cultivate receivables

PSYCHOLOGY

Why do my users act as they do?

People's sense of control, self-efficacy, openness, trust, optimism, conscientiousness, and dependability



Demographics

Why go beyond financial inclusion and start with financial health?

People's financial lives in emerging economies look both similar and different to those in advanced economies. While needs, aspirations, and psychology may be similar, people's context and strategies look very different.

Financial lives in emerging economies are often driven by:

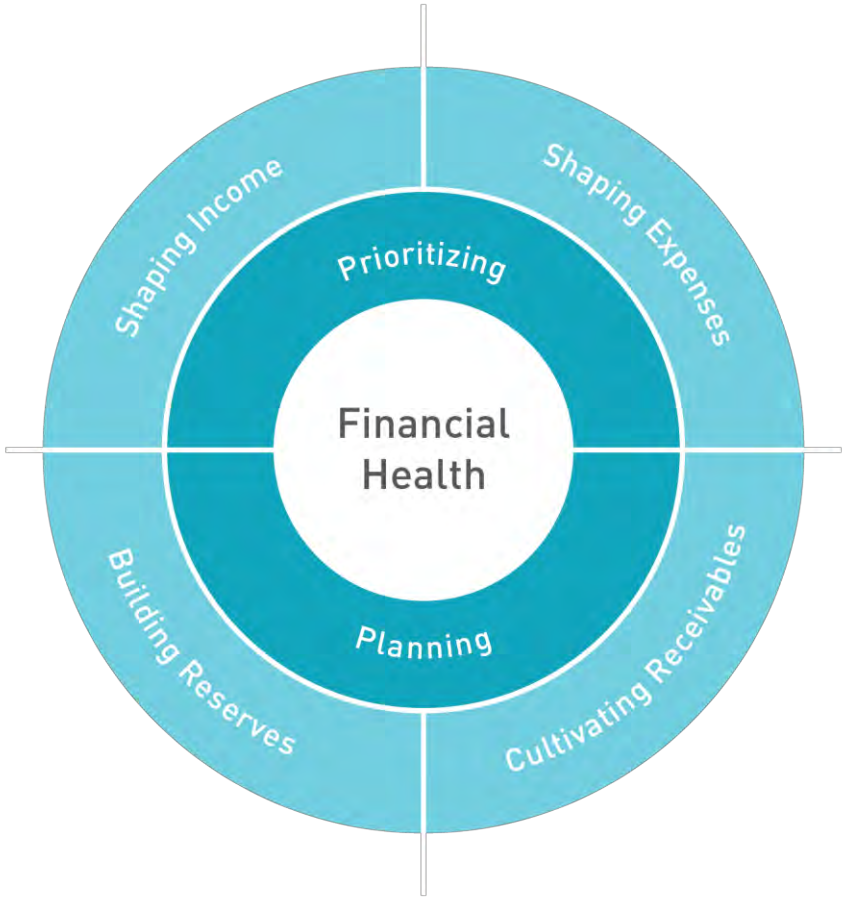
- Low and unreliable informal incomes
- Limited access to public services and safety net
- Centrality of social networks for financial management
- Limited efficacy of social networks for management
- Marginal utility of most formal financial services
- Multi-functional use of financial tools

Behavior

To make financial health actionable for providers and practitioners alike, we developed a behavioral model to describe and measure the financial behaviors and strategies people use in pursuit of financial health.

We grounded our segmentation approach in this behavioral model to better understand and describe differences in how people manage their money.

We built contextual and psychometric measures into our segmentation model to complement our behavioral analysis, recognizing that circumstance, personality, and social norms play a big part in shaping people's financial behavior and ultimately their financial and economic outcomes.



Financial Behavior Model

PRIORITIZING

People have virtually unlimited needs and aspirations, yet finite financial resources. Whether deliberately or not, people prioritize the use of their financial resources to strike a balance between the two. Financial priorities are constantly evolving, shifting as their social, economic, and financial realities change. Financial stress often overwhelms people's ability to set and pursue clear priorities, and forces them to pare back to focus only on their most urgent needs.

PLANNING

Most people plan their finances. Whether their plan spans one day, one week, or one year, they deliberately shape their income, build reserves, and cultivate receivables to achieve their priorities. People use a range of planning strategies with varying levels of complexity and concreteness, employing a wide financial instruments. Long-term planning can improve people's ability to achieve their financial priorities, increases resilience, and reduces their financial stress. Financial stress can reduce planning capacity and limit people's attention to their most urgent needs.

Financial Behavior Model

SHAPING INCOME

People shape income to better meet needs and aspirations. They work to determine the size and timing of earnings, and improve income reliability, in a manner that best covers expenses.

SHAPING EXPENSES

People shape expenses to better meet needs and aspirations, manipulating expense size and timing to better match expected income. Many low- income families run small businesses and manage both household and business expenses together.

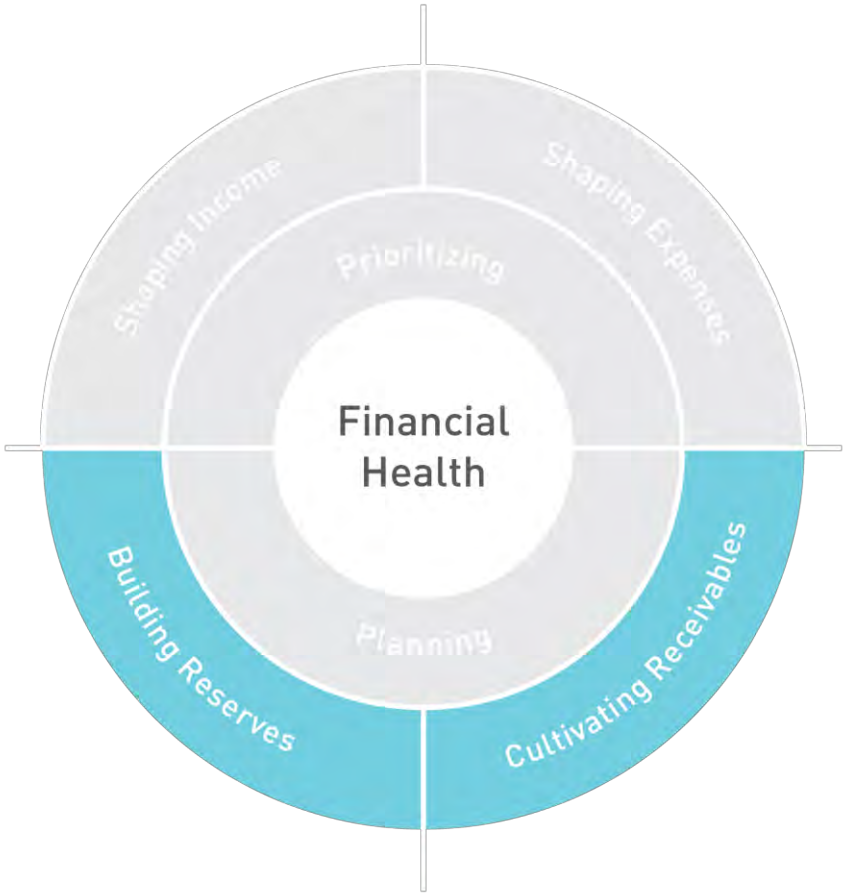
Financial Behavior Model

BUILDING RESERVES

Reserves are a person's net wealth (including all assets), available labor potential, and social capital. People build reserves by storing value in a manner that balances their unique needs for financial liquidity, security, and returns. People who establish some level of foundational reserves are better positioned to effectively manage their finances, pursue aspirations, and deal with the unexpected. Establishing a foundational reserve often is a transformational moment in a person’s financial life, instilling self- confidence and opening up many new possibilities, tools, and strategies.

CULTIVATING RECEVIABLES

Receivables are the financial resources a person can obtain, but does not currently hold. This includes all forms of formal and informal credit, and social contributions from their community in times of need. People cultivate receivables by growing and securing income, building reserves to establish formal and informal credit, and making investments in the social safety net afforded by their network. The social safety net pools risk and provides people limited support in select times of acute need. Its strength is related to a person’s social status and the size and quality of their social network.



Financial Behavior Model

Psychology

Our segmentation provides a deeper understanding of the psychological drivers of financial behavior as represented by a set of salient psychometric indicators. These indicators were identified through in-depth qualitative research and a review of cognitive and behavioral psychology literature.

+ SELF-PERCEPTION

A combination of measures around one's sense of self and relation to the world and future. Indicators include: locus of control, self-efficacy, confidence in the future, and self-esteem

+ CONSCIENTIOUSNESS

A measure of planning, drive, perseverance, reliability, and impulsiveness of spending. Indicators include: conscientiousness and spending impulsivity

+ OPENNESS

A measure of tendency towards curiosity and abstract thinking and self-identity as adaptable and creative.

+ ATTITUDE TOWARDS SAVINGS

A measure of belief that one earns enough to save and that one's savings are safe from the claims of their community. Indicators include: deliberateness, belief in earning enough to save, and safety of savings

+ ATTITUDE TOWARDS DEBT

A measure of people's sense of their dependability and comfort borrowing. Indicators include: dependability and comfort with debt

+ TRUST IN PEOPLE

A measure of one's trust in people across relationships, belief in equality of one's community, and trust around of interpersonal lending and repayment. Indicators include: trust in people, breadth of trust in people, trust in social financial network, belief in community support, and belief in community equality

+ TRUST IN BANKS

A measure of one's belief in banks' customer centricity, the clarity of banks terms and security of deposits, comfort taking bank loans, and complexity of financial services in general. Indicators include: trust in banks, belief in authority, and financial service complexity

Phased Design and Research Process

Financial Service Sector Engagement

How can we more deeply understand real people's financial lives to design a relevant survey and ground our analysis?

How can a survey capture a more holistic picture of people's financial lives?

How can we make sure that the collected data is representative of the target countries?

How can we make sense of 5.5 million behavioral. demographic, and psychological data points?

How can we tailor offerings to better support people's varied lives and experiences?

PHASE 1

Human Centered Design Research

How can we more deeply understand real people's financial lives to design a relevant survey and ground our analysis?

Initial human-centered design (HCD) research was crucial for understanding the context of people's financial lives. Through HCD research, our team developed analytical models that identify key contextual, behavioral, and psychological variables for measurement in subsequent national surveys. Through the research, we also produced robust user profiles that provide an unprecedented in-depth look at people's financial lives. These profiles, along with the analytical models we developed, informed our survey design, guided our data analysis, and ultimately brought our segments to life with rich storytelling. The design of the foundational HCD research included many activities, from household financial mapping to scenario-based provocations.

The design of the foundational HCD research included many activities, from household financial mapping to scenario-based provocations. Our HCD learning agenda included:

- Contextual elements that shape financial lives
- Deeply felt needs driving behaviors and strategies
- Financial behaviors and strategies people use
- Psychological drivers of people's decision-making

PHASE 2

Survey Design

How can a survey capture a more holistic picture of people's financial lives?

Using the insights and analytical models developed through initial HCD research, we created a global survey tool that comprises demographic, behavioral, and psychometric variables. Each survey was adapted to country contexts, including local nuance on media, cultural norms, and financial service provider input. We used a rigorous, stratified sampling method to achieve a nationally representative pool.

Our instrument includes contextual questions that go beyond demographics — for example, we explored financial decision making roles within households. We examined financial behaviors beyond the use of specific products, for instance investigating people's financial priorities and plans. Our psychometrics draw from academically proven survey questions and experimental questions we designed. All were tested and refined by the Busara Center for Behavioral Economics to ensure fit for emerging market contexts.

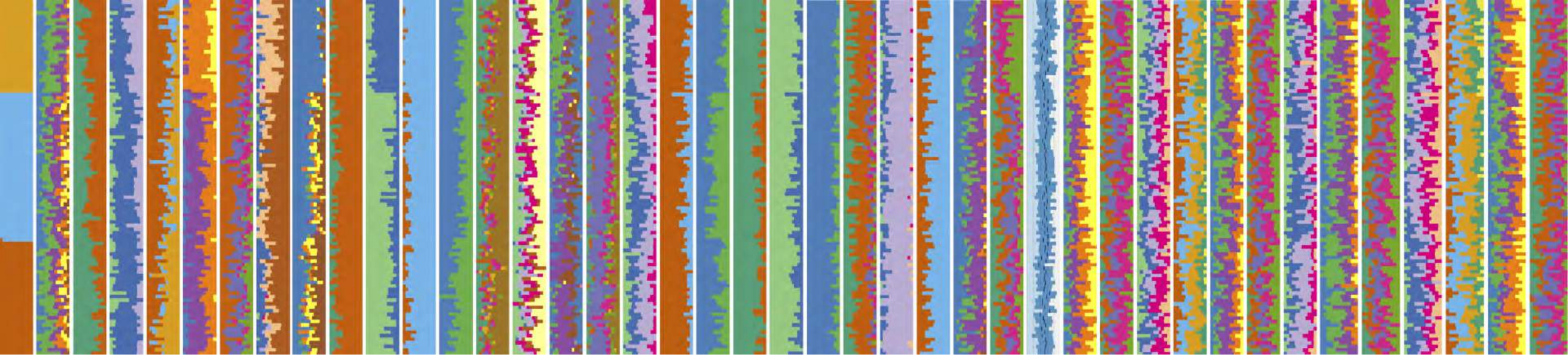
PHASE 3

National Surveying and Data Collection

How can we make sure that the collected data is representative of the target countries?

The sample sizes selected for the 6 countries are typical for nationwide representative surveys and in line with or above what other surveys would use, such as the Gallup World Poll / Findex. Kenya, Myanmar, Nigeria and Tanzania were all covered with a sample of n=1,200 each. India and Pakistan were covered with a sample of slightly above n=3,000 each. The sampling approach was adjusted in each country to the best available information. Few areas of active conflict were excluded from the survey.

Multistage stratification and/or probability proportionate to size (PPS) were key elements in the sampling approaches. Country and context appropriate rules were used to randomize the sampling of individual households and the selection of individual respondents within the households. From each sample household, one eligible individual was randomly selected for interview.



PHASE 4

Mixed Methods Segmentation Analysis

How can we make sense of 5.5 million demographic, behavioral and psychological data points?

To identify the segments in each country we used numerous data analytics techniques and the behavioral and decision making models we developed through initial HCD research. We identified clusters with similar characteristics based on K-medoids approach, which group respondents based on common survey responses. We ran descriptive statistical analysis and regression analysis on each cluster, and then used our contextual, behavioral, and psychological models to interpret findings, thereby describing segments.

We then overlaid profiles of representative individuals from each segment that we developed through our HCD interviews to enrich the segment analysis and bring it to life.

PHASE 5

Prototyping & Design

How can we tailor offerings to better support people's varied lives and experiences?

The ultimate goal of this work is to ensure that the insights garnered from segmentation inform real-world work of financial service providers, policy makers, regulators, and development actors. These stories, statistics, and insights are starting points. They should complement tailored research and inform design and investment decisions. As such, each of the segments include: insights, opportunities, product, channel, and messaging design principles. For India and Pakistan we also developed a set of segment-specific, white label product concepts. This data is intended be used in a variety of ways by both development actors and financial services providers.

FINANCIAL SERVICE PROVIDERS

Rapid customer intelligence

A mini-questionnaire to rapidly segment existing users to deepen customer insights and improve design and uptake.

Segment-aligned digital financial products

Develop products that speak to the needs, aspirations, behaviors, and personalities of segments (e.g. by combining information on segments with a HCD sprint).

Data matching

Match our data with call records and transaction data of mobile network operators to learn how different segments are using each provider's products and services.

DEVELOPMENT ACTORS

Expansion of our research to other development sectors

Use our approach to test the impact of development programs on individual's context, behavior, attitudes, and financial health.

Evaluating impact of development interventions

Use our data and approach to better understand other areas of interest such as gender, agriculture, and entrepreneurship

Segment Overview

Social Optimists

17% of adult female population | 10.6M

Social Optimists are mostly middle to high income, urban, married women. They are the youngest, best educated, and one of the financially healthiest of women segments in Pakistan. They prioritize building savings and ensuring household liquidity, and are strong planners. They are open minded, but find financial services complex. They primarily manage finances through family and the home, but are members of informal financial groups at the highest rates amongst women, and are the most frequent savers and borrowers with groups and friends. While few own and use formal accounts, they are more likely to do so than most Pakistani women. They personally own smartphones at the highest rates amongst Pakistani women, but use their phones somewhat infrequently. They hold progressive views on gender and finances, but strongly believe men are better financial managers than women.

Confident Planners

17% of adult female population | 10.6M

Relatively well educated, affluent, and married, Confident Planners are effective household managers who plan their finances carefully despite limited control within the household and a tendency towards spending impulsively. They are financially healthy, struggling with relatively few bills and emergencies. They manage money through family, mostly eschewing formal accounts, which most find complex, and informal groups, which most distrust. They save frequently but less commonly in a disciplined and goal-based manner. Most feel they do not earn enough to save, though do so anyways, and believe what they do manage to put away is vulnerable to the claims of others. They have strong sense of agency and belief in their abilities, but low self-esteem, perhaps due to their struggles exerting control within the household and building towards their long-term goals.

Careful Strivers

38% of adult female population | 23.9M

Careful Strivers are mostly middle-aged, low-income, rural, married women with little education. Nearly three quarters rely on their spouse or someone else to make major household decisions, yet they identify as effective planners, and exhibit high conscientiousness and low spending impulsivity. They prioritize investing first and building cash reserves second, reflecting a strong desire to grow their way to better financial health. Over two-thirds experience high income volatility and over half are not confident in their ability to cover expenses. Most feel they do not earn enough to save and save infrequently, though they borrow at relatively higher rates despite a low sense of dependability. They primarily manage finances through family, few own formal accounts or mobile wallets, and few are members of informal groups They have a weak sense of agency and low confidence in the future, but high satisfaction with the past and high self-esteem. They trust people, but not institutions and though they rely on their social network for financial support, they have less confidence it will deliver in times of need.

Conservative Individualists

12% of adult female population | 7.5M

Conservative Individualists are mostly older, less religiously expressive women with limited education — although over one–third are aged 25-34. They tend to live in rural areas and, as the poorest segment, occupy the lowest socio-economic quintiles. Few use formal accounts, mobile wallets or informal groups, and they experience high income volatility, frequent expense struggles, and most don't plan expenses or save deliberately. Indeed, most do not save or borrow at all, and in fact do so at the lowest rates among women. They are the most likely segment to make household financial decisions themselves, though still most look to their spouse to make decisions. They use technology infrequently and exhibit low trust and low openness. With high self-efficacy, very low self-esteem, and very low confidence in the future, they may see limited options to improve their situation.

Networked Elites

17% of adult female population | 10.7M

Networked Elites are religious and most are married, although a higher than average proportion are single. They have the highest socioeconomic status of all segments and are the second most urban segment, even though a majority live in rural areas. They prioritize saving and look to banks to do so, perhaps to keep control over their money given their lack of belief that savings would be safe from demands from others. They have the highest access to formal financial accounts, at levels similar to access to informal accounts, though family is still their preferred channel for savings and borrowing. They are avid savers but borrow only infrequently, with low dependability and comfort for debt, and plan little for expenses. Their overall phone use the highest of any segment. Nearly all Networked Elites believe that husbands and wives should know each other's financial affairs and feel that boys and girls should be educated in the same way about finance.

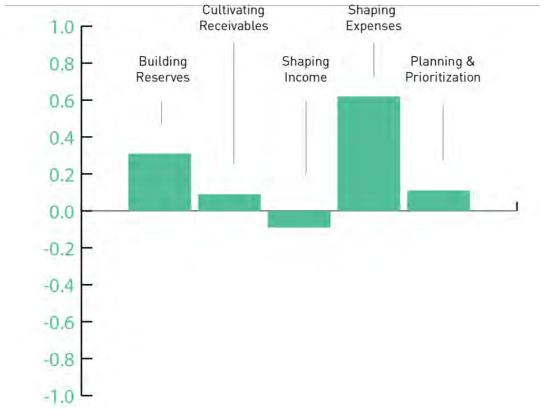
Segment Behavioral Index

FINANCIAL BEHAVIOR INDEX

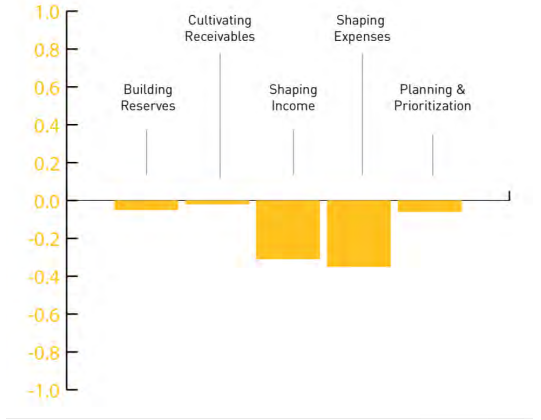
segment differences from national average

Social Optimists

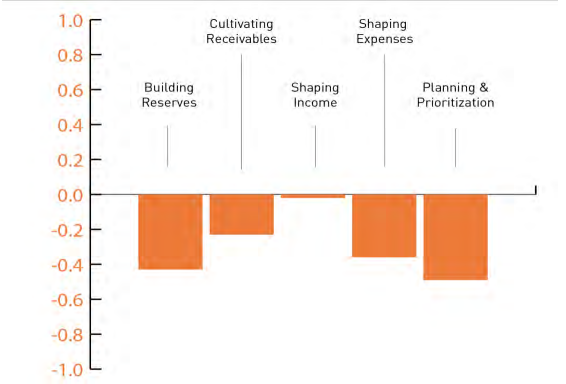
Confident Planners



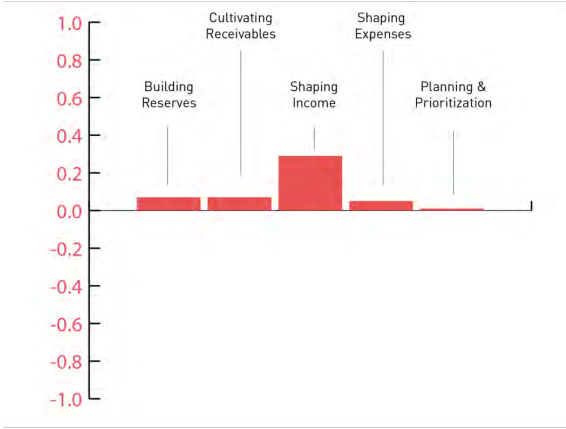
Careful Strivers



Conservative Individualists



Networked Elites



Social Optimists

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Opportunities

Social Optimists

17% of adult female population | 10.6 million women

Social Optimists are mostly middle to high income, urban, married women. They are the youngest, best educated, and one of the financially healthiest of women segments in Pakistan. They prioritize building savings and ensuring household liquidity, and are strong planners. They are open minded, but find financial services complex. They primarily manage finances through family and the home, but are members of informal financial groups at the highest rates amongst women, and are the most frequent savers and borrowers with groups and friends. While few own and use formal accounts, they are more likely to do so than most Pakistani women. They personally own smartphones at the highest rates amongst Pakistani women, but use their phones somewhat infrequently. They hold progressive views on gender and finances, but strongly believe men are better financial managers than women.

Social Optimists are mostly middle to **high income**, **urban**, **married women**. Most depend on other people to make **financial decisions** on their behalf, though a significant minority participate directly in decision making. They are the **youngest** segment amongst women and the **best educated**.

Social Optimists exhibit **strong financial behaviors** across all metrics, and perform especially well at shaping income and expenses, planning, and prioritizing. They primarily manage finances through **family** and the **home**, but are members of **informal financial groups** at the highest rates amongst Pakistani women, and save and borrow through such groups and friends more than any other segment. While few own and use **formal accounts**, they are more likely to do so than most Pakistani women. None report owning **mobile wallets.**

Social Optimists primarily aspire to build **bank savings** and their **cash reserves**. They also prioritize making **investments** and putting away money for **future expenses**. This suggests a strong desire to work towards savings goals, while balancing the need to maintain adequate household liquidity.

Most Social Optimists identify as **effective planners**, **plan expenses**, and are **goal oriented savers**, yet measure low **conscientiousness** and high **spending impulsivity**. Perhaps driven by their positive view of the **future**, stable incomes, and high SES, they are motivated and able to plan their finances despite psychological characteristics that might suggest otherwise. They demonstrate, by far, the highest **comfort with debt** and highest feelings of **dependability** of all segments. Most are **deliberate savers**. This may reflect a strong intentionality and goal orientation or desire to mitigate impulsivity and position themselves to take greater control over their financial lives, given their low general sense of agency.

Social Optimists believe **men** are better financial managers than women, despite believing **husbands and wives** should know each others finances and **girls and boys** should be educated about money in the same way. This view may be driven by the fact that they view financial services as complex and rarely own formal or mobile accounts.

Demographics

+ 52% occupy **SES** quintiles 4-5
+ 56% are **age** 18-34 and 37% are age 35-54
+ 81% are **married**
+ 61% live in **urban** areas
+ 22% completed **primary school**, 40% completed **secondary school**
+ 17% identify as primary household financial **decision makers,**
+ 11% identify as joint **decision makers**
+ 18% personally own **land**
+ 6% personally own **livestock**

Behavior

+ 55% exhibit **low income volatility**
+ 4.3 **unpaid expenses** types in past 6 months
+ 77% confident in their ability to **pay bills** on time
+ 54% have a **plan** to manage their expenses
+ 47% **save** monthly or more (primarily with family)
+ 14% **borrow** quarterly or more (primarily from family)
+ 11% personally own **livestock**
+ 60% have relied on social sources of **money in emergencies**
+ 27% are members of **informal financial groups**
+ 10% own **formal financial accounts**
+ 0% own **mobile wallets**
+ 39% personally own **smartphones, 35%** personally own **feature phones**
+ 8% use **internet** and **social media** at least once per month

Psychology

+ 74% low-lowest **locus of control**
+ 70% low-lowest **self-efficacy,** and 76% high-highest **self-esteem**
+ 66% feel positive about the **future,** and 64% are satisfied with the recent **past**
+ 81% identify as effective **planners,** and 64% high-highest spending **impulsivity**
+ 54% low-lowest **conscientiousness** and 71% report high-highest **openness**
+ 75% high-highest **dependability** and 64% high-highest comfort with **debt**
+ 58% high-highest **savings deliberateness**
+ 86% low-lowest belief that they earn **enough to save**
+ 74% low-lowest belief that their **savings are safe** from social claims
+ 73% high-highest **trust in people**
+ 59% high-highest **trust in community** support for business and school fees
+ 50% high-highest **trust in banks,** 81% find financial services **complex**
+ 80% believe men better **financial managers** than women, 77% believe husbands and wives should know each others **financial affairs**

Aspirations

Social Optimists expect a positive future and take actions to help ensure it happens. They primarily aspire to build bank savings and their cash reserves. They also prioritize making investments and putting away money for future expenses, suggesting a strong desire to work towards savings goals, while balancing the need to maintain adequate household liquidity.

Social Optimists

Demographics

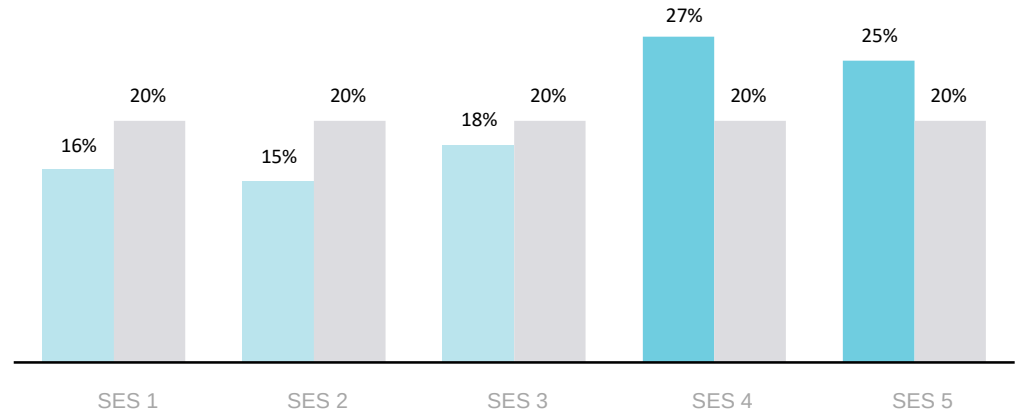
Socioeconomic

Social Optimists are high SES, particularly well educated among women in Pakistan, and more likely than average to participate in household financial decision-making.

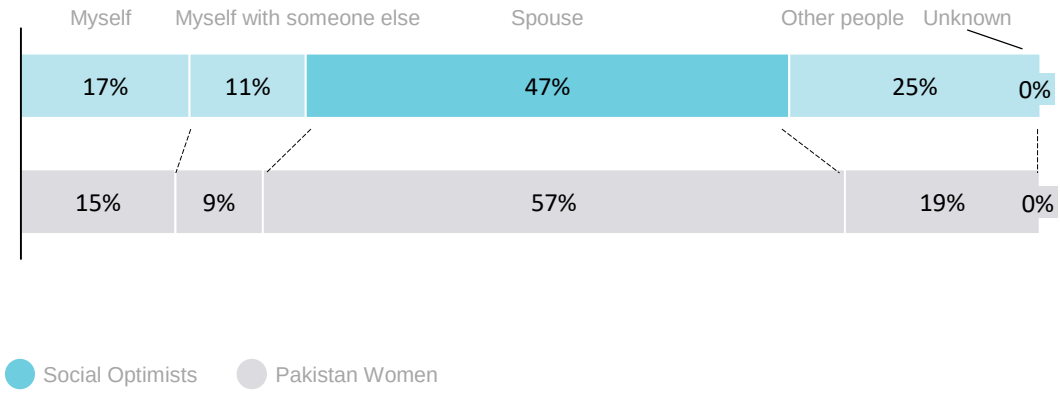
Social Optimists predominantly live in urban areas (61%), are between 18 and 34 years old (56%), are married (81%), and are concentrated in the top 3 SES quintiles (69%). They are better educated than the average Pakistani woman with 6% having completed tertiary education and an additional 40% having completed secondary school. Only 31% have no education.

Social Optimists are more likely than average to make financial decisions. Although they are often dependents (26% are neither household heads nor spouses), 17% report being the primary decision maker in their household and 11% report sharing this authority with someone else. Even among those who report themselves to be spouses of the household heads, 29% say they make financial decisions alone (15%) or with someone else (14%).

SOCIOECONOMIC CLASSES (SEC)



HOUSEHOLD DECISION MAKING

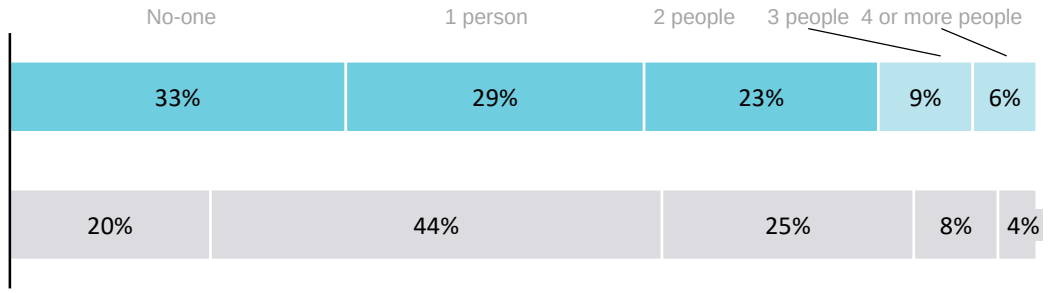


Social Network

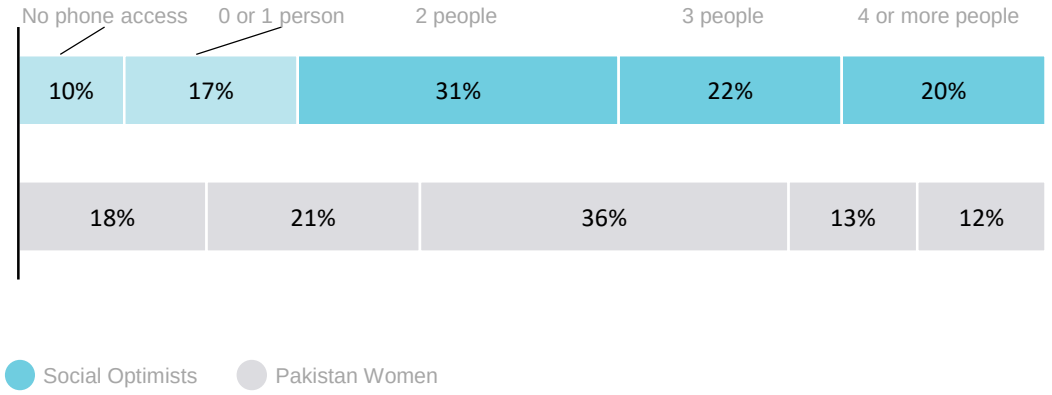
Social Optimists have robust social networks that they rely on for financial and in-kind support in emergencies. Nearly two-thirds have relied on their networks for financial support in emergencies over the past two years, though nearly two-thirds feel it would be impossible or not very possible to raise emergency funds in the future, suggesting that while their connections are robust, their networks are limited in their ability to deliver support and may be limited to immediate family who who may be affected by the same emergencies. They speak to more people on the phone per day than average, but have fewer people to draw on when sick.

Most Social Optimists can rely on one to two people for support when ill, though a third can rely on no one, and the speak to more people on the phone each day than the average Pakistani women. They may be central nodes in their social networks. They report high openness and the highest belief that they are the first to know of important news. Moreover, they exhibit high trust in their social financial networks.

NUMBER OF PEOPLE THAT CAN BE DRAWN ON WHEN SICK



USING YOUR PHONE, HOW MANY PEOPLE DO YOU TALK TO IN A DAY?



Social Network

In the face of financial shocks, 60% rely on social sources of money to cover costs, yet nearly two thirds are not confident in their ability to raise emergency funds. This may be due in part to heavy reliance on their immediate family for support, which may also be affected by such emergencies. Moreover, given their relatively high SES, people in their network may also be wealthy, and willing and able to provide them support. Furthermore, their relative youth may mean they can look to older family members for support.

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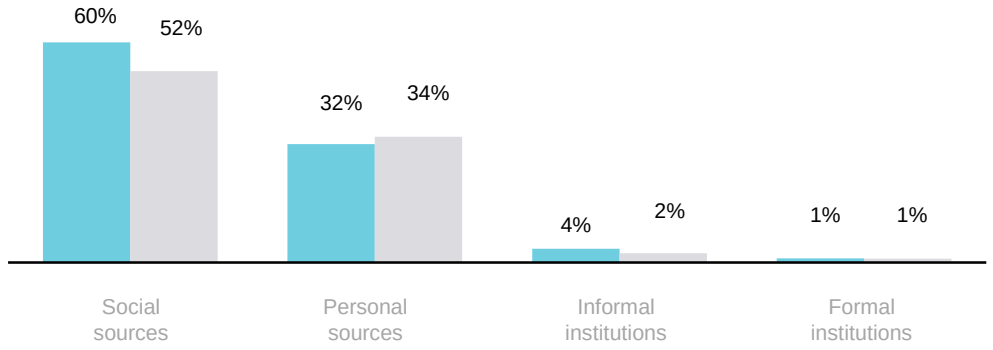
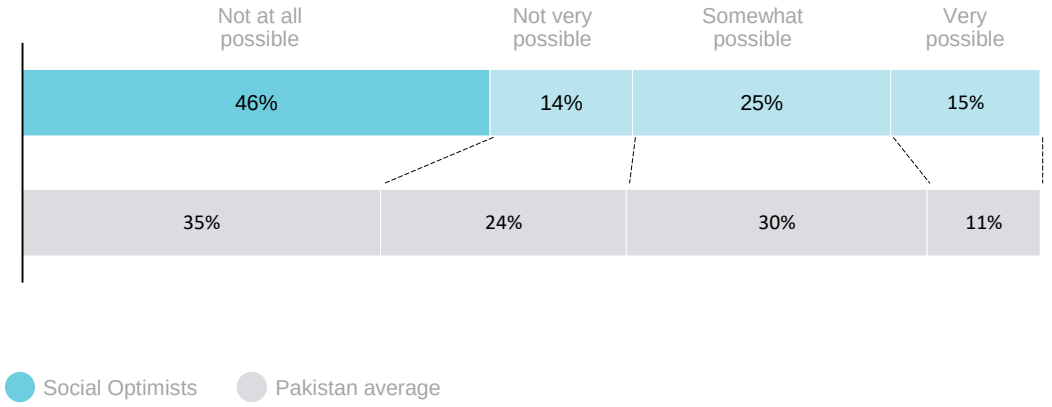
RESILIENCE: PRIMARY SOURCE OF MONEY IN AN EMERGENCY OVER PAST 2 YEARS



CONFIDENCE IN ABILITY TO RAISE EMERGENCY FUNDS



Social Optimists

Behavior

Finances

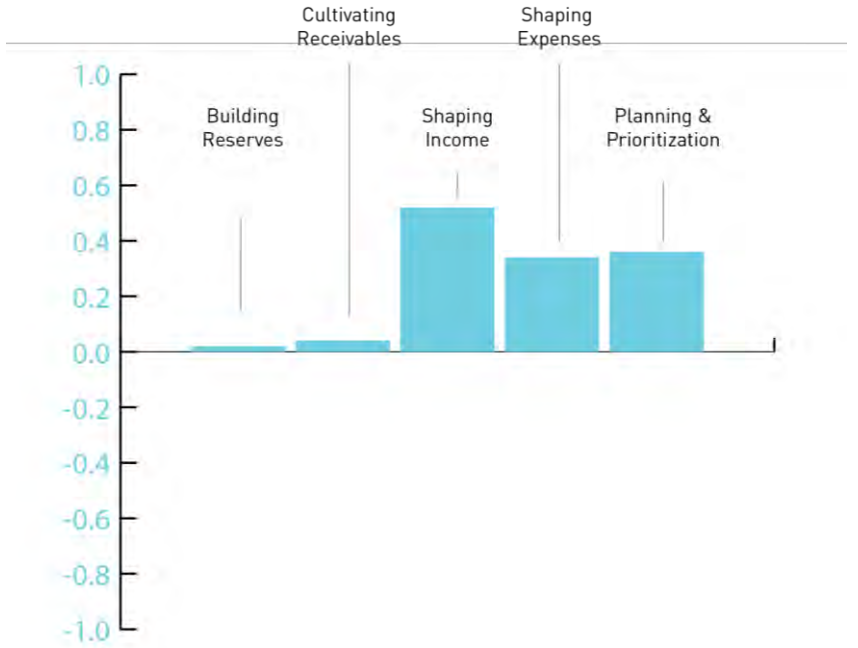
Financial Behavior Overview

Social Optimists exhibit strong financial behaviors across all metrics, and perform especially well at shaping income and expenses, planning, and prioritizing. They primarily manage finances through family and the home, but are members of informal financial groups at the highest rates amongst Pakistani women, and save and borrow through such groups and friends more than any other segment. While few own and use formal accounts, they are more likely to do so than most Pakistani women. None report owning mobile wallets.

INCOME & EXPENSES

Social Optimists effectively manage income and expenses. Most have low or medium income volatility, report having a plan to manage expenses and are confident in their ability to pay household expenses. They report struggling to pay fewer types of expenses and having faced fewer types of emergencies in the recent past than Pakistani women on average.

FINANCIAL BEHAVIOR INDEX:
segment difference from national average



*indexed on a 4 point scale

Finances

Financial Health

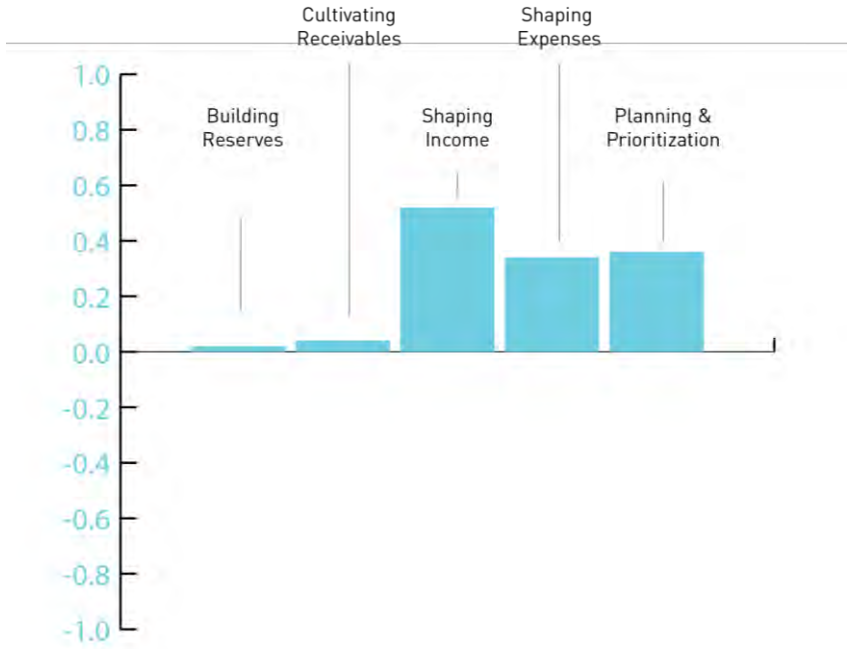
RESERVES

Just over half of Social Optimists are savers, and nearly half do regularly (monthly or more). Most savers amongst them have only one active savings channel used in the last quarter. They primarily save through family and at home: nearly two-fifths of the segment do so, second only to Confident Planners. Nearly a quarter save with informal groups and friends, the highest rate of any segment. Few save with formal accounts and none report saving using mobile wallets. While they are the least likely segment to own livestock, nearly half have purchased personally or commonly held land.

RECEIVABLES

Only a third of Social Optimists report ever borrowing, and just under a fifth borrow frequently, making them the second least frequent borrowers amongst Pakistani women. As is true for Pakistan women as a whole, family remains the most frequent source of loans for this segment. A small minority report having borrowed from informal groups and friends, which may bolster their resilience in the face of financial shocks, though most of the segment maintains only one borrowing channel (typically family). Family may be less able to provide support when financial emergencies affect the household, which may explain why most Social Optimists, despite heavy past reliance on social sources of financial support in emergencies, are not confident in their ability to raise future funds.

FINANCIAL BEHAVIOR INDEX:
segment difference from national average



*indexed on a 4 point scale

Finances

Financial Health

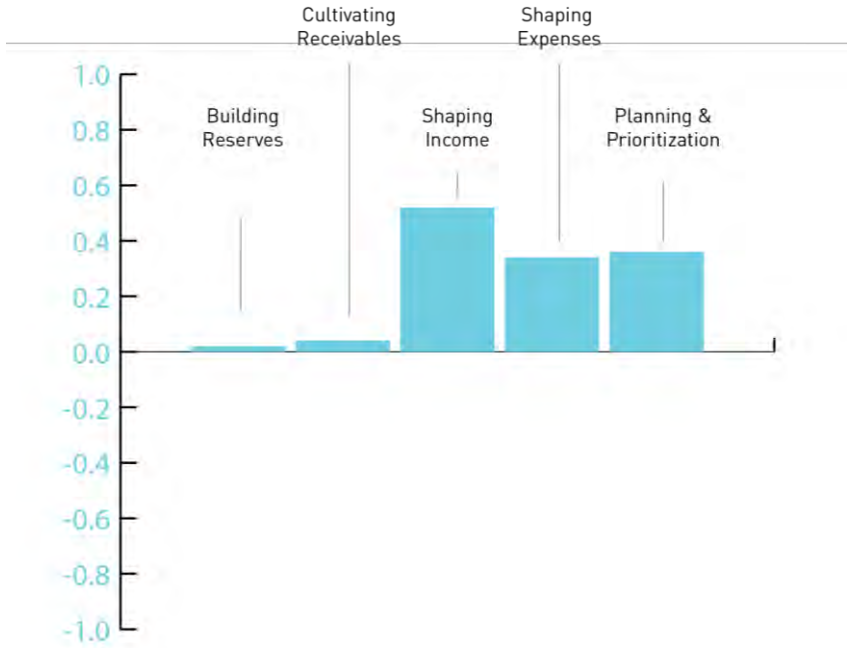
PRIORITIES

Social Optimists primarily aspire to build bank savings and their cash reserves. They also prioritize making investments and putting away money for future expenses. This suggests a strong desire to work towards savings goals, while balancing the need to maintain adequate household liquidity.

PLANNING

Most Social Optimists identify as effective planners, have a plan to manage expenses and are goal oriented savers, yet measure low conscientiousness and high impulsivity. Perhaps driven by their positive view of the future, stable incomes, and high SES, they are motivated to plan their finances despite psychological characteristics that might suggest otherwise. Because they tend to view themselves as more lazy, careless and impulsive than average, they may turn to planning as a way to exert control, instill discipline, and bolster their financial health. Most Pakistani women identify as effective planners, which may be due in part their self-perceived role as managers of the household.

FINANCIAL BEHAVIOR INDEX:
segment difference from national average



*indexed on a 4 point scale

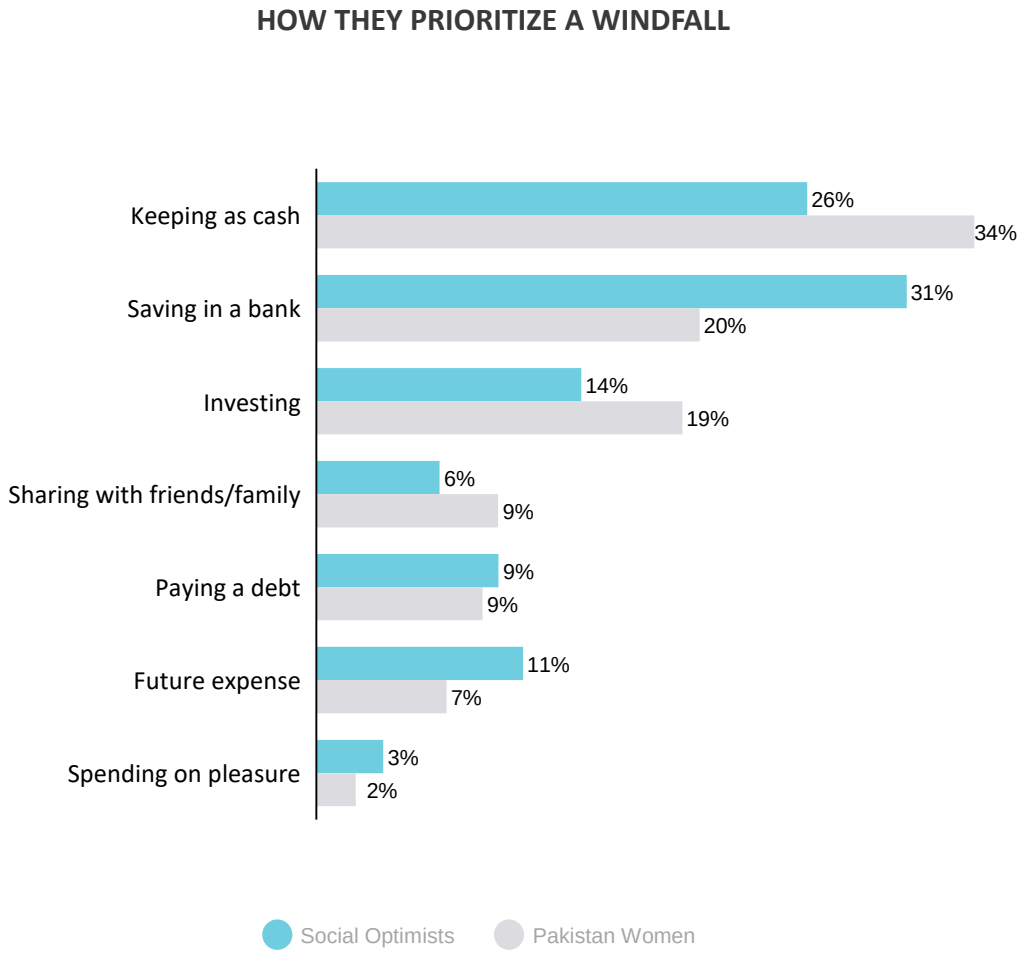
Finances

Financial Priorities

Social Optimists primarily aspire to build bank savings and their cash reserves. They also prioritize making investments and putting away money for future expenses. This suggests a strong desire to work towards savings goals, while balancing the need to maintain adequate household liquidity.

When offered an unexpected windfall, Social Optimists would put significantly more into a bank and would keep less in cash. They would also invest less than average, although still the second-highest amount among segments. Even though Social Optimists exhibit strong optimism, a lower than average number of emergencies, and the lowest difficulty in paying household bills, they maintain the strongest belief that they would find it impossible to raise funds in an emergency (46% say so). It is possible that, given their youth and deliberateness, they hope to protect their future.

Social Optimists would allocate less of a windfall to friends and family than the average Pakistani woman. Considering their youth, this may reflect a limited perceived need for investing financially in their network. They may invest in friendships differently, such as through frequent phone contact. Or, they may simply recognize the similarity of their friends' life situations, and therefore, their limited ability to help. At the same time, the relative wealth of their households may lead them to feel that their families have less need for financial support.



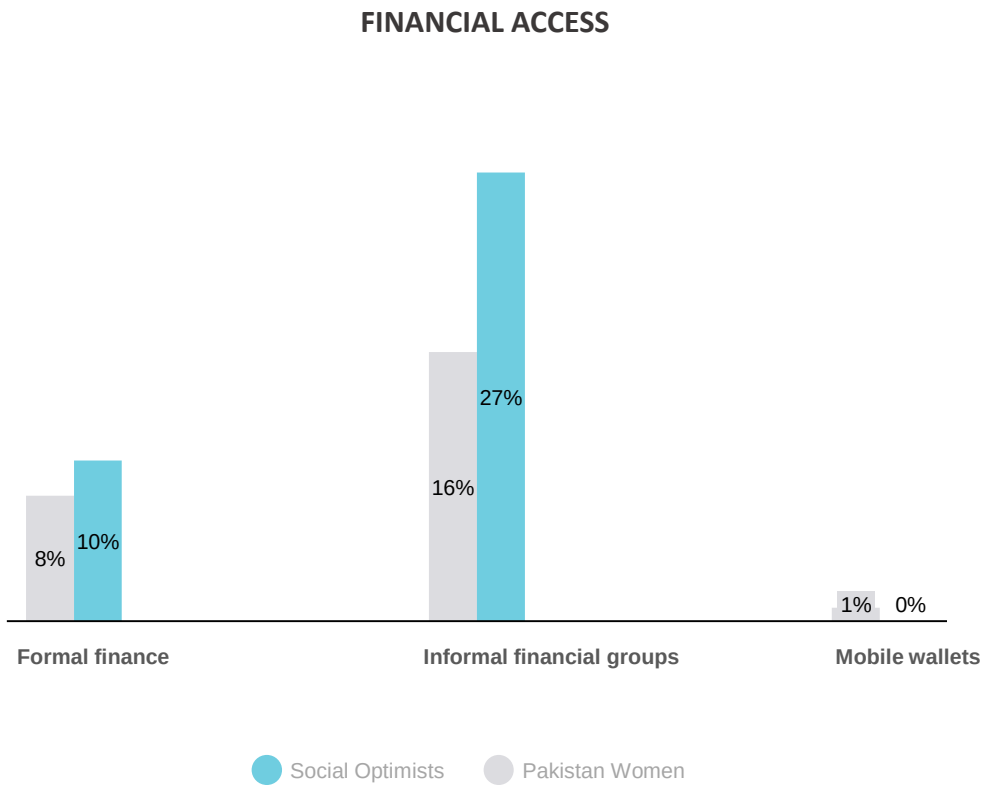
Finances

Financial Access

Social Optimists primarily manage finances through family and the home, but are members of informal financial groups at the highest rates amongst Pakistani women, and save and borrow through such groups and friends more than any other segment. While few own and use formal accounts, they are more likely to do so than most Pakistani women. None report owning mobile wallets.

Social Optimists primarily manage their finances through family and in-home savings. 39% save with family or in the home against an average of 30% among Pakistani women. Twenty-six percent borrow from family, compared to 34% of Pakistani women overall. In fact, they are the second most frequent savers with family and in the home, and second least frequent borrowers from family.

Over a quarter use informal financial groups, the highest rates of usage amongst Pakistani women, with 27% reporting membership compared to 16% of Pakistani women overall. They save and borrow with informal groups and friends more than any other segment. Twenty-four percent save and 12% borrow using informal groups and friends, compared to 12% and 7%, respectively, of women overall.



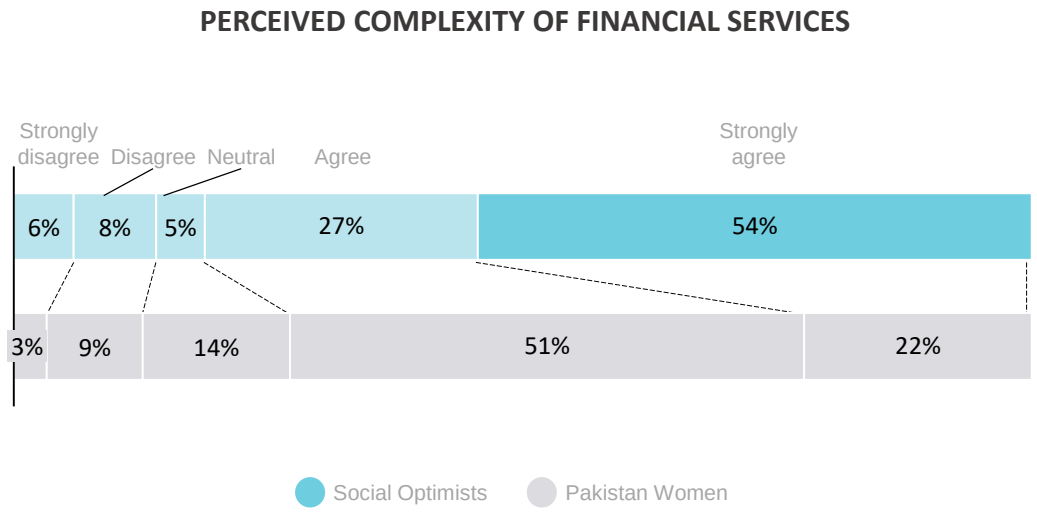
Financial Behavior

Financial Access & Usage

Few use formal financial services like banks, coops and MFIs, but they do so at the highest rates amongst Pakistani women. Only 10% own a formal account and none in our sample reported owning a mobile wallet. They report the second highest rates of bank account ownership after Networked Wealthy, but have the lowest rates of mobile money ownership. Only 6% percent report saving using a formal financial account, while 1% report borrowing using one.

Most Social Optimists find financial services complex, with 81% reporting high to the highest levels of complexity, compared to 73% of Pakistani women overall. While they find financial services complex, they seem to find financial management straightforward as most identify as planners, maintain expense plans, and are deliberate savers. Most believe men are better financial managers than women, which may driven in part by the complexity they perceive in financial services.

Social Optimists are particularly open to new things but may struggle to adopt financial services they perceive to be complex. They report high smartphone ownership but do not use mobile money at all. Furthermore, despite their comfort with debt, they borrow less frequently than other segments.



Finances

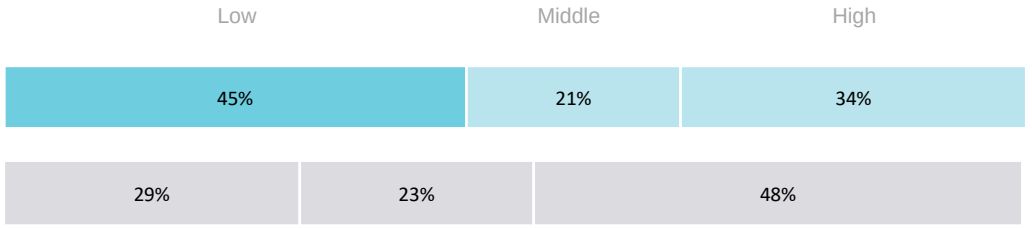
Shaping Incomes & Expenses

Social Optimists effectively manage income and expenses. Most have low or medium income volatility, report having a plan to manage expenses and are confident in their ability to pay household expenses. They report struggling to pay fewer types of expenses and having faced fewer types of emergencies in the recent past than Pakistani women on average.

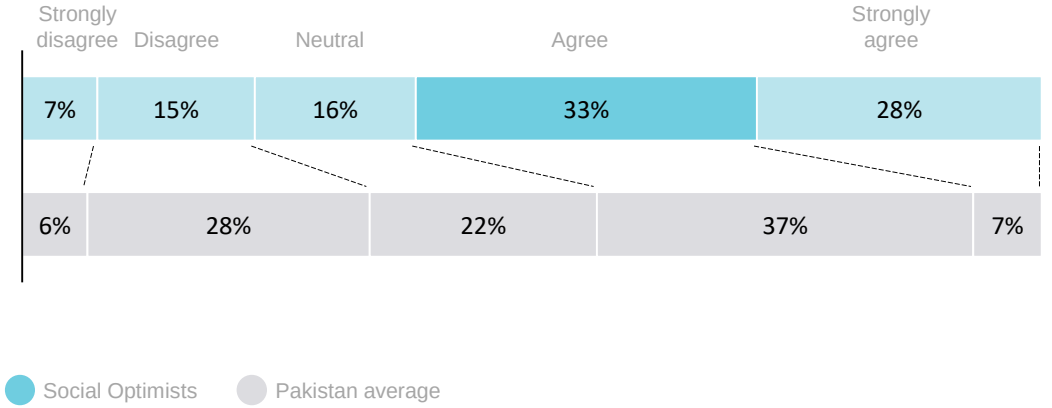
Nearly half of Social Optimists enjoy low levels of income volatility, with 45% reporting that they earned about the same weekly amount over the past three months and 47% reporting that, each morning, they know how much money they will earn that day, the highest of all segments. Conversely, nearly half of Pakistani women report high weekly income volatility.

Most Social Optimists are confident in their ability to pay their household expenses, with 61% agreeing that they can do so, the highest rate amongst segments and well above the national average.

WEEKLY INCOME VOLATILITY



CONFIDENCE IN ABILITY TO PAY HOUSEHOLD EXPENSES



Financial Behavior

Shaping Income & Expenses

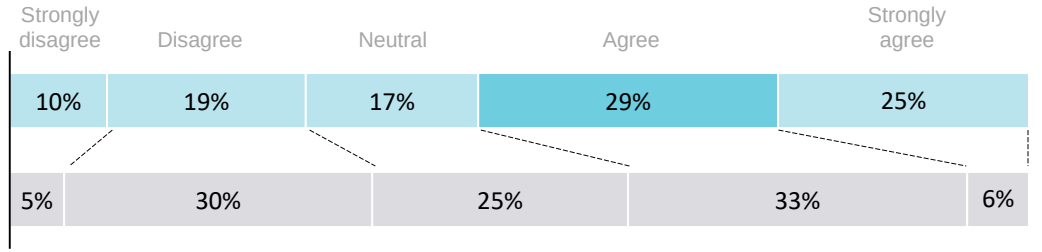
Social Optimists report having struggled with the second-lowest number of types of expenses over the past six months, although their levels are just lower than average for Pakistani women.

Over half of Social Optimists definitively report having a plan to manage expenses, which is perhaps unsurprising given their low income volatility and higher than average confidence in the ability to pay household bills on time**.** 54% report having a plan, compared to 39% of women nationally, the second highest rate amongst segments after Confident Planners.

Given their success managing liquidity, it is not surprising that they face fewer types of emergencies per year than any other segment, reporting an average of 0.91 types of emergencies over the past two years compared with 0.98 for Pakistani women overall.

NUMBER OF EXPENSE TYPES HAVING HAD DIFFICULTY PAYING FOR IN PAST 6 MONTHS

HAS A PLAN TO MANAGE EXPENSES



NUMBER OF EMERGENCY TYPES FACED (IN THE LAST 2 YEARS)

Finances

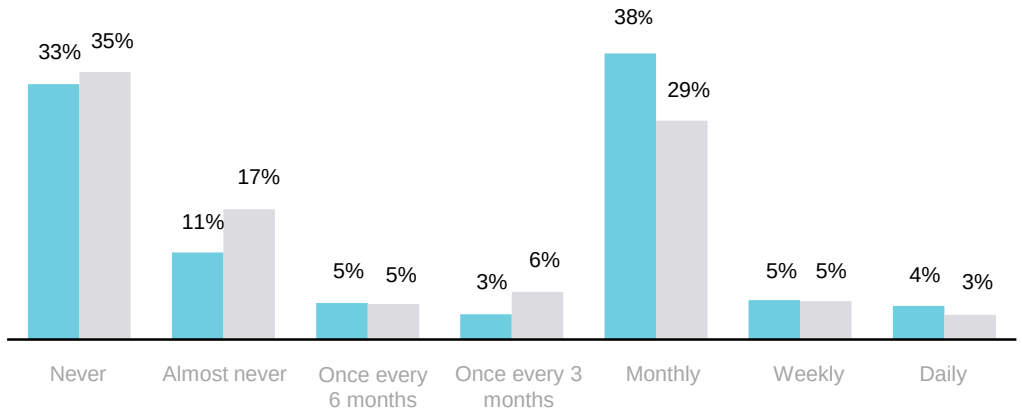
Building Reserves

Just over half of Social Optimists are savers, and nearly half save regularly (monthly or more). Most savers amongst them have only one active savings channel used in the last quarter. They primarily save through family and at home. Nearly two-fifths of the segment doing so, second only to Confident Planners. Nearly a quarter save with informal groups and friends, the highest rate of any segment. Few save with formal accounts and none report saving using mobile wallets. While they are the least likely segment to own livestock, nearly half have purchased personally or commonly held land.

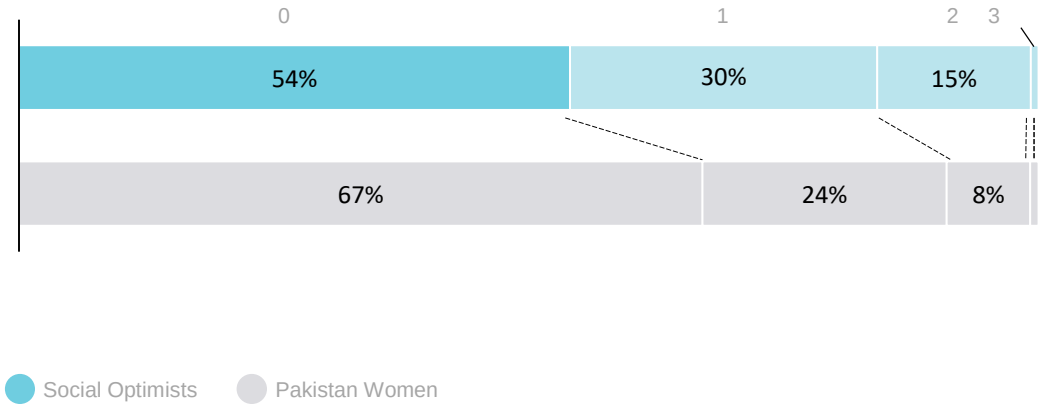
Just under half of Social Optimists are frequent savers, with 45% saving monthly or more compared to 37% of Pakistani women overall. While they are the second most frequent savers after Confident Planners, most rarely or never save. This may reflect a low income and family obligations. Despite their knack for planning and relative wealth, 50% report the lowest belief in the safety of their savings from the demands of others (such as family elders), and 65% report not having enough money to save. The large share of non-savers amongst them may contribute to their somewhat low-confidence in their ability to raise emergency funds.

Two-thirds of Social Optimists who save have done so using only one savings channel in the past 3 months, though nearly twice as many use two or more savings channels than Pakistani women on average (15% compared to 8% nationally). This suggests that some amongst them may deploy more sophisticated savings strategies.

SAVINGS FREQUENCY OVERALL



NUMBER OF SAVINGS CHANNELS IN USE QUARTERLY



Finances

Building Reserves

They primarily save through family, with 39% reporting doing so compared to 30% of Pakistani women nationally. Thirty-two percent report doing so monthly or more compared with 23% nationally. They have the second highest rate of family savings after Confident Planners.

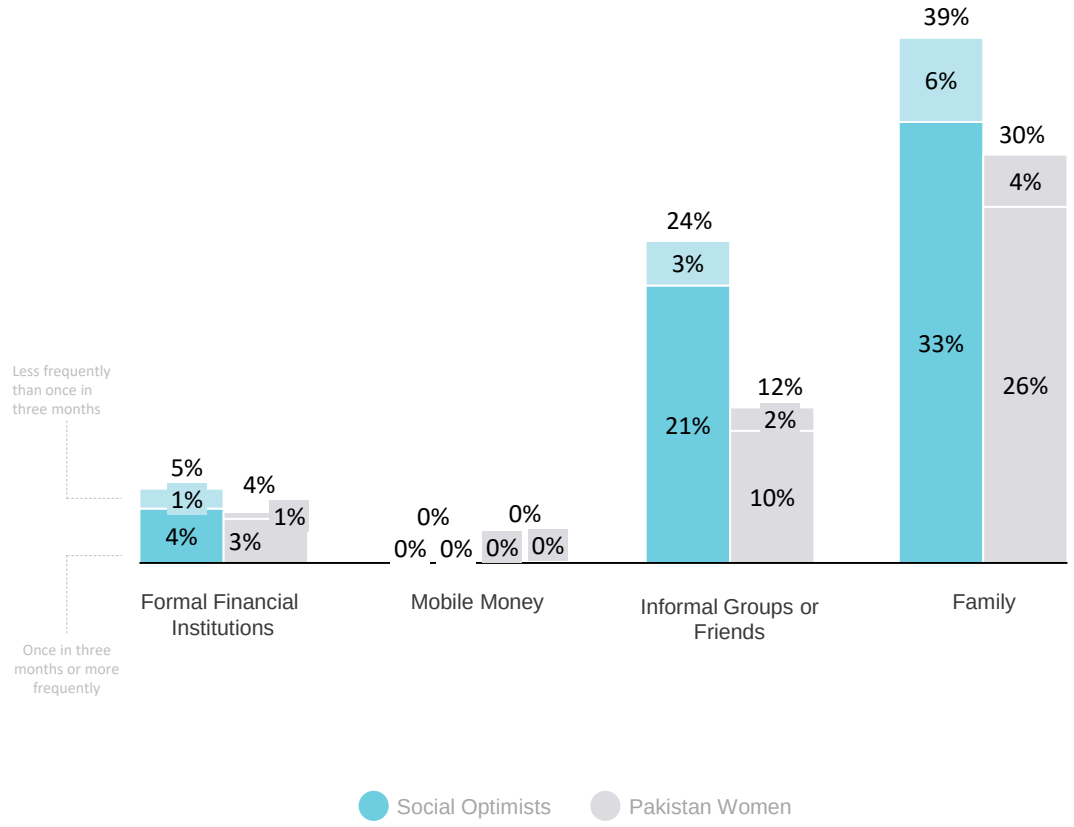
Nearly a quarter of Social Optimists save with informal groups or friends, the highest rate amongst segments, and 21% do so monthly or more. Twenty-six percent hold memberships with an informal group, the highest of any segment, but 3% report that, despite being members, they have never saved through such a group.

Only 6% of Social Optimists save with formal financial institutions, though 10% own accounts. Their banks savings rates are the second highest after the Networked Wealthy. Of those who do save in banks, 4% save in a bank at least once every three months (compared with 3% nationally). Ninety-one percent report that they do not save in banks because they do not own a bank account.

They may also use land as a store of wealth. Forty-four percent own purchased land either alone or in common, the highest amount of any segment. This is a particularly common approach among this segment's rural minority, of whom 53% own land.

They are the least likely segment to own livestock, but this statistic is driven by the urban majority. Ninety-four percent of urban Social Optimists don't own livestock, while their rural counterparts are about as likely to own livestock as rural Pakistani women on average.

SAVINGS CHANNELS USED

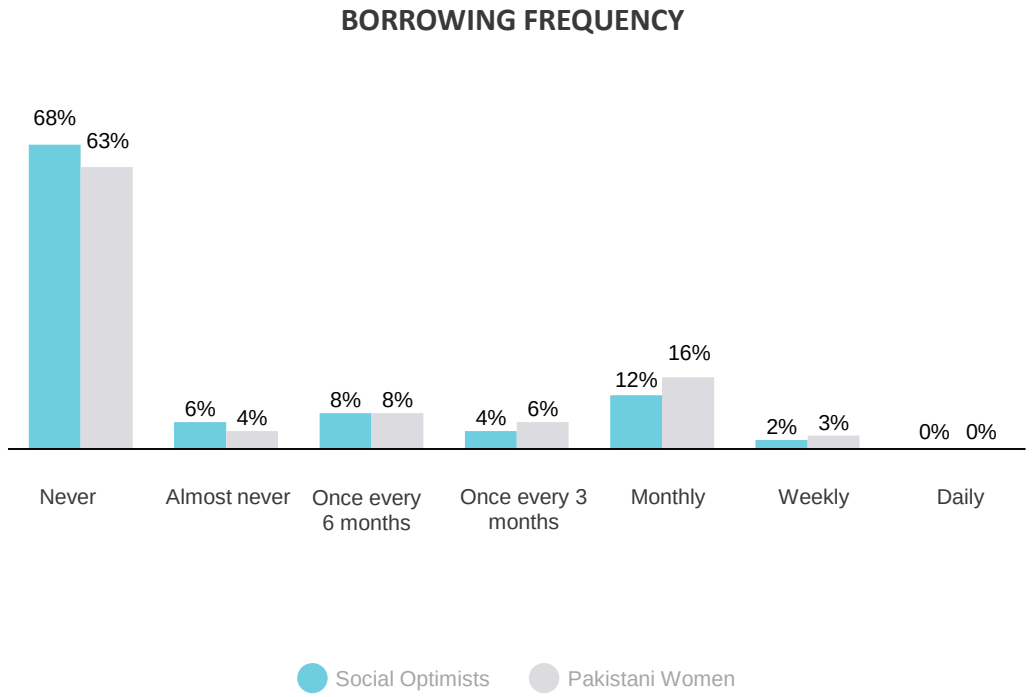


Finances

Cultivating Receivables

Only a third of Social Optimists report ever borrowing, and just under a fifth borrow frequently, making them the second least frequent borrowers amongst Pakistani women. As is true for Pakistan women as a whole, family remains the most frequent source of loans for this segment. A small minority report having borrowed from informal groups and friends, which may bolster their resilience in the face of financial shocks, though most of the segment maintains only one borrowing channel (typically family). Family may be less able to provide support when financial emergencies affect the household, which may explain why most Social Optimists, despite heavy past reliance on social sources of financial support in emergencies, are not confident in their ability to raise future funds.

Sixty-eight percent of Social Optimists never borrow, and a further 6% report that they rarely ever borrow. Only thirty-two percent report borrowing, while 18% report doing so frequently (quarterly or more). Despite being the segment most comfortable with holding debt (see psychometrics), they are the second least frequent borrowers overall and access a below average number of borrowing channels.



Finances

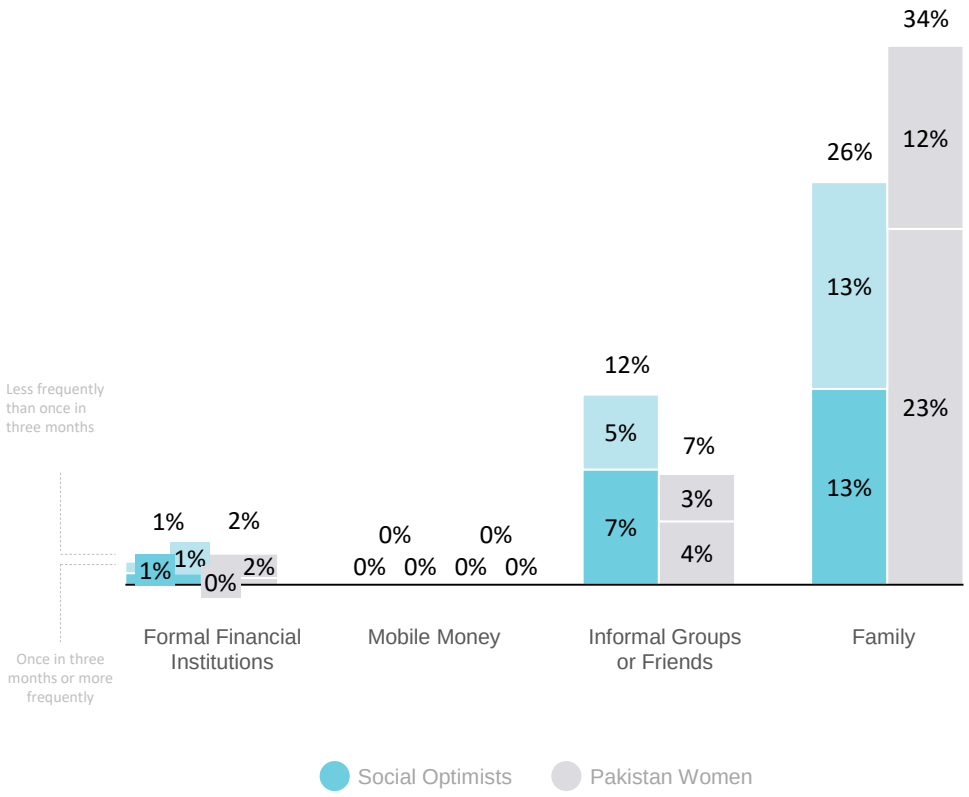
Cultivating Receivables

Just over a quarter of Social Optimists borrow from family, their preferred borrowing channel, though they do so at the second lowest rates amongst segments after Conservative Individualists. Twenty-six percent ever borrow from family, compared with 34% of Pakistani women overall, while 13% do so quarterly or more, compared to 23% nationally.

Twelve percent of Social Optimists report that they borrow from informal groups or friends. This is above the national average for Pakistani women of 7%. They are the most frequent borrowers through informal groups and friends. However, 27% of Social Optimists report being members of informal groups, suggesting most use these groups only for saving.

Very few Social Optimists borrow using formal financial institutions, and none in our sample report borrowing using mobile money. Given the very low rates of penetration of formal financial accounts and mobile money with this segment, these low borrowing rates are not surprising.

SOURCES OF BORROWING

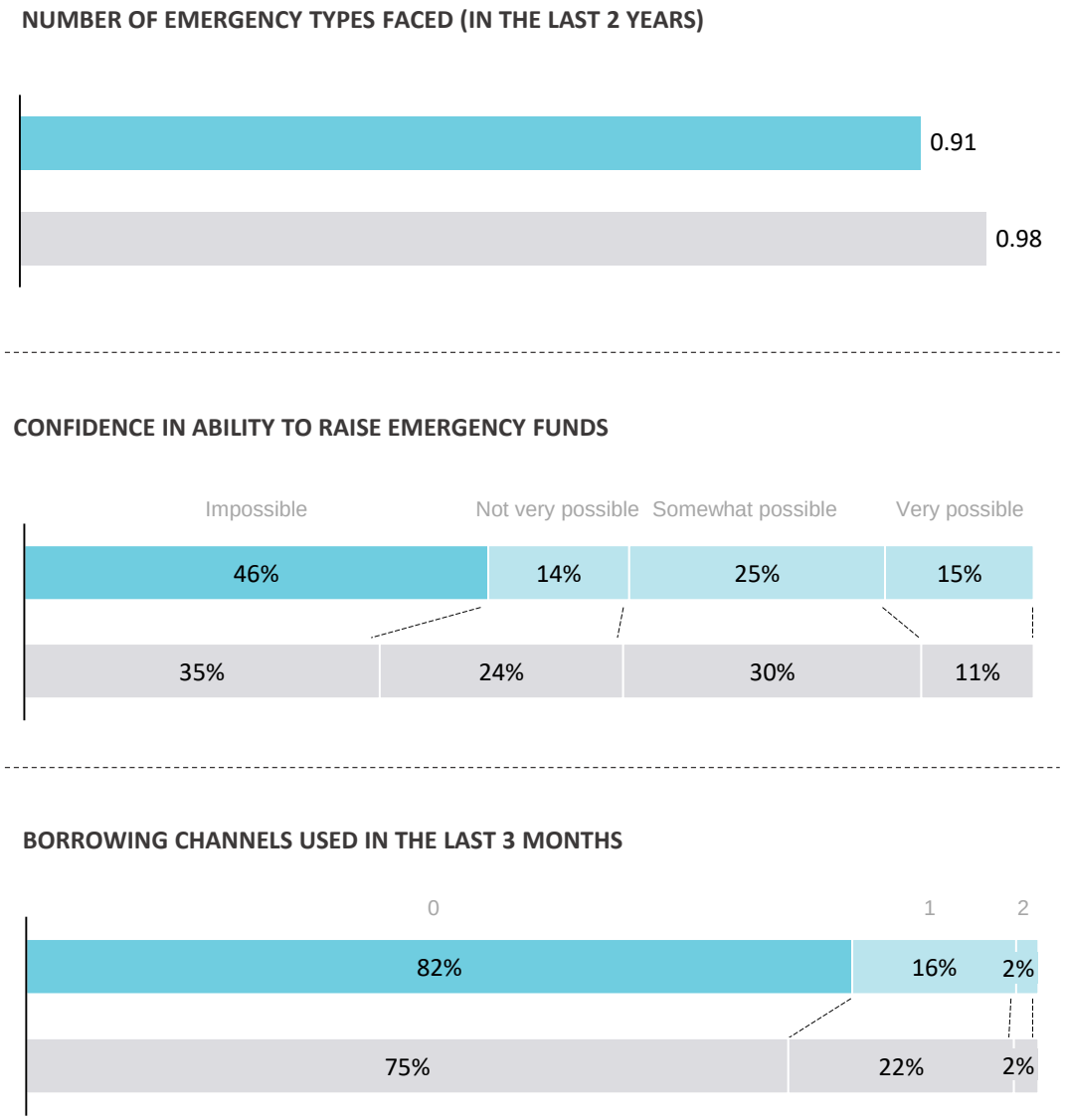


Financial Behavior

Cultivating Receivables

Most Social Optimists have relied on social sources for emergency financial support in the past two years, yet most have little confidence in their ability to raise such funds in the future. Given that they have relatively stable incomes, high SES, and face fewer types of emergencies than Pakistani women in general, their low confidence may be driven in part by heavy reliance on immediate family for emergency financial support. Most borrow using only one channel, notably family, which may be subject to the same emergencies and financial constraints as social optimists.

Social Optimists have faced fewer types of emergencies in the recent past than Pakistani women on average, but are less confident in their ability to raise emergency funds in the future. Sixty percent have relied on social sources of support in the past compared with 52% of Pakistani women overall, which may drive their lower than average confidence in their ability to raise future funds. Most can only rely on 1-2 people for such support in an emergency, likely their immediate family who may also be affected in such circumstances and face similar financial constraints. Yet, for a small minority of Social Optimists (10%), their recently demonstrated ability to borrow from informal groups and friends may buoy their resilience, though most only have one active borrowing channel (predominantly family).



Financial Behavior

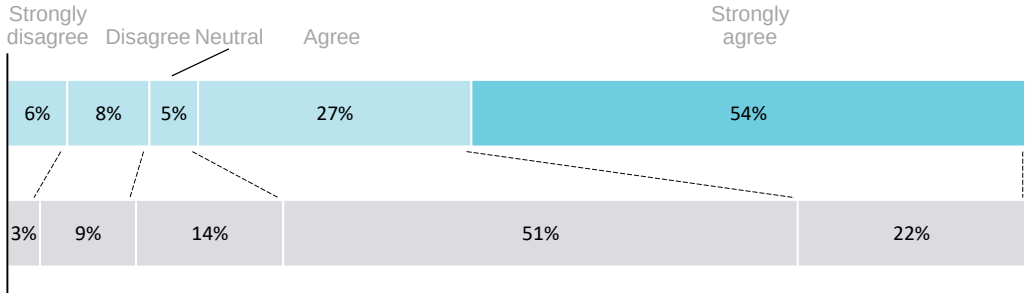
Financial Planning

Most Social Optimists identify as effective planners, have a plan to manage expenses and are goal oriented savers, yet measure low conscientiousness and high impulsivity. Perhaps driven by their positive view of the future, stable incomes, and high SES, they are motivated to plan their finances despite psychological characteristics that might suggest otherwise. Because they tend to view themselves as more lazy, careless and impulsive than average, they may turn to planning as a way to exert control, instill discipline, and bolster their financial health. Most Pakistani women identify as effective planners, which may be due in part to their self-perceived role as managers of the household.

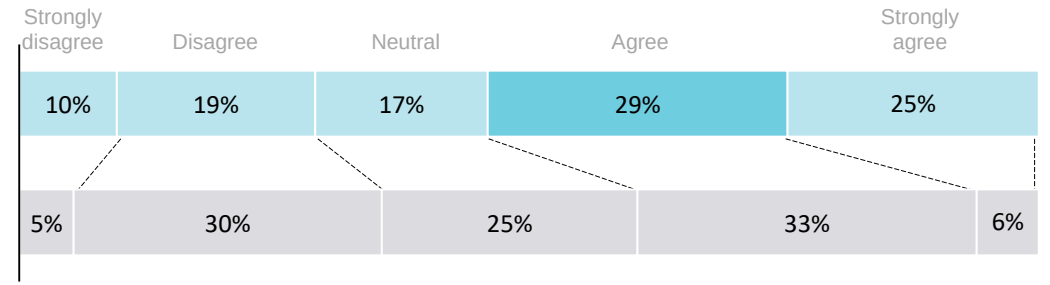
Like most Pakistani Women, Social Optimists consider themselves the type of people who make plans and follow through with them. Amongst segments, they identify most strongly as planners, with 81% agreeing or strongly agreeing with the notion compared to 73% of Pakistani women overall.

Just over half of Social Optimists report having a plan to mange expenses, making them the second most likely segment to have one after the Confident Planners. However, 29% report they do not have such a plan, which may point to the financial stress arising from income volatility that a minority of the segment experiences.

MAKES A PLAN AND FOLLOWS THROUGH WITH IT



HAS A PLAN TO MANAGE EXPENSES



Social Optimists Pakistan Women

Financial Behavior

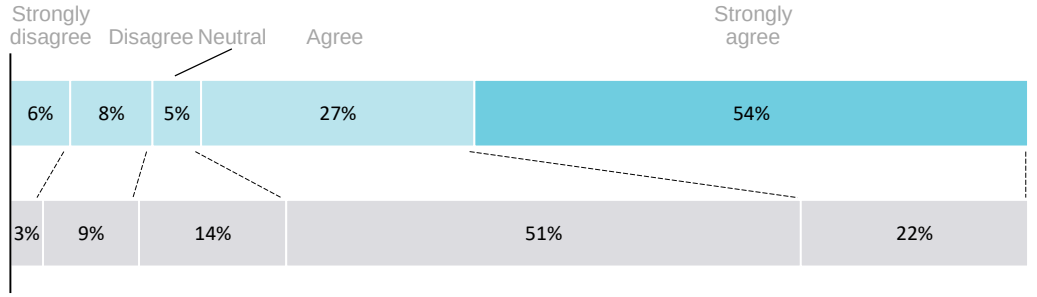
Financial Planning

Because they tend to view themselves as more lazy, careless and impulsive than average, they may turn to planning as a way to bolster their financial health.

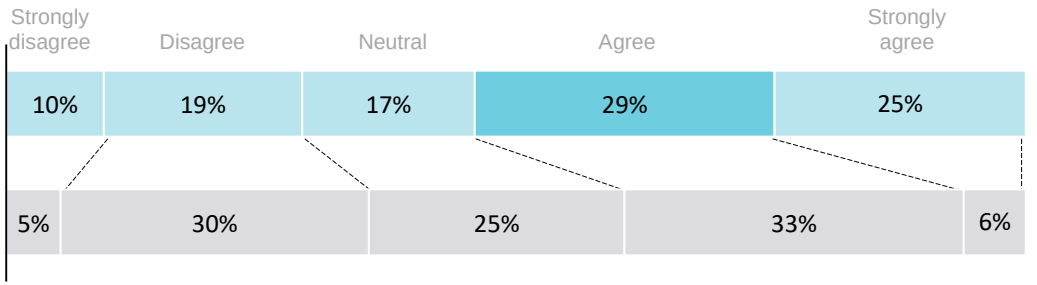
Amongst Pakistani women, Social Optimists are the most likely segment to make financial decisions in the household, either alone (17%, compared to an average of 15%) or with someone else (11% — the highest of any segment). They are also the most likely segment to be single and least likely to be married, which likely contributes to their involvement in financial decisions. Yet, like Pakistani women in general, most identify as financial dependents.

Their decision-making role may be related to their planning nature. While overall not highly conscientious, they are the most likely to strongly agree that they make plans and follow through with them (54%, against 22% for Pakistani women on average), perhaps leading them to be trusted with financial planning even when not the decision-maker. 25% strongly agree they have a plan to manage their household expenses, and a further 29% agree (the second-most likely segment to agree overall) — against 6% and 33% for Pakistani women on average, respectively.

MAKES A PLAN AND FOLLOWS THROUGH WITH IT



HAS A PLAN TO MANAGE EXPENSES



Social Optimists Pakistan Women

Technology

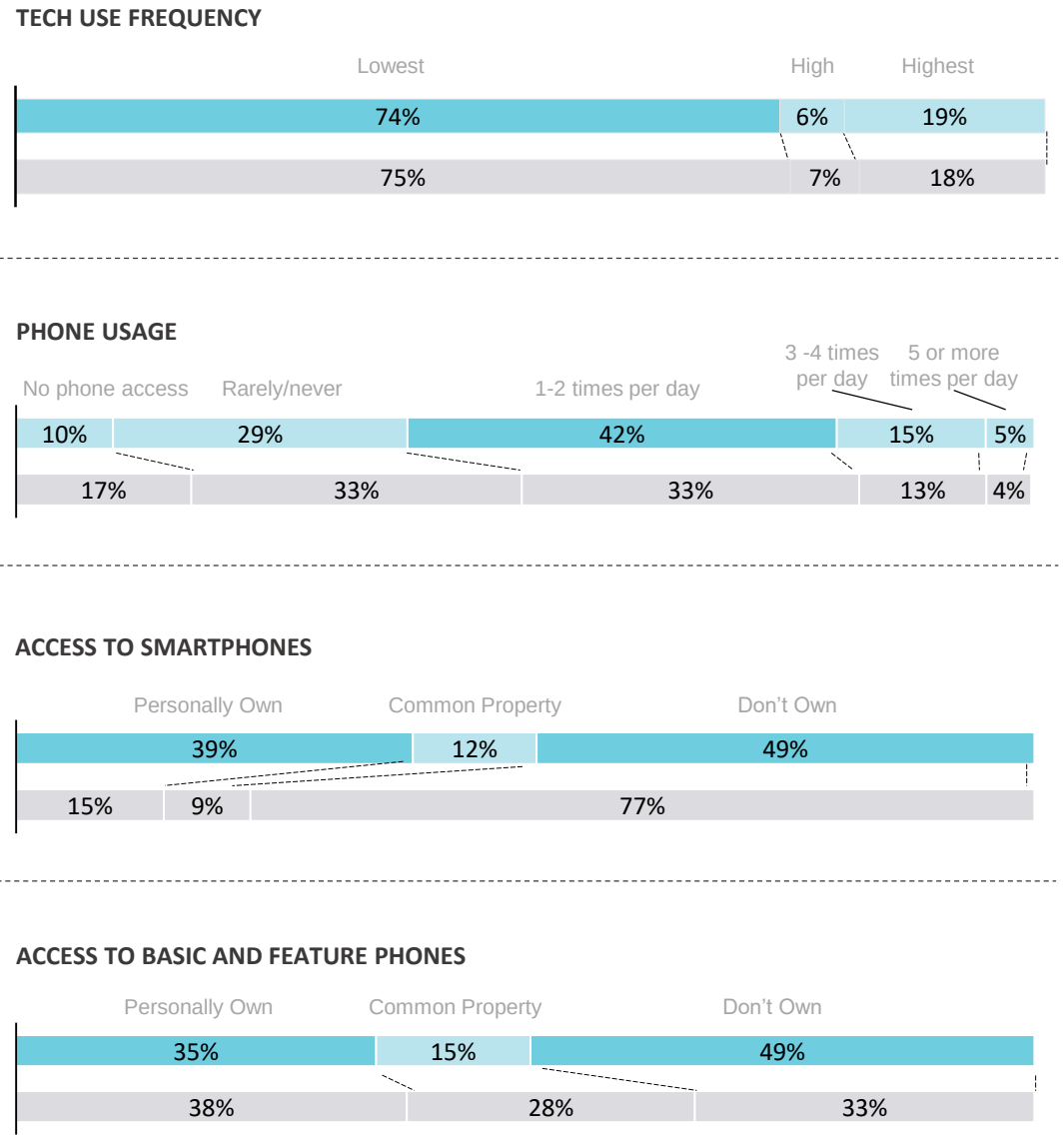
Social Optimists, like Pakistani women, are infrequent users of technology. Yet, nearly two thirds use a phone on a daily basis and about half have access to a smartphone, with two-fifths personally owning one. Compared to Pakistani women in general, they are connected and urban. A quarter text, second only to Networked Elite, though few report using the internet or social media. However, over half watch TV with most doing so daily or weekly.

Social Optimists are the second most frequent users of digital technology. Their overall phone ownership (69%), is second only to the Confident Planners (70%) and well above the overall average (50%). Their rate of personal feature phone ownership is slightly below average but they enjoy the highest rate of personal smartphone ownership (39% compared to an average of 15%).

Social Optimists are the second most frequent phone users, with 62% using their phone on a daily basis compared with 50% nationally**.** They text message at the second highest rate among segments, with 15% texting daily, compared to 14% nationally.

Social Optimists also use the internet, social media, and digital accounts in general, without assistance, at the second highest frequency. Despite having the lowest literacy of any of the segments, twelve percent use the internet daily, against 7% on average. This may suggest that wealth more strongly predicts technology use.

Social Optimists watch TV more than average, with 58% watching at least a few times a month compared 44% on average for women nationally.



Social Optimists

Psychology

Psychology

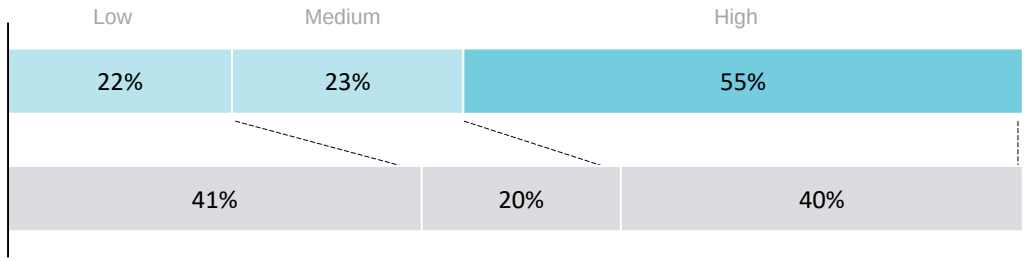
Self-perception

Social Optimists have the weakest sense of agency amongst Pakistani women — most feel they are not in control of their lives and that they cannot improve their abilities. Yet, they have high self-esteem, high confidence in the future, and are strong planners. Their higher SES may provide them with examples in their communities of successful women. On the other hand, they are better educated than average and may be more aware of the constraints to social and economic mobility they face as women in Pakistan.

Social Optimists have, by far, the lowest sense of control over their lives. Seventy-four percent report low to the lowest locus of control. They are on average younger and come from wealthier families, which may lower their need to earn income and increase their feelings of reliance on others.

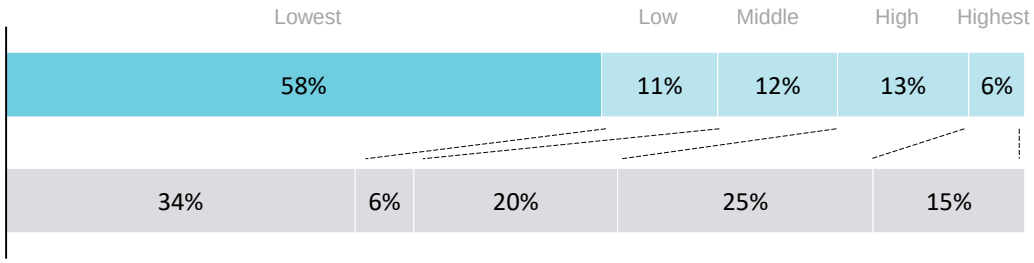
They also have the lowest sense of self-efficacy amongst Pakistani women, with 58% measuring lowest and another 11% measuring low, compared to 34% and 6% for women overall.

LOCUS OF CONTROL



* composite measure of a persons sense of control over their life and outcomes relative to powerful people, institutions, and forces, including their ability to protect their interests from others and their belief in fate or luck

SELF-EFFICACY



* composite measure of a person's belief in the fixedness of natural ability and intelligence, in their ability to learn new things and develop talent through practice, and the importance of experimentation and tolerance for failure

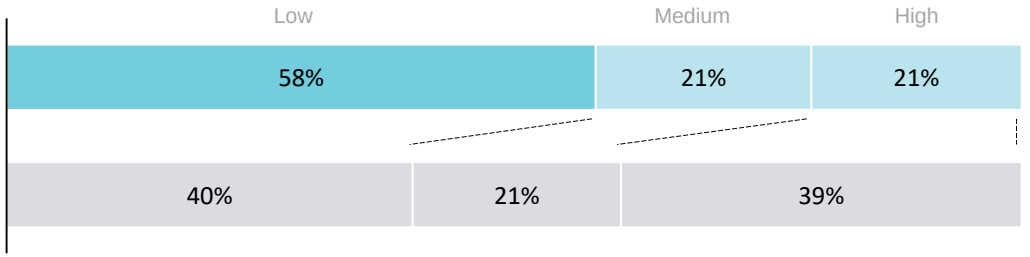
Social Optimists Pakistan Women

Psychology

Self-perception

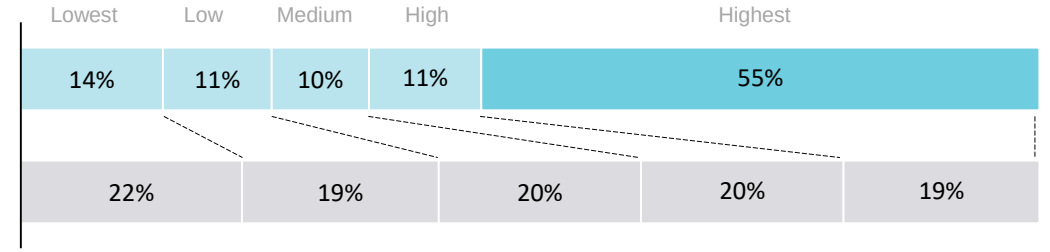
Despite their weak sense of agency, Social Optimists enjoy, by far, the highest self-esteem in Pakistan and the strongest belief they will be better off in the future. Seventy-six percent measure high to the highest levels of self-esteem, while 66% have high to the highest confidence in the future, compared to 40% and 39% of women overall.

SELF-ESTEEM



* composite measure of self-image, satisfaction, and confidence, as well as self-respect, self-worth and pride.

CONFIDENCE IN THE FUTURE



*You will be better off 5 years from now than you are today.

Social Optimists Pakistan Women

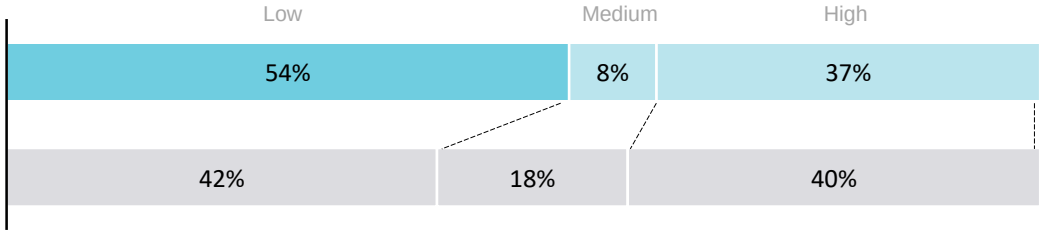
Psychology

Conscientiousness, Impulsiveness, Openness

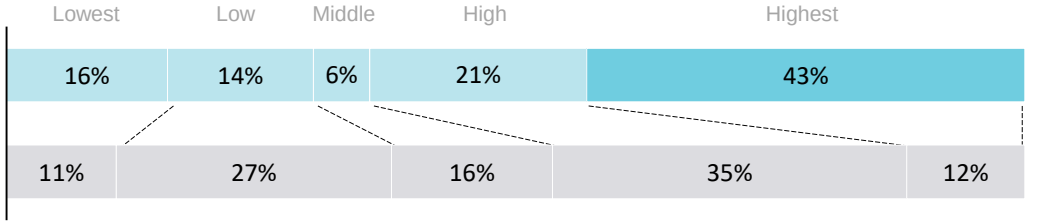
Most Social Optimists are intentional. They identify as effective planners despite viewing themselves as lazy and impulsive, leading to lower than average conscientiousness. Despite their reported impulsivity and relatively low levels of conscientiousness, Social Optimists are intentional and disciplined in their financial management, perhaps in an efforts to overcome these character traits of which they are aware. Their relatively low income volatility, high SES, and above average education levels may make financial planning and frequent goal oriented saving easier. They are also open-minded, and may benefit from experimenting and adapting financial strategies to best suit their personalities and needs.

Just over half of Social Optimists (54%) measure low to lowest conscientiousness, among the lowest levels for Pakistani women. Self-perceived laziness and low diligence drive their below average conscientiousness, but strong planning behavior may mitigate the effects because their overall financial health remains fairly strong.

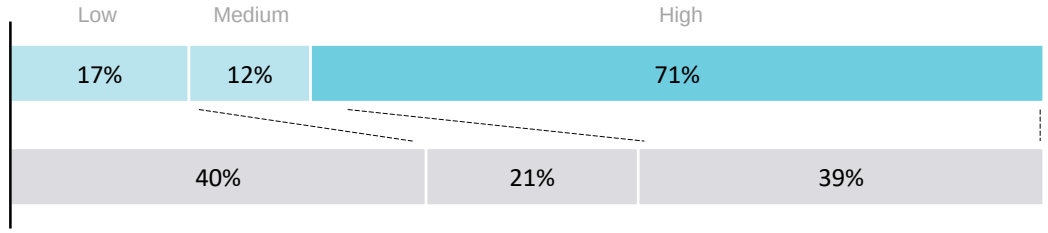
CONSCIENTIOUSNESS



LIKELIHOOD OF IMPULSIVE SPENDING



OPENNESS



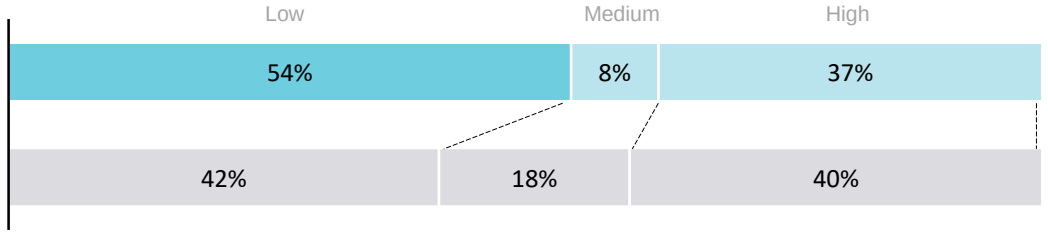
Psychology

Financial Attitudes — Intentionality & Openness

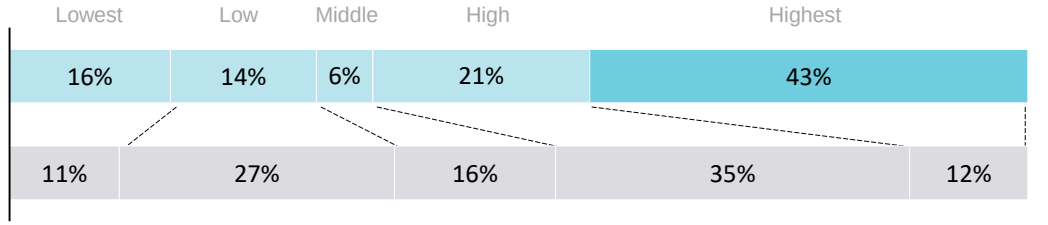
Social Optimists are the most impulsive segment amongst Pakistani women, with 64% reporting high to the highest levels of impulsivity compared to 47% of women overall. Their strongly external locus of control may lead them to believe impulsive spending has little impact on their life outcomes. Although they are impulsive, their strong external locus of control (belief that outside forces control their circumstances) may indicate that they do not see impulsivity as having a significant effect on the outcomes of their lives. Yet, as evidenced by their strong expense planning, savings deliberateness, and frequent savings, their impulsivity does not stop them from building reserves and managing their financial lives effectively.

Social Optimists are one of the most open segments with over two-thirds measuring highest in openness (well above the national average). In Pakistan, high openness correlates with a greater capacity to pay bills, lower willingness to share a windfall with friends and family, and more frequent borrowing from family. Social Optimists demonstrate the first two of these behaviors. However, they are the second-least likely segment to borrow from family at least yearly. Their high openness may play a role in their being the second most frequent users of digital technology overall.

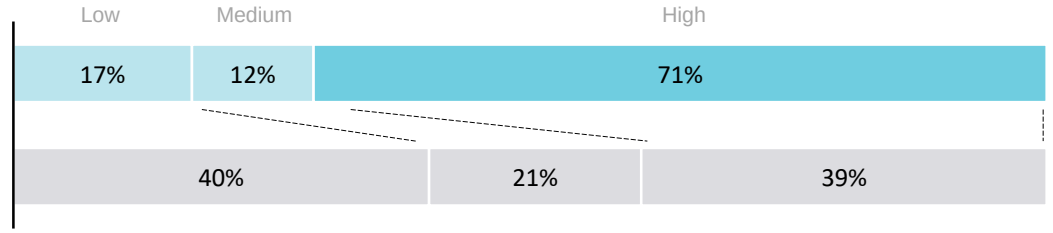
CONSCIENTIOUSNESS



LIKELIHOOD OF IMPULSIVE SPENDING



OPENNESS



Psychology

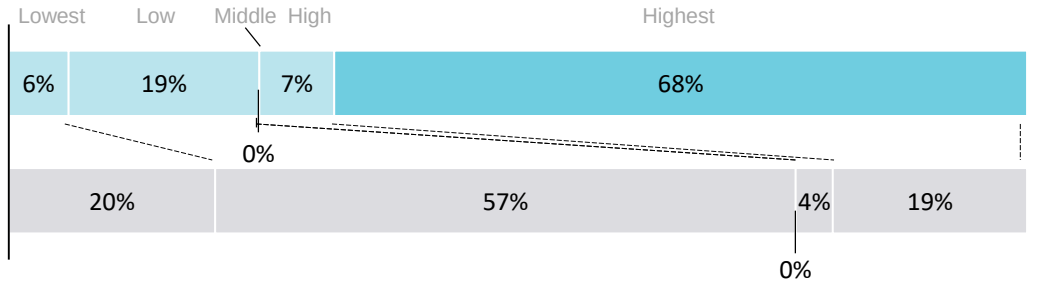
Financial Attitudes — Debt

Social Optimists demonstrate the highest comfort with debt and highest feelings of dependability of all segments. They are, however, less frequent borrowers despite their high SES and above average access to formal financial services (still, few hold accounts). They find financial services the most complex of all segments, and primarily save with and borrow from family, as well as informal groups and friends, and at the highest rates amongst women. With their relatively frequent use of informal financial groups and their openness, greater exposure to formal financial accounts and mobile wallets might drive higher rates of adoption and use.

Most Social Optimists consider themselves dependable, with 68% measuring the highest levels of dependability compared to 19% of Pakistani women overall**.** In fact, only 25% measure lowest to low dependability, compared to 77% of women overall. Their high levels of dependability may reflect their experience participating in informal financial groups and their role as financial managers within the family. Most identify as strong planners and report planning for expenses and saving deliberately.

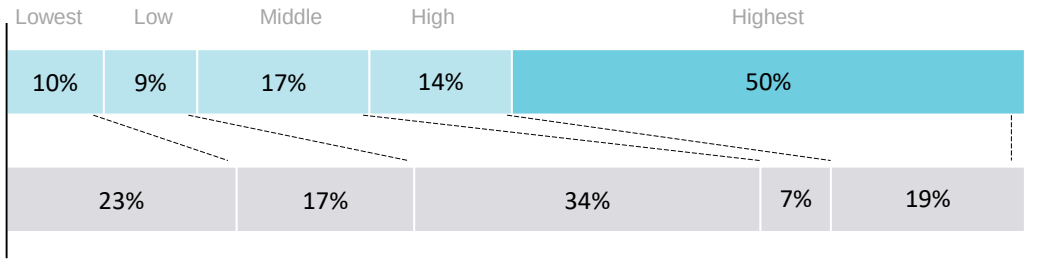
Moreover, they are the most comfortable segment holding debt amongst women in Pakistan. This owes perhaps to a combination of their strong planning behavior, high SES, low income volatility, and sense of dependability. It is likely that when they borrow, they are confident in their ability to repay. Sixty-four percent report high to highest levels of comfort with debt compared with 25% of Pakistani women nationally.

DEPENDABILITY



*composite measure of likelihood of fulfilling promises, returning favors, and looking for guidance from others in new situations

COMFORT WITH DEBT



*composite measure of a persons perceived risk and anxiety around holding debt, especially as regards the loss of collateral

Social Optimists Pakistan Women

Psychology

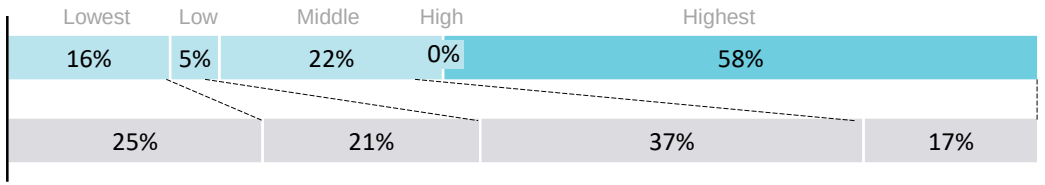
Financial Attitudes — Savings

Most Social Optimists are deliberate savers, over half report the highest levels of deliberateness in their savings, and another fifth report moderate levels. This comes despite most feeling they do not earn enough to save and that their savings are not safe from the claims of others, as well as their reported low levels of consciousness and high levels of impulsive spending. They save because they decide to save, not because they believe they have enough money to do so. This may reflect a strong intentionality and goal orientation amongst Social Optimists, or a desire to mitigate their impulsivity and position themselves to take greater control over their financial lives, given their low general sense of agency.

Most Social Optimists are deliberate savers, with 58% measuring high to the highest level of savings deliberateness compared with 17% of Pakistani women overall. Enabled by stable incomes and high SES, Social Optimists can pursue goal oriented and locked savings strategies and appear to prefer these.

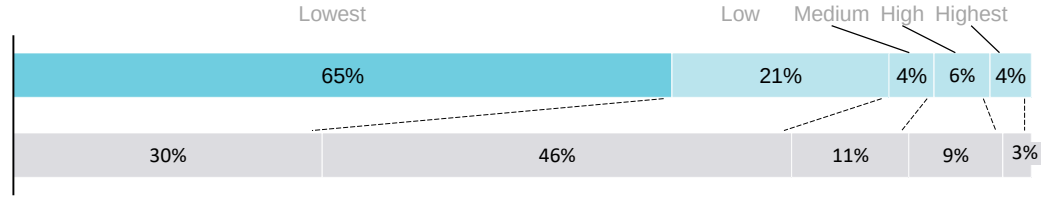
Over three quarters of Social Optimists feel that they do not make enough money to save that their savings are not safe from the clams of others. Eighty-six percent of Social Optimists do not believe they earn enough to save, while 74% feel their savings are not safe from others, both the highest levels amongst Pakistani women.

SAVINGS DELIBERATENESS



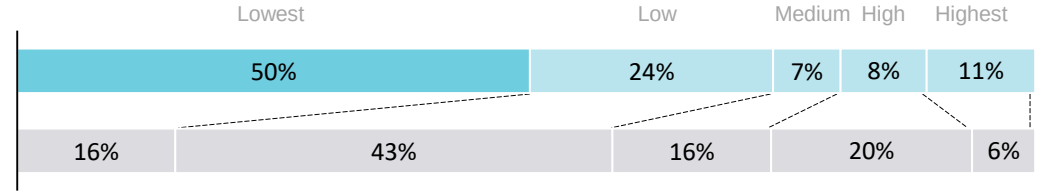
*composite measure of a persons belief in the superior efficacy of saving for a specific purpose and the discipline with which they maintain the non-fungibility of money once allocated to a savings goal

BELIEF IN EARNING ENOUGH MONEY TO SAVE



*You make too little money to save it for anything.

SAFETY OF SAVINGS FROM OTHERS



*If you saved money, many people in your life would ask you to give it or loan it to them.

Psychology

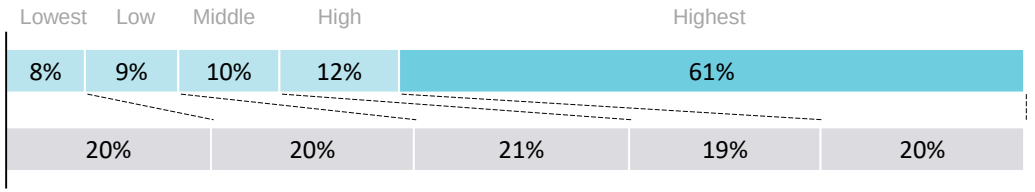
Trust in People

Most Social Optimists strongly trust people, but they much more strongly trust people they know, and especially those whom they have known for a long time. Most have high trust in their social financial networks, especially when it comes to borrowing and lending, and report strong belief in an equal community that will invest in their success, though are less confident in their ability to raise emergency funds from their social networks.

Among all segments, Social Optimists place, by far, the most trust in people in their communities. Sixty one percent report having the "highest" trust level, more than three times the average among Pakistani women.

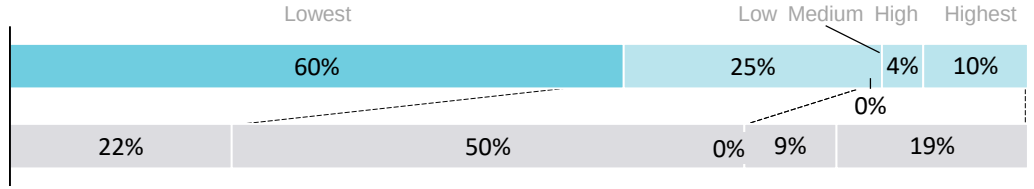
Social Optimists have the narrowest breadth of trust in people, with 60% measuring lowest and 25% measure low levels, compared to 22% and 50% of Pakistani women overall. They trust family and close friends — people with whom they have had long-lasting relationships — much more than other people, which may explain why they use family, informal groups, and friends to manage money at amongst the highest levels for Pakistani women.

TRUST IN PEOPLE



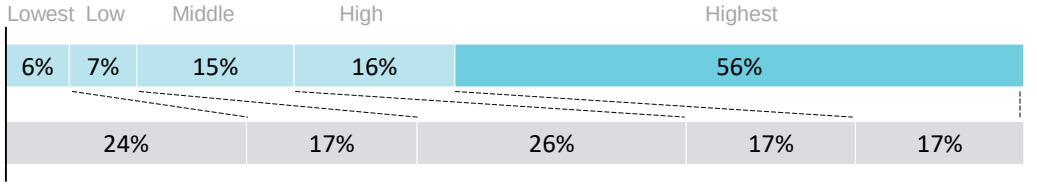
*composite measure of perception of community and neighbors' innate and relative trustworthiness, trust in family and friends to act in one's best interest, need for caution around strangers, and sense of safety and home in one's community

BREADTH OF TRUST IN PEOPLE



*composite measure based on relative level of trust in people with whom one has had long lasting relationships versus shorter term relationships, and feeling of security working with people one knows verses strangers

TRUST IN SOCIAL FINANCIAL NETWORKS



*composite measure of a persons comfort loaning money to friends and family for emergencies and investments, as well as confidence they would repay.

Psychology

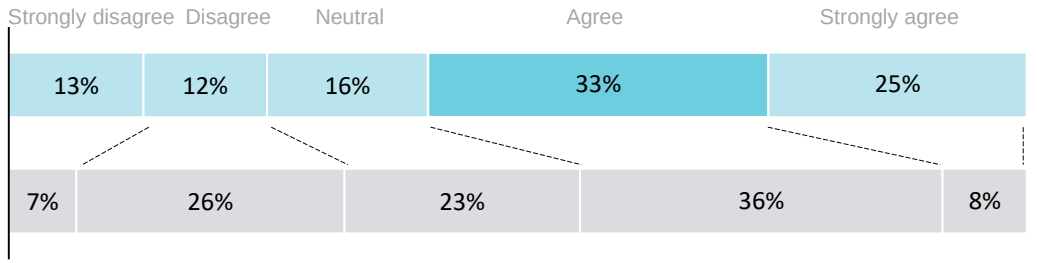
Trust in People

They have, by far, the highest trust in social financial networks. Seventy-two percent report high to highest levels of trust. Accordingly, they use informal groups or friends as a savings channels more frequently than any other segment.

They believe more strongly than any other segment that they can rely on family, friends, or neighbors to invest in their business or their children's education. Twenty five percent strongly agree that this is the case compared with only 8% on average. This trust, however, seems to translate less well in relation to emergencies. They report the lowest confidence in their ability to raise emergency funds, and yet 60% say they rely on social sources in an emergency.

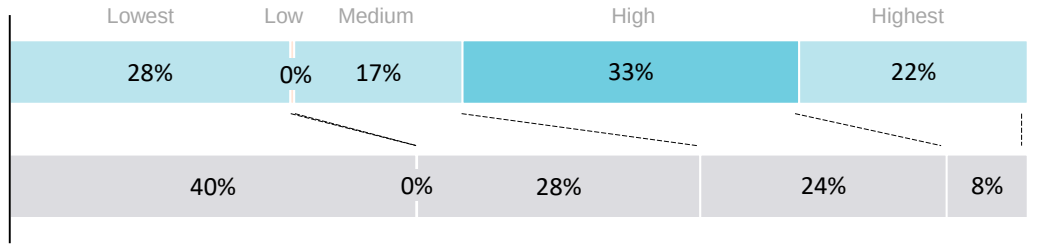
They also have the highest perceptions of community equality, which, given their higher SES, perhaps suggests a focused "community" with more homogeneous social circles. With Social Optimists, as throughout Pakistan, higher belief in community correlates with lower daily and weekly income volatility.

BELIEF IN COMMUNITY SUPPORT FOR BUSINESS & SCHOOL FEES



*You can rely on your family, friends, and neighbors for loans or support to invest in your business or children's education.

PERCEIVED COMMUNITY EQUALITY



*composite measure of belief in similar livelihoods and financial parity amongst family, friends and neighbors

Social Optimists Pakistan Women

Psychology

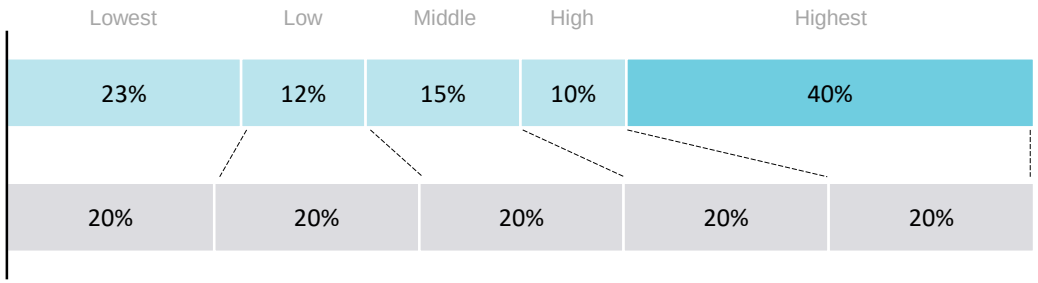
Trust in Institutions

Half or more of Social Optimists have high to the highest levels of trust in banks, media, and government, above average for Pakistani women in all categories. Hover, more than a third have low to the lowest trust in banks and government.

Overall, Social Optimists maintain relatively high trust in institutions, but a significant minority report more limited trust. They are the most likely to report the highest trust in banks, but an above average number still report having the lowest such trust. Similarly, they are the most likely to report the highest trust in government, but because they are also the most likely to report the lowest levels of trust, their overall result is only slightly above-average.

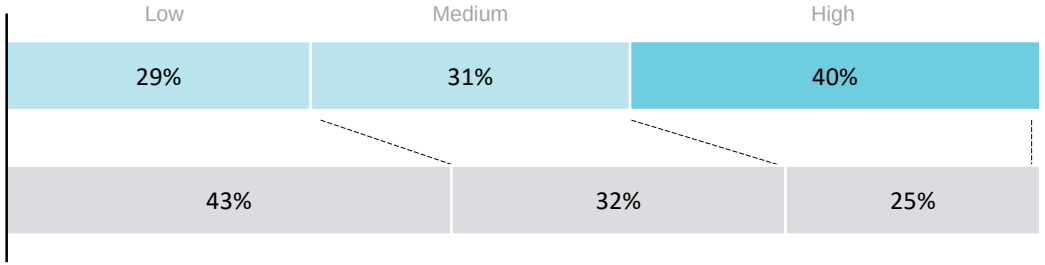
A plurality of Social Optimists report high to the highest levels of respect for authority, with 40% reporting such levels compared to 25% of Pakistani women overall. However, just under a third have low to the lowest levels of respect for authority. Their high respect for authority may drive the generally high institutional trust levels.

TRUST IN BANKS



*composite measure of belief in security of bank deposits, clarity of bank terms, comfort taking loans, and belief in customer centricity of banks

RESPECT FOR AUTHORITY



*composite measure of belief in benefit on close supervision on workers productivity and degree to which children should be allowed to disagree with parents

Social Optimists Pakistan Women

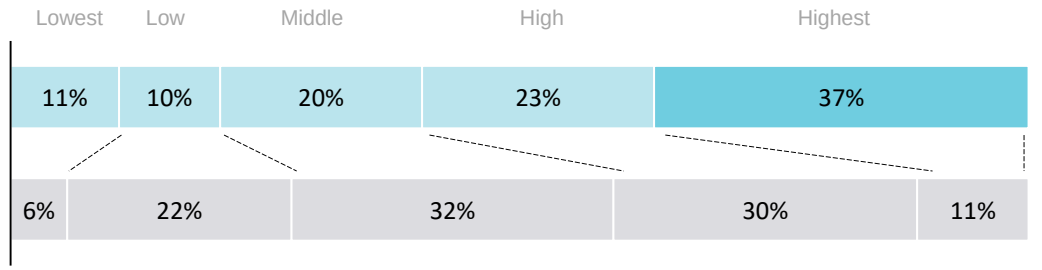
Psychology

Trust in Institutions

Their high level of trust in banks is reflected in their being the second-most frequent savers with banks. Still, only a very small proportion of the segment exhibit this behavior. The vast majority, 91%, do not have an account, and a further 4% never save in the account they do have.

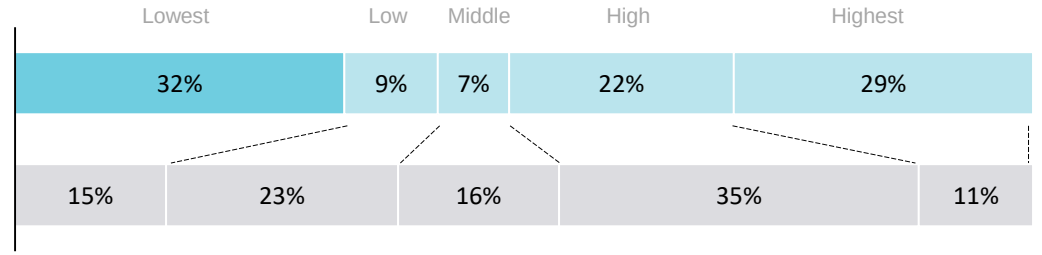
Their trust in media is the highest of any segment. They consume TV, newspapers and radio at an above average frequency, with 58% watching TV at least a few times per month, compared to 44% on average.

TRUST IN MEDIA



* Generally, what is reported in the media is accurate.

TRUST IN GOVERNMENT



* I can trust the government to act in my best interest.

Social Optimists Pakistan Women

Psychology

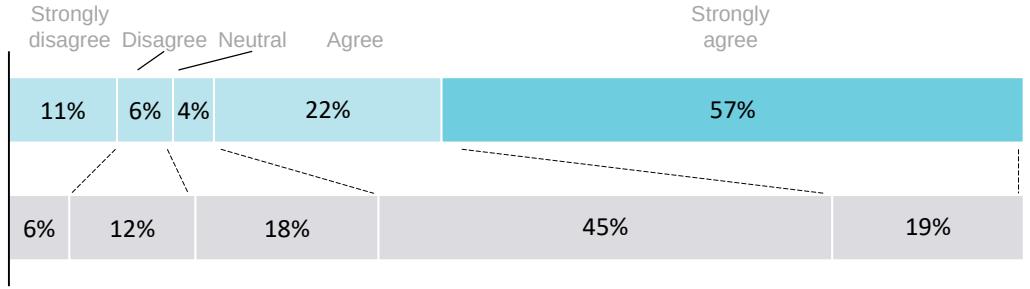
Gender

Social Optimists have the strongest opinions regarding gender equality of all Pakistani women. They strongly agree with views indicating men and women are equals and should be treated as such, however they believe men are better financial managers than women, despite the fact Social Optimists appear to be active and effective financial planners within their households. Their view in this regard may be driven by the fact that they view financial services as complex and rarely own formal or mobile accounts.

Most Social Optimists believe men are better financial managers than women, with 80% agreeing to strongly agreeing with the notion, compared to 64% nationally. Eleven percent strongly disagree compared to 6% nationally. This belief may be driven in part by the fact that most Social Optimists find financial services complex. However, they identify as effective planners, maintain expense plans, and are deliberate savers, suggesting they play active and important roles in household financial management.

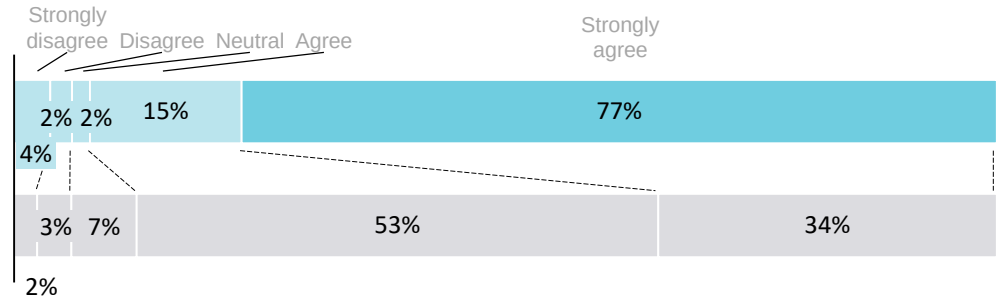
Moreover, they report the highest belief in the need for financial openness within the family. Seventy-seven percent strongly agree that husbands and wives should know each other's financial affairs compared with 34% nationally. This is reflected in the high number of Social Optimists involved in household financial decisions, even when they are not household heads.

MEN ARE BETTER FINANCIAL MANAGERS THAN WOMEN



* Generally, what is reported in the media is accurate.

WIVES AND HUSBANDS SHOULD KNOW EACH OTHER'S FINANCIAL AFFAIRS



* I can trust the government to act in my best interest.

Social Optimists Pakistan Women

Psychology

Gender

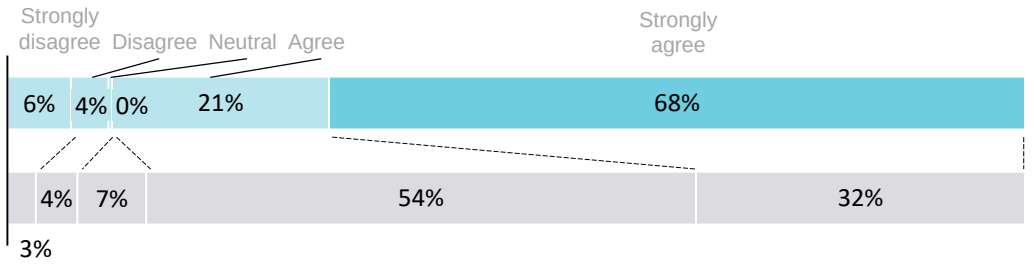
Social Optimists have the highest belief that boys and girls should be educated about finances in the same manner. Sixty-eight percent strongly agree compared with 32% nationally. However, 6% strongly disagree compared with 3% nationally.

Social Optimists have the strongest belief among segments that women understand new technologies better than men. Fifty-three percent strongly agree compared with 17% nationally. Still 8% strongly disagree compared with 4% nationally.

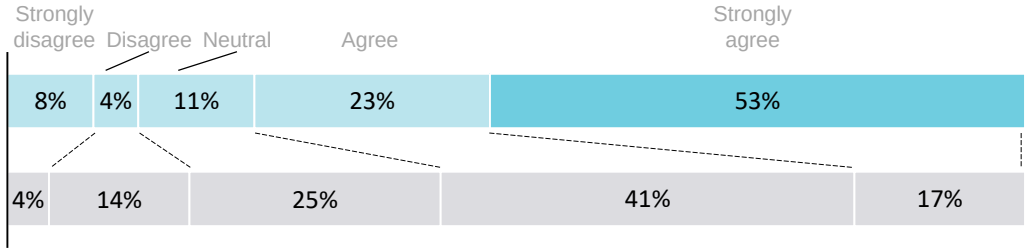
They also feel more strongly than other segments that women do not face gender bias when interacting with financial service providers. In particular, when presented with the statement, "When applying for a loan, the gender of the applicant does not influence whether the loan is granted," 80% agree or strongly agree compared with 64% nationally. No other segment reports above 70% agreement. Once again, however, 6% strongly disagree with this statement compared with 4% nationally.

Despite reporting the lowest levels of gender bias among segments, when it comes to financial and technological matters, Social Optimists seem to be the least aware of the impacts of gender on access to financial services, especially loans. This may be a result of their higher socio-economic status, since half of those with bank accounts (whether or not they borrow with them) strongly agree with this statement.

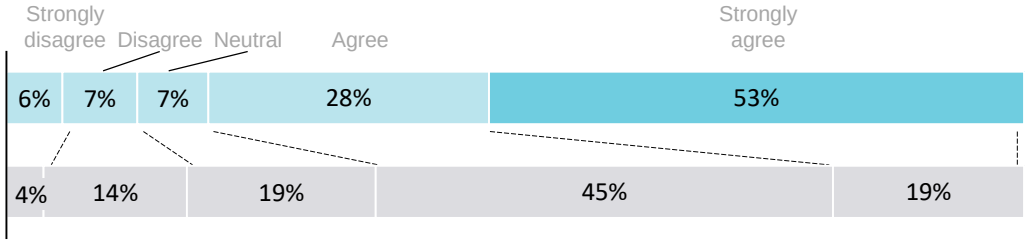
BOYS AND GIRLS SHOULD BE EDUCATED ABOUT MONEY IN THE SAME WAY



WOMEN UNDERSTAND NEW TECHNOLOGIES BETTER THAN MEN



WHEN APPLYING FOR A LOAN, THE GENDER OF THE APPLICANT DOES NOT INFLUENCE WHETHER THE LOAN IS GRANTED



OPPORTUNITY

How might we create formal financial tools
that use Social Optimists' propensity to plan
to help them feel better able to cope with emergencies?

Design Principles

Create products and services that:

- Help them use their propensity to plan to better cope with emergencies.
- Support them in reducing the number of unpaid bills, whether by helping them budget for expenses or manage payments.
- Anticipate or insure against financial emergencies.
- Reward them for their diligence in saving.
- Help them find mechanisms for borrowing that support their needs.

Engage through:

- Digital Channels — Leverage their relatively high levels of tech use to deliver personalized financial planning tools through digital channels, especially among youth (18-34) in this segment.
- Television — Offer broad aspirational messages about a positive future ahead and describe financial tools they can use to help them reach it.
- Messages — Draw on the high trust Social Optimists have in both their community and institutions.
- Authoritative Messengers — Capture their attention with messangers who project authority.

Confident Planners

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Overview

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Analysis

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Opportunities

Confident Planners

17% of adult female population | 10.6 million women

Relatively well educated, affluent, and married, Confident Planners are effective household managers who plan their finances carefully despite limited control within the household and a tendency towards spending impulsively. They are financially healthy, struggling with relatively few bills and emergencies. They manage money through family, mostly eschewing formal accounts, which most find complex, and informal groups, which most distrust. They save frequently but less commonly in a disciplined and goal-based manner. Most feel they do not earn enough to save, though do so anyway, and believe what they do manage to put away is vulnerable to the claims of others. They have strong sense of agency and belief in their abilities, but low self-esteem, perhaps due to their struggles exerting control within the household and building towards their long-term goals.

Confident Planners are mostly middle-high **income**, **rural**, **married women**. They are **well-educated**, but defer to their spouse or someone else in the home on **financial decisions**. They are slightly **younger** than average for Pakistan, skewing towards **middle age**, and primarily manage their finances through **family**. A small minority use **informal groups** and formal **accounts**, though most find financial services **complex**. They have low **trust** in people, but slightly higher **trust** in banks.

Confident Planners are **conscientious** and effective financial **planners**, with most reporting they have a **plan to manage expenses** despite saying that they do not make financial decisions within their households. They may plan to mitigate their **spending impulsiveness** or to fulfil their role as household managers. Most however are not strongly **deliberate savers**, perhaps driven in part by their lack of decision-making authority in the household, as well as their feeling that they don't earn **enough to save** and that their **savings are vulnerable** to the claims of others.

Confident Planners are dedicated and deliberate household managers. Despite high income volatility, Confident Planners report relatively few **missed bills** and are confident in their ability to meet **future household expenses**. This suggests they effectively manage liquidity in the face of volatility, owing to their relatively high SES, strong financial management.

Among women, Confident Planners are the most effective segment at **building reserves** and are the most **frequent savers** across the widest number of **channels**. Most save monthly or more, primarily through family. They also report the highest overall **land** and **livestock** ownership.

Confident Planners **cultivate receivables** more effectively than any other women segment. About half **borrow** and over one-third borrow frequently (monthly or more). Yet, almost none consider themselves **dependable** and over two thirds report low **comfort holding debt**, likely driving most to borrow from family, their preferred channel. Nearly three-quarters have relied on friends and family for **support in emergencies** over the past two years, more than any other segment, though over two-thirds are not confident in their ability to raise **emergency funds** in the future. However, perhaps because of their wealth and strong financial management, they face the fewest **financial emergencies** of any segment.

Demographics

+ 49% occupy **SES** quintiles 4-5
+ 78% are **age** 25-44
+ 86% are **married**
+ 61% live in **rural** areas
+ 45% completed **primary school,** 23% completed **secondary school**
+ 8% **primary decision makers** for household finances
+ 8% **joint decision makers** for household finances
+ 84% rely on **spouse or someone else** to make financial decisions
+ 53% personally own **land**
+ 24% personally own **livestock**

Behavior

+ 78% report medium to high **income volatility**
+ 2.3 **unpaid expenses** types in past 6 months
+ 70% confident in their ability to **pay bills** on time
+ 72% have a **plan** to manage their expenses
+ 55% **save** monthly or more (primarily with family)
+ 38% **borrow** quarterly or more (primarily from family)
+ 72% primarily rely on social sources of **money in emergencies**
+ 1% own **mobile wallets**
+ 17% are members of **informal financial groups**
+ 8% own **formal financial accounts**
+ 13% personally own **smartphones, 61%** personally own feature phones
+ 8% use **internet** and **social media** monthly or more

Psychology

+ 43% strong internal locus of control, 57% high-highest **self-efficacy**
+ 63% low-lowest **self-esteem,** 39% strongly confident in the **future**
+ 72% identify as effective **planners,** 68% report high-highest spending **impulsivity**
+ 46% high-highest **conscientiousness,** 36% report high-highest **openness**
+ 92% low-lowest **dependability,** 70% low-lowest **comfort with debt**
+ 48% low-lowest **deliberateness** in their savings
+ 65% low-lowest belief that they earn **enough to save**
+ 47% low-lowest belief that their **savings are safe** from social claims
+ 67% low-lowest **trust in people**
+ 69% high-highest **trust in community** support for business and school fees
+ 44% low-lowest **trust in banks,** 72% find financial services **complex**

Aspirations

Confident Planners would keep the majority of a windfall as cash at rates well above the national average, reflecting their prioritization of daily household expenses and bills. In fact, they report the lowest number of missed bills and the highest levels of confidence in meeting their expenses among Pakistani women. They are dedicated household managers and who plan to insure daily household needs are met and bills are covered. They likely also advocate for investments in children's education, weddings, and other cultural milestones.

Confident Planners

Demographics

Socioeconomic

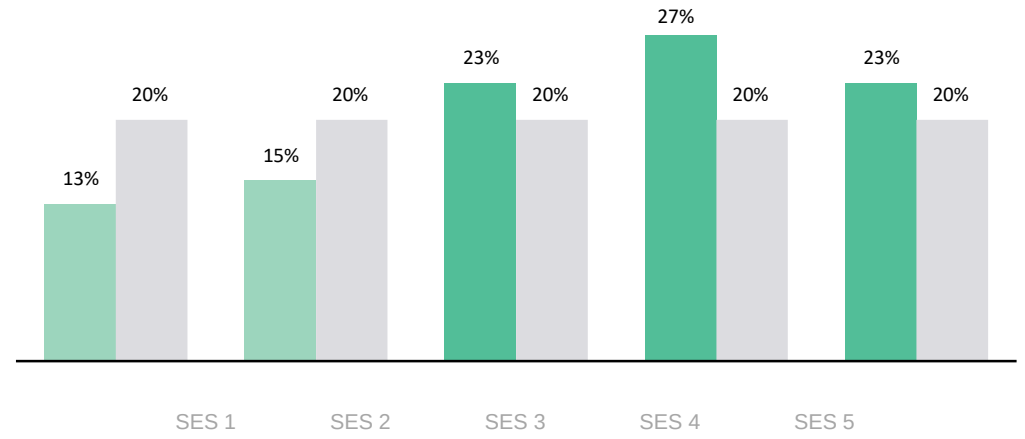
Confident Planners are mostly middle to high-income, rural, married women. They are well-educated, but report rarely taking part in household financial decisions, which they defer to their spouse or someone else in the home. They are slightly younger than average for Pakistan, skewing towards middle age.

Confident Planners are mostly rural (61%), 25-44 years old (78%), married (86%), and in the top 3 SES quintiles (73%). They are the second best educated segment among Pakistani women after Social Optimists and second wealthiest after Networked Elites. They are both the most likely segment to personally own land (53%) and to be married.

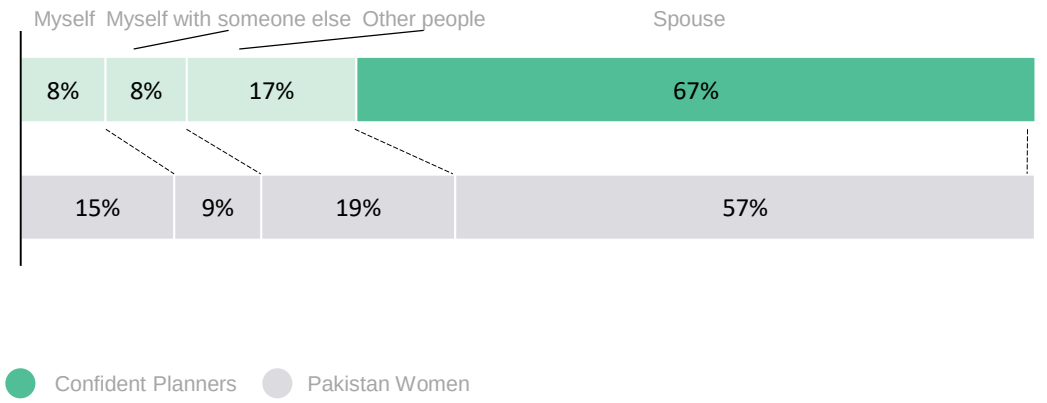
Forty-five percent of Confident Planners have completed primary school and another 23% have completed secondary school. Only 27% have no schooling, by far the lowest rate among Pakistani women. The national average is 51%.

Most Confident Planners report that their spouse (67%) or someone else (17%) is the primary decision maker in their household. Only 16% report taking part in household financial decisions. They report the lowest participation rates in household decisions among Pakistani women.

SOCIOECONOMIC STATUS



HOUSEHOLD DECISION MAKING



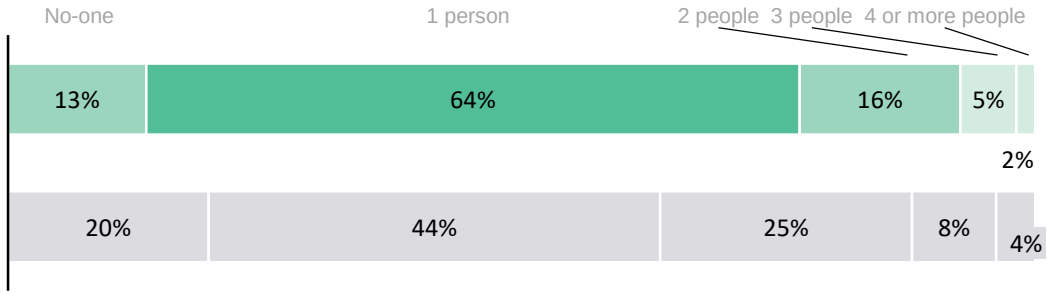
Social Network

Compared to other women in Pakistan, Confident Planners have relatively narrow social networks, likely confined to family. They have relied heavily on these small networks for financial support in emergencies, yet like Pakistani women in general, most are not confident in their ability to raise emergency funds in the future.

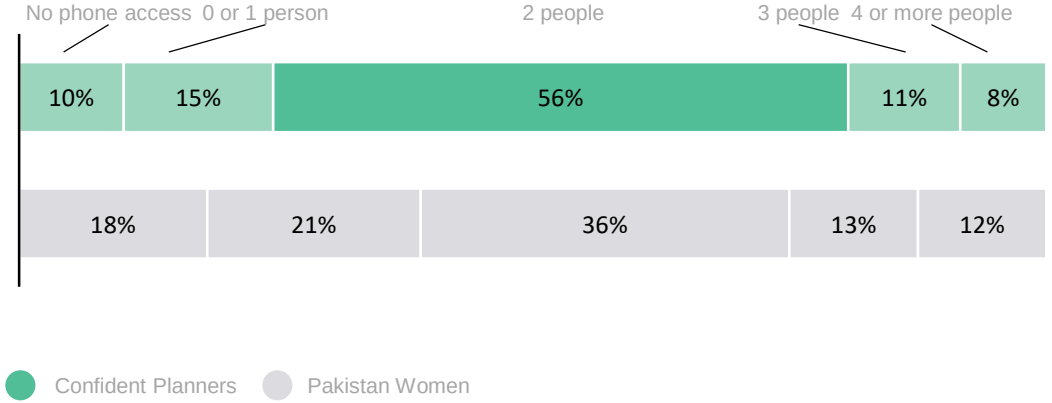
Sixty-four percent of Confident Planners report being able to rely on only one person when ill, likely someone within their family, compared to 44% of Pakistani women overall. They can rely on the second-fewest people for support when ill.

Eighty-one percent of Confident Planners speak to two people or fewer on the phone per day, compared to 75% of Pakistani women overall. They speak to the fewest people on the phone daily amongst segments.

NUMBER OF PEOPLE THAT CAN BE DRAWN ON WHEN SICK



USING YOUR PHONE, HOW MANY PEOPLE DO YOU TALK TO IN A DAY?

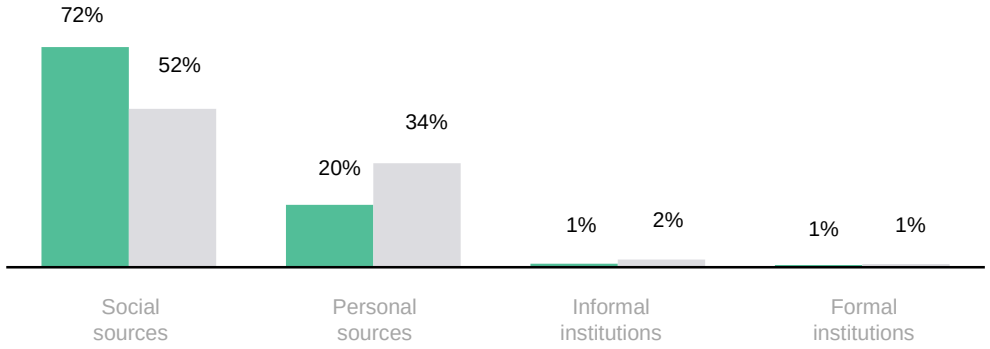


Social Network

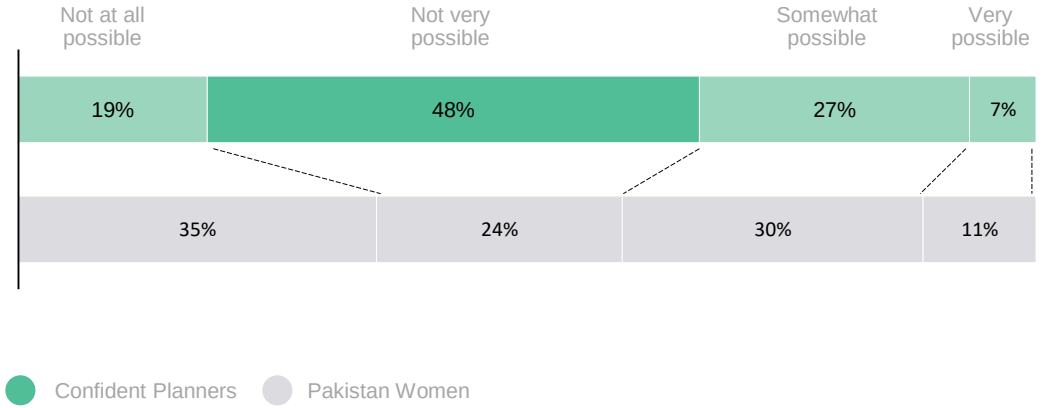
Despite being able to rely on few people for support when ill and having a relatively small daily calling network, **Confident Planners report relying heavily on their social network for financial support in an emergency.** Seventy-two percent say their friends, family, and community would be their primary source of money in a financial emergency (the highest rate among segments), compared to 52% of women overall.

Most Confident Planners are not confident in their ability to raise emergency support in the future. Forty-eight percent feel it is not very possible for them to raise emergency funds when necessary, and a further 19% believe it is not at all possible, compared to national averages of 24% and 35%, respectively. Despite this, they are the second most confident segment amongst Pakistani women after Networked Elites, highlighting the financial vulnerability most Pakistani women experience.

RESILIENCE: SOURCES OF MONEY IN AN EMERGENCY



CONFIDENCE IN ABILITY TO RAISE EMERGENCY FUNDS



Confident Planners

Behavior

Finances

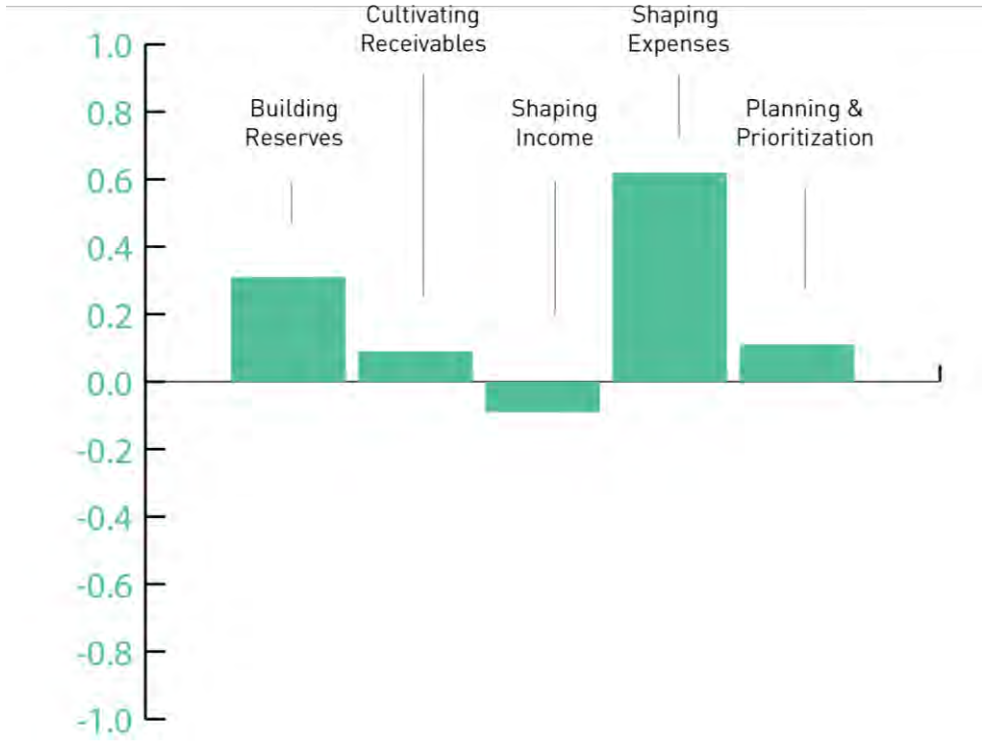
Financial Behavior Overview

Confident Planners enjoy near the highest level of financial health among Pakistani women segments, exhibiting strong financial behaviors across all metrics except for shaping income. Most Confident Planners primarily manage finances through family. Though they report average rates of bank account ownership, mobile wallet ownership, and informal group membership, their usage rates across each channel is low. Most find financial services complex, which in addition to access barriers may suppress rates of formal account ownership and informal group membership.

INCOME AND EXPENSES

Despite high income volatility, Confident Planners report little trouble meeting expenses and are confident in their ability to pay household expenses. This suggests they effectively manage liquidity in the face of volatility, perhaps owing to their strong planning and reserve building behaviour, as well as efficacy at cultivating receivables.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

Financial Health

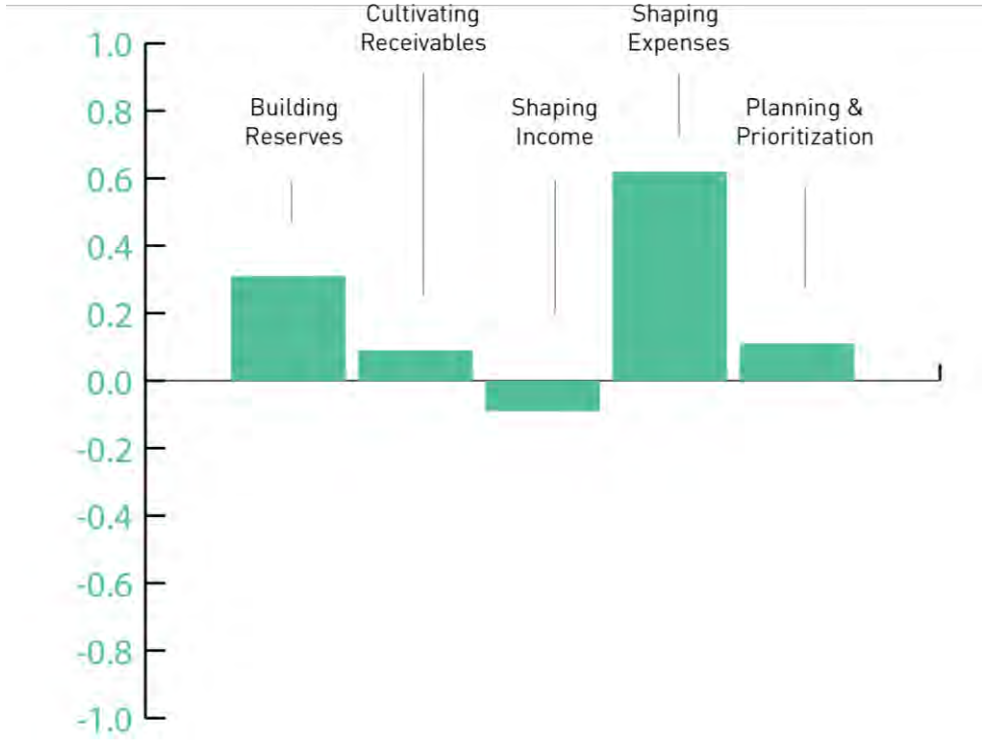
RESERVES

Among women, Confident Planners are the most effective segment at building reserves and are the most frequent savers across the largest number of channels. Most save monthly or more, primarily through family. They also report the highest overall land and livestock ownership.

RECEIVABLES

Confident Planners cultivate receivables more effectively than any other women segment. About half borrow and over one-third borrow frequently (monthly or more). Yet, almost none consider themselves dependable and over two thirds report low comfort holding debt, likely driving most to borrow from family. Nearly three-quarters have relied on friends and family for support in emergencies over the past two years, more than any other segment, though over two-thirds are not confident in their ability to raise emergency funds in the future. However, perhaps because of their strong planning, effective income and expense management, and healthy reserves, they face the fewest financial emergencies of any segment.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

Financial Health

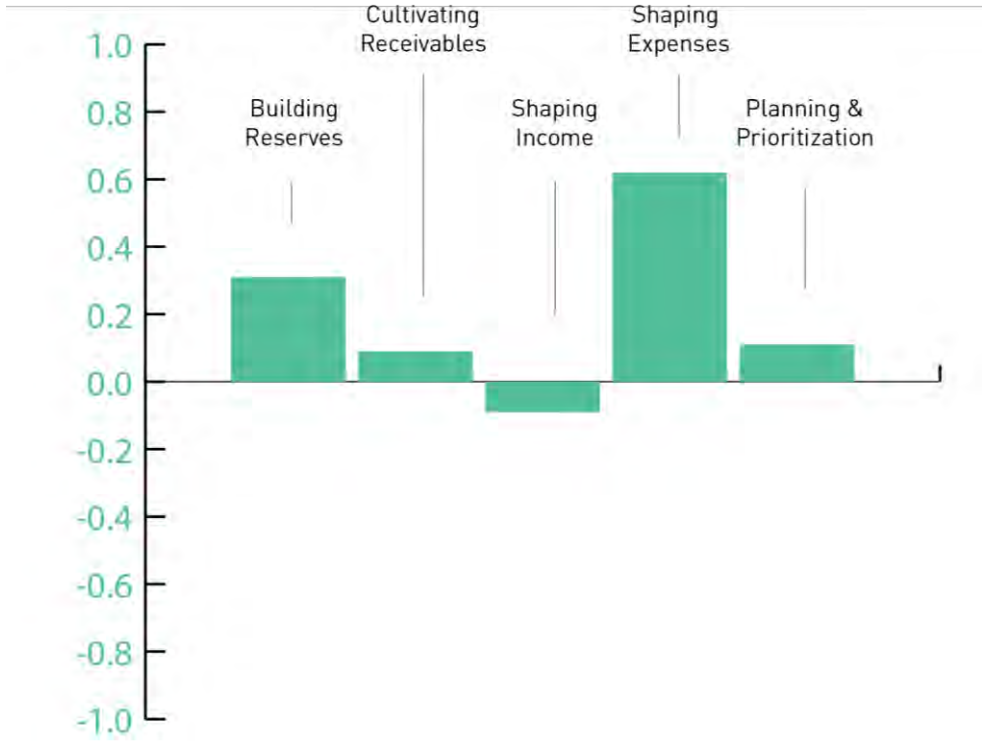
PRIORITIZATION

Confident Planners would keep the majority of a windfall as cash at rates well above the national average, reflecting their prioritization of daily household expenses and bills. In fact, they report the lowest number of missed bills and the highest levels of confidence in meeting their expenses among Pakistani women. They are dedicated household managers who plan to insure daily household needs are met and bills are covered. They likely also advocate for investments in children's education, weddings, and other cultural milestones.

PLANNING

Confident Planners are conscientious and effective financial planners, with most reporting they have a plan to manage expenses despite saying that they do not make financial decisions within their households. They may plan as a way of mitigating their impulsiveness (see self-perception and financial attitudes in psychometrics) or to fulfil their role as household managers. Most however are not strongly deliberate savers, perhaps driven in part by their lack of decision making authority in the household, as well as their feeling that they don't earn enough to save and that their savings are vulnerable to the claims of others.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

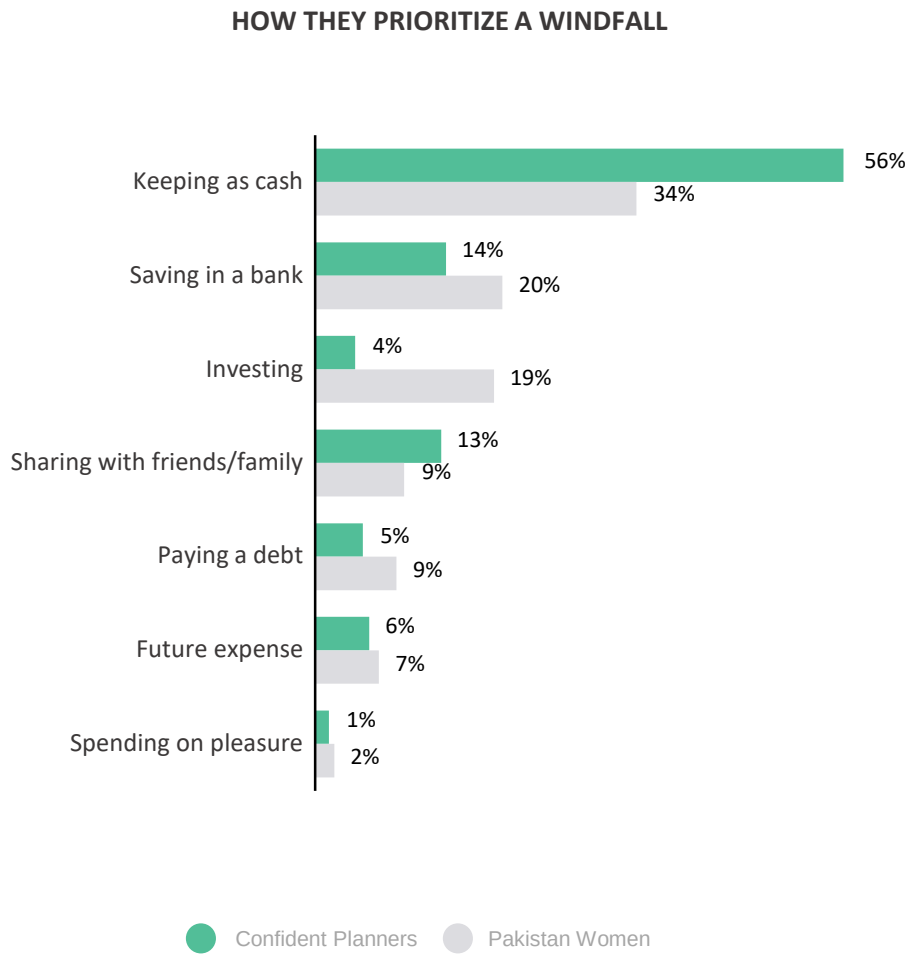
Financial Priorities

Confident Planners would keep the majority of a windfall as cash at rates well above the national average, reflecting their prioritization of daily household expenses and bills. In fact, they report the lowest number of missed bills and the highest levels of confidence in meeting their expenses among Pakistani women. They are dedicated household managers who plan to insure daily household needs are met and bills are covered. They likely also advocate for investments in children's education, weddings, and other cultural milestones.

Confident Planners would keep 56% of a windfall as cash, more than any other segment. Our qualitative research suggests that people tend to keep cash in the home to manage daily liquidity and save for recurring short term bills.

They would allocate significantly less of a windfall to bank savings and investment than average. This may reflect their very low bank account ownership rates, their low trust in banks, and their perception that financial services are complex. Moreover, few Confident Planners report being primary financial decision makers, so they may not bear the responsibility of managing investments within the family.

They would share more of a windfall with friends and family than average. Given such strong reliance on their social network for emergency financial support, this perhaps reflects a quid-pro-quo scenario in which they seek to remain in good standing with those from whom they might later need assistance.



Finances

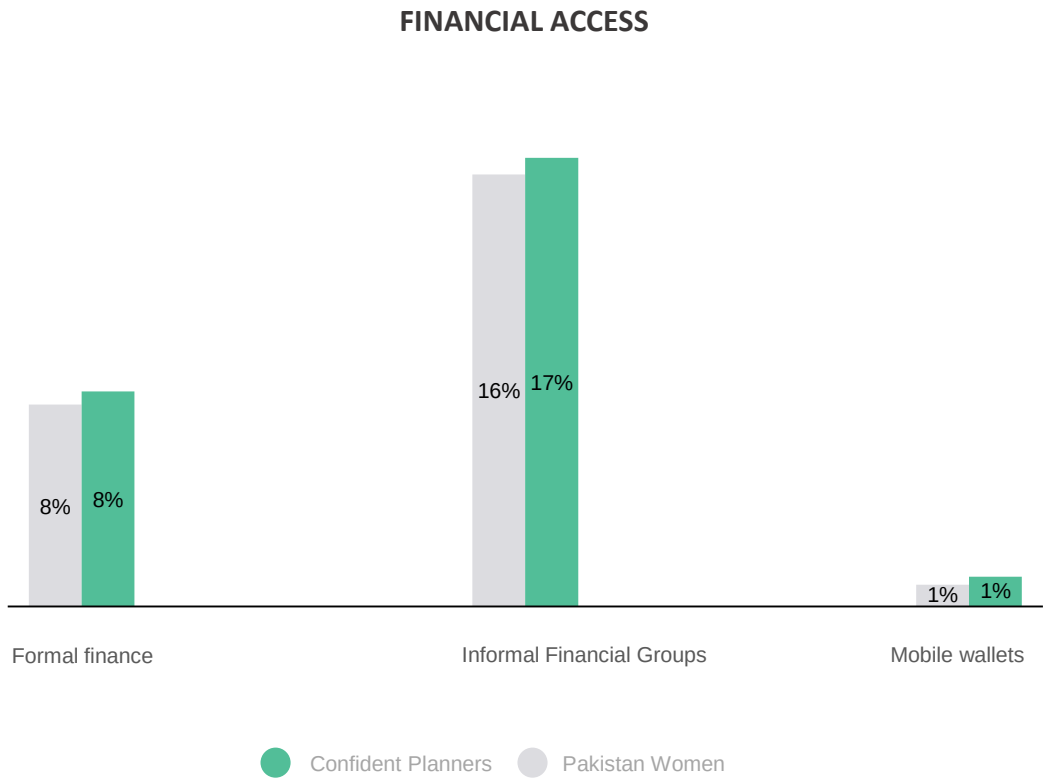
Financial Access

Most Confident Planners primarily manage finances through family. Though they report average rates of bank account ownership, mobile wallet ownership, and informal group membership, their usage rates across each channel is low. Most find financial services complex, which in addition to access barriers may suppress rates of formal account ownership and informal group membership.

Confident Planners report an 8% rate of bank account ownership, in line with Pakistani women overall. However, just half of these account owners save in banks at least once monthly and almost none own mobile wallets.

They participate in informal financial groups at average rates of 17%. But, they save and borrow with such groups at significantly lower rates. Just 10% save and 5% borrow. These statistics do not capture insurance benefits these groups often afford.

Confident Planners' low rates of group membership mask high levels of financial activity with family members. Among this segment, 55% save at least monthly with family members or in the home, while 35% borrow at least monthly from these sources. Overall, 48% borrow from family at some time.

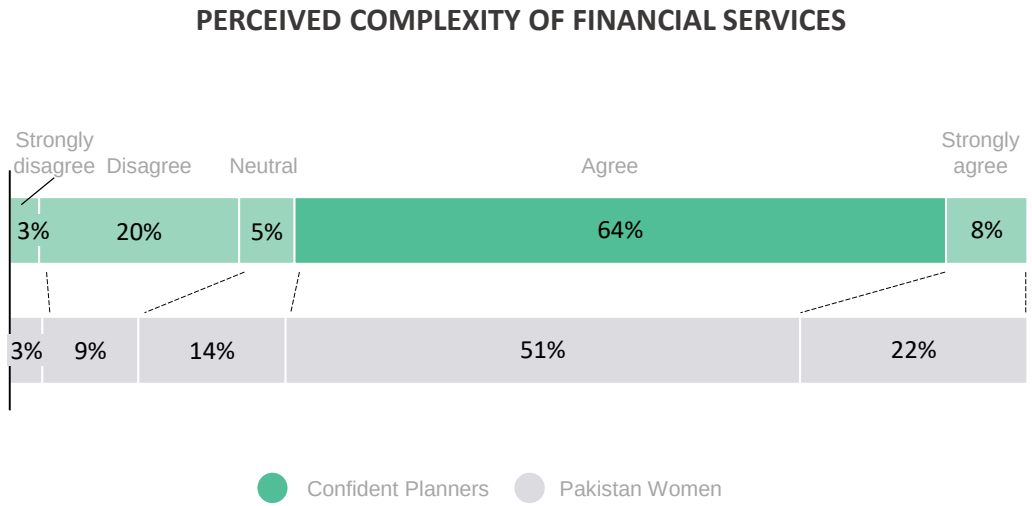


Finances

Financial Access

Most Confident Planners find financial services complex, with 72% reporting that they agree or strongly agree with the notion that they are complicated. This may in part drive low rates of adoption of formal financial services amongst Confident Planners.

Conversely, low rates of adoption may reflect limited exposure the segment has to formal financial services, which may in turn increased their perceptions around the complexity of financial services. Over twice as many Confident Planners are members of informal financial groups than own bank accounts, suggesting that the fact they find financial services complex does not fully explain their low rates of adoption of formal services. Access constraints may play a bigger role in supressing adoption than complexity for this segment.



Finances

Shaping Income & Expenses

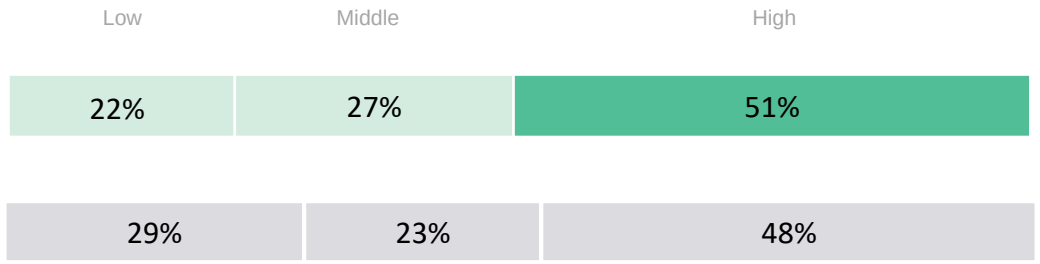
Despite high income volatility, Confident Planners report little trouble meeting expenses and they are confident in their ability to pay household expenses. This suggests they effectively manage liquidity in the face of volatility to meet daily household needs and pay short-term bills, perhaps owing to their strong planning and reserve building behaviour, as well as efficacy at cultivating receivables.

Confident Planners experience above average income volatility compared with Pakistani women overall, with 78% reporting medium to high levels compared with 71% nationally.

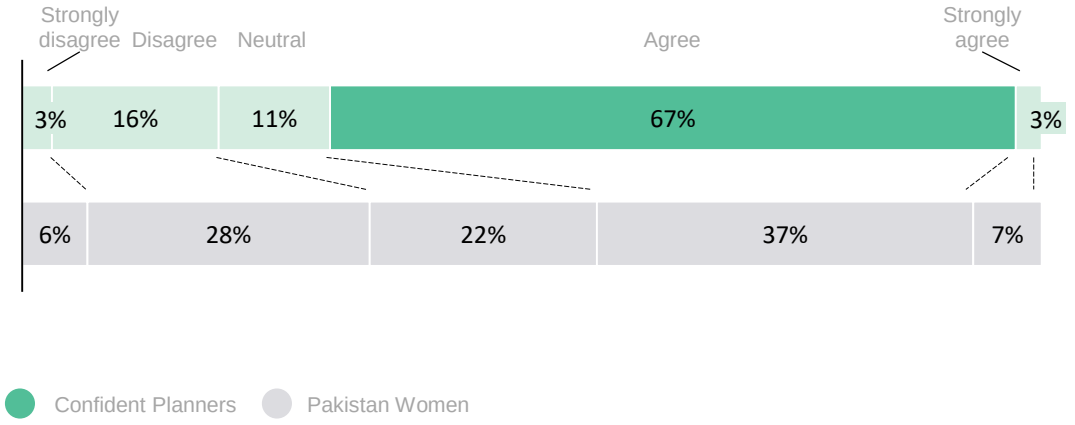
Despite above average income volatility, they are better able than average to pay their household bills on time. Sixty-nine percent feel that they are typically able to pay their bills on time, well above the 44% average among women.

Moreover, they report the lowest number of unpaid expense types among segments. They report an average of 2.5 unpaid expenses types in the last six months compared with an average of 4.7 for Pakistani women overall.

WEEKLY INCOME VOLATILITY



CONFIDENCE IN ABILITY TO PAY HOUSEHOLD EXPENSES



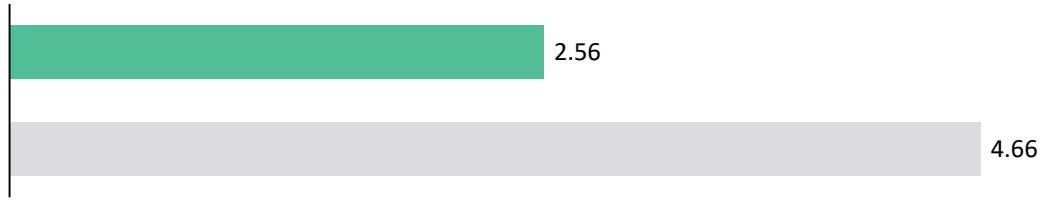
Finances

Shaping Income & Expenses

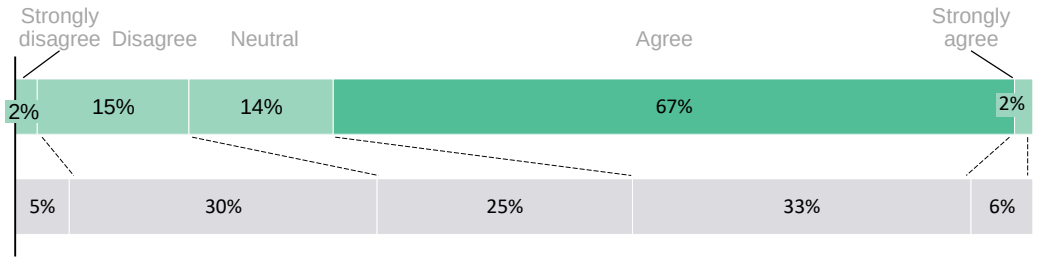
Most Confident Planners report having a plan to manage their expenses, which likely contributes to their confidence and success paying household bills. Sixty-nine percent report having such a plan, the highest rate among segments. Just 39% of Pakistani women overall report having a plan to manage their expenses, despite experiencing on average slightly higher quarterly income volatility.

Confident Planners have experienced the fewest types of emergencies over the past two years of any segment. This is not surprising given their strong planning behaviour, success shaping income and expenses, and efficacy building reserves and cultivating receivables.

NUMBER OF EXPENSE TYPES HAVING HAD DIFFICULTY PAYING FOR IN PAST 6 MONTHS



HAS A PLAN TO MANAGE EXPENSES



NUMBER OF EMERGENCY TYPES FACED (IN THE LAST 2 YEARS)

Finances

Building Reserves

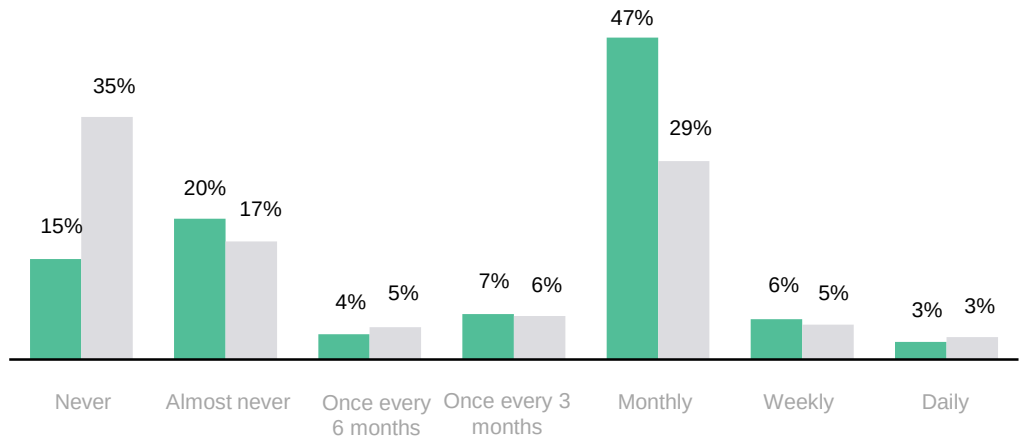
Among women, Confident Planners are the most effective segment at building reserves and are the most frequent savers across the largest number of channels. Most save monthly or more, primarily through family. They also report the highest overall land and livestock ownership.

Confident Planners are Pakistan's most frequent savers with 55% saving monthly or more compared with 37% nationally. Moreover, only 35% report never or rarely saving, compared with 52% nationally.

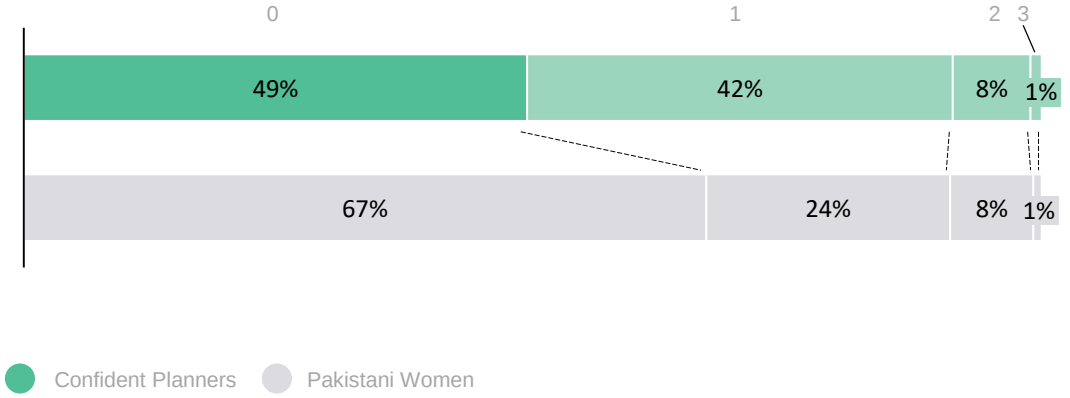
They also maintain the greatest number of active savings channels among segments. Fifty-one percent report using one or more active savings channels at least every three months compared with an average of 32% for Pakistani women.

Confident Planners are Pakistan's most frequent savers with family or in the home. Forty-eight percent, overall, employ such savings channels and 38% overall do so once per month or more. In Pakistan, having a strong internal locus of control, as Confident Planners do, correlates with a higher likelihood of saving with family.

SAVINGS FREQUENCY OVERALL



NUMBER OF SAVINGS CHANNELS IN USE QUARTERLY



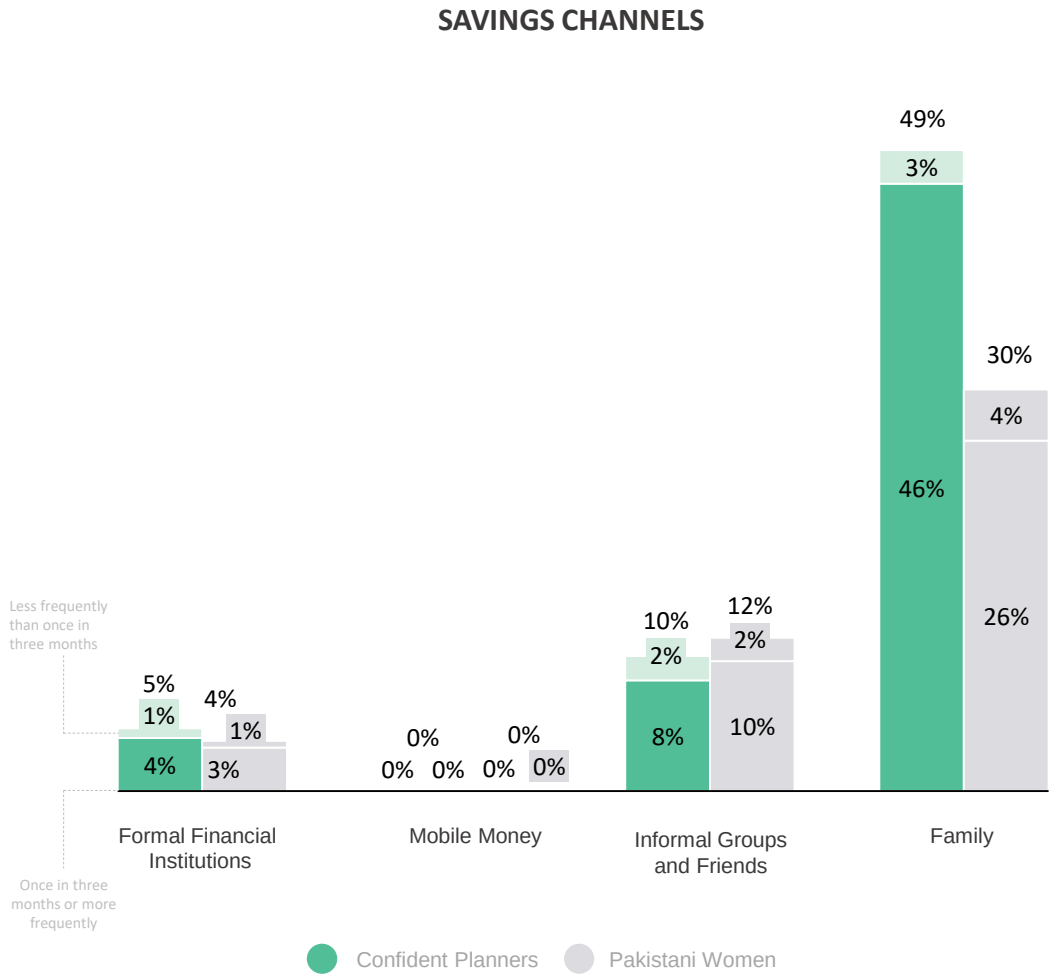
Finances

Building Reserves

Few Confident Planners save with informal groups and friends, though they do so at about average rates for Pakistani women. Though 17% report membership in informal financial groups, only 10% report ever saving through such channels.

Confident Planners rarely save with banks and are the third most frequent bank savers after Networked Wealthy and Social Optimists. Ninety-three percent do not have bank accounts, and of those who do, nearly a third never save with them. Just 3% save in a bank once per month or more, and only another 1% save in bank once every three months.

About a quarter of Confident Planners own livestock and about half own land, the highest rates of such ownership among Pakistani women. Twenty-four percent personally own livestock and another 13% communally own it compared with national averages of 16% for each category. Fifty-three percent report personal ownership of land. This is well above the average of 22%, for Pakistani women. Another 24% report commonly owning land.



Finances

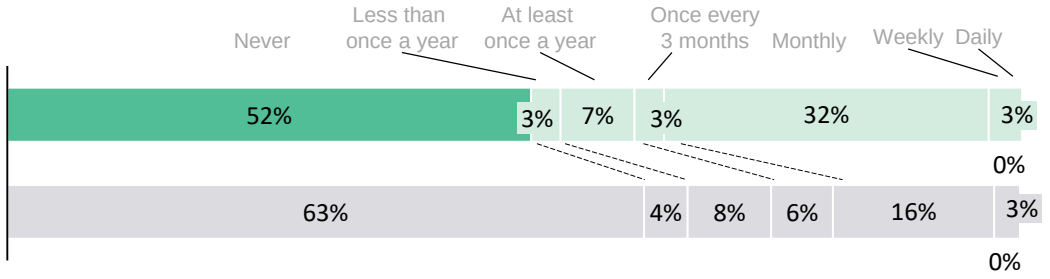
Cultivating Receivables

Confident Planners cultivate receivables more effectively than any other women segment. About half borrow and over one-third borrow frequently (monthly or more). Yet, almost none consider themselves dependable and over two thirds report low comfort holding debt, likely driving most to borrow from family. Nearly three-quarters have relied on friends and family for support in emergencies over the past two years, more than any other segment, though over two-thirds are not confident in their ability to raise emergency funds in the future. However, perhaps because of their strong planning, effective income and expense management, and healthy reserves, they face the fewest financial emergencies of any segment.

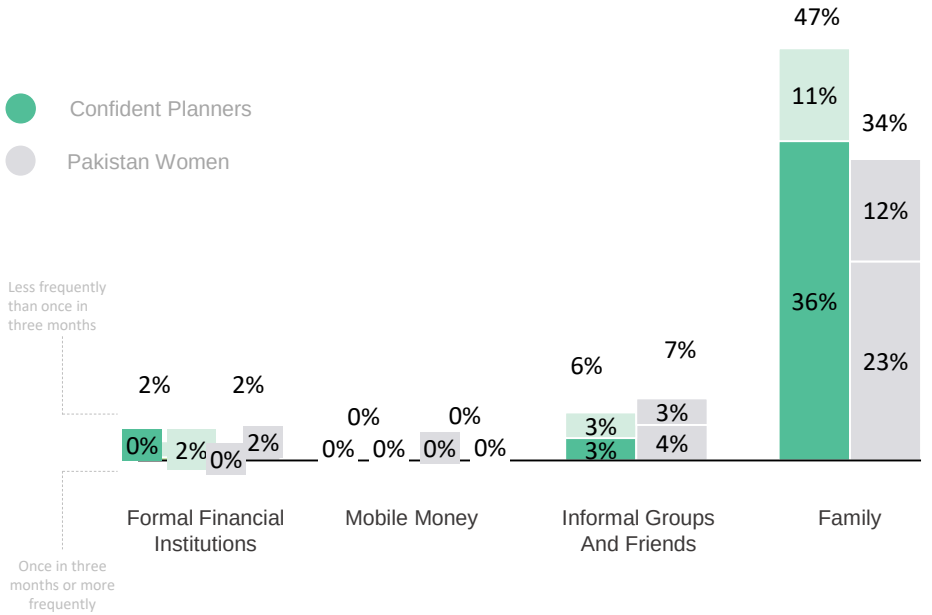
About half of Confident Planners borrow, in line with the average for Pakistani women. However, 35% borrow monthly or more, compared with 18% of Pakistani women nationally, making them the segment with the most frequent borrowers.

They also maintain the most active debt channels of any segment, with 38% utilizing at least one debt channel over the past three months compared with 25% of Pakistani women nationally.

BORROWING FREQUENCY



BORROWING CHANNELS



Finances

Cultivating Receivables

Confident Planners prefer to borrow from family and in fact they do so more frequently than any other segment of Pakistani women. Forty-seven percent report having borrowed from family compared with 34% of Pakistani women overall. Among Confident Planners, 31% are frequent borrowers from family, doing so at least once every month.

Only 5% of Confident Planners report having borrowed from an informal group, (below the Pakistani average of 7%). This means over two thirds of those who are members of such groups do not use them for borrowing.

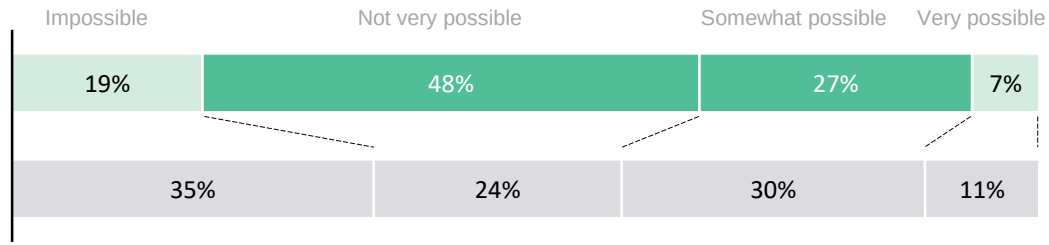
Just 2% of Confident Planners report ever having borrowed from a bank. This represents just over a quarter of all bank account owners in this segment.

Despite three quarters of Confident Planners having relied on social sources of financial support in emergencies over the past two years, 67% consider it not very possible or impossible to raise emergency funds in the future. Yet, they face the fewest emergencies of any segment at 0.66 per year, compared to a national average of .97 per year, perhaps owing to their strong planning behaviour, success shaping income and expenses, and efficacy building reserves and cultivating receivables.

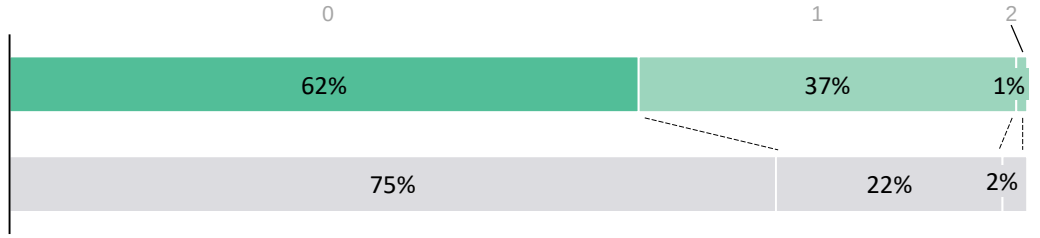
Pakistani women likely heavily rely on close family for loans, financial gifts, and non-financial support in emergencies. After Networked Elites, Confident Planners are the second most confident segment in their ability to raise emergency funds, highlighting a broader lack of confidence in this regard amongst Pakistani women. Indeed most Confident Planners say they can rely on only 1 person for support when ill, further suggesting heavy reliance on family.

NUMBER OF TYPES OF EMERGENCIES FACED IN LAST TWO YEARS

CONFIDENCE IN ABILITY TO RAISE EMERGENCY FUNDS



NUMBER OF BORROWING CHANNELS USED IN LAST 3 MONTHS



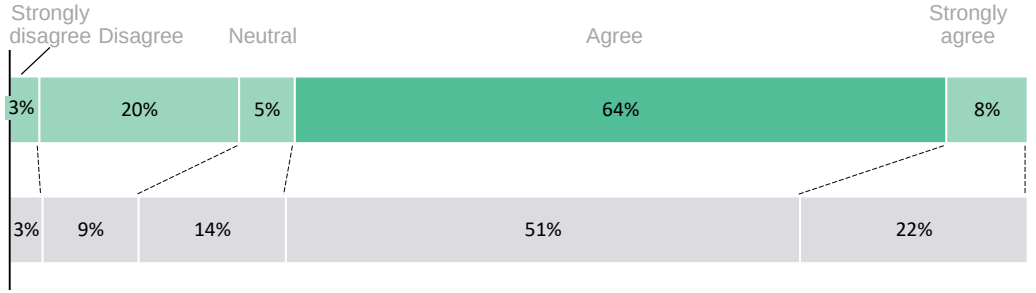
Finances

Financial Planning

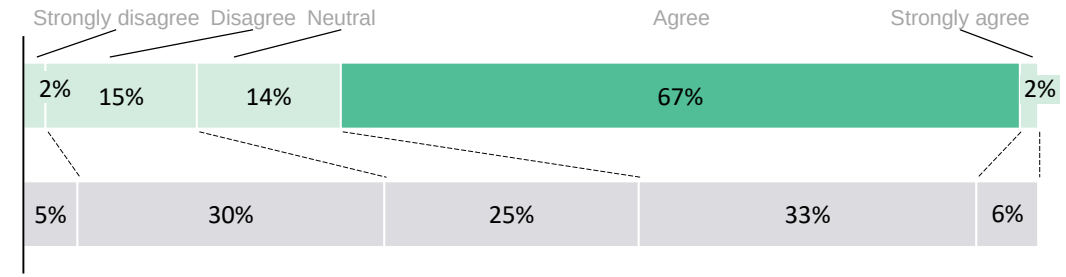
Confident Planners are conscientious and effective financial planners, with most reporting they have a plan to manage expenses despite saying that they do not make financial decisions within their households. They may plan as a way of mitigating their impulsiveness (see self-perception and financial attitudes in psychometrics) or to fulfil their role as household managers. Most however are not strongly deliberate savers, perhaps driven in part by their lack of decision making authority in the household, as well as their feeling that they don't earn enough to save and that their savings are vulnerable to the claims of others.

At 69%, Confident Planners are the most likely segment to report having a plan to manage their expenses, well above the average of 39% among Pakistani women overall. Moreover, 72% report that they are the type of person who makes plans and follows through with them. It is perhaps not surprising that they are strong planners, since they tend to have a strong internal locus of control and a robust belief in their self-efficacy. They also consider themselves conscientious or in other words, thorough and diligent (see psychometrics section for detailed analysis).

MAKES A PLAN AND FOLLOWS THROUGH WITH IT



HAS A PLAN TO MANAGE EXPENSES



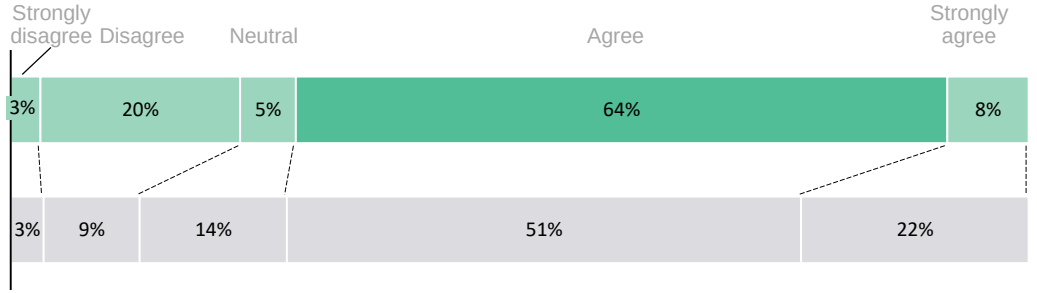
Confident Planners Pakistan Women

Finances

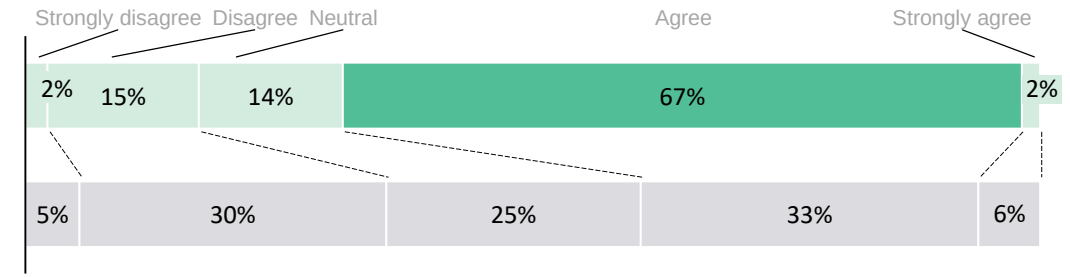
Financial Planning

Although they make and execute financial plans, Confident Planners feel little control over household financial decisions. Most Confident Planners report that their spouse (67%) or someone else (17%) is the primary decision maker. Only 16% report taking part in household financial decisions, the lowest participation rates among Pakistani women.

MAKES A PLAN AND FOLLOWS THROUGH WITH IT



HAS A PLAN TO MANAGE EXPENSES



Confident Planners Pakistan Women

Technology

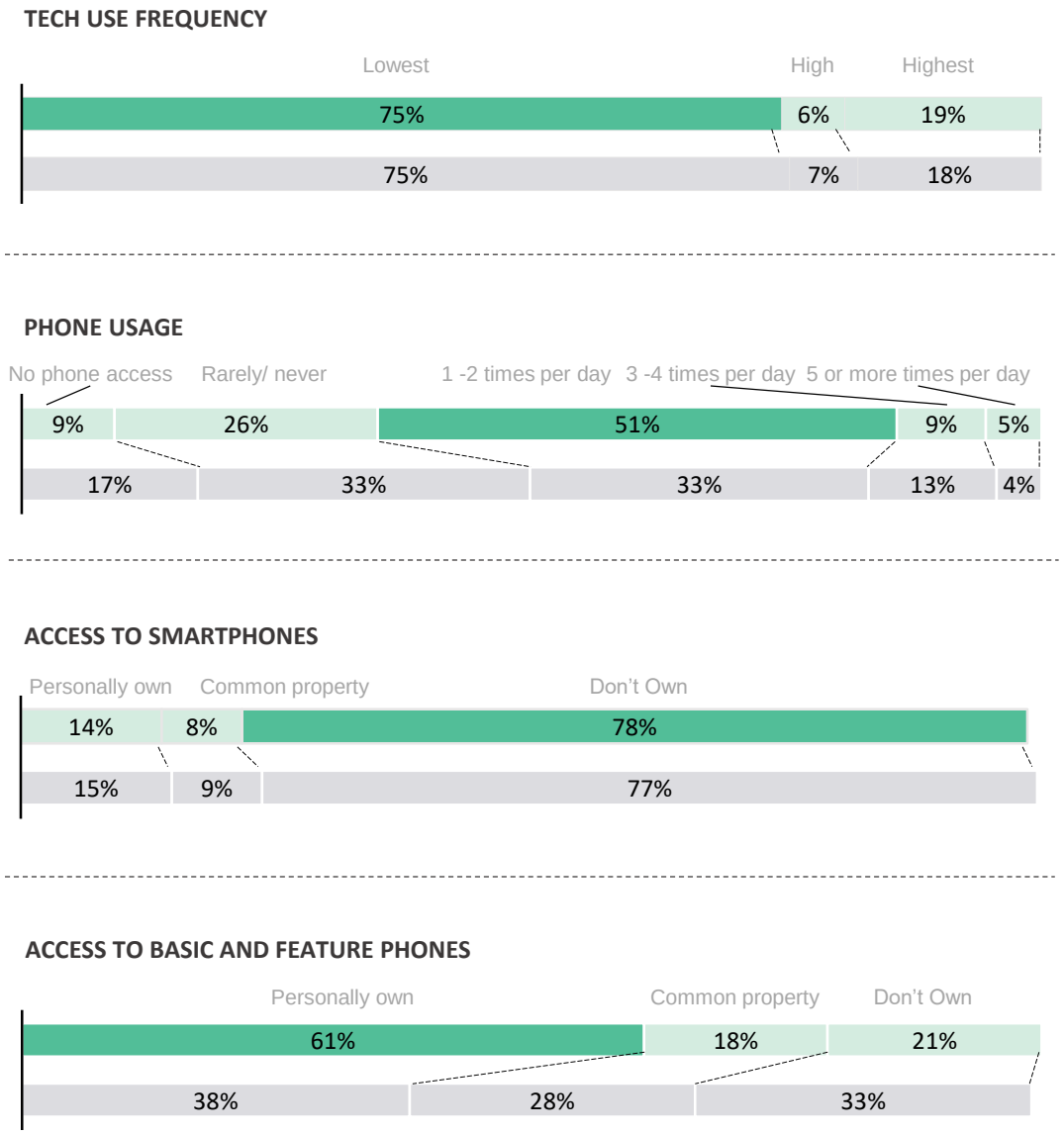
Confident Planners use technology at an average rate among Pakistani women, but they are the second most frequent owners and users of mobile phones and the most frequent TV watchers.

Most Confident Planners use phones once to twice daily, the second highest rate of any segment. They are also the most likely segment to personally own a phone of any type, though the majority own feature phones.

They text at a near average rate. Twenty-three percent text at least monthly or more and 15% text daily.

They use the internet and social media more often than average, with 8% using each at least once per month. However, only 4% use a computer once per month. This suggests that many access the internet and social media through their phones.

Confident planners are among Pakistan's most frequent TV watchers, with 49% watching TV daily compared to 34% of Pakistani women on average.



Confident Planners

Psychology

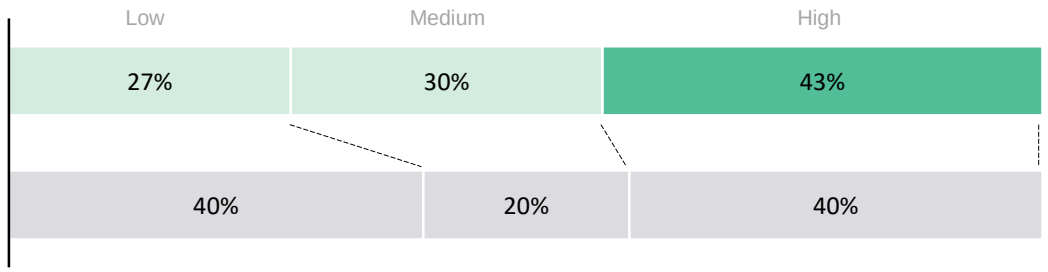
Psychology

Self-Perception

Most Confident Planners report a moderate to high sense of agency, but low self-esteem and they split evenly on their expectations for the future. Because Confident Planners are relatively well-off at the household level, their low self-esteem and mixed expectations for the future may reflect a dissatisfaction with their personal achievement or status. After all, they report the lowest level of participation in household decisions despite being strong and active financial planners.

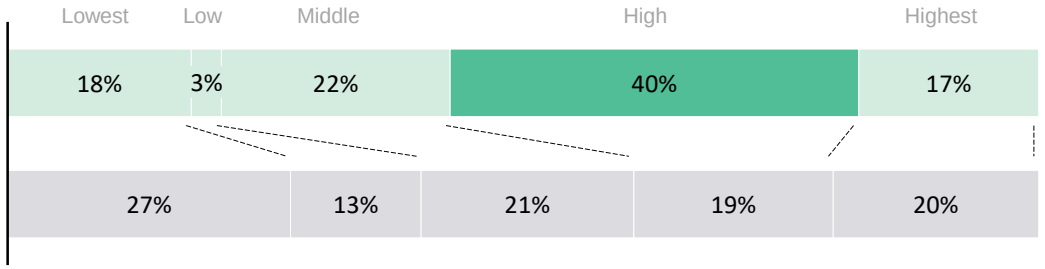
Most Confident Planners report a moderate to high internal locus of control, meaning they feel personal responsibility for their circumstances and outcomes. It is above average for Pakistani women, but lower than Conservative Individualists or Networked Wealthy. Forty-three percent of Confident Planners have a high locus of control (internal) compared with 85% of Conservative Individualists and 58% of Networked Wealthy. In Pakistan, having a strong internal locus of control correlates with higher rates of saving with family, the preferred savings channel of Confident Planners.

LOCUS OF CONTROL



* composite measure of a persons sense of control over their life and outcomes relative to powerful people, institutions, and forces, including their ability to protect their interests from others and their belief in fate or luck

SELF-EFFICACY



* composite measure of a person's belief in the fixedness of natural ability and intelligence, in their ability to learn new things and develop talent through practice, and the importance of experimentation and tolerance for failure

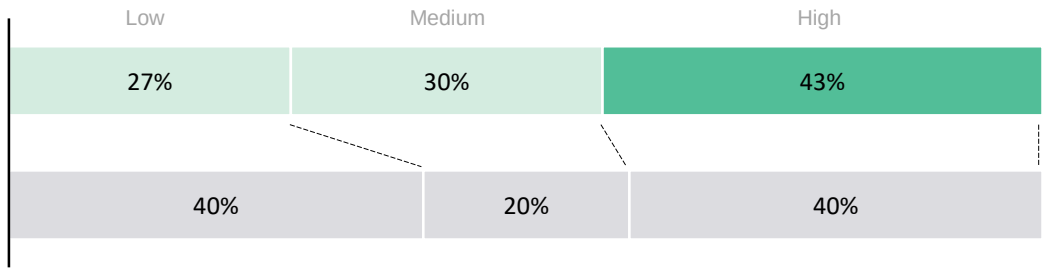
Confident Planners Pakistan Women

Psychology

Self-Perception

Most have a strong to very strong sense of self-efficacy, second only to Conservative Individualists, with 57% reporting high to highest levels, compared to 39% nationally. Only 21% report low to lowest levels compared with 40% nationally. This suggests they not only believe they are in control of their own circumstances and outcomes, but are able to improve upon them through their own efforts.

LOCUS OF CONTROL



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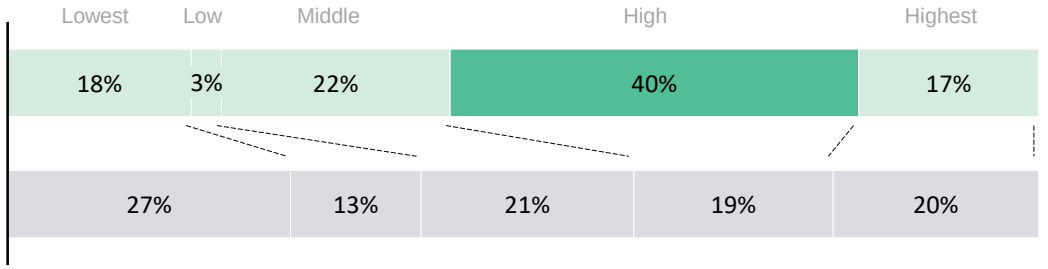
SELF-EFFICACY



* composite measure of a person's belief in the fixedness of natural ability and intelligence, in their ability to learn new things and develop talent through practice, and the importance of experimentation and tolerance for failure

Confident Planners Pakistan Women

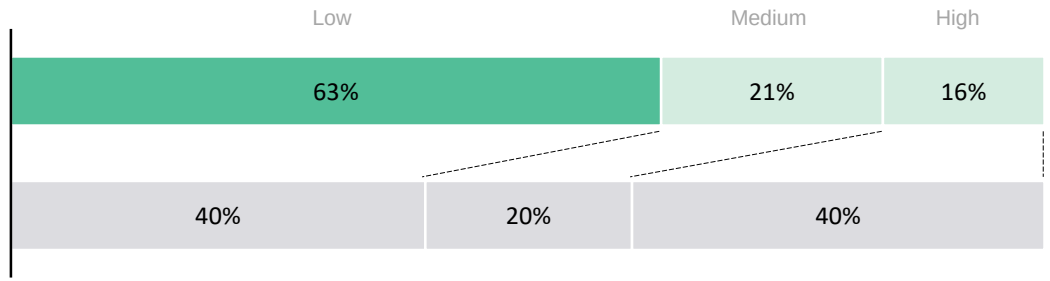
Psychology

Self-Perception

Despite their relatively higher household SES and relatively strong sense of agency, most Confident Planners measure low to lowest levels of self-esteem. In fact they have the second lowest self-esteem after Conservative Individualists. Sixty-three percent report low to lowest levels of self-esteem compared with 87% of Conservative Individualists and 40% of Pakistani women overall. Confident Planners may feel that despite their efforts, they are failing to achieve the outcomes they expect or desire. They report the lowest rates of participation in household decision making, which cuts against their strong sense of agency and may, in part, drive their low self-esteem.

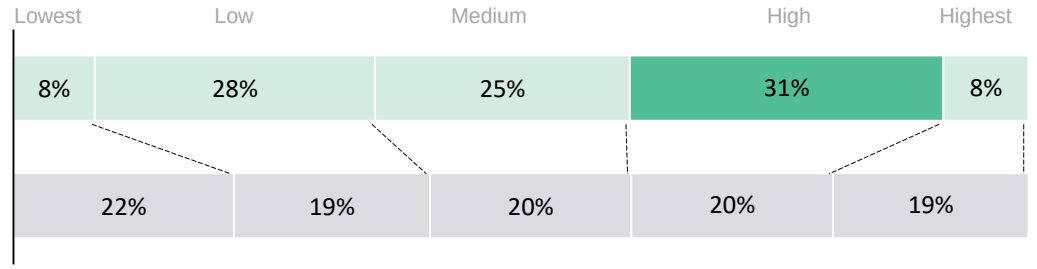
They report average confidence in the future, with roughly one third having a positive, one third having a negative, and one third having a neutral outlook. This means most do not foresee likely improvement in their situation over the next five years. Perhaps not surprisingly, 45% report low satisfaction with the outcomes achieved in the last 5 years of their lives compared with 30% of Pakistani women on average.

SELF-ESTEEM



* composite measure of self-image, satisfaction, and confidence, as well as self-respect, self-worth and pride

CONFIDENCE IN THE FUTURE



*You will be better off 5 years from now than you are today.

Confident Planners Pakistan Women

Psychology

Conscientiousness, Impulsiveness, Openness

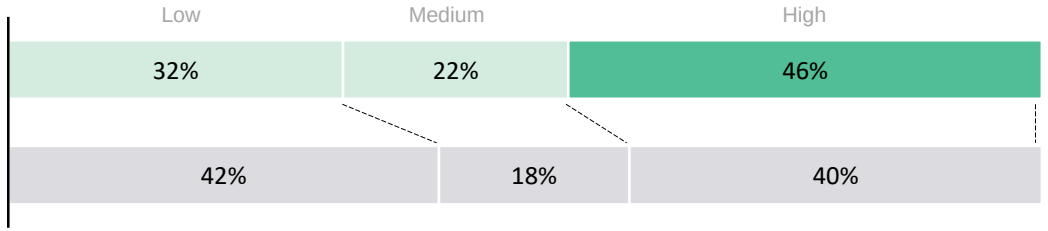
Most Confident Planners are conscientious and effective financial planners, yet over two thirds consider themselves highly impulsive spenders. This suggests they plan to mitigate their impulsivity, but feel they could do a better job, a view reinforced by their strong sense of agency and low-self esteem.

Most Confident Planners are moderate to highly conscientious, measuring the second most conscientious segment after Careful Strivers. Sixty-eight percent report medium to highest levels of conscientiousness compared with 58% of Pakistani women overall.

Most Confident Planners consider themselves impulsive spenders, measuring the second most impulsive segment after Social Optimists**.** Sixty-eight percent consider themselves to have high to highest levels of impulsivity compared with 46% of Pakistani women on average.

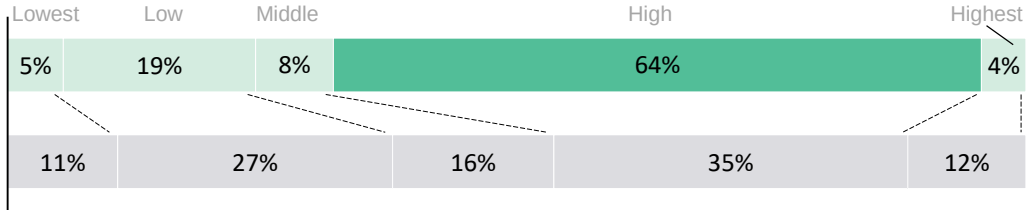
Confident Planners are split on openness with roughly a third measuring low, medium and high openness. In this regard, they are broadly in line with the average distribution for Pakistani women, though slightly fewer measure low openness, while slightly more measure high openness.

CONSCIENTIOUSNESS



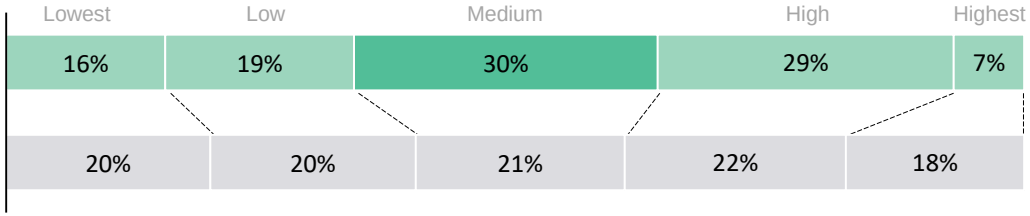
*composite measure of consideration, planning, focus, drive, perseverance and reliability

LIKLIHOOD OF IMPULSIVE SPENDING



* You are prepared to spend now and let the future take care of itself

OPENNESS



*composite measure of curiosity, reflectiveness, and abstract thinking, as well as adaptability, originality, creativity

Psychology

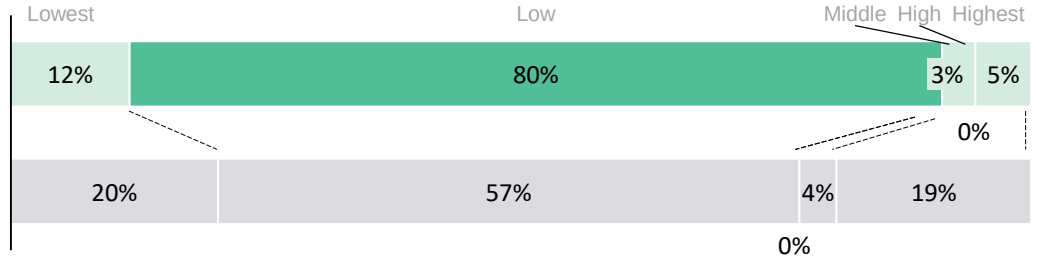
Financial Attitudes — Debt

Most Confident Planners are uncomfortable holding debt, fearing reputational harm and loss of collateral, and do not consider themselves dependable. These characteristics, together with their low rates of bank account ownership and strong belief that financial services are complex, may explain why they so infrequently borrow from banks and informal groups relative to their account ownership and group membership rates. Instead, they prefer to borrow from family, which can be more flexible and carries lower reputational risk.

Confident Planners do not consider themselves dependable. Ninety one percent measure low to lowest dependability compared with a national rate of 77% for women overall. Among such segments, only Social Optimists consider themselves dependable.

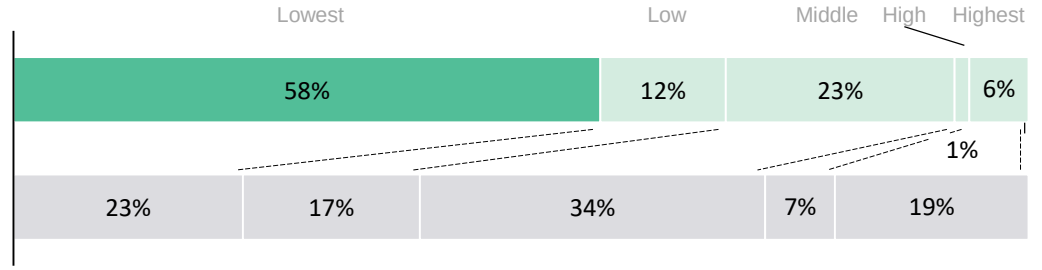
They have the lowest comfort with debt, with 70% reporting low to lowest levels of comfort compared with 40% of Pakistani women overall. This suggests most would experience anxiety upon taking out a loan.

DEPENDABILITY



*composite measure of likelihood of fulfilling promises, returning favors, and looking for guidance from others in new situations

COMFORT WITH DEBT



*composite measure of a persons perceived risk and anxiety around holding debt, especially as regards the loss of collateral

Confident Planners Pakistan Women

Psychology

Financial Attitudes — Savings

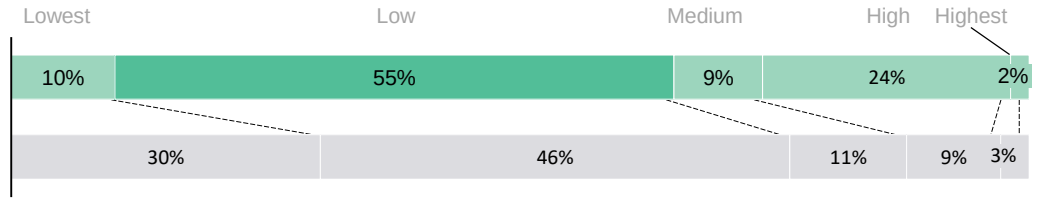
About half of Confident Planners definitively are not deliberate, goal-oriented savers, though slightly less than half are moderately so. Nearly two-thirds feel they do not earn enough to save and identify as impulsive spenders, while roughly half feel their savings are not safe from the claims of others. These factors may help explain why few are strongly deliberate savers. Moreover, given their lowest rates of participation in household financial decision making, despite have a strong sense of agency and planning orientation, many in the segment may feel that setting and maintaining strong savings goals is somewhat beyond their control. It may be that many, especially those measuring moderately deliberate savers, would like to save more deliberately, but are unable to.

Despite their high conscientiousness and strong planning orientation, most Confident Planners are not deliberate savers, with 48% measuring low to lowest levels of deliberateness compared with 46% of Pakistani women overall. Their limited savings deliberateness may be driven in part by their limited participation in household financial decision making and high spending impulsivity.

SAVINGS DELIBERATENESS

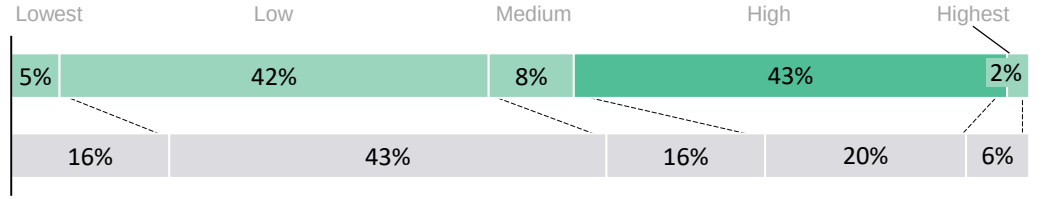
*composite measure of a persons belief in the superior efficacy of saving for a specific purpose and the discipline with which they maintain the non-fungibility of money once allocated to a savings goal

BELIEF IN EARNING ENOUGH MONEY TO SAVE



*You make too little money to save it for anything.

SAFETY OF SAVINGS FROM OTHERS



*If you saved money, many people in your life would ask you to give it or loan it to them.

Psychology

Financial Attitudes — Savings

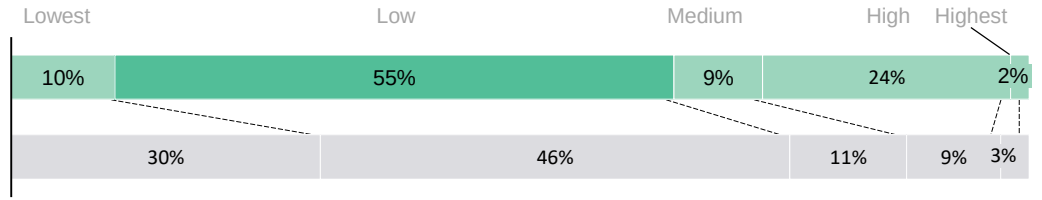
Moreover, two thirds of Confident Planners feel that they do not make enough money to save. This likely makes it harder for them to save with strict goals. Sixty-five percent believe they make too little money to save it for a purpose, compared with 76% of Pakistani women overall.

Furthermore, just under half of Confident Planners believe that their savings are not safe from the clams of others. Forty-seven percent measure low to the lowest safety of savings compared with 58% of Pakistani women overall. Given that most Confident Planners save with family at amongst the highest rates in Pakistan, this may also make it hard for them to save deliberately as family may make frequent claims against their savings, especially their husbands and children.

SAVINGS DELIBERATENESS

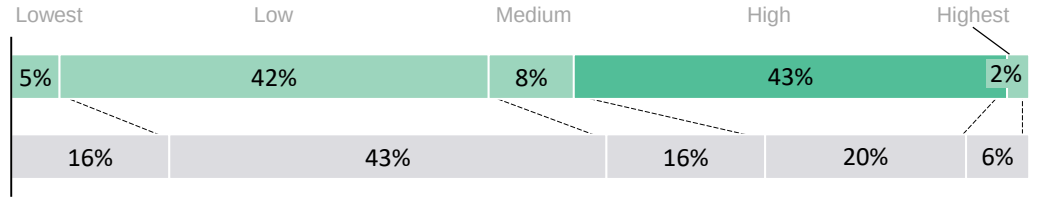
*composite measure of a persons belief in the superior efficacy of saving for a specific purpose and the discipline with which they maintain the non-fungibility of money once allocated to a savings goal

BELIEF IN EARNING ENOUGH MONEY TO SAVE



*You make too little money to save it for anything.

SAFETY OF SAVINGS FROM OTHERS



*If you saved money, many people in your life would ask you to give it or loan it to them.

Psychology

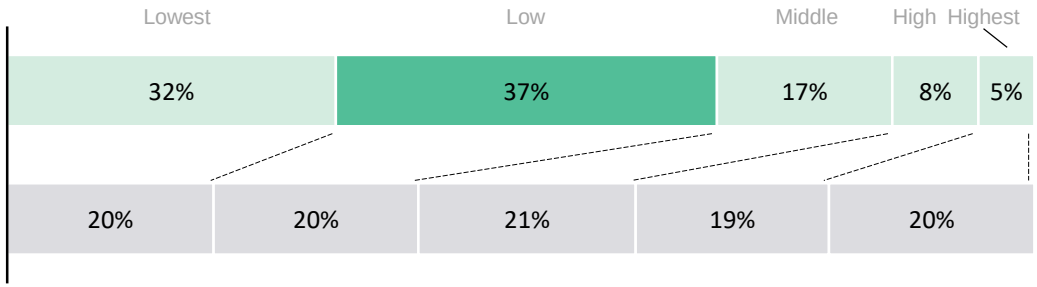
Trust in People

Most Confident Planners have low to the lowest trust in people overall and belief in the equality of their community. In fact, they measure lowest amongst Pakistani women on these metrics. Most also have low to the lowest trust in their social financial networks. Yet, they have relied more heavily on social sources of support in emergencies than any other segment and have the second highest confidence in their community to support investments in business and education. Moreover, they save and borrow from family at the highest rates in Pakistan, and have average rates of informal group membership, reflecting their narrow trust (three quarters report trusting people with whom they have had longstanding relationships more easily those they have known less long).

Most Confident planners report low to the lowest levels of trust in people within their community, second to Conservative Individualists, with 69% measuring low to lowest level compared with 40% of Pakistani women on average. Only 14% record high to highest trust levels compared with 39% of women nationally.

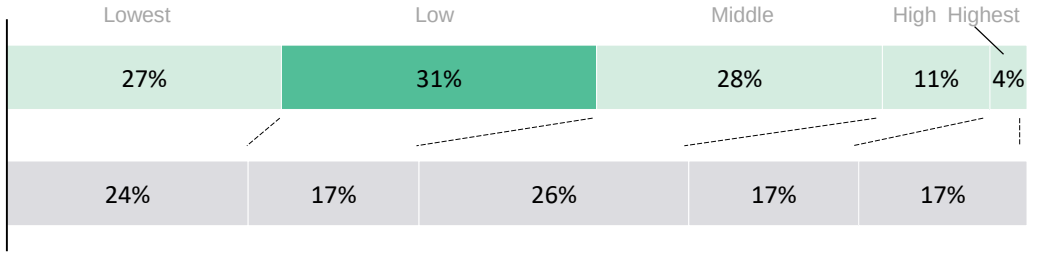
Most report low to the lowest trust in social financial networks, again second after Conservative Individualists, with 58% reporting low to lowest levels.

TRUST IN PEOPLE



*composite measure of perception of community and neighbors' innate and relative trustworthiness, trust in family and friends to act in one's best interest, need for caution around strangers, and sense of safety and home in one's community

TRUST IN SOCIAL FINANCIAL NETWORKS



*composite measure of a persons comfort loaning money to friends and family for emergencies and investments, as well as confidence they would repay.

Confident Planners Pakistan Women

Psychology

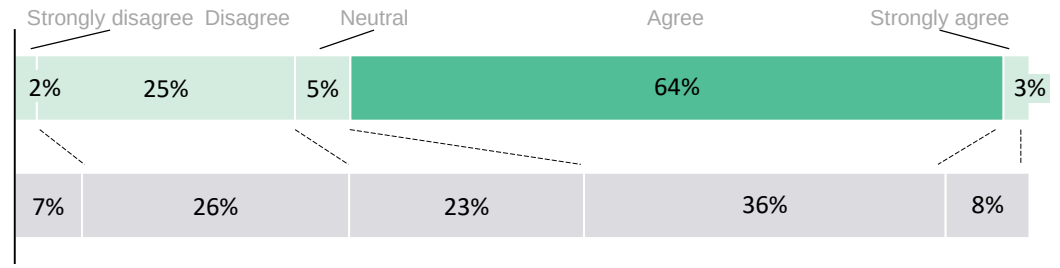
Trust in People

In Pakistan, low financial trust in one's social networks correlates with lower capacity to raise emergency funds. Given most Confident Planners can rely on only one person for such support, this may hold true.

Unsurprisingly, more than any other segment of women, they perceive their communities to be unequal, with 61% recording the lowest belief in community equality compared with 40% nationally. In Pakistan, a low belief in community equality correlates with higher daily and weekly income volatility. It may be that people with lower SES or those who are not formally employed have less homogenous social circles.

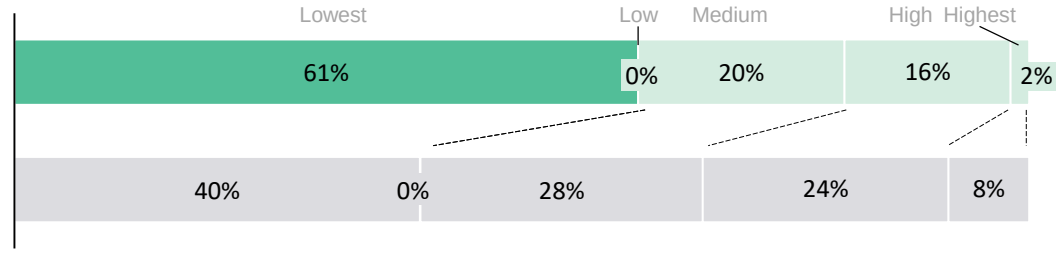
Despite their low perception of equality, most are confident in their community to support investments in their business and educational endeavors, with 67% agreeing or strongly agreeing that they could rely on such support compared with 44% of women overall. Only Social Optimists report greater confidence in this regard.

BELIEF IN COMMUNITY SUPPORT FOR BUSINESS & SCHOOL FEES



*You can rely on your family, friends, and neighbors for loans or support to invest in your business or children's education.

PERCIEVED COMMUNITY EQUALITY



*composite measure of belief in similar livelihoods and financial parity amongst family, friends and neighbors

Confident Planners Pakistan Women

Psychology

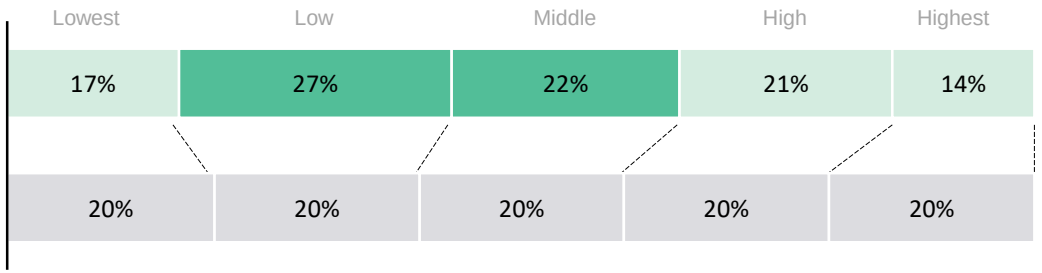
Trust in Institutions

Driven, in part, by their feelings that financial services are complex and by their paltry respect for authority figures, Confident Planners report relatively low trust in banks, and the lowest trust in media and government among women in Pakistan.

Just under half of Confident Planners have low to the lowest trust in banks, slightly below average for Pakistani women. This is perhaps driven by the 72% who consider financial services to be complex, as well as lack of exposure to banks. In Pakistan, low trust in banks correlates with lower rates of bank savings and smaller allocations of a windfall to bank savings.

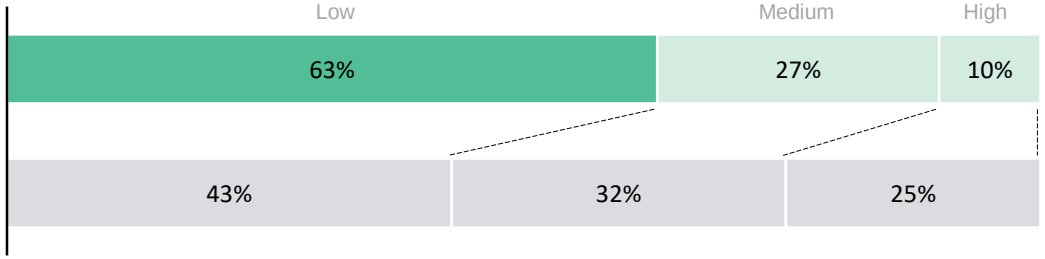
Nearly two-thirds of Confident Planners have low to the lowest levels of respect for authority figures. Among women in Pakistan, they have, by far, the lowest respect for authority figures**,** with 63% recording the lowest levels of compared with 43% of women nationally. Only 10% have high levels of respect for authority figures compared with 24% of women nationally.

TRUST IN BANKS



*composite measure of belief in security of bank deposits, clarity of bank terms, comfort taking loans, and belief in customer centricity of banks

RESPECT FOR AUTHORTY



*composite measure of belief in benefit on close supervision on workers productivity and degree to which children should be allowed to disagree with parents

Confident Planners Pakistan Women

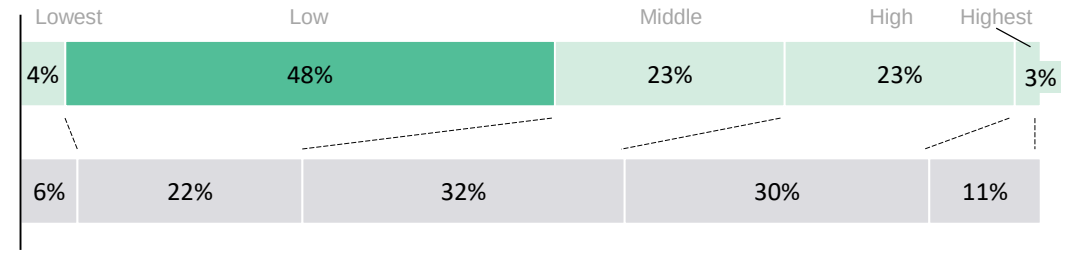
Psychology

Trust in Institutions

Just over half of Confident Planners have low to the lowest trust in media. In fact, they have the lowest trust in media among women segments in Pakistan, with 52% reporting low to lowest levels of trust compared with 28% of women nationally.

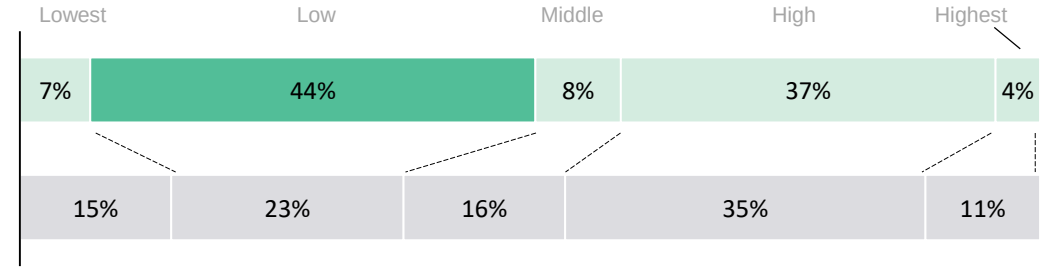
Over half also report low to the lowest levels of trust in government. Again, Confident Planners have the lowest trust in government amongst women in Pakistan, with 51% reporting low to lowest levels compared with 37% of women nationally.

TRUST IN MEDIA



* Generally, what is reported in the media is accurate.

TRUST IN GOVERNMENT



* I can trust the government to act in my best interest.

Confident Planners Pakistan Women

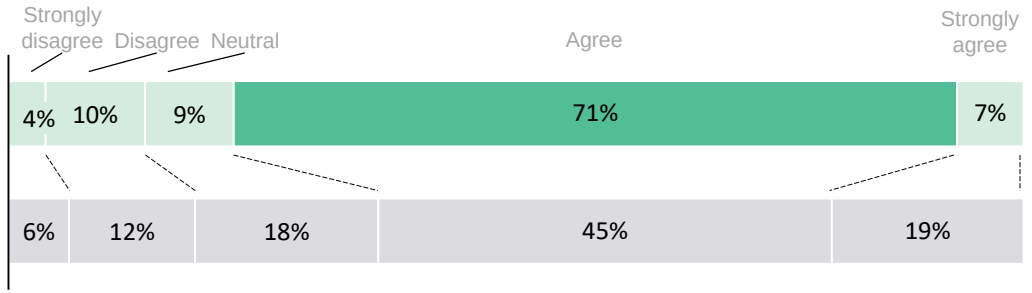
Gender Roles

Most Confident Planners believe that men are better financial mangers than women, though they feel very strongly that wives and husbands should know each others financial affairs, and that girls and boys should be educated about money in the same way. This suggests that they may hope to see a change in the status quo for women, and may want a deeper view into household finances. Moreover they feel that women learn new technologies faster than men. Perhaps reflecting their lack of exposure, they do not believe that formal financial providers exhibit bias against women when issuing loans.

Most Confident Planners believe that men are better financial managers than women. They score second highest among segments of women on this measure, after Social Optimists, with 78% in agreement or strong agreement.

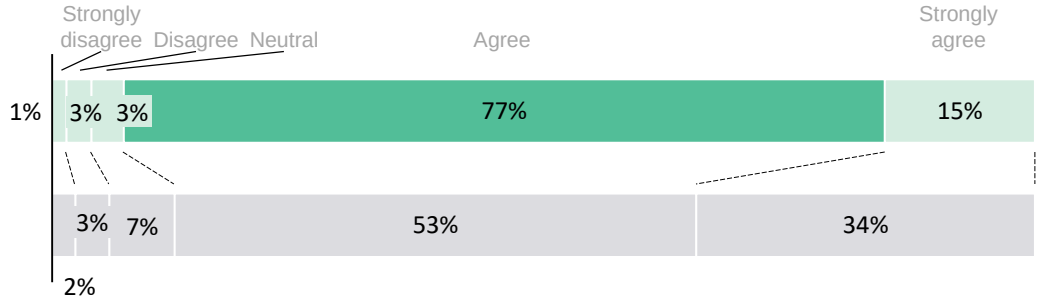
Most Confident planners believe wives and husbands should know each others' finances, with 93% in agreement, slightly above the Pakistani average among women.

MEN ARE BETTER FINANCIAL MANAGERS THAN WOMEN



* Generally, what is reported in the media is accurate.

WIVES AND HUSBANDS SHOULD KNOW EACH OTHER'S FINANCIAL AFFAIRS



* I can trust the government to act in my best interest.

Confident Planners Pakistan Women

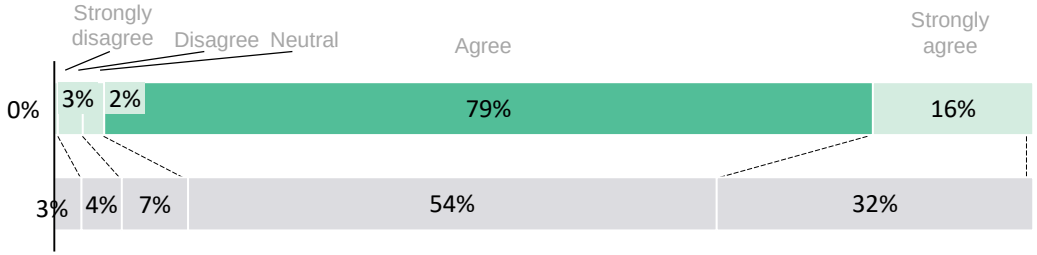
Gender Roles

Most Confident Planners feel very strongly that girls and boys should be educated about money in the same manner. They are above average for Pakistani women. Only 3% disagree.

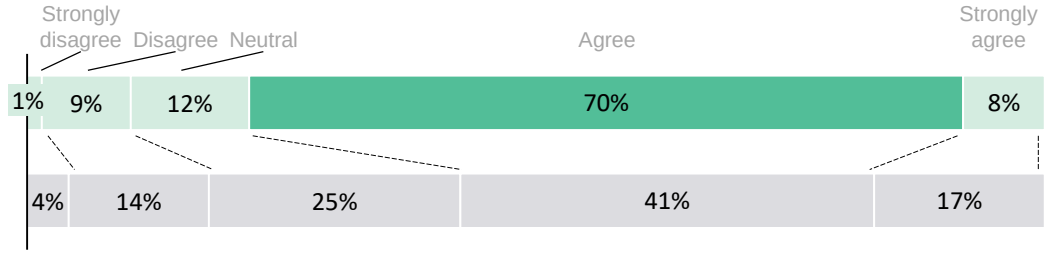
Most also feel strongly that women understand new technologies better than men, with 78% agreeing or strongly agreeing with this view compared with 58% of Pakistani women in general.

Most Confident Planners feel that the gender of a loan applicant does not influence whether the loan is issued. Sixty-three percent feel strongly or very strongly that gender of the applicant does not have bearing on loan issuance. This is in line with the average among Pakistani women.

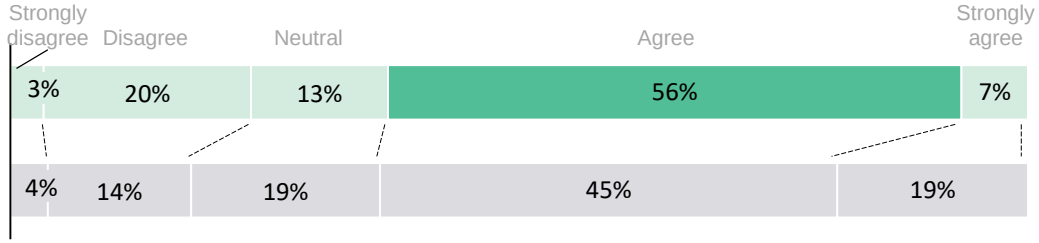
GIRLS AND BOYS SHOULD BE EDUCATED ABOUT MONEY IN THE SAME WAY



WOMEN UNDERSTAND NEW TECHNOLOGIES BETTER THAN MEN



WHEN APPLYING FOR A LOAN, THE GENDER OF THE APPLICANT DOES NOT INFLUENCE WHETHER THE LOAN IS GRANTED



OPPORTUNITY

How might we provide products that support Confident Planners' deft management of household expenses and frequent saving and borrowing behavior, while overcoming their low trust in people and institutions?

Design Principles

Create products and services that:

- Consider that Confident Planners exhibit the lowest participation in household financial decisions and may not have autonomy over all aspects of their finances.
- Focus products on building existing routines — such as goal-setting, saving, and planning — rather than expecting novel behaviors. This will validate their sense of financial capability and self-confidence.
- Incorporate features that allow easy monitoring of account activity to further engage their sense of control.
- Build in mechanisms to leverage savings and assets toward greater resilience and protection in emergencies.
- Design simple and convenient service experiences that leverage mobile platforms and overcome Confident Planners' tendency to view financial services as complex.

Engage through:

- Trusted Few — Utilize a restricted network of trusted influencers (possibly husbands or close female relatives) to overcome their low trust and minimal engagement with the broader community.
- Digital Device — take advantage of their high phone usage and ownership.
- Household Decision-maker — Target indirectly to make up for the fact that confident planners are least likely to participate in household decisions.
- Shareable Marketing Assets — Support them in influencing decision-makers regarding product sign up. For example, provide fliers to discuss with their husband.
- Messaging — Acknowledges and validate their ability to accomplish goals and demonstrate how financial services might augment their existing financial practices.
- Simple Language — Illustrate product concepts and clarify how financial services can compliment their existing habits.
- Proactive Engagement — Leverage their high mobile usage. Confident Planners might benefit from push notifications and updates to overcome their hesitancy to be the first to engage.

Careful Strivers

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Analysis

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Opportunities

Careful Strivers

38% of adult female population | 23.9 million women

Careful Strivers are mostly middle-aged, low-income, rural, married women with little education. Nearly three quarters rely on their spouse or someone else to make major household decisions, yet they identify as effective planners, and exhibit high conscientiousness and low spending impulsivity. They prioritize investing first and building cash reserves second, reflecting a strong desire to grow their way to better financial health. Over two-thirds experience high income volatility and over half are not confident in their ability to cover expenses. Most feel they do not earn enough to save and save infrequently, though they borrow at relatively higher rates despite a low sense of dependability. Still, most never borrow. They primarily manage finances through family, few own formal accounts or mobile wallets, and few are members of informal groups They have a weak sense of agency and low confidence in the future, but high satisfaction with the past and high self-esteem. They trust people, but not institutions and though they rely on their social network for financial support, they have less confidence it will deliver in times of need.

Careful Strivers are mostly **low income**, **rural**, **married women** with little **education**. Nearly three quarters rely on their spouse or someone else to make major **household decisions** on their behalf (only one in ten identify as head of household). They are slightly older than Pakistani women on average, though skew towards **middle aged.**

Careful Strivers identify strongly as **effective planners** and exhibit high **conscientiousness** and low spending **impulsivity**. They prioritize **investing** and building **cash reserves**, but would allocate nearly twice as much of a windfall to investments. This may reflect a strong desire to grow their way into financial health, rather than simply making due with their current low and volatile income.

Yet. they struggle to maintain **financial health** compared to Pakistani women in general. They primarily manage finances through **family**. Most do not own **formal accounts** or **mobile wallets**, and few are members of **informal groups**. Over two-thirds of Careful Strivers experience high **income volatility** and over half are not confident in their ability to cover **expenses**. They report having recently struggled to pay over five types of household expenses and having experienced more than one type of financial emergency in the past two years, second only to Conservative Individualists.

Careful Strivers face challenges in building financial **reserves**. Less than half **save** and only one-third save frequently, making them the second least frequent savers among women. They also maintain the second fewest active **saving channels**. Most who save do so through family. Most do not feel they **earn enough to save** and are not **deliberate-goal oriented savers,** despite high **conscientiousness**. Their low and volatile incomes, as well as struggles with expenses and emergencies, may drive their infrequent saving, which may be offset, in part, by their above average **land** and **livestock** ownership.

Most do not **borrow**, but just under a third do so frequently, primarily from family, making them the second most frequent borrowers among women. They also maintain the second-most active **debt channels**. Their frequent borrowing may strain their ability to raise funds in the face of the expense challenges and emergencies. Most rely on their **social network** for financial support in emergencies, though feel it is impossible or not very possible to raise such funds in the future. Most are moderately comfortable holding debt, but do not consider themselves **dependable**. Their low rate of formal account ownership and informal group membership further suggests they may be missing an opportunity to leverage their land and livestock as collateral for loans.

Demographics

+ 53% occupy **SES** quintiles 1-2
+ 64% are **age** 25-44
+ 82% are **married**
+ 66% live in **rural** areas
+ 71% have no **schooling** or informal education
+ 18% **primary decision makers** for household finances
+ 9% **joint decision makers** for household finances
+ 73% rely on **spouse or someone else** to make financial decisions
+ 17% personally own **land**
+ 18% personally own **livestock**

Behavior

+ 69% report medium to high-highest **income volatility**
+ 5.27 **unpaid expenses** types in past 6 months
+ 45% confident in their ability to **pay bills** on time
+ 30% have a **plan** to manage their expenses
+ 33% **save** monthly or more (primarily with family)
+ 30% **borrow** quarterly or more (primarily from family)
+ 59% have primarily relied on social sources of **money in emergencies**
+ 1% own **mobile wallets**
+ 13% are members of **informal financial groups**
+ 4% own **formal financial accounts**
+ 8% personally own **smartphones**, 39% personally own **feature phones**
+ 2% use **internet** and **social media** monthly or more

Psychology

+ 49% low-lowest internal **locus of control**, 50% low-lowest **self-efficacy**
+ 45% high-highest **self-esteem,** 43% low-lowest confidence in the **future**
+ 86% identify as effective **planners,** 55% low-lowest spending **impulsivity**
+ 48% high-highest **conscientiousness,** 47% low-lowest **openness**
+ 82% low-lowest **dependability,** 45% moderately **comfort with debt**
+ 50% low-lowest **deliberateness** in their savings
+ 86% low-lowest belief that they earn **enough to save**
+ 62% low-lowest belief that their **savings are safe** from social claims
+ 49% high-highest **trust in people**
+ 46% high-highest **trust in community** support for business and school fees
+ 50% low-lowest **trust in banks,** 86% high-highest belief financial services **complex**
+ 92% believe **wives and husbands** should know each other's financial affairs

Aspirations

Careful Strivers prioritize investments. They would, by far, invest the largest share of a windfall among segments, allocating nearly twice as much as likely Pakistani women in general. Compared to other women, they would keep much less of a windfall in cash, nearly a quarter, their second priority. This suggests that they would prefer to put money to work rather than lock it away against a future expenses or emergency, which may reflect their low SES and a strong desire to grow their income, despite struggles with income volatility, unpaid bills and financial emergencies. They likely seek to grow their way into financial health, rather than making due with low and volatile income.

Careful Strivers

Demographics

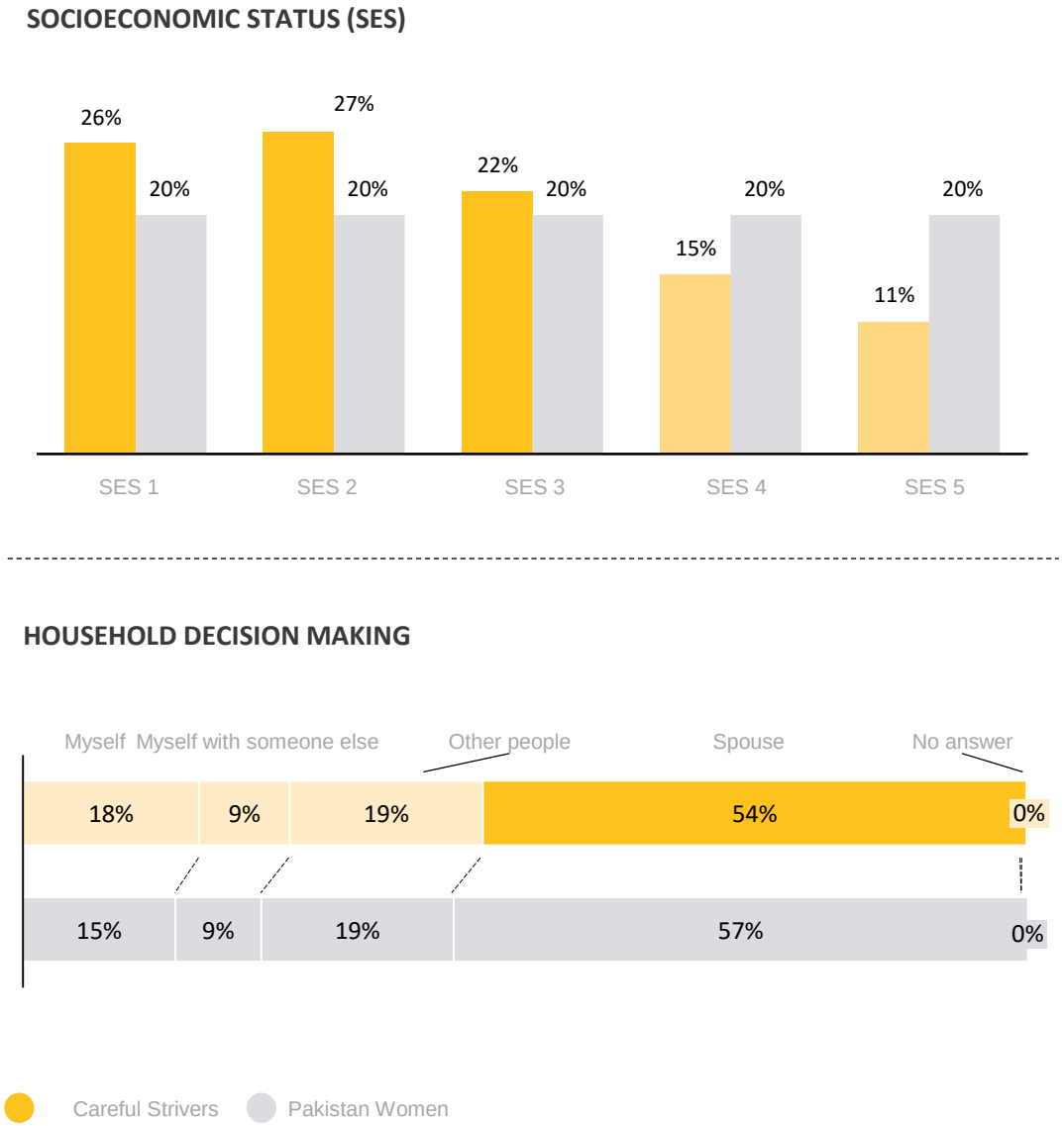
Socioeconomic

Careful Strivers are mostly low-income, rural, married women with no or only informal education. Nearly three-quarters rely on their spouse or someone else in the household to make major financial decision on their behalf, and only ten percent identify as head of household. They are slightly older than Pakistani women on average, though skew towards middle aged.

Careful Strivers are mostly rural (66%), married (82%) women in the bottom 2 SES quintiles (53%) between the ages of 25-44 (64%). Most do not participate in household financial decisions (73%). However, a significant minority do (27%). These rates align with the averages for Pakistani women.

Most have no schooling at all (65%), compared to an average of 50% for women overall. Only 29% have any formal education, compared to 46% of women on average.

They are religious, over 46% attend a religious service more than once a month. In fact, all segments of women in Pakistan share similarly high levels of religiosity.



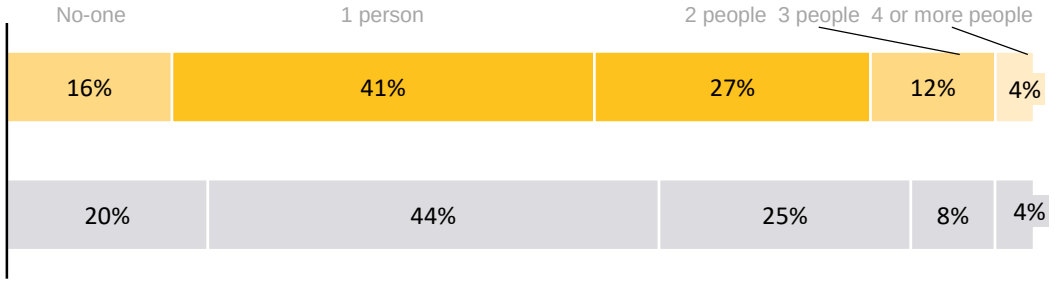
Social Network

Most Careful Strivers can rely on one person or less when sick, though over two-fifths can rely on two or more. On average, they have the largest such support networks among Pakistani women segments. However, they speak with the fewest people over the phone daily, with most speaking to one to two people per day. Most rely on their social network for financial support in emergencies, though feel it is impossible or not very possible to raise such funds in the future (the highest rate among segments).

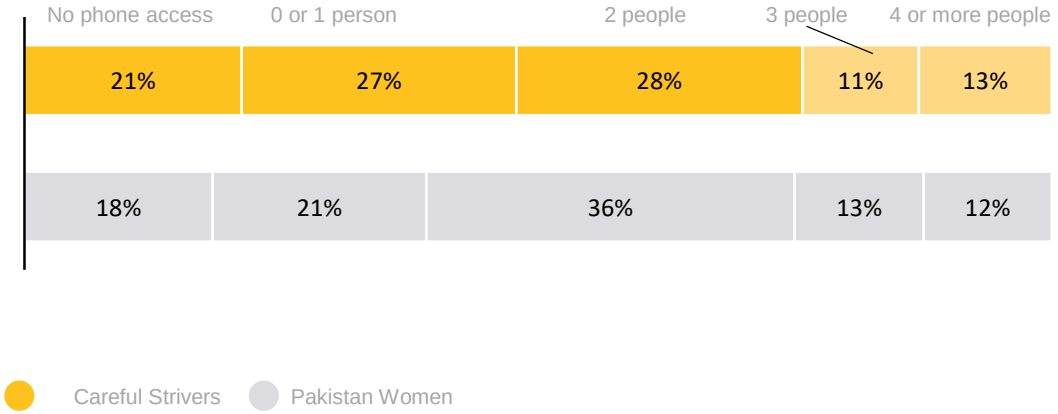
Of all the segments, Careful Strivers can rely on the most people for support when ill, with 41% reporting they can rely on 1 person and 43% reporting they can rely on 2 or more, the later slightly above the national average.

Careful Strivers speak to fewer people on the phone each day than all other segments of women except Conservative Individualists, with 48% speaking to, at most, one person a day compared with 39% among women overall. Only 52% speak to two people or more daily, compared to 61% of Pakistani women overall.

NUMBER OF PEOPLE THAT CAN BE DRAWN ON WHEN SICK



USING YOUR PHONE, HOW MANY PEOPLE DO YOU TALK TO IN A DAY?

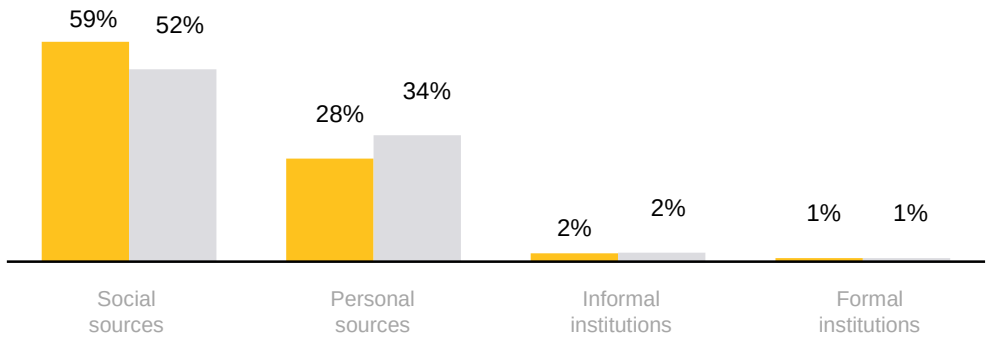


Social Network

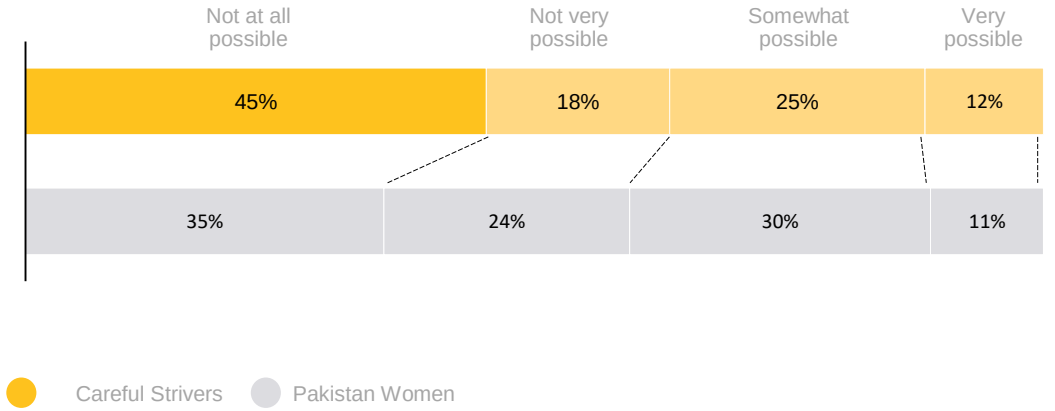
They report heavy reliance on their social network for financial support in an emergency. Fifty-nine percent say such networks would be their primary source of money in a financial emergency.

Nonetheless, among Pakistani women, they have the lowest confidence in their ability to raise emergency funds. Forty-five percent of Careful Strivers say it would be impossible for them to raise emergency funds in the future, and another 18% say it would not be very possible, compared to 35% and 24% of Pakistani women, respectively, in general.

RESILIENCE: PRIMARY SOURCE OF MONEY IN AN EMERGENCY OVER PAST 2 YEARS



CONFIDENCE IN ABILITY TO RAISE EMERGENCY FUNDS



Careful Strivers

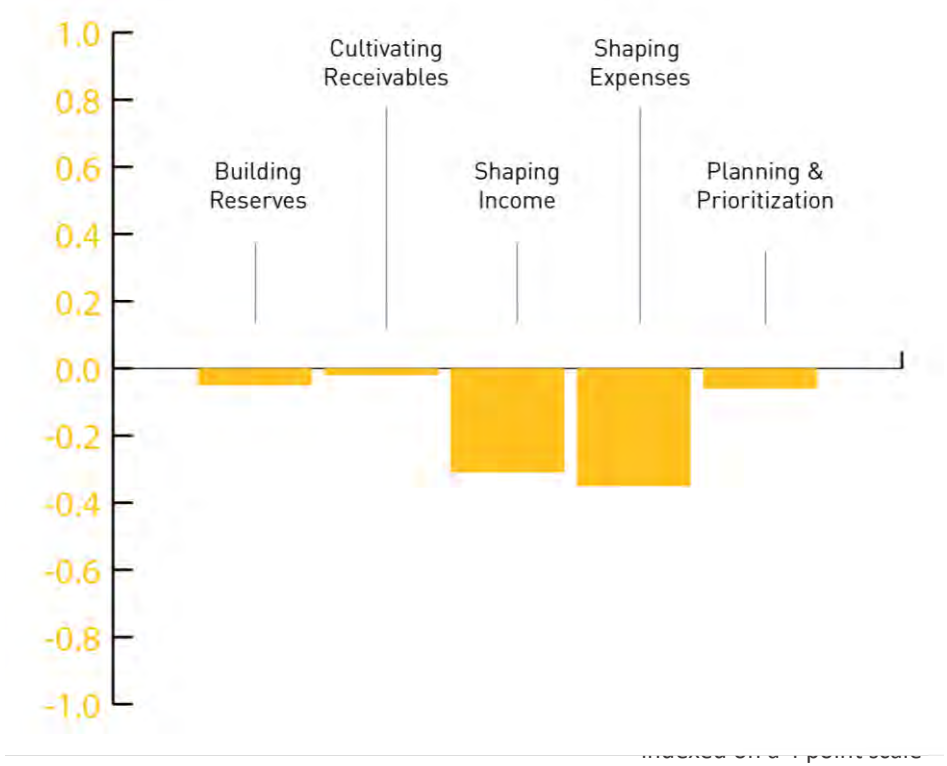
Behavior

Finances

Financial Behavior Overview

Careful Strivers struggle to maintain financial health. Over two-thirds experience high income volatility and over half are not confident in their ability to cover expenses. Most feel they do not earn enough to save and save infrequently, though they borrow at relatively higher rates despite a low sense of dependability. Still most do not borrow. They prioritize investing first and building cash reserves second, reflecting a strong desire to grow their way to better financial health. Despite most reporting little control over household decisions, they identify as effective planners and exhibit high conscientiousness and low spending impulsivity. Yet, they infrequently plan expenses or save deliberately. Confident Planners primarily manage finances through family. Just over one-fifth save with family or at home, the second lowest rate after Conservative Individualists, while over two-fifths borrow from family, the second highest rate after Confident Planners. Their rates of formal account ownership, mobile wallet ownership, and informal group membership are below average, as are their usage rates across each of these channels for saving and borrowing.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

Financial Health

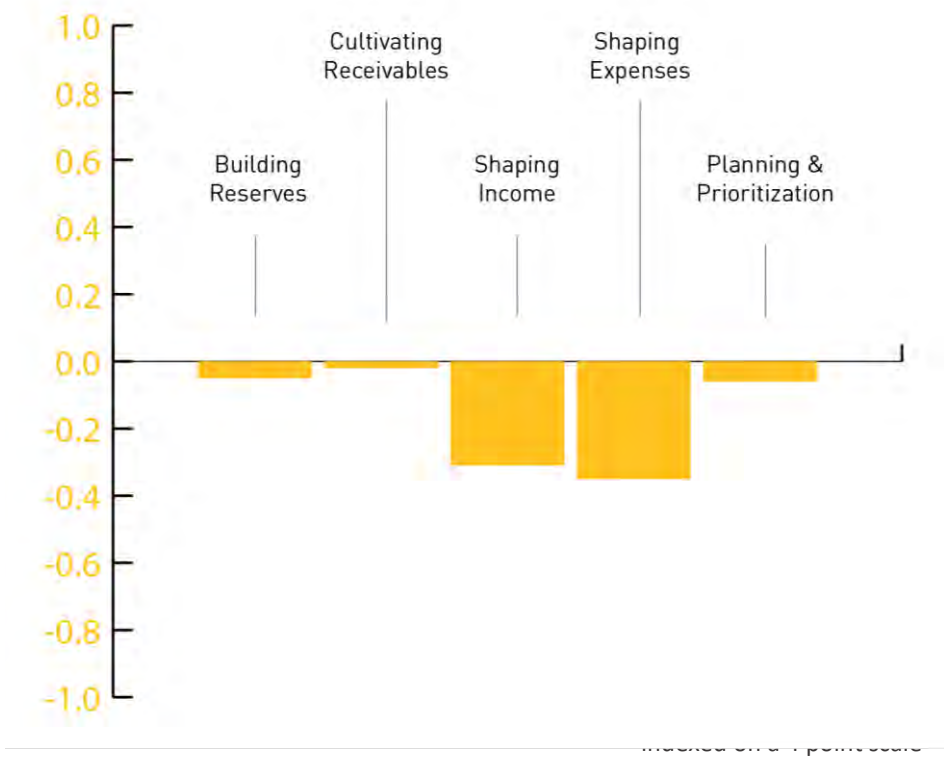
INCOME & EXPENSES

Over two-thirds of Careful Strivers experience high income volatility and over half are not confident in their ability to cover household expenses. They report having recently struggled to pay over five types of household expenses and having experienced more than one type of financial emergency in the past two years, second in both cases only to Conservative Individualists. Most are not impulsive in their spending habits, but do not have a plan to manage their expenses, and do not believe they earn enough to save, most likely a consequence of their low and volatile income.

RESERVES

Careful Strivers face challenges in building financial reserves. Less than half save and only one-third save frequently, making them the second least frequent savers among women. They also maintain the second fewest active saving channels. Of those who save, most do so through family. Few use formal accounts or informal groups. Their low savings frequency may be offset, in part, by their above average land and livestock ownership. However, their land is frequently inherited and illiquid. Their low and volatile incomes, as well as struggles with expenses and emergencies, likely drives their infrequent saving, further damaging their financial health. Moreover, owning to the same economic and other psychological factors, most are not deliberate-goal oriented savers.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

Financial Health

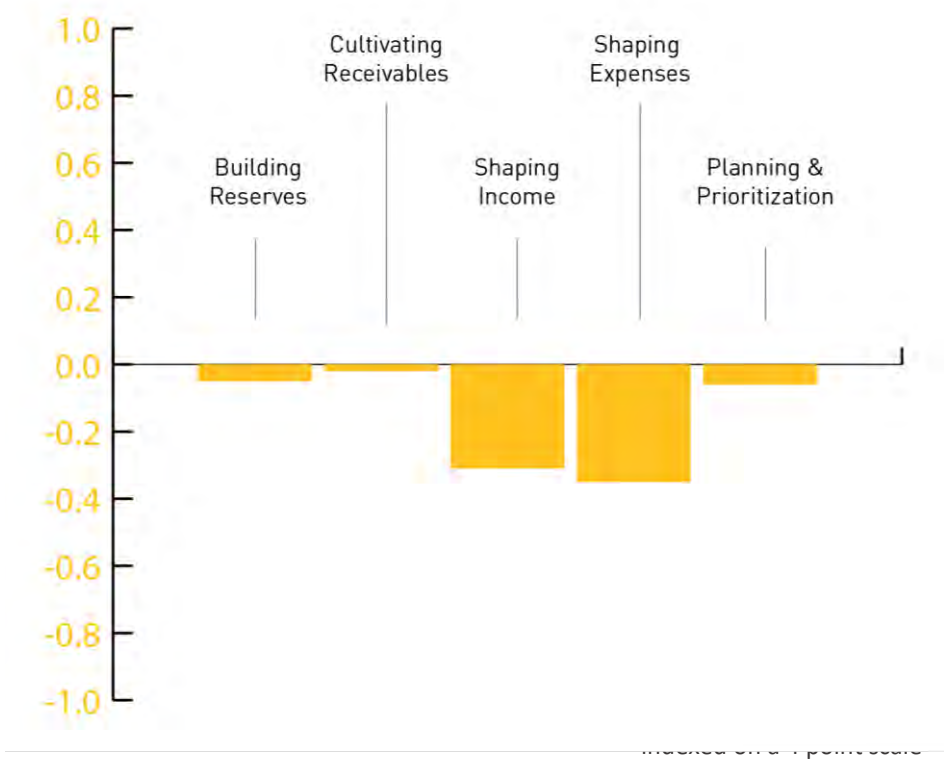
RECIEVABLES

Careful Strivers face challenges cultivating receivables but are in line with the average among Pakistani women. Most do not borrow, but just under a third do so frequently, primarily from family, making them the second most frequent borrowers among women. They also maintain the second-most active debt channels. Their frequent borrowing may strain their ability to raise funds in the face of expense challenges and emergencies. Many are not confident in their ability to raise future emergency funds, and very few consider themselves dependable. Their low rates of formal account ownership and informal group membership further suggests they may be missing an opportunity to leverage their land and livestock as collateral for loans, especially given their moderate comfort holding debt (see psychometrics).

PRIORITIES

Careful Strivers prioritize investments. They would invest over one-third of a windfall, the largest share among segments and nearly twice as much as Pakistani women in general. Compared to other women, they would keep much less of a windfall in cash, just under a quarter, making cash reserves their second priority. This suggests that they would prefer to put money to work rather than lock it away against a future expenses or emergencies, which may reflect their low SES and a strong desire to grow their

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

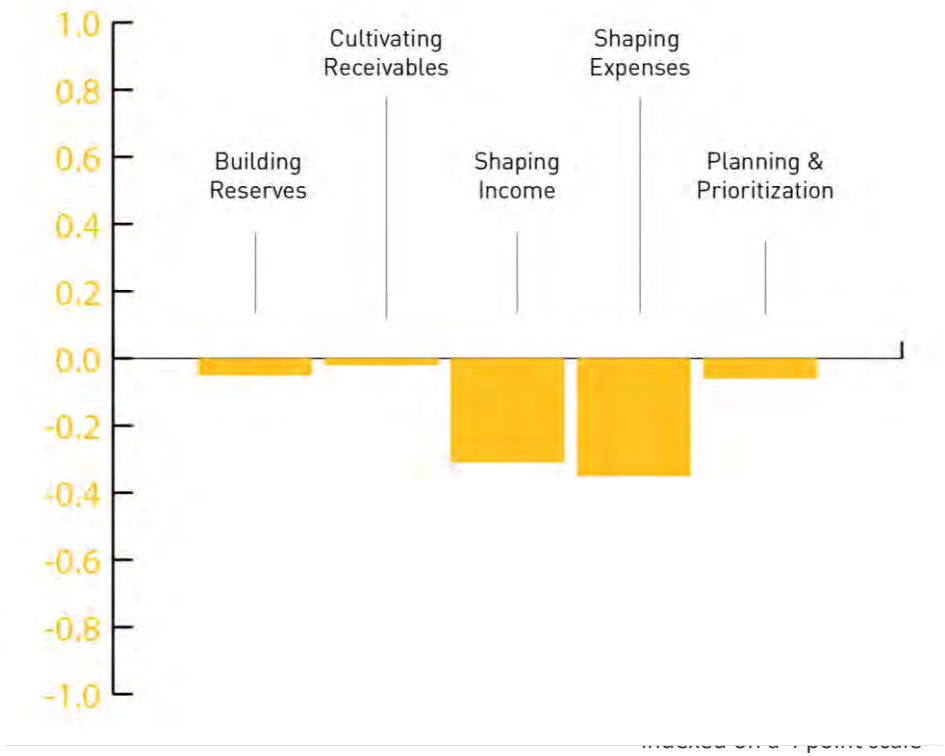
Financial Health

income, despite struggles with income volatility, unpaid bills and financial emergencies. They likely seek to grow their way into financial health, rather than making due with the status quo.

PLANNING

Careful Strivers identify strongly as effective planners and exhibit high conscientiousness and low spending impulsivity, yet most rarely or never save, are not goal oriented in their saving, and do not have a plan for their expenses. Their infrequent saving and expense planning may be driven by their limited role in household financial decision making and their low and volatile incomes. Moreover, their feeling that they are not dependable and do not earn enough to save. May further constrain their planning around saving and borrowing.

FINANCIAL BEHAVIOR INDEX
segment difference from national average

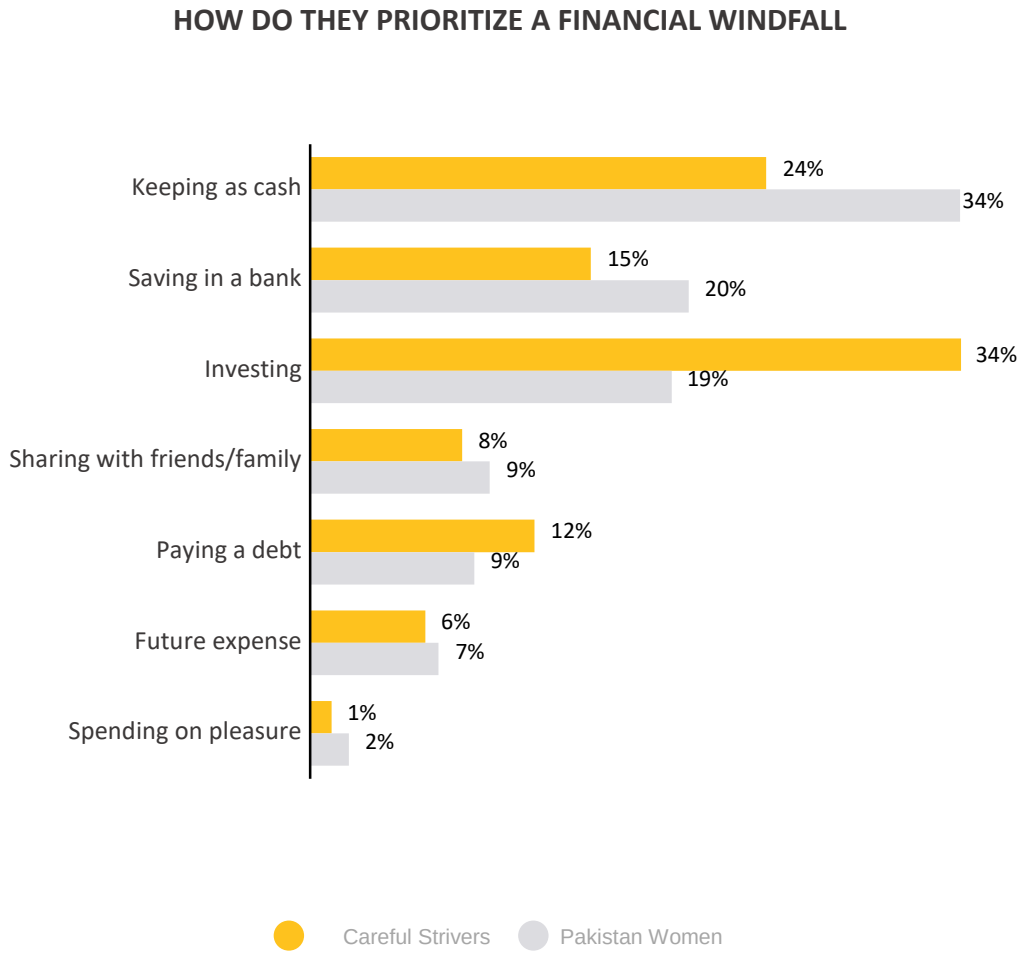


Finances

Financial Priorities

Careful Strivers prioritize investments. They would invest over one-third of a windfall, the largest share among segments and nearly twice as much as Pakistani women in general. Compared to other women, they would keep much less of a windfall in cash, just under a quarter, making cash reserves their second priority. This suggests that they would prefer to put money to work rather than lock it away against a future expenses or emergencies, which may reflect their low SES and a strong desire to grow their income, despite struggles with income volatility, unpaid bills and financial emergencies. They likely seek to grow their way into financial health, rather than making due with the status quo.

Careful Strivers would allocate 34% of a windfall to investments, nearly 2.5 times more than the next closest segment (Social Optimists). This likely reflects their strong desire to grow their income, given their low SES. They may feel that they do not earn enough and that their income is too volatile to meet their needs and aspirations through careful budgetary management and savings alone.



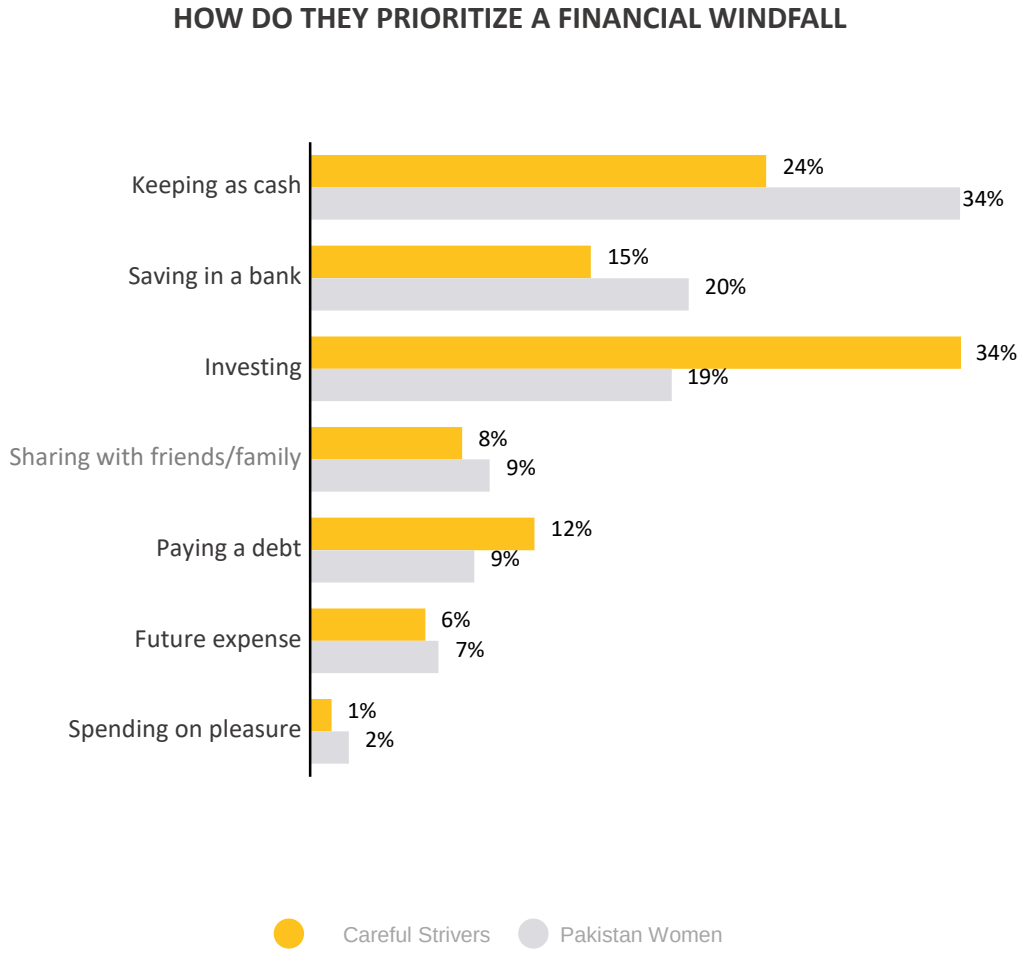
Finances

Financial Priorities

Careful Strivers would allocate 24% of a windfall to cash reserves. Pakistani women on average would allocate 34% of a windfall to cash reserves. Careful Strivers clearly prioritize allocating money to cash reserves, likely in order to build liquidity and better manage expenses in the face of low and volatile incomes, but they do so at lower rates than women on average, instead allocating more money to income generating investments and paying off existing debt.

Careful Strivers would allocate only 15% of a windfall to bank savings, half as much as Social Optimists and Networked Wealthy, but close to the same amount as Confident Planners and Conservative Individualists. People often save in banks for long term goals, such as weddings, education funds, and expensive consumer goods purchases and investments. Given their low and volatile income, it is not surprising that they would prioritize income generating investments and cash reserves over bank savings.

Careful Strivers would allocate 12% of a windfall to pay off debt compared with 9% for Pakistani women overall. Overall, they are the most frequent borrowers amongst women segments, and they do so monthly and quarterly at relatively high rates. This suggests that their borrowing helps smooth income and expense cycles, and that their debt is likely recurring. They probably prioritize paying off debt because they are more frequently indebted and maintaining good credit standing is more essential to their day-to-day financial management than for Pakistani women in general.



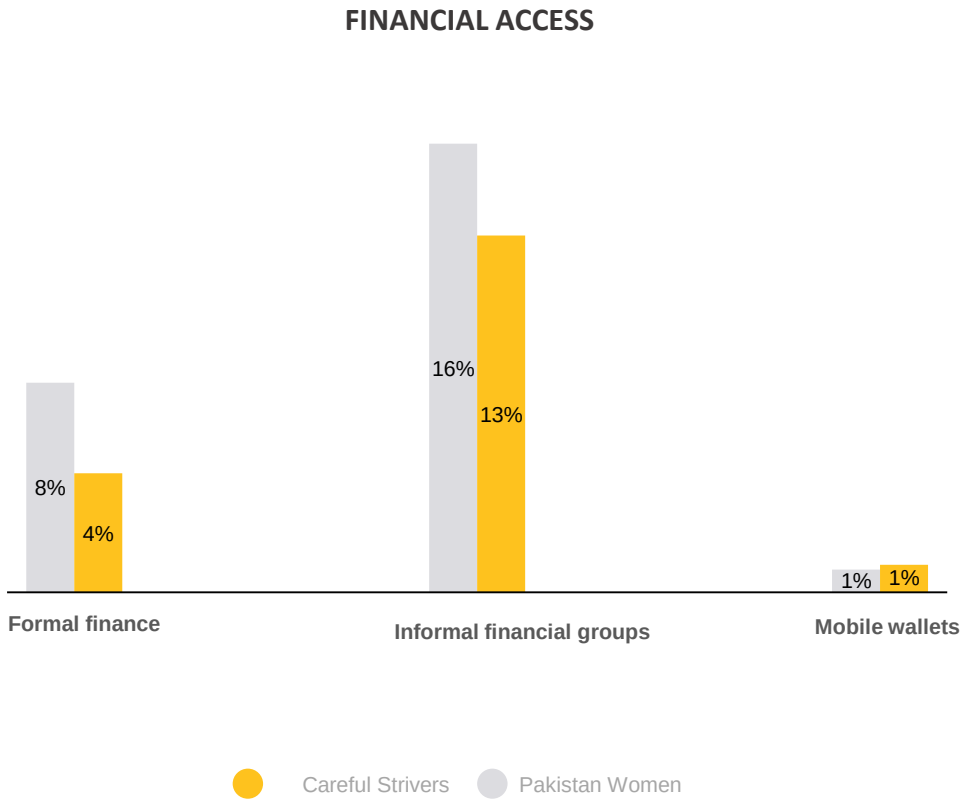
Finances

Financial Access

Confident Planners primarily manage finances through family. Just over one-fifth save with family or at home, the second lowest rate after Conservative Individualists, while over two-fifths borrow from family, the second highest rate after Confident Planners. Their rates of formal account ownership, mobile wallet ownership, and informal group membership are below average, as are their usage rates across each of these channels for saving and borrowing.

Careful Strivers primarily manage their finances through family, and report seldom using formal or informal financial services. Twenty-three percent save with family or in the home, making them the second least frequent savers through these channels. Yet, more than 41% borrow from family, the second highest rate of family borrowing among segments. This points to the centrality of borrowing in their financial management strategy.

Many appear to have a strong need for capital, and family may be their best option. Given their high rates of monthly and weekly borrowing, many may do so to smooth volatile income and cover regular expenses, though others may be using such loans as working capital or investment capital for family businesses.



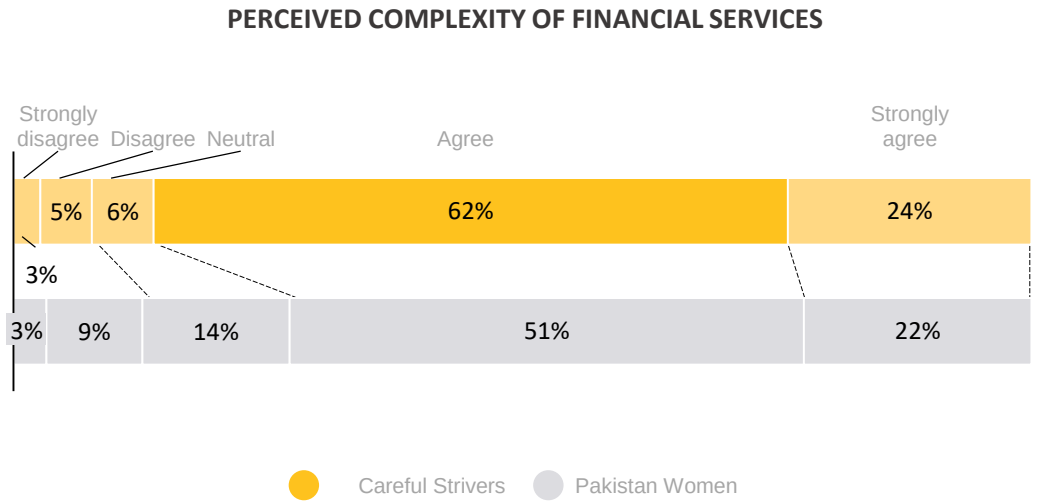
Finances

Financial Priorities

Numerous factors likely influence their strong preference for family. Many women in Pakistan are unable to leave the home, so they do not have access to formal and informal services. Additionally, due to their low income and limited asset ownership, many may not qualify for formal loans. Moreover, their high income volatility, frequent struggles with bills and financial emergencies, and low sense of dependability may dissuade or disqualify them from borrowing through informal groups despite their moderate trust in those networks. Finally, given that most do not consider themselves dependable and about a third are uncomfortable holding debt, it is not surprising that they prefer accessible family loans that are often more flexible than formal or informal group based loans.

Only 13% of Careful Strivers maintain membership in informal financial groups, the second lowest membership rate among segments of women. Their lower than average membership in informal groups may be due to external factors like lower rates of group access given higher mobility constraints or the dearth of such groups in their networks. Low membership may also be driven by internal factors such as their financial struggles and low feelings of dependency.

Among Careful Strivers, only 4% own accounts with formal financial institutions, the second lowest level of formal account ownership among segments. Just 1% own mobile wallets.



Finances

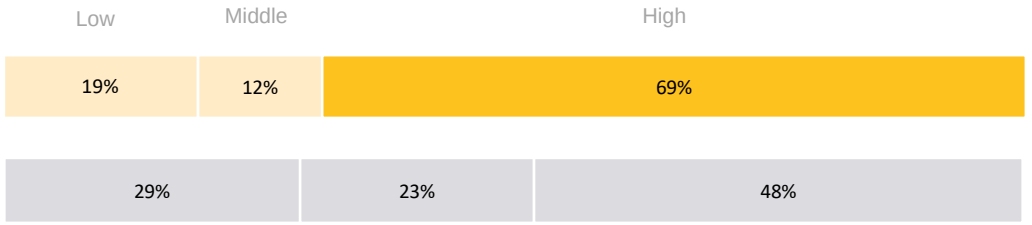
Shaping Income & Expenses

Over two-thirds of Careful Strivers experience high income volatility and over half are not confident in their ability to cover household expenses. They report having recently struggled to pay over five types of household expenses and having experienced more than one type of financial emergency in the past two years, second in both cases only to Conservative Individualists. Most are not impulsive in their spending habits, but do not have a plan to manage their expenses, and do not believe they earn enough to save, most likely a consequence of their low and volatile income.

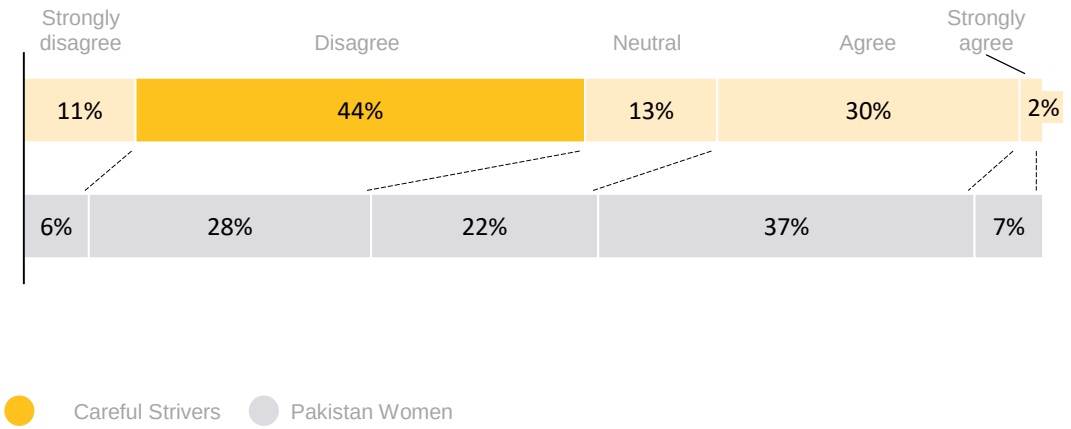
Careful Strivers have the second highest income volatility among segments of women, with 69% reporting high levels compared with 48% nationally. Only 19% report low income volatility, and the ability to predict their earnings from week to week.

Perhaps unsurprisingly, they also report the lowest confidence in their ability to pay their household bills on time, with 55% feeling that they are typically unable to do so compared with 34% of Pakistani women overall.

WEEKLY INCOME VOLATILITY



CONFIDENCE IN ABILITY TO PAY HOUSEHOLD EXPENSES



Finances

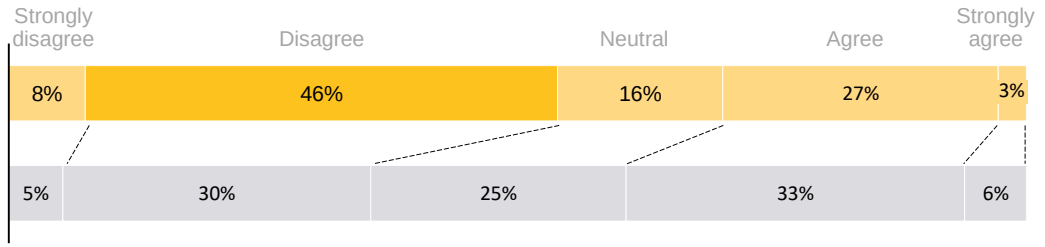
Shaping Income & Expenses

Moreover, most report that they do not have a plan to manage their expenses, with 54% of the segment saying so, compared to 36% of Pakistani women overall. They may find it difficult to plan expenses given their low and volatile income, as well as their struggles with bills and emergencies.

Careful Struggles report 5.3 types of unpaid expenses in the past six months and having experienced 1.11 types of emergencies in the past two years, in both cases the second highest number among segments after Conservative Individualists, and significantly more than Pakistani women on average.

NUMBER OF TYPES OF UNPAID EXPENSES OVER PAST 6 MONTHS

HAS A PLAN TO MANAGE EXPENSES



NUMBER OF EMERGENCY TYPES FACED (IN THE LAST 2 YEARS)

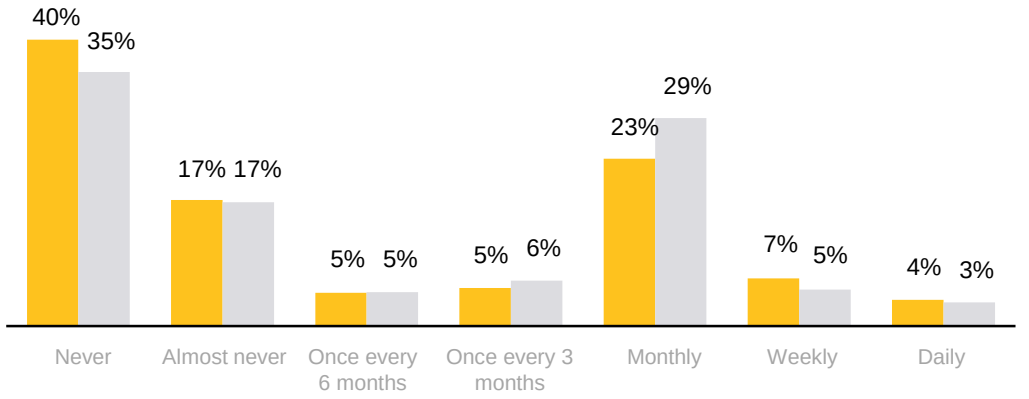
Finances

Building Reserves

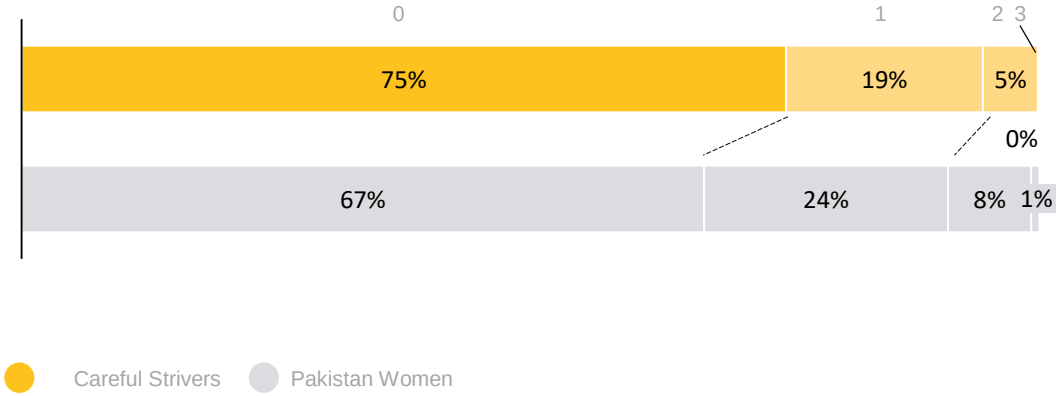
Careful Strivers face challenges in building financial reserves. Less than half save and only one-third save frequently, making them the second least frequent savers among women. They also maintain the second fewest active saving channels. Of those who save, most do so through family. Few use formal accounts or informal groups. Their low savings frequency may be offset, in part, by their above average land and livestock ownership. However, their land is frequently inherited and illiquid. Their low and volatile incomes, as well as struggles with expenses and emergencies, likely drives their infrequent saving, further damaging their financial health. Moreover, owning to the same economic and other psychological factors, most are not deliberate-goal oriented savers.

Over half of Careful Strivers never or rarely ever save, though just over a third save frequently. They are Pakistan's second least frequent savers, however they save at close to the national average rate for women. Thirty-four percent save monthly or more compared with 37% nationally. However, 57% report never or rarely saving, the second highest rate among women segments, but only slightly higher than the national average of 52% for women.

SAVINGS FREQUENCY



NUMBER OF SAVINGS CHANNELS IN USE QUARTERLY



Finances

Building Reserves

They also maintain the second fewest active savings channels among segments. Seventy-five percent report having no active savings channels (channels used at least every three months) compared with an average of 67% for Pakistani women.

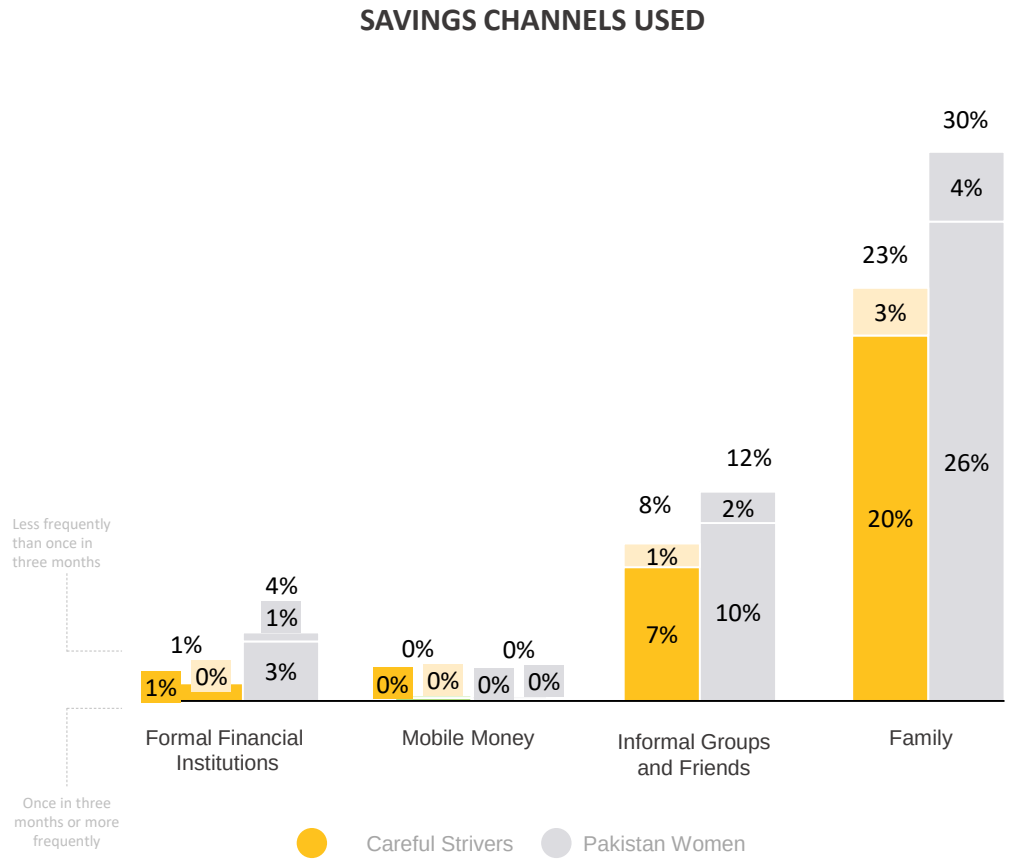
Careful Strivers prefer to save with family or in the home, though only 23% do so, compared with 30% of women overall, making them Pakistan's second least frequent savers with family or in the home. However, those who do save with family or at home do so frequently. Eighteen percent out of the 23% do so at least once per month.

Few Careful Strivers save using informal groups and friends, though this is their second most preferred channel. While 13% report membership in an informal financial group, only 9% report ever saving through groups or friends.

Careful Strivers almost never save with banks. Just 4% own bank accounts and only 1% report ever saving with them. Of that 1%, 0.5% save with banks at least once per month, and the other 0.5% save in banks at least once every three months.

Over half of Careful Strivers report personally or commonly owning land. They have the second highest rates of land access among Pakistani women. Seventeen percent personally own land, compared to 22% of women overall, while 35% commonly own, compared with 32% of women. About half of these women inherited their land, and the other half purchased it.

Just over one-third of Careful Strivers personally or commonly own livestock. Eighteen percent personally own livestock while another 16% commonly own it, compared with 16% of women nationally in each category.



Finances

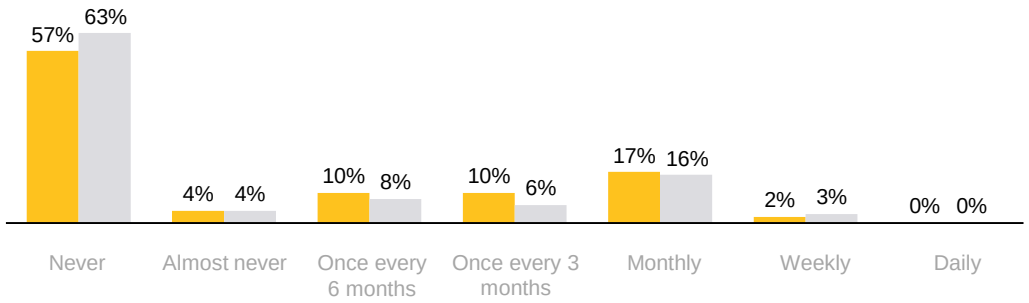
Cultivating Receivables

Careful Strivers face challenges cultivating receivables but are in line with the average among Pakistani women. Most do not borrow, but just under a third do so frequently, primarily from family, making them the second most frequent borrowers among women. They also maintain the second-most active debt channels. Their frequent borrowing may strain their ability to raise funds in the face of expense challenges and emergencies. Many are not confident in their ability to raise future emergency funds, and very few consider themselves dependable. Their low rates of formal account ownership and informal group membership further suggests they may be missing an opportunity to leverage their land and livestock as collateral for loans, especially given their moderate comfort holding debt (see psychometrics).

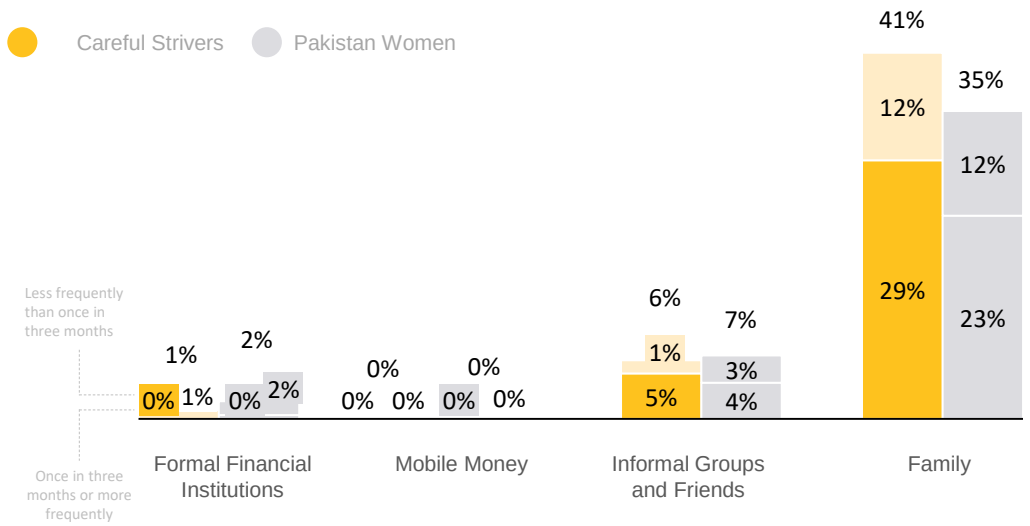
Most Careful Strivers never or rarely borrow, though thirty percent borrow frequently (quarterly or more), compared with 25% of Pakistani women overall, making them the second most most frequent borrowers among Pakistani women. Fifty-seven percent report never borrowing compared with 63% of Pakistani women.

They maintain the second-greatest number of active debt channels of any segment, with 30% maintaining one or more compared to 25% of Pakistani women overall.

BORROWING FREQUENCY OVERALL



BORROWING CHANNELS



Finances

Cultivating Receivables

Family is their preferred borrowing channel. They are the second most frequent borrowers from family among Pakistani women, with 41% reporting having done so compared with 34% of Pakistani women overall.

Seven percent of Careful Strivers report having borrowed from an informal group or from friends. This is in line with the average among Pakistani women but means roughly half of those who have such access, do not use it for borrowing.

Only 1% of Careful Strivers report having borrowed from using formal accounts. This represents over a quarter of the account holders among them. None report borrowing via mobile money.

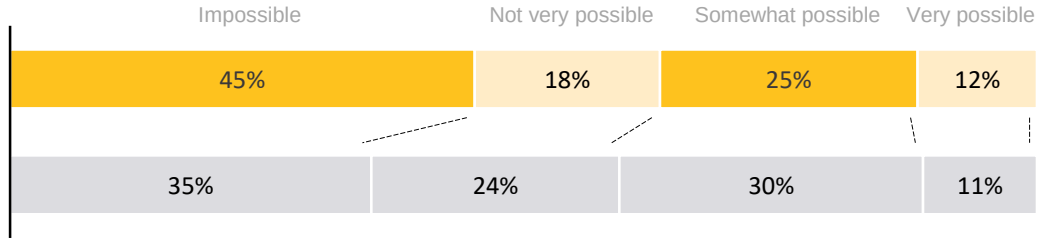
Careful Strivers have the lowest confidence in their ability to raise emergency funds among Pakistani women. Forty-five percent consider it impossible compared with 35% of women overall, and another 18% consider it not very possible.

They face the highest number of emergency types per year of any segment, other than Conservative Individualists, with 1.1 per year compared to 0.97 per year for Pakistani woman overall. This burden, along with their lower SES and below-average reserve building, may overwhelm their ability to cope with emergencies.

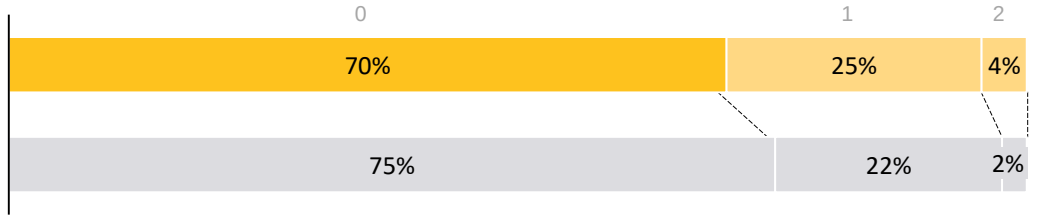
Their low confidence in their ability to raise emergency funds may stem from weak reserves and overreliance on their social financial network. Many are frequent borrowers from family (29% do so at least quarterly) and they rely heavily on social sources for emergency support (59%, above the 52% average). This suggests that they may not have strong confidence that their network will come through in an emergency, especially given the frequency of emergencies they face.

NUMBER OF TYPES OF EMERGENCIES FACED (LAST 2 YEARS)

CONFIDENCE IN ABILITY TO RAISE EMERGENCY FUNDS



BORROWING CHANNELS USED IN LAST 3 MONTHS



Finances

Financial Planning

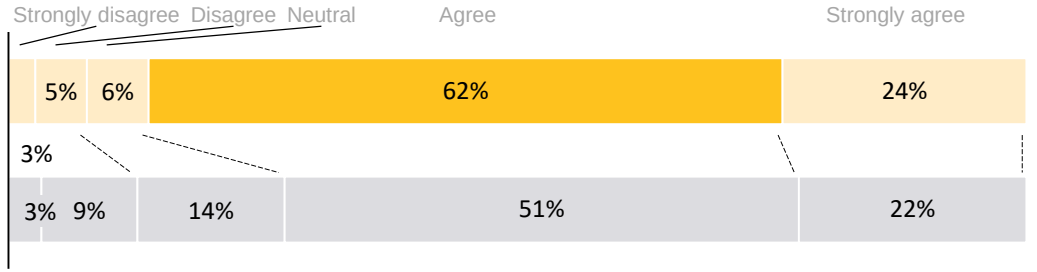
Careful Strivers identify strongly as effective planners and exhibit high conscientiousness and low spending impulsivity, yet most rarely or never save, are not goal oriented in their saving, and do not have a plan for their expenses. Their infrequent saving and expense planning may be driven by their limited role in household financial decision making and their low and volatile incomes. Moreover, their feeling that they are not dependable and do not earn enough to save may further constrain their planning around saving and borrowing.

Most Careful Strivers (86%) agree or strongly agree that they are they type of person who makes plans and follows through with them compared with 73% of Pakistani women overall, the second highest rate among segments**.**

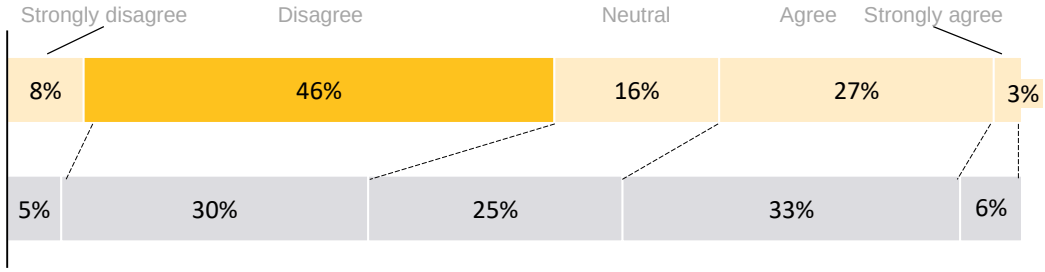
However, only 30% report that they have a plan to manage their expenses. This is below the average of 39% among Pakistani women overall. In fact, together with Conservative Individualists, they are the least likely segment to have such a plan.

Moreover, more Careful Strivers report that their spouse (54%) or someone else (19%) is the primary decision maker in the household. This indicates that their opportunities to directly engage or drive household financial planning may be limited.

MAKES PLANS AND FOLLOWS THROUGH WITH THEM



HAS A PLAN TO MANAGE EXPENSES



Careful Strivers Pakistan Women

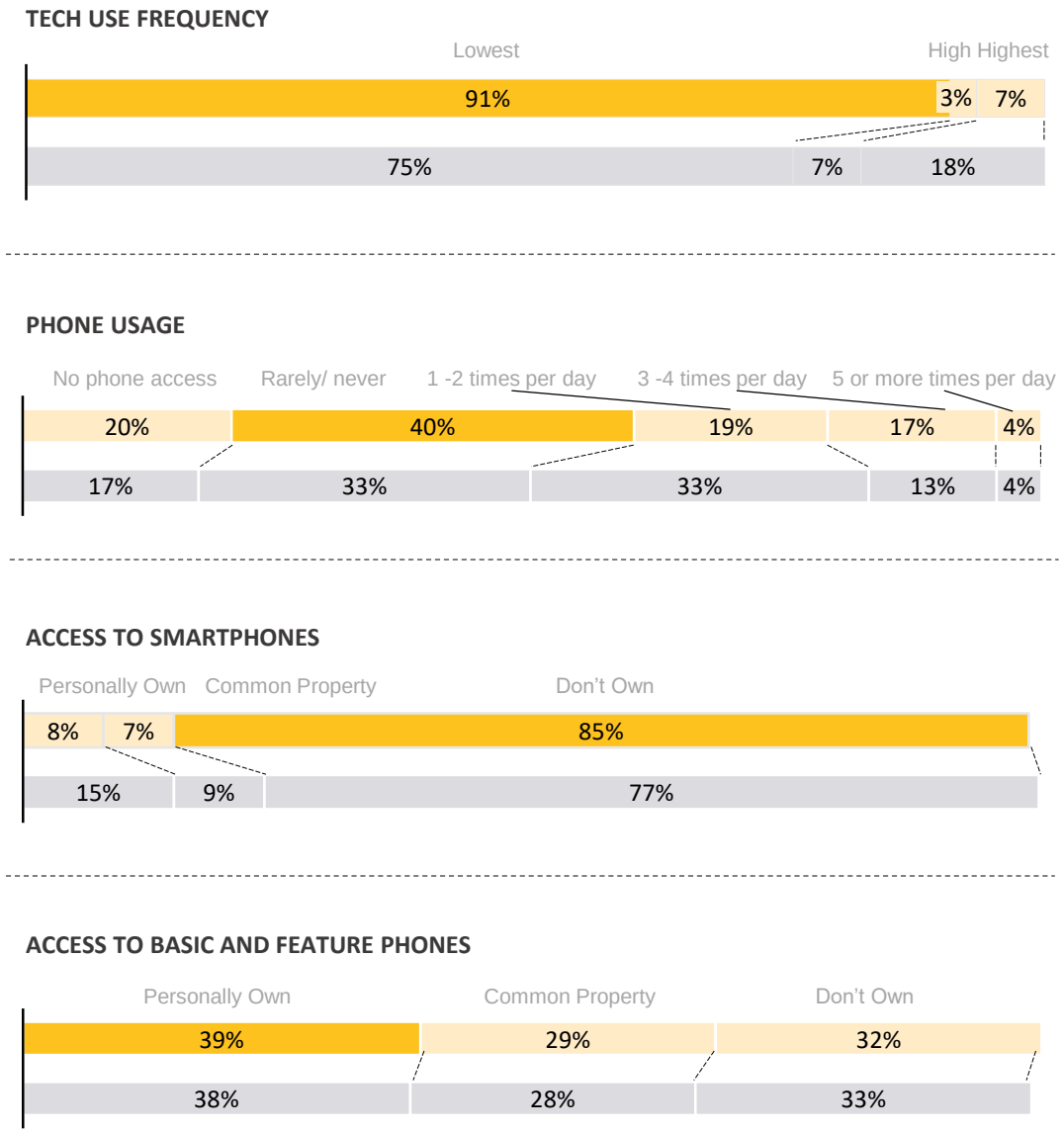
Technology

Careful Strivers are the least frequent technology users and second least frequent phone users among women. Their low internet and social media engagement and their limited texting may suggest they struggle with digital literacy. It may also be attributable, in part, to the fact that most live in rural areas, are low SES and report limited smartphone ownership.

Careful Strivers are by far the lowest unassisted users of technology among Pakistani women. Ninety one percent measure lowest in overall tech usage. They are by far the least frequent texters, with only 7% sending a text once a month or more. They are the second least frequent internet and social media users, with only 2% using each at least once a month. Thirty-four percent watch **TV** at least monthly, the second lowest rate among women.

They are the second least frequent phone users among segments, with 40% rarely or never using phones and 20% lacking access to a phone compared with averages among Pakistani women of 33% and 17%, respectively.

Careful Strivers rarely have access to a smart phone. 39% personally own a basic phone and another 29% have access to such a phone, figures very similar to the average for Pakistani women. Only 15% can access a smart phone (24% average), the second-lowest among segments.



Careful Strivers

Psychology

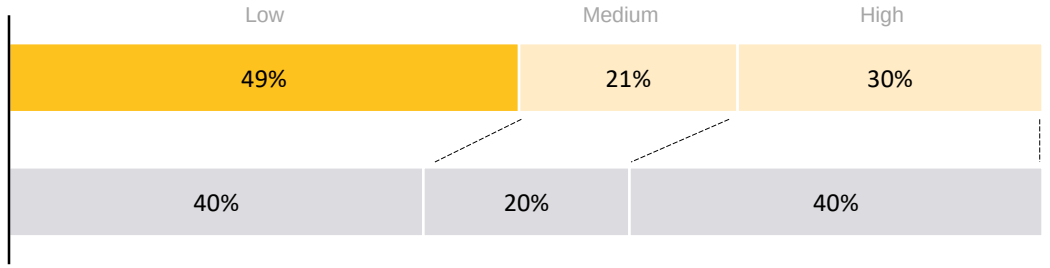
Psychology

Self-perception

About half of Careful Strivers have a weak sense of agency and just under half have dim hopes for the future. Indeed, most report limited control over their finances and probably experience significant constraints to their mobility and economic participation due to cultural norms. Their low sense of agency probably helps protect their self-esteem by making it less likely that they blame themselves for their struggles. About half maintain high self-esteem, though a third have low-self esteem. Moreover, about a third have a strong sense of agency and are positive about the future, suggesting the possibility of a confident and hopeful sub-segment.

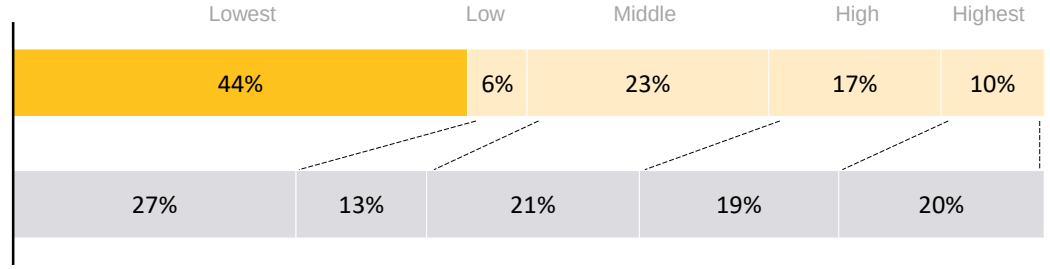
Nearly half of Careful Strivers have an external locus of control (2nd highest rate after Social Optimists), while less than a third have a clear internal locus of control. Forty-nine percent report low to lowest levels of control compared with 40% of Pakistani women overall, and 44% report lowest levels compared with 34% of women overall. This means nearly half of Careful Strivers feel very strongly that they have no control over their circumstance and outcomes. Only 30% report high to highest levels of personal control compared with 40% of Pakistani women overall.

LOCUS OF CONTROL



* composite measure of a persons sense of control over their life and outcomes relative to powerful people, institutions, and forces, including their ability to protect their interests from others and their belief in fate or luck

SELF-EFFICACY



* composite measure of a person's belief in the fixedness of natural ability and intelligence, in their ability to learn new things and develop talent through practice, and the importance of experimentation and tolerance for failure

Careful Strivers Pakistan Women

Psychology

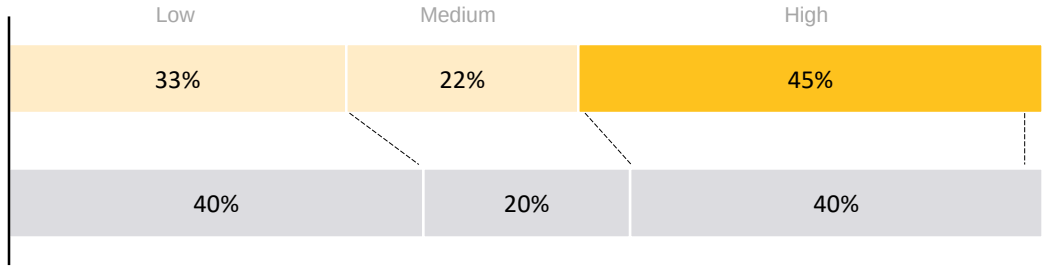
Self-perception

Perhaps not surprisingly, 50% report low to lowest feelings of self-efficacy. This means they do not believe they are capable of improving their abilities through experience and practice. Only 27% report high feelings of self-efficacy compared with 39% of women overall.

Careful Strivers are fairly evenly split on their future outlook, though they have the second most negative outlook after Conservative Individualists, with 42% feeling fairly certain they will be worse-off in the next five years compared with 41% of women overall. Only 30% feel strongly that they will be better-off compared with 39% of women overall. This contrasts with their relative satisfaction with the past five years about which 57% report feeling satisfied and only 32% report feeling dissatisfied — broadly in line with Pakistani women overall.

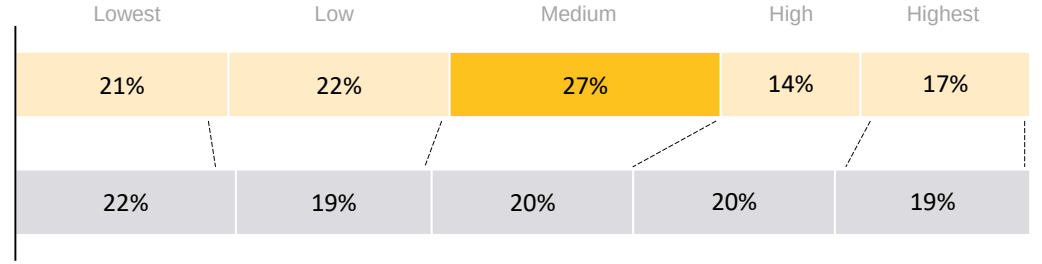
Just under half of Careful Strivers have high self-esteem, the second highest levels of self-esteem among women in Pakistan. This comes despite most experiencing economic and financial hardships, low feelings of agency, and a dim outlook on their future prospects. Among them, 45% report high to the highest levels of self-esteem compared with 40% of women overall, though 33% report low to the lowest levels, compared to 40% of women overall.

SELF-ESTEEM



* composite measure of self-image, satisfaction, and confidence, as well as self-respect, self-worth and pride

CONFIDENCE IN THE FUTURE



*You will be better off 5 years from now than you are today.

Careful Strivers Pakistan Women

Psychology

Conscientiousness, Impulsiveness, Openness

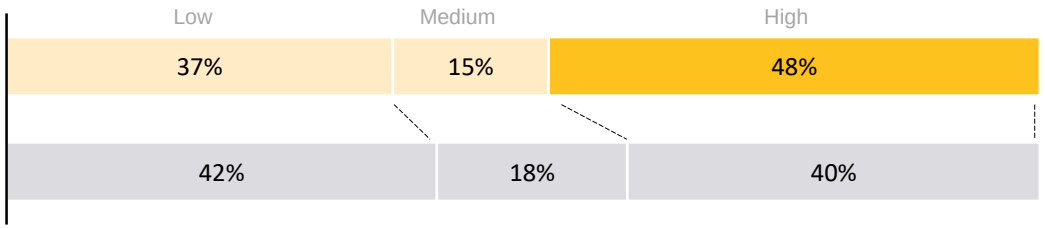
Careful Strivers identify strongly as effective planners and are conscientious, yet most save infrequently and do not plan for expenses. They have very low impulsivity but are not particularly deliberate savers. Their low levels of saving and expense planning may be driven, in part, by their limited participation in household financial planning, rather than a lack of consideration, planning, or drive. They may also feel their income is too low and volatile to save and plan, and drives a need to carefully control spending given their slim margins for error.

Careful Strivers are the most conscientious segment among Pakistani women, with 48% measuring high to highest levels of conscientious compared with 40% on average, and 37% measuring low to lowest levels compared with 42% on average.

Over half of Careful Struggles are not impulsive spenders, making them the least impulsive spenders among women segments. Fifty-five percent measure low to the lowest levels compared with 38% of Pakistani women overall. Still, a significant minority (36%) consider themselves high to highly impulsive**.**

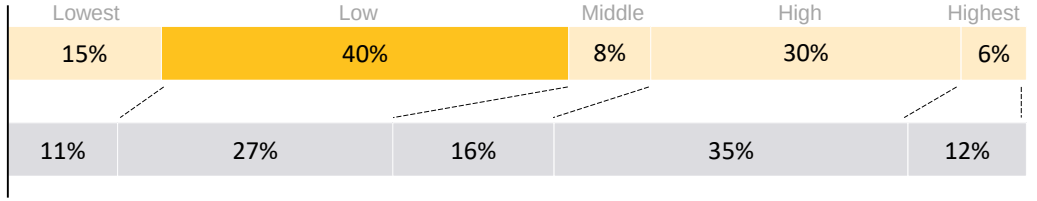
Almost half of Careful Strivers measure low to lowest openness, though nearly a third measure at high to the highest levels. Among women, they are the second least open segment with 47% reporting low to the lowest openness compared to 40% of women overall.

CONSCIENTIOUSNESS



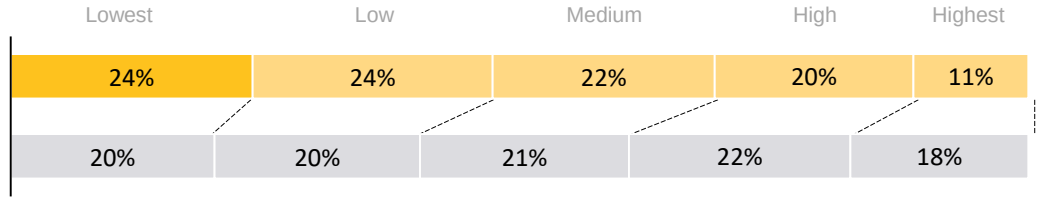
*composite measure of consideration, planning, focus, drive, perseverance and reliability

LIKELIHOOD OF IMPULSIVE SPENDING



* You are prepared to spend now and let the future take care of itself

OPENNESS



*composite measure of curiosity, reflectiveness, and abstract thinking, as well as adaptability, originality, creativity

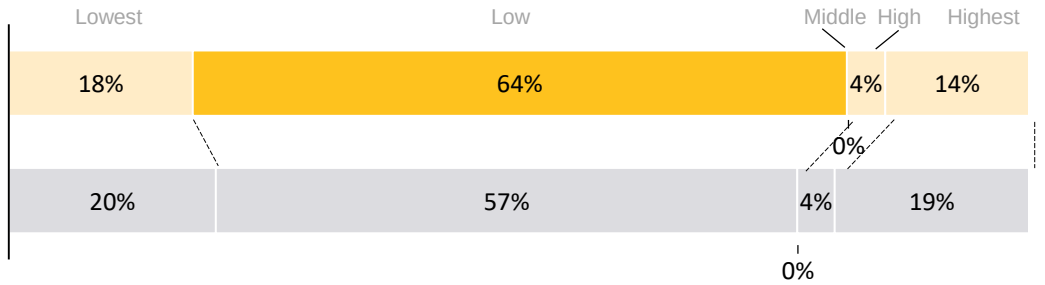
Psychology

Financial Attitudes — Debt

Most Careful Strivers never borrow, though just under a third do so frequently, making them the most frequent borrowers among Pakistani women. Most are moderately comfortable holding debt, though just over a quarter are not. They are the most comfortable segment borrowing. Yet, like most women in Pakistan, they do not consider themselves dependable. Their low sense of dependability, limited financial decision making authority in the household, and limited access to formal and informal credit, despite feeling moderately comfortable holding debt, likely drives their low overall rates of borrowing and preference for more accessible and flexible family loans.

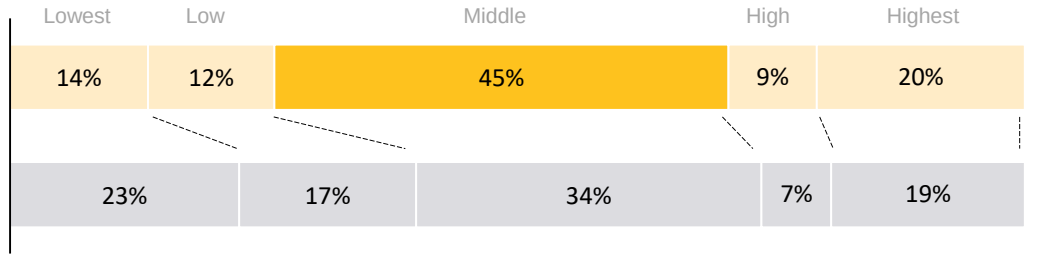
Just under half of Careful Strivers are moderately comfortable holding debt with the rest more or less evenly split between low and high comfort, making them the most comfortable segment with debt. Forty-five percent report moderate comfort and 29% report high to highest levels of comfort compared with averages among women of 34% and 26%, respectively. Only

DEPENDABILITY



*composite measure of likelihood of fulfilling promises, returning favors, and looking for guidance from others in new situations

COMFORT WITH DEBT



*composite measure of a persons perceived risk and anxiety around holding debt, especially as regards the loss of collateral

Careful Strivers Pakistan Women

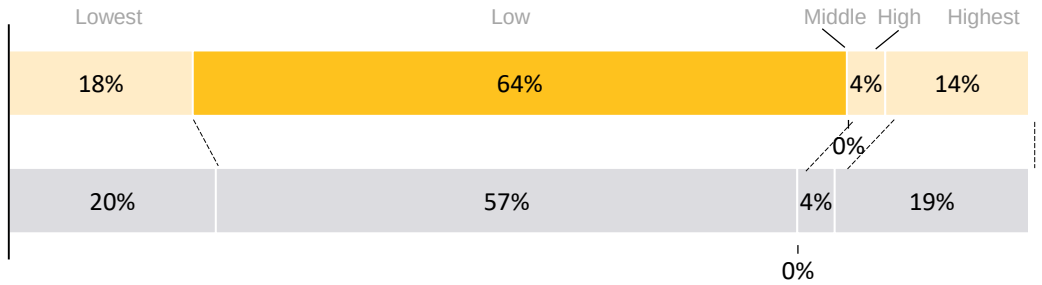
Psychology

Financial Attitudes — Debt

26% report low comfort, compared to 40% of Pakistani women overall, suggesting most Careful Strivers would not suffer undue levels of anxiety upon taking out a loan.

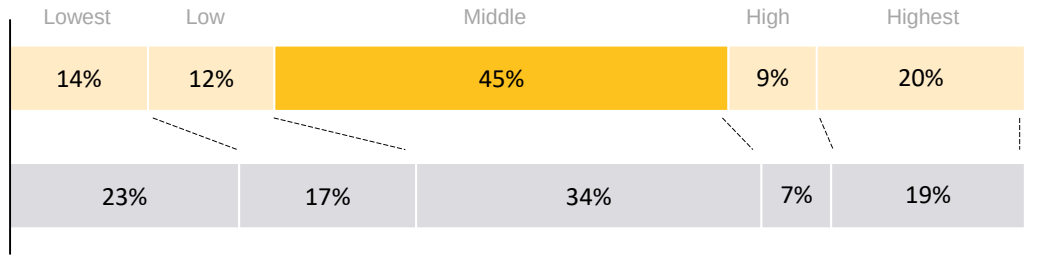
Over four-fifths of Careful Strivers do not consider themselves dependable. Eighty-two percent report low to lowest levels of dependability compared with 77% of Pakistani women overall. Among segments of women, only Social Optimists include a majority who consider themselves dependable.

DEPENDABILITY



*composite measure of likelihood of fulfilling promises, returning favors, and looking for guidance from others in new situations

COMFORT WITH DEBT



*composite measure of a persons perceived risk and anxiety around holding debt, especially as regards the loss of collateral

Careful Strivers Pakistan Women

Psychology

Financial Attitudes — Savings

Less than half of Careful Strivers save and only one-third save frequently, making them the second least frequent savers among women. On average, they are conscientious, identify as effective planers, and are not impulsive in their spending. Given these psychological traits, it is likely that their low and volatile incomes restrict their ability to save and to do so deliberately. Indeed, half are not at all deliberate goal-based savers, and five in six feel strongly that they do not earn enough to save. Moreover, two-thirds feel their savings are not safe from the claims of others. These feelings likely further suppress their savings.

Despite their low spending impulsivity, most Careful Strivers are not deliberate oriented savers. Fifty-percent measure low to lowest savings deliberateness compared to 46% of women overall. Only 13% report high to the highest levels compared to 17% of women overall.

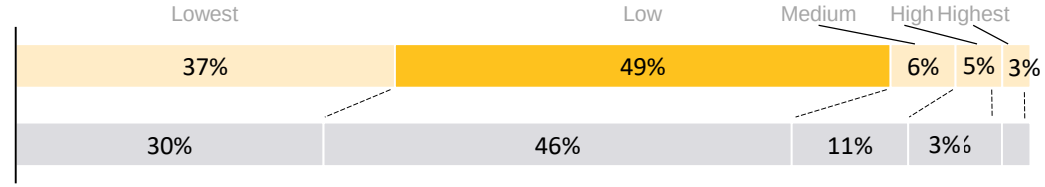
Perhaps driving their low saving rate and below average savings deliberateness, 86% percent of Careful Strivers feel that they don't earn enough to save, the highest rate among segments, compared with 76% of Pakistani women overall.

Moreover, 63% feel that if they saved money it would not be safe from the claims of others in their life. This compares with 58% of women overall who feel the same.

SAVINGS DELIBERATENESS

*composite measure of a persons belief in the superior efficacy of saving for a specific purpose and the discipline with which they maintain the non-fungibility of money once allocated to a savings goal

BELIEF IN EARNING ENOUGH MONEY TO SAVE



*You make too little money to save it for anything.

SAFETY OF SAVINGS FROM OTHERS

*If you saved money, many people in your life would ask you to give it or loan it to them.

Psychology

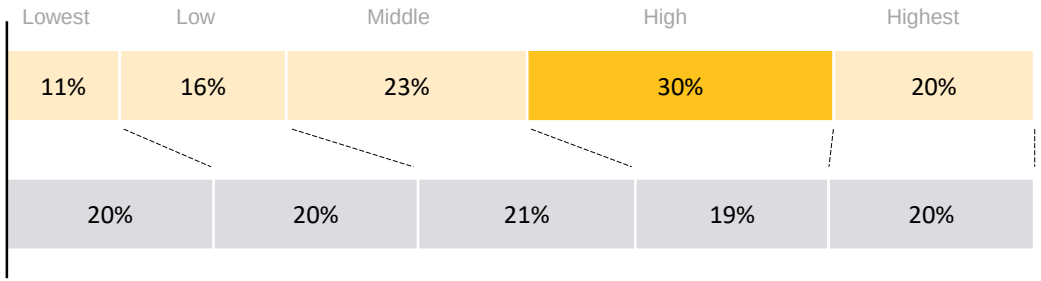
Trust in People

Half of Careful Strivers exhibit high to the highest trust in people overall, while only a quarter exhibit low to the lowest trust. However, they are split in their levels of trust in their social financial networks and their confidence in their ability to raise funds during future crises or to rely on their network for money for investments and education. Interestingly, only a third see their communities as financially and economically equal.

Fifty percent of Careful Strivers measuring high to highest levels of trust in people compared to 39% of Pakistani women on average. They have the second highest trust in the people after Social Optimists. Only 27% record low to lowest trust levels compared with 40% of women nationally.

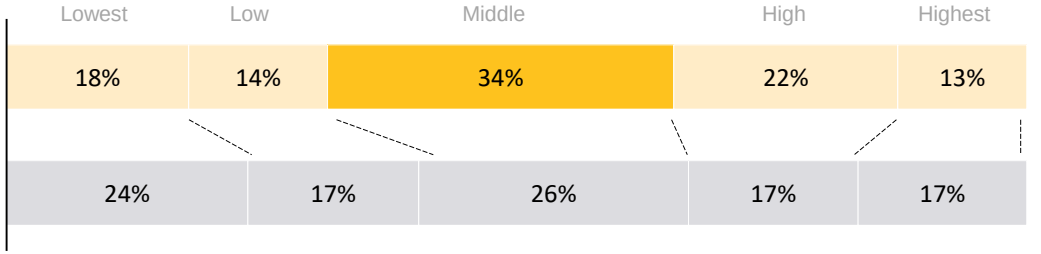
Moreover, they have the second highest trust in social financial networks after Social Optimists, with 35% reporting high to the highest levels of trust compared with 34% of women nationally. Only 31% report low to lowest levels of trust compared with 40% of women nationally. In Pakistan, having high financial trust in one's social networks tends to correlate with a higher likelihood of being able to raise emergency funds. Careful Strivers have relied heavily on social sources of funding in emergencies over the past two years.

TRUST IN PEOPLE



*composite measure of perception of community and neighbors' innate and relative trustworthiness, trust in family and friends to act in one's best interest, need for caution around strangers, and sense of safety and home in one's community

TRUST IN SOCIAL FINANCIAL NETWORKS



*composite measure of a persons comfort loaning money to friends and family for emergencies and investments, as well as confidence they would repay.

Careful Strivers Pakistan Women

Psychology

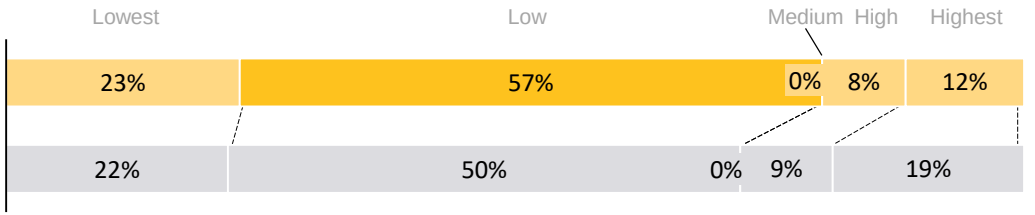
Trust in People

Careful Struggler are split as to whether they can rely on their networks to provide support for their business and education investments, with 38% feeling support is unlikely and 46% feeling it is likely compared with national averages, among women, of 33% and 44%, respectively.

They rely heavily on their social financial network to provide support in times of crisis, but among Pakistani women they have the lowest confidence in their ability to raise money in future emergencies. This suggests that their trust in people and in their networks does not translate to confidence in their support.

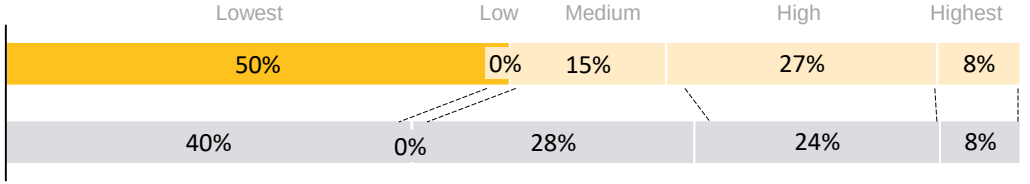
Half of Careful planners do not see their communities as equal, the second highest rate after Confident Planners and well above the overall average for women of 40%. Still, over a third (35%) do see their communities as equal. In Pakistan, having a low belief in community equality correlates with higher daily and weekly income volatility.

BREADTH OF TRUST IN PEOPLE



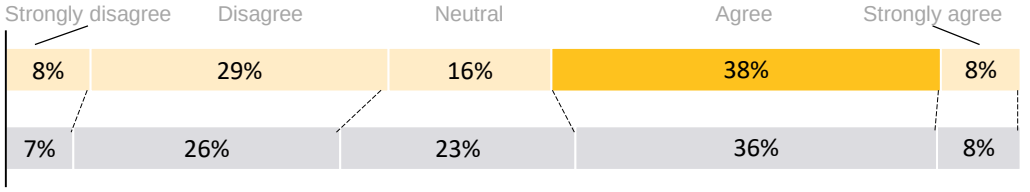
*composite measure based on relative level of trust in people with whom one has had long lasting relationships versus shorter term relationships, and feeling of security working with people one knows verses strangers

PERCEIVED COMMUNITY EQUALITY



*composite measure of belief in similar livelihoods and financial parity amongst family, friends and neighbors

BELIEF IN COMMUNITY SUPPORT FOR BUSINESS & SCHOOL FEES



*You can rely on your family, friends, and neighbors for loans or support to invest in your business or children's education.

Psychology

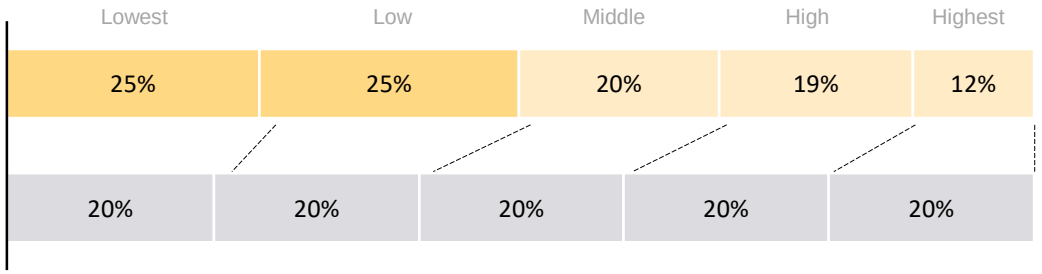
Trust in Institutions

Careful Strivers have low trust in banks, but relatively higher trust in media and government. Their low trust in banks may be driven by their feeling that financial services are complex, their infrequent interaction with banks agents, and their limited knowledge of and use of bank products. Only four percent have an account with a formal service provider.

Careful Strivers exhibit the second lowest overall trust in banks after Conservative Individualists. Half report low to lowest trust in banks compared with 40% of Pakistani women overall, and only 31% report high to highest trust in banks compared with 40% of Pakistani women overall.

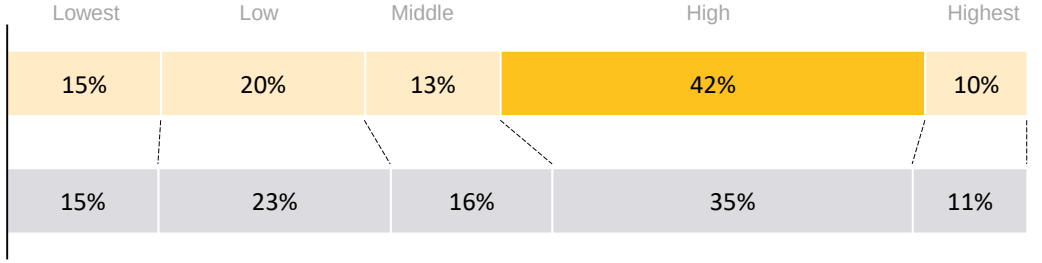
Eighty-two percent of Careful Strivers consider financial services complex. This concern may drive their mistrust in banks. In Pakistan, low trust in banks correlates with lower rates of bank saving and smaller allocations of windfalls to bank savings.

TRUST IN BANKS



*composite measure of belief in security of bank deposits, clarity of bank terms, comfort taking loans, and belief in customer centricity of banks

BELIEF IN AUTHORITY



*composite measure of belief in benefit on close supervision on workers productivity and degree to which children should be allowed to disagree with parents

Careful Strivers Pakistan Women

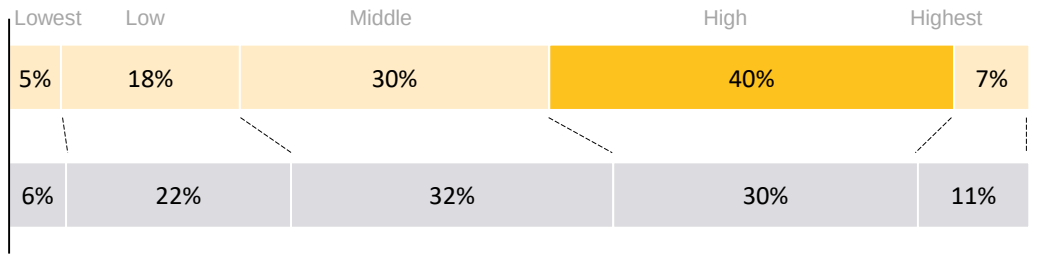
Psychology

Trust in Institutions

Fifty-two percent report high to the highest trust in government compared to 47% of women overall, while 35% report low trust compared with 38% overall. They report the second highest trust in government after Networked Wealthy.

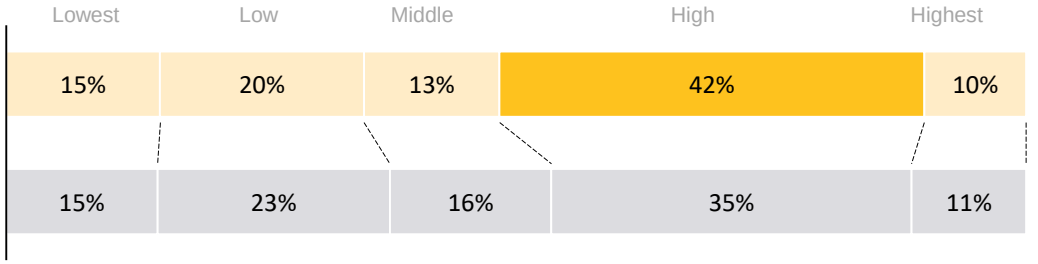
Forty-seven percent of Careful Strivers report high to the highest trust in media compared with 40% of women in Pakistan overall. They report the second highest trust in media after Social Optimists Only 23% report low trust in media compared with 28% of women overall.

TRUST IN MEDIA



* Generally, what is reported in the media is accurate.

TRUST IN GOVERNMENT



* I can trust the government to act in my best interest.

Careful Strivers Pakistan Women

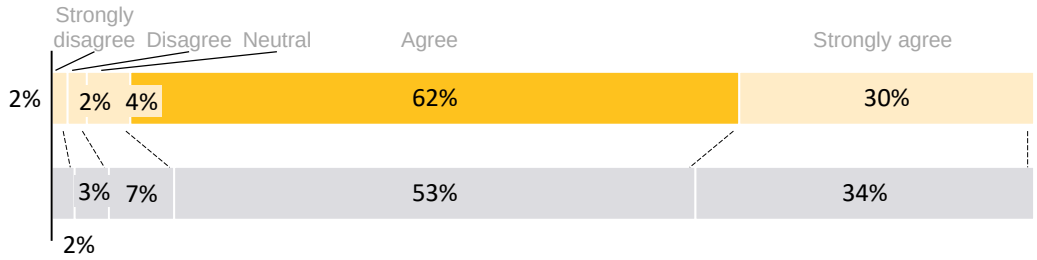
Gender Roles

Most Careful Strivers believe that men are better financial managers than women, and feel formal loan access is biased against women, although only four percent own formal accounts. They overwhelmingly believe boys and girls should be educated about money in the same way, suggesting they may hope to see a change in the status quo for women. The vast majority do not identify as household decision makers, yet nearly all believe husbands and wives should know each others' finances. This suggests many desire greater involvement in decision making, or at the very least greater accountability.

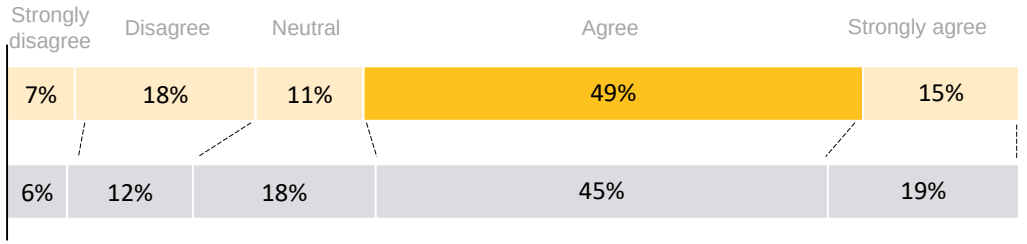
Over half of Careful Strivers (65%) feel that men are better financial mangers than women. This is in line with the average for Pakistani women. However, more Careful Strivers disagree with this idea than any other segment of women, with 25% in disagreement compared to 18% of Pakistani women overall.

Almost all Careful Strivers believe girls and boys should be educated about finance in the same manner, with 91% agreeing and only 5% disagreeing.

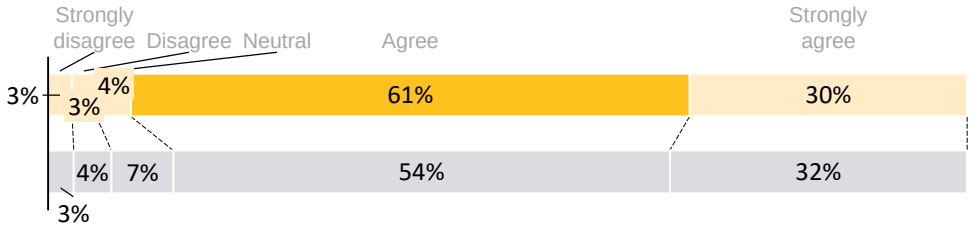
WIVES AND HUSBANDS SHOULD KNOW EACH OTHER'S FINANCIAL AFFAIRS



MEN ARE BETTER FINANCIAL MANAGERS THAN WOMEN



GIRLS AND BOYS SHOULD BE EDUCATED ABOUT MONEY IN THE SAME WAY



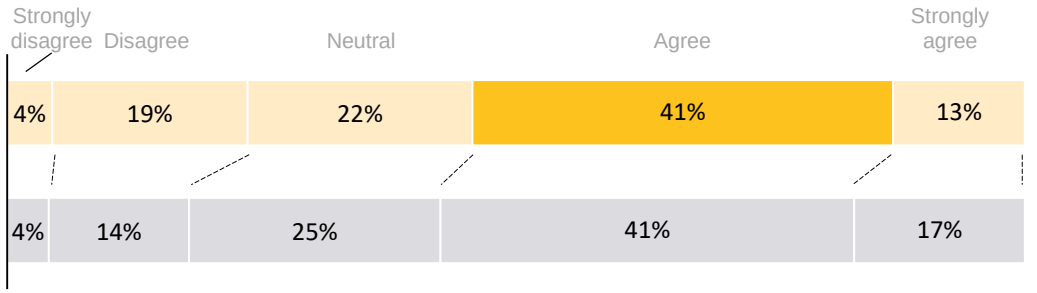
Gender Roles

Nearly all Careful Strivers believe wives and husbands should know each other's finances, with 92% agreeing and only 4% disagreeing. This is in like with three of the other four other segments of women. Only Conservative Individualists feel significantly otherwise.

Two thirds of Careful Strivers believe the gender of a loan applicant affects whether or not the loan is ultimately issued, whereas 18% believe it does not. Both results are in line with average views among Pakistani women. Most Careful Strivers do not appear to have had recent, direct experience with formal financial service providers. Nevertheless, they believe such providers exert bias against women. This suggests that formal providers may need to work harder in positioning their brands and services for women.

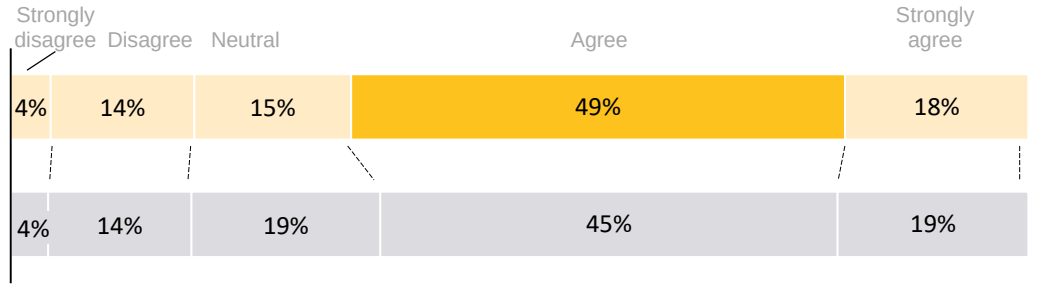
About half of Careful Strivers believe that women understand new technologies better than men, with 54% agreeing and 24% disagreeing compared with national averages for women of 57% and 18%, respectively. This is surprising given their low overall digital technology use, lack of access to smartphones, and low self-efficacy. They may feel that women and men have equal innate capacity for learning and self-improvement.

WOMEN UNDERSTAND NEW TECHNOLOGIES BETTER THAN MEN



* Generally, what is reported in the media is accurate.

WHEN APPLYING FOR A LOAN, THE GENDER OF THE APPLICANT DOES NOT INFLUENCE WHETHER THE LOAN IS GRANTED



* I can trust the government to act in my best interest.

Careful Strivers Pakistan Women

OPPORTUNITY

How might we develop formal products and services that can reach Careful Strivers despite strong preference for managing money through family and strong reliance on spouses and other people to make major household decisions on their behalf?

Design Principles

Create products and services that:

- Offer financial training and education to build confidence and know-how.
- Build products with low minimums and flexible repayment terms to reduce risk of noncompliance and enable careful strivers to succeed even when times are hard.
- Build positive incentives and rewards into products that nudge Careful Strivers towards good financial habits and reinforce healthy behavior.
- Integrate in-person support mechanisms as part of the service experiences. Careful Strivers view financial services as complex and may need extra guidance.

Engage through:

- Trusted Few — Utilize a restricted network of trusted influencers (possibly husbands or close female relatives.
- Shareable Marketing Assets — Support them in influencing decision-makers regarding product sign up. For example, provide fliers to discuss with their husband.
- Messaging —Use messaging that encourages and is respectful of low-income users. Careful Strivers may be keen to invest but believe banks are for the wealthy.
- Simple Language — Illustrate product concepts and clarify how financial services can compliment their existing habits.

Conservative Individualists

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Overview

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Conservative Individualists

12% of adult female population | 7.5 million women

Conservative Individualists are the least financially healthy segment amongst women in Pakistan. Few use formal accounts, mobile wallets or informal groups, and they experience high income volatility, frequent expense struggles, and most don't plan expenses or save deliberately. Most do not save or borrow and in fact do so at the lowest rates among women. They primarily borrow and save through family and at home. They are the most likely segment to make household financial decisions themselves, though still most look to their spouse to make decisions. They use technology infrequently and exhibit low trust and low openness. They have high self-efficacy and believe in their ability to influence their contexts, and have by far the lowest self-esteem – which, along with their very low confidence in the future, suggests they may see limited options to improve their situation. They pray and attend religious services less than other Pakistani women, and are very neutral on whether women understand technology better than men, or whether men are better financial managers than women.

Conservative Individualists are mostly **older**, **less religiously expressive** women with limited **education** — although over one–third are aged 25-34. They tend to live in **rural** areas and, as the poorest segment, occupy the **lowest socioeconomic quintiles**.

They exhibit **below average financial behavior** on almost all dimension, and in **building reserves,** they rate the farthest below average. Only in **shaping income** do they come close to the average for Pakistani women. They primarily manage finances at **home**, but even there only small numbers save or borrow. Very few own **formal accounts**, but additionally, few Conservative Individualists are members of **informal financial groups**. Their ownership of **mobile wallets** is very low, and none use them for either saving or borrowing.

Conservative Individualists primarily aspire to have the **cash on hand** to meet household obligations. At a much more limited level, they prioritize **sharing with family or friend** (and likely family), more than saving in a bank or investing. This again suggests a strong desire to boost their household liquidity.

Conservative Individualists have **low self-esteem**, a negative outlook on the **future**, and a high, internal locus of control. They are less likely to have a plan for their expenses, and are less conscientious than other Pakistani women. They are not **open** to new experiences and tend to **distrust** banks, social financial networks, and the people around them. They demonstrate low **comfort with debt**, as is reflected in their very low borrowing rates. This may also be a result of their very low sense of **dependability**. However they are notably neutral in their belief they have enough money to save. Their very low **deliberateness** of savings suggests they find little utility in saving. Their focus is likely much more on the day to day.

They have the most conservative **gender** views of any segment, as the least likely to believe **boys and girls** should be educated in the same way, and that **wives and husbands** should know each other's financial affairs. They believe most strongly in the traditional roles of women in society.

Demographics

- 56% are in **SES** 1 and SES 2
- 34% are **aged** 45 and over and 36% 25-34
- 81% are **married**
- 65% live in rural areas
- 71% have no schooling or primary **education**
- 71% say they are the **spouse of the household head**, 21% identify as sole household **decision-makers**
- 15% personally own **land**, 13% personally own **livestock**
- 20% attend **religious services** more than once per month, 34% never attend

Behavior

- 84% have moderately to highly **volatile incomes**
- 14% can regularly pay **household bills**
- 12% have a **plan to manage household expenses**
- 9% **save** monthly or more (primarily with family)
- 12% **borrow** quarterly or more (primarily from family)
- 42% **primarily** rely on personal sources of **money in emergencies**
- 9% are members of **informal financial groups**
- 4% own **formal financial accounts**
- 1% personally own **smartphones, 55%** personally own feature phones
- 0% use **internet** and 1% use **social media** weekly or more

Psychology

- 75% high-highest **self-efficacy** and 70% lowest **self-esteem**
- 66% feel most negative about the **future,** but 39% neutral regarding satisfaction with the recent **past**
- 48% identify as moderate **planners,** and 49% exhibit moderate spending **impulsivity**
- 69% low-moderate **conscientiousness** and 79% lowest-low **openness**
- 68% lowest **dependability** and 68% exhibit lowest-low comfort with **debt**
- 68% lowest-low **deliberateness** in their savings
- 74% low-moderate belief that they earn **enough to save**
- 70% low-moderate belief that their **savings are safe** from social claims
- 64% lowest **trust in people** and 87% low-moderate **trust in community support** for business and school fees
- 45% lowest-low **trust in banks** and 32% find financial services **complex**
- Half believe that husbands and wives should know each other's financial affairs

Aspirations

Conservative Individualists prioritize directing over half of a windfall toward cash reserves, and are more likely than average to share with family and friends, but they show consistently below-average interest in all other potential destinations. Their strategic focus seems largely to be on meeting immediate expenses and keeping liquid cash in the household.

Conservative Individualists

Demographics

Socioeconomic

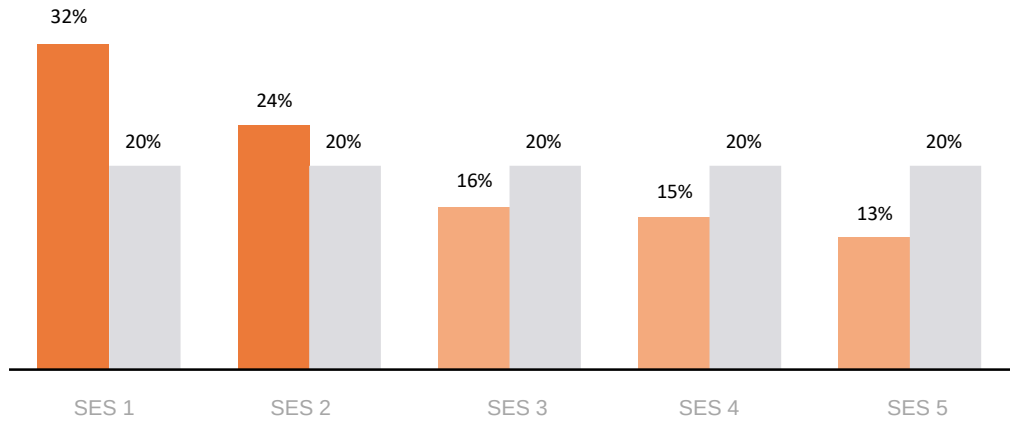
Conservative Individualists are mostly low-income, rural, married women with limited education. They skew slightly older and despite being most rural, own limited land and livestock. They mostly rely on their spouses to make household decisions, but are also the most likely segment to make decisions themselves.

Most Conservative Individualists are between 25-44 years old (57%), in SES 1-2 (56%), and married. Though they have an above-average likelihood to be aged 25-34 and are the *least* likely to be 35-44, they are the *most* likely to be 45-54 years old, trending older at above-average rates. They are also the most likely to be divorced, separated or widowed (14%).

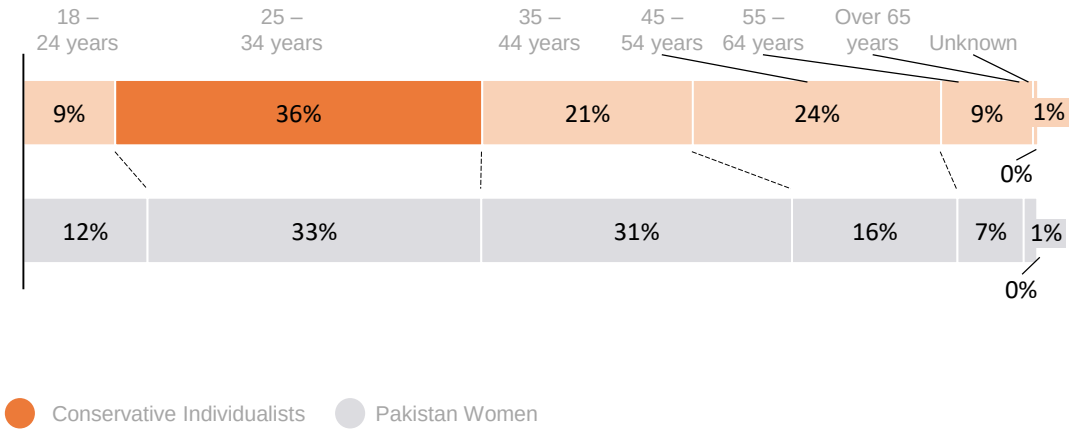
Conservative Individualists are the least likely segment to be educated (71%). Accordingly they have the smallest percentage among segments with all levels of formal education: of tertiary education (just 1%, against 3% average), secondary education (11%, 22% average), and primary education (12%, 20% average). They are the most likely to have informal education, at 6% (4% average).

Most Conservative Individualists live in rural areas. Their likelihood to be in rural areas and, therefore, to be farmers may translate to relatively low but somewhat predictable incomes. Their daily income is less volatile than average and their weekly income more volatile than average, but the volatilities are relatively similar – the majority either disagreeing (but not strongly disagreeing), or neutral, that their daily income is predictable and their weekly income similar week to week.

SOCIOECONOMIC STATUS (SES)



AGE



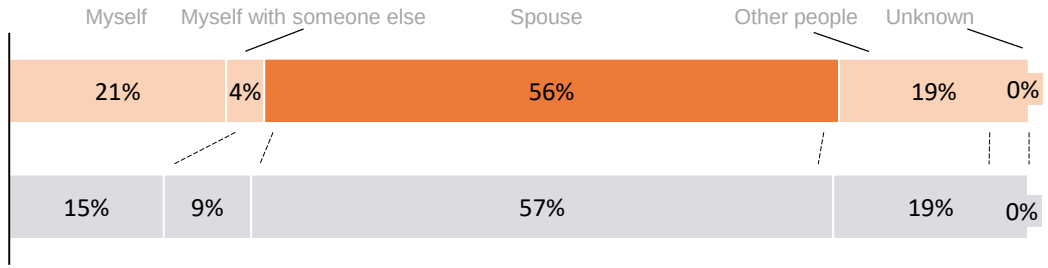
Socioeconomic

In common with Pakistani women in general, they mostly look to their spouses to make decisions. As the oldest segment, and more likely to be divorced, separated or widowed, they are also the most likely segment to make decisions themselves: 21% do, against 15% average. Even among those who say they are the spouse of the household head, 14% make financial decisions. This is the second-highest level among segments. Given their relatively ambivalent attitudes towards gender norms (see Gender), this segment's higher incidence of sole decision-making in the household may be a function of social isolation or lack of social support more than of a greater financial independence.

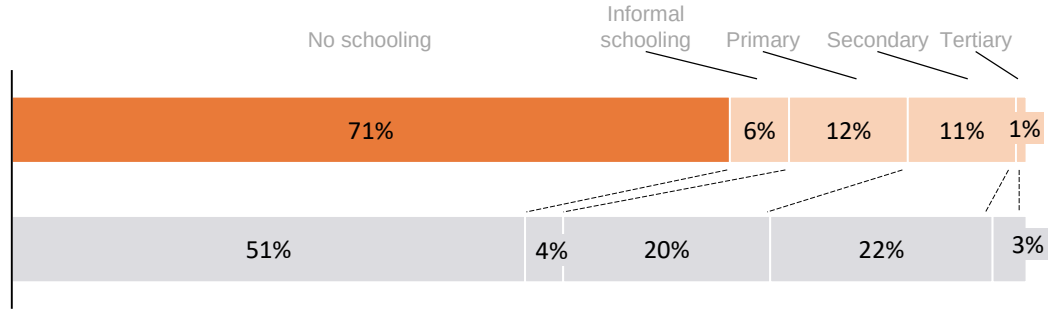
They are the least likely to own land (59% don't own, against 46% average). Although slightly more likely than most other segments to have personally inherited land (14% have, with only Confident Planners higher at 49%), they are unlikely to have personally purchased land (7% have, against 11% average).

Almost none of the Conservative Individualist who do not own inherited land have purchased land, while those with inherited land are more likely to own purchased land personally, than not own or communally own purchased land – perhaps reflecting that inherited capital is an important part of buying land, and/or that inheriting land makes land ownership more appealing.

HOUSEHOLD FINANCIAL DECISION-MAKING



EDUCATION



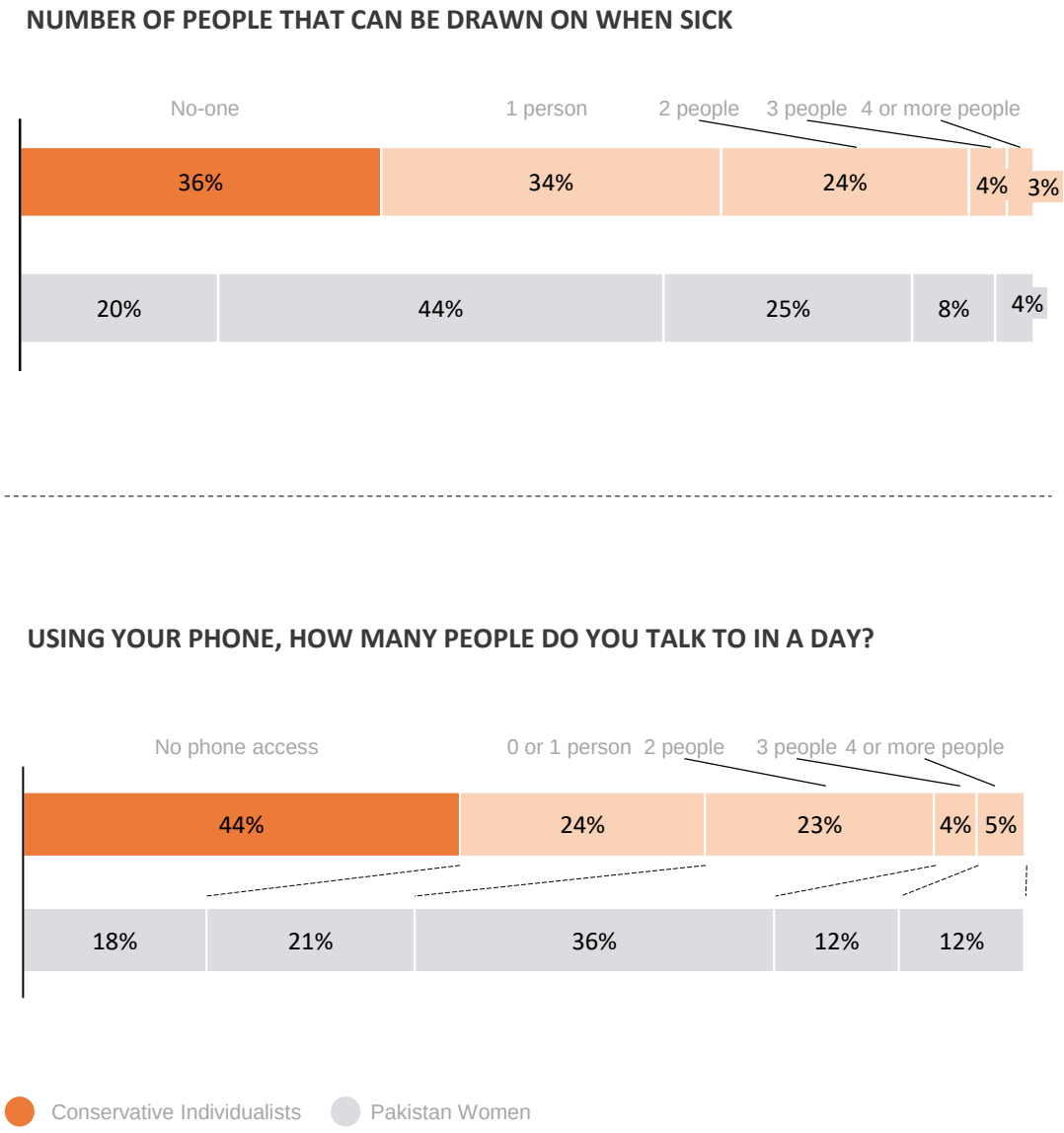
Conservative Individualists Pakistan Women

Social Network

Conservative Individualists have limited social networks, with those around them also likely of similar socioeconomic status, but also have very low trust in people. They have few or no people to draw on when sick. This leads them to draw mostly on their own reserves in an emergency, with average (but overall low) belief in their ability to raise funds in an emergency.

Conservative Individualists appear to maintain limited support networks. Seventy percent report having either one person or no one to call on for help when sick. Indeed, they are the most likely of any segment to have no one to call in such circumstances (36%). However, the percent who can call on two people in an illness is virtually at the national average (24% versus 25% average). This is likely driven to an extent by their rural location and their neighbors' similarly low socioeconomic status, but augmented by their strikingly low trust in people.

They are half as likely as other segments to speak to two or more people daily on the phone (32%). Even among those who own phones, they are more likely than average to speak to nobody or one person. This suggests that their phone-based social network isn't much more extensive than their social support network.



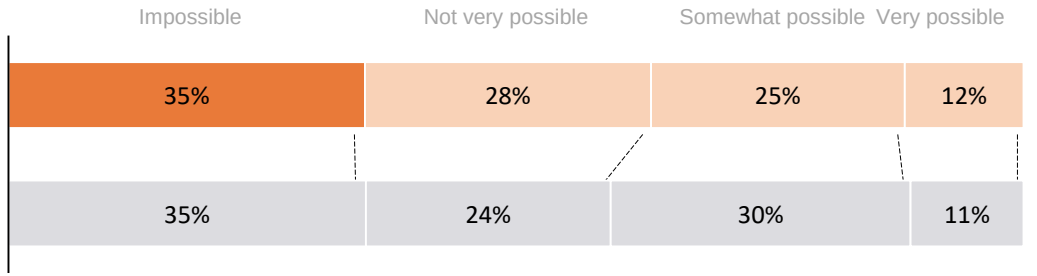
Social Network

Their limited phone-based social network may be due to geography, culture, or choice. Conservative Individualists' reportedly narrow social networks serve as a more limited aid during illness compared to other women's segments.

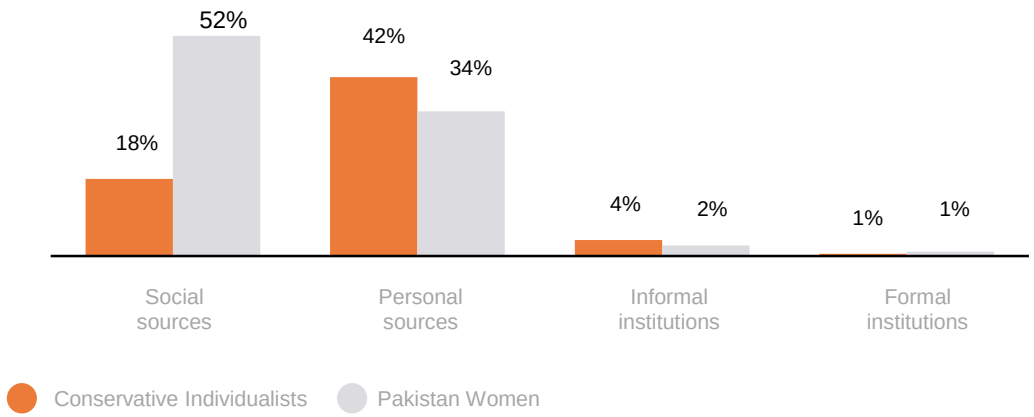
Indeed, only 18% of Conservative Individualists draw on social sources of support in emergencies, compared to the national average of 52%. More than average would turn to informal institutions, but still only 4% (against 2% average). 20% didn't know how which source of money they used to cope with an emergency, and 9% refused to answer – suggesting they had no source to turn to, or it is a topic they do not feel comfortable discussing.

With social sources unhelpful and their general low wealth, they have low confidence in their ability to raise emergency funds, though at levels similar to the average for all Pakistani women. 35% say it would be not at all possible, equal to the average for Pakistani women, while 28% say it would be not very possible (24% average). Meanwhile 25% say it would be somewhat possible and 12% very possible (30% and 11% average, respectively).

CONFIDENCE IN ABILITY TO RAISE EMERGENCY FUNDS



RESILIENCE: SOURCES OF MONEY IN AN EMERGENCY



Conservative Individualists

Behavior

Finances

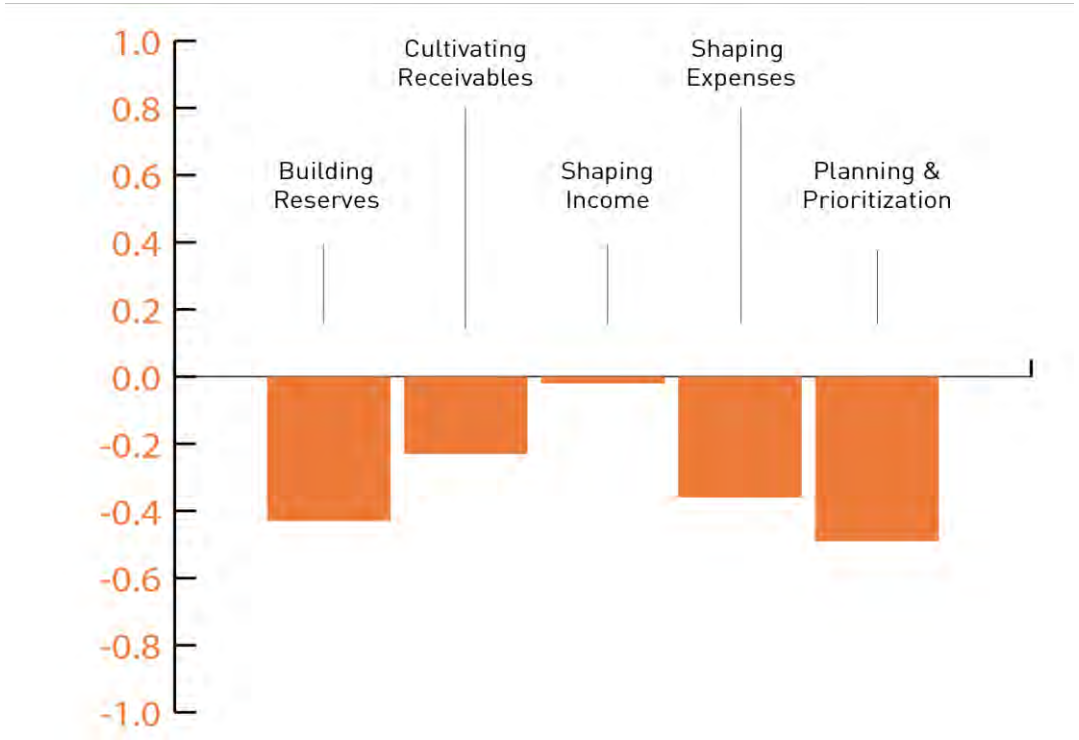
Financial Behavior Overview

Conservative Individualists exhibit the weakest financial behavior in almost every measure, particularly in building reserves, planning and prioritization. Only in shaping income are their scores about average. They have among the lowest ownership and usage rates of formal accounts, mobile wallets, and informal groups. This likely results from and is exacerbated by their low incomes and smaller social networks, as well as a lack of trust in both people and banks. Despite that, they do not see financial services as particularly complex.

INCOME & EXPENSES

Although they exhibit almost average ability to shape their incomes, this is largely due to their significantly greater number of "neutral" responses to questions about their income volatility. Shaping expenses is difficult for them, however. Conservative Individualists tend to be neutral or disagree that they make plans for meeting regular expenses, and tend to have trouble paying a notably above-average number of expense types, and have the lowest agreement (with no strong agreement) that they can usually pay all the household bills.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

Financial Health

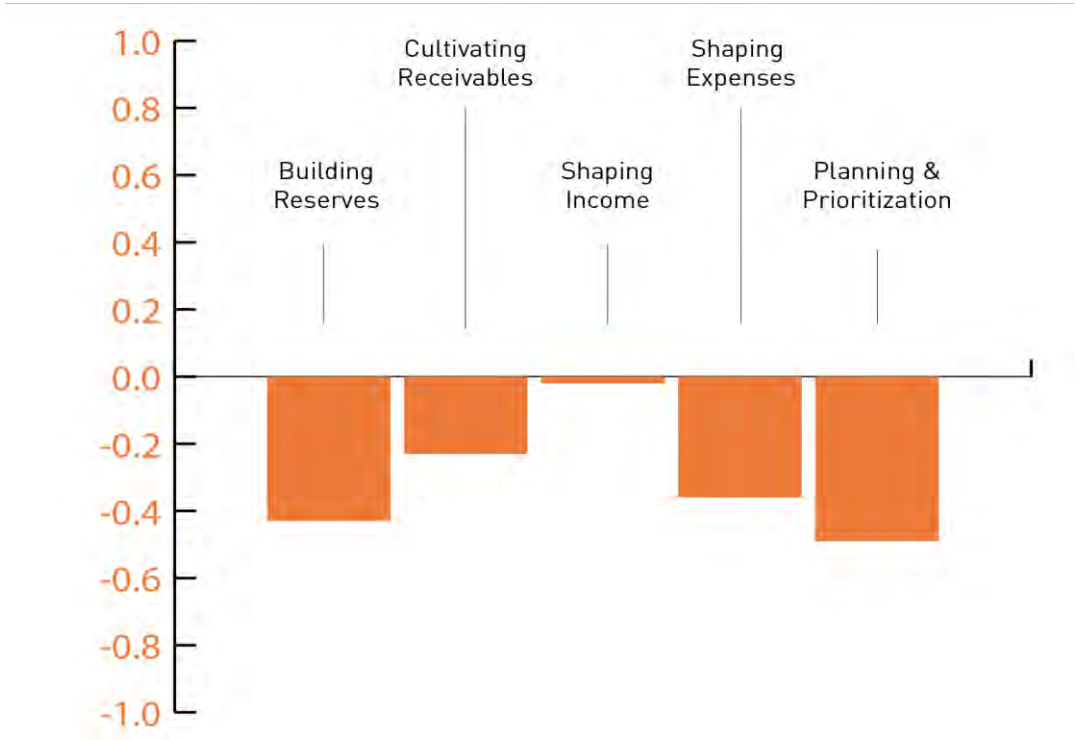
RESERVES

Conservative Individualists' behavior linked to building reserves is, by a significant margin, the weakest of any segment. Their savings frequency is the lowest for every time interval measured except "less than once per year." Most do not save ever, and they average almost no savings channels in use quarterly. They likely gain some amount of reserve value from their slightly above-average livestock ownership. They are however still only the third-most likely segment to own livestock. While they prioritize keeping windfalls in cash, they appear to have insufficient cash on hand to meet household needs. This suggests that while they tend to rely on personal resources in emergencies, they struggle to build them reliably.

RECEIVABLES

Although still weaker than the average, Conservative Individualists are moderately better at cultivating receivables than they are on most other measures. Still most never borrow, and when they do, prefer to do so through family. They lag slightly behind the average for confidence in being able to secure emergency funding and seem to maintain few current credit channels. As previously noted, they believe themselves to be poorly supported by those around them. Their expectations of support with children's education and with unexpected challenges rank lowest of all segments.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

Financial Health

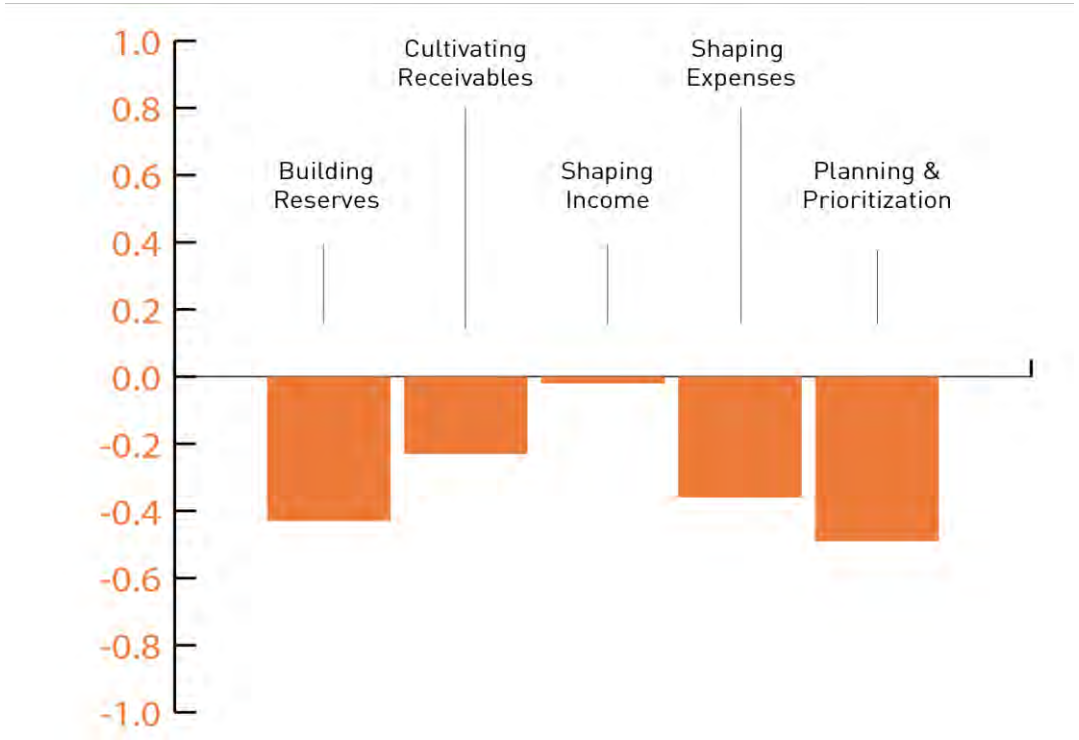
PRIORITIES

At almost twice the average rate for Pakistani women, Conservative Individualists prefer to keep large portions of any windfall in liquid cash readily available and on hand, either in the home or among friends and family. This suggests that they strongly prioritize building cash reserves to provide liquidity to smooth income volatility and better meet household expenses.

PLANNING

Conservative Individualists score weakest of any segment on measures of planning and prioritization. They are much less likely than average to make plans and follow through with them. None strongly agree that they have a plan to manage their monthly expenses, and almost half are "neutral" on the topic. Moreover, two-thirds are not deliberate, goal-based savers.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



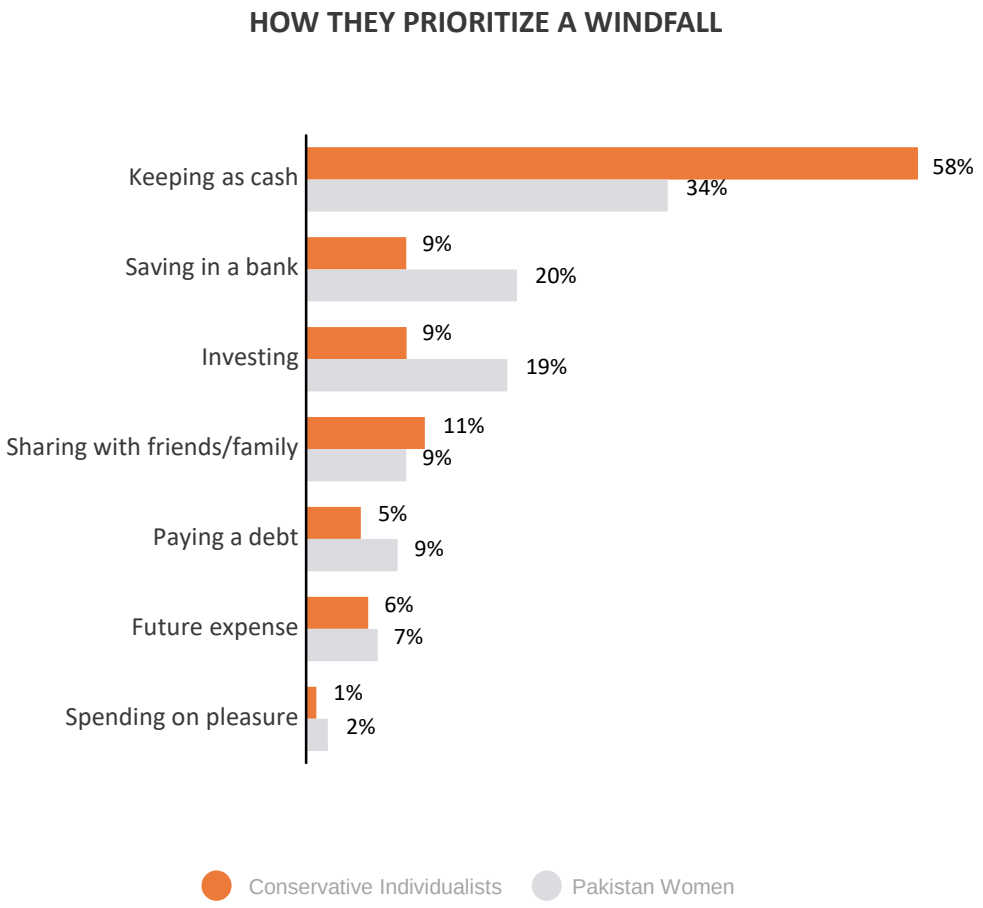
Finances

Financial Priorities

Conservative Individualists would direct over half of a windfall toward cash reserves, and are more likely than average to share with family and friends, but they show consistently below-average interest in all other potential destinations. Their strategic focus seems largely to be on meeting immediate expenses and keeping liquid cash in the household.

Conservative Individualists prioritize keeping a particularly large portion (58%) of a windfall in cash compared to the national average (34%). With frequent unpaid expenses and limited resilience in emergencies, they may prefer to keep highly liquid reserves on hand. Although they prioritize cash, they seem to struggle to actually build such reserves. Indeed, their low savings frequency may be related to their loss of money to frequent emergencies — a circular problem.

They would share slightly more of a windfall than average with friends and family and significantly less than average to saving in a bank or to investment. This may reflect a desire to better develop and maintain their social support networks by investing any gains with those channels. This may also be driven their limited agency in financial decision-making. In the event of a windfall, they may have little capacity to openly direct funds to any channel other than themselves or those close to them.



Finances

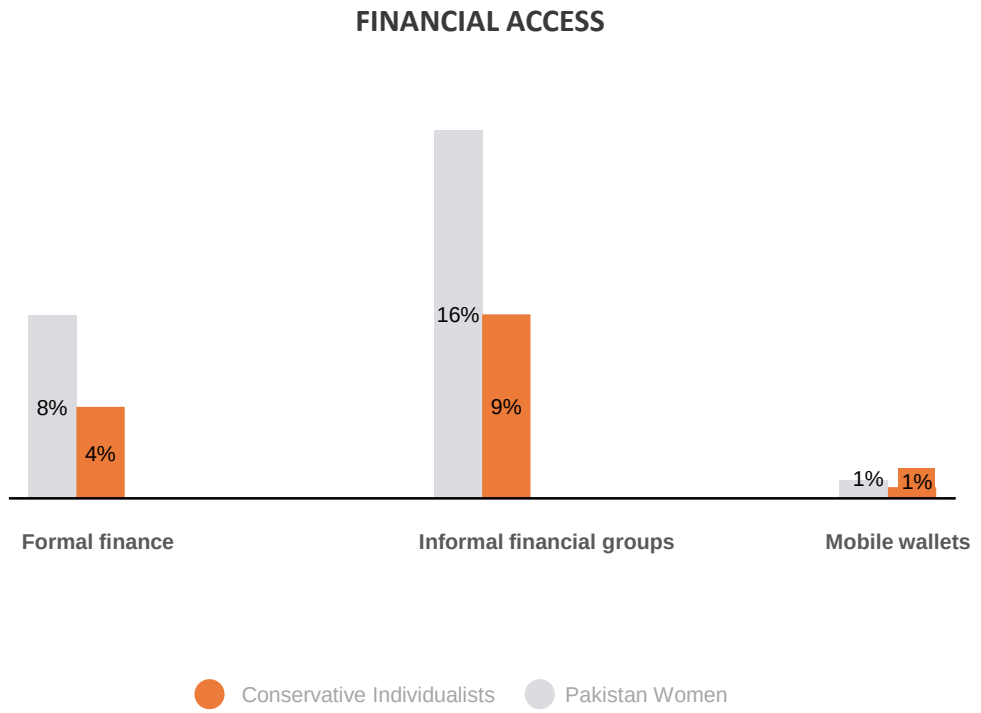
Financial Access & Usage

Conservative Individualists have among the lowest access to formal accounts, mobile wallets, and and informal groups. This likely results from and is exacerbated by their low and volatile incomes and smaller social networks, as well as a lack of trust in both people and banks. Despite that, they do not see financial services as particularly complex.

Conservative Individualists have the lowest ownership and usage rates of formal and informal financial channels out of all segments. Only 4% own formal accounts, and only 9% own informal accounts.

Given their lower SES, moderate to high income volatility, and below-average financial behaviour overall, lack of financial inclusion is relatively unsurprising. Moreover, Conservative Individualists exhibit the lowest overall levels of trust in banks, in social financial networks, and in people in their communities.

Even those with accounts rarely use them. While 4% have an account at a formal financial institution, only 1% ever save with them, and the same proportion borrow through them. Similarly, despite 9% participating in an informal financial group or using other informal financial tools outside the home, only 1% save with that channel and 2% borrow there.



Finances

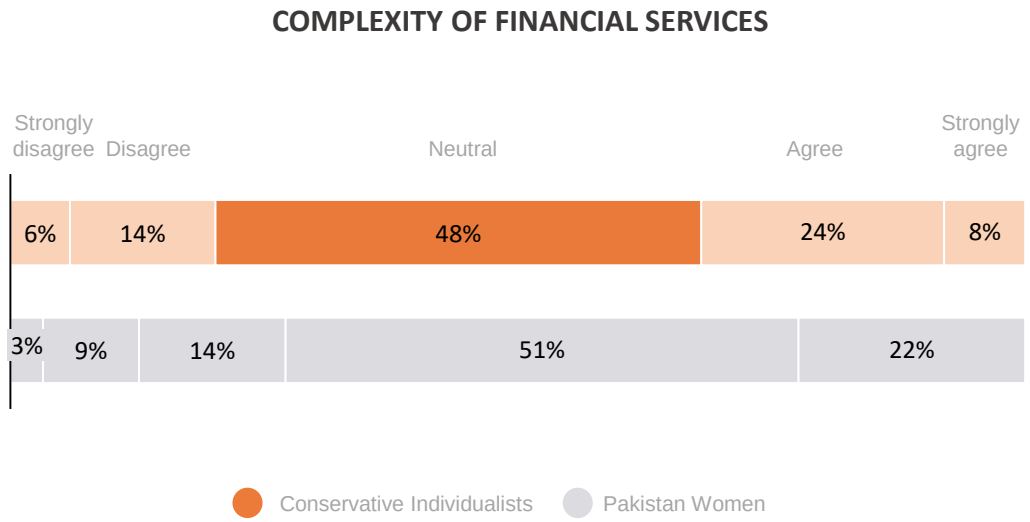
Financial Access & Usage

In common with Pakistani women as a whole, just 1% have a mobile money account. No Conservative Individualist saves or borrows with mobile money.

They are the least likely segment to save with family and at home (just 4% do so), and to borrow from family (14% do). This compares to 30% and 34% on average respectively. Notably, 36% report they "don't have" family to save from, and 32% report not having family to borrow from – including many of the married women in the segment.

Despite their very limited access to and use of financial services, they are the least likely segment to report finding financial services to be complex and report a high degree of comfort with financial matters (financial literacy). This perhaps suggests that they understand what they are rejecting, and reject it based on their assessment of the value propositions offered. It may also be that they have access only to more simple financial services, and so have less awareness of the full range of financial services available.

Nevertheless, scoring profoundly low on openness overall, they are likely highly critical of most new products and services. Again, this is likely also related to their very low overall trust.



Finances

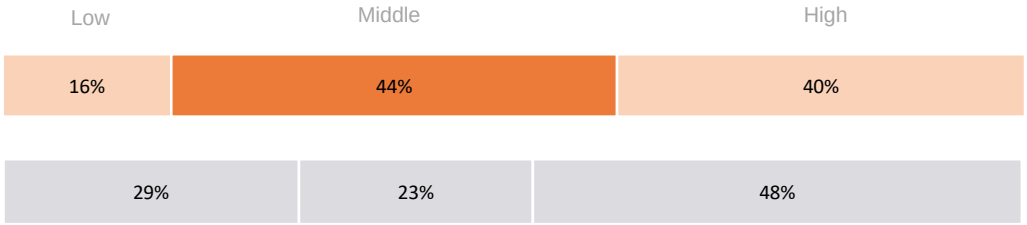
Shaping Income & Expenses

Conservative Individualists exhibit about average income volatility both week to week and each day, while they are the least likely to report having a plan for their household expenses. They tend to have trouble paying a notably above-average number of expense types, and have the lowest agreement that they can usually pay all the household bills – none strongly agree that they can.

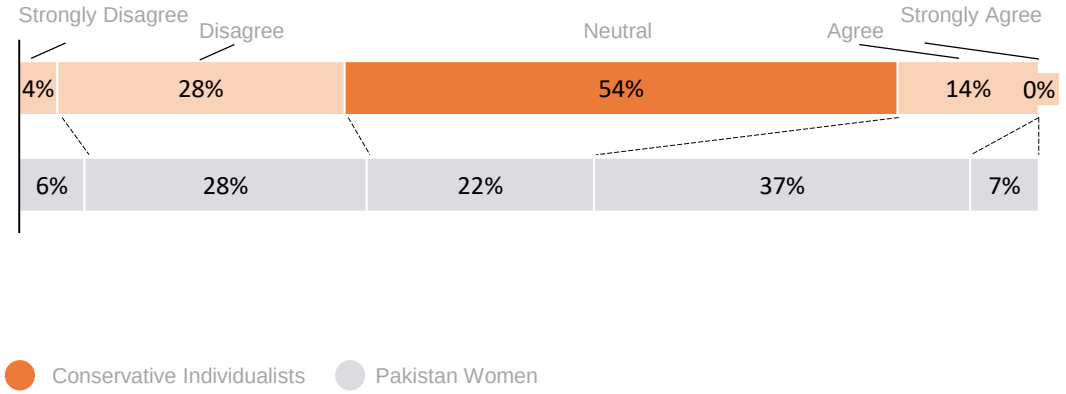
As noted previously, their daily income is less volatile than average and their weekly income more volatile than average, but the volatilities are relatively similar. For weekly income, the majority either disagree (35%, though only an additional 5% strongly disagree), or neutral (44%), that their weekly income similar week to week**.** The average is 8% strongly disagree, 40% disagree and 23% are neutral. For daily volatility, a full 53% respond neutrally, while 34% disagree (26% and 46% average). Their likelihood to be in rural areas and, therefore, to be farmers may translate to relatively low but somewhat predictable incomes, compared to others.

Just 14% agree that they are able to pay their household bills – and none strongly agree. The average is 7% strongly agree and 37% agree. With Conservative Individualists taking a notably neutral view on this question, however, the proportions disagreeing to some extent are close to the Pakistani women's average (32% against 34% average).

WEEKLY INCOME VOLATITY



CONFIDENCE IN ABILITY TO PAY HOUSEHOLD EXPENSES



Finances

Shaping Income & Expenses

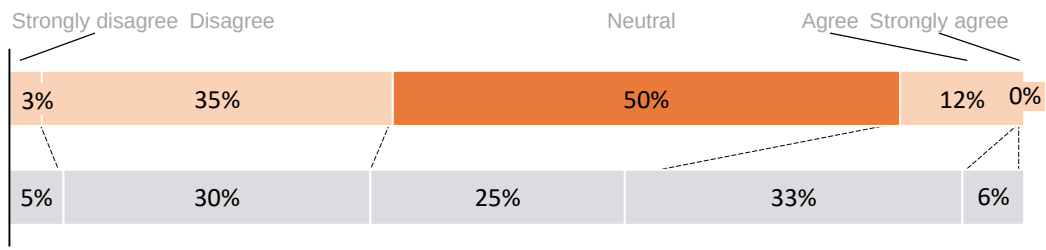
Along with difficulties paying household bills, they also must deal with frequent emergencies. They experience 50% more emergency types than average, and almost 20% more unpaid expense types. Their prioritization of keeping prospective windfalls in cash rather allocating them towards paying debts or covering future expenses and investments suggests that, even when given an opportunity to shape their incomes and expenses, they prefer to maintain short-term flexibility and personal control over their money.

Only 12% report having a plan to manage their expenses — expenses which only 14% agree they are usually able to pay. No Conservative Individualists strongly agreed that they could. On each of these measures, they report among the weakest behavior (although at levels very similar to the Careful Strivers). Indeed, along with Careful Strivers, they are the least effective segment nationally at shaping expenses.

The basic types of expense they struggle to pay for underline their difficulties. Three-quarters have struggled to pay for food or meals in the last six months (average for Pakistani women is 55%), and 73% have struggled to pay rent, utilities or fuel (average is 56%). A full 82% have struggled to pay for medicines to pay for small sicknesses – far above the 56% average.

NUMBER OF EXPENSE TYPES HAVING HAD DIFFICULTY PAYING FOR IN PAST 6 MONTHS

HAS A PLAN TO MANAGE EXPENSES



NUMBER OF EMERGENCIES FACED (LAST 2 YEARS)

Finances

Building Reserves

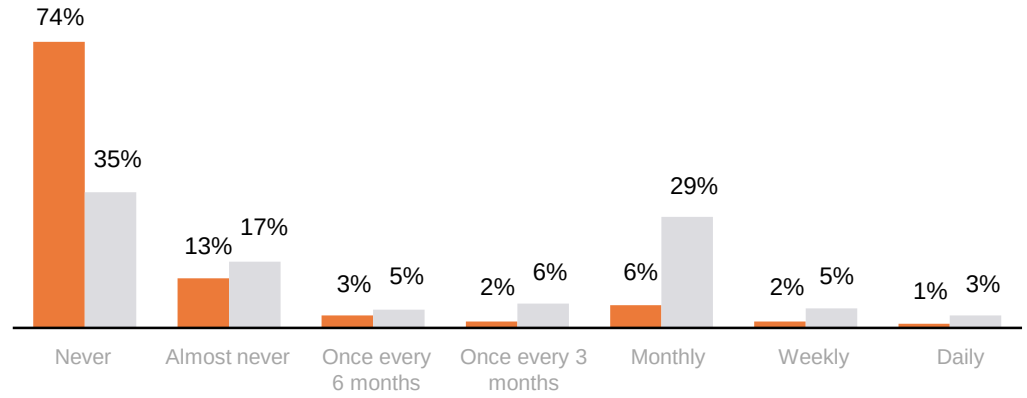
Conservative Individualists are the most infrequent savers, and utilize the fewest channels. With family and groups prioritized and little social network to speak of, and low levels of trust, it is unlikely they have a base of access from which to build.

Only 26% ever save in any form, and their savings frequency is the lowest for every time interval measured except "almost never", which at 13% accounts for half of those who do say they save. Their likelihood to save is far below the national average for women of 65%, with 17% almost never saving.

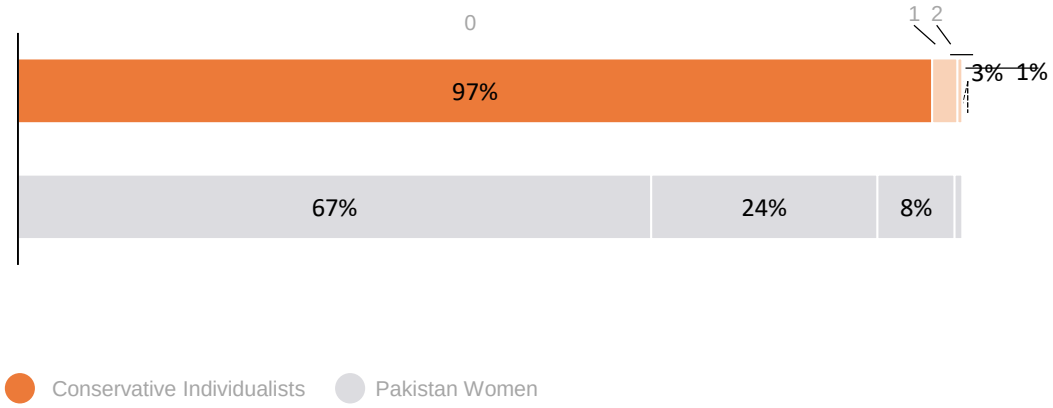
This is reflected in their very low likelihood to have used any savings channels quarterly. A full 97% do not, far above the 67% national average. Only 3% use one, against 24% nationally.

They are relatively neutral regarding whether their savings would be safe from calls from others. Fewer than average see savings as unsafe, however. This neutrality can also be seen when asking whether they make enough money to save. Despite their limited savings behavior, they are more positive than average towards saving in general.

SAVINGS FREQUENCY OVERALL



NUMBER OF SAVINGS CHANNELS IN USE QUARTERLY



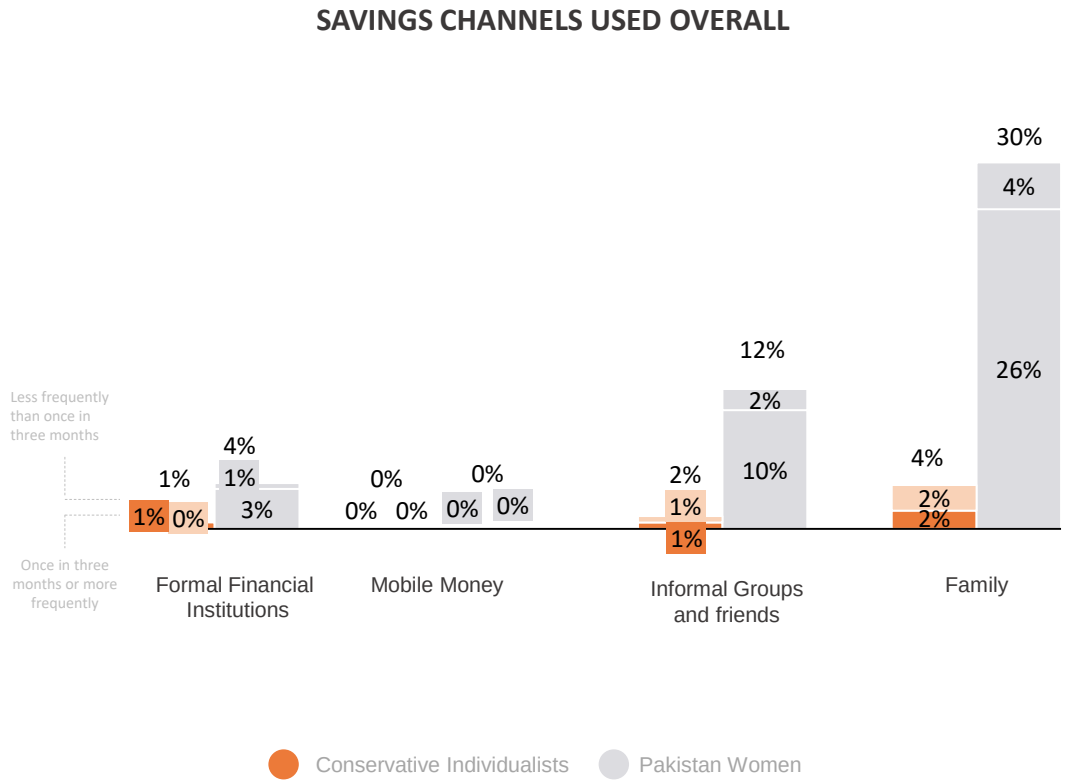
Finances

Building Reserves

A mere 2% save with family or at home at least annually, despite it being their most frequent savings channel. The average for Pakistani women saving with family at least annually is 28%. While the strong majority of Pakistani women who save with family or at home do so at least quarterly, Conservative Individualists divide equally between those who save at least quarterly and those who save less frequently.

Just 1% save with groups and friends, again evenly split between those doing so at least quarterly and those doing so less frequently. Again this differs from the national average, where the majority of the 12% who save with groups and friends, do so at least quarterly.

No Conservative Individualists save through mobile money and less than 1% report ever saving in formal accounts. This is somewhat predictable given their low account ownership and moderate income volatility.

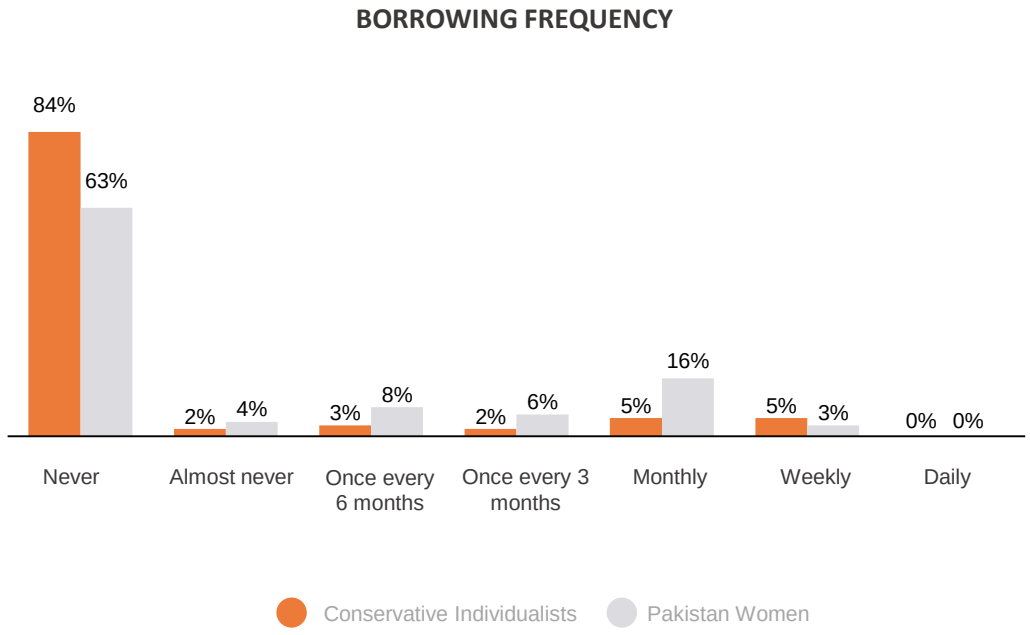


Finances

Cultivating Receivables

Very few Conservative Individualists ever borrow. However borrowers among them do so with high frequency – mostly from family, but with some from groups and friends. Their capacity to secure funds in an emergency is almost exactly at the national average, with 63% finding it unlikely or impossible, but they are the most likely segment to take either a neutral or negative view of their community's likelihood to invest in their business or their child's education.

They are overall very unlikely to borrow, with 84% never borrowing. However, unlike with their savings behavior, those who do borrow do so relatively frequently: 5% each borrowing weekly and monthly, with the proportion borrowing at least weekly the highest of any segment. This likely reflects both the type of borrowing they have access to (small amounts to be rapidly repaid, likely from family or friends), and the frequent need they have – given their difficulties paying for expenses and the range of emergencies they face.



Finances

Cultivating Receivables

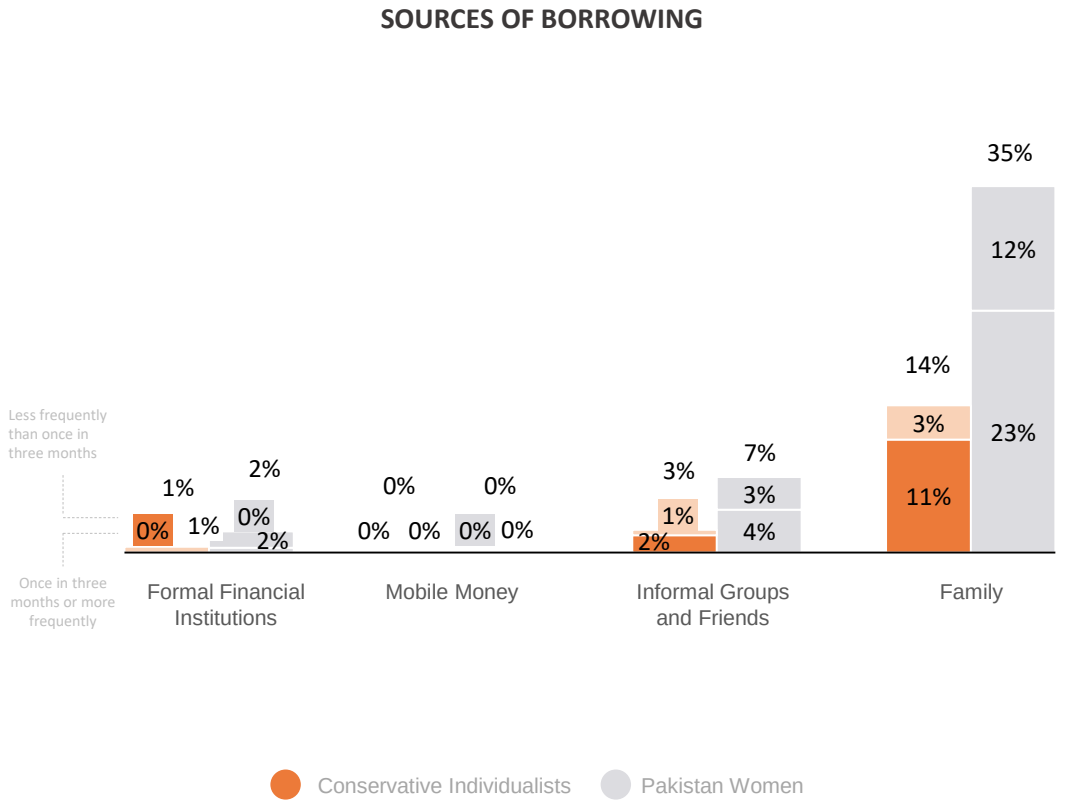
Eleven percent report borrowing from family on at least a quarterly basis. This is perhaps the segment's most significant financial activity, but it is still lower than half the national average of 23%. Meanwhile just 3% of the segment borrow from family but less than quarterly, compared to 12% for all Pakistani women.

Just 3% borrow from groups and friends. This compares to 7% for all Pakistani women. Like the female population as a while, Conservative Individualists generally borrow from groups and friends more frequently when they do borrow, with 2% borrowing at least quarterly (against 4 average), and 1% less than quarterly (3% on average.

No Conservative Individualist borrows through mobile money, in common with all Pakistani women.

Just 1% borrow through formal financial institutions. As with savings, this is likely driven by the very low account ownership levels among Conservative Individualists.

It is possible that their reliance on family as their sole credit channel reflects their instability and low resilience. Both attributes would likely impact their formal or informal creditworthiness. It is also possible that they find borrowing from family requires little effort or arrangement and is relatively easy. It may also provide mutual benefits to those in households where resources are pooled.

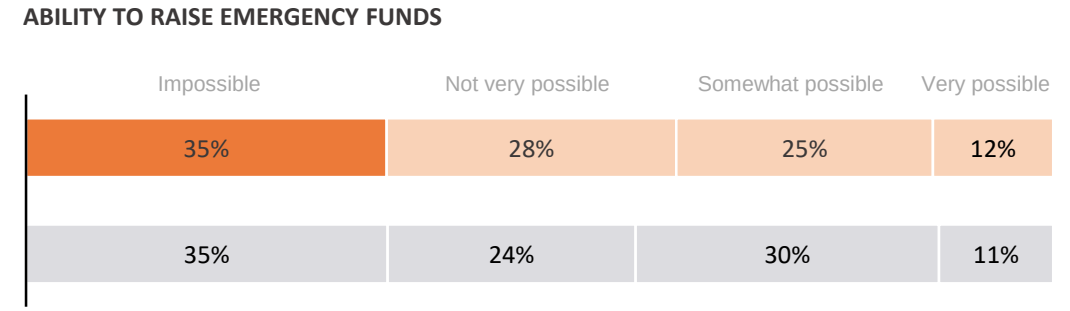


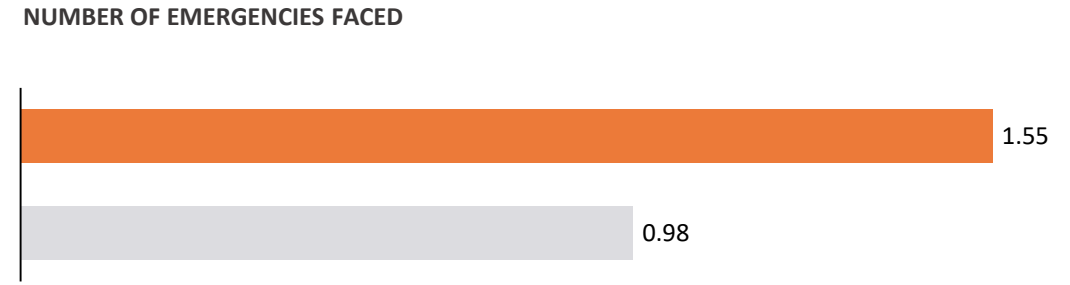
Finances

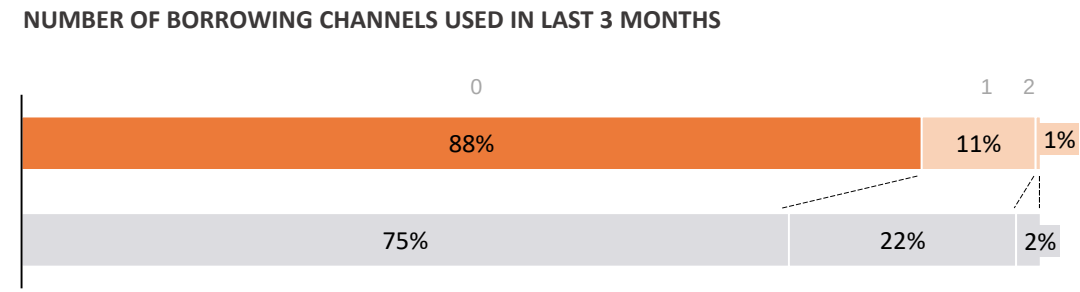
Cultivating Receivables

Conservative Individualists experience more types of emergency than any other segment and experience the highest number of unpaid household expense types. Sixty-three percent believe it is unlikely or impossible for them to raise funds in an emergency. This is close to the national average. However, at 18%, they are the least likely segment to draw on social sources in emergencies. They do so only one-third as often as the rest of the country's women. They may find themselves sacrificing everyday spending to cope with emergencies, given their relatively average confidence in raising emergency funding but difficulties paying for everyday expenses. Further, such high reliance on their own resources to manage shocks further elevates their need to successfully manage money, particularly given their generally low household wealth.

They report, by far, the most comfort with financial matters (financial literacy) of any segment, with 23% reporting high levels and 67% reporting highest levels. This compares to 17% and 19% respectively, for the national average among women. This may also reflect the relative simplicity of the tools they use. However, only 7% are positively oriented towards debt, while 68% are negatively oriented (26% and 40% average for Pakistani women, respectively), potentially explaining their low borrowing rates.







Finances

Financial Planning

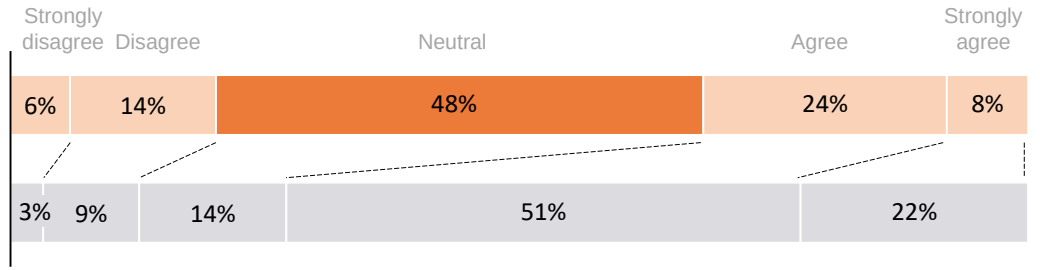
Conservative Individualists do not consider themselves strong planners, scoring at levels well below national averages on measures of planning orientation. Their difficulty may be exacerbated by their high income volatility, low SES, and frequent financial emergencies. They suffer nearly 50% more emergencies than average.

Only 32% of Conservative Individualists report that they make plans and follow through with them compared to an average of 73% nationally. Meanwhile 20% would disagree, compared to 13% on average. While the national average for those responding, "neutral," to this question is 14%, for Conservative Individualists it is 48% — almost 3.5 times higher.

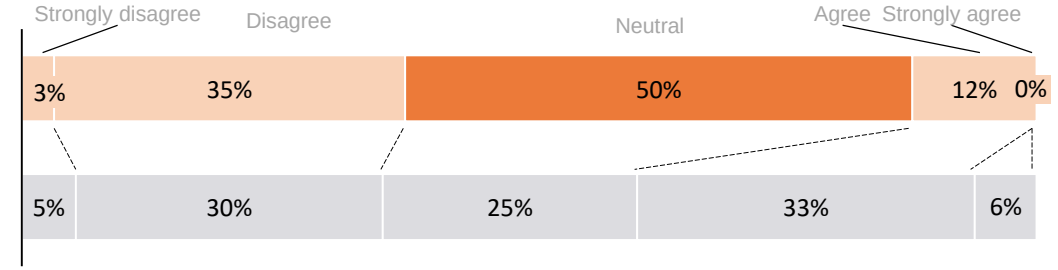
When asked specifically about having a plan to manage regular household expenses, only 12% of Conservative Individualists confirm that they do, compared to 39% on average, nationally. At 50%, Conservative Individualists are twice as likely as the national average to respond, "neutral."

As the least-educated and least-open segment overall, and with only 24% reporting high literacy, it is possible that they more frequently respond neutral because they lack awareness of the basic tools that others in poorly-resourced, unpredictable contexts use to plan finances. Their low trust and openness may also indicate a hesitancy to share their financial strategies or ask for guidance.

MAKES PLANS AND FOLLOWS THROUGH WITH THEM



HAS A PLAN TO MANAGE EXPENSES



Conservative Individualists Pakistan Women

Technology

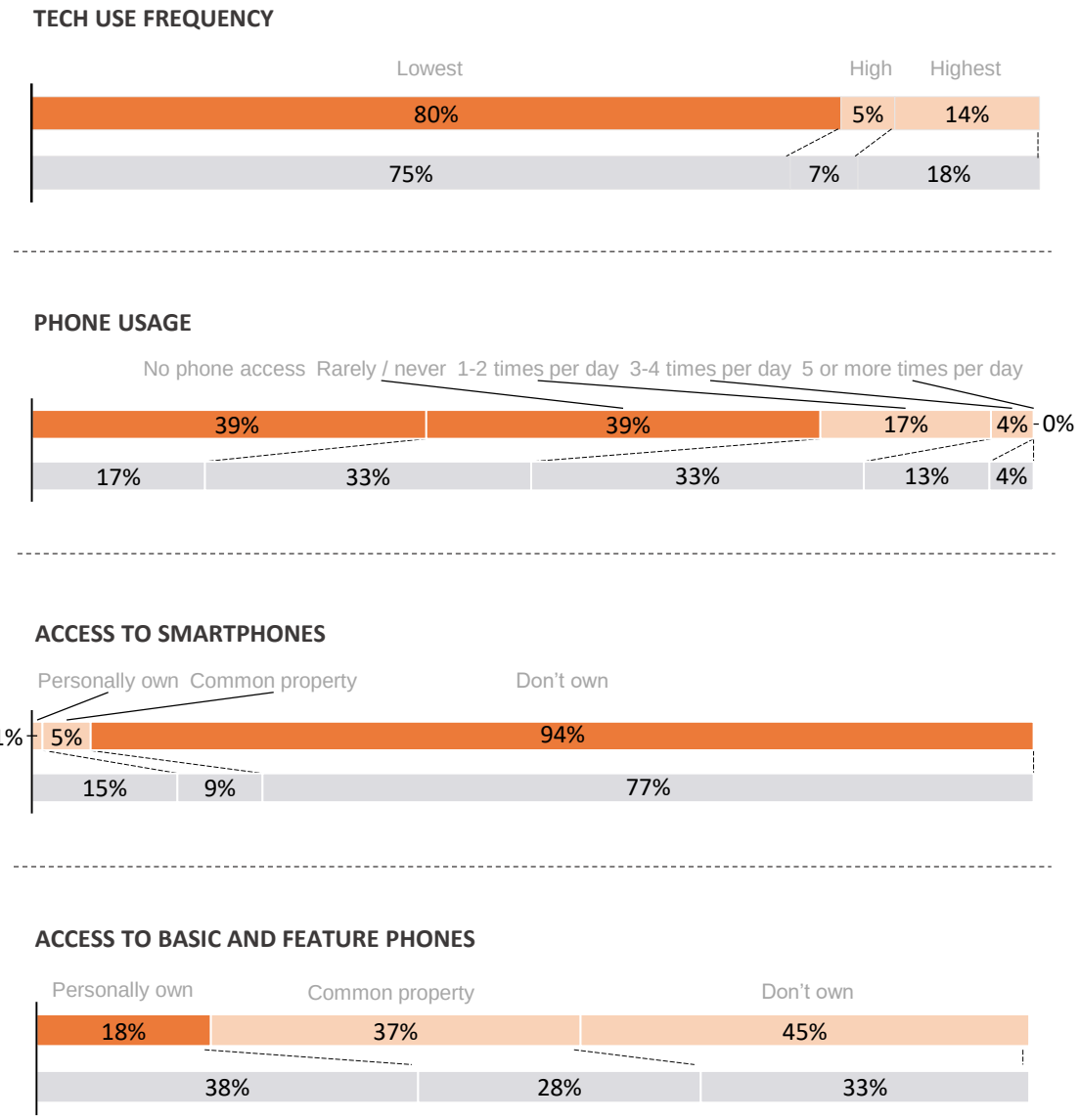
With broadly low access, low SES scores and smaller social networks, Conservative Individualists make very limited use of technology.

Conservative Individualists have the second-lowest frequency of technology use, with 80% scoring lowest levels and 14% highest. Only the Careful Strivers have lower frequency of use, though Pakistani women as a whole do have overall very low tech use frequency.

They have the lowest phone usage of any segment. A greater percentage indicate that they never use a phone or use it less than once per day than any other segment. Fifteen percent have a phone but never use it, compared with a national average of 4% among women. Just 21% use a phone at least daily.

Conservative Individualists exhibit lower than average access to feature phones and smart phones. While 55% have access to a feature phone, only 18% personally own one. They are the least likely segment to own a smartphone. Only 1% own one personally and 5% own one in common.

This lack of access, likely driven by their low SES and rural locations, may explain their limited technology use overall. They virtually never use the internet, including social media. While approximately one in five watch TV at least a few times per week, this is still the lowest frequency by a significant margin. Their limited social group suggest decreased network effects and lower uptake of tech and mobile product offerings more broadly.



Conservative Individualists

Psychology

Psychology

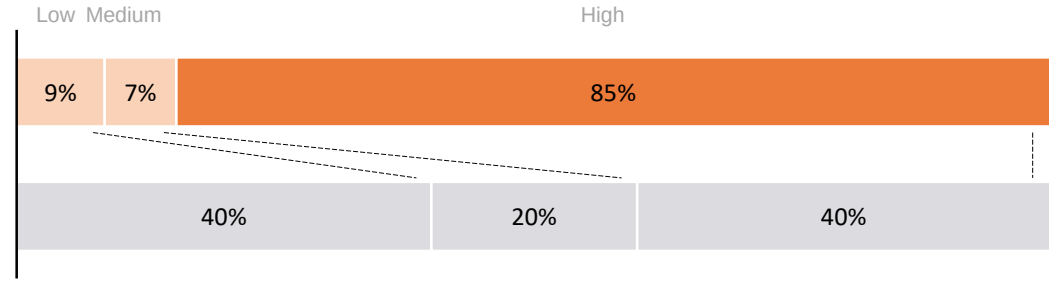
Self-perception

Conservative Individualists believe strongly in their capacity to learn and in their ability to influence events around them. However, they feel profoundly negative about themselves and about their future.

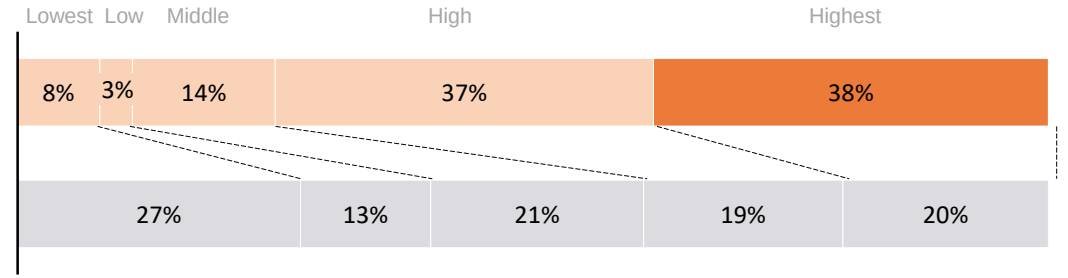
Eighty-five percent of Conservative Individualists have a high locus of control, the highest of any segment by far. Indeed, 70% have the highest locus of control, against 20% on average. Their high locus of control combined with their lower SES and struggles to pay everyday expenses are likely reflected in other psychometric measures, such as their low self-esteem.

They exhibit the highest self-efficacy of any segment. 75% report high to highest levels of self-efficacy, compared to 40% on average**.** They believe that they have the capacity to improve and learn new skills, but may feel they have not been able to do so, again taking on responsibility for their lower socioeconomic status. As well as further decreasing their self-esteem, it may also help explain their deeply negative outlook towards the future. While they believe they could learn more, they do not see that as a route they can follow to improve their situation.

LOCUS OF CONTROL



SELF-EFFICACY



Conservative Individualists Pakistan Women

Psychology

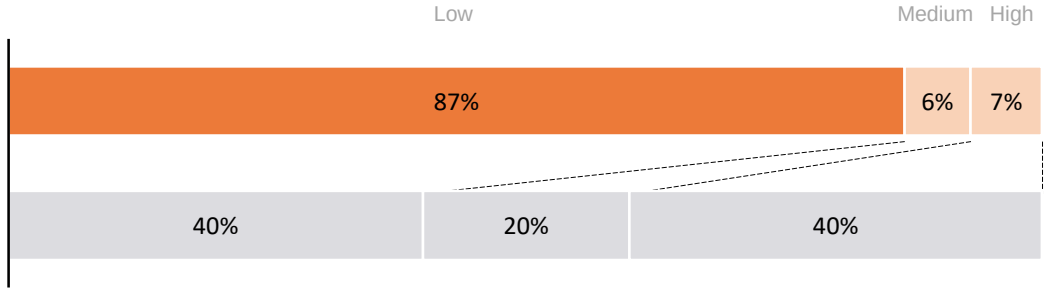
Self-perception

Conservative Individualists do not look to the future with confidence. They are the least likely to have a positive attitude towards the future, with only 9% feeling optimistic (average is 39%). A full 66% have the lowest belief in the future being better, against an average of 22%. This is by far the lowest level of any segment, underlying how Conservative Individualists feel stuck in their current circumstances.

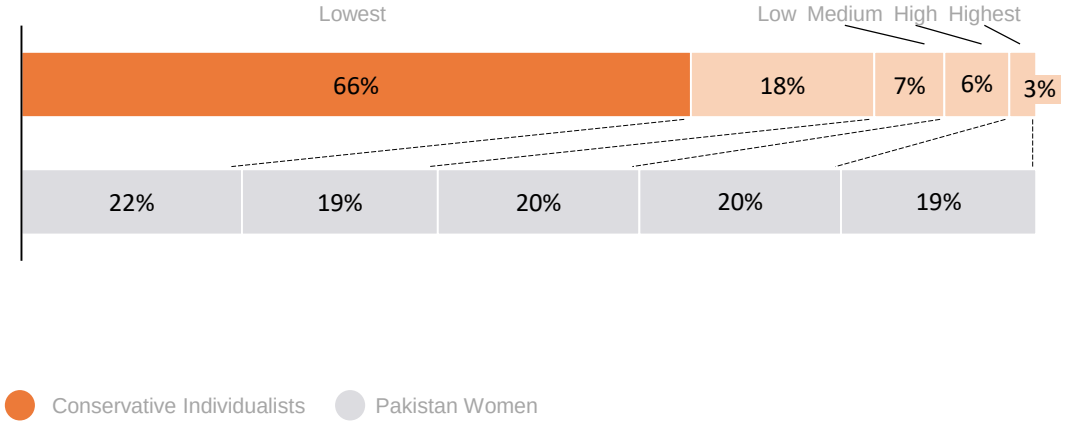
Their self-esteem is also significantly lower than average, likely reflecting many of the other elements of self-perception already discussed. 70% of the segment report the lowest levels of self-esteem, and an additional 17% low levels. This is by far the lowest level of self-esteem of any segment, and compares to an average of 20% lowest and 20% low.

Their low self-esteem and confidence in the future may partially account for their reluctance to increase reliance on social sources of support. They do not believe things can improve for them, and this lack of optimism likely makes it more difficult to make commitments, particularly with people they do not trust.

SELF-ESTEEM



CONFIDENCE IN THE FUTURE



Psychology

Conscientiousness, Impulsiveness, Openness

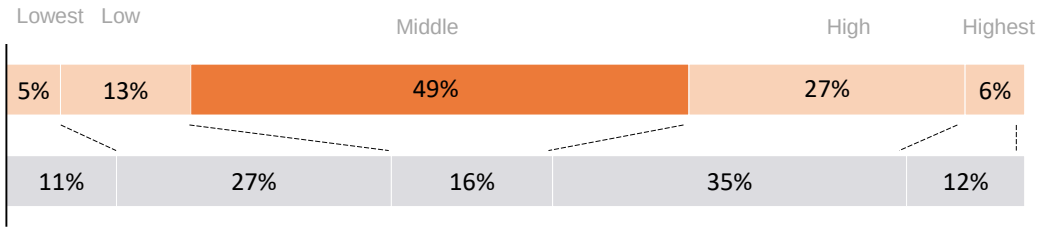
Conservative Individualists exhibit moderate-to-high impulsivity, reflecting their limited planning behavior. These characteristics, along with their low levels of openness, dependability and conscientiousness, likely impact their financial health significantly.

Their openness is the lowest among all segments. 79% report low-lowest levels, far above the 40% average. Their low openness may help maintain consistency in their financial behavior, despite their challenges. Given this, it may be useful to keep calls to action clear, simple, and relatively infrequent. Moreover, a high up-front burden of disclosure could trigger their low trust.

They also report limited conscientiousness, though more at the low level than at the lowest. 45% have low levels (21% average), while 17% have the lowest levels (21% average). They are the least likely segment to have higher levels of conscientiousness. Again, they may feel everyday life makes meeting commitments difficult to do.

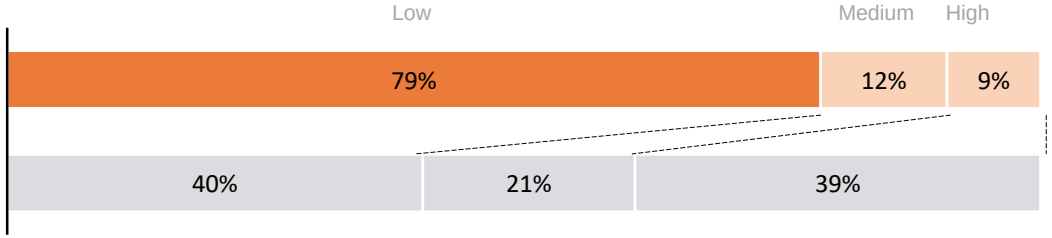
Although they are somewhat prepared to spend now and let the future take care of itself (33% agree to some extent), this is lower than the average of 46% for Pakistani women. They are much more likely to answer neutrally to this question, with 49% doing so, against 16% on average, suggesting they may not conceptualize their spending in a way that balances current vs. future need.

LIKELIHOOD OF IMPULSIVE SPENDING



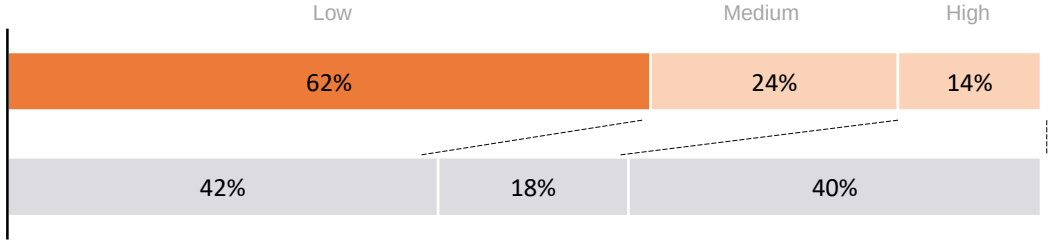
*composite measure of consideration, planning, focus, drive, perseverance and reliability

OPENNESS



* You are prepared to spend now and let the future take care of itself

CONSCIENTIOUSNESS



*composite measure of curiosity, reflectiveness, and abstract thinking, as well as adaptability, originality, creativity

Psychology

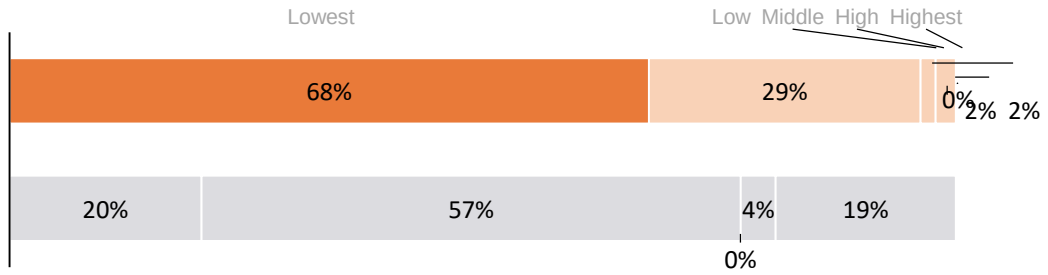
Financial Attitudes — Debt

Conservative Individualists are unsurprisingly not comfortable with the concept of debt, given the very low levels who borrow, and see themselves as lacking in dependability which – along with their low trust in others, and pessimism for the future – likely reduces the likelihood of them taking on debt still further, reflected in their very low borrowing rates.

Conservative Individualists do not see themselves as dependable. An overwhelming majority, 96%, report low-lowest levels of dependability (77% average), standing out even among Pakistani women as a whole. With very low self-esteem and high internal locus of control, they may well feel responsible for their low dependability, driving their relatively closed and individualistic behavior.

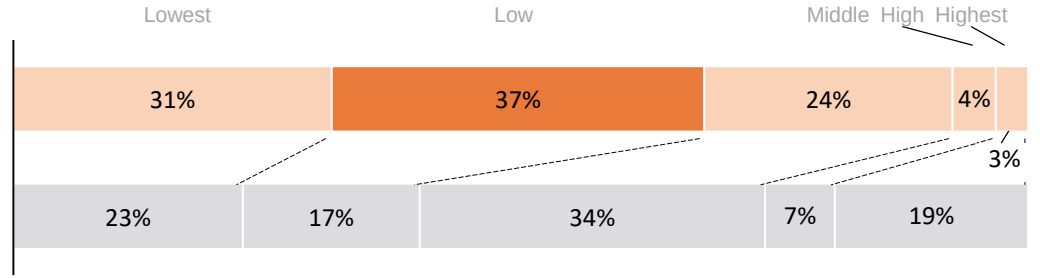
Conservative Individualists exhibit the second greatest negativity toward debt. 68% report low or lowest comfort with debt, while just 7% have high or highest comfort. This compares to national averages of 40% and 26% respectively. With low incomes and difficulties paying for expenses, a small proportion of Conservative Individualists may rely on debt to help them cope (and hence borrow frequently), but most of the segment likely shy away from all borrowing behavior.

DEPENDABILITY



*composite measure of likelihood of fulfilling promises, returning favors, and looking for guidance from others in new situations

COMFORT WITH DEBT



*composite measure of a persons perceived risk and anxiety around holding debt, especially as regards the loss of collateral

Conservative Individualists Pakistan Women

Psychology

Financial Attitudes — Savings

Conservative Individualists are unlikely to save – but in contrast to the way they think about debt, they are less negative about the concept of saving (and the least negative of all segments). They are notably not deliberate in their saving, and neutral about claims on savings from others.

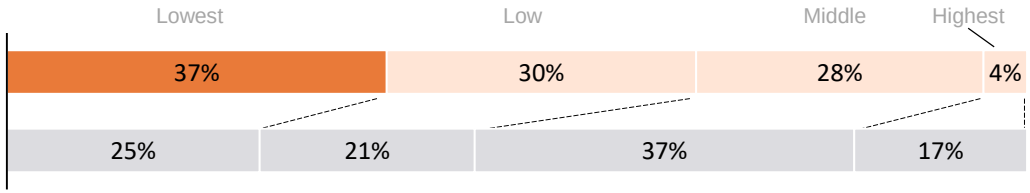
They are the least deliberate segment in their savings, with 68% reporting low-lowest levels in saving for a purpose, compared to 46% on average.

However despite their limited savings behavior, they are more positive than average towards saving in general. This is driven by a neutral overall response (41% neither agree nor disagree that they have enough money to save, against 11% average). Still, the 43% who disagree they have enough money to save is the lowest proportion of any segment, and notably below the 76% national average.

The vast majority believing they have enough money to save, nevertheless never save, in line with the segment's behaviour as a whole. They may feel that the money they make should be enough to save with, but challenges in shaping expenses make it difficult for them in practice. Given a high locus of control, this difference between attitude and behavior may impact their self-esteem.

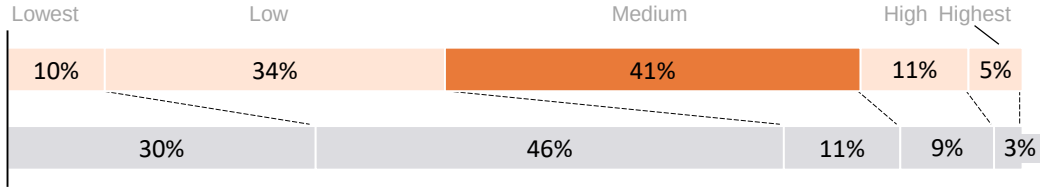
They are relatively neutral regarding whether their savings would be safe from calls from others. 43% are neutral that others would make such claims. Fewer than average see savings as unsafe – 30% doing so (58% on average).

SAVINGS DELIBERATENESS



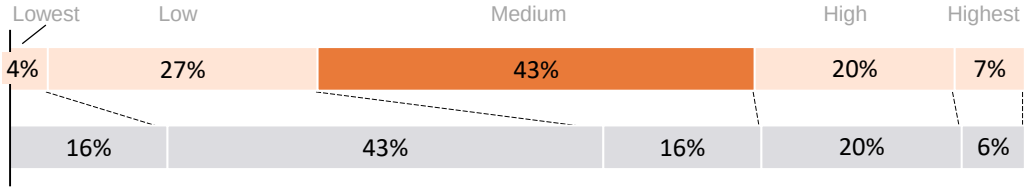
*composite measure of a persons belief in the superior efficacy of saving for a specific purpose and the discipline with which they maintain the non-fungibility of money once allocated to a savings goal

BELIEF IN EARNING ENOUGH MONEY TO SAVE



*You make too little money to save it for anything.

SAFETY OF SAVINGS FROM OTHERS



*If you saved money, many people in your life would ask you to give it or loan it to them.

Psychology

Trust in People

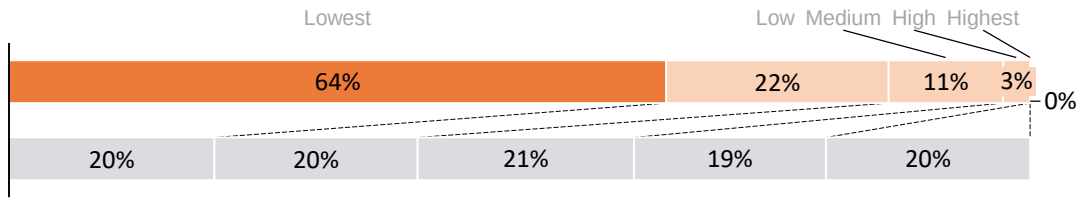
Conservative Individualists report notably low trust in people and social financial networks. Their trust is broad – but this may reflect them trusting few people highly, even those they have known for longer periods, reducing the pool of people they can turn to for financial help.

They have very limited trust in people. 64% have the lowest level of trust, compared to 20% on average, while just 3% have high-highest levels of trust (39% average). This lack of trust likely helps explain their relative lack of use of social financial tools. It is reflected in them being the least likely segment to have turned either to friends, relatives or friends, or to religious or community leaders, to cope with an emergency.

Their breadth of trust however is remarkably high. 66% have the highest breadth of trust, far above that of the other segments. However this measure looks at different levels of trust between those who are familiar and have been known a long time, and others. Given the very low levels of trust Conservative Individualists have in people generally, it is likely that this measure reflects their lack of trust, even in people they have known for longer.

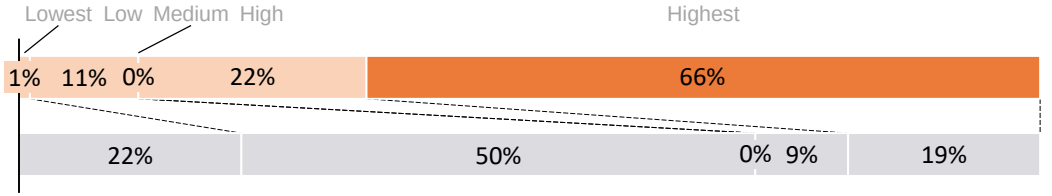
They have very low trust in social financial networks. 61% have the lowest trust in them, against 24% on average. Just 10% have high-highest levels of trust, against a 33% average. This again reflects their low trust in people generally.

TRUST IN PEOPLE



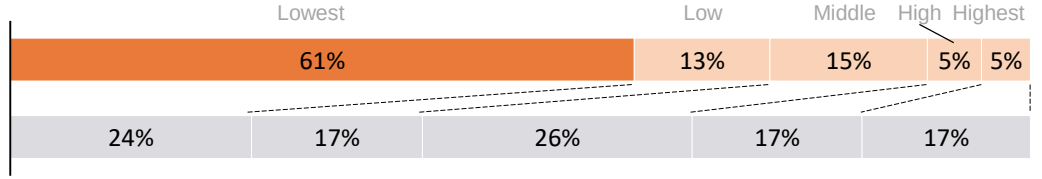
*composite measure of perception of community and neighbors' innate and relative trustworthiness, trust in family and friends to act in one's best interest, need for caution around strangers, and sense of safety and home in one's community

BREADTH OF TRUST IN PEOPLE



*composite measure based on relative level of trust in people with whom one has had long lasting relationships versus shorter term relationships, and feeling of security working with people one knows verses strangers

TRUST IN SOCIAL FINANCIAL NETWORKS



*composite measure of a persons comfort loaning money to friends and family for emergencies and investments, as well as confidence they would repay.

Psychology

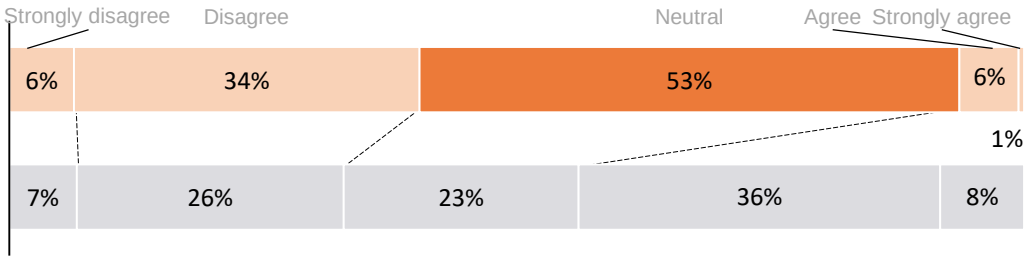
Trust

Conservative Individualists have little faith in community support, and neutral feelings about the level of equality in their community. They may see their community as being in similarly difficult positions to themselves. Since they give lower priority to investment themselves, they are unlikely to rely on a community they little trust for investment.

Only 6% of this segment believe their community would support their businesses or their children's school fees, far below the average of 44% for Pakistani women, highlighting their lack of confidence in available and accessible resources, as well as the overall lack of trust in people. However, as 53% are neutral, they may still be open to a changed impression. Still, the 40% who disagree to some extent in this support is the highest proportion of any segment.

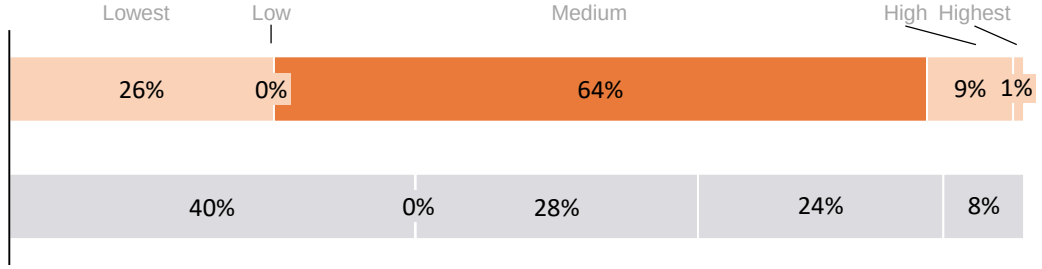
Similarly to other psychometric measures where they tend to be more neutral, Conservative Individualists are most likely to be neutral about community equality. 64% perceive medium levels of community equality, compared to 28% for Pakistani women on average, while 26% perceive lowest levels (40% average). Their much lower than average levels of perception of high equality may be a result of their lack of trust in people, or perhaps a lack of close contact with them.

BELIEF IN COMMUNITY SUPPORT FOR BUSINESS & SCHOOL FEES



*You can rely on your family, friends, and neighbors for loans or support to invest in your business or children's education.

PERCEIVED COMMUNITY EQUALITY



*composite measure of belief in similar livelihoods and financial parity amongst family, friends and neighbors

Conservative Individualists Pakistan Women

Psychology

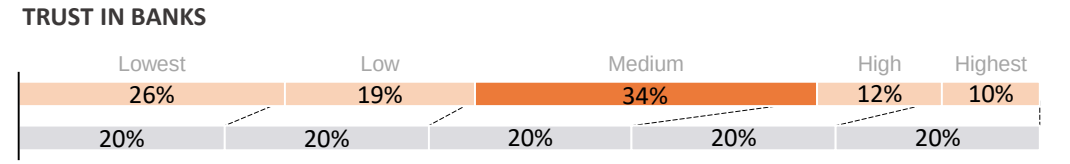
Trust in Institutions

Their lack of trust extends to institutions. Few trust banks and they have low respect for authority, making them wary to engage with formal financial services. They also exhibit below-average trust in media and the lowest trust in government, making messages in media and/or from government of limited use in overcoming their distrust of financial service providers.

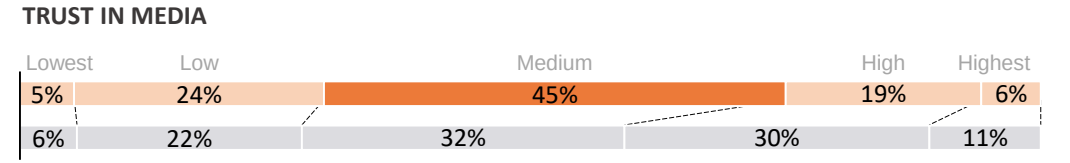
Their trust in banks is mostly low, even if it is higher than their trust in people or social financial networks. Just 22% have high-highest trust in banks, against 40% on average. Because this segment maintains limited social networks and reports less trust in the people around them, they may be best served by local, agent-based banking.

They report the joint-lowest trust in media (25% trust), the lowest trust in government (29% trust), and only a moderate confidence that they are up-to-date with news in the community (25% aware). They also have low respect for authority: only 16% report high levels. At 62%, the proportion with low respect is notably above the 43% national average. Their lack of trust therefore extends across institutions, people, and communities. These attitudes may, in part, explain why their social support networks tend to be small and their financial behavior limited.

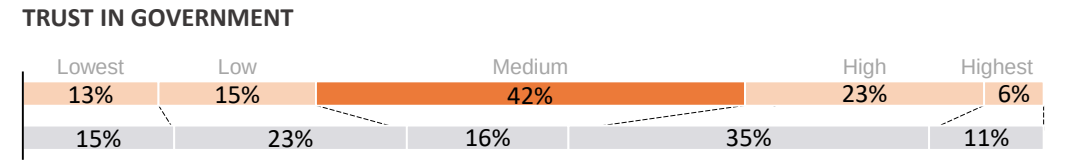
They are notably unlikely to take part in religious services or ceremonies – just 20% do so at least monthly, against an average of 35%, the lowest of any segment. This suggests that they may not trust religious institutions any more than other channels, reflected in how seldom they turn there in an emergency.



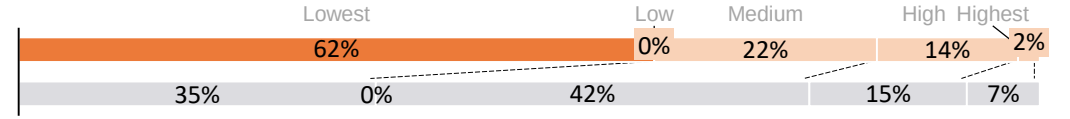
*composite measure of belief in security of bank deposits, clarity of bank terms, comfort taking loans, and belief in customer centricity of banks



* Generally, what is reported in the media is accurate.



* I can trust the government to act in my best interest.



*composite measure of belief in benefit on close supervision on workers productivity and degree to which children should be allowed to disagree with parents

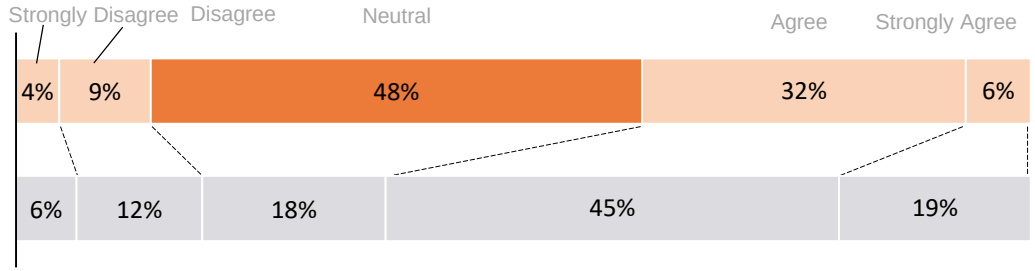
Gender Roles

Conservative Individualists are notably neutral as to whether men are better financial managers than women. However, they feel less strongly than Pakistani women on average that husbands and wives should know each others' business and that boys and girls should be educated in the same way about finance. This may reflect strongly gender-defined norms in household financial management.

Just over a third of Conservative Individualists (38%) feel that men are better financial mangers than women, setting them apart from the 64% of women who believe this nationally.

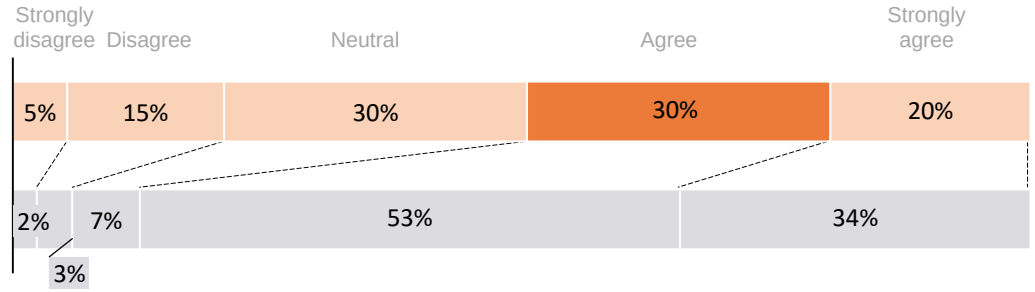
However, Conservative Individualists feel less strongly than Pakistani women on average that husbands and wives should know about each other's financial affairs, with only 50% in agreement compared to 88% nationally. At 21%, they are the most likely to disagree to some extent that men and women should know each other's financial affairs, perhaps reflecting their higher likelihood to be divorced, separated or widowed.

MEN ARE BETTER FINANCIAL MANAGERS THAN WOMEN



* Generally, what is reported in the media is accurate.

WIVES AND HUSBANDS SHOULD KNOW EACH OTHER'S FINANCIAL AFFAIRS



* I can trust the government to act in my best interest.

Conservative Individualists Pakistan Women

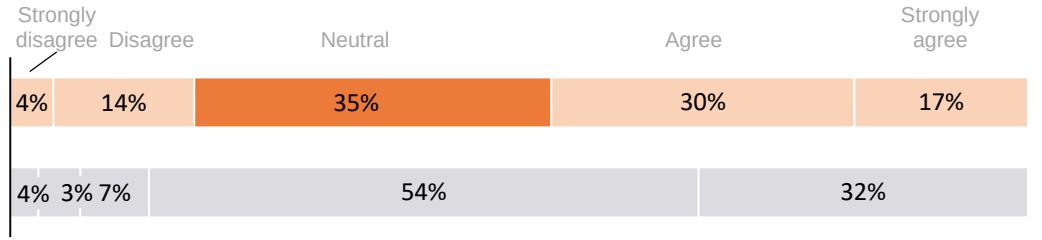
Gender Roles

Conservative Individualists feel less strongly that boys and girls should be educated about finance in the same manner, with only 47% in agreement with this idea compared to an average of 86% among Pakistani women. The 18% disagreeing with this to some extent is again the largest proportion of any segment.

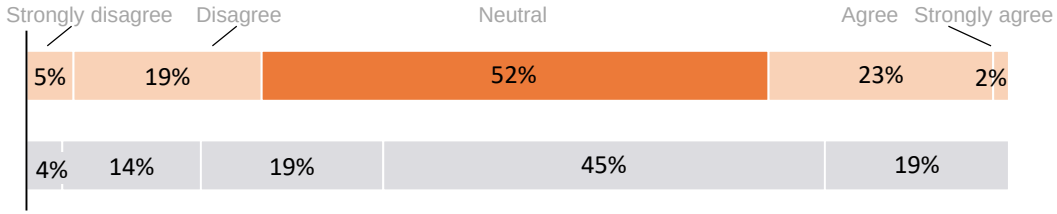
A quarter of Conservative Individualists believe that the gender of a loan applicant does not affect whether or not the loan is ultimately issued. However, 24% believe it does. Most (52%) answer, "neutral," to this question, perhaps reflecting the vast majority's lack of recent experience with formal financial service providers.

Conservative Individuals are similarly neutral on the question of whether women understand new technologies better than men. Twenty-seven percent agree or strongly agree that women understand new technologies better, while 24% disagree or strongly disagree. This is the lowest level of agreement of any segment and also the strongest level of disagreement.

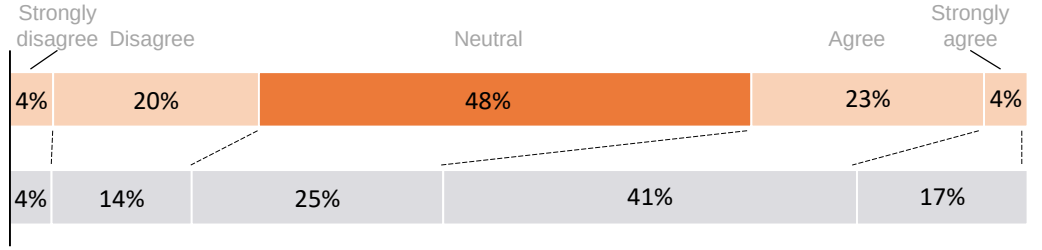
GIRLS AND BOYS SHOULD BE EDUCATED ABOUT MONEY IN THE SAME WAY



WHEN APPLYING FOR A LOAN, THE GENDER OF THE APPLICANT DOES NOT INFLUENCE WHETHER THE LOAN IS GRANTED



WOMEN UNDERSTAND NEW TECHNOLOGIES BETTER THAN MEN



OPPORTUNITY

How might we create products
with long-term engagement opportunities
for very low income earners and market them
in a way that overcomes distrust and pessimism?

Design Principles

Create products and services that:

- Include safety nets to help manage financial shocks and loss of livelihood.
- Offer low minimums and flexible repayment terms.
- Use positive incentives that nudge them to prioritize. compliance with formal services over other unpaid expenses.
- Design low-risk registration and onboarding procedures with no hidden or unexpected fees.
- Integrate rewards at the early stages of the user journey to overcome barriers related to distrust and pessimism.

Engage through:

- Household Decision-maker — Target indirectly to make up for the fact that confident planners are least likely to participate in household decisions
- Shareable Marketing Assets — Support them in influencing decision-makers regarding product sign up. For example, provide fliers to discuss with their husband.
- Close Relatives — Reach out to those in slightly higher SES who are likely to be family lending channels
- Positive Themes — Referencing how they can overcome challenges and build protection from emergency shocks.
- Simple Language — Illustrate product concepts and clarify how financial services can compliment their existing habits.

Networked Elites

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Opportunities

Networked Elites

17% of the female population | 10.6 million people

Networked Elites are notably financially healthy, measuring above the national averages in all categories of financial behavior and with particularly strong capacity to shape income. They prioritize saving and look to banks to do so, perhaps to keep control over their money given their lack of belief that savings would be safe from demands from others. They have the highest access to formal financial accounts, at levels similar to access to informal accounts. Still, like all Pakistani women, family is their preferred channel for savings and borrowing. They are avid savers but borrow only infrequently, and plan little for expenses. They are the second-most likely segment to own or have access to both feature phones and smartphones, with their overall phone use the highest of any segment. Nearly all Networked Elites believe that husbands and wives should know each other's financial affairs and feel that boys and girls should be educated in the same way about finance.

Networked Elites are **religious and most are married,** although a higher than average proportion are **single**. They are most likely to be age 25 to 34, yet are more likely than the national average to be 18-24 or 45-54. They have the highest **socioeconomic status** of all segments and are the second most **urban** segment even though a majority live in **rural** areas.

Networked Elites **exhibit above average financial behaviors**, with particular strength in shaping income. In spite of their relative wealth, they typically report slightly higher than average numbers of unpaid **expenses**, suggesting that their infrequent **expense planning** makes them more likely to overextend. They primarily manage finances through **family** and the **home**, but have the highest ownership of **formal accounts**, at levels similar to **informal financial groups**. They are the most likely segment to have a **mobile wallet**, but still at very low rates.

Although they are **below-average borrowers,** Networked Elites are the second-most **frequent savers**. This is perhaps related to thei**r stable incomes.** They are the most likely segment to feel they can raise **emergency funding**. Their **large support networks** likely enhances this capacity. Not surprisingly, they are also the segment most likely to have someone to call on when sick.

Networked Elites have a markedly positive outlook on their **future**, likely informed by their relatively wealthy status. They have overall moderate-to-high **self-esteem** and are more **open** to new experiences than average, perhaps making them more confident in accessing formal financial services. They are only moderately **deliberate** in saving, and have low belief that they **earn enough to save** – but nevertheless are among the most likely segments to save. They are not particularly **comfortable with debt**, and do not see themselves as **dependable**, which helps explain their low propensity to borrow. Their high **trust in banks** cannot make up for their more limited trust in themselves, when it comes to credit.

Networked Elites tend to have less strong opinions about gender questions in general. They believe **men** are better financial managers than women overall, but mostly agree that **girls and boys** should be educated about money in the same way, and that **husbands and wives** should know each other's finances. The combination of their relative wealth and high likelihood for their spouse to make financial decisions in the household may drive a desire for access and understanding of the household finances.

Demographics

+ 61% occupy the highest two **SES** quintiles and just 9% occupy the lowest
+ 16% are **age** 18-24 years old and 29% are 25-34 years old
+ 83% are **married**
+ 58% live in **rural** areas
+ 35% completed secondary or tertiary **education**
+ 36% own **land** jointly
+ 48% attend a **religious** service more than once per month
+ 64% identify their spouses as **decision-makers**

Behavior

+ 52% have highly **stable incomes**
+ 5.2 **unpaid expenses** types in past 6 months
+ 46% are not confident in their ability to **pay bills** on time
+ 35% have a **plan** to manage their expenses
+ 36% **save** monthly or more (primarily with family)
+ 15% **borrow** quarterly or more (primarily from family)
+ 59% primarily rely on personal sources of **money in emergencies**
+ 1% own **mobile wallets**
+ 17% are members of **informal financial groups**
+ 15% own **formal financial accounts**
+ 16% personally own **smartphones**, 31% personally own feature phones
+ 15% use **internet** and 10% use **social media** monthly or more

Psychology

+ 56% moderate-high **self-efficacy** and 63% moderate-high **self-esteem**
+ 53% feel positive about the **future**, and 74% are satisfied with the recent past
+ 64% identify as effective **planners**, 63% have medium-high spending **impulsivity**
+ 55% moderate-high **conscientious** and 51% report high-highest **openness**
+ 92% lowest-low **dependability** and 43% exhibit lowest-low comfort with **debt**
+ 77% low-moderate **deliberateness** in their savings
+ 80% lowest-low belief that they earn **enough to save**
+ 66% lowest-low belief that their **savings are safe** from social claims
+ 62% moderate-high **trust in people** and 73% low-moderate **trust in community** support
+ 70% high-highest **trust in banks** and 64% find financial services **complex**
+ 94% believe husbands and wives should know about each other's financial affairs

Aspirations

They aspire to build their long term savings, specifically through bank savings accounts, while also better managing household finances by building cash reserves – they would rather save than borrow. They are open to trying new things, albeit with advice from trusted advisors to help them manage the complexity.

Networked Elites

Demographics

Socioeconomic

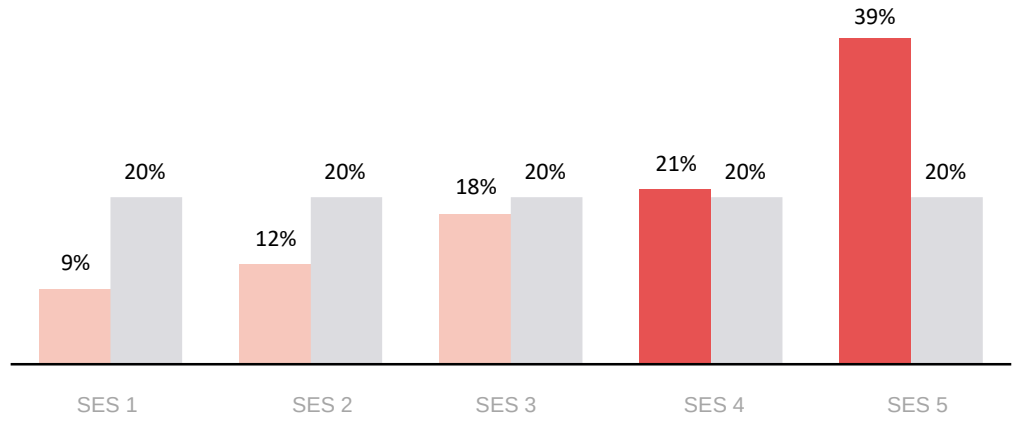
Networked Elites are wealthy, rural, better educated than average, though still almost half have no or informal schooling. Mostly married, they are spread over a range of life stages, showing hints of generational wealth and high social connectivity. They are the most religious segment, and look to their spouses to make decisions.

Most Networked Elites are wealthy and religious, and in fact they are the most religious and wealthiest segment in Pakistan, with 61% in the top two SES 4-5 (they are the most likely segment to be in SES 5) and 51% attending religious services at least once per month.

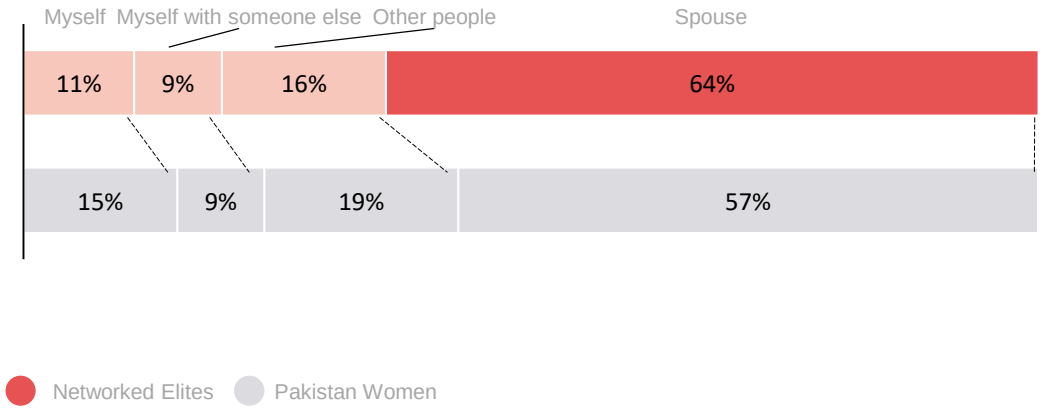
Most rely on their spouse (64%) or someone else (16%) to make major household decisions on their behalf. They are the second-most likely segment to rely on their spouses.

Although they are the least likely to own land personally (7%), they are the most likely to jointly own inherited land (29%), and the most likely to jointly own land in general (36%). This suggests that many may either come from wealthy families or have married into them.

SOCIOECONOMIC STATUS (SES)



HOUSEHOLD DECISION MAKING

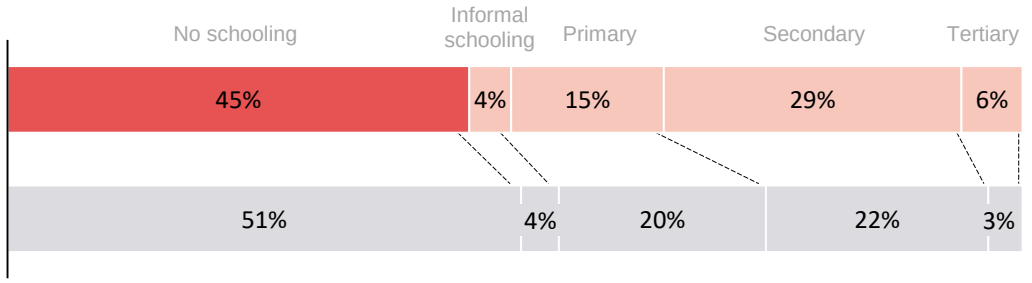


Socioeconomic

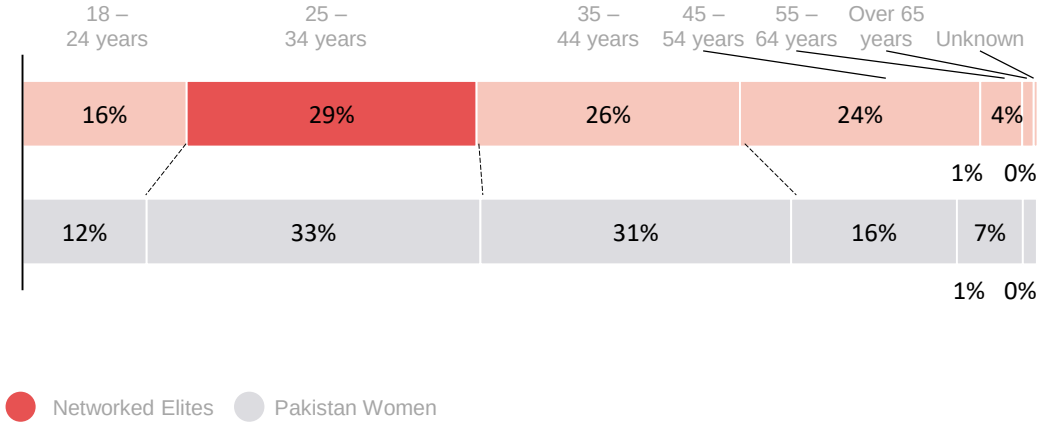
They are the most likely to have completed tertiary education (6%) and the second most likely of having received secondary education (29%). This perhaps relates both to their wealth and to their large young-adult population. However, 45% of Networked Elites report no education at all, still fewer than the national average of 51%. Their rates of lower education perhaps track with the 55% of who are over the age of 35 and the 58% who are rural.

Networked Elites skew young adult to middle aged. Among all segments, they have the second-highest proportions of both 18 to 24 year-olds (16%) and 45 to 54 year-olds (24%). Twenty nine percent are 25-34 years old.

EDUCATION



AGE



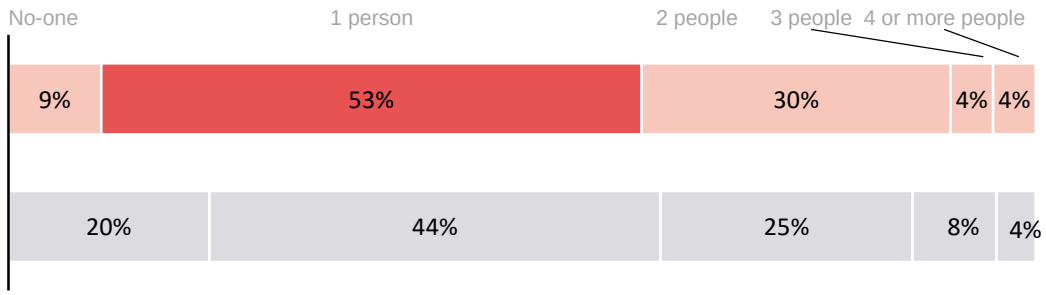
Social Network

Networked Elites are highly social, the majority talking to two or more people on the phone daily. Even so, they turn to personal funds in an emergency, highlighting their wealth and stability. Most find it somewhat or very possible to raise funds in an emergency. They are the least likely segment to have nobody to draw on when sick, though over half say they have just one person to draw on – likely their spouse.

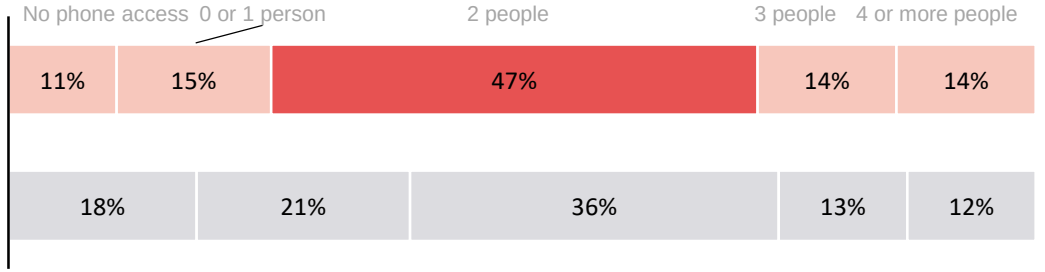
Networked Elites tend to have a larger social network than almost any other segment. They speak to more people daily than all other segments except Social Optimists. Almost three-quarters of the segment (74%) indicate they talk to two or more people daily.

Accordingly, they are the least likely segment to have no one to draw on for help when sick. At only 9%, they are less than half as likely as the national average to have no one to call on.

NUMBER OF PEOPLE THAT CAN BE DRAWN ON WHEN SICK



USING YOUR PHONE, HOW MANY PEOPLE DO YOU TALK TO IN A DAY?



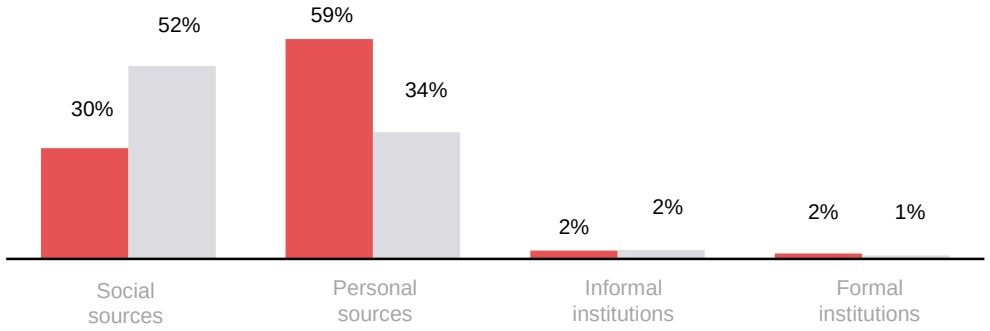
Networked Elites Pakistan Women

Social Network

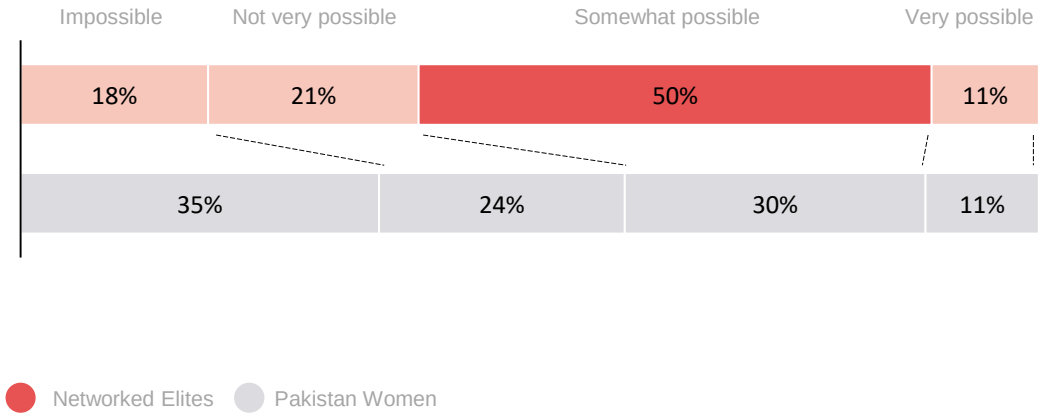
Networked Elites primarily rely on personal financial resources in emergencies and are notably less likely than average to use social sources. Fifty-nine percent rely on personal sources, compared to 34% of Pakistani women on average, while 30% rely on social sources versus a national average of 52%. Given their high SES and strong income stability, they may find it easier and preferable to rely on personal sources when faced with a crisis.

Most find it believe it would be possible to very possible to raise emergency funds in the future. Sixty-one percent of the segment believe it to be somewhat or very possible to raise emergency funding, the highest of any segment. Meanwhile just 18% say it would be impossible to do so, the lowest proportion of any segment.

RESILIENCE: SOURCES OF MONEY IN AN EMERGENCY



CONFIDENCE IN ABILITY TO RAISE EMERGENCY FUNDS



Networked Elites

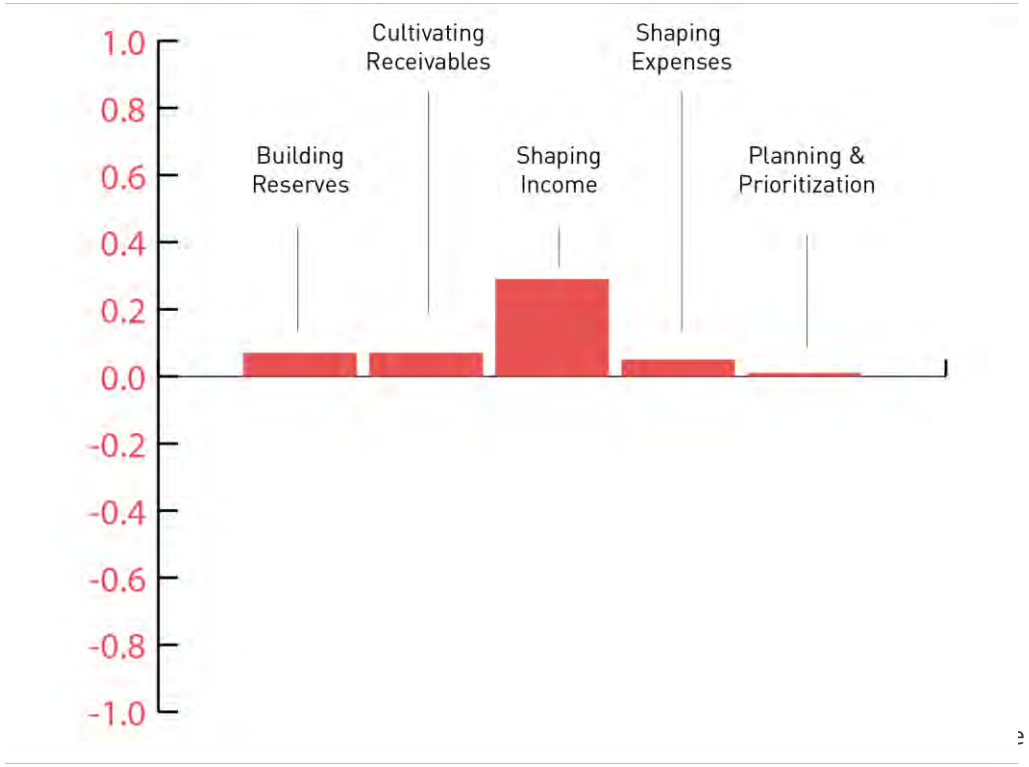
Behavior

Finances

Financial Behavior Overview

Networked Elites measure above the national averages in all categories of financial behavior and show particularly strong capacity to shape income, second only to Social Optimists. Their stable incomes likely support many other measures of Networked Elites' financial health, but comfort with ready funds may lead them to underutilize planning. As their relative wealth and higher levels of education would suggest, Networked Elites are both formally and informally included at above-average rates. They also own formal and informal accounts at broadly similar rates, unlike all other segments, perhaps thanks to their wealth and higher trust in banks. They are the most likely segment to have a mobile money account, but still at very low rates. They are avid savers and use multiple channels but exhibit well below average use of credit, with low comfort for debt. This could also be driven by the relatively higher simplicity of savings products: they find financial products complex, despite their higher account ownership – perhaps driven by a greater exposure to more sophisticated formal financial products.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

Financial Health Overview

INCOME & EXPENSES

Networked Elites experience notably low income volatility and fewer emergencies, on average, that challenge that stability. They have struggled with more types of bills in the past six months than their relatively high and stable incomes would seem to imply. This is perhaps due to their relatively weaker planning behavior.

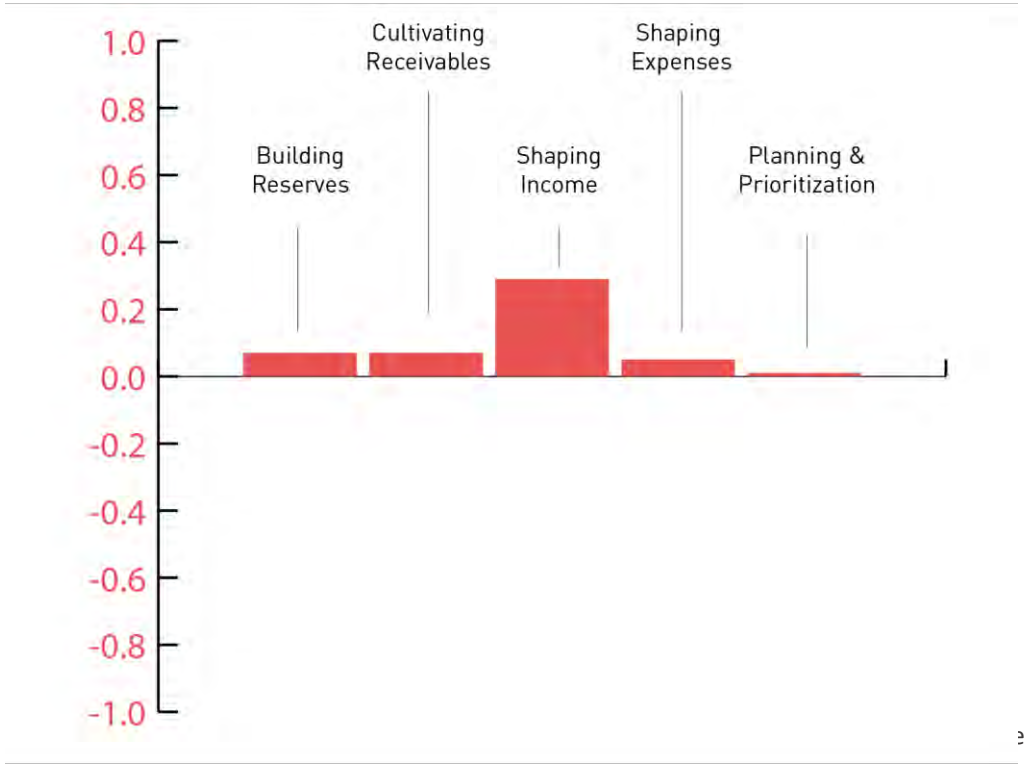
RESERVES

They are the second-most frequent savers among Pakistani women. Many maintain multiple active savings channels. Additionally, although they are more urban than average, they still often own livestock, albeit more often jointly than personally.

RECEIVABLES

Most Networked Elites never or rarely borrow. Just under a third borrow, and only sixteen percent borrow frequently. While they save actively with family and at home, and family is their most-used borrowing channel, they borrow from family less frequently than average. Instead they show a greater than average tendency to borrow with informal groups and banks. None borrowed using mobile money. Networked Elites feel more able to quickly raise significant funds in an emergency than any other segment. This is in contrast to their difficulties with everyday spending, and perhaps reflects both the fewer emergencies than average they face, and their ability to build reserves to cover emergency expenses. This reduces their reliance on borrowing, reflected in their very limited use of multiple debt channels.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

Financial Health Overview

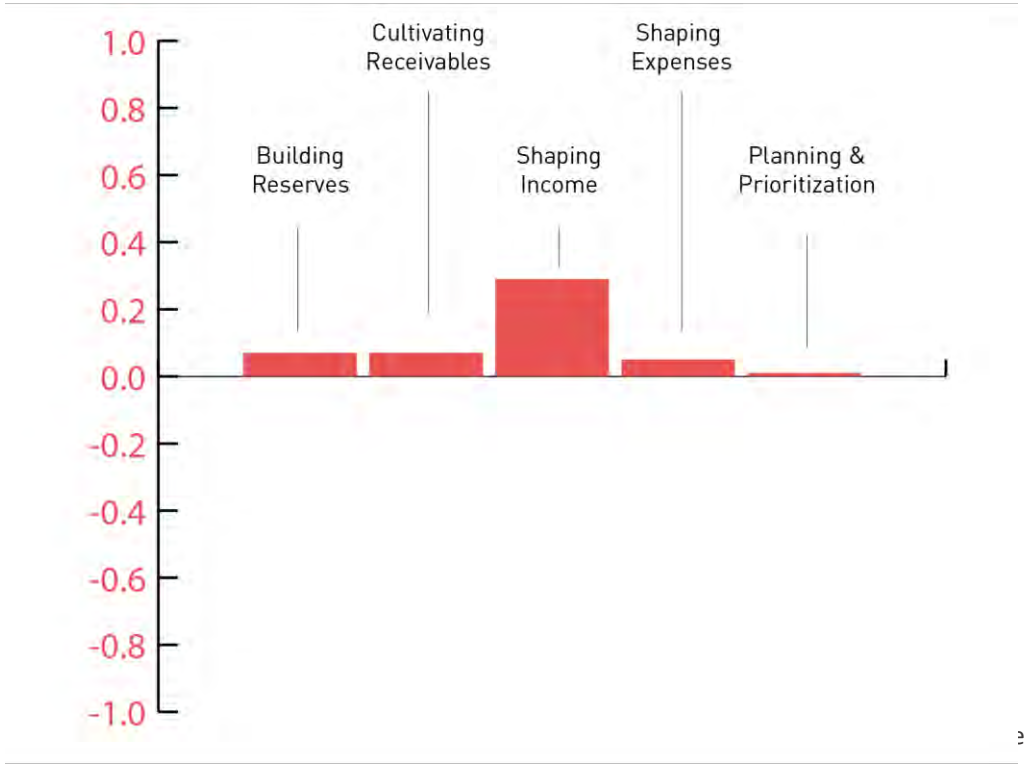
PRIORITIES

If given a significant windfall, Networked Elites would unambiguously allocate the greatest amount to bank savings. They would also keep a significant share in cash (although below the national average). They would then, largely, split the rest between family and friends (an above average portion) and investments (a below average portion).

PLANNING

Nearly two-thirds of Networked Elites identify as effective planners, though only over a third definitively report having plan to manage expenses, and only one in ten measure as strongly deliberate goal-oriented savers. Their limited planning may be linked to the security they feel with their relative wealth, or to their below-average likelihood of participating in household financial decision-making.

FINANCIAL BEHAVIOR INDEX
segment difference from national average



Finances

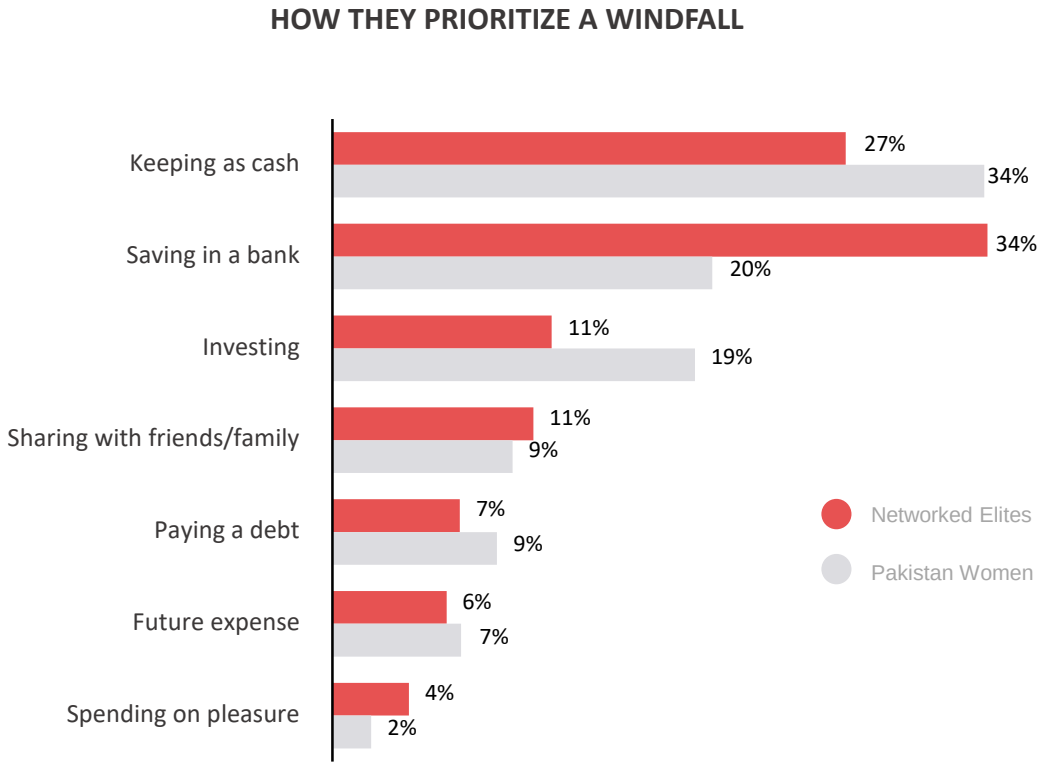
Financial Priorities

When given a windfall, Networked Elites would save a third in a bank, while they would keep just over a quarter in cash. They would invest a smaller than average amount, and spend twice the average on pleasure.

Networked Elites prioritize saving windfalls in banks at the highest rate of any segment. With the greatest likelihood to be formally included (15% have an account at a formal financial institution), savings is their primary use case – 9% total save at least quarterly, but only 3% borrow at least annually.

Their preference for allocating more of a windfall to banks than to cash at home is essentially the inverse of the national average. Networked Elites would allocate 34% to banks and 27% to cash, whereas the average Pakistani woman would allocate 20% to banks and 34% toward cash.

Networked Elites report a more moderate-to-low view of the safety of their savings from the demands of those around them (90% scoring between the lowest and medium levels, against 74% on average, making them the least likely to score at higher levels). They may feel that banks are safer for them than keeping money as cash. Only 22% save with family or at home at least monthly, slightly below the 23% average but notably below the 40% for Confident Planners and 32% for Social Optimists.



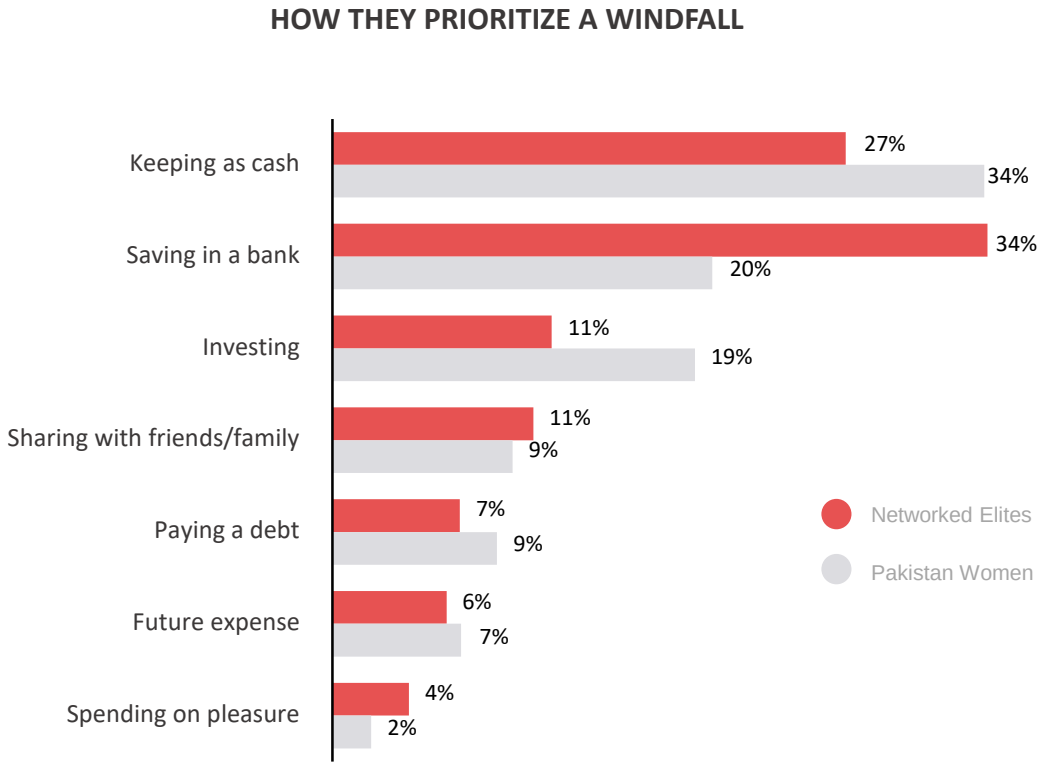
Finances

Financial Priorities

They are less likely to prioritize the allocation of windfalls toward investment than the national average. They would allocate just 11% of a windfall to investment, against 19% on average. While below average, this is the third-highest level among Pakistani women. Their above-average number of unpaid monthly expenses suggests that, in households where they do not have strong decision-making authority, they may be aggressively saving.

They would also put less money towards paying a debt than average, at 7% against 9% on average. This leaves them again as the segment putting the third-highest amount towards paying a debt – matching their position as the third-most likely segment to borrow (67% do so, above the 63% national average).

Networked Elites are the most likely segment to spend part of a windfall on pleasure. They would allocate double the average of 2%. They are not notably impulsive, suggesting they may feel free to spend in this way after meeting their savings goals.

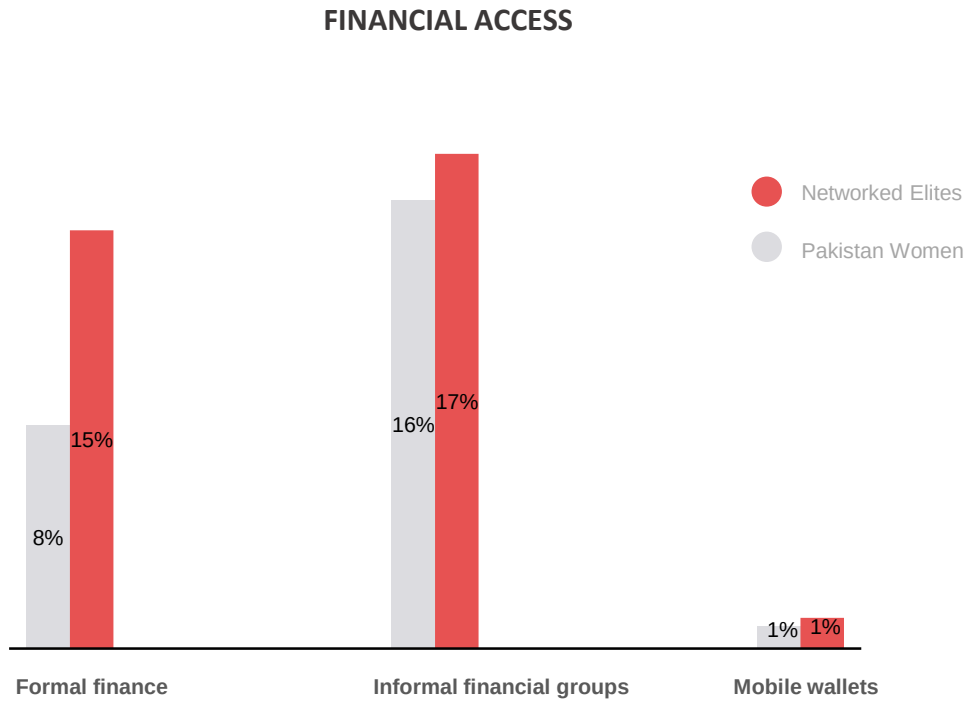


Finances

Financial Access & Usage

As their relative wealth and higher levels of education would suggest, Networked Elites are both formally and informally included at above-average rates. They also own formal and informal accounts at broadly similar rates, unlike all other segments. They are the most likely segment to have a mobile money account, but still at very low rates. They are avid savers and use multiple channels but exhibit well below average use of credit. This could be driven by the relatively higher simplicity of savings products: they find financial products surprisingly complex given their account ownership, perhaps driven by a greater exposure to more sophisticated financial products from formal providers.

With 15% inclusion, Networked Elites exhibit the highest ownership and use of formal financial accounts across all segments. Their formal account ownership is nearly twice as high as the national average. In keeping with overall channel preferences, they are much more likely to save than to borrow using formal channels.



Finances

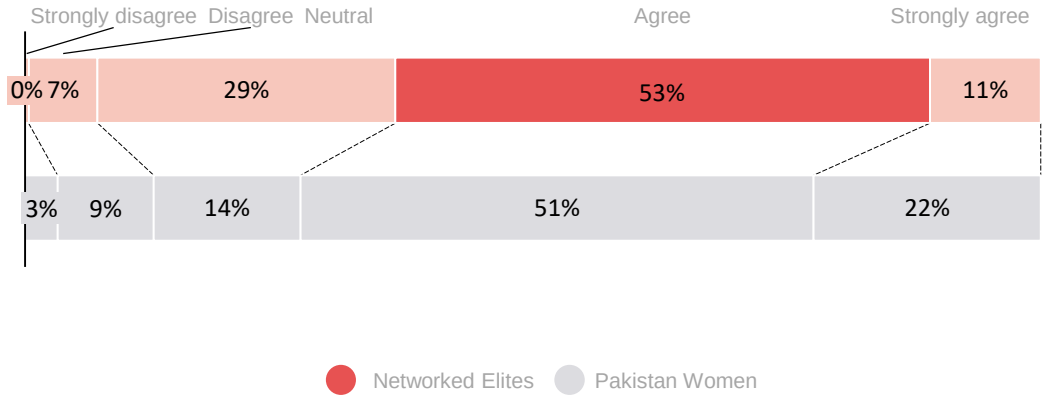
Financial Access & Usage

Networked Elites use informal channels at the second highest rate (17%) among all segments. Only Social Optimists, who surpass Networked Elites in shaping income, shaping expenses, and planning, use informal channels more (27%). While they show the strongest preference for saving with family, Networked Elites frequently use multiple channels. They are the most likely to save through three channels and the second-most likely to save through two.

Eighty–five percent of Networked Elites do not have banks accounts, and of the 15% who do, almost 40% do not make deposits on at least a monthly basis. While, relative to other segments, Networked Elites' bank account ownership and usage are high, much of the segment remains uncaptured by FSPs.

Despite – or possibly due to – their higher inclusion, they see financial services as relatively complex. 64% agree to some extent that they are complex, below the 73% national average but significantly above Conservative Individualists (32%) – the segment with the lowest level of formal inclusion. The Networked Elites are also the least likely segment to strongly disagree that financial services are complex – less than 1% do so, against an average of 3%.

PERCEIVED COMPLEXITY OF FINANCIAL SERVICES



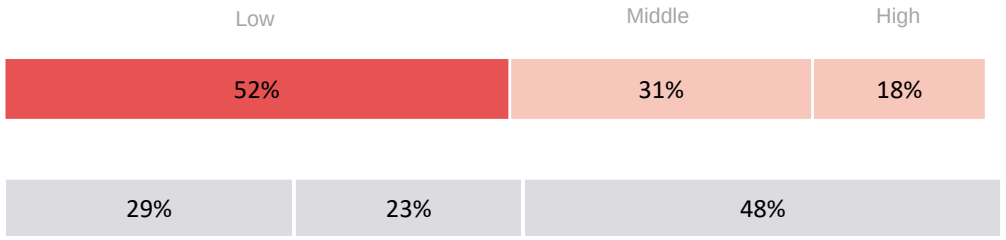
Finances

Shaping Income & Expenses

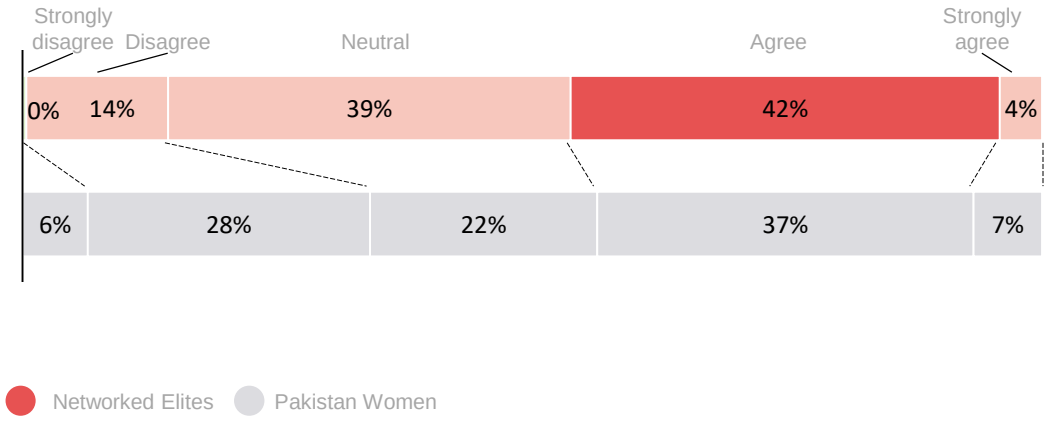
Networked Elites plan little for expenses and perhaps do not stay in control of them. They enjoy low income volatility and have the highest overall confidence in being able to cope with an emergency, but are less confident in their ability to pay everyday household expenses and have experienced difficulty paying more types of household expense than average. While their stable income should make it easier to shape expenses, their relative wealth may reduce their motivation to do so — with the segment mostly neutral or agreeing (but not strongly agreeing) about having a plan to manage their expenses.

Their income volatility is among the lowest nationally, with 52% indicating their income is very predictable week-to-week and another 31% reporting that it is moderately stable. Less than one in five Networked Elites report high income volatility, compared to almost half nationally. They do, however, report less certainty on a day-by-day basis.

WEEKLY INCOME VOLATILITY



CONFIDENCE IN ABILITY TO PAY HOUSEHOLD EXPENSES



Finances

Shaping Income & Expenses

Networked Elites report facing a slightly above-average number of unpaid household expenses. This suggests they shape income more effectively than they shape expenses. Nevertheless, they report greater capacity than average to pay household expenses but are almost twice as likely as average to be neutral on the question. They are less likely than average to strongly agree they have confidence in meeting such expenses, moreover.

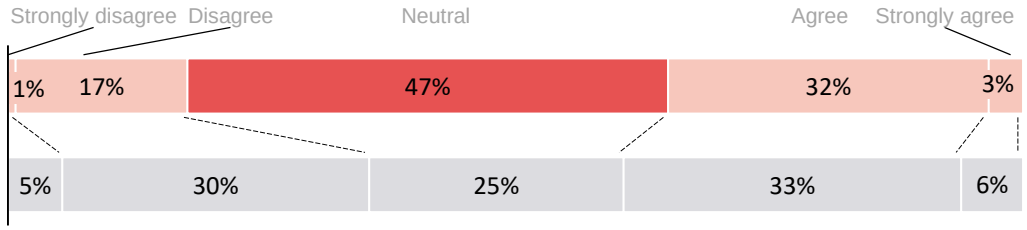
Indeed, they do not seem to be highly motivated planners regarding their expenses. While 32% agree to having a plan, just 3% strongly agree (against 33% and 6% on average). 47% of them are neutral on the question, suggesting a weaker overall planning approach (the national average is 25%). Still, only 18% disagree, the second-lowest proportion among segments.

Their limited exposure to emergencies may support this. Over the previous two years they faced just 0.67 emergencies on average, against 0.98 on average and the second-lowest number. This likely makes recovering from difficulties paying household expenses easier and more predictable.

Higher earning, well-connected households such as theirs can become prone to the requests of those around them. This may serve as a disruptive factor for Networked Elites.

NUMBER OF EXPENSE TYPES HAVING HAD DIFFICULTY PAYING FOR IN PAST 6 MONTHS

HAS A PLAN TO MANAGE EXPENSES



NUMBER OF TYPES OF EMERGENCYIES FACED (LAST 2 YEARS)

Finances

Building Reserves

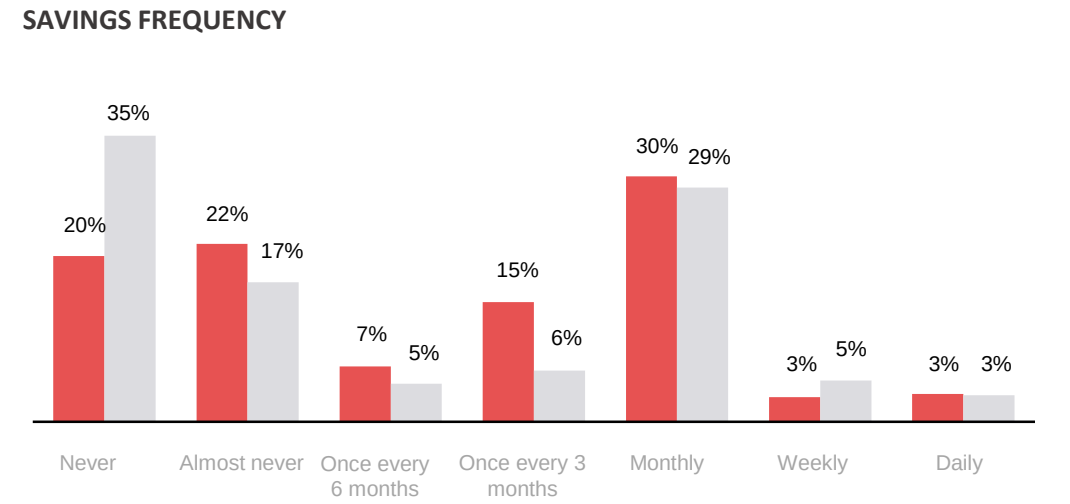
Networked Elites are among the most likely segments to save. They use more savings channels than other segments, although family remains their main savings destination. They are less likely than average to own land or livestock.

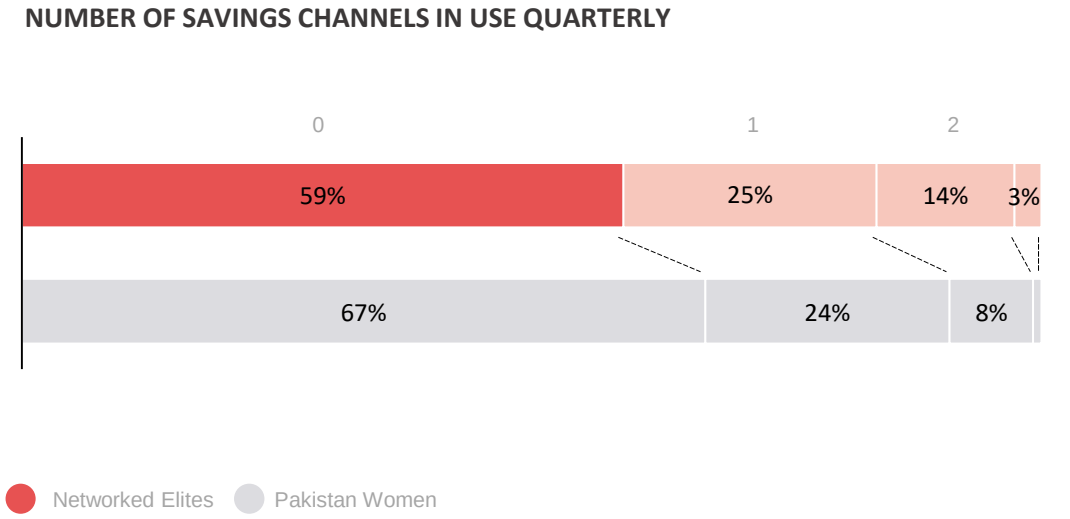
Eighty percent of Networked Elites save, and 51% do so at least quarterly, compared to 43% nationally. This is more than any other segment except Confident Planners.

Twelve percent save at least quarterly using informal groups, and 32% save at least quarterly with family or at home. Yet, only 10% save in a bank. This is noteworthy, considering they would allocate more of a windfall to bank savings than any other destination. Perhaps, because Networked Elites are unlikely to control household planning, they are provided with fewer savings options outside of the family, or find it harder to access them.

41% save at least once per quarter, and they are the most likely segment overall to save through more than one channel at this frequency (16%). This reflects their interest in diversifying and cultivating multiple channels.

Just 12% personally own land, the lowest of any segment. This is notably lower than the average of 22%. At 36%, slightly more than the average (32%) have access to commercial land. This land is more likely to be inherited than bought. 12% personally own livestock (16% average).





Finances

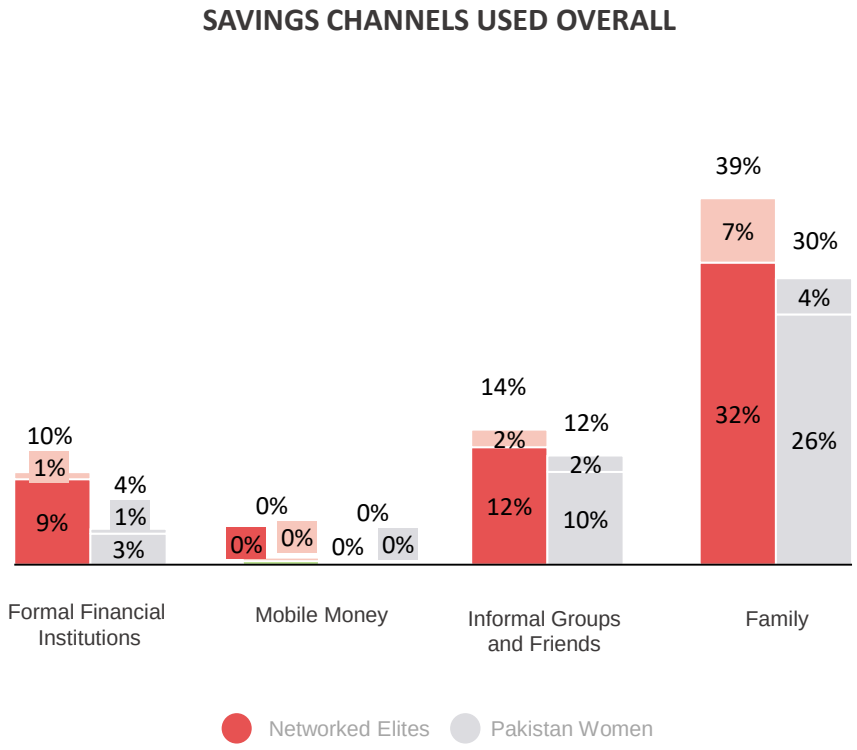
Building Reserves

Networked Elites are the segment most able to raise emergency funds and **rely more on personal resources when doing so (almost 60% use personal resources compared to 34% nationally).** This suggests that, drawing on their greater income stability and high SES, they successfully shape income to build reserves — though their lower number of emergencies faced may also make relying on personal sources more sustainable.

Networked Elites' relatively active and diversified saving strategy suggests they appreciate savings channels that align with their high social involvement and support their ability to save opportunistically. This segment may save without heavy household coordination as a strategy to account for their relatively disempowered position in household financial decision-making.

Networked Elites are more likely than average to maintain savings activity across all channels. They are 30% more likely to save with family and more than twice as likely to save with banks.

Given their windfall prioritization, they might believe that banks are more appropriate for saving larger amounts at a time. In this case, FSPs interested in building loyalty with this segment could provide value by enabling highly convenient, low-commitment, incremental savings plans. Goal-setting and planning tools could facilitate their plan management, improve their success in keeping savings safe, and help them build formal creditworthiness.



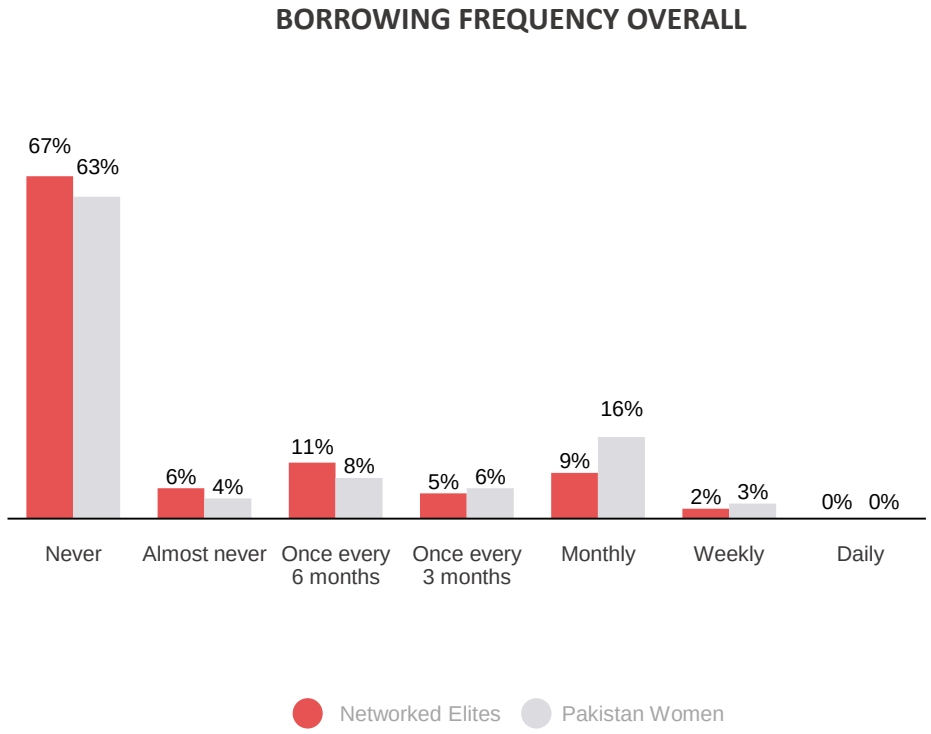
Finances

Cultivating Receivables

Most Networked Elites never or rarely borrow. Just under a third borrow, and only sixteen percent borrow frequently. While they save actively with family and at home, and family is their most-used borrowing channel, they borrow from family less frequently than average. However, they show a greater than average tendency to borrow with informal groups and banks. None borrowed using mobile money.

Networked Elites borrow at below-average frequencies. Only 15% borrow at least quarterly compared to 25% nationally. They are slightly less likely than average to borrow, with 67% never doing so (63% on average). An additional 6% almost never borrow, also above the 4% national average.

Like most Pakistani women, they are most likely to turn to family for their borrowing. The low frequency at which they borrow in general may suggest that their credit needs are primarily related to the difficulty they have covering household expenses. If this is the case, perhaps family provides the most convenient, flexible, low-cost credit channel for borrowing.



Finances

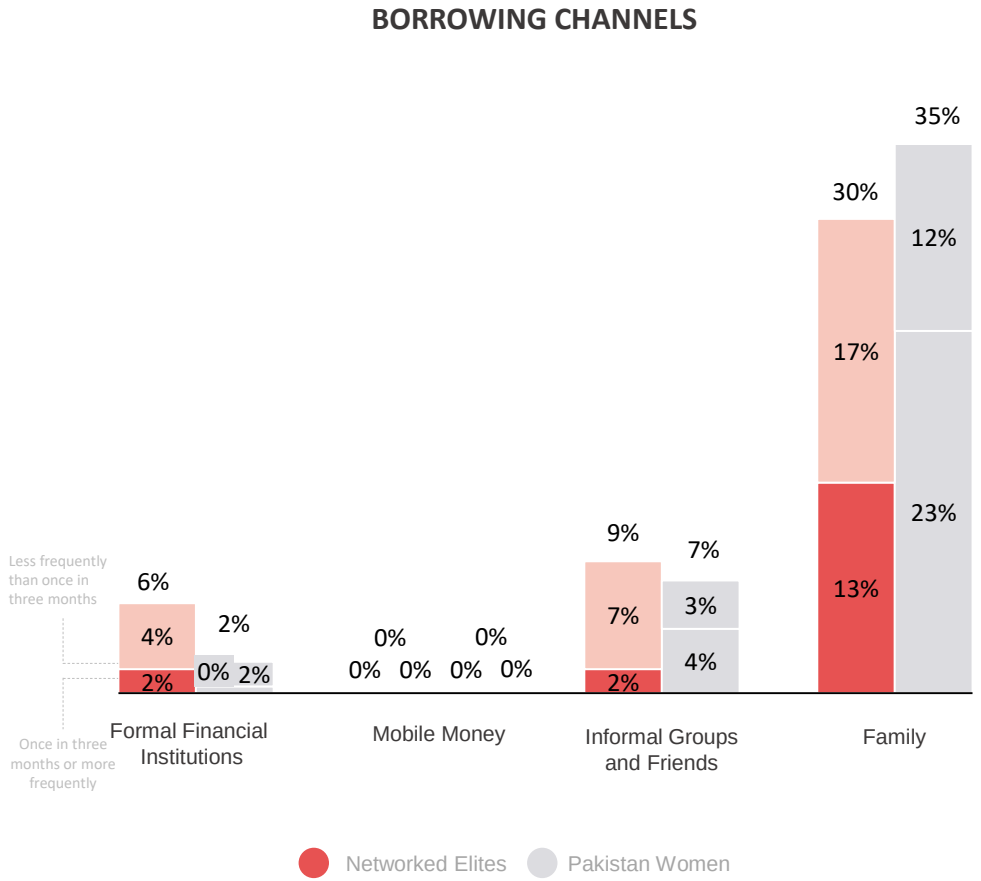
Cultivating Receivables

Their limited borrowing frequency is seen across all channels. For all three of the channels they borrow through, they are more likely to borrow less than quarterly, compared to quarterly or more — the only segment this is true for.

Networked Elites are more likely to borrow through family than other channels. Seventeen percent borrow from family less than quarterly compared with a national average of 12%, while 13% borrow quarterly or more frequently, compared with a national average of 23%. Their tendency to save with family and their inclusion of family in the disbursement of windfalls appear to align well with the cultivation of informal, social creditworthiness, even if they infrequently make use of it.

With regard to formal financial institutions and groups, Networked Elites are infrequent but above-average borrowers. Nine percent borrow through informal groups and friends (7% average), but only 2% do so quarterly or more**.** Similarly, 6% borrow through formal financial institutions (2% average), but only 2% do so quarterly or more.

Networked Elites are the most likely to own mobile money credit accounts, but (like all Pakistani women) none report borrowing with them. The products available in Pakistan offer limited opportunities for mobile borrowing.



Financial Behavior

Cultivating Receivables

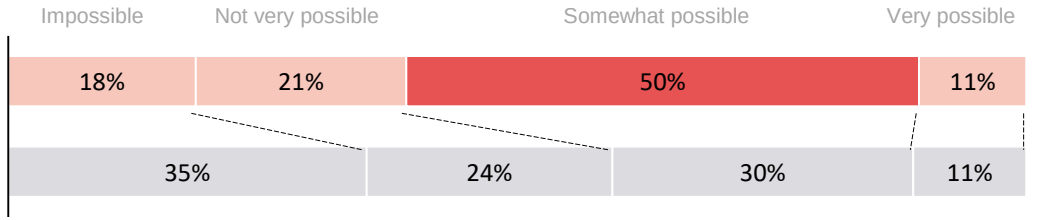
Networked Elites feel more able to quickly raise significant funds in an emergency than any other segment. This is in contrast to their difficulties with everyday spending, and perhaps reflects both the fewer emergencies than average they face, and their ability to build reserves to cover emergency expenses. This reduces their reliance on borrowing, reflected in their very limited use of multiple debt channels.

Although everyday household expenses may be an issue for Networked Elites, they find dealing with emergencies less difficult. They are by far the most confident in their ability to raise emergency funds (61% believe it is at least somewhat possible, against 41% on average), and they face the second-lowest number of emergency types.

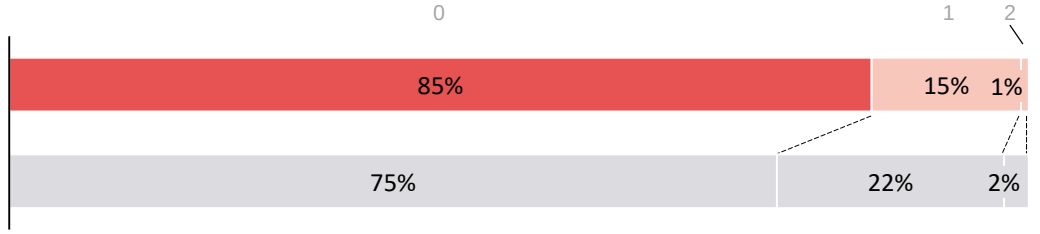
Eighty-five percent have no debt channels in use quarterly or more often, and almost all the rest have only one in use. This is fewer than the average, with only Conservative Individualists using fewer debt channels on average.

NUMBER OF EMERGENCY TYPES FACED (IN THE LAST 2 YEARS)

CONFIDENCE IN ABILITY TO RAISE EMERGENCY FUNDS



BORROWING CHANNELS USED IN LAST 3 MONTHS



Finances

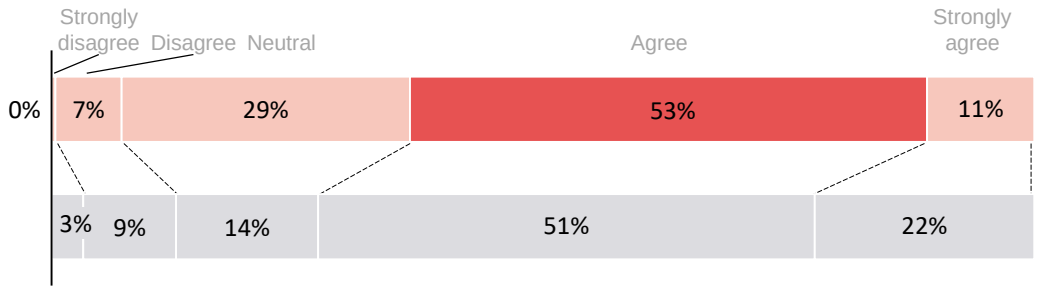
Financial Planning

Nearly two-thirds of Networked Elites identify as effective planners, though only over a third definitively report having plan to manage expenses, and only one in ten measure as strongly deliberate goal-oriented savers. Their limited planning may be linked to the security they feel with their relative wealth, or to their below-average likelihood of participating in household financial decision-making.

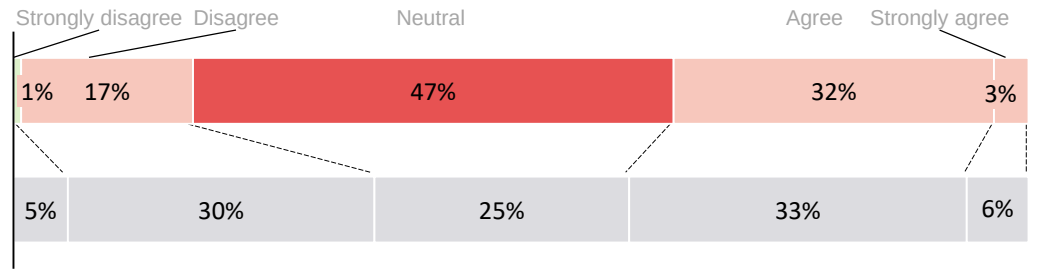
Although Networked Elites skew heavily neutral when asked if they have a plan to manage their expenses (47% report neutral versus 25% nationally), they are the least likely of any segment to disagree that they have a plan (18% disagree versus 35% nationally). Their relatively active and diversified savings strategy suggests they appreciate savings channels that align with their high social involvement and support their ability to save opportunistically (they are more impulsive) and conveniently (they are moderately conscientious).

Among all segments of women only Conservative Individualists are less likely to report that they make plans and follow through with them. Sixty-four percent of Networked Elites report such behavior compared to a national average of 73%.

MAKES PLANS AND FOLLOWS THROUGH WITH THEM



HAS A PLAN TO MANAGE EXPENSES



Networked Elites Pakistan Women

Technology

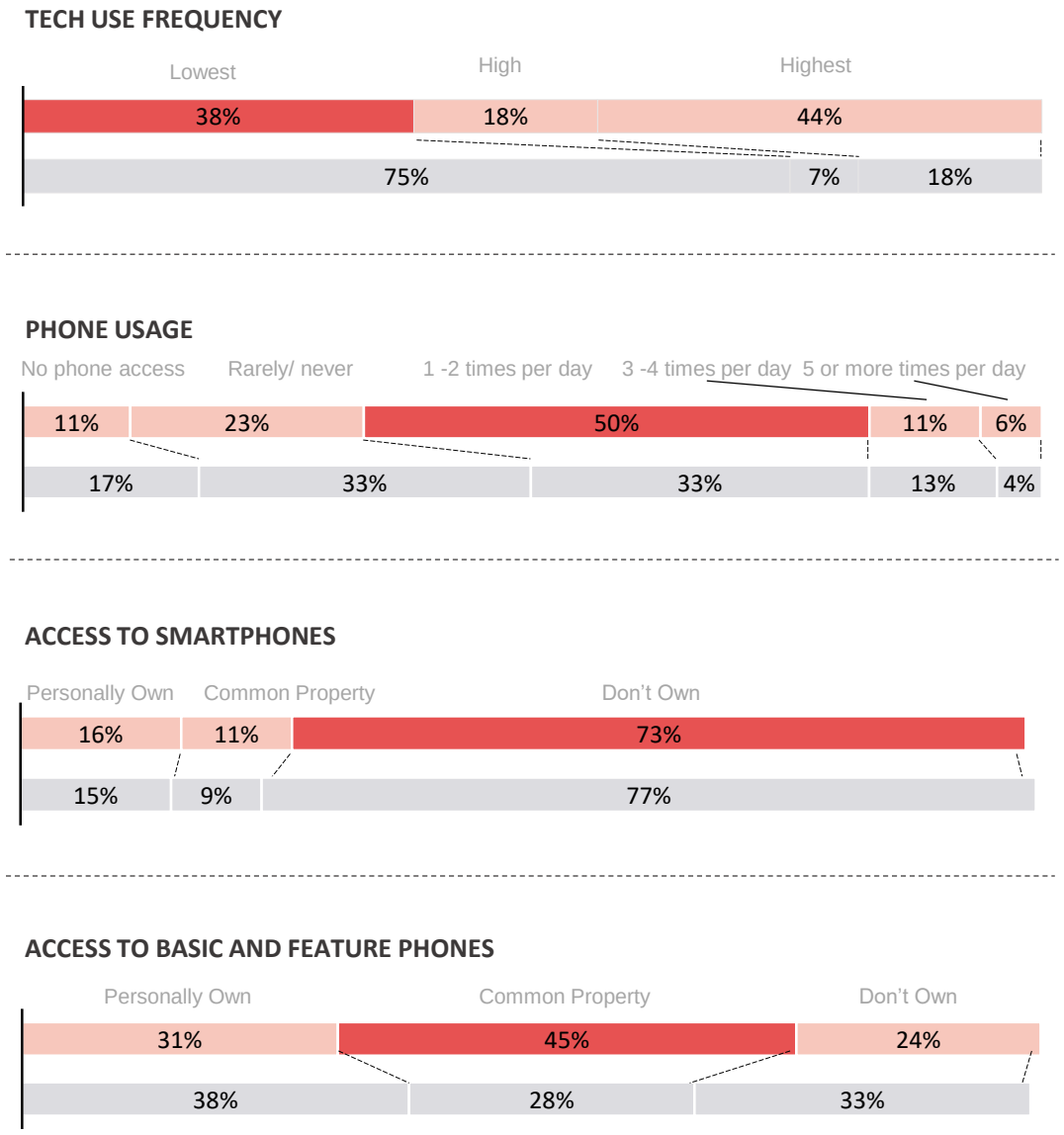
Networked Elites are engaged and capable users of technology, especially mobile technology, though they still report greater access to feature phones than smartphones.

Sixty-two percent of Networked Elites exhibit high to highest technology use. This is more than twice as much as the next-closest segment. Given their average levels of smartphone access, their digital usage may occur more often with other channels such as feature phones and computers. They are the most likely segment to use computers with 11% reporting that they do so compared with a national average of 5%.

They are the second-most likely segment to own or have access to both feature phones (76%) and smartphones (27%). Nevertheless, they report barely more than half as much access to smartphones as the leading segment.

Their overall phone usage is the highest of any segment. Most indicate that they use their phone more than once per day, and they are the most likely segment to use their phone five or more times per day. They also report the heaviest use of text messages, with over half sending texts at least a few times per week. This aligns with Networked Elites' position as the most likely segment to speak to multiple people daily (67%).

Slightly more women in this segment share a phone (47%) than personally own a phone (43%). The incidence of joint ownership may indicate that while Networked Elites often defer to spouses in financial decisions, they are otherwise involved in managing or utilizing household assets.



Networked Elites

Psychology

Psychology

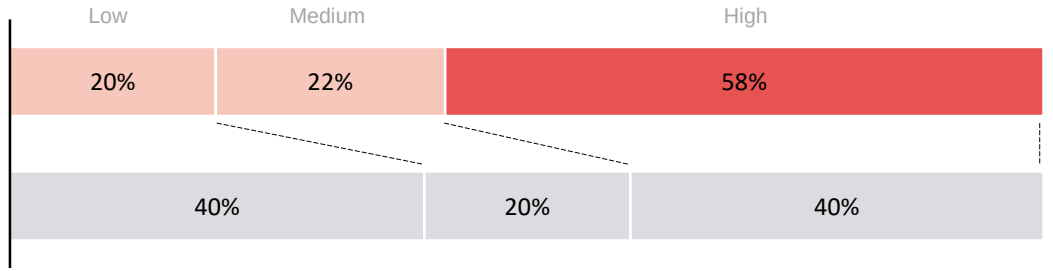
Self-perception

Networked Elites have a markedly positive outlook on their future, likely informed by their relatively wealthy status – they are also the least likely to be dissatisfied with the past five years. They view favorably their ability to effectively assimilate new tools and skills, and believe they are able to influence their circumstances. They have overall moderate-to-high self-esteem, but are notably less likely than average to have low self-esteem. They also seldom take the strongest positions, often less likely than average to score either highest or lowest in many measures.

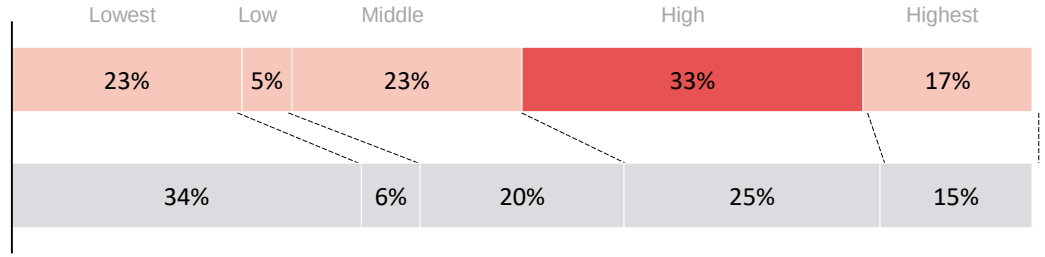
Networked Elites' locus of control is much more internal than average (58% versus 40%), and their self-efficacy is higher (50% versus 39% nationally). They link their decisions to personal outcomes, and are confident in their capacity to master new tools in pursuit of betterment.

They are significantly less likely than average to report low self-esteem, yet exhibit high self-esteem at only about the national average. They see themselves as doing well, but see room for improvement.

LOCUS OF CONTROL



SELF-EFFICACY



Networked Elites Pakistan Women

Psychology

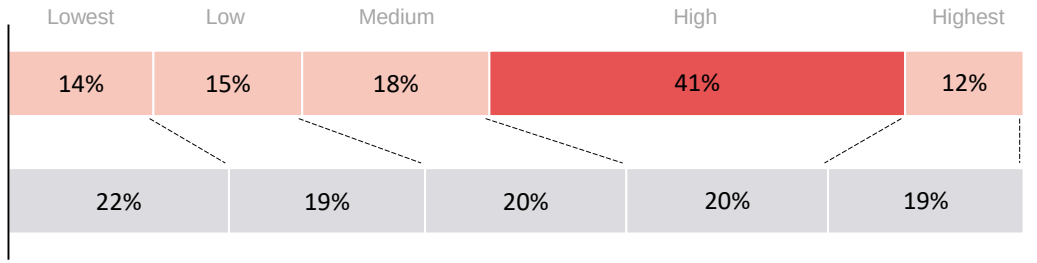
Self-perception

Their overall more positive attitudes toward the future (53% high-highest confidence versus 39% nationally) perhaps reflects a sense of control over their destiny, satisfaction with their position, and hope for even better outcomes. It is difficult to say whether they maintain this attitude in spite of or because of their lower-than-average decision-making role in the household.

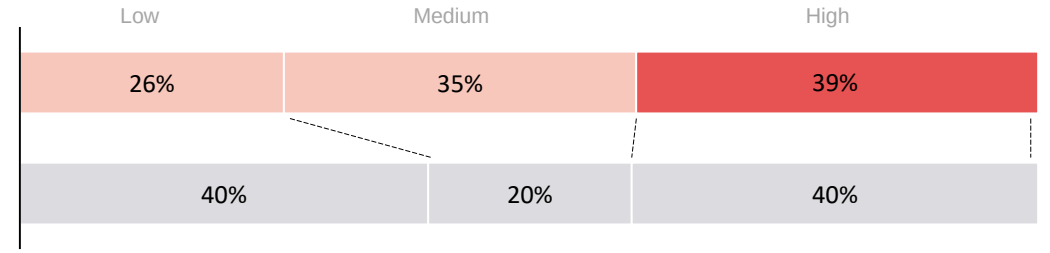
However they are the most unlikely segment to be dissatisfied with the past five years. Just 11% disagree to some extent that they are better off now than they were five years ago, against 30% for all Pakistani women.

Networked Elites are even less likely than average to disagree that men are better financial managers than women, at 15% against 18% average, suggesting they may place more trust in spouses or fathers to better their future than they place in themselves.

CONFIDENCE IN THE FUTURE



SELF-ESTEEM



Networked Elites Pakistan Women

Psychology

Conscientiousness, Impulsiveness, Openness

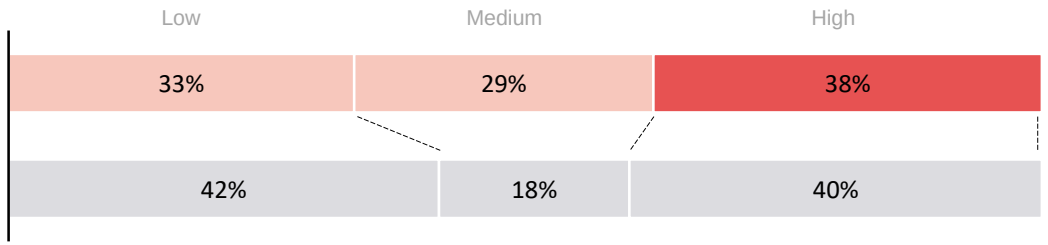
Networked Elites are more open to new experiences than average, and open overall, with moderate-to-high conscientiousness and likelihood of impulsive spending. Their relative wealth may allow them more latitude to try new things, and formal financial tools may help them mitigate their impulsivity.

Their conscientiousness is more likely to be high (38%) than low (33%), though a significant minority score medium levels (29%). Pakistani women, as a whole, are less likely to be conscientious (42% low versus 40% high). Just 18% of all Pakistani women score medium on conscientiousness.

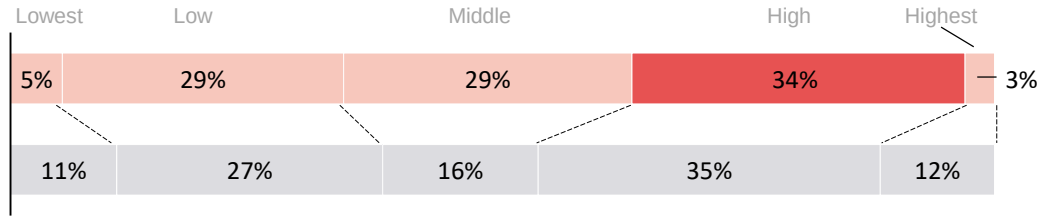
Their impulsivity is slightly more likely to be high (37%) than low (34%). Here this is consistent with the Pakistani female average (46% higher versus 38% lower).

Their high openness (51% high compared to 39% nationally) suggests curiosity and confidence and willingness to try out new strategies and solutions in pursuit of their goals**.** They may be an early adopter segment insofar as a lack of influence in household decision-making doesn't hold them back.

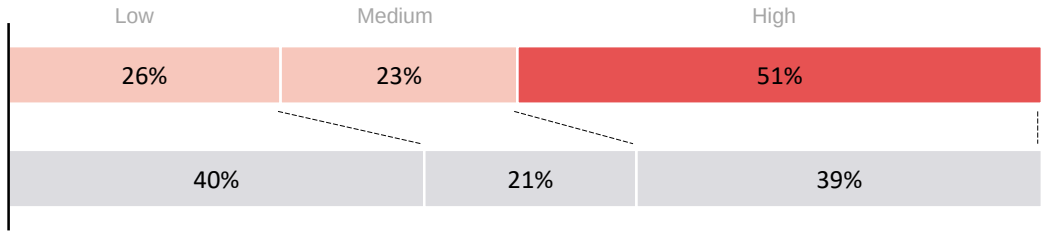
CONSCIENTIOUSNESS



LIKELIHOOD OF IMPULSIVE SPENDING



OPENNESS



Psychology

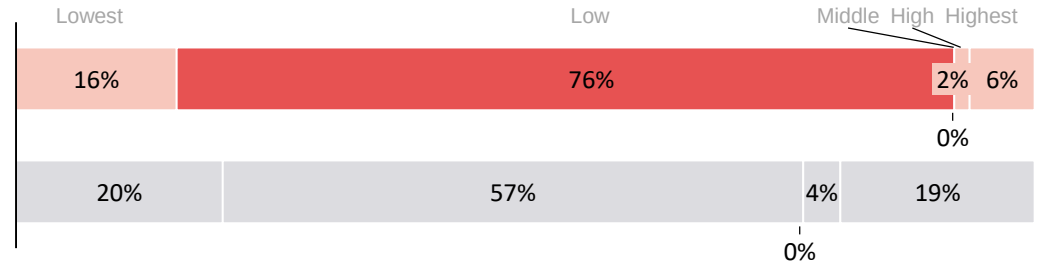
Financial Attitudes — Debt

Networked Elites are not particularly comfortable with debt, and do not see themselves as dependable. This may explain their lower propensity to borrow, along with their view of financial products as complex – credit products perhaps being more confusing to them compared to simpler savings products.

Their high openness does not extend to the way they approach debt. They are slightly more likely than average to have low or lowest comfort with debt (43% compared with 40% nationally). Just 12% have high or highest comfort with debt, far below the 26% average. This is strongly reflected in their limited and infrequent borrowing.

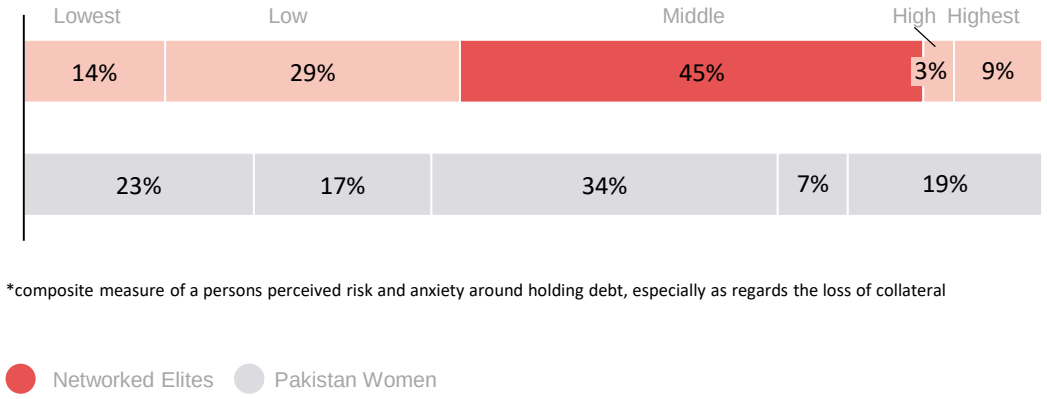
Networked Elites do not see themselves as dependable. They are the second least likely segment to see themselves as exhibiting high or highest dependability. Just 8% do so compared to 23% of Pakistani women on average. They are also slightly less likely than average to have the lowest perception of their dependability, however (16% compared to 20% average).

DEPENDABILITY



*composite measure of likelihood of fulfilling promises, returning favors, and looking for guidance from others in new situations

COMFORT WITH DEBT



*composite measure of a persons perceived risk and anxiety around holding debt, especially as regards the loss of collateral

Psychology

Financial Attitudes — Savings

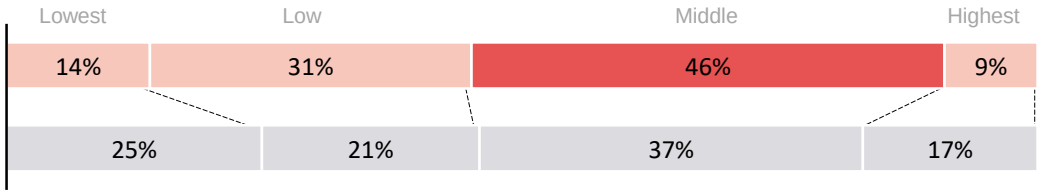
Networked Elites are moderately deliberate about their saving, but have low belief in earning enough to save – lower than average overall, though they are less likely to have the lowest level of belief. They also have limited belief in the safety of savings, though again they are less likely to have the lowest levels of belief. Still, they do indeed save and with multiple channels, suggesting a more ad hoc approach towards saving – though multiple channels may help them protect their savings.

Networked Elites are less likely than average to be highly deliberate in saving for a purpose (9% highly deliberate versus 17% nationally). True to form, they are also less likely to be the least deliberate. Indeed, although they are frequent and diversified savers, their planning behavior seems to lack strong direction. This suggests that they save more opportunistically and ad hoc.

Just 8% have high or highest levels of belief in having enough money to save (12% average). Again, they are clustered around those with low, rather than the lowest belief – 65% having low belief but 15% lowest (46% and 30% on average).

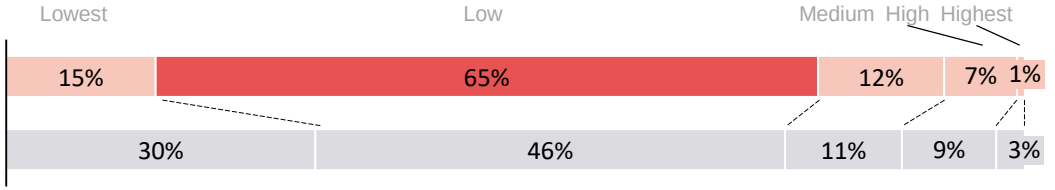
They also have limited confidence in whether their savings would be safe from the demands of others. 10% have higher confidence in this against 26% on average, while 66% have lower confidence against 58% on average. Again though, they are overall less extreme, with just 15% having the lowest belief.

SAVINGS DELIBERATENESS



*composite measure of a persons belief in the superior efficacy of saving for a specific purpose and the discipline with which they maintain the non-fungibility of money once allocated to a savings goal

BELIEF IN EARNING ENOUGH MONEY TO SAVE



*You make too little money to save it for anything.

SAFETY OF SAVINGS FROM OTHERS

Psychology

Trust in People

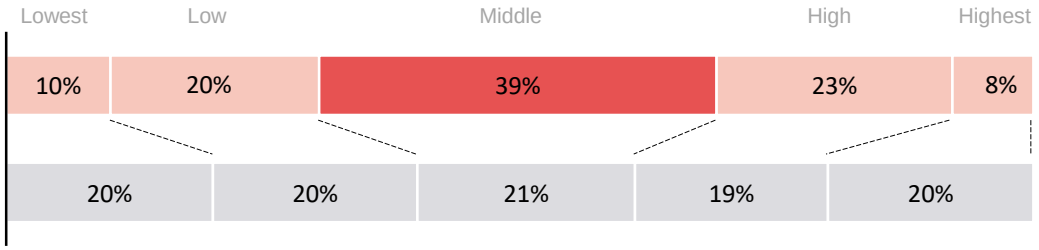
Notably, Networked Elites neither strongly trust nor strongly distrust people and report similarly ambivalent opinions about the equality of their communities and about their communities' willingness to invest in them. They are slightly less trusting than average of social financial networks, however, which may contribute in part to their lower rates of reliance on their network for money in emergencies and lower rates of managing money through family.

Networked Elites sit between those who particularly trust people in their community, and those who don't. Thirty-nine percent take a middle position — the largest proportion of any segment to do so. Furthermore they place third out of five segments for both having high trust (31%) and low trust (30%).

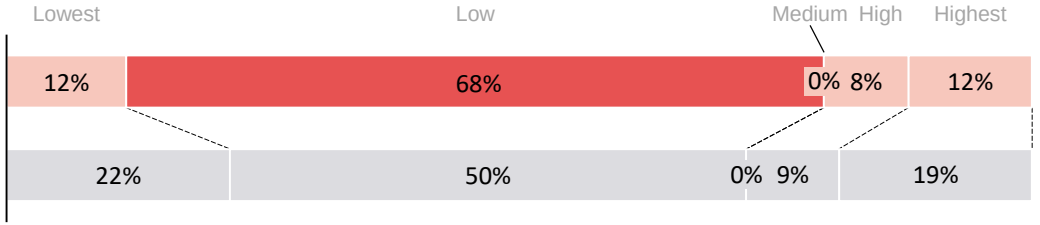
They also have low, but not lowest, breadth of trust in people. Over two-thirds, 68%, have low breadth (50% on average).

Middling trust in people and greater orientation towards formal borrowing and savings channels may lead them to maintain a lower-than-average trust in social financial networks. This does not stop them from using such networks, but may suggest they do so because of their utility or accessibility rather than out of enthusiasm.

TRUST IN PEOPLE

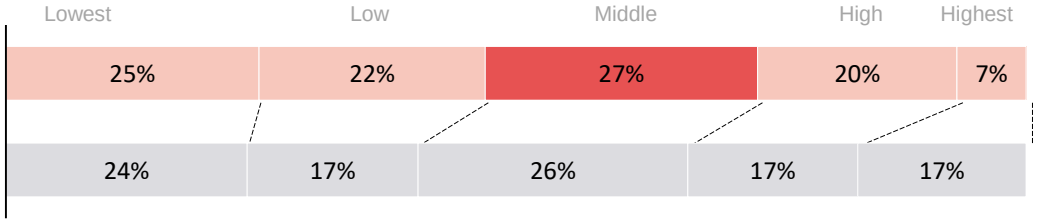


BREADTH OF TRUST IN PEOPLE



*composite measure based on relative level of trust in people with whom one has had long lasting relationships versus shorter term relationships, and feeling of security working with people one knows verses strangers

TRUST IN SOCIAL FINANCIAL NETWORKS



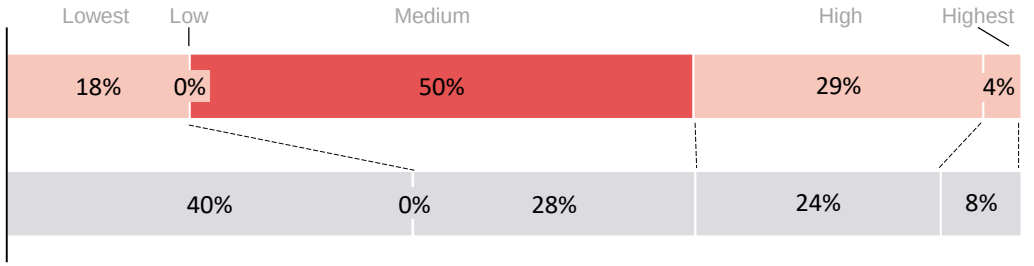
Psychology

Trust in People

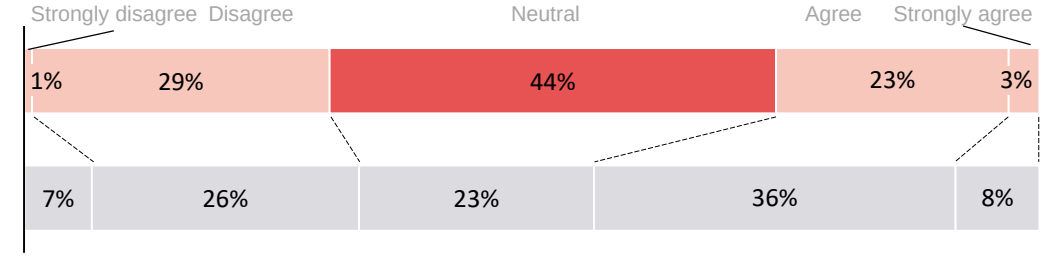
Networked Elites are the least likely segment to believe their communities are unequal (18% versus 40% nationally). They are the third-most likely segment to agree or strongly agree that their communities are equal and score very close to the average for Pakistani women on that count.

They also tend to take a middle view on their communities' willingness to invest in their family, with the second-highest neutral score among segments. However, they are the least likely to believe strongly that their community would not provide support.

PERCIEVED COMMUNITY EQUALITY



BELIEF IN COMMUNITY SUPPORT FOR BUSINESS AND SCHOOOL FEES



Networked Elites Pakistan Women

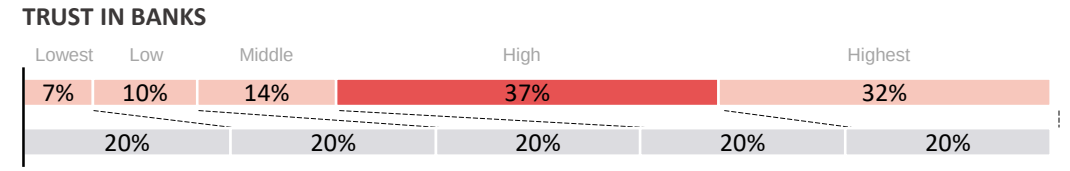
Psychology

Trust in Institutions

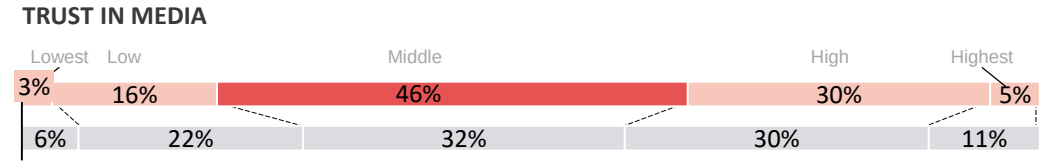
Networked Elites are more trusting toward banks than any other segment and are the least likely to have the lowest trust in government. They show the same ambivalence toward their trust in media and respect for authority as they do toward their trust in people.

They are the most likely segment to view banks as trustworthy (70% report high to highest trust versus 40% nationally), and the least likely to exhibit low to lowest trust in banks (17% versus 40% nationally). It is noteworthy that Networked Elites' tendency towards moderate views is absent in their high trust in banks. This suggests a likely desire to move household finances towards formal tools and indicates a clear opportunity for FSPs.

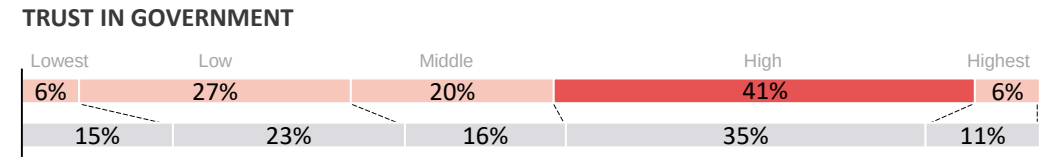
Their trust in media and government and their respect for authority are all relatively middling. They are the least likely segment to report lowest trust in both media and government and are also less likely than average to report highest trust in these groups. Similarly, they are more likely than any other segment to report middle trust in media and medium respect for authority.



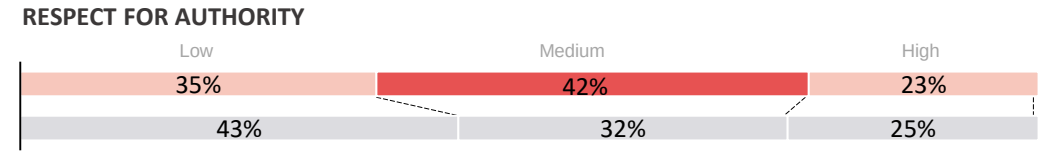
*composite measure of belief in security of bank deposits, clarity of bank terms, comfort taking loans, and belief in customer centricity of banks



* Generally, what is reported in the media is accurate.



* I can trust the government to act in my best interest.



*composite measure of belief in benefit on close supervision on workers productivity and degree to which children should be allowed to disagree with parents

Gender Roles

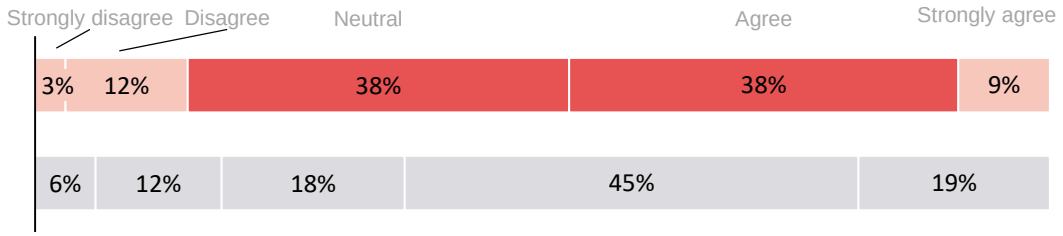
Nearly half of Networked Elites believe that men are better financial mangers than women, yet they feel less strongly about this than Pakistani women as a whole. This may portend a changing attitude on this topic. Nearly all Networked Elites believe that husbands and wives should know each other's financial affairs and feel that boys and girls should be educated in the same way about finance. They are slightly more likely than average to perceive a lack of gender-bias in loan decisions and are more or less neutral about whether women understand new technology better than men.

Nearly half of Networked Elites (47%) feel that men are better financial mangers than women, compared to 64% of women nationally. However, in line with their more moderate views, only 15% disagree with this statement compared to 18% of women nationally.

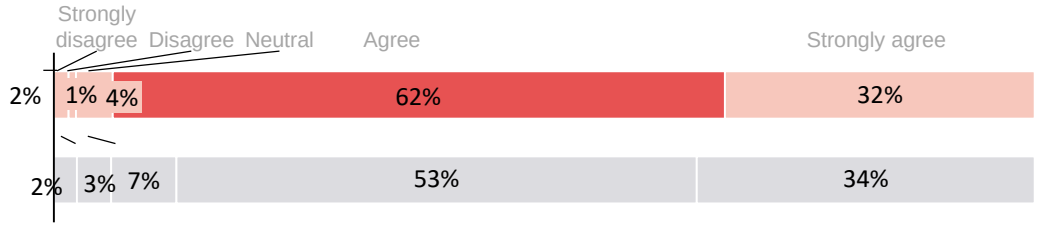
Nearly all (94%) feel wives and husbands should know about each others' financial affairs compared to 87% of women nationally. With their relative wealth but low likelihood to make financial decisions in the household, they may feel a desire to have an understanding of the household finances.

Similarly, 92% feel that girls and boys should be educated about finance in the same manner compared to 86% of women nationally.

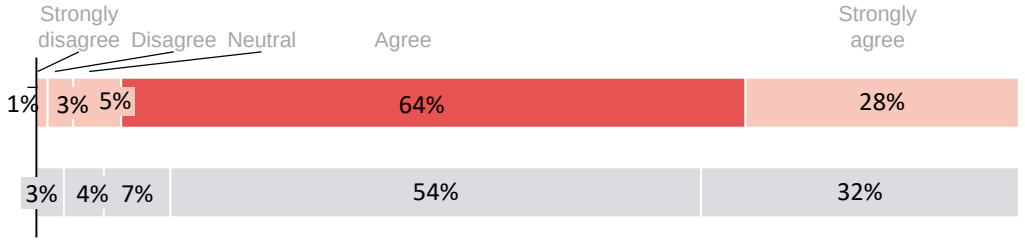
MEN ARE BETTER FINANCIAL MANGERS THAN WOMEN



WIVES AND HUSBANDS SHOULD KNOW EACH OTHER'S FINANCIAL AFFAIRS



GIRLS AND BOYS SHOULD BE EDUCATED ABOUT MONEY IN THE SAME WAY

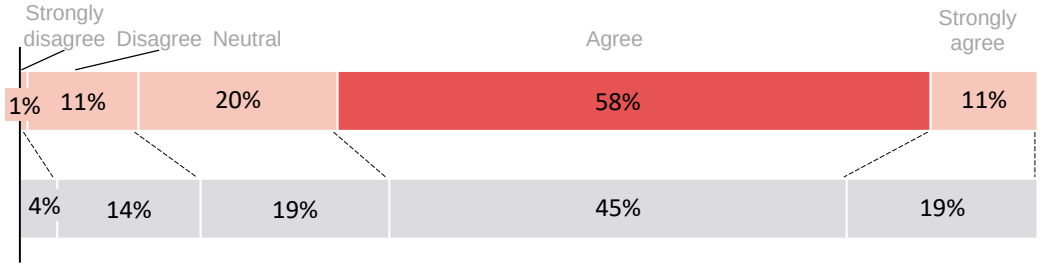


Gender Roles

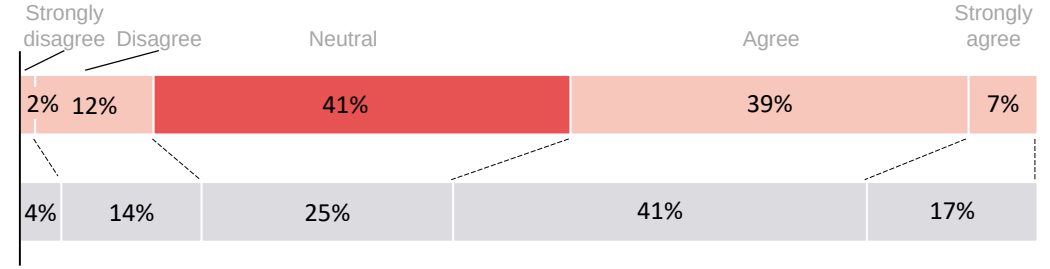
Over two-thirds (69%) of Networked Elites agree outright that gender would not affect the consideration of a loan application compared to 64% nationally. As a relatively wealthy segment that trusts banks and uses them more often than average, (though still only 6% borrow through formal financial institutions), it is possible that this does reflect their experience.

Networked Elites are relatively moderate in their opinions as to whether women understand new technologies better than men. Forty-six percent agree or strongly agree with this idea compared with 57% of all Pakistani women, while 41% are neutral compared to 25% on average. This may reflect their own comfort with technology as much as their views on gender equality.

WHEN APPLYING FOR A LOAN, THE GENDER OF THE APPLICANT DOES NOT INFLUENCE WHETHER THE LOAN IS GRANTED



WOMEN UNDERSTAND NEW TECHNOLOGIES BETTER THAN MEN



Networked Elites Pakistan Women

OPPORTUNITY

How might we translate Networked Elites' trust for financial institutions into regular use of formal channels that build greater collaboration and information-sharing within households?

Design Principles

Create products and services that:

- Build in integrations at the POS (Point of Sale) for favorite merchants to add relevance to products
- Offer digitally-enabled features such as internet banking for greater relevance and convenience
- Integrate regular nudges and incentives to encourage regular engagement
- Offer premium features such as account insights that inform as well as drive appetite for better financial management tools

Engage through:

- Existing Bank Accounts — Introduce value propositions in new ways and regularly refer to the value added throughout the user experience.
- Social Themes and Networking Options — Incentivize friend referrals, for example.
- Educational and Proactive messaging — Integrate information sharing tools such as account insight push notifications, e.g., “You spent 2,000 PKR this month on entertainment!”

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