

Voices

Information Brief

Vol.26 No.2 June 2015



BANKING

Which Of These Electronic Banking Services Do You Currently Use?



ATM



MOBILE MONEY



POINT OF SALE

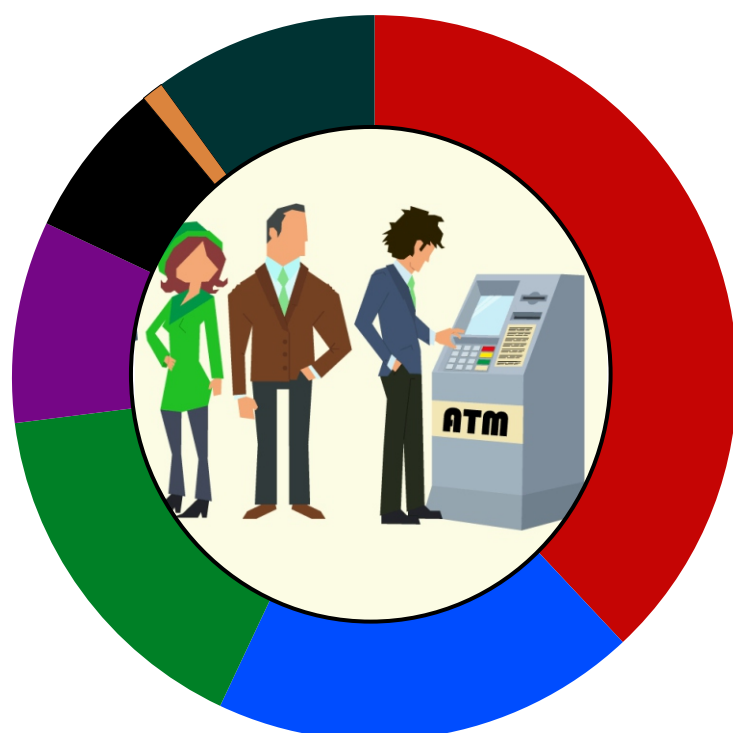


INTERNET BANKING



CREDIT CARD

How Often Do You Use ATM Services?



KEY

38%	More Than Once A Week
19%	Once A Week
16%	Once A Month
9%	Twice A Month
7%	Three Times A Month
1%	Once In 2 Months
10%	Rarely Use ATM

Survey Methods

The opinion poll was conducted in April 2015. It involved telephone interviews of a random nationwide sample. 1,500 randomly selected phone-owning Nigerians aged 18 years and above, representing the six geopolitical zones in the country, were interviewed. With a sample of this size, we can say with 95% confidence that the results obtained are statistically precise - within a range of plus or minus 2.5%

About NOIPolls

NOIPolls is the *No. 1 for credible country-specific polling services in the West African region*. We partner with Gallup USA to develop opinion research in Nigeria. We deliver forward-thinking research and relevant data on public opinion and consumer markets on a range of topics. We enhance the activities of decision makers across all the vibrant sectors of the Nigerian economy.

We partner with policy makers, governments, donor agencies, civil societies, corporate organisations and the media to enhance their data set of information, ultimately adding value to their output.

We have four core area of competence: **Polling, Analytics, Databank Management, and Strategy**

About Business Day Media

BusinessDay, established in 2001, is a daily business newspaper based in Lagos, Nigeria. It is the only Nigerian newspaper with a bureau in Accra, Ghana. BusinessDay Media Ltd is the leading medium for up-to-date news and insightful analysis of business, policy and the economy in Nigeria, a critical decision-making tool for investors and managers. It provides unbiased news and informed analysis on politics, governance, social and economic trends.

Get in touch with us on our different media platforms



www.facebook.com/NoiPolls



www.twitter.com/noipolls



www.linkedin.com/pub/noi-polls-limited/



youtube channel: NOIPolls

4 Dep Street, Off Danube Street, Maitama, Abuja.

Tel: +234 (0) 9 290 4162

Email: enquiries@noi-polls.com

This poll was conducted by NOIPolls on behalf of Business Day Media

