Q: How are the research results similar or different when compared with poor households?

A: The statistics indicating digital and financial enablement of poor households in India, i.e., use of smart phone, ownership of bank account, and literacy levels, are much lower for poor households as compared to the emerging middle class. Further limited financial capacity of poor households also restrains their cognitive and financial ability to own and use technology. Hence, we expect difference in terms of all six dimensions: awareness, access, interest, evaluation, usage, and trust. The awareness, access, and interest in DFS of a poor household is expected to be much lower than that of an emerging middle-class household. However, if providers are able to find a compelling use or in the case of a mandate from government, these households are likely to adopt DFS more quickly than an emerging middle-class household.

Q: What was the income range for EMC in the study?

A: Annual household incomes were 2,500-15,000 USD.