

Understanding the Investment Potential of the Nigerian Diaspora

Results of the Commonwealth
Diaspora Investor Survey
Country Report



The Commonwealth

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Diaspora Investor Survey



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The Commonwealth Diaspora Investor Survey – Country Report Series draws directly from the main report “Understanding the Investment Potential of the Commonwealth Diaspora: Results of the Commonwealth Diaspora Investor Survey”. That report lays out the aggregate results of the Commonwealth’s flagship Diaspora Investor Survey. The survey looked at investment practices and preferences of six Commonwealth diaspora communities living in the UK – Bangladesh, Fiji, Ghana, Jamaica, Kenya, and Nigeria. This series focuses on the results for each country.

Titles in this series:

- Understanding the Investment Potential of the Bangladesh Diaspora
- Understanding the Investment Potential of the Fijian Diaspora
- Understanding the Investment Potential of the Ghanaian Diaspora
- Understanding the Investment Potential of the Jamaican Diaspora
- Understanding the Investment Potential of the Kenyan Diaspora
- Understanding the Investment Potential of the Nigerian Diaspora

For more information about this report and the Commonwealth Secretariat’s work in this area, please email DiasporaSurvey@commonwealth.int

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Executive Summary

Little is known about diaspora interest in savings and investments, as only a small number of surveys exist. To address this knowledge gap, the Commonwealth Secretariat commissioned this survey to provide robust evidence for stakeholders aiming to leverage diaspora capital. The survey, undertaken between October 2017 and March 2018, focused on diaspora communities in the UK from six Commonwealth countries – Bangladesh, Fiji, Ghana, Jamaica, Kenya, and Nigeria. The questionnaire examined diaspora savings and investments in their countries of origin and covered current practices and motivations, obstacles to saving and investment, addressing obstacles and other incentive mechanisms, and preferences for future saving and investment. This report provides the survey results for Nigeria.

Overall, the results of the survey suggest that financial connections between diaspora members and Nigeria are common. Seven in ten (70%) of those interviewed report that they have sent money to friends or family in Nigeria in the last year. Financial connections tend to be informal, with diaspora members significantly more likely to report sending remittances than to say that they currently hold a saving or deposit account in Nigeria. Two in five (21%) report that they hold stocks and shares in Nigeria, although only a small minority say that they currently hold other financial products such as insurance or pensions products or government bonds. Both quantitative and qualitative findings suggest that Nigerian diaspora members are motivated by emotional and social drivers such as benefitting friends and family as well as the desire to prepare for their eventual re-settlement in the country.

However, despite a majority of respondents expressing an interest in investing in Nigeria, two in five report that they currently hold no form of saving or investment in the country. This mismatch suggests that there is a gap between investment interest and practice. It is clear from both quantitative and qualitative findings that for diaspora members a range of issues present a barrier to saving and investment which must be addressed if this gap is to be closed. Corruption is perceived to be a particularly significant obstacle, with over half of all those interviewed saying that this must be the priority for government to tackle – almost double those who say the same for all other issues. Qualitative discussions with business owners and professionals suggested that perceptions of corruption fed into a broader sense of insecurity, exacerbating concerns around potential risk to investments.

Despite this, there appears to be considerable interest in saving and investing in Nigeria. Over half of diaspora members express an interest in setting up a business, whilst two in five say that they would be interested in investing in the stock market. In qualitative discussions, interest in entrepreneurship was widespread, and many noted the wealth of opportunities that Nigeria has to offer to the potential investor. It is notable, however, that those who do not currently have savings or investments in the country are much more likely than those who do to say that they are unsure when it comes to investment preferences, suggesting that there is a real opportunity to raise awareness of potential investment opportunities amongst the Nigerian diaspora.

COMMONWEALTH DIASPORA

INVESTOR SURVEY OVERVIEW

NIGERIA

CURRENT PRACTICE:



70%

Sent money to
family / friends

36%

Donations
in kind

25%

Financial donations
to religions /
charities



26%

To invest in social and
economic development



17%

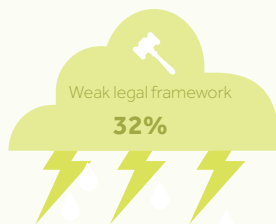
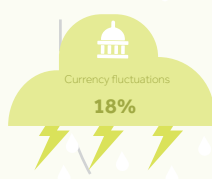
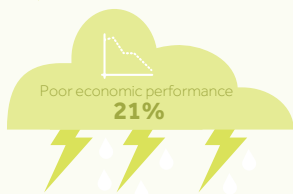
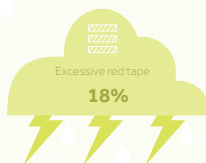
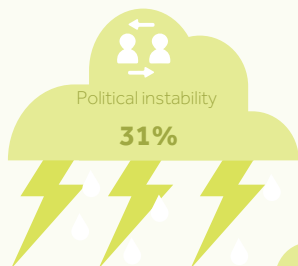
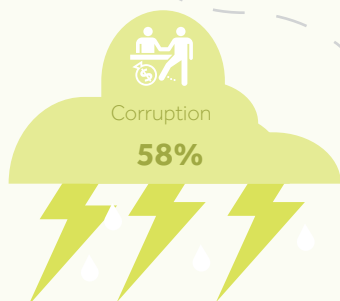
to improve my financial
circumstances



79%

to benefit family &
friends

OBSTACLES:



Have savings /
deposit accounts

42%

Own a business or have
one with a partner

21%

Don't have any form of
saving or investment

36%

ADDRESSING OBSTACLES AND INCENTIVES:

41%

Economic incentives

37%



Improved technological
solutions

26%

Opportunities to
support move to
this country

23%



Forums to share
information to
investors &
stakeholders

21%



Special
economic
rights

18%



Greater
government
recognition

17%



Project that I or
my family
benefit from

SECTORS INTERESTED IN:

41%
Property /
Real estate



26%
Education



25%
ICT



25%
Agriculture / forestry
/ fishing



23%
Finance and Insurance



19%
Health



17%
Accommodation
/ food services



17%
Professional, scientific
and technical



15%
Retail



14%
Business Admin



TYPES OF SAVING /INVESTMENT INTERESTED IN:

56%
Setting up own
business



40%
Investing in
stock market



35%
Savings/deposit
accounts



35%
Government
Bonds



17%
Pension
Products



15%
Insurance
Products



LOCATION INTERESTED IN:



42%
Home
town / city



34%
Region



34%
Capital city

RETURNS:

%
would reinvest
financial
returns in
Nigeria



%
would bring
financial
returns back to
the UK



%
with no
preference /
unsure



PREFERENCES FOR FUTURE SAVING AND INVESTMENT:

9%
not interested in
investing in Nigeria

21%
no preference
/ unsure

70%
interested in investing
more in Nigeria



Introduction

The flagship Commonwealth Diaspora Investor Survey aims to generate a robust, evidence-based understanding of the potential to increase diaspora investments and savings in Commonwealth countries. Little is known about diaspora interest in savings and investments, as only a small number of surveys exist. To address this knowledge gap, the Commonwealth Secretariat commissioned this survey to provide robust evidence for stakeholders aiming to leverage diaspora capital.

The survey, undertaken between October 2017 and March 2018, focused on diaspora communities in the UK from six Commonwealth countries – Bangladesh, Fiji, Ghana, Jamaica, Kenya, and Nigeria. These countries were selected because they have significant diaspora populations in the UK¹, their governments are actively seeking to engage their diaspora, the countries span the Commonwealth regions, and represent both large and small states.

The objectives of the Commonwealth Diaspora Investor Survey were to understand three key areas:

- *The current practices and motivations of diaspora communities in channelling finance to their countries of origin² for savings and investments.* To achieve this objective, there were questions assessing the type and volume of financial assistance provided as well as why diasporas choose to save and invest back home
- *Whether diaspora communities would like to provide greater financial assistance to their home countries, and if so, what financial products they would prefer.* For this objective, questions examined the degree to which members of country diasporas would like to provide greater assistance to their countries of origin, and their preferences, for e.g. type of financial instrument, sectoral focus, length of investment etc.
- *The obstacles restricting diaspora savings and investments and the appropriate remedial policy action to incentivise these flows.* Here, there were questions identifying the reasons that prevent or restrict saving and investing, and potential policy actions that might encourage greater saving and investment.

This report provides the results of the survey for Nigeria and, along with *Understanding the Investment Potential of the Commonwealth Diaspora*, the summary report giving aggregate total results across all six countries, provides the evidence base for shaping the Commonwealth Secretariat's diaspora finance work programme (forthcoming). These results will be particularly useful for recommending diaspora policy for the Nigerian government, including the potential for small and medium enterprise/venture/impact investment. Initial thinking on implementation modalities of the Secretariat's forthcoming diaspora work programme include direct technical assistance and knowledge exchange including through South-South cooperation, as well as through the development of toolkit(s), which can guide practical implementation. The results of this survey will be a crucial guide for these implementation modalities.

The report first presents an overview of the survey methodology and sample, followed by the survey results, which are presented in order of the category of questions asked: 1) Current practice and motivations, 2) Obstacles to saving and investment, 3) Addressing Obstacles and other incentive mechanisms, and 4) Preferences for future saving and investment. A detailed technical note and the raw aggregate data are presented in the appendices.

¹ Please see technical note for further detail.

² We use "country of origin" here as a broad reference to the country to which the respondent may have ties, but recognising that they may identify as British, as a national of one of the 6 identified countries, or identify with both countries. We also recognise that through marriage or other family connections there may be further national loyalties than simply the UK and "country of origin".

Overview of Survey Methodology and Sample³

Methodology

To meet the objectives of the survey, the methodology consisted of two phases.

Phase 1: Quantitative Survey

The first phase was an online survey consisting of 32 questions, including two open questions. Opportunity sampling was used with the aim of achieving a target sample size of 100 responses per country, as the minimum robust sample size achievable. Contact details for diaspora networks were provided by the High Commissions, and the Commonwealth Secretariat's communications team also promoted the survey.

Phase 2: Qualitative Discussion Groups

The second phase was a series of discussion groups. Two discussion groups were conducted per country. One set was conducted among respondents who expressed interest in taking part via the quantitative survey - 'Professionals' - and one set among individuals identified by the countries' High Commissions as being part of the business community - 'Business Owners'. While the qualitative stage had been intended to follow on from the quantitative stage, smaller than anticipated sample sizes meant that the quantitative fieldwork period was extended, and qualitative groups run concurrently. Telephone interviews were used where availability was more restricted among the 'Business Owner' group.

Demographic Makeup of Quantitative Survey Sample

The demographic makeup of the quantitative survey sample can be found in the technical note in Appendix 1. As the sampling has predominantly been on an opt-in basis, it is important to note that the sample is not representative of the diaspora populations in the UK. For all individual country reports, 50 was set as the minimum sample size required for sub-group analysis. The sub-group that qualified for analysis in this report is the following:

Current investment practice:

Currently hold savings/investments in Nigeria (99)

Do not have savings/investments in Nigeria (56)

Demographic Makeup of Qualitative Sample

The qualitative sample was split between those who are business owners and those who are not business owners from each country diaspora, with age, gender, education level, relationship with country of origin and date of arrival in the UK to fall out. Two focus groups were held per country, one mini-group with business owners, and one full-size group with non-business owners. The sample size for non-business owners ranged between 3-8 for each country, whereas the sample size for business owners ranged between 2-5.

3 See technical note in Appendix 1 for further details.

Survey Results

Current Practice and Motivations

Nigerian diaspora members generally have strong financial connections to the country, with the majority reporting that they send money to friends or family, and only a small minority saying that they have sent no support to Nigeria in the past year. However, financial connections tend to be informal, with diaspora members significantly more likely to report that they send remittances to friends and family in Nigeria than to say that they currently hold a savings or deposit account in the country. Over one-third say that they have none of the saving or investment products listed.

Both quantitative and qualitative findings suggest that Nigerian diaspora members are motivated by emotional and social drivers such as benefitting friends and family and the desire to contribute to Nigeria's social and economic development.

Current practice: Types of support

The majority of Nigerian diaspora members say that they have supported Nigeria in the last year by sending money to family and friends, with only a small proportion saying that they have sent no support to Nigeria over the last year.

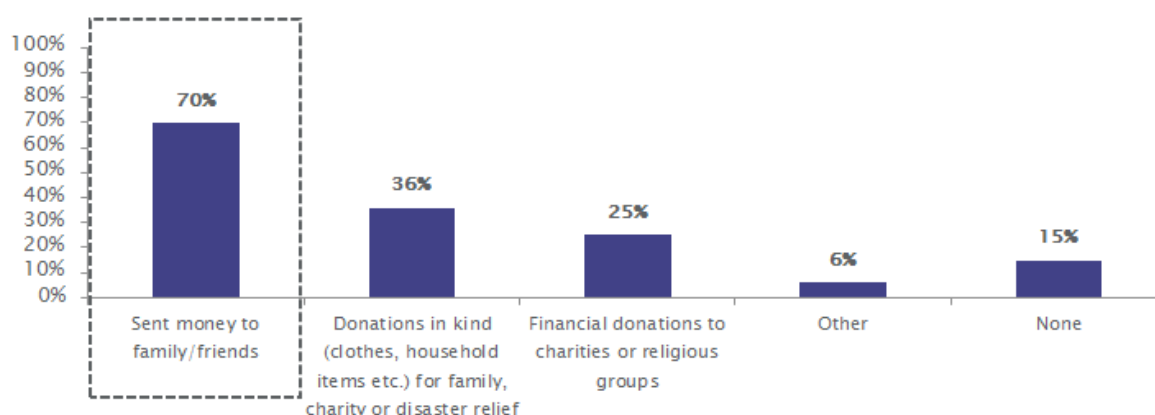
Remittances sent to family and friends are the most common form of support amongst diaspora members over the past year, with seven in ten (70%) saying that they have supported Nigeria in this way. Other forms of support, such as donations in kind (36%) and financial donations to charities or religious groups (25%) are also common. Only a small minority (15%) report that they have not sent any support to Nigeria in the past year.

In qualitative discussions, diaspora members reported that the practice of sending remittances to family and friends is common. Several reported that they had dependent family members or friends in Nigeria, for whom the money they send takes care of essential needs such as healthcare.

"I had a relative that I gave money to. I gave him, like, £2,000 when naira was 600, whatever, and any time I needed to give somebody money I just send him a message on WhatsApp to say, 'Can you credit somebody?'. I always pull his leg, I say, 'Your family banking is very honest.' - Participant of the Nigeria Professionals Focus Group

"It's not just about sending money. Most of my money goes to people that are ill, relatives that are ill, they had to pay a hospital bill." - Participant of the Nigeria Professionals Focus Group

Showing % that have supported Nigeria in the following ways



Q. How have you supported Nigeria in the last year? Base: All respondents (n=155)

Notably, diaspora members who currently hold savings or investment in the country are significantly more likely than those who do not currently do so to say that they have supported Nigeria by sending money to family and friends (82% vs 50%), donations in kind (43% vs 23%) and financial donations to charities or religious groups (31% vs 13%).

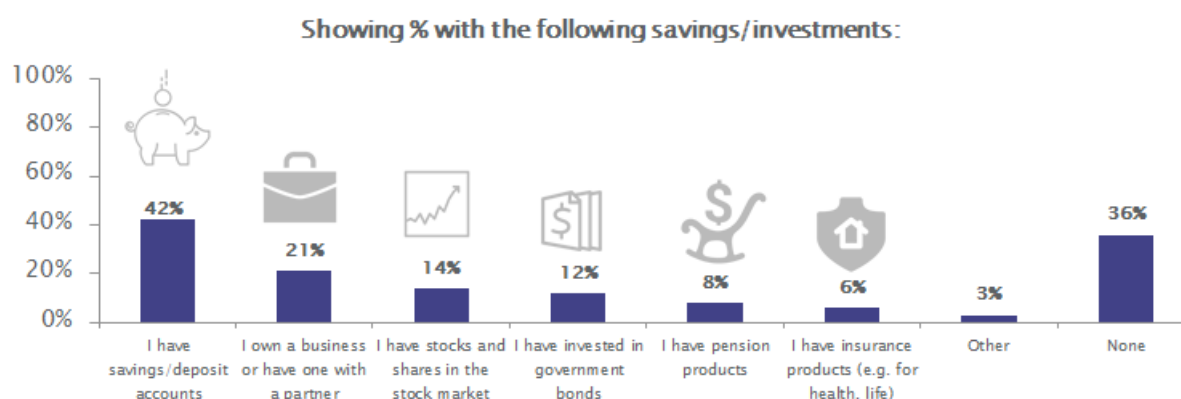
Current practice: Types of savings/ investments

A plurality of diaspora members report holding savings or deposit accounts in Nigeria, considerably more than say they hold other forms of savings and investments.

Only a small minority say that they have pension products (8%) and insurance products (6%), while over a third (36%) of diaspora members say that they do not currently hold any saving or investments in Nigeria.

In discussion groups with both business owners and professionals, diaspora members reported less formal means of saving and investment such as investment in property or land, often via networks of family and friends. Similarly, although some said that they use banking methods to send money, the use of new online transfer companies such as Flutterwave or Paystack was also felt to be common.

"There were billions of pounds, or millions of pounds



Q. What savings or investments do you currently hold in Nigeria? Base: All respondents (n=155)

Around two in five diaspora members interviewed (42%) say that they have a saving or deposit account in Nigeria, the most common form of saving or investment held. Just one in five say that they own a business (21%), whilst one in seven report holding stocks and shares (14%) and one in ten invest in government bonds (12%).

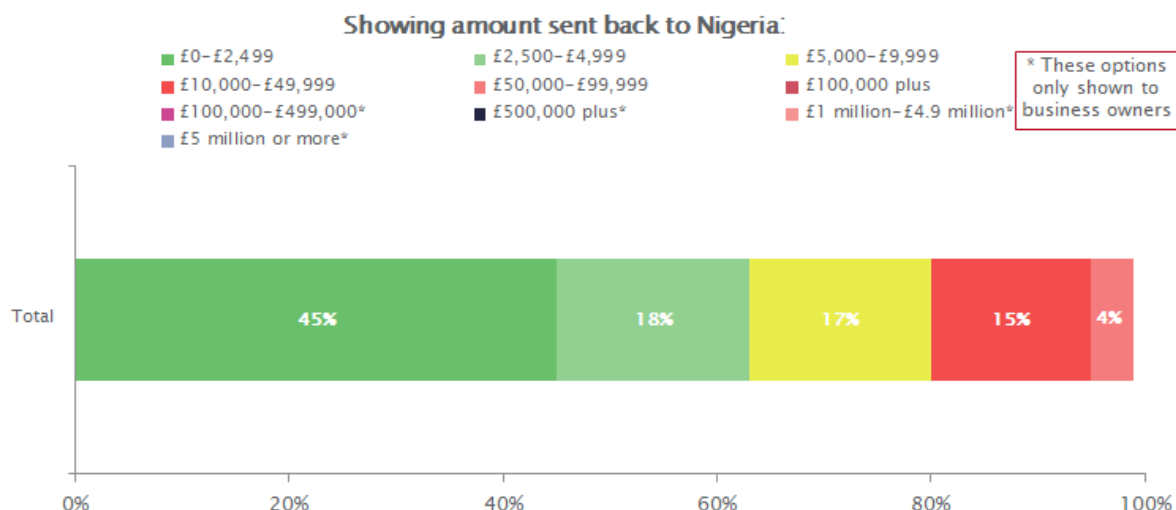
going into Nigeria, which are not going through any formal system. Even when we had Azimo, an eastern European guy set it up, they do really good rates, reasonably good rates, almost like what we call, like informal rates going to Nigeria and the Nigerian government stopped it." – Participant of the Nigeria Professionals Focus Group

Current practice: Amounts sent back to countries

Diaspora members are most likely to have sent under £2,500 to Nigeria over the last year, with only a very small minority reporting that they have sent £50,000 or more.

In discussion groups, business owners reported that transferring larger sums of money between the UK and Nigeria was difficult, suggesting that this may be one constraint that prevents those from the business community saving or investing more.

"[It's] quite a long process, quite difficult to



Q. How much money in total did you send to Nigeria in the last year (includes support for others as well as for your own savings and investment)? Base: Total (n=155)

Close to half (45%) of diaspora members say that they have sent £2,499 or less to Nigeria over the last year, whilst around one in six say that they have sent £2,500 - £4,999 (18%), £5,000-£9,999 (17%) and £10,000 - £49,999 (15%). Only a very small minority say that they sent more than £50,000 last year (4%). No diaspora members interviewed report that they have sent over £100,000 to Nigeria in the last year.

Diaspora members who currently hold savings or investment in Nigeria are more likely than those who do not to say that they sent larger sums of money. For example, 23% report that they have sent £10,000-£49,999 in comparison to just 2% of those who do not currently have savings or investment in Nigeria.

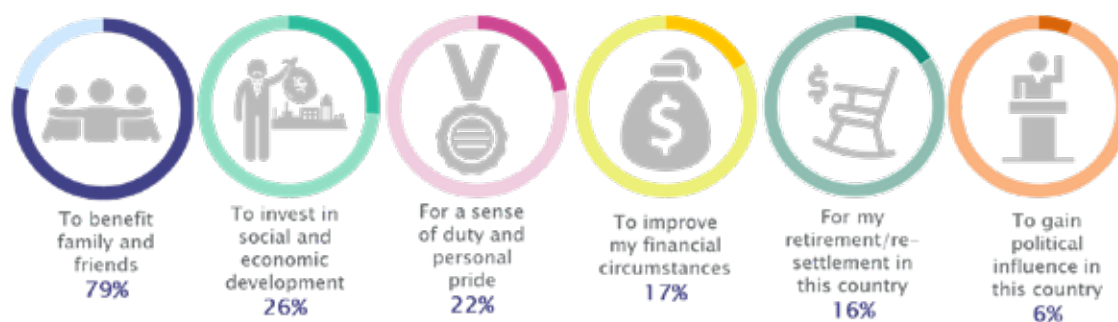
exchange naira for pounds if it's ten thousand pounds or more. I don't use naira unless I'm in Nigeria." – Participant of the Nigeria Business Owners Focus Group

"I can definitely relate to the problems. One of the things I want to do is to make it easier to transfer money back and forth. There are applications that are around to try and improve that. I usually use friends, informal transfers. It's ok for me, but it's not a proper solution." – Participant of the Nigeria Business Owners Focus Group

Current practice: Reasons for sending money

The most common reason for diaspora members sending money to Nigeria is to benefit family and friends, although a considerable minority also report that they send money to invest in social and economic development.

Reasons for sending money to Nigeria



Q. Why do you send money to this country? Base: All respondents who send money to Nigeria (n=135)

The Nigerian diaspora are most likely to send money for the benefit of family and friends, with four in five (79%) saying this. Around a quarter (26%) say they send money in order to invest in social and economic development (26%), and one in five (22%) say that they do so for a sense of duty and personal pride. Just 17% say that they send money in order to improve their financial circumstances, with only 6% saying that they do so in order to gain political influence.

The importance of social and emotional drivers was also reflected in discussion groups. Many diaspora members reported having a strong connection to Nigeria, whether or not they were born in the country. As such, many reported a desire to see the social and economic impact of their investments, whether for immediate relatives, or the country as a whole.

"When I send money home, I wanted to do a family business, not for myself but just to help people that are not youth, the unemployed and to provide food and so on, to increase every culture. The money that I put, is very cultural."— Participant of the Nigeria Business Group Owners Group

Obstacles to Saving and Investment

Governance and financial issues feature prominently as barriers to diaspora investment or saving in Nigeria. Corruption is perceived to be a particular obstacle, reported by seven in ten diaspora members, although two in five also report

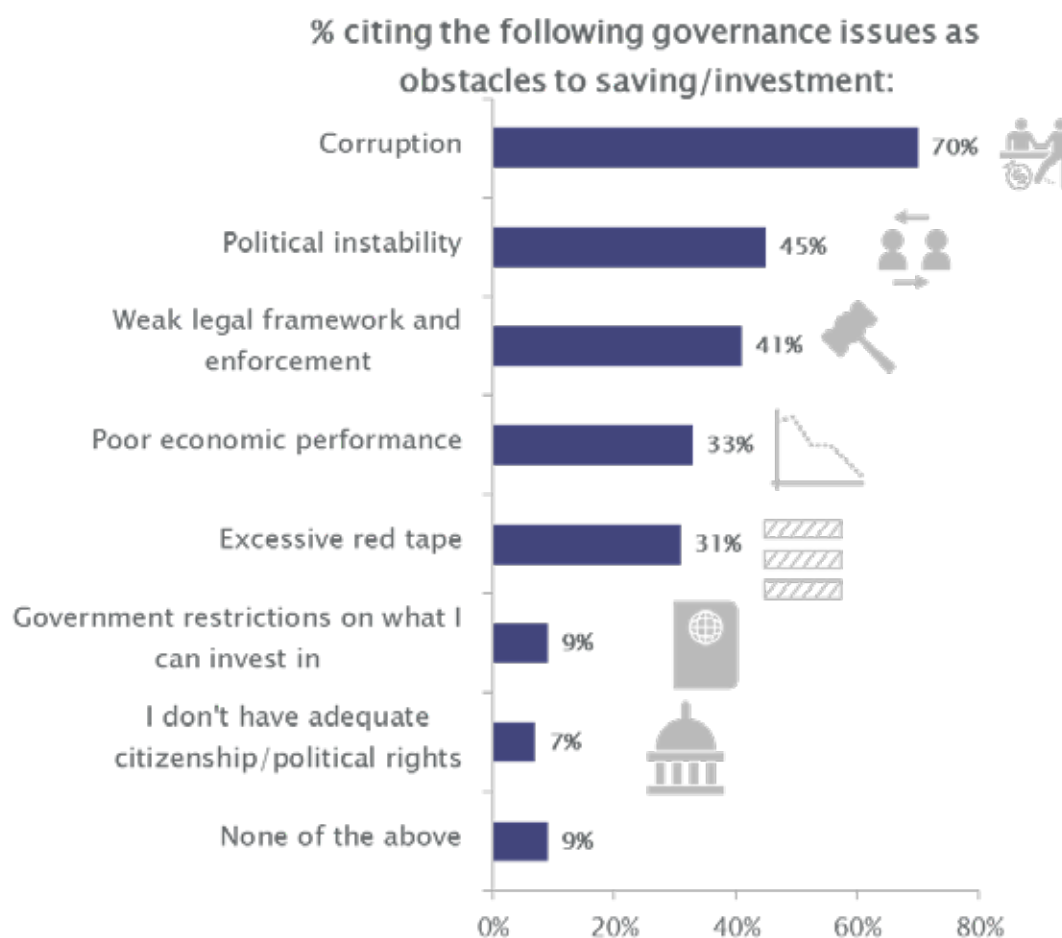
that political instability and a weak legal framework and enforcement prevent them from saving and investing in Nigeria. Financial system issues are also perceived to present a barrier to saving and investment, in particular currency fluctuations and an overall lack of stability and security.

Qualitative findings support those of the quantitative survey. Both business owners and professionals emphasised that political and financial instability undermined trust and exacerbated concerns about risk from potential diaspora investors.

Obstacles to savings/investment: Governance issues

A majority of Nigerian diaspora members say that corruption is the governance issue that prevents saving and investment, although significant minorities also say that political instability and weak legal frameworks and enforcement also pose an obstacle.

Seven in ten diaspora members (70%) say that they see corruption as a governance issue that presents an obstacle to saving and investment in Nigeria, while over two in five say the same of political instability (45%) and weak legal frameworks and enforcement (41%). A third (33%) say that poor economic performance prevents them from saving



Q. What governance issues prevent you from saving and investing (more) in Nigeria? Base: All respondents (n=155)

or investing in Nigeria, with one in three (31%) saying that excessive red tape presents a barrier to doing so.

In qualitative discussions with professionals, diaspora members reported that lack of trust in government was a central barrier to saving and investing in Nigeria. Several held the opinion that political instability or corruption is damaging the Nigerian economy, emphasising that whilst business investment was relatively easy to make, a lack of security means investment is often at risk. Others focussed more on the culture of governance, which was felt not to promote initiatives or opportunities for investment.

"You could make a lot of money if everything goes well, but there are so many things that will not go well, the probability of you losing all your money." - Participant of the Nigeria Professionals Group

"[It's] 100% down to just silly government policies. The government of Nigeria could solve its foreign reserve problem using its Diaspora, because even highly cynical people like me, we want to invest in Nigeria." - Participant of the Nigeria Professionals Group

"There is an internal dynamic that creates these problems. It's not something coming from outside. There are people making money from the problems. You can tell when there's something happening in Abuja, because the price of dollars will go up, because Nigerian politicians are buying dollars to bribe each other." - Participant of the Nigeria Professionals Group

"[The] diaspora shouldn't have to just conform to the Nigerian way – Nigeria should be welcoming them. Economics goes with the mind and the mentality needs to be changed... I started work in Nigeria, I started working in the ministry, it was a joke. But then I moved to [a private sector consulting firm] – it was a very different culture." - Participant of the Nigeria Business Owners Group

Diaspora members who currently hold savings or investment in Nigeria are much more likely than those who do not to say that excessive red tape poses an obstacle to investment (39% vs 16%). However, those who do not currently have savings or investments in the country are more likely to say that a lack of adequate citizenship or political rights prevents them from saving or investing (14% vs 3%), and that none of the governance issues listed present a barrier to them (21% vs 2%).

Obstacles to savings/investment: Financial system issues

Commonly perceived financial obstacles to saving and investment in Nigeria include currency fluctuations, an insecure or unstable financial system, and high transaction fees.

Currency fluctuations are viewed as the greatest financial obstacle to investment, with close to half (49%) of diaspora members saying that this makes them wary of investment. A similar proportion (46%) report that the insecure financial systems in Nigeria prevent them from saving or investing. Around a quarter say that it is costly to transfer money out of the UK (28%), that foreign exchange restrictions make it difficult to repatriate funds (26%) and that it is difficult to access financial services (24%).

The obstacle posed by currency fluctuations was a theme that emerged in discussions with both business owners and professionals. Several referred to a recent 'currency crisis', which was linked in particular the existence of black market exchange rates, but also to broader concerns around poor economic policy and the instability of the financial system overall.



Q. What financial system issues prevent you from saving and investing (more) in this country? Base: All respondents (n=155)

"My main issue is the standardisation of the exchange rate – when in Nigeria there are certain areas where there's people to exchange – for example in the hotels, but it's a black market rate. Banks have internal rates, but that has often been hampered – their hands have been tied. The rates often aren't standardised. There are caps – on my bank account I can spend up to 1500 dollars. There are lots of firms that will undercut the banks to give better rates." – Participant of the Nigeria Business Owners Group

"The reason we had the whole currency crisis is just because the president felt exchange rates should be at a certain rate. With no economic rationale behind it. No economic rationale." – Participant of the Nigeria Professionals Group

"The richest man in Nigeria, when we had a currency crisis, was the only man who could buy at the preferred rate of what it was, and then sell it. So people make money from the confusion." – Participant of the Nigeria Professionals Group

"We have a messed-up financial system, a bad economic policy, the exchange rate is fluctuating and that's what banks are making money for – that's too risky for me." – Participant of the Nigeria Professionals Group

A further theme in qualitative discussions was cost, particularly when using banks to transfer money. This was linked to poor exchange rates, but was also felt to be the result of extra charges which made it both difficult and expensive to take money in and out of Nigeria.

"I'll give you an example. If you're here now and you send £1,000 to America and you say, 'I'm not doing the business anymore, send my money back,' you'll probably get maybe, minus bank charges, £950 back, so you can live with that. In Nigeria, if you send £1,000 to the system, as it arrives in Nigeria, it's down to 365,000 naira. If you say, 'I don't want to do the business anymore, please buy pounds and send my money back to me,' you'll get £750 back." – Participant of the Nigeria Professionals Group

"If you want to extract your earnings, you can't do it through the legitimate route, you have to do everything informally... Half of the time, the money you spend in Nigeria, you make up your mind that it's not coming back" – Participant of the Nigeria Professionals Group

Notably, diaspora members who have savings or investments in the country are significantly less likely than those who don't to say that none of the financial system issues listed prevents them from saving or investing (4% vs 29%).

Obstacles to savings/investment: Other issues

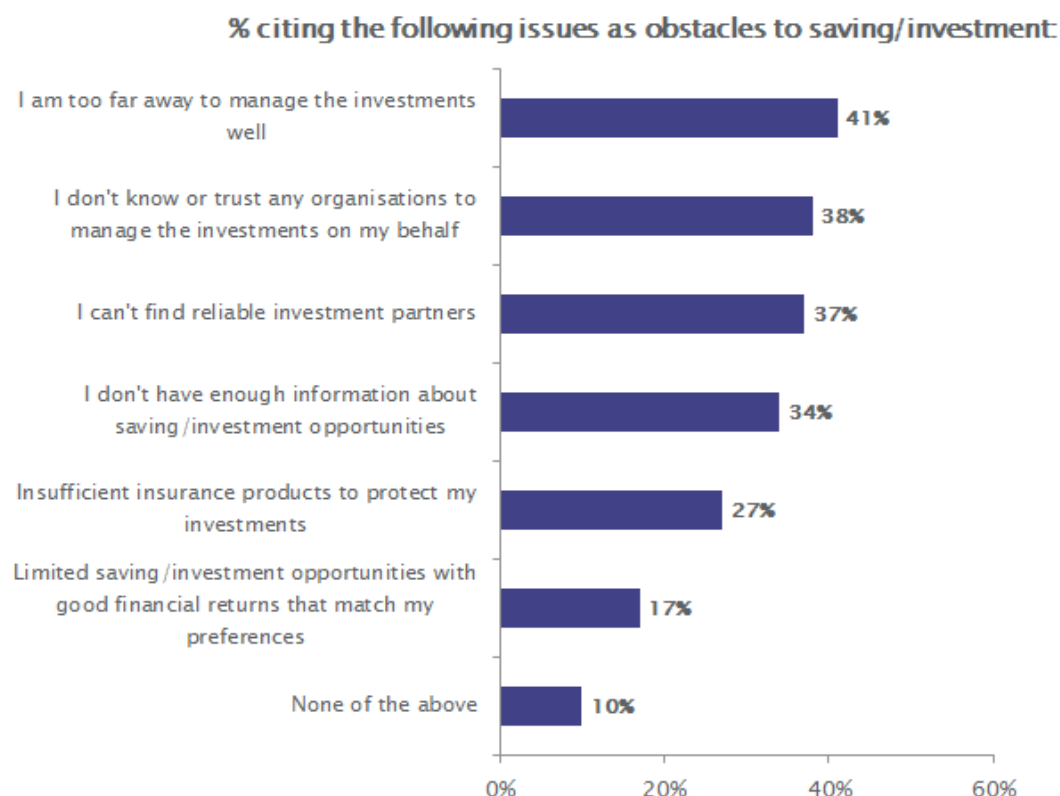
Beyond finance, governance and business environment issues, a number of other factors prevent the diaspora investing and saving in Nigeria. Most significant is the barrier posed by distance to managing investments, although lacking knowledge of or trust in organisations that manage investments is also an issue.

Two in five (41%) diaspora members say that being too far away to manage their investments well prevents them from saving or investing in Nigeria. A similar proportion say that they don't know or trust any organisations to manage the investments on their behalf (38%) and that they can't find reliable investment partners (37%). Around one in three say that a lack of information about saving or investment opportunities (34%) presents a barrier to saving and investing in Nigeria.

In qualitative discussions, both business owners and professionals reported that managing savings or investments from afar presented a challenge. Lack of knowledge was felt to be one issue, but for most, the unreliability of individuals or organisations entrusted with managing investments was a more pressing issue. Several relayed experiences where they or someone they knew had had problems with mismanagement of investments. As such, both business owners and professionals reported that they felt more comfortable being 'on the ground' to manage their investments in person, or using trusted connections such as family or friends.

"It can be easy in the sense that you just sign up and send someone the money, easier than here in the UK. But there have been a few instances where people's money has, kind of, evaporated into thin air, if you like, because there have been a few business ventures that have gone south. I think people have just become a bit warier about what they're doing now" – Participant of the Nigeria Professionals Group

"It's literally a Nigerian saying – 'You must be on the ground'. If you want to do business, you need to be there, or need someone who you can work



What (other) factors prevent you from saving and investing (more) in Nigeria? Base: All respondents (n=155)

with to buy land, or set up a business, or check out the company you want to use" – Participant of the Nigeria Professionals Group

"Because I have contacts there, and I'm starting small, it's not too bad, it's easier. I have family I can trust there. If I had no one at all it would be a different story... My business is very different but it's the same. The fact that I have family there, people I can trust – its number one, it makes a huge difference." – Participants of the Nigeria Business Owners Group

Diaspora members who have savings or investments in Nigeria are significantly more likely than those who don't to say that they are too far away to manage investments well (43% vs 38%), whereas those without savings or investments are significantly more likely to say that none of the obstacles listed prevent them from saving or investing (21% vs 3%).

Addressing Obstacles and Other Incentive Mechanisms

For most diaspora members, governance issues such as corruption, a weak legal framework and enforcement, and political instability and security concerns are the most important to address. Three in five (58%) feel that corruption should be a priority for the government to tackle. This theme also emerged in qualitative discussions with business owners and professionals, who felt that perceptions of corruption and lack of security posed a real barrier to potential investors who were concerned about the risk this posed to their investment.

Economic incentives were considered to be the most motivating, although significant minorities report that improved technological solutions to facilitate investment, and opportunities to support their plans to move to the country would also be likely to encourage them to invest or save in Nigeria. In qualitative discussions, diaspora members

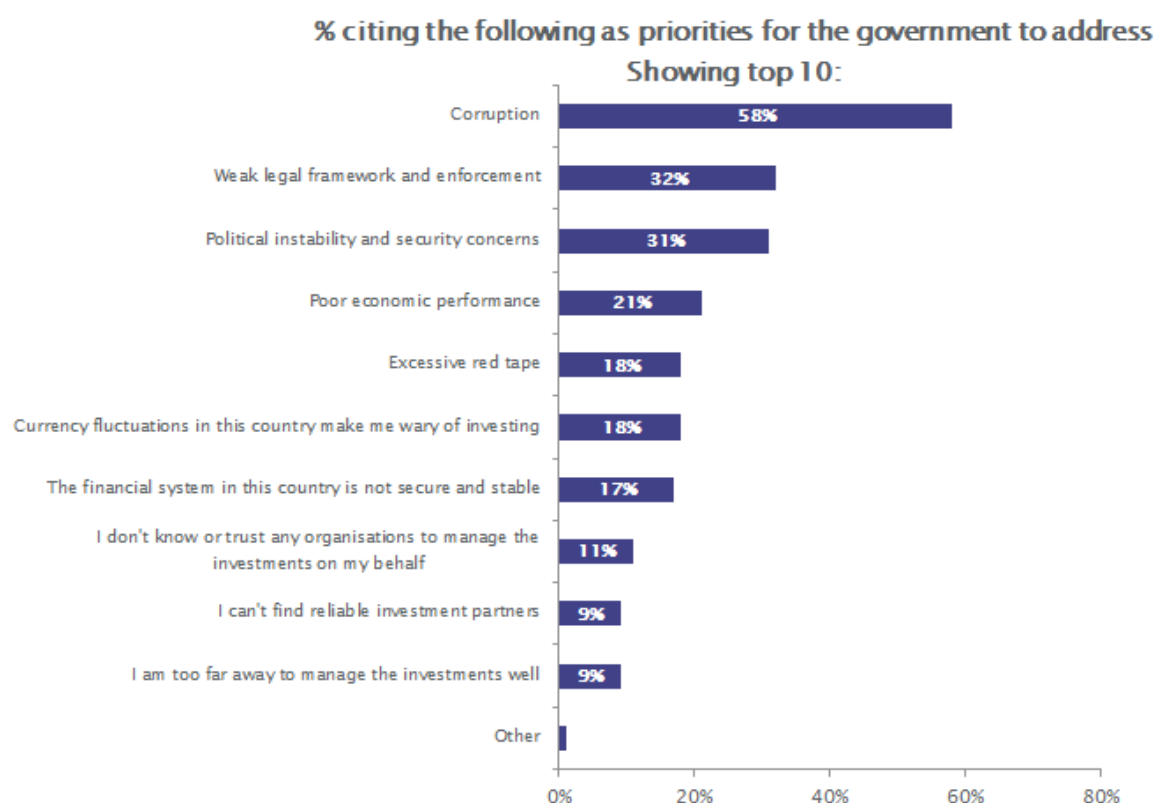
emphasised the desire for greater recognition of their contribution from the government, as well as reassurance that their investment was safe.

Addressing obstacles and other incentive mechanisms: Priority obstacles to address

The majority of Nigerian diaspora members say that corruption should be a priority for the government to address, with a significant minority also citing weak legal enforcement and political instability and security concerns as a priority.

poor economic performance (21%), excessive red tape (18%) and currency fluctuations (18%) should be priorities for the government to address.

In qualitative discussions, diaspora members were often of the opinion that corruption lay at the root of many other issues from currency fluctuations to poor policy decisions and red tape. Several expressed frustration that corruption made doing business in Nigeria particularly difficult, whilst others felt that it put off potential diaspora investors who were concerned about the security of their investments.



Q. Which factors do you view as a priority for the government to address? Base: All respondents who identify obstacle(s) existing to prevent saving and investment in Nigeria (n=149)

Governance issues rank highly amongst those obstacles perceived as a priority to be addressed. Six in ten (58%) diaspora members who identified obstacles to saving and investment in Nigeria say that they view corruption as a key issue. Close to a third also view addressing weak legal frameworks and enforcement (32%) and political instability and security (31%) as a priority. One in five say that

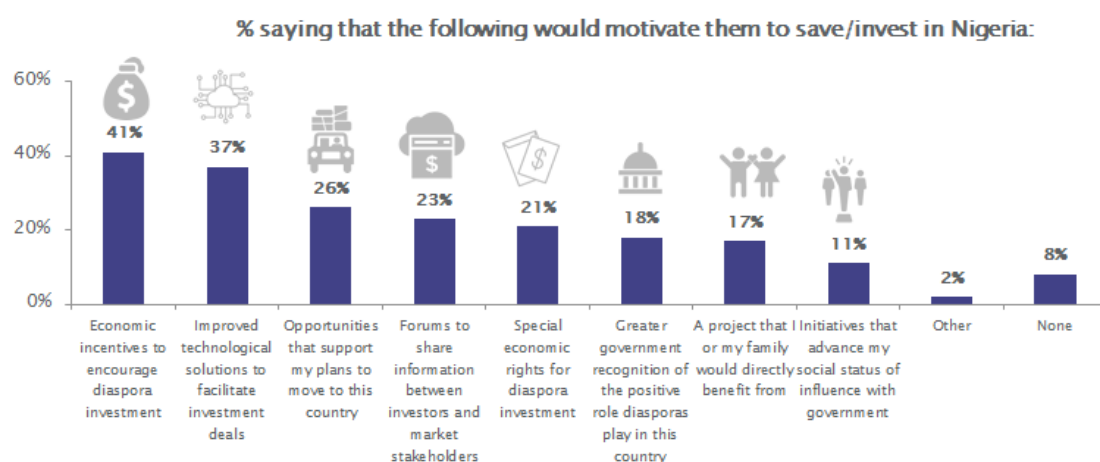
"It's not easy to register [as a business], because I was 48 hours in Nigeria without bribing anybody. Your ease of doing business needs to be straight and clear. If I'm paying tax, I'm incurring liability and stuff, it needs to be clear. That's one of the major problems... Because the government is not serious about ease of doing business. A lot of people are able to scam other people." – Participant of the Nigeria Professionals Group

Addressing obstacles and other incentive mechanisms: Motivations to save and invest

Economic incentives and improved technological solutions hold the most promise as incentive mechanisms to motivate saving or investment in Nigeria, closely followed by opportunities that support resettlement plans.

until now [I] have just used friends but will need to look into it.” – Participant of the Nigeria Business Owners Group

One in five diaspora members (18%) say that greater government recognition of the positive role that diasporas play in Nigeria would encourage them to save or invest in the country. This was a theme that recurred in discussion with both business owners and professionals, who felt that



Q. Which of the following would motivate you to save or invest in Nigeria? Base: All respondents (n=155)

Two in five (41%) diaspora members say that economic incentives would motivate them to save or invest in Nigeria. However, improved technological solutions also hold potential, with over a third (37%) saying that this would encourage them to save or invest in Nigeria. This was a theme that recurred in discussion with both business owners and professionals, who felt that fintech solutions offered real potential as a cheap and secure way for diaspora members to save and invest in Nigeria.

“Azimo could actually pay into the person’s bank account. When we were doing projects [you could say] give me his account number, I’ll put it directly to him. I don’t need a middle man. Again, this solved a lot of problems. It’s not mobile, it’s just online.” – Participant of the Nigeria Professionals Group

“There’s a push to make transfers easier between companies, through fintech. There’s a few in Nigeria but not official, so not used a lot yet. Up

the contribution of the diaspora was sometimes overlooked, and that greater efforts by the government to connect with members of the diaspora might encourage more investment.

“The government of Nigeria could solve its foreign reserve problem using its Diaspora.... The Nigerian government could facilitate Diaspora sending money back and take a tiny commission. If they took £1 on every £100.” – Participant of the Nigeria Professionals Group

“Nigeria needs to understand that the diaspora is an asset, they should be trying to help business people make connections, to foster them. Nigeria needs to be welcoming the diaspora” – Participant of the Nigeria Business Owners Group

One in five say that forums to share information between investors and market shareholders could aid investment and savings in Nigeria (23%). Business owners in particular noted that greater efforts needed to be made to engage SMEs, as well as larger businesses. Similarly, it was felt that holding events might also be helpful as a way to foster stronger relationships between the Nigerian

government or High Commission and potential investors - something that some felt was more common practice by other countries.

"The gentleman who is going to invest in my business met me through Instagram – otherwise I would have to go and meet him in person. Dubai and India make it easy for people to come in and set things up, they advertise for investment – Nigeria needs to do that.... Nations need to understand that the diaspora is an asset. Meeting [other respondent] I can see that we already have a potential business connection – that should be the kind of thing that high commissions are facilitating – people making connections, they should be trying to help make those connections and foster them." – Participant of the Nigeria Business Owners Group

Diaspora members who have savings or investments in Nigeria are significantly more likely than those who don't to say that opportunities to support their plans to move to Nigeria would motivate them to save or invest in the country (32% vs 16%), as well as to say that forums to share information between investors and market stakeholders would do the same (28% vs 13%).

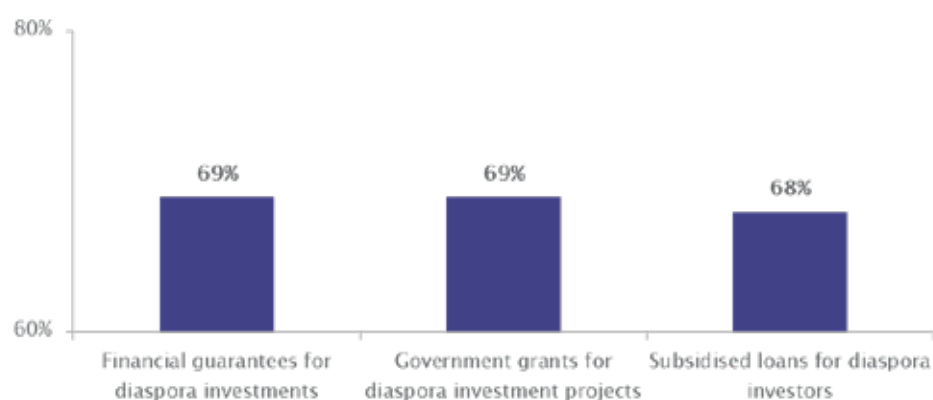
government grants for diaspora investment projects prove most motivating, with seven in ten (69%) selecting it as an economic incentive that would encourage them.

Preferences for Future Saving and Investment

The preferences expressed by diaspora members suggest that there is an investment 'gap', with a greater proportion reporting that they are open to saving or investing in Nigeria than are currently doing so. Over one third (36%) of diaspora members report that they currently hold no formal savings or investment in the country, although just one in ten (9%) say that they have no interest in saving or investment. The gap is particularly evident with regards to interest in investing in business in Nigeria. Whilst over half of those interested in investing express an interest in entrepreneurship, currently only one in five diaspora members (21%) say that they have a business in Nigeria.

This was reflected in qualitative discussions, where both professionals and business owners reported a widespread interest in setting up a business (56%). Qualitative and quantitative findings suggest

% saying each of the following economic incentives would motivate them to save or invest in Nigeria:



Q. Which of the following below incentives would encourage you to save or invest in this country? Base: All respondents expressing an interest in economic incentives to encourage diaspora investment (n=64)

All of the economic incentive options listed are likely to encourage diaspora investment or saving in Nigeria, with the majority of those interested in economic incentives reporting that each option would motivate them to save or invest. However,

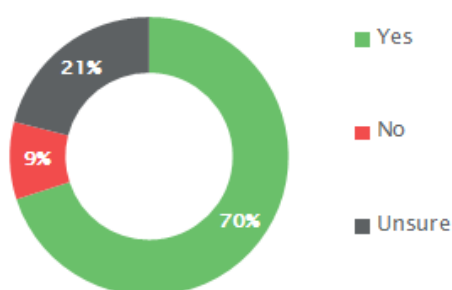
that interest tends towards small or medium-size businesses, often those that are established through family or friends, and are based in locations with which diaspora members already have a connection, such as their home towns.

Notably, diaspora members who do not currently have saving or investment products in Nigeria are more likely to say that they are unsure when it comes to preferences for potential future investment in the country (23% vs 5%).

Preferences for future savings/ investment: Interest in saving/investing

A majority of Nigerian diaspora members say that they are interested in investing or saving more in the country, with only a small minority saying that they would not like to do so.

% saying they would like to invest (more)
in Nigeria:



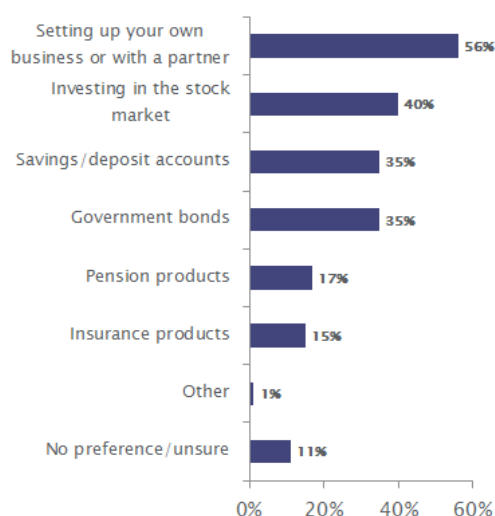
Q. Would you like to save/invest (more) in Nigeria?
Base: All respondents (n=155)

Seven in ten (70%) diaspora members say that they would like to invest more in Nigeria, whilst only 9% say that they would not like to do so, suggesting that there is significant potential for encouraging investment. Notably, however, one in five (21%) say that they are unsure whether or not they would like to invest in Nigeria, perhaps reflecting the barrier posed by a lack of knowledge and information about potential investment opportunities. Nonetheless, in discussion groups both business owners and professionals emphasised that as a developing economy Nigeria offers considerable opportunities for investment.

"[There are lots of promising sectors], agriculture for example. There is massive amounts of opportunity - water, hospitality, take your pick. If you have the capital, and you know the process, you can make money anywhere. It's about having the access to set it up, and dealing with the logistics." – Participant of the Nigeria Business Owners Group

Diaspora members who already have savings or investments in Nigeria are significantly more likely than those who don't to say that they would like to save or invest (more) in the country (82% vs 50%). Correspondingly, those who do not already have savings or investment in Nigeria are significantly more likely to say that they are unsure (36% vs 12%).

% saying they would be interested in
the following:



Q. Would you be interested in...? Base: All respondents who would either like to invest (more) or are unsure (n=141)

Of those who are interested in, or unsure about, investing more in Nigeria, over half (56%) say that they would be interested in setting up a business. Four in ten say that they would be interested in investing in the stock market (40%), whilst over a third say that they would be interested in government bonds (35%), and saving and deposit accounts (35%).

An interest in investing in business was also a theme that emerged strongly from qualitative discussions with diaspora members. It was felt that Nigerian culture is strongly entrepreneurial, and many discussed interest in or involvement in business ventures of some kind.

"So, apart from my normal work as a civil servant here, I work with a lot of young guys who are looking at setting up business back home... People [talking about] having farms, having investments." – Participant of the Nigeria Professionals Group

"I have done business with my classmates... I have good men who have built houses with my mum, with my friends, who have bought land and stuff."
 – Participant of the Nigeria Professionals Group

It was also notable in discussions with professionals that there was a strong interest in investing in the stock market in Nigeria. In particular, several diaspora members mentioned the emerging possibility of investing via new asset management organisations.

"When I say new banks, I don't mean new, new banks. So, the money market is basically, if you have £500, £300, they take all the money and they put it in the market. They re-invest it and then you get certain amount, so you can place it for 60 days, 90 days ... Yes, they're short-term and there are long-term ones... A lot of people use ARM [an asset management and investment firm]." – Participant of the Nigeria Professionals Focus Group

Notably, those who do not already have savings or investment in Nigeria are significantly more likely to say that they are unsure about the type of savings or investment product they might be interested in than those who already save or invest in the country (23% vs 5%).

Of those interested in setting up a business in Nigeria, three in five (61%) say that they are interested in setting up a small or medium sized enterprise. In discussion groups, both professionals and business owners reported involvement or interest in investing in small businesses, often in collaboration with friends or family.



Six in ten (61%) of those interested in setting up a business say they would like to set up a small to medium enterprise

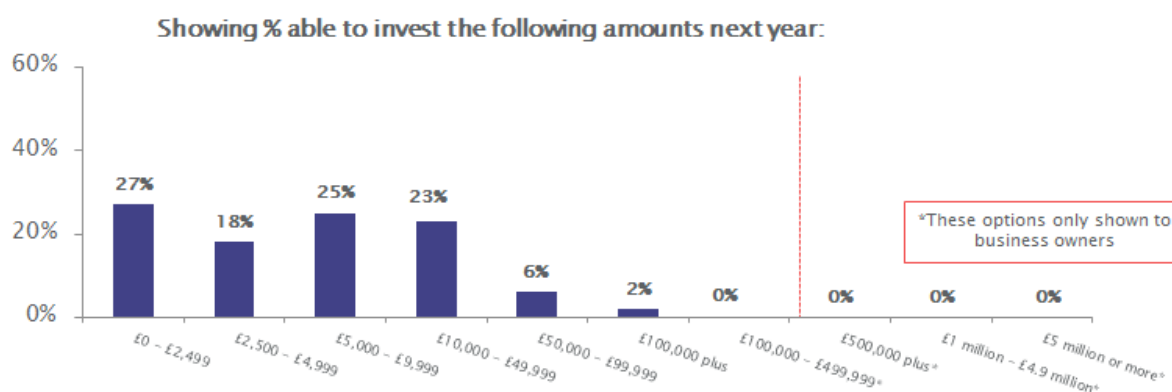
Q. What size business are you interested in setting up? Base: All respondents interested in setting up their own business/ business with a partner (n=79)

"I'm setting up a business now in London and want to set up a branch of it in Nigeria - it's very easy here but in Nigeria it's a whole saga. Luckily I have two brothers who are lawyers which has made a huge difference" – Participant of the Nigeria Business Owners Group

Preferences for future savings/ investment: Amount interested in investing

Diaspora members are most likely to say that they would be able to invest £0-£2,499 over the next year, although similar proportions say that they will be able to invest between £5,000-£9,999, and £10,000-£49,999.

The vast majority of diaspora members who are open to investing or saving in Nigeria say that they would be able to invest between £0-£49,999



Q. How much would you be able to save and invest in Nigeria next year? Base: All respondents who would either like to invest (more) or are unsure (n=141)

over the next year. Around a quarter say that they would be able to invest £5,000-£9,999 (25%) and £10,000-£49,999 (23%). However, diaspora members are most likely to say that they would be able to invest £0- £2,499 (27%).

Diaspora members who do not already have savings or investment in Nigeria are significantly more likely than those who do to say that would be able to invest £0-£2,499 (54% vs 13%), whereas those who are already investing or saving in the country are more likely to report that they would be able to save or invest £10,000-£49,999 (29% vs 10%) or £50,000-£99,999 (9% vs 0%).

Preferences for future savings/ investment: Interest in sectors

The property and real estate sector is of most interest to the Nigerian diaspora, although a significant minority also say that they would be interested in the education or agriculture, forestry and fishing industries

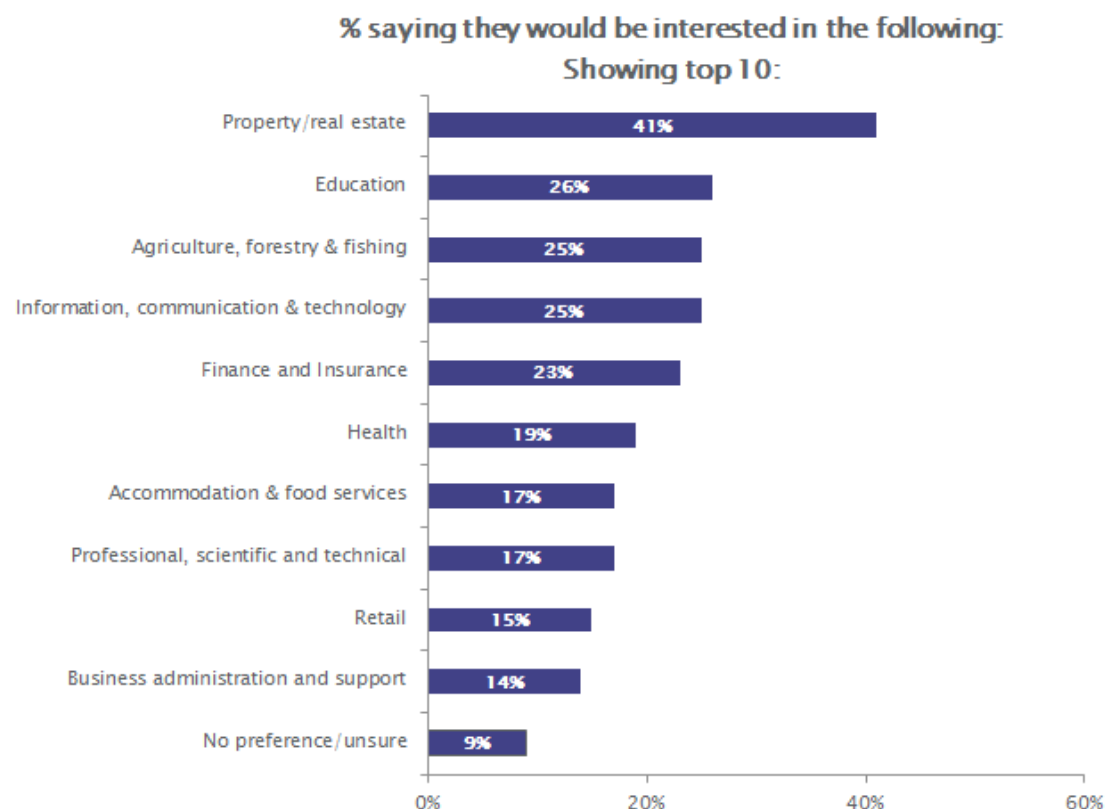
Two in five (41%) diaspora members who are interesting in investing say that they would be interested in investing in property or real estate.

Around a quarter of these report that they would be interested in education (26%), agriculture, forestry and fishing (25%), information communication and technology (25%) and finance and insurance (23%).

These areas of interest also emerged through qualitative discussions. Many diaspora members had existing property and real estate investment, often managed informally through family networks. Technology was another area of interest, with several diaspora members discussing the promise of the emerging financial technology industry in Nigeria.

"I'm interested in starting a fintech business, building on my industry experience in cryptocurrencies, AI and data science. There's a growing movement in some parts of Africa to reach people in more rural places without access to banks via fintech" – Member of the Nigeria Business Owners Group

"So investing in land is one of the best ways to make money in Nigeria...that's a common thing, buying land and building in Nigeria." - Member of the Nigeria Business Owners Group



Q. Which sector(s) would you be interested in investing in? Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment (n=8128)

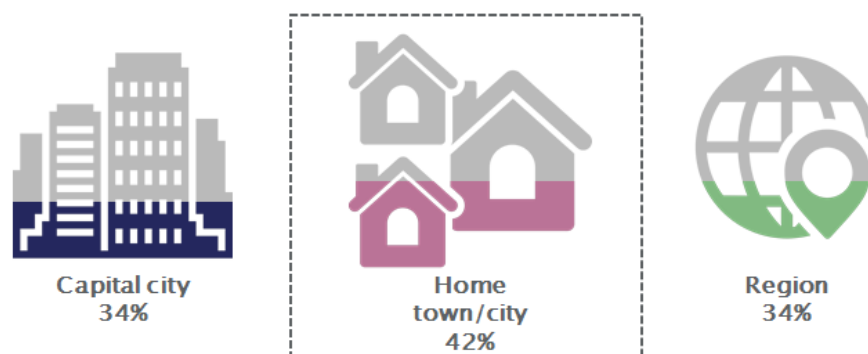
Preferences for future savings/ investment: Where to invest

Diaspora members who are interested in investing are most interested in doing so in their home town or city, with a greater proportion saying this than expressing interest in investing a capital city or particular region.

The majority of diaspora members say that they would like to reinvest their financial returns into Nigeria (60%), although a considerable proportion say that they are unsure or do not have a preference (24%). Only one in six (16%) say that they would bring their financial returns back to the UK.

This is consistent with qualitative discussions,

Showing % saying they would like to invest in each of the following:



Q. Where would you like to invest? Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment (n=128)

Four in ten diaspora members who are interested in investing say that they are interested in doing so in their home town (42%), although a third say that they are interested in investing in both the capital city (34%) and broader region (34%).

in which diaspora members were clear that an important motivation for saving or investing in Nigeria was the idea that in doing so they would be contributing to the development of a country with which they have a strong emotional connection.

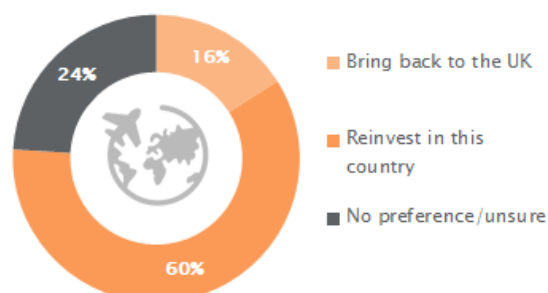
Preferences for future savings/ investment: Financial returns

The majority of diaspora members who are open to investing or saving in Nigeria say that they would like to reinvest their financial returns to Nigeria, although a considerable proportion say that they are unsure what they would prefer.

*"There's a sort of call back to Nigeria to invest....
I just come to contribute, to bring a solution"*
– Participant of the Nigeria Professionals
Focus Group

Diaspora members who do not already have savings or investment in Nigeria are significantly more likely than those who do to say that they have no preference or are unsure as to whether they would like to bring back their financial returns or reinvest in the country (33% vs 19%).

% saying they would do the following
with their financial returns:

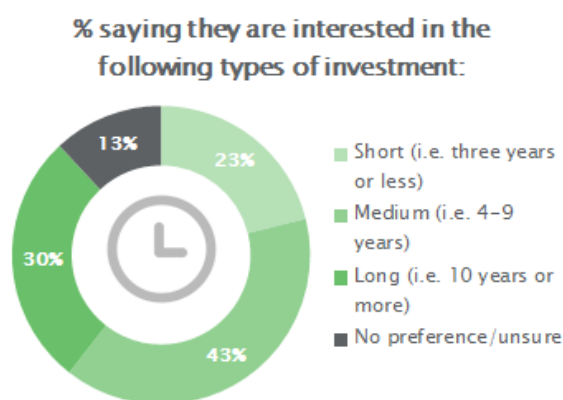


Q. Would you like to bring your financial returns back to the UK or reinvest in this country? Base: All respondents who would either like to invest (more) or are unsure (n=141)

Preferences for future savings/ investment: Length of investment

A plurality of Nigerian diaspora members who are open to investing are interested in medium-term investments, although a significant minority also say that they are also interested in long and short-term investments.

Diaspora members who are open to investing are most interested in medium-term investments, with over two in five (43%) saying this. However, a considerable proportion of members also say that they are interested in long-term investments (30%) and short-term investments (23%).

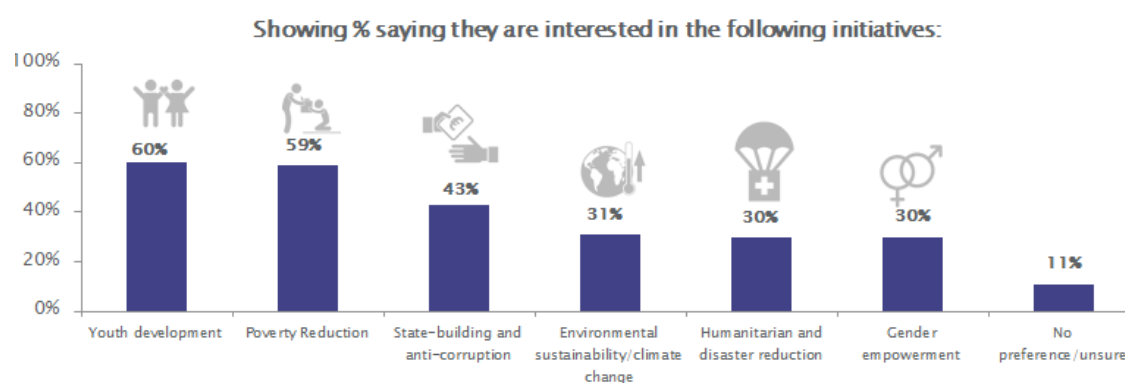


Q. Are you interested in short, medium or long-term savings and investment? Base: All respondents who would either like to invest (more) or are unsure (n=141)

Preferences for future savings/ investment: Interest in other initiatives

At least three in ten Nigerian diaspora members who are interested in investing say that they are interested in all the investment initiatives tested, although a majority are interested in youth development and poverty reduction.

Youth development (60%) and poverty reduction (59%) are the initiatives most interesting to these Nigerian diaspora members, with three in five reporting this for both. Two in five also say that they would be interested in state-building and anti-corruption initiatives (43%).



Q. Would you also be interested in initiatives related to? Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment (n=141)

Appendix 1: Technical Note

This research programme has consisted of a quantitative survey and follow-up qualitative interviews and details for each stage of the research are provided below. A Research Steering Committee, co-chaired by Fiji and the Commonwealth Secretariat, with representation from the High Commissions from each of the Commonwealth countries included in the research, as well as diaspora finance experts has offered support and counsel at key stages of the research process.

Quantitative research

The quantitative survey was designed based on a comprehensive literature review conducted by Commonwealth Secretariat to ensure that barriers and drivers to invest covered in the literature were covered. The questionnaire was peer reviewed by diaspora finance experts and reviewed and approved by the Research Steering Committee before proceeding with fieldwork. Fieldwork was conducted between 4th October 2017 and 14th February 2018.

The target sample sizes (100) have been determined based on the priority to achieve a robust sample to confidently represent the experiences and views of the diaspora populations and minimise the margin of error, and the feasibility of reaching these groups. The size of the diaspora populations is defined based on the Office for National Statistics Annual Population Survey data from 2015. A net of those born in the Commonwealth countries in this research, and those who self-identify as a national from these countries provides a diaspora population size for each country. This definition of the diaspora population may underestimate the true size as it will omit those who have heritage from the

Commonwealth country but identity as a UK national. Table A.1 provides the margins of error for the sample.

The screening criteria for the survey required that the respondent was born in the participating Commonwealth country, or that their parents, grandparents or great-grandparents were born there. Those who did not qualify under this definition were screened out.

A combined approach of opportunity sampling and an online panel have been used to achieve a sufficiently statistically robust sample size for each participating diaspora community. The High Commissions for each country provided contact details, and shared invitations to participate with their diaspora networks, and the Commonwealth Secretariat's communications team additionally boosted visibility of the survey via their newsletter and social media channels. Panels were used to supplement the data for Bangladesh, Kenya and Nigeria. As the sampling has predominantly been on an opt-in basis, it is important to note that the sample is not representative of the diaspora populations in the UK. We hypothesise that it is therefore likely that this sample reflects a more attentive group who may be both more engaged, which will mean inflated interest in making investments in the respective Commonwealth countries, and also more informed about the obstacles they may face.

Weights have been applied so that equal representation is given to each participating Commonwealth country diaspora in the data. A breakdown of the achieved sample and some key demographic profiling is provided in Table A.2.

For individual country reports, 50 was set as the minimum sample size required for sub-group analysis.

Table A.1 Margin of Error calculation

Nationality	Born in United Kingdom	Born in country of nationality			
	estimate	estimate	Net 1 and 2	Sample size	Net 1 and 2 MOE
Nigeria	8	84	92	155	7.86

Table A.2 Sample breakdown

		Nigeria
TOTAL	Unweighted	155
	Weighted	168
Origin	Born in UK	26%
	Born in Commonwealth country	50%
	Not born in UK	74%
Year arrived in UK	2001-2017	42%
	1981-2000	20%
	1961-1980	10%
	1941-1960	1%
	Before 1941	-
Occupation	Employed in professional role	53%
	Employed in semi-skilled/unskilled work	6%
	Student	12%
	Retired	3%
	Unemployed	7%
	Business Owner	18%
	NET: non-business owner	82%
Company sector	Agriculture, forestry & fishing	2%
	Production	3%
	Construction	5%
	Motor trades	1%
	Wholesale	3%
	Retail	3%
	Transport & storage	3%
	Accommodation & food	2%
	Information, communication & technology	11%
	Finance & insurance	13%
	Property/real estate	4%
	Professional, scientific & technical	11%
	Business administration & support services	4%
	Public administration & defence	8%
	Education	9%
	Health	12%
	Arts, entertainment & recreation	-
	Other	3%
Financial decision maker	Yes	90%
	No	10%
Age	Under 18	1%
	18 - 30	32%

		Nigeria
	31-50	52%
	51 or older	15%
Gender	Male	53%
	Female	47%
Education	Up to secondary	10%
	Tertiary	88%

Note: *small base size – results should be treated as indicative

Qualitative research

Qualitative conversations have also been conducted with representatives from each of the Commonwealth country diaspora, with the objective of adding depth and nuance to the insight gained from the quantitative survey. Verbatim from these discussions have also been provided in this report. Separate group discussions were conducted

with those who are business owners and those who are not business owners from each country diaspora in order to have conversations which are relevant to existing investment knowledge and priorities. In some cases, where availability was more restricted these conversations have been conducted over the telephone. The number of people interviewed in this qualitative phase is summarised in Table A.3.

Table A.3

	Nigeria
TOTAL	7
Business owners	2
Non-business owners	5

Appendix 2: Raw Aggregate Data

QA1. How are you connected to this country?

Summary

Base: All respondents asked

	Nigeria
Unweighted base	155
Weighted base	168
I was born there	50%
One or both of my parents were born there	54%
One or both of my grandparents were born there	30%
One or both of my great grandparents were born there	28%

QA2. In what year did you arrive in the UK to live (and not to visit for a holiday)?

Base: All respondents

	Total
Unweighted base	155
Weighted base	168
Born in the UK	26%
2015 - 2017	7%
2011 - 2014	10%
2001 - 2010	25%
1991 - 2000	16%
1981 - 1990	4%
1971 - 1980	7%
1961 - 1970	3%
1951 - 1960	1%
NET: 2001 - 2017	42%
NET: 1981 - 2000	20%
NET: 1961 - 1980	10%
NET: 1941 - 1960	1%
Mean	1999.33
Median	2003.6
Standard deviation	14.44
Standard error	1.35

QA3. Which of the following best describes your current status?

Base: All respondents

	Total
Unweighted base	155
Weighted base	168
NET: Non-business owners	82%
Employed in a professional role	53%
Student	12%
Unemployed	7%
Employed in semiskilled or unskilled work	6%
Retired	3%
Business owner	18%

QB1. How have you supported this country in the last year?

Base: All respondents

	Total
Unweighted base	155
Weighted base	168
Sent money to family / friends	70%
Donations in kind (clothes, household items etc.) for family, charity or disaster relief	36%
Financial donations to charities or religious groups	25%
Other	6%

QB2. What savings or investments do you currently hold in this country?**Base: All respondents**

	Total
Unweighted base	155
Weighted base	168
I have savings / deposit accounts	42%
I own a business or have one with a partner	21%
I have stocks and shares in the stock market	14%
I have invested in government bonds	12%
I have pension products	8%
I have insurance products (e.g. for health, life)	6%
Other	3%
None	36%

QB3. How much money in total did you send to this country in the last year (includes support for others as well as for your own savings and investment)?**Base: All respondents**

	Total
Unweighted base	155
Weighted base	168
£0 - £2,499 (1.25k)	45%
£2,500 - £4,999 (3.75k)	18%
£5,000 - £9,999 (7.5k)	17%
£10,000 - (30k) £49,999	15%
£50,000 - (75k) £99,999	4%
£100,000 plus (125k)	-
£100,000 - (300k) £499,000	-
£500,000 - (750k) £999,999	-
£1 million - (3000k) £4.9 million	-
£5 million or (7500k) more	-
Mean	10.1
Standard deviation	16.43
Standard error	1.32

QB4. Why do you send money to this country?**Base: All respondents who send money to the Commonwealth country in question**

	Total
Unweighted base	135
Weighted base	146
To benefit my family / friends	79%
To invest in this country's economic and social development	26%
For a sense of duty and personal pride	22%
To improve my financial circumstances	17%
For my retirement / resettlement in this country	16%
To gain political influence in this country	6%
Other	4%

QC1. Would you like to save/invest (more) in this country?**Base: All respondents**

Unweighted base	155
Weighted base	168
Yes	70%
No	9%
Unsure	21%

QC2. Would you be interested in...?**Base: All respondents who either like to invest (more) or are unsure**

	Total
Unweighted base	141
Weighted base	153
Setting up your own business or with a partner	56%
Investing in the stock market	40%
Savings / deposit accounts	35%
Government bonds	35%
Pension products	17%
Insurance products (e.g. for health, life)	15%
Other	1%
No preference / unsure	11%

QC3. What size business are you interested in setting up?**Base: All respondents interested in setting up their own business/business with a partner**

	Total
Unweighted base	79
Weighted base	86*
Small-medium enterprise	61%
Large	22%
No preference / unsure	18%

QC4. How much would you be able to save and invest in this country next year?**Base: All respondents who either like to invest (more) or are unsure**

	Total
Unweighted base	141
Weighted base	153
£0 - £2,499 (1.25k)	27%
£2,500 - £4,999 (3.75k)	18%
£5,000 - £9,999 (7.5k)	25%
£10,000 - (30k) £49,999	23%
£50,000 - (75k) £99,999	6%
£100,000 plus (125k)	2%
£100,000 - (300k) £499,000	-
£500,000 - (750k) £999,999	-
£1 million - (3000k) £4.9 million	-
£5 million or (7500k) more	-
Mean	16.59
Standard deviation	24.53
Standard error	2.07

QC5. Which sector(s) would you be interested in investing in?**Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment**

	Total
Unweighted base	128
Weighted base	139
Property / real estate	41%
Education	26%
Agriculture, forestry & fishing	25%
Information, communication & technology	25%
Finance & insurance	23%
Health	19%
Accommodation & food services	17%
Professional, scientific & technical	17%
Retail	15%
Business administration & support services	14%
Transport & storage (inc. postal)	14%
Construction	14%
Wholesale	13%
Production	12%
Arts, entertainment & recreation	10%
Public administration & defence	6%
Motor trades	4%
No preference / unsure	9%

QC6. Would you also be interested in initiatives related to...?**Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment**

	Total
Unweighted base	128
Weighted base	139
Youth development	60%
Poverty reduction	59%
State-building and anti-corruption	43%
Environmental sustainability / climate change	31%
Gender empowerment	30%
Humanitarian and disaster reduction	30%
No preference / unsure	11%

QC7. Where would you like to invest?**Base: All respondents asked**

	Total
Unweighted base	128
Weighted base	139
Capital city	34%
Home town / city	42%
Region	34%
No preference / unsure	13%

QC8. Would you like to bring your financial returns back to the UK or reinvest in this country?**Base: All respondents who either like to invest (more) or are unsure**

	Total
Unweighted base	141
Weighted base	153
Bring back to the UK	16%
Reinvest in this country	60%
No preference / unsure	24%

QC9. Are you interested in short, medium or long-term savings and investment?**Base: All respondents who either like to invest (more) or are unsure**

	Total
Unweighted base	141
Weighted base	153
Short (i.e. 3 years or less)	23%
Medium (i.e. 4-9 years)	43%
Long (i.e. 10 years or more)	30%
No preference / unsure	13%

QD1. What governance issues prevent you from saving and investing (more) in this country?**Base: All respondents**

	Total
Unweighted base	155
Weighted base	168
Corruption	70%
Political instability and security concerns	45%
Weak legal framework and enforcement	41%
Poor economic performance	33%
Excessive red tape	31%
Government restrictions on what I can invest in	9%
I don't have adequate citizenship / political rights	7%
None of the above	9%

QD2. What (other) factors prevent you from saving and investing (more) in this country?**Base: All respondents**

	Total
Unweighted base	155
Weighted base	168
I am too far away to manage the investments well	41%
I don't know or trust any organisations to manage the investments on my behalf	38%
I can't find reliable investment partners	37%
I don't have enough information about saving / investment opportunities	34%
Insufficient insurance products to protect my investments	27%
Limited saving / investment opportunities with good financial returns that match my preferences	17%
None of the above	10%

QD3. What financial system issues prevent you from saving and investing (more) in this country?**Base: All respondents**

	Total
Unweighted base	155
Weighted base	168
Currency fluctuations in this country make me wary of investing	49%
The financial system in this country is not secure and stable	46%
Costly to transfer money out of the UK due to high transaction fees	28%
Foreign exchange restrictions in this country make it difficult to repatriate funds	26%
Difficult to access financial services (bank accounts, foreign exchange, investment management)	24%
Difficult to transfer money out of the UK due to regulations	15%
Taxation policies in this country add to the cost of saving and investing	14%
Tax policies in the UK add to the cost of saving and investing in this country	14%
None of the above	13%

QD4. What business environment factors prevent you from setting up a business in this country?**Base: All respondents interested in setting up a large business**

	Total
Unweighted base	17
Weighted base	18*
Poor infrastructure (energy, telecommunications, water etc.)	88%
High cost of inputs (e.g. commercial machinery)	35%
Insufficient reliable suppliers	35%
High transportation costs	24%
Lack of skilled workers	18%

QD5. Are there any other obstacles or challenges to saving and investing (more) in this country which we have not already covered?**Base: All respondents**

	Total
Unweighted base	155
Weighted base	168
Yes	8%
No	92%

QE1. You have said that the factors below present an obstacle to you saving or investing in this country. Which factors do you view as a priority for the government to address?

Base: All respondents who identify obstacle(s) existing to prevent saving and investment in the respective country

	Total
Unweighted base	149
Weighted base	161
Corruption	58%
Weak legal framework and enforcement	32%
Political instability and security concerns	31%
Poor economic performance	21%
Excessive red tape	18%
Currency fluctuations in this country make me wary of investing	18%
The financial system in this country is not secure and stable	17%
I don't know or trust any organisations to manage the investments on my behalf	11%
I can't find reliable investment partners	9%
I am too far away to manage the investments well	9%
Foreign exchange restrictions in this country make it difficult to repatriate funds	9%
Insufficient insurance products to protect my investments	9%
I don't have enough information about saving / investment opportunities	7%
Costly to transfer money out of the UK due to high transaction fees	6%
Poor infrastructure (energy, telecommunications, water etc.)	6%
Difficult to access financial services (bank accounts, foreign exchange, investment management)	5%
Difficult to transfer money out of the UK due to regulations	5%
Taxation policies in this country add to the cost of saving and investing	4%

QE1. You have said that the factors below present an obstacle to you saving or investing in this country. Which factors do you view as a priority for the government to address?

Base: All respondents who identify obstacle(s) existing to prevent saving and investment in the respective country

	Total
Tax policies in the UK add to the cost of saving and investing in this country	3%
Limited saving / investment opportunities with good financial returns that match my preferences	2%
I don't have adequate citizenship / political rights	2%
Government restrictions on what I can invest in	1%
High cost of inputs (e.g. commercial machinery)	1%
Insufficient reliable suppliers	1%
Lack of skilled workers	1%
High transportation costs	-
Other	1%

QE2. Which of the following would motivate you to save or invest in this country?**Base: All respondents**

	Total
Unweighted base	155
Weighted base	168
Economic incentives to encourage diaspora investment (e.g. grants or subsidised loans)	41%
Improved technological solutions to facilitate investment deals (e.g. platforms connecting entrepreneurs with investors)	37%
Opportunities that support my plans to move to this country	26%
Forums to share information between investors and market stakeholders (e.g. investment events)	23%
Special economic rights for diaspora investment (e.g. allowing diasporas to buy property which is offlimits to foreigners / tax incentives for diaspora investors)	21%
Greater government recognition of the positive role diasporas play in this country (e.g. diaspora awards)	18%
A project that I or my family would directly benefit from (e.g. an airport that I would use)	17%
Initiatives that advance my social status or influence with government in this country	11%
Other	2%
None	8%

QE3. You have expressed interest in “economic incentives to encourage diaspora investment”. Which of the below incentives would encourage you to save or invest in this country?**Base: All respondents expressing interest in economic incentives to encourage diaspora investment**

	Total
Unweighted base	64
Weighted base	69*
Government grants for diaspora investment projects	69%
Financial guarantees for diaspora investments	69%
Subsidised loans for diaspora investors	66%

Demographics**Base: All respondents**

	Total
Unweighted base	155
Weighted base	168
Origin	
Born in UK	26%
Not born in UK	74%
Age	
Under 18	1%
18-30	32%
31-50	52%
51 or older	15%
Gender	
Male	53%
Female	47%
Education	
Up to secondary	10%
Tertiary	88%

Q1. Gender	
Base: All respondents	
	Total
Unweighted base	155
Weighted base	168
Male	53%
Female	47%
Unweighted base	155

Q2. Age	
Base: All respondents	
	Total
Unweighted base	155
Weighted base	168
Under 18 (16.5)	1%
18-30 (24)	32%
31-50 (40.5)	52%
51 or older (65)	15%
Mean	38.66
Standard deviation	13.35
Standard error	1.07
Unweighted base	155

Q3. What is your highest educational level?	
Base: All respondents	
	Total
Unweighted base	155
Weighted base	168
No formal education	-
Primary school	1%
Secondary school	8%
University degree or equivalent qualification	88%
Prefer not to say	2%

Q4. Which of the following best describes your company sector?	
Base: All respondents who work full and part time	
	Total
Unweighted base	120
Weighted base	130
Agriculture, forestry & fishing	2%
Production	3%
Construction	5%
Motor trades	1%
Wholesale	3%
Retail	3%
Transport & storage (inc. postal)	3%
Accommodation & food services	2%
Information, communication & technology	11%
Finance & insurance	13%
Property/real estate	4%
Professional, scientific & technical	11%
Business administration & support services	4%
Public administration & defence	8%
Education	9%
Health	12%
Arts, entertainment & recreation	-
Other	3%
Not applicable / unsure	3%

Q5. Do you make at least half of your household's financial decisions (e.g. savings, investment, and high value purchases)?	
Base: All respondents	
	Total
Unweighted base	155
Weighted base	168
Yes	90%
No	10%

Q6. What is the combined annual income of your household before tax?

Base: All respondents	
	Total
Unweighted base	155
Weighted base	168
Up to £25,000 (12.5k)	14%
£25,001 to (37.5k) £50,000	31%
£50,001 to (62.5k) £75,000	25%
£75,001 to (87.5k) £100,000	11%
£100,001 or (112.5k) more	12%
Prefer not to answer / unsure	8%
Mean	55.99
Standard deviation	30.6
Standard error	2.57

Q7. What was your total business turnover in the last financial year?

Base: All respondents who are Business owners	
	Total
Unweighted base	28
Weighted base	30*
Up to £50,000 (25k)	25%
£50,001 to (75k) £100,000	14%
£100,001 to (300k) £500,000	43%
£500,001 to (750k) £1 million	11%
£1.1 million to (3000k) £5 million	-
£5 million or (7500k) more	4%
Prefer not to answer	4%
Mean	512.04
Standard deviation	1411.64
Standard error	271.67



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