

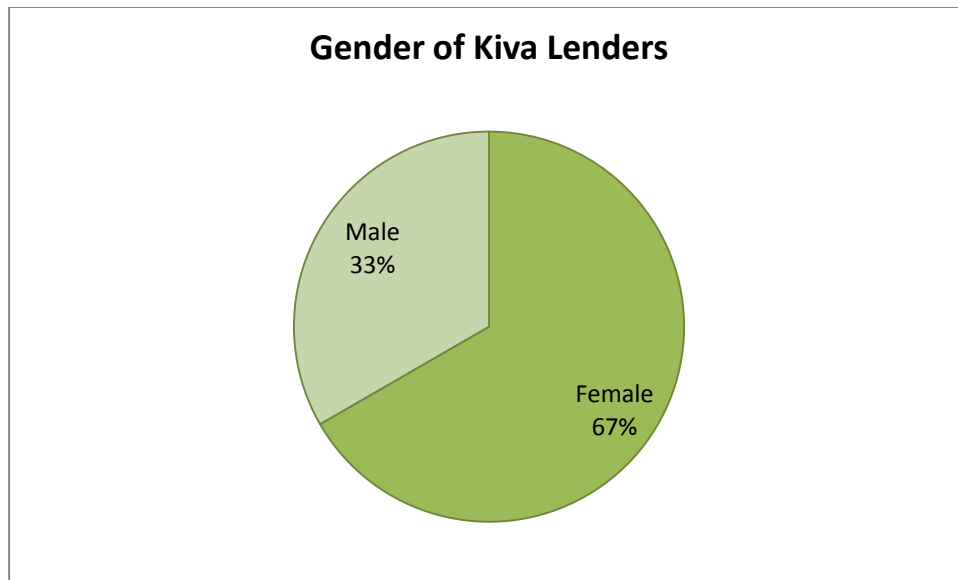
Kiva Lender Demographics for Kiva Field Partners

Who is a typical Kiva lender?

Kiva's lender base is varied and broad. There is no "typical Kiva lender." Among our lenders there are vast differences in motivations for lending and basic demographics (age, nationality, religion, education, income level, etc.). We have conducted a number of recent surveys and lender interviews that can provide a rough guide to Kiva lenders, but we should always remember that Kiva's lender base is extremely diverse.

Gender

Kiva lenders are approximately $\frac{2}{3}$ female and $\frac{1}{3}$ male.



Age

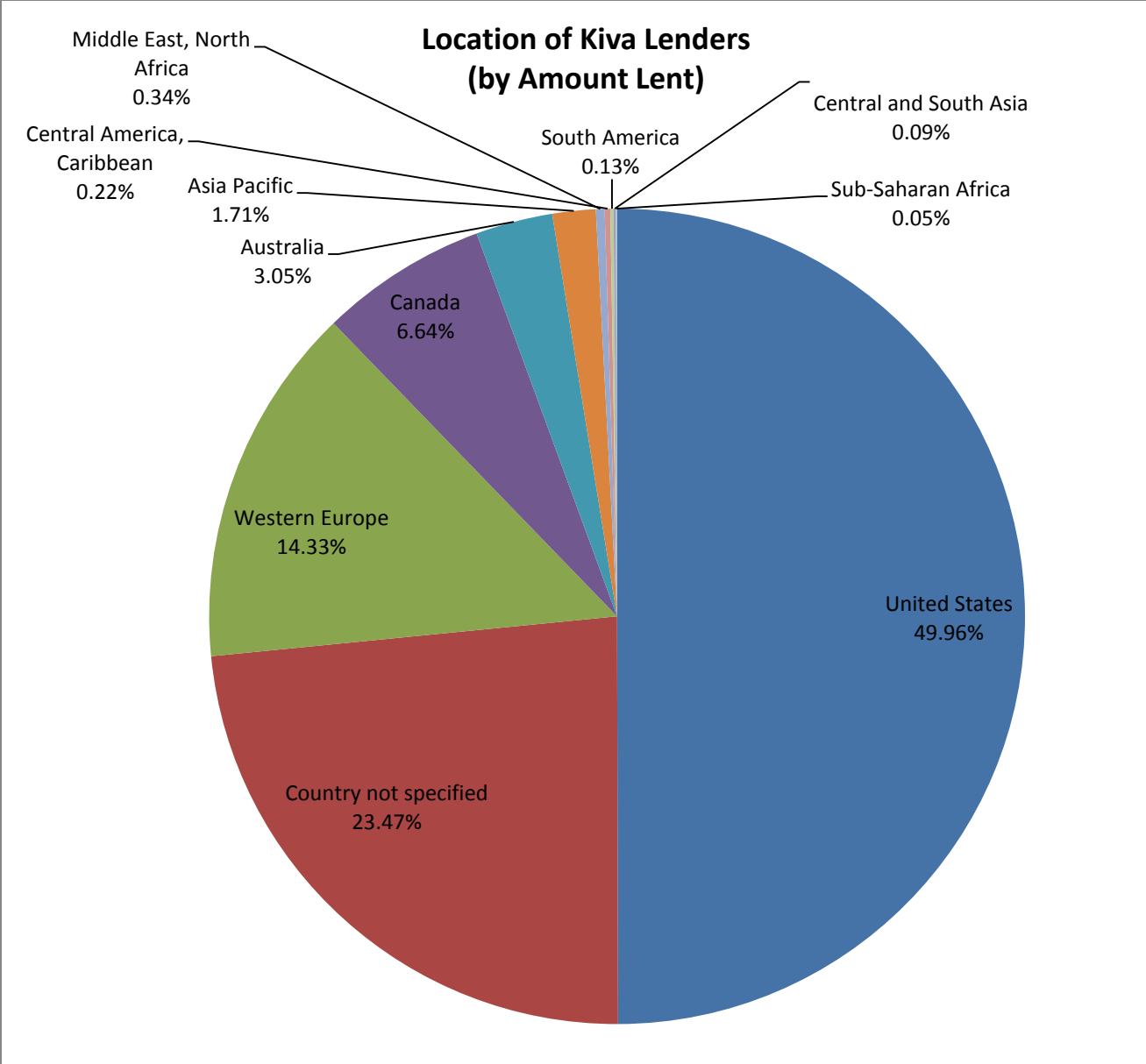
The majority of our lenders are between 25 and 64 years old

- About 67% of lenders are 35 or older.
- About 20% of lenders are 25 - 34 years old.

Nationality or Location

Kiva has lenders in over 190 countries worldwide. A majority of Kiva lenders (about 60%) live in the United States.

The below chart breaks down the total lent on Kiva in 2012 by the country/region of the lenders. About 50% of the amount lent was from Kiva lenders in the United States.



Religion

Kiva lenders have very diverse religious beliefs. There are many Christian, Jewish, Buddhist and Muslim lenders on Kiva. Additionally, a significant number of lenders identify as agnostic, atheist, or unaffiliated.

Education

Over 60% of Kiva lenders have a college degree.

Why do lenders choose to lend their money through Kiva?

Every person that lends on Kiva has a different motivation. Some lend because it makes them feel good while others lend because they feel it is a sustainable way to help a person (or region) improve their economic and social conditions. Below is a list of common motivations lenders have shared with Kiva, but this list is by no means comprehensive:

- A method of helping other people.
- A way to share their personal good fortune with others.
- A way to help an individual improve their social and economic standing.
- A window to the world, allowing a lender to become exposed to different people and cultures.
- A way to connect with, or give back to, a region where they have traveled or lived.
- A way for a lender to help an individual who shares common characteristics to themselves (age, gender, family size/structure, profession, etc.).

What does a lender look for in a Kiva profile? In a Kiva profile photo?

Kiva lenders select loans based on many different criteria. On one end of the spectrum, lenders make decisions based on the personal details of a borrower such as their photo and their story, why they are seeking a loan, what they plan to use it for, their family, and personal situation. Some people look for signs the borrower is trustworthy and responsible, and runs a business that has a good chance of succeeding. Still others base their decisions entirely on the loan terms and past history of the partner – including repayment rate, portfolio yield, social performance badges, and Kiva's risk rating. The vast majority of lenders take both the personal story and loan terms into account.

Almost all lenders appreciate photos of borrowers, so a good quality photo can have a significant positive impact. Lenders tend to like photos that help convey the personal story of the borrower. For example, they often react positively to details they see in the photos, such as being able to see the borrower at work, or smiling, or other details of their daily life.