






60 _ decibels

Kiva US

Impact Performance Report



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About This Report

This report is designed to provide you with an in-depth understanding about your borrowers, their profiles, their experience with Kiva's services, experience accessing financial services, the impact of your loans on their lives, and opportunities for enhancing your impact.

The insights are based on online surveys conducted with 392 borrowers, administered by Kiva. We really enjoyed hearing from your borrowers – they had a lot to say!

To learn more about our methodology, head to the [Appendix](#).

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

392 borrowers surveyed, 71% were female.



“

When we needed a loan to take our first step toward growth, Kiva was the only resource available. We are incredibly grateful for the program! We have grown from 2 part-time business owners to a company that employs 11 people!

- Female, Hub Borrower

60dB Perspective

Top Insights

1 Kiva improves first-time access to business capital and securing additional financing.

2 in 3 Kiva borrowers indicate that they had never borrowed money for their business before receiving their Kiva loan. Additionally, 2 in 5 borrowers applied for additional financing from other funders after receiving their Kiva loan, with 80% of those securing the additional capital. The most common sources of this capital are CDFIs (23%) and online lenders (15%). Among those who secured additional financing, half agree that Kiva played a role in helping them obtain it, citing factors such as the ability to build credit history (37%), increased knowledge in applying for business financing (23%), and having initial funding to prove business viability (23%).

See pages: [10](#), [11](#), [21](#), [22](#)

3 Hub borrowers report deeper impact.

Borrowers who accessed their loans via a hub report higher levels of impact than non-hub borrowers. Specifically, 51% of hub borrowers report improved business success since receiving their Kiva loan, compared to 40% of non-hub borrowers. Additionally, hub borrowers are more likely to report a 'very much improved' ability to manage finances (31% vs. 23%), business confidence (49% vs. 38%), and increased business revenue (27% vs. 19%) compared to non-hub borrowers.

See pages: [14](#), [15](#), [16](#)

2 Borrowers report high levels of impact because of their Kiva loan.

Among surveyed borrowers, 83% report improved business success since receiving their Kiva loan, and 62% feel that Kiva is enhancing their chances of achieving their primary business goals. Additionally, 80% have improved business confidence, 64% have improved their ability to manage finances, 39% experience reduced financial stress, and 65% have seen increased revenue. Notably, 26% of respondents believe their business would have closed temporarily or permanently without the support of a Kiva loan.

See pages: [14](#), [15](#), [16](#), [17](#), [18](#), [19](#)

4 Borrowers are highly satisfied with their Kiva experience.

Kiva has an excellent Net Promoter Score, a common measure of satisfaction and loyalty, of 82. The top drivers of satisfaction include the interest-free loans (27%) and the ease of application (14%). Only 15% of borrowers report challenges with their Kiva experience, with issues primarily related to crowdfunding, customer service, and repayment.

See pages: [24](#), [25](#)

Recommendations

1 Consider offering more repayment options.

Roughly 1 in 3 borrowers consider their loan repayments a burden. The most common suggestions for making timely repayments more manageable include allowing a delayed repayment start (20%), the ability to choose the repayment day of the month (17%), and the option to select their repayment terms (15%).

To address these concerns, Kiva could consider offering more flexible repayment schedules, such as a grace period before the first payment or customizable repayment dates. Implementing these changes could improve overall repayment rates and strengthen borrower loyalty.

See page: [26](#)

2 Further explore hub model to deepen borrower impact.

As outlined above, Kiva borrowers who access their loans via a hub perceive a greater impact than non-hub borrowers.

To leverage this enhanced impact, Kiva could consider expanding the hub model to more regions, ensuring that more borrowers have access to the enhanced support and resources that hubs provide. Additionally, investing in targeted training and mentorship programs through these hubs could further amplify the success rates of borrowers, particularly in areas like financial management and business growth.

See page: [31](#)

Performance Snapshot

In the following sections, we will conduct a thorough analysis of four key topics: Kiva borrowers' profiles, the impact of their loans on their businesses, their experience accessing additional business capital, and their satisfaction with Kiva.

Here, you can find a selection of the most relevant metrics:

 Who are you reaching?	Performance
% Female	71%
% BIPOC	59%
% report never borrowing money for their business before Kiva	67%
 What impact are you having?	
% report business success has 'very much improved'	46%
% report business revenue 'very much increased'	24%
% report Kiva has 'very much improved' their ability to achieve their main business goal	22%
 Have Kiva borrowers accessed additional capital?	
% report applying for additional capital since receiving their Kiva loan	42%
% report securing additional capital	79%
 How satisfied are your borrowers?	
Net Promoter Score	82
% experiencing challenges	15%



01: Profile

This section helps you understand your borrower base, and if you are reaching a previously underserved population.

The key indicators in this section are:

- **Demographics:** What is demographic breakdown of your borrowers?
- **Business Profile:** Are businesses currently operating? If so, are they profitable over the last 30 days?
- **Accessing Business Capital:** What proportion of borrowers are first-time loan recipients? Do they have alternatives? Where have they sought capital?

 Profile

The majority of Kiva borrowers are female, about half are BIPOC, and they generally access their loans through a hub.

Borrower and Business Demographics

Gender Breakdown	
Female	71%
Male	29%

Hub Status	
Hub Borrower	58%
Non-Hub Borrower	42%

Application Status	
Paying back	49%
Ended	46%
Defaulted	2%
Other	3%

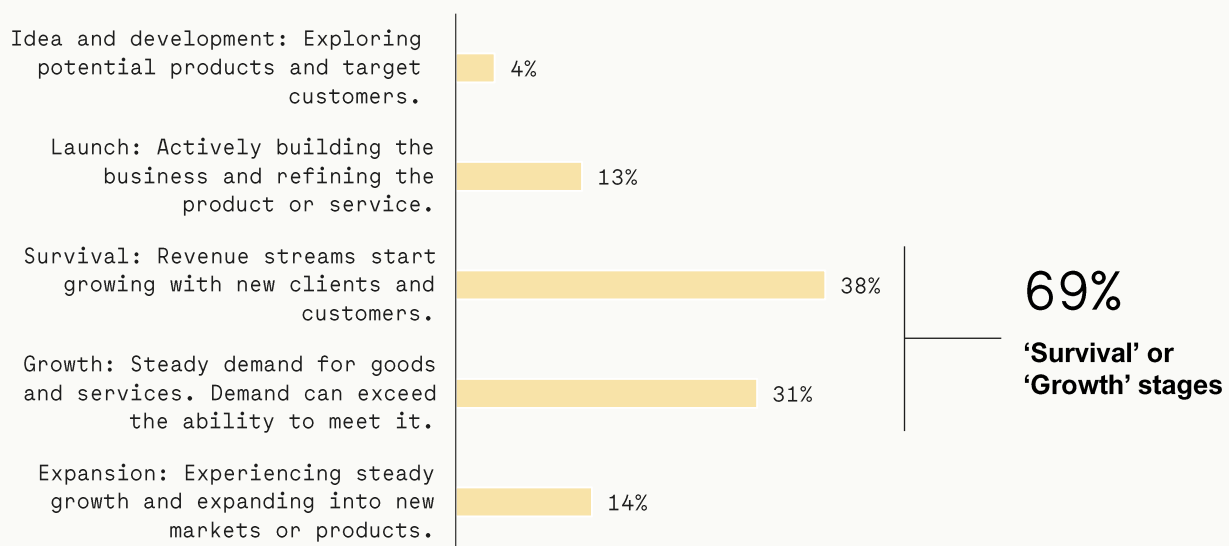
Race	
White	36%
Black	31%
Latino or Hispanic American	21%
Other	9%
Prefer not to say	3%

Months of Cash Reserves (Median)	
Months	2

2 in 3 Kiva borrowers are in the ‘Survival’ or ‘Growth’ stages of their business.

Business Stage

Q: Which of the following options best describes your current business stage? (n = 349)



Profile

Kiva borrowers have an average of 1.8 full-time employees and 1.8 contractors on their payroll.

Employee Count (Average)*

Q: How many total employees do you currently have on your payroll (including yourself)? (n = 364 | Hub Borrower = 214 , Non-Hub Borrower = 150)

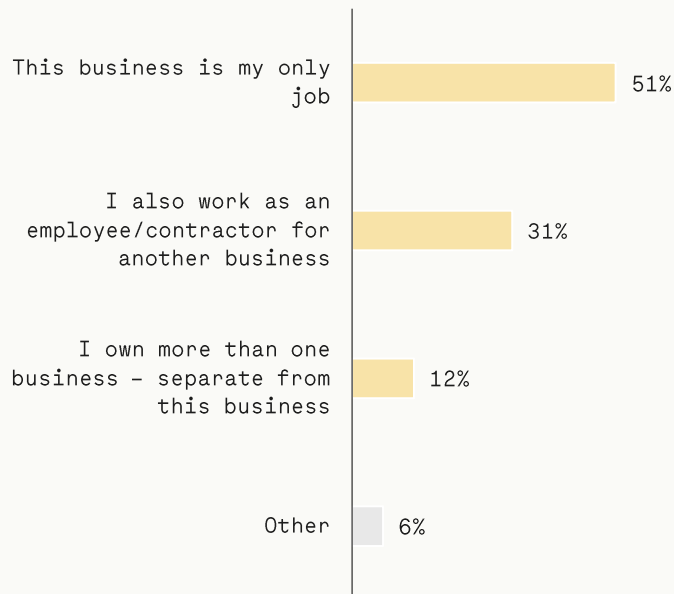


*Note: Data consists only of respondents whose businesses are 'operating' or 'temporarily closed'.

Half of Kiva businesses indicate the business they run is their only job.

Other Businesses or Form of Employment

Q: In addition to this business, do you currently have other employment or run another business?(n = 368)



Insight

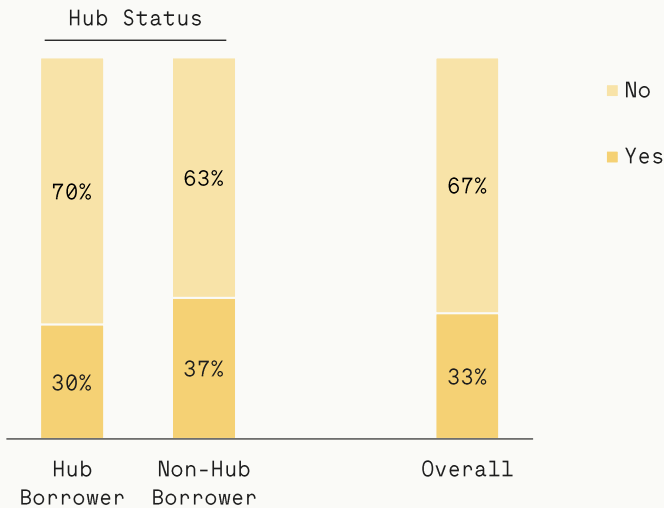
Black (36%) and White (37%) borrowers are significantly more likely to report working as an employee or contractor for another business compared to Hispanic or Latino borrowers (20%).

Profile

2 in 3 borrowers never borrowed money for their business before Kiva, especially those accessing loans via a Hub.

Access to Business Capital

Q: Before applying to Kiva, did you ever borrow money for your business? (n = 392 | Hub Borrower = 229, Non-Hub Borrower = 163)



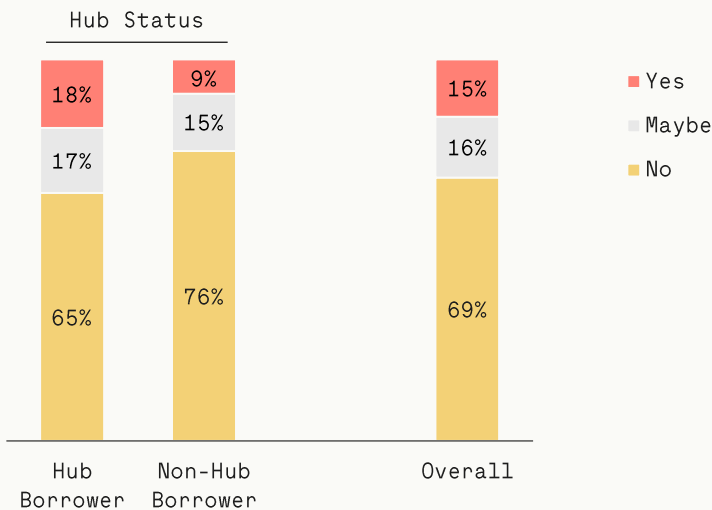
Insight

Black borrowers are less likely to have had access to capital before the Kiva loan compared to White borrowers (61% vs. 76%).

More than 2 in 3 borrowers indicate they could not easily find a good alternative to the Kiva loan.

Access to Alternatives

Q: Could you easily find a good alternative to the Kiva loan? (n = 392 | Hub Borrower = 229, Non-Hub Borrower = 163)



Insight

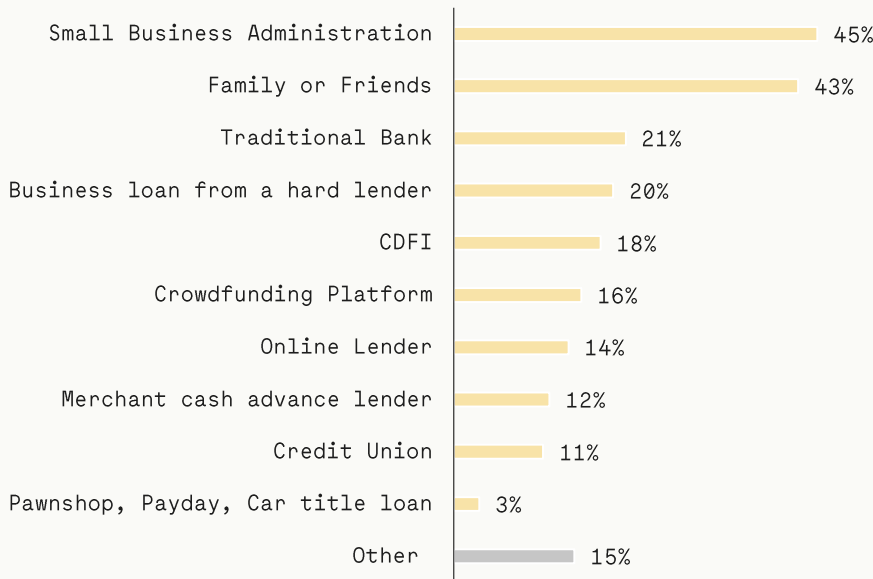
Latino or Hispanic American borrowers (42%) are significantly more likely to say they could find a good alternative to the Kiva loan compared to Black (8%) or White (5%) borrowers.

 Profile

For businesses that have accessed business capital, the SBA and family or friends are the most common sources of that capital.

Sources of Business Capital

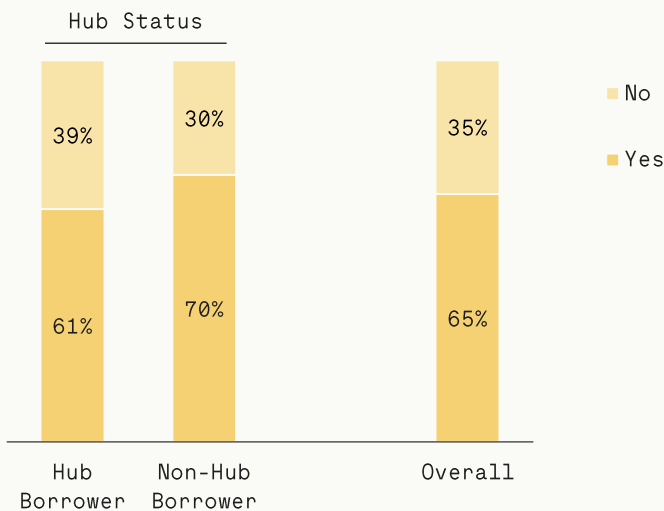
Q: Have you taken a loan for your business from any of the following sources? Select all that apply: (n = 126)



2 in 3 borrowers currently have other existing loans, with non-hub borrowers carrying a higher proportion than hub borrowers.

Existing Loans

Q: Besides the Kiva loan, do you currently have any other existing loans? (n = 124 | Hub Borrower = 64 , Non-Hub Borrower = 60)



Insight

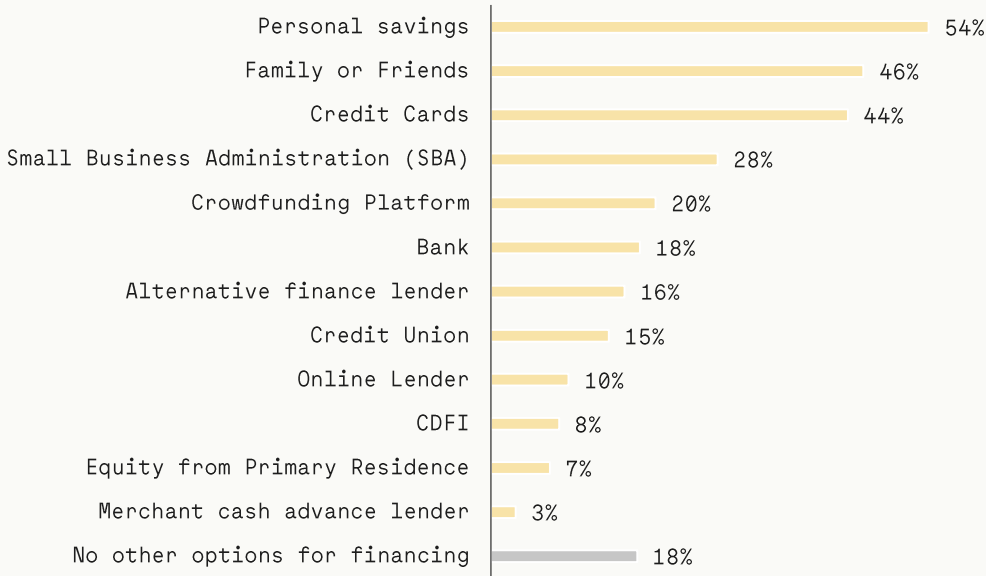
White borrowers (75%) are more likely to have other existing loans compared to Black (44%) and Latino or Hispanic (44%) borrowers.

Profile

Nearly 1 in 5 borrowers had no other financing options without the Kiva loan. Half who did would have relied on personal savings.

Alternative Sources Considered Without Kiva Loan

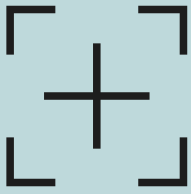
Q: If you hadn't received this loan from Kiva, which of the following sources would you have considered for financing your business? Select all that apply: (n = 262)



“

I'm grateful to Kiva for giving us an opportunity when traditional lending wasn't an option. I also took out a second loan during the pandemic to cover payroll. My business has since tripled.

– Female, Non-Hub Borrower



02: Impact

We believe that the best way to understand the social impact that you are having, is to simply ask borrowers whether their business has changed as a result of access to the Kiva loan, and if so, how.

This section shows you the degree to which you are impacting businesses, and what outcomes, if any, are borrowers experiencing, in their own words.

The key indicators in this section are:

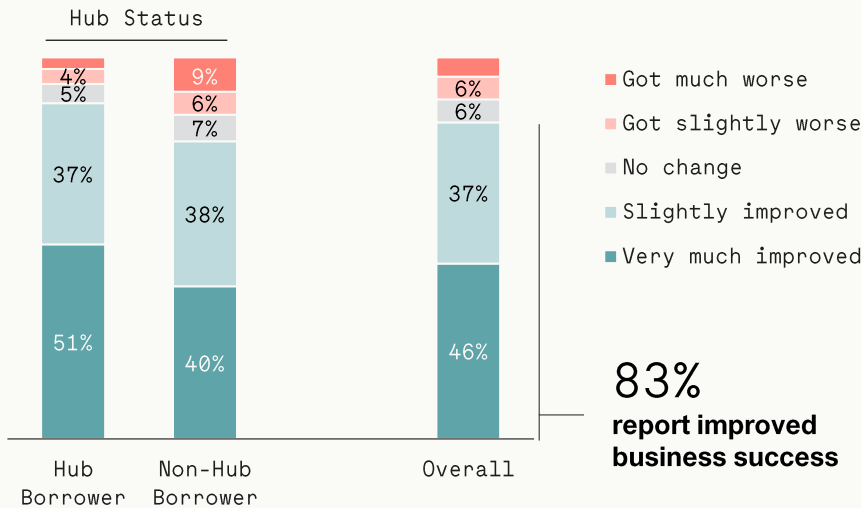
- **Business Success Change:** To what extent has the success of borrowers' businesses changed as a result of your offering?
- **Business Outcomes:** Have there been changes in business confidence, ability to manage finances, ability to keep or hire additional employees, and revenue?
- **Additionality of Kiva Loans:** What would have happened if businesses had never received their Kiva loan?

[+] Impact

83% of borrowers report improved business success after receiving the Kiva loan.

Business Success After Receiving Kiva Loan

Q: Since receiving the Kiva loan, has there been a change in the success of your business? Would you say it has:
 (n = 392 | Hub Borrower = 229 , Non-Hub Borrower = 163)



Insight

Common themes among businesses that worsened (11%) after receiving loans include impact of COVID, increased overhead costs (especially rent), and insufficient loan amounts. Many faced reduced consumer spending, staffing challenges, and personal or family issues that diverted focus.

Top three self-reported outcomes for 83% of borrowers who say their business success improved.

Open-ended question, responses coded by 60dB.

17%

talk about business growth and expansion
 (12% of all respondents)

15%

mention purchasing equipment or inventory
 (11% of all respondents)

12%

report increased revenue or sales
 (8% of all respondents)

“

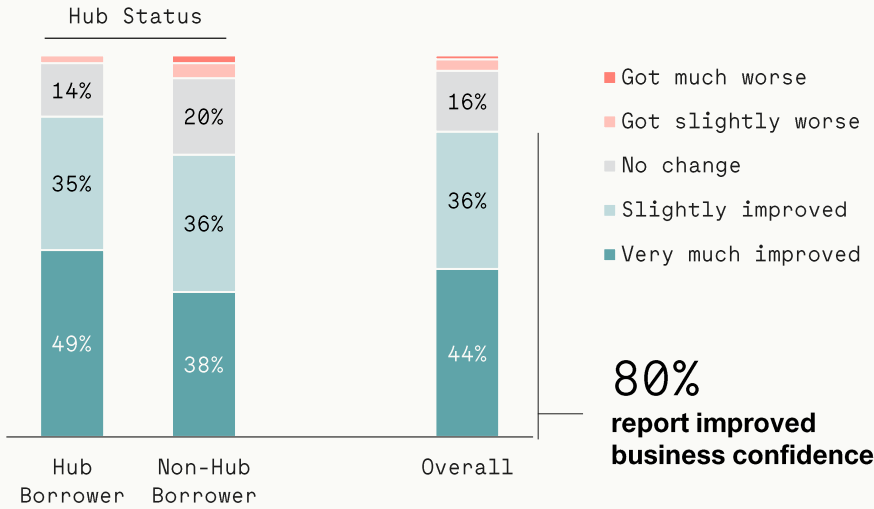
When I first took out a Kiva loan, I was just starting with pop-up shops. Now, I'm officially opening my first brick-and-mortar storefront.
 - Female, Hub Borrower

[+] Impact

4 in 5 borrowers indicate their business confidence improved because of the Kiva loan.

Change in Business Confidence

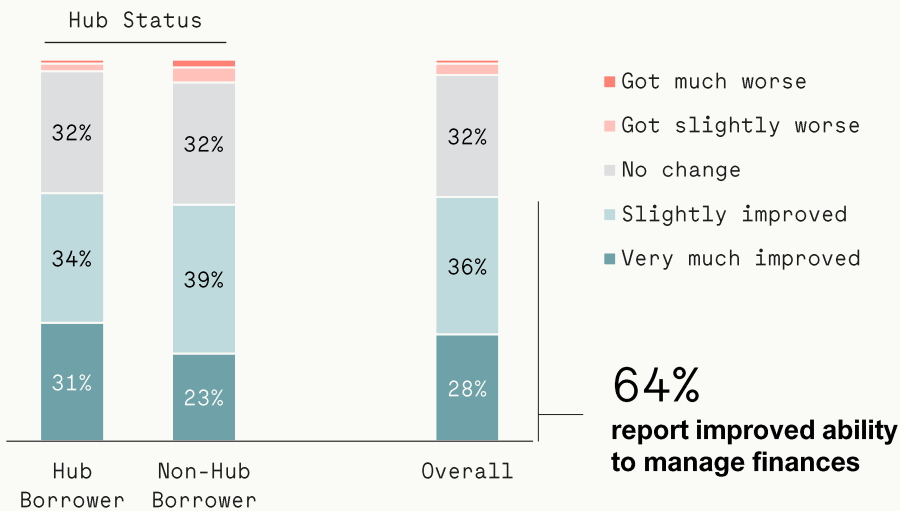
Q: Has your business confidence changed because of the Kiva loan? (n = 392 | Hub Borrower = 229 , Non-Hub Borrower = 163)



2 in 3 borrowers report their ability to manage their finances improved because of the Kiva loan.

Change in Ability to Manage Finances

Q: Has your ability to manage your finances changed because of the Kiva loan? (n = 392 | Hub Borrower = 229 , Non-Hub Borrower = 163)

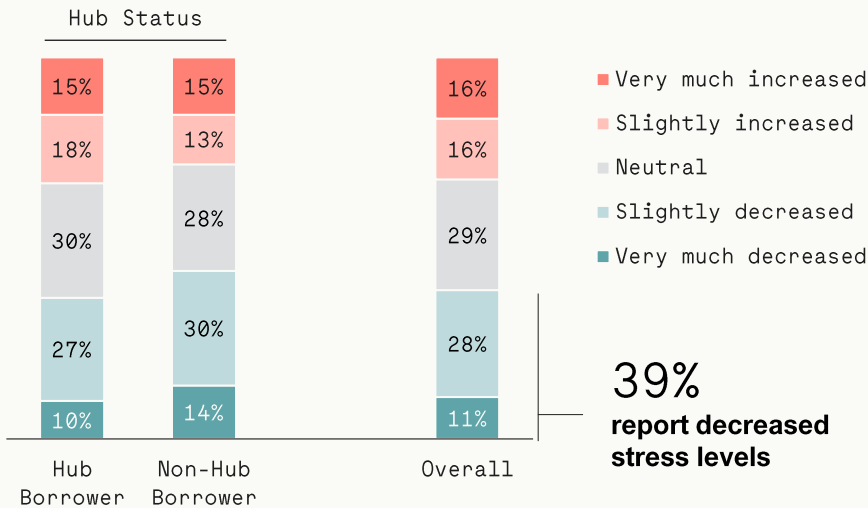


[+] Impact

39% of borrowers report decreased financial stress, while 32% say it increased due to the Kiva loan.

Change in Stress Levels

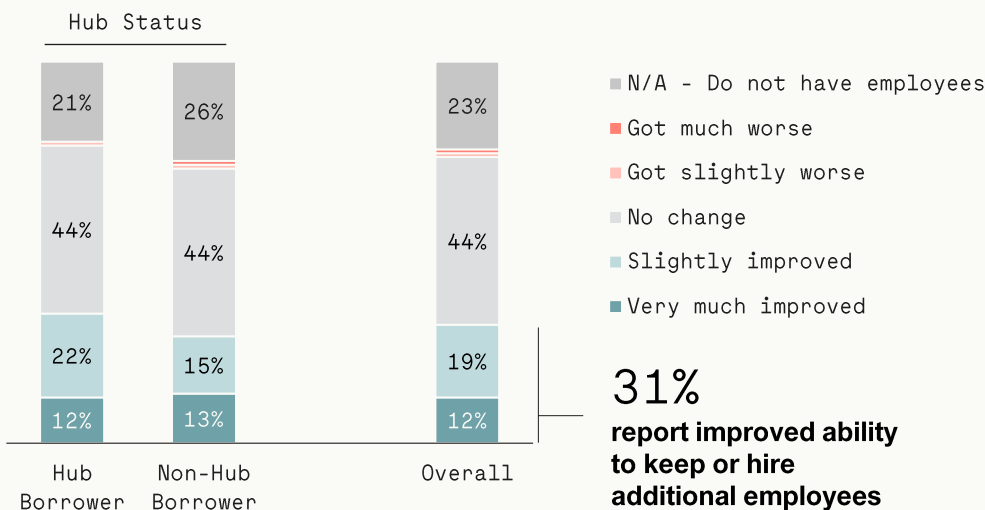
Q: Have your stress levels related to your finances changed because of the Kiva loan? (n = 392 | Hub Borrower = 229, Non-Hub Borrower = 163)



1 in 3 borrowers say their ability to keep or hire additional employees improved because of the Kiva loan.

Change in Ability to Keep or Hire Additional Employees

Q: Has your ability to keep or hire additional employees changed because of the Kiva loan?(n = 392 | Hub Borrower = 229 , Non-Hub Borrower = 163)

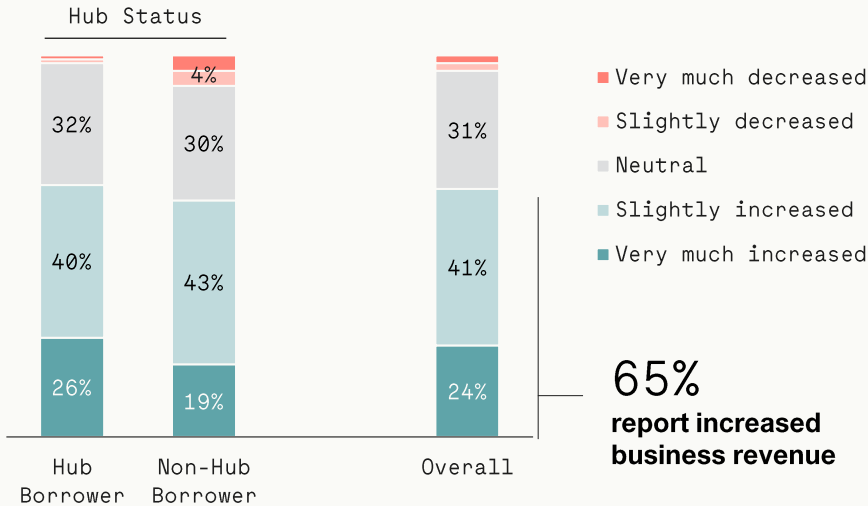


[+] Impact

2 in 3 borrowers indicate their business revenue increased because of the Kiva loan.

Change in Business Revenue

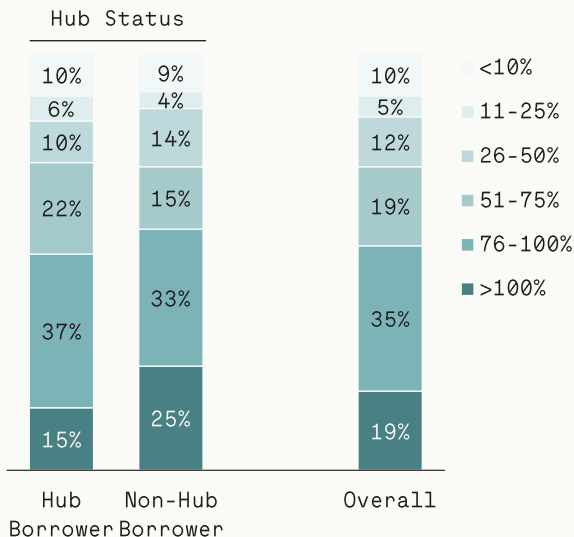
Q: Has your business revenue changed because of the Kiva loan? (n = 392 | Hub Borrower = 229, Non-Hub Borrower = 163)



More than half of borrowers who say their business revenue increased, indicate it has increased by more than 75%.

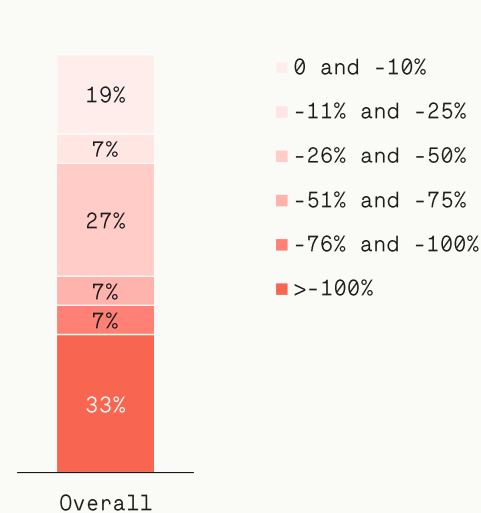
Magnitude of Increased Revenue

Q: By what percentage has your average monthly business revenue (total revenue not including costs) increased since receiving your Kiva loan? (n = 240 | Hub Borrower = 144, Non-Hub Borrower = 96)



Magnitude of Decreased Revenue*

Q: By what percentage has your average monthly business revenue (total revenue not including cost) decreased since receiving your loan? (n = 15)



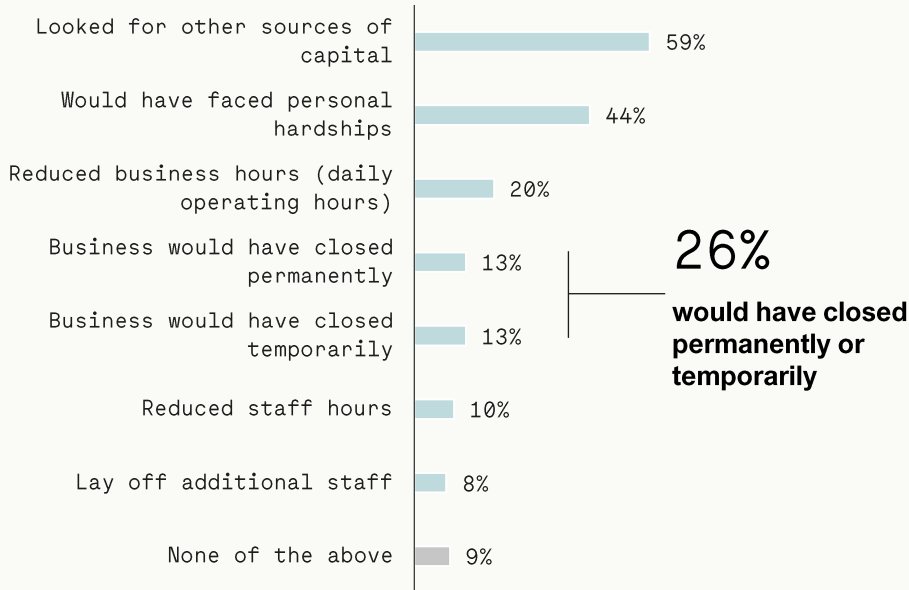
*Note: Small sample size so only indicative.

[+] Impact

26% of borrowers would have had to temporarily or permanently close their business if they did not have access to the Kiva loan.

Business Outcomes Without Kiva Loan

Q: If you did not have access to the Kiva loan, what do you think would have happened to your business? Select all that apply. (n = 392)



“

The loan was necessary to get started. If I hadn't gotten this loan, I would have had to secure seed money under less favorable terms, try to start my business without a safety net if I wasn't immediately making enough to cover my overhead and living expenses, or stay in my old job that was causing overuse injuries while trying to cultivate clients on the side.

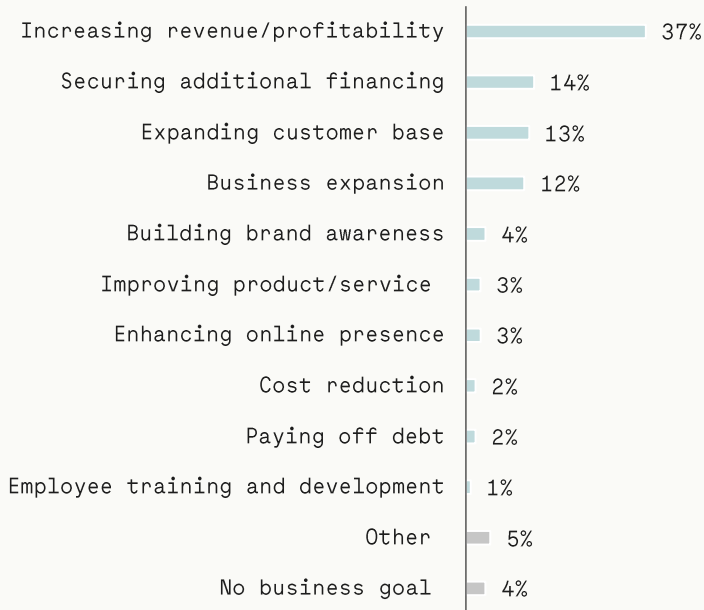
- Female, Non-Hub Borrower

[+] Impact

Increasing revenue and profitability is the most common business goal that Kiva borrowers are currently trying to achieve.

Most Important Business Goal

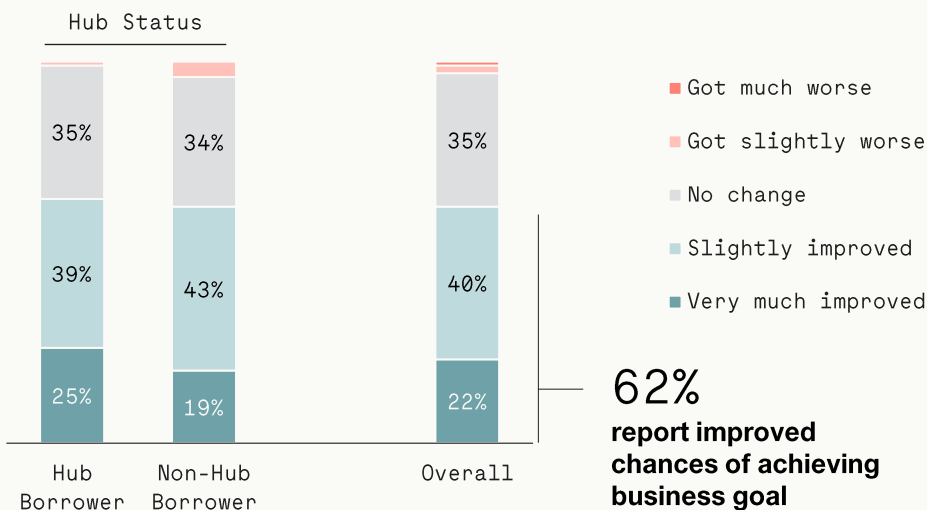
Q: What is the most important business goal you're trying to achieve right now? (n = 392)



3 in 5 borrowers indicate their chances of achieving their business goal has improved because of Kiva.

Impact of Achieving Goal

Q: Have your chances of achieving this goal changed because of Kiva? (n = 392 | Hub Borrower = 219, Non-Hub Borrower = 153)





03:

Additional Financing

Climbing the capital ladder is a metric of success for Kiva US, and understanding the extent to which Kiva is helping is the focus of this section.

The key indicators in this section are:

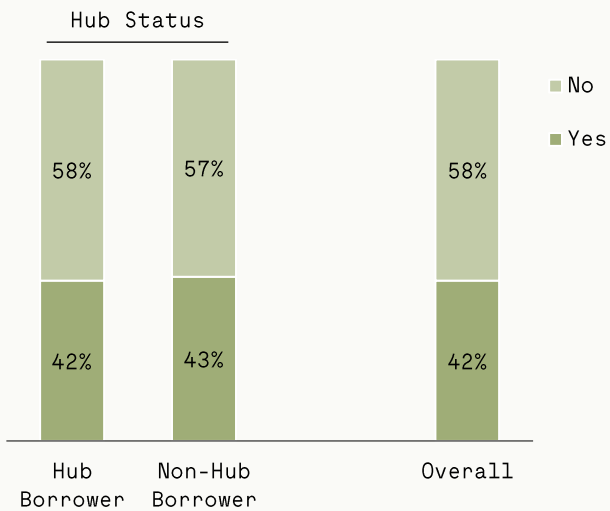
- **Sourcing Additional Capital:** Have borrowers applied for additional capital? Of those who did, how many have been able to secure it and where did they source it from?
- **Kiva's Impact:** To what extent has Kiva's loan helped businesses in securing this capital?

Additional Financing

About 40% of borrowers sought additional financing after their Kiva loan, and 80% of them secured it.

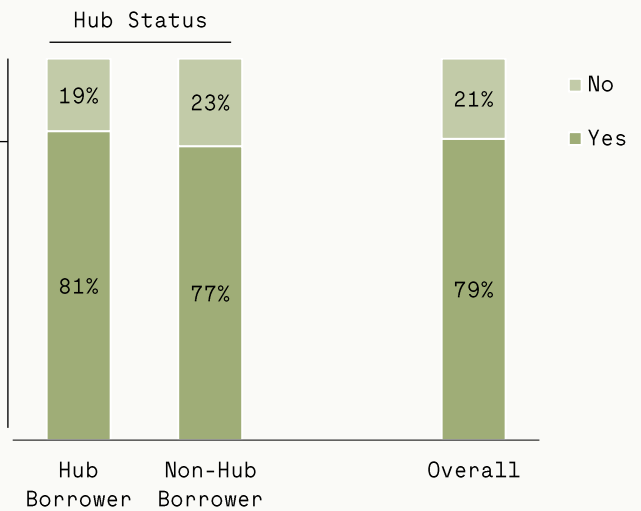
Applying for Additional Financing Post Kiva Loan

Q: Have you applied for additional business financing (e.g., loans, investments, etc.) after receiving your Kiva loan? (n = 392 | Hub Borrower = 229, Non-Hub Borrower = 163)



Securing Additional Financing Since Receiving Kiva Loan

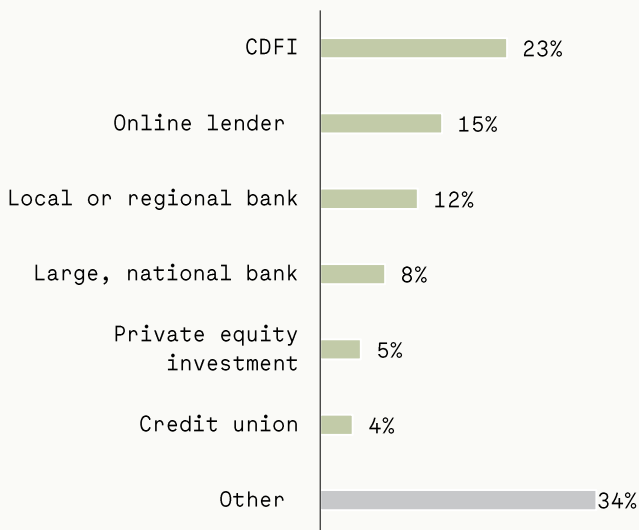
Q: Have you been able to secure additional financing from other sources (e.g., loans, investments, etc.) since receiving your Kiva loan? (n = 164 | Hub Borrower = 94, Non-Hub Borrower = 70)



Borrowers who secured additional financing are most likely to have turned to CDFIs or online lenders.

Source of Additional Financing

Q: Where did you secure your additional financing from? (n = 129)



Insight

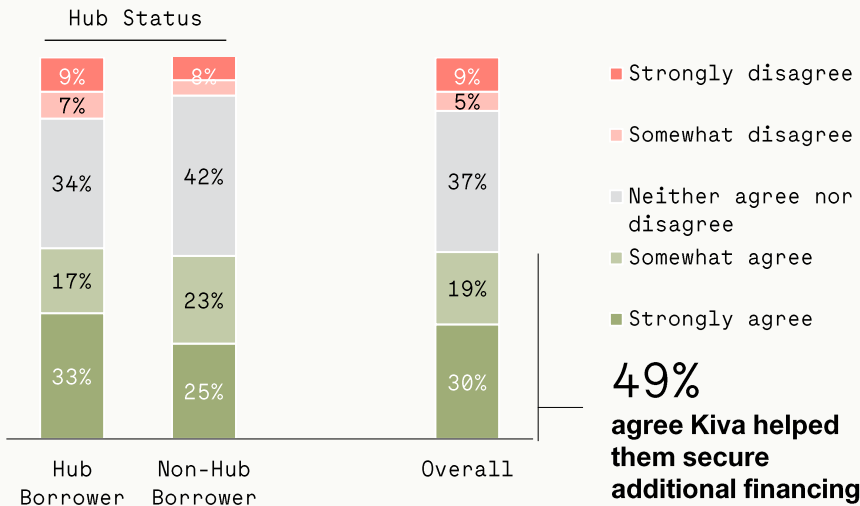
Female (27%) and Black borrowers (33%) are more likely to secure financing from CDFIs than male (11%) and White borrowers (15%). Conversely, White (21%) and male borrowers (22%) are more likely to use online lenders than female (12%) and Black borrowers (8%).

Additional Financing

Half of borrowers who secured additional financing agree that Kiva helped them do so.

Kiva's Impact of Securing Additional Financing

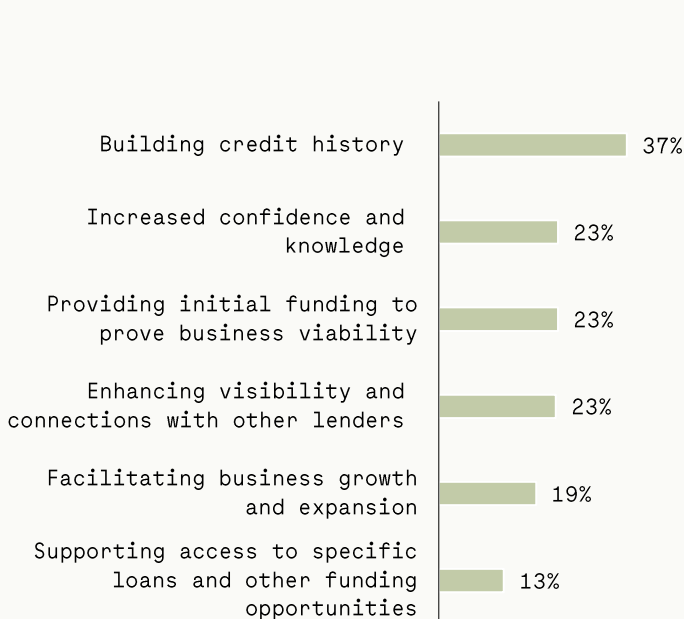
Q: To what extent do you agree or disagree with the following statement: "Kiva's loan helped me secure additional financing." (n = 129 | Hub Borrower = 76, Non-Hub Borrower = 53)



Borrowers cite building credit history and gaining confidence as the top reasons Kiva helped them secure additional financing.

Securing Additional Financing Since Receiving Kiva Loan

Q: How did Kiva help increase your ability to access additional financing for your business?(n = 47)



“

I believe it helped to establish a payment history. Since we were a new business, it was difficult to secure a loan when we first started. Having these payments recorded every month helped our lender gain confidence in us.

- Female, Hub Borrower



04: Experience

If your borrowers are unhappy, it's unlikely they will continue to choose your loans or recommend to others.

This section uses the popular Net Promoter Score[®] to understand the level and drivers of customer satisfaction and loyalty. Additional insights on challenges, repayment burden, and suggestions for improvement highlight areas you can improve.

The key indicators in this section are:

- **Net Promoter Score:** How likely are your borrowers to recommend Kiva to a friend?
- **% Experiencing Challenges:** What proportion of borrowers experience challenges during their Kiva engagement?
- **Repayment Preferences:** What do borrowers believe would make them more likely to make timely repayments?
- **Looking Ahead:** What proportion of borrowers need additional capital? How interested are borrowers in obtaining another Kiva loan?

Experience

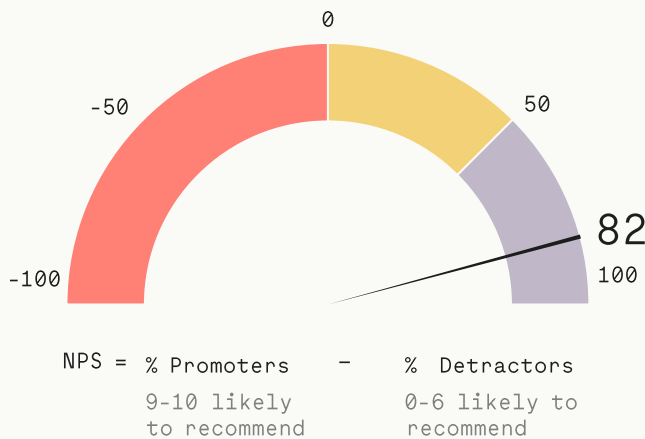
Kiva has an NPS of 82, which is excellent and higher than the 60dB CDFI Benchmark of 71.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend Kiva to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 392)

The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of borrowers rating 9 or 10 ('Promoters') minus the percent of borrowers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. Kiva US has a NPS of 82, which is excellent.



Segments	NPS
Hub Borrower	82
Non-Hub Borrower	81
Female	83
Male	78

Promoters value the interest-free loans, easy application, and community support. Detractors prefer a longer repayment period.

Follow up from NPS question: We ask respondents to explain their rating to provide an insight into what they value and what creates dissatisfaction.

87% 😊
are Promoters

They love:

1. Interest-free loans (27% of Promoters / 24% of all respondents)
2. Ease of application/process (14% of Promoters / 12% of all respondents)
3. Supportive community aspect (8% of Promoters / 6% of all respondents)

8% 😐
are Passives

They like:

1. Interest free loans (50% of Passives / 4% of all respondents)
- They want to see:**
2. Easier time funding full amount (24% of Passives / 2% of all respondents)
 3. Shorter loan process (21% of Passives / 2% of all respondents)

5% 😞
are Detractors

They ask to:

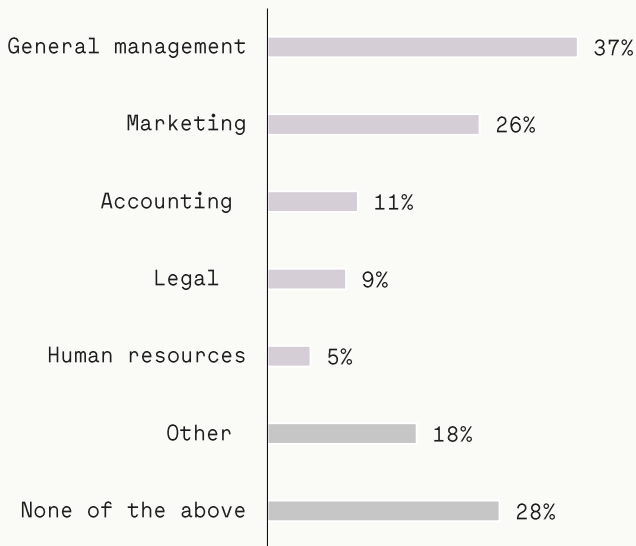
1. Extend initial repayment period (32% of Detractors / 2% of all respondents)
2. Simplify repayment process (21% of Detractors / 1% of all respondents)

🏠 Experience

Borrowers who received support from their local hub are most likely to have received general management and marketing assistance.

Support Received

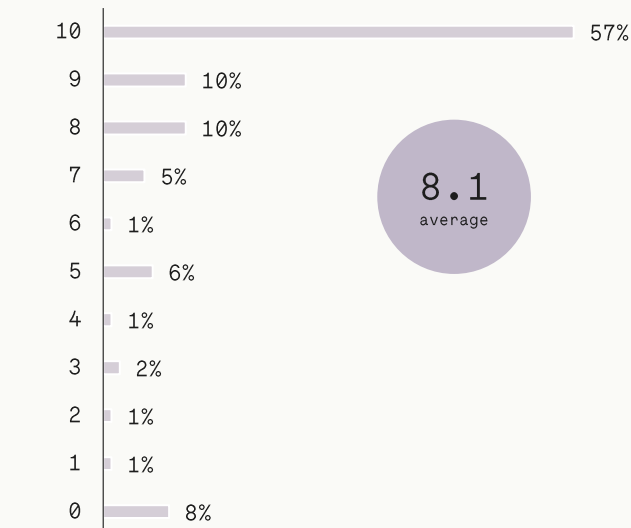
Q: What type of support did you receive from [US Hub]? (n = 211)



Borrowers generally indicate that the hub they worked with in applying for and receiving their Kiva loan was helpful.

Helpfulness of Hub

Q: On a scale of 0 to 10, with 0 being not at all helpful and 10 being extremely helpful, how would you rate the helpfulness of the customer support of [Hub name] in applying for and receiving your Kiva loan?(n = 211)

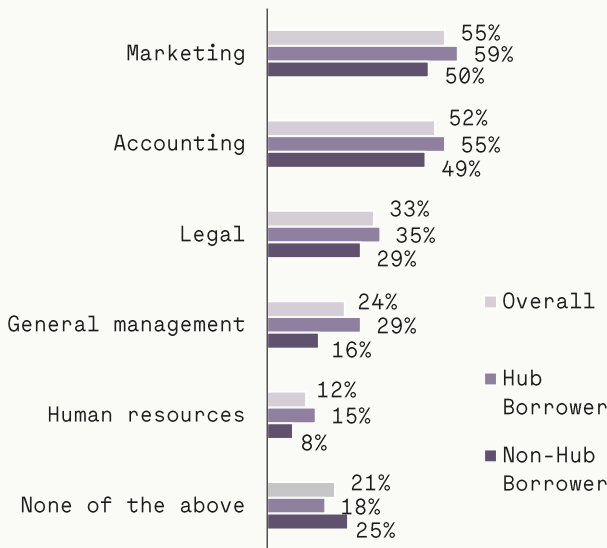


Experience

Businesses are more likely to need marketing or accounting support and prefer accessing it through one-on-one counseling.

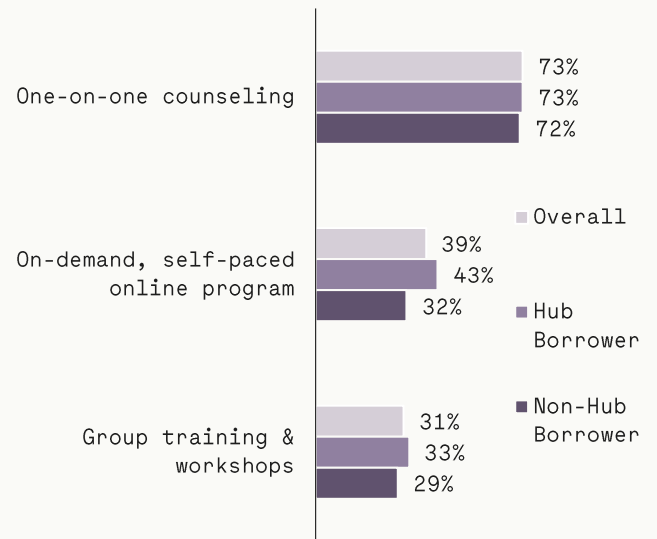
Business Advisory Services

Q: Which of the following business advisory services are you likely to use in the next 6-12 months? Select all that apply: (n = 392 | Hub Borrower = 229, Non-Hub Borrower = 163)



Business Advisory Engagement

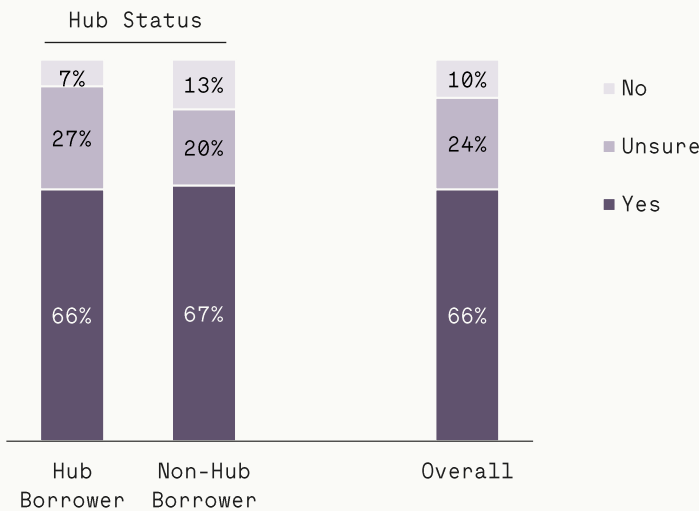
Q: What is your preferred method to engage with a business advisory service? (n = 374 | Hub Borrower = 223, Non-Hub Borrower = 151)



2 in 3 borrowers indicate their business will require additional capital in the next 12 months.

Additional Capital

Q: In the next 12 months, will your business require additional capital? (n = 383 | Hub Borrower = 222, Non-Hub Borrower = 161)



Insight

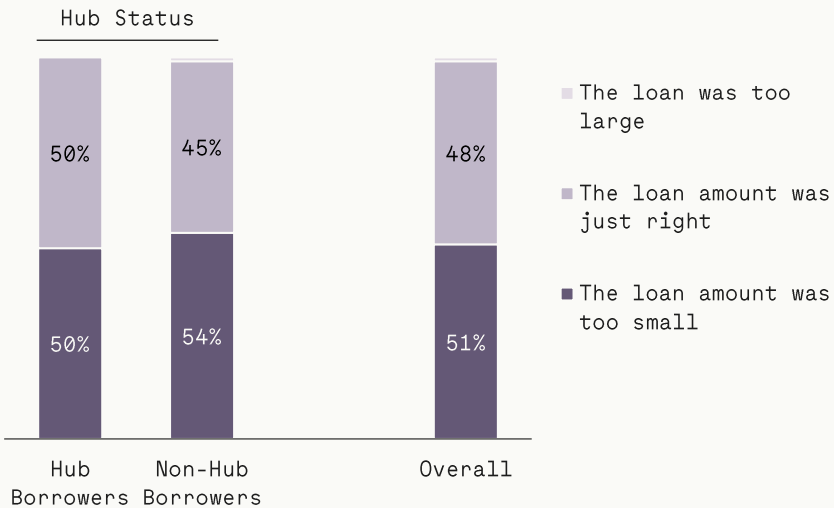
Black (74%) and Latino or Hispanic (78%) borrowers are more likely to say they need additional capital compared to White borrowers (56%).

Experience

Borrowers are nearly evenly split on whether they think their Kiva loan was ‘too small’ or ‘just right’.

Loan Size Sentiment

Q: Which statement best matches the way you feel about the amount you received for your Kiva loan? (n = 383 | Hub Borrower = 224, Non-Hub Borrower = 159)



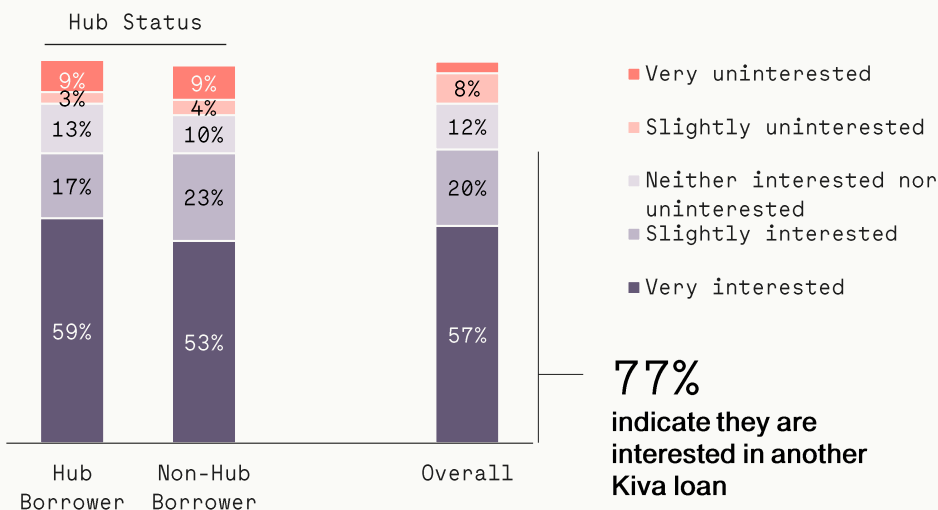
Insight

Unsurprisingly, borrowers who said the loan was ‘too small’ applied for additional business financing after their Kiva loan at a higher rate than those who did not (61% vs. 44%). The perception that the loan was too small likely reflects that the borrowers' business needs were not fully met by the initial loan. As a result, they had to seek additional funds elsewhere to bridge the gap.

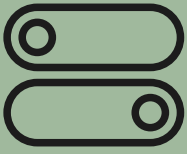
3 in 4 borrowers are interested in applying for another Kiva loan.

Interest in Another Kiva Loan

Q: What is your level of interest in applying for another Kiva loan in the future?(n = 383 | Hub Borrower = 221, Non-Hub Borrower = 163)



77%
indicate they are interested in another Kiva loan



04: Segmentation Analysis

Not every borrower is the same. Understanding your impact across different groupings of borrowers can reveal additional insights into how you can improve performance.

This section disaggregates results by hub status and gender across five key indicators introduced in previous sections.

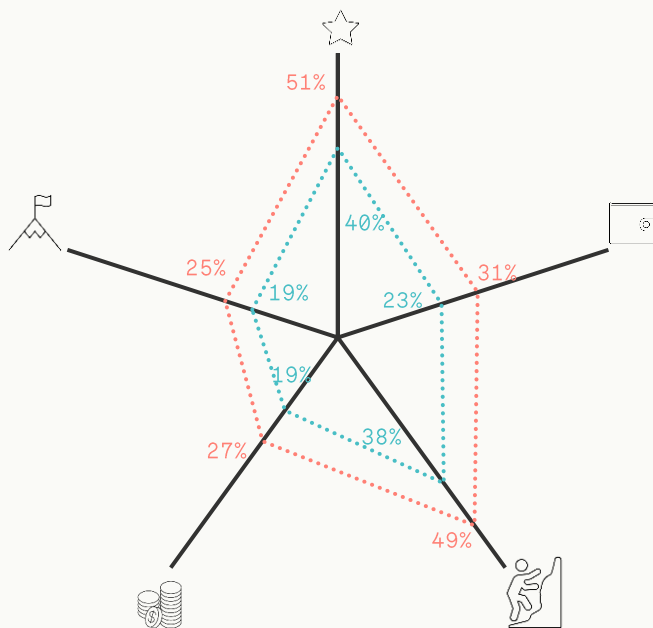
The key indicators in this section are:

- **Success of Business**
- **Managing Finances**
- **Business Confidence**
- **Business Revenue**
- **Business Goal Achievement**

Segmentation

Borrowers who access their loans via a hub report higher levels of impact related to their businesses than non-hub borrowers.

Segmentation analysis based on Hub Status



Key

- Success of Business**
% of borrowers who report 'very much improved' success of business
- Ability to Manage Finances**
% of borrowers reporting 'very much improved' ability to manage finances
- Business Confidence**
% of borrowers reporting 'very much improved' business confidence
- Business Revenue**
% of borrowers reporting 'very much increased' business revenue
- Business Goal**
% of borrowers reporting 'very much improved' chances of achieving business goal

Results

- Hub Borrower n = 229
- Non-Hub Borrower n = 163

Insights

- 1 Hub borrowers are more likely to report that the success of their business has 'very much improved' compared to non-hub borrowers (51% vs. 40%). Similarly, we find that hub borrowers are more likely to say that, because of Kiva, their chances of achieving their main business goal have 'very much improved' compared to non-hub borrowers (25% vs. 19%).
- 2 Across the three main metrics for reporting changes since their engagement with Kiva, hub borrowers see more improvements in their ability to manage their finances (31% vs. 23%), their business confidence (49% vs. 38%), and their business revenue (27% vs. 19%) compared to non-hub borrowers.

Actions

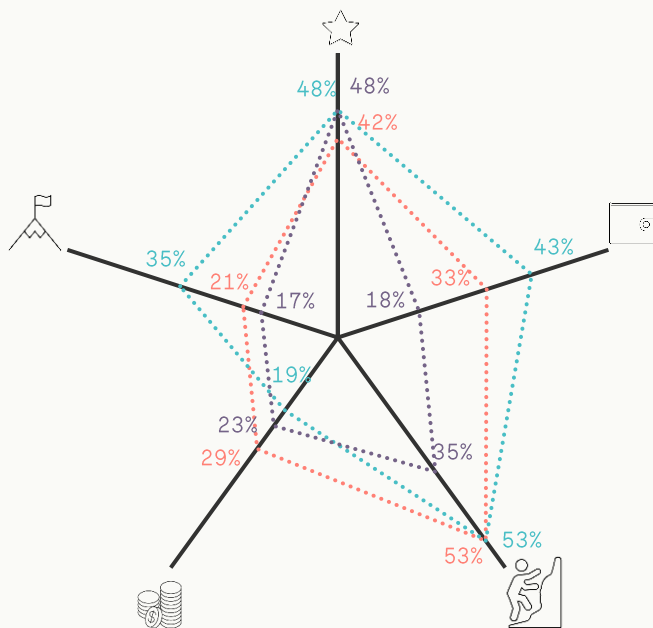
- 1 Since hub borrowers report greater improvements with their business because of their engagement with Kiva, consider expanding the hub program to reach more borrowers.

This could amplify the benefits observed and provide more businesses with the support needed to improve their outcomes. Tailoring support programs to address specific needs, such as financial management for non-hub borrowers, can further improve their outcomes. Ongoing monitoring and evaluation will ensure the sustainability of these improvements, while sharing success stories can encourage broader participation and highlight the tangible benefits of the hub program.

Segmentation

Black and Latino/Hispanic borrowers report greater financial and business gains from Kiva loans than White borrowers.

Segmentation analysis based on Race



Key

- Success of Business**
% of borrowers who report 'very much improved' success of business
- Ability to Manage Finances**
% of borrowers reporting 'very much improved' ability to manage finances
- Business Confidence**
% of borrowers reporting 'very much improved' business confidence
- Business Revenue**
% of borrowers reporting 'very much increased' business revenue
- Business Goal**
% of borrowers reporting 'very much improved' chances of achieving business goal

Results

- Black n = 120
- Latino or Hispanic n = 81
- White n = 141

Insights

- 1 Black (33%) and Latino or Hispanic (43%) borrowers are more likely to say their ability to manage their finances has 'very much improved' compared to White borrowers (18%). Similarly, Black (53%) and Latino or Hispanic (53%) borrowers are more likely to say their business confidence has 'very much improved' compared to White borrowers (35%).
- 2 Kiva appears to have the biggest impact on increased revenue for Black borrowers (29%), compared to Latino or Hispanic borrowers (19%) and White borrowers (23%).
- 3 Latino or Hispanic borrowers seem to achieve the most positive results in reaching their main business goal because of their Kiva loan (35%), compared to Black borrowers (21%) and White borrowers (17%).
- 4 Black (65%) and Latino or Hispanic (75%) borrowers are more likely to have received their loan from a hub compared to White borrowers (45%).

“

We were able to save our business from closing and we are gradually moving in the right direction for growth.

- Female, Black, Hub Borrower



Appendix

Detailed Kiva US Impact Performance

Performance Relative to Benchmark indicates where Kiva US falls in the ranking relative to other companies in the CDFI sector.

Benchmark Overview	# Companies	# Respondents	Key
60dB CDFI Benchmark	22	4,293	<ul style="list-style-type: none"> ● +5% difference ● +/-5% difference ● -5% difference

Indicator	Description	Kiva US	60dB CDFI Benchmark
Profile & Access			
Female Reach	% of female borrowers	● 71%	45%
BIPOC Reach	% of BIPOC borrowers	● 61%	58%
First Access	% never borrowed money for their business before Kiva	● 67%	54%
Alternatives	% without access to good alternative	● 69%	68%
Impact			
Managing Finances	% 'very much improved' ability to manage finances	● 28%	25%
Stress Levels	% 'very much decreased' stress levels related to their finances	● 11%	37%
Business Revenue	% 'very much increased' business revenue	● 24%	28%
Closed Temporarily	% would have closed temporarily if not for the Kiva loan	● 13%	21%
Closed Permanently	% would have closed permanently if not for the Kiva loan	● 13%	19%
Satisfaction			
Net Promoter Score	NPS, on a scale -100 to 100	● 82	71
No Challenges	% not experiencing challenges	● 85%	80%

Methodology

About the 60 Decibels Methodology

Between May and August 2024, 392 Kiva borrowers responded to an online survey designed by 60 Decibels and administered by the Kiva team. The borrowers contacted for participation were either current or past borrowers. Here is the breakdown of how we collected this data:

Country	USA
Method	Online
Interviews Completed	392
Language	English

Calculations and Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric

Calculation

Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking clients to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of clients rating 9 or 10 out of 10 ('Promoters') minus the % of clients rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.

Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results

- Review your results and qualitative customer responses. There's a lot of interesting feedback in there!
-

Engage Your Team

- Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
 - Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.
-

Spread The Word

- Reach a wider audience on social media & show you're invested in your customers.
-

Close The Loop

- We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ'
 - If you can, reach out to borrowers with challenges and/or complaints to find out more and show you care.
 - After reading this report, don't forget to let us know what you thought: [Click Here!](#)
-

Take Action!

- Collate ideas from team into an action plan including responsibilities.
- Keep us updated, we'd love to know what changes you make based on these insights.
- Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

About 60 Decibels

60 Decibels is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and customer insights. We provide genuine benchmarks of impact performance, enabling organizations to understand impact relative to peers and set performance targets. We have a network of 1,400+ researchers in 97+ countries, and have worked with more than 800 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations. 60 Decibels makes it easy to listen to the people who matter most.

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Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey [here](#)!

Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

Acknowledgments

Thank you to Eli Cherner, Beth Kinyanjui, and Kaylin Lang for their support throughout the project.