Consomètre · Consom'Action

Final results

Mobile Money: are fees clear to users?

300 people answered this survey. Transfers, withdrawals, payments: fee transparency and customer service of Mobile Money operators.

Respondents

n = 300

completed questionnaires

Agree

34 %

agree or strongly agree

Average score

4.8/10

on a scale from 0 to 10

Methodology

Final results

POPULATION

People aged 18 and over living in Burkina Faso and using at least one Mobile Money service.

RECRUITMENT

Link shared on Consom'Action's Facebook page and in community WhatsApp groups. Voluntary participation, no incentive.

SAMPLE AND PERIOD

n = 300 completed questionnaires, collected **from 6 July 2026 to 14 August 2026**.

DATA COLLECTION

Online questionnaire on mobile phones, in French, 11 questions, median duration 7 min. Raw, unweighted results rounded to the nearest unit.

Limitations

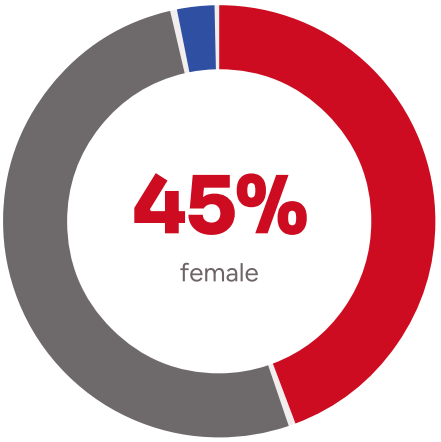
This sample is not representative of all Mobile Money users: people without internet access, older people and rural residents are under-represented. Figures describe respondents only.

Status: final results, validated by Consom'Action's methodology committee on 30 August 2026.

QUESTION 1 Respondent profile

You are...

n = 300 respondents



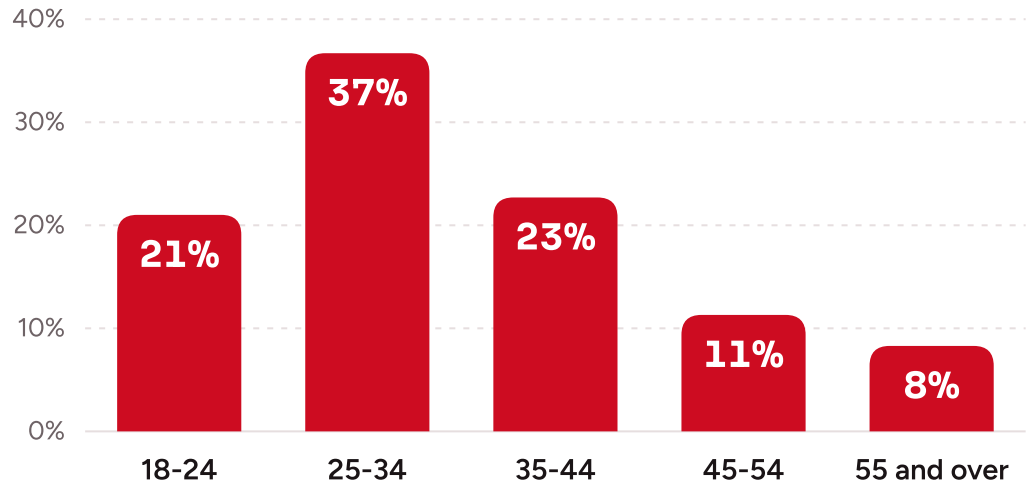
Female	45%
Male	52%
Prefer not to say	3%

How to read: 52% of respondents answered “Male”.

QUESTION 2 Respondent profile

How old are you?

n = 300 respondents

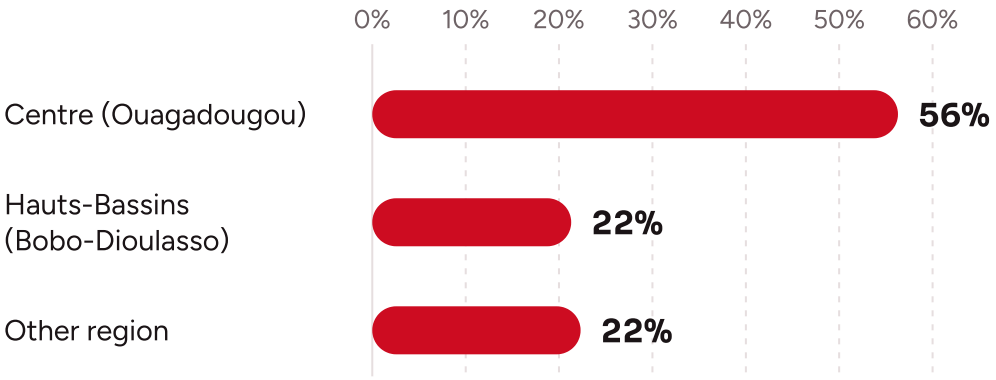


How to read: 37% of respondents answered “25-34”.

QUESTION 3 Respondent profile

Which region do you live in?

n = 300 respondents

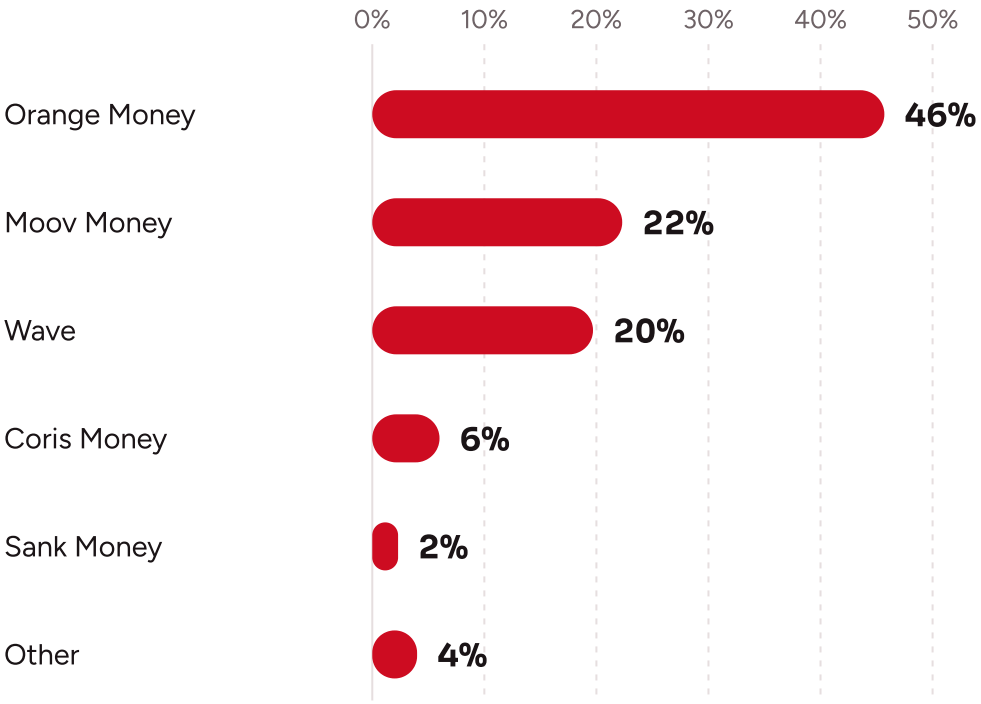


How to read: 56% of respondents answered “Centre (Ouagadougou)”.

QUESTION 4 Single choice

Which Mobile Money service do you use the most?

n = 300 respondents

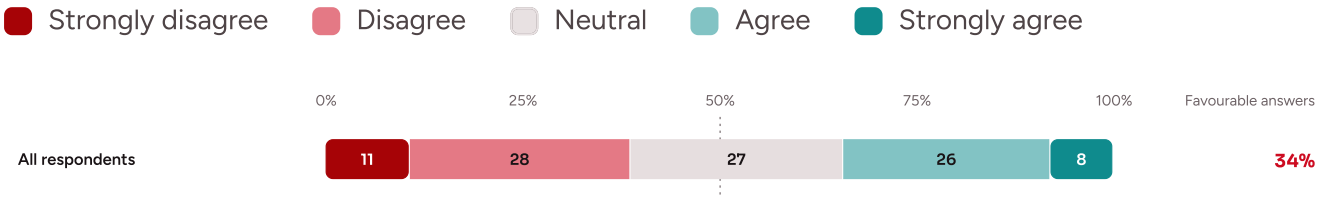


How to read: 46% of respondents answered “Orange Money”.

QUESTION 5 Agreement scale

“I know the exact fee before confirming a transaction.”

n = 300 respondents

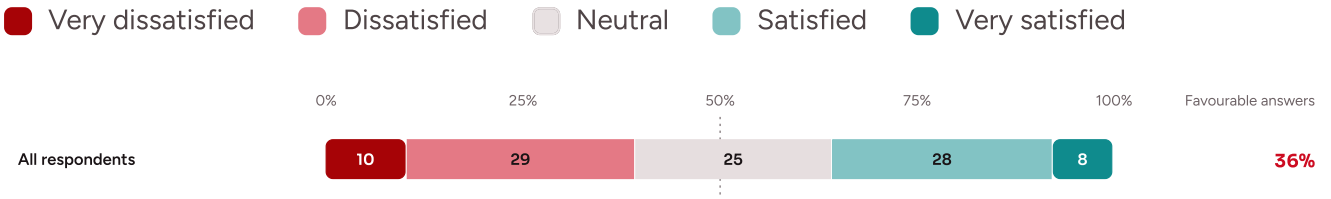


How to read: 34% of respondents chose “strongly agree” or “agree”.

QUESTION 6 Satisfaction scale

Overall, are you satisfied with your Mobile Money service?

n = 300 respondents

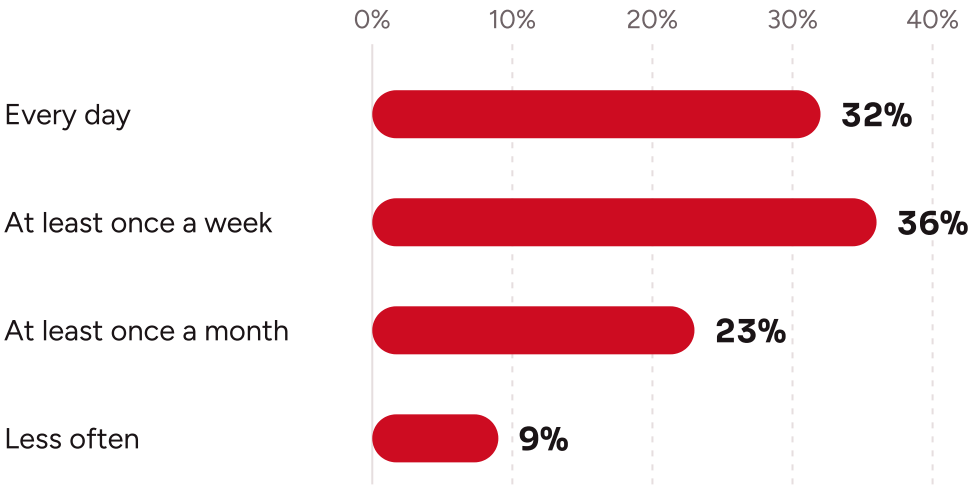


How to read: 36% of respondents chose “very satisfied” or “satisfied”.

QUESTION 7 Single choice

How often do you make transactions?

n = 300 respondents

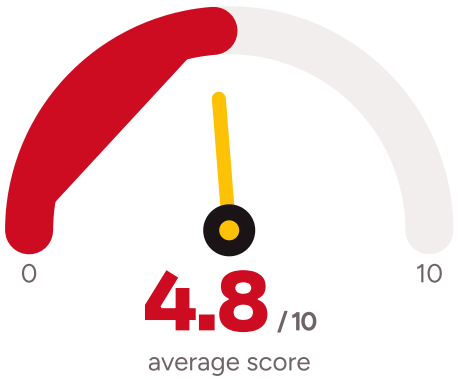


How to read: 36% of respondents answered “At least once a week”.

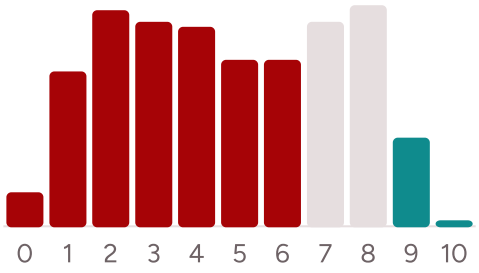
QUESTION 8 0 to 10 score

Would you recommend this service to someone close to you?

n = 300 respondents



Score distribution (%)



Detractors (0 to 6)	69%
Passives (7 and 8)	26%
Promoters (9 and 10)	6%

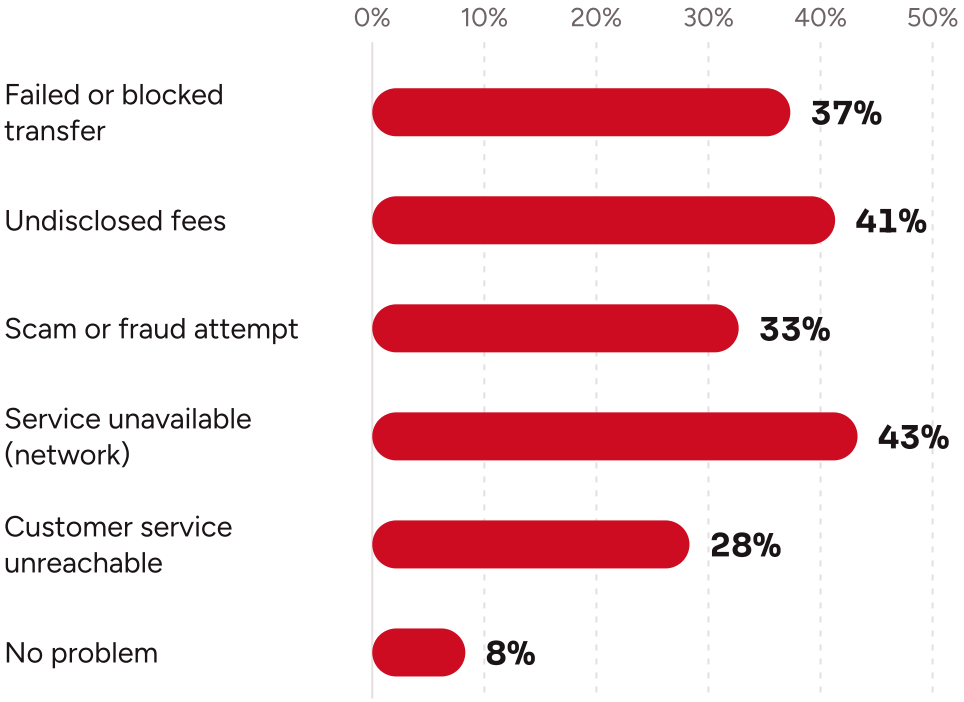
NPS: -63

How to read: average score of 4.8 out of 10; 6% promoters (9 or 10) and 69% detractors (0 to 6).

QUESTION 9 Multiple choice

Over the last 6 months, have you experienced any of these problems?

n = 300 respondents



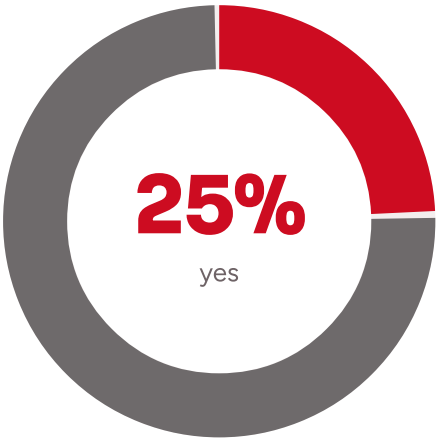
Several answers allowed: the total exceeds 100%.

How to read: 43% of respondents mentioned “Service unavailable (network)”. Several answers were allowed.

QUESTION 10 Yes / no

Have you ever filed a complaint with your operator?

n = 300 respondents



Yes	25%
No	75%

How to read: 75% of respondents answered “No”.

Key takeaways

Mobile Money is part of respondents' daily lives, but fee transparency remains the weak point of the service: many confirm a transaction without knowing its exact cost, and problems rarely lead to a formal complaint.

1. Only **34%** of respondents say they know the exact fee before confirming a transaction.
2. The most frequent problem over the last 6 months: service outages (network), for **43%** of respondents.
3. Only **25%** have ever filed a complaint with their operator.
4. **36%** are satisfied or very satisfied with their service, with an average recommendation score of **4.8/10**.
5. Orange Money remains the most used service (**46%**), ahead of Moov Money (**22%**) and Wave (**20%**).

Limitations to keep in mind

- Self-selected online sample: it does not represent all Mobile Money users.
- Rural areas, older people and people without smartphones are under-represented.
- Experiences reported by users, not verified with operators.
- Questionnaire available in French only.

Cite these results

Consom’Action (2026). Mobile Money: are fees clear to users? Consomètre, final results, n = 300, 6 July 2026 – 14 August 2026. dev.consomaction.bf/en/resultats/mobile-money-frais-confiance