

FinScope 2013 – Pre-survey FGDs



FinScope

FinScope is a nationally representative, consumer perception survey measuring the demand for and supply of financial services in developing economies. [Devised by FinMark Trust it has been conducted in 15 countries across Africa.]

Client:
FSDT



Associated Partners:
National Bureau of Statistics
Ipsos
Yakini Consulting SA

Services:
Qualitative research to inform the FinScope questionnaire



FinScope is a pan-African survey measuring the demand for and supply of financial services, and the barriers to access. The sample covers the entire adult population, rich and poor, urban and rural, in order to create a segmentation, or continuum, of the whole market and to lend perspective to the various market segments. The survey explores consumers' use of informal as well as formal products and builds a picture of the role the informal sector can play in the financial markets of developing countries.

FinScope Tanzania was conducted in 2006, 2009 and in 2013, and is funded by the Financial Sector Deepening Trust (FSDT). Since the FinScope 2009 survey was conducted in Tanzania, several new financial products, services and concepts have entered the market, such as Mobile money, Islamic banking as well as various financial products to improve the agricultural sector in the country.

In order to include these new financial products, services and concepts into the survey instrument, DPC was hired to conduct qualitative research to inform the survey instrument in the forefront of FinScope 2013. Focus Group Discussions (FGDs) with men and women of different age segments were conducted in Dar es Salaam, Iringa and Zanzibar, in rural as well as in urban areas. DPC was also responsible for the analysis, writing the report and present to the stakeholders.



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