



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
Synovate Tanzania
FinMark Trust SA

Services:

Project management
Dissemination of survey results



FinScope is a pan-African survey which has been conducted in Tanzania in 2006 and 2009. A third cycle will begin in 2012. Funded by the Financial Sector Deepening Trust (FSDT), DPC has project managed both surveys, and was responsible for its dissemination.

FinScope is a nationally representative study measuring the demand for and supply of financial services. 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. As a consumer perception study, it also encompasses attitudes, behaviours, quality of life factors and consumption patterns. FinScope provides a benchmark for comparison across the continent.