

9thMarch 2014

Financial Service Access & Usage Demand Side Survey on its way!!

Today marks the second day of the Financial Service Access & Usage Demand Side Survey (DSS) in Samoa conducted by the Central Bank of Samoa (CBS) in close collaboration with the Samoa Bureau of Statistics (SBS). The survey aims to capture the level of accessibility and how frequent people use formal (and informal) financial services and products in Samoa. It is the 3rd survey being conducted in the Pacific after Fiji and Solomon Island as part of their respective Central Banks' membership in the Pacific Islands Regional Initiative (PIRI) - PIRI is a group of central banks working together to promote financial inclusion in the Pacific region.

Prior to the fieldwork in progress, supervisors and enumerators were engaged in a three week training facilitated by Sushmita Meka of Bankable Frontier Associates – the technical consultant of the regional project. The training included training on the questionnaire and the survey instrument (tablets) and also included 4 days of piloting surveys around Apia Urban Area to prepare themselves for the actual field work.

The survey is expected to cover a sample size of 1,115 adults who have been randomly selected from the different households across the four regions of Samoa over 21 days.

The information gathered from this survey is intended to give PIRI members a more comprehensive picture of financial inclusion in their respective countries. With a consistent survey instrument and data collection methodology, this demand-side survey will establish baselines for measuring progress in future surveys, as well as benchmarks for regional comparison across country environments.

The goal is to incorporate results into Samoa's national financial inclusion strategy and work plan. The survey is co-funded by the Alliance for Financial Inclusion (AFI) and the Pacific Financial Inclusion Programme (PFIP) and is expected to be completed by the 28th of March 2015.