

14<sup>th</sup> April 2014

## Financial Service Access & Usage Demand Side Survey Completed

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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) was completed on Wednesday 1<sup>st</sup> April 2015. The survey aimed to capture the level of accessibility and how frequent people use formal (and informal) financial services and products in Samoa. It is the 3<sup>rd</sup> 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, 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 an internal exercise on the questionnaire and hands on training on the survey instrument (tablets) plus 4 days of piloting around the Apia Urban Area.

The survey covered 114 villages all around Upolu & Savaii interviewing adults aged 15 years and over who have been randomly selected from the different households across the four regions of Samoa. The field work was conducted for 21 days with 17 enumerators and 4 supervisors in total.

The information gathered from this survey is intended to give PIRI members a more comprehensive picture of financial inclusion in their respective countries. The goal is to incorporate results into Samoa's national financial inclusion strategy and work plan. The National Results Workshop is expected to be held in June of this year. This project was co-funded by the Alliance for Financial Inclusion (AFI) and the Pacific Financial Inclusion Program (PFIP).