

# Demand for Microinsurance: Guidelines

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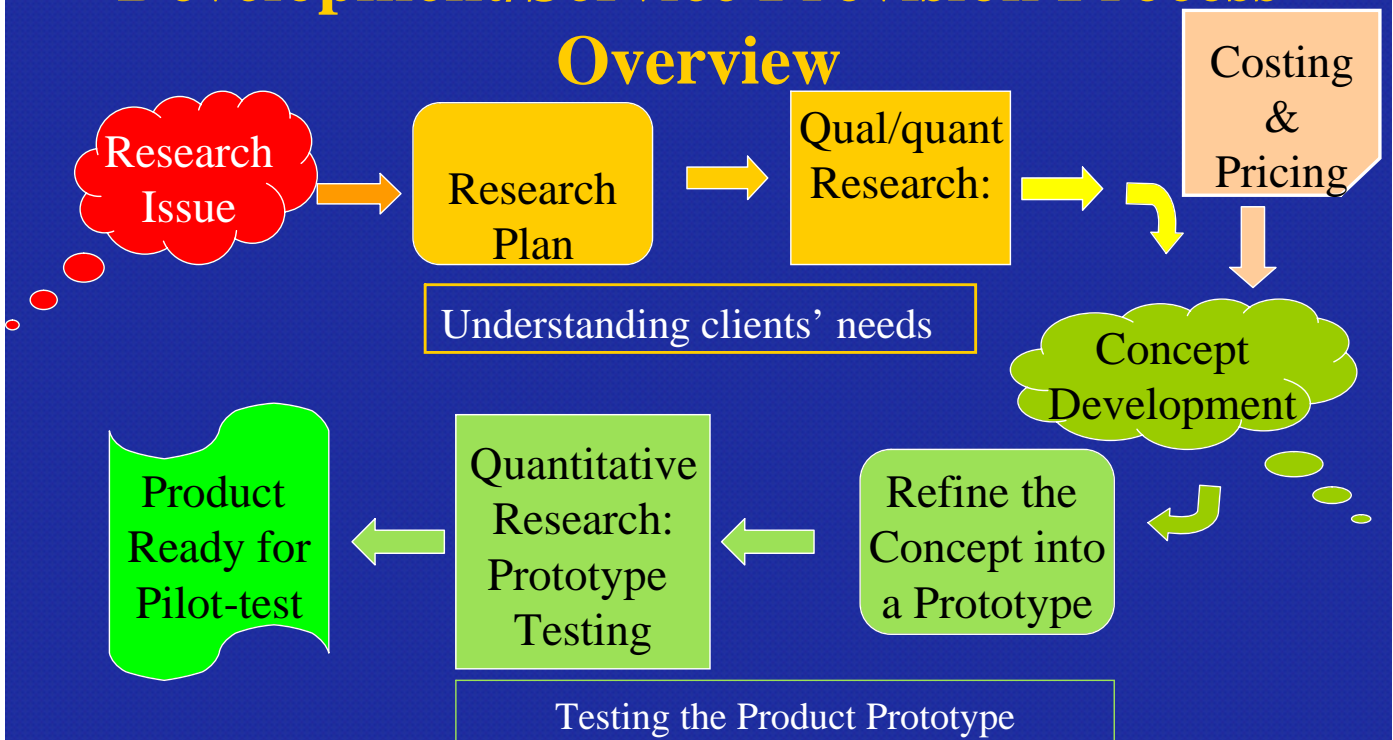
## Guidelines for Market Research on the Demand for Microinsurance

- Why do MR?
- MR and Product Development
- Who should support this MR?
- First steps in designing MI demand study
- Key questions for demand research
- When and who should do a demand study?
- How will information be collected?
- The budget
- Checklist for the research plan
- Appendices: Research questions and tools

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# Market Research & Product Development/Service Provision Process

## Overview



## Product Refinement

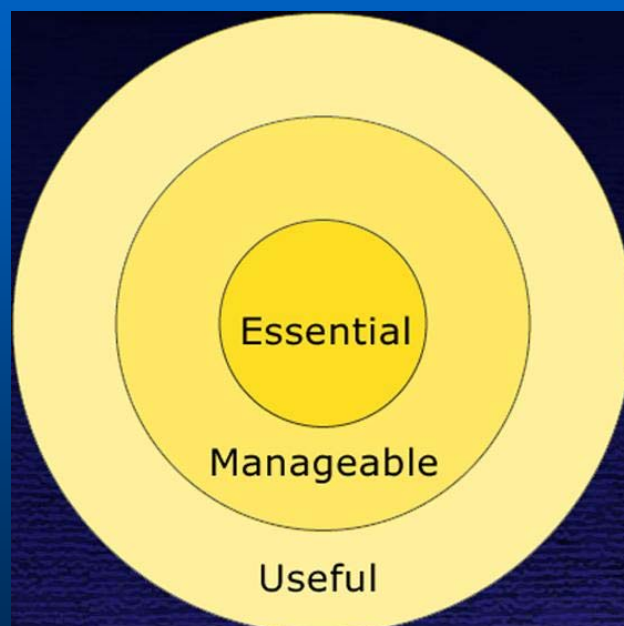
Qualitative Research  
Client Satisfaction

# Qualitative Tools

- Provides descriptive information from peers, not numbers and figures
- Focuses on a few key issues in depth
- Well suited to explaining consumer behavior and preferences
- Large amount of data collected and analyzed in short time period

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# Refining the Research Questions



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