

Capital Market Awareness Index Report

Q1 2024



1. Index Explanation

The **Knowledge, Attitude and Practice (KAP) Model** is a methodology used to assess the impact of knowledge and learning activities on individuals' behaviours and practices. It can be adapted to assess the changes in the practices of an organization. There are many variations in how to use this methodology, and the data can be analysed quantitatively or qualitatively, depending on the survey objectives and design. The intent here is to give practitioners an initial exposure to this type of methodology.

Three sets of standardized questions are developed to assess the:

- knowledge on particular topics
- change in attitude after acquiring the knowledge
- subsequent change in practices after applying the knowledge.

2. Categories

Investor Awareness index		
Template number	Template code	Name of the template
1	C 1	Knowledge
2	C 2	Attitude
3	C 3	Practice
4	C 4	Question based Index
5	C 5	Overall IA Index Calculations

3. Sample Size

The sample size for the index is 278 and respondents were from Masvingo (Zaka) and Harare and were mainly high school students.

4. Response Rate per category

Knowledge 79%
Attitude 75%
Practice 86%

5. Overall Response Rate

The overall response rate is **80%**

6. Grand Rating

The Grand rating is Low at **0.346**.

Key

SURVEY FINDINGS	LOW	MODERATE	HIGH	ASSESSMENT
0.346	less or equal to 0.45	greater than 0.45 and less or equal to 1.35	greater than 1.35	Low

7. Overall Comment

- Question based Index – more questions rated **Low** with only 2 which were rated **Moderate**.
- Overall awareness level is rated **Low** at 0.346