



FinCap: Financial Capability Baseline Survey

The Financial Capability Baseline Survey (FinCap) is nationally representative and measures the ability of individuals throughout a country to deal with their personal finances.

Clients:

FSDT, World Bank
through Bank of
Tanzania



Consortium partner:

MarketWorx Africa

Associated partners:

Synovate & NBS

Services:

Research design &
management



The aim of the Financial Capability Baseline Survey (FinCap) is to define and establish baseline criteria and data which can guide future targeted financial education interventions. As such, the baseline will contribute to improved financial education and capability. FinCap is conducted throughout Africa and other developing economies so that cross-country comparisons can be made.

DPC coordinated the first phase of FinCap in Tanzania, which consisted of qualitative research through Focus Group Discussions and individual interviews with different segments of the population. A varied sample was obtained in terms of gender, age, livelihoods and education, in urban as well as in rural areas, in mainland Tanzania and Zanzibar. The work also involved developing a baseline survey questionnaire, providing technical expertise in terms of sampling, as well as to produce analysis from **FinCap** and other research which has informed the survey.

The Central Banks of the various countries are major stakeholders for FinCap. In Tanzania, the survey is funded by the Financial Sector Deepening Trust (FSDT) and the World Bank. DPC was sub-contracted by MarketWorx Africa and conducted the fieldwork in collaboration with The National Bureau of Statistics (NBS).