



Citizens' Voice Index

FIRST REPORT, FEBRUARY TO APRIL 2018
A NEW WAY TO TRACK PUBLIC SENTIMENT IN REAL TIME

magamba★



Orange Door Research

SUMMARY

This is a critical time in Zimbabwe, as the country prepares for upcoming elections in July 2018. These are the first elections since Robert Mugabe's resignation last November, and so mark a fundamental change in the country's political landscape. Civil society organizations working on issues related to governance and human rights must navigate a rapidly evolving environment. In order to do so, it is necessary to understand how these political developments shape public opinion – especially as regards citizen engagement in the democratic process.

The Magamba Network launched a pilot project with Orange Door Research, to create a Citizens' Voice Index. The Citizens' Voice Index tracks changing public opinion in real-time, using daily mobile phone surveys. The results are then shared with key civil society partners – led by the Magamba Network – via a secure online Dashboard.



The Persistent Tracking Index launched in early February, 2018. Key findings over the period February through April include:

- ✓ Citizens are optimistic about their ability to shape the new Zimbabwe: **68% of survey respondents believe that they can influence key issues facing Zimbabwe.**
- ✓ **Overall, 50% of all respondents stated that voting was the best way to make your voice heard**, followed by working with civil society (23%) and interacting with public officials (20%). 4% answered there was no way to make your voice heard, and 3% answered other.
- ✓ To that end, citizens are preparing to vote in unprecedented numbers: **91% of respondents are registered to vote**, of which over 98% are planning to vote.
- ✓ People believe the economic situation is the most critical issue facing Zimbabwe: **48% of all respondents said the economic situation was the most critical issue facing the country**, followed by free and fair elections (23%), corruption (17%) and improving basic services (12%).
- ✓ Corruption is also a major personal concern: **42% of all respondents said that corruption was the most important issue to them personally**, followed by human rights (20%), investing in youth (18%) and improving basic services (17%).
- ✓ **Over 50% of Zimbabweans believe that either religious groups (27%) or civil society (27%) best represent their interests.** 22% said political parties, 15% said social movements, and 9% answered none of the above.

SURVEY METHODOLOGY AND DEMOGRAPHICS

Orange Door Research collects 1,200 completed surveys per month using automated SMS mobile phone surveys, at the rate of roughly 40 surveys per day. The SMS surveys are sent using random digit dialing. This allows us to create a sampling frame without access to a pre-identified target population. At scale, this allows us to reach a representative cross-section of the phone-owning population. All surveys are opt-in. We incentivize respondents by providing a small transfer of air-time credit upon completion of the survey.

We then stratify our respondent population through the survey instrument itself, to determine respondent's age and gender, as well as the province in which he or she lives. This allows us to determine how our respondent sample differs from the population as a whole, based on either the most recent national census or Demographic and Health Survey. We use Iterative Proportional Fitting to address any skew, to re-weight our survey to more accurately reflect the relevant national or sub-national demographics. From this we can derive an accurate margin of error and sample error. The 95% confidence interval is + / - 2% per month.

Of the 3,600-plus people who took the survey between February and April, 64% chose to answer in English, 32% in Shona, and 4% in Ndebele. 20% of respondents are aged 15 to 24, 38% are aged 25 to 34, and 42% are aged 35 or older. To date, 59% of respondents are men, and 41% are women.

KEY FINDINGS

1. Has the situation in Zimbabwe improved or deteriorated over the last five years?

Overall, 48% of respondents say that it has gotten worse, 30% say that it has stayed the same, and 22% say that it has improved.

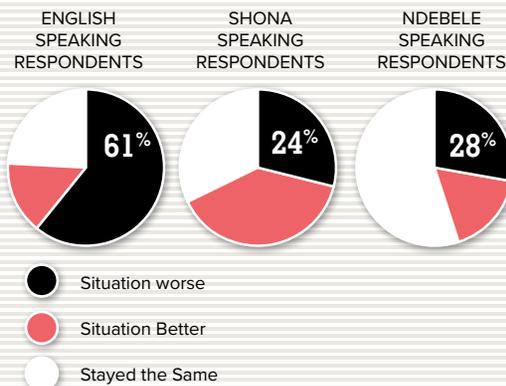
That said, there is a significant divergence between English and Shona-speaking respondents. 61% of English-speaking respondents say that the situation has gotten worse, and 15% say it has gotten better (the rest say that it has stayed the same). By comparison, 24% of Shona respondents say the situation has gotten worse, and 39% say it has gotten better (the rest say that it has stayed the same). Our Ndebele language sample is still quite small; that said, 17% say the situation has gotten better, 28% say that it has gotten worse, and 54% say that it has stayed the same.

There is no significant divergence in terms of how respondents answered the question based on age - overall, 46% of all respondents aged 15 to 24 say the situation has gotten worse, compared to 50% of those aged 25 to 34, and 50% of those aged 35 or older.

Men are slightly more pessimistic than woman - 50% of all men say the situation has gotten worse, compared to 45% of all women.

Geographically, the most pessimistic province is Matabeleland North, with 55.5% of respondents saying that the situation has gotten worse over the last five years.

HAS THE SITUATION IN ZIMBABWE IMPROVED OR DETERIORATED OVER THE LAST FIVE YEARS?



2. Do you think you can influence key issues?

Overall, 68% of all respondents say yes, and 32% of all respondents say no. English-speakers are slightly more optimistic about their ability to influence events - 71% responded yes to this question, compared to 64% of Shona-speakers and 65% of Ndebele-speakers.

Age also influenced people's responses, with older respondents slightly more optimistic: 64% of those aged 15 to 24 said they could influence events, compared to 68% of those aged 25 to 34 and 71% of those aged 35 or older.

The greatest difference was between male and female respondents - 74% of male respondents believe they can influence key issues, compared to only 60% of female respondents.

Looking at the trend data, there is a recent spike of women saying that they do not believe that they can influence key issues - we will keep an eye on this, to see if it a blip, or the beginning of a sustained trend.

CAN YOU INFLUENCE KEY ISSUES?



3. What do you think is the best way to make your voice heard?

Overall, 50% of all respondents stated that voting was the best way to make your voice heard, followed by working with civil society (23%) and interacting with public officials (20%). 4% answered there was no way to make your voice heard, and 3% answered other.



There were stark differences between English and Shona speakers. 42% of English-speakers answered voting, compared to 68% of Shona-speakers. On the other hand, 30% of English-speakers answered working with civil society, compared to 10% of Shona-speakers. Ndebele-speakers were far more likely to say interacting with public officials is the most effective way to make your voice heard (41%).

There were slight differences in responses based on ages. Those aged 15 to 24 were more likely to say that working with public officials

was the best way to make your voice heard (26% of those aged 15 to 24, compared to 20% for those aged 25 to 34 and 18% of those aged 35 and over). On the other hand, older respondents had more faith in voting - 53% of those aged 35 and over, 48% of those aged 25 to 34 and 45% of those aged 15 to 24.

There were also slight differences based on gender. Male respondents were more likely to have faith in voting (51%, compared to 47% of female respondents) and working with civil society (25%, compared to 21% of female respondents). Female respondents were more likely to prioritize working with public officials (24%, compared to 18% of male respondents).

In terms of trends, there have not been any significant changes over the last three months.

WHAT DO YOU THINK IS THE BEST WAY TO MAKE YOUR VOICE HEARD?

50% VOTING

23% WORKING WITH CIVIL SOCIETY

20% INTERACTING WITH PUBLIC OFFICIALS

4% THERE IS NO WAY TO MAKE YOUR VOICE HEARD

4. Are you registered to vote?

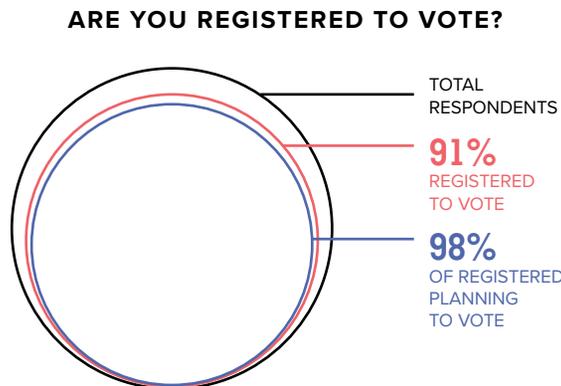
Are you planning to vote?

Overall, 91% of respondents say they are registered to vote, and of those, 98% say they are planning to vote.

There is no significant difference between English and Shona speakers, nor between male and female respondents. There is a slight difference based on respondent age, with older respondents being more likely to be registered and more likely to vote. 87% of those aged 15 to 24 are registered (97% planning to vote), compared to 91% of those aged 25 to 34 (99% planning to vote) and 94% of those aged 35 or older (98% planning to vote).

Geographically, there isn't much variation. That said, Mashonaland West (90%), Mashonaland Central (90%) and Masvingo (90%) have the lowest percentages of respondents who say they are registered to vote.

Looking at the trend data, there is a recent decline of respondents aged 15 to 24 who say they are registered to vote. We will continue to track this, to see if it becomes a sustained trend.



5. What is the most critical issue facing Zimbabwe?

Overall, 48% of all respondents said it was the economic situation, followed by free and fair elections (23%), corruption (17%), and improving basic services (12%).

According to English-speakers, the most critical issues facing Zimbabwe were the economy at 59%, corruption at 23%, free and fair elections at 10% and improving basic services at 7%.

According to Shona-speakers, the most critical issues facing Zimbabwe were free and fair elections at 48%, the economy at 25%, and improving basic services at 20% and corruption at 6%.

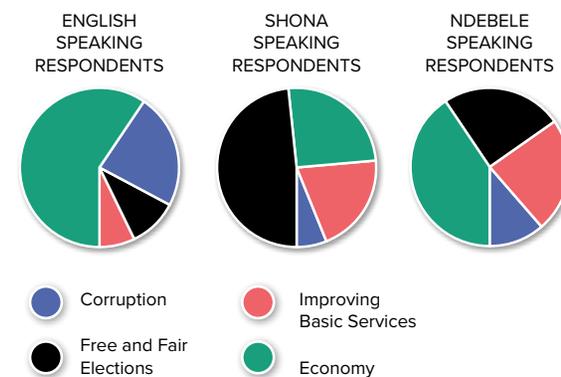
According to Ndebele-speakers, the most critical issues facing Zimbabwe were the economic situation at 40%, free and fair elections at 24%, improving basic services at 23%, and corruption at 11%.

English speakers, on average, were far more concerned with corruption compared to Shona and Ndebele speakers, while Shona speakers were far more concerned about free and fair elections compared to English and Ndebele speakers.

All age groups list the economy as their main concern by a significant margin. That said, younger age groups are less concerned about free and fair elections than older age groups. 18% of respondents aged 15 to 24 list free and fair elections as the most critical issue, compared to 22% of those aged 25 to 34, and 25% of those aged 35 or older.

The male and female respondents list the economy as the most critical issue facing Zimbabwe, followed by free and fair elections. That said, men were more likely to list corruption as a critical issue (18% of men, compared to 15% of

WHAT IS THE MOST CRITICAL CHALLENGE FACING ZIMBABWE?



women), while women were more likely to list improving basic services (16% of women, compared to 10% of men).

As for trend data, concerns about free and fair elections have increased over time, especially amongst Shona-speakers. In March, 43% of Shona speakers said that free and fair elections were the most critical issue facing Zimbabwe, compared to 48% in April.

The region most likely to list elections as a critical issue is Midlands (27%); the region least likely to list elections as a critical issue is Bulawayo (15.6%).

6. What issue is most important to you personally?

Overall, 42% of all respondents said ending corruption, followed by human rights (20%), investing in youth (18%) and improving basic services (17%). Only 3% of respondents listed gender equality as their most important issue.

According to English-speakers, the most important issue to them personally was ending corruption at 47%, followed by investing in youth at 20%, improving schools and hospitals at 18%, and gender equality at 2%.

According to Shona-speakers, the most important issue to them personally was human rights at 39%, followed by ending corruption at 33%, improving schools and hospitals at 16%, investing in youth at 10%, and gender equality at 3%.

According to Ndebele-speakers, the most important issue to them personally was investing in youth at 38%, followed by ending corruption

at 29%, improving schools and hospitals at 17%, human rights at 11%, and gender equality at 6%.

All age groups list ending corruption as the most important issue to them. That said, younger respondents were more likely to list investing in youth as their priority: 30% of those aged 15 to 24, 21% of those aged 25 to 34, and 9% of those aged 35 or older.

Older respondents were more likely to prioritize human rights: 12% of those aged 15 to 24, 19% of those aged 25 to 34, and 25% of those aged 35 or older.

Men were more likely to prioritize ending corruption (43% of men, compared to 40% of women) and investing in youth (21% of men, compared to 14% of women). Women were more likely to prioritize basic services (22% of women, compared to 14% of men) and gender equality (4% of women, compared to 1% of men). Both groups were equally likely to list human rights as a priority (20% for both men and women).

Between February and April, the total number of respondents prioritizing investing in youth has increased slightly, while the total number of respondents prioritizing ending corruption has decreased slightly.

WHAT ISSUE IS MOST IMPORTANT TO YOU?

Ending
Corruption
ENGLISH SPEAKERS



Human Rights
SHONA SPEAKERS



Investing
in Youth
NDEBELE SPEAKERS

7. Which group best represents your interests?

Overall, 27% of all respondents said religious groups and 27% said civil society and NGOs, followed by political parties (22%) and social movements (15%). 9% of respondents answered none of the above.

English-speakers were more likely to say that civil society and NGOs (32%) and religious groups (29%) represented their interests, and somewhat less likely to name political parties (20%) and social movements (11%).

Shona-speakers were more likely to say that political parties (25%) and social movements (25%) represented their interests, and less likely to name religious groups (23%) and civil society (17%).

Ndebele-speakers were more likely to say that no organizations (26%) or political parties (23%) represent their interests, and less likely to say

that civil society (25%), religious groups (23%) and social movements (4%) represent their interests.

There were only minor variations in terms of age.

There was an interesting gender split. 33% of female respondents stated that religious groups represented their interests, compared to 24% of male respondents. Similarly, 17% of female respondents said that social movements represented their interests, compared to 14% of male respondents. On the other hand, men were more likely to say that civil society (30% of men and 24% of women) and political parties (25% of men and 18% of women) represented their interests.

In terms of trends, there were not any significant changes between February and April.

Geographically, respondents in Bulawayo are most likely to say that civil society groups best represent their interests (37%), and respondents in Harare were least likely (23%). Respondents in Mashonaland West are most likely to say that political parties best represent their interests (26%), and respondents in Bulawayo are least likely (14%). Respondents in Matabeleland North are most likely to say that religious groups best represent their interests (32%), and respondents in Mashonaland West are least likely (24%). Respondents in Masvingo are most likely to say that social movements best represent their interests (18%), respondents in Matabeleland North are least likely (9%).

RELIGIOUS GROUPS

33%

OF WOMEN

24%

OF MEN

SOCIAL MOVEMENTS

17%

OF WOMEN

14%

OF MEN

CIVIL SOCIETY

30%

OF WOMEN

24%

OF MEN

POLITICAL PARTIES

18%

OF WOMEN

25%

OF MEN