



Harare, Zimbabwe  
10 August 2022

## News release

---

### Zimbabweans say they consider policies first, rather than gifts or ethnicity, when voting

Most Zimbabweans say they vote for candidates whose policies they agree with, rather than for candidates who give them gifts and money or who belong to the same ethnic group or religious faith, a new Afrobarometer survey shows.

But a majority of citizens also say they favour candidates from their own province, suggesting political preferences along regional lines.

#### Key findings

- More than eight in 10 Zimbabweans (83%) say they vote for candidates whose policies they agree with, rather than for candidates who give them gifts and money (33%) or belong to the same ethnic group (29%) or religious faith (20%). But more than half (54%) of citizens also “agree” or “strongly agree” that they vote for candidates from their own province (Figure 1).
  - More men (90%) than women (76%) say they choose candidates based on their policies, an approach that is also particularly popular among older citizens (88%), those with secondary schooling or less (87%-88%), and citizens experiencing moderate lived poverty (87%) or no or low lived poverty (83%) (Figure 2).
  - The inclination to vote for candidates from one's own province is stronger among rural residents (57%) than urbanites (48%) and among women (57%) compared to men (50%). Manicaland (36%) and Mashonaland West (46%) are the only provinces where this is not the majority view (Figure 3).
  - Voting for candidates who give gifts and money or attend to personal needs, which is endorsed by 33% of respondents overall, is more popular in rural areas (36%) than in cities (27%) (Figure 4). Citizens with moderate lived poverty (37%) are more likely to favour this approach than those experiencing high or no/low lived poverty. Manicaland residents (44%) are almost three times as likely as their counterparts in Mashonaland West (16%) to say they would vote for someone who gives them gifts or money.

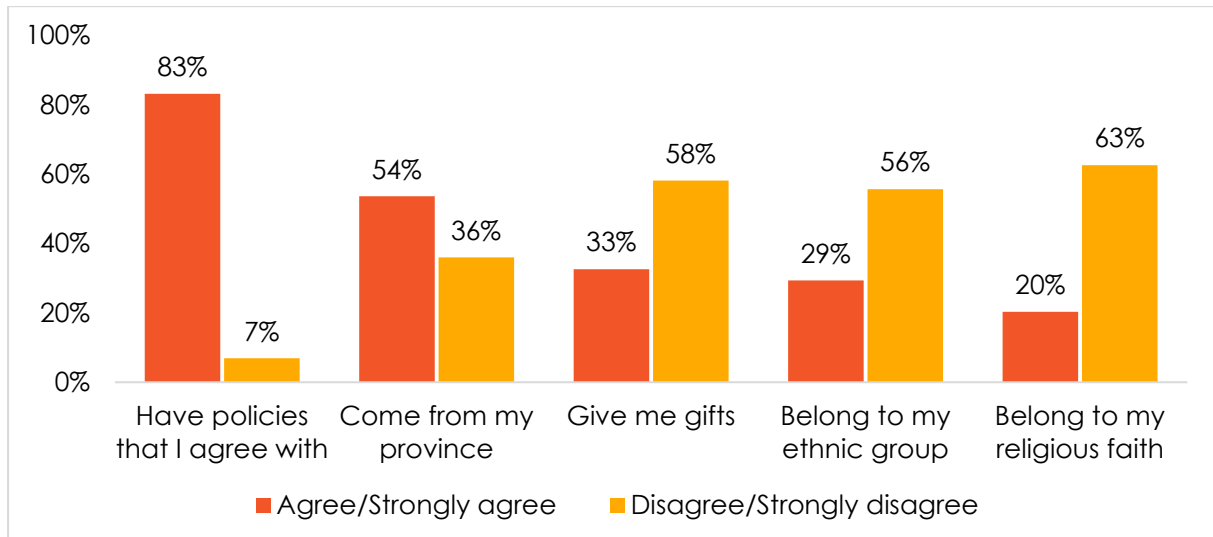
#### Afrobarometer surveys

Afrobarometer is a pan-African, non-partisan survey research network that provides reliable data on African experiences and evaluations of democracy, governance, and quality of life. Eight survey rounds in up to 39 countries have been completed since 1999. Round 9 surveys (2021/2022) are currently underway. Afrobarometer's national partners conduct face-to-face interviews in the language of the respondent's choice.

The Afrobarometer team in Zimbabwe, led by the Mass Public Opinion Institute (MPOI), interviewed 1,200 adult citizens of Zimbabwe between 28 March and 10 April 2022. A sample of this size yields country-level results with a margin of error of +/-3 percentage points at a 95% confidence level. Previous standard surveys were conducted in Zimbabwe in 1999, 2004, 2005, 2009, 2012, 2014, 2017, and 2021.

**Charts**

**Figure 1 : Factors affecting voting decision | Zimbabwe | 2022**



**Respondents were asked:** For each of the following statements, please tell me whether you disagree or agree?

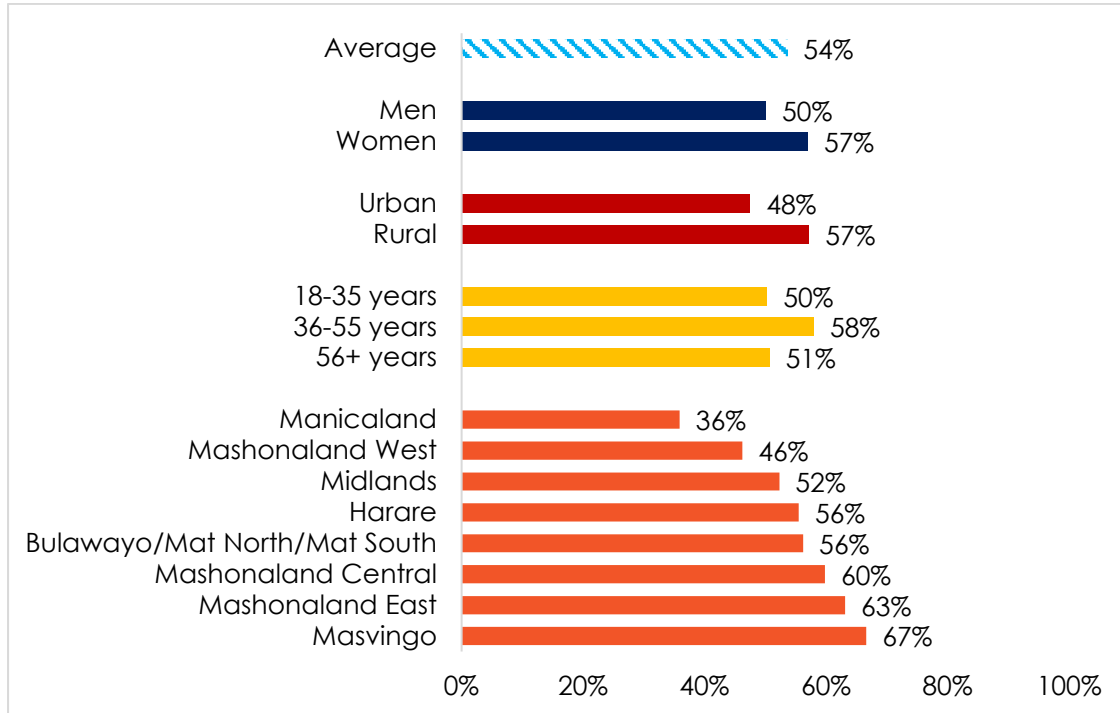
- I will vote for candidates who come from my province.
- I will vote for candidates who belong to my religious faith.
- I will vote for candidates who belong to my ethnic group.
- I will vote for candidates who give me gifts and money or attend to my personal needs.
- I will vote for candidates who have policies that I agree with.

**Figure 2: Vote for candidates based on their policies | by demographic group | Zimbabwe | 2022**



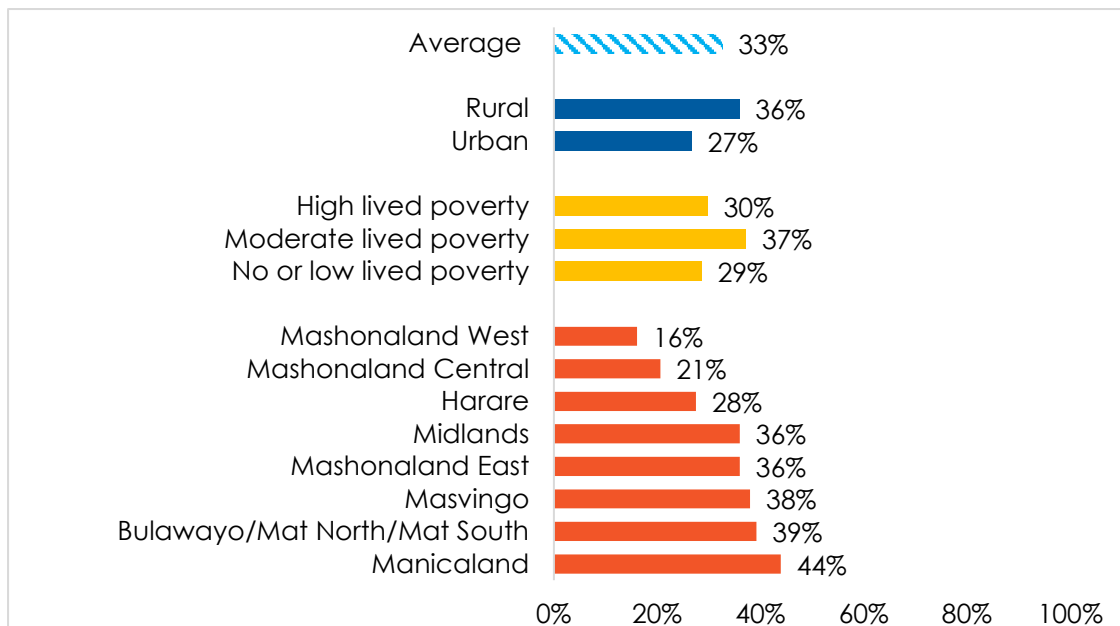
**Respondents were asked:** For each of the following statements, please tell me whether you disagree or agree: I will vote for candidates who have policies that I agree with? (% who "agree" or "strongly agree")

**Figure 3: Vote for candidates from own province** | by demographic group  
 | Zimbabwe | 2022



**Respondents were asked:** For each of the following statements, please tell me whether you disagree or agree: I will vote for candidates who come from my province? (% who "agree" or "strongly agree")

**Figure 4: Vote for candidates who give me gifts** | by demographic group  
 | Zimbabwe | 2022



**Respondents were asked:** For each of the following statements, please tell me whether you disagree or agree: I will vote for candidates who give me gifts and money or attend to my personal needs? (% who "agree" or "strongly agree")

**For more information, please contact:**

Mass Public Opinion Institute  
E.V. Masunungure  
Telephone: +263-242-771358  
Email: [info@mpoi.org.zw](mailto:info@mpoi.org.zw)

Visit us online at:  
[www.mpoi.net](http://www.mpoi.net)  
[www.afrobarometer.org](http://www.afrobarometer.org)

Follow our releases on #VoicesAfrica.

