

Detailed Methodology

- The International Republican Institute (IRI) carried out a survey of Zimbabwean citizens aged 18 years and older.
- The questionnaire was designed by IRI in consultation with [Target Research](#) and Zimbabwean civil society stakeholders. Sample design, interview training and fieldwork was carried out by Target Research, a social and market research firm, in consultation with IRI.
- Face-to-face interviews were carried out with 1,215 respondents between December 20, 2014 and January 23, 2015. All interviews were conducted in the language of the respondent's choice.
- A random number between 1 and 'n' was selected within each district (where 'n' equals the total number of people in that district, based on 2012 census figures). The ward in which the random number fell (i.e. the 'n-th' population member) was selected as the ward for the first starting point in the district. In the event that there was more than one sampling point in a district, a sampling interval was then calculated (total population for the district / number of starting points) and added to the random number to select the next starting point in the district, and so on, to identify the wards for each starting point.
- Random numbers were then generated within the range of latitudes and longitudes for the wards selected, to identify actual starting points. A random walk was then employed by the research team in order to select households to interview at each starting point. The supervisor instructed each member of the research team to go in a different and in a particular direction (e.g. north-east, south-west) and to sample the first house while walking in that direction, and to then to continue in the same direction, skip ten houses (in urban areas) or five houses (in rural areas) and conduct subsequent interviews using this skip pattern. Individuals were then selected at random.
- In total 1,536 houses were visited to obtain 1,215 interviews. Thus, the response rate for this survey was 79 percent.
- The margin of error for the entire study is plus or minus 2.9 percentage points.
- The survey was funded by the [National Endowment for Democracy](#).
- Charts and graphs may not add to 100 percent due to rounding.