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# Project HONDO

## Zimbabweans opinion survey

*How best to assist the COVID-19 situation in Zimbabwe*

Research Report

14 January 2021



# 1.0: Research background

- ❑ The year 2021 started with a sudden increase in COVID-19 cases and deaths in Zimbabwe, officially marking the start of a second wave. The second wave has already been acknowledged globally as more devastating than the first. In response the Government of Zimbabwe put the country under total lockdown on 2 January 2021.
- ❑ On 7 January 2021 the Ministry of Health declared the entire country a COVID-19 hotspot. As the news trickled through, various stakeholders and leading organizations commenced frantic efforts to help the situation.
- ❑ Even ordinary citizens have started forming purposeful social media groups to share ideas on remedies and how the health care staff can be assisted to mitigate the risk of unnecessary loss of lives due to the second wave of the pandemic.
- ❑ Topline Research Solutions (TRS), a Zimbabwean owned leading research authority in Zimbabwe and South Africa ([www.topliners.co.za](http://www.topliners.co.za)), on its own, conducted market research (named Project HONDO) to elicit opinions and glean insights from ordinary citizens in the country and outside. The survey sought to, in the main, identify and understand specific help and ideas Zimbabweans are willing to provide to local healthcare staff, government and fellow citizens during the prevailing war type ('hondo') environment. TRS strongly believes that to beat the pandemic, Zimbabweans simply need to play a part, have one vision and one mission just like during the liberation war (hondo).
- ❑ The research findings will ensure that prevailing COVID-19 prevention efforts, at individual and household levels, are properly coordinated for maximum impact. TRS is well known in Zimbabwe among both private and public sector organisations as a thought leadership consultancy. Market research guides strategy formulation and decision making. Zimbabwe needs it more.
- ❑ Findings will be shared with relevant Government authorities, interested organizations as well as citizens through various media. The report is TRS contribution (Corporate Social Responsibility) for the goings on in our beloved country.

# 2.0: Research objectives

The survey addressed the following questions.



# 3.0: Research methodology

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**WHAT** was done  
Quantitative research

**WHERE**  
Zimbabwe & Diaspora

**HOW**  
Online survey  
Questionnaire link shared

with **WHOM**  
300 adult Zimbabweans  
(n=300)



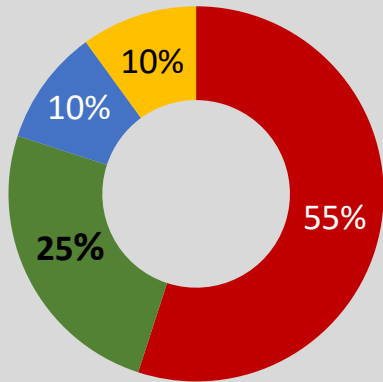
**WHEN**  
January 2021

# **4.0: SUMMARY FINDINGS**

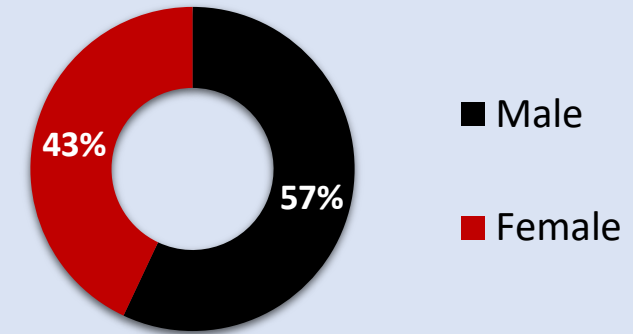
# 4.1: Profile of survey participants

## LOCATION

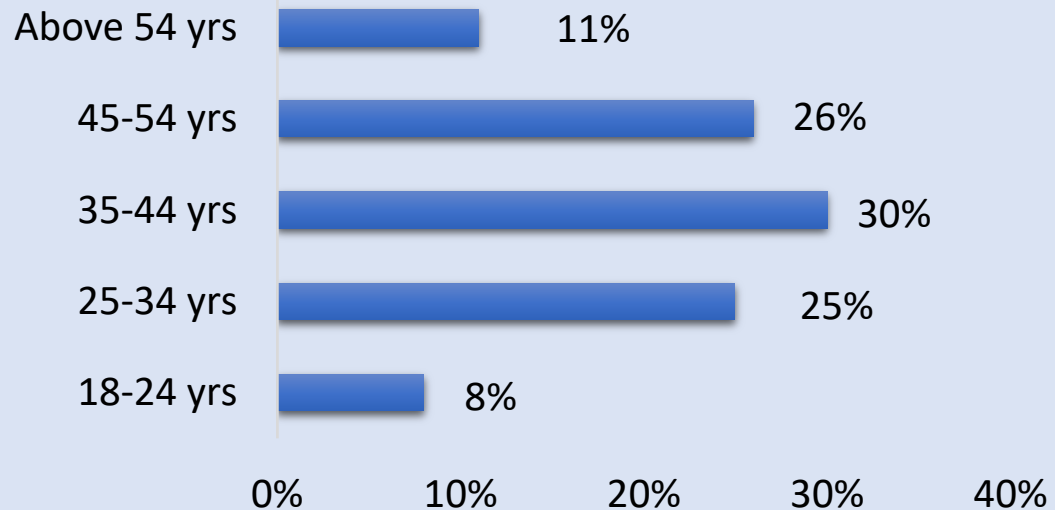
■ Harare ■ Diaspora ■ Bulawayo ■ Other provinces



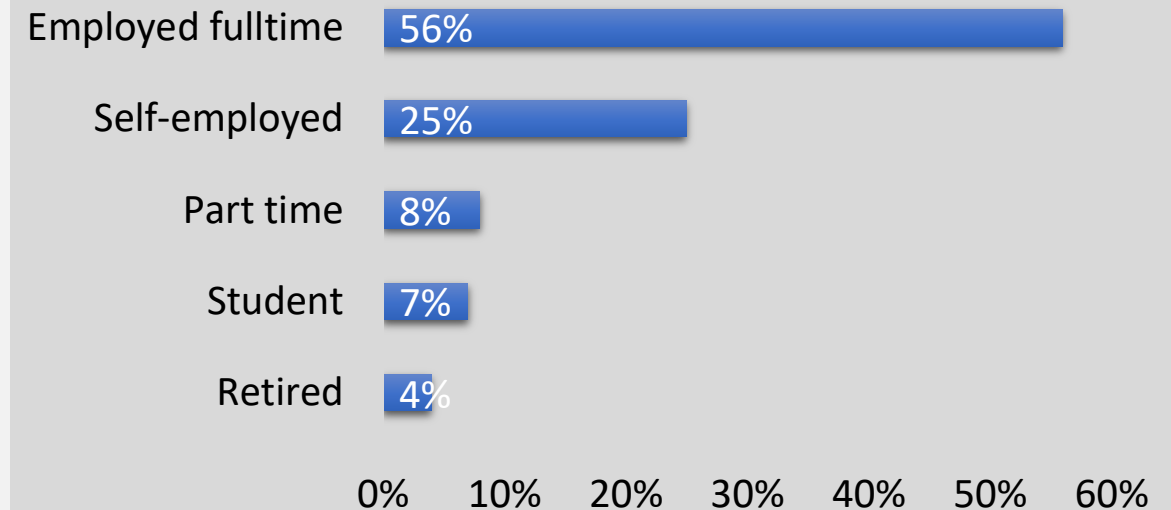
## Gender



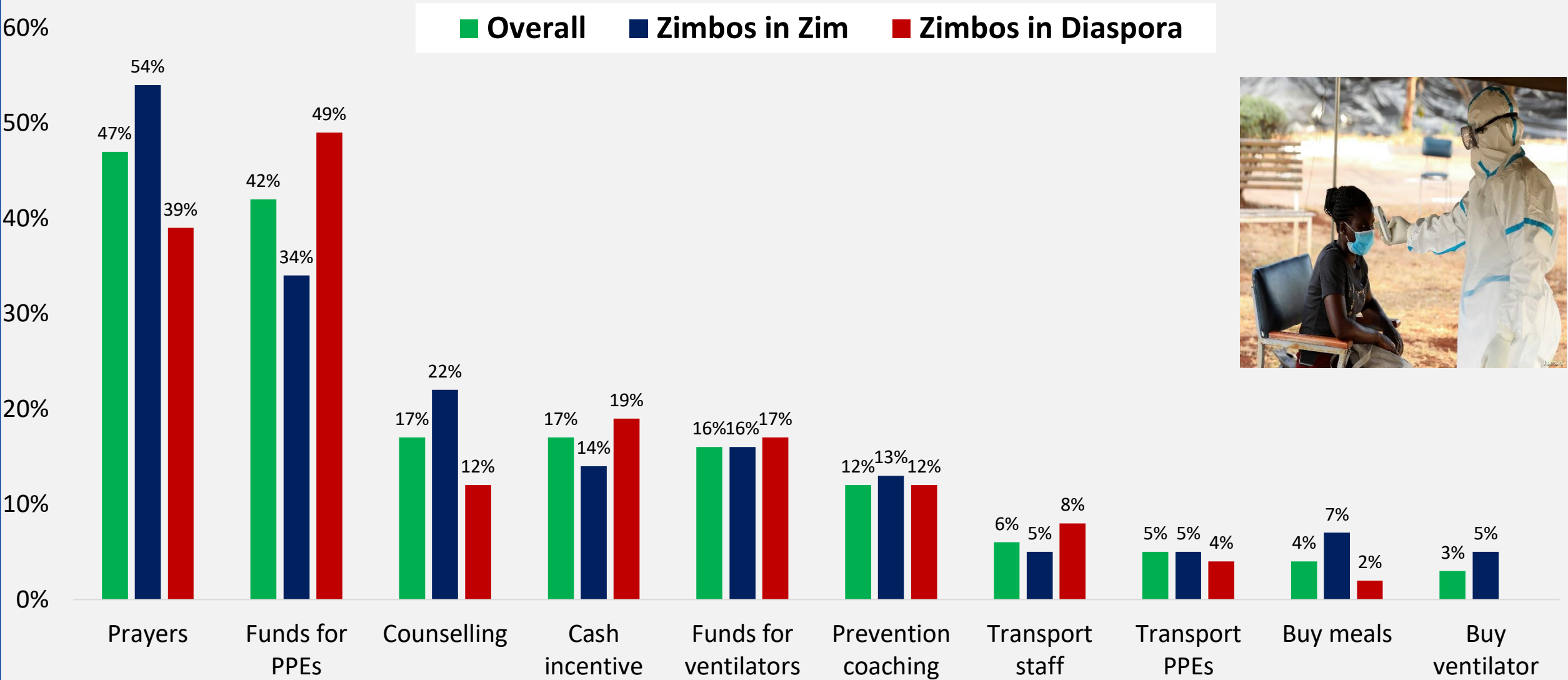
## AGE



## OCCUPATION

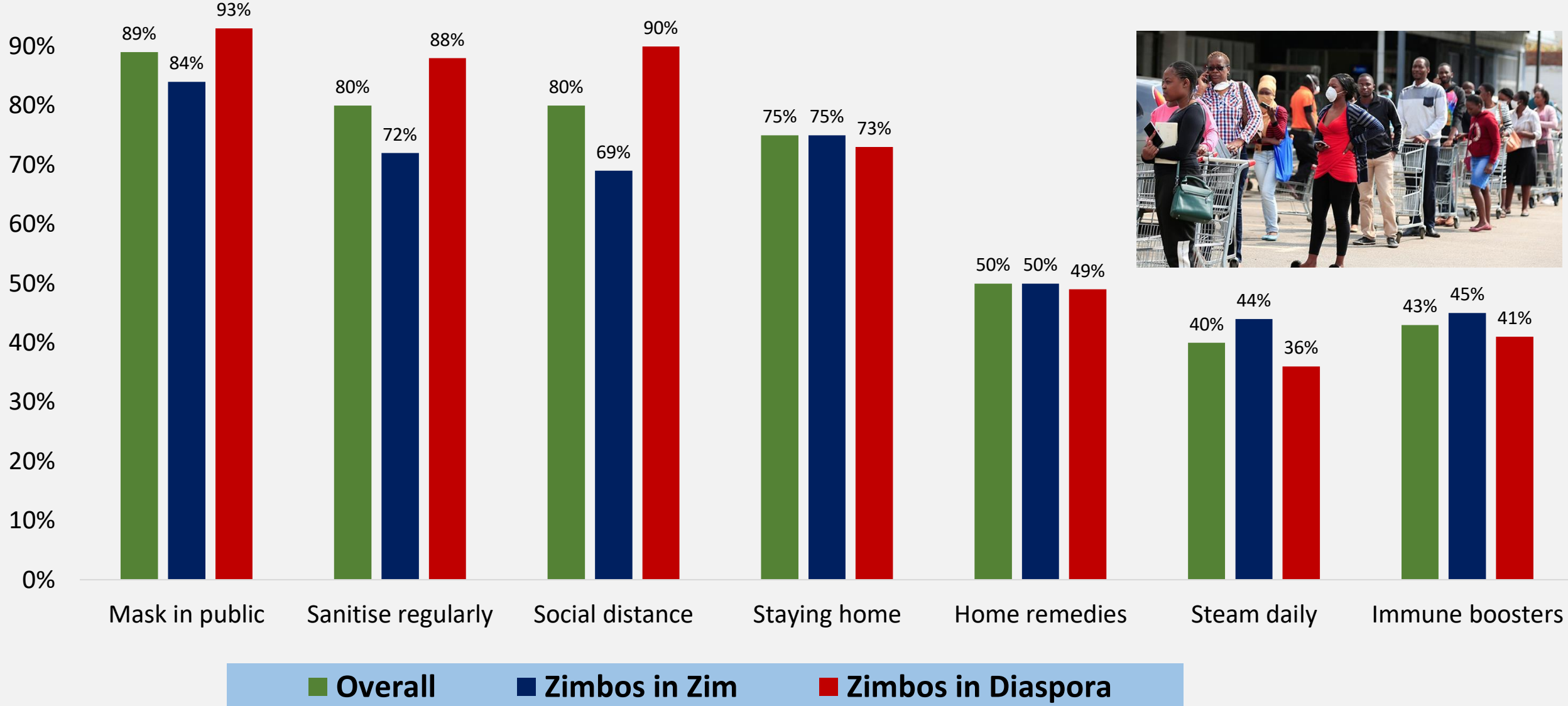


# 4.2: Given a chance, in what way can you *as an individual* assist COVID-19 health workers in Zim?



# 4.3: What are you personally doing to stay free from COVID-19?

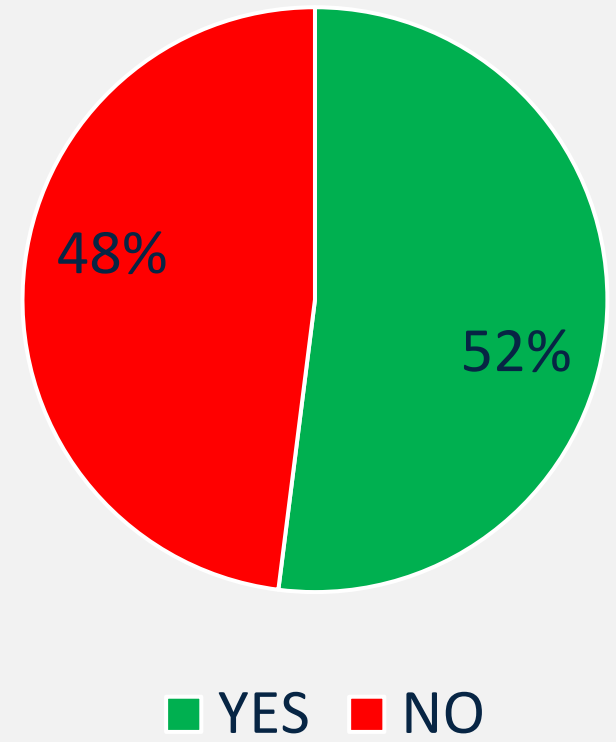
- As shown below most Zimbabwean urbanites have embraced recommended COVID-19 preventative measures.
- It however appears that Zimbabweans in the diaspora have taken the pandemic more seriously than their counterparts at home.





# 4.4a: If a COVID-19 vaccine came tomorrow would you take it?

- Zimbabwean urbanites are almost equally split in their likely uptake for COVID-19 vaccines. Appetite for vaccines is 51%.
- This situation is a clear call for more information and education around this intervention
- Vaccine educational campaigns ahead of vaccine launch seem imperative if resistance is to be minimized.



## LIKELY LEAD UPTAKE DRIVERS

- It's the only prevention known
- Prevention is better than cure
- To stop spread of the vaccine

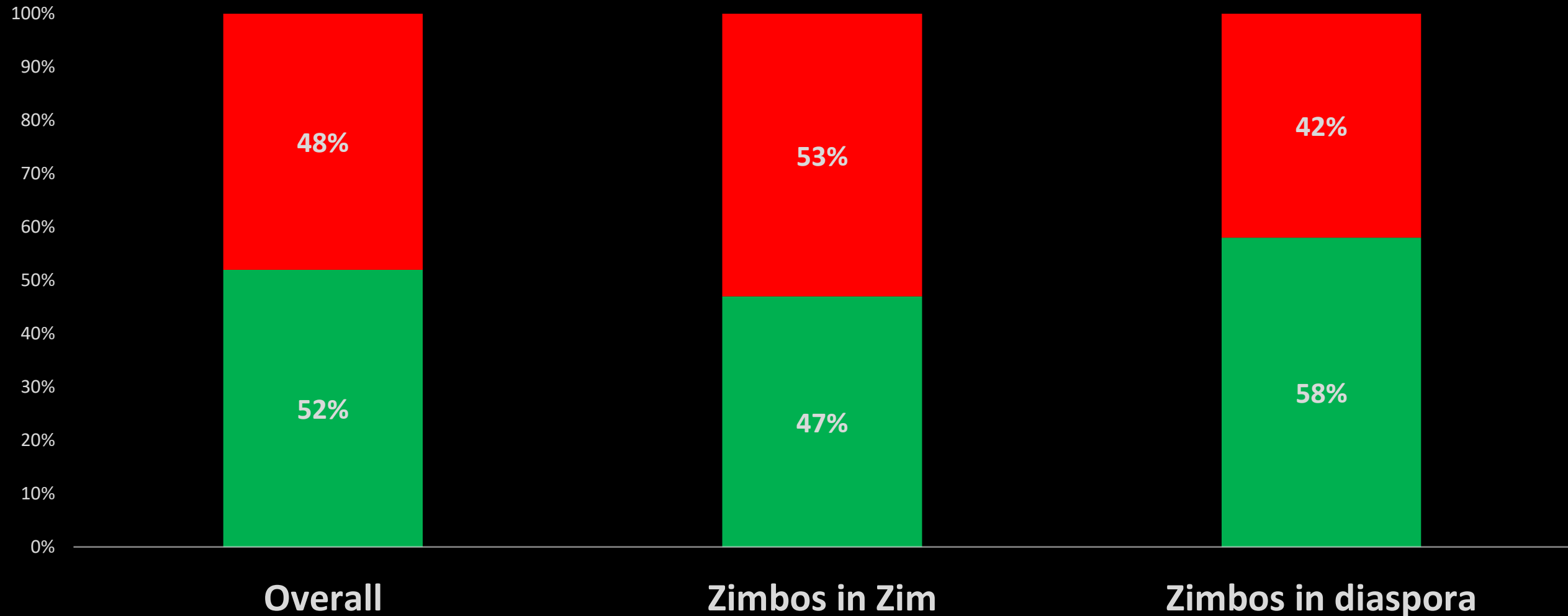
## LIKELY UPTAKE BARRIERS

- Heard that it has side effects
- I first need to see if it works
- I don't trust it



# 4.4b: If a COVID-19 vaccine came tomorrow would you take it?

■ YES ■ NO



# **5.0: RECOMMENDATIONS**

# Researcher recommendations

- ❑ Set-up an independent body to mobilise donations from local & diasporan citizens for health staff.
  - ❑ Commence & sustain citizens education on all W.H.O recommended COVID-19 risk mitigants.
  - ❑ Ministry of health authorities need to formally educate citizens on locally available & affordable remedies as well as communicate Government position and plans regarding vaccines
  - ❑ Provide free access to testing and free sanitizers as done with condoms (for HIV prevention)
  - ❑ Govt Ministers to do daily media briefings on COVID-19 prevention progress across the nation
  - ❑ Employers & data providers to collaborate & capacitate citizens to work from home.
- 
- ❑ Build temporary hospitals as well as rennovate available clinics & hospitals to increase capacity
  - ❑ Allow trained but unemployed willing medical graduates to work as volunteers at health centres
  - ❑ Establish accommodation at hopitals for health workers when on duty to avoid risky travel to families
  - ❑ Proactively engage and educate rural citizens to fully embrace COVID-19 prevention habits
  - ❑ Commission a nationwide tracking survey to monitor prevailing citizens habits and attitudes.

# Contact Us



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Patson Gasura  
Chief Executive Officer (CEO) for TRS

Patson has vast experience in market & public affairs research. Completed mandates in Africa since 1993. His skills include strategic research, conceptual, diversity management & cross-boarder.

#### Qualifications:

MSc Strategic Mgt (Derby,UK)

BSc Hons Agric Economics (University of Zimbabwe)

Advanced Certificate in Company Direction (ACCD) from Institute of Directors Zimbabwe (IODZ)

#### Key Passion:

People reach, Engagement & Impact

#### Affiliation:

Southern African Marketing Research Association (SAMRA)

Pan African Media Research Organization (PAMRO), South Africa

Member of Institute of Directors (IOD) & Board Member-

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