

# **Citizens' views of the Ebola response**

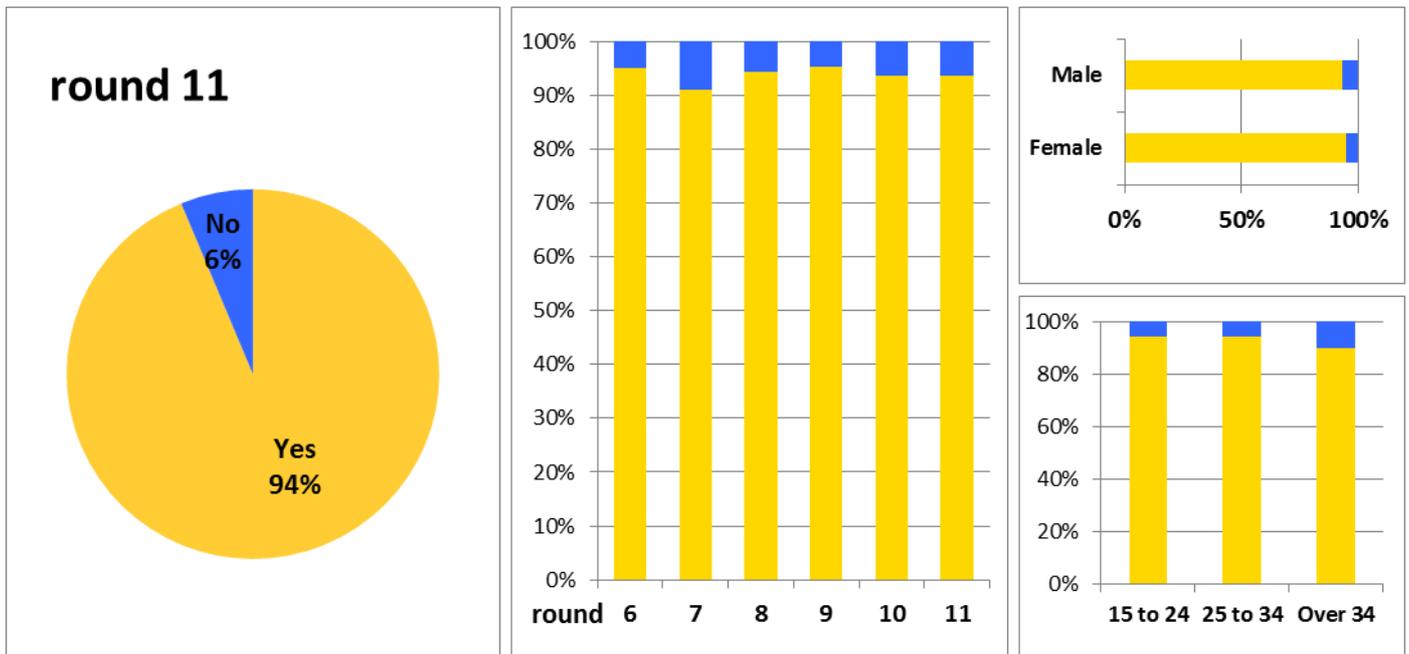
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**Ground Truth survey of general public: Sierra Leone**

**Round 11 – 18.02.2015**

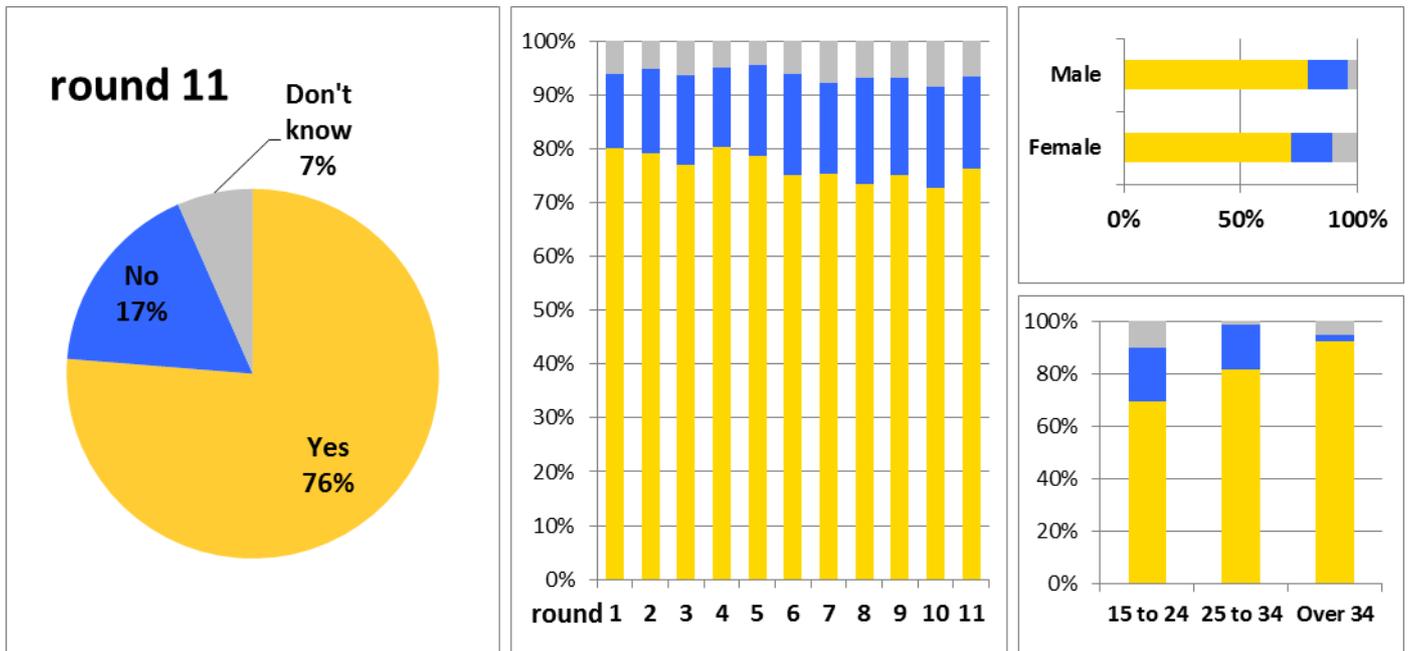
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**Question 1: Do people trust the information they get about how to prevent Ebola?**



**Trust in information:** Trust in information about how to prevent Ebola remains high. Citizens' perceptions match the steadily rising scores on this issue among front line workers.<sup>1</sup> Respondents over 35 years old are still least positive.

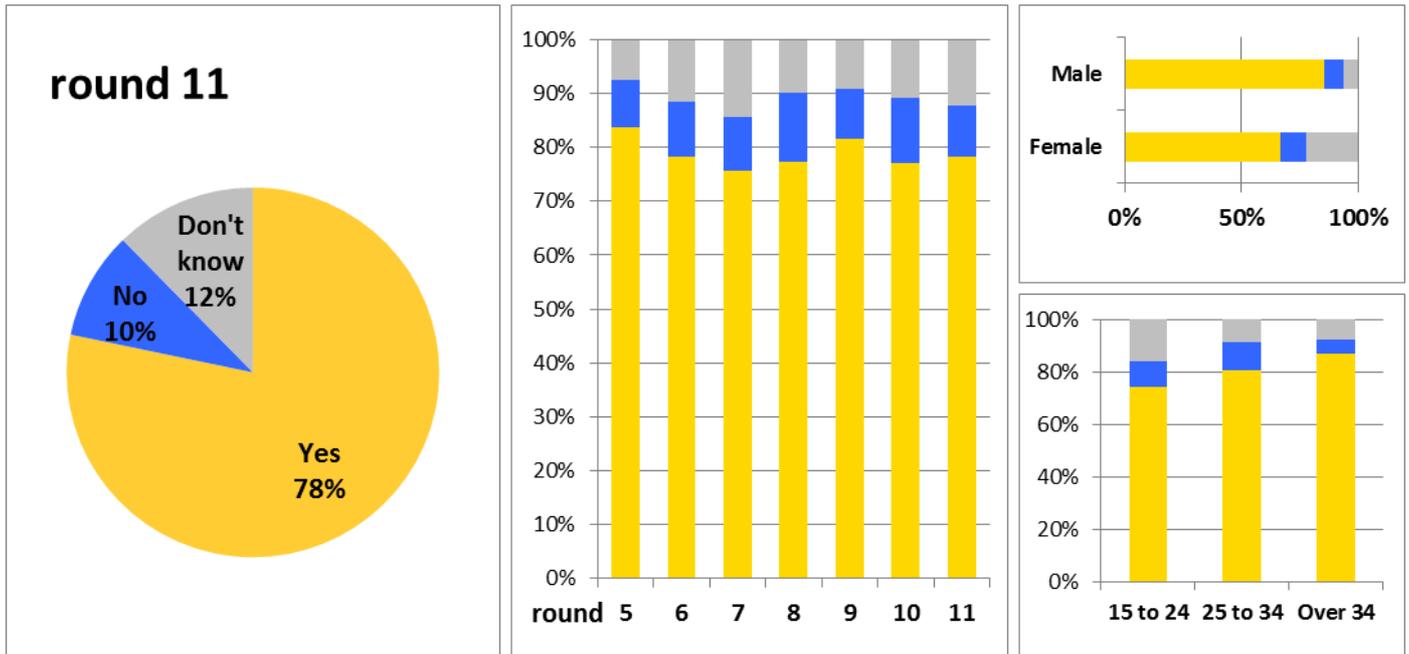
**Question 2: Does a lack of food and water make people worried about quarantine?**



**Quarantine:** Concerns about conditions in quarantine show another slight uptick. Women are more concerned this round (+9% say 'Yes'). Older people also express greater concern. *See also separate Ground Truth weekly survey of perceptions of people in quarantine.*

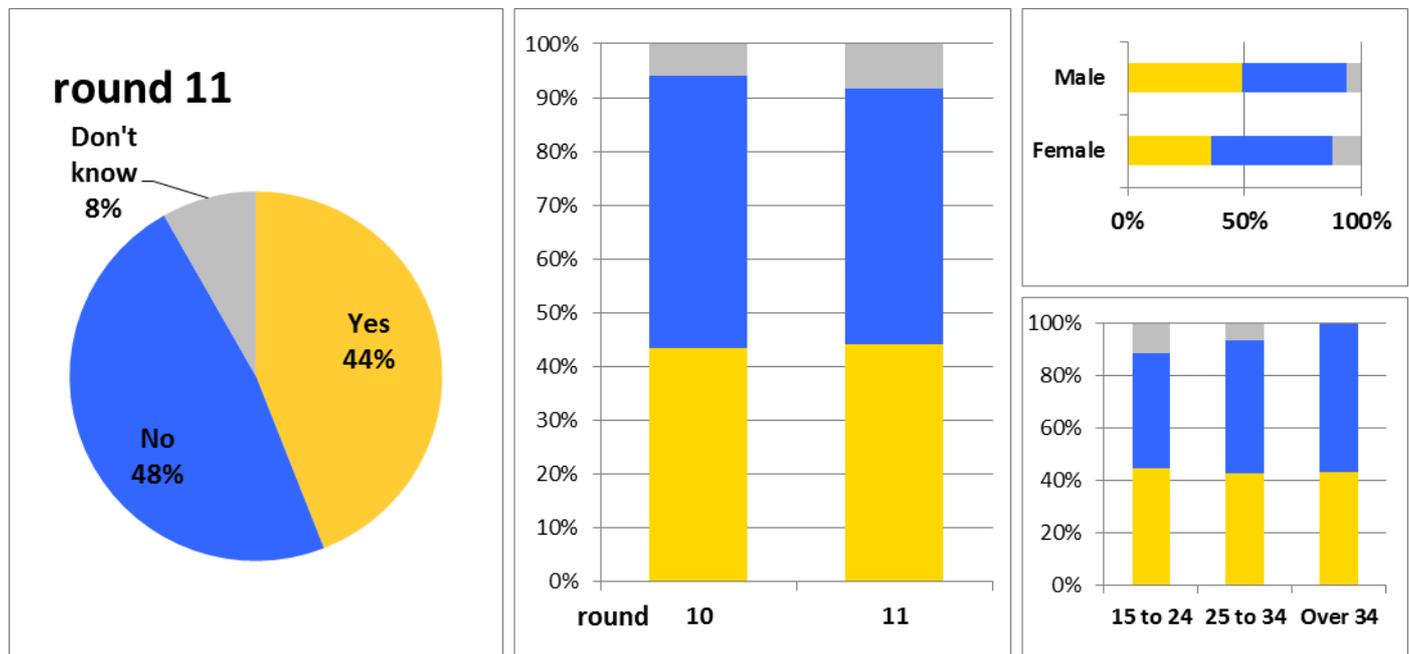
<sup>1</sup> Front line workers' views on the Ebola response. Round 7 – 18.02.2015, p. 5. <http://www.groundtruthsolutions.org/ebola-reports.html>

### Question 3: Are people ready to welcome Ebola survivors back to their communities?



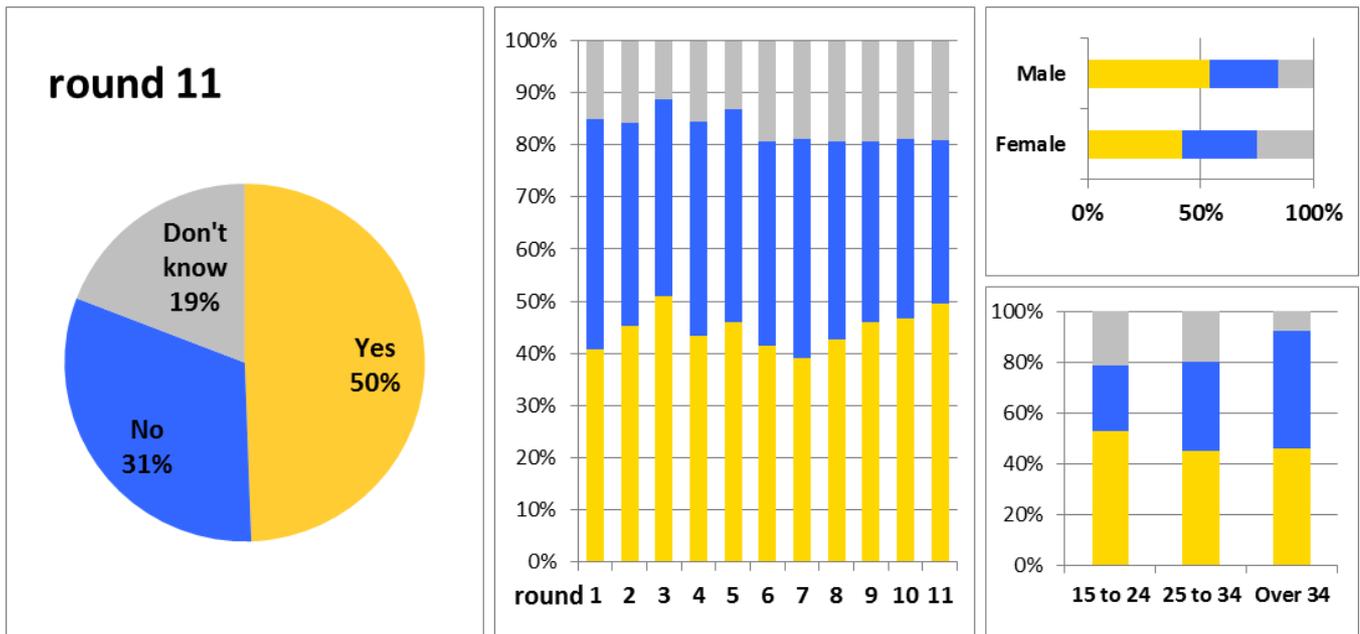
**Stigma:** People’s willingness to welcome survivors back stays at a high level. Men are still more positive than women (85% vs. 67% saying ‘Yes’).

### Question 4: Do you feel safer travelling now that roadblocks have been removed?



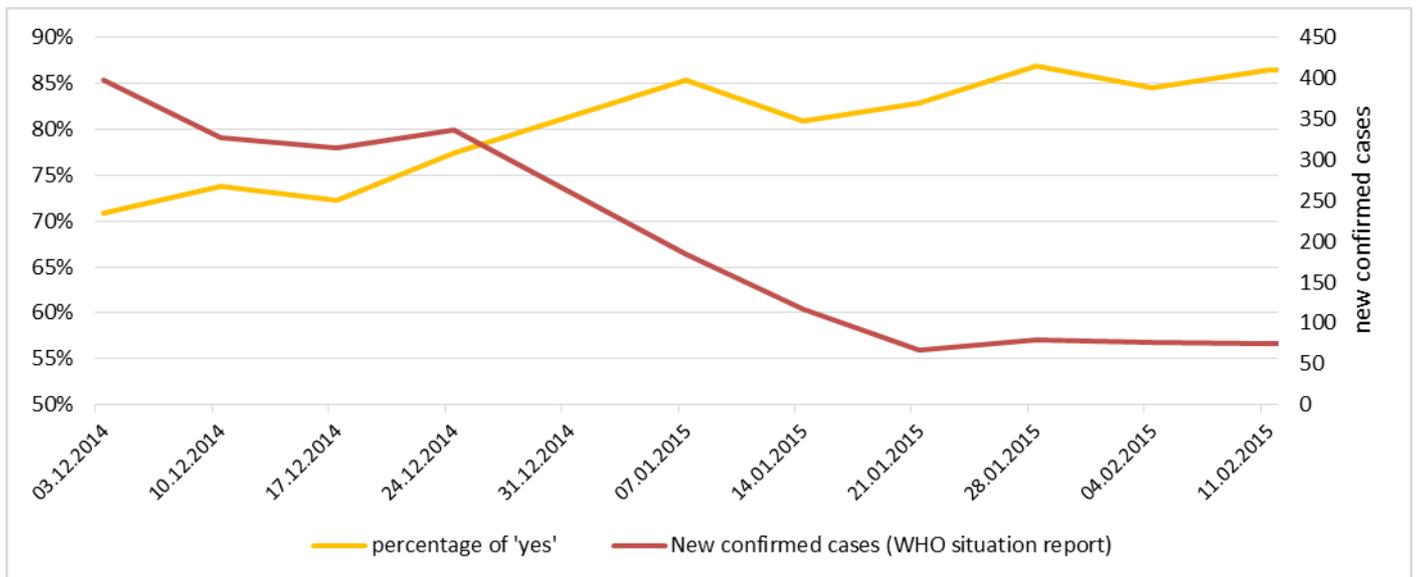
**Checkpoints:** No change on perceptions of safety when travelling after the removal of checkpoints. Almost half respondents say they don’t feel safer now. Women and people 35 and over are most negative.

### Question 5: Are families able to make a living these days?



**Livelihoods:** The percentage of respondents saying they are able to make a living is rising. Men remain more positive than women. Respondents over 35 are most negative.

### Question 6: Overall, is the Ebola response making progress against the spread of the disease?



**Progress:** With the number of confirmed new cases of Ebola essentially flat over the past couple of weeks (76 and 74, respectively), citizens' perceptions of progress in the fight against Ebola stay at the same level in Round 11.<sup>2</sup>

<sup>2</sup> WHO situation report – 18. February 2015. <http://apps.who.int/ebola/en/ebola-situation-report/situation-reports/ebola-situation-report-18-february-2015>

## Note on methodology

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**Sample:** 350 people across Sierra Leone responded to the survey using an SMS survey instrument on the GeoPoll platform. Some 30% of respondents this round were female, 70% male. All districts of Sierra Leone are covered but in this round the 2 districts that make up Western Area, which includes Freetown, account for some 60% of the sample.

**Respondent selection process:** Respondents are selected randomly from a countrywide database and sent an opt-in message.

**Margin of error and confidence interval:** 5% margin of error at the 95% confidence level.

**Costs and incentives for respondents:** There are no costs to respondents and they receive a small airtime credit incentive.

**Language of the survey:** This survey is conducted in English. Although Krio is commonly spoken in Sierra Leone, few people write or read it. Best response rates in SMS surveys are achieved using English.

**Data presentation:** Respondents can answer 'yes', 'no' or 'don't know' to each question and these answers are captured in the pie charts for each question along with a breakdown of responses by age and sex. Each week we also include a graph comparing data in the current round with previous surveys.

**Background:** Ground Truth's surveys in Sierra Leone, which are conducted with support from DFID, provide agencies working on the Ebola response with data on the perceptions of the general public (weekly) and of frontline staff (bi-weekly). The goal is to track how perceptions evolve as the programme moves forward. Ground Truth's perceptual surveys complement epidemiological data and regular programme monitoring and evaluation. A survey of people under quarantine restrictions was added at the end of January and is administered weekly.

**For more information about Ground Truth surveys in Sierra Leone, please contact Kai Hopkins ([kai@keystoneaccountability.org](mailto:kai@keystoneaccountability.org)) or Eva Erlach ([eva@keystoneaccountability.org](mailto:eva@keystoneaccountability.org)).**