

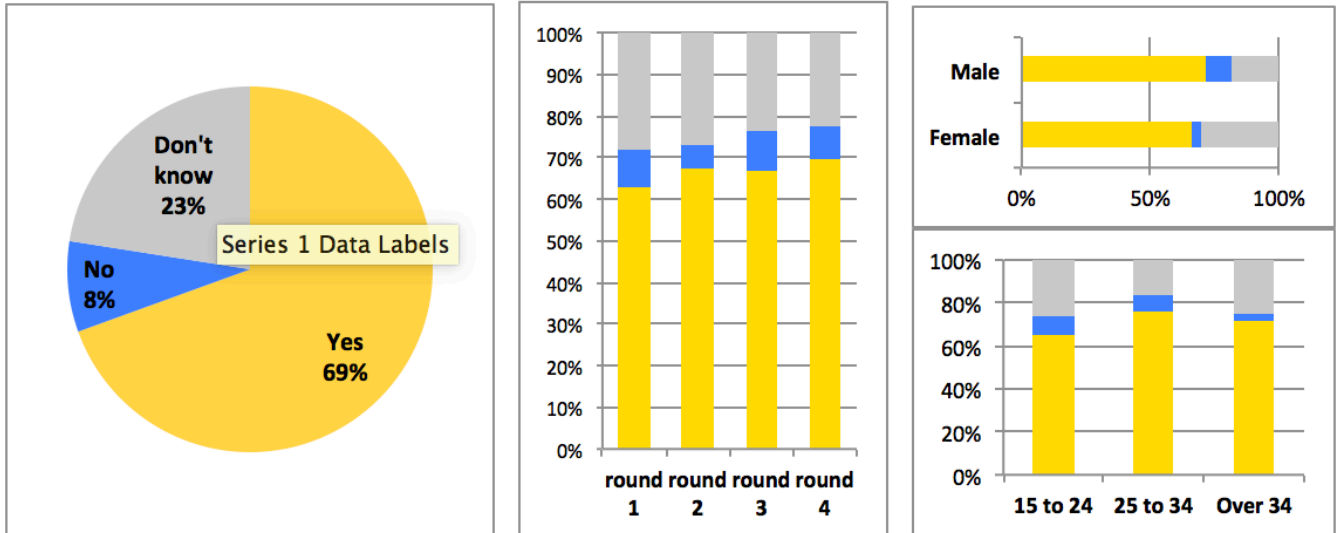
. Citizens' views of the Ebola response .

Ground Truth survey of general public: Sierra Leone

Round 4 – 29.12.2014

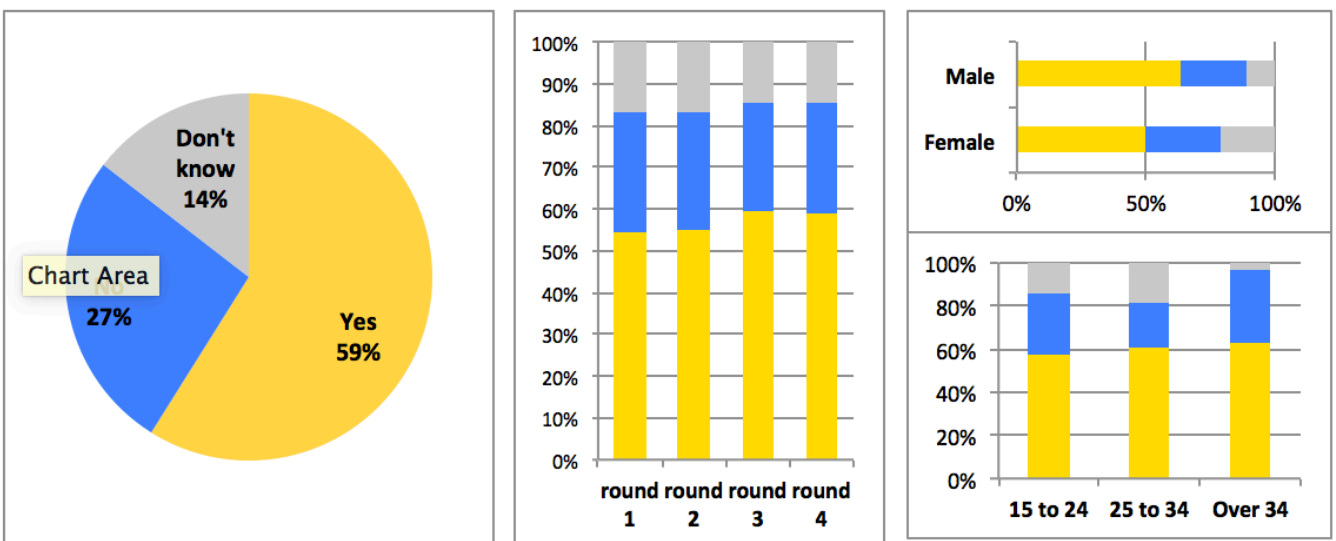
Trends are steady on all 5 questions, suggesting the data is robust. The main takeaways this week are that: stigma is marginally down; the way people are dealt with at checkpoints remains an issue; earning a living is problematic for a large proportion of the population; conditions in quarantine are sub-optimal; and there is progress in fighting the virus.

Question 1: Are people in your community ready to support the families of Ebola sufferers?



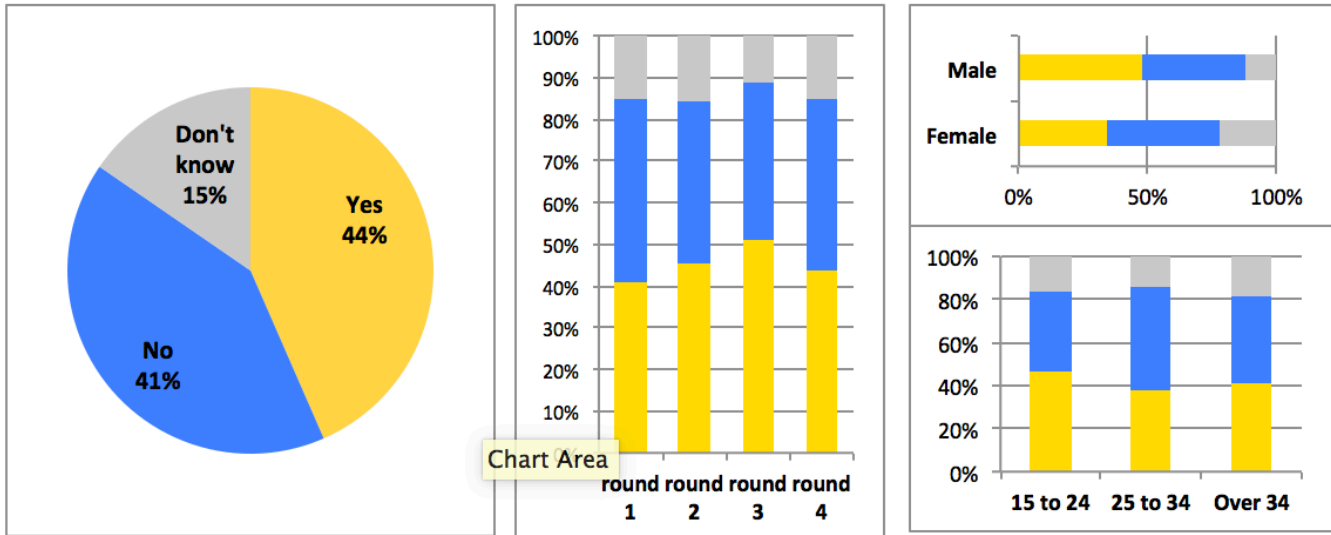
Stigma: Data this week suggests that people are increasingly ready to help families of Ebola sufferers, implying a slight decline in stigma associated with the disease. Note, however, that almost a quarter of respondents are in the 'don't know' category.

Question 2: Are people worried about harassment when passing through checkpoints?



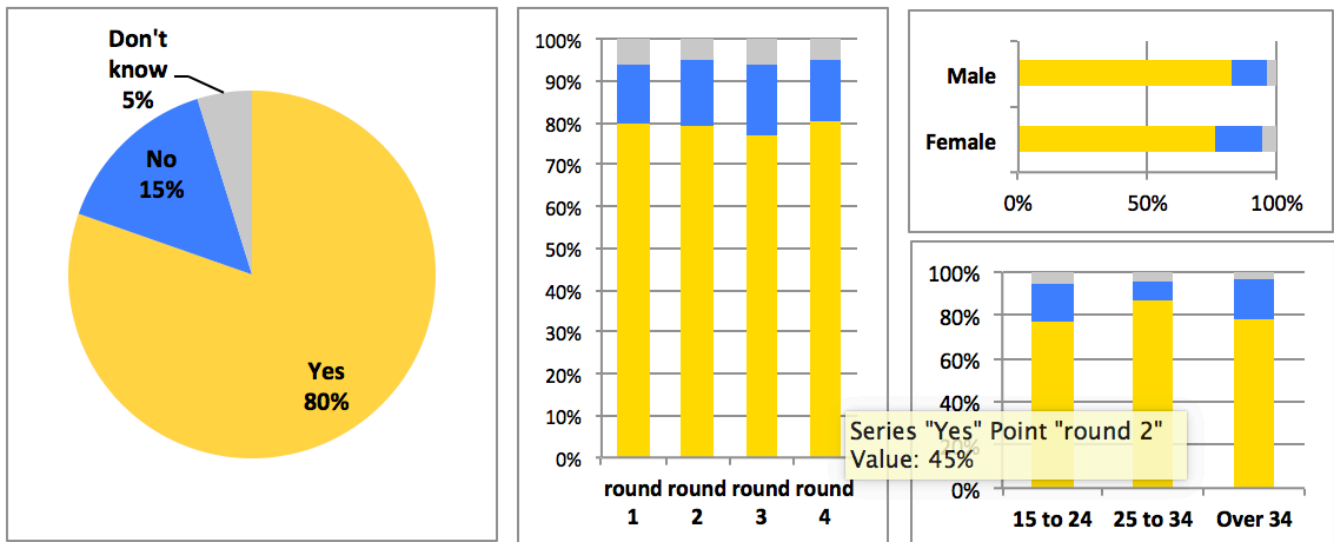
Checkpoints: People’s experience at checkpoints remains problematic with close to 60% saying they experience harassment. The trend over the past 4 weeks is upwards.

Question 3: Are families able to make a living these days?



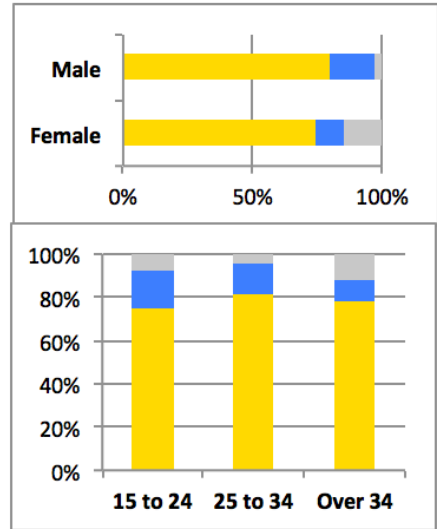
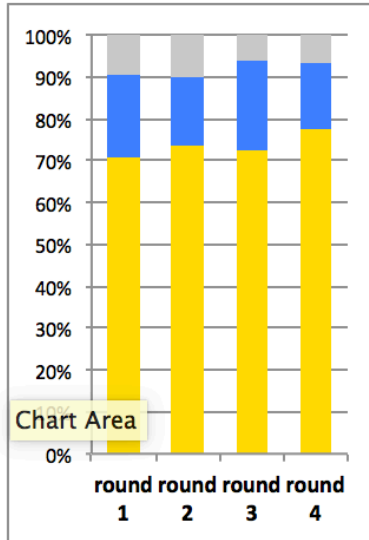
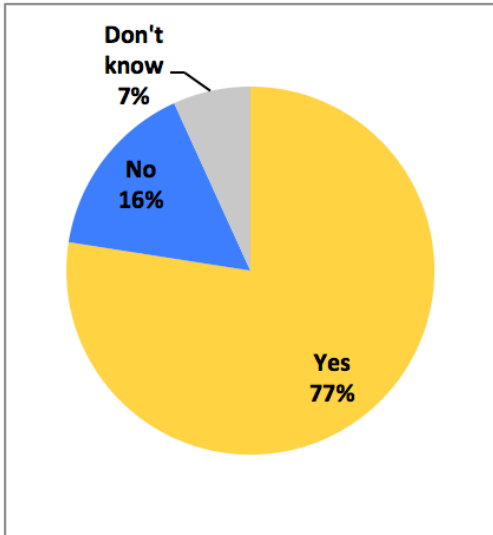
Livelihoods: People’s sense of their ability to earn a living in present circumstances continues to show a fairly even division between those who feel they can and those who feel they cannot.

Question 4: Does a lack of food and water make people worried about quarantine?



Conditions in quarantine: A large majority of respondents remain concerned about provision of food and water to those in quarantine.

Question 5: Overall, is the Ebola response making progress against the spread of the disease?



Progress: There is another slight uptick this week in people's sense of progress in dealing with the spread of Ebola.

Note on methodology

Sample: 350 people across Sierra Leone responded to the survey using an SMS survey instrument on the GeoPoll platform. Some 33% of respondents this round were female, 67% 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 57% 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: 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.

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