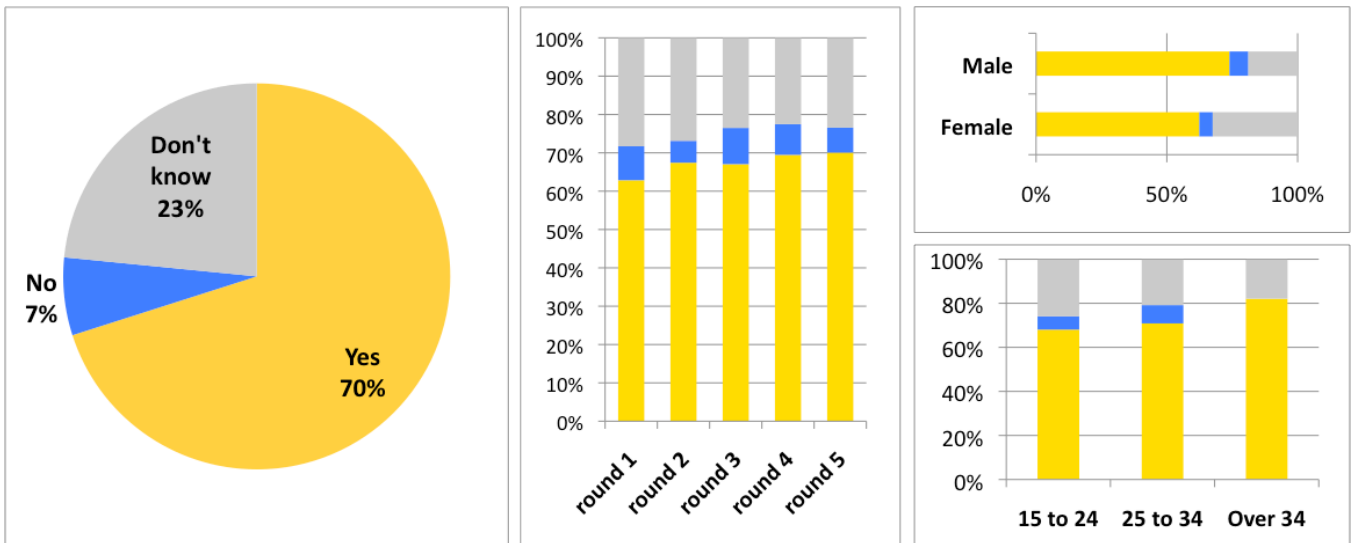


. Citizens' views of the Ebola response .

Ground Truth survey of general public: Sierra Leone

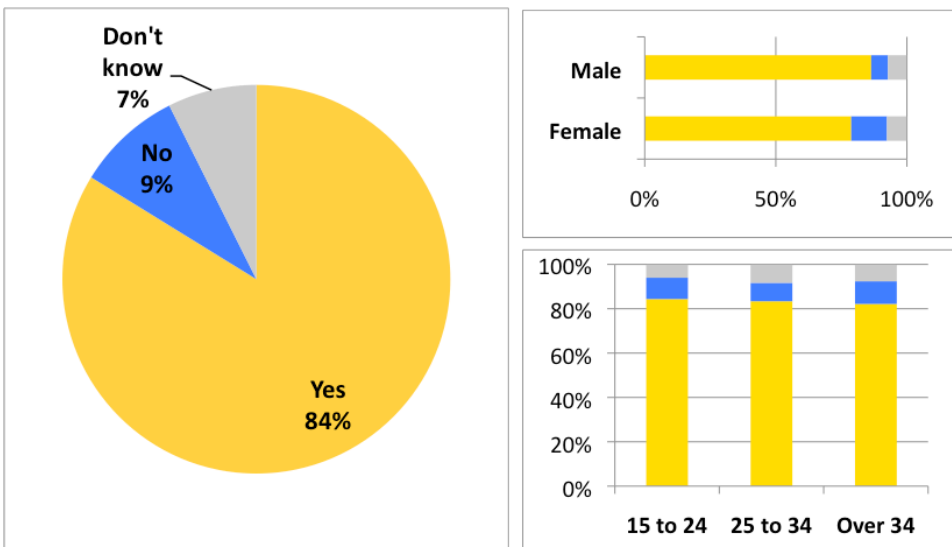
Round 5 – 04.01.2015

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



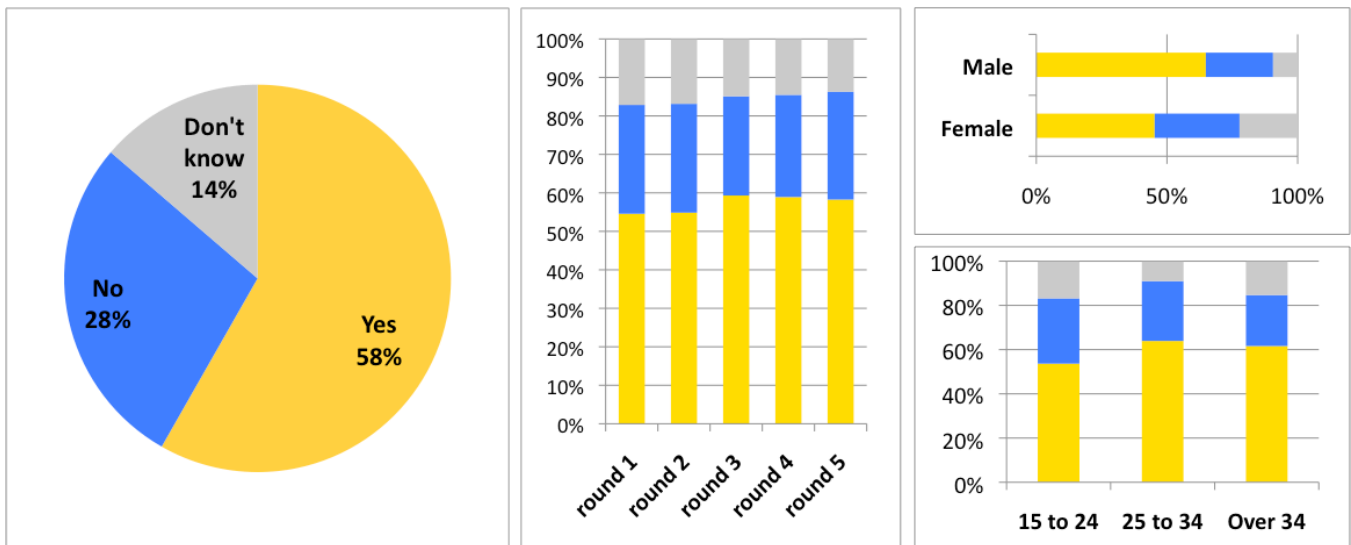
Stigma: The latest data suggests people remain ready to help families of Ebola sufferers, implying a slight decline in stigma associated with the disease. There are few 'no's' but 23% of respondents are in the 'don't know' category. See also Question 6 for a different take on stigma-related issues.

Question 2: Are people ready to welcome Ebola survivors back to their communities?



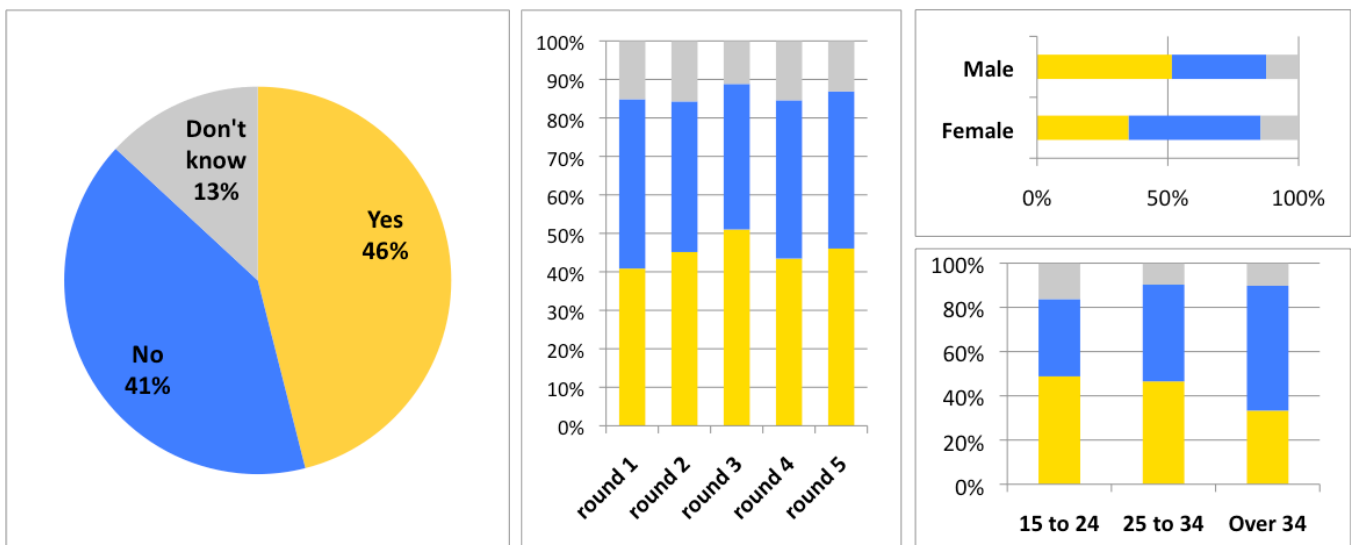
Stigma 2: This is a new question designed to get at the stigma issue from another angle. Responses suggest people are very willing to accept survivors back to their communities.

Question 3: Are people worried about the way they are dealt with at checkpoints?



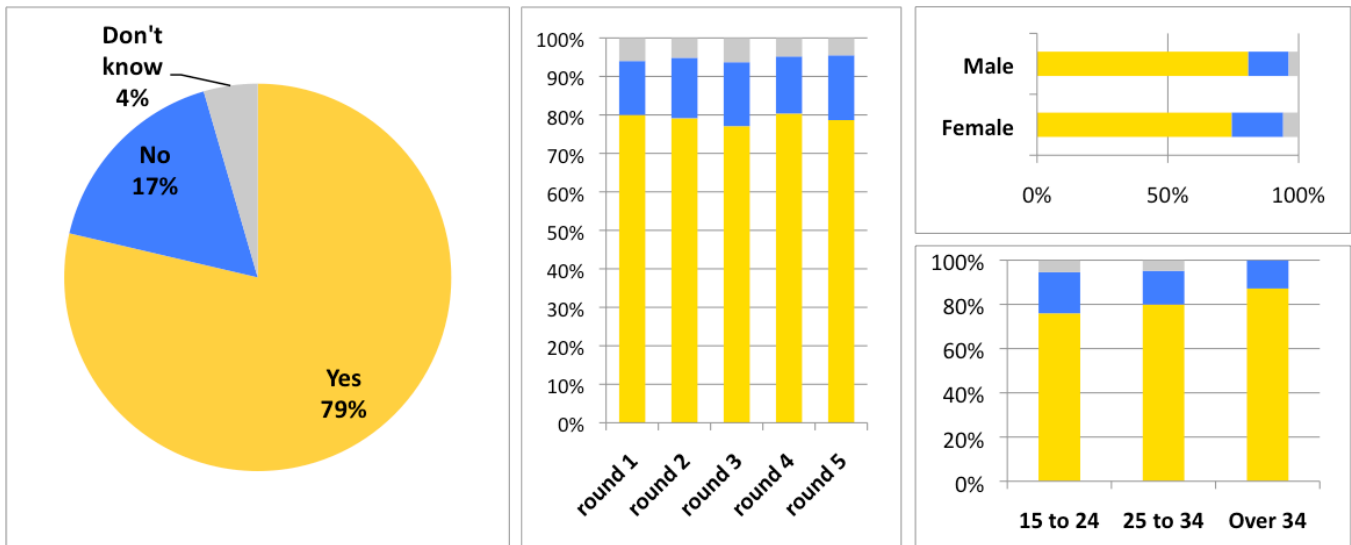
Checkpoints: People are still concerned about how they are dealt with at checkpoints. Males are more worried than women.

Question 4: Are families able to make a living these days?



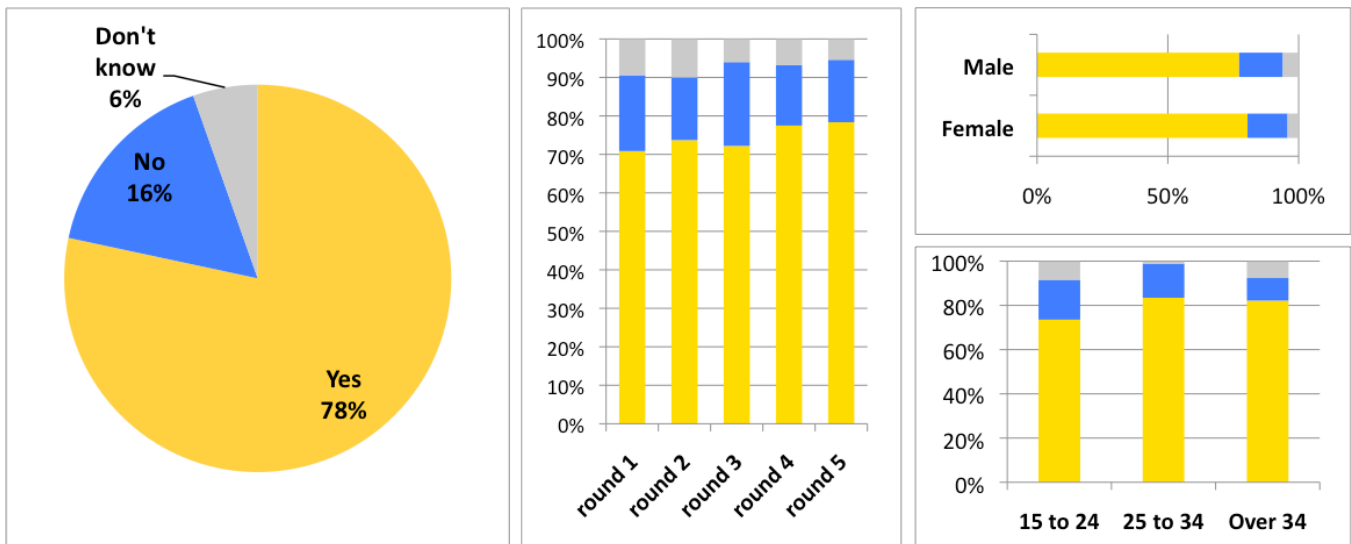
Livelihoods: There is a marginal increase in the percentage of people who say they can earn a living (from 44% in R4 to 46% in R5) but the proportion of those who say they can and those who say they cannot remains fairly balanced. Men are more positive than women.

Question 5: Does a lack of food and water make people worried about quarantine?



Quarantine: Provision of food and water to those in quarantine remains a major issue among respondents in this survey. Perceptions among front line workers show improvement (see Front Line Workers' survey, Round 4). Bear in mind that some workers are involved in provisioning people in quarantine. To get a better sense of the dynamic around quarantine, Ground Truth, with PLAN, will launch a separate survey targeting people in quarantine

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



Progress: The general public continues to see progress in dealing with the spread of Ebola. Data from the survey of front line workers, however, suggests they are more guarded in their perceptions of how the fight against Ebola is progressing.

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 40% 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).