

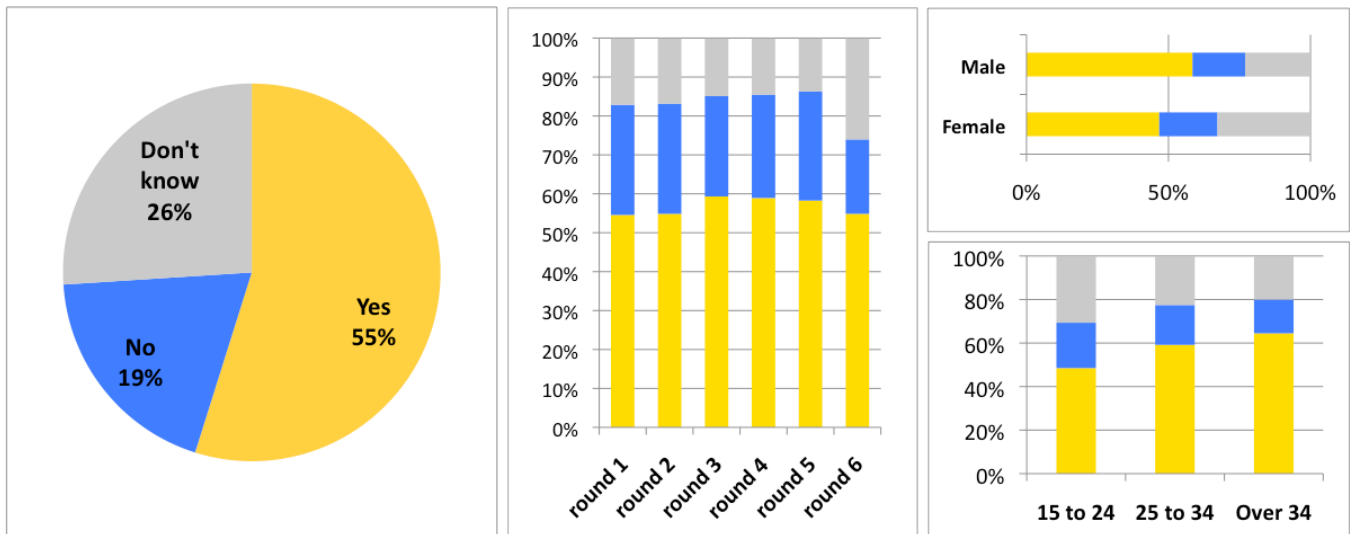
# **. Citizens' views of the Ebola response .**

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

**Round 6 – 11.01.2015**

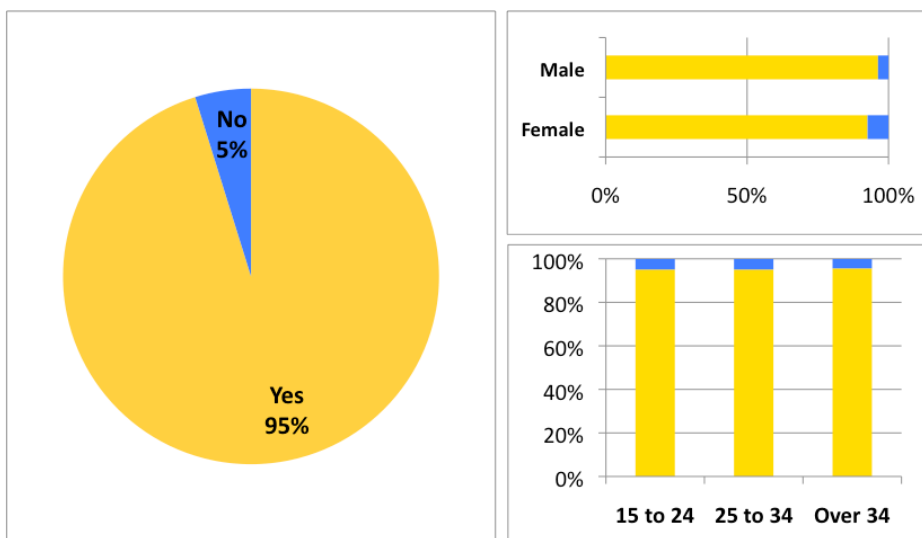
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**Question 1: Are people worried about the way they are dealt with at checkpoints?**



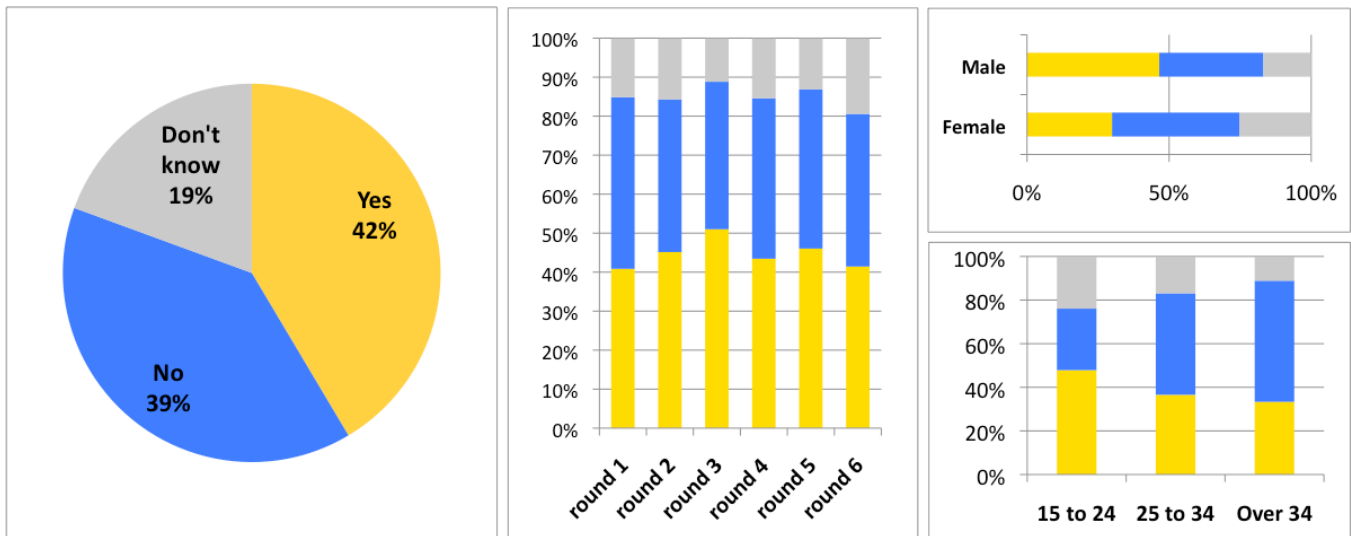
**Checkpoints:** Concerns about people’s treatment at checkpoints have decreased marginally. Younger respondents (24 and under) are more positive while people 35 and older are more negative (last round 59% answered ‘yes’ against 64% in this round). Men are still more concerned than women. Respondents from Eastern and Northern Province are most negative with more than 70% expressing concern (Western Area: 52%).

**Question 2: Do people trust the information they get about how to prevent Ebola?**



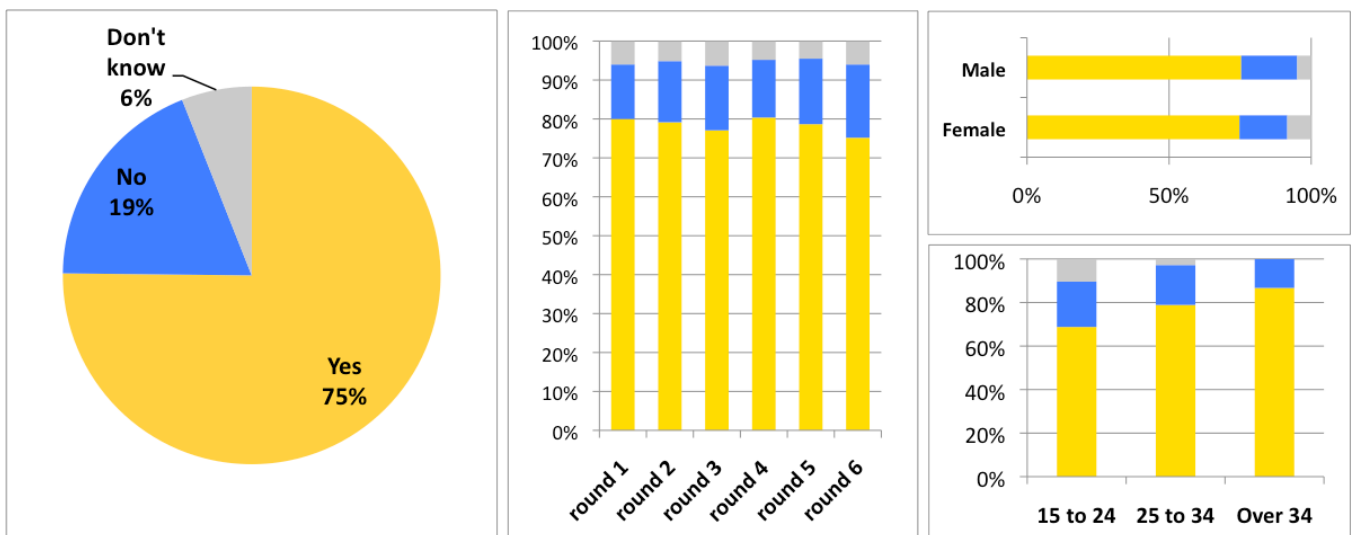
**Trust in information:** People express high trust in the information they get on how to prevent Ebola. Men are most positive with 96% saying ‘yes’. We introduced this question in R6 to check the citizen data against a similar question in the Front Line Worker survey where scores were initially low. In Round 4 of the Front Line Worker survey (last week), the mean score was at 3.3 out of 5 but in previous rounds it was lower.

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



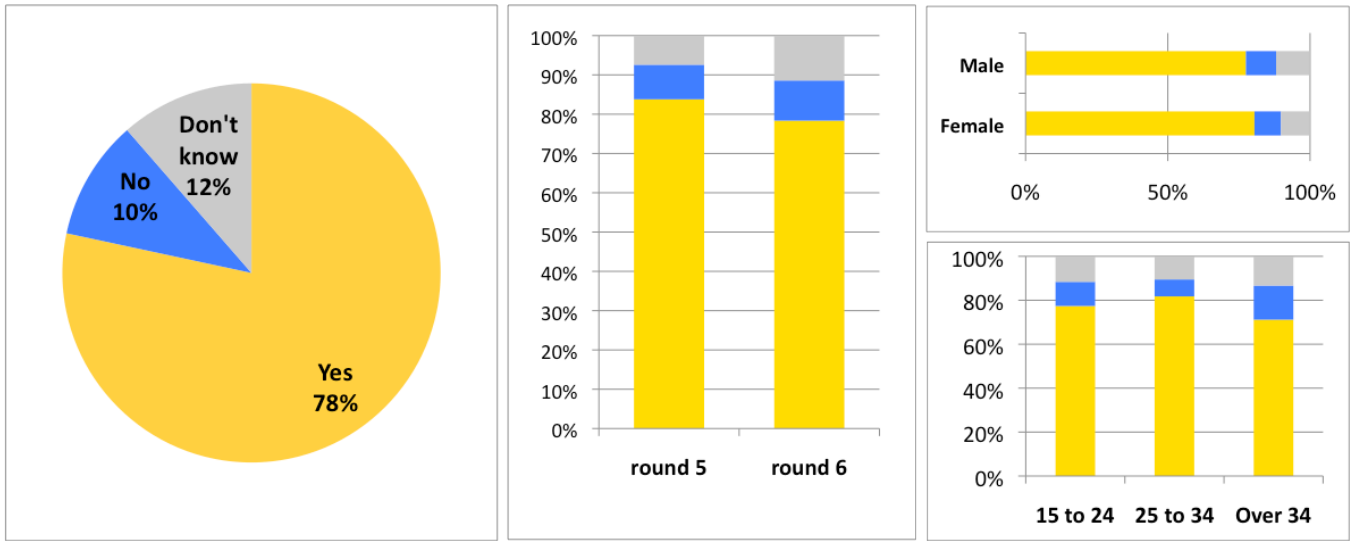
**Livelihoods:** A narrow majority of people say they are able to make a living, but the proportion is down from 46% to 42%. The biggest change from R1 to R6 is the increasing percentage of people who say they are undecided. Men are more positive than women, and women over 35 are especially negative on this question.

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



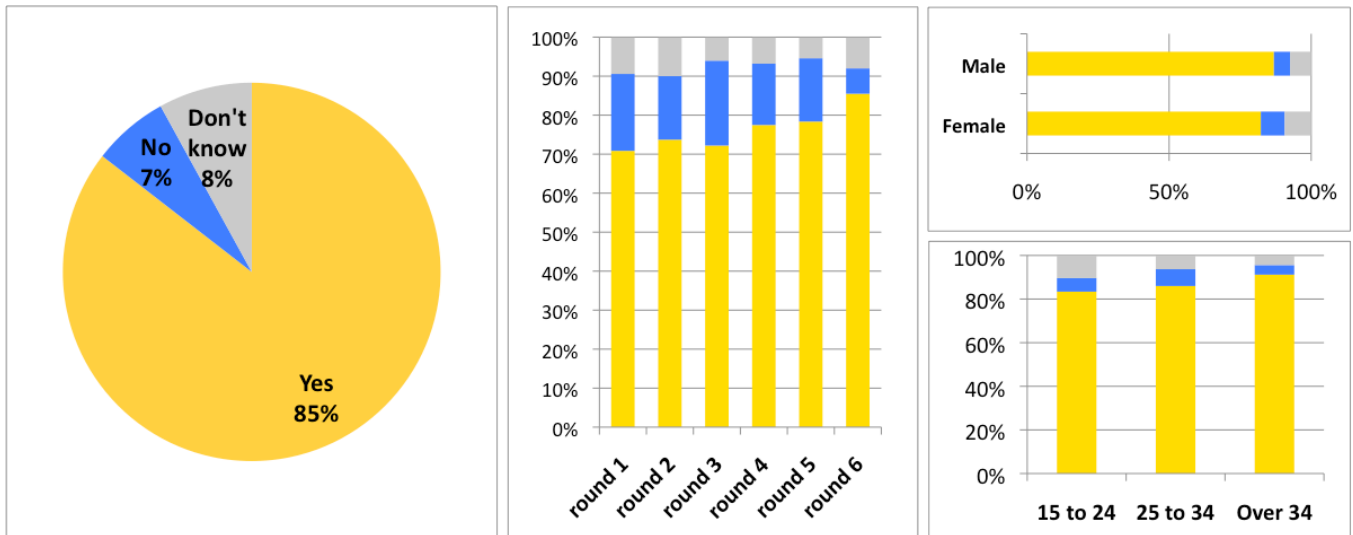
**Quarantine:** People remain worried about supplies in quarantine but overall there is a slight downtick. This is due to more positive responses from people aged 15 to 24 (7% less say they are worried than in R5). Major concerns remain among respondents aged 35 and older. People in Northern Province are most worried, with 89% of respondents answering the question with 'yes'.

**Question 5: Are people ready to welcome Ebola survivors back to their communities?**



**Stigma:** People’s willingness to welcome survivors remains high but, since this question was introduced a week ago, there is a slight downtick. People aged 35 and older give lower ratings than in the last round – with some 10% fewer willing to welcome survivors back than in the previous round.

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



**Progress:** Perceptions of the progress in the fight against Ebola continue to improve. The ‘don’t knows’ remain stable with the gains on this question coming from the ‘no’ camp.

## 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 31% of respondents this round were female, 69% 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 63% 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.

**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)).**