

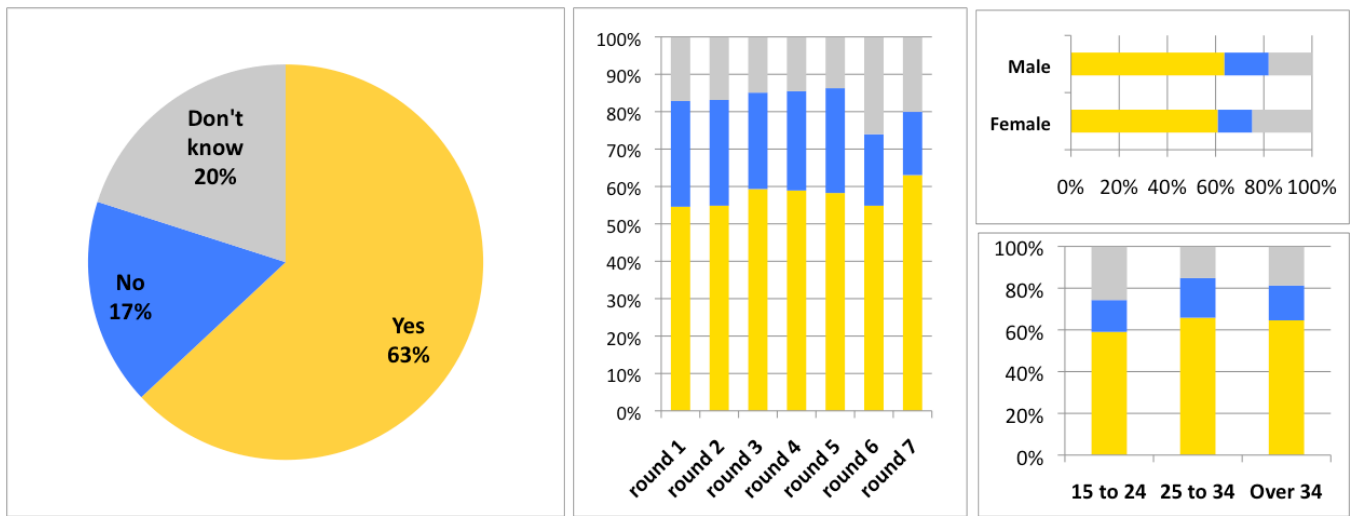
# **. Citizens' views of the Ebola response .**

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

**Round 7 – 18.01.2015**

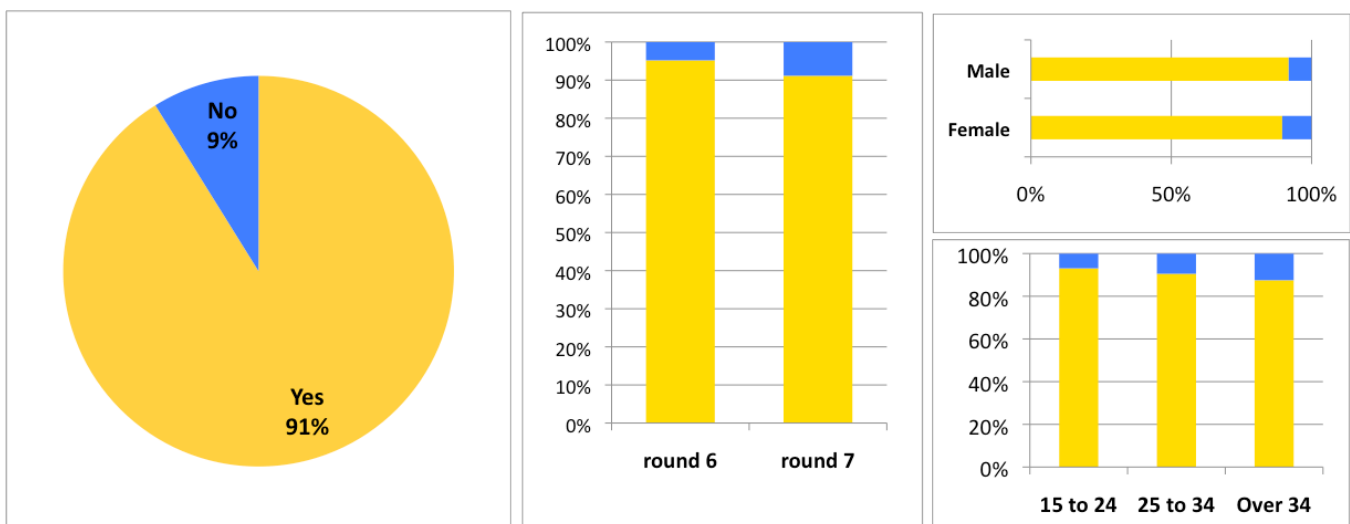
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**Question 1: Are people worried about the way they are dealt with at checkpoints?**



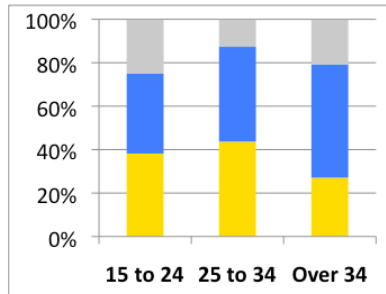
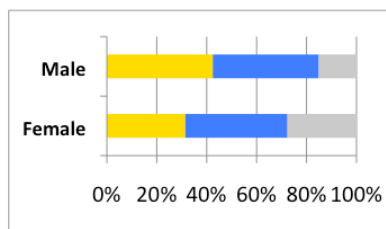
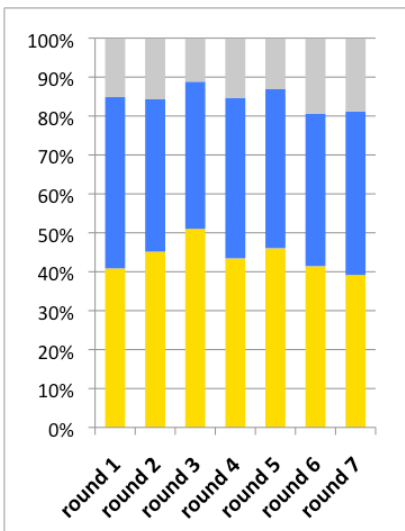
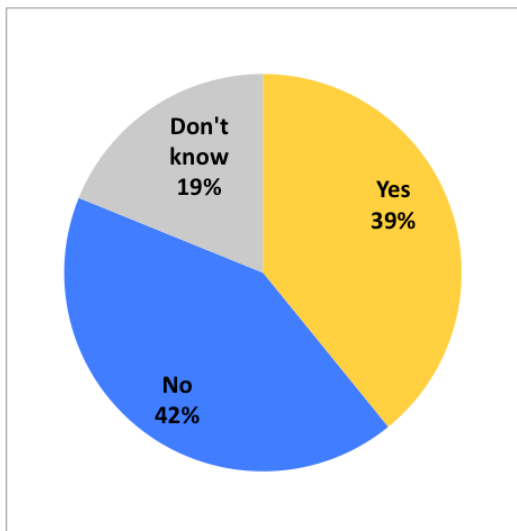
**Checkpoints:** Concerns about people’s treatment at checkpoints have increased again. The youngest age group of respondents is still least concerned. Women express higher concern than in the last round, with 61% answering the question with ‘yes’ compared to 46% in last round. There was a slight decrease of concern in Northern province. In the east, still more than 70% of the respondents express concern.

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



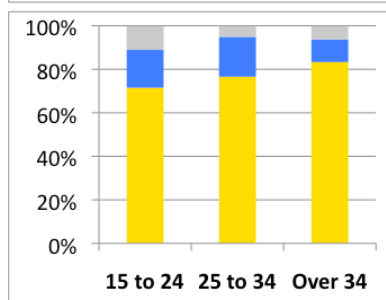
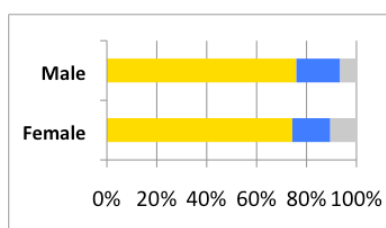
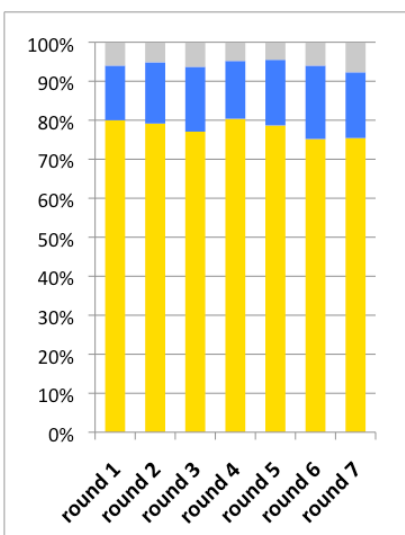
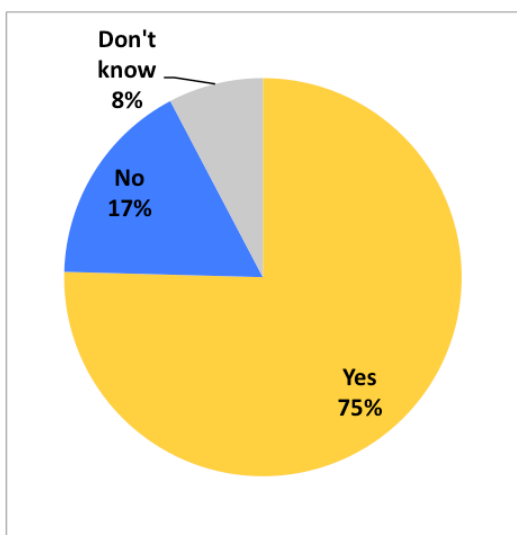
**Trust in information:** People’s trust in information has declined, but is still very high. This question is also asked in our front line worker survey, where scores started at a low level, but have steadily risen to a score of 3.7 on a scale of 5. Trust in information has fallen most markedly in Eastern and Western provinces (10% and 5% less say ‘yes’).

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



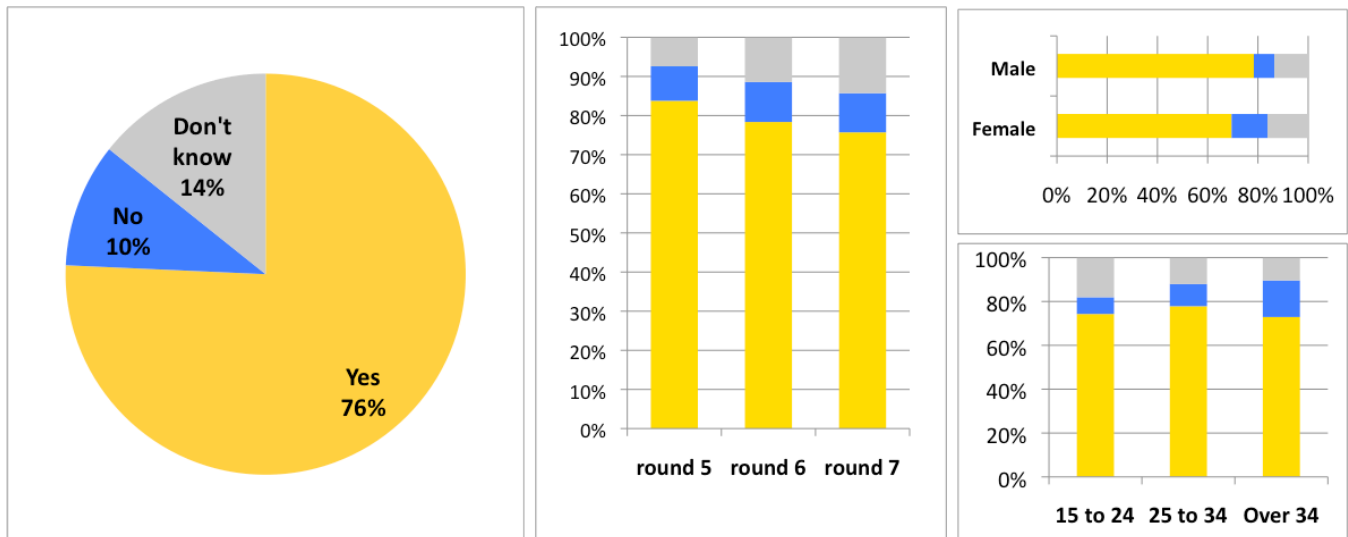
**Livelihoods:** The proportion of people stating they are able to make a living shows further decline. Men are still more positive than women, but this round a higher percentage of men say they cannot make a living. Perceptions in Eastern province have become more negative with 47% of respondents saying people can't make a living (25% in last round).

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



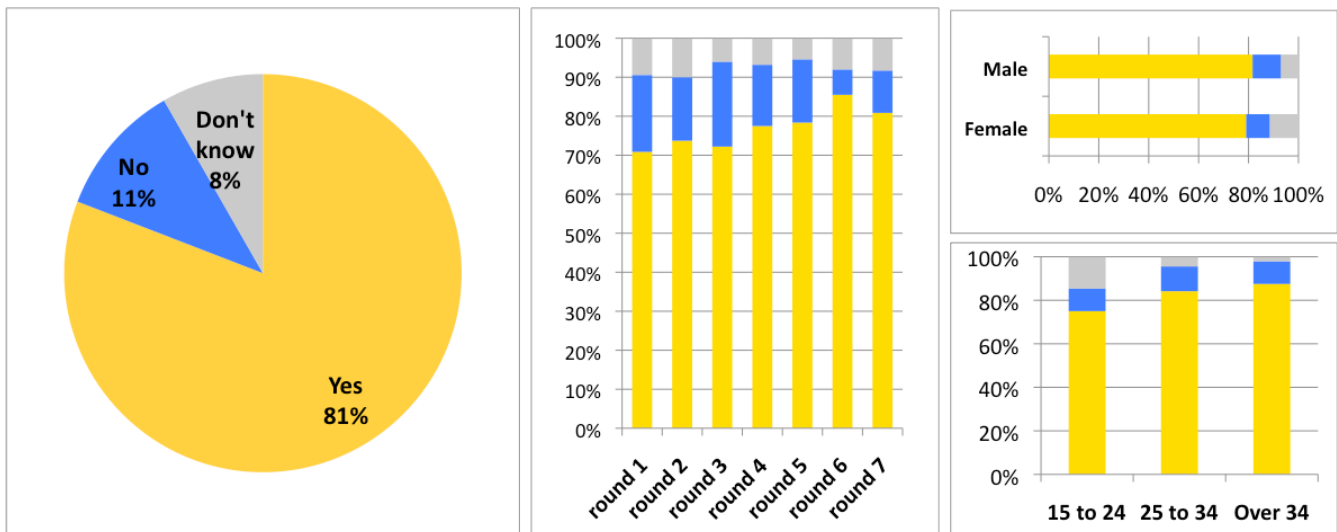
**Quarantine:** People remain worried about conditions in quarantine. Overall, perceptions are at the same level as last week. Concerns are most pronounced among people aged 35 and older. People in Northern Province are still most worried, with 86% expressing concern. In Eastern province concern has risen by 6%.

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



**Stigma:** There is a slight decline in people’s willingness to welcome back survivors. Respondents who are willing to welcome survivors back has fallen from 84% in round 5 to 76% in round 7. Responses are notably negative in Eastern Province. The percentage of the population willing to welcome survivors back has fallen by 10% over the past week, and is lower than in all other provinces.

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



**Progress:** Perceptions of progress in the fight against Ebola experienced a downtick in this round. The percentage of 'don't knows' remains stable but more people now say they do not see progress. Respondents in Eastern province are 20% less positive than in last round, people in Southern province are 10% less positive.

## 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 61% 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)).**