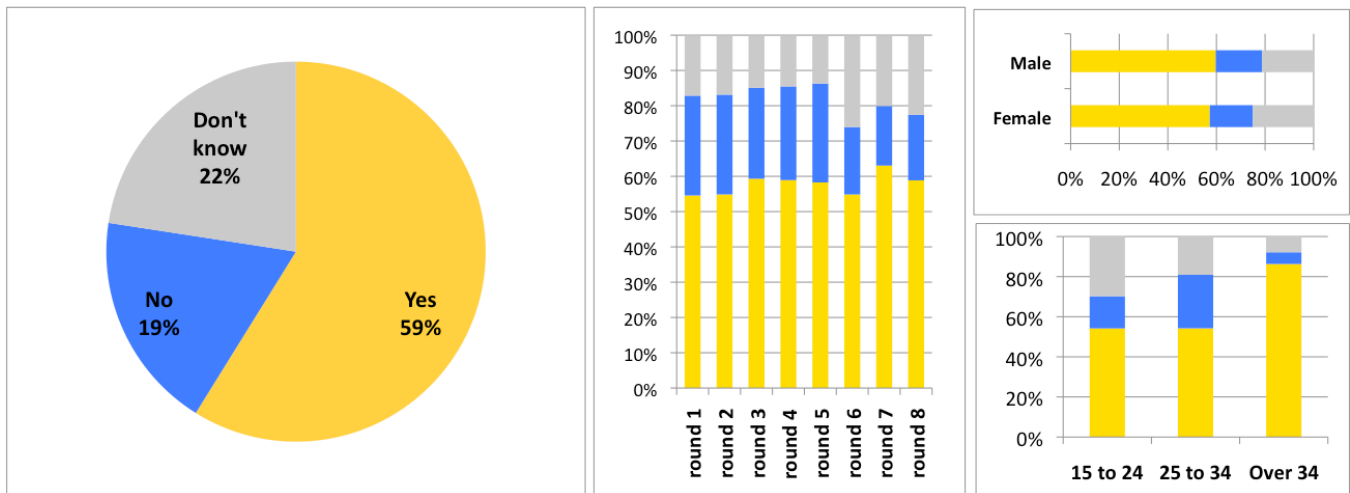


. Citizens' views of the Ebola response .

Ground Truth survey of general public: Sierra Leone

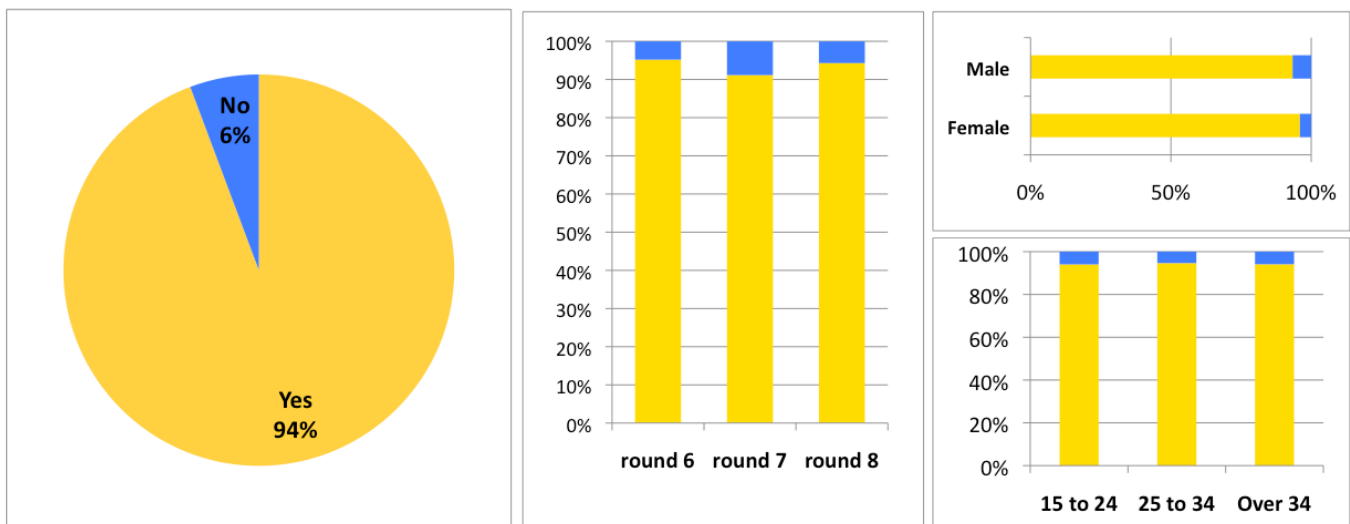
Round 8 – 25.01.2015

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



Checkpoints: Concerns about harassment at checkpoints has fallen everywhere except in Eastern Province where 73% answer ‘yes’. Older people are most concerned, with the proportion of respondents answering ‘yes’ up from 59% in Round 7 to 86% in this round.

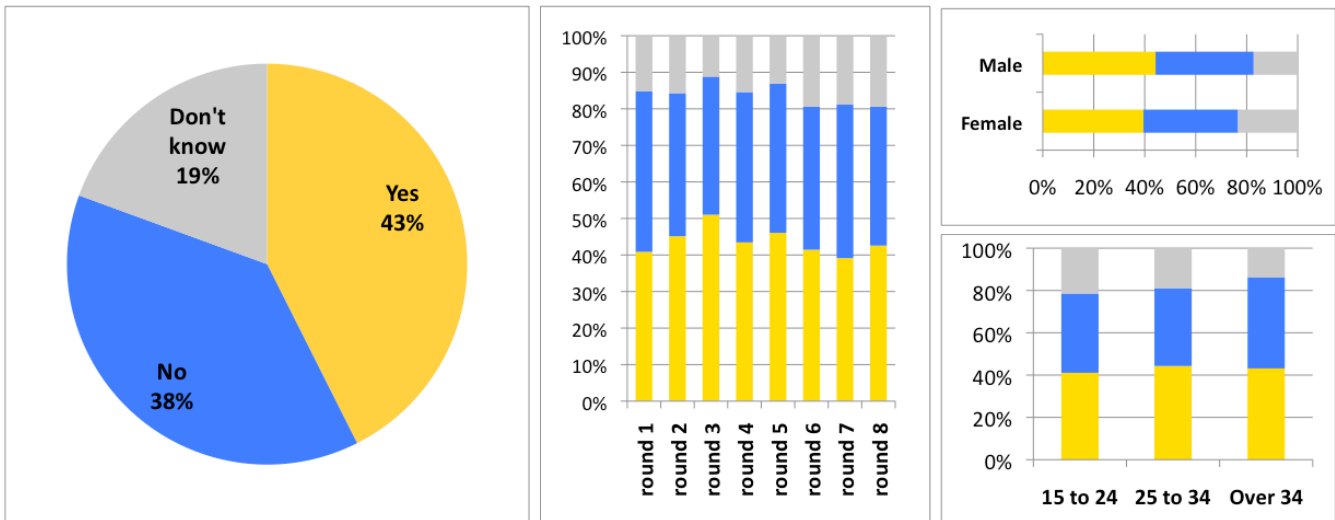
Question 2: Do people trust the information they get about how to prevent Ebola?



Trust in information: Trust in information remains at a high level. It is up again in all provinces except in Eastern Province where positives are slightly down. This question is also asked in the bi-weekly front line worker survey¹ in which scores started at a low level but have steadily risen – again the exception is Eastern Province.

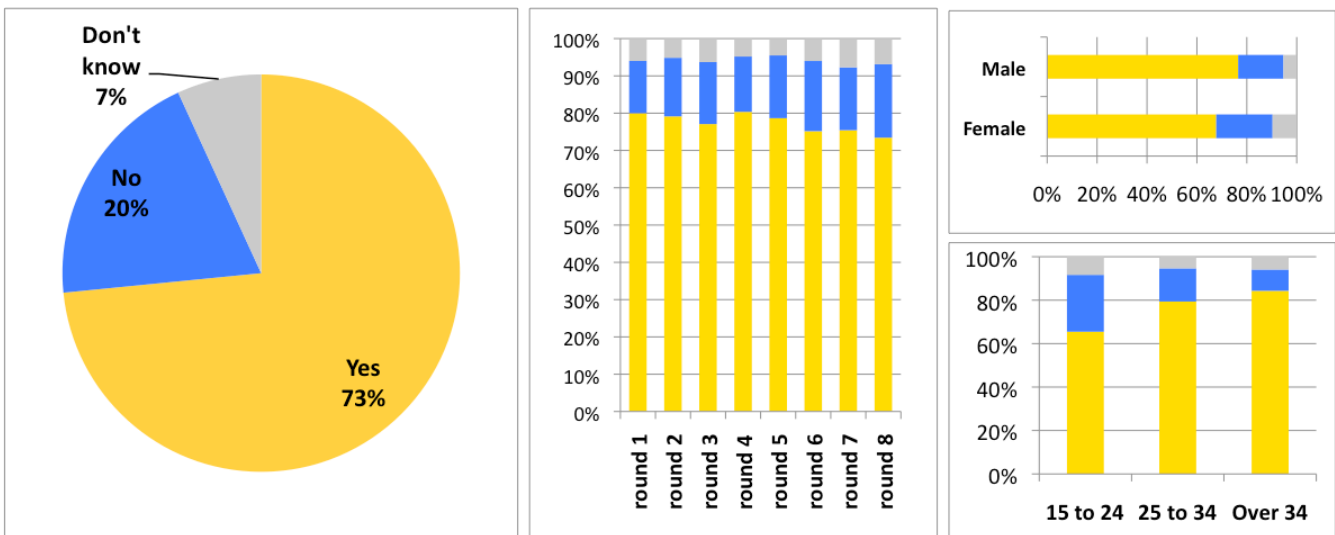
¹ Front line workers views on the Ebola response. Round 5 – 18.01.2015, p. 3.
<http://www.groundtruthsolutions.org/ebola-reports.html>

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



Livelihoods: A majority say they can make a living. The proportion of positives (vs. negatives) is up but the number of 'don't knows' continues to increase, suggesting growing uncertainty. Men remain more positive than women.

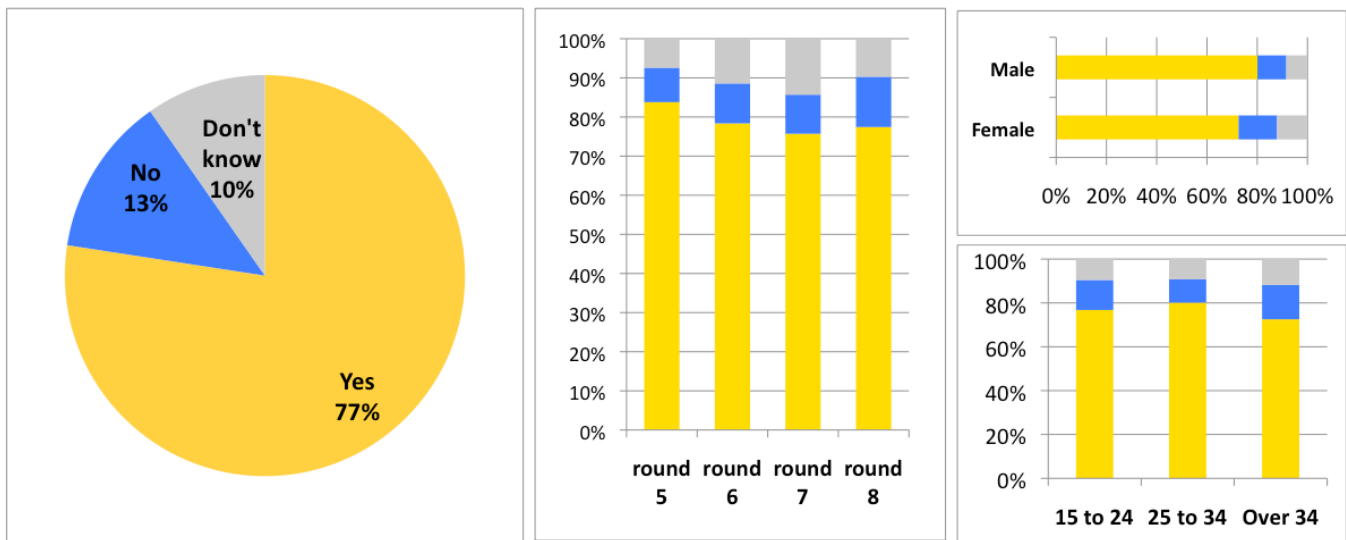
Question 4: Does a lack of food and water make people worried about quarantine?



Quarantine: Concerns about conditions in quarantine continue high although there is another marginal drop this week. In Northern Province concern is up, with 86% of respondents now saying they are worried. This matches data from frontline workers that suggests persistent quarantine-related issues in the districts of Bombali and Port Loko in Northern Province.² People under 25 are most positive. Respondents in Eastern Province, where concerns had gone up in the last round, are better in the most recent data.

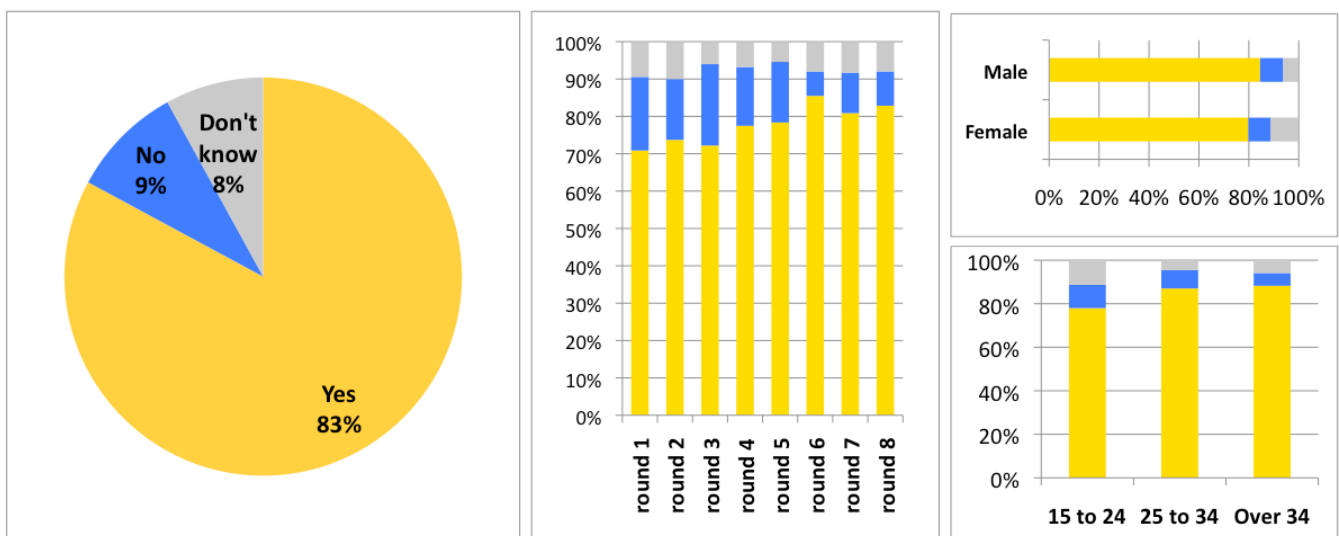
² Front line workers views on the Ebola response. Round 5 – 18.01.2015, p. 6. <http://www.groundtruthsolutions.org/ebola-reports.html>

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



Stigma: People’s willingness to welcome survivors back has stayed at the same level, but people who say ‘no’ are gaining on the ‘don’t know’. After a decline in Eastern Province in the last round, willingness has risen this week. The least positive part of the country is Western Area but 74% say still say ‘yes’.

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



Progress: Perceptions of progress in the fight against Ebola have up again. The youngest age group is least positive. Respondents in Western Area are most confident. This matches the trend in the frontline workers’ survey that records a significant increase in optimism in Western Area Urban.

Note on methodology

Sample: 350 people across Sierra Leone responded to the survey using an SMS survey instrument on the GeoPoll platform. Some 35% of respondents this round were female, 65% 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 56% 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) or Eva Erlach (eva@keystoneaccountability.org).