
Evaluation of the Direct Community Contact Campaign (DCC) on the Re-Denomination of the Cedi-June 2007

**A Study Undertaken by the Research Department of the National
Commission for Civic Education (NCCE)**

June, 2007

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Acknowledgement

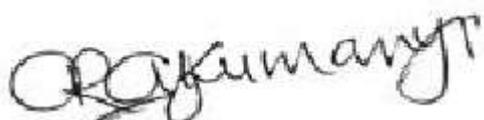
This Exit Poll was carried out by the Research Department of the NCCE as an evaluation activity of the Direct Contact Communication programme of the NCCE on the Re-denomination of the Cedi.

We acknowledge the ten (10) Regional Directors, the 138 District Directors of the NCCE and all the staff who by virtue of hard work and dedication ensured the successful data collection for the poll.

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The research staff at the Head Office are also commended for their various roles in the execution of the poll and in coming out with the results in this report.

I hope that the report provides a guide to the continuing education programme on the re-denomination, and serves as a reference point for assessing the effect of NCCE's DCC programme on the cedi Re-denomination exercise.



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June 2007.

Executive Summary

This report presents the results of a poll carried out in the month by the National Commission for Civic Education to assess attitudes towards the public education on the re-denomination of the cedi. It was undertaken from June 6 to 9, 2007.

The exit poll was undertaken in three metropolises namely, Accra Metropolitan Assembly (AMA) representing the Southern Zone, Kumasi Metropolitan Assembly (KMA) representing the middle zone whilst Tamale Metropolitan Assembly represented the Northern Zone. These metropolitan assemblies were selected due to their cosmopolitan nature and the variations in their populations.

A total of 120 persons responded to the questionnaire, 40 from each Metropolis.

This poll was undertaken to access in general public knowledge on the features of the new notes and coins and to elicit information on concerns they have on the public education exercise on the redenomination exercise.

Socio Demographic Characteristics of Respondents

More males, 71 (59.2 per cent) than females, 49 (40.8 per cent) were interviewed. In terms of age, majority of persons who attended the fora were adults. The age group 40 -49 had the came first followed by 30 -39 and 10-19. These formed the age groups with the highest group of respondents.

Majority of respondents (86.75) had experienced formal education. Respondents with no formal education made up 12.5 per cent whereas 0.8 per cent of respondents even though had received no formal educational could read. Respondents who have experienced a minimum of secondary educational formed 54.1 per cent.

Most respondents (91.8 per cent) were either schooling or were employed. One out of every five respondents (20 percent) was in an educational institution. Respondents were mainly self –employed.

Sources of Information on Re-denomination Exercise

The media was the main source of information for respondents on the redenomination exercise. 94.2 per cent of respondents mentioned it. National Commission for Civic Education (NCCE) came second with 65.8 per cent, Bank of Ghana followed with 19.2 per cent and Information Services Department (ISD) had 10 per cent. Other banks apart from Bank of Ghana had 5 per cent and others such as religious organizations and friends had 5.7 per cent.

Extent of Respondent Satisfaction with Public Education Exercise

Majority of respondents expressed satisfaction with the ongoing public education programme. **(Table 3.4)** 18.3 per cent of respondents were very satisfied, 70.8 per cent of respondent were satisfied, 7.5 per cent were indifferent and 3.3 per cent were dissatisfied

Knowledge of Security Features of New Notes and Coins

To test respondents' knowledge on the security features of the new currency they were asked to mention any three the seven security features. 55.8 per cent were able to mention three (3) security features correctly, 71.7 per cent mentioned two (2) whereas 80.4 per cent mentioned one (1). Almost one out of every five respondents (19.1 per cent) could not mention any security feature of the new notes.

Knowledge of Main Pictures on Currency

Knowledge on main pictures on the currencies was average. 85.7 per cent of respondents were able to mention at least one photograph on the front of the five different types of notes to be issued while 56.1 per cent could do it for the back. In terms of coins 48.9 per cent could mention at least one photograph on the front whereas 60.3 per cent could do it for the back.

It could as such been seen that knowledge on pictures of the notes were slightly higher than the coins and knowledge tend to be high on the pictures which runs through all the notes.

In all 28.2 per cent of respondents were able to mentioned correctly photographs on both the notes and currencies.

Knowledge of Signs by Visually Impaired

To aid the visually impaired in the use of the notes to be introduced signs have been incorporated in it's make up.

Respondents' knowledge on signs on the currency to aid the visually impaired was below average. Only the circle sign for the GH¢10 had 50.3 per cent mentioning it. Figures for the rest were as follows GH¢ 50 (45.8 per cent), GH¢20 (45.8 per cent), GH¢ (40.8 per cent) and GH¢1 (46.7 per cent).

Concerns Raised About the Public Education Exercise

Concerns raised by respondents were varied in nature, 70 per cent of respondents had concern whereas 30 per cent said they were satisfied with the whole exercise and as had no concerns. Major concerns raised were intensification of education especially among the rural folks (38.4 per cent), the education should lay emphasis on conversion (8.8 percent), and local languages should be used for education (5.6 percent).

Level of Preparedness for the Re-denomination Exercise

Level of preparedness of respondents' for the redenomination exercise was very encouraging. (Table 5.2) When respondents were asked how prepared they were for the exercise 93.3 per cent said they were prepared. The remainder was not prepared or indifferent.

CHAPTER 1

Introduction

1.1 Introduction

Public education on the re-denomination exercise which the Bank of Ghana will be embarking on has been intensified prior to its introduction of new Ghana cedi notes and coins in July, 2007. The public education which has been segmented has been designed in a way to enhance public understanding of the whole exercise and also allay any fears the public have been harboring.

The NCCE has already undertaken two exit polls from public fora organized in all the districts of the nation. Those exit polls were done to assess the public understanding of the aspects of the re-denomination exercise such as when the new notes and coins will be introduced, conversion of the old currency to the new notes as well as where and when the old currency can be changed for the new currency.

The current focus of the Public Education activities, among others, include the identification of the new notes and coins as well as education on the security features of the currency. For the NCCE, focus on the audience for the education has also been shifted from community fora to institutions such as schools, labour groups and trade associations.

1.2 Objectives

This poll was undertaken to assess in general public knowledge on the features of the new notes and coins. Specifically it seeks to test

- Public knowledge on security features of new notes and coins
- Public knowledge on the main pictures physical of the new notes and coins
- Public concerns on public education on the re-denomination exercise
- Preparedness of the public towards the re-denomination exercise.

1.3 Methodology

The country was divided into three zones namely southern, middle and northern zone. One metropolitan assembly was selected from each zone. The selected metropolitan assemblies were Accra Metropolitan Assembly (AMA) representing the Southern Zone, Kumasi Metropolitan Assembly (KMA) representing the middle zone whilst Tamale Metropolitan Assembly represented the Northern Zone. These metropolitan assemblies were selected due to their cosmopolitan nature and the variations in their pollutions.

In all six (6) research assistants administered 120 structured questionnaires on an equal basis of forty (40) per district. Respondents selected randomly were drawn specifically from educational institutions, religious organizations, political leaders, traditional leaders, physically challenged, aged economic groups and opinion leaders.

The poll was organized in the three (3) zonal metropolitan areas from June 6 to 9, 2007 after a day's training have been organized for research assistant to brief them on the research instruments and methodology to be implored.

Data gathered from the field was audited and verified, coded and captured on the computer using the SPSS software. Analysis was done and the results were interpreted in tables and chart.

CHAPTER 2

Socio–Economic Characteristics of Respondents

2.1 Age and Sex of Respondent

Respondents from all ages were interviewed during the poll. (Table 2.1 below). The age group 40 -49 had the highest respondents with 26.9 per cent. Those aged between 30 -39 formed 20 per cent. Respondents aged 10-19 formed 15.8 per cent, 60+ had 14.2 per cent; 20-29 had 12.5 per cent whereas 1 (0.8 per cent) respondent was under 10 years. More males (59.2 per cent) as compared to females (40.8 per cent) were interviewed.

Table 2.1: Age of Respondents

Age Group	Frequency	% of Respondents
Under 10	1	0.8
10 - 19	19	15.8
20 -29	15	12.5
30 -39	24	20
40 - 49	32	26.7
50 - 59	12	10
60+	17	14.2
Total	100	100

2.2 Educational Background of Respondents

Majority of respondents (86.75) had experienced formal education. (Table 2.2 below) Respondents with no formal education made up 12.5 per cent whereas 0.8 per cent of respondents even though had received no formal educational could read.

Respondents with primary education make up 7.5 per cent, JSS/ Middle School education make up 23.3 per cent, secondary/SSS education (18.3 per cent), Voc/Tech/Commercial (8.3 per cent), Agric/Nursing/ Teacher Training (7.5 per cent) and Tertiary (20 per cent). Respondents with other type of education such as Arabic school make up 1.7 per cent

Table 2.2: Educational Background of Respondents

Educational Background	Frequency	% of Respondents
No formal Education	15	12.5
No formal Education but Can Read	1	0.8
Primary	9	7.5
JSS/Middle/School	28	23.3
Secondary/SSS	22	18.3
Voc/Tech/Comm.	10	8.3
Agric/Nurse/Teacher Training	9	7.5
Tertiary (University/Poly)	24	20
Other	2	1.7
Total	100	100

2.3 Occupational Status of Respondents

Most respondents (91.8 per cent) were either schooling or were employed. One out of every five respondents (20 per cent) was in an educational institution. Respondents were mainly self-employed and as such those into trading formed 17.5 per cent of total respondents. Educationists mainly teachers and lectures formed 14.2 per cent. Civil/Public Servants formed 11.7 per cent; professionals like accountants (7.5 per cent), farmers and fishermen (3.3 per cent) and others such as masons, hairdressers and carpenters formed 16.6 per cent. Unemployed respondents formed 9.2 per cent.

Table 2.3: Occupation of Respondents

Educational Background	Frequency	% of Respondents
Students	24	20
Self -Employed	21	17.5
Teacher/Lecturer	17	14.2
Civil/Public Servants	14	11.7
Professionals	9	7.5
Farmers/Fishermen.	4	3.3
Others	20	16.6
Unemployed	12	9.2
Other	2	1.7
Total	100	100

2.4 Marital Status and Religious Background

Respondents had varied marital status background. (Table 2.4) Married respondent formed 57.5 per cent of the total. One out of three respondents (33.3 per cent) was single, 5 per cent of respondents were divorced, 2.5 per cent of respondents were separated and 1.7 per cent widowed.

Respondents which believe in the Christian faith formed 66.7 per cent; Moslems formed 30 per cent and traditionalist were 3.3 per cent of the total.

Table 2.4: Marital Status of Respondents

Educational Background	Frequency	% of Respondents
Married	69	57.5
Single	40	33.3
Divorced	6	5.0
Separated	3	2.5
Widowed	2	1.7
Total	100	100

CHAPTER 3

Sources of Information on Re-denomination Exercise

3.1 Introduction

Since the public was informed about the re-denomination exercise to be undertaken by the Bank of Ghana several public education strategies have been fashioned out and being implemented. Many institutions have been contracted by the Bank of Ghana for the education exercise. This section of the report deals with respondents assessments of the institutions and the public education being undertaken.

3.2 Institutions Involved in Public Education

When respondents were asked their sources of information on the re-denomination exercise (Table 3.1), the media came top with 94.2 per cent of respondents mentioning it. The National Commission for Civic Education (NCCE) came second with 65.8 per cent of respondents mentioning it. Bank of Ghana followed with 19.2 per cent of respondents mentioning it.

Other institutions mentioned were Information Services Department (ISD) with 10 per cent, others banks apart from Bank of Ghana had 5 per cent and others such as religious organizations and friends had 5.7 per cent.

Table 3. 1: Institutions Involved In Public Education

Institution Mentioned	% of Respondents
Media	94.2
NCCE	65.8
Bank Of Ghana	19.2
Information Service Department	10
Other Banks	2.4
Others	5.7

The national pattern involving institutions undertaking public education on the re-denomination was maintained in terms of the district. However variations existed in influence of the other institutions apart from the media in the various districts. A district analysis of the institutions commissioned to undertake the public education is given below. (Table 3.2 below)

3.3 Media

The media as stated earlier was the main source of information on the redenomination exercise. All respondents (100 per cent) from AMA mentioned the media. KMA had 93 per cent of its respondents mentioning it whilst TMA had 90 per cent. The above attest to the fact of the several media houses especially radio which have sprung up in the country with Accra having the greatest number.

3.4 National Commission for Civic Education (NCCE)

The Metropolitan which had the highest number of respondents mentioning NCCE was the KMA. Eighty-three (83 per cent) of respondents said so. TMA came next with 60 per cent of respondents whereas 60 per cent of respondents in AMA mentioned NCCE.

3.5 Bank of Ghana

The influence of Bank of Ghana's education was mostly felt in the AMA where 28 per cent of respondents said so. It was mentioned by 25 per cent of respondents in TMA whereas 5 per cent said so for KMA. For AMA to have the highest in terms of respondents mentioning Bank of Ghana may not be surprising since the head quarters as compared to others may have more resources and personnel.

3.6 Information Services Department (ISD)

KMA had the highest number of respondents (23 per cent) mentioning ISD. AMA had 5 per cent and TMA had 3 per cent

Table 3.2: District and Institutions Involved In Public Education

Institutions	Metropolitan % of Respondents		
	KMA	AMA	TMA
Media	93	100	90
NCCE	83	55	60
Bank of Ghana	5	28	25
ISD	23	5	3

3.7 Sex and Institutions Undertaken Public Education

In terms of sex, variations existed in the proportion mentioning a specific institution. More females as compared to males mentioned the media and NCCE. For females 98 per cent mentioned media and 71 per cent mentioned NCCE compared to males 92 per cent and 62 per cent respectively for the two institutions.

Table 3.3: Institutions Undertaken Public Education by Sex

Institutions	Sex % of Respondents	
	Male	Female
Media	92	98
NCCE	62	71
Bank of Ghana	21	16
ISD	10	10

3.8 Extent of Respondent Satisfaction with Public Education Exercise

Majority of respondents expressed satisfaction with the ongoing public education programme. (Table 3.4) 18.3 per cent of respondents were very satisfied, 70.8 per cent of respondent were satisfied, 7.5 per cent were indifferent and 3.3 per cent were dissatisfied.

In terms of sex 92 per cent males as compared to females were satisfied with the public education exercise. All respondents who were dissatisfied with the public education exercise were females.

On metropolitan basis, 95 per cent of respondents in AMA were satisfied, 92 per cent of respondents in KMA were satisfied whereas 80 per cent of respondents in TMA.

Table 3.4: Respondents Satisfaction with Public Education Exercise

Educational Background	Frequency	% Respondents
Very Satisfied	22	18.3
Satisfied	85	70.9
Indifferent	9	7.5
Dissatisfied	4	3.3
Total	120	100

For such a high proportion of respondents to express satisfaction with the public education exercise means its making an impact and all institutions and stakeholders involved should be encouraged to intensify their activities.

CHAPTER 4

Knowledge on Security Features

4.1 Introduction

The new notes and coins to be introduced will have security features, pictures and signs for the visually impaired. These features apart from enhancing easy recognition are meant to check faking of the currency. This section of the report seeks to test respondents' knowledge on some of the physical attribute of the notes.

4.2 Knowledge of Security Features of New Notes and Coins

To test respondents' knowledge on the security features of the new currency they were asked to mention any three the seven security features. 55.8 per cent were able to mentioned three (3) security features correctly, 71.7 per cent mentioned two (2) whereas 80.4 per cent mentioned one (1). Almost one out of every five respondents (19.1 per cent) could not mention any security feature of the new notes. The average knowledge on security features by respondents may have arisen due to the short period of education on it and over time it is expected that many more respondents will get to more about the security features.

The most mentioned security feature was the watermark. 80.4 per cent of respondents mentioned it. (Table 4.1) The security thread followed with 52.5 per cent of respondents, hologram had 34 per cent whereas Iridescent Band and Gold Intaglio had 25.8 per cent each. The least mentioned of the security features were the See through feature and Latent Image with 19.6 per cent and 18.5 per cent respectively.

Table 4.1: Respondent's Knowledge on Security Features

Security Feature	% of Respondents
Watermark	80.4
Security Thread	52.5
Hologram	34
Iridescent Band	25.8
Gold Intaglio	25.8
See Through Feature	19.6
Latent Image	18.5

4.3 Knowledge of Security Features of New Notes by Sex

In terms of sex, both male and female respondents mentioned the watermark the most. For males 73.5 per cent mentioned it whereas 80 per cent of females did so. The next most mentioned security features by males were security thread (54.3 per cent) and Hologram (42 per cent). For females the other most mentioned security features were security thread (50 per cent) and Latent Image (27.5 per cent).

The image of Tetteh Quarshie and the cocoa which appears in the subtle areas of light and shade when it is held to light might have contributed to the high knowledge on the watermark since the personality

and the objects are well known in the nation. In contrast the other security features do not have ordinary daily life activities associated with them and may have contributed to the low knowledge.

4.4 Knowledge of Security Features of New Notes by Metropolis

KMA was the metropolitan area with the highest number of respondents having knowledge on the security features. It had all the 40 respondents at least mentioning one of the security features. For AMA, 17.5 per cent could not mention any security feature while for TMA, 40 per cent of respondents could not mention any security feature.

4.5 Knowledge on Security Features on Main Pictures on Currency

The new notes and coins to be introduced have main pictures on its front and back. For the five different notes the picture on the front will be that of the big six with different pictures at the back. For the six different coins the picture on the back will be the coat of arms with different pictures on the front. The survey sought to test respondent's knowledge on these main pictures.

Knowledge on main pictures on the currencies was average. 85.7 per cent of respondents were able to mention at least one photograph on the front of the five different types of notes to be issued while 56.1 could do it for the back. In terms of coins 48.9 per cent could mention at least one photograph on the front whereas 60.3 per cent could do it for the back.

It could as such be seen that knowledge on pictures of the notes were slightly higher than the coins and knowledge tend to be high on the pictures which runs through all the notes.

In all 28.2 per cent of respondents were able to mention correctly photographs on both the notes and currencies.

4.6 Knowledge of Signs for Visually Impaired

To aid the visually impaired in the use of the notes to be introduced signs have been incorporated in its make up.

Respondents' knowledge on signs on the currency to aid the visually impaired was below average. Only the circle sign for the GH¢10 had 50.3 per cent mentioning it. Figures for the rest were as follows GH¢50 (45.8 per cent), GH¢20 (45.8 per cent), GH¢ (40.8 per cent) and GH¢1 (46.7 per cent).

Factors people who can see not paying attention to, and the few weeks of education may have contributed to the above situation. Nevertheless there is the need to continue education on the signs, especially for the visually impaired.

CHAPTER 5

Concerns Raised on the Public Education Exercise

5.1 Introduction

The public education exercise on the re-denomination exercise has been ongoing for sometime now by institutions commissioned by the Bank of Ghana and the media. This section of the report looks at respondent's specific concern on the public education being undertaken by respondents.

5.2 Concerns Raised on the Public Education Exercise

Concerns raised by respondents were varied in nature (Table 5.1). 70 per cent of respondents had concern whereas 30 per cent said they were satisfied with the whole exercise and as such had no concerns. Major concerns raised were intensification of education, especially among the rural folks (38.4 per cent), the education should lay emphasis on conversion (8.8 per cent), the conversion is difficult to understand (5.6 per cent) and local languages should be used for education (5.6). Other concerns such as what happens to the ¢50 and the exercise should be postponed formed 9.2 per cent of respondents concerns.

A point to note of the concerns raised was the use of local languages in the educational campaign. There is the need to package messages in the local languages not only for advert on the television but also educational materials.

Table 5.1: Respondent's Concerns on Public Education

Concerns Raised	% of Respondents
Intensification of Education	38.4
Lay Emphasis on Conversion	8.8
Difficult to Understand	5.6
Use Local Languages	5.6
Increase Educational Materials	2.4
Other Concerns	9.2
No Concerns	30.0
Total	100

5.3 Concerns Raised on the Public Education Exercise by Sex

The national pattern was maintained for the sexes in terms of the concerns. Variations however existed in the proportions. For both male and females their major concerns were the intensification of education, emphasis on conversion and use of local languages.

5.4 Concerns Raised on the Public Education Exercise by Metropolis

Concerns were raised in all three metropolises. For TMA, 90 per cent of respondents had concerns, KMA had 67 per cent respondents with concerns whiles AMA had 52 per cent For all the metropolises, intensification of education was the main key concern evident by the number of respondents who raised

it. For TMA, 68 per cent of respondents raised it, KMA, 33 per cent and AMA, 20 per cent.

5.5 Level of Preparedness

The redenuomination exercise will certainly be implemented in July and respondents were asked how prepared they were for the exercise despite the concerns they have. Level of preparedness of respondents' for the redenuomination exercise was very encouraging. (Table 5.2) When respondents were asked how prepared they were for the exercise 93.3 per cent said they were prepared. The remainder was not prepared or indifferent.

Table 5.2: Respondent's Readiness for Re-Denomination

Level of Preparedness	Percent of Respondents
Prepared	93.3
Indifferent	5.0
Not Prepared	1.7
Total	100

5.6 Level of Preparedness by Sex

More female respondents (96 per cent) compared to male respondents (91.6 per cent) said they were prepared for the redenuomination exercise (Table 5.3). Female respondents who said they were not prepared formed 2 per cent while those indifferent constituted 2 per cent. For male respondents 7 per cent were unprepared whereas 1.4 per cent were indifferent.

Table 5.3: Respondent's Readiness for Re-Denomination

Level of Preparedness	Sex	
	% of Respondents	
	Male	Female
Prepared	91.6	96
Indifferent	7.0	2.0
Not Prepared	1.4	2.0

5.7 Level of Preparedness by Metropolis

All respondents interviewed in AMA said they were prepared for the redenuomination exercise. KMA had 97.5 per cent of its respondents saying they were prepared with 2.5 per cent being indifferent. For TMA, 82.5 per cent were prepared, 12.5 per cent were indifferent and 5 per cent were unprepared for the exercise.

CHAPTER 6

Conclusion

6.1 Conclusion

This poll was undertaken to assess in general public knowledge on the features of the new notes and coins and to elicit information on concerns they have on the public education exercise on the redenomination exercise.

That the media plays a very important role in educating and informing people were reinforced during the survey. The media came top with 92.2 per cent of respondents mentioning it as a channel of information on the redenomination exercise. It is therefore suggested that the media campaign should be maintained and intensified.

The National Commission for Civic Education (NCCE) came second with 65.8 per cent of respondents mentioning it. Bank of Ghana followed with 19.2 per cent of respondents mentioning it.

Other institutions mentioned were Information Services Department (ISD) with 10 per cent, other banks apart from Bank of Ghana had 5 per cent and others such as religious organizations and friends had 5.7 per cent.

For NCCE to have such a high rating as compared to other institutions is a testimony to its long involvement in public education and the potential it has if it is properly resourced.

Majority of respondents expressed satisfaction with the ongoing public education programme. 18.3 per cent of respondents were very satisfied, 70.8 per cent of respondent were satisfied, 7.5 per cent were indifferent and 3.3 per cent were dissatisfied.

In terms of sex 92 per cent males as compared to females were satisfied with the public education exercise. All respondents who were dissatisfied with the public education exercise were females.

On metropolitan basis, 95 per cent of respondents in AMA were satisfied, 92 per cent of respondents in KMA were satisfied whereas 80 per cent of respondents in TMA.

For such a high proportion of respondents to express satisfaction with the public education exercise means its making an impact and all institutions and stakeholders involved should be encouraged to intensify their activities.

Knowledge on the security features of the new currency was average. 55.8 per cent of respondents were able to mention three (3) security features correctly, 71.7 per cent mentioned two (2) whereas 80.4 per cent mentioned one (1). Almost one out of every five respondents (19.1 per cent) could not mention any security feature of the new notes. The average knowledge on security features by respondents may have arisen due to the short period of education on it and over time it is expected that many more respondents will get to know more about the security features.

The most mentioned security feature was the watermark. 80.4 per cent of respondents mentioned it. (Table 4.1) The security thread followed with 52.5 per cent of respondents, hologram had 34 per cent whereas Iridescent Band and Gold Intaglio had 25.8 per cent each. The least mentioned of the security

features were the See through feature and Latent Image with 19.6 per cent and 18.5 per cent respectively.

It is recommended that with the role that knowledge on technical features play, especially in the fight against fake currency, public education will still be done on these security features even during the use of the new currency.

The new notes and coins to be introduced have main pictures on its front and back. For the five different notes the picture on the front will be that of the big six with different pictures at the back. For the six different coins the picture on the back will be the coat of arms with different pictures on the front. The survey sought to test respondent's knowledge on these main pictures.

Knowledge on main pictures on the currencies was average. 85.7 per cent of respondents were able to mention at least one photograph on the front of the five different types of notes to be issued while 56.1 per cent could do it for the back. In terms of coins 48.9 per cent could mention at least one photograph on the front whereas 60.3 per cent could do it for the back.

It could as such be seen that knowledge on pictures of the notes were slightly higher than the coins and knowledge tend to be high on the pictures which runs through all the notes.

In all 28.2 per cent of respondents were able to mention correctly photographs on both the notes and currencies.

Knowledge on signs to aid the visually impaired to use the notes was low. Only the circle sign for the GH¢10 had 50.3 per cent of respondents mentioning it. Figures for the rest were as follows, GH¢ 50 (45.8 per cent), GH¢20 (45.8 per cent), GH¢ (40.8 per cent) and GH¢1 (46.7 per cent).

The few weeks of education may have contributed to the above situation. Nevertheless, there is the need to continue education on the signs especially for the visually impaired.

Concerns raised by respondents were varied in nature, 70 per cent of respondents had concern whereas 30 per cent said they were satisfied with the whole exercise and as had no concerns. Major concerns raised were intensification of education especially among the rural folks (38.4 per cent), the education should lay emphasis on conversion (8.8 per cent), the conversion is difficult to understand (5.6 per cent) and local languages should be used for education (5.6). Other concerns such as what happens to the ¢50 and the exercise should be postponed formed 9.2 per cent of respondents concerns.

A point to note of the concerns raised was the use of local languages in the educational campaign. There is the need to package messages in the local languages not only for advert on the television but also educational materials.

Level of preparedness of respondents' for the redenomination exercise was very encouraging. When respondents were asked how prepared they were for the exercise 93.3 per cent said they were prepared. The remainders were not prepared (1.7 per cent) or indifferent (5.0 per cent).

For respondents to portray such high level of preparedness is a good sign that people are ready to embrace the whole exercise wholeheartedly.

NATIONAL COMMISSION FOR CIVIC EDUCATION QUESTIONNAIRE

POLL ON ATTITUDE TOWARDS THE PUBLIC EDUCATION
ON THE RE-DENOMINATION OF THE CEDI

QUESTIONNAIRE

NUMBER

NAME OF INTERVIEWER:

PLACE OF INTERVIEW:

REGION: DISTRICT:

TOWN/ZONAL/AREA COUNCIL: DATE:

FOR OFFICE
USE

EDITED BY

CODED BY

KEYED BY

NAME:

DATE:

SOCIO-DEMOGRAPHIC DATA

1.	Age	Under 10	1
		10 - 19	2
		20 – 29	3
		30 – 39	4
		40 – 49	5
		50 – 59	6
		60 +	7
2.	Sex	Male	1
		Female	2
3.	Educational Background	No Formal Education	...		1
		No Formal Education but can read	...		2
		No Formal Education but can read & write	...		3
		Primary	...		4
		JSS/Middle	...		5
		Secondary/SSS	...		6
		Voc./Tech/Comm	...		7
		Post Sec (Agric/Nurs/Teacher Train)	...		8
		Tertiary (Univ/Poly)	...		9
		Other (Specify)	...		10
4.	Occupation	Student	...		1
		Farmer/Fisherman	...		2
		Teacher/Lecturer	...		3
		Civil/Public Servant	...		4
		Professional (Specify)	...		5
		Trader/Storekeeper	...		6
		Unemployed	...		7
		Other (Specify)	...		8
5.	Marital Status	Single	...		1
		Married	...		2
		Widowed	...		3
		Separated	...		4
		Divorced	...		5
		Other (Specify)	...		6
6.	Religion	Christian	...		1
		Moslem	...		2
		Traditionalist	...		3
		Other (Specify)	...		4
7.	Are you aware of any public education on the redenomination of the cedi?				

12.

NOTE	FRONT	BACK
GH ¢ 50	Big Six Yes ... 1 No ... 2	Castle Yes 1 No 2
GH ¢ 20	Big Six Yes ... 1 No ... 2	Supreme Court Yes ... 1 No ... 2
GH ¢ 10	Big Six Yes ... 1 No ... 2	Bank Of Ghana Yes ... 1 No ... 2
GH ¢ 5	Big Six Yes ... 1 No ... 2	University of Ghana Yes ... 1 No ... 2
GH ¢ 1	Big Six Yes ... 1 No ... 2	Akosombo Dam Yes 1 No 2

What will be the main picture on the front and back of the following coins?