

PORTFOLIO OF INDICES RESULT RELEASE

The NOIPolls Personal Well-Being Index Increases to 47.7-points in January 2015

Main conclusions:

- The NOIPolls Personal Well-Being Index (PWBI) measures factors impacting on the lives of everyday Nigerians
- The Personal Well-Being Index slightly increased by **1-point**
- The Personal Standard of Living Index experienced the highest increase with **2.6-points**
- The highest decline was experienced by the Economic Situation Index

Abuja, Nigeria. February, 2015 – The NOIPolls Personal Well-being Index (PWBI) result released for the month of **January 2015** has revealed that the NOIPolls Personal Well-being Index increased by **1-point** to stand at **47.7-points** in **January 2015** from **46.7-points** in **December 2014**. The Personal Achievement Index and The Economic Situation Index both declined, while all other indices of the PWBI experienced an increase. These are the key highlights from the **January 2015 NOIPolls Personal Well-being Index result release**.

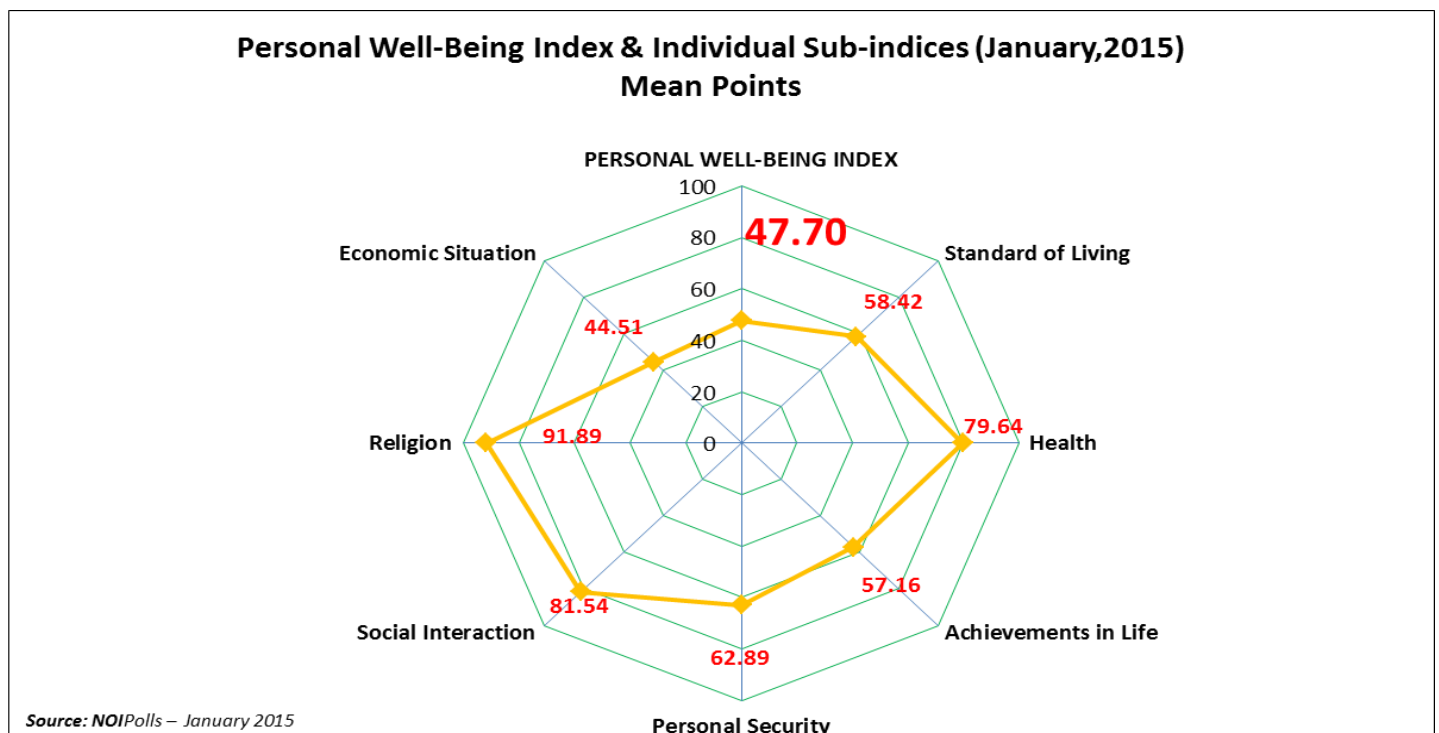
In **February 2014**, NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (**PWBI**), the NOIPolls Consumer Confidence Index (**CCI**) and the NOIPolls Eagle 30 Business Confidence Index (**EBCI**). The NOIPolls Personal Well-Being Index measures factors impacting on the lives of everyday Nigerians; thereby producing a complete view of the individual’s personal well-being. The NOIPolls Consumer Confidence Index provides consumer assessments of the economic situation and their intentions and expectations for the future. The NOIPolls Eagle 30 Business Confidence Index measures business leaders’ perceptions and expectations about the Nigerian business environment using the top 30 companies in the country.

Nigerian businesses, financial and government agencies largely depend on their perceptions and micro assessment of consumers’ expectation in making decisions. At best, they draw conclusion on the business environment based on information from their immediate surroundings while the minority conduct surveys that are time and money consuming. However, the introduction of these indices provides indicators that will ensure stakeholders can detect and respond to changes in consumer behavior, the economy, and the business environment in Nigeria.

This report presents the **January 2015** results for the NOIPolls Personal Well Being Index (**PWBI**).

The NOIPolls Personal Well-Being Index (PWBI)

The NOIPolls Personal Well-Being Index experienced a slight increase of **1-points** to stand at **47.7-points** from **46.7-points** in **December 2014**. This increase represents an increase in the perception of Nigerians on their Personal Well-Being in the current month.



Personal Standard of Living Index – 58.42

The Personal Standard of Living Index experienced an increase of 2.6-points in **January 2015** from **55.9-points** in **December 2014** to stand at **58.4-points**. The result reveals relative satisfaction of Nigerians with their current standard of living.

Personal Health index – 79.64

This index shows that Nigerians are highly satisfied with their Personal Health and the **January 2015** result shows a slight increase of **1.5-points**.

Personal Achievement Index – 57.16

The Personal Achievement Index for the month of **January 2015** slightly declined to **57.2-points** from **57.3-points** in the month of **December 2014**, revealing despite its decline, an average satisfaction of Nigerians with their personal achievements.

Personal Security Index – 62.89

With a slight increase of **0.8-points** from **62.1-points** in **December 2014** to **62.9-points** in **January 2015**, The Personal Security Index result reveals that Nigerians are somewhat satisfied with their personal security.

Personal Social Interaction Index – 81.54

The Personal Social Interaction Index experienced an increase of **2.2-points** to **81.5-points** in **January 2015**. This implies Nigerians are highly satisfied with their social interactions.

Personal Religion Index – 91.89

The Personal Religion Index for the month of **January 2015** increased by **2.1-points** to stand at **91.9-points** from **89.8-points** in **December 2014**. This result reveals that Nigerians are very much satisfied with their personal religious belief.

Economic Index – 44.51

Being the lowest ranked index on the PWBI, the Economic Index for the month of **January 2015** experienced a slight decline of **0.7-points** to stand at **44.5-points**. The result shows that Nigerians are averagely satisfied with the economic situation.

Survey Methods

The Personal Well Being Index Poll was conducted in the month of **January 2015**. The **PWBI** involved telephone interviews of a random nationwide sample. **1,000** randomly selected phone-owning Nigerians aged 18 years and above, representing the six geopolitical zones in the country, were interviewed. With a sample of this size, we can say with 95% confidence that the results obtained are statistically precise - within a range of plus or minus 3%. NOIPolls Limited, No1 for country specific polling services in West Africa, which works in technical partnership with the Gallup Organisation (USA), to conduct periodic opinion polls and studies on various socio-economic and political issues in Nigeria. More information is available at www.noi-polls.com

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