

PORTFOLIO OF INDICES PRESS RELEASE

The NOIPolls Personal Well-Being Index Peaks in September 2014

Main conclusions:

- The NOIPolls Personal Well-Being Index (PWBI) measures factors impacting on the lives of everyday Nigerians
- All Indicators that make up the PWBI increased; overall PWBI stands at **45.6-points**
- The Personal Standard of Living Index further increased by **3.12-points**
- The Personal Security Index had the largest increase by **7.2-points**
- The Personal Religion Index experienced the lowest increase; **1.4-points**

Abuja, Nigeria. October, 2014 – The Portfolio of Indices report released by NOIPolls Limited has revealed that the NOIPolls Personal Well-Being Index for **September 2014** increased by **2.2-points** to stand at **45.6**. All of the Indicators that make up the PWBI increased, and the **September** result represents the highest reading so far in **2014**. In addition, the Personal Security index experienced the largest increase of **7.2-points** to stand at **60.2**, while Personal Religion Index experienced the smallest increase; **1.4-points** to stand at **89.17-points**. These are the key highlights from the **September 2014 Portfolio of Indices Press Release**.

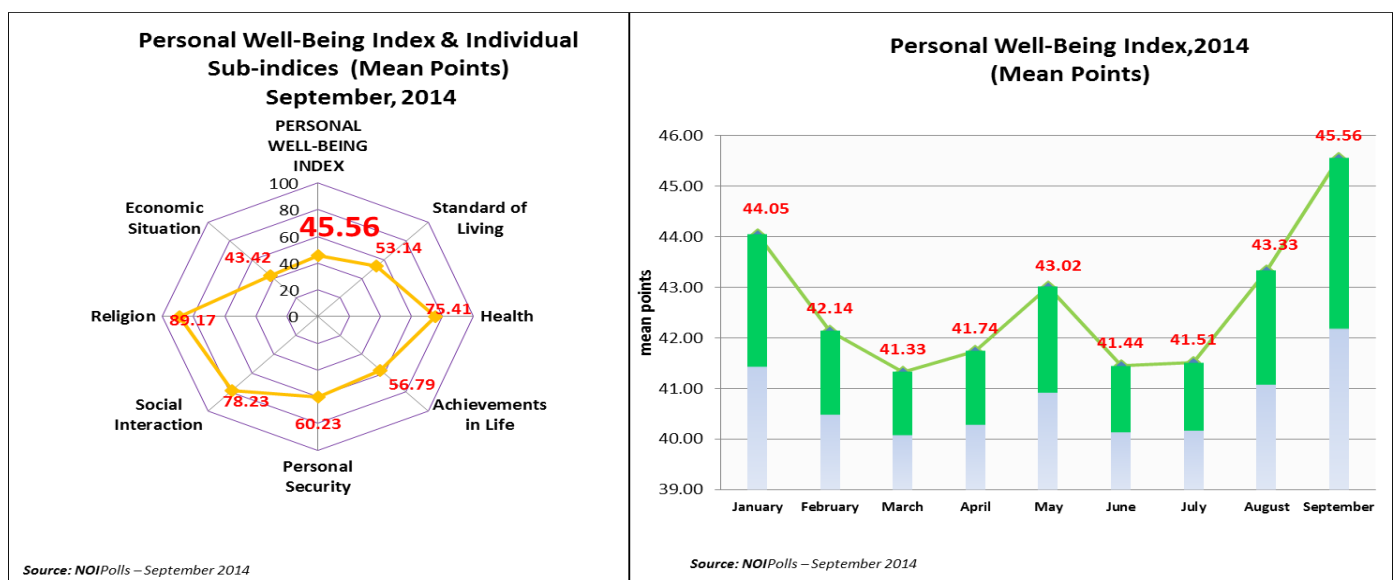
In **February 2014**, NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (**PWBI**), the NOIPolls Consumer Confidence Index (**CCI**) and the NOIPolls Eagle 30 Business Confidence Index (**EBCI**). The NOIPolls Personal Well-Being Index measures factors impacting 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 **September 2014** results for the NOIPolls Personal Well Being Index (**PWBI**).

The NOIPolls Personal Well-Being Index (PWBI)

The NOIPolls Personal Well-Being Index for **September 2014** increased by **2.2-points** to stand at **45.56** in **September 2014**. This represents a further increase in the perception of Nigerians about their Personal Well-Being compared to **August 2014** and the highest rating observed so far in 2014.



Personal Standard of Living Index – 53.14

The Personal Standard of Living Index increased by **3.12-point** in **September 2014**. Even with this increase, results show Nigerians are relatively neutral with respect to their standard of living.

Personal Health index – 75.41

The Personal Health Index experienced an increase of **2.11-points** in **September 2014** as opposed to the previous decline in **August 2014**, revealing that Nigerians remain mostly satisfied with their personal health.

Personal Achievement Index – 56.79

In **September 2014**, this increased by **3.28-points** from **53.51-points** in **August 2014** to stand at **56.79-points** and shows that Nigerians are slightly above average in terms of their satisfaction with their present achievements.

Personal Security Index – 60.23

The Personal Security Index experienced the highest increase (**7.2-points**) in the month of **September 2014**, from **53.03-points** in **August 2014** to stand at **60.23-points**. This result indicates that the level of satisfaction of Nigerians with respect to their personal security has increased.

Personal Social Interaction Index – 78.23

The Social Interaction Index further increased by **2.45-points** in **September 2014**; Nigerians are remained very much satisfied with their social interaction with family, friends and colleagues in the community.

Personal Religion Index – 89.17

In **September 2014**, the Personal Religion Index experienced an increase of **1.37-points** following a decline in **August 2014** to stand at **89.17-points**. This implies that Nigerians have remained highly satisfied with respect to their personal religion and this has remained the highest ranking indicator since **January 2014**.

Economic Index – 43.42

The Economic Index further increased by **2.99-points** in **September 2014** to stand at **43.42-points**. Though this has remained the lowest ranked indicator with a below average rating, the result implies that Nigerians have become more satisfied with their economic situation.

Survey Methods

The Personal Well Being Index Poll was conducted in the month of **September 2014**. 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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