

# NOIPOLLS PERSONAL WELL-BEING INDEX RESULT RELEASE

## The NOIPolls Personal Well-Being Index Increases in December 2014

Main conclusions:

- The NOIPolls Personal Well-Being Index (PWBI) measures factors impacting on the everyday lives of Nigerians
- All indices except the Social Interaction Index experienced an increase
- The overall **PWBI** increased by **1.6-points** to **46.7-points**
- The Personal Security Index experienced the highest increase (**4.9-points**)

**Abuja, Nigeria. January, 2014** – The NOIPolls Limited The Portfolio of Indices Personal Well-Being Index (PWBI) result released for the month of December 2014 revealed that the **PWBI** further increased by **1.6-points** to **46.7-points** in December 2014 from **45.1-points** in November 2014. All the indices that makeup the **PWBI** experienced increases except the Social Interaction Index which recorded a slight **0.04-point** decline to stand at **79.3-points**. The **PWBI** result for December 2014 represents the highest index since January 2014. These are the key highlights from the December 2014 *Personal Well-Being Index Result Release*.

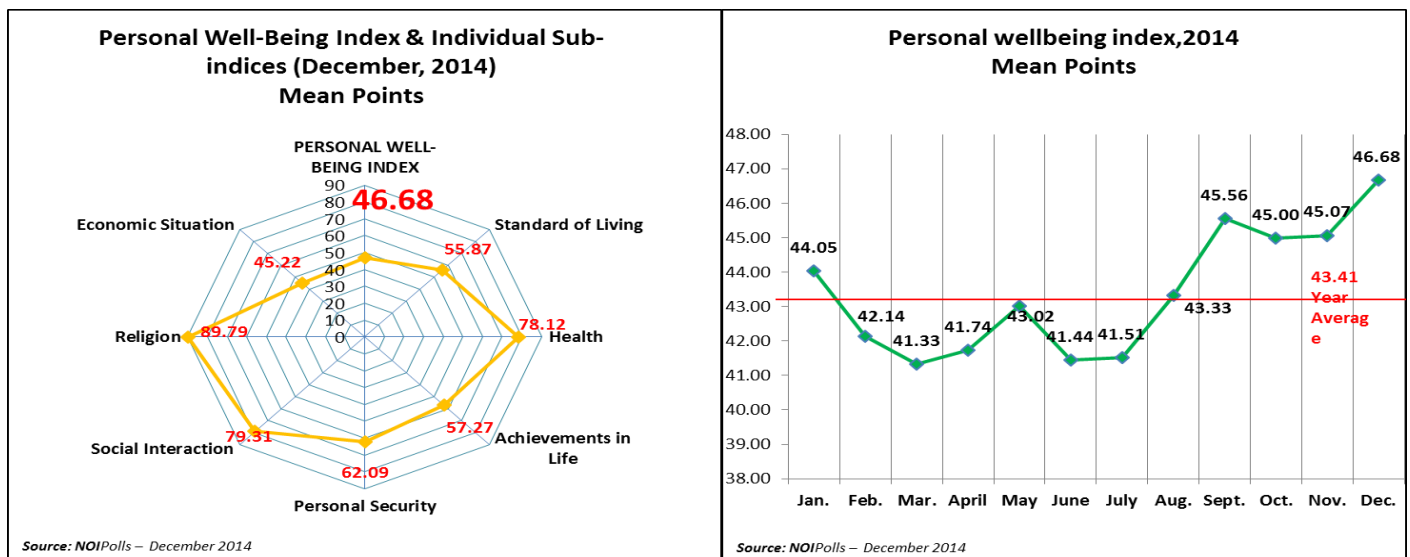
In **February 2014**, NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (PWBI), the NOIPolls Consumer Confidence Index (CCI) and the NOIPolls Eagle 30 Business Confidence Index (EBCI). The NOIPolls Personal Well-Being Index measures factors impacting on the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

### The NOIPolls Personal Well-Being Index (PWBI)

The NOIPolls Personal Well-Being Index for **December 2014** increased by **1.61-points** from **November 2014** to stand at 46.7-points. This reveals an increase in the perception of Nigerians about their Personal Well-Being in the month of **December 2014**.



#### **Personal Standard of Living Index – 55.87**

With a significant increase of **3.7-points** in **December 2014**, the Standard of Living Index reveals that Nigerians have a fair perception of their standard of living.

#### **Personal Health index – 78.12**

The Health Index for the month of **December 2014** increased by **0.7-point** to **78.1-points**, indicating that Nigerians are still satisfied with their health.

#### **Personal Achievement Index – 57.27**

While on its attaining its peak in **December 2014**, the Achievement Index increased by **2.4-points** to **57.3-points**. This reveals relative satisfaction of Nigerians in their current achievements in life.

#### **Personal Security Index – 62.09**

The Personal Security Index for **December 2014** experienced the highest increase of **4.9-points** from **57.2-points** in **November 2014** to **62.1-points**. This reveals that Nigerians are still satisfied with their personal security.

#### **Personal Social Interaction Index – 79.31**

Despite a slight decline of **0.1-point**, the Personal Social Interaction Index which stood at **79.3-points** in **December 2014** shows that Nigerians are very much satisfied with their social interaction with family, friends and colleagues.

#### **Personal Religion Index – 89.79**

The Religion Index for **December 2014** experienced a slight increase of **1.1-points** to stand at **89.8-points** from **88.7-points** in **November 2014**; revealing that Nigerians are very satisfied with their personal religion.

#### **Economic Index – 45.22**

The Economic Index experienced a substantial increase of **4.7-points** in **December 2014** to stand at **45.2-points**, implying an average satisfaction of Nigerians with the economic situation.

#### **Survey Methods**

The Personal Well Being Index Poll was conducted in the month of **December 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](http://www.noi-polls.com)

#### **Disclaimer**

This press release has been produced by NOIPolls Limited to provide information on all issues which form the subject matter of the document. Kindly note that while we are willing to share results from our polls with the general public, we only request that NOIPolls be acknowledged as author whenever and wherever our poll results are used, cited or published.

NOIPolls hereby certifies that all the views expressed in this document accurately reflect its views of respondents surveyed for the poll, and background information is based on information from various sources that it believes are reliable; however, no representation is made that it is accurate or complete. Whilst reasonable care has been taken in preparing this document, no responsibility or liability is accepted for errors or fact or for any views expressed herein by NOIPolls for actions taken as a result of information provided in this report. Any ratings, forecasts, estimates, opinions or views herein constitute a judgment as at the date of this document. If the date of this document is not current, the views and content may not reflect NOIPolls' current findings and/or thinking.

#### **Press Contact**

The Editor

Email: [editor@noi-polls.com](mailto:editor@noi-polls.com)