

## PORTFOLIO OF INDICES PRESS RELEASE

### The NOIPolls Personal Well-Being Index in March 2015 further declines to 45.26-points

Main conclusions:

- The NOIPolls Personal Well-Being Index (PWBI) measures factors impacting on the lives of everyday Nigerians
- The overall PWBI slightly decreased by **0.52-points**
- The Personal Security Index experienced the highest increase (**0.9-points**)
- The Personal Achievement Index experienced the highest decline (**2.9-points**)

**Abuja, Nigeria. April, 2015** – The Portfolio of Indices report released by NOIPolls Limited has revealed that the NOIPolls Personal Well-Being Index (PWBI) for **March 2015** experienced a slight decline of **0.52-points** to stand at **45.26-points** from **45.78-points** in **February 2015**. The Personal Health and Personal Security indices both experienced an increase, while all other indices experienced a decline. These are the key highlights from the **March 2015 Portfolio of Indices Press Release**.

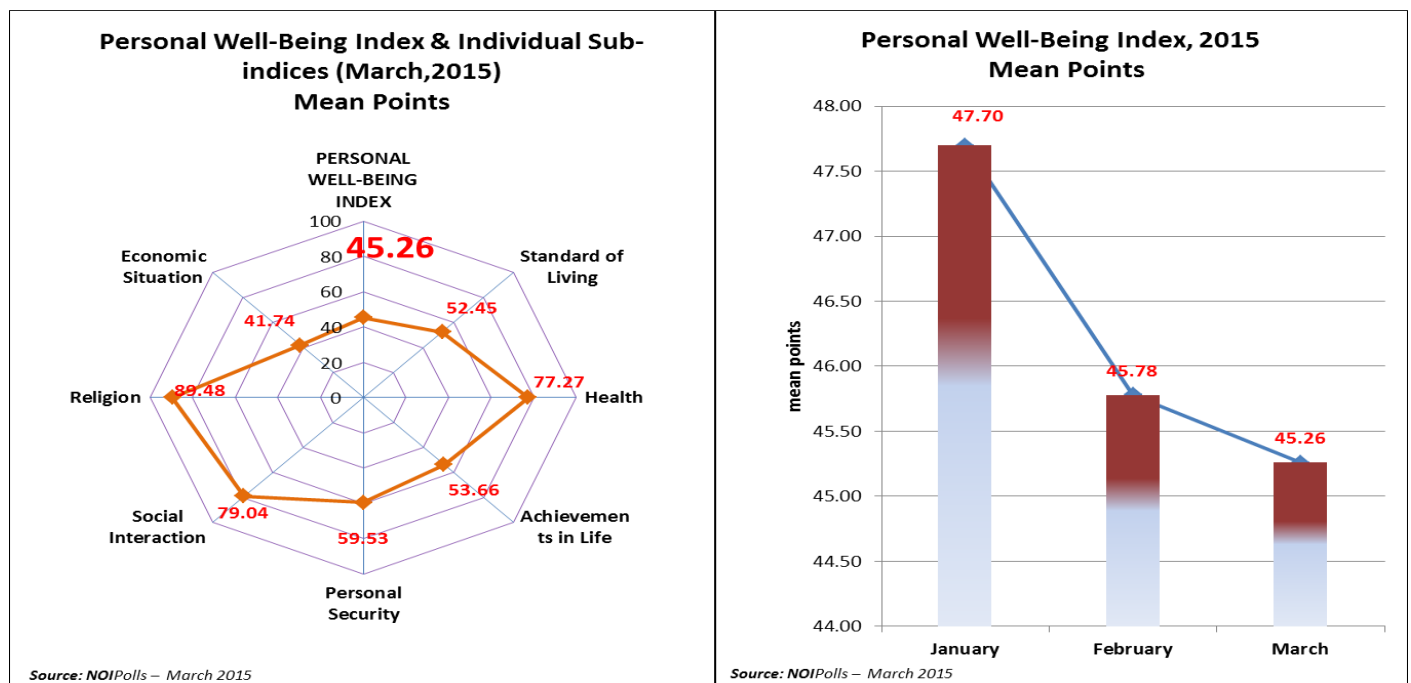
A year ago, (**February 2014**), NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (PWBI), the NOIPolls Consumer Confidence Index (CCI) and the NOIPolls Eagle 30 Business Confidence Index (EBCI). The NOIPolls Personal Well-Being Index measures factors impacting 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 **March 2015** results for the NOIPolls Personal Well Being Index (PWBI).

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

The PWBI stood at **45.26-points** in **March 2015** with a slight decline of **0.52-points** from **45.78-points** in **February 2015**. This represents a slight dissatisfaction in the perception of Nigerians about their Personal Well-Being in the current month.



**Personal Standard of Living Index – 52.45**

The Personal Standard of living index in the month of **March 2015** declined by **1.03-points** to stand at **52.45-points**. Although this still shows an average level of satisfaction by Nigerians in their current standard of living.

**Personal Health index – 77.27**

The Personal Health Index in the month of **March 2015** experienced a slight increase of **0.06-points**, revealing that Nigerians are still very much satisfied with their current health status.

**Personal Achievement Index – 53.66**

This index experienced the highest decline in the month of **March 2015** with **2.9-points**; revealing an average satisfaction of Nigerians with their present achievements.

**Personal Security Index – 59.53**

the Personal Security index in the month of **March 2015** experienced the highest increase in the month with **0.9-points** from **58.63-points** in **February 2015**; revealing that Nigerians are averagely satisfied with regards to their personal security.

**Personal Social Interaction Index – 79.04**

The Personal Social Interaction Index for the month of **March 2015** declined by **0.68-points** to stand at **79.04-points**. This result shows that Nigerians are still highly satisfied with the social interaction with family, friends and colleagues.

**Personal Religion Index – 89.48**

This index slightly declined by **0.78-points** in the month of **March 2015**, however, it reveals a high satisfaction of Nigerians with their personal religious belief.

**Economic Index – 41.74**

The Economic Index stood at **41.74-points** in **March 2015**; revealing that Nigerians are dissatisfied with the current economic situation.

**Survey Methods**

The Personal Well-Being Index Poll was conducted in the month of **March 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, works in technical partnership with the Gallup Organisation (USA). We 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**

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