

NOIPOLLS PERSONAL WELL-BEING INDEX RESULT RELEASE

The NOIPolls Personal Well-Being Index Declines to 45.8-points in February 2015

Main conclusions:

- The NOIPolls Personal Well-Being Index (PWBI) measures factors impacting on the lives of everyday Nigerians
- The Personal Well-Being Index decreased by **1.9-points**
- The Personal Standard of Living Index experienced the highest decrease of **4.9-Points**
- The lowest decline is seen in the Economic Situation Index with **1-point**

Abuja, Nigeria. March, 2014 – The NOIPolls Limited Personal Well-Being Index (PWBI) results released for the month of **February 2015** revealed that **PWBI** decreased by **1.9-points** to **45.8-points** as against **47.7-points** in **January 2015**. The Personal Achievement Index also declined by **0.7-points**. These are the key highlights from the **February 2015 Portfolio of Indices Press Release**.

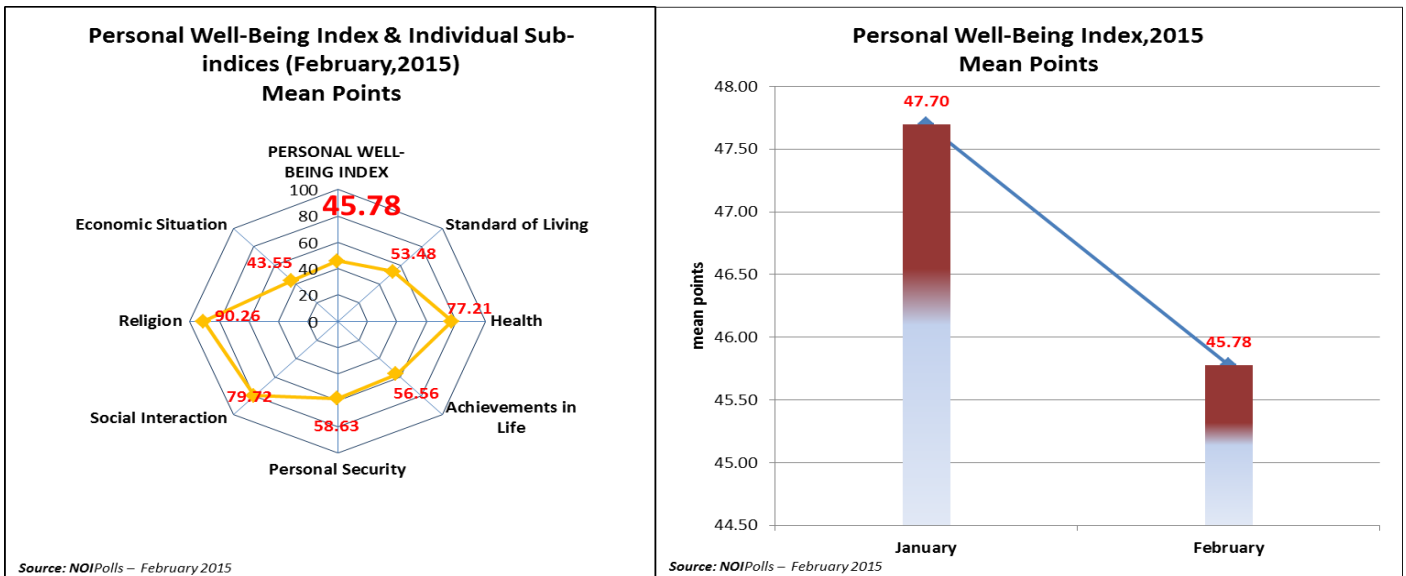
A year ago, (**February 2014**), NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (**PWBI**), the NOIPolls Consumer Confidence Index (**CCI**) and the NOIPolls Eagle 30 Business Confidence Index (**EBCI**). The NOIPolls Personal Well-Being Index measures factors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

The NOIPolls Personal Well-Being Index (PWBI)

The NOIPolls Personal Well-Being Index for the month of **February 2015** decreased by **1.9-points** to stand at **45.8-points** when compared to **January 2015**, indicating a general unsatisfactory perception of Nigerians about their Personal Well-Being in the month in view.



Personal Standard of Living Index – 53.48

The Personal Standard of Living Index in **February 2015** decreased by **4.9-points**, still revealing an average satisfactory level with the current standard of living of Nigerians.

Personal Health index – 77.21

Despite result showing that Nigerians are satisfied with their Personal Health, the results for the month of **February 2015** shows a decrease of **2.4-points** from **January 2015**.

Personal Achievement Index – 56.56

The Personal Achievement Index slightly declined by **0.7-points**, revealing an average satisfaction of Nigerians with regards to their personal achievements.

Personal Security Index – 58.63

The Personal security index declined by **4.3-point** to stand at **58.6-points** in **February 2015**, revealing an average satisfaction in terms of personal security.

Personal Social Interaction Index – 79.72

This index slightly declined by **1.8-points** in **February 2015**, implying that Nigerians are still satisfied with their social interactions.

Personal Religion Index – 90.79

The Personal Religion Index for **February 2015** decreased by **1.6-points** to stand at **90.89-points**. This result reveals that Nigerians are very much satisfied with their personal religious belief.

Economic Index – 43.55

As the lowest placed index on the PWBI, the Economic Index for the month of **February 2015** experienced a further decline of **1-point** to stand at **43.6-points**. The result shows that Nigerians are not satisfied with the economic situation.

Survey Methods

The Personal Well Being Index Poll was conducted in the month of **February 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

Disclaimer

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