

PORTFOLIO OF INDICES RESULT RELEASE

The NOIPolls Personal Well-Being Index Slightly Decreases in October 2014

Main conclusions:

- The NOIPolls Personal Well-Being Index (PWBI) measures factors impacting on the lives of everyday Nigerians
- Overall **PWBI** slightly decreased by **0.6-point** to **45-points**
- The Achievement in Life Index has the largest decline of **2.5-points**
- Only two of the indicators experienced slight increase

Abuja, Nigeria. November, 2014 – The Portfolio of Indices report released by NOIPolls Limited has revealed that the NOIPolls Personal Well-Being Index for **October 2014** decreased slightly by **0.6-point** to stand at **45-points** from its previous increase to **45.6** in **September 2014**. The Social Interaction Index and the Religion Index are the only two indicators that experienced an increase with **1-point** and **0.2-point** respectively, while all other indicators in the **PWBI** for **October 2014** experienced a decline. The Achievement Index has the largest decline for the current month with **2.5-points** from **56.8** in **September 2014** to **54.3** in **October 2014**. These are the key highlights from the **October 2014 Portfolio of Indices Result Release**.

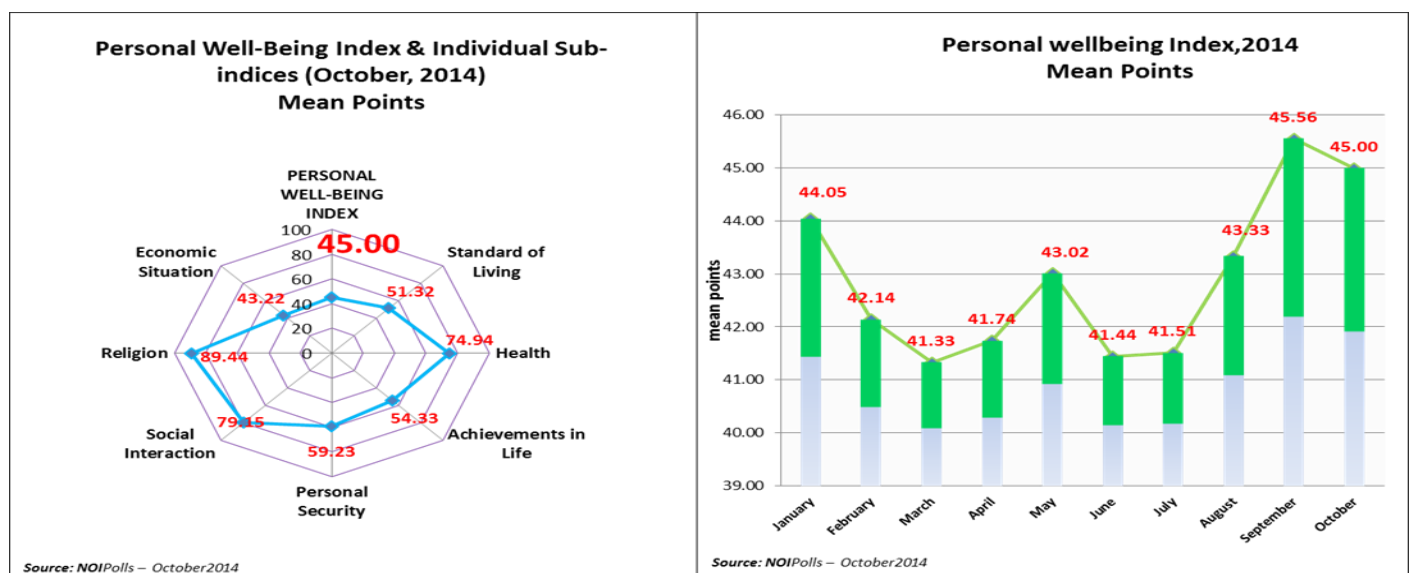
In **February 2014**, NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (**PWBI**), the NOIPolls Consumer Confidence Index (**CCI**) and the NOIPolls Eagle 30 Business Confidence Index (**EBCI**). The NOIPolls Personal Well-Being Index measures factors impacting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

The NOIPolls Personal Well-Being Index (PWBI)

The NOIPolls Personal Well-Being Index for **October 2014** decreased by **0.6-point** to **45-points**. This implies that Nigerians are neutral about Personal Well-Being.



Personal Standard of Living Index – 51.32

The Standard of Living Index decreased by **1.8-points** in **October 2014** to stand at **51.3-points**, indicating that despite its decrease, Nigerians still have a neutral perception of their standard of living.

Personal Health index – 74.94

The Health Index decreased in **October 2014** by **0.5-point** from **September 2014** to stand at **74.9-points** in **October**. However, this result implies that Nigerians are satisfied with their personal health.

Personal Achievement Index – 54.33

The Achievement Index decreased by **2.5-points** in **October 2014** to stand at **54.3-points**. Although this indicator saw the highest decline in October 2014. The result reveals that Nigerians are slightly satisfied with their present achievements in life.

Personal Security Index – 59.23

With a slight decrease of **1-point** in **October 2014** from **60.2** in **September 2014**, the Security Index result reveals that Nigerians are relatively satisfied with their personal security.

Personal Social Interaction Index – 79.15

The Social Interaction Index increased by **1-point** from **78.2** in **September 2014** to stand at **79.2-points** in **October 2014**, implying that Nigerians are still very much satisfied with their social interaction with family, friends and colleagues.

Personal Religion Index – 89.44

The Religion Index further increased by **0.2-point** to stand at **89.4-points** in **October 2014**. This implies that Nigerians are still highly satisfied with their Personal Religion and this indicator remains the highest ranked in the year **2014**.

Economic Index – 43.22

The Economic Index experienced a decrease by **0.2-point** to stand at **43.2-points** in **October 2014**. This result implies that Nigerians have a negative perception about the economic situation.

Survey Methods

The Personal Well Being Index Poll was conducted in the month of **October 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 is the **No.1 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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Press Contact

The Editor

Email: editor@noi-polls.com