

## NOIPOLLS PERSONAL WELL-BEING INDEX RESULT RELEASE

### The NOIPolls Personal Well-Being Index decreased by 1.1-points to stand at 45.1-points in Q2 2015

Main conclusions:

- The NOIPolls Personal Well-Being Index (**PWBI**) measures factors impacting on the lives of everyday Nigerians
- The overall **PWBI** decreased by **1.1-points**
- The **Security Index** is the only index that experienced an increase of **1.2-points** in **Q2**
- The **Economic Index** experienced the highest decline of **3.6-points** in **Q2**

**Abuja, Nigeria. July, 2015** – The Portfolio of Indices report released by NOIPolls Limited has revealed that the NOIPolls Personal Well-Being Index (**PWBI**) for **Q2, 2015** decreased by **1.1-points** to stand at **45.1-points**. All indices that make up the **PWBI** experienced a decrease except the security index which slightly increased by 1.2-points to stand at 61.5-points in Q2, 2015. The Australian Unity Well-Being Index which currently stands at **75-points** represents a significant **29.9-points** difference when compared to the NOIPolls PWBI in Q2, 2015. This also implies that the Personal Well-Being of an average Australian is higher than that of a Nigerian.<sup>1</sup> These are the key highlights from the **Q2, 2015 Portfolio of Indices Press Release**.

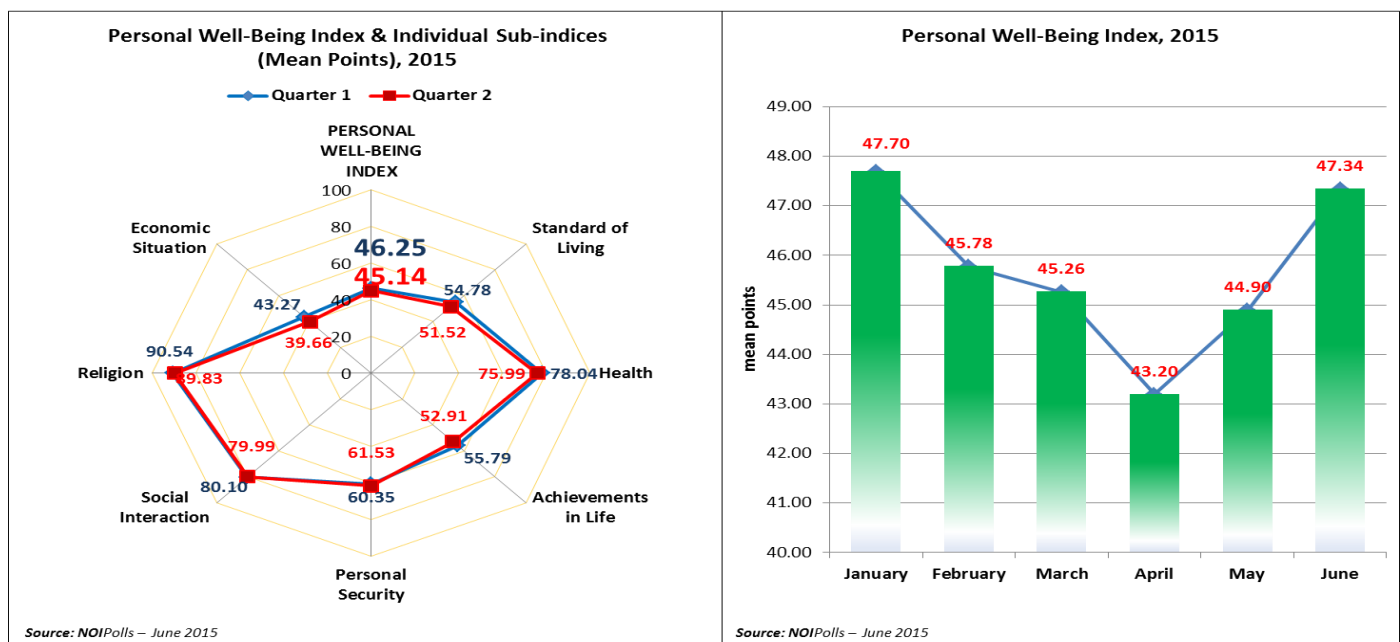
In **February 2014**, NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (**PWBI**), the NOIPolls Consumer Confidence Index (**CCI**) and the NOIPolls Eagle 30 Business Confidence Index (**EBCI**). The NOIPolls Personal Well-Being Index measures factors impacting 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 **Q2, 2015** results for the NOIPolls Personal Well Being Index (**PWBI**).

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

The NOIPolls Personal Well-Being Index (**PWBI**) experienced a **1.1-points** decrease to stand at **45.1-points** in **Q2, 2015** after a slight decline Q2, 2015. This result reveals the perception of Nigerians on their personal well-being is slightly below average.



<sup>1</sup> [https://australianunity.asia.qualtrics.com/SE/?SID=SV\\_3Wrr9BX1iBvSjfl](https://australianunity.asia.qualtrics.com/SE/?SID=SV_3Wrr9BX1iBvSjfl)

**Personal Standard of Living Index – 51.5**

The Standard of Living Index measures the current standard of living Nigerians. This index experienced a decrease of **3.3-points** increase to stand at **51.5-points** in **Q2, 2015**.

**Personal Health index – 75.9**

The Health Index declined **2.1-points** to stand at **75.9-points**, although it still shows that Nigerians are much satisfied with their current personal health status.

**Personal Achievement Index – 52.9**

The Achievement Index for **Q2, 2015** stood at **52.9-points** indicating a **2.9-points** decrease from **Q1, 2015**. This shows that Nigerians are slightly satisfied in terms of their current achievements in life.

**Personal Security Index – 61.5**

The Security Index is the only index that experienced an increase of **1.2-points** in **Q2, 2015** to currently stand at **61.3-points**. This signifies a slight increase in the satisfaction Nigerians with their personal security.

**Personal Social Interaction Index – 80**

This Index slightly decreased by **0.1-points** to stand at **80-points**. It shows a high satisfaction of Nigerians with their social interaction with family, friends and colleagues in the community.

**Personal Religion Index – 90.5**

The Religion Index for **Q2, 2015** currently stands at **89.8-points** with marginal decrease of **0.7-points**. This implies that Nigerians are contented with their personal religion.

**Economic Index – 36.5**

The Economic Index experienced the highest decline of **3.6-points** to stand at **39.7-points** in **Q2, 2015**. This index represents the lowest satisfaction in **Q2, 2015**.

**Survey Methods**

The Personal Well Being Index Poll was conducted in the month of **Q2, 2015**. The **PWBI** involved telephone interviews of a random nationwide sample. **3,000** 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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