



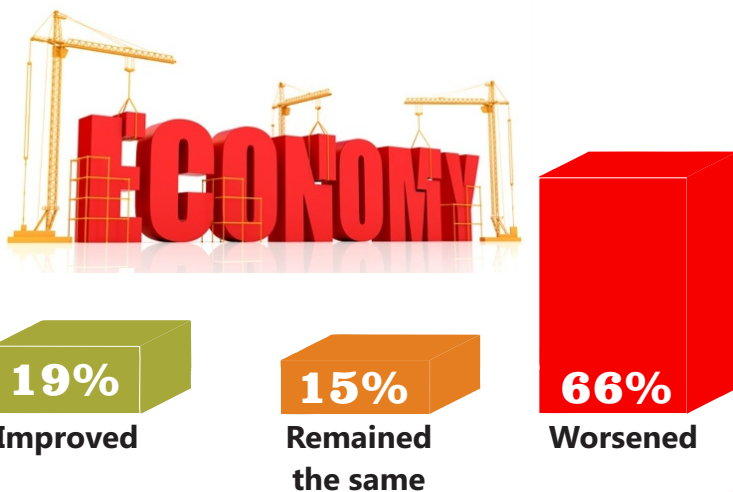
Economic

Nigerians cut down on expenses, adjust feeding patterns and resort to prayers as economic situation worsens

Information Brief

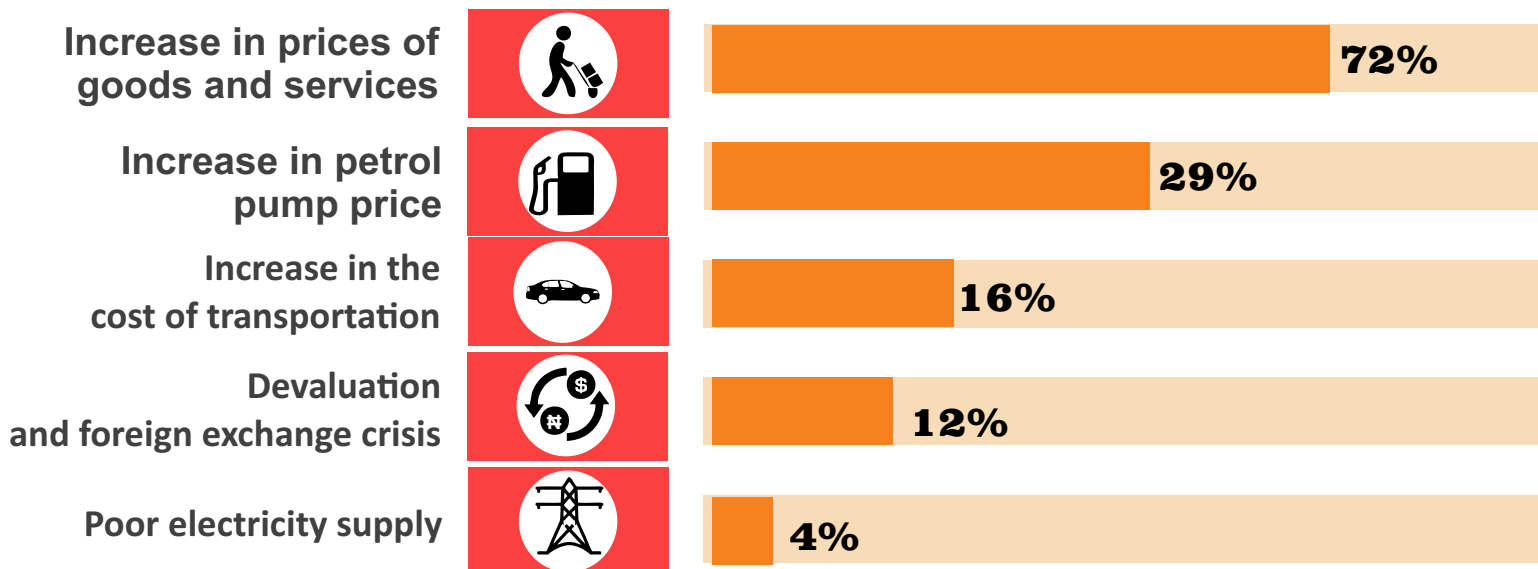
Vol.4 No.9 March 2016

Personal Economic Situation



83% Say they have been affected by new economic realities

Recent Socio-Economic Challenges Witnessed by Nigerians



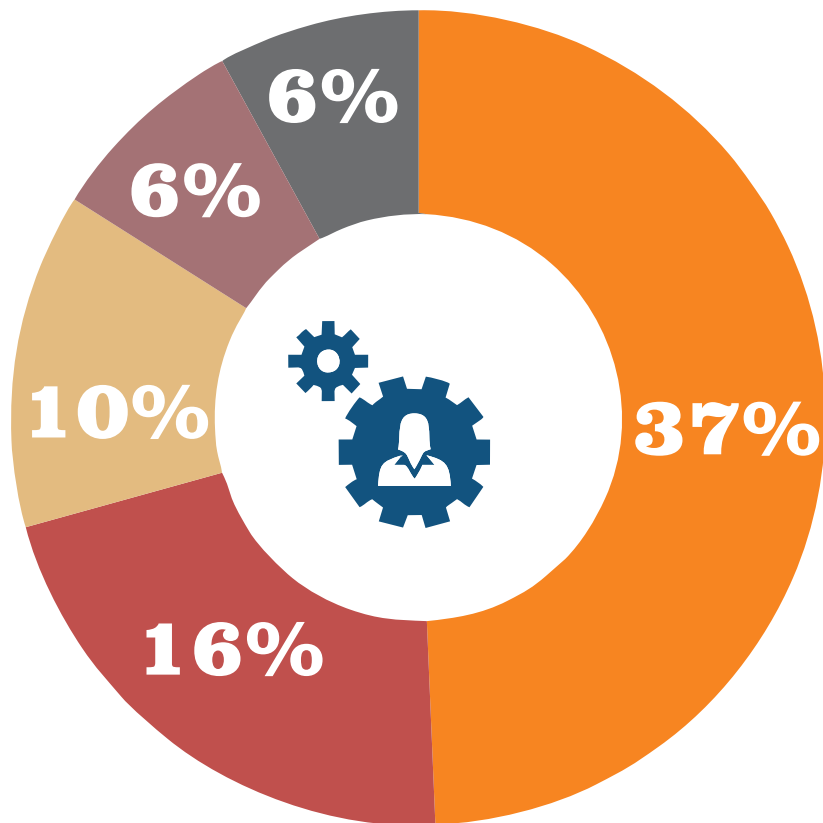
NOIPolls is **No. 1 for credible country-specific polling services in the West African region.** We deliver forward-thinking research and relevant data on public opinion and consumer markets on a range of topics. We enhance the activities of decision makers across all the vibrant sectors of the Nigerian economy.

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We partner with policy makers, governments, donor agencies, civil societies, corporate organisations and the media to

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Coping Strategies for Current Economic Realities



Cutting down on household expenses & luxury items

Enduring the situation & seeking the face of God in Prayers

Adjusting family feeding patterns

Creating alternative sources of income

purchase of locally manufactured goods

The opinion poll was conducted in the week commencing July 25th 2016. It 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%.

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We partner with policy makers, governments, donor agencies, civil societies, corporate organisations and the media to enhance their data set of information, ultimately adding value to their output.

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