

PORTFOLIO OF INDICES PRESS RELEASE

The NOIPolls Personal Well-Being Index Declines to 43.2-points in April 2015

Main conclusions:

- The NOIPolls Personal Well-Being Index (PWBI) measures factors impacting on the lives of everyday Nigerians
- Overall PWBI further declines to **43.2-points**
- All indices of the PWBI experienced a decline
- The **Personal Health Index** experienced the highest decline for the month

Abuja, Nigeria. May, 2015 – The Portfolio of Indices report released by NOIPolls Limited has revealed that the NOIPolls Personal Well-Being Index (PWBI) for **April 2015** experienced a further decline of **2.1-points** to stand at **43.2-points** from **45.3-points** in **March 2015**. All indices that make up the PWBI experienced a decline with the **Personal Health Index** having the highest decline of **4.6-points** to stand at **72.7-points**, while the least decline was experienced in the **Social Interaction Index** with a **1.6-point** decline to stand at **77.4-points**. These are the key highlights from the **April 2015 Portfolio of Indices Press Release**.

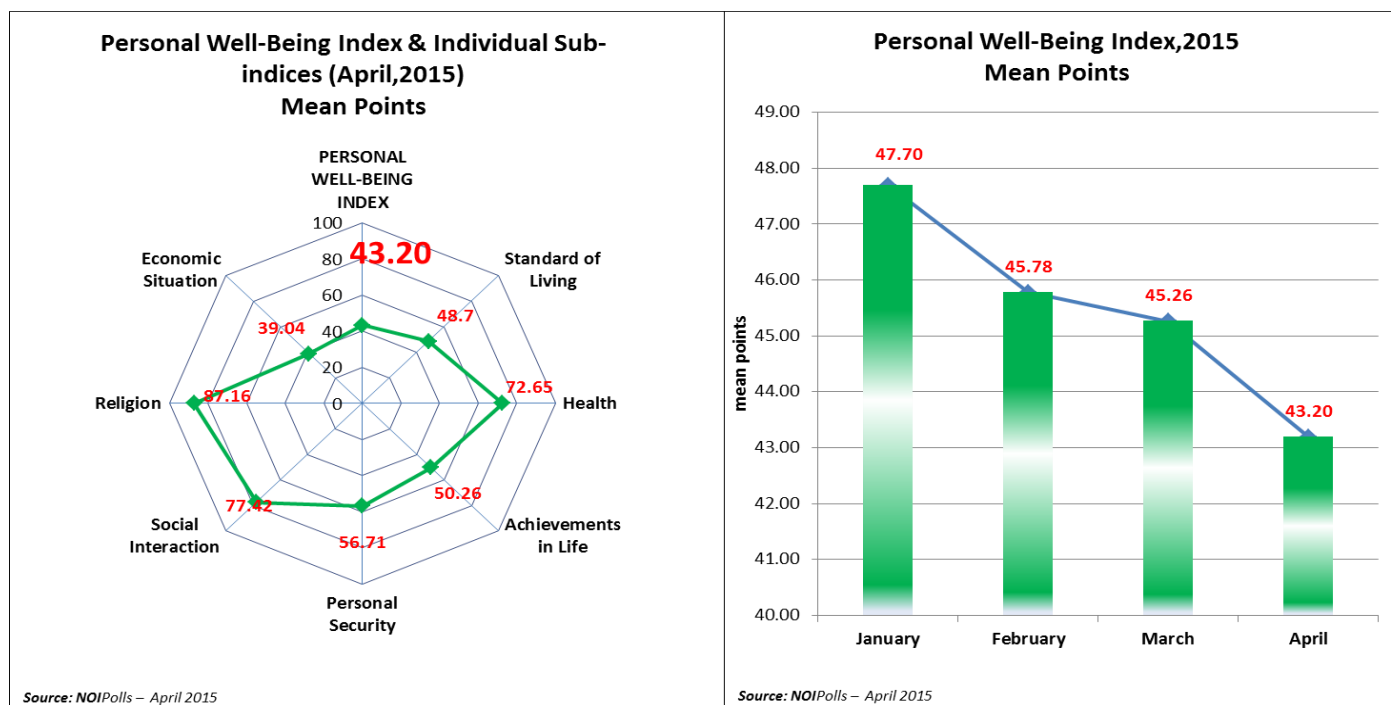
In **February 2014**, NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (PWBI), the NOIPolls Consumer Confidence Index (CCI) and the NOIPolls Eagle 30 Business Confidence Index (EBCI). The NOIPolls Personal Well-Being Index measures factors impacting on the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

The NOIPolls Personal Well-Being Index (PWBI)

The NOIPolls Personal Well-Being Index (PWBI) for the month of **April 2015** experienced a decline to stand at **45.3-points** from **43.2-points** in **March 2015**, thus representing a continuous decline from **January 2015**. This reveals that the perception of Nigerians on their personal well-being is below average.



Personal Standard of Living Index – 48.7

The Personal Standard of Living Index declined by **3.8-points** from **52.5-points** in **March 2015** to stand at **48.7-points** in **April 2015**; Thus showing an average satisfaction of Nigerians with their current standard of living.

Personal Health index – 72.65

Despite being the highest declined index for the month of **April 2015**, the Personal Health Index which stood at **72.7-points** still shows that Nigerians are much satisfied with their current personal health status.

Personal Achievement Index – 50.26

The Personal Achievement Index for the month of **April 2015** stood at **50.3-points**, representing a **3.4-points** decline from **53.7-points** in **March 2015**. This implies an average satisfaction of Nigerians with their current achievements in life.

Personal Security Index – 56.71

The satisfaction of Nigerians with their personal security is a bit above average as shown in the Personal Security Index result in the month of **April 2015** which stood at 56.71; representing a decline of **2.8-points** from **59.5-points** in **March 2015**.

Personal Social Interaction Index – 77.42

Being the least declined index for the month of **April 2015**, the Personal Social Interaction Index had a slight decline of **1.6-points** to stand at **77.4-points**; nevertheless, it still shows high satisfaction of Nigerians with their social interaction with family, friends and colleagues in the community.

Personal Religion Index – 87.16

The Personal Religion Index in the month of **April 2015** stood at **87.16-points**, following a decline by **2.3-points** from **89.5-points** in **March 2015**. This implies that Nigerians are still very much satisfied with their personal religion.

Economic Index – 39.04

With a continuous decline from the month of **January 2015**, the Economic Index further declined by **2.7-points** to stand at **39.0** for the month of **April 2015**, showing low satisfaction of Nigerians with the current economic situation.

Survey Methods

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

This press release has been produced by NOIPolls Limited to provide information on all issues which form the subject matter of the document. Kindly note that while we are willing to share results from our polls with the general public, we only request that NOIPolls be acknowledged as author whenever and wherever our poll results are used, cited or published.

NOIPolls hereby certifies that all the views expressed in this document accurately reflect its views of respondents surveyed for the poll, and background information is based on information from various sources that it believes are reliable; however, no representation is made that it is accurate or complete. Whilst reasonable care has been taken in preparing this document, no responsibility or liability is accepted for errors or fact or for any views expressed herein by NOIPolls for actions taken as a result of information provided in this report. Any ratings, forecasts, estimates, opinions or views herein constitute a judgment as at the date of this document. If the date of this document is not current, the views and content may not reflect NOIPolls' current findings and/or thinking.

Press Contact

The Editor

Email: editor@noi-polls.com