

## PORTFOLIO OF INDICES PRESS RELEASE

### The NOIPolls Personal Well-Being Index Slightly Increases in November 2014

Main conclusions:

- The NOIPolls Personal Well-Being Index (PWBI) measures factors impacting on the lives of everyday Nigerians
- Overall the **PWBI** slightly increased by **0.07-points** to **45.07-points**
- The Personal Health Index has the largest increase with **2.46-points**
- The Economic index experienced the highest decline of **2.71-points**

**Abuja, Nigeria. December, 2014** – The Portfolio of Indices report released by NOIPolls Limited has revealed that the NOIPolls Personal Well-Being Index for **November 2014** slightly increased by **0.07-point** to stand at **45.07 points**. The Personal Health Index, with an increase of **2.46-points** has the highest increase amongst all indicators that make up the PWBI, while the Economic Index experienced the highest decline with **2.71-points** to stand at **40.51-points**. These are the key highlights from the **November 2014 Portfolio of Indices Result Release**.

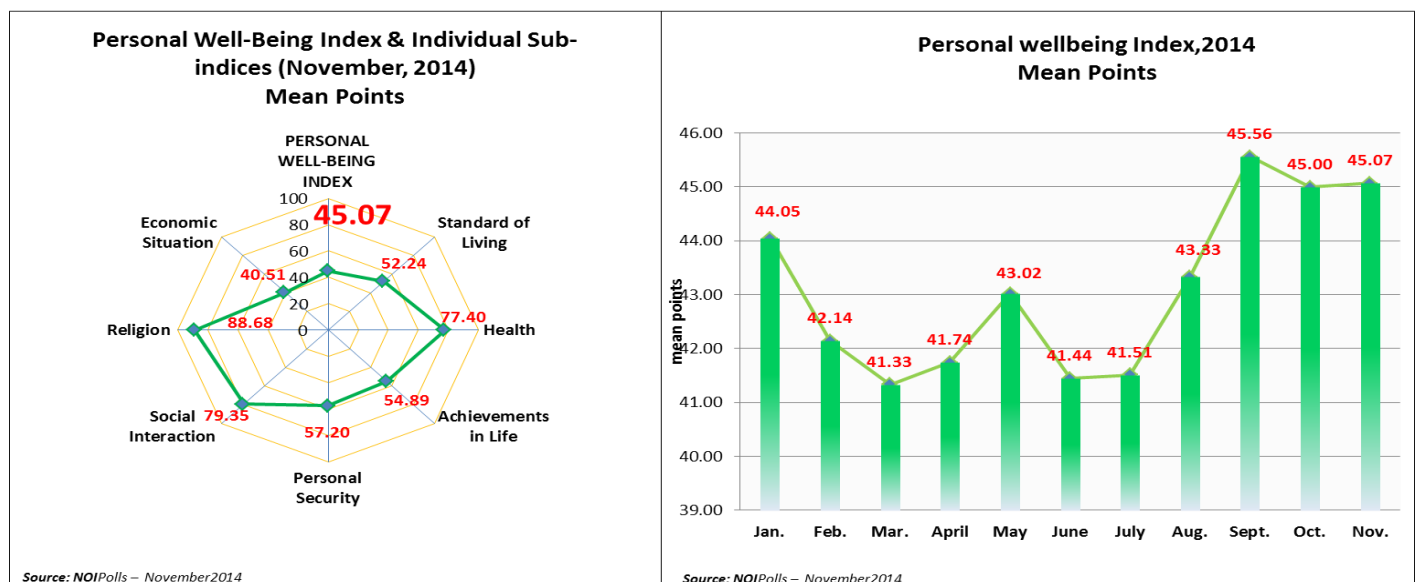
In **February 2014**, NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (**PWBI**), the NOIPolls Consumer Confidence Index (**CCI**) and the NOIPolls Eagle 30 Business Confidence Index (**EBCI**). The NOIPolls Personal Well-Being Index measures factors impacting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

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

The NOIPolls Personal Well-Being Index for **November 2014** increases by **0.07-points** to **45.07-points**. Although this represents a slight increase in the PWBI of Nigerians, however Nigerians still maintain a neutral perception about their Personal Well-Being in the month of **November 2014**.



**Personal Standard of Living Index – 52.24**

The Standard of Living Index experienced an increase of **0.92-point** from **51.32-points** in **October 2014** to stand at **52.24-points** in **November 2014**, revealing that Nigerians still have a neutral perception of their standard of living.

**Personal Health index – 77.40**

The Health Index had the highest increase in the month of **November 2014** by **2.46-points** to stands at **77.40-points** following its decline in October 2014. This implies that Nigerians are still mostly satisfied with their personal health.

**Personal Achievement Index – 54.89**

The Achievement Index experienced a slight increase of **0.56-point** in **November 2014** to stand at **54.89-points**. This result reveals that Nigerians perceive their personal achievement in life as average.

**Personal Security Index – 57.20**

With a further decline of **2.03-points** in **November 2014**, the Personal Security Index stands at **57.20-points**, nevertheless, this result reveals that Nigerians are somewhat satisfied with their personal security.

**Personal Social Interaction Index – 79.35**

The Social Interaction Index which has maintained an upward direction over the past five months further increases by **0.2-point** to **79.35-points** in **November 2014**. This implies that Nigerians are still very much satisfied with their social interaction with family, friends and colleagues.

**Personal Religion Index – 88.68**

The Religion Index saw a slight decrease by **0.76-point** to stand at **88.68-points** in **November 2014**, revealing that Nigerians are still highly satisfied with their Personal Religion.

**Economic Index – 40.51**

The Economic Index further declines by **2.71-points** to stand at **40.51-points** in November, implying that Nigerians are still not satisfied with the economic situation. This indicator was the highest declined indicator in the month of **November 2014**

**Survey Methods**

The Personal Well Being Index Poll was conducted in the month of **November 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, 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](http://www.noi-polls.com)

**Disclaimer**

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