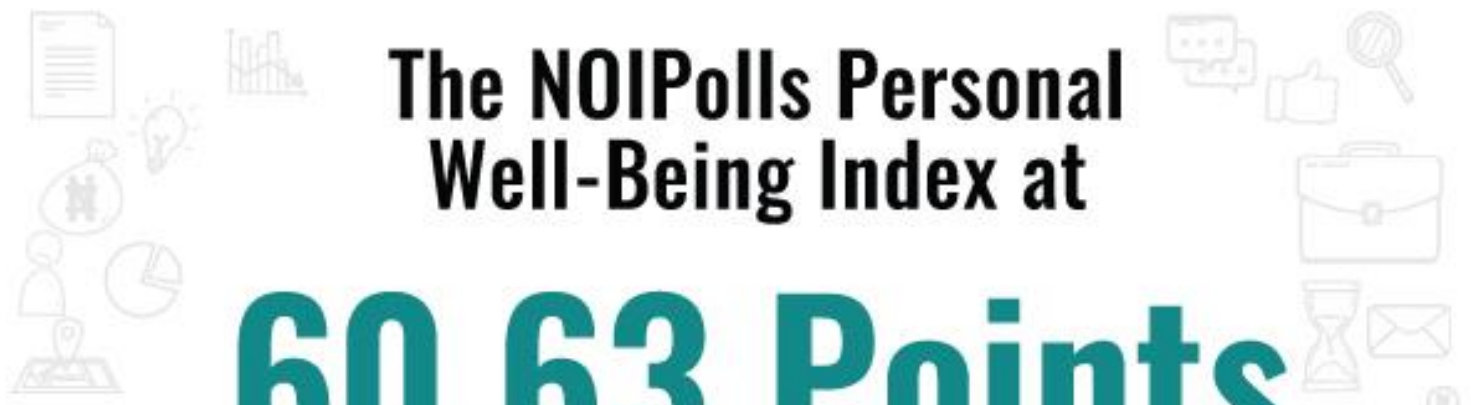




NOIPOLLS PERSONAL WELLBEING INDEX

for Quarter 4, 2019





The NOIPolls Personal Well-Being Index at

60.63 Points

in Quarter 4, 2019

 **84.39** Points
Religion

 **74.19** Points
Social Interaction

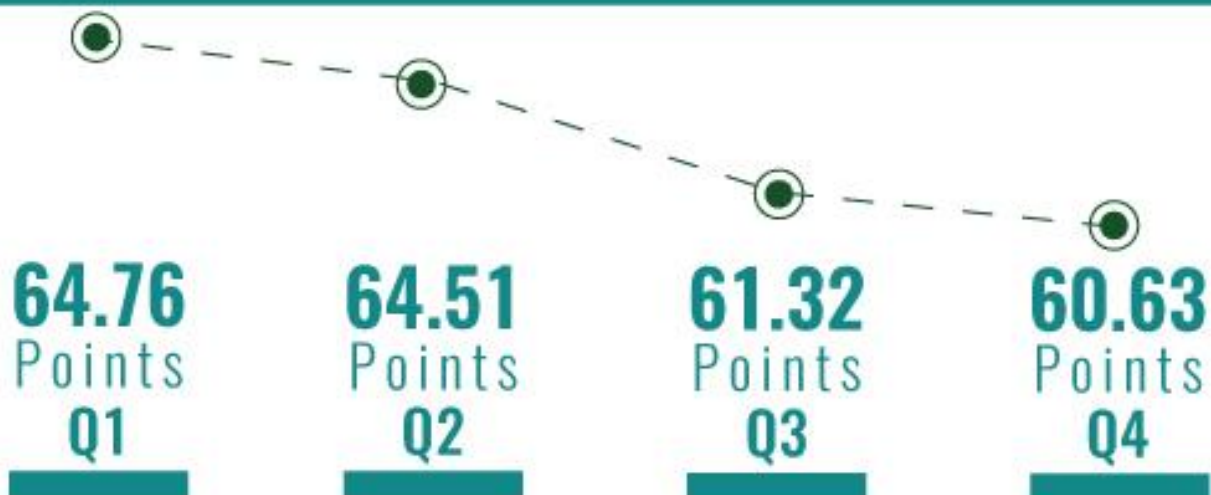
 **70.94** Points
Health

 **59.55** Points
Personal Security

 **48.82** Points
Standard of Living

 **49.27** Points
Achievements in Life

 **38.94** Points
Economic Situation



NOIPolls is the **NO.1** for credible country-specific polling service in the west African region. This poll was conducted by NOIPolls Limited, for more detailed information on the poll and methodology used, please visit www.noi-polls.com

NOIPOLLS PERSONAL WELL-BEING INDEX RESULT RELEASE

Quarter 4, 2019: The NOIPolls Personal Well-Being Index Stood at 60.6

Abuja, Nigeria. January 21st, 2020—The NOIPolls Personal Well-Being report for **Q4, 2019** revealed a marginal decrease of 0.7–point in **Q4, 2019** to stand at 60.6–points as against 61.3–points obtained in **Q3, 2019**. The Personal Well-Being Index (PWBI) is determined by the satisfaction level of Nigerians on various components of their personal lives. Three of the seven factors that comprises the PWBI experienced an increase while the remaining four components experienced decrease in **Q4, 2019**. Personal security experienced the highest increase of 1.9–points to stand at 59.6–points in **Q4, 2019** from the 57.7–points obtained in **Q3, 2019**. Also, the achievement in life index experienced a 0.9–point increase to stand at 49.3–points in **Q4, 2019** from 48.4 points in **Q3, 2019**.

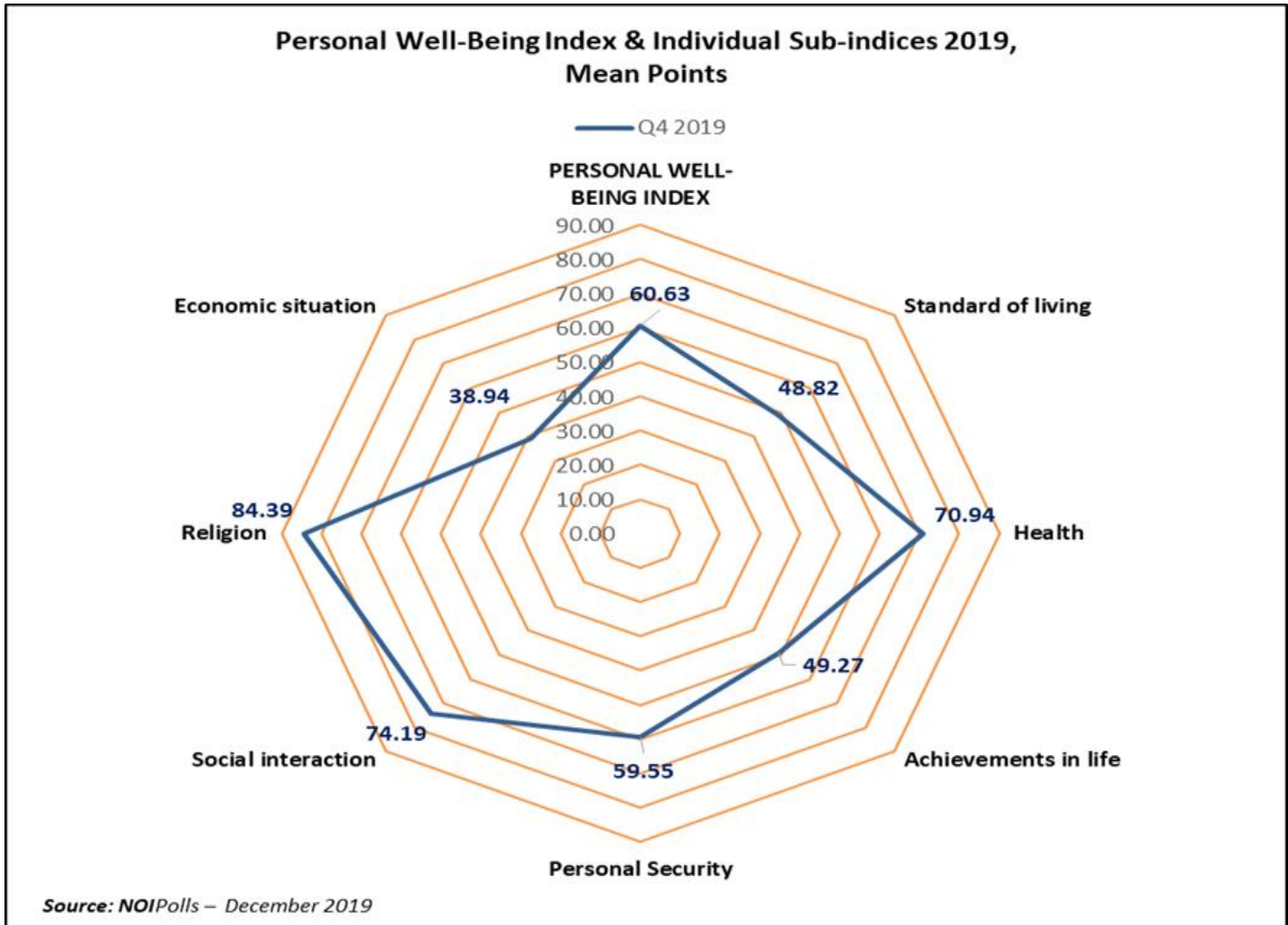
In February 2014, NOIPolls Limited introduced its portfolio of indices; the NOIPolls Personal Well-Being Index (PWBI), the NOIPolls Consumer Confidence Index (CCI) and the NOIPolls Eagle 30 Business Confidence Index (EBCI). The NOIPolls Personal Well-Being Index measures factors impacting the lives of 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 while 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 the perceptions and micro assessment of consumers’ expectation in making decisions. At best, they draw conclusions on the business environment based on information from their immediate surroundings, while the minorities 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.

The NOIPolls Personal Well-Being Index (PWBI)

Findings from the **Q4, 2019** report revealed a marginal 0.7–points decrease in the PWBI from **Q3, 2019** to stand at 60.6–points. Additionally, a breakdown of the seven key indicators that comprise the PWBI showed that Nigerians are mostly satisfied with their **Religion (84.4–points)**, **Social interaction (74.2–points)**, **Health (70.9–points)** and **Security (59.6–points)** as they obtained points above average. However, the remaining indices remained below average which may suggest that Nigerians are not satisfied with these indicators; they include **Achievement in Life (49.3–points)**, **Standard of living (48.8–points)** and **Economic situation (38.9–points)**.

The survey shows that Nigerians are not satisfied with their personal economic situation as it is the lowest ranked indicator amongst all the seven indices. There is an urgent need for the government to improve the economy as this index may also directly or indirectly affect other indices. For instance, a better economy means a better living standard, and good living standards means a good health condition, social interaction etc. Hence, the government should implement viable policies (such as family welfare, low income support, child support etc.) that will help boost the well-being of Nigerians. These seven key indicators that comprise the PWBI are highlighted in the chart below.



Personal Standard of Living Index – 48.8

The Personal Standard of Living Index increased by 0.9-points to stand at 48.8-points in **Q4, 2019** when compared to 47.9-points obtained in **Q3, 2019**.

Personal Health Index – 70.9

The Personal Health index decreased by 1.27-points to stand at 70.9-points in **Q4, 2019** when compared to 72.2-points obtained in **Q3, 2019**. This depicts a slight decrease in the level of satisfaction of Nigerians as regards their health conditions.

Personal Achievement Index – 49.3

This index increased by 0.9-points to stand at 49.3-points in **Q4, 2019** when compared to 48.4-points found in **Q3, 2019**.

Personal Security Index – 59.6

The Personal Security index increased by 1.9-points to stand at 59.6-points in **Q4, 2019** when compared to the 57.7-points gotten in **Q3, 2019**.

Personal Social Interaction – 74.2

This index experienced a decrease by 1.9-points to stand at 74.2-points in **Q4, 2019** as against 76-points attained in **Q3, 2019**.

Personal Religion Index – 84.4

The Personal Religion index has always been the highest index which suggest that Nigerians hold religion in high esteem. However, it experienced a decrease of 2.2-points to stand at 84.4-points in **Q4, 2019** as against 86.6-points obtained in **Q3, 2019**.

Economic Index – 38.94

The Economic index also witnessed a decrease of 1.5-points to stand at 38.9-points in **Q4, 2019** when compared to 40.4-points obtained in **Q3, 2019**. It must be stated here that economic situation index has always been the lowest index on the PWBI assessment where Nigerians express dissatisfaction the most.

TREND ANALYSIS

Analysis of the results obtained from **Q4, 2019** showed that three of the seven key indicators that constitute the PWBI experienced an increase, this include the standard of living, achievement of life and personal security sub-indicators while the remaining 4 sub-indications namely Health, Social interaction, Religion and economic situation all experienced decline. NOIPolls PWBI experienced a decrease of 0.7-points to stand at 60.6 in **Q4, 2019** as against 61.3-points obtained in **Q3,2019**.

Item	Q1(2019)	Q2(2019)	Q3(2019)	Q4(2019)	Direction
Personal Wellbeing Index	64.5	64.8	61.3	60.6	↓
Standard of living	50.9	52.7	47.9	48.8	↑
Health	76.5	75.9	72.2	70.9	↓
Achievements in life	51.0	53.3	48.4	49.3	↑
Personal security	63.1	66.6	57.7	59.6	↑
Social Interaction	76.7	80.1	76.0	74.2	↓
Religion	88.3	89.5	86.6	84.4	↓
Economic Situation	44.2	43.2	40.4	38.9	↓

In conclusion, the poll revealed that the PWBI decrease by 0.7-points to stand at 60.6 in **Q4, 2019** as against 61.3-points in **Q3, 2019**. This shows that there is a decline in the overall wellbeing of Nigerians and it calls for appropriate action from the government. Addressing the current economic challenges in Nigeria will require the government to address critical sectors like infrastructure, health, education and security etc. Therefore, improvement in these areas will have positive effect throughout the economy including increase in foreign direct investment. This action will yield sustained and real progress thereby raising the well-being of all Nigerians.

Survey Methods

The Personal Well Being Index Poll was conducted in **Quarter 4, 2019**. 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 4.65%. NOIPolls Limited, No1 for country specific polling services in West Africa. 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 and you can download our mobile app NOIPolls on your smartphone.

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.

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