

The NOIPolls Personal Well-Being Index at

**57.6 Points**

in June 2020

A **6.9 points** decline from **64.5 Points** in June, 2019



**82.03** Points  
Religion



**65.44** Points  
Social Interaction



**75.11** Points  
Health



**58.39** Points  
Personal Security



**46.05** Points  
Achievements in Life

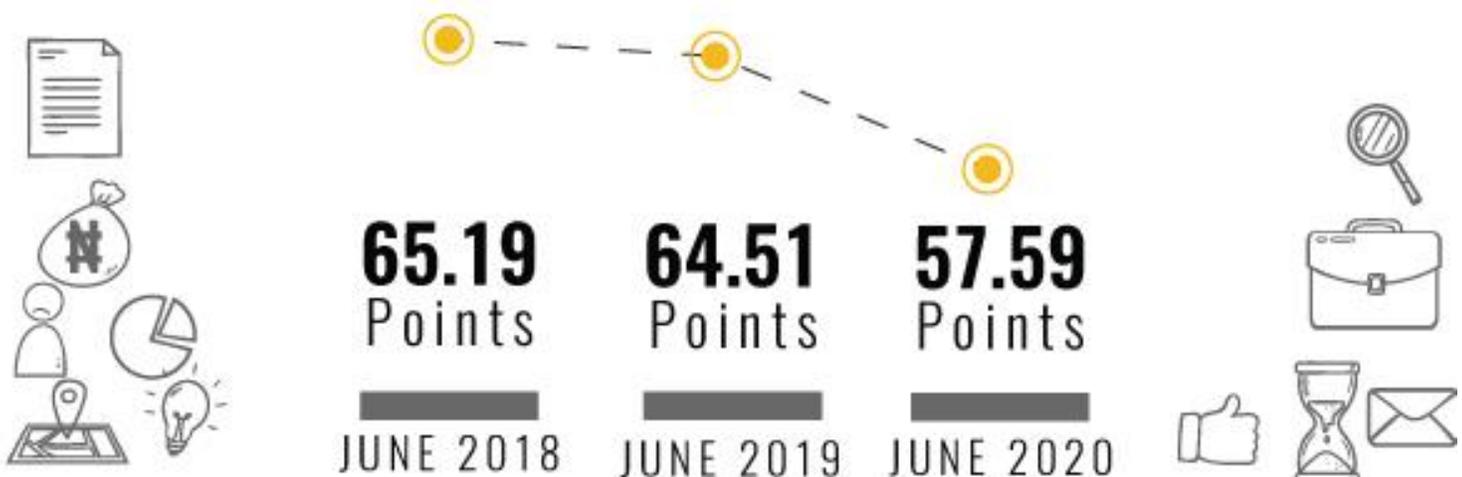


**42.97** Points  
Standard of Living



**33.13** Points  
Economic Situation

Personal Well-Being Index June, 2018, 2019, 2020.



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](http://www.noi-polls.com)

## The NOIPolls Personal Well-Being Index Stood At 57.6 In June 2020

**Abuja, Nigeria. July 7<sup>th</sup>, 2020**-The NOIPolls Personal Well-Being report for June 2020 stood at 57.6 points amidst the COVID-19 outbreak in Nigeria. The Personal Well-Being Index (PWBI) is determined by the satisfaction level of Nigerians on various components of their personal lives. Out of the seven indicators, the economic index (33.1-points), standard of living index (43.0-points) and achievement in life index (46.1-points) were the lowest ranking indices while religion index (82.0) had the highest point. The measures deployed in fighting COVID-19 outbreak in the country could also have contributed to the poor economic index amongst Nigerians. Therefore, there is an urgent need for the government at all level to improve the economy as this index may also directly or indirectly affect other indices. These are some of the key highlights from the personal well-being index 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 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.

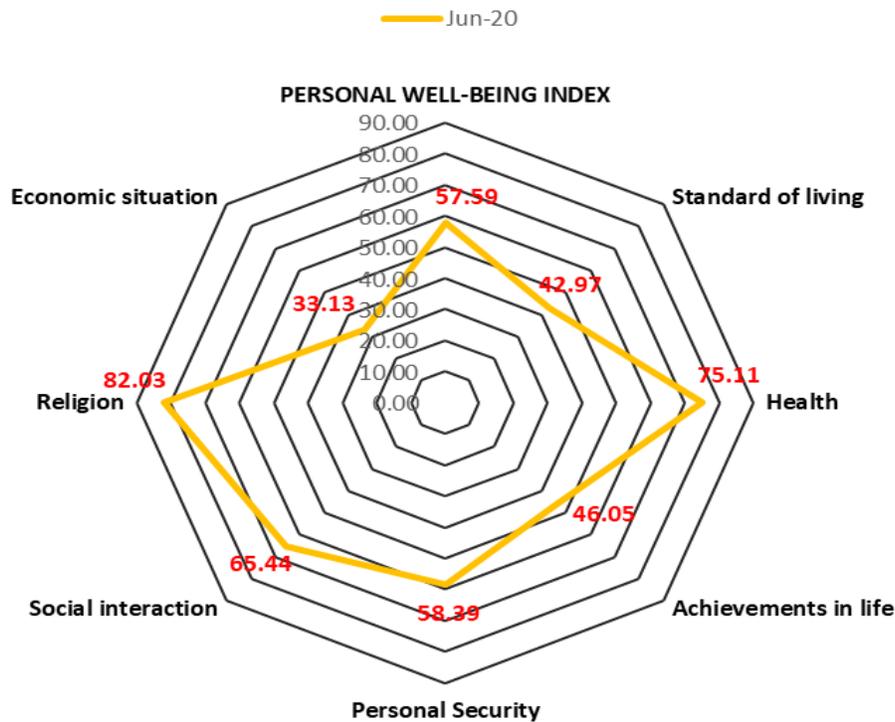
### The NOIPolls Personal Well-Being Index (PWBI)

A breakdown of the seven key indicators that comprise the PWBI showed that Nigerians are mostly satisfied with their **Religion (82.0-points)**, **Health (75.1-points)** and **Social interaction (65.4-points)** as they obtained points above average. However, while **personal security index (58.4-points)** was slightly above average, the remaining indices remained below average which may suggest that Nigerians are not satisfied with these indicators; they include **Achievement in Life (46.0-points)**, **Standard of living (43.0-points)** and **Economic situation (33.1-points)**.

In general, 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.

These seven key indicators that comprise the PWBI are highlighted in the chart below.

## Personal Well-Being Index & Individual Sub-indices June 2020, Mean Points



Source: NOIPolls – June 2020

In conclusion, the poll revealed that the PWBI for June 2020 stood at 57.6-points. The economic index was ranked the lowest and this is not unconnected with the reality and challenges posed by COVID-19 outbreak in the country. Therefore, addressing the current economic challenges will require the government to put in place an interim measure such as providing palliatives to Nigerians especially in the informal sector who depend on daily income for survival. This action will temporally yield sustained and real progress thereby raising the well-being of all Nigerians.

### Survey Methods

The Personal Well Being Index Poll was conducted in the week commencing **June 29, 2020**. 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](http://www.noi-polls.com).

### Disclaimer

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