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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

ELECTRICITY BILLING

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PERCEPTIONS ABOUT ELECTRICITY BILLING IMPROVED OVER PAST YEAR - October 22, 1999

A Gallup poll conducted in the first week of October (prior to the change of government) indicated that the popular perception about timely delivery of electricity bills and accuracy of measurement had noticeably improved over the period of a year. In a survey conducted in July 1998, 57% suspected that they were over billed because of tampering with electricity meter readings. This ratio dropped to 28% in a survey carried out in October 99. Similarly while 29% had complained of irregularity and late delivery of bills, in July 1998 the complaining population dropped to 12% by October 1999. The survey is part of customer satisfaction studies carried out by Gallup; these studies measure the rise and fall of customer satisfaction on a number of issues.

The survey was conducted with statistically selected men and women in more than 1000 households all over the country. They represented a cross section of various income, educational and regional backgrounds. The complete text of Gallup weekly poll may be seen on the internet at www.gallup.com.pk