

17th January, 2024

FOR NEARLY HALF (46%) OF BUSINESSES, ELECTRICITY COSTS COMPRISE BETWEEN 21% AND 50% OF THEIR TOTAL COST OF BUSINESS: GALLUP PAKISTAN BUSINESS CONFIDENCE INDEX

تقریباً نصف (46%) کاروباری اداروں کے مطابق اُن کے کاروبار کی ماہانہ کل لاگت/ اخراجات کا 21% سے 50% حصہ بجلی کی قیمت پر مشتمل ہوتا ہے۔

Question: In your total cost of business for a month, what percentage is the electricity cost?





PRESS RELEASE

Opinion Poll

Economy

General



For nearly half (46%) of businesses, electricity costs comprise between 21% and 50% of their total cost of business: Gallup Pakistan Business Confidence Index

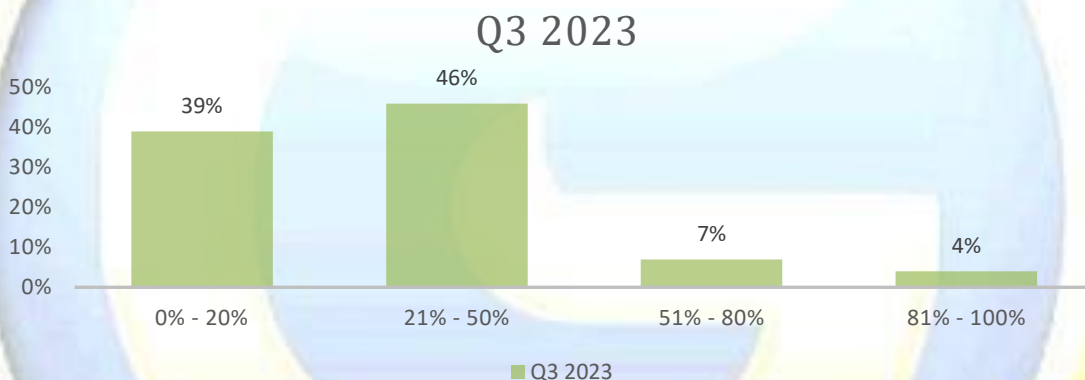
(Islamabad) 17th, January 2024

According to a survey conducted by Gallup & Gilani Pakistan, for nearly half (46%) of businesses, electricity costs comprise between 21% and 50% of their total cost of business.

Report for the Business Confidence Survey Q3 2023 can be accessed [here](#).

A nationally representative sample of businesses from across the country was asked the question, “In your total cost of business for a month, what percentage is the electricity cost?” In response, 39% said ‘0%-20%’, 46% said ‘21%-50%’, 7% said ‘51%-80%’, and 4% said ‘81%-100%’.

Question: In your total cost of business for a month, what percentage is the electricity cost?



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 531 businesses across Pakistan, conducted from December 5th to December 13th 2023. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

STAT OF THE DAY

Pakistan is the tenth-largest global producer of rice.

Source: [Bilal Gilani - Tweet](#)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

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GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)