

STUDENT EXPECTATION SURVEY

October, 2020

GALLUP
P A K I S T A N

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab



Introduction

Gallup Pakistan Student Expectation Survey is the first of its kind as it aims to measure students' aspirations and attitudes during the initial year of their undergraduate degree with an aim to track how their ideals and hopes change over the duration of their undergraduate program.

Gallup Pakistan's Students Expectation Survey (Online) has been filled by 1,014 students from across the four provinces and from Gilgit Baltistan & AJK. It is one of the most representative surveys of around 2.4 million students in higher education.

This initiative is part of Gallup Pakistan's activity to create better understanding of the future of Higher Education in Pakistan among various stakeholders.

The activity was not externally funded.

Gallup Pakistan wishes to run similar surveys in a regular fashion to understand what students expect from their university education and how the Higher Education System, and the GoP can facilitate in meeting these expectations. We are looking to build consortium of universities to continue the dialogue and are open to ideas.

EXECUTIVE SUMMARY

- 9 in 10 aspiring students aim to enroll in an advanced degree after graduation
- For more than 4 in 5 aspiring students, helping others who are in difficulty is very important while for 7 in 10 students being successful in their own business is very important
- 2 in 5 respondents aim to earn a masters degree, followed by 1 in 3 expecting to earn a PhD, more rural than urban respondents hope to get a PhD
- 4 in 5 aspiring students expect their university experience to prepare them extremely or very well for graduate studies.
- 1 in 4 aspiring students are pessimistic about how well their universities can prepare them to contribute to society
- Nearly 9 in 10 aspiring students expect their universities to prepare them extremely or very well for their future career

EXECUTIVE SUMMARY

- To become a better educated person (94%), to develop one's mind and intellectual abilities (90%), to meet educational requirements for chosen occupation (87%) , and to pursue a higher qualification (88%) were the most popular reasons cited by aspiring students for continuing their education
- When applying to universities, parents/relatives appear to be a major source of information for 60% aspiring students. This is followed by university teachers (55%) and friends at university (48%), College classmates (45%) and campus visits (45%). when applying to universities
- 1 in 2 aspiring students believe that university is an excellent value
- An overwhelming majority of aspiring students (83%) believes that university today is not affordable for most people.
- Only 1 in 5 aspiring students believe that students/their families should themselves pay for university, while majority believes other combinations of financing should be used
- More than 1 in 3 aspiring students rate the quality of higher education as average in comparison to the rest of the world, while 15% rate it as one of the best

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SECTION I:

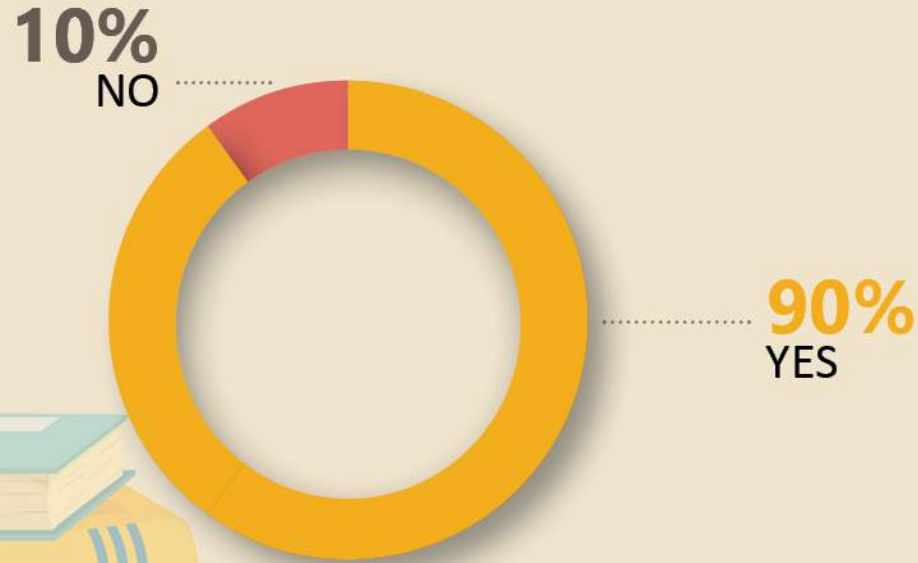
CURRENT & FUTURE

ASPIRATIONS



9 IN 10 ASPIRING UNDERGRADUATE STUDENTS EXPECT TO ENROLL IN AN ADVANCED DEGREE AFTER GRADUATION

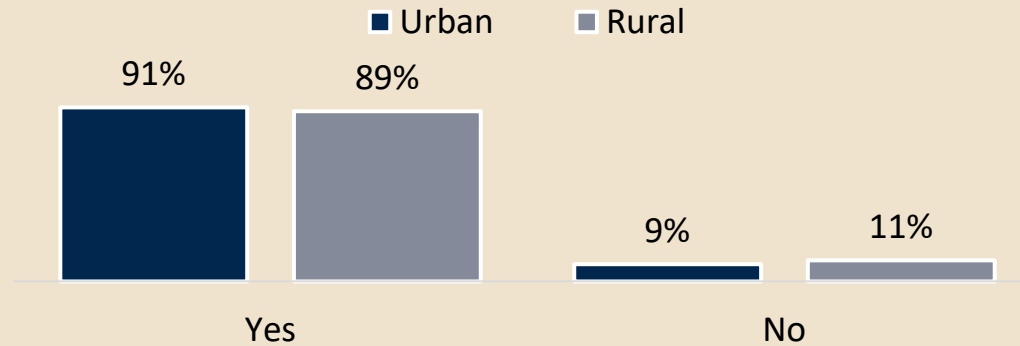
Do you expect to enroll for an advanced degree when, or if, you complete your undergraduate degree?



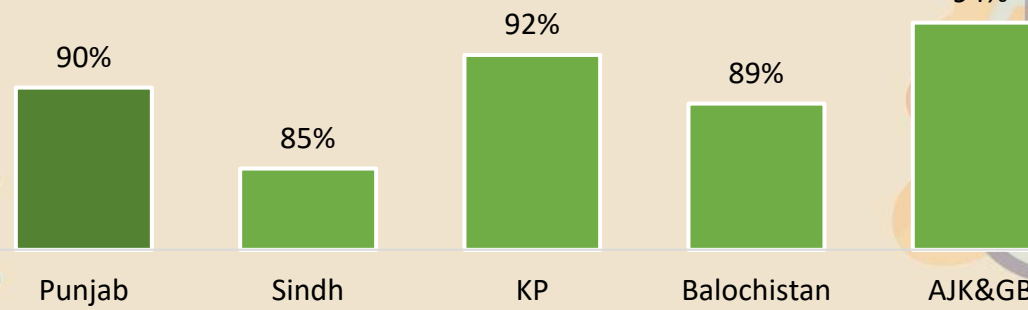
91% URBAN AND 89% RURAL AREA STUDENTS EXPECT TO ENROLL IN AN ADVANCED DEGREE AFTER GRADUATION

Question: Do you expect to enroll for an advanced degree when, or if, you complete your undergraduate degree?

Urban-Rural Breakdown



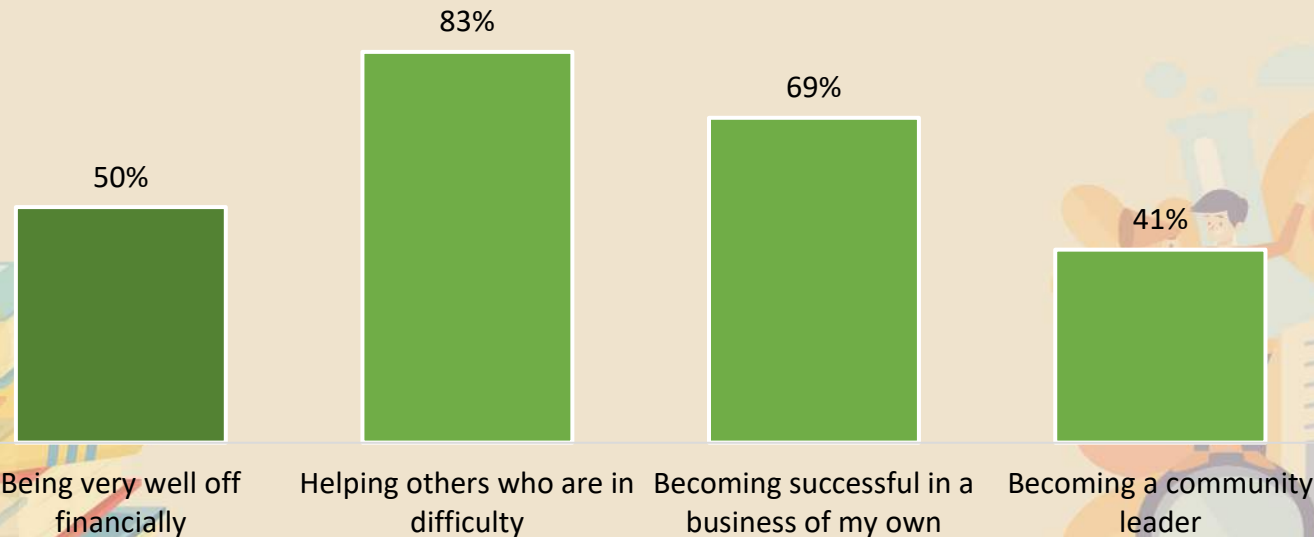
Provincial Breakdown



'HELPING OTHERS WHO ARE IN DIFFICULTY' APPEARS TO BE VERY IMPORTANT FOR A MAJORITY OF PAKISTANI STUDENTS

Question: How important are each of the following to you personally? [Helping others who are in difficulty]

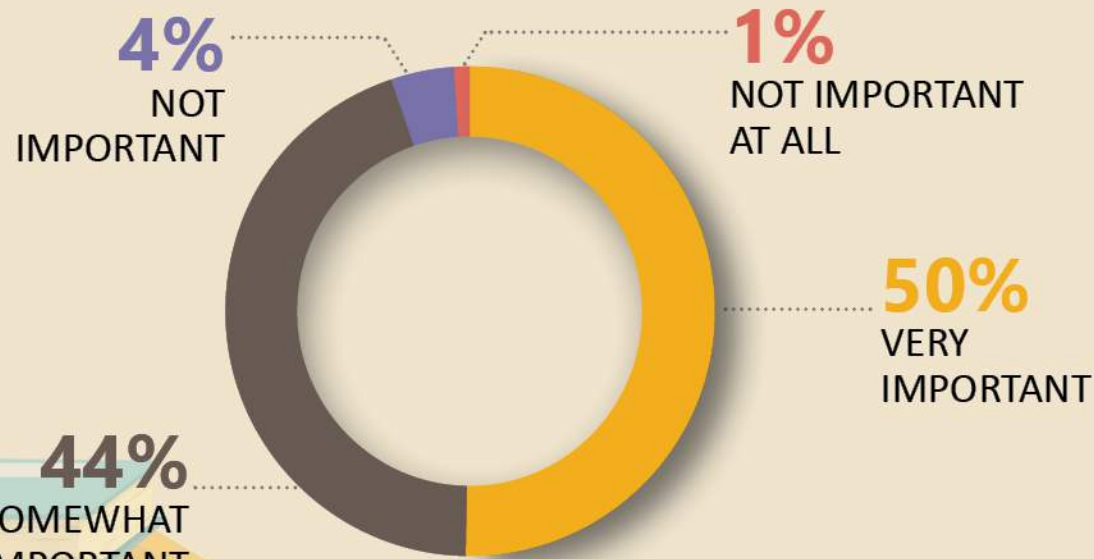
All Pakistan



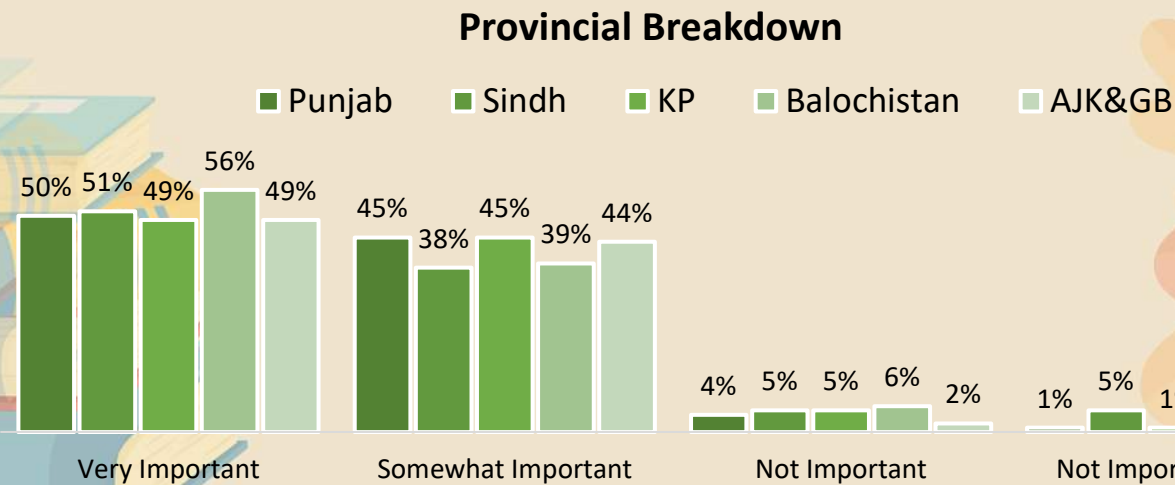
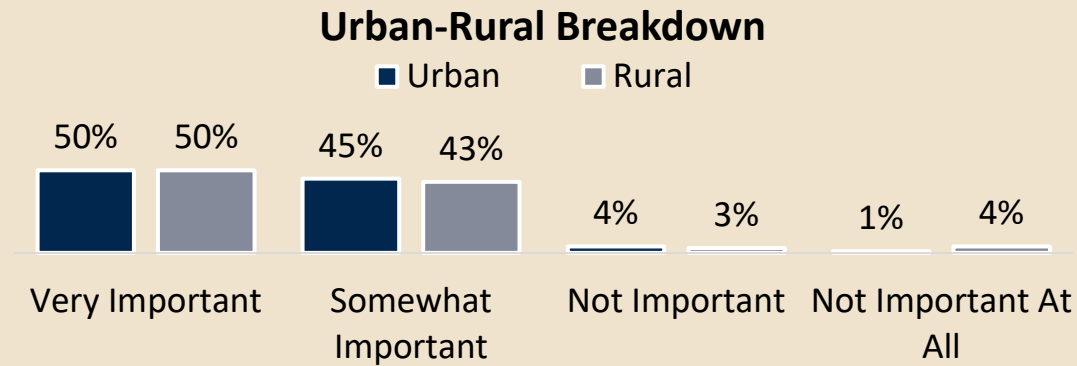
*This is a multiple response question

FOR MORE THAN 9 IN 10 STUDENTS, BEING VERY WELL OFF FINANCIALLY IS IMPORTANT

*How important are each of the following to you personally?
[Being very well off financially]*



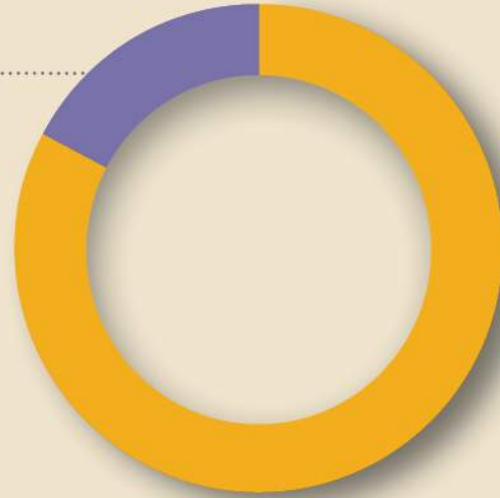
STUDENTS FROM BALOCHISTAN MOST LIKELY TO AGREE THAT BEING VERY WELL OFF FINANCIALLY IS VERY IMPORTANT



FOR MORE THAN 4 IN 5 STUDENTS, HELPING OTHERS WHO ARE IN DIFFICULTY IS VERY IMPORTANT

*How important are each of the following to you personally?
[Helping others who are in difficulty]*

17%
NOT
IMPORTANT

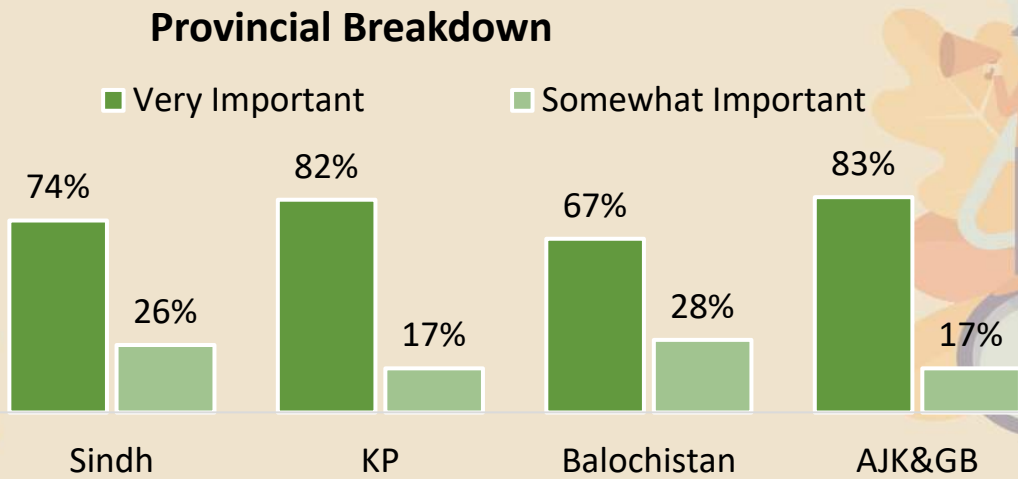
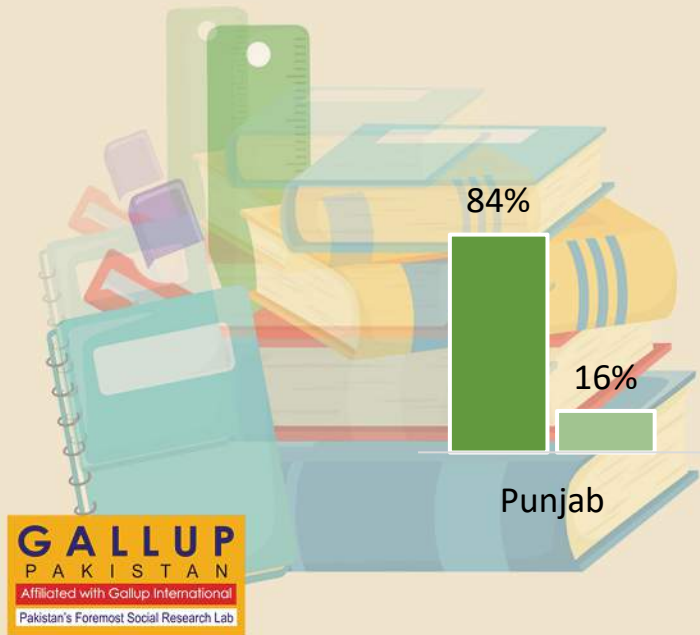
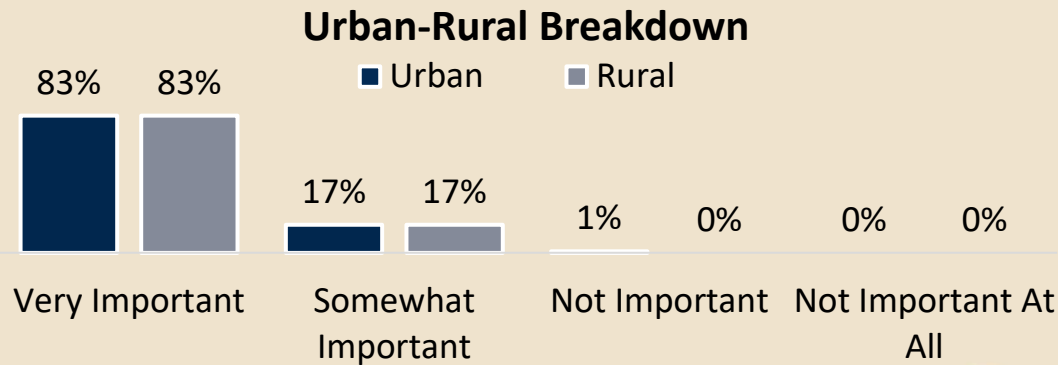


83%
VERY
IMPORTANT



HELPING OTHERS IS CONSIDERED TO BE IMPORTANT BY A MAJORITY OF STUDENTS ACROSS ALL PROVINCES

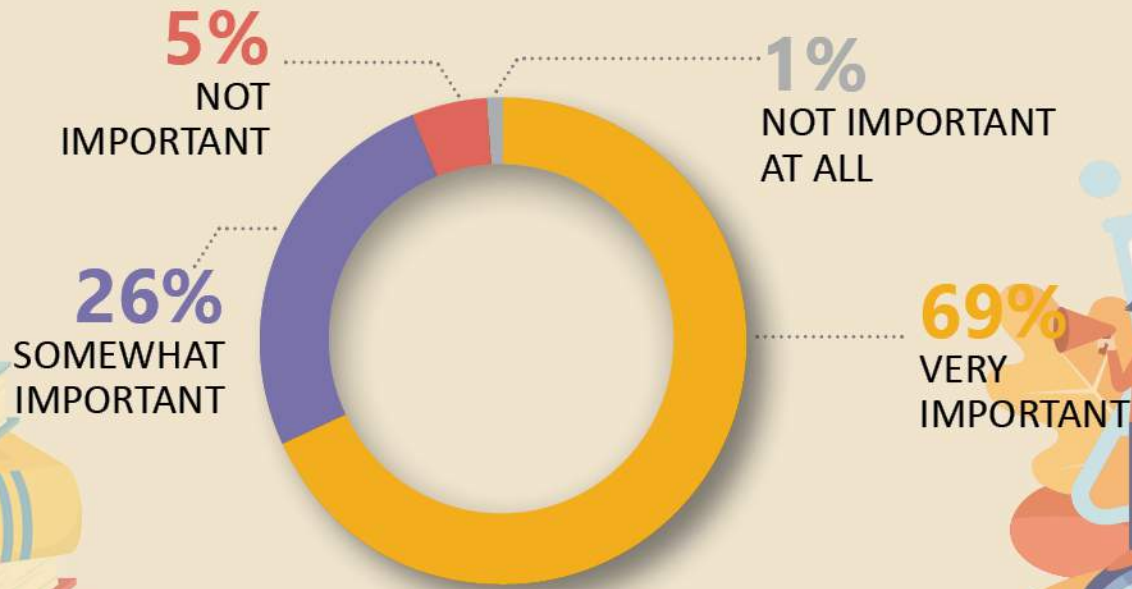
Question: How important are each of the following to you personally? [Helping others who are in difficulty]



Source: Gallup Pakistan Student Expectation Survey 2020₁₃

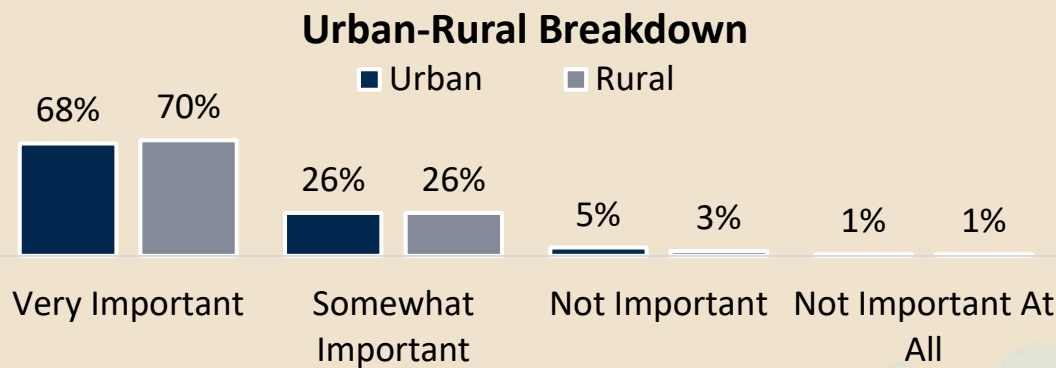
FOR NEARLY 7 IN 10 STUDENTS, BEING SUCCESSFUL IN THEIR OWN BUSINESS IS VERY IMPORTANT

*How important are each of the following to you personally?
[Becoming successful in a business of my own]*

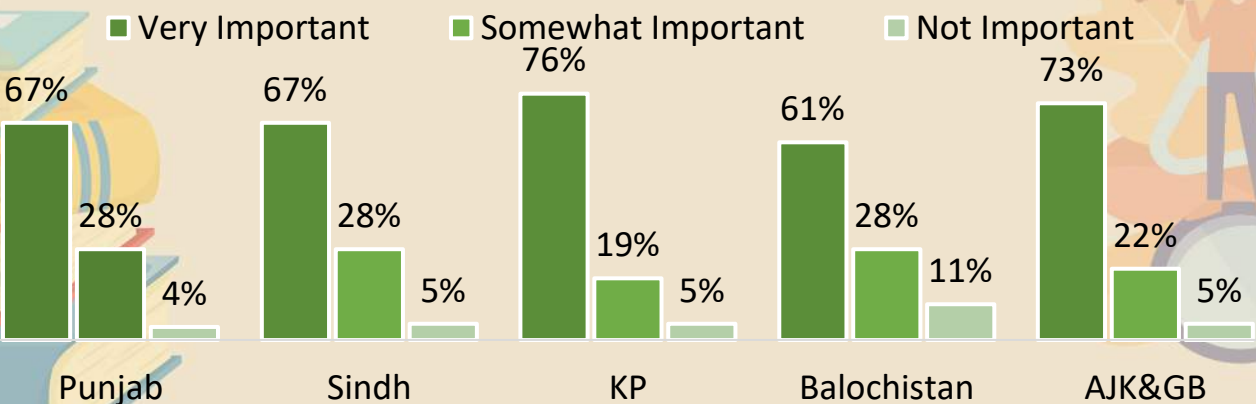


ASPIRING STUDENTS FROM KP MOST LIKELY TO CONSIDER BEING SUCCESSFUL IN THEIR OWN BUSINESS AS VERY IMPORTANT

Question: How important are each of the following to you personally? [Becoming successful in a business of my own]

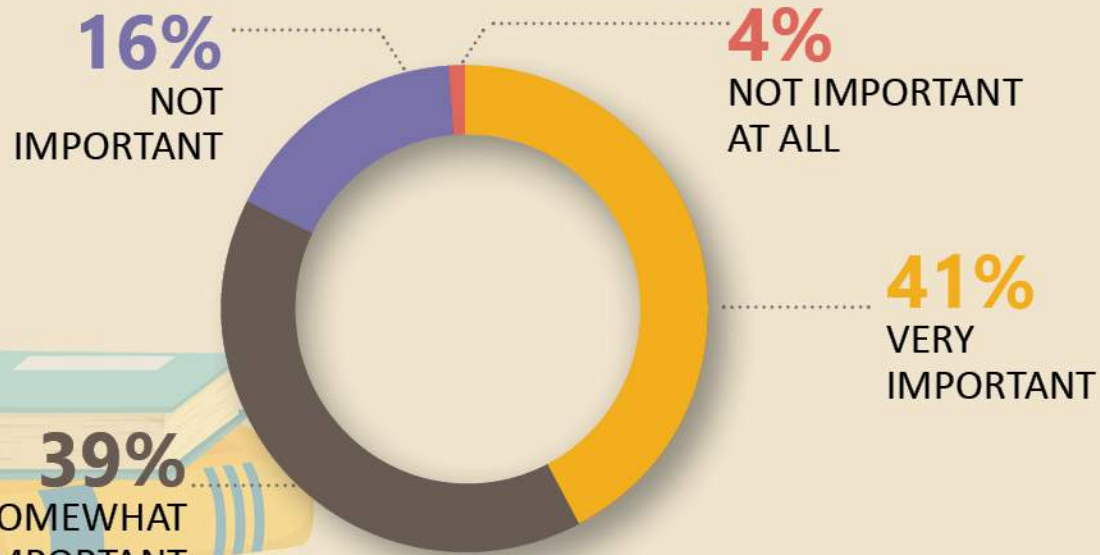


Provincial Breakdown



FOR 1 IN 5 STUDENTS, BECOMING A COMMUNITY LEADER IS NOT IMPORTANT

*How important are each of the following to you personally?
[Becoming a community leader]*

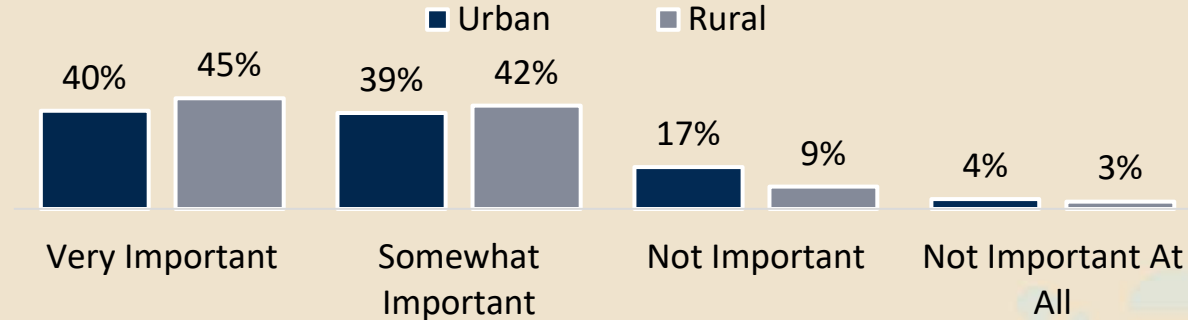


COMPARED TO STUDENTS FROM URBAN AREAS (40%), MORE RURAL AREA STUDENTS (45%) CONSIDER BECOMING A COMMUNITY LEADER VERY IMPORTANT

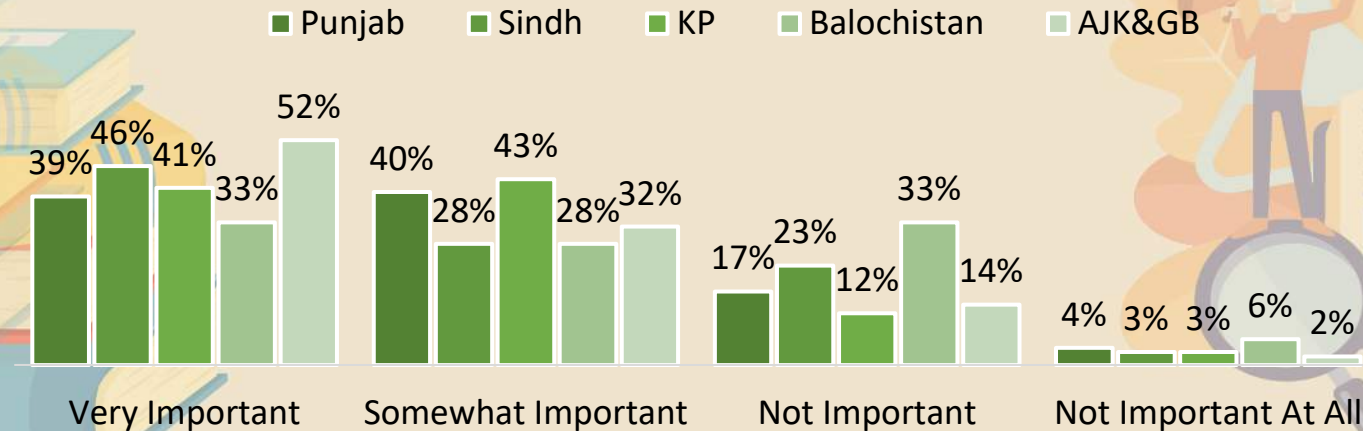
Question: How important are each of the following to you personally? [Becoming a community leader]



Urban-Rural Breakdown



Provincial Breakdown



SECTION II:

FUTURE EXPECTATIONS

FROM A UNIVERSITY

DEGREE



2 IN 5 RESPONDENTS EXPECT TO EARN A MASTERS DEGREE, FOLLOWED BY 1 IN 3 EXPECTING TO EARN A PHD, MORE RURAL THAN URBAN RESPONDENTS

What is the highest degree you expect to earn?

Master's Degree

42%

PhD

32%

Bachelor's Degree

16%

Medical Degree

2%

Law Degree

2%

Second Bachelor's Degree

1%

Others

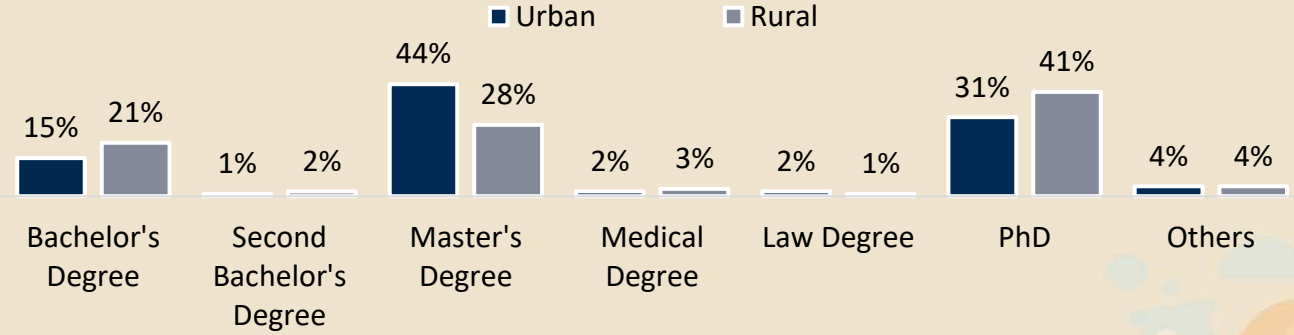
4%



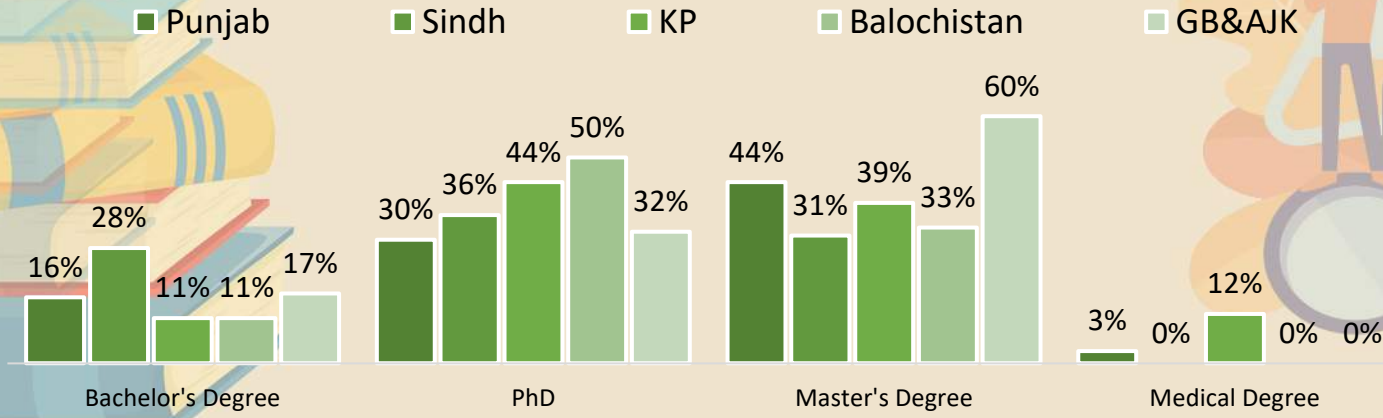
MORE RURAL (41%) THAN URBAN RESPONDENTS (31%) ASPIRE TO GET A PHD; HIGHEST PROPORTION OF ASPIRING STUDENTS WHO ASPIRE TO GET A PHD IS FROM BALOCHISTAN

Question: What is the highest degree you expect to earn?

Urban-Rural Breakdown

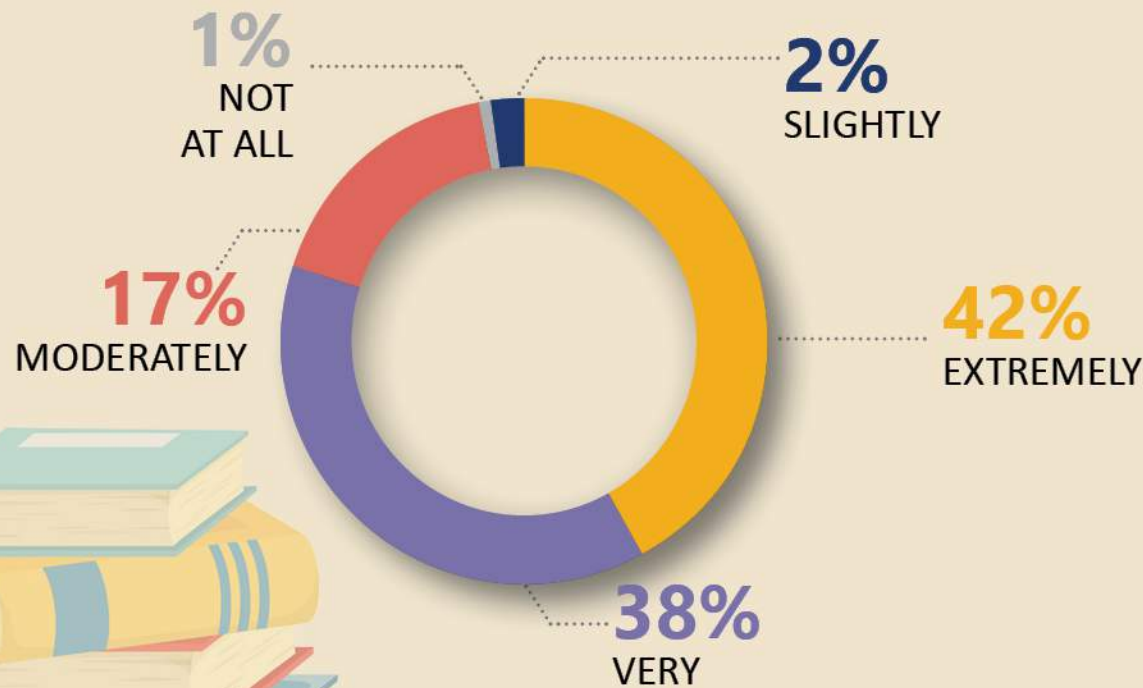


Provincial Breakdown



4 IN 5 ASPIRING STUDENTS EXPECT THEIR UNIVERSITY EXPERIENCE TO PREPARE THEM EXTREMELY OR VERY WELL FOR GRADUATE STUDIES.

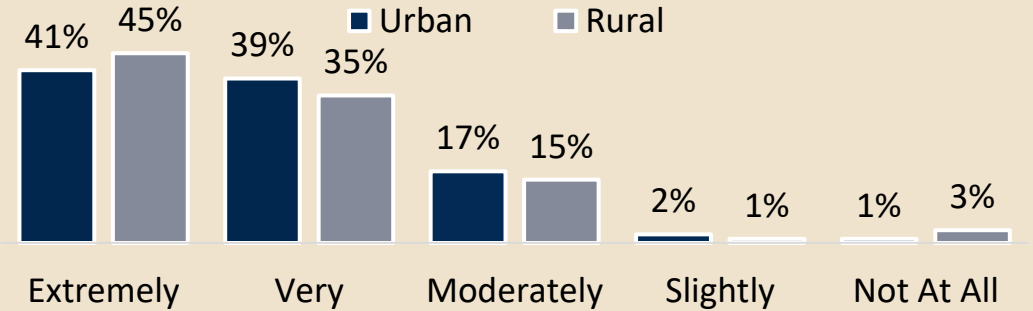
*How well do you expect your University experience to prepare you for?
[Graduate School]*



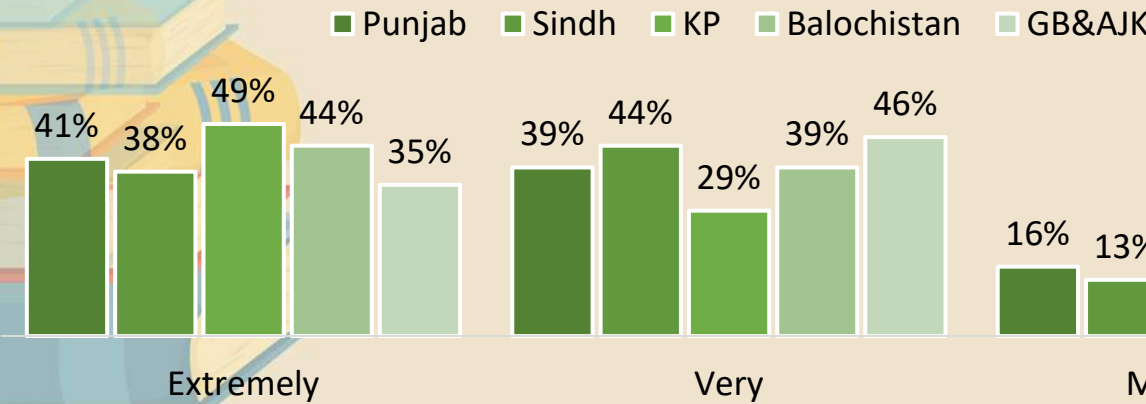
49% ASPIRING STUDENTS FROM KP EXPECT THEIR UNIVERSITY EXPERIENCE TO PREPARE THEM EXTREMELY WELL FOR GRADUATE SCHOOL

Question: *How well do you expect your University experience to prepare you for? [Graduate School]*

Urban-Rural Breakdown



Provincial Breakdown



NEARLY 9 IN 10 ASPIRING STUDENTS EXPECT THEIR UNIVERSITIES TO PREPARE THEM EXTREMELY OR VERY WELL FOR THEIR FUTURE CAREER

How well do you expect your University experience to prepare you for? [Your Future career]

Extremely

59%

Very

27%

Moderately

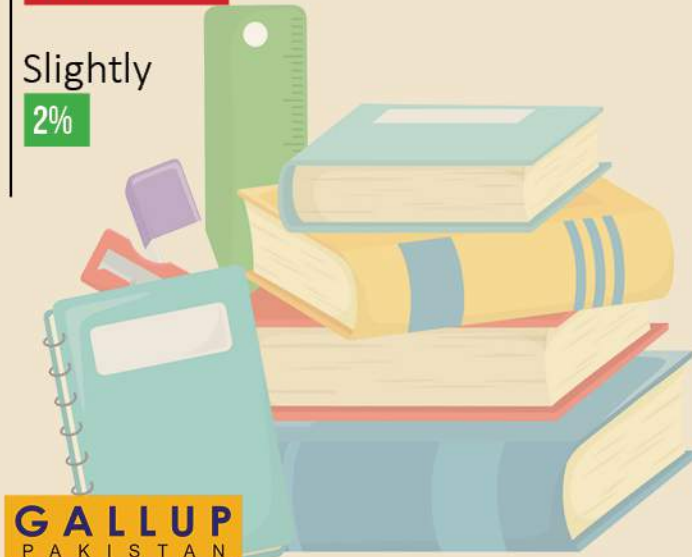
10%

Slightly

2%

Not at All

1%

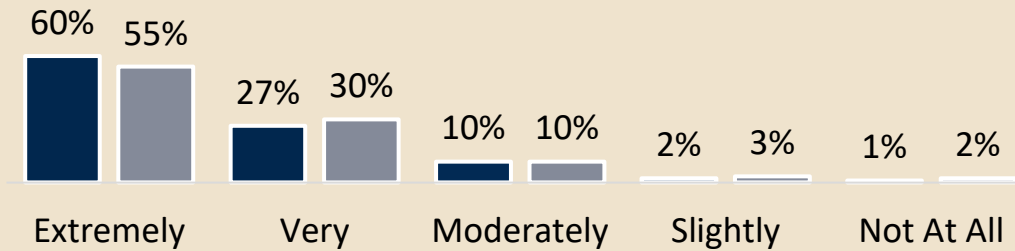


NEARLY 9 IN 10 ASPIRING STUDENTS EXPECT THEIR UNIVERSITIES TO PREPARE THEM EXTREMELY OR VERY WELL FOR THEIR FUTURE CAREER

Question: How well do you expect your University experience to prepare you for? [Your Future career]

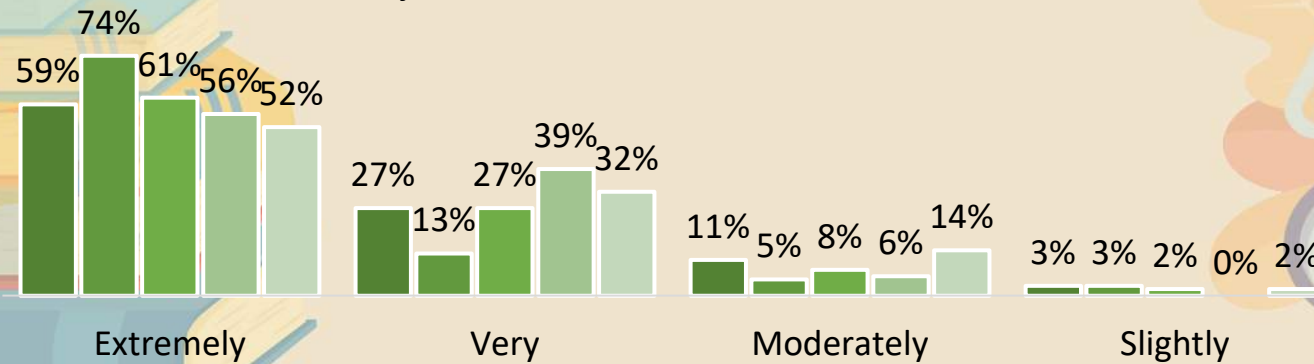
Urban-Rural Breakdown

■ Urban ■ Rural



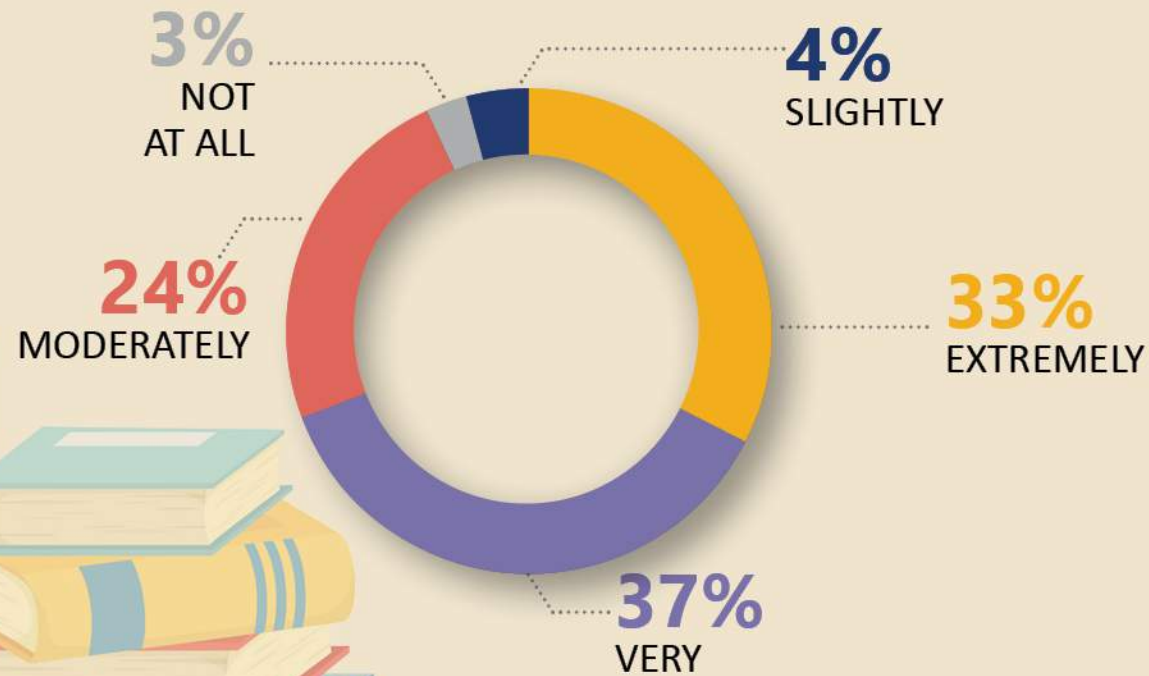
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



NEARLY 1 IN 3 ASPIRING STUDENTS ARE SKEPTICAL OF HOW WELL THEIR UNIVERSITY EXPERIENCE CAN PREPARE THEM FOR EVERYDAY LIFE

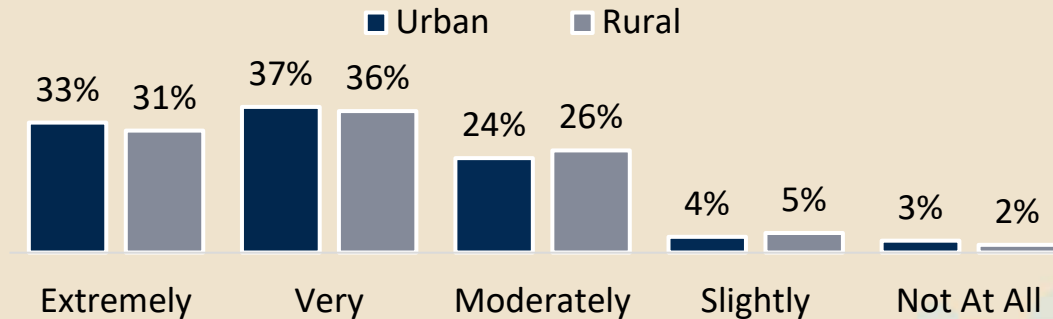
*How well do you expect your University experience to prepare you for?
[Everyday life]*



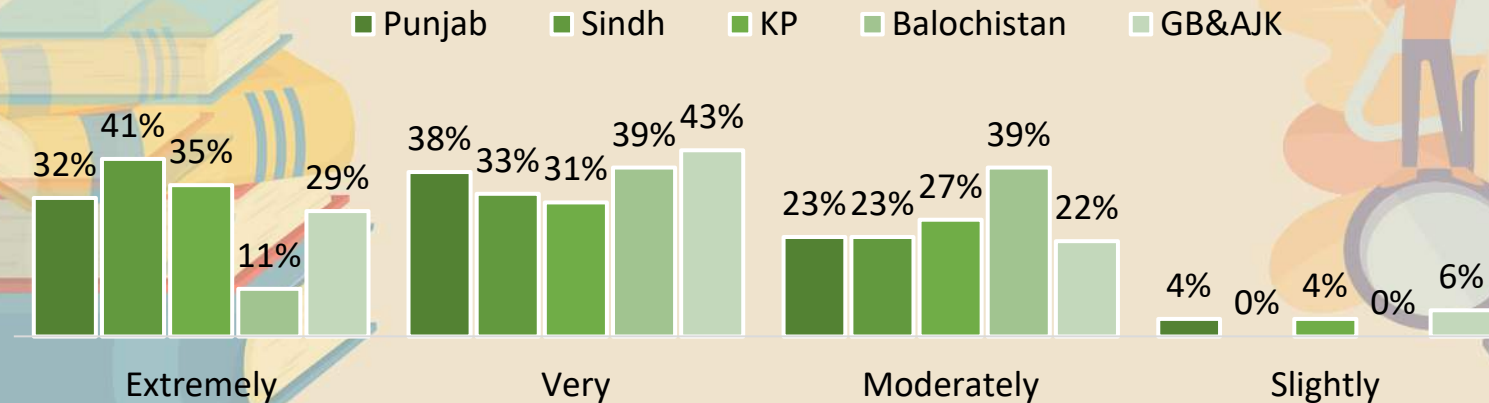
41% ASPIRING STUDENTS FROM SINDH AND 35% FROM KP EXPECT THEIR UNIVERSITY EXPERIENCE TO PREPARE THEM EXTREMELY WELL FOR EVERYDAY LIFE

Question: How well do you expect your University experience to prepare you for? [Everyday life]

Urban-Rural Breakdown

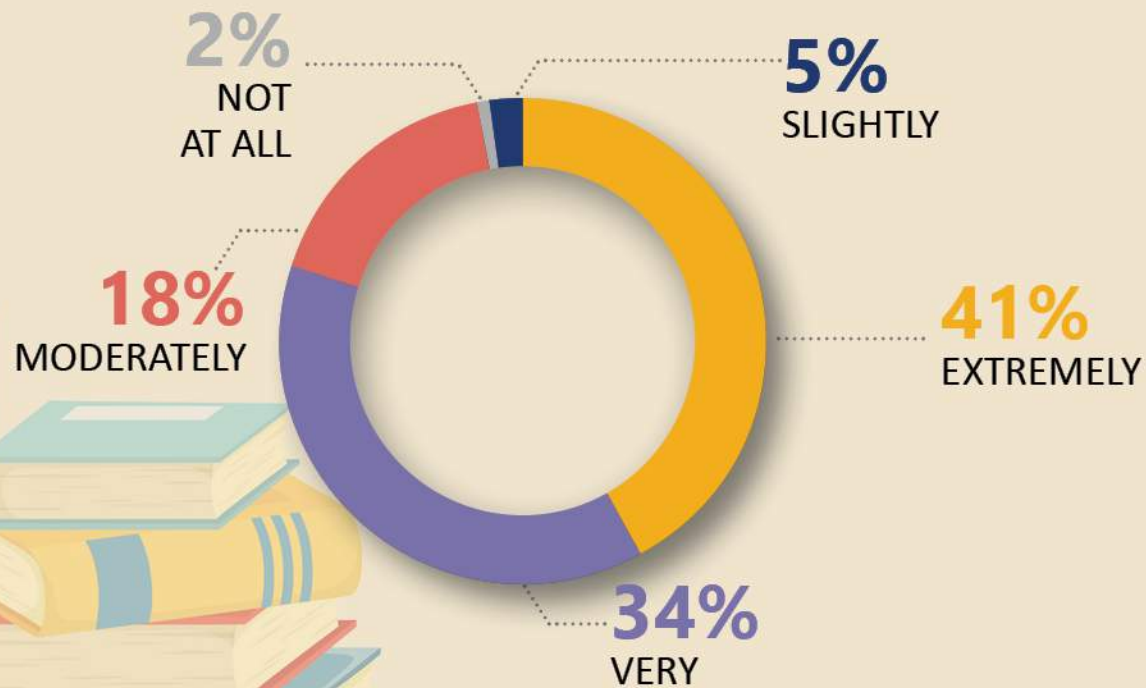


Provincial Breakdown



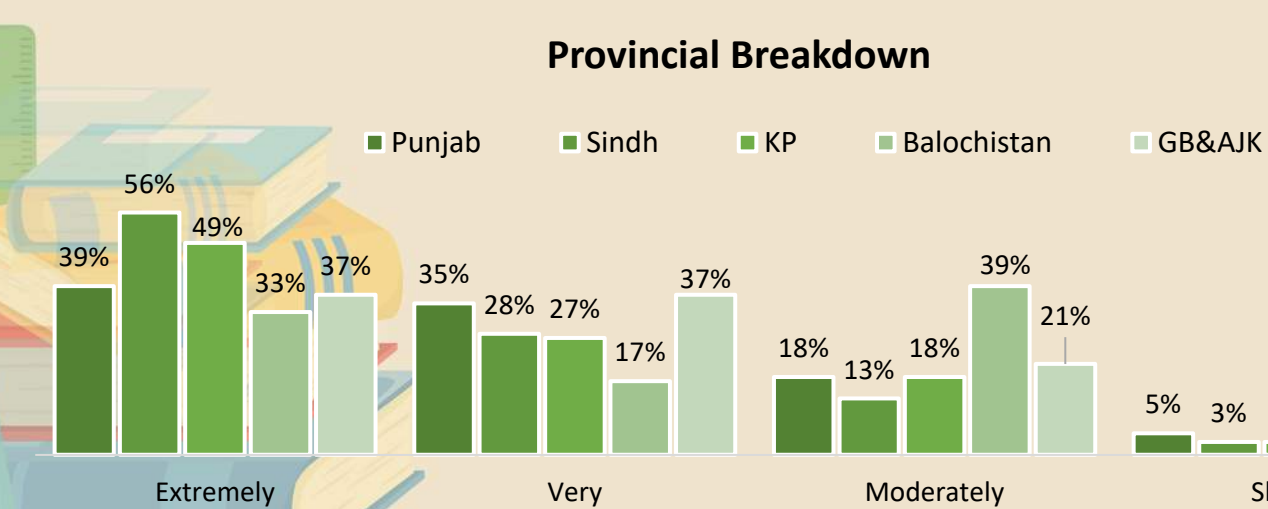
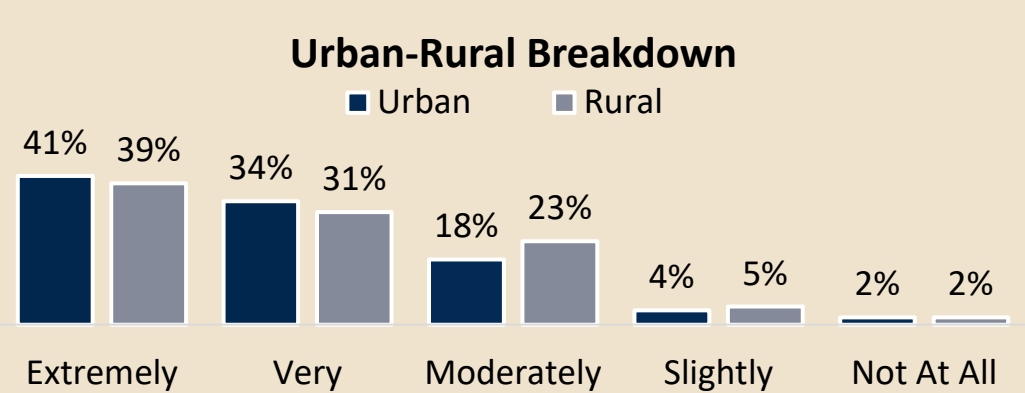
1 IN 4 STUDENTS ARE PESSIMISTIC OF HOW WELL THEIR UNIVERSITIES CAN PREPARE THEM TO CONTRIBUTE TO SOCIETY

*How well do you expect your University experience to prepare you for?
[Contributing to Society]*



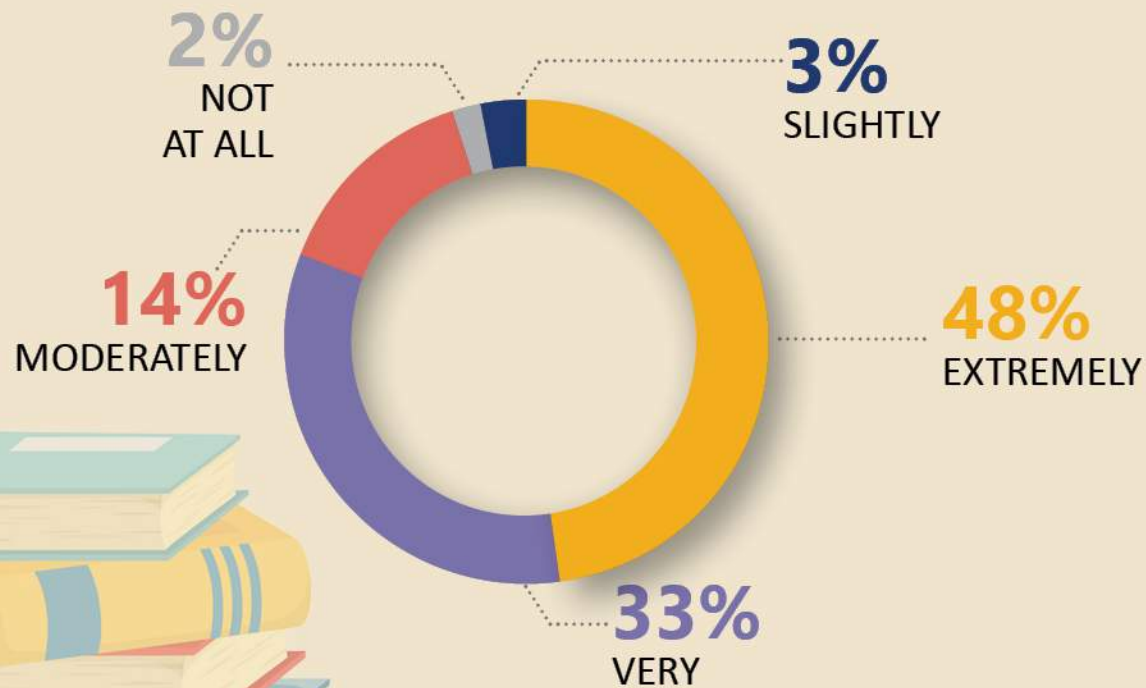
STUDENTS FROM BALOCHISTAN MOST PESSIMISTIC ABOUT THEIR UNIVERSITY EXPERIENCE PREPARING THEM TO CONTRIBUTE TO SOCIETY

Question: How well do you expect your University experience to prepare you for? [Contributing to society]



1 IN 5 STUDENTS DO NOT EXPECT THEIR UNIVERSITIES TO PREPARE THEM WELL FOR LIFE-LONG LEARNING

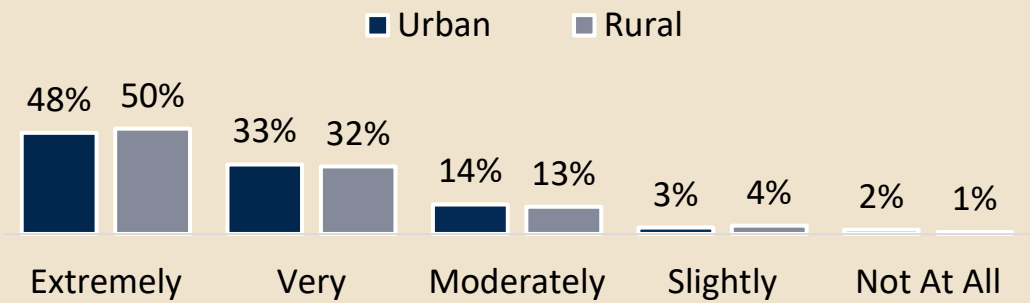
*How well do you expect your University experience to prepare you for?
[Life-long learning]*



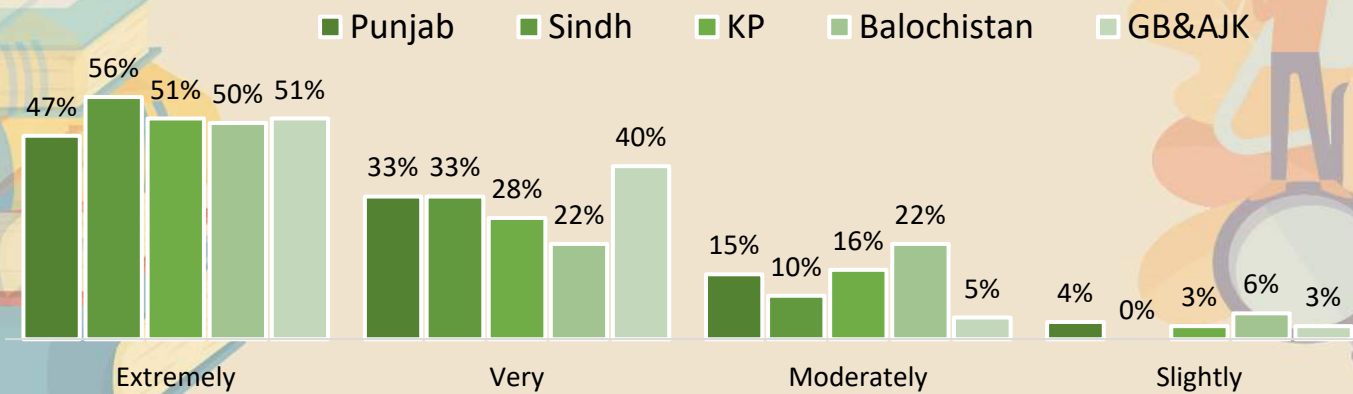
STUDENTS FROM SINDH MOST LIKELY TO BELIEVE THAT THEIR UNIVERSITY EXPERIENCE WILL PREPARE THEM WELL FOR LIFE-LONG LEARNING

Question: How well do you expect your University experience to prepare you for? [Life-long learning]

Urban-Rural Breakdown



Provincial Breakdown



SECTION III:

MAJOR SOURCES

OF INFORMATION

FOR UNIVERSITY

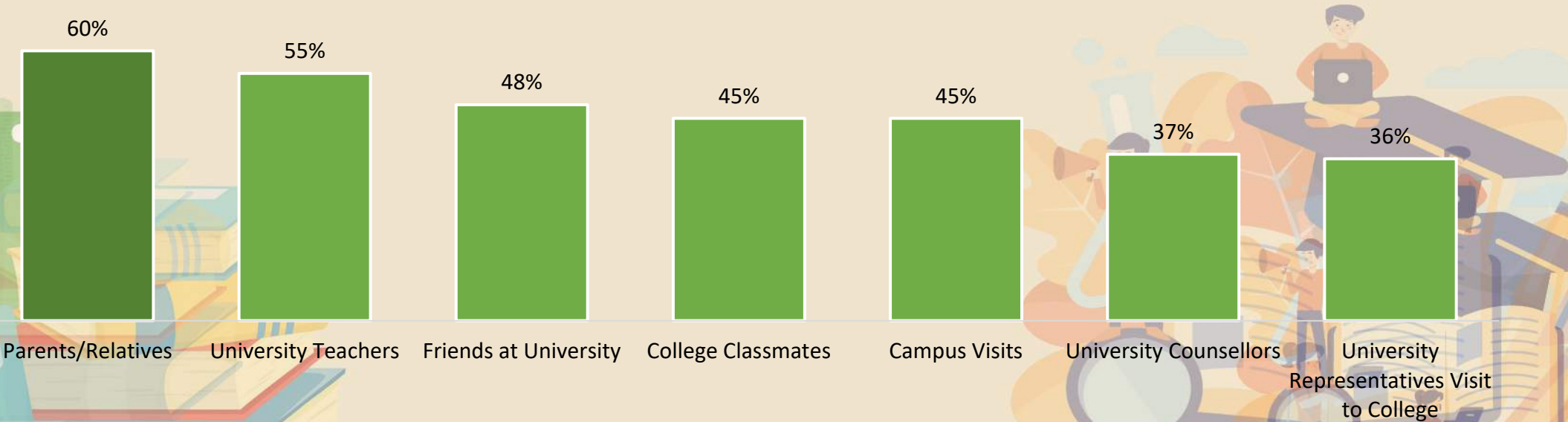
SELECTION



WHEN APPLYING TO UNIVERSITIES, PARENTS/RELATIVES APPEAR TO BE A MAJOR SOURCE OF INFORMATION FOR 60% ASPIRING STUDENTS

Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?

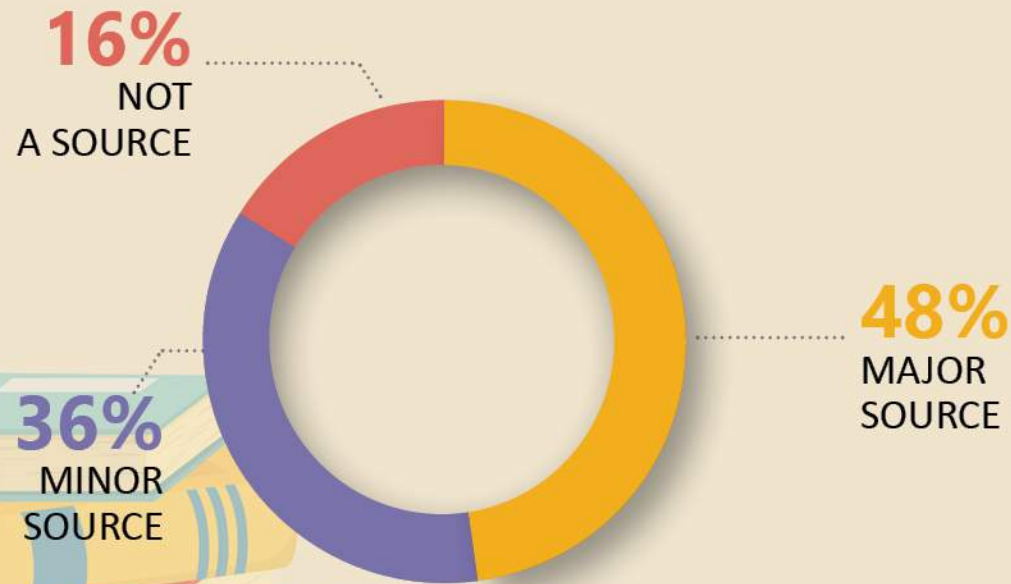
All Pakistan (Major Sources)



*This is a multiple response question

FOR 1 IN 2 STUDENTS, FRIENDS WERE A MAJOR SOURCE OF INFORMATION FOR THE UNIVERSITIES THAT THEY ARE APPLYING FOR

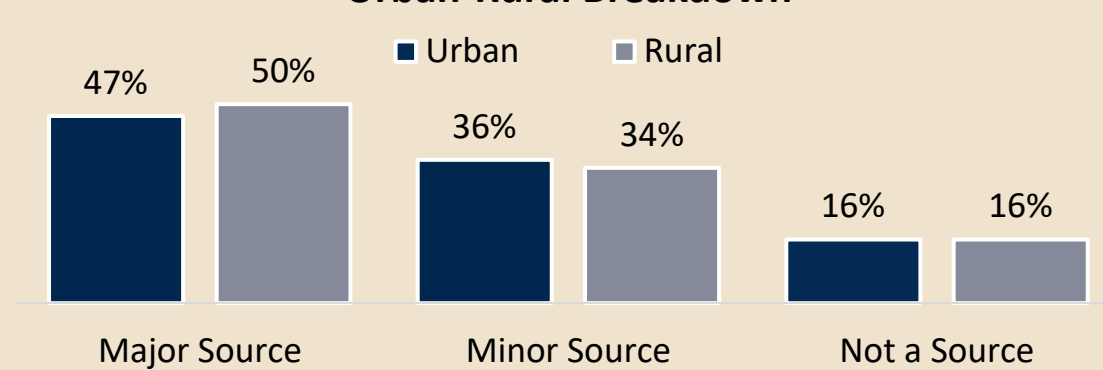
Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [Friends At University]



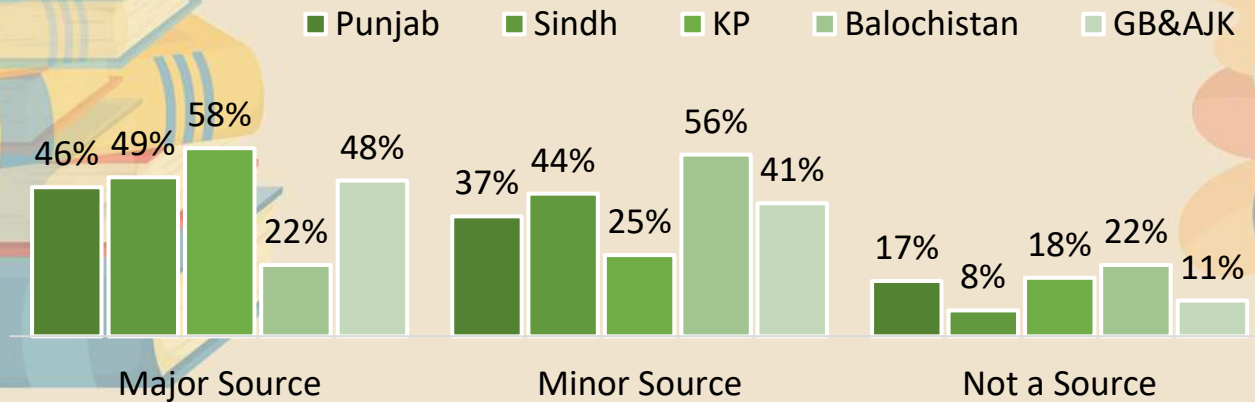
FOR 58% STUDENTS IN KP, FRIENDS WERE A MAJOR SOURCE OF INFORMATION

*Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[Friends At University]*

Urban-Rural Breakdown

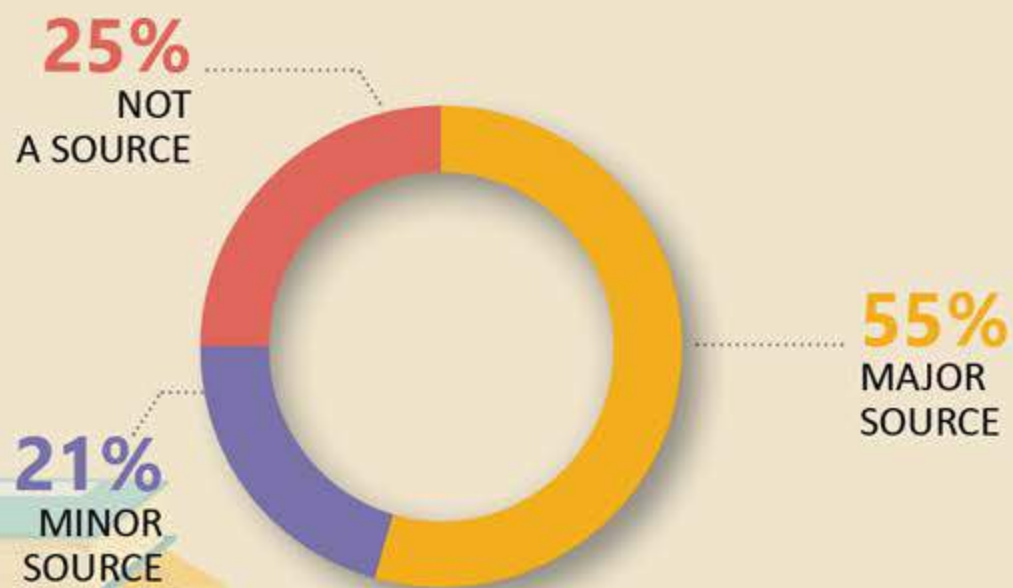


Provincial Breakdown



FOR 1 IN 2 STUDENTS, UNIVERSITY TEACHERS WERE A MAJOR SOURCE OF INFORMATION

Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [University Teachers]

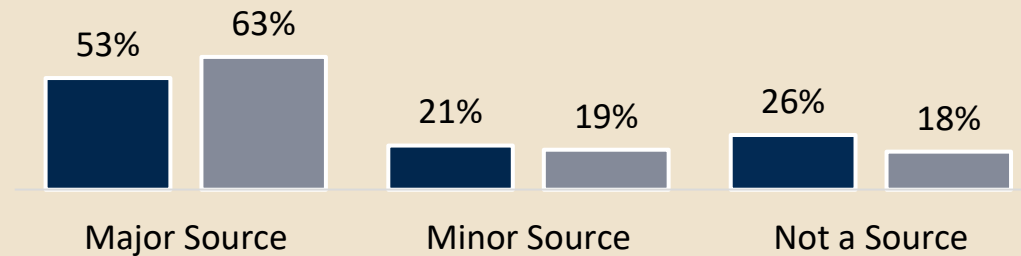


FOR 62% ASPIRING STUDENTS IN KP, UNIVERSITY TEACHERS WERE A MAJOR SOURCE

Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[University Teachers]

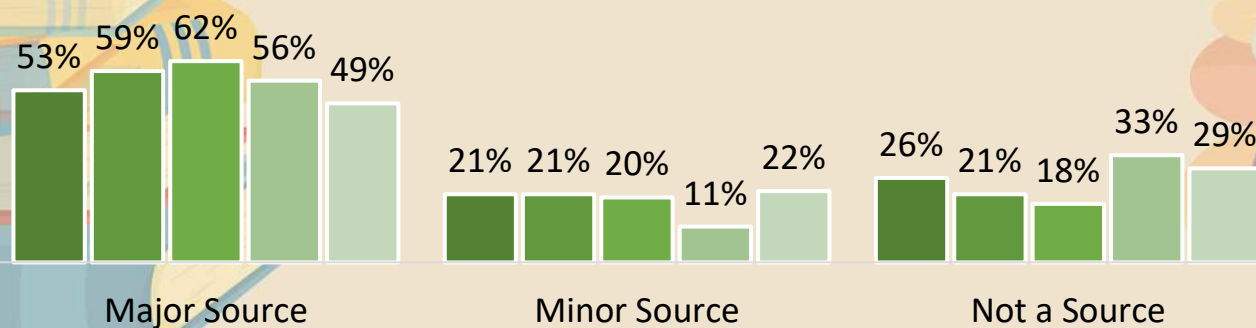
Urban-Rural Breakdown

■ Urban ■ Rural



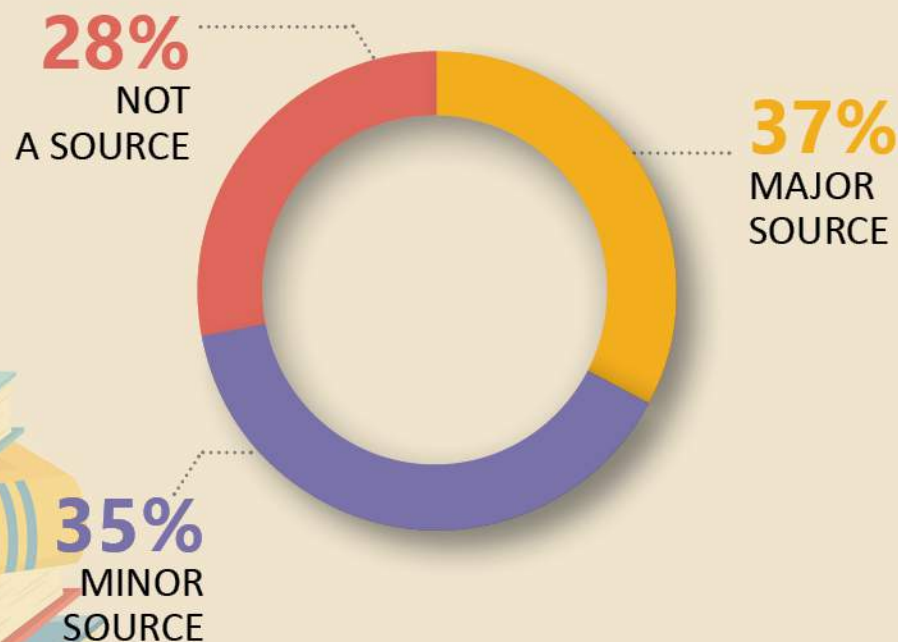
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



UNIVERSITY COUNSELLORS WERE A MAJOR SOURCE FOR 37% ASPIRING STUDENTS AND A MINOR SOURCE FOR 35% ASPIRING STUDENTS

Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [University Counsellors]

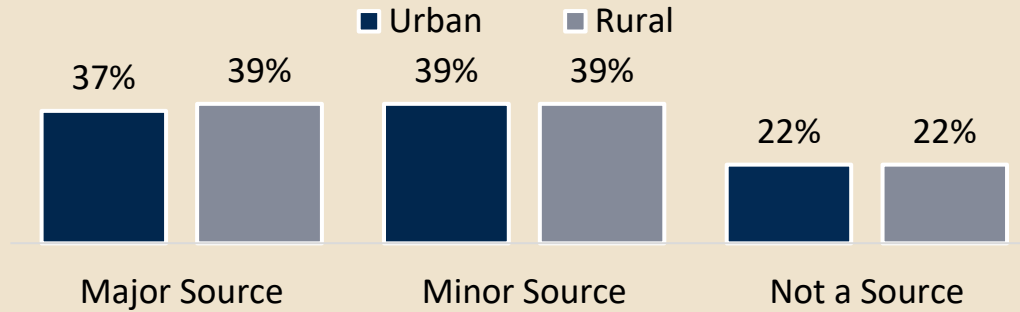


51% ASPIRING STUDENTS FROM SINDH AND 50% FROM BALOCHISTAN SAID THAT UNIVERSITY COUNSELLORS WERE A MAJOR SOURCE OF INFORMATION

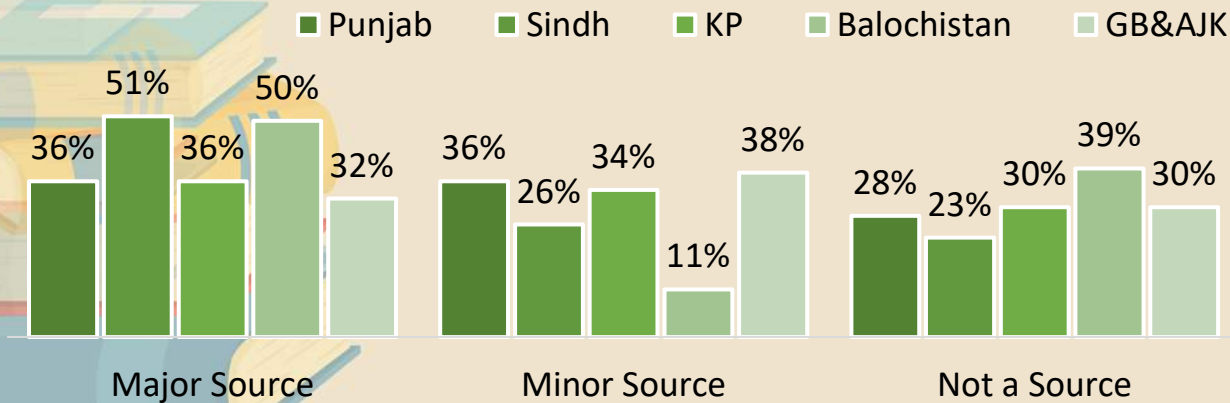
*Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[University Counsellors]*



Urban-Rural Breakdown

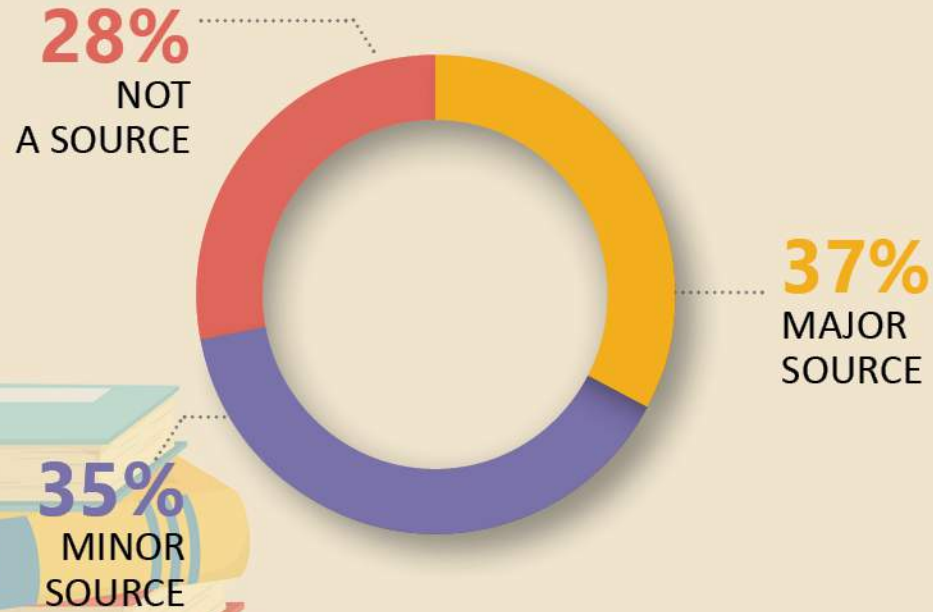


Provincial Breakdown



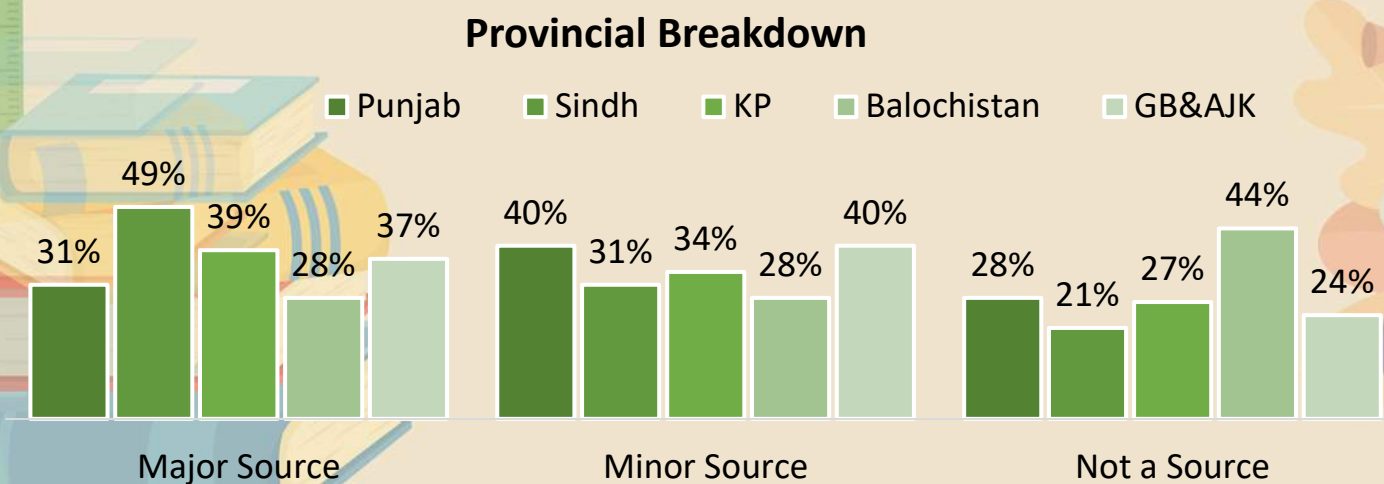
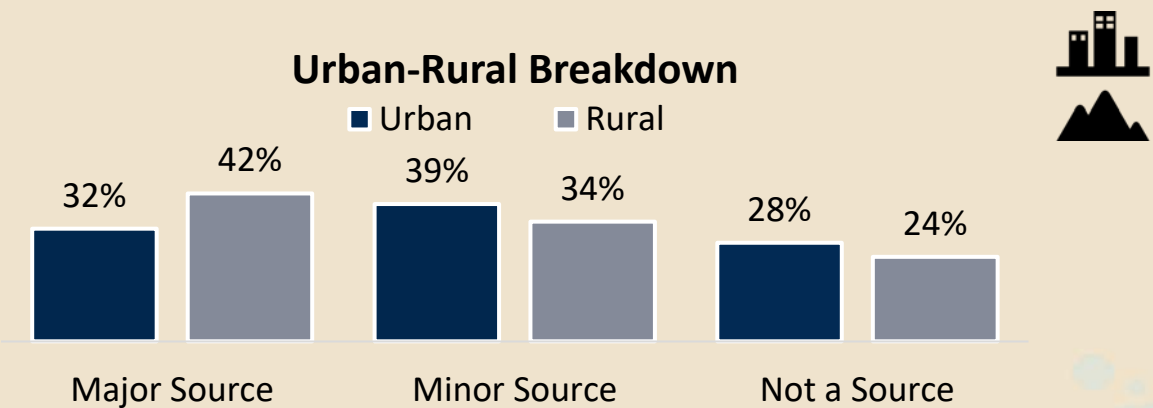
FOR 2 IN 3 STUDENTS, UNIVERSITY ADMINISTRATION WAS NOT A MAJOR SOURCE OF INFORMATION

Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [University Administrators]



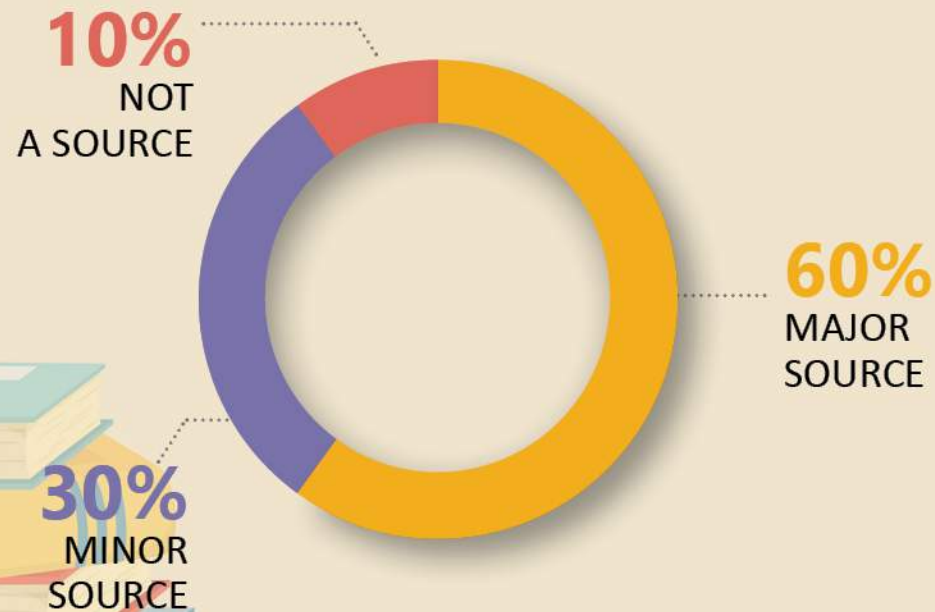
UNIVERSITY ADMINISTRATION A MAJOR SOURCE FOR 42% ASPIRING RURAL AREA STUDENTS AND 32% ASPIRING URBAN AREA STUDENTS

Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[University Administrators]



2 IN 3 STUDENTS REPORTED PARENTS/RELATIVES AS A MAJOR SOURCE OF INFORMATION, NEARLY 3 IN 4 STUDENTS FROM SINDH & BALOCHISTAN REPORTED PARENTS/RELATIVES TO BE A MAJOR SOURCE

Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [Parents/Relatives]

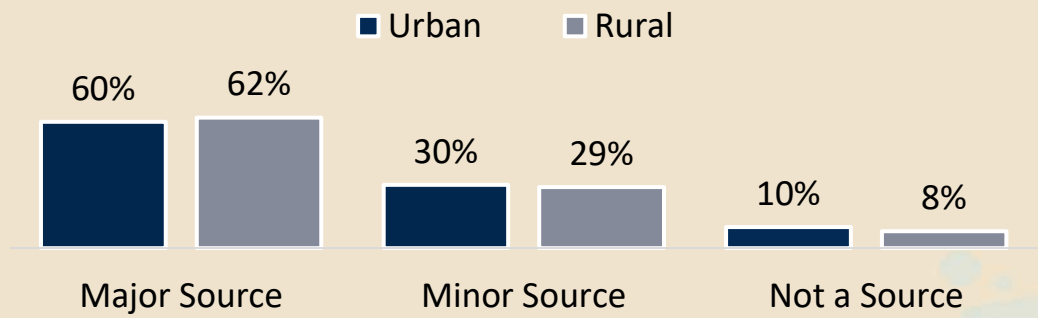


NEARLY 3 IN 4 STUDENTS FROM SINDH & BALOCHISTAN REPORTED PARENTS/RELATIVES TO BE A MAJOR SOURCE

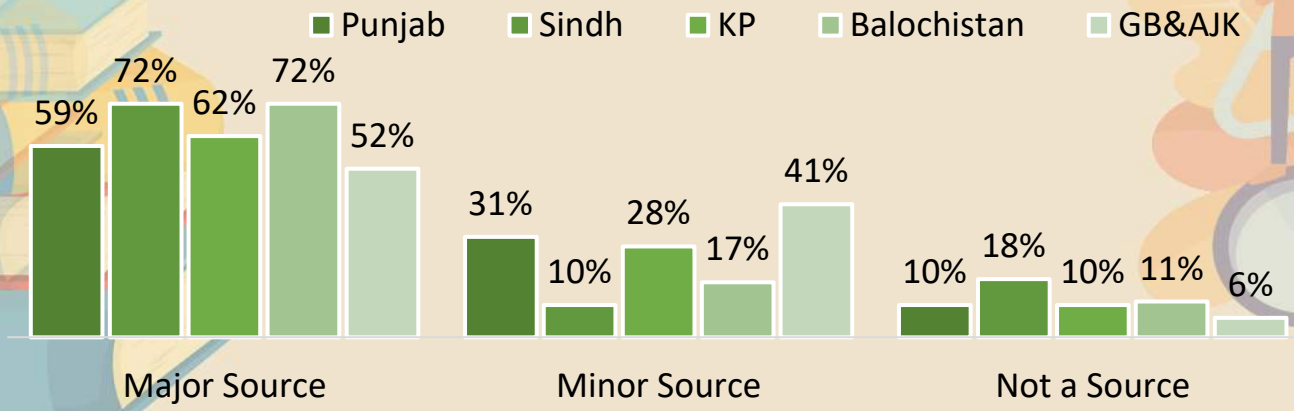
Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[Parents/Relatives]



Urban-Rural Breakdown

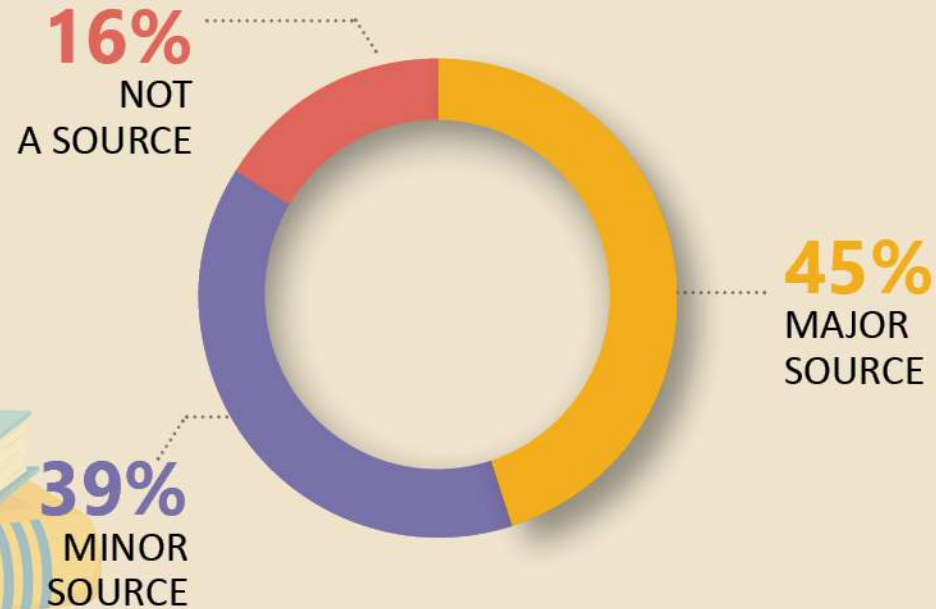


Provincial Breakdown



COLLEGE CLASSMATES WERE A MAJOR SOURCE OF INFORMATION FOR NEARLY HALF THE STUDENTS

Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [College Classmates]



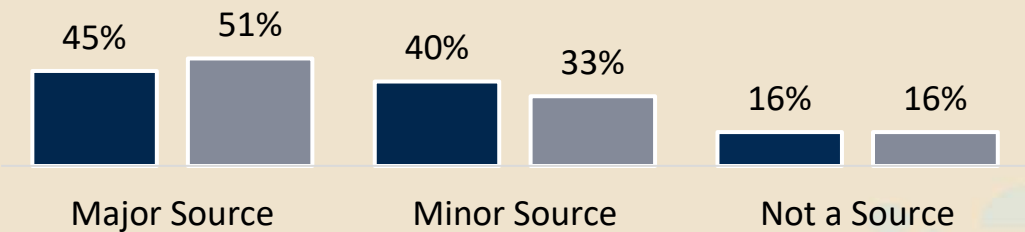
COLLEGE CLASSMATES WERE A MAJOR SOURCE OF INFORMATION FOR NEARLY HALF THE STUDENTS

Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to
[College Classmates]



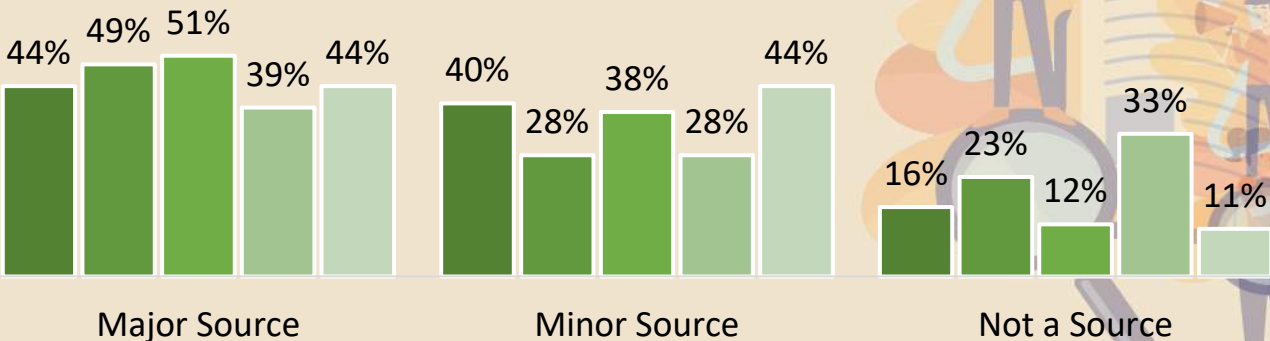
Urban-Rural Breakdown

■ Urban ■ Rural



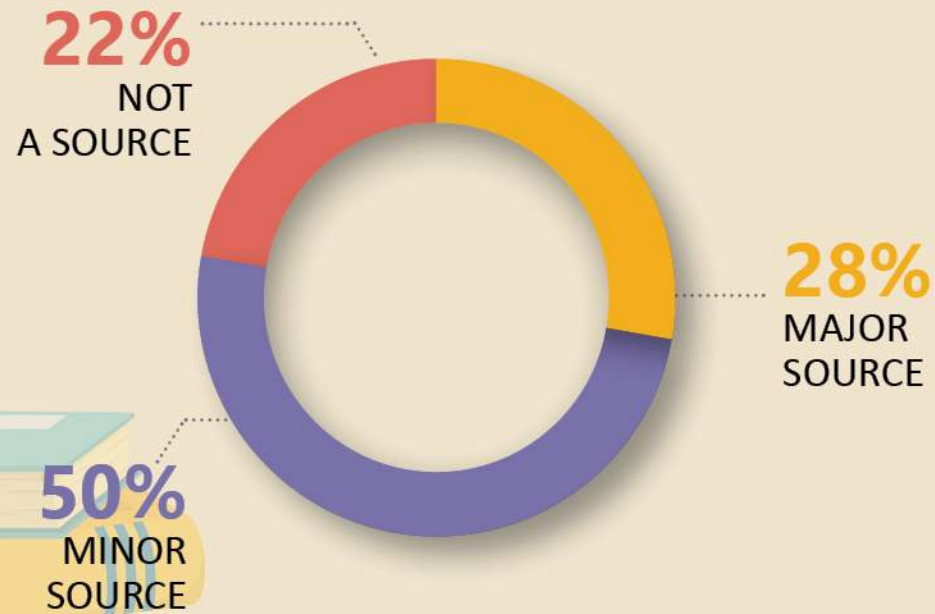
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



FOR NEARLY 1 IN 4 STUDENTS, UNIVERSITY CATALOG WAS NOT A SOURCE OF INFORMATION

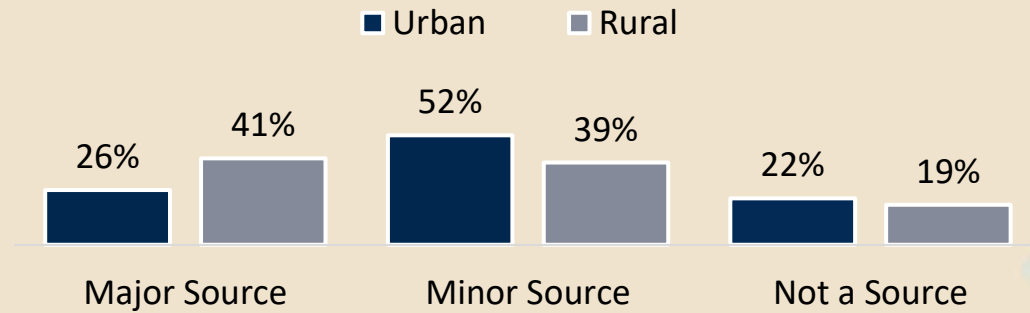
Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [University Catalog]



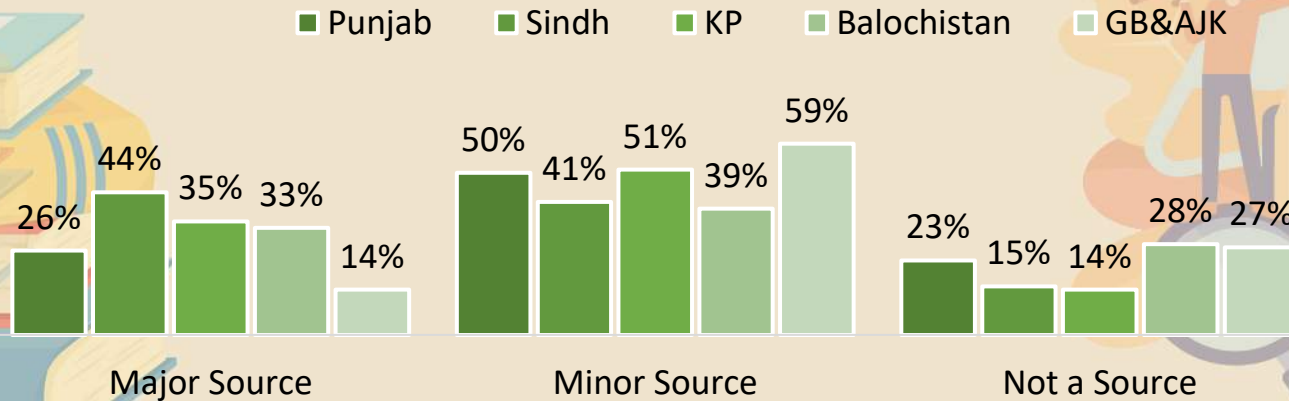
44% ASPIRING STUDENTS FROM SINDH CONSIDER UNIVERSITY CATALOGUE TO BE A MAJOR SOURCE OF INFORMATION

Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[University Catalog]

Urban-Rural Breakdown

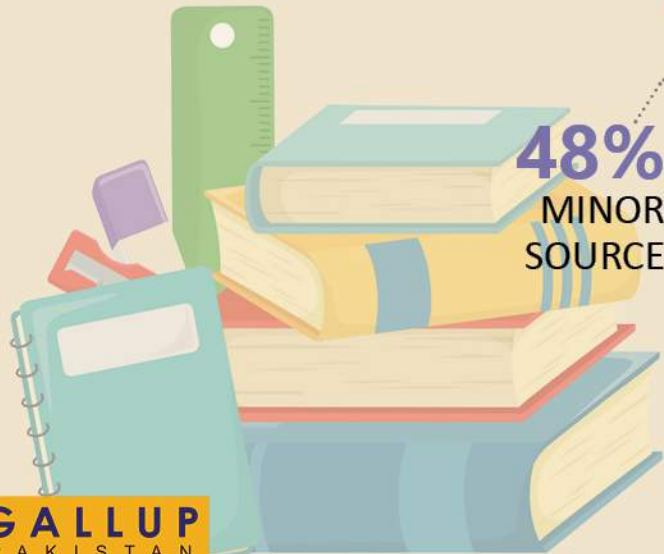
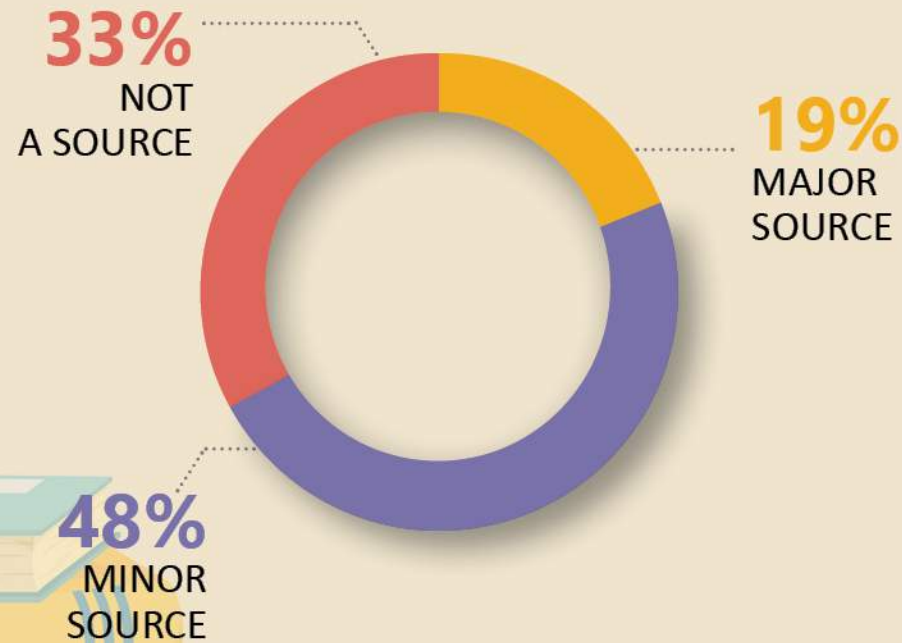


Provincial Breakdown



COLLEGE BROCHURE/ PAMPHLETS WERE NOT SOURCE OF INFORMATION FOR 1 IN 3 STUDENTS

Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [College Brochure /Pamphlet]

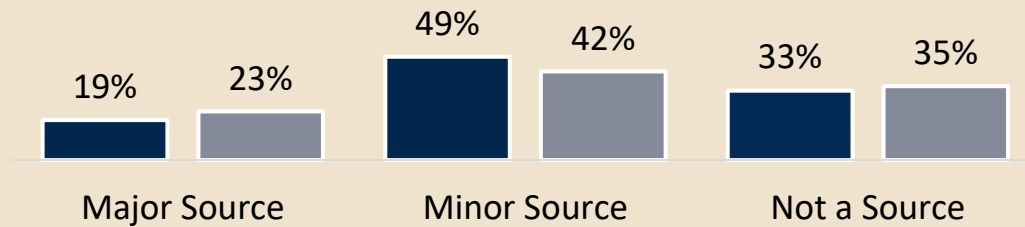


COLLEGE BROCHURE/ PAMPHLETS WERE A MAJOR SOURCE OF INFORMATION FOR 26% ASPIRING STUDENTS FROM SINDH AND 23% STUDENTS FROM KP

*Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[College Brochure /Pamphlet]*

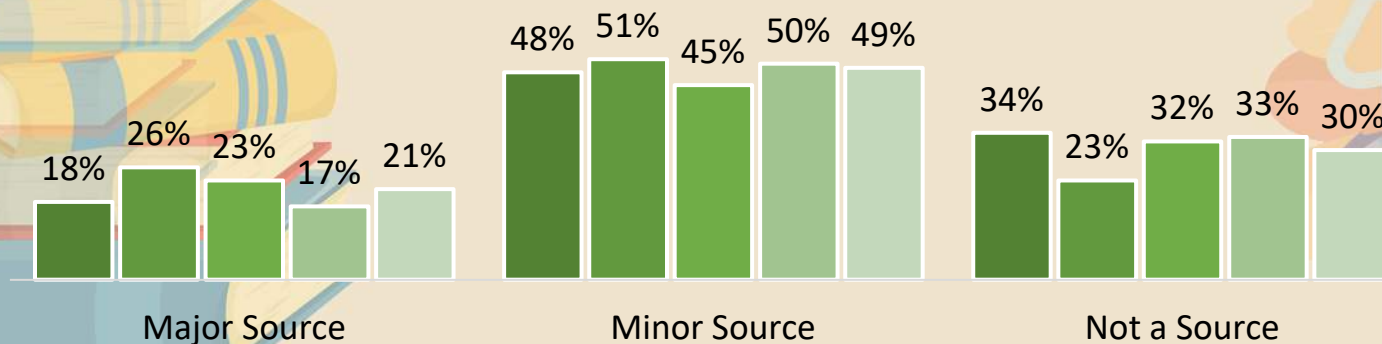
Urban-Rural Breakdown

■ Urban ■ Rural



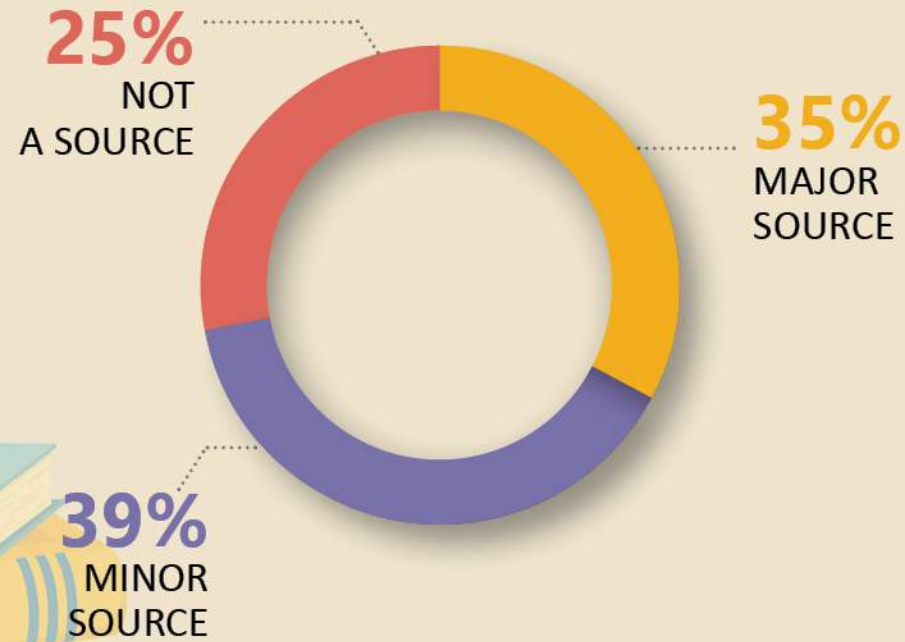
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



COLLEGE ALUMNI WERE A SOURCE OF INFORMATION FOR 3 IN 4 STUDENTS

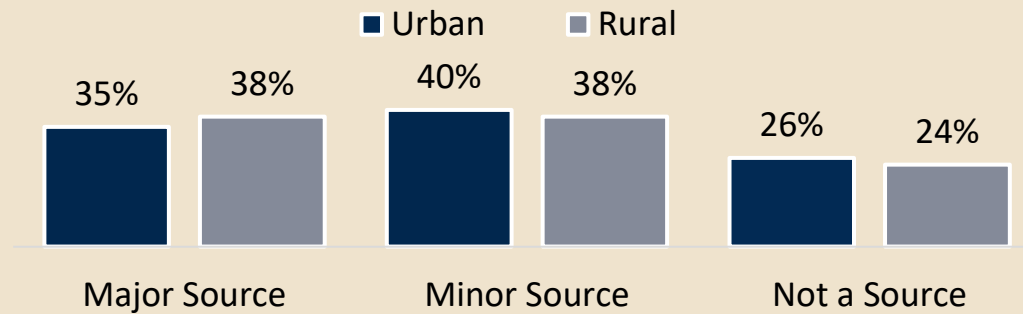
Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [College Alumni]



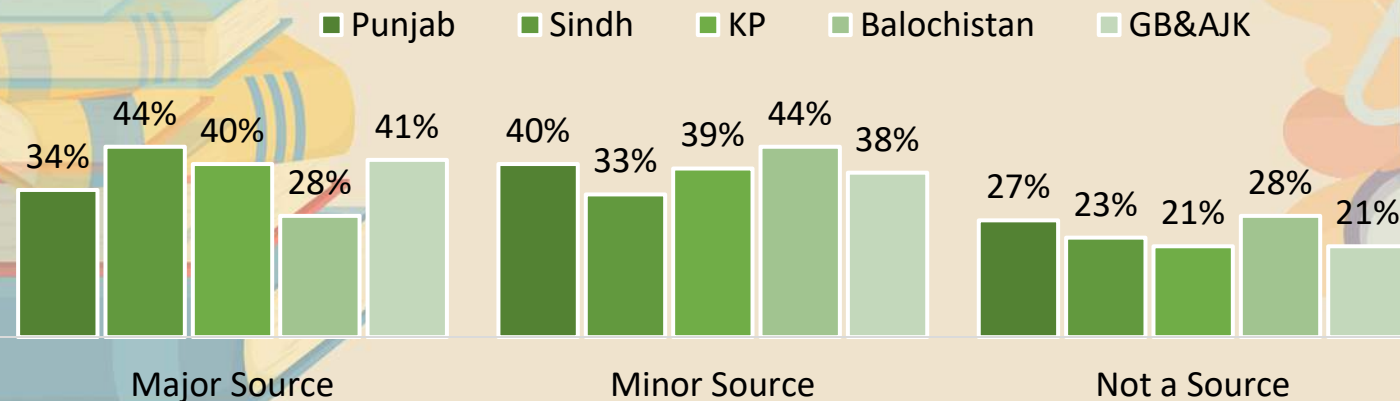
COLLEGE ALUMNI WERE A MAJOR SOURCE OF INFORMATION MOSTLY FOR STUDENTS FROM SINDH (44%) AND GB&AJK (41%)

Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[College Alumni]

Urban-Rural Breakdown

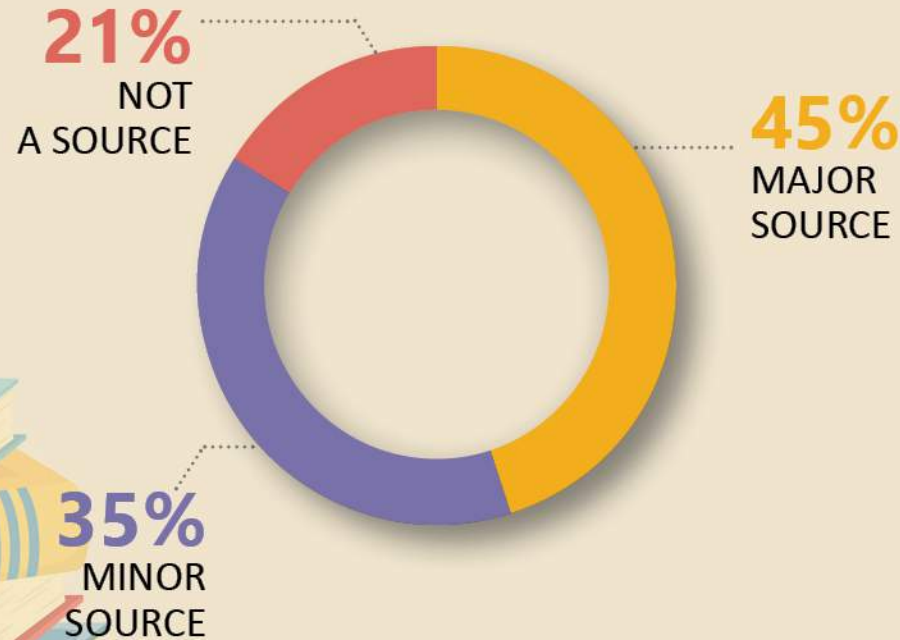


Provincial Breakdown



CAMPUS VISITS WERE A MAJOR SOURCE OF INFORMATION FOR 45% STUDENTS; 2 IN 3 SINDH STUDENTS REPORTED CAMPUS VISITS TO BE A MAJOR SOURCE

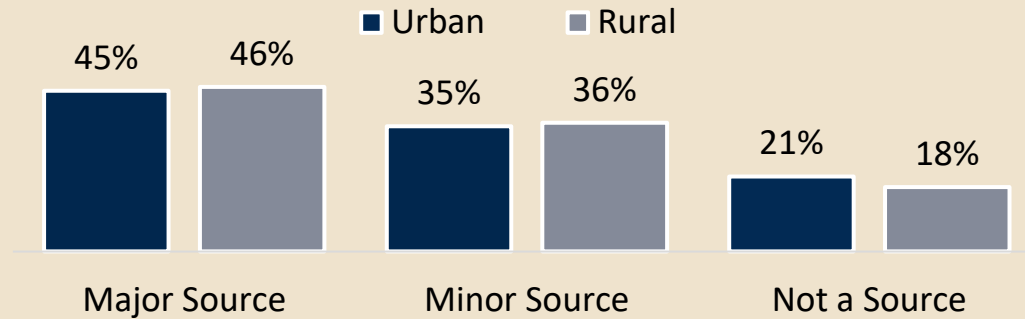
Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [Campus Visits]



2 IN 3 SINDH STUDENTS REPORTED CAMPUS VISITS TO BE A MAJOR SOURCE

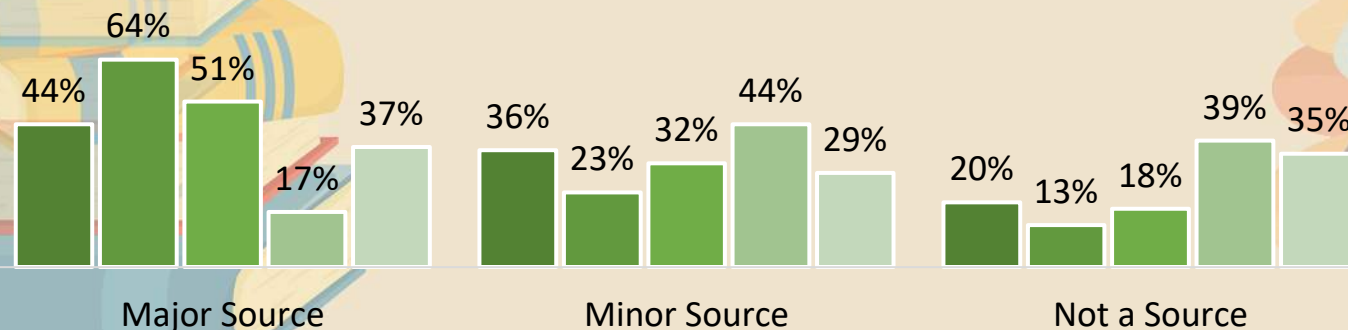
*Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[Campus Visits]*

Urban-Rural Breakdown



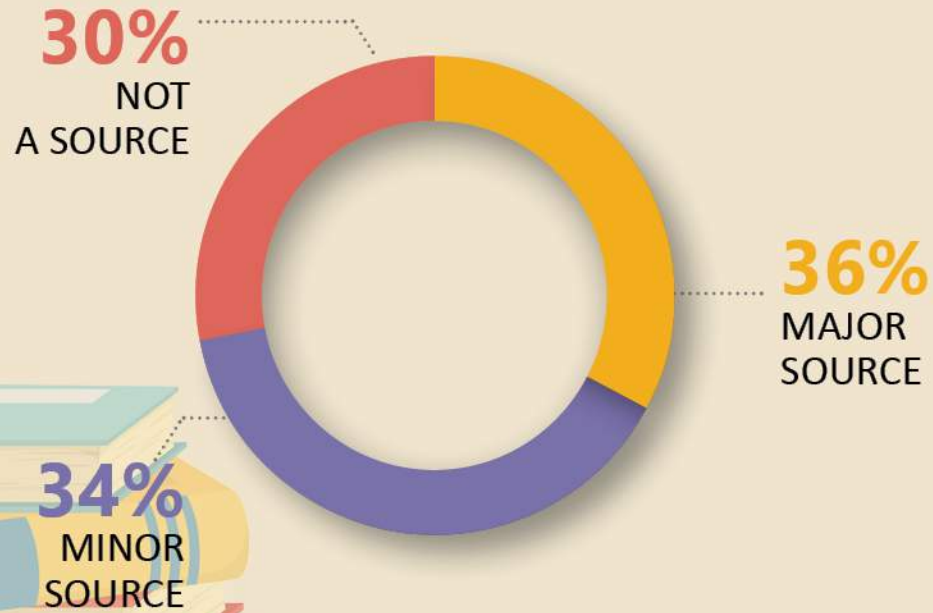
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



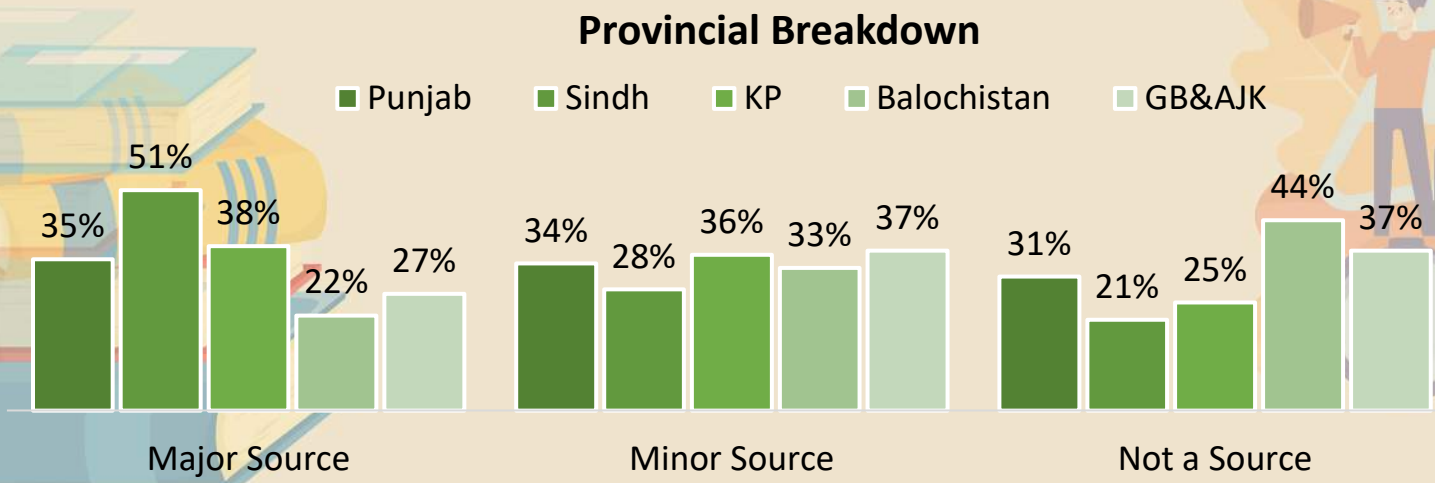
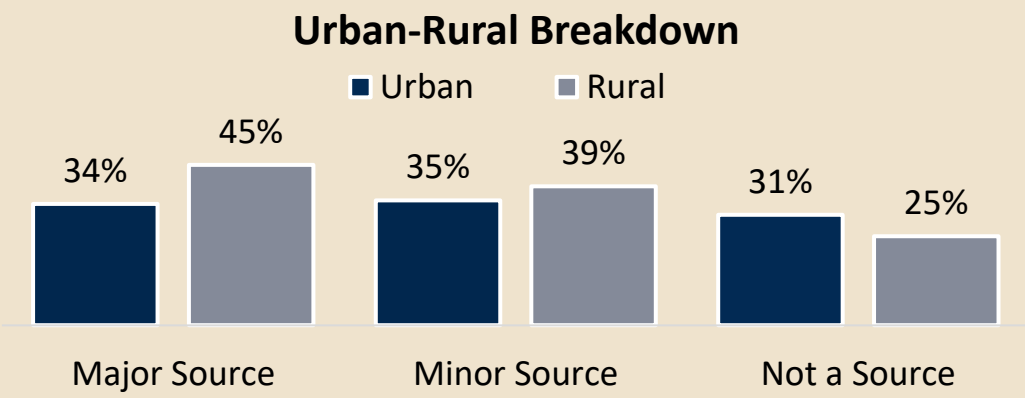
FOR 3 IN 10 STUDENTS, UNIVERSITY REPRESENTATIVES VISIT TO COLLEGE WAS NOT SOURCE OF INFORMATION

Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [University Representatives Visit to College]



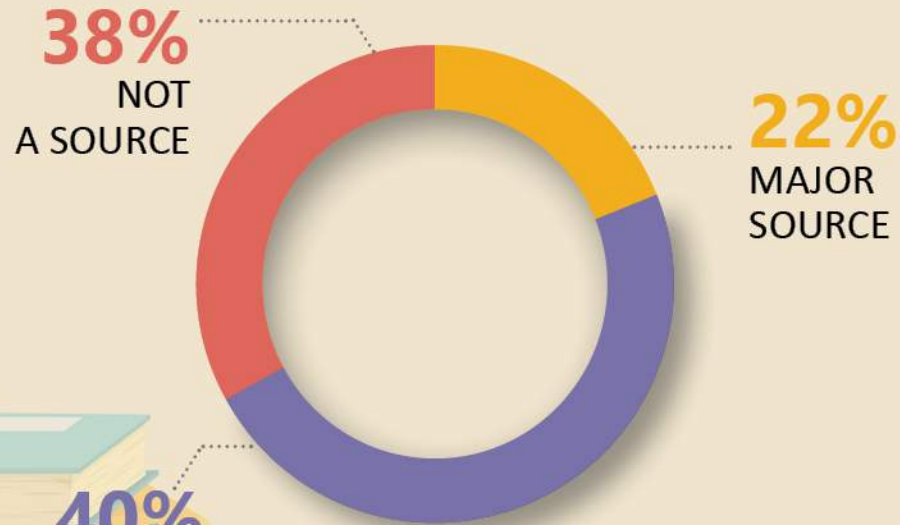
UNIVERSITY REPRESENTATIVES' VISIT TO COLLEGE WAS A MAJOR SOURCE OF INFORMATION FOR 45% ASPIRING RURAL AREA STUDENTS AND 34% FROM URBAN AREAS

Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to
[University Representatives Visit to College]



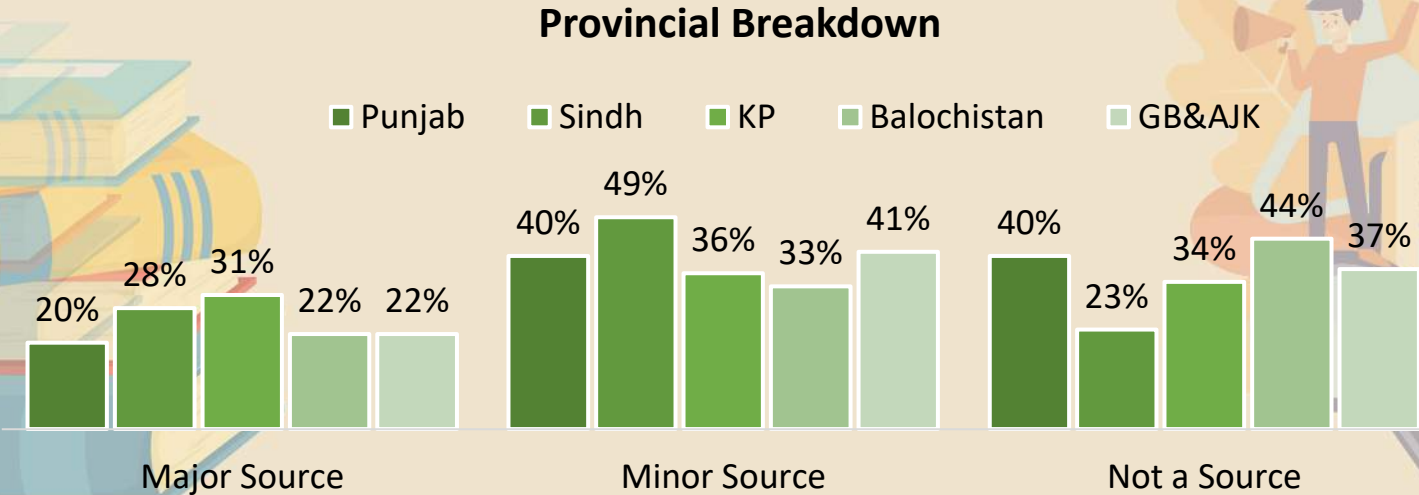
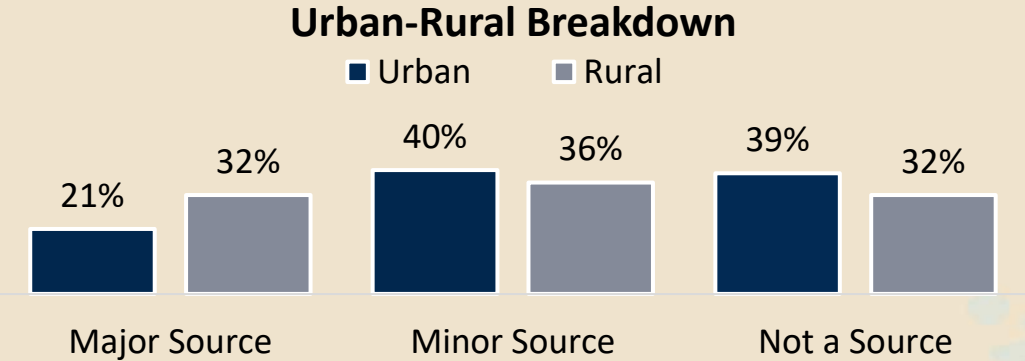
FOR NEARLY 1 IN 4 STUDENTS, ANNOUNCEMENT ON RADIO/TV WAS A MAJOR SOURCE OF INFORMATION

Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [Announcement on Radio/TV]



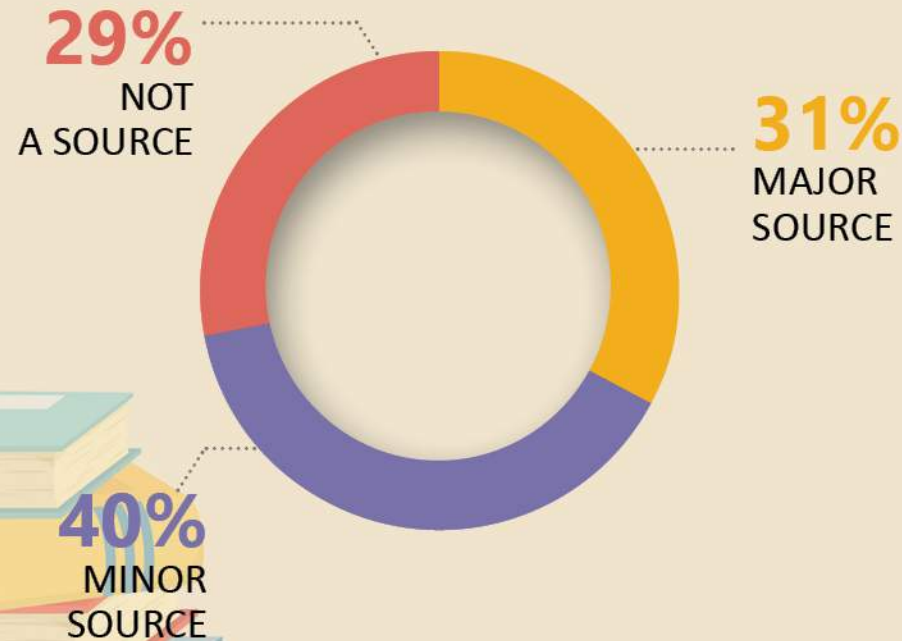
ANNOUNCEMENT ON RADIO/TV IS A MAJOR SOURCE FOR 32% ASPIRING STUDENTS IN RURAL AREAS AND 21% IN URBAN AREAS

Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[Announcement on Radio/TV]



NEWSPAPER/MAGAZINE ARTICLES WERE A MAJOR SOURCE OF INFORMATION FOR 1 IN 3 STUDENTS

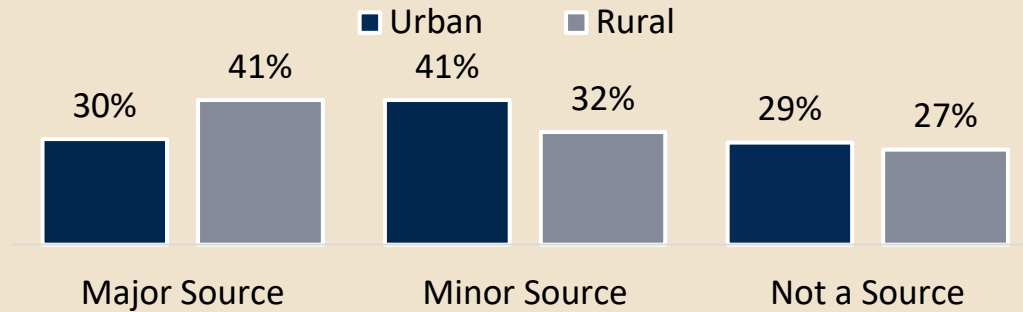
Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [Articles in Newspapers/Magazines]



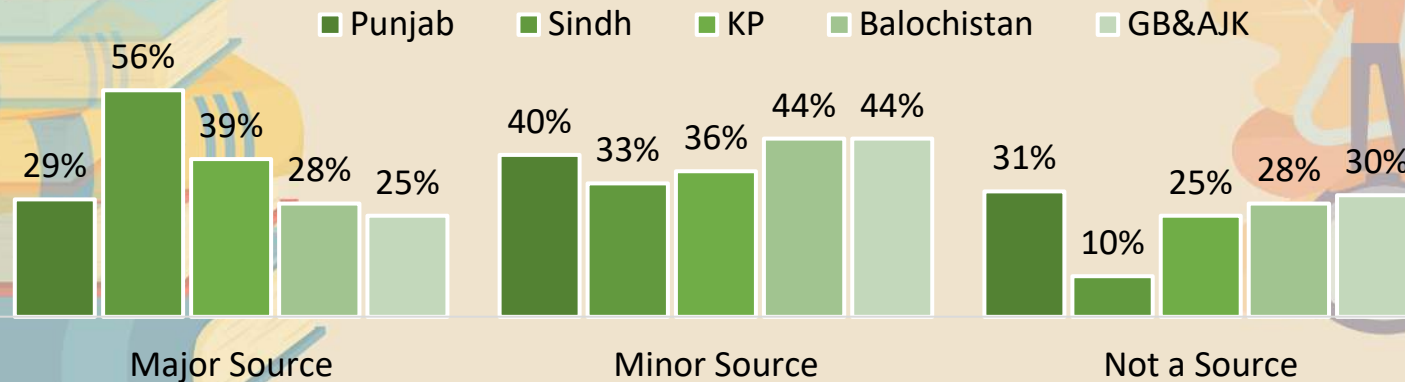
NEWSPAPER/MAGAZINE ARTICLES WERE A MAJOR SOURCE OF INFORMATION FOR NEARLY HALF OF THE ASPIRING STUDENTS IN SINDH

*Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[Articles in Newspapers/Magazines]*

Urban-Rural Breakdown

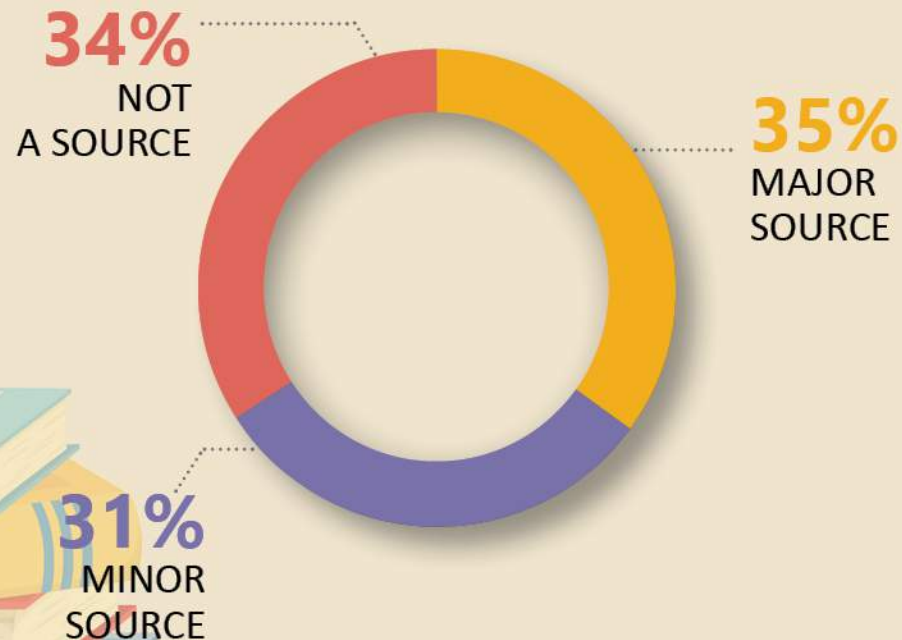


Provincial Breakdown



FOR EQUAL PROPORTION OF STUDENTS, HIGH SCHOOL LIBRARY MATERIALS WERE BOTH A MAJOR SOURCE AND NOT A SOURCE OF INFORMATION

Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to? [Highschool Library Materials]

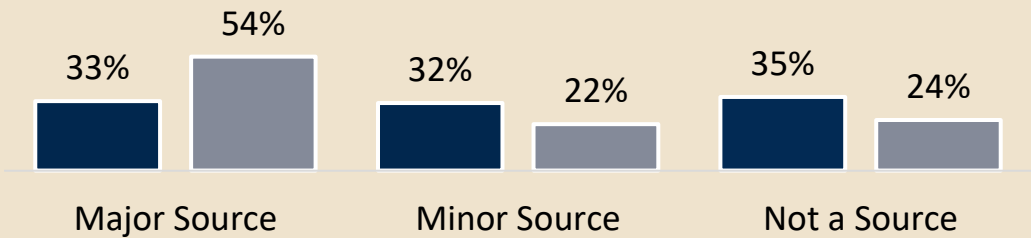


HIGH SCHOOL LIBRARY MATERIALS ARE NOT A SOURCE OF INFORMATION FOR 61% OF STUDENTS IN BALOCHISTAN BUT ARE A MAJOR SOURCE FOR 64% STUDENTS IN SINDH

Question: Indicate whether each of the following is a major, minor or not a source of information for the universities you are applying to?
[Highschool Library Materials]

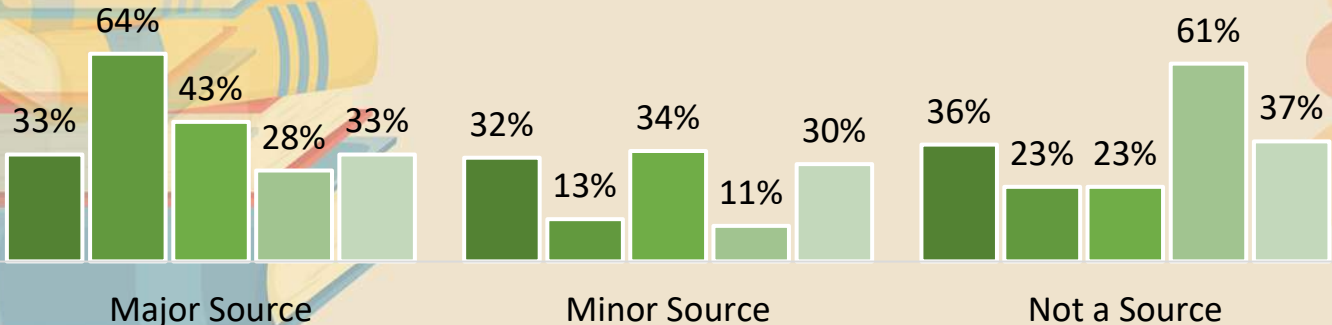
Urban-Rural Breakdown

■ Urban ■ Rural



Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



SECTION IV:

REASONS FOR

CONTINUING

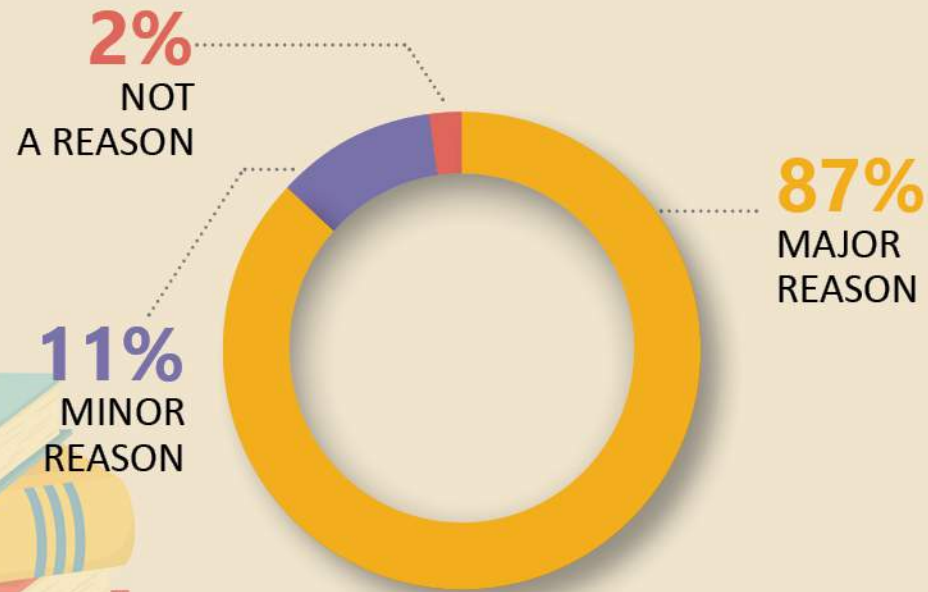
UNIVERSITY

EDUCATION



FOR 9 IN 10 STUDENTS, MEETING EDUCATIONAL REQUIREMENTS OF CHOSEN OCCUPATION WAS A MAJOR REASON FOR CONTINUING EDUCATION AFTER COLLEGE

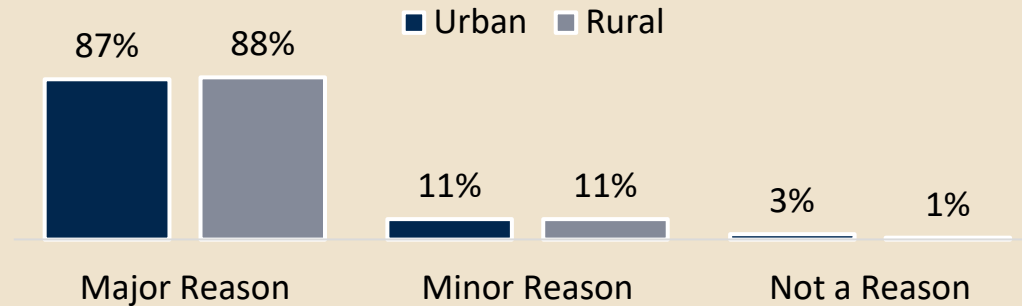
Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To meet educational requirements for my chosen occupation]



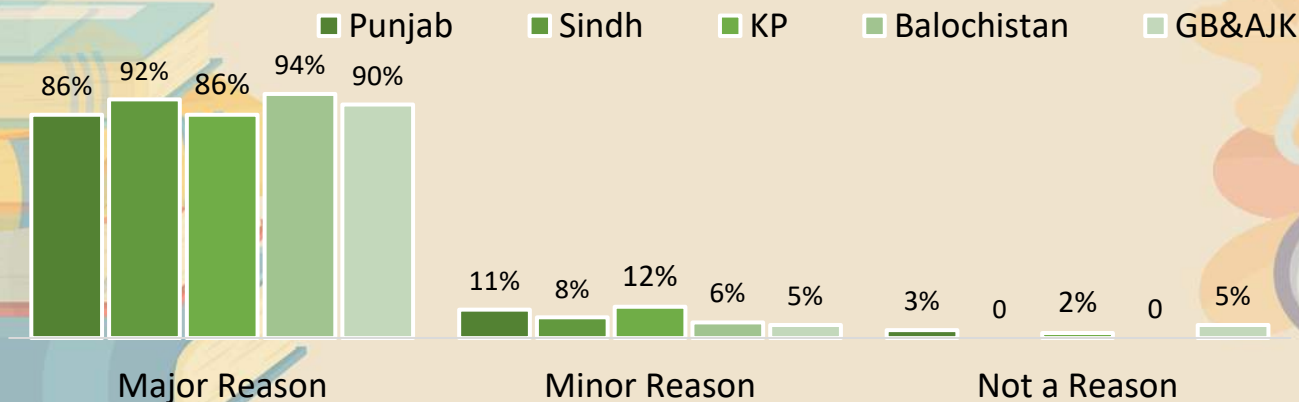
FOR 94% STUDENTS IN BALOCHISTAN, MEETING THE EDUCATIONAL REQUIREMENTS OF CHOSEN OCCUPATION WAS A MAJOR REASON FOR CONTINUING EDUCATION AFTER COLLEGE

*Question: Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To meet educational requirements for my chosen occupation]*

Urban-Rural Breakdown

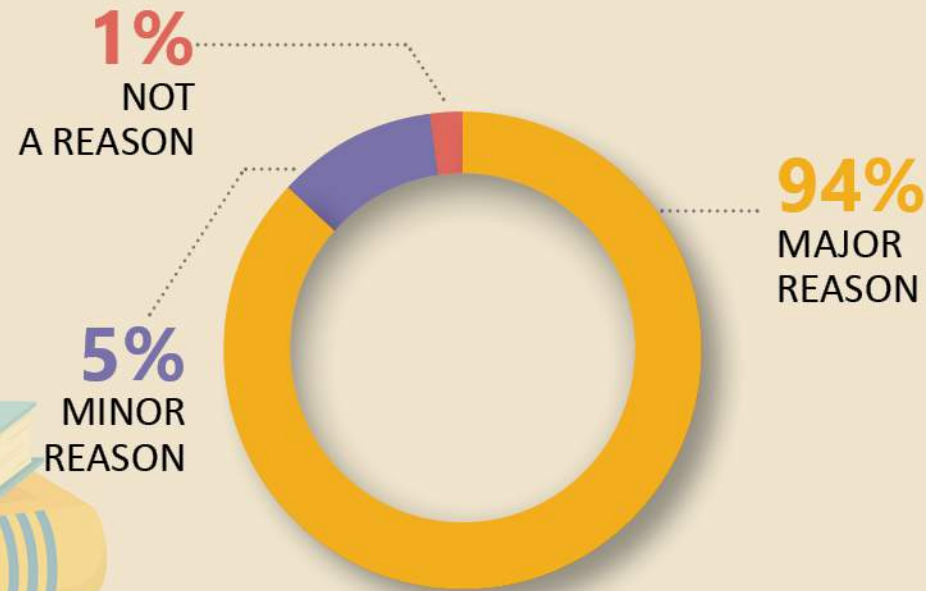


Provincial Breakdown



94% STUDENTS REPORTED BECOMING A BETTER EDUCATED PERSON AS A MAJOR REASON FOR CONTINUING EDUCATION

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To become a better educated person]



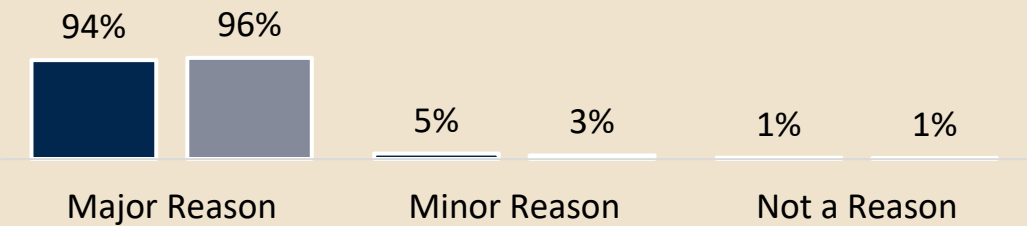
94% STUDENTS REPORTED BECOMING A BETTER EDUCATED PERSON AS A MAJOR REASON FOR CONTINUING EDUCATION

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To become a better educated person]



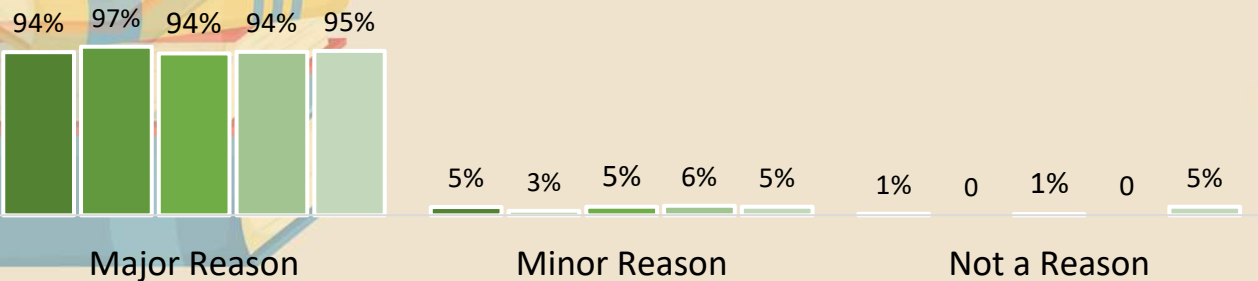
Urban-Rural Breakdown

■ Urban ■ Rural



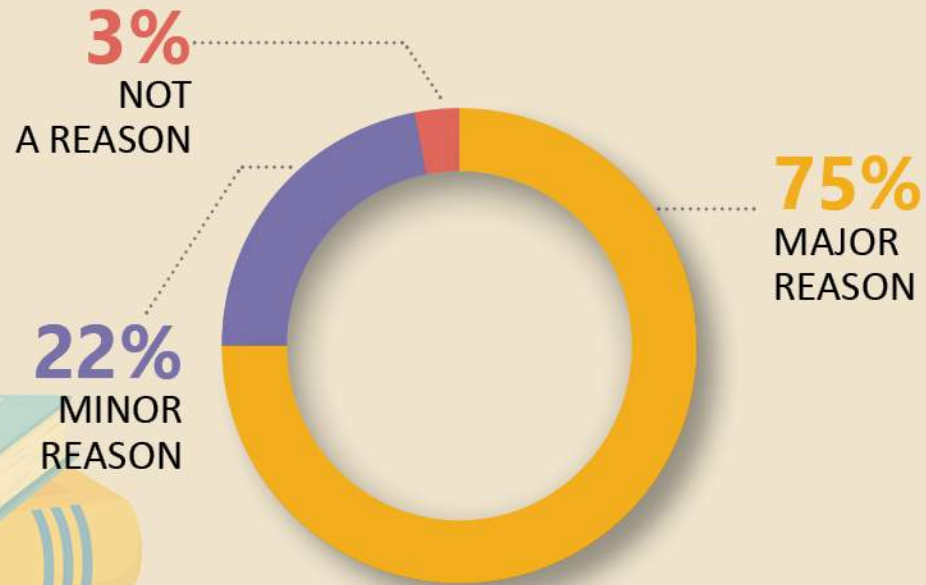
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



3 IN 4 STUDENTS SAID INCREASING THEIR EARNING POWER WAS A MAJOR REASON TO CONTINUE THEIR EDUCATION

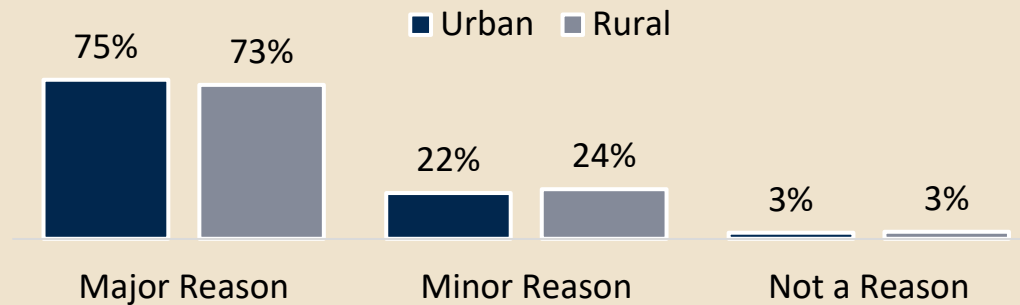
Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To increase my earning power]



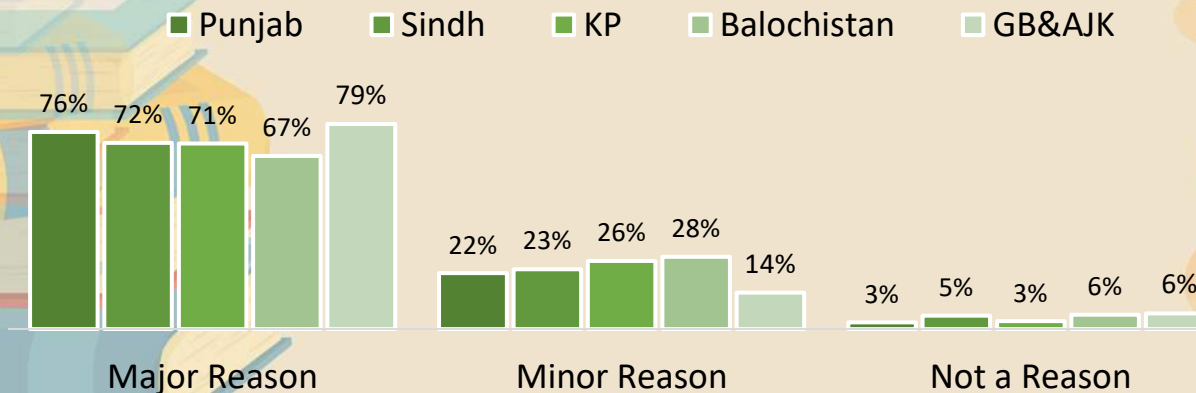
3 IN 4 STUDENTS SAID INCREASING THEIR EARNING POWER WAS A MAJOR REASON TO CONTINUE THEIR EDUCATION

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college
[To increase my earning power]

Urban-Rural Breakdown

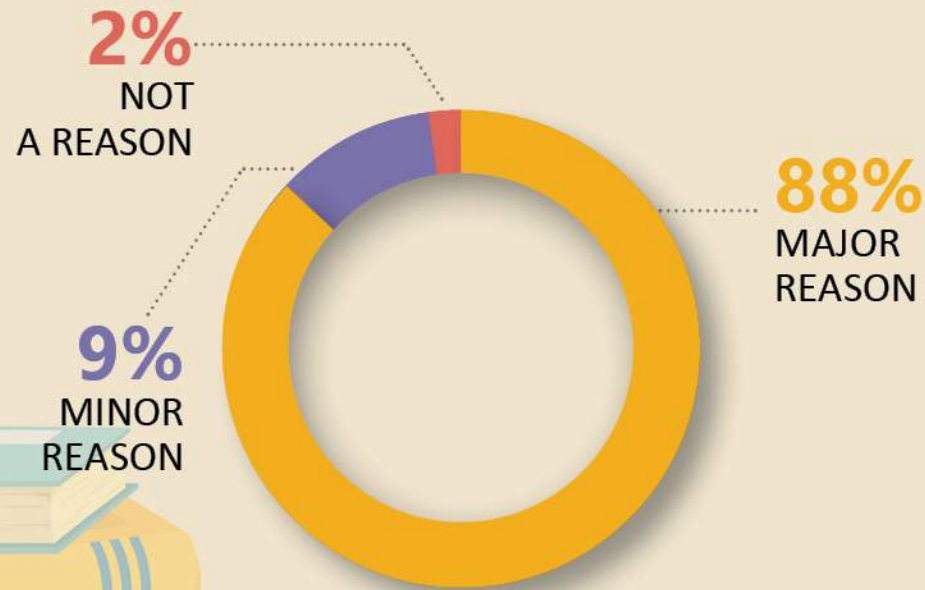


Provincial Breakdown



FOR 9 IN 10 STUDENTS, QUALIFYING FOR A HIGHER-LEVEL QUALIFICATION WAS A MAJOR REASON FOR CONTINUATION OF THEIR STUDIES

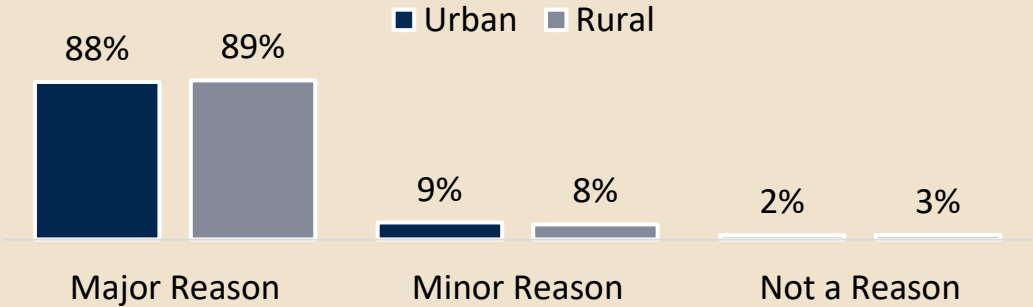
Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To qualify for a higher-level qualification]



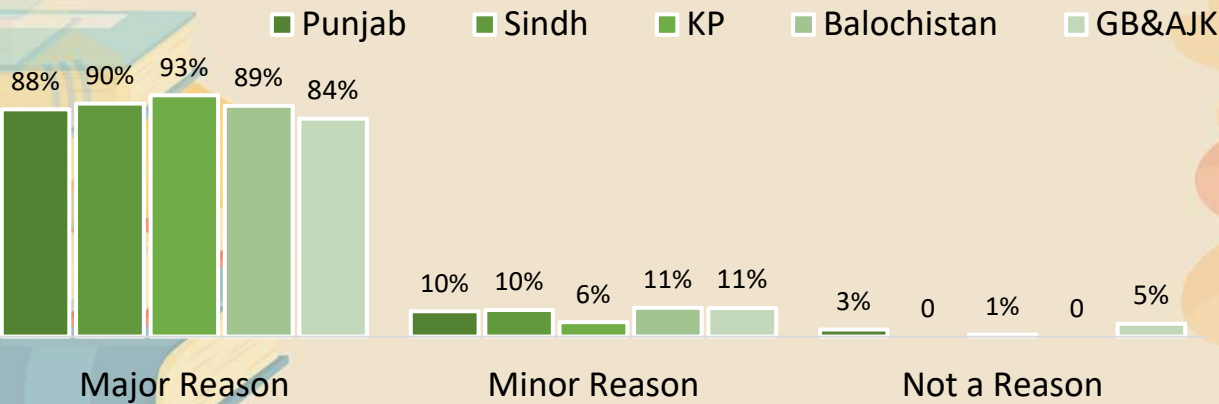
93% STUDENTS IN KP CLAIMED THAT QUALIFYING FOR A HIGHER-LEVEL QUALIFICATION WAS A MAJOR REASON FOR CONTINUATION OF THEIR STUDIES

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To qualify for a higher-level qualification]

Urban-Rural Breakdown

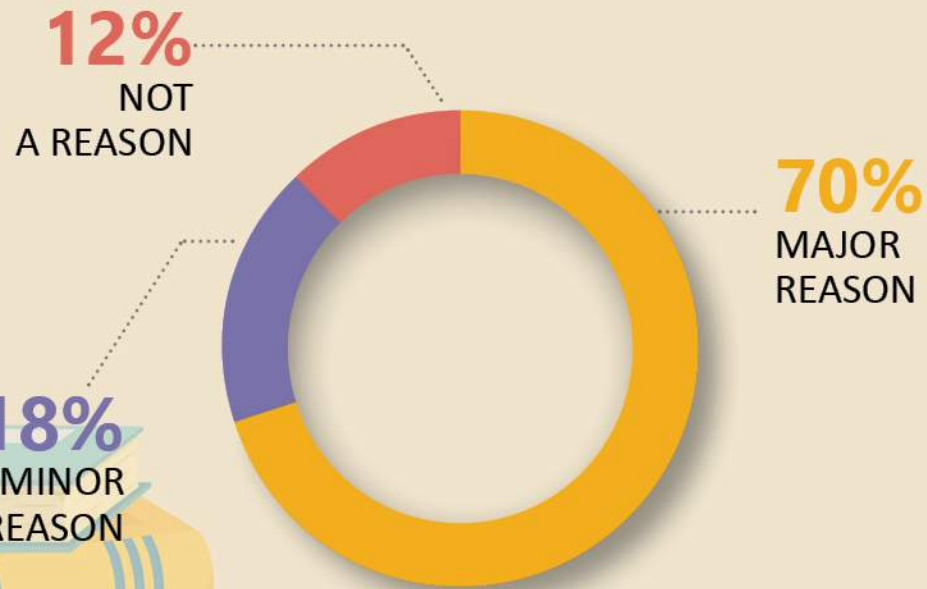


Provincial Breakdown



TO DEVELOP INDEPENDENCE FROM PARENTS WAS A MAJOR REASON OF CONTINUING STUDY FOR 7 IN 10 STUDENTS

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To develop independence from my parents]

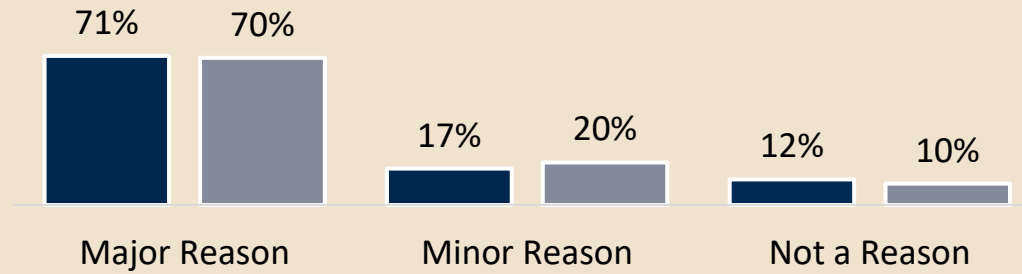


STUDENTS FROM KP (77%) AND GB&AJK (76%) MOST LIKELY TO CITE DEVELOPING INDEPENDENCE FROM PARENTS AS THEIR REASON TO CONTINUE EDUCATION AFTER COLLEGE

*Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To develop independence from my parents]*

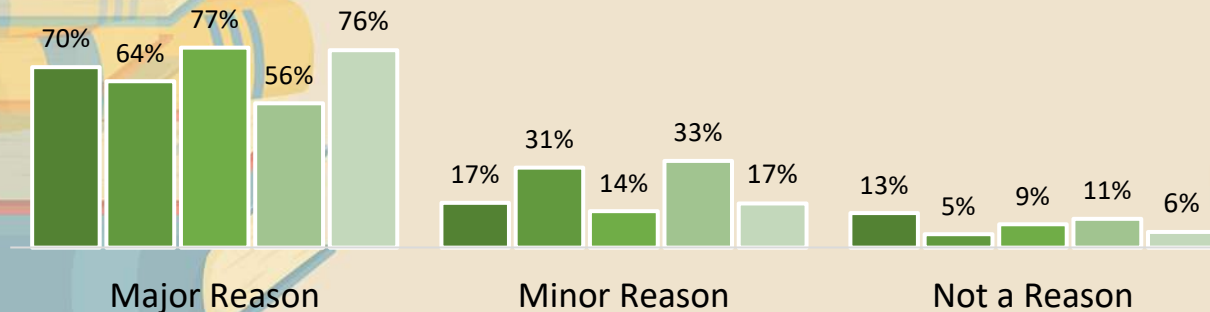
Urban-Rural Breakdown

■ Urban ■ Rural



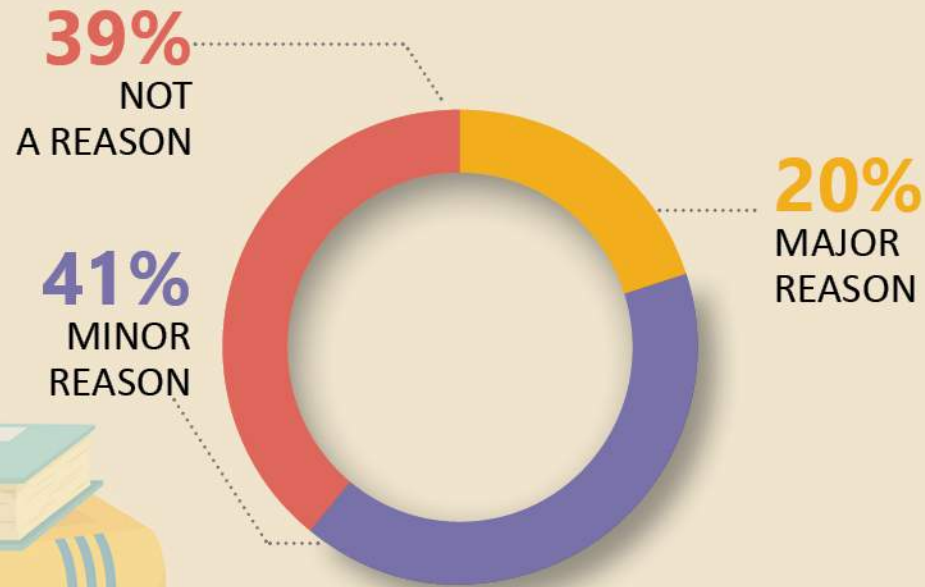
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



CONTINUING EDUCATION TO BE WITH FRIENDS WAS A MINOR REASON FOR MOST STUDENTS

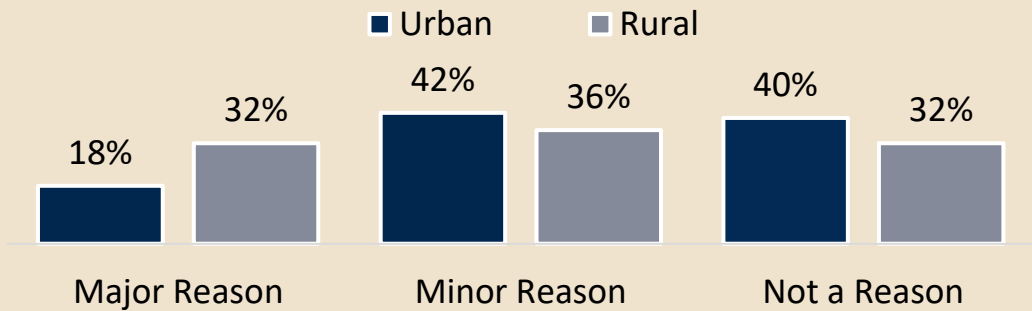
Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To be with friends who attend or will attend university]



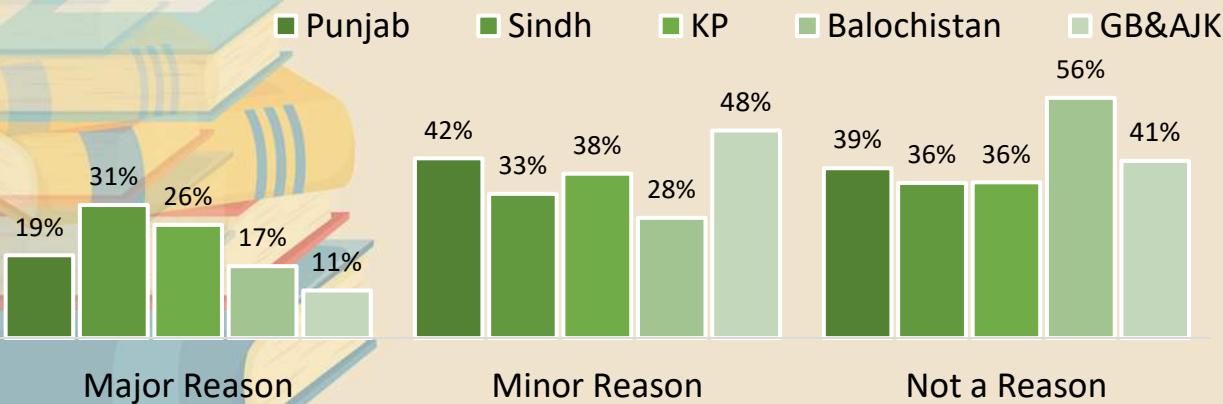
CONTINUING EDUCATION TO BE WITH FRIENDS WAS A MINOR REASON ESPECIALLY FOR THOSE FROM GB&AJK (48%)

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To be with friends who attend or will attend university]

Urban-Rural Breakdown

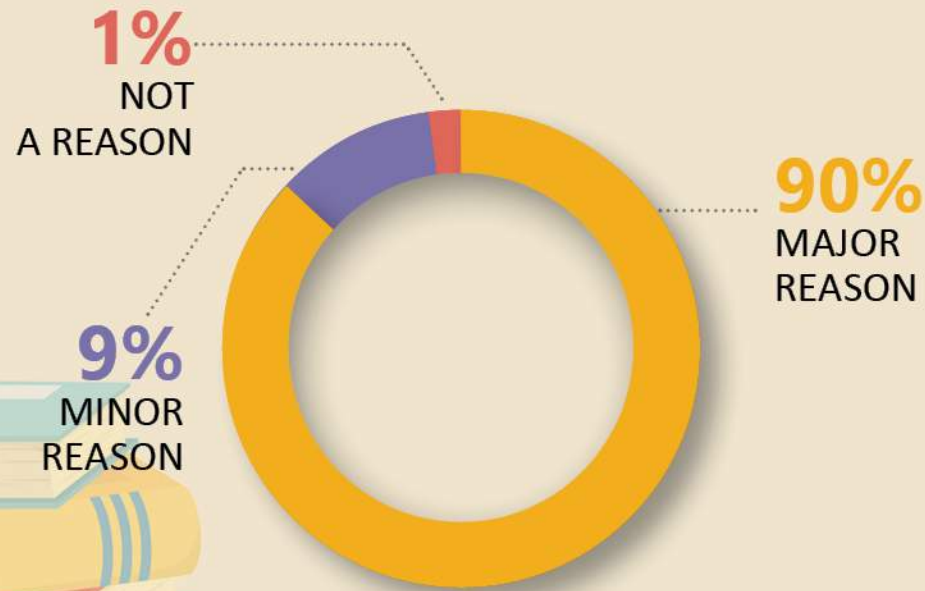


Provincial Breakdown



9 IN 10 STUDENTS SAID THAT DEVELOPING THEIR MINDS AND INTELLECTUAL ABILITIES WAS A MAJOR REASON FOR CONTINUING THEIR EDUCATION

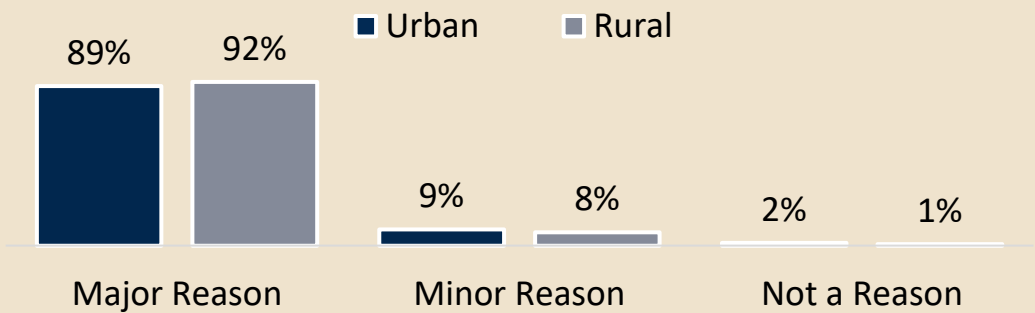
Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To develop my mind and intellectual abilities]



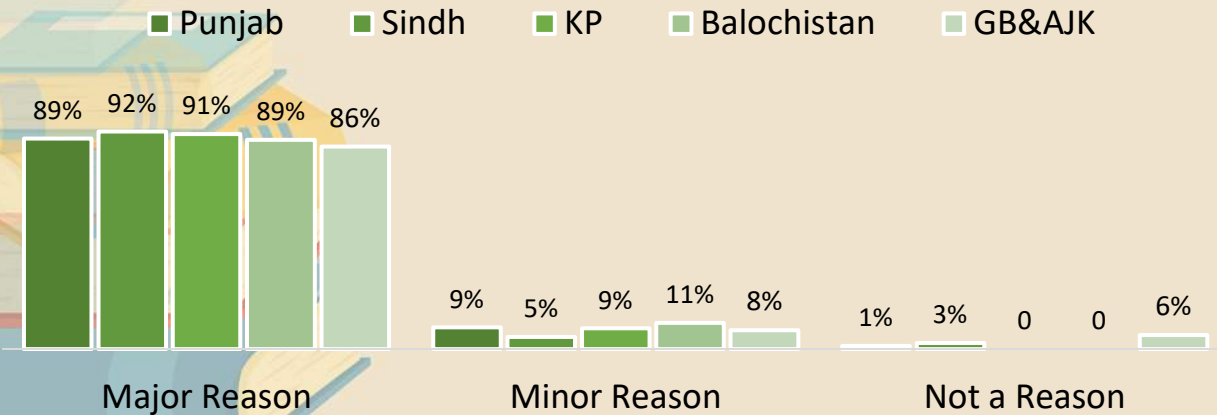
9 IN 10 STUDENTS SAID THAT DEVELOPING THEIR MINDS AND INTELLECTUAL ABILITIES WAS A MAJOR REASON FOR CONTINUING THEIR EDUCATION

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To develop my mind and intellectual abilities]

Urban-Rural Breakdown

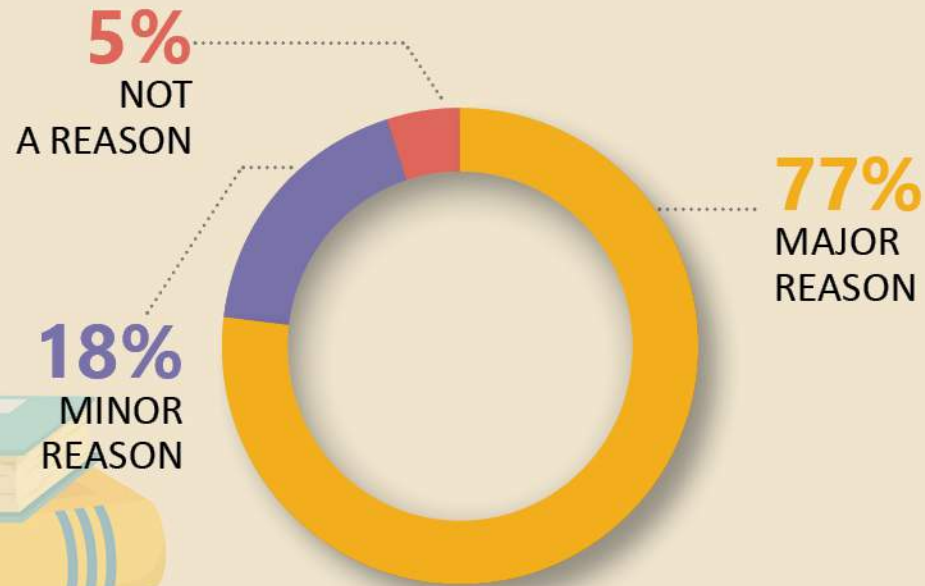


Provincial Breakdown



FOR 3 IN 4 STUDENTS, STUDYING NEW AND DIFFERENT SUBJECTS WAS A MAJOR REASON FOR CONTINUING THEIR EDUCATION

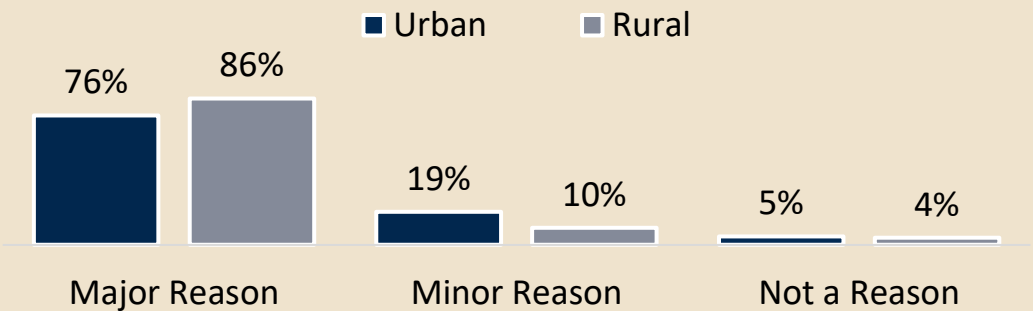
Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To study new and different subjects]



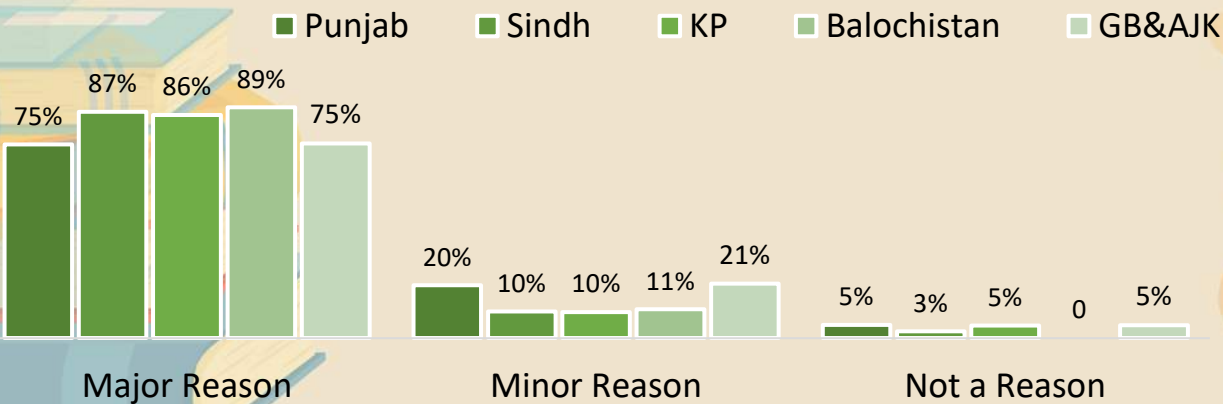
STUDYING NEW AND DIFFERENT SUBJECTS WAS A MAJOR REASON FOR 86% STUDENTS FROM RURAL AREAS AND 76% FROM URBAN AREAS

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To study new and different subjects]

Urban-Rural Breakdown

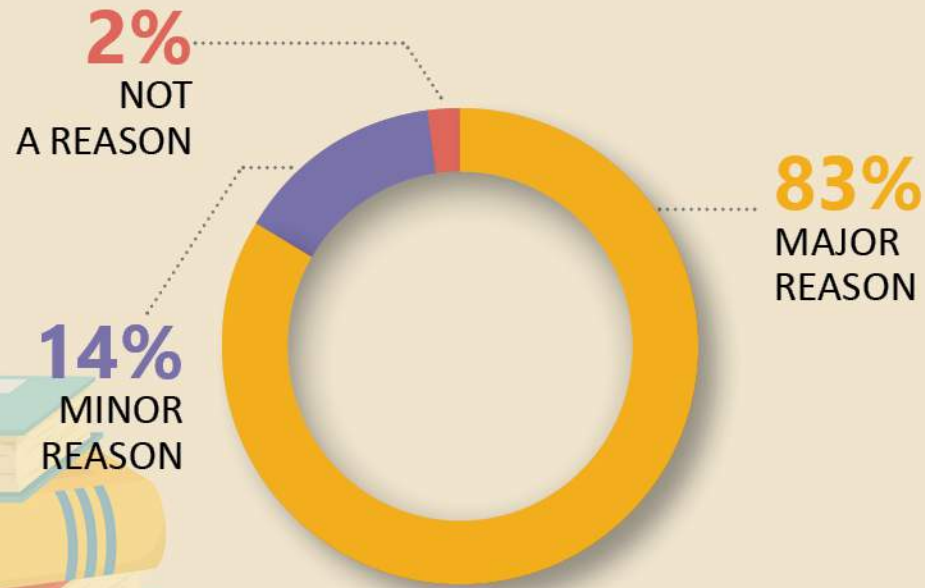


Provincial Breakdown



DEVELOPING PERSONAL MATURITY WAS A MAJOR REASON TO CONTINUE EDUCATION FOR 4 IN 5 STUDENTS

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To develop personal maturity]

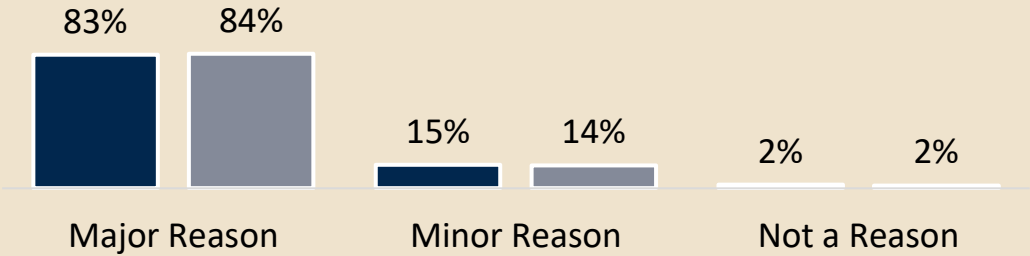


DEVELOPING PERSONAL MATURITY WAS A MAJOR REASON TO CONTINUE EDUCATION FOR 90% ASPIRING STUDENTS FROM SINDH

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To develop personal maturity]

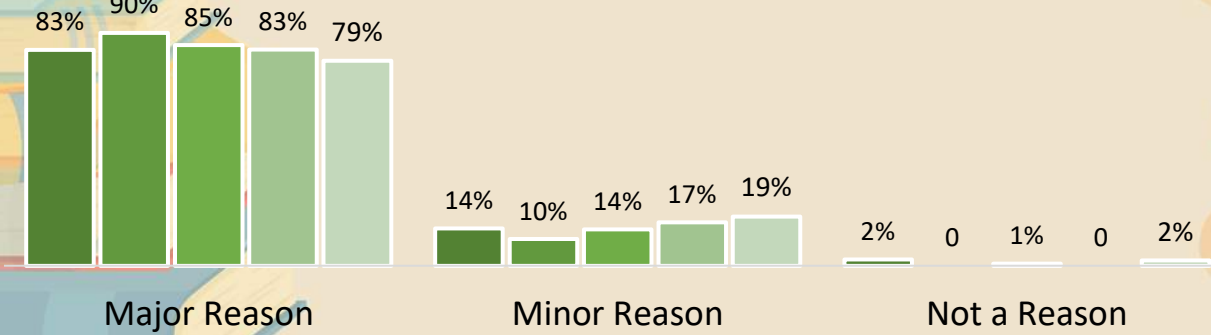
Urban-Rural Breakdown

■ Urban ■ Rural



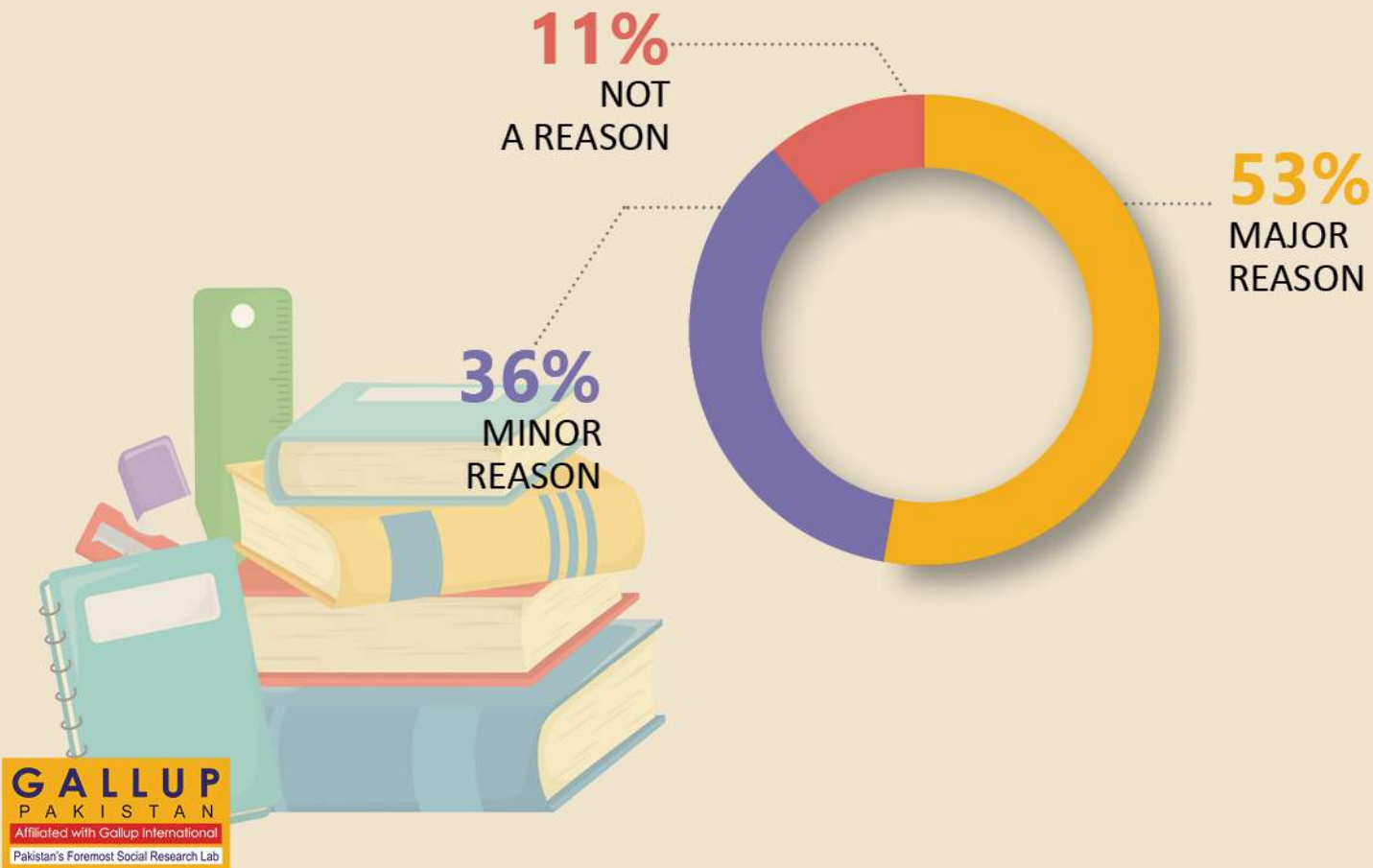
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



MEETING NEW PEOPLE WAS A MAJOR REASON FOR 1 IN 2 STUDENTS

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To meet new and interesting people]

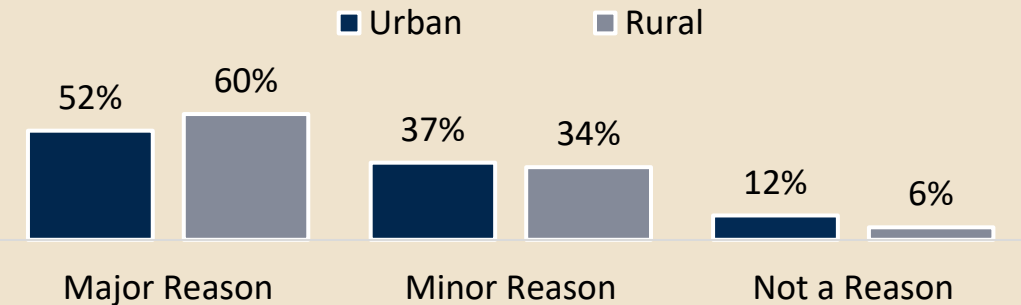


Source: Gallup Pakistan Student Expectation Survey 2020

MEETING NEW PEOPLE WAS A MAJOR REASON FOR 58% IN KP AND 39% IN BALOCHISTAN

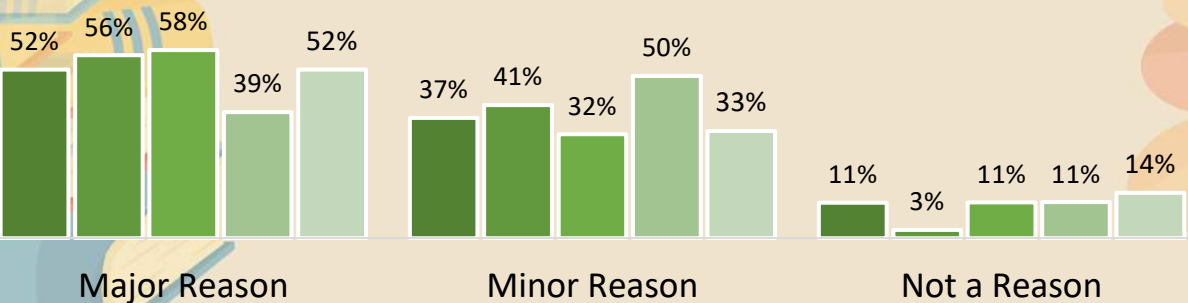
Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To meet new and interesting people]

Urban-Rural Breakdown



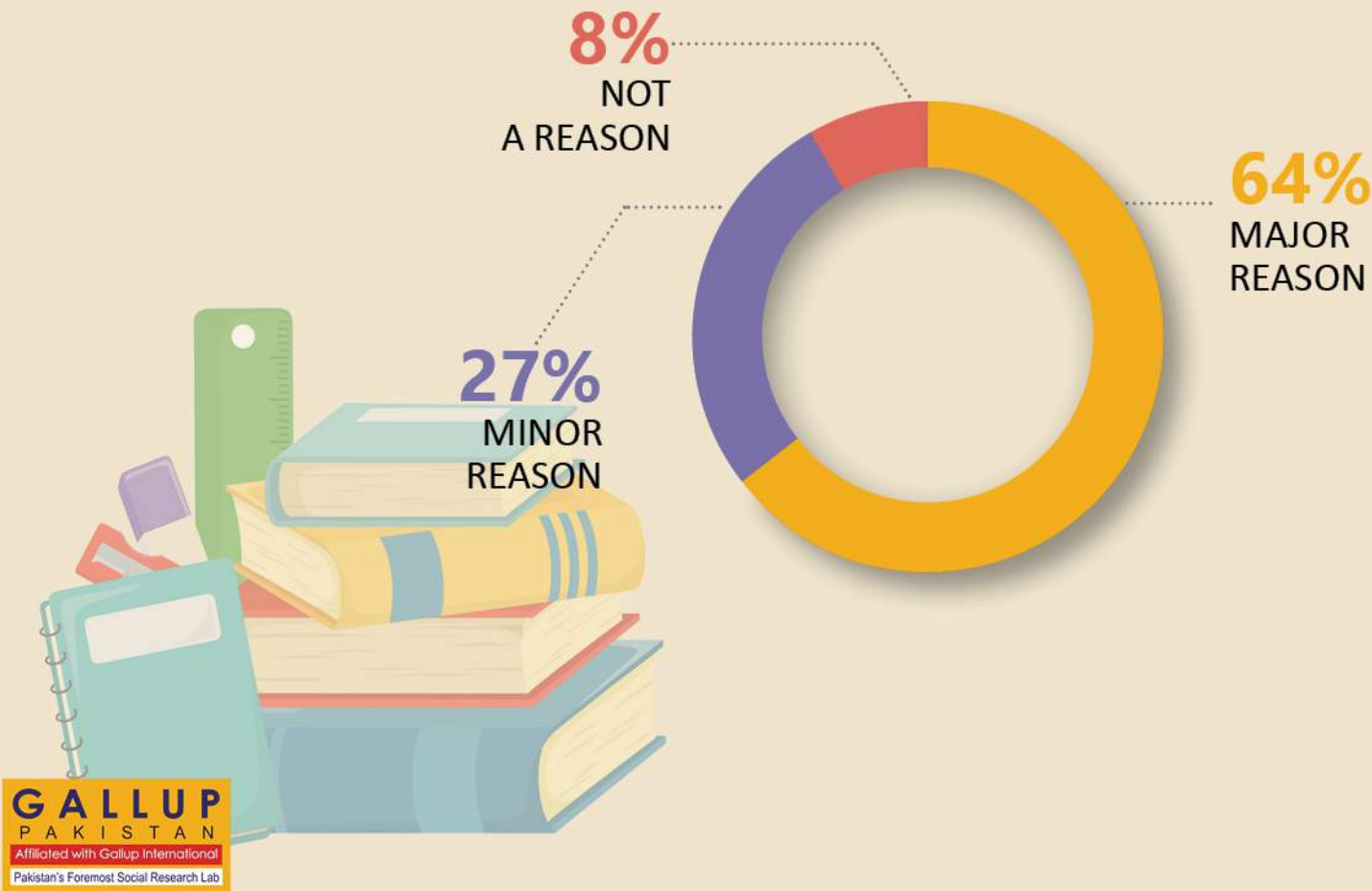
Provincial Breakdown

Legend: Punjab (Dark Green), Sindh (Medium Green), KP (Light Green), Balochistan (Very Light Green), GB&AJK (Pale Green)



FOR 2 IN 3 STUDENTS, BECOMING A MORE CULTURED PERSON WAS A MAJOR REASON FOR CONTINUING THEIR EDUCATION

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To become a more cultured person]

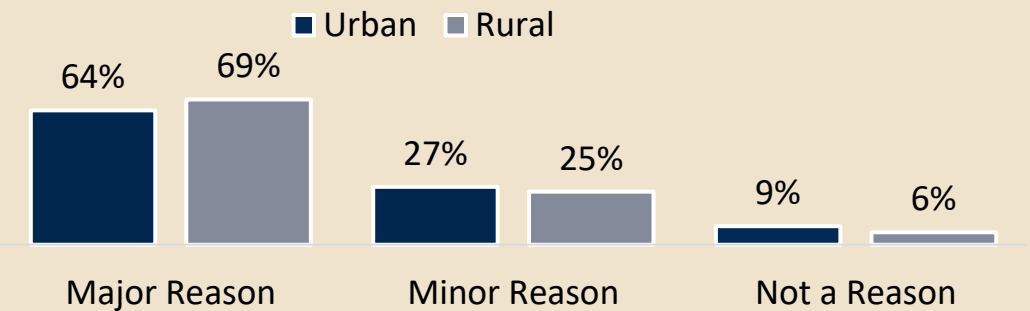


Source: Gallup Pakistan Student Expectation Survey 2020

BECOMING A MORE CULTURED PERSON WAS A MAJOR REASON FOR CONTINUING THEIR EDUCATION, MOSTLY FOR STUDENTS FROM SINDH (72%)

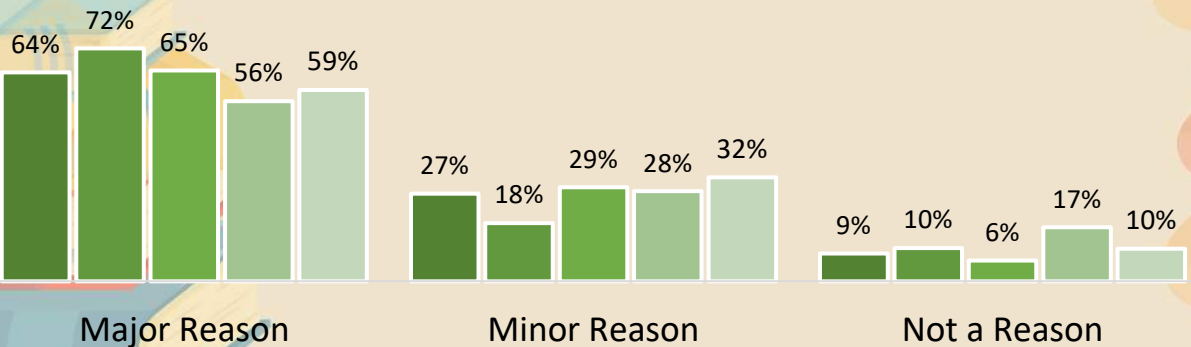
Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To become a more cultured person]

Urban-Rural Breakdown



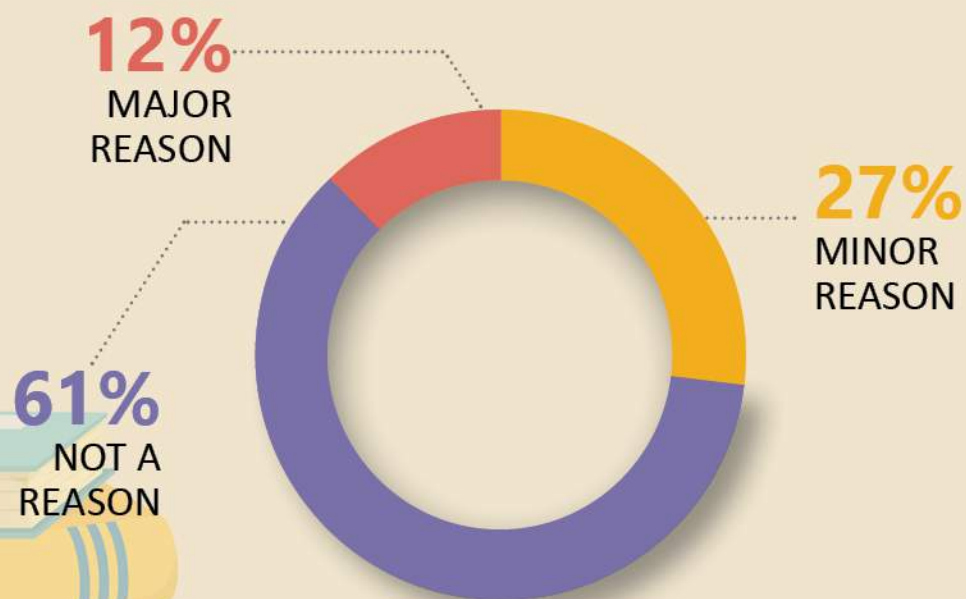
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



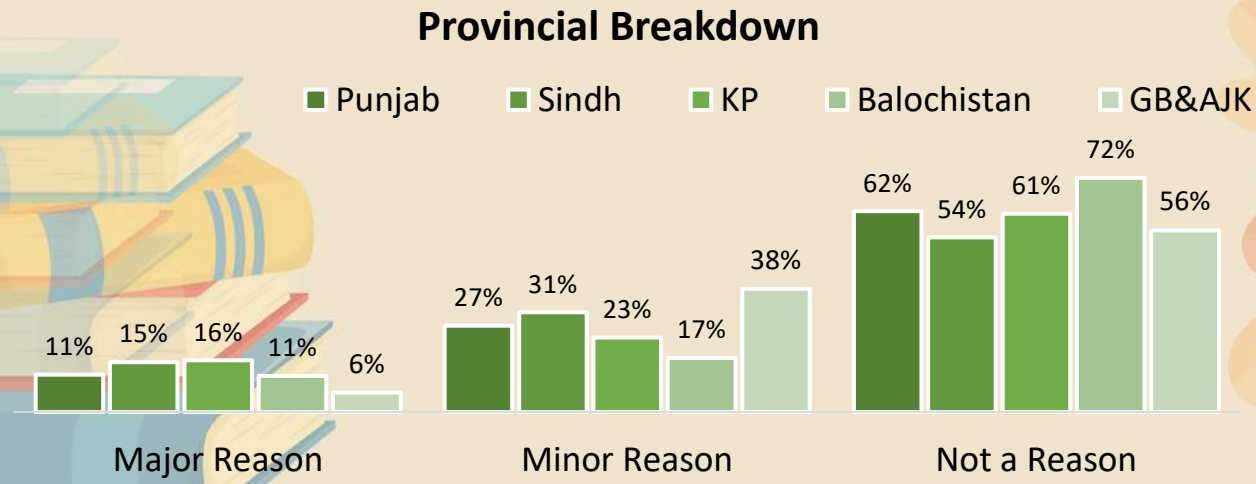
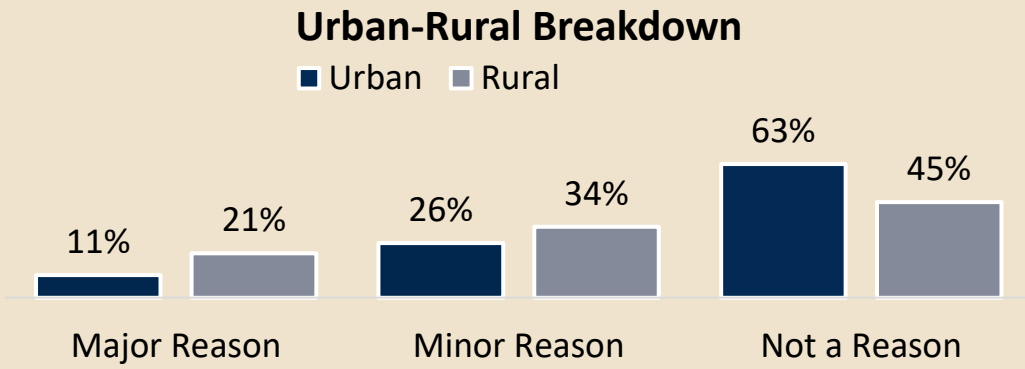
FINDING A SPOUSE WAS NOT A REASON TO CONTINUE EDUCATION FOR 3 IN 5 STUDENTS,

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To find a spouse]



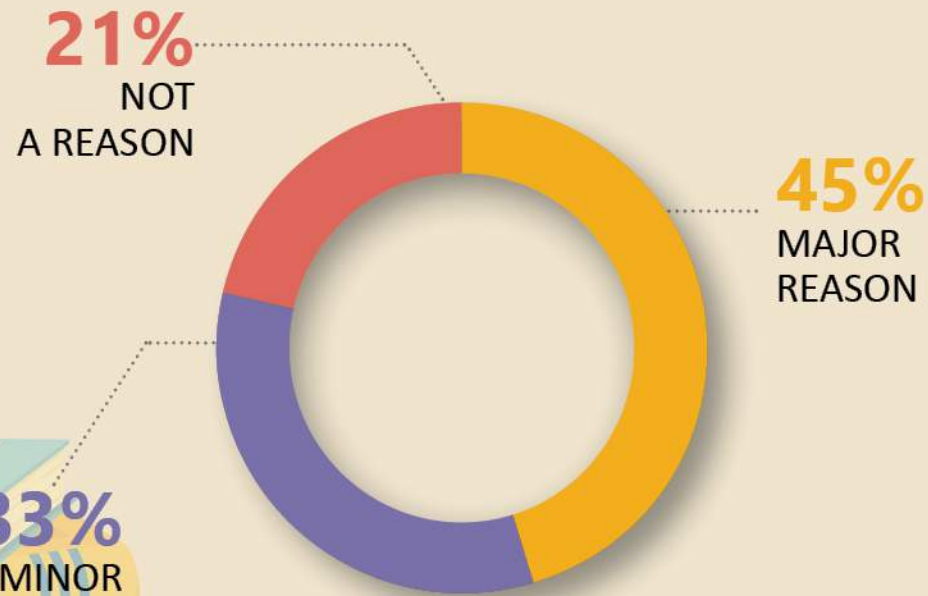
FINDING A SPOUSE WAS A MAJOR REASON FOR 21% OF RURAL RESPONDENTS BUT 11% OR URBAN RESPONDENTS

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To find a spouse]



DEVELOPING AND USING THEIR ATHLETIC SKILLS WAS A MAJOR REASON TO CONTINUE EDUCATION FOR NEARLY 1 IN 2 STUDENTS,

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To develop and use my athletic skills]

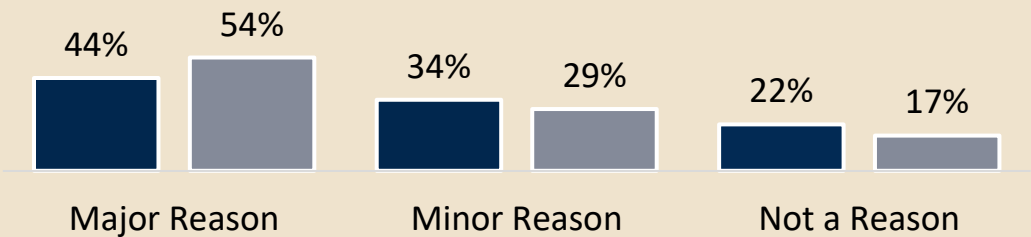


DEVELOPING AND USING THEIR ATHLETIC SKILLS WAS A MAJOR REASON TO CONTINUE EDUCATION FOR STUDENTS FROM SINDH (56%) AND KP (53%)

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To develop and use my athletic skills]

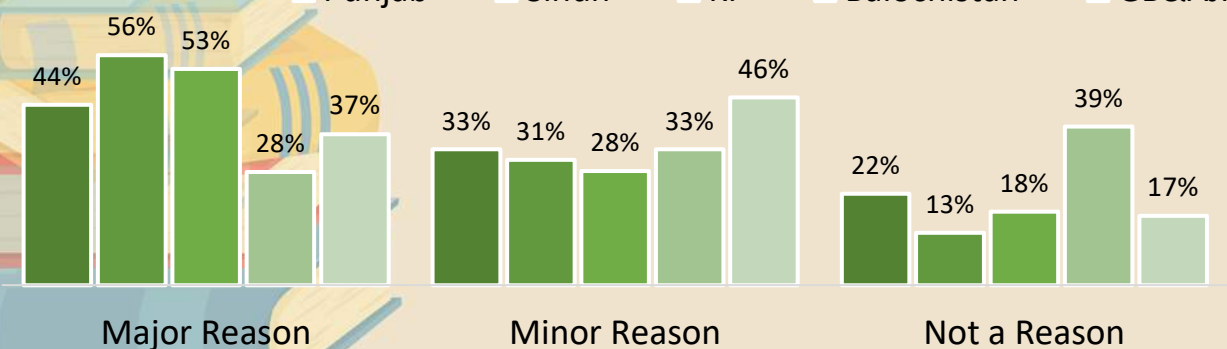
Urban-Rural Breakdown

■ Urban ■ Rural



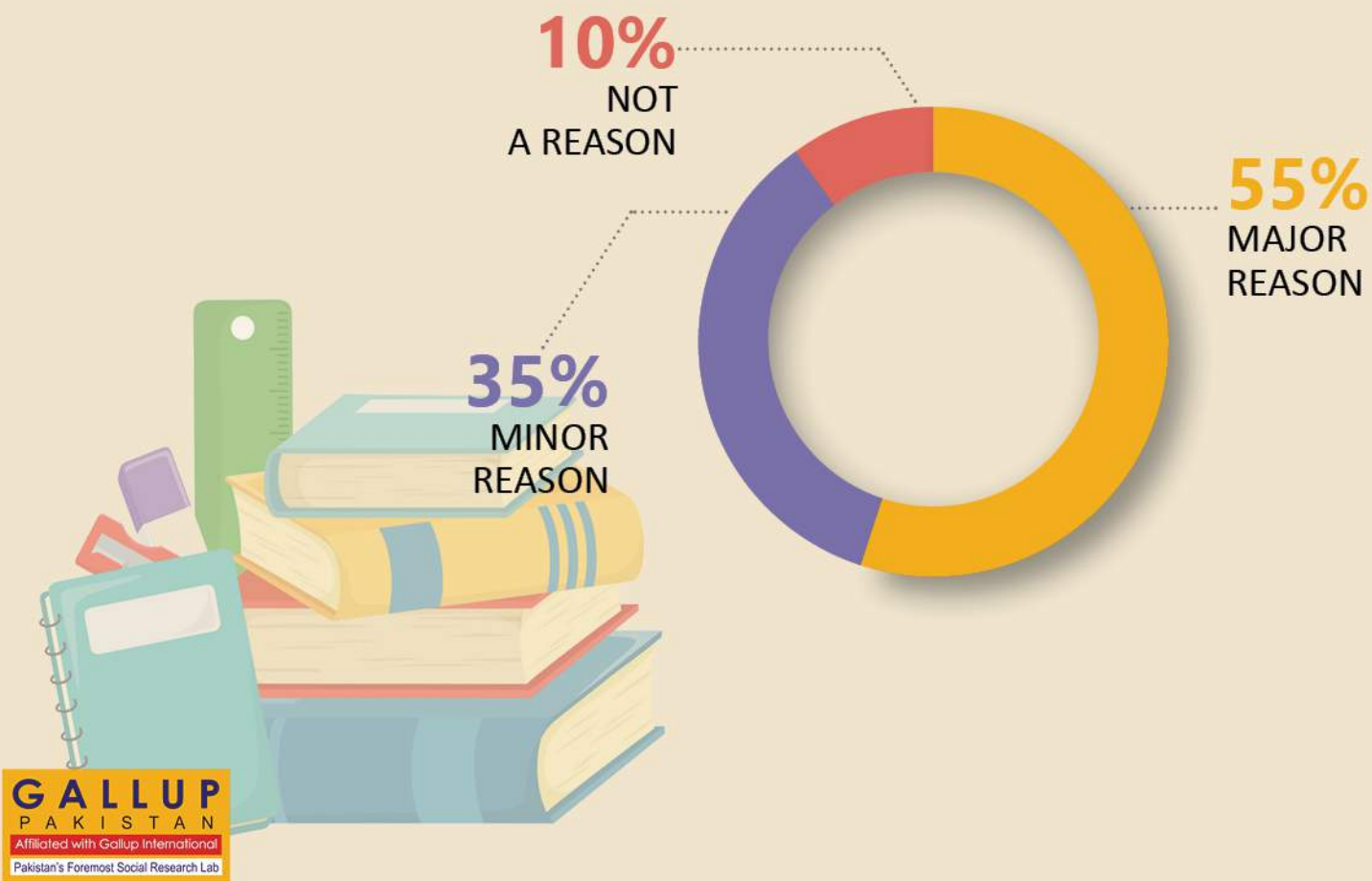
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



FOR MORE THAN 1 IN 2 STUDENTS, TAKING PART IN THE SOCIAL LIFE OFFERED AT UNIVERSITY WAS A MAJOR REASON FOR CONTINUING EDUCATION

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To take part in the social life offered at university]



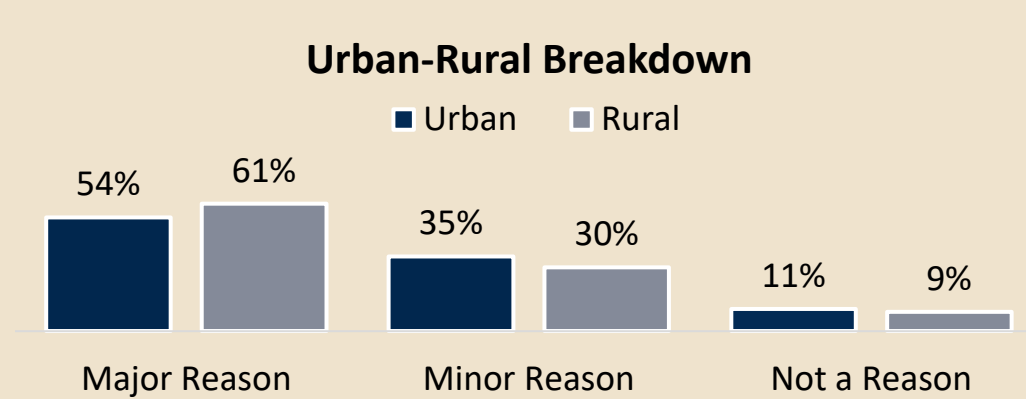
Source: Gallup Pakistan Student Expectation Survey 2020

TAKING PART IN THE SOCIAL LIFE OFFERED AT UNIVERSITY WAS A MAJOR REASON FOR CONTINUING EDUCATION FOR 61% RURAL RESPONDENTS AND 54% URBAN RESPONDENTS

*Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To take part in the social life offered at university]*

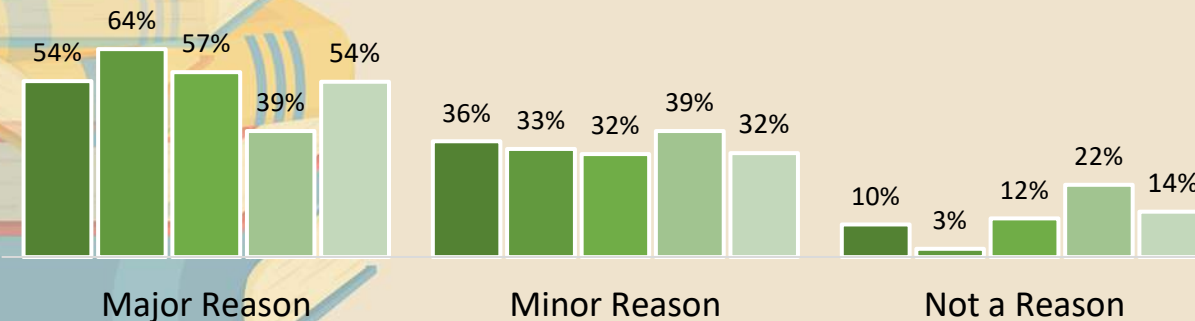
Urban-Rural Breakdown

■ Urban ■ Rural



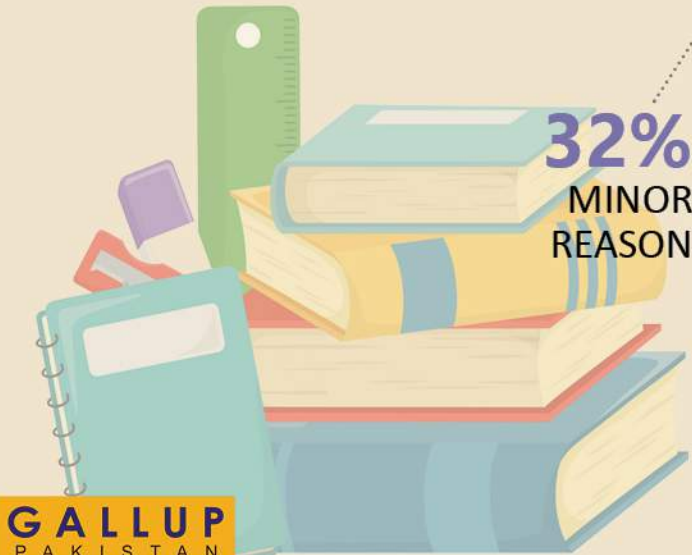
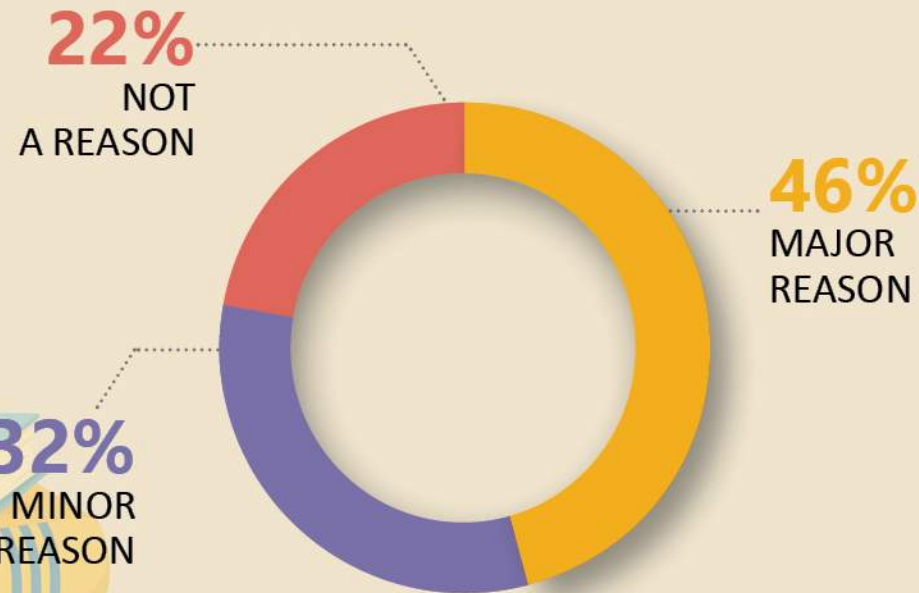
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



CONTINUING RELIGIOUS TRAINING WAS A MAJOR REASON FOR 1 IN 2 STUDENTS, MORE SO FOR STUDENTS FROM KP AND GB&AJK

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [To continue my religious training]

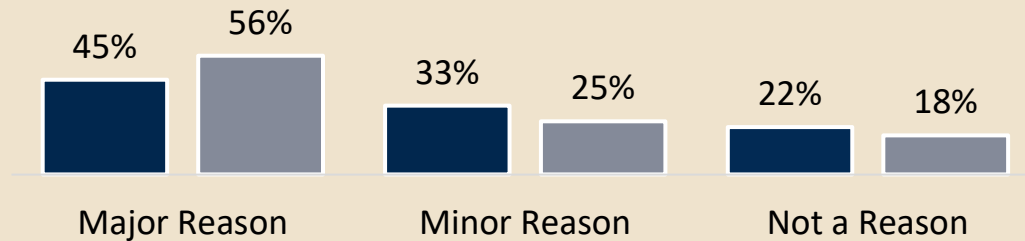


CONTINUING RELIGIOUS TRAINING WAS A MAJOR REASON MOSTLY FOR STUDENTS IN KP (51%) AND GB&AJK (48%)

*Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[To continue my religious training]*

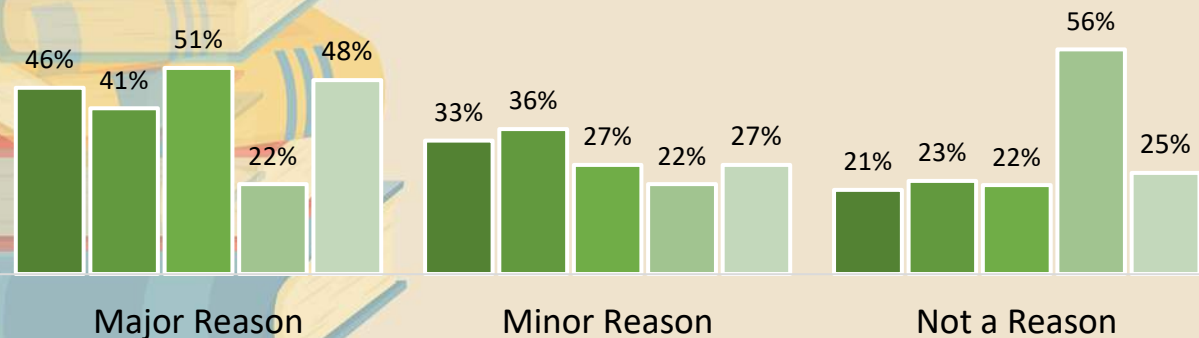
Urban-Rural Breakdown

■ Urban ■ Rural



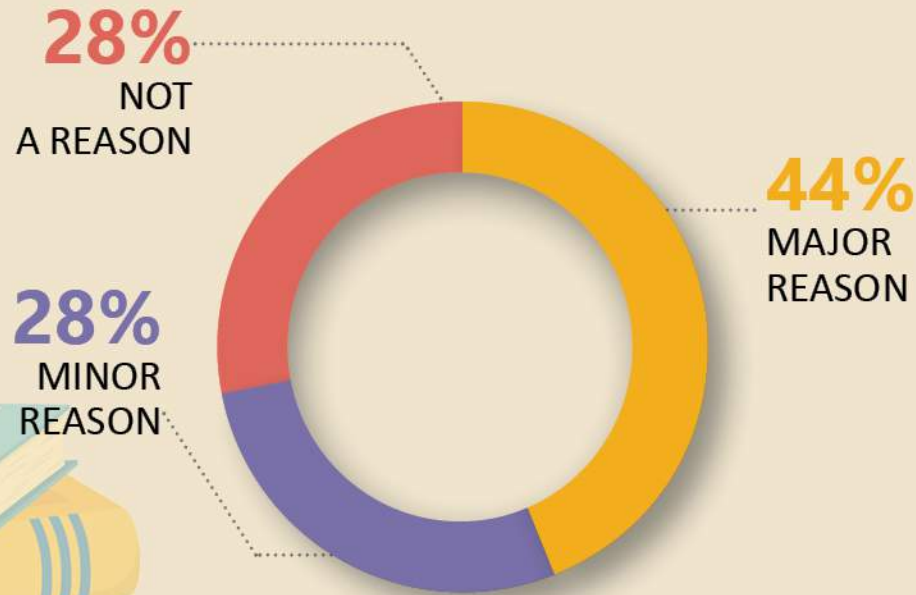
Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK



PARENTS/RELATIVES' WILL WAS NOT A REASON FOR 3 IN 10 STUDENTS TO CONTINUE THEIR EDUCATION

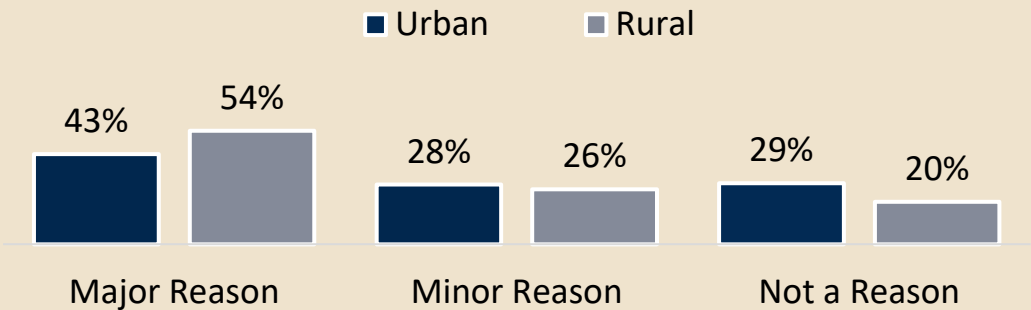
Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [Parents/Relatives wanted me to continue education]



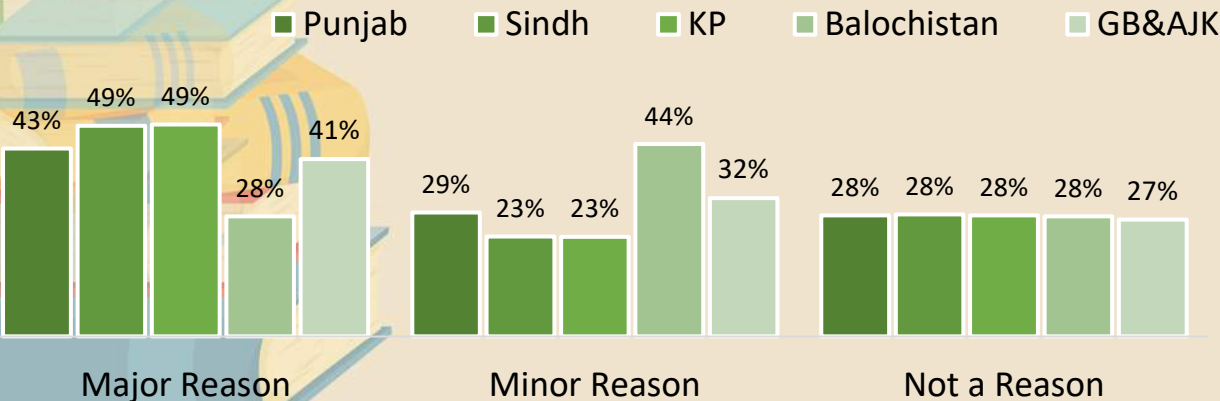
PARENTS/RELATIVES' WILL WAS NOT A REASON FOR 3 IN 10 STUDENTS TO CONTINUE THEIR EDUCATION

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[Parents/Relatives wanted me to continue education]

Urban-Rural Breakdown

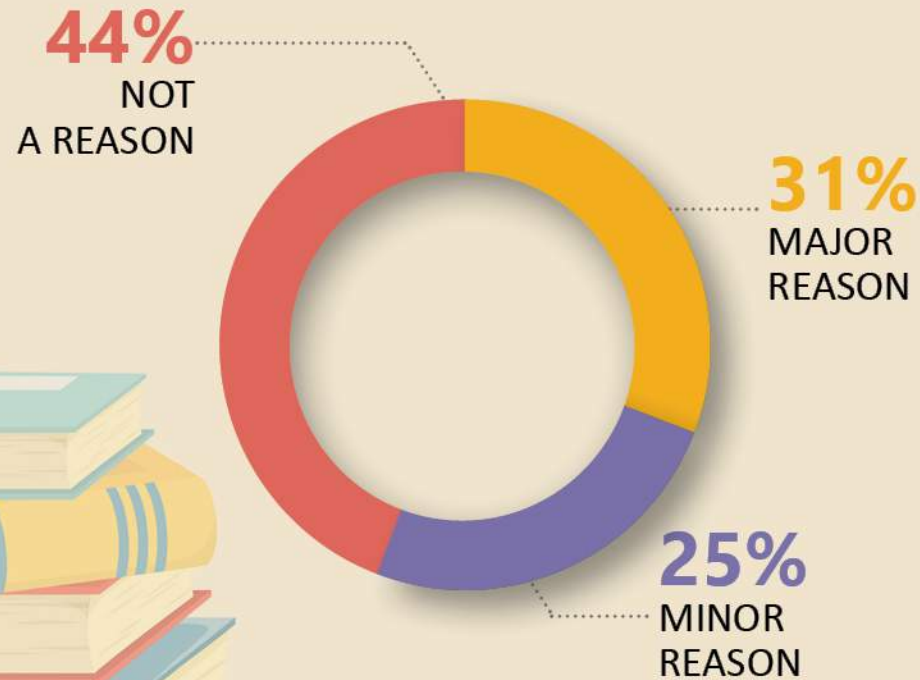


Provincial Breakdown



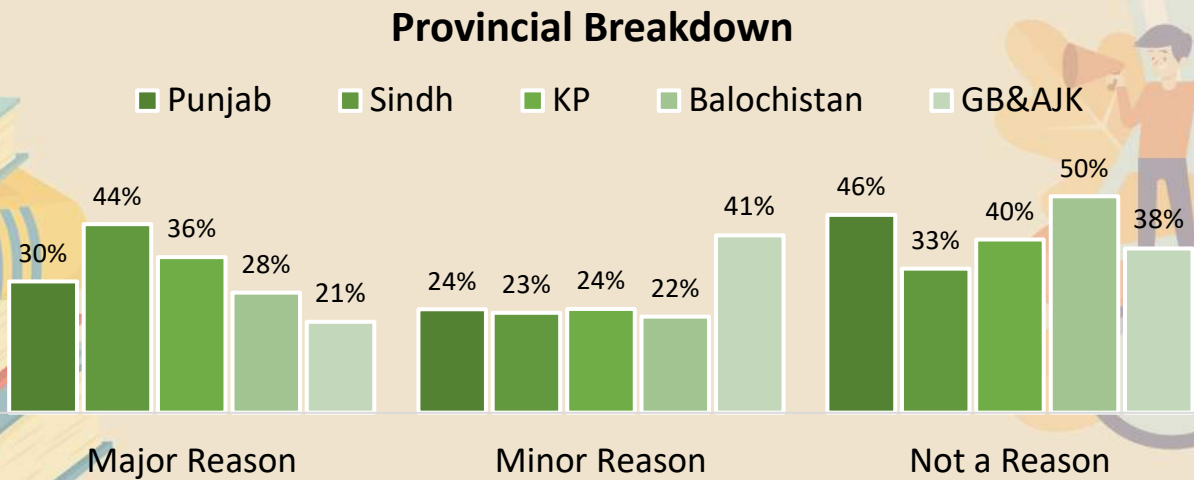
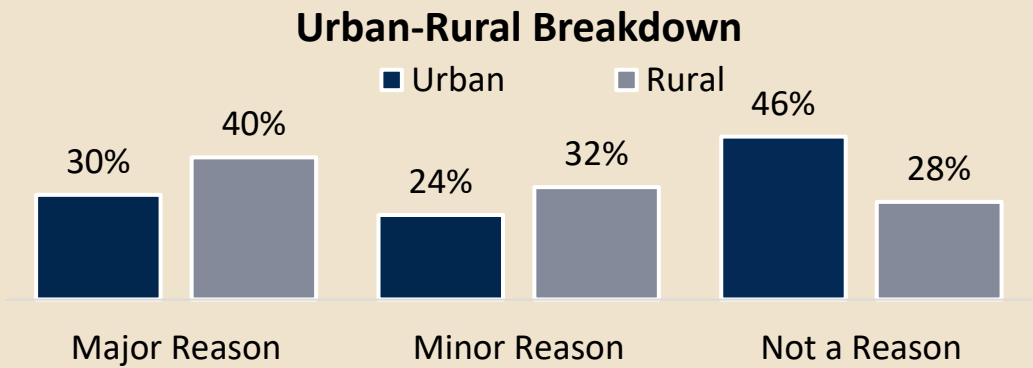
COLLEGE TEACHER/COUNSELLORS WAS NOT A REASON FOR CONTINUING EDUCATION FOR MORE THAN 2 IN 5 STUDENTS

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [College teachers/counsellors suggested I continue education]



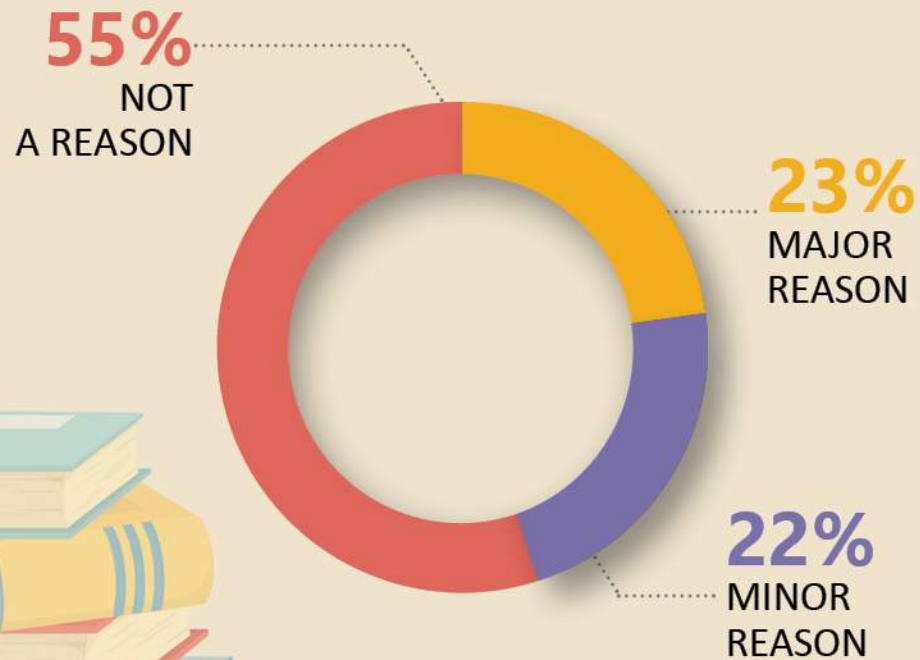
COLLEGE TEACHER/COUNSELLORS WAS NOT A REASON FOR CONTINUING EDUCATION FOR 46% URBAN STUDENTS AND 28% RURAL STUDENTS

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[College teachers/counsellors suggested I continue education]



NOT DOING ANYTHING BETTER WAS NOT A REASON FOR CONTINUING EDUCATION FOR MORE THAN HALF THE STUDENTS

Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college? [Couldn't find anything better to do at this time]

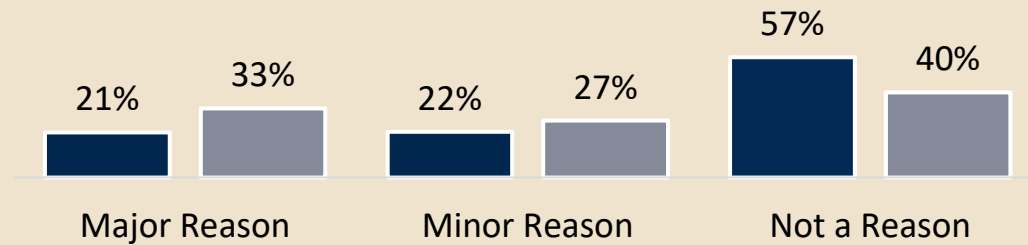


NOT DOING ANYTHING BETTER WAS A MAJOR REASON FOR CONTINUING EDUCATION FOR 33% ASPIRING STUDENTS IN RURAL AREAS AND 21% IN URBAN AREAS

*Indicate whether each of the following is a major, minor or not a reason that you decided to continue your education after college?
[Couldn't find anything better to do at this time]*

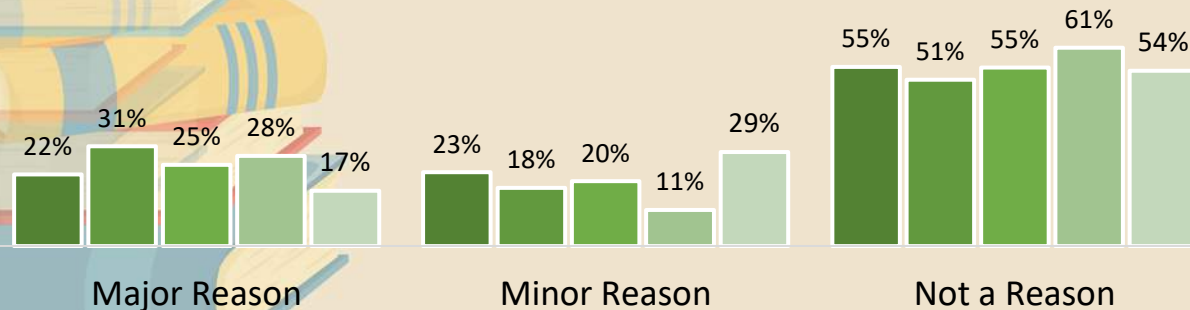
Urban-Rural Breakdown

■ Urban ■ Rural



Provincial Breakdown

■ Punjab ■ Sindh ■ KP ■ Balochistan ■ GB&AJK

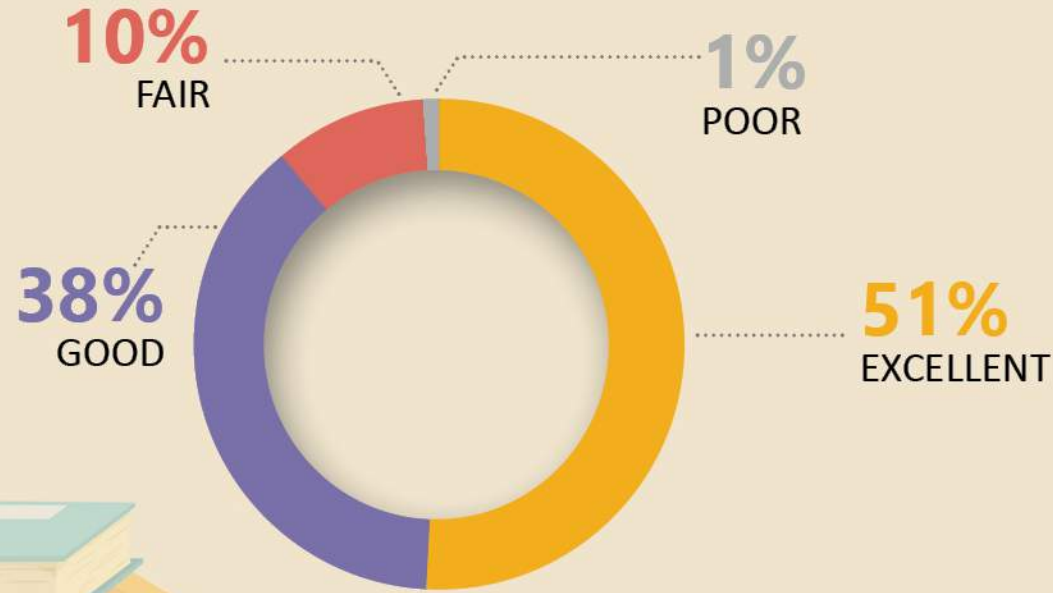


SECTION V: COST & UTILITY OF UNIVERSITY EDUCATION



1 IN 2 STUDENTS BELIEVE THAT UNIVERSITY IS AN EXCELLENT VALUE

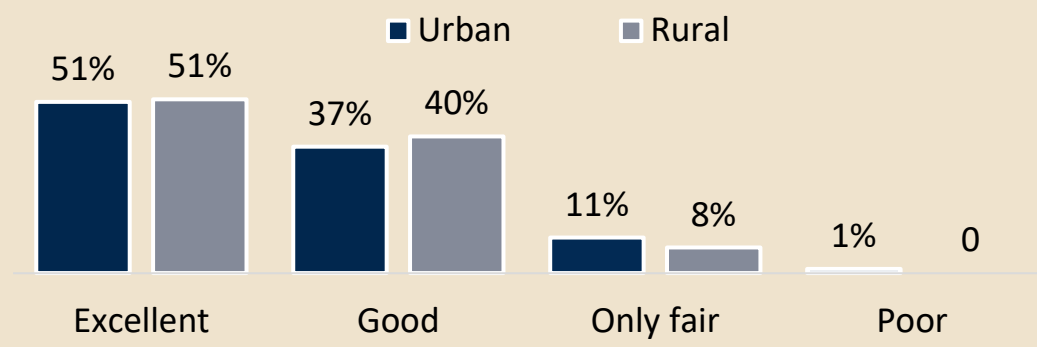
Is University a good value?



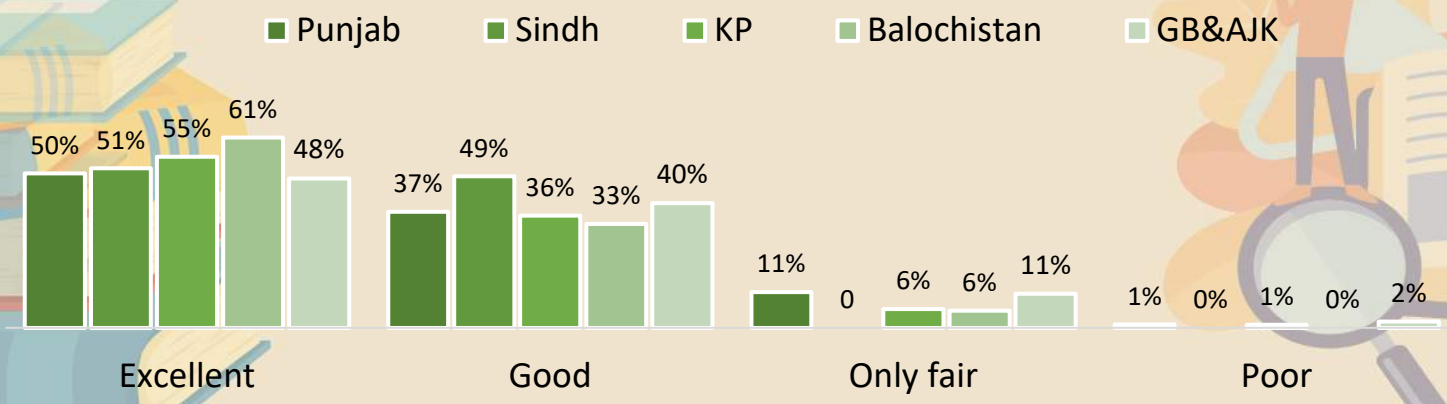
HIGHEST PROPORTION OF STUDENTS FROM BALOCHISTAN BELIEVE UNIVERSITY EDUCATION TO BE AN EXCELLENT VALUE

Is University Education a good value?

Urban-Rural Breakdown

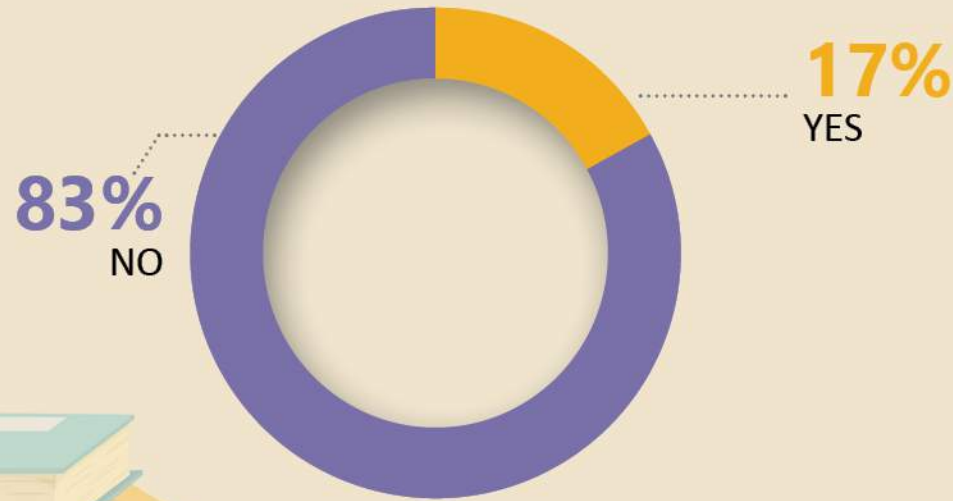


Provincial Breakdown



AN OVERWHELMING MAJORITY OF STUDENTS (83%) BELIEVES THAT UNIVERSITY TODAY IS NOT AFFORDABLE FOR MOST PEOPLE

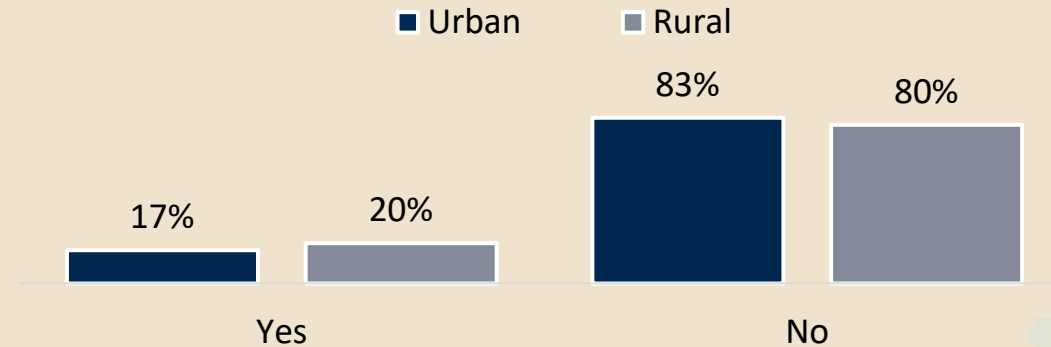
Is University affordable for most people today?



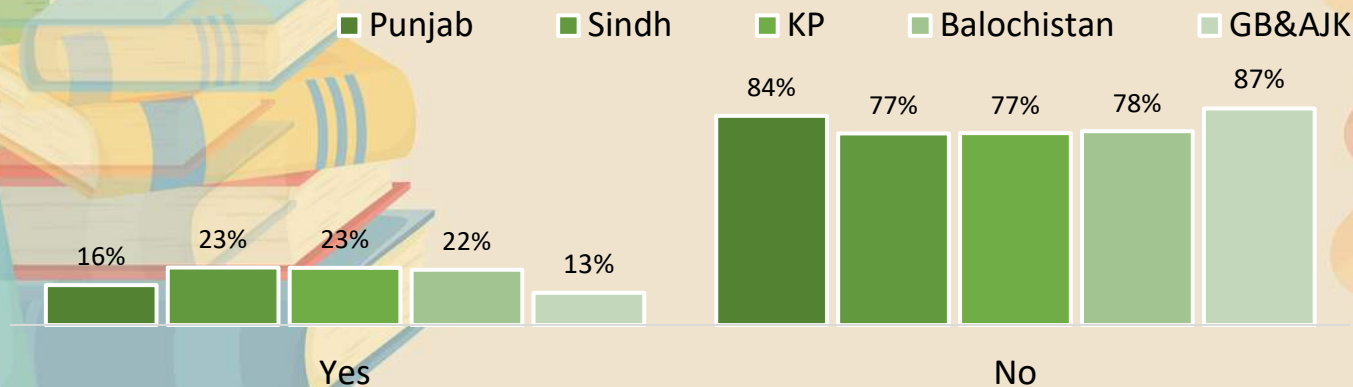
A MAJORITY OF ASPIRING STUDENTS FROM ALL PROVINCES DO NOT CONSIDER UNIVERSITY TO BE AFFORDABLE TODAY. THIS NUMBER IS HIGHEST IN GH&AJK (87%) AND PUNJAB (84%)

Is University affordable for most people today?

Urban-Rural Breakdown



Provincial Breakdown



ONLY 1 IN 5 STUDENTS BELIEVE THAT STUDENTS/THEIR FAMILIES SHOULD THEMSELVES PAY FOR UNIVERSITY, WHILE MAJORITY BELIEVES OTHER COMBINATIONS OF FINANCING SHOULD BE USED

Who should pay for University?

Students/their families

19%

Provincial Government

19%

Federal Government

22%

Private Donations

1%

Some Combination

39%

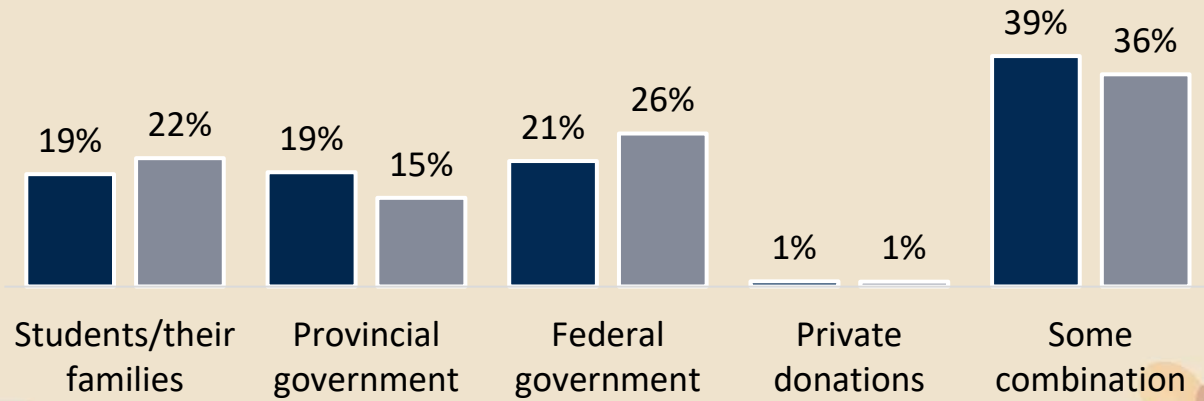


STUDENTS FROM KP (23%) MOST LIKELY TO SAY THAT THE FEDERAL GOVERNMENT SHOULD PAY FOR UNIVERSITY

Who should pay for university?

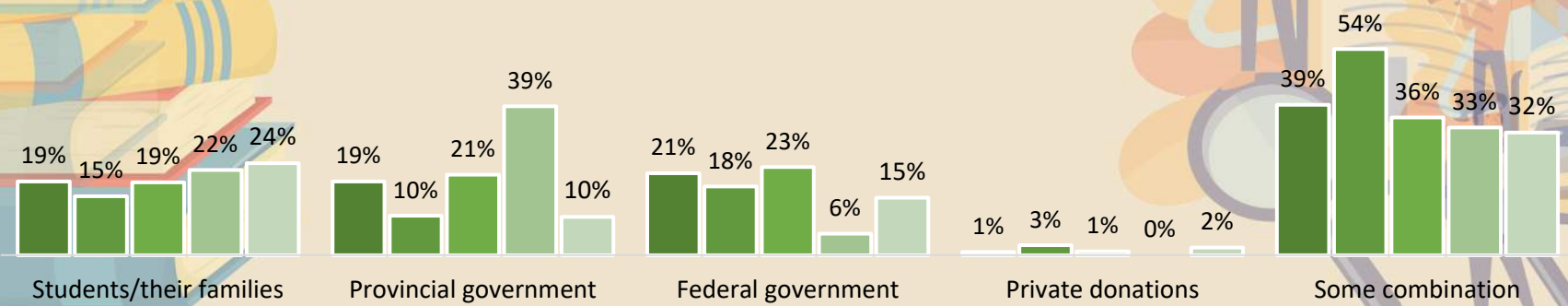
Urban-Rural Breakdown

Urban Rural



Provincial Breakdown

Punjab Sindh KP Balochistan GB&AJK



MORE THAN 1 IN 3 STUDENTS RATE THE QUALITY OF HIGHER EDUCATION AS AVERAGE IN COMPARISON TO THE REST OF THE WORLD, WHILE 20% STUDENTS RATE IT AS ONE OF THE BEST

How does the quality of higher education system in Pakistan rate in the World?

Best

5%

One of the Best

15%

Above Average

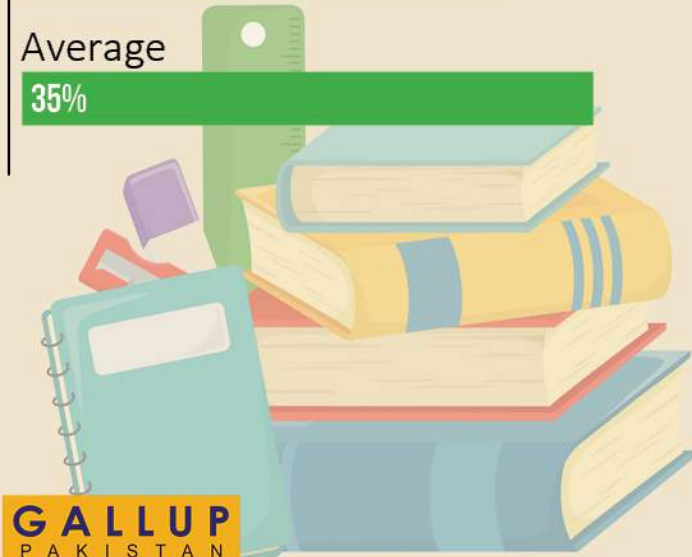
29%

Average

35%

Below Average

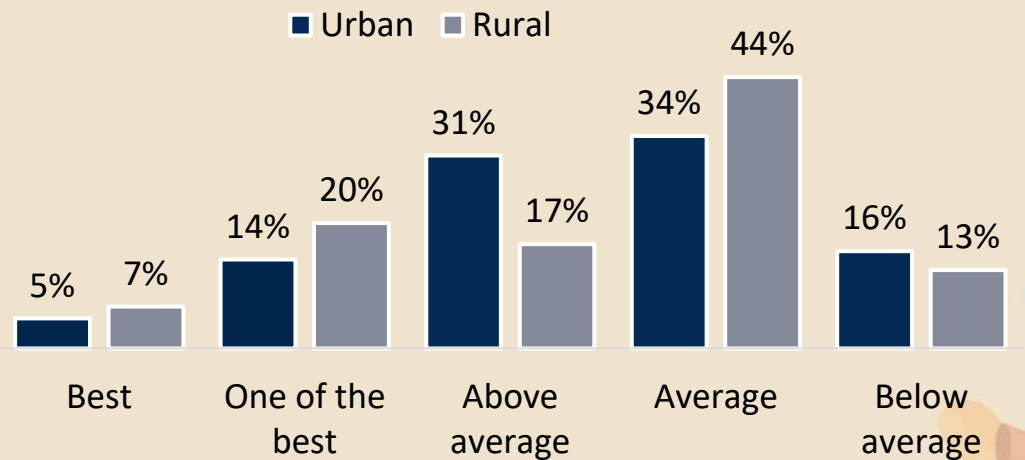
15%



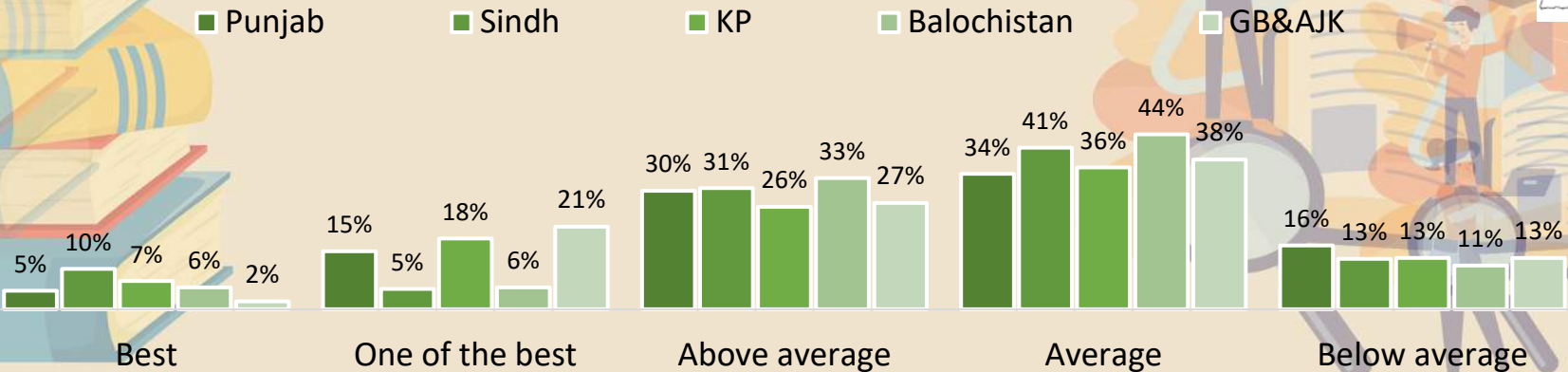
44% ASPIRING STUDENTS FROM RURAL AREAS CONSIDER THE HIGHER EDUCATION SYSTEM IN PAKISTAN TO BE AVERAGE

How does the quality of higher education system in Pakistan rate in the World?

Urban-Rural Breakdown



Provincial Breakdown



SECTION VI:

DEMOGRAPHICS



METHODOLOGY



SAMPLE SIZE: 1014



ONLINE INTERVIEWS

Error Margin
±2 to 3% at 95% confidence
level for national level results



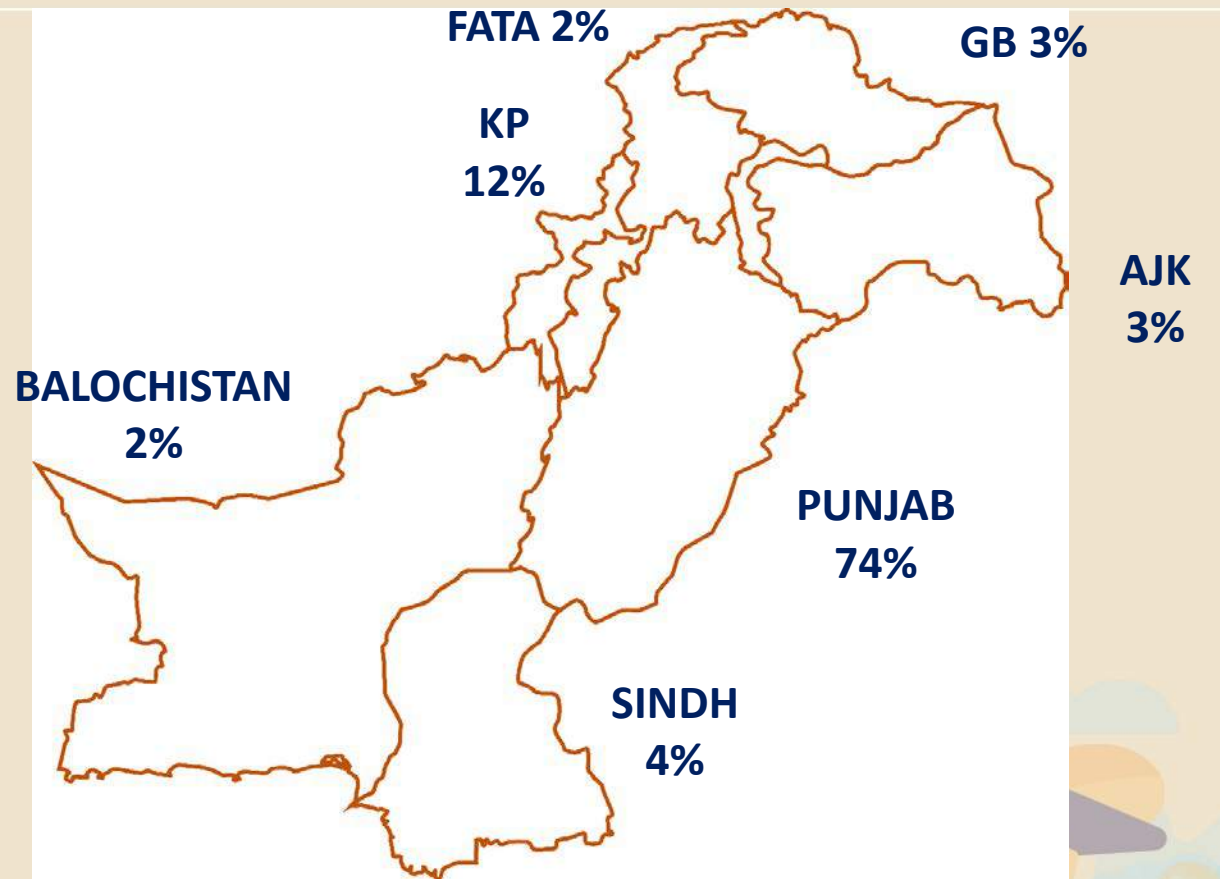
DATA COLLECTION
14TH – 21ST SEPTEMBER
2020



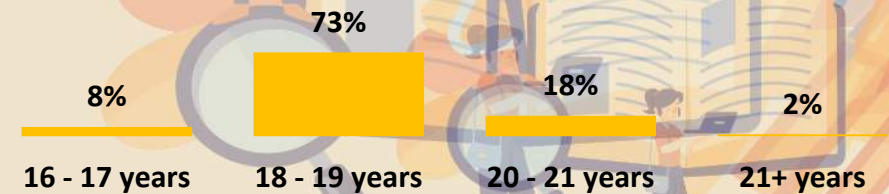
RURAL
12%



URBAN
88%



AGE



Source: Gallup Pakistan Student Expectation

Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.

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isb@gallup.com.pk

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