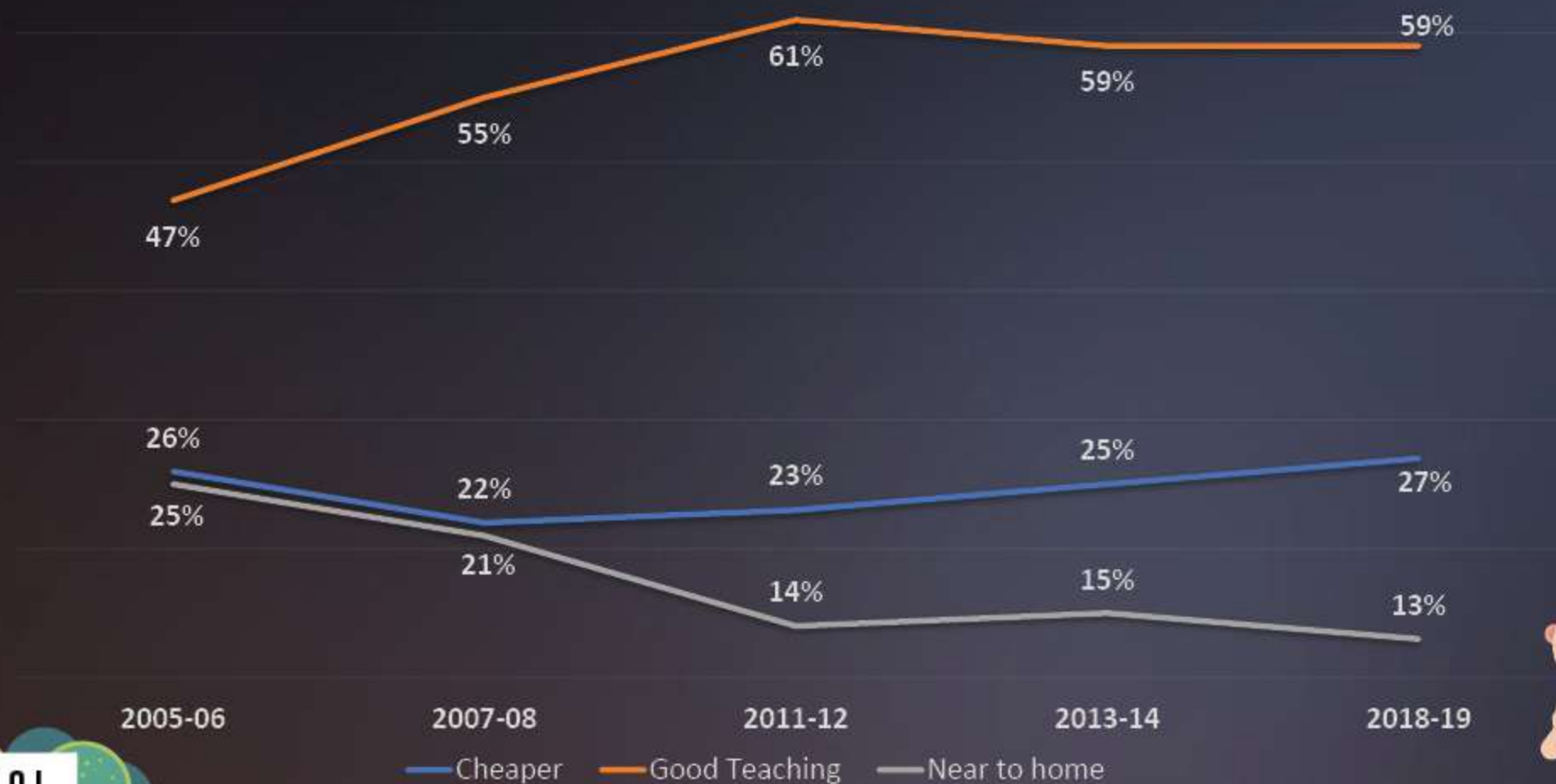


Significant drop (12%) in proportion of parents who cite 'nearness to home' as prime reason for choosing the school their child goes to between 2005 and 2019.

Gallup Pakistan analysis using PSLM data series

Question: "Why did you enroll in this school/institution?"



SCHOOL





Opinion Poll
History Polls
Education

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(Islamabad), October 3rd, 2023

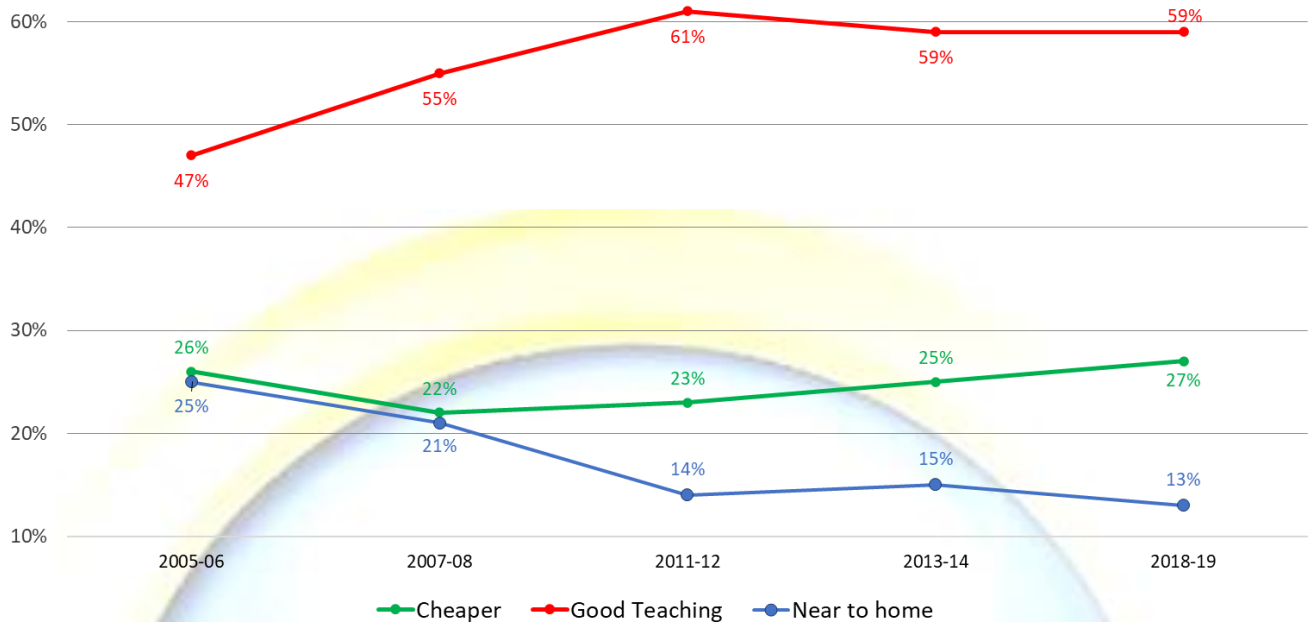
In a Pakistan Social and Living Standards Measurement (PSLM) Survey conducted in the year 2005-06 and subsequently in years 2007-08, 2011-12, 2013-14, and 2018-19, a representative sample of Pakistanis over the age of 10 years from across the country were assessed with respect to their reasons for enrollment in their school/educational institution. In response to this question, in year 2005-06, 47% cited the reason being the good teaching, 26% said it was because it was cheaper, and 25% said it was because it was closer to their residence.

Comparative Picture: In 2018-19, 59% responded that it was because of the good teaching, 27% because it was cheaper, and 13% because it was closer to their residence.

Trend Analysis: The proportion of people who report choosing to enroll in their school/institute based on quality of teaching increased by 12% in the 13 years between the two surveys, while those choosing it based on cost only mildly increased by 1%, and those choosing it based on proximity decreased by 12% in the same time period.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.

Question: “Why did you enroll in this school/institution?”



Source: Gallup & Gilani Pakistan analysis done on PSLM series by PBS
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

For more information on PSLM series please visit website of Pakistan Bureau of Statistics at www.pbs.gov.pk.

This series is based on a dashboard Gallup Pakistan has developed and can be accessed at [Gallup Pakistan PSLM-Dashboards/Education](#)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan, and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues”. For more information about Gallup History Project, please contact caf@gallup.com.pk



Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*



GILANI RESEARCH
FOUNDATION

Tuesday, October 3rd, 2023

(4 Pages, English version Only)

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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



History Poll
2023



of Gallup Pakistan
(1980-2023)