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PRESS RELEASE

Big Data Analysis Education, Youth & Human Capital

Youth Literacy in Pakistan Shows Quiet Progress reaching 77% — Rural Young Women Lead a 9-Point Gain between 2018/19 to 2025: Gallup Analysis Report released.

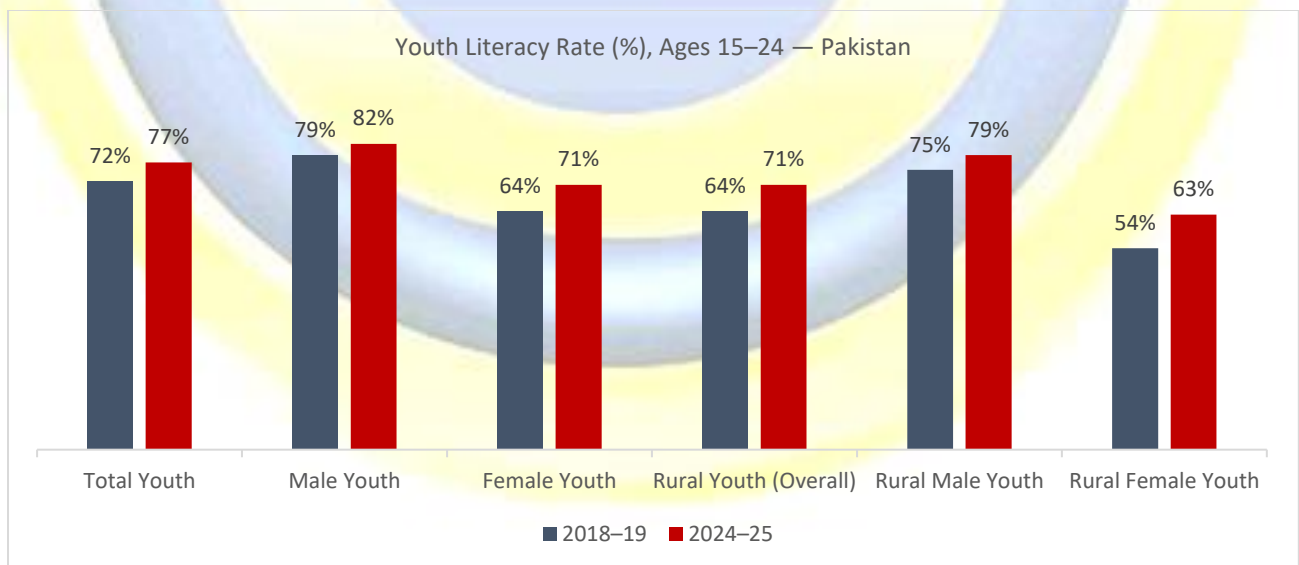
(Islamabad), 15th January 2026

New microdata released by the Pakistan Bureau of Statistics (PBS) through the HIES/PSLM survey reveal a quietly encouraging trend in Pakistan's education landscape: youth literacy (ages 15–24) is improving faster than headline literacy rates, particularly among groups that historically lagged the most.

Unlike overall literacy (ages 10+ or 15+), which changes slowly because it reflects decades of accumulated educational gaps, youth literacy captures what the education system is delivering today. On this forward-looking indicator, Pakistan shows meaningful progress. Nationally, youth literacy rose from 72% in 2018–19 to 77% in 2024–25. Male youth literacy increased from 79% to 82%, while female youth literacy rose from 64% to 71%, indicating that the gender gap, though still present, is narrowing rather than widening.

The most striking improvement appears among rural young women. Rural female youth literacy increased from 54% to 63%, a 9-percentage-point gain in six years. This rise outpaces gains among rural youth overall (+7 pp) and rural male youth (+4 pp), suggesting that rural young women are driving a disproportionate share of recent national progress.

While challenges remain—especially in adult literacy—the youth data suggest that policy interventions, schooling expansion, and retention efforts are translating into real gains, particularly where the starting point was lowest.



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

This analysis was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. It draws on microdata from the Household Integrated Economic Survey / Pakistan Social and Living Standards Measurement Survey (HIES/PSLM) conducted by the Pakistan Bureau of Statistics, covering youth literacy outcomes (ages 15–24) for the period from September 2024 to June 2025



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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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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2025



of Gallup Pakistan
(1980-2025)