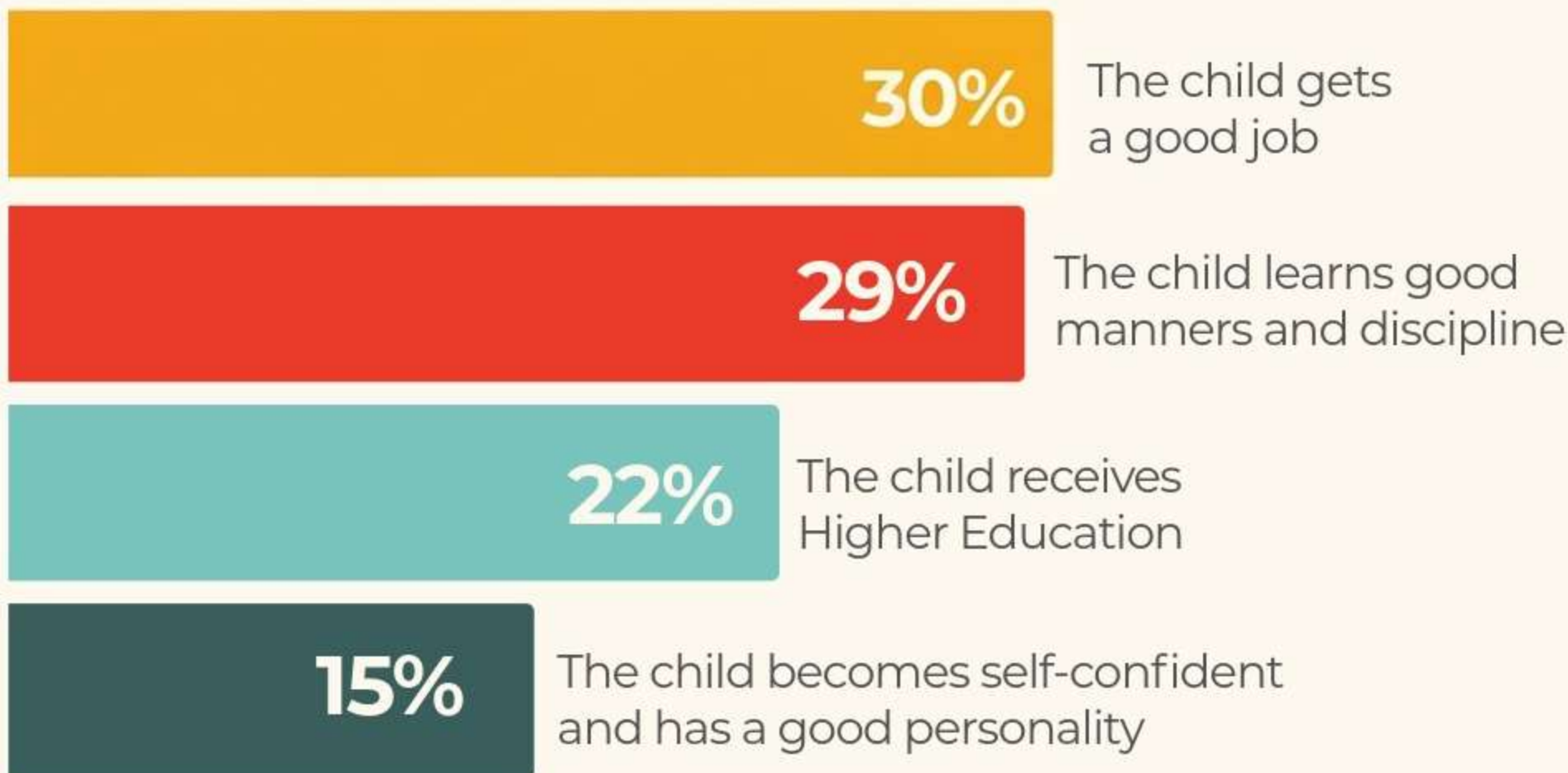


Opinion Poll| Education & Schooling

30% of Pakistani Parents Prioritize a Good Job for Their Children, While 29% Value Good Manners and Discipline; Higher Education Ranks First Among FA+ Educated Parents (33%), While Good Manners and Discipline Are Most Important to Younger Parents (64%) and Women (39%)

Question: Please tell what is most important to you regarding the child receiving education?



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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Education & Schooling

Press release 5 on Understanding the School Landscape in Pakistan
'What Parents Value Most in Their Children's Education'

30% of Pakistani Parents Prioritize a Good Job for Their Children, While 29% Value Good Manners and Discipline; Higher Education Ranks First Among FA+ Educated Parents (33%), While Good Manners and Discipline Are Most Important to Younger Parents (64%) and Women (39%) – Gallup & Gilani Survey

(Islamabad), 17th August 2026

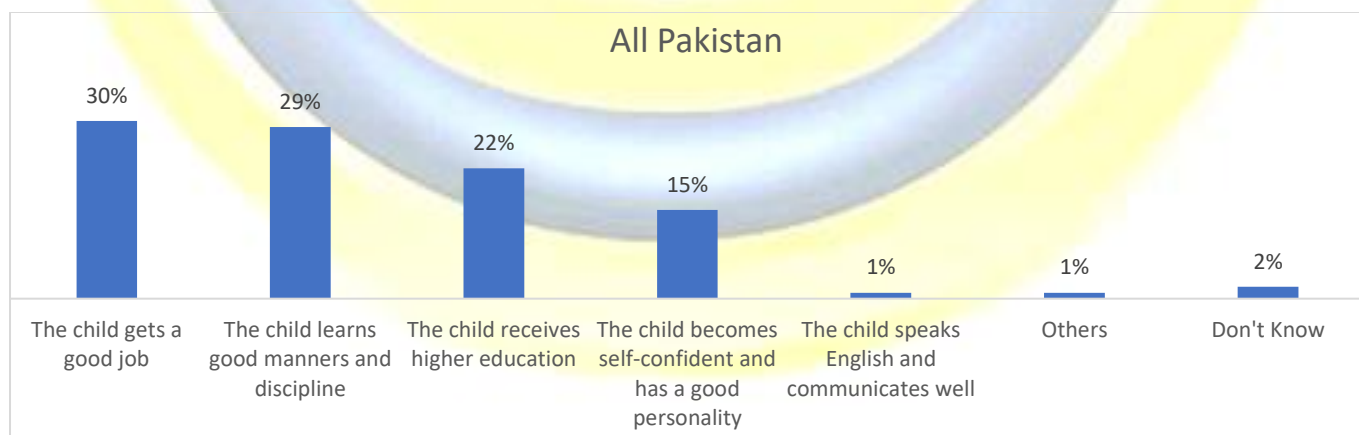
According to a survey conducted by Gallup & Gilani Pakistan, Pakistani parents place a range of priorities on their children's education, with securing a good job (30%) and developing good manners and discipline (29%) emerging as the two most commonly valued outcomes.

This press release is the fifth in Gallup Pakistan's ongoing series on 'Understanding the School Landscape in Pakistan'. The previous release of this series, 'Demand for School-Provided Public Transport', can be accessed [here](#).

The detailed report is available on the official Gallup Pakistan website and can be accessed [here](#).

A nationally representative sample of parents whose children are currently studying in school was asked the question: "Please tell what is most important to you regarding the child receiving education?" In response, 30% said their most important priority was that 'the child gets a good job', while 29% prioritized 'learning good manners and discipline'. Another 22% considered 'receiving higher education' most important, while 15% prioritized that 'the child becomes self-confident and develops a good personality'. Around 1% selected 'speaking English and communicating well', while 1% mentioned 'other' priorities and 2% gave no response.

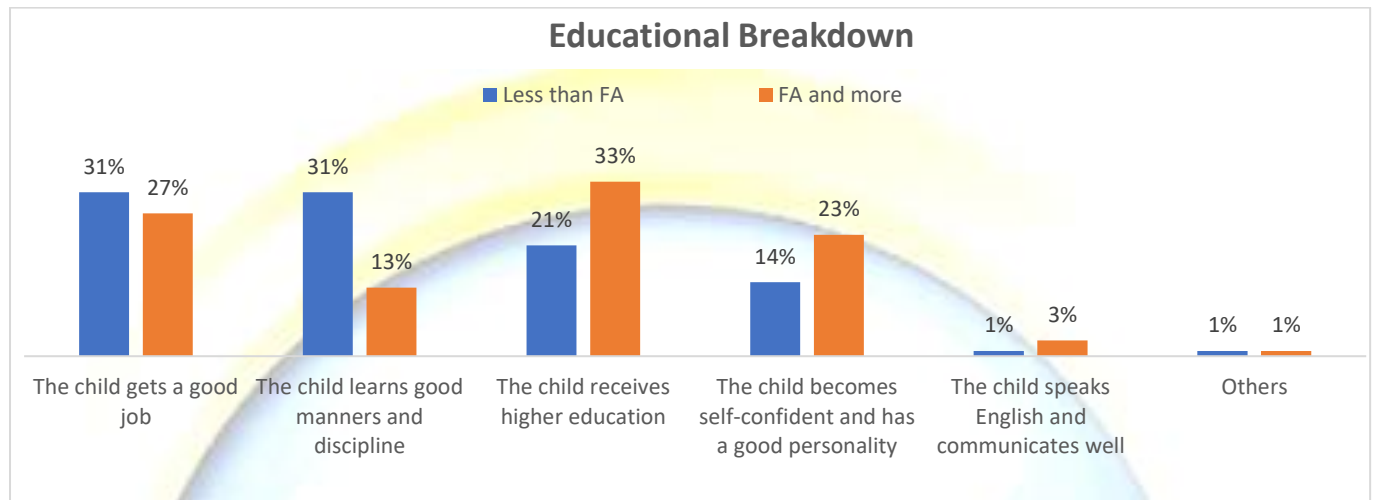
Question: Please tell what is most important to you regarding the child receiving education?



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 1415 married men and women, in urban and rural areas of all four provinces of the country, conducted from March 18, 2026 to March 31, 2026. 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).

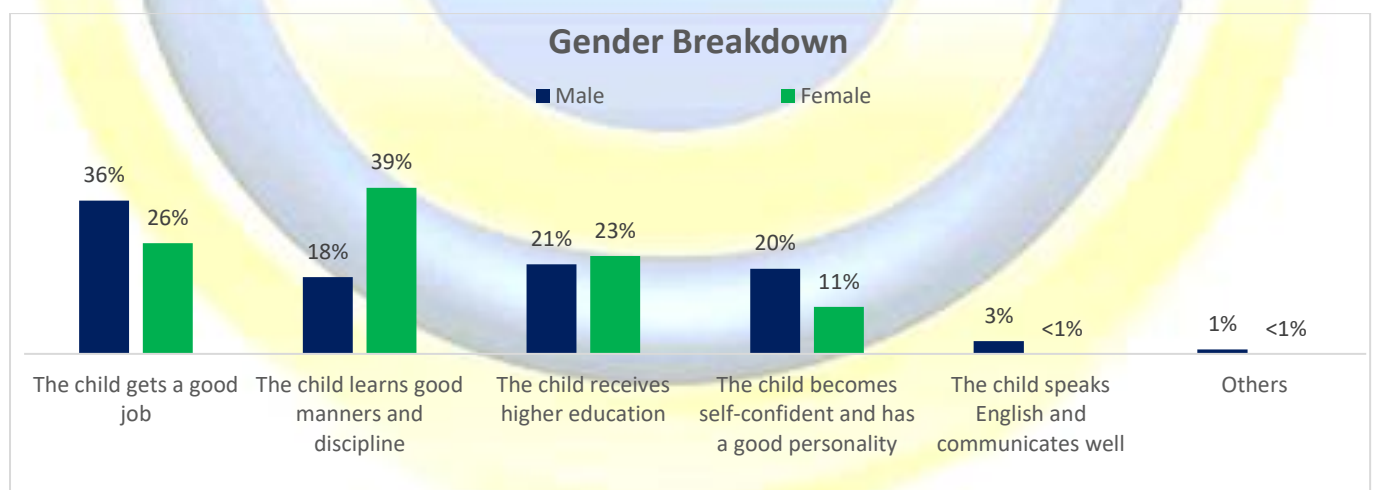
Educational Breakdown: Parents with FA and above education are most likely to prioritize higher education for their child (33%). Among parents with less than FA education, good manners and discipline (31%) and getting a good job (31%) are equally prominent priorities, while 14% prioritize self-confidence and a good personality.



**NOTE: DK/NR percentages have not been included in the chart*

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

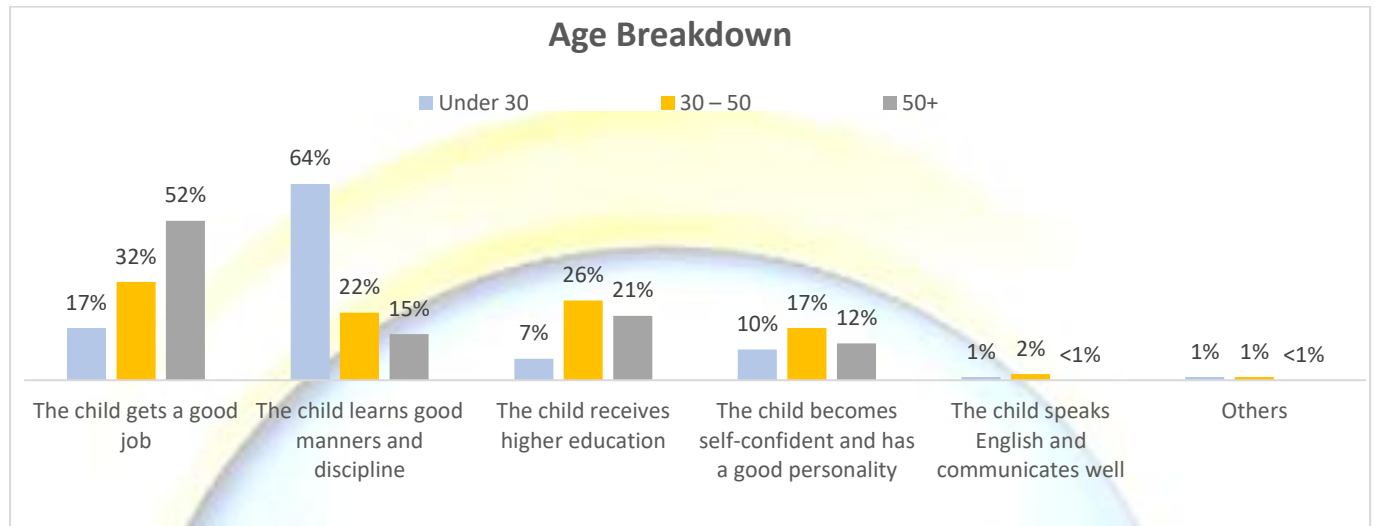
Gender Breakdown: A clear gender difference emerges in parents' priorities. Women are more likely to prioritize good manners and discipline (39%) compared with men (18%). Men, on the other hand, place greater emphasis on their child getting a good job (36%), compared with 26% among women. The two groups are relatively close in their emphasis on higher education, at 23% among women and 21% among men.



**NOTE: DK/NR percentages have not been included in the chart*

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

Age Breakdown: A pronounced generational difference emerges in parents' priorities. Among parents under 30, 64% consider learning good manners and discipline the most important outcome. In contrast, getting a good job is the top priority for 52% of parents aged 50+. This represents the most substantial age-based contrast in the findings.



**NOTE: DK/NR percentages have not been included in the chart*

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

Overall, the findings show that Pakistani parents view education as a pathway both to economic opportunity and personal development. While securing a good job and developing discipline are the leading priorities nationally, younger parents and women place greater emphasis on good manners and discipline, while older parents prioritize securing a good job. FA+ educated parents place greater emphasis on higher education (33%) compared to those with less than FA education (21%), suggesting that expectations from schooling vary considerably across generations, gender, and educational background.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Monday, 17th August 2026

(3 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.**

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)