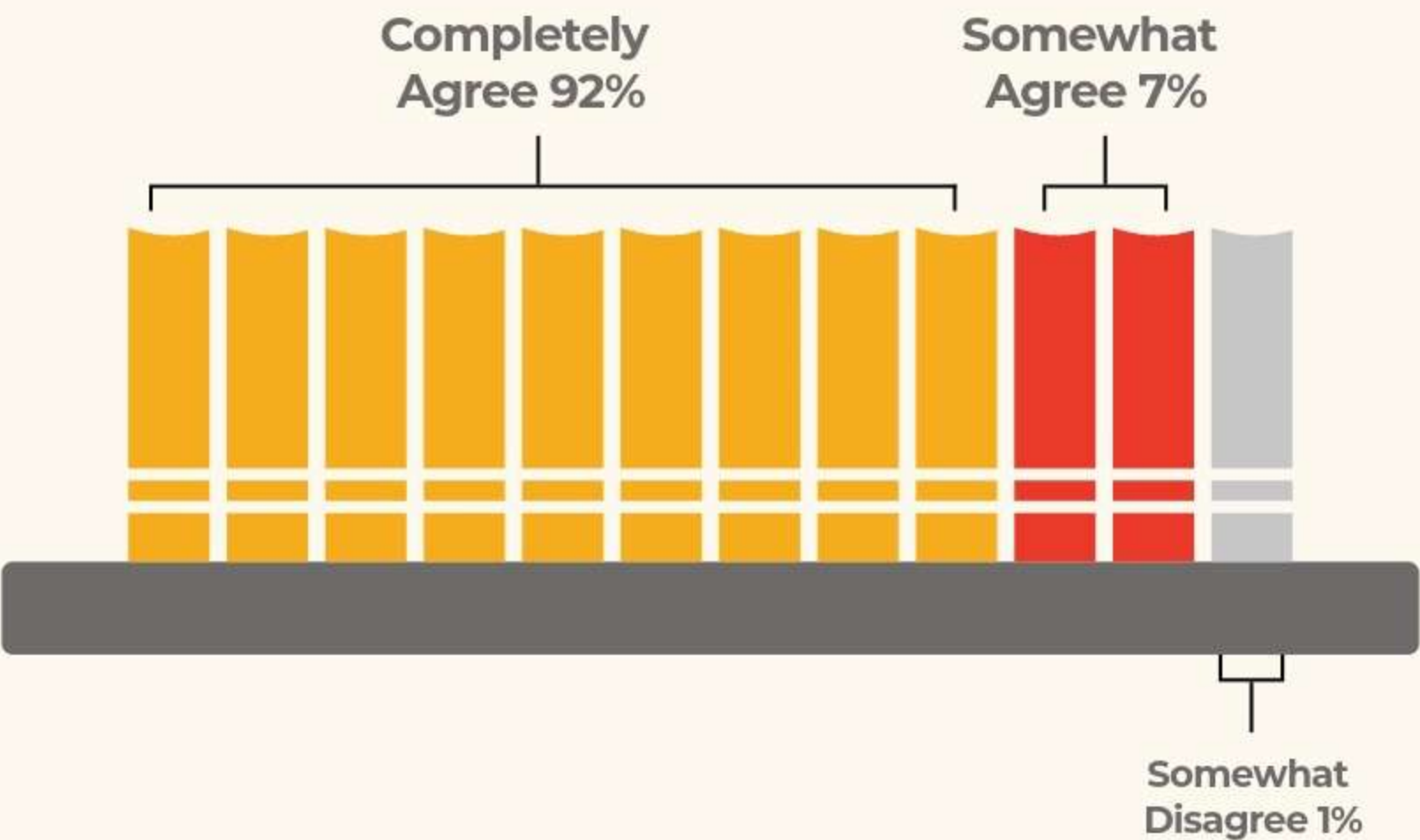


Opinion Poll| Education & Schooling

An overwhelming (99%) of Pakistani Parents Say Education Is Very Important for Success; Women (94%) and Rural Parents (93%) Show Strongest Agreement

Question: Please tell to what extent you agree or disagree with the following statements? – Education is very important for success?



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





PRESS RELEASE

Opinion Poll

Education & Schooling

Press release 6 on Understanding the School Landscape in Pakistan
'Education and Perceptions of Success'

An overwhelming (99%) of Pakistani Parents Say Education Is Very Important for Success; Women (94%) and Rural Parents (93%) Show Strongest Agreement – Gallup & Gilani Survey

(Islamabad), 18th August 2026

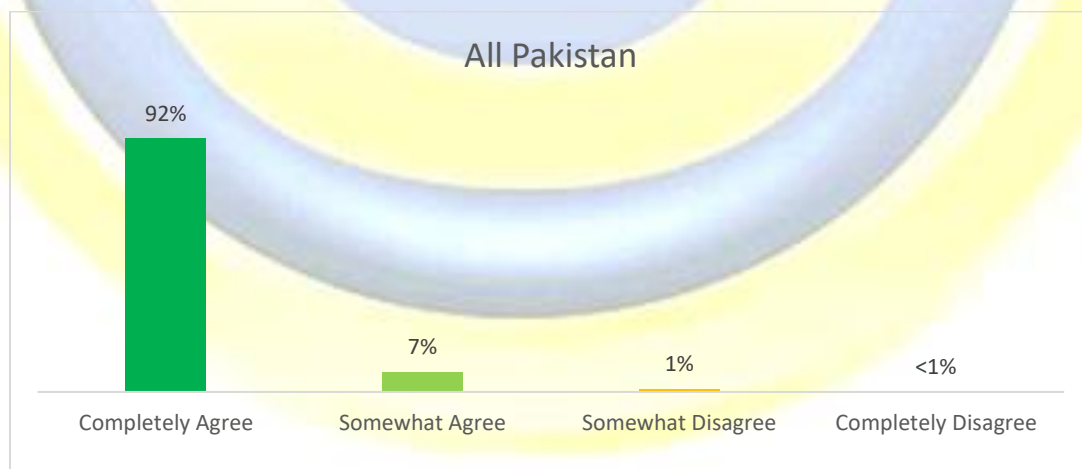
According to a survey conducted by Gallup & Gilani Pakistan, an overwhelming majority of parents believe that education plays an important role in achieving success, with 92% completely agreeing that education is very important for success.

This press release is the sixth in Gallup Pakistan's ongoing series on 'Understanding the School Landscape in Pakistan'. The previous release of this series, 'What Parents Value Most in Their Children's Education', 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 to what extent you agree or disagree with the following statements? – Education is very important for success."** In response, 92% 'completely agreed', while 7% 'somewhat agreed'. Only 1% 'somewhat disagreed', while less than 1% of respondents completely disagreed. These findings demonstrate an exceptionally strong consensus among parents that education is closely linked with success.

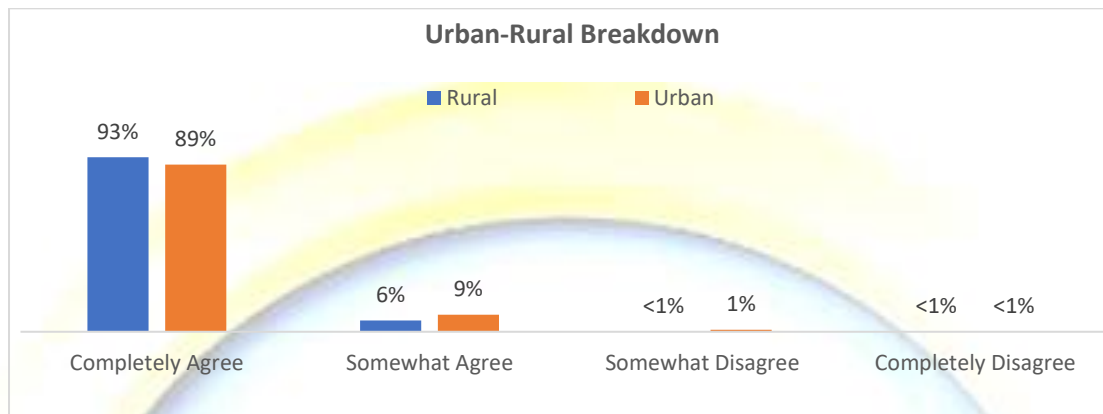
Question: Please tell to what extent you agree or disagree with the following statements? – Education is very important for success?



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

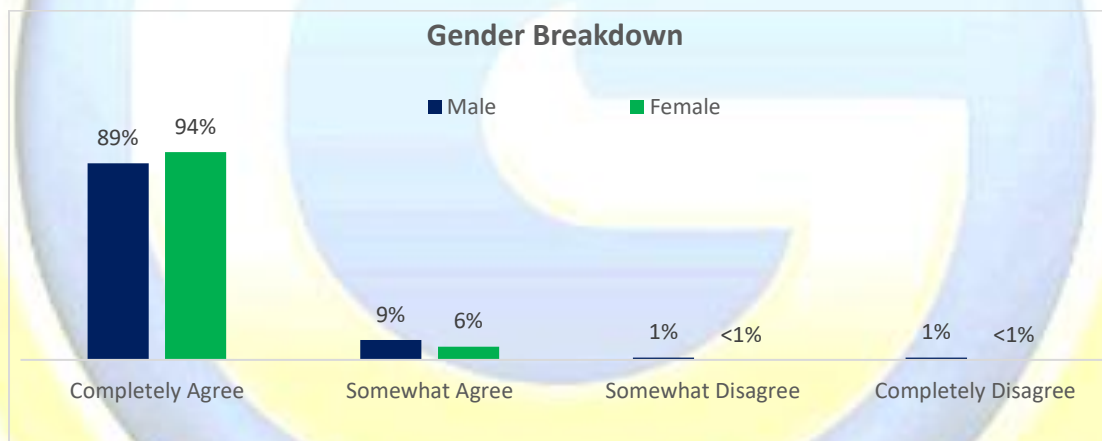
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1415 married men and women, in urban and rural areas of all four provinces of the country, conducted from March 18, 2026 to 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).

Urban-Rural Breakdown: Rural parents show slightly stronger agreement, with 93% completely agreeing that education is very important for success, compared with 89% among urban parents. Urban respondents are somewhat more likely to somewhat agree (9%) than rural respondents (6%).



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

Gender Breakdown: Women express slightly stronger conviction about the importance of education, with 94% completely agreeing that education is very important for success, compared with 89% of men.



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

Overall, the findings point to a near-universal belief among parents that education is essential for success, with only marginal differences across demographic groups. The particularly strong agreement among women and rural parents reinforces the central place education holds in families' expectations for their children's future.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



Tuesday, 18th 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)