

Opinion Poll | Education & Schooling

Parent-Teacher Meetings Remain the Top School Communication Method: 53% of Parents Report School Contact via PTMs in the Last Month; Phone Calls (48%) and WhatsApp/SMS (45%)

Question: During the last one month, did your child's school contact you through any of the following means? - parent-teacher meetings, WhatsApp or SMS, and phone calls?

Yes

No

Through Parent Teacher Meeting



Through Whatsapp or SMS



Through Phone Call



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 13 on Understanding the School Landscape in Pakistan
'How Schools Communicate with Parents'

Parent-Teacher Meetings Remain the Top School Communication Method: 53% of Parents Report School Contact via PTMs in the Last Month; Phone Calls (48%) and WhatsApp/SMS (45%) Follow Closely — Gallup & Gilani Pakistan

(Islamabad), 02 September 2026

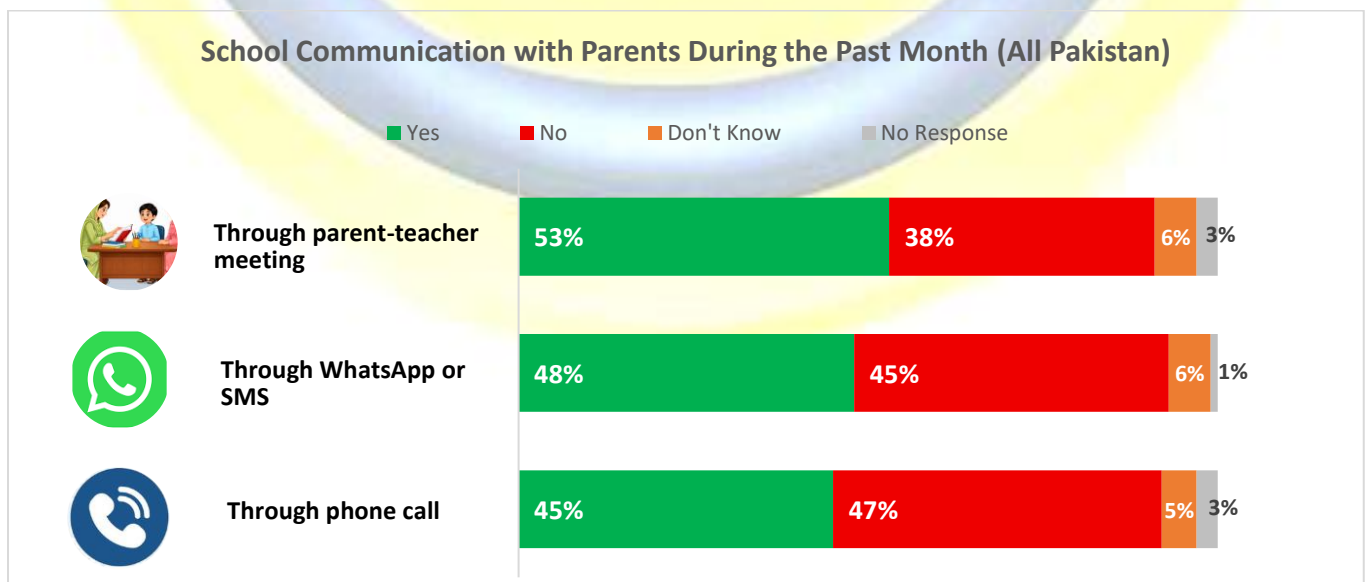
According to a survey conducted by Gallup & Gilani Pakistan, Parent-Teacher Meetings are the most commonly reported means through which schools contacted parents during the past month (53%). Phone calls were reported by 48%, while 45% said their child's school contacted them through WhatsApp or SMS.

This press release is the 13th in Gallup Pakistan's ongoing series on 'Understanding the School Landscape in Pakistan'. The previous release of this series 'Parents' Satisfaction with School Facilities', 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: **"During the last one month, did your child's school contact you through any of the following means? - parent-teacher meetings, WhatsApp or SMS, and phone calls"**. In response, 53% of parents reported being contacted through a parent-teacher meeting during the past month. This was followed by phone calls, reported by 48%, and WhatsApp or SMS, reported by 45%. The findings indicate that schools are using a mix of face-to-face and direct communication channels to stay in contact with parents.

Question: During the last one month, did your child's school contact you through any of the following means? - parent-teacher meetings, WhatsApp or SMS, and phone calls?



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

Overall, the findings show that schools are maintaining contact with parents through multiple channels, with parent-teacher meetings slightly more widely reported than phone calls and WhatsApp/SMS. The relatively close use of all three methods suggests that both direct and digital communication play an important role in connecting schools with parents.

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).





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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of Gallup Pakistan
(1980-2026)