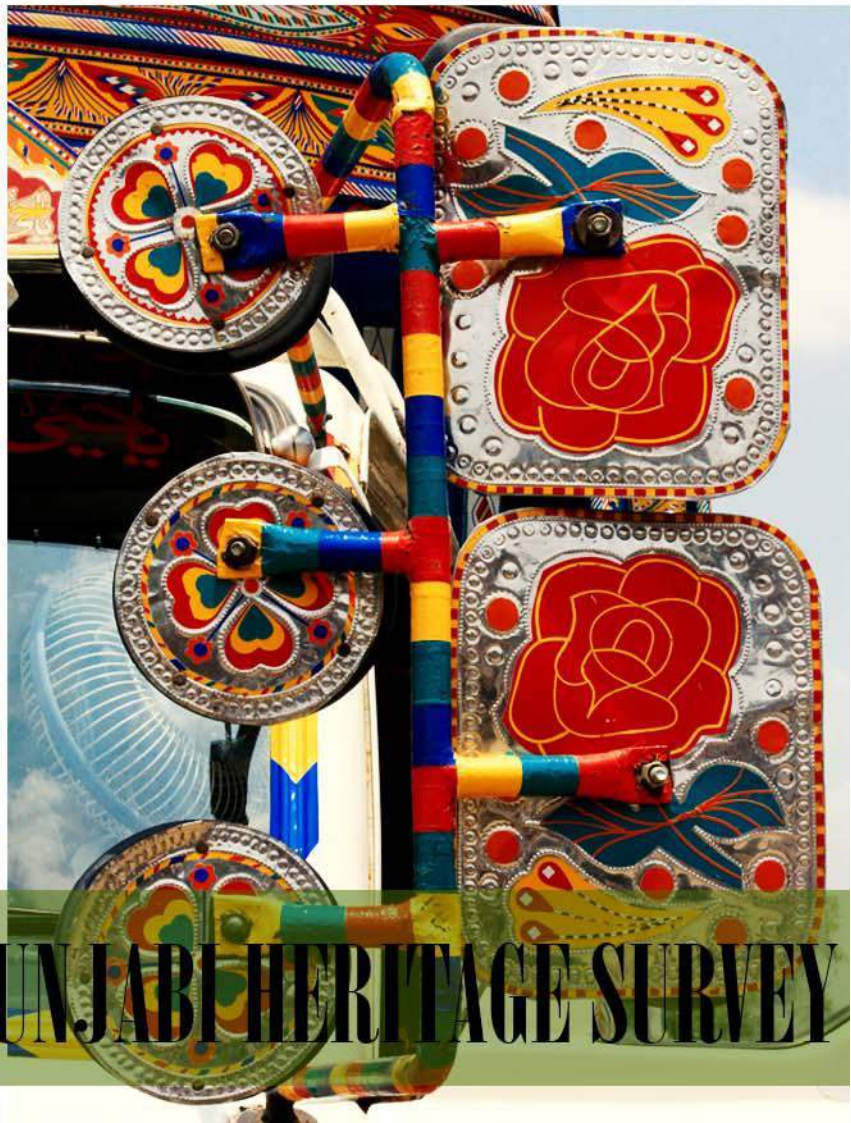
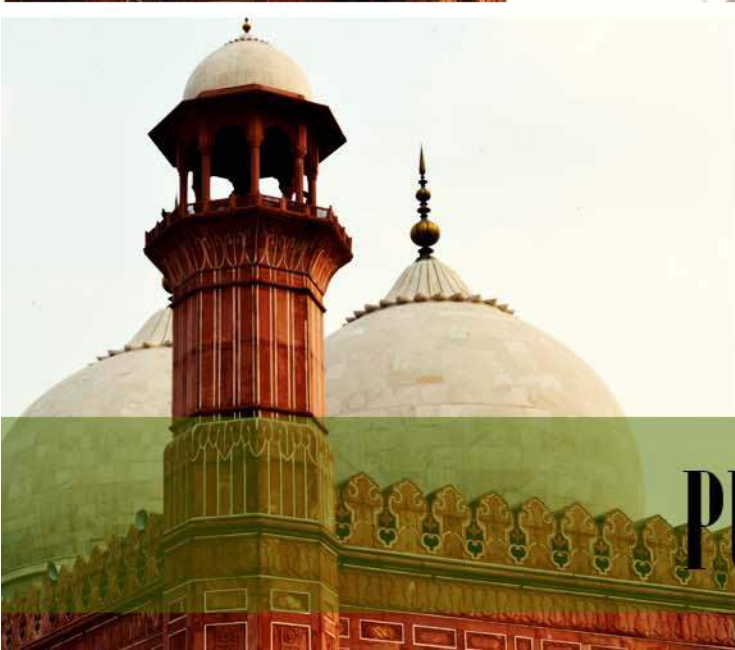
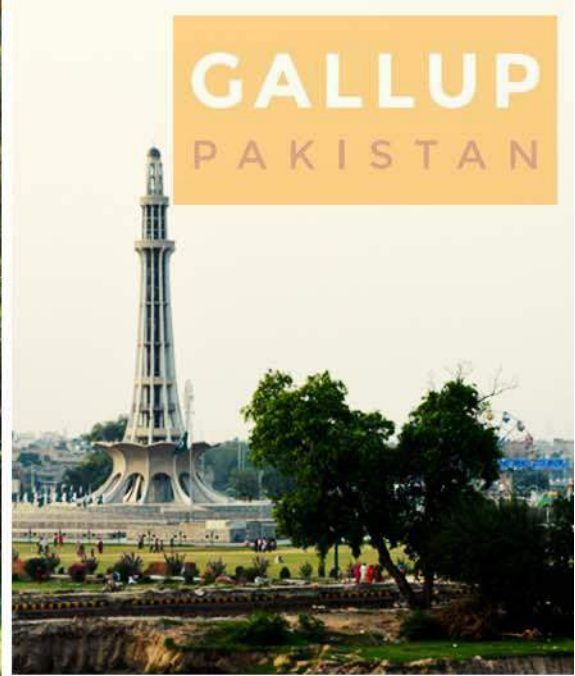




PUNJABI HERITAGE SURVEY

# PUNJABI HERITAGE SURVEY

PUBLISHED BY



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**MOTHER'S LINGUISTIC GROUP:  
PUNJABI MAJORITY**

A significant proportion of respondents (35%) reported their mothers to be Punjabi, 25% reported them to be Urdu speaking and 21% said that they were Pushto speaking.

**FATHER'S LINGUISTIC GROUP:  
PUNJABI MAJORITY**

Majority of the respondents reported their fathers to be Punjabi too (35%) while 24% said that they were Urdu speaking, 21% said that they were Pushto speaking and 12% said that they belonged to the Sindhi linguistic group.

**PROFICIENCY IN PUNJABI:  
HIGH PROFICIENCY IN SPEAKING; LOW IN READING AND WRITING**

A large majority (83%) claimed to have a high proficiency in speaking Punjabi while 10% reported having a medium proficiency and 6% reported it to be low. For writing, a majority of 61% reported having a low proficiency, 30% reported it to be medium and 6% reported it to be high. For reading, 64% reported that their proficiency is low, 26% reported it to be medium and 6% reported it to be high.

Age-wise breakdowns revealed similar results with all age groups (young, middle and old) claiming high proficiency in speaking Punjabi, but low proficiencies in reading and writing the language.

**PARENTS' LANGUAGE OF COMMUNICATION:  
PUNJABI SPEAKING MAJORITY**

92% of the respondents said that their parents communicate with each other in Punjabi while 6% reported it to be Urdu.

**IMPORTANCE OF MOTHER TONGUE:  
MODERATE TO HIGH IN RESPONDENTS' PERCEPTION**

40% of the respondents said that they believed that it is very important to speak in one's own mother tongue, 45% said that it was somewhat important while 5% said that it was not important at all.

According to the age-wise breakdown, respondents among the 'old' age group had the highest percentage (43%) of those saying the importance of speaking in mother tongue was a lot, while respondents among the 'young' age group have the lowest percentage (38%).

**PUNJABI AT HOME**

A significant majority of the respondents (61%) said that they spoke Punjabi with their parents and 60% said that they spoke Punjabi with their spouses while 57% said that they spoke Punjabi with their siblings and 50% spoke the language with their children and friends each.

# EXECUTIVE SUMMARY

### **DISCOURAGED TO USE PUNJABI: MOST ARE NOT DISCOURAGED TO USE PUNJABI**

A significant majority of the respondents (61%) said that they spoke Punjabi with their parents and 60% said that they spoke Punjabi with their spouses while 57% said that they spoke Punjabi with their siblings and 50% spoke the language with their children and friends each.

### **SELF-IDENTIFICATION: ASTOUNDING MAJORITY IDENTIFIES ITSELF AS A PAKISTANI FIRST**

75% of the respondents identify themselves as a Pakistani first and foremost while 19% identify themselves as a Punjabi and 6% identify themselves by caste.

### **UNDERSTANDING OF LANGUAGE: HALF OF THE RESPONDENTS PERCEIVE LANGUAGE TO BE SEPARATE BUT HIGHLY ASSOCIATED WITH CULTURE**

47% claim that they understand language to be highly associated with culture while 37% say that they understand it to be a subset of culture and 15% say that culture is independent of language.

### **PUNJABI EDUCATION: MOST CLAIM TO HAVE NEVER BEEN TAUGHT ANYTHING IN PUNJABI**

A significant proportion of respondents (49%) said that they had never been taught anything in Punjabi while 35% said that they had no basic education and were taught Punjabi at home and 6% said that they had been taught in Punjabi at primary level.

### **PERCEPTION OF PUNJABIS ABOUT THEMSELVES**

Respondents were asked how Punjabis perceived themselves to be. 17% said that according to them, Punjabis perceived themselves as well-mannered and 15% perceived themselves as well dressed while 22% reported others and 37% did not respond.

### **PUNJABI AS A MEDIUM OF INSTRUCTION IN PRIMARY SCHOOLS: MORE THAN HALF OF THE RESPONDENTS IN AGREEMENT**

24% of the respondents strongly agree and 38% agree somewhat that Punjabi should be used as the medium of instruction in primary schools while 21% neither agree nor disagree and 9% strongly disagree.

### **PUNJABI AS OFFICIAL LANGUAGE AT PROVINCIAL LEVEL: MAJORITY IN AGREEMENT AT THE PROSPECT**

21% strongly agree and 37% agree somewhat that Punjabi should be the official language at provincial level while 23% neither agree nor disagree, 10% strongly disagree and 8% disagree somewhat.

### **IMPORTANCE OF PUNJABI: MORE THAN HALF THE RESPONDENTS AGREE THAT PUNJABI IS AS IMPORTANT AS OTHER REGIONAL LANGUAGES**

Respondents were asked if they felt that Punjabi was given the same importance as other regional languages. 19% strongly agreed and 39% somewhat agreed while 26% neither agreed nor disagreed, 8% agreed somewhat and 7% strongly disagreed.

### **WATCHING NON-COMMERCIAL PUNJABI THEATRE: SIGNIFICANT MAJORITY HAS NEVER WATCHED ONE**

A large percentage of the respondents (73%) said that they had never watched/attended a Punjabi theatre while 13% said that they occasionally attend one, 11% said that they had watched it only once in their life and 2% said that they watch it frequently.

### **WATCHING PUNJABI STAGE DRAMA: MAJORITY HAS NEVER WATCHED ONE**

62% of the respondents said that they had never watched a Punjabi stage drama while 15% said that they had watched it once, 19% said that they watch it occasionally and 3% said that they frequently attend one.

### **WATCHING PUNJABI CINEMA: MAJORITY HAS NEVER WATCHED PUNJABI CINEMA.**

65% of the respondents said that they had never attended a Punjabi cinema while 15% said that they had attended it once and 16% said that they attend it occasionally. Only 3% said that they attend a Punjabi cinema frequently.

## **ATTENDING PUNJABI MUSHAIRA: MAJORITY HAS NEVER ATTENDED ONE**

A sound majority (73%) said that they had never attended a Punjabi mushaira while 12% said that they had attended it once, 11% said that they attend it occasionally and only a handful of 3% said that they attend a mushaira frequently.

According to the gender breakdowns, higher percentages of female respondents have never watched/attended any of these activities than the male respondents. Regarding non-commercial Punjabi theatre, 79% female respondents said they have never attended it, compared to 68% male respondents. Regarding Punjabi stage drama, 73% female respondents said they have never attended it, compared to 55% male respondents. Regarding Punjabi cinema, 75% female respondents said they have never watched it, compared to 58% male respondents. Regarding Punjabi mushaira, 78% female respondents said they have never attended it, compared to 68% male respondents.

## **PUNJABI AS THE PRIMARY LANGUAGE FOR CHILDREN: MAJORITY IN AGREEMENT**

23% of the respondents strongly agreed that Punjabi should be encouraged as the primary language for children, 41% agreed somewhat, 25% neither agreed nor disagreed, 7% disagreed somewhat and 3% strongly disagreed.

## **PUNJABI HERITAGE: A SOURCE OF CULTURAL PRIDE FOR MAJORITY OF THE RESPONDENTS**

39% of the respondents claimed that their affiliation with the Punjabi heritage was one of extreme pride while another 34% said that they were proud to be associated with it. 15% of the respondents were non-committal, 4% were embarrassed and 3% were very ashamed of it.

## **ABOUT THE PUNJABI ADABI BOARD**

A sweeping majority of 89% said that they had never heard of the Punjabi Adabi Board and only 11% said that they had. Of those who had heard of it, 19% had heard it through the TV, 12% heard from a friend, 11% read about it in the newspaper and 8% came across it in books. 29% of the respondents did not respond.

## **ADDITIONAL THOUGHTS ABOUT THE PUNJABI CULTURE**

Respondents were asked for any additional thoughts about Punjabi language and culture. 9% said that it is the language that it spoken by the whole of Pakistan, 6% said that the culture was associated with well-dressed people and many literary languages. 3% said that it was associated with friendly and cordial people and 2% mentioned Sufi poetry. 53% of the respondents did not respond and 14% did not have any additional thoughts.



“

This Topic has 12 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section

## WHICH LINGUISTIC GROUP DOES YOUR MOTHER BELONG TO?

8

Item 1.1

### KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Item 1.2

### STATISTICAL ANALYSIS

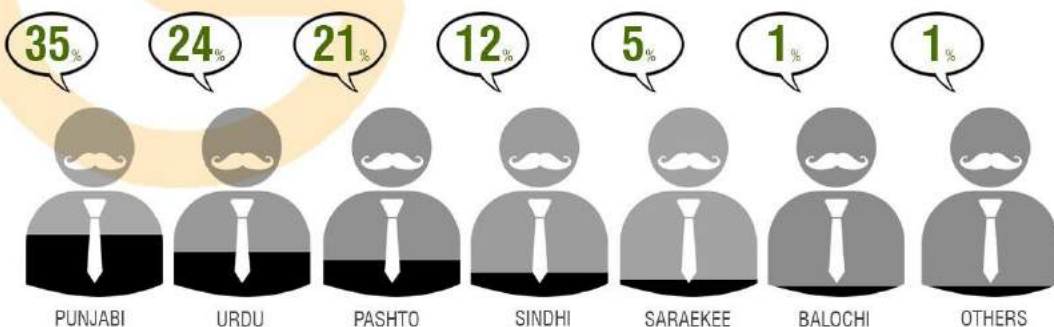
|                  | URDU | PUNJABI | PASHTO | SINDHI | BALACHI | SARAEKEE | OTHER | OTHER REASONS |
|------------------|------|---------|--------|--------|---------|----------|-------|---------------|
| ALL PAKISTAN     | 25%  | 35%     | 21%    | 12%    | 1%      | 5%       | 1%    | 0%            |
| GENDER           |      |         |        |        |         |          |       |               |
| MALE             | 21%  | 36%     | 23%    | 12%    | 0%      | 5%       | 2%    | 0%            |
| FEMALE           | 28%  | 33%     | 18%    | 13%    | 1%      | 6%       | 0%    | 0%            |
| RESPONDENT AGE   |      |         |        |        |         |          |       |               |
| YOUNG            | 24%  | 33%     | 18%    | 17%    | 0%      | 6%       | 1%    | 0%            |
| MIDDLE           | 25%  | 35%     | 22%    | 11%    | 1%      | 6%       | 1%    | 0%            |
| OLD              | 25%  | 43%     | 25%    | 3%     | 0%      | 2%       | 3%    | 0%            |
| HOUSEHOLD INCOME |      |         |        |        |         |          |       |               |
| LOW              | 15%  | 28%     | 23%    | 24%    | 0%      | 8%       | 1%    | 0%            |
| MEDIUM           | 22%  | 42%     | 19%    | 10%    | 0%      | 6%       | 1%    | 0%            |
| HIGH             | 28%  | 26%     | 29%    | 10%    | 1%      | 3%       | 3%    | 0%            |
| PROVINCE         |      |         |        |        |         |          |       |               |
| PUNJAB           | 27%  | 58%     | 4%     | 0%     | 0%      | 9%       | 1%    | 0%            |
| SINDH            | 37%  | 4%      | 0%     | 53%    | 1%      | 1%       | 4%    | 0%            |
| KPK              | 0%   | 0%      | 100%   | 0%     | 0%      | 0%       | 0%    | 0%            |
| BALUCHISTAN      | 3%   | 3%      | 89%    | 0%     | 4%      | 0%       | 0%    | 0%            |
| LOCATION         |      |         |        |        |         |          |       |               |
| RURAL            | 21%  | 32%     | 26%    | 13%    | 0%      | 7%       | 1%    | 0%            |
| URBAN            | 33%  | 40%     | 10%    | 11%    | 2%      | 3%       | 2%    | 0%            |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

**PERSONAL EXPERIENCE**  
with Punjabi Language

# “WHICH LINGUISTIC GROUP DOES YOUR FATHER BELONG TO?”

Item 2.1  
KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Item 2.2  
STATISTICAL ANALYSIS

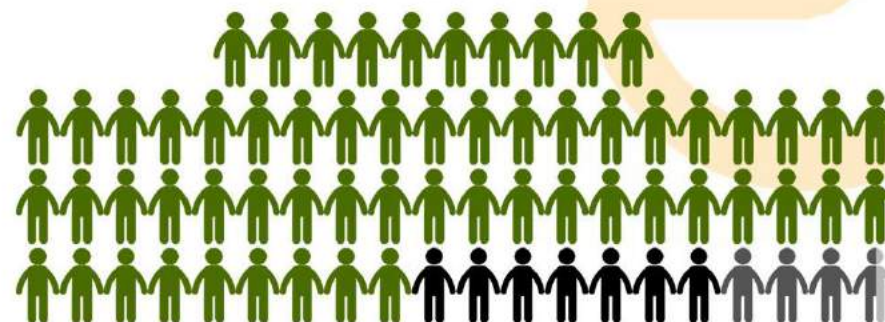
|                         | URDU       | PUNJABI    | PASHTO     | SINDHI     | BALACHI   | SARAEKEE  | OTHER     | OTHER REASONS |
|-------------------------|------------|------------|------------|------------|-----------|-----------|-----------|---------------|
| <b>ALL PAKISTAN</b>     | <b>24%</b> | <b>35%</b> | <b>21%</b> | <b>12%</b> | <b>1%</b> | <b>5%</b> | <b>1%</b> | <b>0%</b>     |
| <b>GENDER</b>           |            |            |            |            |           |           |           |               |
| MALE                    | 20%        | 37%        | 23%        | 12%        | 0%        | 5%        | 2%        | 0%            |
| FEMALE                  | 28%        | 33%        | 18%        | 13%        | 1%        | 6%        | 0%        | 0%            |
| <b>RESPONDENT AGE</b>   |            |            |            |            |           |           |           |               |
| YOUNG                   | 24%        | 33%        | 18%        | 17%        | 0%        | 6%        | 1%        | 0%            |
| MIDDLE                  | 24%        | 35%        | 22%        | 11%        | 1%        | 6%        | 1%        | 0%            |
| OLD                     | 21%        | 46%        | 25%        | 3%         | 0%        | 2%        | 3%        | 0%            |
| <b>HOUSEHOLD INCOME</b> |            |            |            |            |           |           |           |               |
| LOW                     | 14%        | 29%        | 23%        | 24%        | 0%        | 8%        | 1%        | 0%            |
| MEDIUM                  | 22%        | 42%        | 19%        | 10%        | 0%        | 6%        | 1%        | 0%            |
| HIGH                    | 26%        | 27%        | 29%        | 10%        | 1%        | 3%        | 3%        | 0%            |
| <b>PROVINCE</b>         |            |            |            |            |           |           |           |               |
| PUNJAB                  | 26%        | 59%        | 4%         | 0%         | 0%        | 9%        | 1%        | 0%            |
| SINDH                   | 37%        | 4%         | 0%         | 53%        | 1%        | 1%        | 4%        | 0%            |
| KPK                     | 0%         | 0%         | 100%       | 0%         | 0%        | 0%        | 0%        | 0%            |
| BALUCHISTAN             | 3%         | 3%         | 89%        | 0%         | 4%        | 0%        | 0%        | 0%            |
| <b>LOCATION</b>         |            |            |            |            |           |           |           |               |
| RURAL                   | 20%        | 32%        | 26%        | 13%        | 0%        | 7%        | 1%        | 0%            |
| URBAN                   | 32%        | 40%        | 10%        | 11%        | 2%        | 3%        | 2%        | 0%            |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th quintiles).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 25% of the population; Rural is defined as a population living in villages as in the latest census, approximately 45,000, constituting 25% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face-to-face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# “PROFICIENCY IN PUNJABI (SPEAKING)”

Item 3.1  
KEY FINDING



BASE (PUNJABI GROUP): 715 RESPONDENTS



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

AGE BREAKDOWN



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Item 3.2  
STATISTICAL ANALYSIS

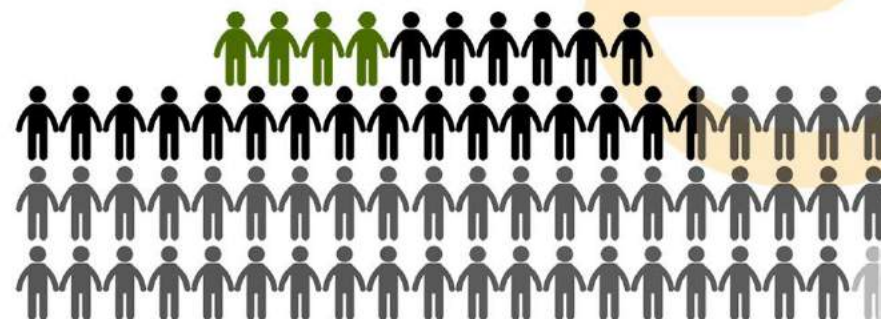
|                         | LOW       | MEDIUM     | HIGH       | CAN'T SPEAK/ READ/ WRITE | NO RESPONSE |
|-------------------------|-----------|------------|------------|--------------------------|-------------|
| <b>ALL PAKISTAN</b>     | <b>6%</b> | <b>10%</b> | <b>83%</b> | <b>0%</b>                | <b>1%</b>   |
| <b>GENDER</b>           |           |            |            |                          |             |
| MALE                    | 8%        | 12%        | 80%        | 0%                       | 1%          |
| FEMALE                  | 5%        | 7%         | 88%        | 0%                       | 0%          |
| <b>RESPONDENT AGE</b>   |           |            |            |                          |             |
| YOUNG                   | 7%        | 10%        | 81%        | 0%                       | 1%          |
| MIDDLE                  | 6%        | 10%        | 84%        | 0%                       | 0%          |
| OLD                     | 5%        | 6%         | 88%        | 0%                       | 0%          |
| <b>HOUSEHOLD INCOME</b> |           |            |            |                          |             |
| LOW                     | 6%        | 5%         | 86%        | 0%                       | 2%          |
| MEDIUM                  | 7%        | 10%        | 83%        | 0%                       | 0%          |
| HIGH                    | 4%        | 8%         | 87%        | 1%                       |             |
| <b>PROVINCE</b>         |           |            |            |                          |             |
| PUNJAB                  | 6%        | 9%         | 4%         | 0%                       | 1%          |
| SINDH                   | 14%       | 31%        | 52%        | 3%                       | 0%          |
| BALUCHISTAN             | 9%        | 36%        | 55%        | 0%                       | 0%          |
| <b>LOCATION</b>         |           |            |            |                          |             |
| RURAL                   | 7%        | 9%         | 85%        | 0%                       | 1%          |
| URBAN                   | 5%        | 10%        | 84%        | 0%                       | 1%          |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 60 years of age; Old: Above 61 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 55% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, constituting 45% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015; Estimated error margin: ±3.6% at 95% confidence level.

“PROFICIENCY IN PUNJABI  
(WRITING)”

Item 4.1  
KEY FINDING

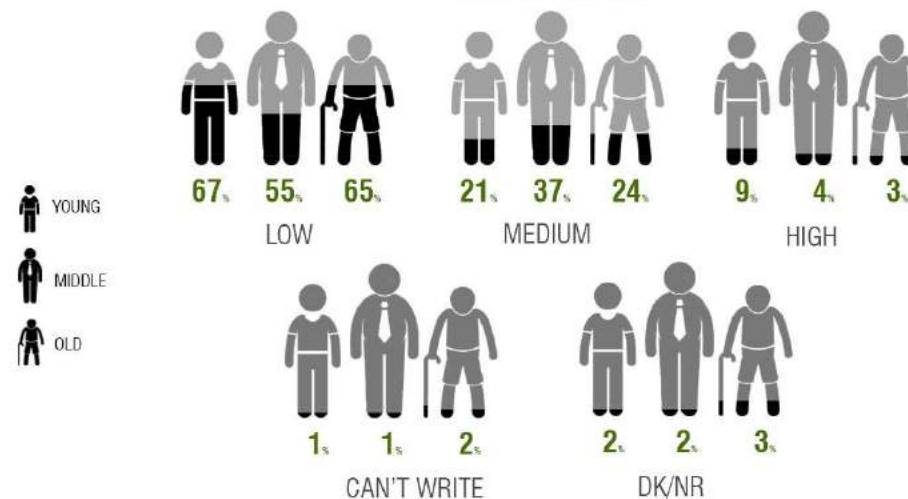


BASE (PUNJABI GROUP): 715 RESPONDENTS



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

AGE BREAKDOWN



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Item 4.2  
STATISTICAL ANALYSIS

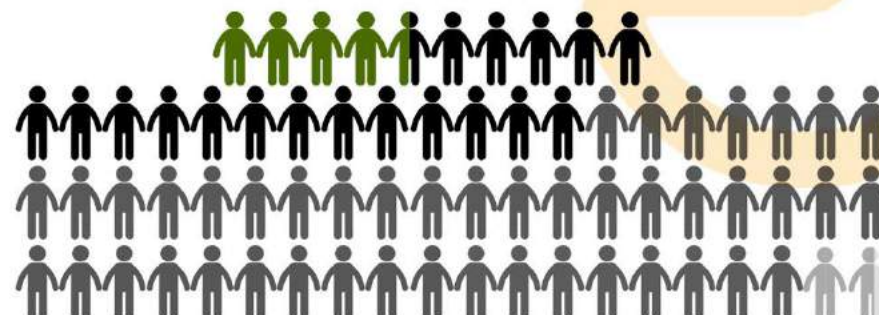
|                         | LOW        | MEDIUM     | HIGH      | CAN'T SPEAK/ READ/ WRITE | NO RESPONSE |
|-------------------------|------------|------------|-----------|--------------------------|-------------|
| <b>ALL PAKISTAN</b>     | <b>60%</b> | <b>30%</b> | <b>6%</b> | <b>1%</b>                | <b>1%</b>   |
| <b>GENDER</b>           |            |            |           |                          |             |
| MALE                    | 52%        | 37%        | 7%        | 1%                       | 2%          |
| FEMALE                  | 71%        | 21%        | 4%        | 1%                       | 2%          |
| <b>RESPONDENT AGE</b>   |            |            |           |                          |             |
| YOUNG                   | 67%        | 21%        | 9%        | 1%                       | 2%          |
| MIDDLE                  | 55%        | 37%        | 4%        | 1%                       | 2%          |
| OLD                     | 67%        | 24%        | 3%        | 2%                       | 3%          |
| <b>HOUSEHOLD INCOME</b> |            |            |           |                          |             |
| LOW                     | 77%        | 18%        | 5%        | 0%                       | 0%          |
| MEDIUM                  | 57%        | 34%        | 6%        | 1%                       | 2%          |
| HIGH                    | 54%        | 30%        | 7%        | 5%                       | 4%          |
| <b>PROVINCE</b>         |            |            |           |                          |             |
| PUNJAB                  | 61%        | 31%        | 5%        | 0%                       | 2%          |
| SINDH                   | 28%        | 7%         | 21%       | 38%                      | 7%          |
| BALUCHISTAN             | 36%        | 36%        | 27%       | 0%                       | 0%          |
| <b>LOCATION</b>         |            |            |           |                          |             |
| RURAL                   | 64%        | 31%        | 3%        | 0%                       | 3%          |
| URBAN                   | 55%        | 30%        | 10%       | 3%                       | 2%          |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 60 years of age; Old: Above 61 years of age  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile)  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 55% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, constituting 45% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015; Estimated error margin: ±3.6% at 95% confidence level.

“PROFICIENCY IN PUNJABI  
(READING)”

Item 5.1  
KEY FINDING

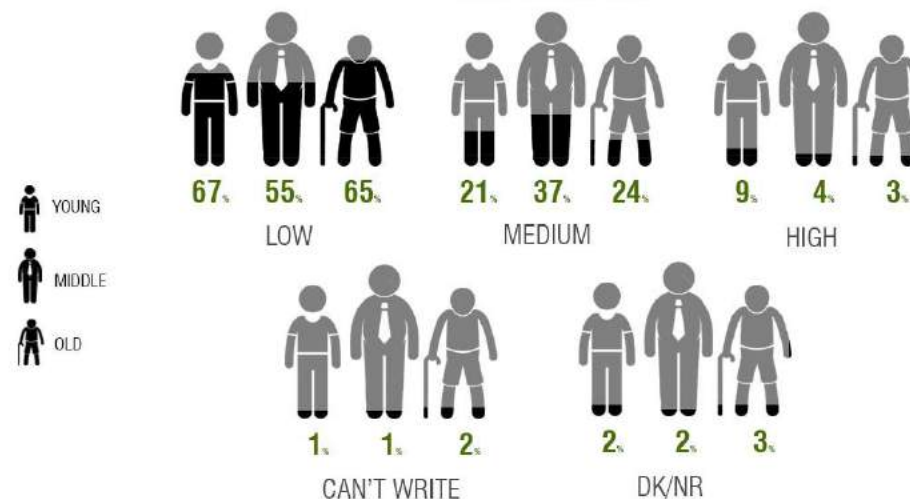


BASE (PUNJABI GROUP): 715 RESPONDENTS



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

AGE BREAKDOWN



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

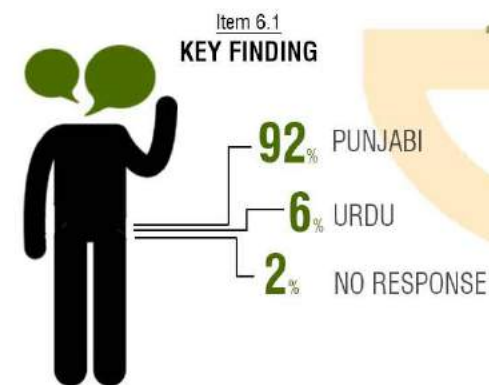
Item 5.2  
STATISTICAL ANALYSIS

|                         | LOW        | MEDIUM     | HIGH      | CAN'T SPEAK/ READ/ WRITE | NO RESPONSE |
|-------------------------|------------|------------|-----------|--------------------------|-------------|
| <b>ALL PAKISTAN</b>     | <b>64%</b> | <b>26%</b> | <b>6%</b> | <b>1%</b>                | <b>3%</b>   |
| <b>GENDER</b>           |            |            |           |                          |             |
| MALE                    | 58%        | 30%        | 7%        | 1%                       | 3%          |
| FEMALE                  | 72%        | 21%        | 4%        | 1%                       | 2%          |
| <b>RESPONDENT AGE</b>   |            |            |           |                          |             |
| YOUNG                   | 68%        | 21%        | 8%        | 1%                       | 3%          |
| MIDDLE                  | 61%        | 30%        | 6%        | 1%                       | 2%          |
| OLD                     | 72%        | 19%        | 3%        | 2%                       | 3%          |
| <b>HOUSEHOLD INCOME</b> |            |            |           |                          |             |
| LOW                     | 80%        | 5%         | 2%        | 0%                       | 3%          |
| MEDIUM                  | 61%        | 30%        | 6%        | 1%                       | 2%          |
| HIGH                    | 58%        | 21%        | 12%       | 4%                       | 4%          |
| <b>PROVINCE</b>         |            |            |           |                          |             |
| PUNJAB                  | 65%        | 26%        | 5%        | 0%                       | 3%          |
| SINDH                   | 34%        | 3%         | 21%       | 34%                      | 0%          |
| BALUCHISTAN             | 9%         | 27%        | 64%       | 0%                       | 0%          |
| <b>LOCATION</b>         |            |            |           |                          |             |
| RURAL                   | 68%        | 26%        | 3%        | 0%                       | 3%          |
| URBAN                   | 59%        | 26%        | 11%       | 3%                       | 2%          |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population. Rural is defined as a population living in villages as in the latest census, approximately 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# “WHAT LANGUAGE DO YOUR PARENTS SPEAK WITH EACH OTHER?”



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Item 6.2  
STATISTICAL ANALYSIS

|                         | PUNJABI    | URDU      | ENGLISH   | NO RESPONSE |
|-------------------------|------------|-----------|-----------|-------------|
| <b>ALL PAKISTAN</b>     | <b>92%</b> | <b>6%</b> | <b>0%</b> | <b>2%</b>   |
| <b>GENDER</b>           |            |           |           |             |
| MALE                    | 92%        | 6%        | 0%        | 2%          |
| FEMALE                  | 92%        | 7%        | 0%        | 0%          |
| <b>RESPONDENT AGE</b>   |            |           |           |             |
| YOUNG                   | 91%        | 9%        | 0%        | 0%          |
| MIDDLE                  | 94%        | 3%        | 0%        | 3%          |
| OLD                     | 86%        | 14%       | 0%        | 0%          |
| <b>HOUSEHOLD INCOME</b> |            |           |           |             |
| LOW                     | 90%        | 7%        | 0%        | 2%          |
| MEDIUM                  | 93%        | 5%        | 0%        | 2%          |
| HIGH                    | 88%        | 11%       | 0%        | 1%          |
| <b>PROVINCE</b>         |            |           |           |             |
| PUNJAB                  | 93%        | 6%        | 0%        | 2%          |
| SINDH                   | 4%         | 28%       | 0%        | 3%          |
| BALUCHISTAN             | 73%        | 27%       | 0%        | 0%          |
| <b>LOCATION</b>         |            |           |           |             |
| RURAL                   | 95%        | 3%        | 0%        | 2%          |
| URBAN                   | 86%        | 12%       | 0%        | 1%          |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population. Rural is defined as a population living in villages as in the latest census, approximately 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# “DO YOU FEEL IT IS IMPORTANT TO SPEAK IN YOUR MOTHER TONGUE?”

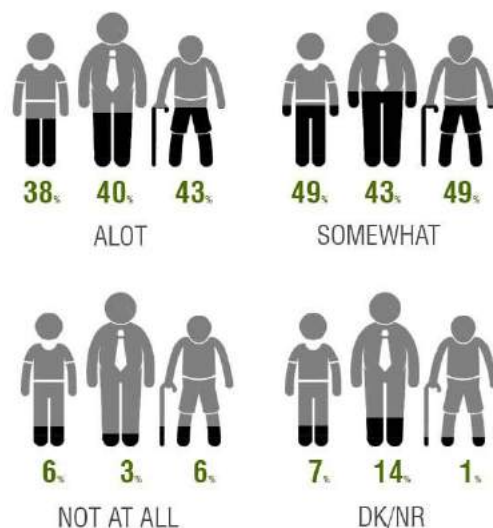
## Item 7.1 KEY FINDING

BASE (PUNJABI GROUP): 715 RESPONDENTS



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## AGE BREAKDOWN



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 7.2 STATISTICAL ANALYSIS

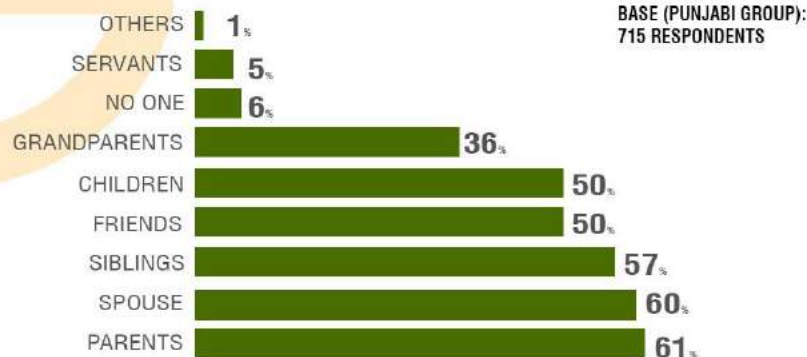
|                         | ALOT       | SOMEWHAT   | NOT AT ALL | NO RESPONSE |
|-------------------------|------------|------------|------------|-------------|
| <b>ALL PAKISTAN</b>     | <b>40%</b> | <b>45%</b> | <b>5%</b>  | <b>10%</b>  |
| <b>GENDER</b>           |            |            |            |             |
| MALE                    | 39%        | 48%        | 4%         | 8%          |
| FEMALE                  | 40%        | 42%        | 5%         | 12%         |
| <b>RESPONDENT AGE</b>   |            |            |            |             |
| YOUNG                   | 38%        | 49%        | 6%         | 7%          |
| MIDDLE                  | 40%        | 43%        | 3%         | 14%         |
| OLD                     | 43%        | 49%        | 6%         | 1%          |
| <b>HOUSEHOLD INCOME</b> |            |            |            |             |
| LOW                     | 28%        | 53%        | 5%         | 13%         |
| MEDIUM                  | 40%        | 45%        | 4%         | 10%         |
| HIGH                    | 48%        | 40%        | 7%         | 1%          |
| <b>PROVINCE</b>         |            |            |            |             |
| PUNJAB                  | 40%        | 46%        | 5%         | 10%         |
| SINDH                   | 21%        | 45%        | 14%        | 21%         |
| BALUCHISTAN             | 64%        | 27%        | 0%         | 9%          |
| <b>LOCATION</b>         |            |            |            |             |
| RURAL                   | 40%        | 43%        | 3%         | 14%         |
| URBAN                   | 39%        | 50%        | 8%         | 3%          |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income scales: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population. Rural is defined as a population living in villages as in the latest census, approximately — 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,127; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015; Estimated error margin: +3-5% at 95% confidence level.

# “WHO DO YOU SPEAK PUNJABI WITH?”

Item 8.1  
KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Item 8.2  
STATISTICAL ANALYSIS

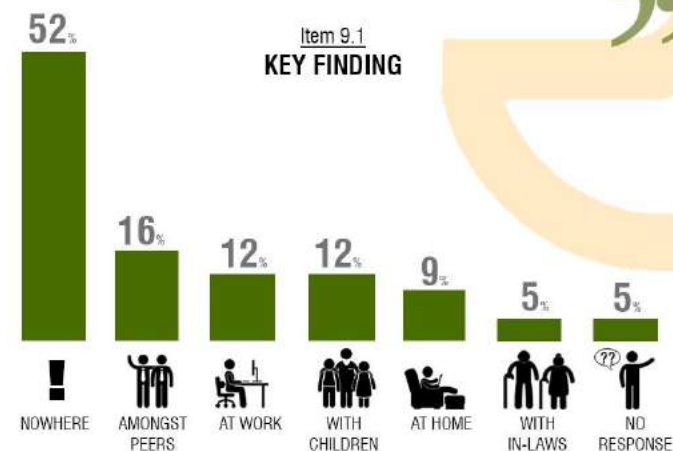
|                  | NO ONE | CHILDREN | SPOUSE | PARENTS | GRAND PARENTS | FRIENDS | SIBLINGS | SERVANTS | OTHERS | NR |
|------------------|--------|----------|--------|---------|---------------|---------|----------|----------|--------|----|
| ALL PAKISTAN     | 6%     | 50%      | 60%    | 61%     | 36%           | 50%     | 57%      | 5%       | 1%     | 0% |
| GENDER           |        |          |        |         |               |         |          |          |        |    |
| MALE             | 7%     | 50%      | 58%    | 61%     | 39%           | 54%     | 55%      | 8%       | 1%     | 1% |
| FEMALE           | 4%     | 50%      | 62%    | 62%     | 33%           | 46%     | 60%      | 2%       | 1%     | 0% |
| RESPONDENT AGE   |        |          |        |         |               |         |          |          |        |    |
| YOUNG            | 6%     | 46%      | 57%    | 67%     | 33%           | 45%     | 56%      | 6%       | 2%     | 0% |
| MIDDLE           | 4%     | 54%      | 65%    | 62%     | 39%           | 53%     | 58%      | 6%       | 1%     | 1% |
| OLD              | 14%    | 44%      | 46%    | 40%     | 33%           | 53%     | 61%      | 3%       | 1%     | 0% |
| HOUSEHOLD INCOME |        |          |        |         |               |         |          |          |        |    |
| LOW              | 10%    | 55%      | 69%    | 55%     | 29%           | 38%     | 55%      | 3%       | 1%     | 0% |
| MEDIUM           | 4%     | 54%      | 60%    | 61%     | 38%           | 53%     | 59%      | 5%       | 1%     | 1% |
| HIGH             | 10%    | 35%      | 43%    | 61%     | 34%           | 51%     | 56%      | 10%      | 1%     | 0% |
| PROVINCE         |        |          |        |         |               |         |          |          |        |    |
| PUNJAB           | 6%     | 51%      | 60%    | 46%     | 37%           | 51%     | 58%      | 6%       | 1%     | 0% |
| SINDH            | 7%     | 17%      | 41%    | 45%     | 28%           | 14%     | 59%      | 0%       | 7%     | 0% |
| BALUCHISTAN      | 9%     | 0%       | 45%    | 27%     | 9%            | 0%      | 18%      | 0%       | 0%     | 0% |
| LOCATION         |        |          |        |         |               |         |          |          |        |    |
| RURAL            | 2%     | 62%      | 75%    | 65%     | 45%           | 58%     | 64%      | 3%       | 1%     | 1% |
| URBAN            | 12%    | 31%      | 35%    | 55%     | 22%           | 37%     | 47%      | 8%       | 2%     | 0% |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income order: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating —45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: ±3-5% at 95% confidence level.

# “WHERE ARE/WERE YOU NOT ENCOURAGED TO SPEAK PUNJABI?”

Item 9.1  
KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Item 9.2  
STATISTICAL ANALYSIS

|                  | NOWHERE | AT HOME | AT WORK | WITH PEERS | WITH CHILDREN | WITH INLAWS | DK/NR |
|------------------|---------|---------|---------|------------|---------------|-------------|-------|
| ALL PAKISTAN     | 52%     | 9%      | 12%     | 16%        | 12%           | 5%          | 5%    |
| GENDER           |         |         |         |            |               |             |       |
| MALE             | 46%     | 8%      | 14%     | 23%        | 11%           | 6%          | 5%    |
| FEMALE           | 61%     | 11%     | 9%      | 6%         | 13%           | 4%          | 6%    |
| RESPONDENT AGE   |         |         |         |            |               |             |       |
| YOUNG            | 48%     | 10%     | 10%     | 16%        | 9%            | 7%          | 9%    |
| MIDDLE           | 56%     | 6%      | 12%     | 17%        | 13%           | 5%          | 4%    |
| OLD              | 50%     | 24%     | 13%     | 10%        | 14%           | 2%          | 3%    |
| HOUSEHOLD INCOME |         |         |         |            |               |             |       |
| LOW              | 58%     | 13%     | 4%      | 12%        | 4%            | 1%          | 13%   |
| MEDIUM           | 51%     | 7%      | 15%     | 17%        | 12%           | 7%          | 4%    |
| HIGH             | 45%     | 16%     | 9%      | 16%        | 22%           | 7%          | 1%    |
| PROVINCE         |         |         |         |            |               |             |       |
| PUNJAB           | 53%     | 9%      | 12%     | 16%        | 11%           | 5%          | 5%    |
| SINDH            | 52%     | 7%      | 7%      | 14%        | 24%           | 17%         | 3%    |
| BALUCHISTAN      | 0%      | 55%     | 27%     | 9%         | 9%            | 9%          | 0%    |
| LOCATION         |         |         |         |            |               |             |       |
| RURAL            | 58%     | 2%      | 11%     | 18%        | 10%           | 4%          | 8%    |
| URBAN            | 43%     | 22%     | 13%     | 12%        | 14%           | 8%          | 1%    |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income order: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating —45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: ±3-5% at 95% confidence level.

# “HOW DO YOU IDENTIFY YOURSELF IN ORDER OF IMPORTANCE?”

## Item 10.1 KEY FINDING

BASE (PUNJABI GROUP):  
715 RESPONDENTS



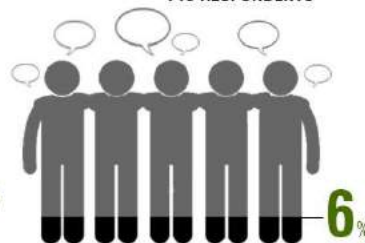
PAKISTANIS

75%



PUNJABIS

19%



CASTE E.G. RAJPUT, JUTT  
ETC

6%

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 10.2 STATISTICAL ANALYSIS

|                         | PAKISTANI  | PUNJABI    | CASTE E.G.<br>RAJPUT, JUT | DK/NR     |
|-------------------------|------------|------------|---------------------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>75%</b> | <b>19%</b> | <b>6%</b>                 | <b>0%</b> |
| <b>GENDER</b>           |            |            |                           |           |
| MALE                    | 73%        | 19%        | 7%                        | 0%        |
| FEMALE                  | 76%        | 20%        | 4%                        | 0%        |
| <b>RESPONDENT AGE</b>   |            |            |                           |           |
| YOUNG                   | 72%        | 20%        | 7%                        | 0%        |
| MIDDLE                  | 76%        | 19%        | 5%                        | 0%        |
| OLD                     | 77%        | 19%        | 3%                        | 1%        |
| <b>HOUSEHOLD INCOME</b> |            |            |                           |           |
| LOW                     | 71%        | 24%        | 5%                        | 0%        |
| MEDIUM                  | 75%        | 20%        | 5%                        | 0%        |
| HIGH                    | 78%        | 11%        | 11%                       | 1%        |
| <b>PROVINCE</b>         |            |            |                           |           |
| PUNJAB                  | 74%        | 20%        | 6%                        | 0%        |
| SINDH                   | 86%        | 7%         | 7%                        | 0%        |
| BALUCHISTAN             | 64%        | 18%        | 18%                       | 0%        |
| <b>LOCATION</b>         |            |            |                           |           |
| RURAL                   | 76%        | 19%        | 5%                        | 0%        |
| URBAN                   | 72%        | 21%        | 6%                        | 1%        |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income scales: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the rest in Pakistan being 470 constituting 35% of the population. Rural is defined as a population living in villages as in the latest census, approximating —45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# “WHICH OF THESE STATEMENTS BEST DESCRIBES YOUR UNDERSTANDING OF LANGUAGE?”

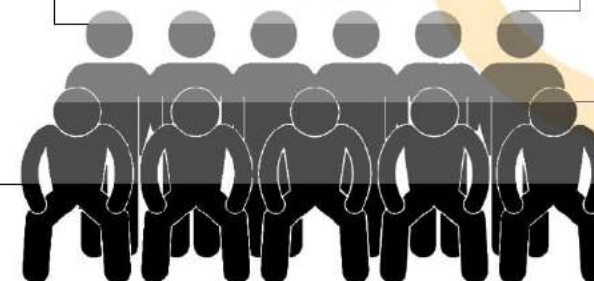
15%  
CULTURE IS  
INDEPENDENT OF  
LANGUAGE

## Item 11.1 KEY FINDING

BASE (PUNJABI GROUP):  
715 RESPONDENTS

1%  
DK/NR

47%  
LANGUAGE IS  
STRONGLY  
ASSOCIATED WITH  
CULTURE



37%  
LANGUAGE IS A  
SUBSET OF  
CULTURE

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 11.2 STATISTICAL ANALYSIS

|                         | LANGUAGE IS<br>STRONGLY ASSOCIATED<br>WITH CULTURE | LANGUAGE IS A<br>SUBSET OF<br>CULTURE | CULTURE IS<br>INDEPENDENT OF<br>LANGUAGE | DK/NR     |
|-------------------------|----------------------------------------------------|---------------------------------------|------------------------------------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>46%</b>                                         | <b>37%</b>                            | <b>15%</b>                               | <b>1%</b> |
| <b>GENDER</b>           |                                                    |                                       |                                          |           |
| MALE                    | 45%                                                | 36%                                   | 19%                                      | 1%        |
| FEMALE                  | 47%                                                | 40%                                   | 11%                                      | 2%        |
| <b>RESPONDENT AGE</b>   |                                                    |                                       |                                          |           |
| YOUNG                   | 47%                                                | 37%                                   | 15%                                      | 1%        |
| MIDDLE                  | 49%                                                | 36%                                   | 14%                                      | 1%        |
| OLD                     | 32%                                                | 45%                                   | 21%                                      | 2%        |
| <b>HOUSEHOLD INCOME</b> |                                                    |                                       |                                          |           |
| LOW                     | 62%                                                | 24%                                   | 13%                                      | 0%        |
| MEDIUM                  | 46%                                                | 37%                                   | 16%                                      | 1%        |
| HIGH                    | 34%                                                | 48%                                   | 15%                                      | 3%        |
| <b>PROVINCE</b>         |                                                    |                                       |                                          |           |
| PUNJAB                  | 47%                                                | 37%                                   | 15%                                      | 1%        |
| SINDH                   | 21%                                                | 55%                                   | 24%                                      | 0%        |
| BALUCHISTAN             | 64%                                                | 36%                                   | 0%                                       | 0%        |
| <b>LOCATION</b>         |                                                    |                                       |                                          |           |
| RURAL                   | 51%                                                | 31%                                   | 18%                                      | 1%        |
| URBAN                   | 39%                                                | 48%                                   | 12%                                      | 2%        |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income scales: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the rest in Pakistan being 470 constituting 35% of the population. Rural is defined as a population living in villages as in the latest census, approximating —45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# HAVE YOU EVER BEEN TAUGHT IN PUNJABI? IF YES, AT WHAT LEVEL?

BASE (PUNJABI GROUP):  
715 RESPONDENTS

Item 12.1  
KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 12.2 STATISTICAL ANALYSIS

|                         | NO         | NO BASIC EDUCATION, SPEAK AT HOME | PRIMARY LEVEL | SECONDARY LEVEL | MATRIC    | HIGHER EDUCATION LEVEL | DK/NR     |
|-------------------------|------------|-----------------------------------|---------------|-----------------|-----------|------------------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>49%</b> | <b>35%</b>                        | <b>6%</b>     | <b>5%</b>       | <b>3%</b> | <b>1%</b>              | <b>1%</b> |
| <b>GENDER</b>           |            |                                   |               |                 |           |                        |           |
| MALE                    | 47%        | 34%                               | 6%            | 8%              | 4%        | 1%                     | 1%        |
| FEMALE                  | 51%        | 36%                               | 5%            | 1%              | 2%        | 2%                     | 2%        |
| <b>RESPONDENT AGE</b>   |            |                                   |               |                 |           |                        |           |
| YOUNG                   | 46%        | 33%                               | 6%            | 6%              | 6%        | 3%                     | 2%        |
| MIDDLE                  | 47%        | 38%                               | 7%            | 5%              | 2%        | 0%                     | 1%        |
| OLD                     | 65%        | 28%                               | 3%            | 2%              | 2%        | 0%                     | 1%        |
| <b>HOUSEHOLD INCOME</b> |            |                                   |               |                 |           |                        |           |
| LOW                     | 45%        | 39%                               | 7%            | 2%              | 4%        | 3%                     | 0%        |
| MEDIUM                  | 49%        | 34%                               | 5%            | 6%              | 3%        | 1%                     | 2%        |
| HIGH                    | 54%        | 34%                               | 4%            | 3%              | 3%        | 1%                     | 0%        |
| <b>PROVINCE</b>         |            |                                   |               |                 |           |                        |           |
| PUNJAB                  | 49%        | 35%                               | 6%            | 5%              | 3%        | 1%                     | 1%        |
| SINDH                   | 45%        | 41%                               | 3%            | 3%              | 0%        | 3%                     | 3%        |
| BALUCHISTAN             | 0%         | 45%                               | 18%           | 0%              | 36%       | 0%                     | 0%        |
| <b>LOCATION</b>         |            |                                   |               |                 |           |                        |           |
| RURAL                   | 42%        | 41%                               | 6%            | 6%              | 2%        | 1%                     | 1%        |
| URBAN                   | 59%        | 25%                               | 6%            | 2%              | 5%        | 1%                     | 1%        |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

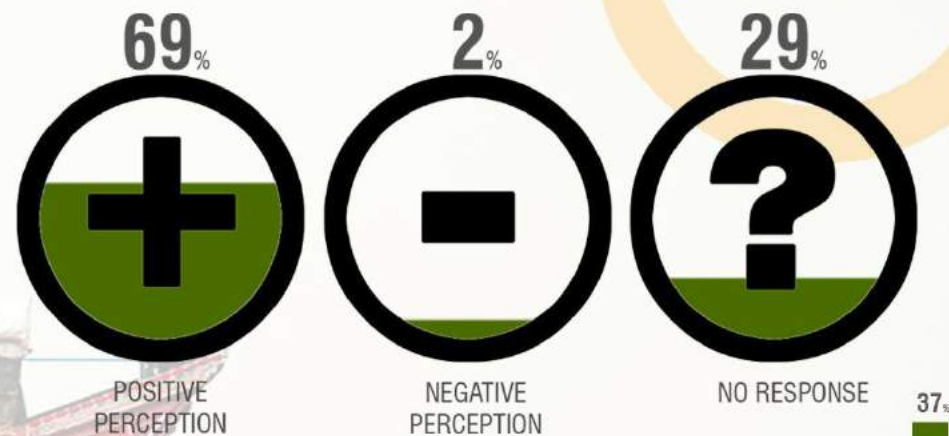
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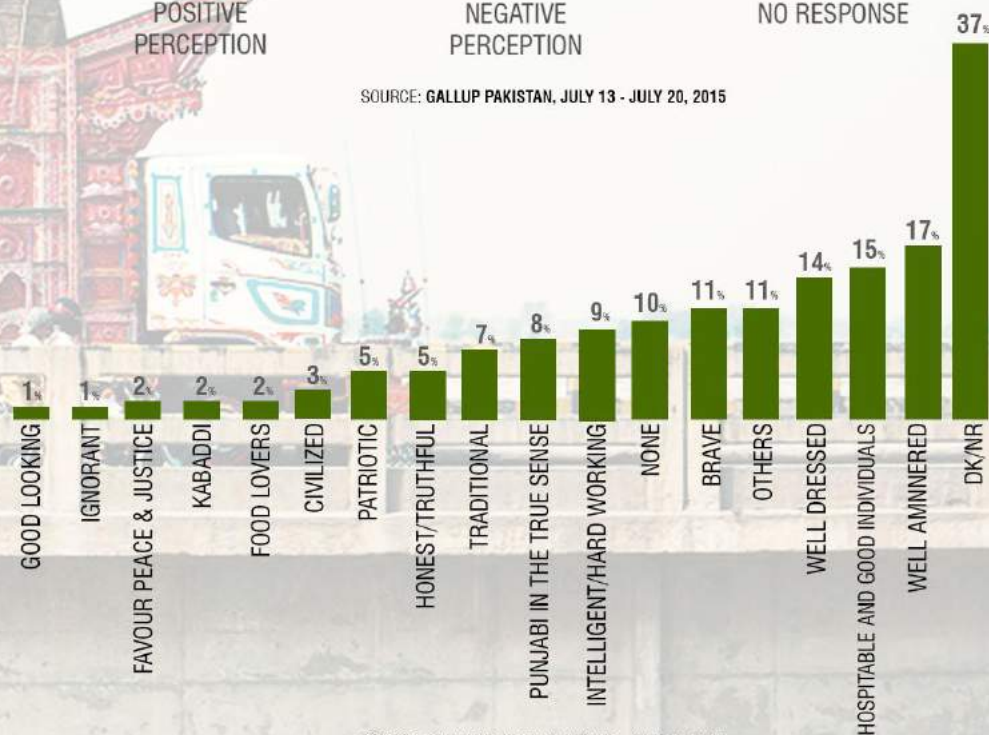
# “DESCRIBE HOW PUNJABIS PERCEIVE THEMSELVES?”

BASE (PUNJABI GROUP):  
715 RESPONDENTS

Item 13.1  
KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Perceptions about  
**PUNJABI LANGUAGE AND PEOPLE**

Item 13.2  
STATISTICAL ANALYSIS

|                  | CIVILIZED | BRAVE | GOOD PERSONS | HARD WORKING & INTELLIGENT | WELL-DRESSED | WELL-MANNERED/FRIENDLY | PURE PUNJABIS | HONEST & TRUTHFUL | TRADITIONAL | SYMPATHETIC | LIVING STYLE | NONE | OTHERS | DON'T KNOW | NO RESPONSE |
|------------------|-----------|-------|--------------|----------------------------|--------------|------------------------|---------------|-------------------|-------------|-------------|--------------|------|--------|------------|-------------|
| ALL PAKISTAN     | 4%        | 11%   | 11%          | 8%                         | 15%          | 17%                    | 8%            | 5%                | 7%          | 3%          | 3%           | 10%  | 22%    | 31%        | 6%          |
| GENDER           |           |       |              |                            |              |                        |               |                   |             |             |              |      |        |            |             |
| MALE             | 5%        | 13%   | 13%          | 9%                         | 15%          | 14%                    | 10%           | 7%                | 5%          | 1%          | 3%           | 6%   | 26%    | 28%        | 9%          |
| FEMALE           | 2%        | 10%   | 7%           | 8%                         | 15%          | 21%                    | 4%            | 2%                | 9%          | 6%          | 4%           | 15%  | 17%    | 51%        | 1%          |
| RESPONDENT AGE   |           |       |              |                            |              |                        |               |                   |             |             |              |      |        |            |             |
| YOUNG            | 2%        | 9%    | 11%          | 7%                         | 15%          | 12%                    | 4%            | 4%                | 6%          | 3%          | 2%           | 8%   | 23%    | 36%        | 8%          |
| MIDDLE           | 5%        | 14%   | 11%          | 11%                        | 15%          | 23%                    | 10%           | 6%                | 9%          | 3%          | 4%           | 7%   | 22%    | 30%        | 5%          |
| OLD              | 6%        | 5%    | 10%          | 3%                         | 19%          | 4%                     | 8%            | 5%                | 1%          | 1%          | 3%           | 27%  | 20%    | 24%        | 1%          |
| HOUSEHOLD INCOME |           |       |              |                            |              |                        |               |                   |             |             |              |      |        |            |             |
| LOW              | 3%        | 6%    | 8%           | 3%                         | 19%          | 24%                    | 11%           | 0%                | 3%          | 3%          | 4%           | 12%  | 12%    | 40%        | 2%          |
| MEDIUM           | 4%        | 10%   | 11%          | 9%                         | 13%          | 17%                    | 8%            | 6%                | 8%          | 3%          | 3%           | 9%   | 23%    | 32%        | 8%          |
| HIGH             | 6%        | 21%   | 13%          | 14%                        | 24%          | 13%                    | 4%            | 6%                | 6%          | 5%          | 5%           | 11%  | 28%    | 19%        | 2%          |
| PROVINCE         |           |       |              |                            |              |                        |               |                   |             |             |              |      |        |            |             |
| PUNJAB           | 4%        | 12%   | 10%          | 8%                         | 15%          | 16%                    | 7%            | 5%                | 7%          | 3%          | 3%           | 10%  | 21%    | 32%        | 5%          |
| SINDH            | 0%        | 7%    | 21%          | 14%                        | 48%          | 52%                    | 10%           | 7%                | 7%          | 3%          | 21%          | 0%   | 66%    | 0%         | 3%          |
| BALUCHISTAN      | 0%        | 9%    | 9%           | 0%                         | 0%           | 9%                     | 18%           | 0%                | 18%         | 0%          | 9%           | 0%   | 9%     | 9%         | 36%         |
| LOCATION         |           |       |              |                            |              |                        |               |                   |             |             |              |      |        |            |             |
| RURAL            | 5%        | 12%   | 12%          | 6%                         | 12%          | 19%                    | 10%           | 6%                | 10%         | 1%          | 2%           | 3%   | 22%    | 39%        | 8%          |
| URBAN            | 3%        | 10%   | 9%           | 13%                        | 21%          | 15%                    | 4%            | 3%                | 2%          | 6%          | 6%           | 22%  | 22%    | 19%        | 2%          |

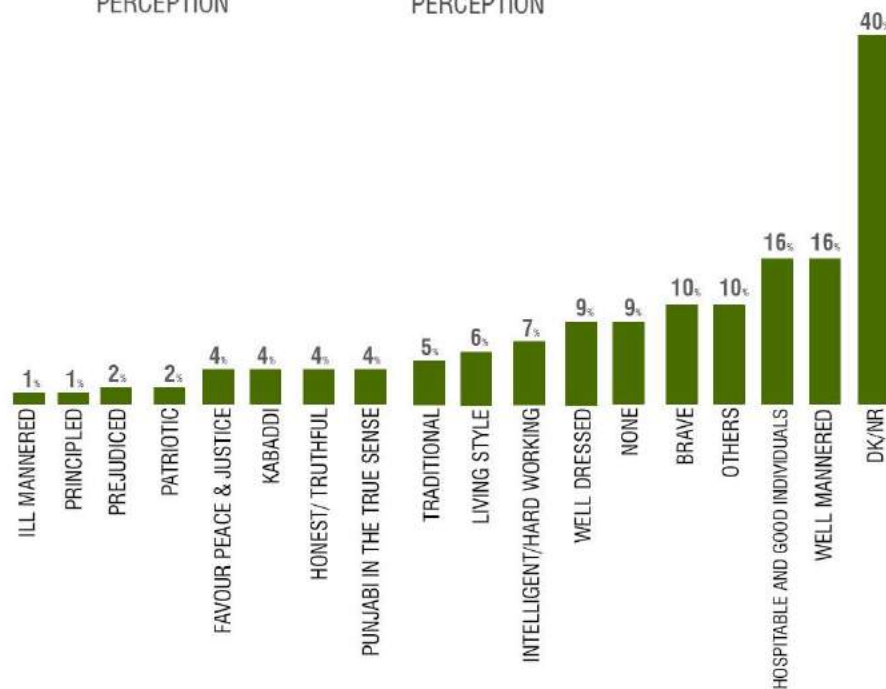
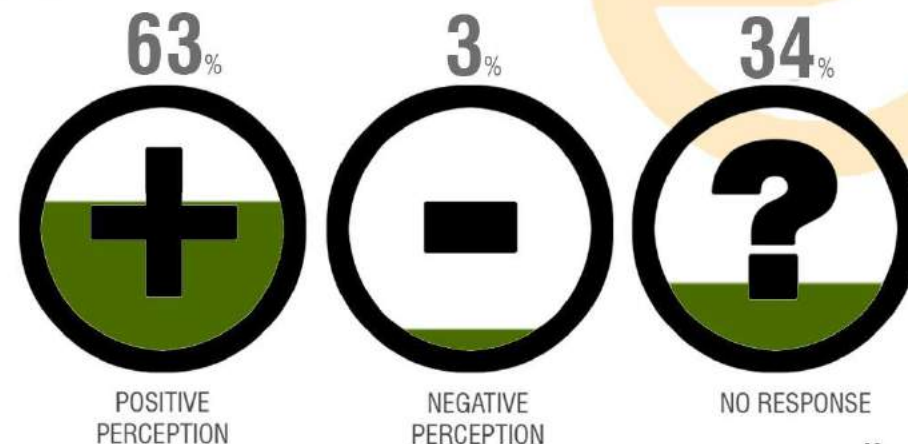
SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 60 years of age; Old: Above 61 years of age  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles)  
Location: Urban is defined as location defined as town or city in the census, the best in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximately 45,000, constituting 55% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

“DESCRIBE HOW PUNJABIS  
PERCEIVE THEMSELVES?”

BASE (PUNJABI GROUP):  
715 RESPONDENTS

Item 14.1  
KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Item 14.2  
STATISTICAL ANALYSIS

|                         | BRAVE      | GOOD PERSONS | HARD WORKING & INTELLIGENT | WELL DRESSED | WELL MANNERED/ FRIENDLY | PURE PUNJABIS | KABADDI PLAYERS | TRADITIONAL | PEACE LOVERS | LIVING STYLE | NONE      | OTHERS     | OTHERS     |
|-------------------------|------------|--------------|----------------------------|--------------|-------------------------|---------------|-----------------|-------------|--------------|--------------|-----------|------------|------------|
| <b>ALL PAKISTAN</b>     | <b>10%</b> | <b>11%</b>   | <b>5%</b>                  | <b>10%</b>   | <b>16%</b>              | <b>4%</b>     | <b>4%</b>       | <b>5%</b>   | <b>4%</b>    | <b>6%</b>    | <b>9%</b> | <b>26%</b> | <b>33%</b> |
| <b>GENDER</b>           |            |              |                            |              |                         |               |                 |             |              |              |           |            |            |
| MALE                    | 9%         | 13%          | 4%                         | 11%          | 12%                     | 14%           | 6%              | 4%          | 3%           | 7%           | 6%        | 27%        | 31%        |
| FEMALE                  | 11%        | 7%           | 6%                         | 8%           | 20%                     | 21%           | 2%              | 6%          | 5%           | 5%           | 14%       | 24%        | 37%        |
| <b>RESPONDENT AGE</b>   |            |              |                            |              |                         |               |                 |             |              |              |           |            |            |
| YOUNG                   | 8%         | 10%          | 4%                         | 7%           | 14%                     | 5%            | 3%              | 4%          | 4%           | 6%           | 8%        | 26%        | 37%        |
| MIDDLE                  | 10%        | 11%          | 4%                         | 12%          | 18%                     | 3%            | 7%              | 6%          | 5%           | 6%           | 6%        | 27%        | 32%        |
| OLD                     | 15%        | 9%           | 10%                        | 7%           | 9%                      | 2%            | 0%              | 1%          | 1%           | 8%           | 27%       | 21%        | 29%        |
| <b>HOUSEHOLD INCOME</b> |            |              |                            |              |                         |               |                 |             |              |              |           |            |            |
| LOW                     | 7%         | 4%           | 1%                         | 10%          | 12%                     | 4%            | 9%              | 7%          | 7%           | 7%           | 12%       | 18%        | 43%        |
| MEDIUM                  | 7%         | 3%           | 5%                         | 11%          | 16%                     | 4%            | 4%              | 4%          | 4%           | 6%           | 9%        | 24%        | 34%        |
| HIGH                    | 17%        | 9%           | 7%                         | 6%           | 19%                     | 1%            | 3%              | 5%          | 4%           | 8%           | 12%       | 39%        | 21%        |
| <b>PROVINCE</b>         |            |              |                            |              |                         |               |                 |             |              |              |           |            |            |
| PUNJAB                  | 10%        | 11%          | 5%                         | 10%          | 15%                     | 4%            | 5%              | 5%          | 4%           | 6%           | 10%       | 24%        | 34%        |
| SINDH                   | 14%        | 17%          | 7%                         | 3%           | 38%                     | 7%            | 0%              | 14%         | 7%           | 10%          | 0%        | 83%        | 10%        |
| BALUCHISTAN             | 0%         | 9%           | 0%                         | 0%           | 0%                      | 0%            | 0%              | 0%          | 0%           | 9%           | 0%        | 18%        | 0%         |
| <b>LOCATION</b>         |            |              |                            |              |                         |               |                 |             |              |              |           |            |            |
| RURAL                   | 11%        | 13%          | 4%                         | 11%          | 18%                     | 5%            | 7%              | 6%          | 6%           | 5%           | 2%        | 21%        | 40%        |
| URBAN                   | 8%         | 7%           | 6%                         | 8%           | 12%                     | 2%            | 0%              | 3%          | 1%           | 9%           | 21%       | 33%        | 23%        |

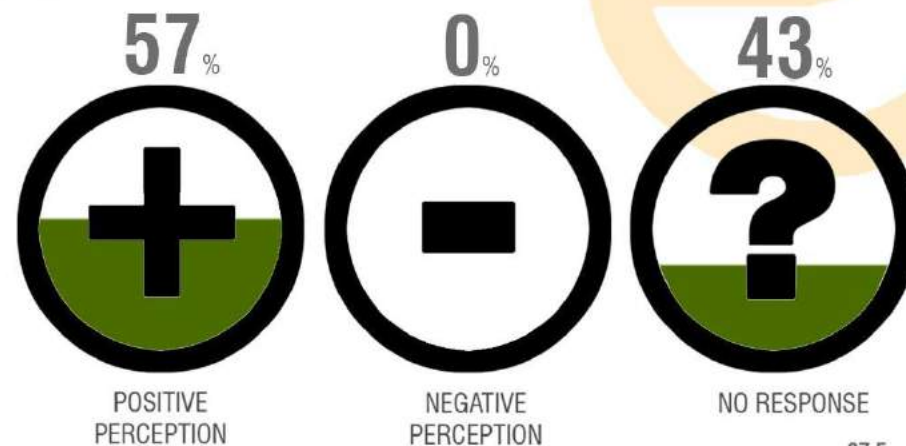
SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 60 years of age; Old: Above 61 years of age  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile)  
Location: Urban is defined as location defined as town or city in the census, the best in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the lower census, approximately 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

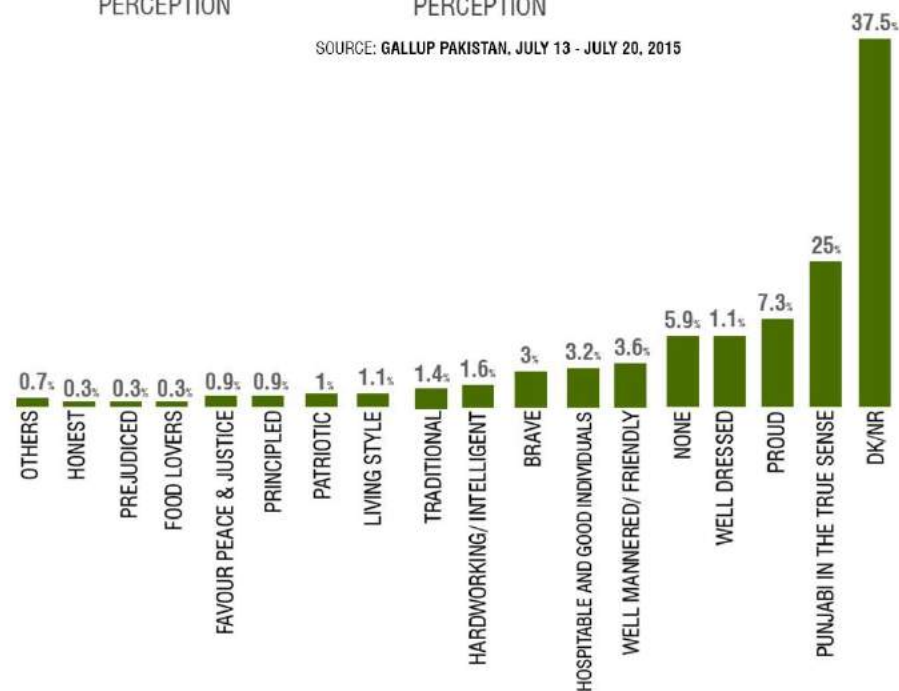
“HOW WOULD YOU DESCRIBE YOUR "PUNJABINESS"?”

BASE (PUNJABI GROUP):  
715 RESPONDENTS

Item 15.1  
KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Item 15.2  
STATISTICAL ANALYSIS

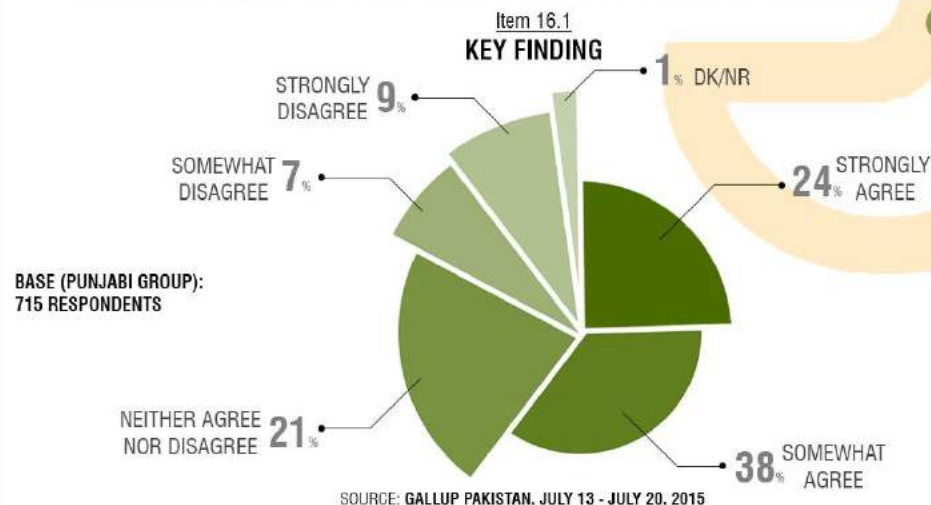
|                  | BRAVE | GOOD | PROUD | HARD WORKING | WELL DRESSED | WELL MANNERED / FRIENDLY | PURE PUNJABIS | TRADITIONAL | PRINCIPLED | LIVING STYLE | OTHERS | DONT KNOW |
|------------------|-------|------|-------|--------------|--------------|--------------------------|---------------|-------------|------------|--------------|--------|-----------|
| ALL PAKISTAN     | 3%    | 2%   | 7%    | 2%           | 6%           | 4%                       | 25%           | 1%          | 1%         | 1%           | 4%     | 23%       |
| GENDER           |       |      |       |              |              |                          |               |             |            |              |        |           |
| MALE             | 3%    | 3%   | 9%    | 1%           | 8%           | 1%                       | 27%           | 2%          | 1%         | 4%           | 4%     | 21%       |
| FEMALE           | 2%    | 1%   | 5%    | 2%           | 4%           | 7%                       | 22%           | 0%          | 1%         | 9%           | 4%     | 36%       |
| RESPONDENT AGE   |       |      |       |              |              |                          |               |             |            |              |        |           |
| YOUNG            | 3%    | 4%   | 11%   | 3%           | 4%           | 3%                       | 20%           | 1%          | 1%         | 6%           | 4%     | 27%       |
| MIDDLE           | 3%    | 1%   | 6%    | 1%           | 5%           | 4%                       | 31%           | 2%          | 1%         | 4%           | 5%     | 27%       |
| OLD              | 4%    | 9%   | 3%    | 2%           | 14%          | 3%                       | 11%           | 0%          | 0%         | 14%          | 2%     | 32%       |
| HOUSEHOLD INCOME |       |      |       |              |              |                          |               |             |            |              |        |           |
| LOW              | 1%    | 3%   | 5%    | 4%           | 5%           | 3%                       | 27%           | 3%          | 0%         | 6%           | 1%     | 35%       |
| MEDIUM           | 1%    | 3%   | 7%    | 0%           | 7%           | 3%                       | 27%           | 1%          | 1%         | 5%           | 4%     | 28%       |
| HIGH             | 9%    | 0%   | 8%    | 3%           | 6%           | 5%                       | 17%           | 1%          | 3%         | 10%          | 9%     | 22%       |
| PROVINCE         |       |      |       |              |              |                          |               |             |            |              |        |           |
| PUNJAB           | 3%    | 2%   | 7%    | 2%           | 6%           | 3%                       | 25%           | 1%          | 1%         | 6%           | 4%     | 29%       |
| SINDH            | 10%   | 3%   | 3%    | 0%           | 0%           | 14%                      | 88%           | 3%          | 0%         | 0%           | 10%    | 3%        |
| BALUCHISTAN      | 0%    | 0%   | 9%    | 0%           | 0%           | 0%                       | 45%           | 0%          | 0%         | 0%           | 0%     | 0%        |
| LOCATION         |       |      |       |              |              |                          |               |             |            |              |        |           |
| RURAL            | 2%    | 3%   | 10%   | 1%           | 3%           | 1%                       | 31%           | 1%          | 0%         | 1%           | 2%     | 32%       |
| URBAN            | 5%    | 1%   | 3%    | 8%           | 11%          | 7%                       | 16%           | 2%          | 3%         | 13%          | 8%     | 21%       |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 60 years of age; Old: Above 61 years of age  
Income codes: Low: Up to Rs. 7,000 (in 2014 Rs represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 Rs represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 Rs represented the 4th and 5th Quintile)

Location: Urban is defined as location defined as town or city in the census, the best in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the lower census, approximately 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

HOW WOULD YOU RESPOND TO THE FOLLOWING QUESTIONS: DO YOU THINK PUNJABI SHOULD BE USED AS A MEDIUM OF INSTRUCTION IN PRIMARY SCHOOLS?

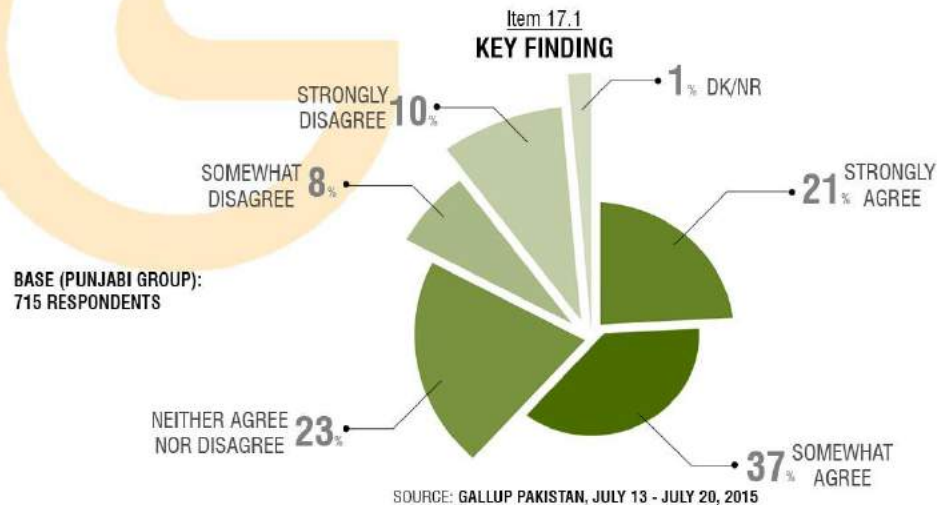


Item 16.2  
STATISTICAL ANALYSIS

|                  | STRONGLY AGREE | SOMEWHAT AGREE | NEITHER AGREE NOR DISAGREE | SOMEWHAT DISAGREE | STRONGLY DISAGREE | DK/NR |
|------------------|----------------|----------------|----------------------------|-------------------|-------------------|-------|
| ALL PAKISTAN     | 24%            | 37%            | 21%                        | 7%                | 9%                | 1%    |
| GENDER           |                |                |                            |                   |                   |       |
| MALE             | 25%            | 37%            | 20%                        | 6%                | 10%               | 2%    |
| FEMALE           | 22%            | 37%            | 21%                        | 9%                | 8%                | 1%    |
| RESPONDENT AGE   |                |                |                            |                   |                   |       |
| YOUNG            | 24%            | 43%            | 16%                        | 6%                | 9%                | 2%    |
| MIDDLE           | 25%            | 34%            | 22%                        | 9%                | 9%                | 1%    |
| OLD              | 20%            | 35%            | 31%                        | 6%                | 8%                | 1%    |
| HOUSEHOLD INCOME |                |                |                            |                   |                   |       |
| LOW              | 25%            | 51%            | 12%                        | 9%                | 3%                | 0%    |
| MEDIUM           | 26%            | 34%            | 21%                        | 7%                | 10%               | 1%    |
| HIGH             | 18%            | 37%            | 25%                        | 8%                | 10%               | 2%    |
| PROVINCE         |                |                |                            |                   |                   |       |
| PUNJAB           | 24%            | 38%            | 21%                        | 7%                | 9%                | 5%    |
| SINDH            | 10%            | 31%            | 28%                        | 14%               | 14%               | 3%    |
| BALUCHISTAN      | 73%            | 18%            | 0%                         | 0%                | 9%                | 0%    |
| LOCATION         |                |                |                            |                   |                   |       |
| RURAL            | 30%            | 40%            | 16%                        | 4%                | 8%                | 1%    |
| URBAN            | 14%            | 32%            | 28%                        | 13%               | 10%               | 1%    |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

# 33 “HOW WOULD YOU RESPOND TO THE FOLLOWING QUESTIONS: DO YOU THINK PUNJABI SHOULD BE AN OFFICIAL LANGUAGE AT PROVINCIAL LEVEL?”



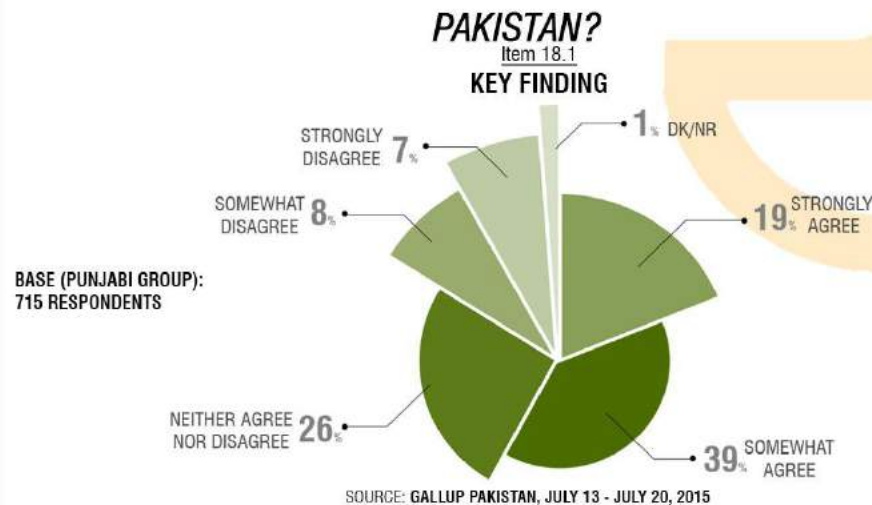
## Item 17.2 STATISTICAL ANALYSIS

|                         | STRONGLY AGREE | SOMEWHAT AGREE | NEITHER AGREE NOR DISAGREE | SOMEWHAT DISAGREE | STRONGLY DISAGREE | DK/NR     |
|-------------------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>21%</b>     | <b>36%</b>     | <b>23%</b>                 | <b>8%</b>         | <b>10%</b>        | <b>1%</b> |
| <b>GENDER</b>           |                |                |                            |                   |                   |           |
| MALE                    | 24%            | 38%            | 21%                        | 5%                | 11%               | 2%        |
| FEMALE                  | 18%            | 34%            | 27%                        | 11%               | 9%                | 1%        |
| <b>RESPONDENT AGE</b>   |                |                |                            |                   |                   |           |
| YOUNG                   | 24%            | 32%            | 26%                        | 4%                | 12%               | 2%        |
| MIDDLE                  | 19%            | 37%            | 24%                        | 9%                | 9%                | 1%        |
| OLD                     | 22%            | 46%            | 11%                        | 12%               | 8%                | 1%        |
| <b>HOUSEHOLD INCOME</b> |                |                |                            |                   |                   |           |
| LOW                     | 34%            | 29%            | 29%                        | 5%                | 4%                | 0%        |
| MEDIUM                  | 19%            | 37%            | 23%                        | 8%                | 12%               | 1%        |
| HIGH                    | 17%            | 39%            | 22%                        | 10%               | 10%               | 2%        |
| <b>PROVINCE</b>         |                |                |                            |                   |                   |           |
| PUNJAB                  | 22%            | 37%            | 23%                        | 7%                | 10%               | 1%        |
| SINDH                   | 10%            | 17%            | 31%                        | 28%               | 10%               | 3%        |
| BALUCHISTAN             | 9%             | 27%            | 36%                        | 9%                | 18%               | 0%        |
| <b>LOCATION</b>         |                |                |                            |                   |                   |           |
| RURAL                   | 23%            | 38%            | 23%                        | 5%                | 10%               | 1%        |
| URBAN                   | 19%            | 34%            | 23%                        | 12%               | 10%               | 1%        |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face-to-face; Survey dates: July 13 - July 20, 2015. Estimated error margin: ±3-5% at 95% confidence level.

# 34 “HOW WOULD YOU RESPOND TO THE FOLLOWING QUESTIONS: DO YOU THINK PUNJABI IS GIVEN THE SAME IMPORTANCE AS OTHER REGIONAL LANGUAGES IN PAKISTAN?”



## Item 18.2 STATISTICAL ANALYSIS

|                         | STRONGLY AGREE | SOMEWHAT AGREE | NEITHER AGREE NOR DISAGREE | SOMEWHAT DISAGREE | STRONGLY DISAGREE | DK/NR     |
|-------------------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>21%</b>     | <b>36%</b>     | <b>23%</b>                 | <b>8%</b>         | <b>10%</b>        | <b>1%</b> |
| <b>GENDER</b>           |                |                |                            |                   |                   |           |
| MALE                    | 24%            | 38%            | 21%                        | 5%                | 11%               | 2%        |
| FEMALE                  | 18%            | 34%            | 27%                        | 11%               | 9%                | 1%        |
| <b>RESPONDENT AGE</b>   |                |                |                            |                   |                   |           |
| YOUNG                   | 24%            | 32%            | 26%                        | 6%                | 12%               | 2%        |
| MIDDLE                  | 19%            | 37%            | 24%                        | 9%                | 9%                | 1%        |
| OLD                     | 22%            | 46%            | 11%                        | 12%               | 8%                | 1%        |
| <b>HOUSEHOLD INCOME</b> |                |                |                            |                   |                   |           |
| LOW                     | 34%            | 29%            | 29%                        | 5%                | 4%                | 0%        |
| MEDIUM                  | 19%            | 37%            | 23%                        | 8%                | 12%               | 1%        |
| HIGH                    | 17%            | 39%            | 22%                        | 10%               | 10%               | 2%        |
| <b>PROVINCE</b>         |                |                |                            |                   |                   |           |
| PUNJAB                  | 22%            | 37%            | 23%                        | 7%                | 10%               | 1%        |
| SINDH                   | 10%            | 17%            | 31%                        | 28%               | 10%               | 3%        |
| BALUCHISTAN             | 9%             | 27%            | 36%                        | 9%                | 18%               | 0%        |
| <b>LOCATION</b>         |                |                |                            |                   |                   |           |
| RURAL                   | 23%            | 38%            | 23%                        | 5%                | 10%               | 1%        |
| URBAN                   | 19%            | 34%            | 23%                        | 12%               | 10%               | 1%        |

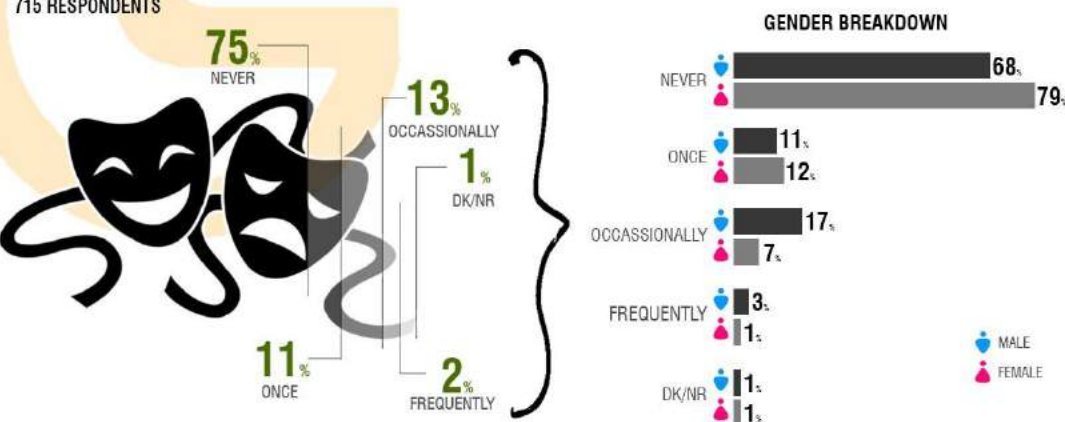
SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face-to-face; Survey dates: July 13 - July 20, 2015. Estimated error margin: ±3-5% at 95% confidence level.

# 35 “ HOW FREQUENTLY HAVE YOU WATCHED/ATTENDED: NON-COMMERCIAL PUNJABI THEATRE? ”

BASE (PUNJABI GROUP):  
715 RESPONDENTS

Item 19.1  
KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 19.2 STATISTICAL ANALYSIS

|                         | NEVER      | ONCE       | OCCASSIONALLY | FREQUENTLY | DK/NR     |
|-------------------------|------------|------------|---------------|------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>73%</b> | <b>11%</b> | <b>13%</b>    | <b>2%</b>  | <b>1%</b> |
| <b>GENDER</b>           |            |            |               |            |           |
| MALE                    | 68%        | 11%        | 17%           | 3%         | 1%        |
| FEMALE                  | 79%        | 12%        | 7%            | 1%         | 1%        |
| <b>RESPONDENT AGE</b>   |            |            |               |            |           |
| YOUNG                   | 73%        | 13%        | 13%           | 1%         | 1%        |
| MIDDLE                  | 76%        | 9%         | 11%           | 2%         | 1%        |
| OLD                     | 57%        | 16%        | 23%           | 3%         | 1%        |
| <b>HOUSEHOLD INCOME</b> |            |            |               |            |           |
| LOW                     | 80%        | 12%        | 8%            | 1%         | 0%        |
| MEDIUM                  | 73%        | 12%        | 12%           | 2%         | 1%        |
| HIGH                    | 65%        | 9%         | 21%           | 4%         | 0%        |
| <b>PROVINCE</b>         |            |            |               |            |           |
| PUNJAB                  | 73%        | 11%        | 13%           | 2%         | 1%        |
| SINDH                   | 76%        | 10%        | 10%           | 3%         | 0%        |
| BALUCHISTAN             | 73%        | 18%        | 0%            | 9%         | 0%        |
| <b>LOCATION</b>         |            |            |               |            |           |
| RURAL                   | 83%        | 6%         | 8%            | 5%         | 2%        |
| URBAN                   | 56%        | 20%        | 20%           | 4%         | 0%        |

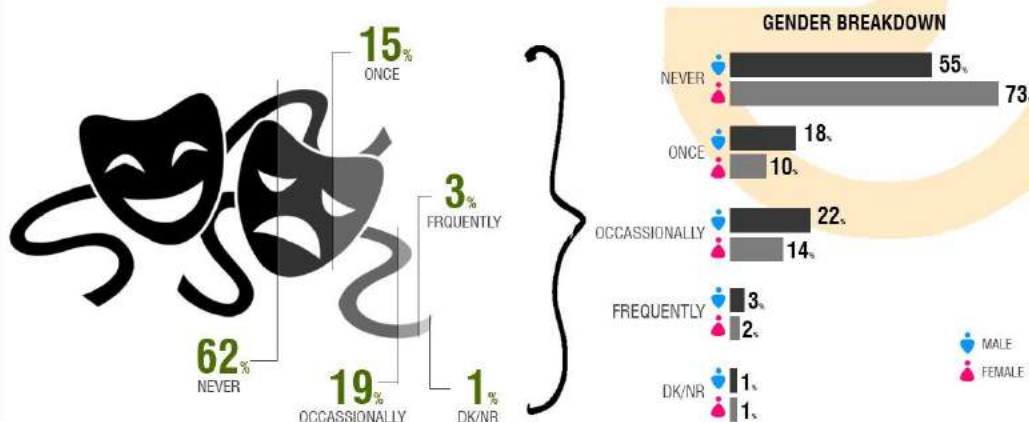
SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# “ HOW FREQUENTLY HAVE YOU WATCHED/ATTENDED: PUNJABI STAGE DRAMA? ” 36

BASE (PUNJABI GROUP):  
715 RESPONDENTS

Item 20.1  
KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 20.2 STATISTICAL ANALYSIS

|                         | NEVER      | ONCE       | OCCASSIONALLY | FREQUENTLY | DK/NR     |
|-------------------------|------------|------------|---------------|------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>63%</b> | <b>15%</b> | <b>19%</b>    | <b>3%</b>  | <b>1%</b> |
| <b>GENDER</b>           |            |            |               |            |           |
| MALE                    | 55%        | 18%        | 22%           | 3%         | 1%        |
| FEMALE                  | 73%        | 10%        | 14%           | 2%         | 1%        |
| <b>RESPONDENT AGE</b>   |            |            |               |            |           |
| YOUNG                   | 60%        | 20%        | 17%           | 3%         | 1%        |
| MIDDLE                  | 66%        | 9%         | 18%           | 3%         | 1%        |
| OLD                     | 44%        | 25%        | 28%           | 3%         | 1%        |
| <b>HOUSEHOLD INCOME</b> |            |            |               |            |           |
| LOW                     | 67%        | 16%        | 13%           | 4%         | 0%        |
| MEDIUM                  | 65%        | 15%        | 17%           | 2%         | 1%        |
| HIGH                    | 56%        | 12%        | 28%           | 4%         | 0%        |
| <b>PROVINCE</b>         |            |            |               |            |           |
| PUNJAB                  | 63%        | 15%        | 19%           | 3%         | 1%        |
| SINDH                   | 66%        | 7%         | 21%           | 7%         | 0%        |
| BALUCHISTAN             | 64%        | 9%         | 0%            | 27%        | 0%        |
| <b>LOCATION</b>         |            |            |               |            |           |
| RURAL                   | 71%        | 10%        | 16%           | 1%         | 1%        |
| URBAN                   | 50%        | 21%        | 23%           | 5%         | 0%        |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

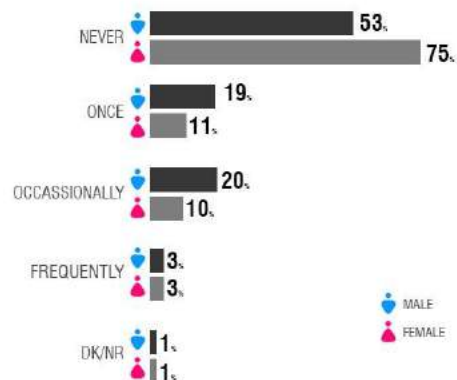
Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# 37 “ HOW FREQUENTLY HAVE YOU WATCHED/ATTENDED: PUNJABI CINEMA? ”

BASE (PUNJABI GROUP):  
715 RESPONDENTS

Item 21.1  
KEY FINDING

## GENDER BREAKDOWN



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 21.2 STATISTICAL ANALYSIS

|                         | NEVER      | ONCE       | OCCASSIONALLY | FREQUENTLY | DK/NR     |
|-------------------------|------------|------------|---------------|------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>65%</b> | <b>15%</b> | <b>16%</b>    | <b>3%</b>  | <b>1%</b> |
| <b>GENDER</b>           |            |            |               |            |           |
| MALE                    | 58%        | 19%        | 20%           | 3%         | 1%        |
| FEMALE                  | 75%        | 11%        | 10%           | 3%         | 1%        |
| <b>RESPONDENT AGE</b>   |            |            |               |            |           |
| YOUNG                   | 69%        | 16%        | 13%           | 1%         | 1%        |
| MIDDLE                  | 66%        | 14%        | 16%           | 4%         | 1%        |
| OLD                     | 51%        | 21%        | 23%           | 4%         | 1%        |
| <b>HOUSEHOLD INCOME</b> |            |            |               |            |           |
| LOW                     | 78%        | 13%        | 9%            | 0%         | 0%        |
| MEDIUM                  | 65%        | 17%        | 13%           | 4%         | 1%        |
| HIGH                    | 59%        | 11%        | 27%           | 3%         | 0%        |
| NO RESPONSE             | 20%        | 0%         | 65%           | 0%         | 15%       |
| <b>PROVINCE</b>         |            |            |               |            |           |
| PUNJAB                  | 65%        | 15%        | 16%           | 3%         | 1%        |
| SINDH                   | 66%        | 21%        | 10%           | 3%         | 0%        |
| BALUCHISTAN             | 45%        | 9%         | 36%           | 9%         | 0%        |
| <b>LOCATION</b>         |            |            |               |            |           |
| RURAL                   | 71%        | 11%        | 14%           | 3%         | 1%        |
| URBAN                   | 56%        | 22%        | 18%           | 4%         | 0%        |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

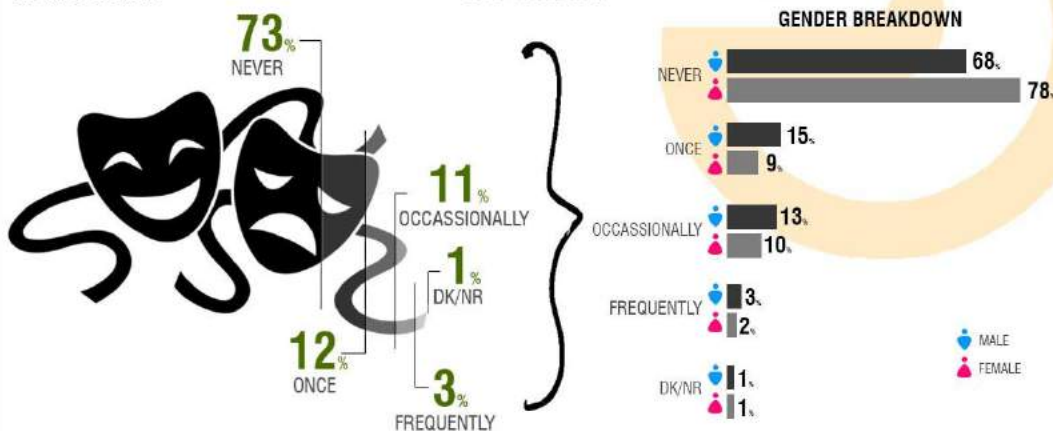
Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# “ HOW FREQUENTLY HAVE YOU WATCHED/ATTENDED: PUNJABI MUSHAIRA? ” 38

BASE (PUNJABI GROUP):  
715 RESPONDENTS

Item 22.1  
KEY FINDING

## GENDER BREAKDOWN



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 22.2 STATISTICAL ANALYSIS

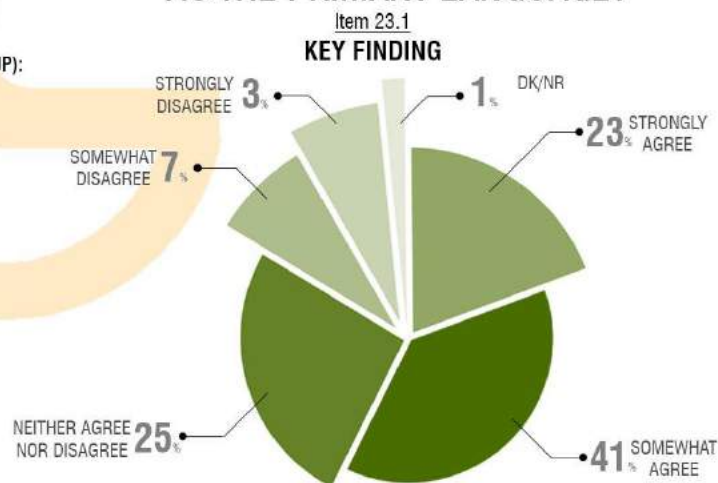
|                         | NEVER      | ONCE       | OCCASSIONALLY | FREQUENTLY | DK/NR     |
|-------------------------|------------|------------|---------------|------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>72%</b> | <b>12%</b> | <b>11%</b>    | <b>3%</b>  | <b>1%</b> |
| <b>GENDER</b>           |            |            |               |            |           |
| MALE                    | 68%        | 15%        | 13%           | 3%         | 1%        |
| FEMALE                  | 78%        | 9%         | 10%           | 2%         | 1%        |
| <b>RESPONDENT AGE</b>   |            |            |               |            |           |
| YOUNG                   | 71%        | 14%        | 9%            | 4%         | 2%        |
| MIDDLE                  | 75%        | 11%        | 12%           | 2%         | 1%        |
| OLD                     | 66%        | 16%        | 16%           | 1%         | 1%        |
| <b>HOUSEHOLD INCOME</b> |            |            |               |            |           |
| LOW                     | 80%        | 12%        | 6%            | 1%         | 0%        |
| MEDIUM                  | 73%        | 13%        | 10%           | 3%         | 1%        |
| HIGH                    | 62%        | 13%        | 23%           | 0%         | 0%        |
| <b>PROVINCE</b>         |            |            |               |            |           |
| PUNJAB                  | 63%        | 12%        | 12%           | 3%         | 1%        |
| SINDH                   | 66%        | 10%        | 7%            | 0%         | 0%        |
| BALUCHISTAN             | 64%        | 27%        | 0%            | 9%         | 0%        |
| <b>LOCATION</b>         |            |            |               |            |           |
| RURAL                   | 82%        | 6%         | 6%            | 3%         | 2%        |
| URBAN                   | 56%        | 22%        | 20%           | 3%         | 0%        |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# 39 SHOULD PUNJABI BE ENCOURAGED FOR CHILDREN AS THE PRIMARY LANGUAGE?

BASE (PUNJABI GROUP):  
715 RESPONDENTS



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 23.2 STATISTICAL ANALYSIS

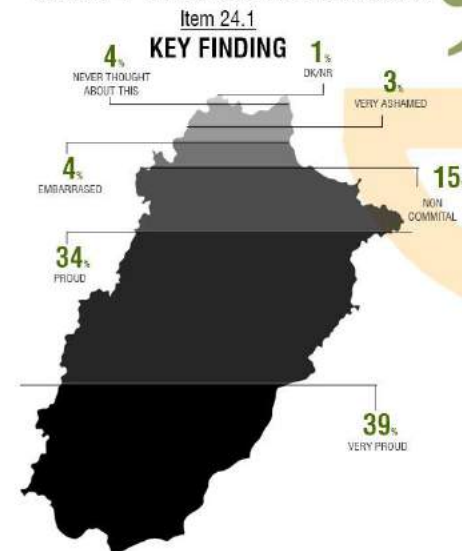
|                         | STRONGLY AGREE | SOMEWHAT AGREE | NEITHER AGREE NOR DISAGREE | SOMEWHAT DISAGREE | STRONGLY DISAGREE | DK/NR     |
|-------------------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>23%</b>     | <b>41%</b>     | <b>25%</b>                 | <b>7%</b>         | <b>3%</b>         | <b>1%</b> |
| <b>GENDER</b>           |                |                |                            |                   |                   |           |
| MALE                    | 23%            | 43%            | 23%                        | 8%                | 3%                | 1%        |
| FEMALE                  | 24%            | 37%            | 28%                        | 7%                | 3%                | 1%        |
| <b>RESPONDENT AGE</b>   |                |                |                            |                   |                   |           |
| YOUNG                   | 18%            | 45%            | 26%                        | 8%                | 3%                | 1%        |
| MIDDLE                  | 28%            | 39%            | 24%                        | 6%                | 3%                | 0%        |
| OLD                     | 19%            | 36%            | 29%                        | 15%               | 0%                | 1%        |
| <b>HOUSEHOLD INCOME</b> |                |                |                            |                   |                   |           |
| LOW                     | 27%            | 35%            | 34%                        | 3%                | 1%                | 0%        |
| MEDIUM                  | 25%            | 42%            | 21%                        | 7%                | 3%                | 1%        |
| HIGH                    | 14%            | 33%            | 34%                        | 15%               | 3%                | 1%        |
| <b>PROVINCE</b>         |                |                |                            |                   |                   |           |
| PUNJAB                  | 24%            | 40%            | 25%                        | 7%                | 2%                | 1%        |
| SINDH                   | 17%            | 45%            | 21%                        | 7%                | 7%                | 3%        |
| BALUCHISTAN             | 9%             | 64%            | 9%                         | 0%                | 18%               | 0%        |
| <b>LOCATION</b>         |                |                |                            |                   |                   |           |
| RURAL                   | 46%            | 33%            | 20%                        | 5%                | 1%                | 1%        |
| URBAN                   | 29%            | 35%            | 33%                        | 12%               | 5%                | 1%        |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population. Rural is defined as a population living in villages as in the latest census, approximating 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# 40 WHICH ANSWER BEST DESCRIBES YOUR AFFILIATION WITH PUNJABI HERITAGE?

BASE (PUNJABI GROUP):  
715 RESPONDENTS



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 24.2 STATISTICAL ANALYSIS

|                         | VERY PROUD | PROUD      | NON COMMITTAL | EMBARRASSED | ASHAMED   | NEVER THOUGHT ABOUT THIS | DK/NR     |
|-------------------------|------------|------------|---------------|-------------|-----------|--------------------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>39%</b> | <b>34%</b> | <b>15%</b>    | <b>4%</b>   | <b>3%</b> | <b>4%</b>                | <b>1%</b> |
| <b>GENDER</b>           |            |            |               |             |           |                          |           |
| MALE                    | 42%        | 34%        | 10%           | 5%          | 4%        | 4%                       | 2%        |
| FEMALE                  | 36%        | 33%        | 21%           | 3%          | 2%        | 4%                       | 1%        |
| <b>RESPONDENT AGE</b>   |            |            |               |             |           |                          |           |
| YOUNG                   | 36%        | 34%        | 13%           | 6%          | 4%        | 5%                       | 2%        |
| MIDDLE                  | 43%        | 32%        | 15%           | 3%          | 2%        | 3%                       | 1%        |
| OLD                     | 31%        | 39%        | 18%           | 2%          | 5%        | 5%                       | 1%        |
| <b>HOUSEHOLD INCOME</b> |            |            |               |             |           |                          |           |
| LOW                     | 44%        | 37%        | 12%           | 3%          | 4%        | 1%                       | 0%        |
| MEDIUM                  | 38%        | 31%        | 17%           | 5%          | 2%        | 5%                       | 2%        |
| HIGH                    | 44%        | 34%        | 10%           | 3%          | 4%        | 4%                       | 1%        |
| <b>PROVINCE</b>         |            |            |               |             |           |                          |           |
| PUNJAB                  | 39%        | 34%        | 15%           | 4%          | 3%        | 4%                       | 1%        |
| SINDH                   | 48%        | 28%        | 10%           | 0%          | 3%        | 7%                       | 3%        |
| BALUCHISTAN             | 45%        | 9%         | 36%           | 0%          | 0%        | 9%                       | 0%        |
| <b>LOCATION</b>         |            |            |               |             |           |                          |           |
| RURAL                   | 46%        | 33%        | 12%           | 3%          | 3%        | 2%                       | 1%        |
| URBAN                   | 29%        | 35%        | 20%           | 5%          | 3%        | 7%                       | 1%        |

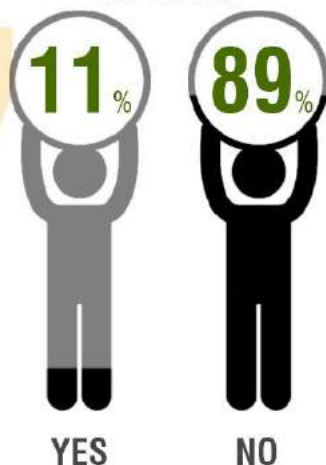
SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population. Rural is defined as a population living in villages as in the latest census, approximating 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

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# “ HAVE YOU EVER HEARD OF THE PUNJABI ADABI BOARD? ”

BASE (PUNJABI GROUP):  
715 RESPONDENTS



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 25.2 (A) STATISTICAL ANALYSIS

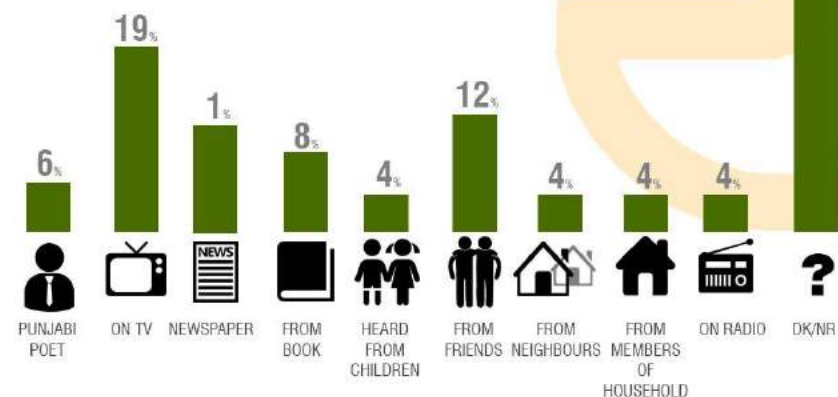
|                         | YES        | NO         | DK/NR     |
|-------------------------|------------|------------|-----------|
| <b>ALL PAKISTAN</b>     | <b>11%</b> | <b>89%</b> | <b>0%</b> |
| <b>GENDER</b>           |            |            |           |
| MALE                    | 13%        | 87%        | 0%        |
| FEMALE                  | 8%         | 92%        | 0%        |
| <b>RESPONDENT AGE</b>   |            |            |           |
| YOUNG                   | 12%        | 88%        | 0%        |
| MIDDLE                  | 11%        | 89%        | 0%        |
| OLD                     | 3%         | 97%        | 0%        |
| <b>HOUSEHOLD INCOME</b> |            |            |           |
| LOW                     | 14%        | 86%        | 0%        |
| MEDIUM                  | 11%        | 89%        | 0%        |
| HIGH                    | 10%        | 90%        | 0%        |
| <b>PROVINCE</b>         |            |            |           |
| PUNJAB                  | 11%        | 89%        | 0%        |
| SINDH                   | 0%         | 100%       | 0%        |
| BALUCHISTAN             | 0%         | 100%       | 0%        |
| <b>LOCATION</b>         |            |            |           |
| RURAL                   | 16%        | 84%        | 0%        |
| URBAN                   | 2%         | 98%        | 0%        |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating —45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# “ HOW FREQUENTLY HAVE YOU WATCHED/ATTENDED: PUNJABI MUSHAIRA? ” 42

BASE (PUNJABI GROUP):  
35 RESPONDENTS



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 25.2 (B) STATISTICAL ANALYSIS

|                         | PUNJABI POET | ON TV      | IN NEWSPAPER | FROM BOOKS | HEARD FROM CHILDREN | FROM FRIENDS | FROM NEIGHBOURS | FROM MEMBERS OF HOUSEHOLD | ON RADIO  | DONT KNOW | NO RESPONSE |
|-------------------------|--------------|------------|--------------|------------|---------------------|--------------|-----------------|---------------------------|-----------|-----------|-------------|
| <b>ALL PAKISTAN</b>     | <b>5%</b>    | <b>19%</b> | <b>11%</b>   | <b>8%</b>  | <b>4%</b>           | <b>12%</b>   | <b>4%</b>       | <b>4%</b>                 | <b>4%</b> | <b>1%</b> | <b>28%</b>  |
| <b>GENDER</b>           |              |            |              |            |                     |              |                 |                           |           |           |             |
| MALE                    | 7%           | 22%        | 11%          | 5%         | 0%                  | 12%          | 0%              | 0%                        | 5%        | 0%        | 38%         |
| FEMALE                  | 0%           | 14%        | 12%          | 14%        | 12%                 | 14%          | 12%             | 12%                       | 0%        | 2%        | 6%          |
| <b>RESPONDENT AGE</b>   |              |            |              |            |                     |              |                 |                           |           |           |             |
| YOUNG                   | 10%          | 10%        | 10%          | 10%        | 10%                 | 13%          | 10%             | 0%                        | 0%        | 2%        | 29%         |
| MIDDLE                  | 2%           | 27%        | 13%          | 8%         | 0%                  | 13%          | 0%              | 7%                        | 7%        | 0%        | 23%         |
| OLD                     | 0%           | 0%         | 0%           | 0%         | 0%                  | 0%           | 0%              | 0%                        | 0%        | 0%        | 100%        |
| <b>HOUSEHOLD INCOME</b> |              |            |              |            |                     |              |                 |                           |           |           |             |
| LOW                     | 0%           | 32%        | 16%          | 0%         | 0%                  | 16%          | 0%              | 16%                       | 0%        | 3%        | 16%         |
| MEDIUM                  | 7%           | 19%        | 12%          | 6%         | 6%                  | 13%          | 6%              | 0%                        | 6%        | 0%        | 25%         |
| HIGH                    | 4%           | 0%         | 0%           | 30%        | 0%                  | 4%           | 0%              | 0%                        | 0%        | 0%        | 61%         |
| <b>PROVINCE</b>         |              |            |              |            |                     |              |                 |                           |           |           |             |
| PUNJAB                  | 5%           | 19%        | 11%          | 8%         | 4%                  | 12%          | 4%              | 4%                        | 4%        | 1%        | 28%         |
| <b>LOCATION</b>         |              |            |              |            |                     |              |                 |                           |           |           |             |
| RURAL                   | 4%           | 20%        | 12%          | 8%         | 4%                  | 12%          | 4%              | 4%                        | 4%        | 0%        | 28%         |
| URBAN                   | 20%          | 10%        | 0%           | 10%        | 0%                  | 20%          | 0%              | 0%                        | 0%        | 10%       | 30%         |

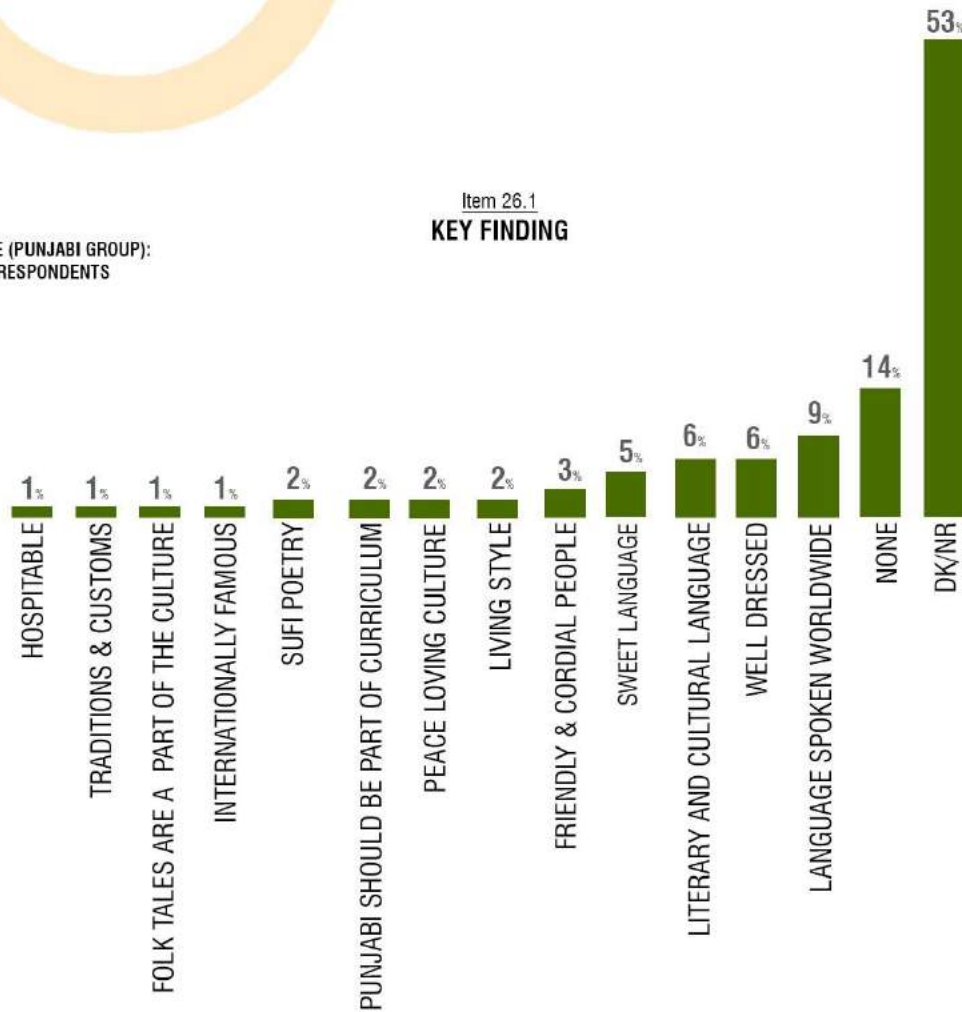
SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age.  
Income codes: Low: Up to Rs. 7,000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintile); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintile).  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating —45,000, constituting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

# 43 “PLEASE DO SHARE ANY ADDITIONAL THOUGHTS YOU MAY ABOUT THE PUNJABI LANGUAGE AND CULTURE?”

BASE (PUNJABI GROUP):  
715 RESPONDENTS

## Item 26.1 KEY FINDING



SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

## Item 26.2 STATISTICAL ANALYSIS

|                  | LANGUAGE THAT IS SPOKEN IN THE WHOLE OF PAKISTAN | SUFI POETRY | SWEET LANGUAGE | LITERARY AND CULTURAL LANGUAGE | PEACE LOVING CULTURE | FRIENDLY AND CORDIAL PEOPLE | WELL-DRESSED | PUNJABI SHOULD BE PART OF CURRICULUM | LIVING STYLE | INTERNATIONALLY FAMOUS | NONE | OTHERS | DON'T KNOW | NO RESPONSE |
|------------------|--------------------------------------------------|-------------|----------------|--------------------------------|----------------------|-----------------------------|--------------|--------------------------------------|--------------|------------------------|------|--------|------------|-------------|
| ALL PAKISTAN     | 9%                                               | 2%          | 5%             | 6%                             | 2%                   | 17%                         | 8%           | 2%                                   | 2%           | 1%                     | 14%  | 3%     | 30%        | 23%         |
| GENDER           |                                                  |             |                |                                |                      |                             |              |                                      |              |                        |      |        |            |             |
| MALE             | 11%                                              | 2%          | 5%             | 4%                             | 2%                   | 14%                         | 10%          | 4%                                   | 1%           | 1%                     | 9%   | 3%     | 26%        | 30%         |
| FEMALE           | 6%                                               | 2%          | 5%             | 8%                             | 2%                   | 21%                         | 4%           | 0%                                   | 3%           | 0%                     | 20%  | 4%     | 35%        | 13%         |
| RESPONDENT AGE   |                                                  |             |                |                                |                      |                             |              |                                      |              |                        |      |        |            |             |
| YOUNG            | 8%                                               | 0%          | 4%             | 3%                             | 2%                   | 4%                          | 5%           | 1%                                   | 3%           | 1%                     | 11%  | 4%     | 33%        | 27%         |
| MIDDLE           | 10%                                              | 2%          | 6%             | 8%                             | 3%                   | 3%                          | 5%           | 3%                                   | 2%           | 0%                     | 1%   | 3%     | 29%        | 22%         |
| OLD              | 6%                                               | 2%          | 4%             | 3%                             | 0%                   | 1%                          | 16%          | 0%                                   | 3%           | 3%                     | 32%  | 2%     | 23%        | 11%         |
| HOUSEHOLD INCOME |                                                  |             |                |                                |                      |                             |              |                                      |              |                        |      |        |            |             |
| LOW              | 4%                                               | 2%          | 1%             | 7%                             | 0%                   | 3%                          | 8%           | 2%                                   | 3%           | 0%                     | 14%  | 1%     | 51%        | 7%          |
| MEDIUM           | 11%                                              | 1%          | 5%             | 6%                             | 2%                   | 4%                          | 5%           | 2%                                   | 1%           | 1%                     | 13%  | 3%     | 27%        | 25%         |
| HIGH             | 8%                                               | 3%          | 9%             | 1%                             | 4%                   | 3%                          | 12%          | 3%                                   | 5%           | 1%                     | 18%  | 7%     | 23%        | 19%         |
| PROVINCE         |                                                  |             |                |                                |                      |                             |              |                                      |              |                        |      |        |            |             |
| PUNJAB           | 9%                                               | 2%          | 3%             | 6%                             | 1%                   | 3%                          | 6%           | 2%                                   | 2%           | 1%                     | 14%  | 2%     | 31%        | 23%         |
| SINDH            | 3%                                               | 0%          | 59%            | 3%                             | 41%                  | 7%                          | 7%           | 0%                                   | 21%          | 3%                     | 0%   | 28%    | 3%         | 10%         |
| BALUCHISTAN      | 9%                                               | 0%          | 0%             | 0%                             | 18%                  | 0%                          | 0%           | 0%                                   | 9%           | 0%                     | 0%   | 0%     | 0%         | 73%         |
| LOCATION         |                                                  |             |                |                                |                      |                             |              |                                      |              |                        |      |        |            |             |
| RURAL            | 8%                                               | 2%          | 1%             | 8%                             | 1%                   | 4%                          | 1%           | 3%                                   | 0%           | 1%                     | 3%   | 1%     | 40%        | 29%         |
| URBAN            | 9%                                               | 1%          | 12%            | 1%                             | 4%                   | 2%                          | 16%          | 0%                                   | 6%           | 1%                     | 31%  | 6%     | 14%        | 13%         |

SOURCE: GALLUP PAKISTAN, JULY 13 - JULY 20, 2015

Notes:  
Age: Young, Under 30 years of age; Middle, Between 30 and 50 years of age; Old, Above 51 years of age.  
Income codes: Low: Up to Rs. 7000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles).  
Location: Urban is defined as location defined as town or city in the survey; the total in Pakistan being 470 constituting 35% of the population. Rural is defined as a population living in villages as in the latest census, approximately - 45,000, constituting 65% of the population.  
Methodology: Sample Size: 1,727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015; Estimated error margin: ± 3-5% at 95% confidence level.



## DEMOGRAPHICS PROFILE OF RESPONDENTS (N=1727)

|              | Weighted Col% |
|--------------|---------------|
| All Pakistan | 100%          |
| Gender       |               |
| Male         | 54%           |
| Female       | 46%           |
| Age          |               |
| Young        | 36%           |
| Middle       | 55%           |
| Old          | 9%            |
| HH Income    |               |
| Low          | 22%           |
| Medium       | 53%           |
| High         | 20%           |
| Location     |               |
| Rural        | 67%           |
| Urban        | 33%           |
| Province     |               |
| Punjab       | 56%           |
| Sindh        | 24%           |
| KPK          | 14%           |
| Baluchistan  | 5%            |

Notes:  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age  
Income codes: Low: Up to Rs. 7000 (in 2014 this represented the lowest quintile); Medium: Rs. 7,001 to 20,000 (in 2014 this represented the 2nd and 3rd Quintiles); High: More than 20,000 (in 2014 this represented the 4th and 5th Quintiles)  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 33% of the population; Rural is defined as a population living in villages or in the least census, approximately 46,000, constituting 65% of the population  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015; Estimated error margin: +3-6% at 95% confidence level.

# CLASSIFICATORY VARIABLES PART 2

**SUMMARY METHODOLOGY**

Sample size: 1727 Households  
(18+ Males and Females)

Coverage: National Cross Section  
All Pakistan Urban and Rural

**BREAKDOWN****PROVINCIAL BREAKDOWN**

|             | Weighted |
|-------------|----------|
| Punjab      | 58%      |
| Sindh       | 24%      |
| KPK         | 14%      |
| Balochistan | 5%       |

**LOCATION BREAKDOWN**

|                                   | Weighted |
|-----------------------------------|----------|
| Large Cities (over 2 million)     | 33%      |
| Medium Cities (over half million) |          |
| Towns (Population 5000 plus)      |          |
| Villages                          | 67%      |

Sampling Method: Multi Stage Stratified Sampling

Error Margin: +3-5% at 95% confidence level

Interview Mode: Face to Face In home

Field Dates: July 13 - July 20, 2015

GALLUP PAKISTAN ADHERES TO ESOMAR/WAPOR CODE OF ETHICS OF OPINION AND MARKETING RESEARCH  
(FOR MORE DETAILS PLEASE SEE DETAILED METHODOLOGY)

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Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.

# METHODOLOGY

## PART 3

## FURTHER DETAILS ON RESEARCH METHODOLOGY

### Voter's Study

#### TABLE OF CONTENTS

A- Sample Profile

B- Sample Selection Procedure

C- Field Work Procedure

D- Data Entry and Verification

**Note:**  
This Detailed Methodology is a standard procedure followed in public opinion polls. Specific details of the sample profile may vary from poll to poll. The specific sample profile as well as other variations may be included either in this Note as well as the Summary version or can be obtained upon request.

## DETAILED METHODOLOGY

### A- SAMPLE PROFILE

The survey was conducted with more than 2500 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes as given below:

|              |             | Weighted Col% |
|--------------|-------------|---------------|
| All Pakistan |             | 100%          |
| Gender       | Male        | 54%           |
|              | Female      | 46%           |
| Age          | Young       | 36%           |
|              | Middle      | 55%           |
|              | Old         | 9%            |
| HH Income    | Low         | 22%           |
|              | Medium      | 53%           |
|              | High        | 20%           |
| Location     | Rural       | 67%           |
|              | Urban       | 33%           |
| Province     | Punjab      | 58%           |
|              | Sindh       | 24%           |
|              | KPK         | 14%           |
|              | Baluchistan | 5%            |

**Notes:**  
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age  
Income codes: Low: Up to Rs. 7000 (In 2014 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2014 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2014 this represented the 4th and 5th Quintiles)  
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, consisting 65% of the population.  
Methodology: Sample Size: 1727; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 13 - July 20, 2015. Estimated error margin: +3-5% at 95% confidence level.

### B- SAMPLE SELECTION PROCEDURE

This survey uses stratified random sampling. Following steps have been used to achieve this:

#### STAGE 1: STRATIFICATION:

Stratification is principally at two levels:

- The First stratification is by PROVINCE, of which there are 4 in Pakistan.
- The Second stratification is by size of location. We stratify by 4 types of locations: Large/Metropolitan Cities (there are 3); Medium size (those whom population is over 100,000 persons); Towns (those whom population is less than 100,000) and Villages (those declared as such in the Census).

#### STAGE 2: SELECTION OF COMMUNITIES:

Within each stratum communities are selected through a random process. In some cases we make replacements by communities of similar profile with a view to logistical and other considerations.

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**Q13.** کیا آپ نے کبھی پنجابی میں تعلیم حاصل کی ہے؟ اگر ہاں تو کس جماعت تک؟

1. زیادہ کبھی نہ پڑھیں ہو 2. ابتدائی جماعت تک 3. مئٹر تک 4. میٹرک تک 5. اعلیٰ ثانیم تک 6. بی اے تک

**Q14.** آپ کے خیال میں پنجابی خود کو کس طرح دیکھتے اور سمجھتے ہیں؟ (پورے جوابی الفاظ میں جان کریں) (مذاہق برائے اکثریت اور جو لوگ سوچ سمجھتے ہیں مثلاً کامیاب بنائے، جو لوگ بدنامی و صحت نہیں کریں، کہ آپ بدنامی نہایت بدنامی لیا، روز میرا ہوا، ادا کر کے دوائے سے کرا سمجھتے ہیں یا کبھی دیکھتے ہیں، ہنسی پھیلنے کے حوالے سے ہنسی کبھی ہنسنے پر ہاں آپ کی ہنسیوں کے بارے میں کیا لائے ہیں)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Q15.** دوسرے لوگ پنجابیوں کو کس طرح دیکھتے اور سمجھتے ہیں؟ (برائے میری، ایسا جواب میں جان کریں) (مذاہق برائے اکثریت، گھٹا، سارا کی طرح ہیں حوالہ دے کر مثلاً کی صورت میں وسالت دیں، دوسرے لوگ ہنسیوں کے بارے میں کیا لائے دیکھتے ہیں، کہ ہنسی لوگ، ہنسی نہایت کے حوالے سے کبھی ہنسنے پر ہاں)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Q16.** آپ خود کی پنجابی ہونے کی وضاحت کیسے کریں گے؟

**Q17. (کارڈ نمبر 1 دکھائیں)** برائے میری، ہم بتائیں کہ آپ مندرجہ ذیل عبارتوں سے کس حد تک متفق یا غیر متفق ہیں؟

| بہت زیادہ غیر متفق | کسی حد تک غیر متفق | متفق نہ ہوں | کسی حد تک متفق | بہت زیادہ متفق |
|--------------------|--------------------|-------------|----------------|----------------|
| 5                  | 4                  | 3           | 2              | 1              |
| 5                  | 4                  | 3           | 2              | 1              |
| 5                  | 4                  | 3           | 2              | 1              |

**Q18.** اب میں آپ کے سامنے چند سرگرمیوں کا نام لوں گا براہ مہربانی ہم بتائیں کہ آپ نے کتنی بار ان سرگرمیوں کو دیکھا یا ان میں شرکت کی ہے؟

| کبھی نہیں | ایک بار | کبھی کبھار | اکثر اوقات |
|-----------|---------|------------|------------|
| 1         | 2       | 3          | 4          |
| 1         | 2       | 3          | 4          |
| 1         | 2       | 3          | 4          |
| 1         | 2       | 3          | 4          |

**Q19. (کارڈ نمبر 1 دکھائیں)** پنجابی کو بچوں کے لیے بنیادی زبان بتانے کے لیے کس حد تک

موجہ، افغانی کرتی چاہیے؟

1. کبھی حد تک متفق 2. کبھی حد تک غیر متفق 3. کبھی حد تک غیر متفق 4. کبھی حد تک غیر متفق 5. کبھی حد تک غیر متفق

**Q20.** ان میں سے کس جواب پنجابی وڑے سے آپ کے تعلق، محبت کی بہترین وضاحت کرتا ہے؟

1. مجھے بہت زیادہ پسند ہے 2. مجھے پسند ہے 3. کوئی خاص نہیں (میں کسی سے نہ شہید ہوں) 4. میں شہید ہوں 5. میں شہید ہوں 6. میں شہید ہوں

**Q21a.** کیا آپ نے پنجابی (پنجابی) کے بارے میں سنا ہے؟

1. ہاں 2. نہیں (Q22 پر چلیے)

**Q21b.** اگر ہاں تو کیسے؟

مشتعل نہ کریں۔

**Q22.** برائے میری، پنجابی زبان اور ثقافت کے حوالے سے اپنے مزید خیالات کا اظہار کریں؟

\_\_\_\_\_

\_\_\_\_\_