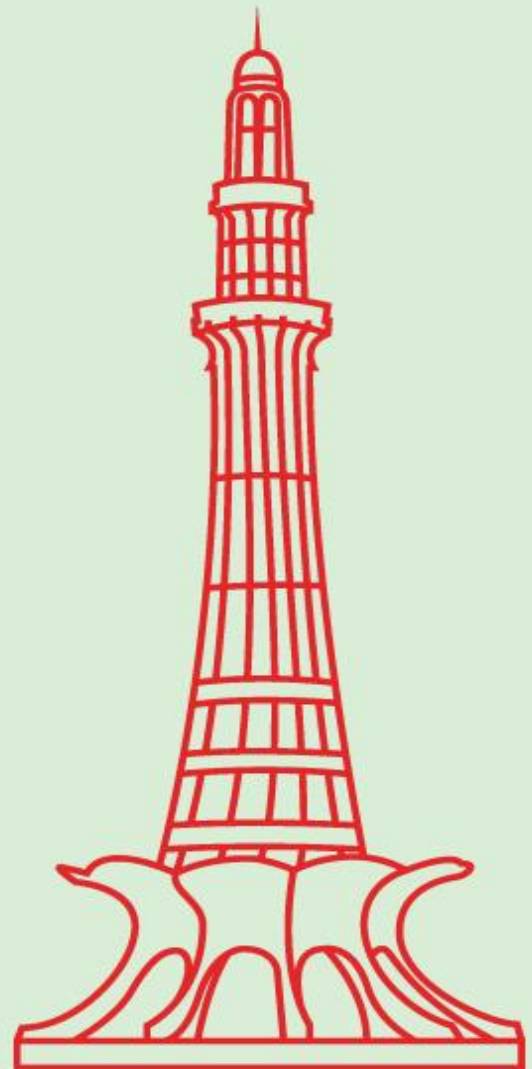


Language Share in Punjab

Gallup Pakistan Analysis of Provincial
Census Report Punjab



PRESS RELEASE

Gallup Pakistan Analysis of Provincial Census Report Punjab

*By 2017, the language share for Punjabi fell by 5.56% since 1998, amounting for 69.67% –
Language Share in Punjab– Provincial Census Report Punjab 2017*

Islamabad, July 18, 2024

Gallup Pakistan, as part of its Big Data Analysis initiative, is looking at education attainment by gender in Punjab. This data is part of a publication called the ‘Provincial Census Report Punjab’.

The current edition looks at data from Provincial Census Report Punjab 2017, which can be found [HERE](#))

What is the Big Data Analysis Series by Gallup?

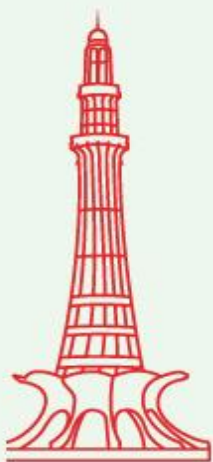
Gallup Pakistan’s Big Data series was started by Bilal I Gilani, Executive Director of Gallup Pakistan. Bilal explains the rationale of the series: “The usual complaint from academics and policy makers is that Pakistan does not have data availability. Our experience negates that. Pakistan has lots of data, but it is not available in a usable form and not widely accessible. At Gallup we plan to bridge this gap in terms of accessibility and use of data. The Gallup Big Data series has earlier worked with data sets such as [PSLM](#), [Labour Force Survey](#), and [Economic Survey reports](#) as well as [National Census Reports](#) and [Election Commission Data sets](#). The current series is using the [Provincial Census Report Punjab](#), which seldom has data points not covered in many other reports. We hope that these series are useful, and we welcome both feedback as well as possible collaborations as we create a public good in the form of useful data sets in Pakistan.”

What data points this current edition covers:

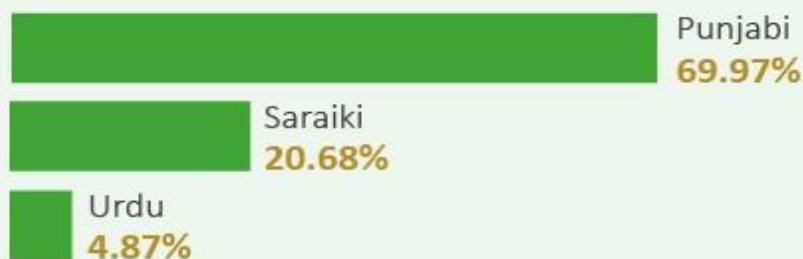
This series aims to present the important learnings from the Provincial Census Report Punjab, for policy makers, the public, as well as for marketers in an easy and understandable way. This edition looks at language share in Punjab. The series’ main aim is to provide data. Implications of these data points for development sector as well as wider socio-political ramifications is something we would like to trigger in relevant circles.

Language Share in Punjab

Gallup Pakistan Analysis of Provincial Census Report Punjab



The three dominant languages in Punjab appear to be **Punjabi**, **Saraiki** and **Urdu**- with Punjabi amounting for the majority share (69.97%), with Saraiki following second (20.68%) and Urdu with 4.87%.



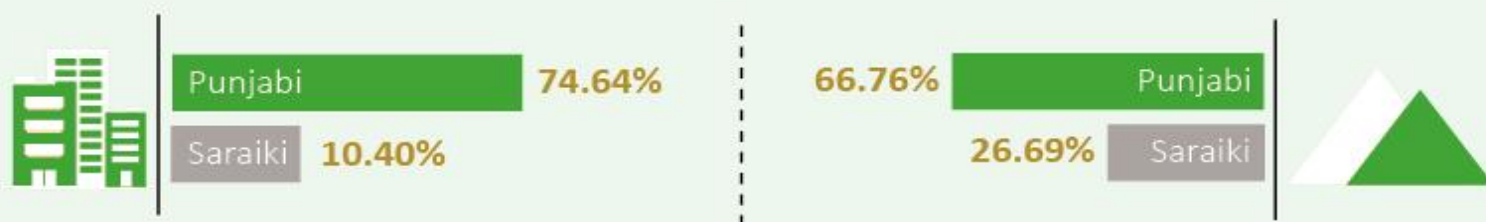
Shift in Language Share Since 1998:

By 2017, the language share for Punjabi fell by 5.56% since 1998, amounting for 69.67%. On the other hand, the percentage of population by mother tongue rose by 3.32% for Saraiki (20.68%). Urdu remained more or less constant, increasing by 0.36%- amounting to 4.87%.



Rural/Urban Breakdown:

The significant decrease in the share for Punjabi arose in rural areas (66.76%), as compared to urban areas (74.64%). The former decreased by 6.87% since 1998. The prevalence of Saraiki in rural areas appears to be on an upward trajectory, with a percentage share of 26.69%.



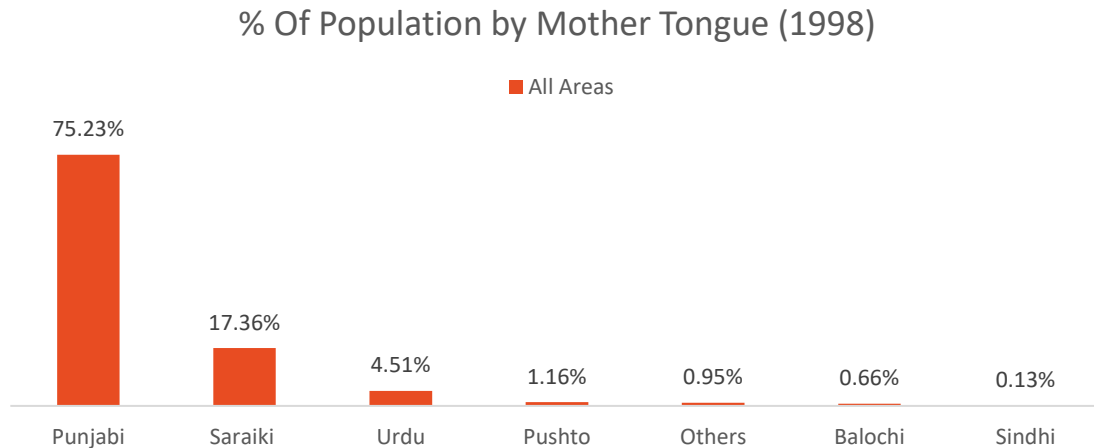
Today's topic is "Language Share in Punjab" from table 2.6, Provincial Census Report Punjab (2017)

Key Findings:

- 1) Language Share in Punjab:** The three dominant languages in Punjab appear to be Punjabi, Saraiki and Urdu- with Punjabi amounting for the majority share (69.97%), with Saraiki following second (20.68%) and Urdu with 4.87%.
- 2) Shift in Language Share Since 1998:** By 2017, the language share for Punjabi fell by 5.56% since 1998, amounting for 69.67%. On the other hand, the percentage of population by mother tongue rose by 3.32% for Saraiki (20.68%). Urdu remained more or less constant, increasing by 0.36%- amounting to 4.87%.
- 3) Rural/Urban Breakdown:** The significant decrease in the share for Punjabi arose in rural areas (66.76%), as compared to urban areas (74.64%). The former decreased by 6.87% since 1998. The prevalence of Saraiki in rural areas appears to be on an upward trajectory, with a percentage share of 26.69%.

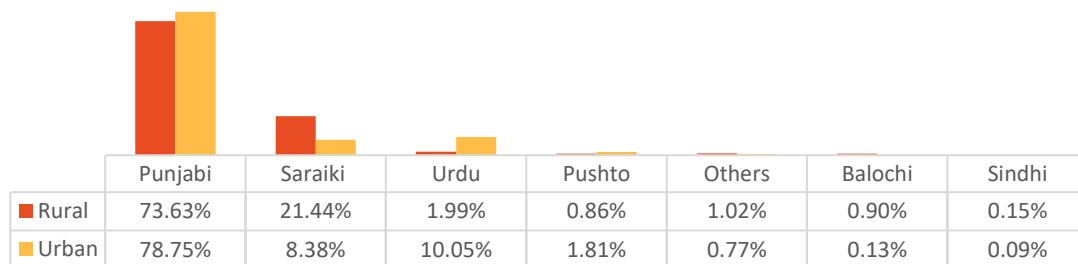
Language Share in Punjab (1998)

As portrayed by the 1998 census data, Punjab's language share constituted of three main languages: Punjabi, spoken by 75.23% of the population, Saraiki (17.36%) and Urdu (4.51%). This means that out of a total population of 73,621,290- 55,385,228 spoke Punjabi. The remaining languages were as follows: 1.16%'s mother tongue was Pushto, 0.66% for Balochi, 0.13% for Sindhi and 0.95% for Others.



Source: Provincial Census Report Punjab; analyzed by Gallup Pakistan

% Of Population by Mother Tongue: Rural/Urban Breakdown (1998)



Source: Provincial Census Report Punjab; analyzed by Gallup Pakistan

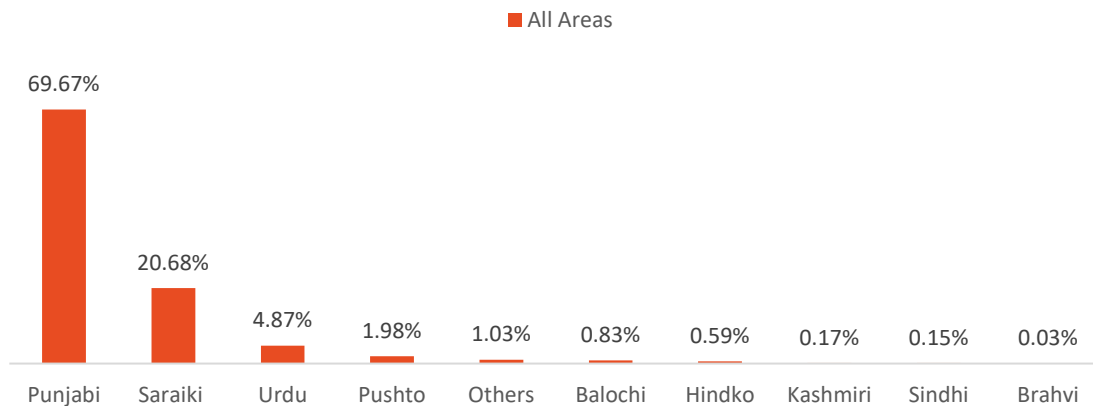
In terms of rural/urban breakdown, the distribution for Punjabi was fairly similar- with 73.63% in rural and 78.75% in urban. On the other hand, it is evident that Saraiki was primarily prevalent in rural areas (21.44%) as compared to urban areas (8.38%). The opposite is true for Urdu, with 10.05% in urban areas and only 1.99% in rural areas.

Language Share in Punjab (2017)

By 2017, the language share for Punjabi fell by 5.56% since 1998, amounting for 69.67%. On the other hand, the percentage of population by mother tongue rose by 3.32% for Saraiki (20.68%). Urdu remained more or less constant, increasing by 0.36%- amounting to 4.87%. Pashto increased to 1.98%, Balochi to 0.83%, Sindhi to 0.15% and Others to 1.03%.

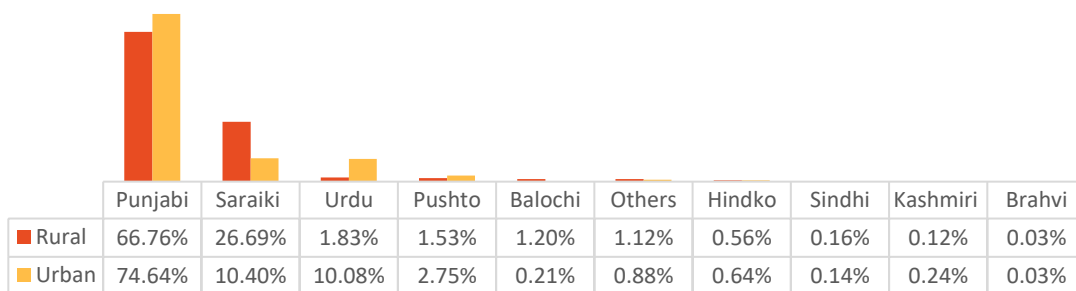
2017 census was the first time that Hindko (0.56%), Kashmiri (0.17%) and Brahvi (0.03%) were included as separate options in the form.

% Of Population by Mother Tongue (2017)



Source: Provincial Census Report Punjab; analyzed by Gallup Pakistan

% Of Population by Mother Tongue: Rural/Urban Breakdown (2017)



Source: Provincial Census Report Punjab; analyzed by Gallup Pakistan

Interestingly, the significant decrease in the share for Punjabi arose in rural areas (66.76%), as compared to urban areas (74.64%). The former decreased by 6.87% since 1998. The prevalence of Saraiki in rural areas appears to be on an upward trajectory, with a percentage share of

26.69%. Urdu appears to be more or less the same as 1998, with 10.08%. However, Pushto appears to be increasing in prevalence in urban areas with 2.75%.

Wish to Contribute to Gallup Big Data Analysis?

Gallup Pakistan is looking for collaboration with researchers to expand both the Big Data Analysis project as well as this study of Provincial Census Report Punjab. If you have any ideas, please write to Bilal I Gilani, Project Director, Big Data Analysis at Gallup Pakistan.

Wish to know more about the Socio-Economic Indicators of Khyber Pakhtunkhwa at District Level?

The Population and Housing Census is the largest peace-time operation to obtain total population count and to collect benchmark data on socio-economic characteristics, which provide the basis for development planning of the province. The 6th Population and Housing Census was conducted in Punjab Province from 15th March to 24th May, 2017. The Pakistan Bureau of Statistics (PBS) completed the whole exercise with the strong support and active participation of the Provincial Government, the District Administration and the Armed Forces at all stages of data collection

You can find more information on the Provincial Census Report Punjab, and complete tables, on www.pbs.gov.pk

Or visit:

[Provincial Census Report Punjab 2017](#)

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