

# Gallup Pakistan Latest Press Release

## GALLUP PAKISTAN POLL FINDINGS ON

### BEIJING OLYMPICS 2008 & Interest in Sports

**Survey Dates:**

*July 22-23 & Aug 31-Sep 02, 2008.*

**Results released on:**

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## Beijing Olympics 2008: View in Pakistan

The summer 2008 Olympic Events hosted last month in neighboring China captivated international attention with spectacular Opening and Closing ceremonies as well as a close contest between countries for the most number of medals. According to a recent Gallup Pakistan survey, close to 30% of a nationally representative sample of men and women claimed to have seen the fire-works studded Opening Ceremony and 36% claim to have seen the closing ceremony this year. There is a notable gender difference in attitudes towards Olympics. Women trail some 10% points behind men in most responses on interest and viewing of Olympics sports. The percentage of people who watched a game was higher, with a total of 36% saying they saw at least one match. This figure was 42% among men and 30% among women.

## General Interest in Sports

On a related subject of interest in sports, a recent Gallup Pakistan survey shows that 66% Pakistanis say that have some interest in sports. In a follow up question, respondents were asked about their participation in different types of sports. It would appear that while many respondents are interested in watching sports events, the enthusiasm does not extend to active participation.

As for popularity of various sports, Cricket is the undisputed national favorite – 64% of the respondents claim to be interested in it (48% in watching and 16% in playing). Other than Cricket, Field Hockey, Football (Soccer) and Wrestling arouse the interest of nearly a third of the population (38%, 34% and 35% respectively).

## Local Touch: ‘Kabbadi’ and ‘Guli Danda’

Following this is the interest in a local sport called ‘Kabbadi’. It can best be described as a male contact sport combining wrestling and athletics. Nearly 22% in the national sample but a higher percentage 25 % in rural Pakistan, notably in rural Punjab (29 %), say they take interest in ‘Kabbadi’. Infact when it comes to playing, ‘Kabbadi’ is nearly as popular as the other leading sports.



*Courtesy BBC News*

Another local sport, ‘Guli Danda’ shows up as a favorite in Gallup Pakistan poll. A traditional sport played with a wooden stick (club) and a short makeshift wooden piece which serves the same function as the ball in baseball, is an

inexpensive pastime in rural areas and poor neighborhoods. Some 17% of a national sample say they take keen interest in it.

## Global Curiosity: Tennis and Rowing

Globalization and global television sports productions also appear to have made their impact. Thus, Tennis and Rowing, generally seen as elite sports not available to the ordinary citizens, still arouse the interest of 20% and 17% respectively and some 2% and 1% of the respondents say they would like to go beyond watching it on the screen and actually participate in playing them.

These surveys were carried out among a nationally representative sample of men and women in the rural and urban areas of all four provinces in Pakistan, comprising a cross-section of all age, income and socio-economic groups. The sample size was approximately 2100. These surveys were conducted on July 22-23, 2008 and Aug 31-Sep 02, 2008.

***Recently, Olympics Games 2008 came to an end in China. Have you watched the Opening or the Closing Ceremony of the Olympic Games?***

|                     | Yes,<br>Watched | No, did not<br>Watch | No<br>response |
|---------------------|-----------------|----------------------|----------------|
|                     | %               | %                    | %              |
| Opening<br>Ceremony | 29              | 70                   | 1              |
| Closing<br>Ceremony | 26              | 70                   | 3              |

***Did you watch any of the matches in this Olympics or not?***

|             | %  |
|-------------|----|
| Yes         | 36 |
| No          | 62 |
| No Response | 2  |

Source: Gallup Pakistan Surveys, Aug 31-Sep 01, 2008.

***To what extent do you take interest in sports?***

|             | All |
|-------------|-----|
|             | %   |
| A lot       | 13  |
| Somewhat    | 39  |
| Very Little | 14  |
| Not at all  | 33  |
| No response | 1   |

*Do you take interest in the following sports?*

|                   | <b>Overall</b> | <b>Watching</b> | <b>Playing</b> | <b>Watching<br/>&amp; Playing</b> | <b>No<br/>Interest</b> | <b>No<br/>response</b> |
|-------------------|----------------|-----------------|----------------|-----------------------------------|------------------------|------------------------|
|                   | %              | %               | %              | %                                 | %                      | %                      |
| <b>Cricket</b>    | 64             | 48              | 2              | 14                                | 28                     | 8                      |
| <b>Hockey</b>     | 38             | 33              | 2              | 3                                 | 49                     | 13                     |
| <b>Wrestling</b>  | 35             | 31              | 2              | 2                                 | 54                     | 11                     |
| <b>Football</b>   | 34             | 28              | 1              | 5                                 | 54                     | 12                     |
| <b>Kabbadi</b>    | 22             | 17              | 2              | 3                                 | 66                     | 12                     |
| Rural Pakistan    | 25             | 18              | 4              | 3                                 | 60                     | 15                     |
| Rural Punjab      | 29             | 25              | 1              | 3                                 | 64                     | 7                      |
| <b>Guli Danda</b> | 17             | 11              | 2              | 4                                 | 71                     | 12                     |
| Rural Pakistan    | 18             | 12              | 2              | 4                                 | 67                     | 15                     |
| Rural Punjab      | 21             | 15              | 1              | 5                                 | 70                     | 9                      |
| <b>Tennis</b>     | 20             | 15              | 2              | 3                                 | 67                     | 13                     |
| <b>Rowing</b>     | 17             | 14              | 1              | 2                                 | 70                     | 13                     |

Source: Gallup Pakistan Surveys, July 22-23, 2008.