



Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

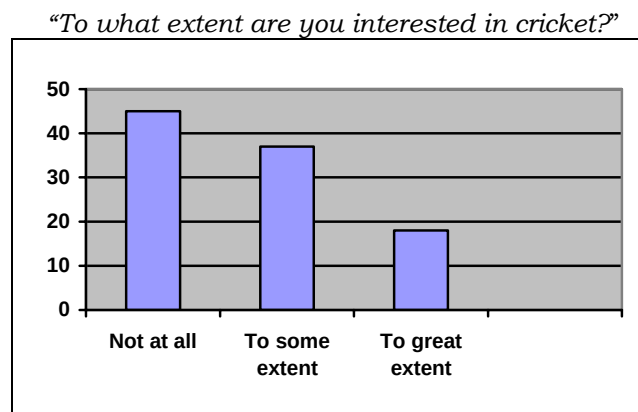
More Than Half of All Pakistanis Are Cricket Fans; But Only 38 % Claim Watching Pakistan and Australia's Recent Cricket Series: GILANI POLL / GALLUP PAKISTAN

Islamabad, May 20, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than half of all Pakistanis (55%) take interest in sports, just as many like cricket in particular. Thirty eight percent (38%) of the respondents claimed to have watched a Pakistan and Australia cricket match from the latest series. The majority of Pakistanis (43%) rated the recent performance of the Pakistani cricket team as average or good.

When the respondents were asked “*To what extent are you personally interested in sports?*” thirteen percent (13%) claimed to be interested to a great extent and 44% of the respondents are interested in sports to some extent. Forty four percent (44%) have no interest while 1% of the respondents gave no response.

Cricket is perceived to be the most watched and liked sport in Pakistan. To grasp how interested people are in cricket the respondents were asked about the extent of their interest in it. The results indicate that 18% of the respondents claimed to be interested in cricket to a great extent and 37% are interested to some extent. However a little less than half of respondents, 45%, said they were not interested. It is seen that cricket is particularly popular amongst people falling under 30 years of age. Although a proportionately higher percentage of men are cricket fans as compared to women, many women are also interested in cricket.



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

With regards to the recent Pakistan and Australia cricket series, the respondents were asked “*Did you get a chance to watch any match from Pakistan and Australia cricket series?*” Majority (59%) said they did not while 38% claimed to have watched it. Three percent (3%) of the respondents gave no response. A proportionately higher percentage of respondents falling in the ‘under 30 years’ age group claimed to have watched Pakistan and Australia’s cricket match.

In a follow up question respondents were asked “*What is your opinion about the performance of Pakistani cricket team in this series?*” majority (43%) believed the team’s performance was average (23%), good (17%) or very good (3%). Sixteen percent (16%) of the respondents think the team played really badly or just badly. Thirty eight percent (38%) were unsure and 3% of the respondents gave no response. It is interesting to note that 21% of the respondents who offered their views on the performance of the Pakistani team had not even seen any of the matches from this particular series.

“*Did you get a chance to watch any match from Pakistan and Australia cricket series?*”

Yes	38%
No	59%
No response	3%

“*What is your opinion about the performance of Pakistani cricket team in this series?*”

Very Good	3%
Good	17%
Average	23%
Bad	10%
Very Bad	6%
Don't know/ No response	41%

Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2690 men and women in rural and urban areas of all four provinces of the country, during May 2009. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on sports related and other issues see website www.gallup.com.pk

For any queries please contact:
Ms. Rabea Haque
Research Executive

Phone: +92-51-2655630
E-mail: rabea.haque@gallup.com.pk