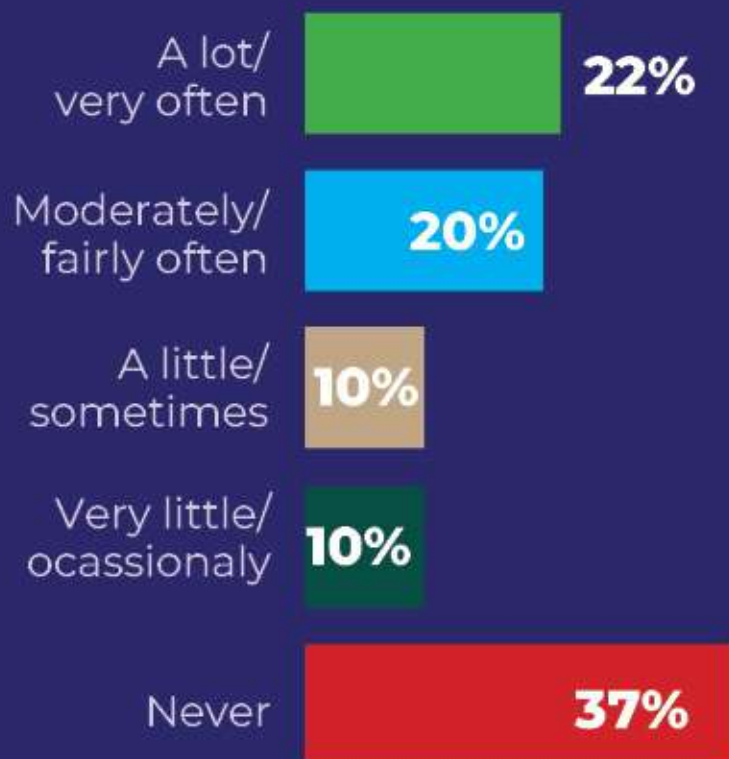


In Pakistan, nearly half (47%) of the population as compared to 29% of respondents globally claim to never or very rarely exercise, ranking 2nd highest among the countries surveyed

the habit of physical exercise appears to increase with the level of education



Don't know/No response =1%

Question: "How often would you say that you..? - Exercise"





Worldwide
Independent Network
of Market Research

(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Health care** General health & healthcare

In Pakistan, nearly half (47%) of the population as compared to 29% of respondents globally claim to never or very rarely exercise, ranking 2nd highest among the countries surveyed; the habit of physical exercise appears to increase with the level of education: Gallup Pakistan and WIN Worldviews Survey report released

(Islamabad), 21st April 2025

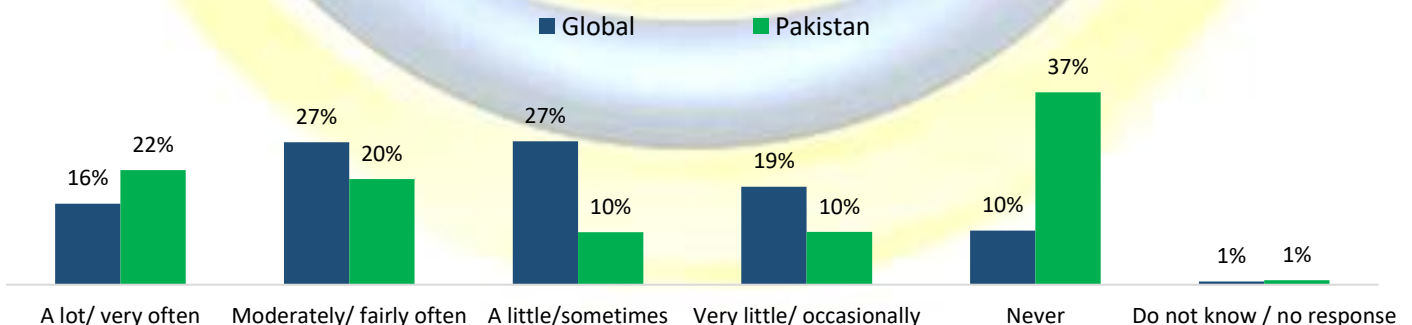
According to a survey conducted by Gallup & Gilani Pakistan (and similar surveys done by Worldwide Independent Network of Market Research (WIN) across the world, In Pakistan, nearly half (47%) of the population as compared to 29% of respondents globally claim to never or very rarely exercise, ranking 2nd highest among the countries surveyed; the habit of physical exercise appears to increase with the level of education.

These findings emerge from an international survey conducted across the globe by The Worldwide Independent Network of Market Research (WIN) - a global network conducting market research and opinion polls in every continent. WIN International has published the Annual WIN Worldviews Survey (WWS – 2024), exploring the views and beliefs of 34,946 individuals, among citizens from 39 countries across the globe. On International Health Day, WIN releases the latest results of the survey to understand health self-perception and related habits and attitudes toward healthy living. The fieldwork for Pakistan was conducted between 6th December 2024 and 2nd Jan 2025, and the sample size was 1000 individuals.

The detailed report on Health can be accessed [here](#).

A nationally representative sample of adult men and women from across the Pakistan was asked the following question, “**How often would you say that you...? - Exercise**”. In response to this question in Pakistan, 22% said very often, 20% said fairly often, 10% said sometimes, 10% said occasionally and 37% said never, while 1% didn’t know or didn’t respond.

Question: “How often would you say that you..? - Exercise”



Source: Gallup Pakistan & WIN World Survey 2025
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1000 men and women in urban and rural areas of all four provinces of the country, conducted from 6th December 2024 – 2nd January 2025. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

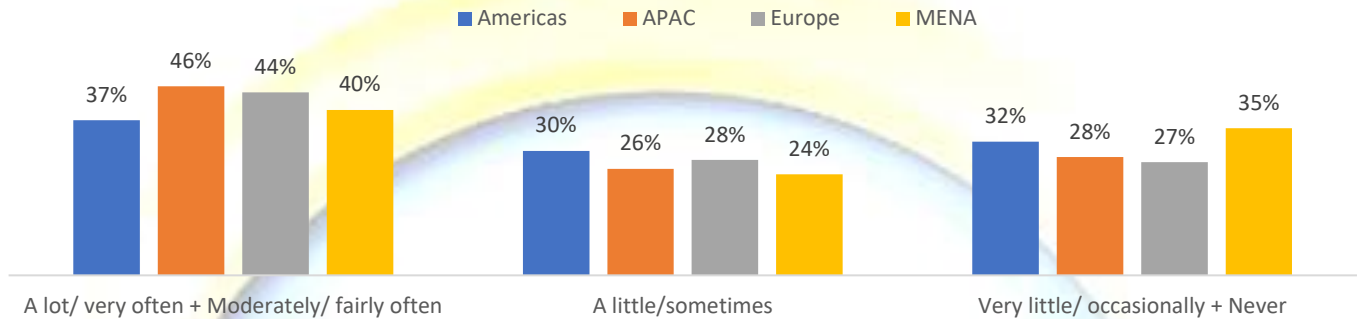


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Global Comparison: According to this worldviews survey on Health, countries from the MENA region (35%) are more likely to report they never or very rarely exercise, followed by the Americas (32%) and the APAC region (28%). However, the lowest percentage of people who claim to never or very rarely exercise is observed in European countries (27%).

Global Comparison



NOTE: The percentages of Don't Know / No Responses have not been plotted

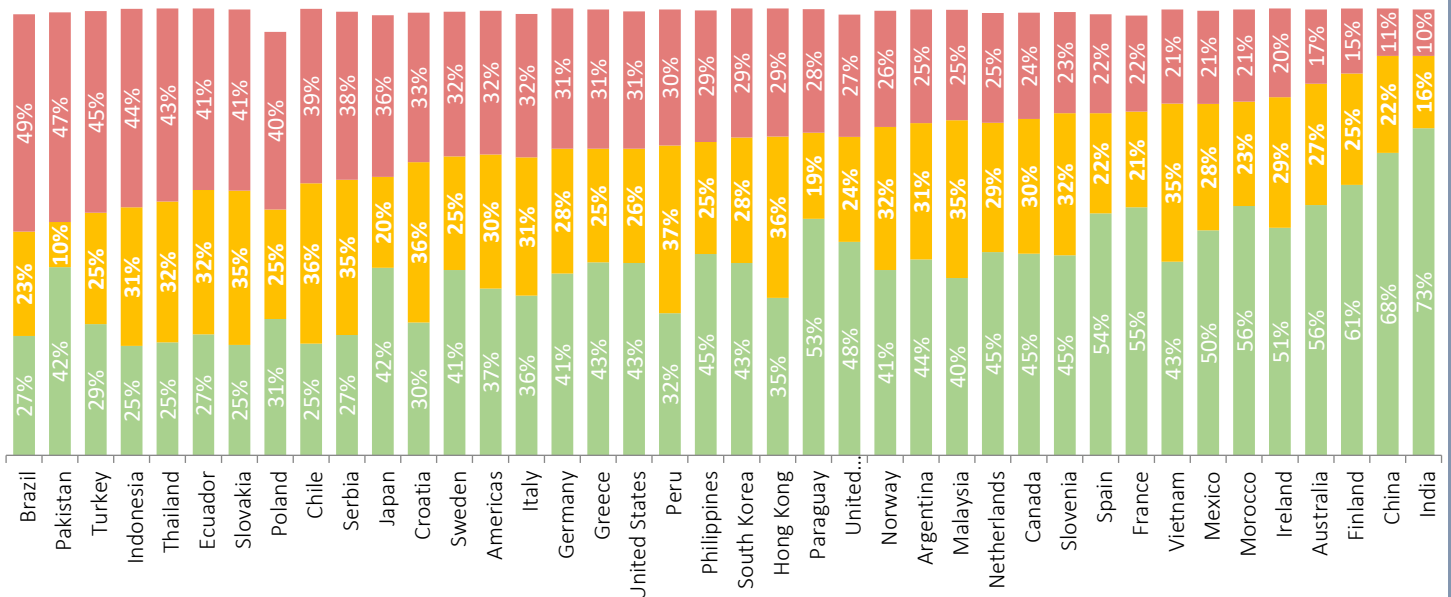
Source: Gallup Pakistan & WIN World Survey 2025

(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Country Breakdown: Brazil (49%) leads the countries with the highest proportion of people who never or very rarely exercise. Pakistan and Turkey rank second and third-highest countries, at 47% and 45% respectively. However, India has the highest percentage of people who engage in physical exercise regularly, where only 10% of respondents report they never or very rarely exercise.

Country Breakdown

A lot/very often + Moderately/fairly often A little/sometimes + Very little/occasionally Never



NOTE: The percentages of Don't Know / No Responses have not been plotted

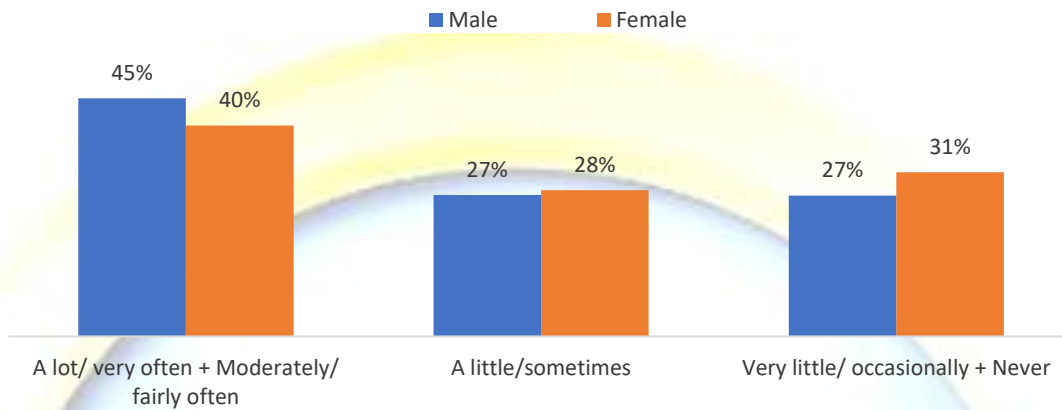
Source: Gallup Pakistan & WIN World Survey 2025

(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Gender Breakdown: Globally, more females (31%) in comparison to males (27%) report that they never or very rarely report.

Gender Breakdown

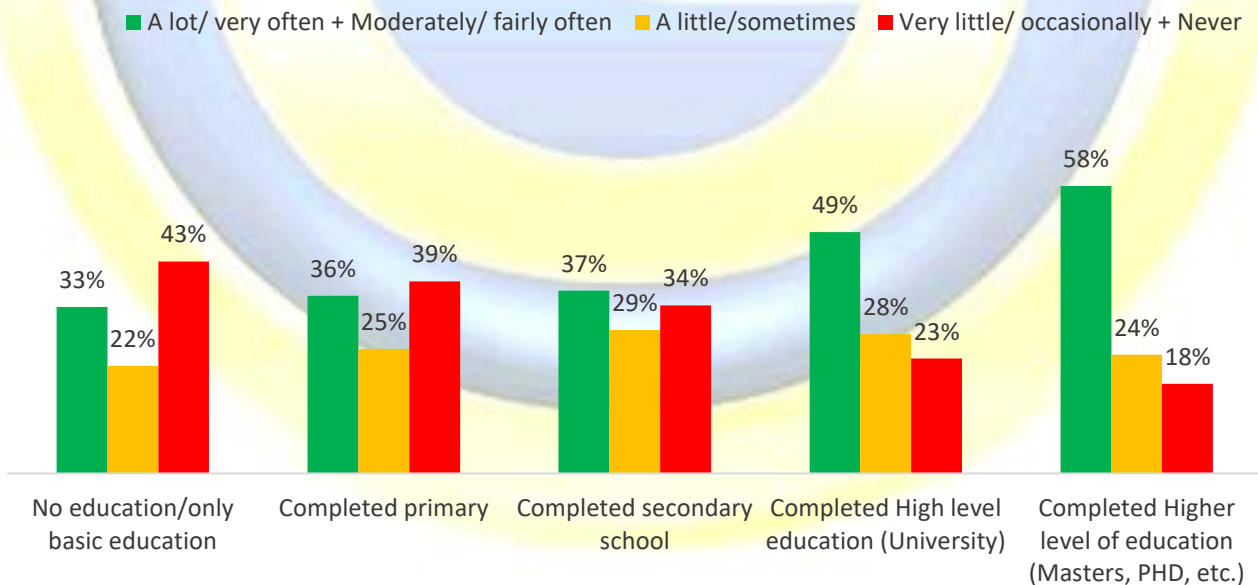


NOTE: The percentages of Don't Know / No Responses have not been plotted

Source: Gallup Pakistan & WIN World Survey 2025
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Educational Breakdown: Globally, it can be observed that with an increase in education, more people tend to consistently exercise to look after their health.

Educational Breakdown



NOTE: The percentages of Don't Know / No Responses have not been plotted

Source: Gallup Pakistan & WIN World Survey 2025
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



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Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*



GILANI RESEARCH
FOUNDATION

Monday, 21st April 2025

(4 Pages, English version Only)

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

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

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)