



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Sports** Cricket Cricket Viewership in Households

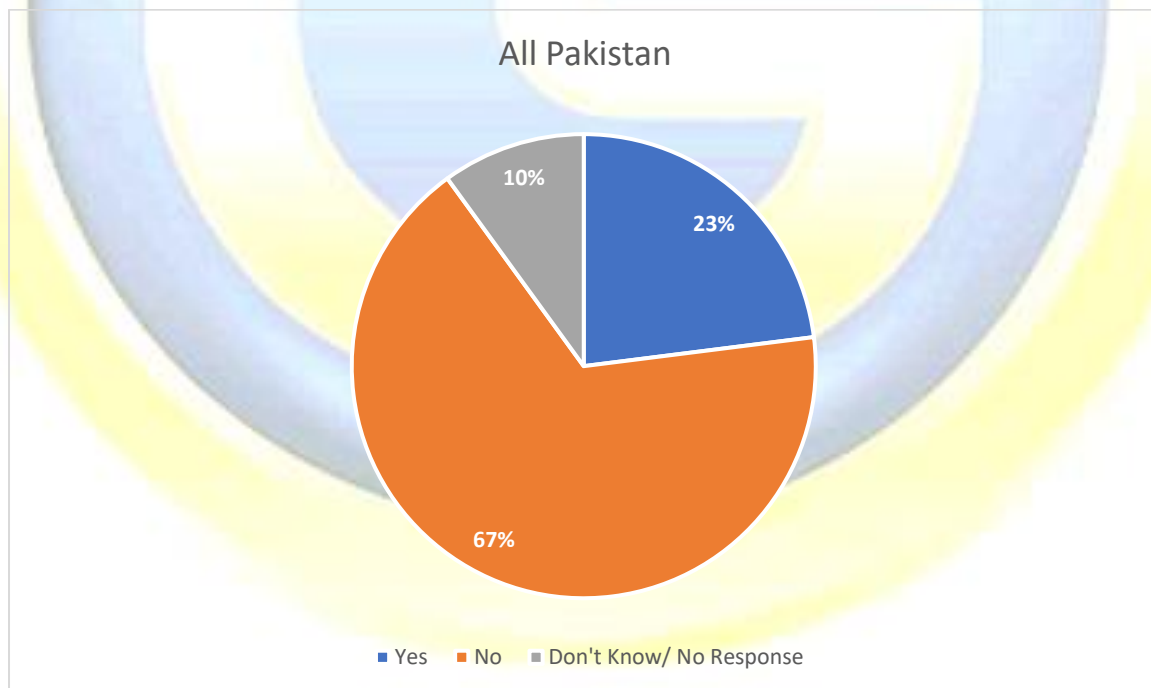
Only 23% Pakistanis say women in their household watch cricket with interest; urban women (26%) slightly more engaged than rural women (21%). (Gallup & Gilani Survey)

(Islamabad), 31st July 2025

According to a Gallup & Gilani Pakistan survey, only 23% of Pakistanis say the women in their household watch cricket with interest, while a significant 67% report that women in their homes do not follow the sport with interest. These findings suggest that, despite cricket's popularity as a national sport, active viewership among women remains limited in most Pakistani households.

A nationally representative sample of adult men and women from across the country was asked the question, ***“Do the women in your household watch cricket with interest?”***. In response to this question, 23% said ‘yes’, 67% said ‘no’, while 10% did not know or did not respond.

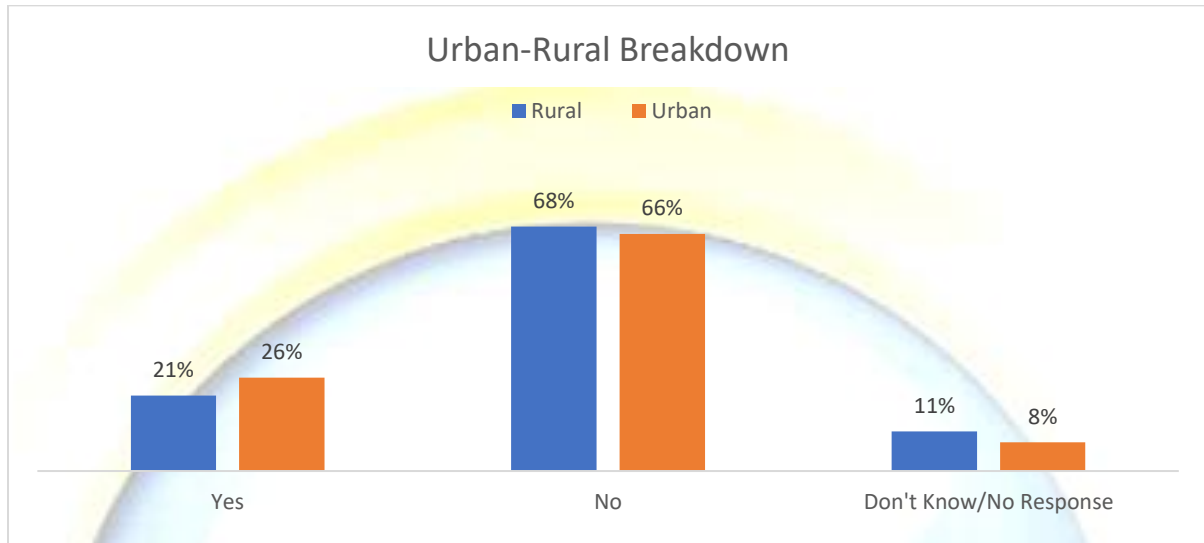
Question: Do the women in your household watch cricket with interest?



Source: Gallup & Gilani Pakistan
(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 779 men and women in urban and rural areas of all four provinces of the country, conducted from March 07, 2025 to March 22, 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).

Urban-Rural Breakdown: The data further reveals an urban-rural divide: interest in women's cricket viewership is higher in urban households, where 26% say women watch cricket with interest, compared to just 21% in rural households. This modest gap highlights the influence of location and perhaps access to media and opportunities for leisure.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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GILANI RESEARCH
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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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2025



of Gallup Pakistan
(1980-2025)