

Public Preferences | Passion for Sports

34% Pakistanis Most Passionate About Cricket; Football (**6%**) and Hockey (**3%**) Trail Far Behind, While **42%** Report No Interest in Any Sport.

Please tell us, which sport are you most passionate about?

Cricket

34%

Football

6%

Hockey

3%

None

42%



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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Sports** Public Preferences Passion for Sports

34% Pakistanis Most Passionate About Cricket; Football (6%) and Hockey (3%) Trail Far Behind, While 42% Report No Interest in Any Sport. (Gallup & Gilani Survey)

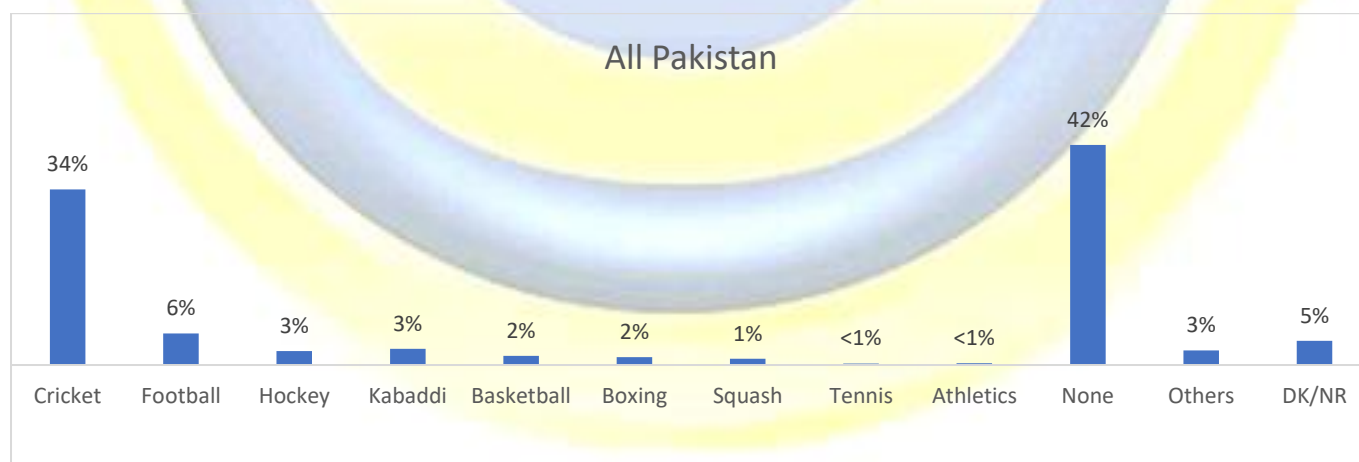
(Islamabad), 2nd April 2026

According to a survey conducted by Gallup & Gilani Pakistan, the largest share of Pakistanis (34%) identify cricket as the sport they are most passionate about, though a substantial proportion report no interest in any sport (42%).

A nationally representative sample of adult Pakistanis from across the country was asked the following question: ***“Please tell us, which sport are you most passionate about?”***. In response, 34% of respondents named ‘cricket’ as the sport they are most passionate about, making it the most cited option. This is followed by ‘football’ (6%), while ‘hockey’ (3%) and ‘kabaddi’ (3%) receive similar levels of preference. Smaller shares of respondents mentioned ‘basketball’ (2%) and ‘boxing’ (2%), while ‘squash’ accounts for 1%. Less than 1% of respondents reported passion for ‘tennis’ or ‘athletics’. Notably, a large proportion of Pakistanis (42%) reported that they are not passionate about any sport, while 3% mentioned other sports and 5% fell into the Don’t Know/No Response (DK/NR) category.

These findings indicate that while cricket remains the most preferred sport among Pakistanis, overall engagement with sports is limited, with a larger share of the population reporting no particular passion for any sport. Among those who do express a preference, cricket clearly leads, with all other sports trailing significantly.

“ Please tell us, which sport are you most passionate about? ”



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 787 respondents across urban and rural areas of all four provinces of the country, conducted from 15 January 2026 to 03 February 2026. 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).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 02 April 2026

(2 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
2026



of Gallup Pakistan
(1980-2026)