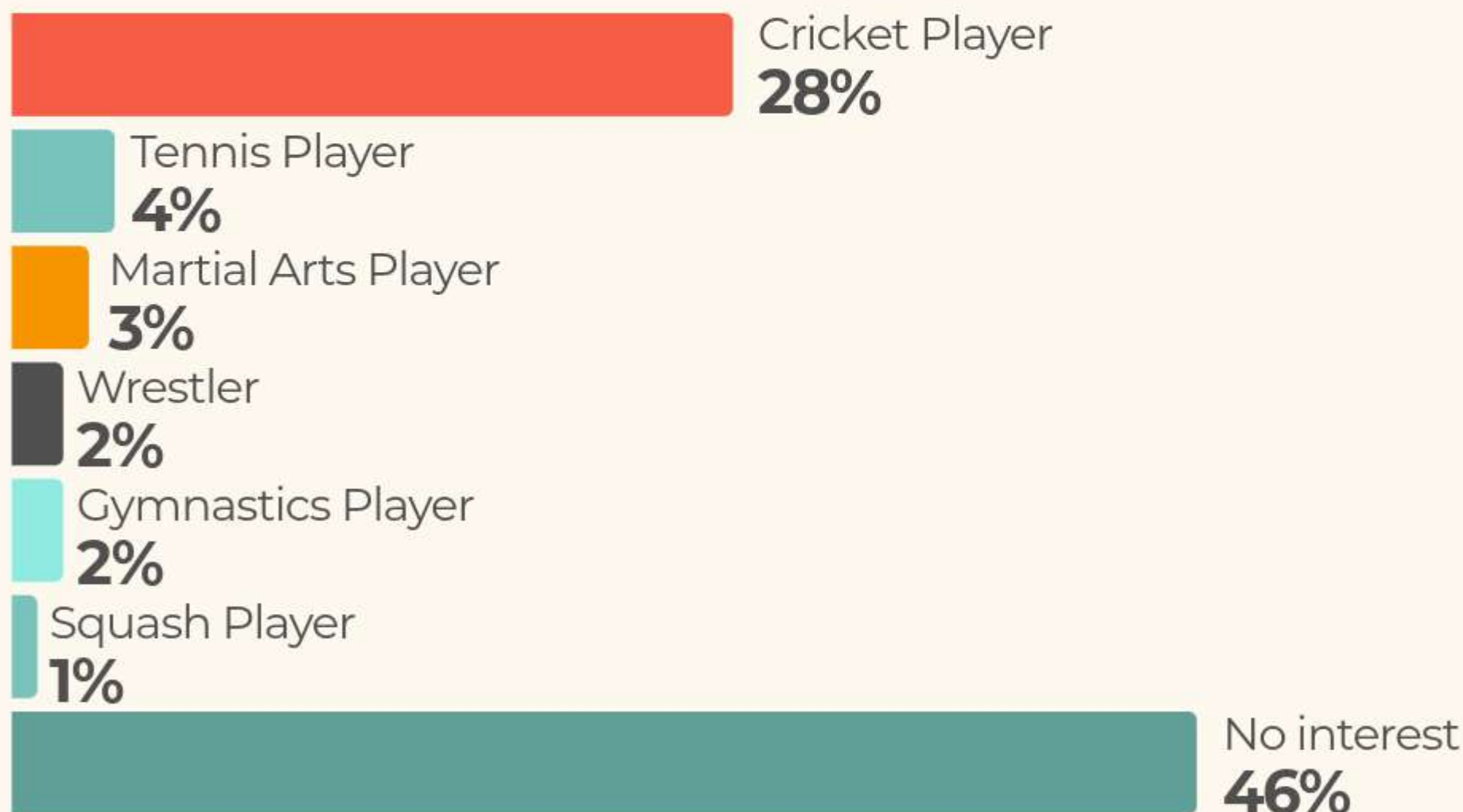


General Sports Opinion

Nearly Half of Pakistanis (**46%**) Say They Have No Interest in Becoming a Sports Player; Among Those Who Do Express a Preference, Cricket Emerges as Top Choice (**28%**), While Women Show Significantly Lower Interest Than Men.

If you could be a player, which of the following would you choose?



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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Sports** General Sports Preferences

Nearly Half of Pakistanis (46%) Say They Have No Interest in Becoming a Sports Player; Among Those Who Do Express a Preference, Cricket Emerges as Top Choice (28%), While Women Show Significantly Lower Interest Than Men. (Gallup & Gilani Survey)

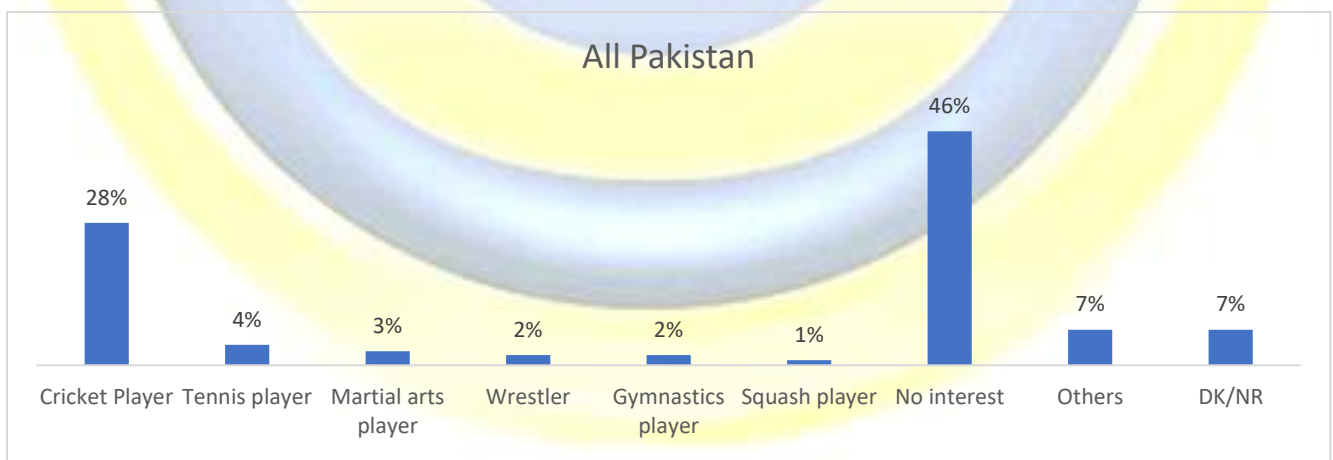
(Islamabad), 7th April 2026

According to a survey conducted by Gallup & Gilani Pakistan, nearly half of Pakistanis (46%) say they have no interest in becoming a player in any sports. Among those who do express a preference, cricket emerges as the most popular choice, cited by 28% of respondents.

A nationally representative sample of adult Pakistanis from across the country was asked the following question: ***“If you could be a player, which of the following would you choose?”***. In response, 46% said ‘No interest’, indicating that a clear plurality of Pakistanis do not aspire to become sports players. Among specific sports, ‘Cricket Player’ was cited by 28%, followed by ‘Tennis Player’ at 4%, ‘Martial Arts Player’ at 3%, ‘Wrestler’ at 2%, and ‘Gymnastics Player’ at 2%, while only 1% selected ‘Squash Player’. A further 7% mentioned ‘Other’ sports, and 7% fell into the Don’t Know/No Response (DK/NR) category.

These findings suggest that while cricket continues to dominate as the most aspirational sport in Pakistan, overall interest in becoming a professional player remains limited. The dominance of “No interest” indicates that sports participation as a career or identity may not be widely prioritized among the general population.

“ If you could be a player, which of the following would you choose? ”

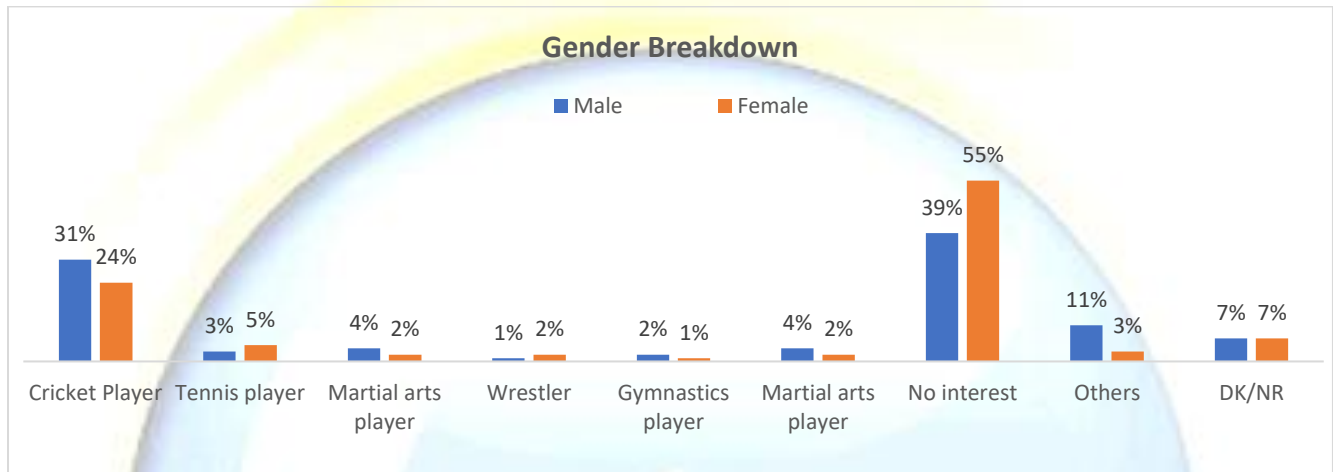


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

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).

Gender Breakdown: Gender-based analysis shows a clear difference in interest levels. Among women, 55% say they have no interest in becoming a sports player, compared to 39% of men. Men are more likely to express interest in cricket, with 31% selecting it compared to 24% of women. Women show slightly higher inclination toward tennis (5%) compared to men (3%), while men are more likely to select “Other” sports (11%) than women (3%).

This pattern indicates that male respondents are relatively more inclined toward sports participation, particularly cricket, while female respondents are significantly more likely to opt out altogether.



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
International



GILANI RESEARCH
FOUNDATION

Tuesday, 07 April 2026

(3 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)