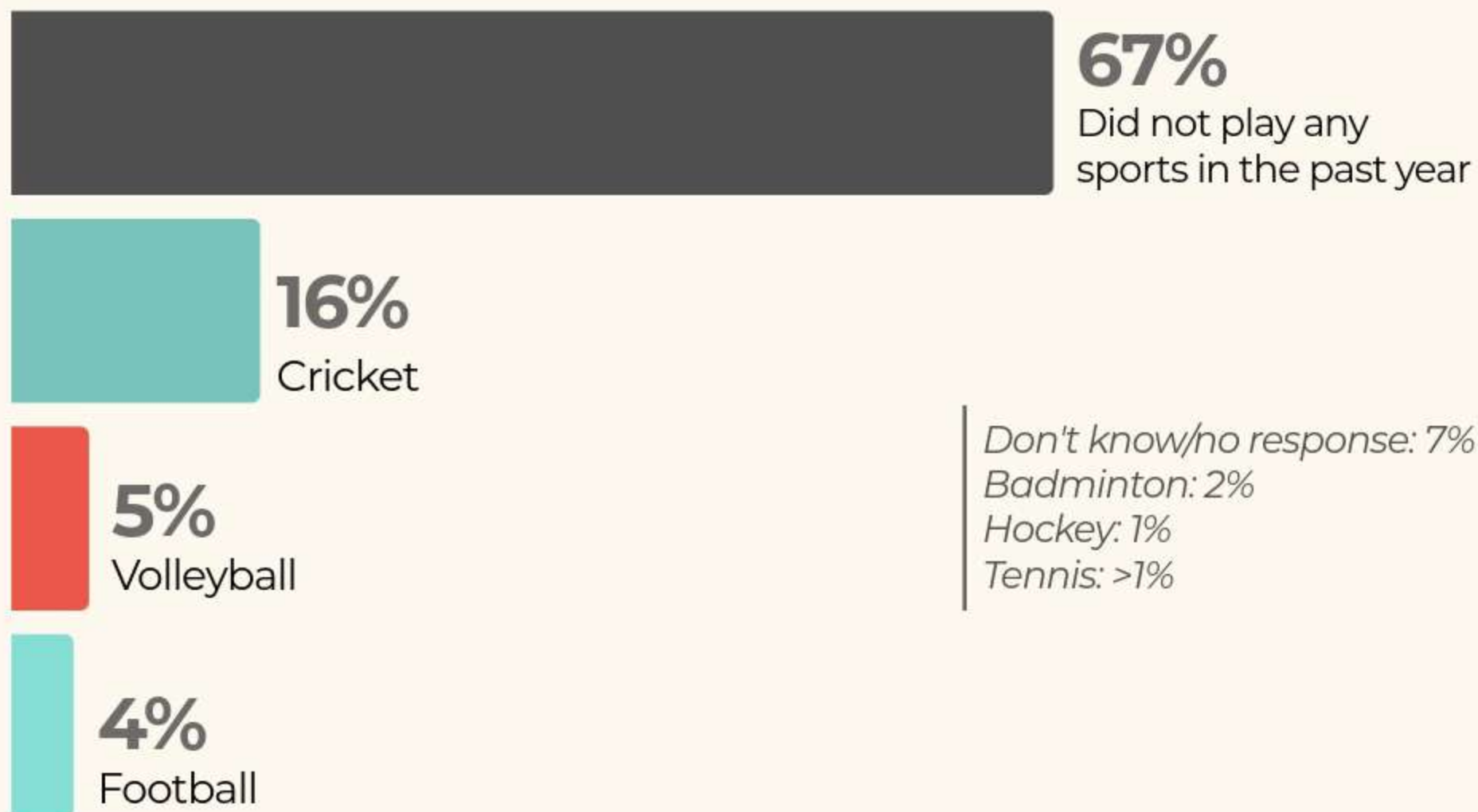


Participation and Frequency of Play

Pakistanis Remain Physically Inactive in Sports: **67%** did not play any sports in the past year; cricket is the undisputed favorite at 16% for the active minority. Among those who played, **14%** did so yesterday, while **24%** played in the last six months.

Please tell us, have you played any of the following sports in the past year?



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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll
Sports

Participation and Frequency of Play

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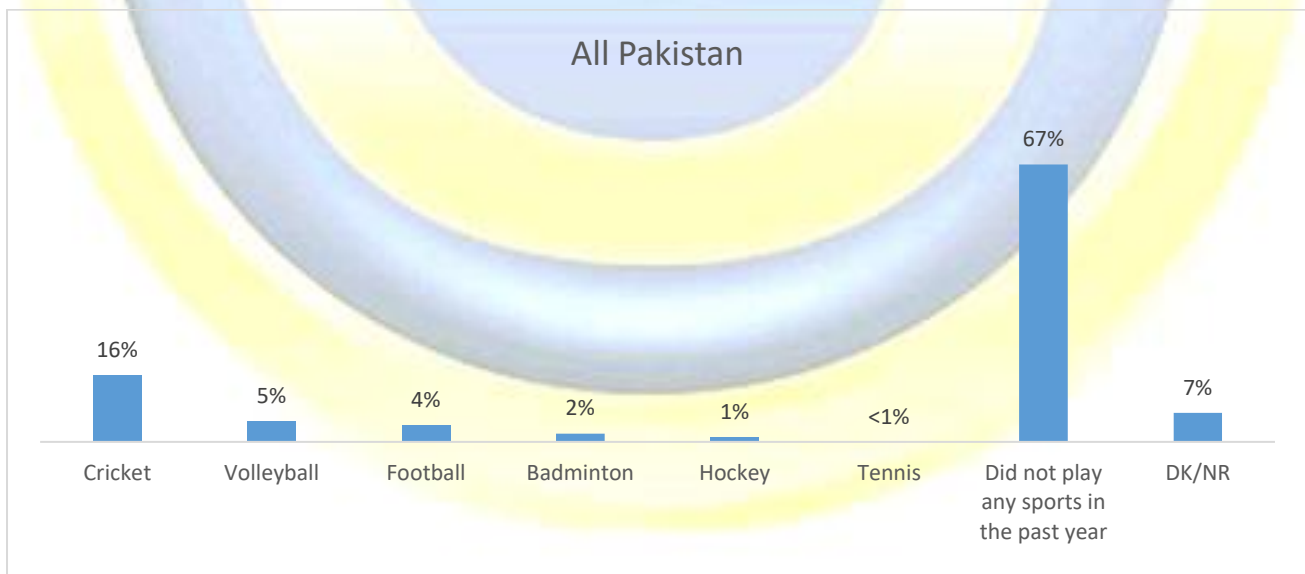
(Islamabad), 18th June 2026

According to a survey conducted by Gallup & Gilani Pakistan, sports participation in Pakistan remains limited, with cricket emerging as the most popular sport among the small active minority.

A nationally representative sample of adult Pakistanis from across the country was asked the following question: ***“Please tell us, have you played any of the following sports in the past year?”***. In response, 16% of Pakistanis reported playing ‘cricket’ in the past year, 5% played ‘volleyball’, 4% played ‘football’, 2% played ‘badminton’, 1% played ‘hockey’, and less than 1% played ‘tennis’. Conversely, a large majority of 67% stated they did not participate in any sports during the year. 7% of respondents were unsure or did not respond.

These nationwide findings suggest that sports participation in Pakistan remains limited, with cricket emerging as the most popular sport over the past year.

“Please tell us, have you played any of the following sports in the past year?” (multiple response question)



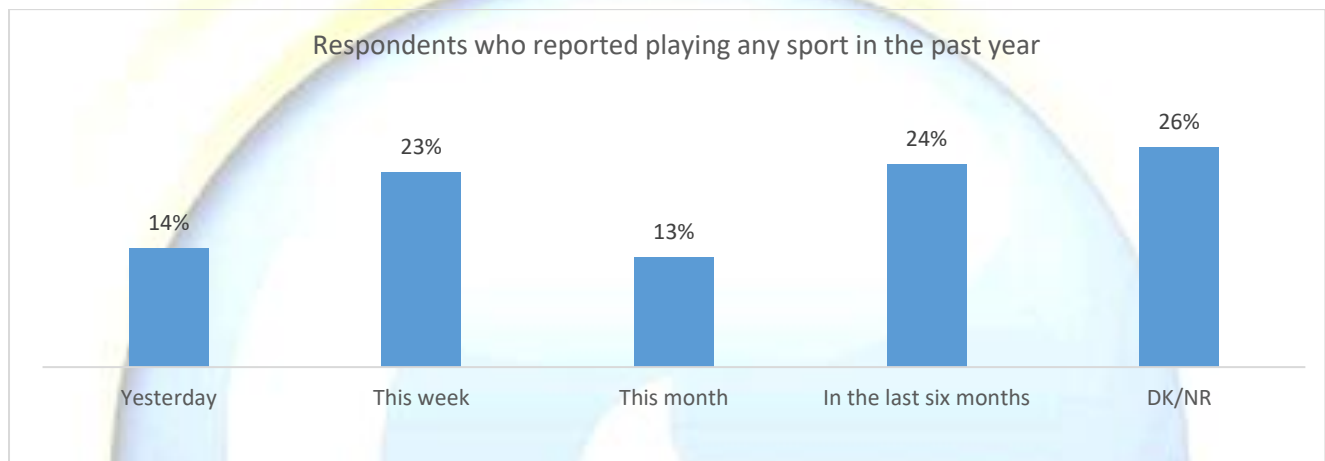
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

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).

A follow-up question was asked of those respondents who reported playing any sport in the past year: ***“Please tell us, when did you play these sports?”***. Among respondents who played sports, 14% said they played ‘yesterday’, 23% played ‘this week’, 13% played ‘this month’, and 24% played in the ‘last six months’. Around 26% were unsure or did not respond.

These responses indicate that while a small segment of Pakistanis is actively participating in sports on a daily or weekly basis, a sizable portion engages sporadically, with many reporting activity only over the past several months.

“Please tell us, when did you play these sports?”



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

Overall, the survey highlights that sports participation in Pakistan is limited in scope, with cricket being the most widely played sport. While some Pakistanis are actively engaged on a daily or weekly basis, the majority either play infrequently or not at all. These findings suggest opportunities to encourage broader participation in sports, improve access to facilities, and promote regular engagement for physical health and social interaction.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 18 June 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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as **Gallup Pakistan** (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by **Gallup Pakistan, the Pakistani affiliate of Gallup International Association.**

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)