

Gemba

Returning to sport
and entertainment
venues after
Coronavirus

GEMBA INSIGHTS

19 MAY 2020



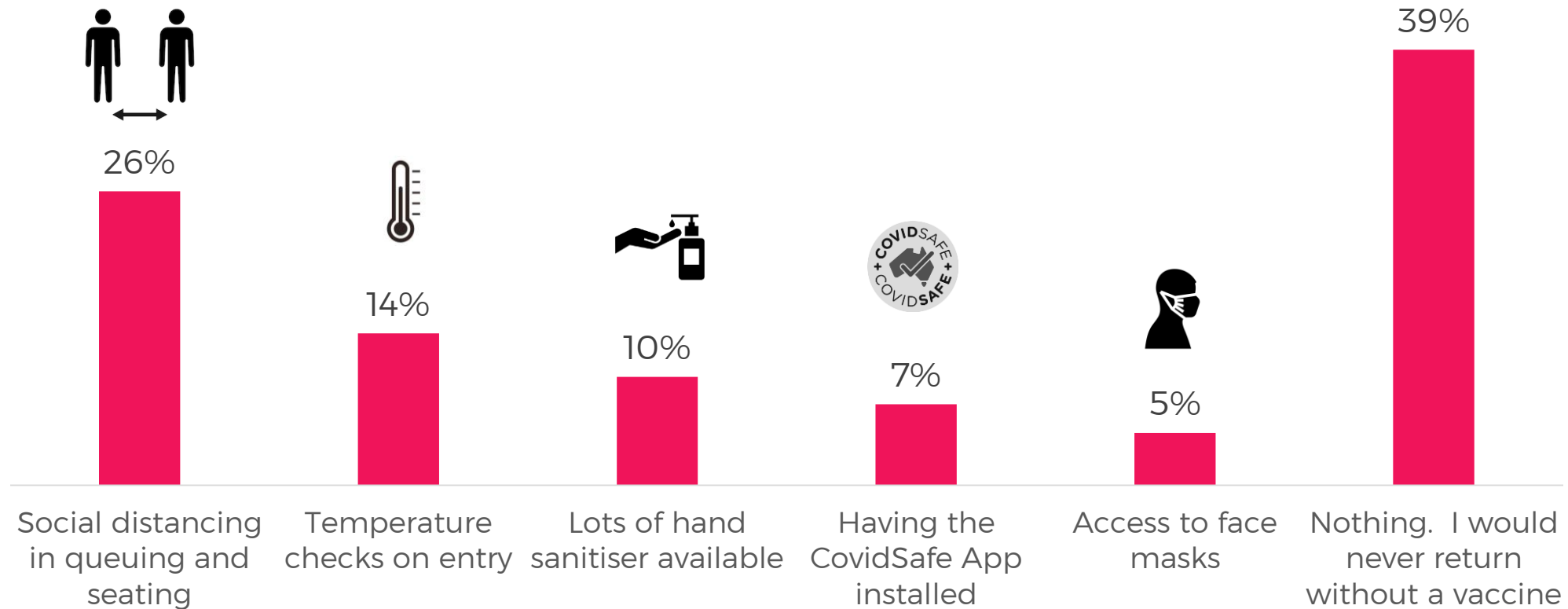
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GEMBA'S LATEST CONSUMER RESEARCH SHOWS THAT THE IMPLEMENTATION OF SOCIAL DISTANCING MEASURES AT SPORTING STADIUMS AND ENTERTAINMENT VENUES WILL BE THE MOST IMPORTANT SAFETY PRECAUTION TO INSTIL CONFIDENCE TO RETURN.

NO AMOUNT OF HAND SANITISER WILL DO!

Until there is a vaccine, social distancing will be the most important measure to implement with any return to live sport

MOST IMPORTANT MEASURES TO IMPLEMENT AT LIVE SPORT WITHOUT A VACCINE

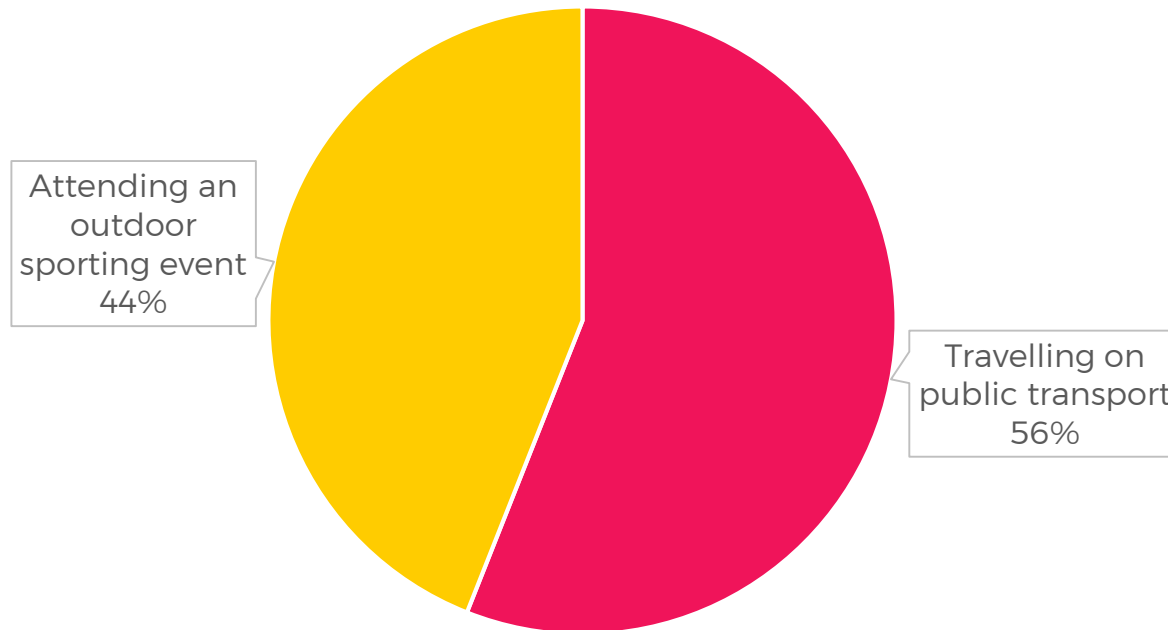


Q. If live sports were to re-commence before a vaccine, but crowds were once again allowed to attend, which is the most important safety measure to give you the confidence to return?

Public transport poses a higher perceived risk of catching COVID-19 than the game itself – ‘Carmageddon’ is a possible result

HIGHEST RISK OF GETTING COVID-19

Highest risk of getting COVID-19



EXCLUSIVE NATIONAL NSW PUBLIC TRANSPORT

'Carmageddon': Thousands of Sydneysiders to be pushed off public transport

For our free coronavirus pandemic coverage, [learn more here.](#)

By **Tom Rabe**
May 16, 2020 – 12.01am

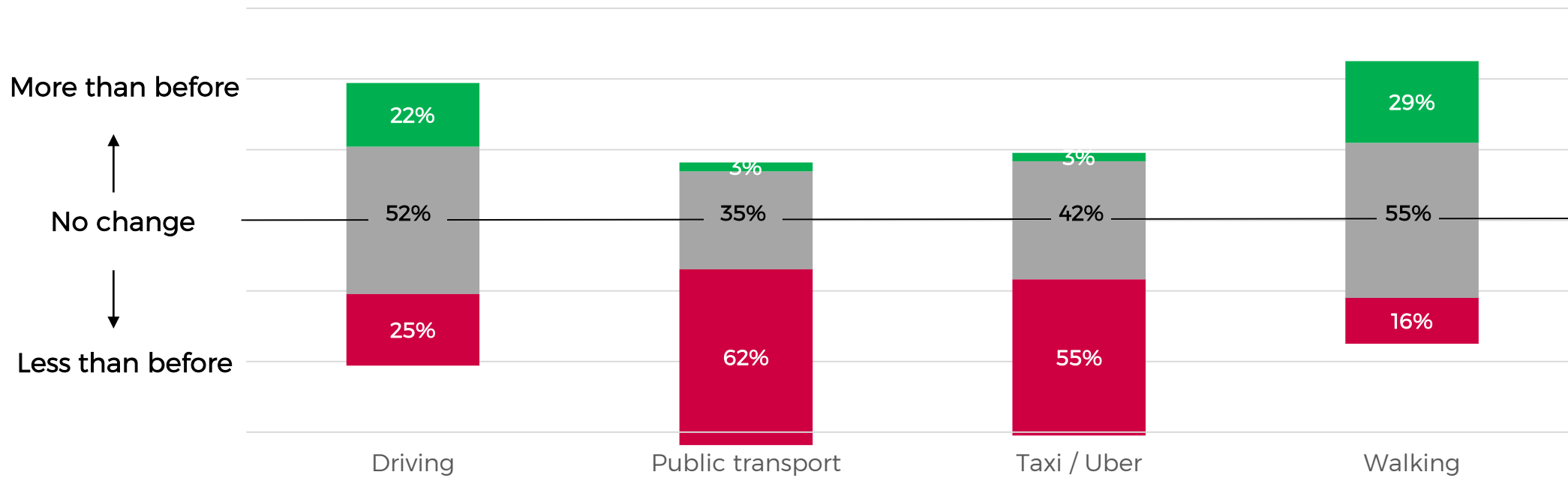


Hundreds of thousands of Sydneysiders will have to change their commuting habits over the coming weeks as the state government looks to impose strict controls on the public transport network that may result in traffic havoc on the roads.

As many people will avoid public transport, getting to the venue will be one of the biggest barriers for fans attending sport again

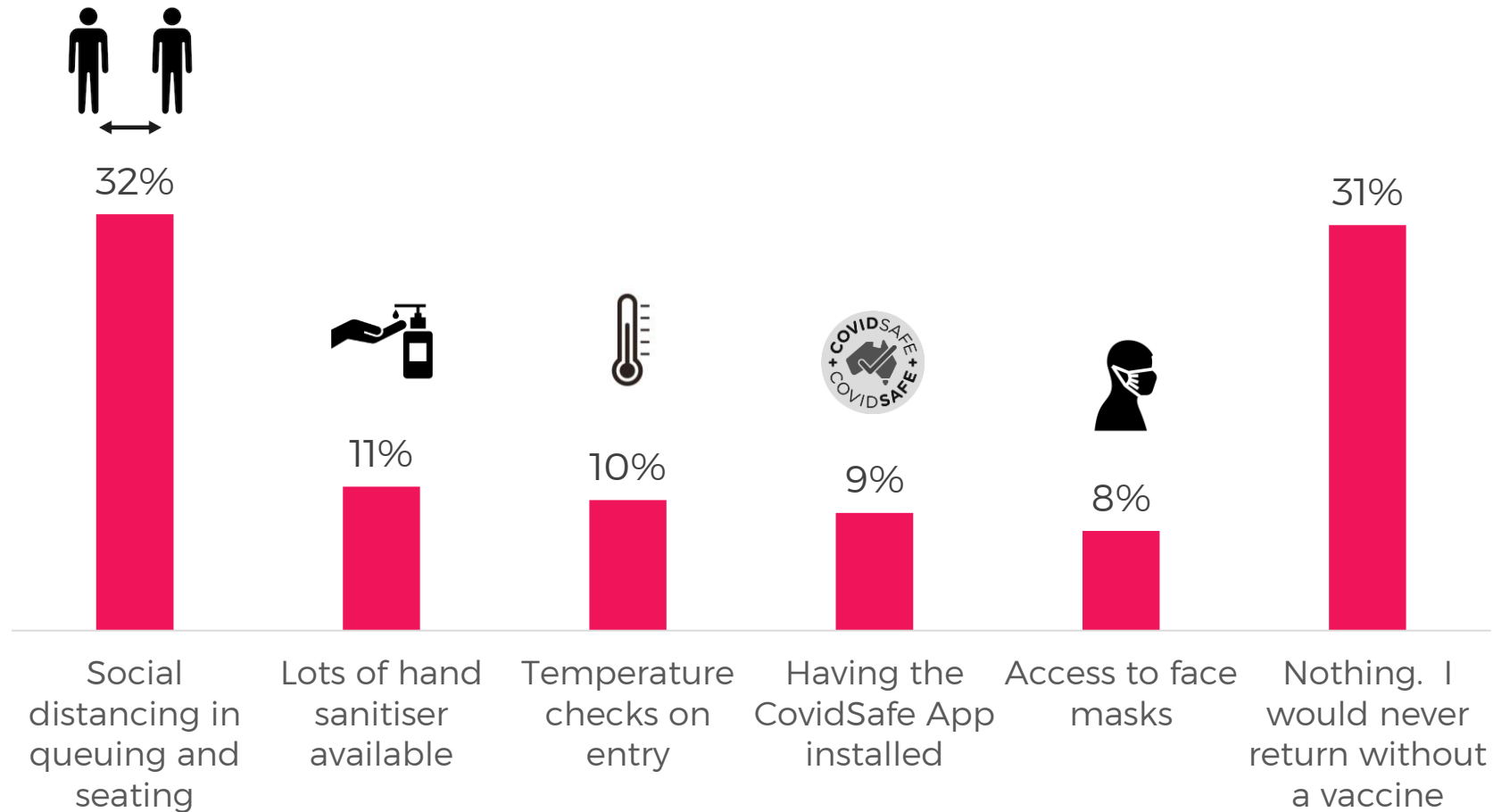
TYPES OF TRANSPORT EXPECTED TO USE TO SPORTING EVENTS

Claimed travelling behaviour when live sports events resume with crowds



Social distancing measures are even more important for entertainment venues, reflecting their indoor nature

MOST IMPORTANT MEASURES TO IMPLEMENT AT MUSIC VENUES, PUBS OR CINEMAS WITHOUT A VACCINE



Australians over 60 years of age are the least likely to attend events without a vaccine

Q If live entertainment venues such as music venues, pubs or cinemas were to re-open to the public before a vaccine, which is the most important safety measure to give you the confidence to return?

Download our other COVID-19 research reports here
<http://thegembagroup.com/news/free-covid-19-sports-entertainment-insights/>

- Gemba conducted this poll of Australians over 15-16 May 2020
- Nationally representative sample n=296

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