

# Gemba

The background is a dark teal color with several 3D rendered virus particles scattered across it. A large, semi-transparent, stylized number '4' is positioned on the right side of the image, partially overlapping the virus particles.

## Impact of COVID-19 on spending habits

**SPORT & ENTERTAINMENT INSIGHTS**

SEPTEMBER 2020

# Gemba

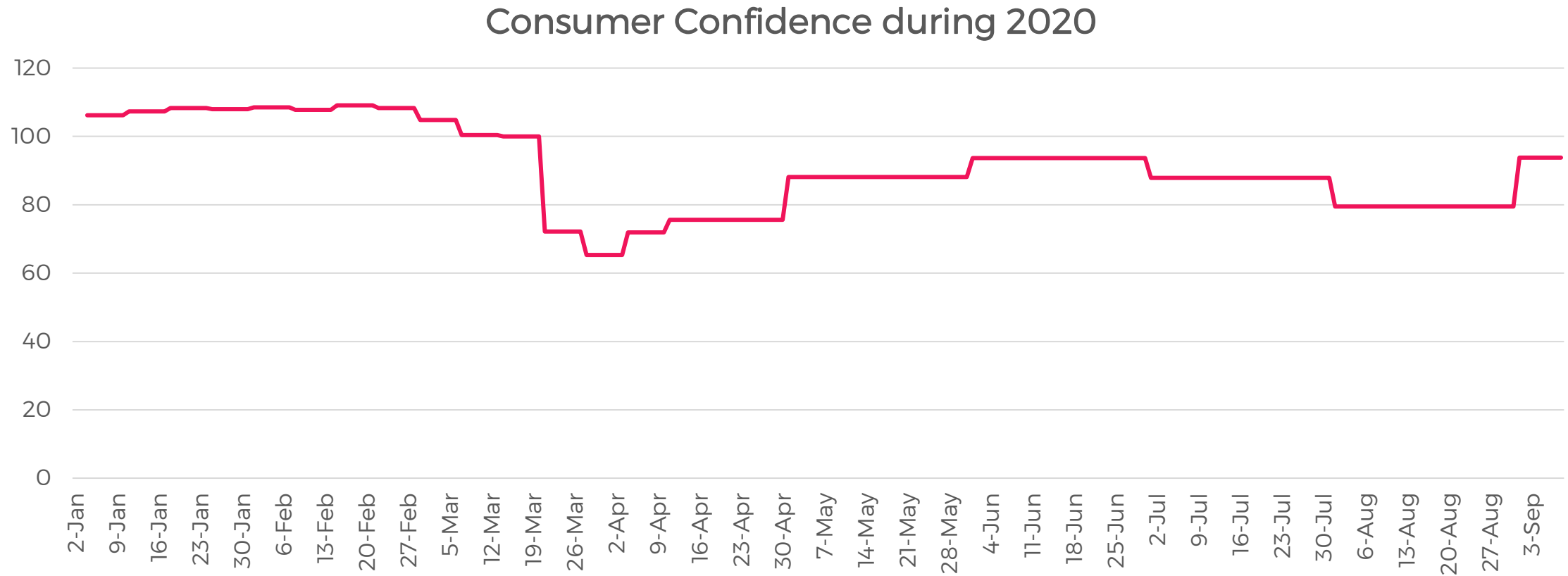
Sport in Australia is reliant on the support of brands for sponsorship revenue. Consumer sentiment and the health of consumer brands is an important indicator for future sponsorship growth.

In the current COVID-19 climate, consumer confidence is down and many Australians are being more selective about what they are spending their money on.

Sports fanatics represent one bright spot; they are more bullish about their intended spending. Sports fans represent a good opportunity for brands in the sponsorship space.

# Consumer sentiment remains well below the start of year highs, after a bounce back during early September

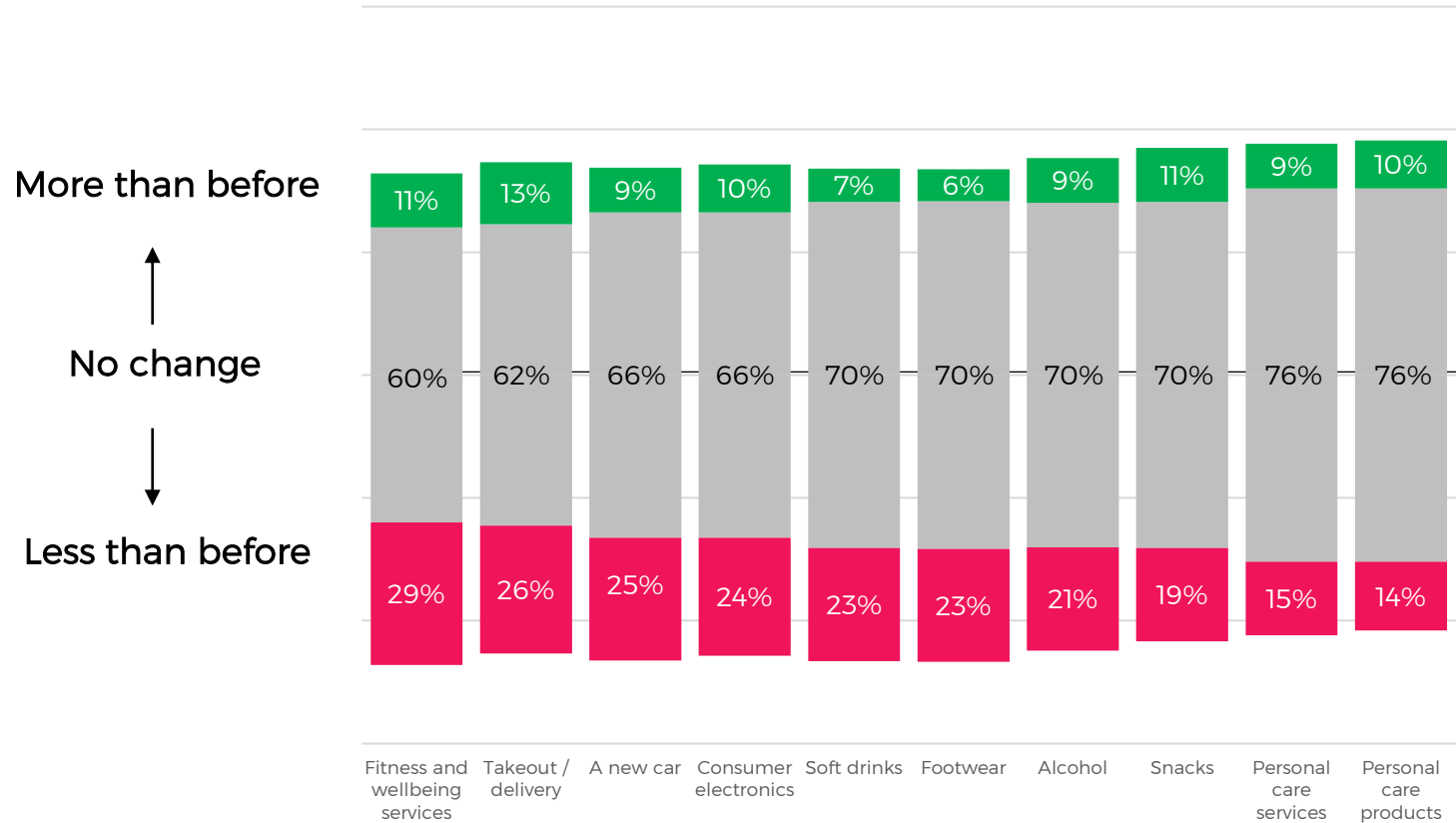
## CONSUMER SENTIMENT



Source: Gemba Insights; <https://tradingeconomics.com/australia/consumer-confidence>

While a majority expect little change in spending, the balance of Australians feel they are less likely to purchase a range of categories

**CURRENT SPENDING HABITS COMPARED TO A MONTH AGO**

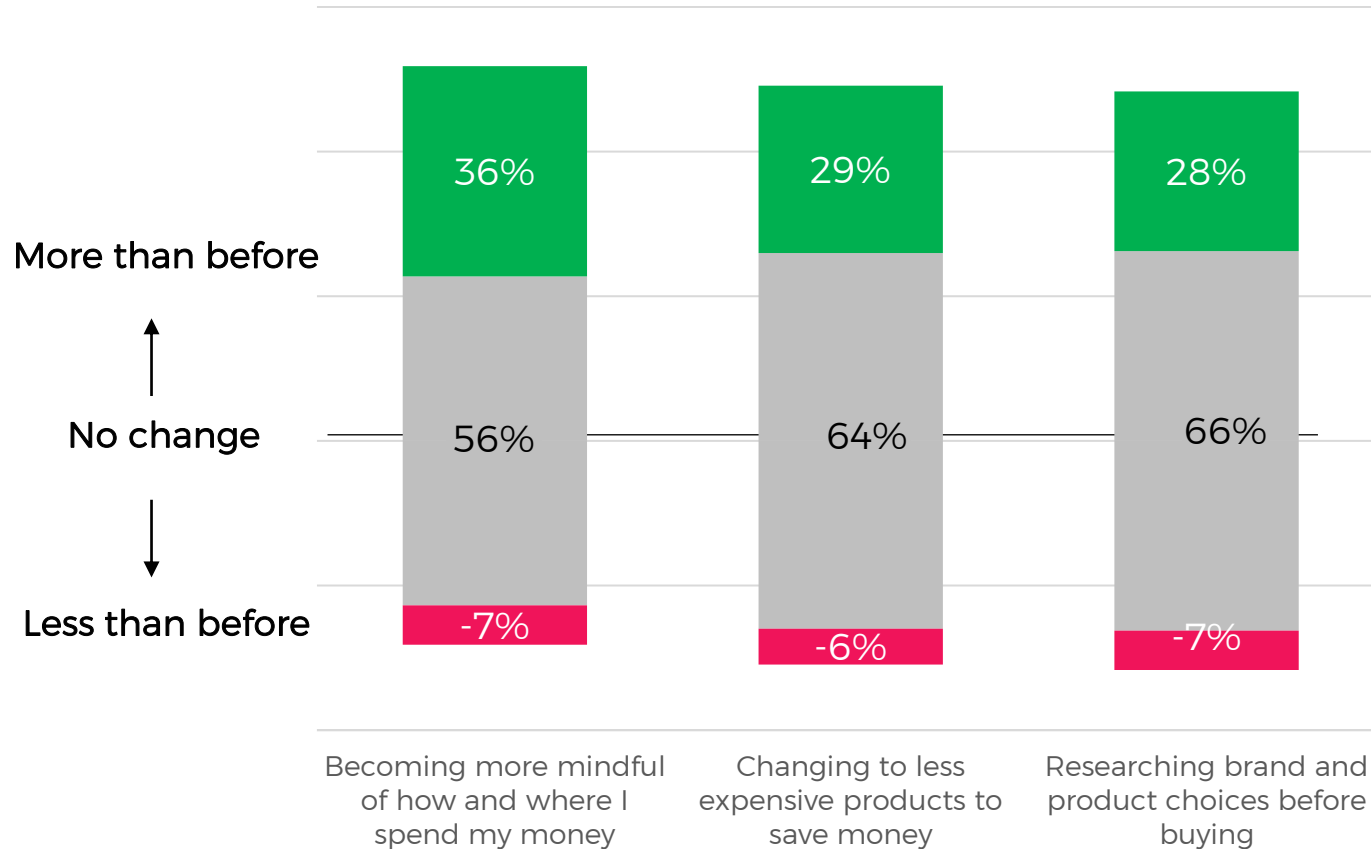


Services such as Fitness and Wellbeing are facing a challenge in an online dominated world, while takeaway / delivery will face pressure as disposable incomes reduce

Sports Fanatics are more bullish than the general population, twice as likely to buy more alcohol, footwear and personal care services / products than the general population

We are seeing greater care around spending decisions, more research prior to purchasing, and trading down to less expensive products

**CURRENT PURCHASING BEHAVIOUR COMPARED TO A MONTH AGO**



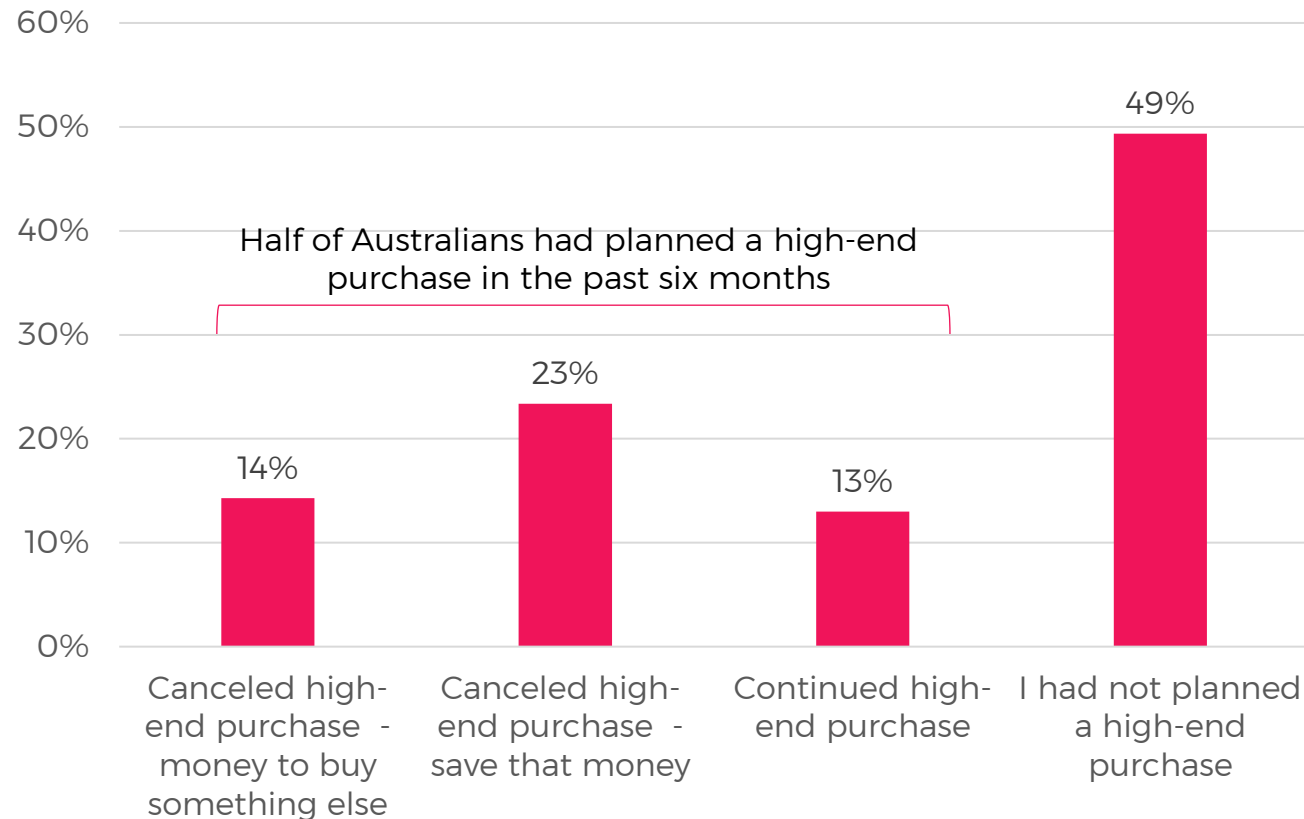
With lower consumer confidence comes increased awareness of purchases and a change to buying less expensive brands

There is also now a greater reliance on research to ensure a good deal

This austerity spending is most keenly felt amongst women, and particularly those aged 35-54

# Half of Australians that planned a high-end purchase either continued with that purchase, or used the money to buy something else

## PERSONAL FINANCIAL SITUATION



While consumer confidence is softening and consumers are generally more circumspect with their spending, pockets of Australia continue to spend

Of those that had planned a high-end purchase (half of Australians), a quarter continued with it, a quarter cancelled it but spent the money elsewhere, and half cancelled it and saved the money

18-34 years olds and sports fanatics that had to cancel a high-end purchase were more likely to then spend that money, than save it

Q: During Coronavirus, people have had to cancel a range of pre-planned purchases, for example overseas holidays. Which of the following statements best applies to you?

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 11-14 September 2020
- Nationally representative sample n=308

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