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State by state perspectives on COVID-19 recovery

SPORT & ENTERTAINMENT INSIGHTS

22 JULY 2020

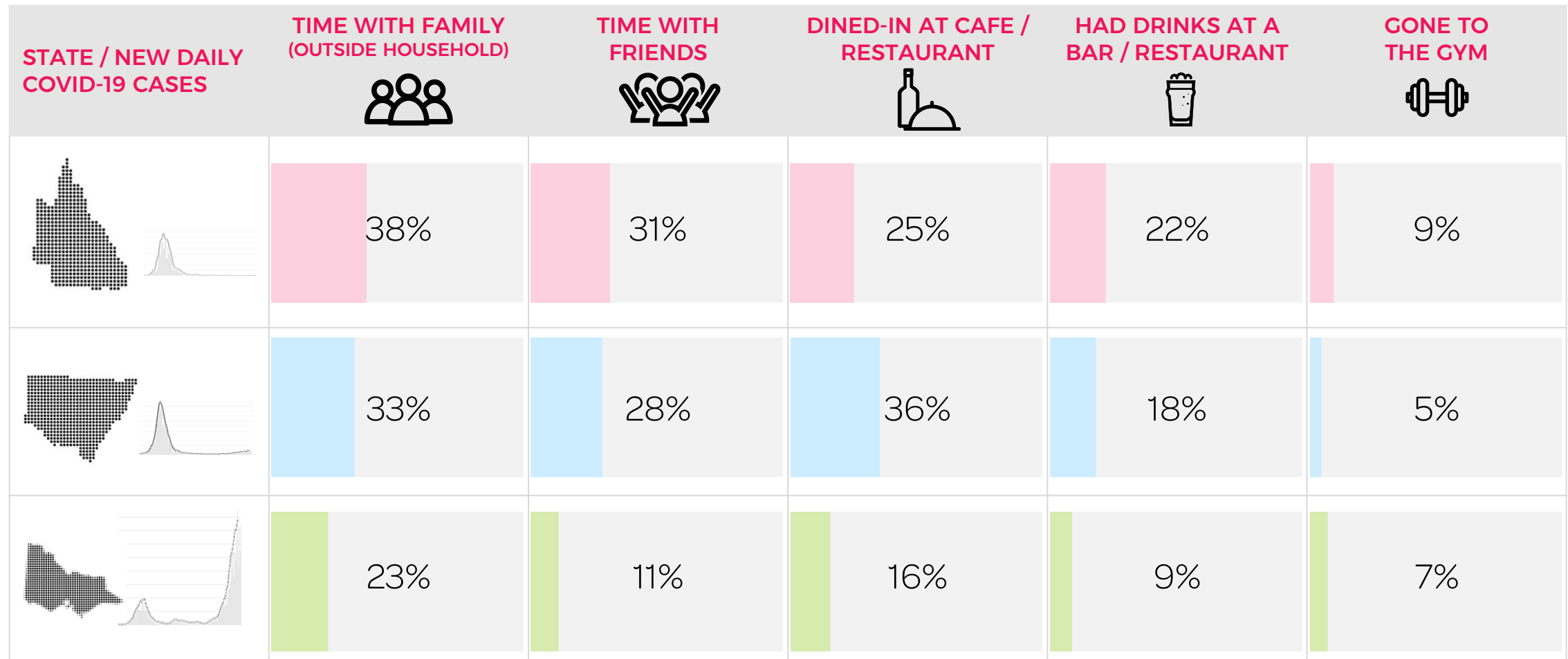
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AUSTRALIANS' LEVELS OF CONCERN ABOUT RETURNING TO LIVE SPORT AND ENTERTAINMENT VENUES VARY IN LINE WITH CURRENT LEVELS OF TRANSMISSION OF COVID-19 IN EACH STATE.

WITH ALL OF MELBOURNE IN A SECOND LOCK-DOWN, EMERGING CONCERNS IN NSW, AND QUEENSLAND THANKFULLY LARGELY VIRUS-FREE, THE EAST COAST IS RETURNING TO NORMAL AT MARKEDLY DIFFERENT RATES.

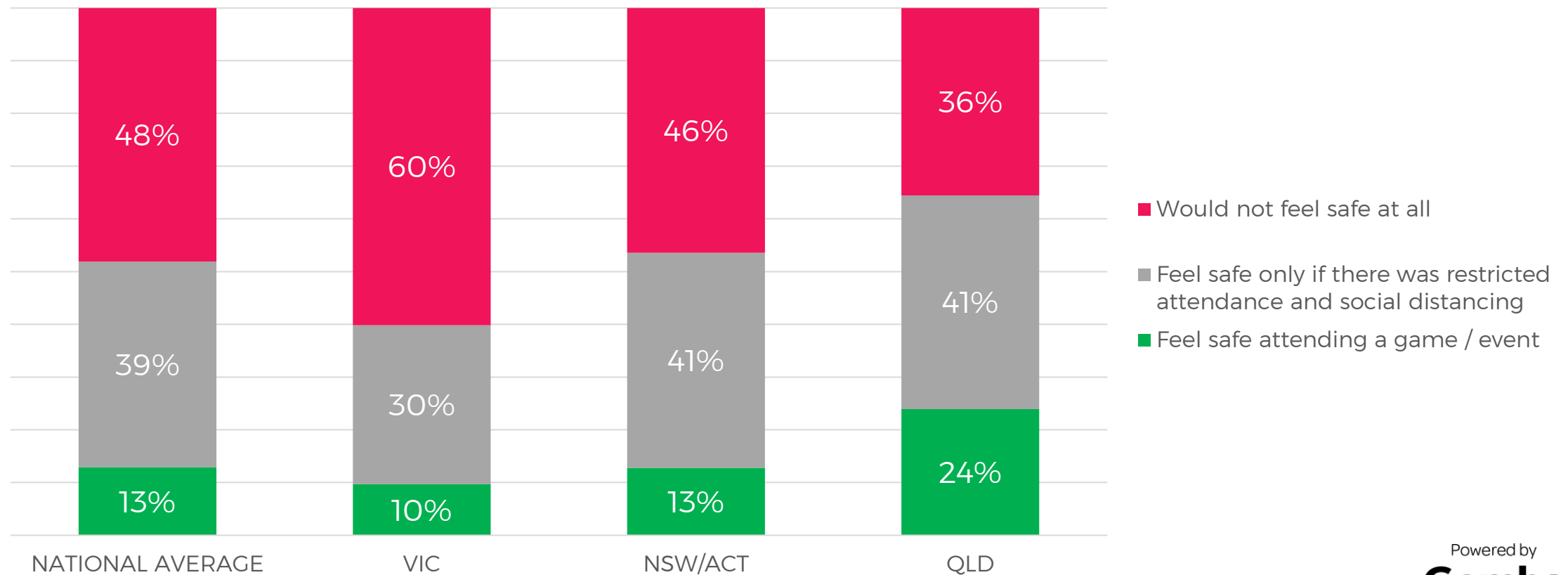
Queensland and NSW are returning to normality faster than Victoria

PROPORTION OF POPULATION THAT HAS PARTICIPATED IN ACTIVITY IN PAST TWO WEEKS | BY STATE



Reflecting recent COVID-19 case numbers, Victorians are feeling least comfortable about returning to live sport or entertainment venues

FEELINGS OF SAFETY AROUND RETURNING TO LIVE EVENTS WITHOUT A VACCINE | BY STATE

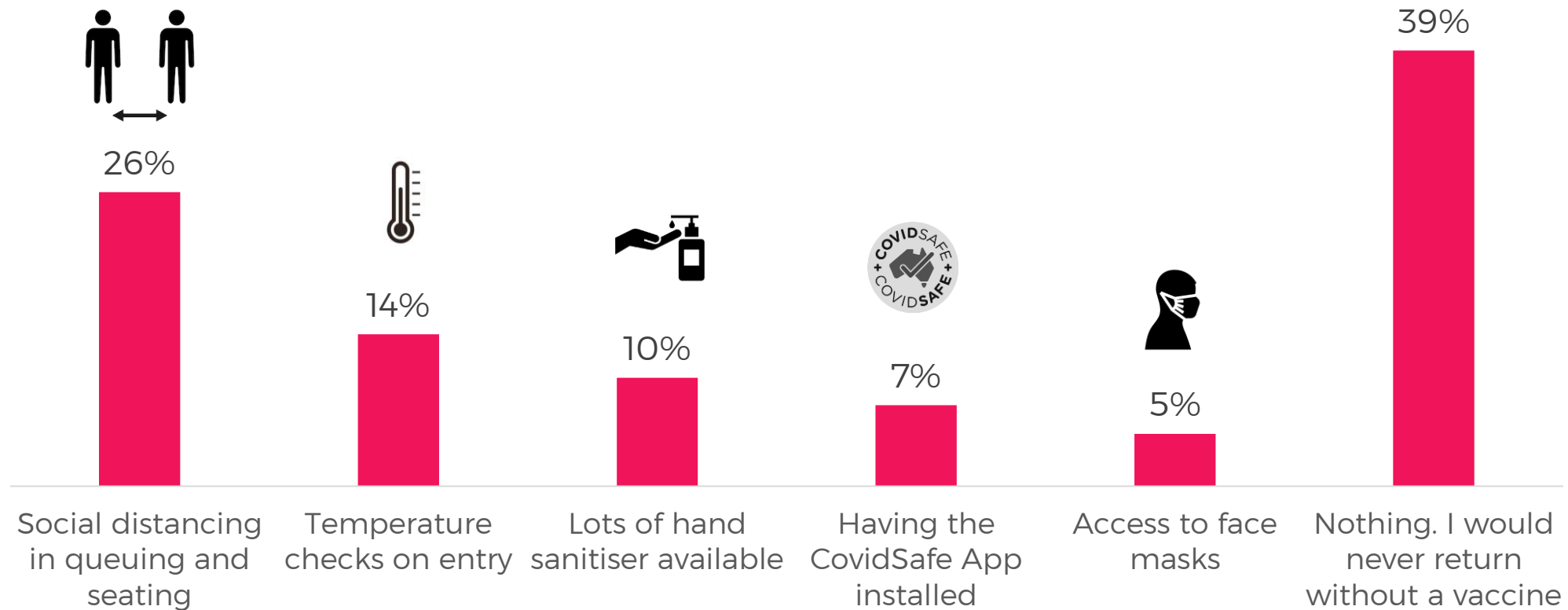


Q. How are you feeling about attending a sport or entertainment event in the next six months, before a coronavirus vaccine is developed?

NOTE: SA, WA, Tasmania, and Northern Territory sample size not sufficient for meaningful comparisons

Gemba research in May found that 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



Source: Gemba research, 19 May 2020

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?

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ALTHOUGH WHAT
FANS SAY AND
WHAT THEY DO
ARE NOT ALWAYS
THE SAME!

Source: WA Today

What virus? Footy fans ditch social distancing during Optus Stadium clash

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

By [Marta Pascual Juanola](#)
July 17, 2020 – 1:04pm



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Keeping every second row vacant to socially distance at Optus Stadium during the first game with a crowd allowed during the troubled 2020 season seems like a small ask.

But as Geelong took on Collingwood at Perth's award-winning stadium last night, it took less than a quarter of much-awaited on-field action for eager footy fans to ditch social distancing for the comfort of the vacant middle rows.



The Camfield was packed with supporters right up until bounced down on Thursday night.

The calls of stadium staff asking people to sit where they were supposed to went largely unheeded, with people rushing back to their unallocated seats as soon as the yellow jackets of the ushering team disappeared into the distance.

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 17-20 July 2020
- Nationally representative sample n=299

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