

Gemba

COVID-19: CONSUMER SENTIMENT ON CANCELLATION OF SPORTING EVENTS

GEMBA INSIGHTS

30 MARCH 2020 [SECOND WAVE OF RESEARCH]

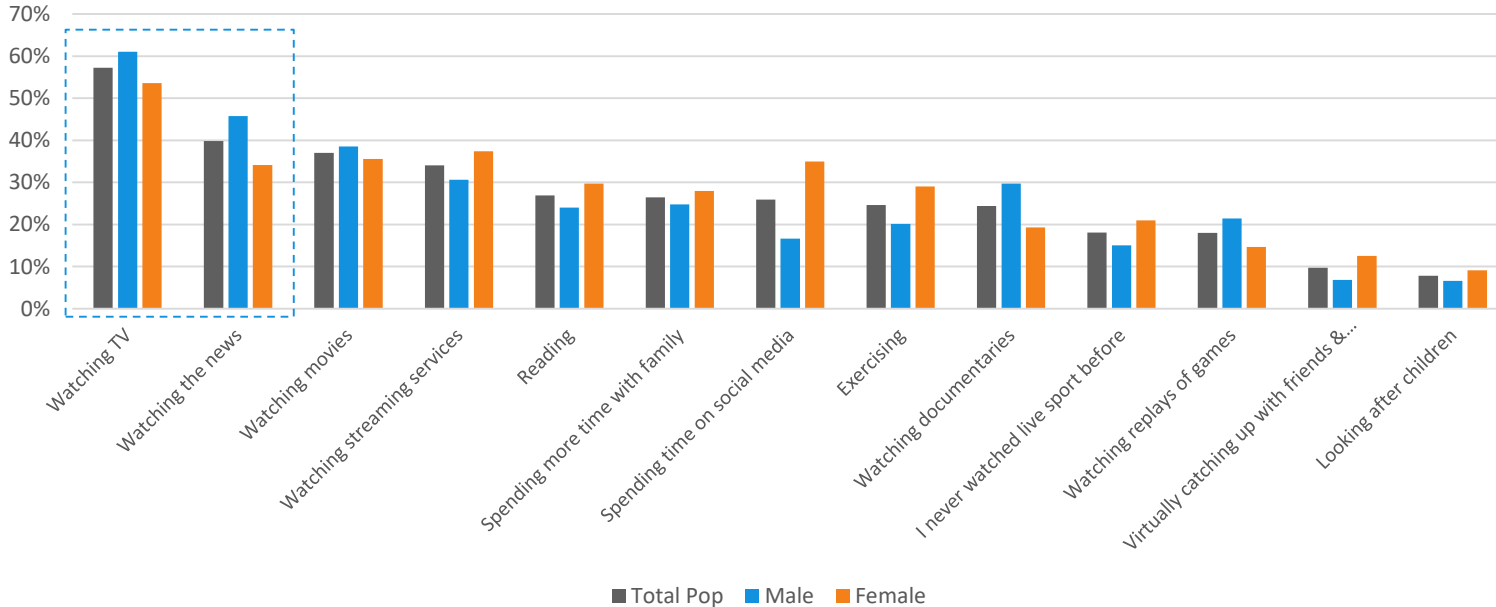


AUSTRALIANS ARE FILLING THE GAP CREATED BY NO LIVE SPORT BY WATCHING TV AND KEEPING UP WITH THE NEWS, WITH WOMEN IN PARTICULAR SPENDING MORE TIME ON SOCIAL MEDIA.

SPORTS FANATICS TUNED IN TO THE FIRST GAMES OF THE AFL AND NRL SEASON, AND SEEMED TO ENJOY THE BROADCAST DESPITE THE LACK OF ANY CROWDS IN THE STADIUM.

IN THE ABSENCE OF LIVE SPORT TO WATCH, AUSTRALIANS ARE GLUED TO THE BOX AND NEWS

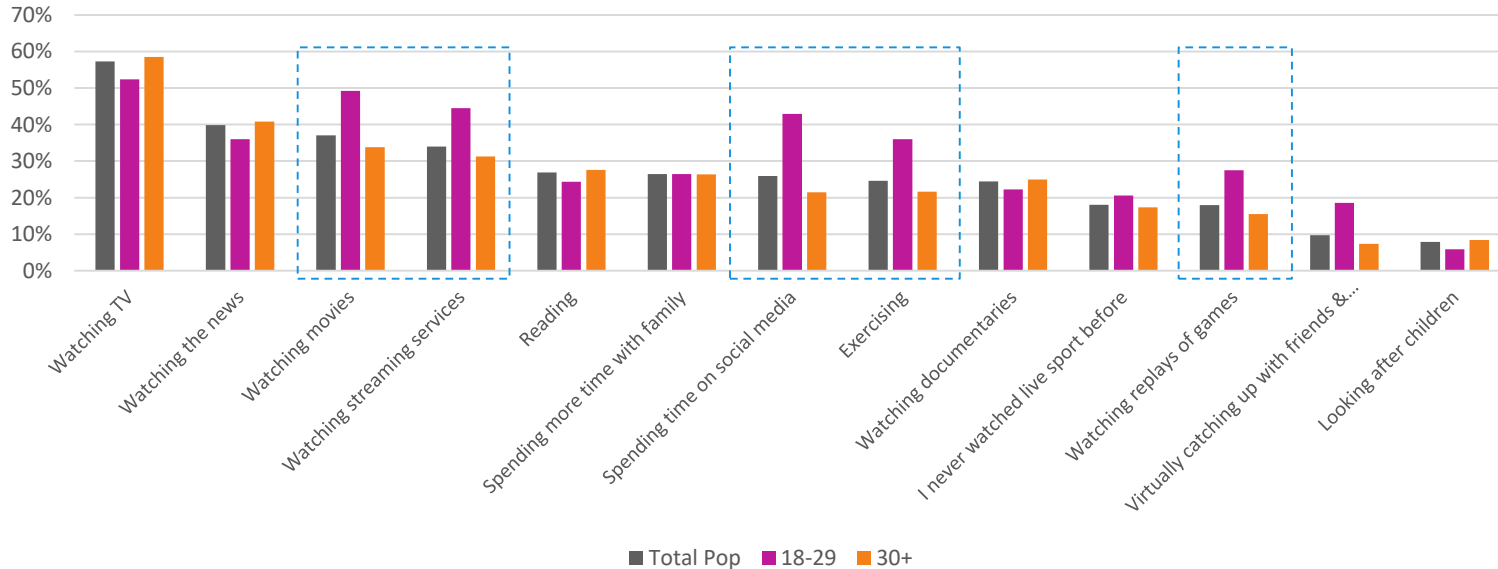
Activities instead of watching live sports during COVID-19 shutdown



Q. How are you currently spending the time you used to watch live sports?

UNDER 30'S ARE USING THE TIME TO WATCH AND STREAM MOVIES, ON SOCIAL MEDIA, AND EXERCISING

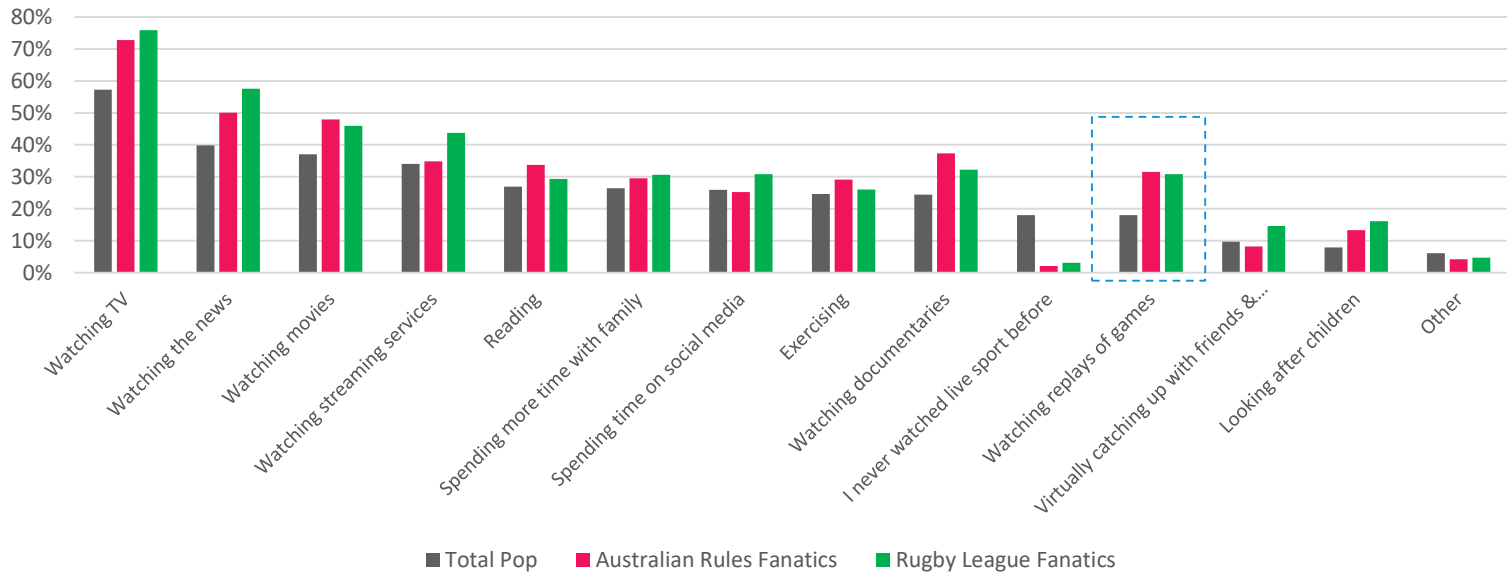
Activities instead of watching live sports during COVID-19 shutdown
(age segments)



Q. How are you currently spending the time you used to watch live sports?

A THIRD OF AFL AND NRL FANATICS ARE WATCHING REPLAYS OF GAMES IN THE ABSENCE OF LIVE SPORT

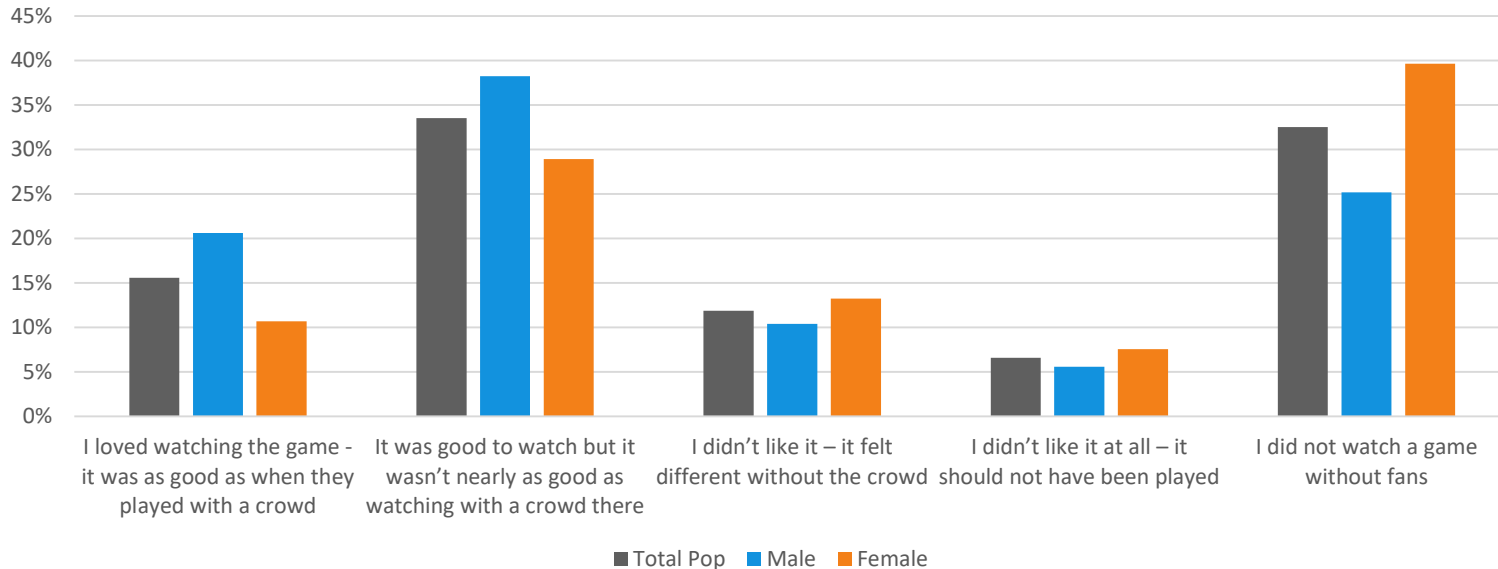
Activities instead of watching live sports during COVID-19 shutdown
(AFL and NRL fanatics)



Q. How are you currently spending the time you used to watch live sports?

MALE VIEWERS WERE LESS TURNED OFF BY GAMES IN EMPTY STADIUMS, BUT MANY FEMALE FANS DIDN'T TUNE IN AT ALL

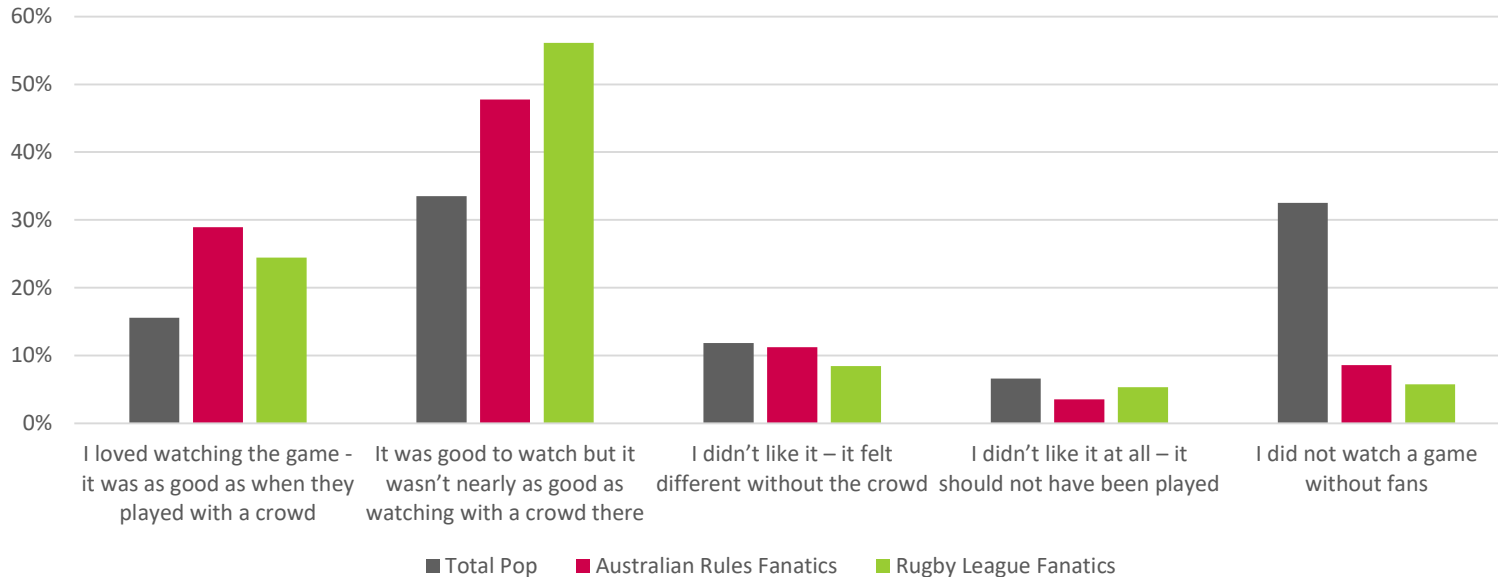
Perceptions of broadcasted games with no crowds in attendance – by gender
(Round 1 AFL, Rounds 1-2 NRL)



Q. If you watched an AFL, NRL, NBL or A-League games when they played without fans in attendance, which of the following statements best represents your opinion of watching those games?

MOST AFL AND NRL FANATICS TUNED IN AND ENJOYED THE BROADCAST, DESPITE THE EMPTY STADIUMS

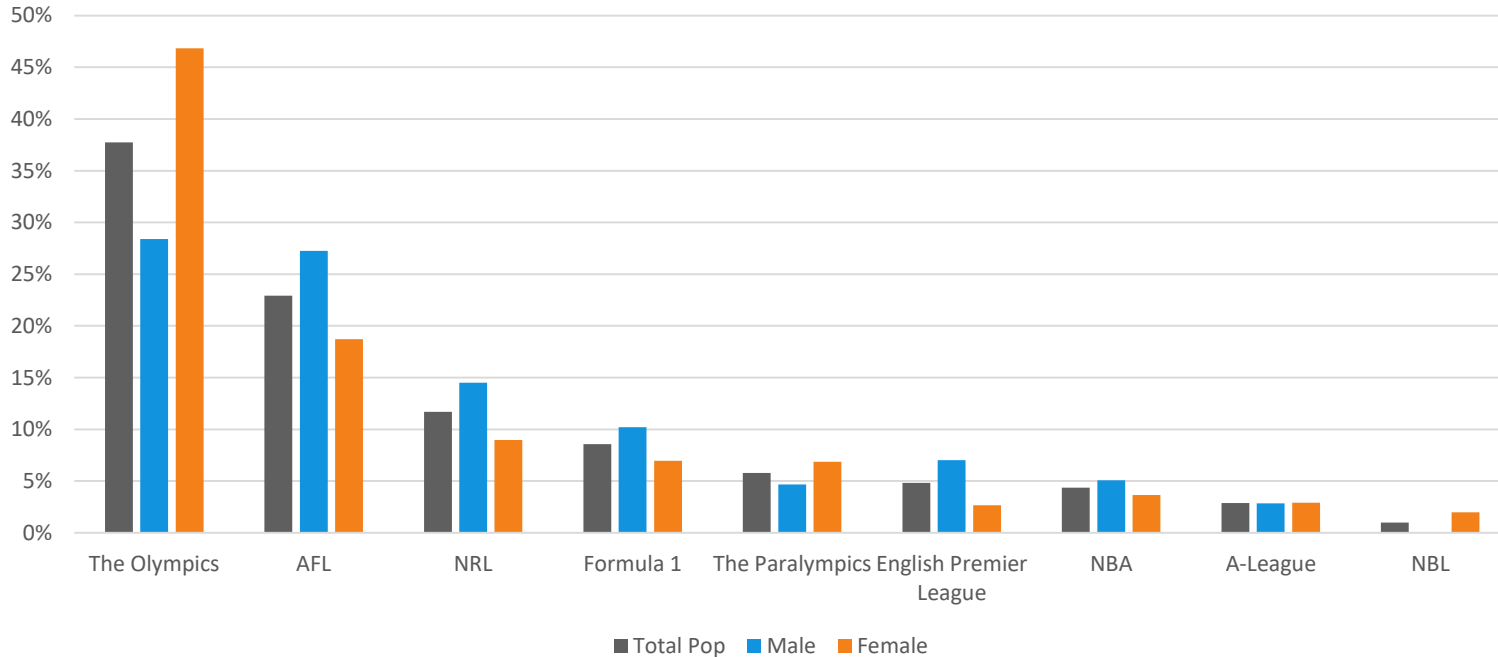
Perceptions of broadcasted games with no crowds in attendance – by sport
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Q. If you watched an AFL, NRL, NBL or A-League games when they played without fans in attendance, which of the following statements best represents your opinion of watching those games?

WOMEN ARE MOST UPSET ABOUT THE OLYMPICS POSTPONEMENT

What cancellation or postponement are you most disappointed about?



Q. Globally and locally, sporting organisations have had to cancel or postpone a number of events. Which cancellation or postponement are you most disappointed about?

GEMBA CONDUCTED THIS POLL OF AUSTRALIANS IN THE WEEK OF 23 MARCH 2020

Base size	n
Total Pop	306
Male	125
Female	181
16 to 29 years	55
30+	251
Aussie Rules Fanatics (4 or 5 out of 5 on passion scale)	82
Rugby League Fanatic (4 or 5 out of 5 on passion scale)	73

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