

Gemba

COVID-19: Consumer sentiment on cancellation of sporting events

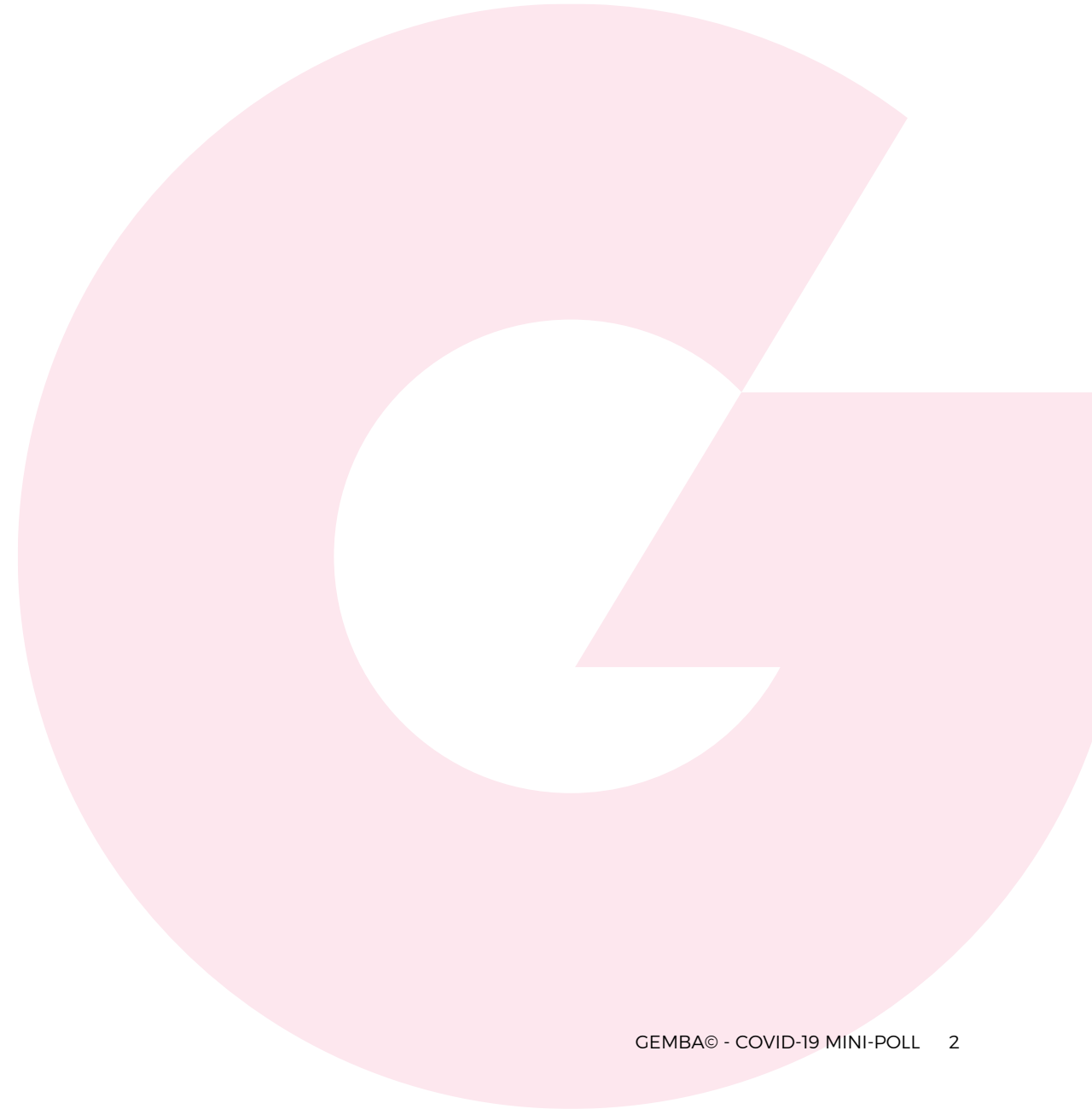
GEMBA INSIGHTS

16 MARCH 2020



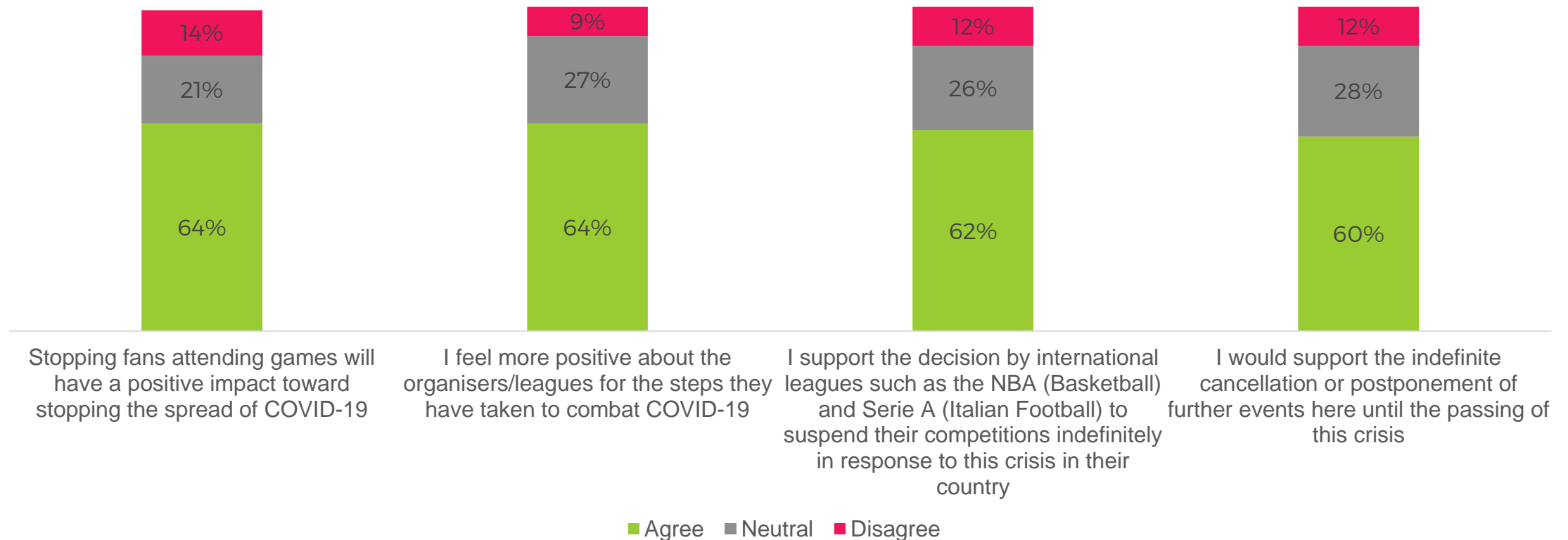
Gemba

AUSTRALIAN SPORTS
FANS ARE BROADLY
SUPPORTIVE OF SPORTS
THAT HAVE SUSPENDED
OR CANCELLED EVENTS
TO HELP SLOW THE
SPREAD OF COVID-19.



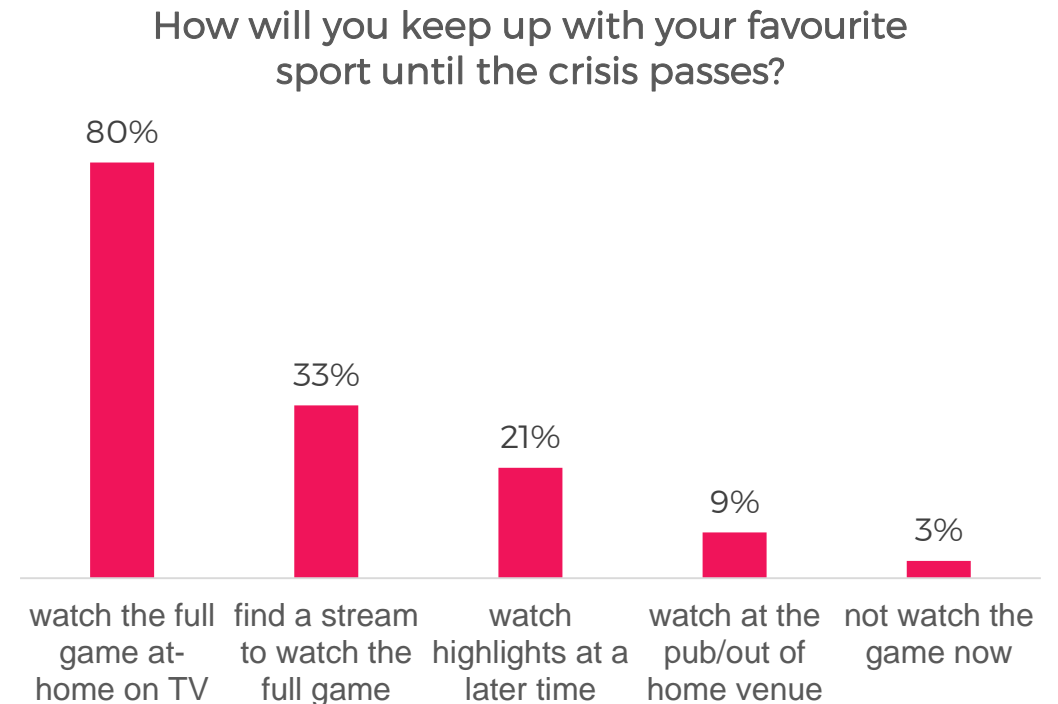
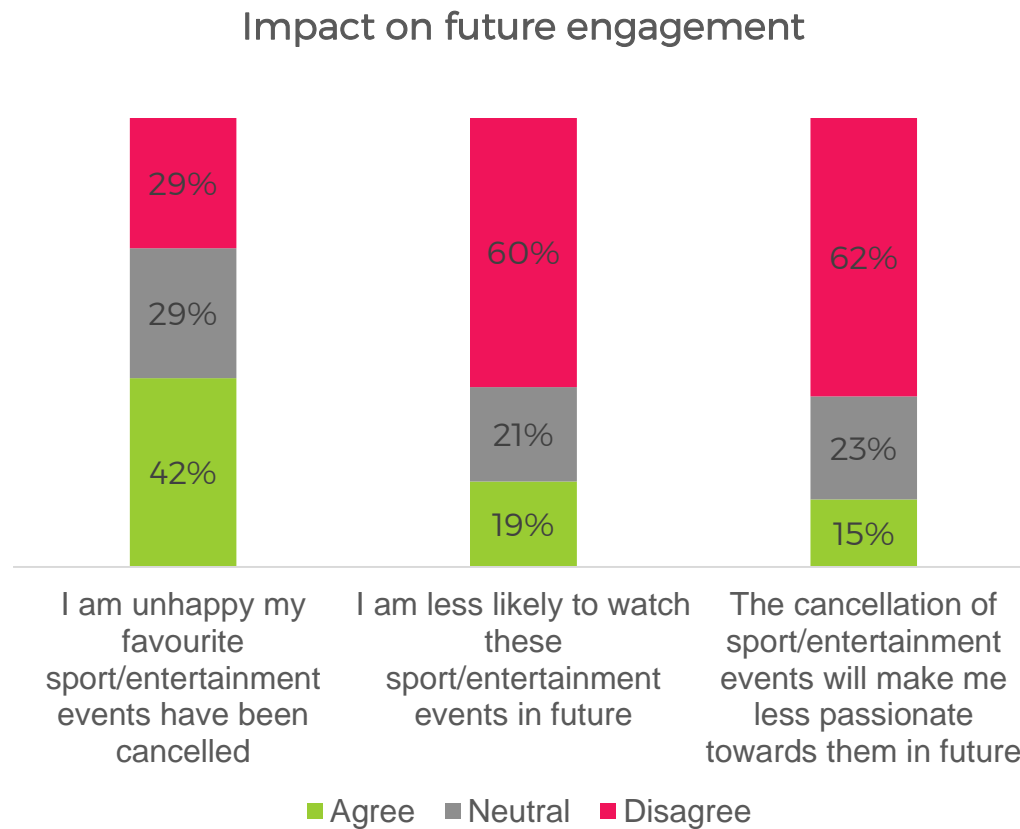
Australian sports fans are broadly supportive of moves to postpone or cancel sporting events to slow the spread of COVID-19

LEVEL OF SUPPORT - AUSTRALIAN SPORTS FANATICS



Most fans say the suspension or cancellation of games is unlikely to affect their future consumption of sport

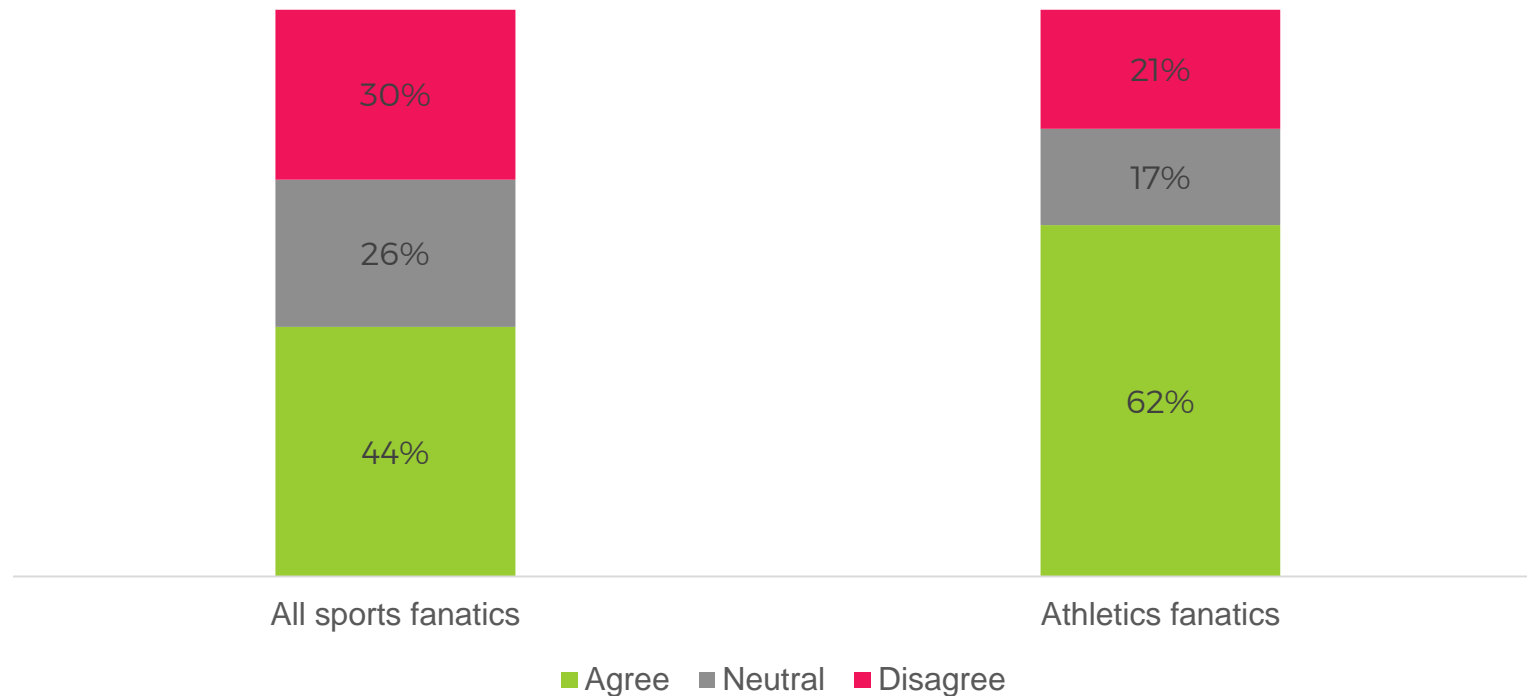
LEVEL OF FUTURE ENGAGEMENT - AUSTRALIAN SPORTS FANATICS



Approaching half of sports fans say they would be disappointed if the Olympics is cancelled – much higher for athletics fans

TOKYO OLYMPICS SENTIMENT – GENERAL SPORTS FANATICS VS. ATHLETICS FANATICS

“I would be disappointed if the Tokyo Olympics did not go ahead on schedule”



Gemba
SPORT. ENTERTAINMENT.