

Gemba

Vaccine hesitancy and the role sport can play

GEMBA

AUGUST 2021 | AUSTRALIA



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The roll out of the COVID vaccine impacts Australians differently. Sports fans are at the front of the queue and keen to see the benefits of live sport returning

This report analyses how sports fans are engaging with the vaccine roll-out and unveils the most appealing incentives for those hesitant to receive their jab



INTRODUCTION

This survey was conducted among a nationally representative sample of respondents between the **13th – 17th of August 2021**

A total of **n=493 respondents** were surveyed using a consumer research panel

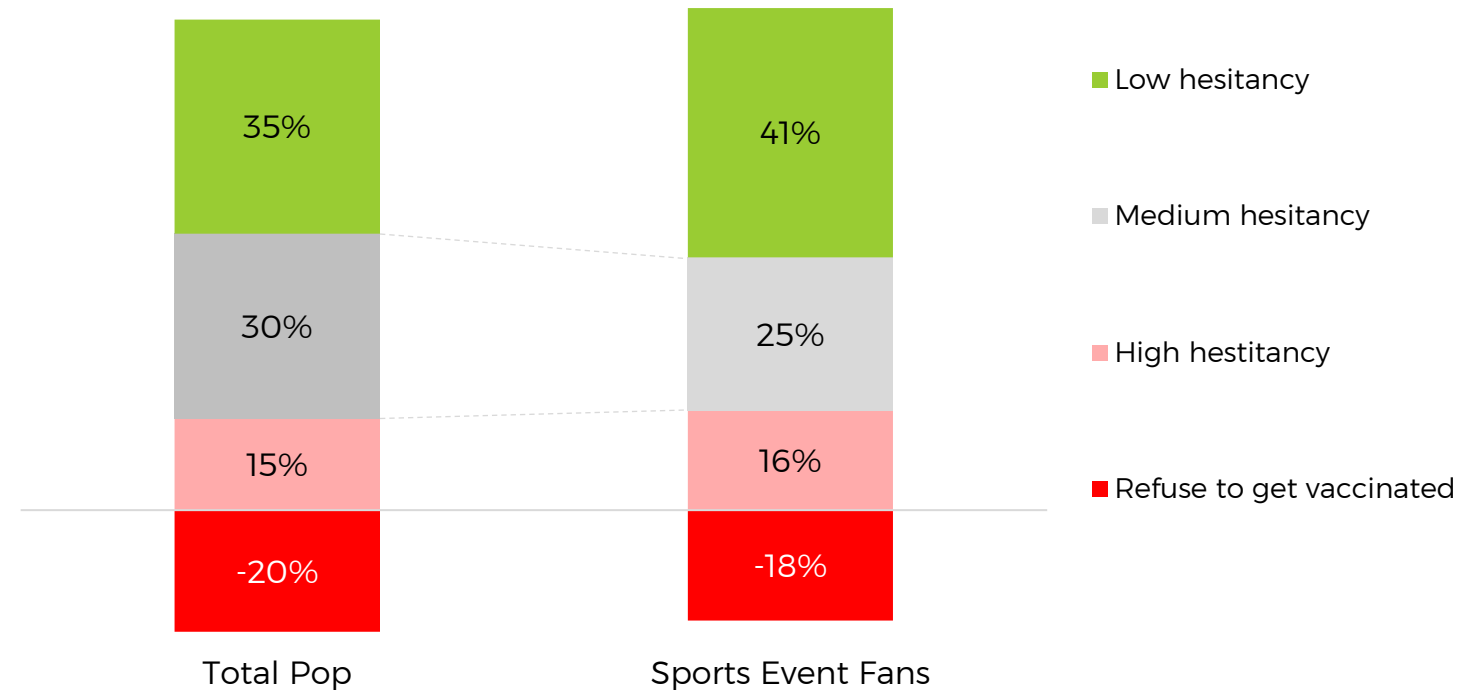
Throughout this report we refer to the:

- **Total Pop.** – Audience representative of the total Australian population
- **Sports Event Fans** - Anyone who is interested (4+5 on a five-point scale) in the following sporting events / leagues; AFL, NRL, BBL, Super Rugby, A-League or Supercars

Significance testing has been conducted where relevant, with a green arrow representing a significantly higher results and a red arrow reflecting a significantly lower result

Among those not currently vaccinated, sports fans are less likely to be hesitant about getting vaccinated

LEVEL OF HESITANCY TOWARDS VACCINATION TOTAL POPULATION VS SPORTS FANS



Note: 'Sports Event Fans' are anyone who is interested (4+5 on a five point scale) in the following sporting events / leagues; AFL, NRL, BBL, Super Rugby, A-League or Supercars

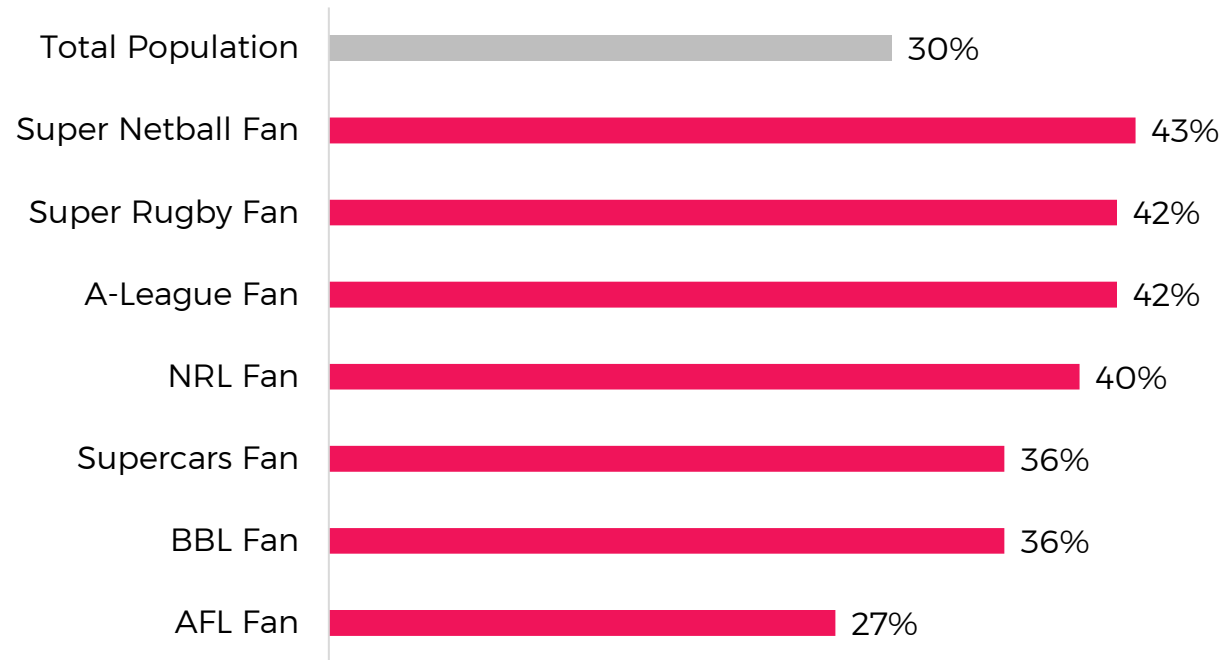
Q. On a scale of 0 to 10, how hesitant are you about getting the COVID vaccination?

Base: Total Pop (n=245), Sports Fans (n=146)

Refuse to get vaccinated - 0, High Hesitancy 1-3, Medium Hesitancy 4-6, Low Hesitancy 7-10

Mandating vaccines as a condition of entry would prompt over a third of sports fans to get vaccinated

COMPULSORY VACCINATION AS A CONDITION OF ENTRY 'IT WOULD INCREASE THE LIKELIHOOD OF ME GETTING VACCINATED'

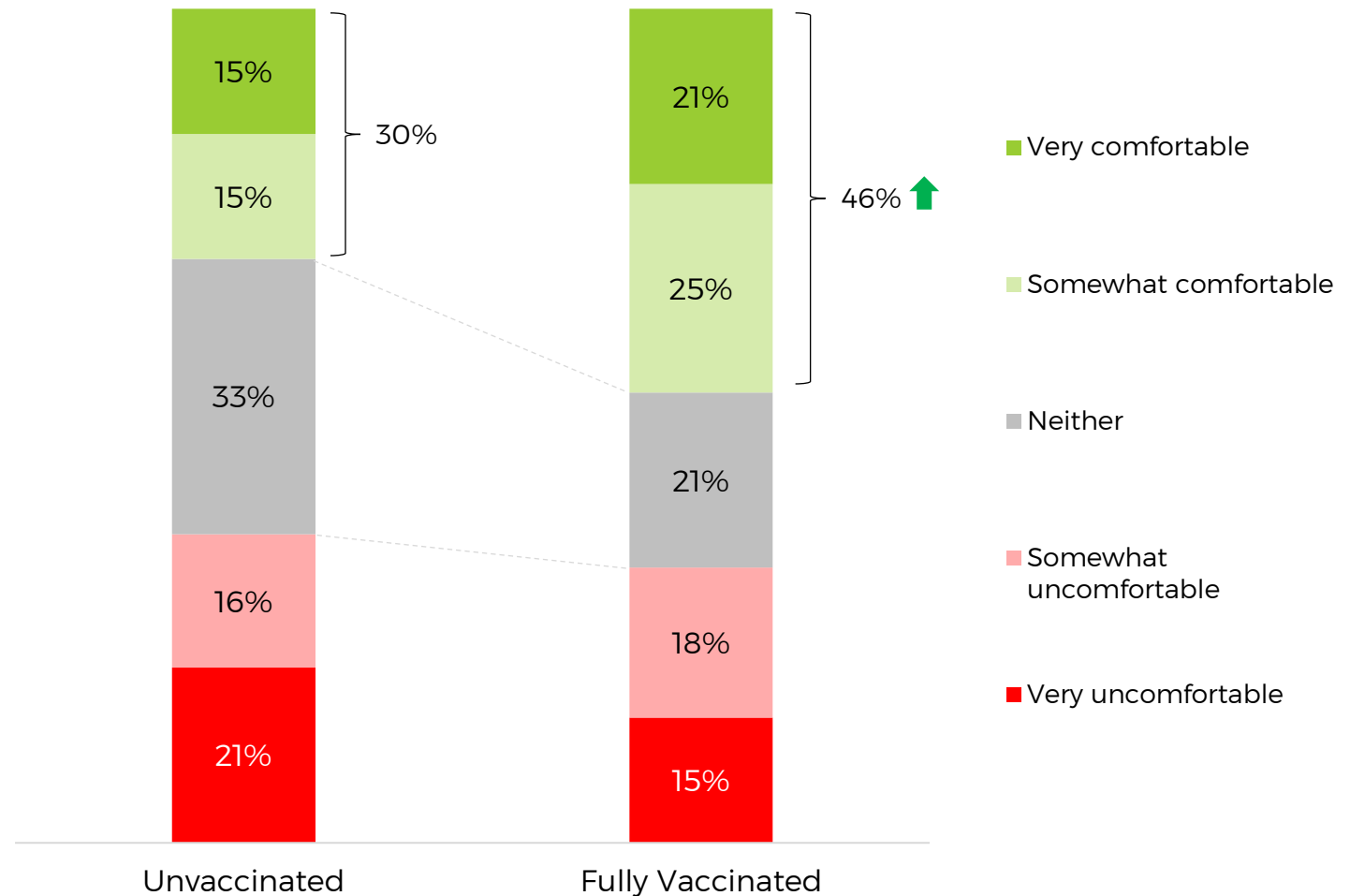


Q. If it was a requirement to get vaccinated to attend sport and entertainment events e.g. football games, movies etc., would this make you any more likely to get vaccinated
Base: Unvaccinated Australians (n=246)
Source: Gemba Insights, August 2021



Once a person is vaccinated there is a significant increase in their comfort at attending large events

COMFORT LEVEL ATTENDING EVENTS WITH LARGE CROWDS (UNVACCINATED VS FULLY VACCINATED)

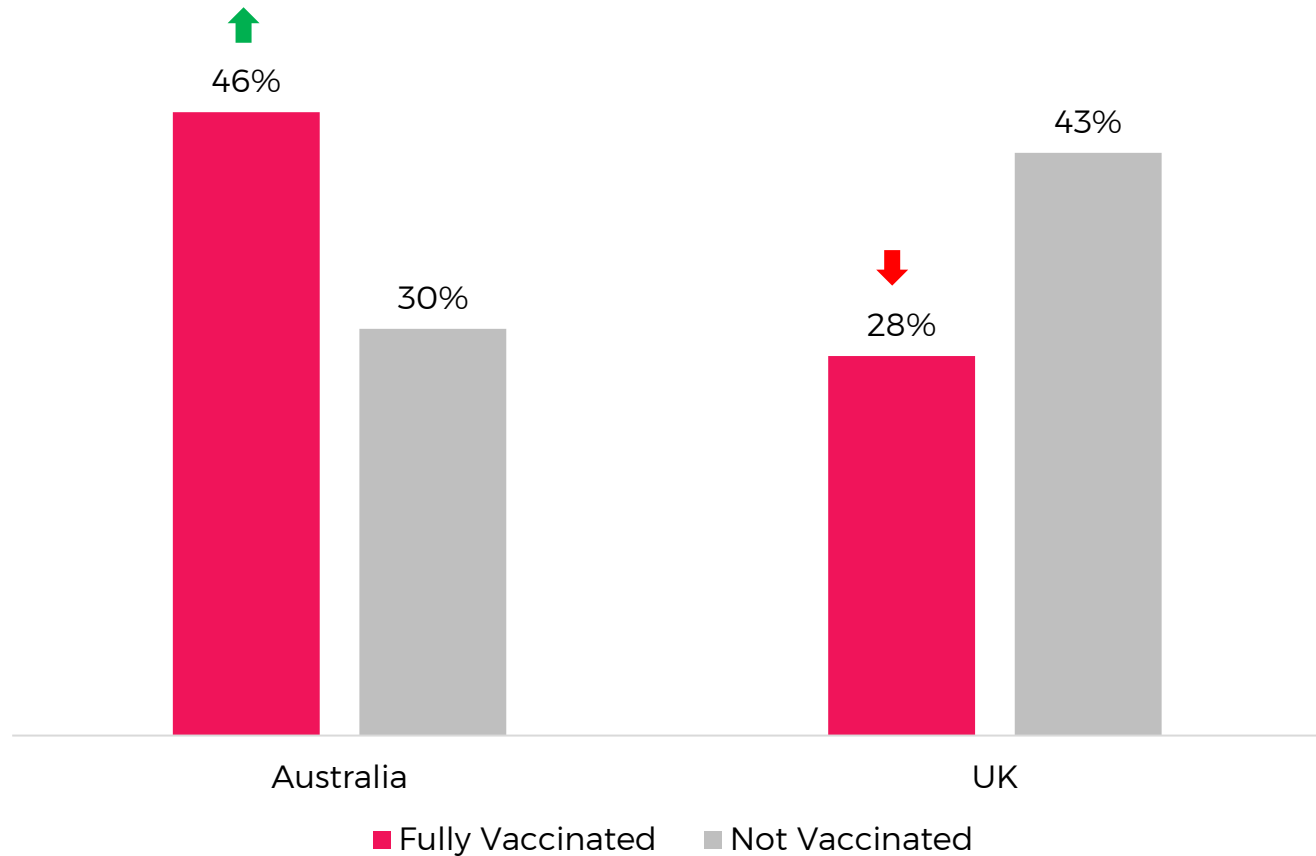


Q. How safe do you currently feel attending events with large crowds?
Base: Fully Vaccinated (n=246), Unvaccinated (n=139)
Source: Gemba Insights, August 2021

↑ ↓ Significant increase or decrease (95% confidence)

Despite vaccines increasing comfort at attending events in Australia, the same is not true for the UK

COMFORT LEVEL ATTENDING EVENTS WITH LARGE CROWDS AUSTRALIA - UK COMPARISON



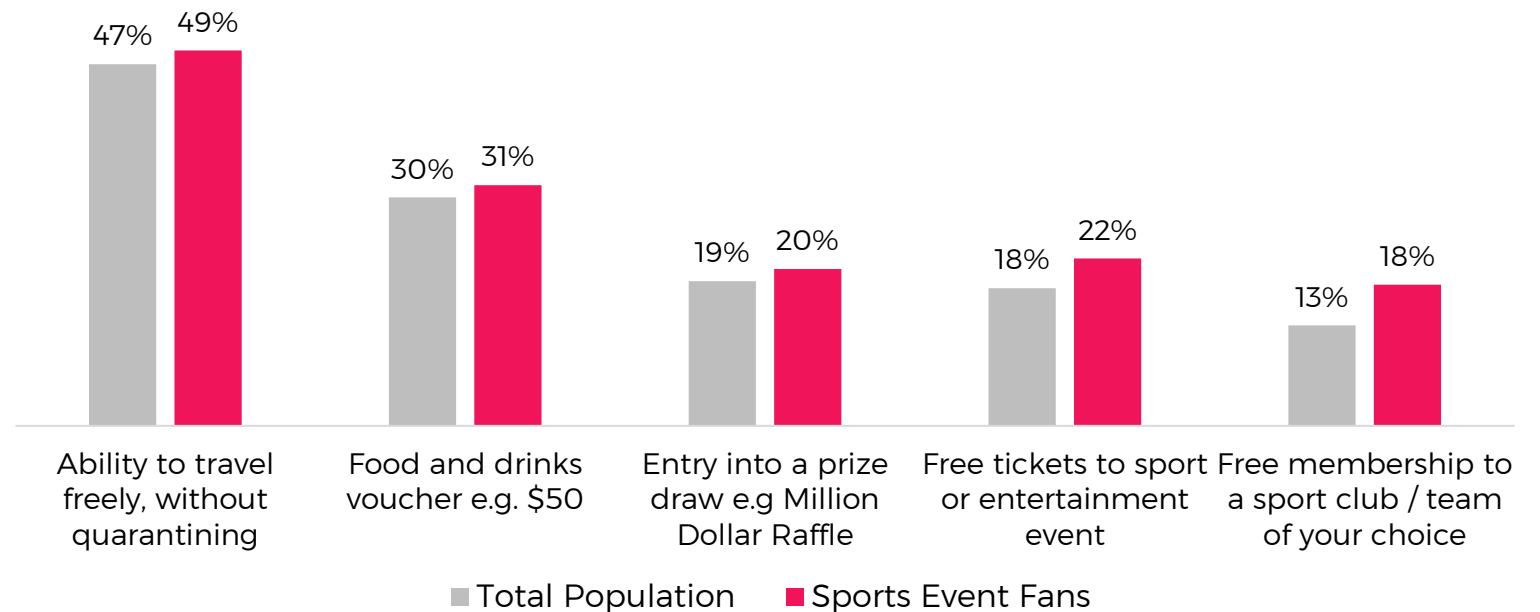
Q. How safe do you currently feel attending events with large crowds?
Base: Fully Vaccinated - Australia (n=246), Unvaccinated - Australia (n=139), Fully Vaccinated - UK (n=77), Unvaccinated - UK (n=57)
Source: Gemba Insights, August 2021

↑ ↓ Significant increase or decrease (95% confidence)



The ability to travel without quarantining would make vaccination more appealing

INCENTIVES TO INCREASE VACCINATION LIKELIHOOD AMONG AUSTRALIANS WHO HAVE NOT BEEN VACCINATED



Note: 'Sports Event Fans' are anyone who is interested (4+5 on a five point scale) in the following sporting events / leagues; AFL, NRL, BBL, Super Rugby, A-League or Supercars

Q. In your opinion which of these incentives would make you most likely get a COVID vaccine?

Source: Gemba Insights, August 2021, n=246

Gemba supplies authoritative insights, strategy, data services, and sponsorship valuations across the sports and entertainment landscape

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