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Vaccine hesitancy and the role sport can play

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AUGUST 2021 | UK



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The vast majority of the UK has received at least one dose of the COVID vaccine

Despite this, there are still challenges in convincing those who remain hesitant of vaccination, as well as restoring confidence in attending large sport and entertainment events



INTRODUCTION

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

A total of **n=492 respondents** were surveyed using a consumer research panel

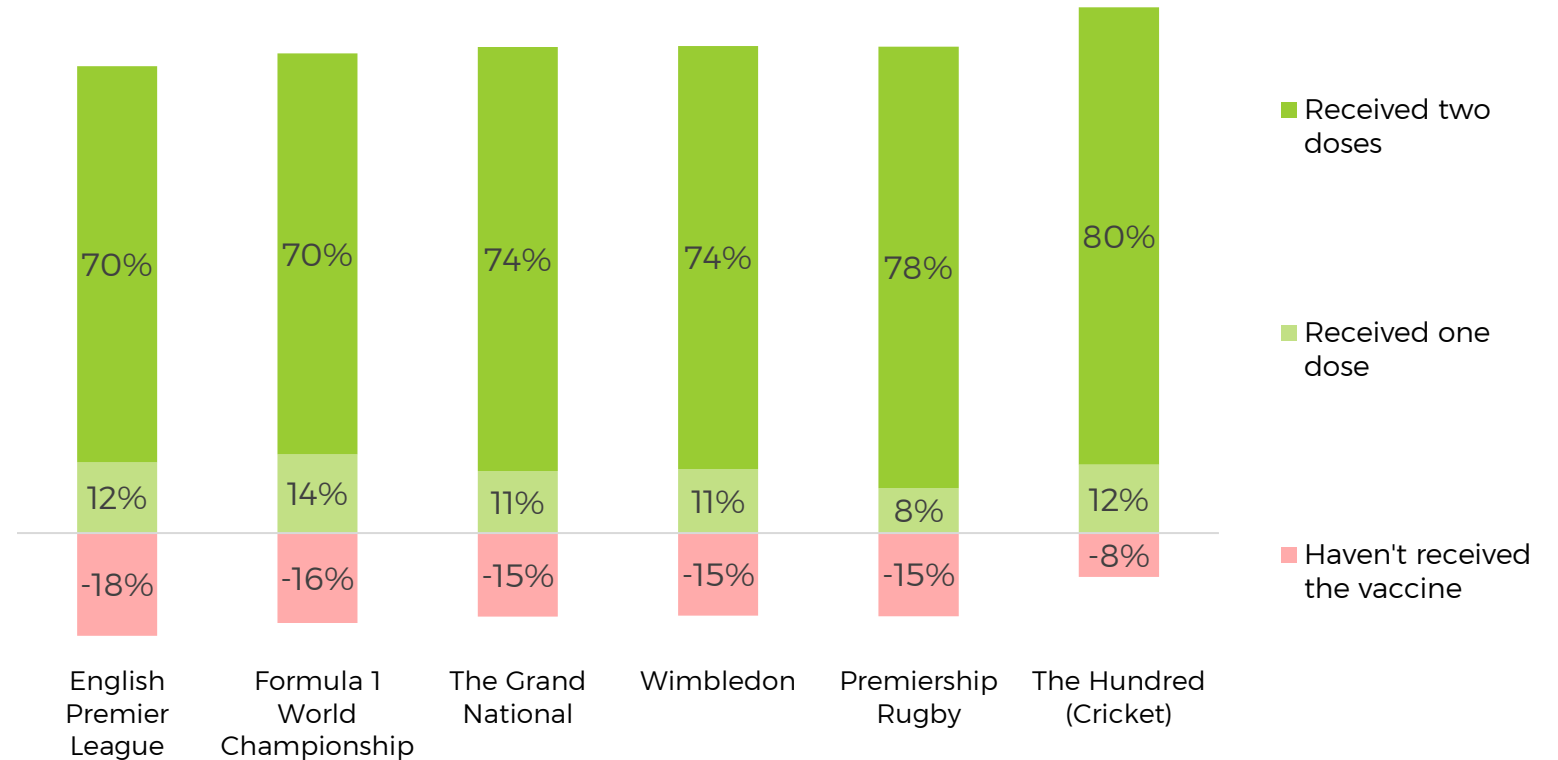
Throughout this report we refer to the:

- **Total Pop.** – Audience representative of the total UK population
- **Sports Event Fans** - Anyone who is interested (4+5 on a five-point scale) in the following sporting events / leagues; English Premier League, Premiership Rugby, The Hundred, Wimbledon, FI and the Grand National

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

In the UK, Cricket and Rugby fans are most likely to be fully vaccinated, with Premier League fans less likely

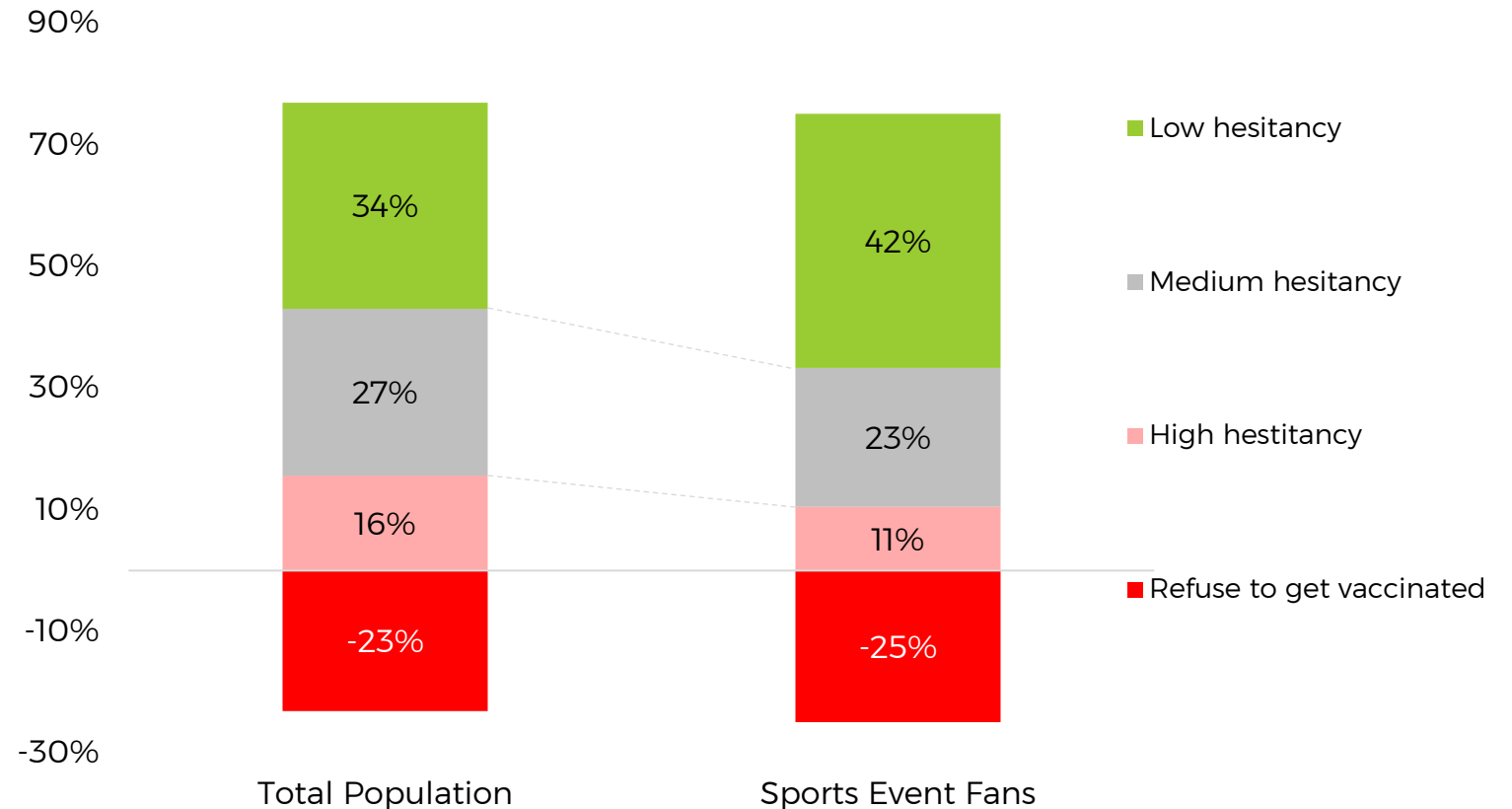
VACCINATION UPTAKE - SPORTING LEAGUE / EVENT FANS



Q. Have you been vaccinated for COVID yet?
Source: Gemba Insights, August 2021, n=492

Sports Fans in the UK have lower levels of hesitancy towards 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; English Premier League, Premiership Rugby, The Hundred, Wimbledon, F1 and the Grand National

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

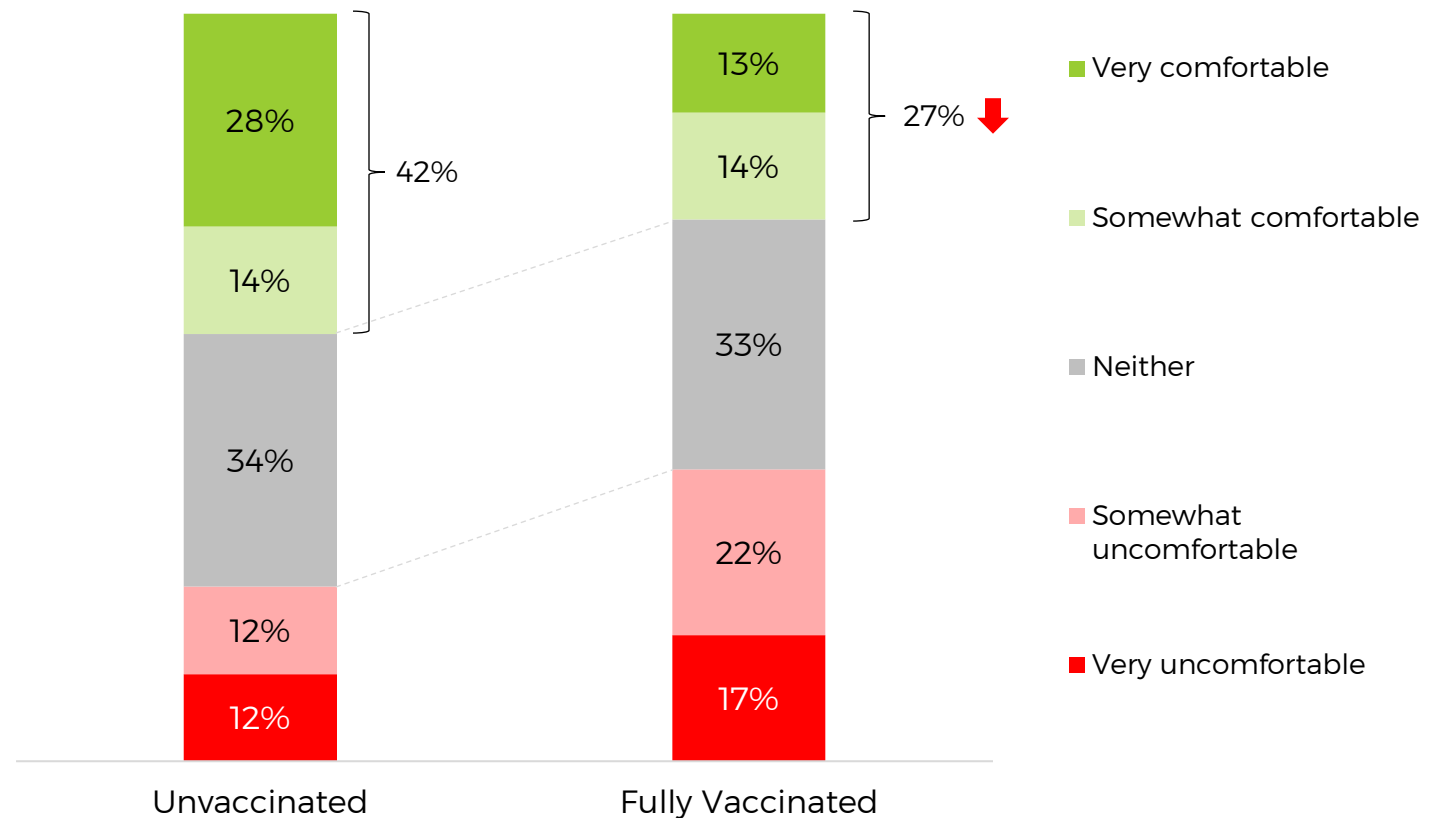
Base: Total Pop (n=77), Sports Fans (n=57)

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

↑ ↓ Significant increase or decrease (95% confidence)

Those who are vaccinated are less comfortable attending large events, relative to the those who are unvaccinated

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

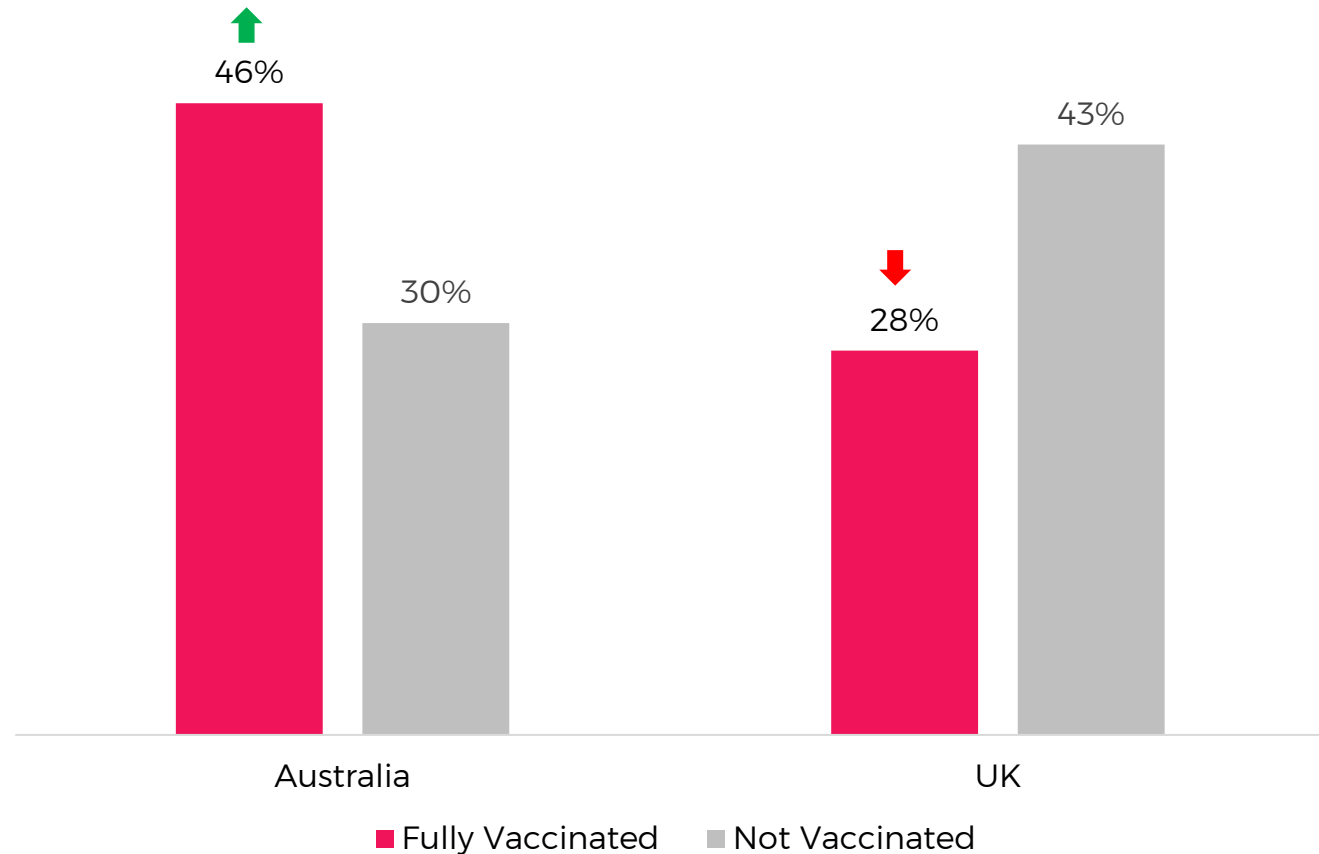


Q. How safe do you currently feel attending events with large crowds?
Base Fully Vaccinated (n=356), Unvaccinated (n=77)
Source: Gemba Insights, August 2021

↑ ↓ Significant increase or decrease (95% confidence)

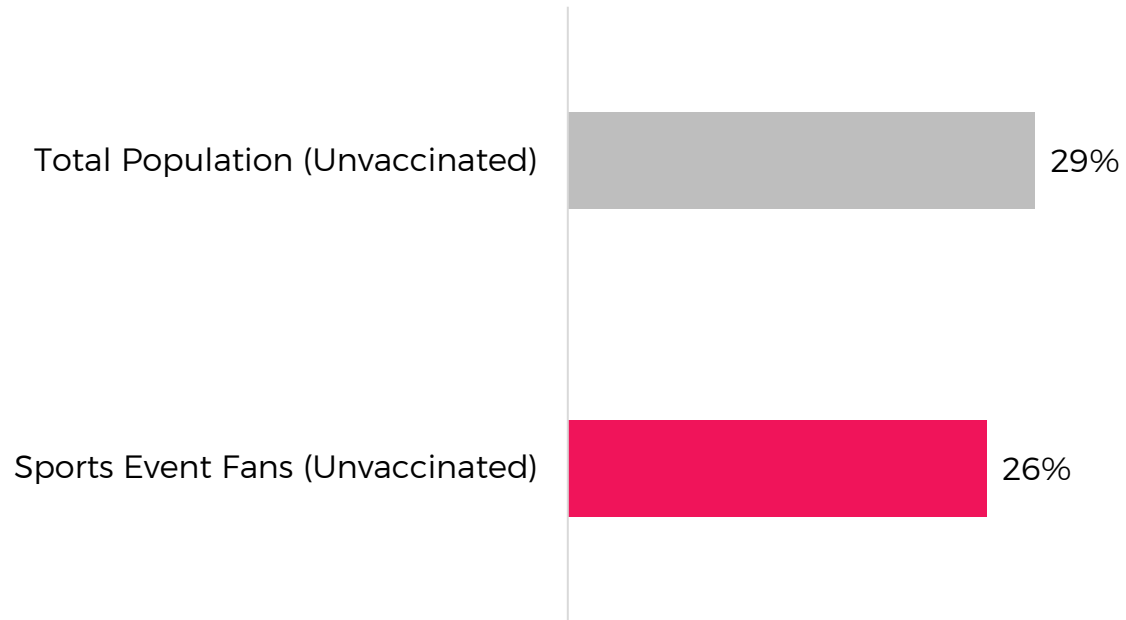
In the UK, those who are vaccinated are less comfortable attending large events, which is in stark contrast to Australia

% OF POPULATION COMFORTABLE ATTENDING LARGE EVENTS (UNVACCINATED VS FULLY VACCINATED)



Mandating vaccinations as a condition of entry would not make UK Sport Fans more likely to get the jab

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



Note: 'Sports Event Fans are anyone who is interested (4+5 on a five point scale) in the following sporting events / leagues; English Premier League, Premiership Rugby, The Hundred, Wimbledon, F1 and the Grand National

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: Total Pop (n=77), Sports Fans (n=57)

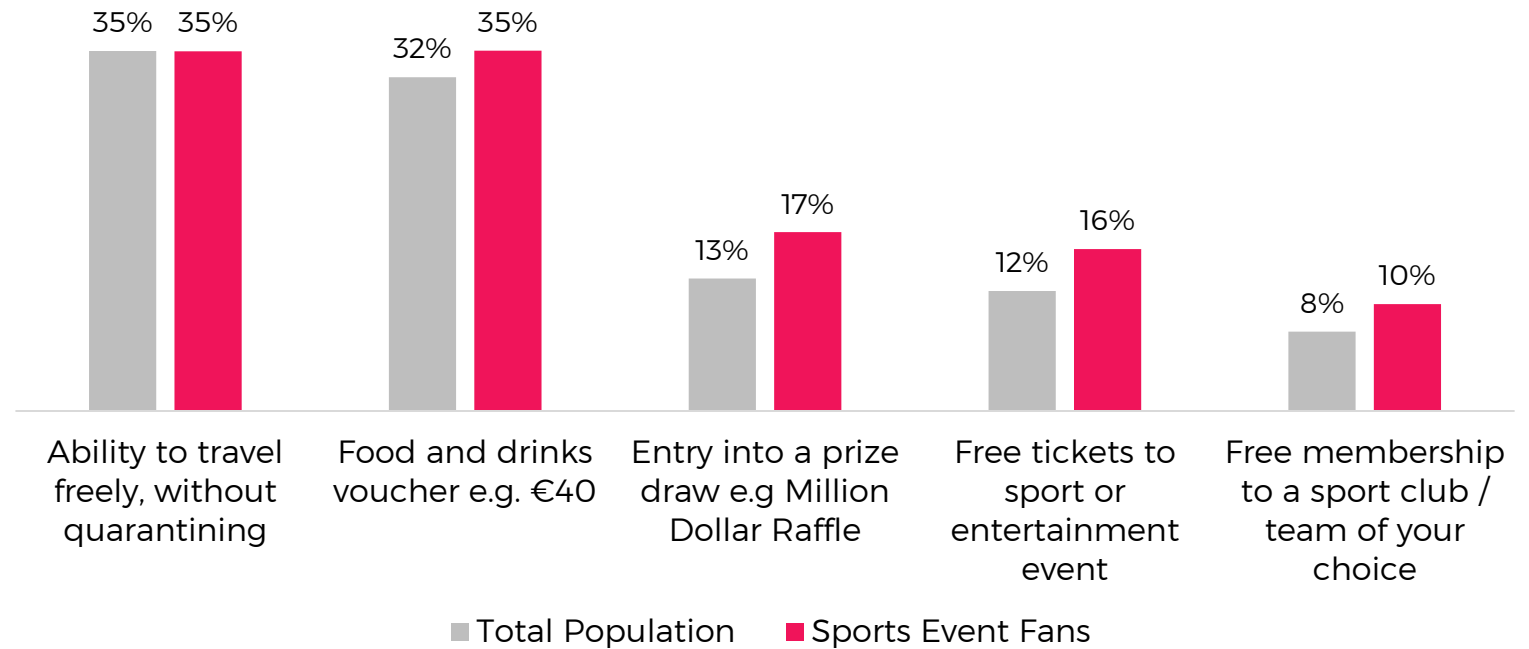
Source: Gemba Insights, August 2021





The ability to travel as well as food and drink vouchers were the most appealing incentives

INCENTIVES TO INCREASE VACCINATION LIKELIHOOD (AMONG THOSE 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; English Premier League, Premiership Rugby, The Hundred, Wimbledon, F1 and the Grand National

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

Base n=77

Source: Gemba Insights, August 2021

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

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