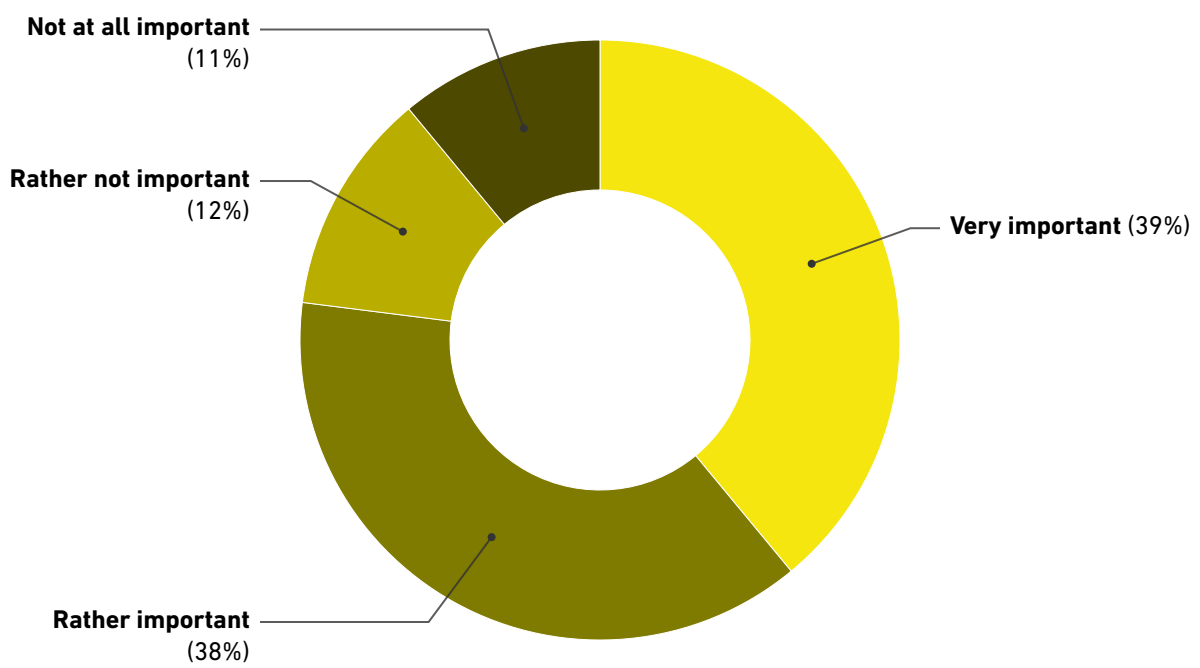
Importance of the appearance of diverse groups of people in sports campaigns



Source: ONE8Y

Survey date: 14.02.2023 to 15.02.2023
Survey country: Germany
Sample: n=1,008 interested in sports (top 2 on 4-point scale, representative to population census, 16-69 years)
Question: How important is the appearance of transgender people, non-binary people, Black Indigenous people of color, people with disabilities in sports campaigns to you? (aided answers)