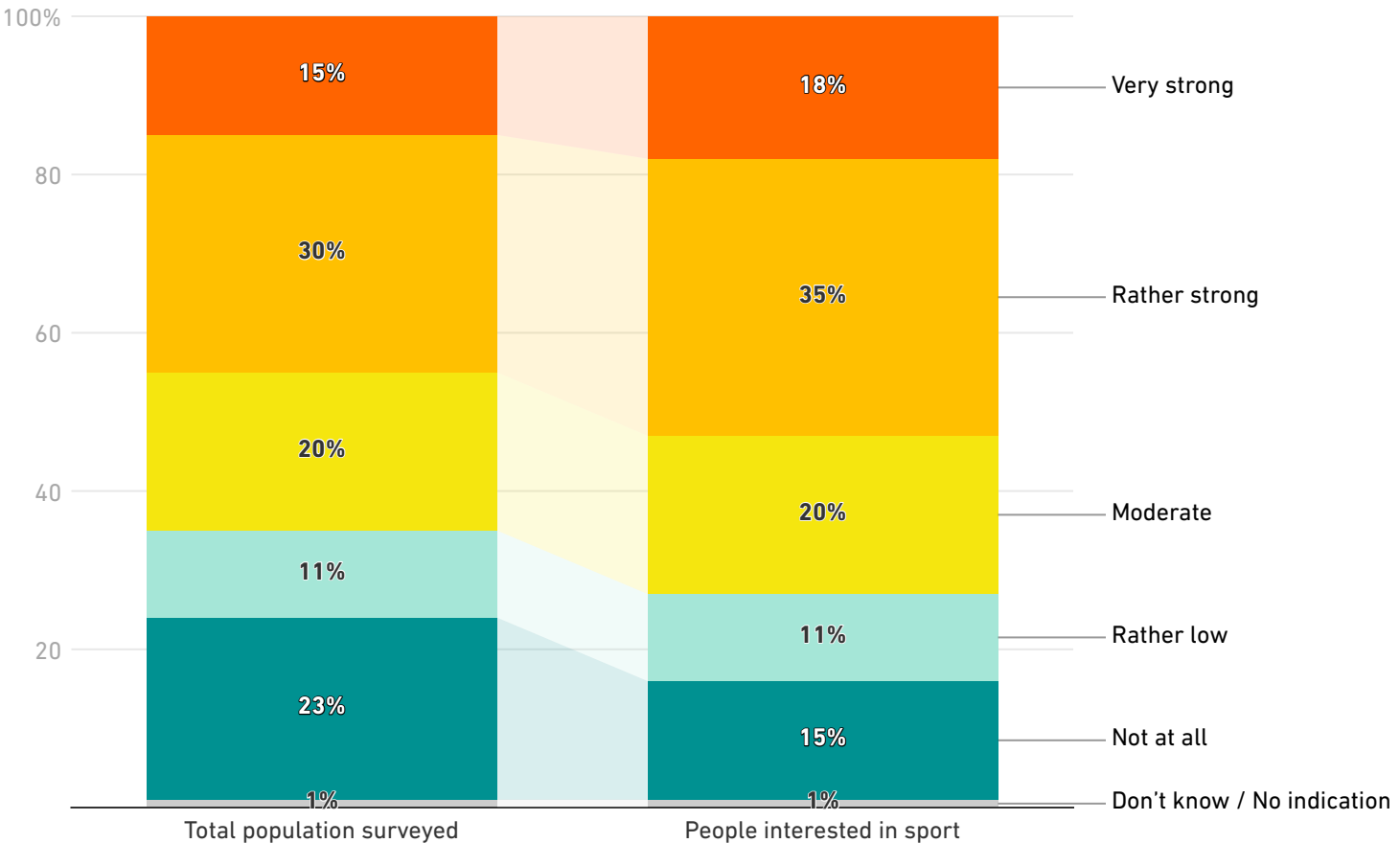


# Strength of the sports context when sharing personal contact data



Source: ONE8Y  
Survey date: Germany  
Survey country: Deutschland  
Sample: n=1,138 total population surveyed who have shared contact details with companies and organizations in the past 12 months, including n=948 people interested in sport (top 2 on 4-point scale)  
Question: You indicated that in the past 12 months you have shared your contact details with at least one brand, organization, or company. How strong was the sports connection on that occasion?