

# Aided awareness of selected campaigns/ initiatives in the context of diversity

adidas: "Impossible is nothing - I'm possible"

41%

DFB: "Bund für Vielfalt"

34%

VfL Wolfsburg: "Wir für Vielfalt"

19%

No indication

35%

Source: ONE8Y

Survey date: 02.02.2023 to 15.02.2023

Survey country: Germany

Sample: n=2,063 people interested in sports (top 2 on 4-point scale, representative to population census, 16-69 years)

Question: Which of these campaigns or initiatives are you familiar with, even if only by name? (Multiple answers possible; aided answers)