

eBay

H&M

Facebook

Zalando

Benetton

Microsoft

Pepsi

NIVEA

DFB

Google

Other

McDonald's

No indication

Source: ONE8Y

Survey country: Germany

Survey date: 02.02.2023 to 03.02.2023

congstar

Deutsche Post DHL

0.4%

0.4%

0.4%

0.4%

0.3%

0.3%

0.3%

0.2%

0.2%

0.2%

0.2%

0.2%

0.2%

17.6%

Question: Which company/ brand do you feel most represents diversity? (unaided answers)

Sample: n=1,001 people interested in sports (top 2 on 4-point scale, representative to population census, 16-69 years)

62.3%