

Online Survey

ISPO Munich

Women in Sports Business



Messe München
Connecting Global Competence



Method / procedure

Field time

23. November -11. December 2018

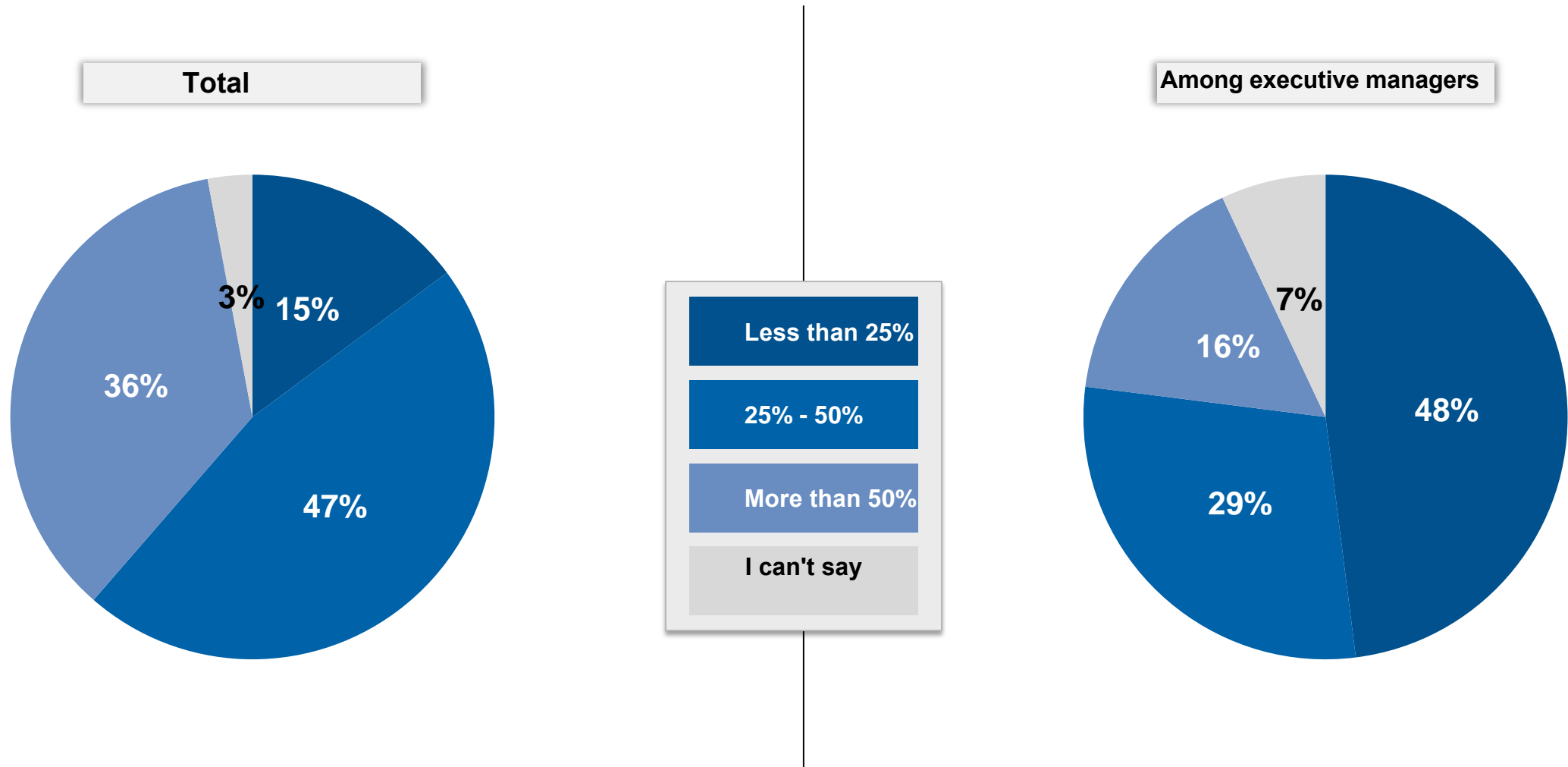
Basic population

Visitor and exhibitors of ISPO Munich
833 interviews

Survey methodology

Anonymous online survey in German and
English

Proportion of women in the company

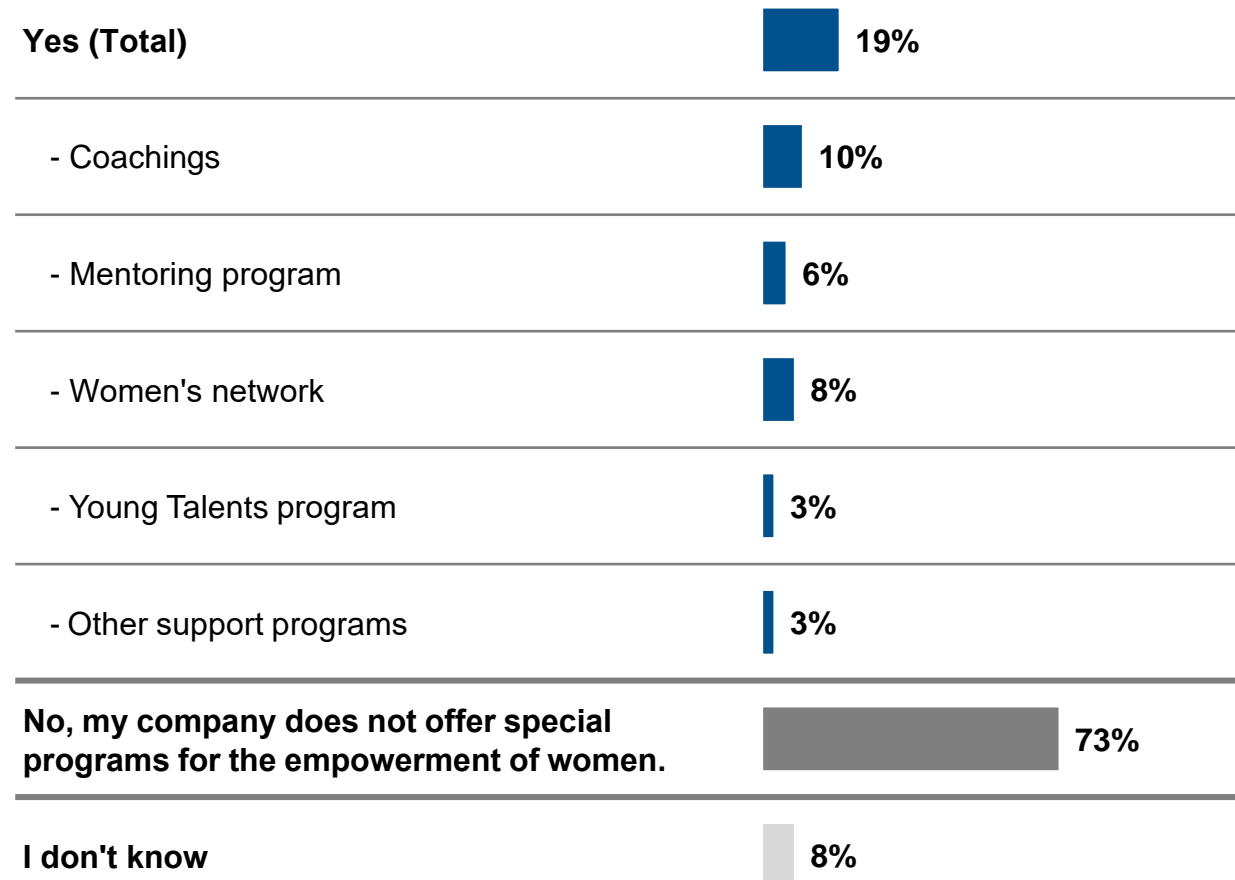


Basis: All respondents, rounding differences possible

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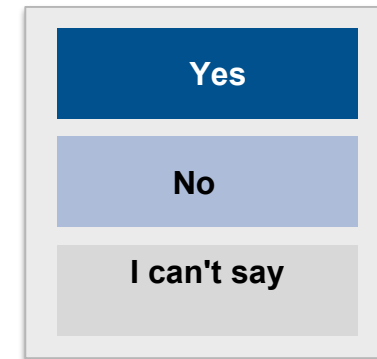
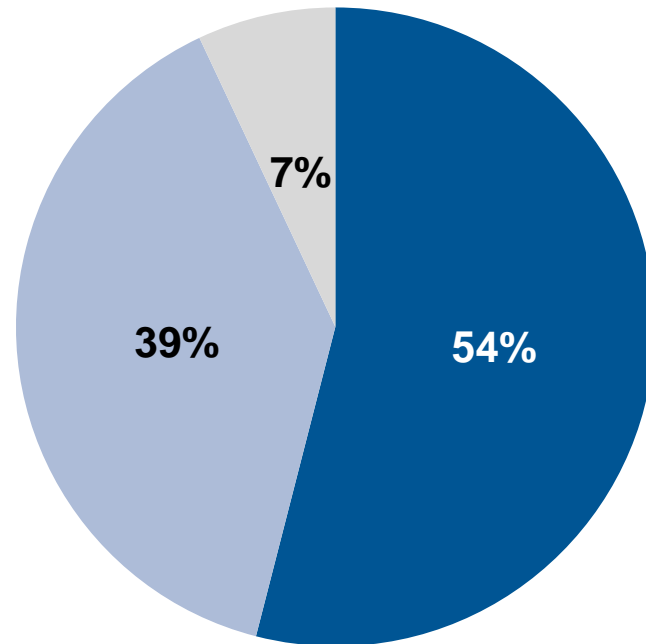
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(Support) programs for women in companies



Basis: All respondents, multiple answers possible

Addressing the compatibility of job and family in the corporate image

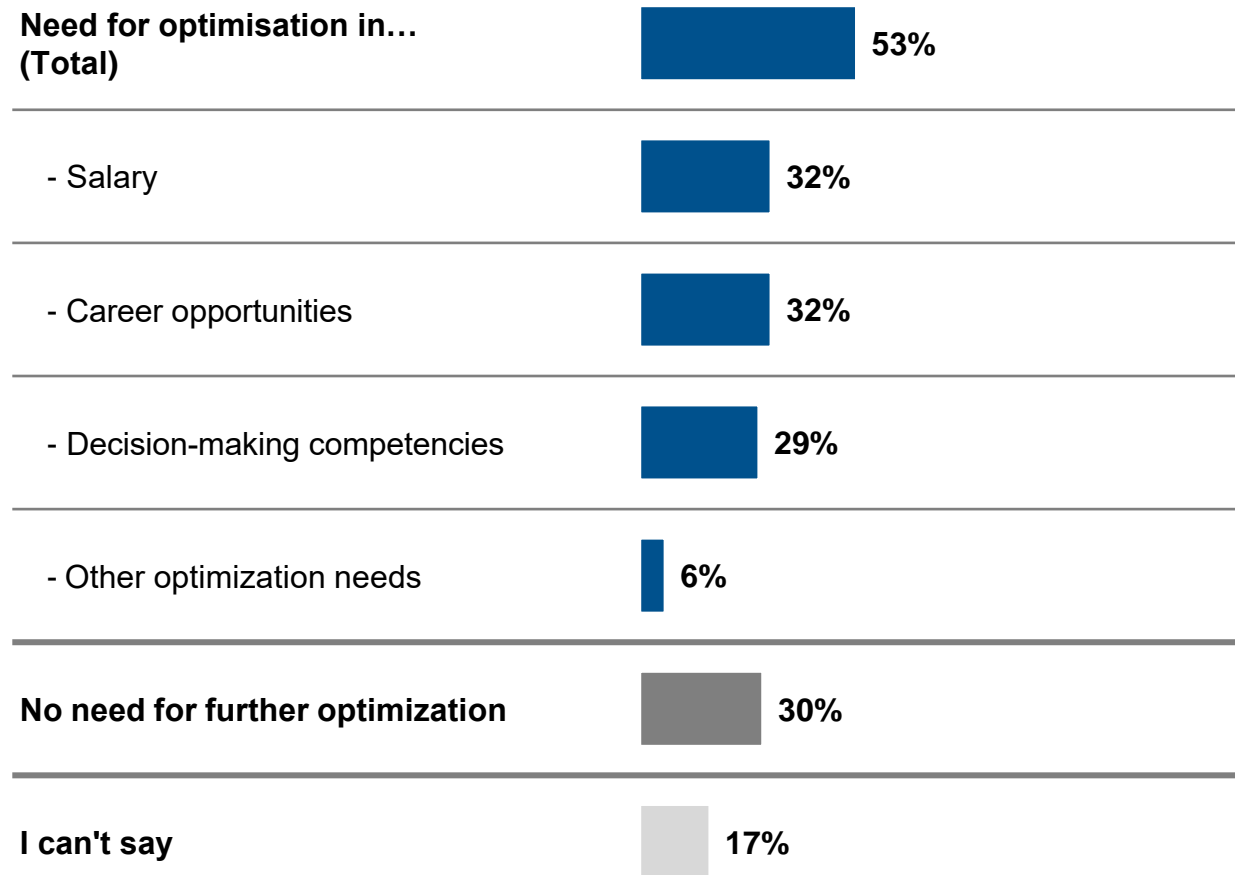


Basis: All respondents, rounding differences possible

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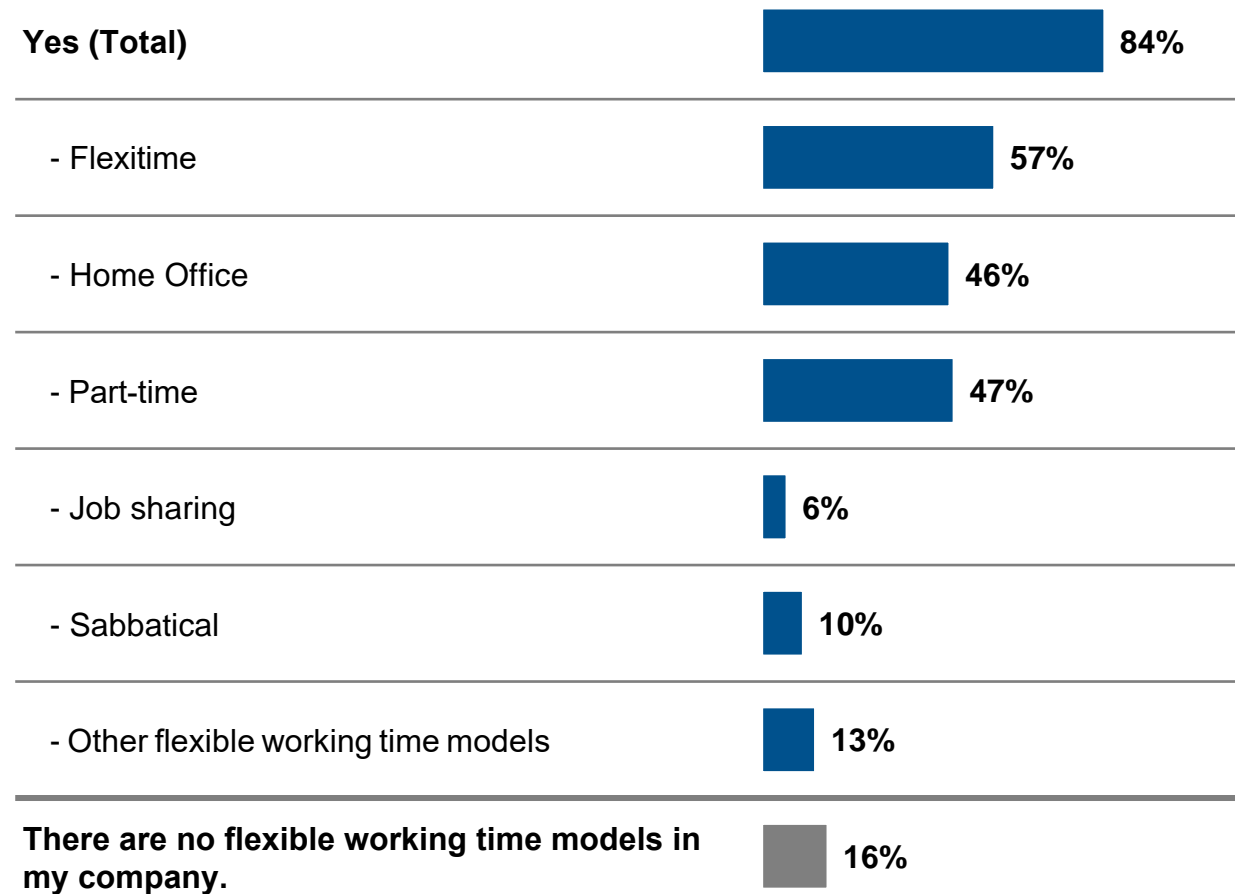
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Equality between men & women in the company



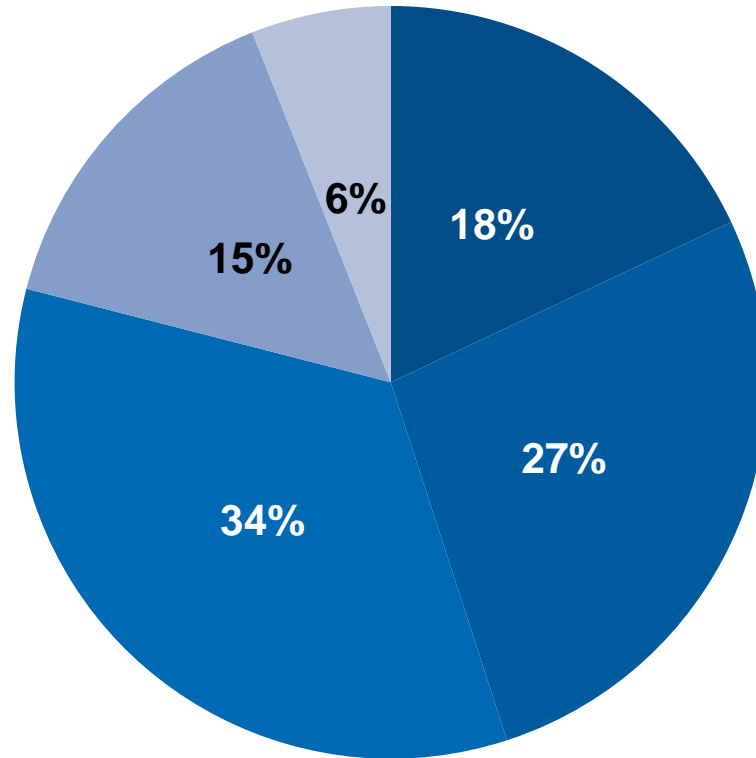
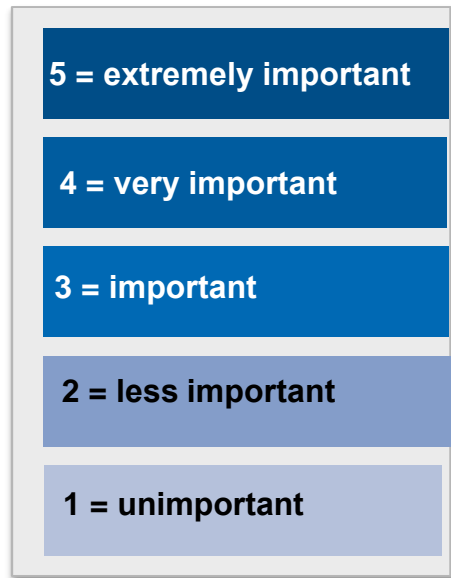
Basis: All respondents, more than one answer possible

Offering flexible working time models within the company

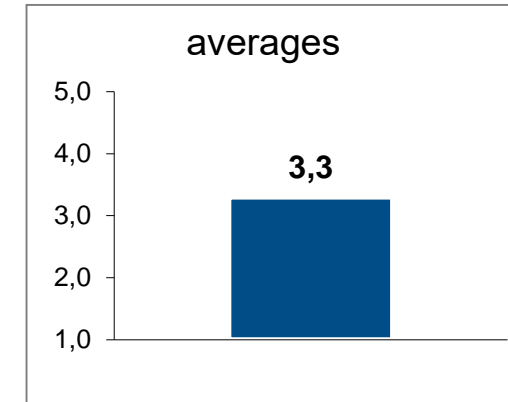


Basis: All respondents, more than one answer possible

Importance of the target group "women" for turnover



TOP 2 (5+4)	45%
TOP 3 (5+4+3)	79%
LOW 2 (2+1)	21%

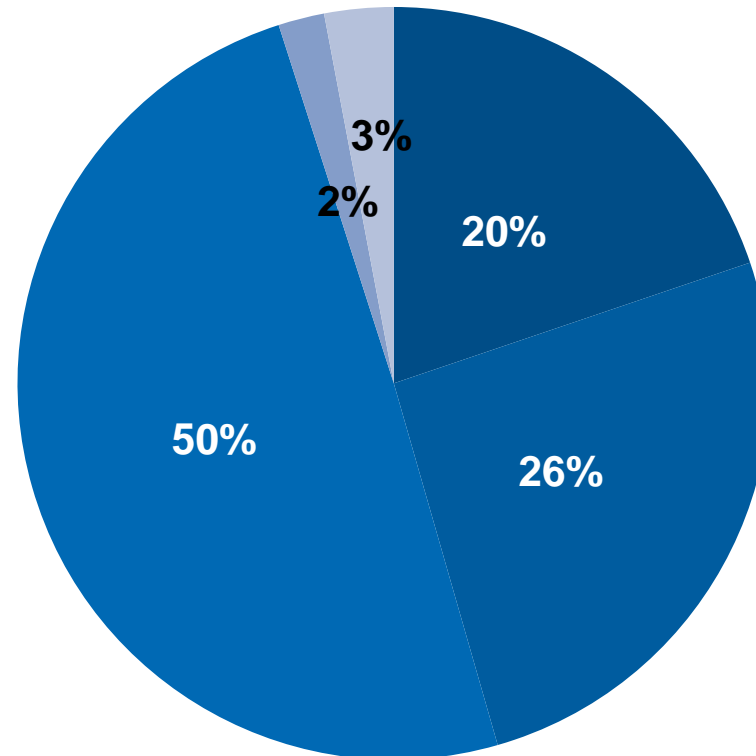
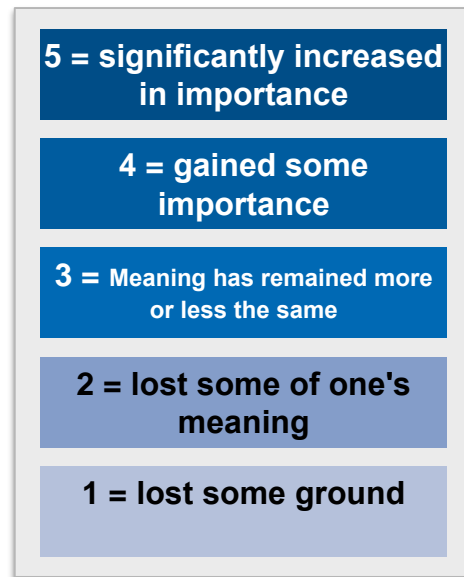


Basis: **Brands**, rounding differences possible

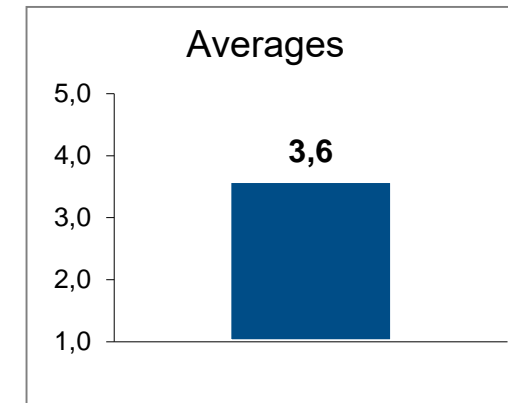
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Changed significance of the "women" target group

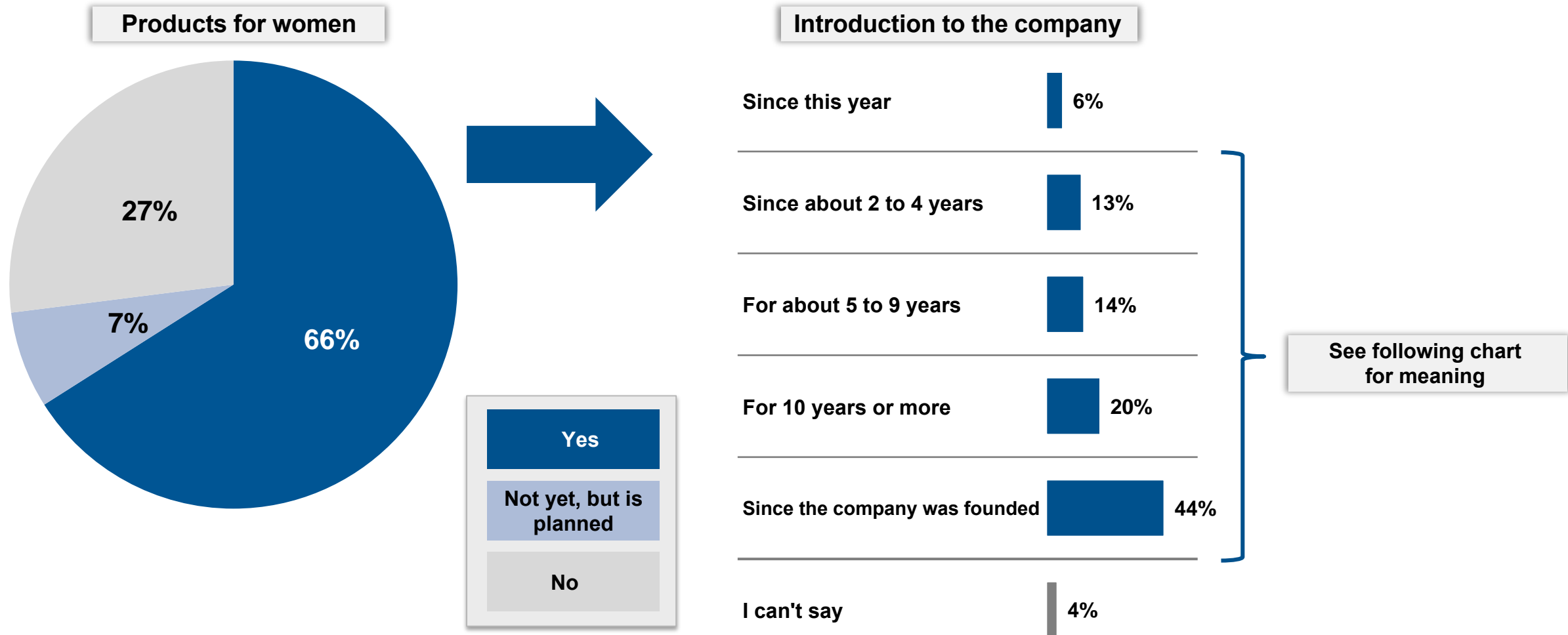


TOP 2 (5+4)	46%
TOP 3 (5+4+3)	96%
LOW 2 (2+1)	5%



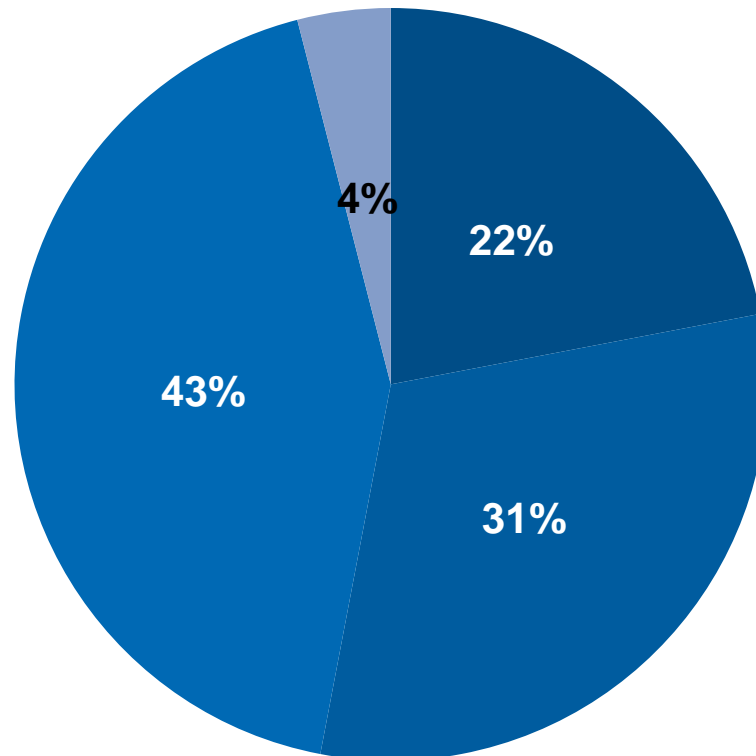
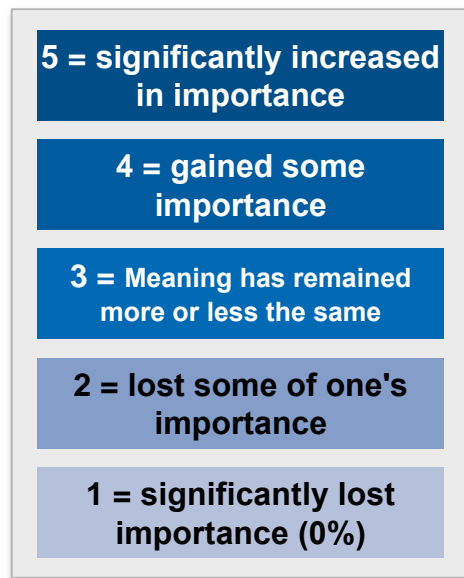
Basis: **Brands**, rounding differences possible

Special products for women

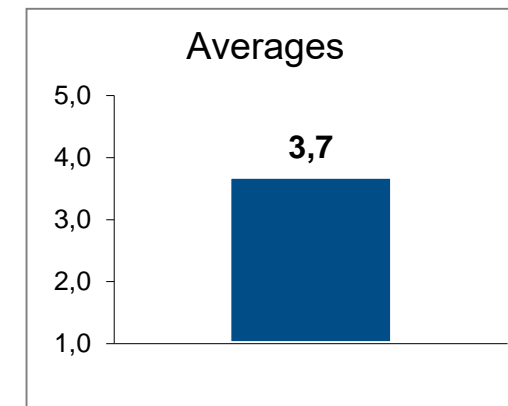


Basis: brands or brands in whose companies there are special products for women, rounding differences possible

Changing significance of women's collections and products

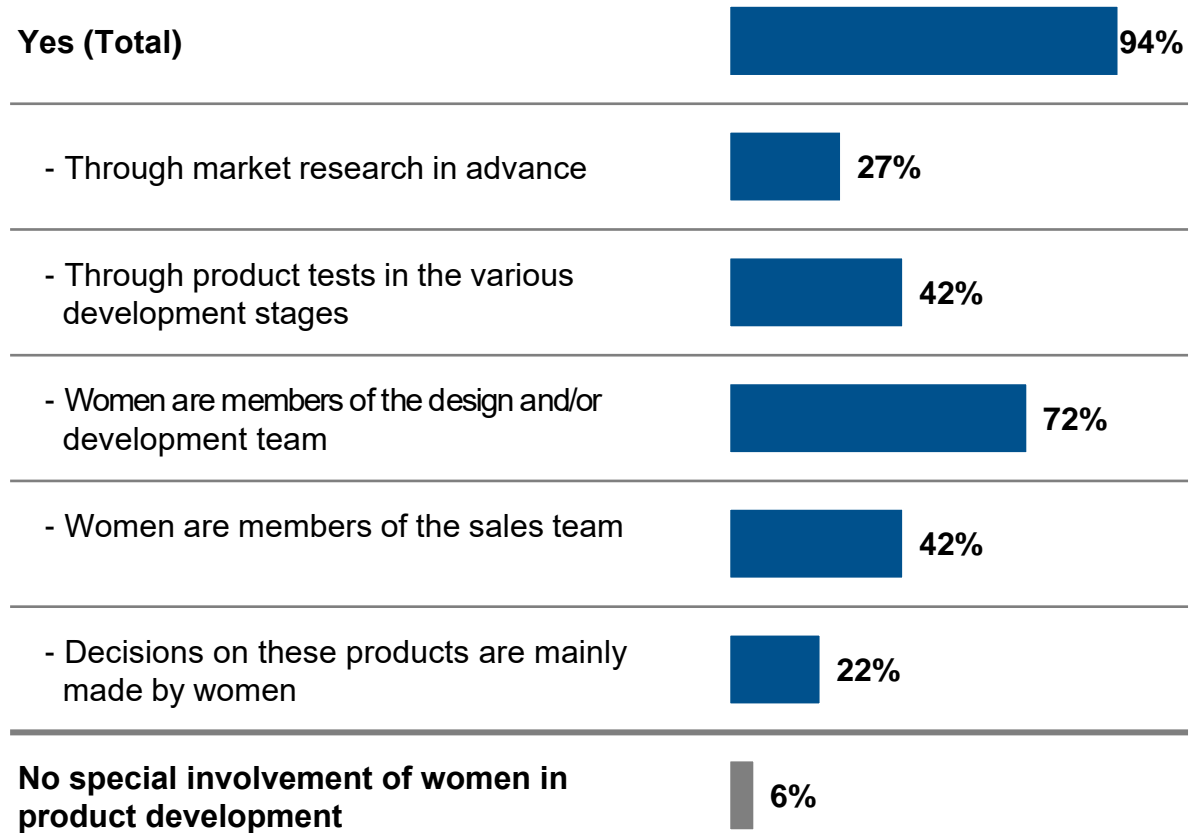


TOP 2 (5+4)	53%
TOP 3 (5+4+3)	96%
LOW 2 (2+1)	4%



Basis: Brands whose companies have been offering special products for women for at least 2 years, rounding differences may occur.

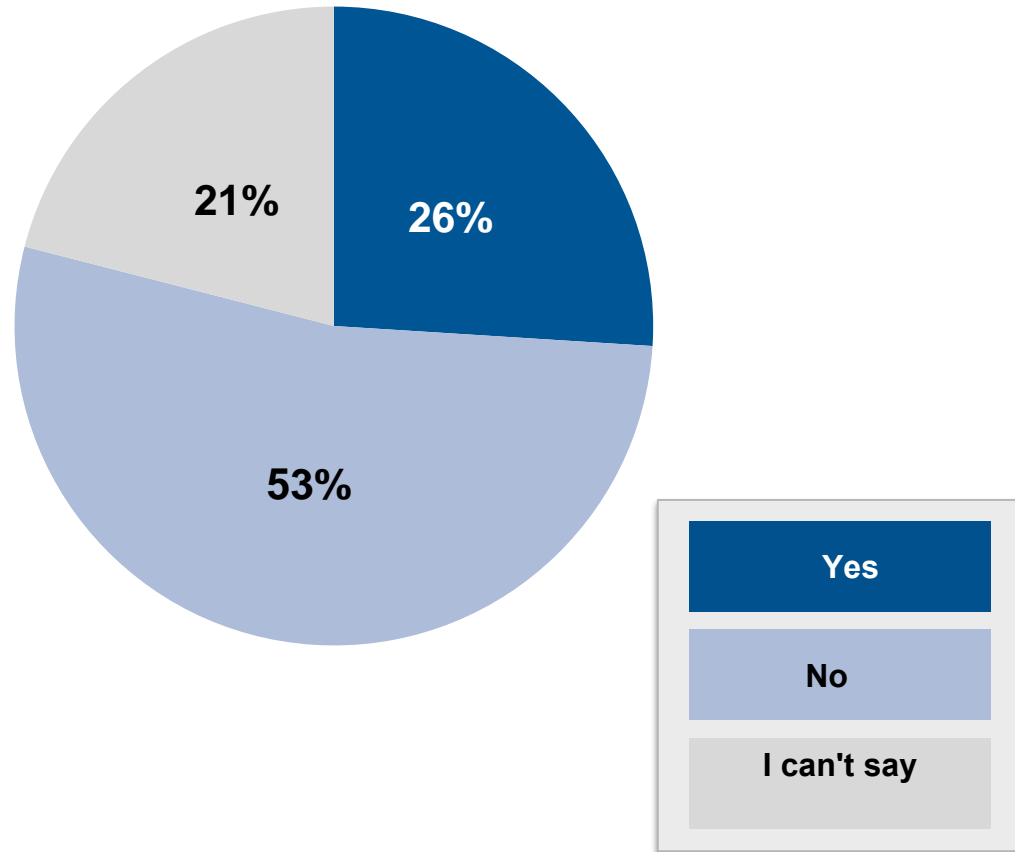
Involving women in the development of women's products



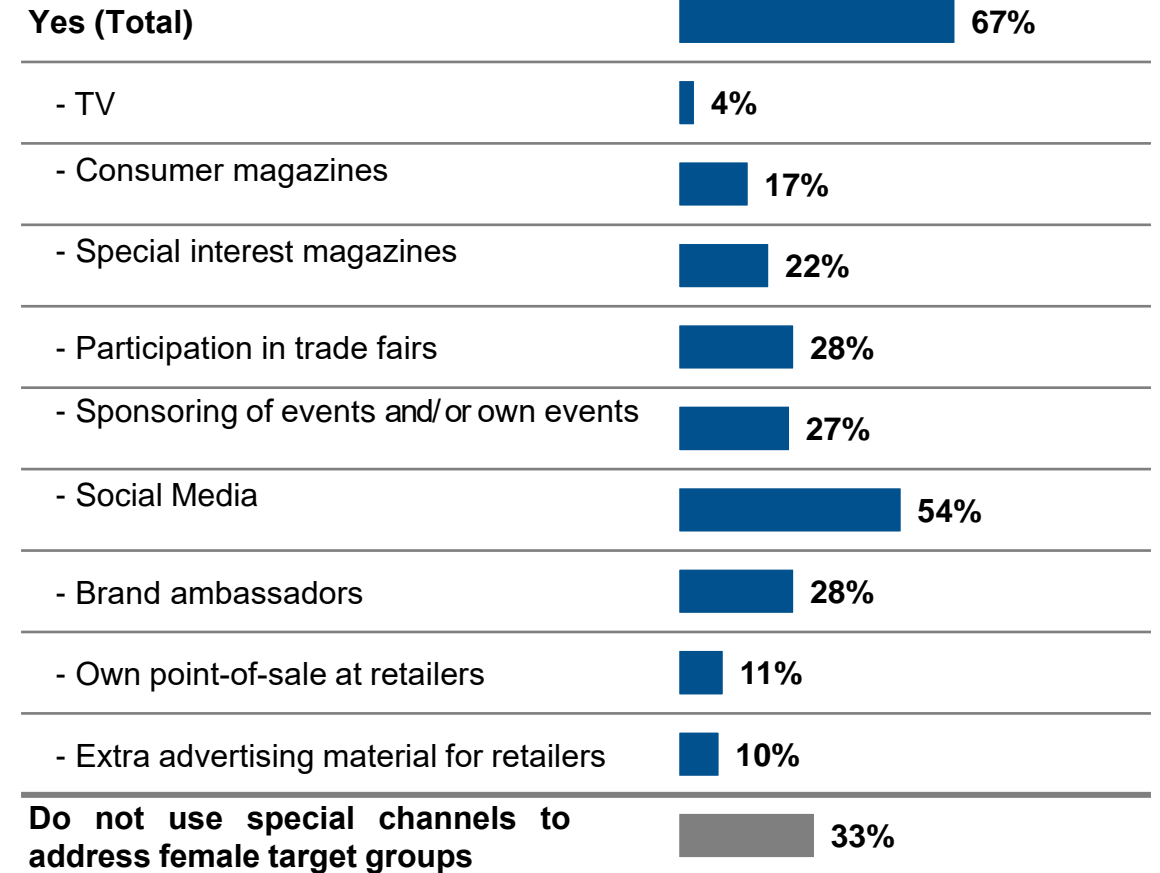
Basis: Brands in whose companies there are special products for women, multiple answers possible

Campaigns & Marketing for female target group

Campaign planning for female target group



Communication and marketing channels for female target groups

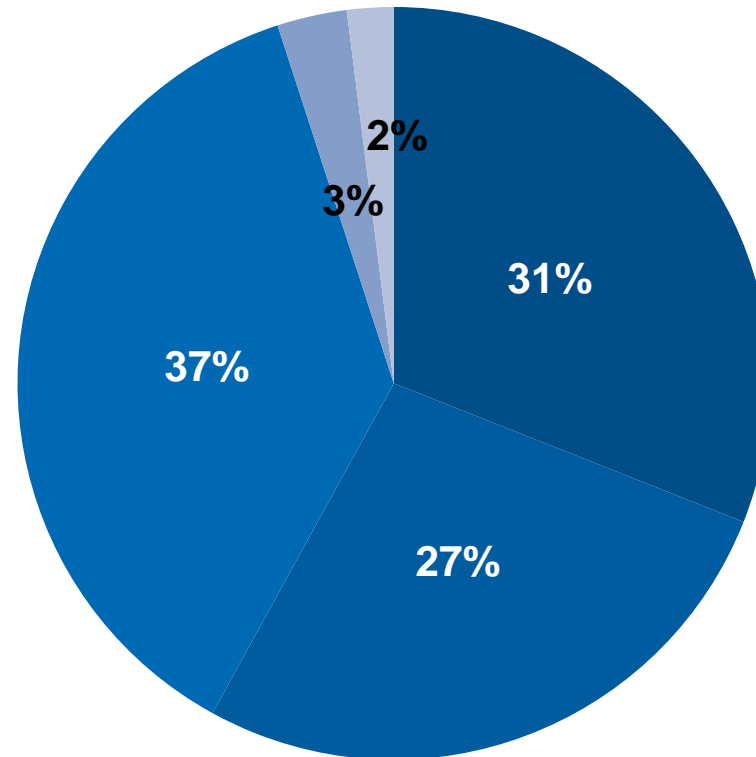
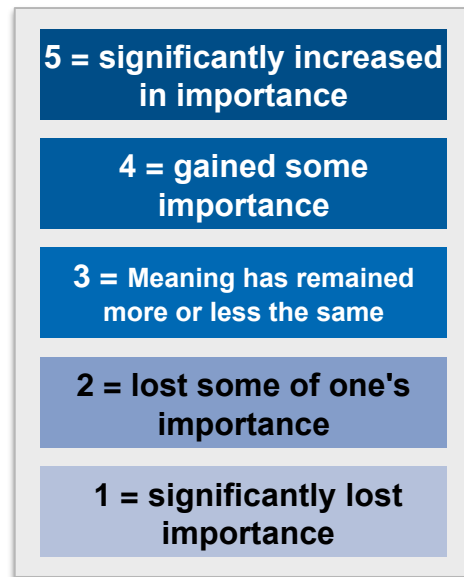


Basis: Manufacturer, rounding differences possible

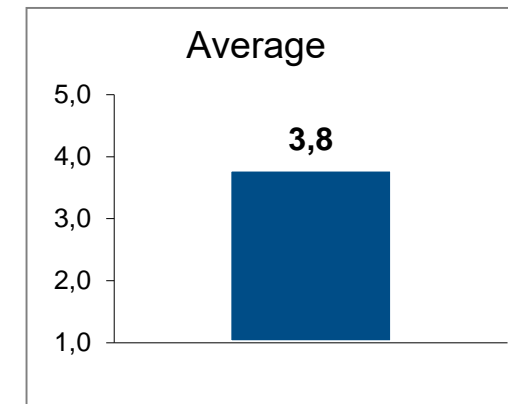
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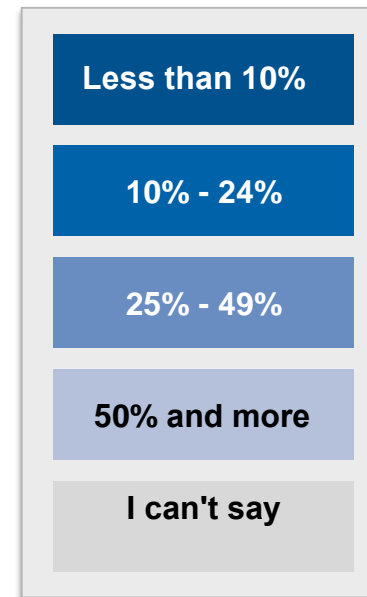
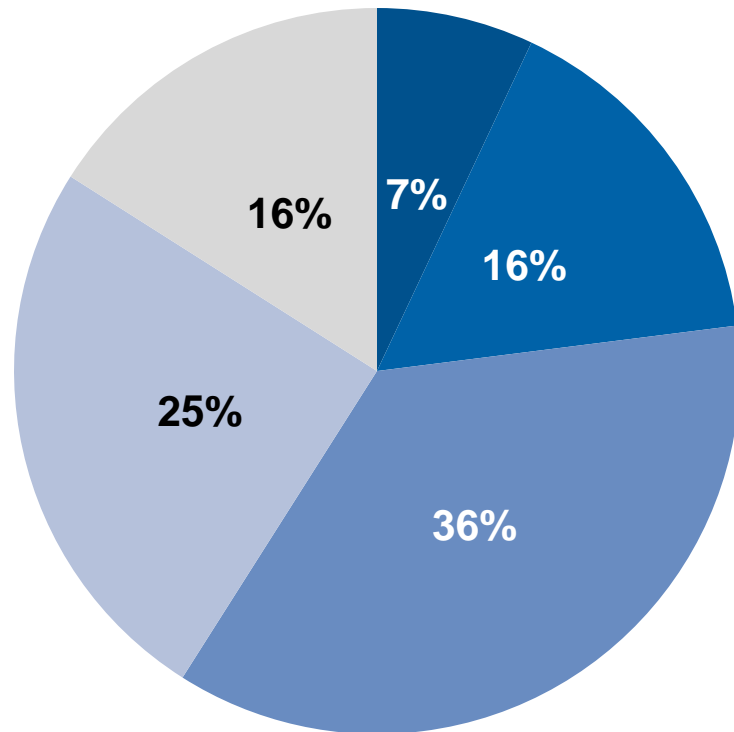
Changed proportion of special women's products



TOP 2 (5+4)	58%
TOP 3 (5+4+3)	95%
LOW 2 (2+1)	5%



Share of women's collections and products in the overall portfolio



Basis: Retailers, rounding differences possible

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Addressing the female target group through ...

