Perception and attractiveness of English-language event titles in sport

Perception	
Very positive	10%
Rather positive	28%
Neutral	45%
Very negative	5%
Rather negative	8%
Don't know/ No indication	5%

Name	
Finals	48%
Challenge	35%
Battle	25%
Showdown	25%
Ultimate	19%
None of the above	13%
Don't know/ No indication	3%

Source: ONE8Y

Survey date: 07/22/2025 to 07/23/2025
Survey country: Germany
Sample: n=1,920 people interested in sports (top 2 on 4-point scale)
Question: To what extent does an English or American-sounding event title influence your interest in a sporting event? Which of these terms do you find particularly appealing or modern?