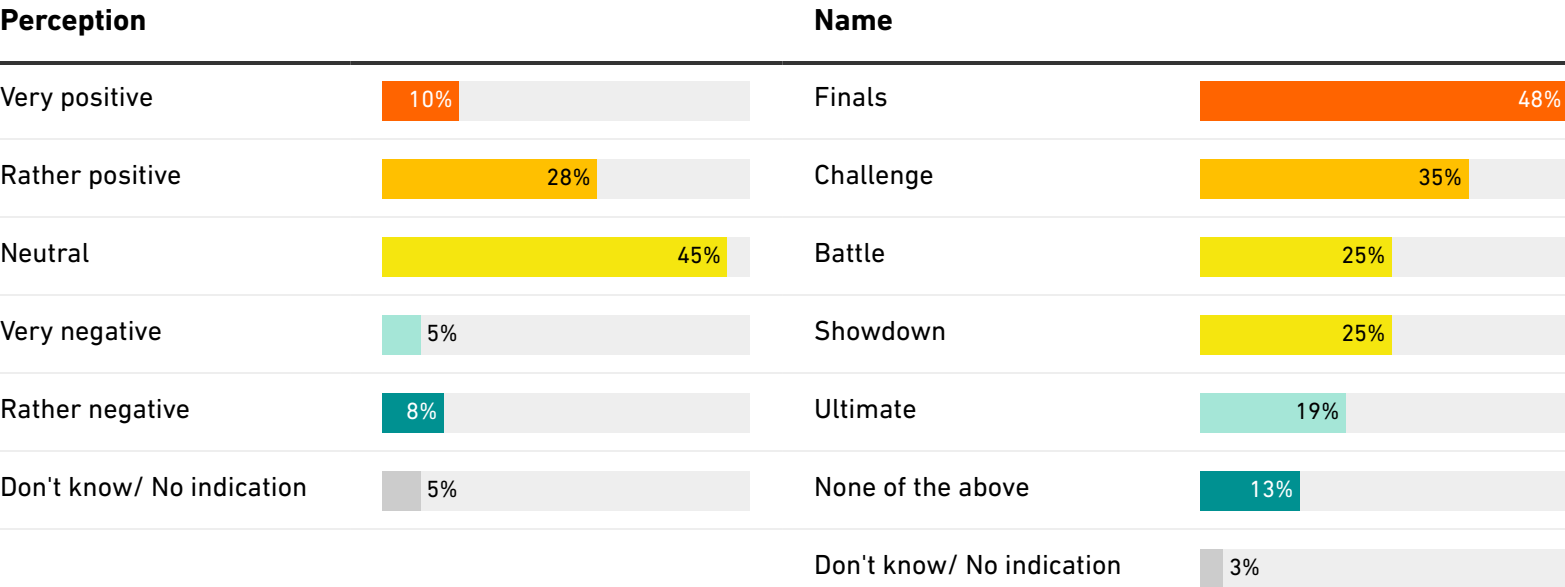


# Perception and attractiveness of English-language event titles in sport



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?