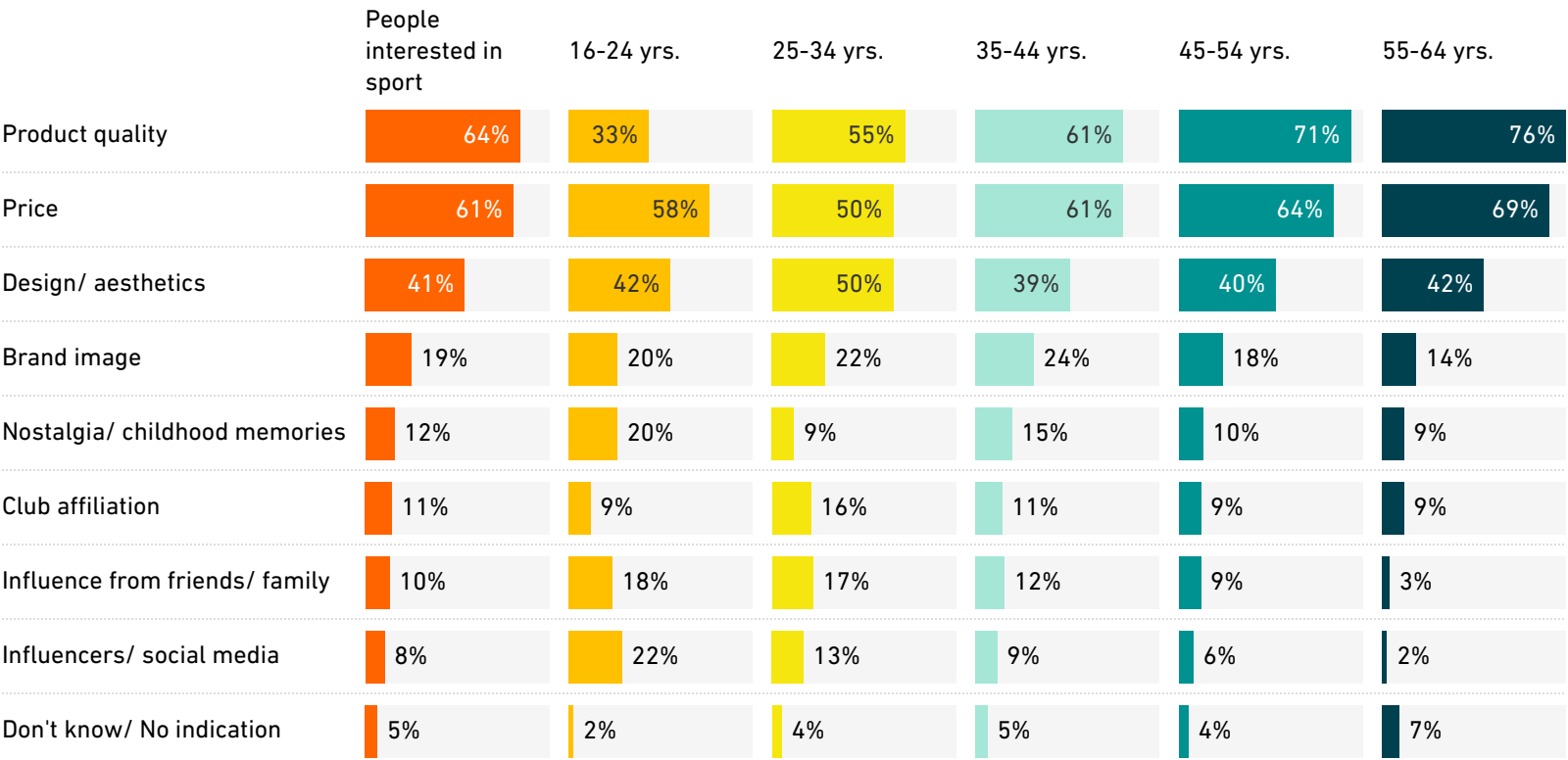
Factors influencing purchase decisions for sports brands (by age)



Source: ONE8Y

Survey date: 09/16/2025 to 09/17/2025
Survey country: Germany
Sample: n=1,500 people interested in sport (top 2 on 4-point scale), with n=90 (16-24 yrs.), n=240 (25-34 yrs.), n=416 (35-44 yrs.), n=418 (45-54 yrs.), n=304 (55-64 yrs.)
Question: Which of the following factors influence your decision to buy sports brands? (multiple answers possible; aided answers)