

Perception of event terms in target group comparison

Very often Often Occasionally Rarely Never Don't know/ No indication

Interested in sport



Gen Z



Best Ager 55+



Gen Z: 16 to 29 yrs.

Best Ager: 55+ yrs.

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), including n=498 Gen Z and n=338 best agers 55+

Question: "When you think of current sporting events, how often do you see terms such as finals, challenge, showdown or ultimate in event names?"