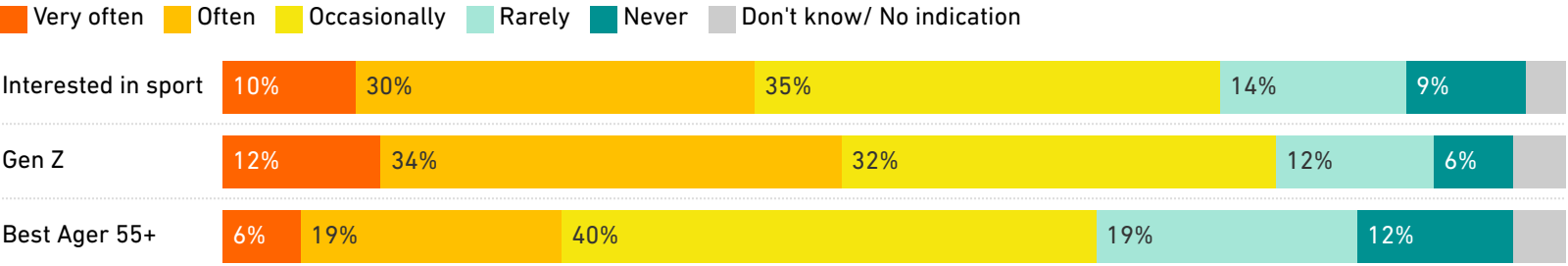
Perception of event terms in target group comparison



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?"