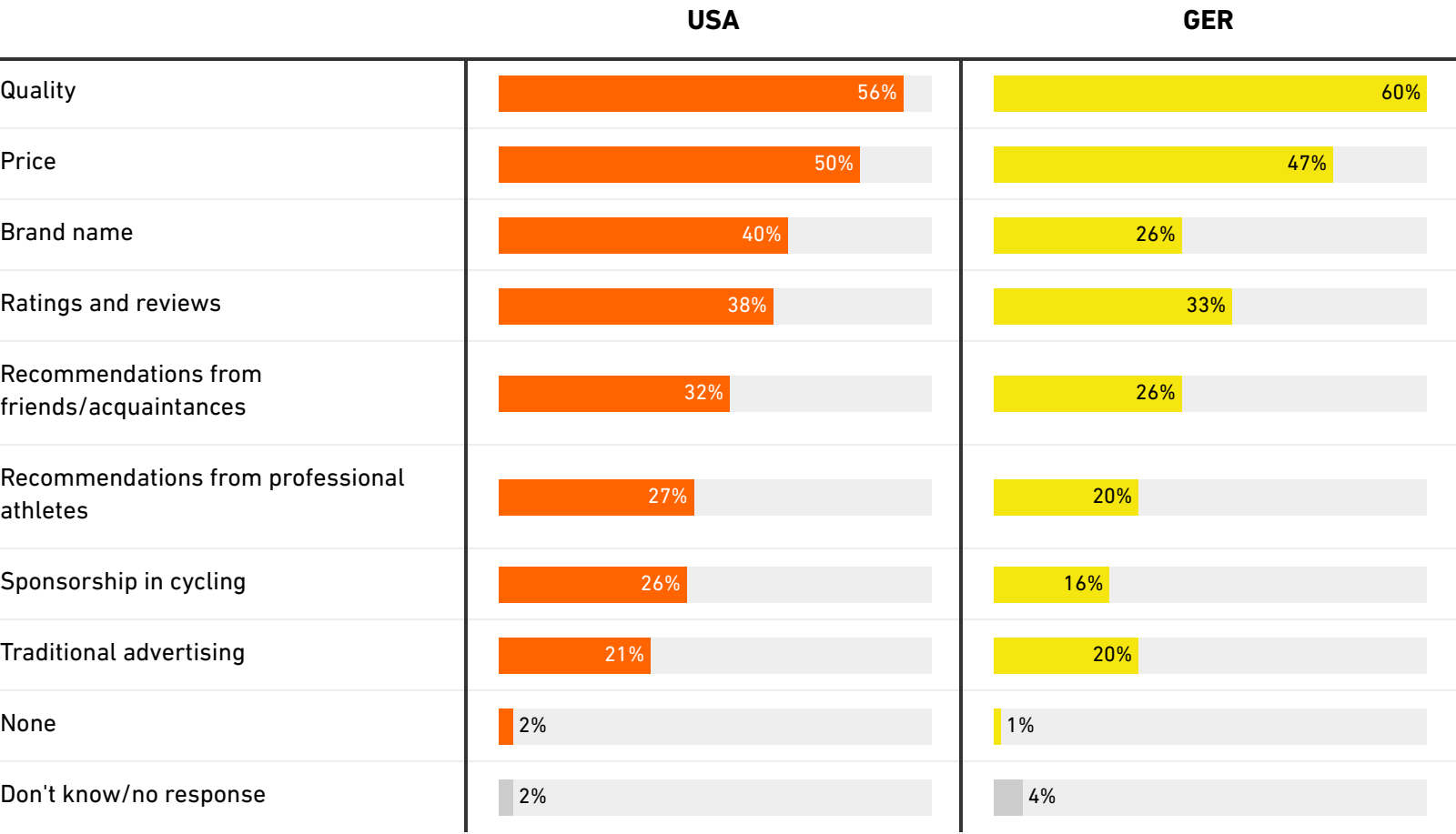
Factors influencing purchasing decisions in cycling in a country comparison



Source: ONE8Y

Survey date: 05/30/2025 to 06/11/2025
Survey country: Germany, USA
Sample: n=1,420 people interested in cycling (top 2 on 4-point scale) with n=758 from Germany and n=662 from the USA
Question: What factors influence your purchasing decisions for cycling products the most?