Influence of cycling sponsorship on the willingness to buy a product in a country comparison

USA GER 38% Yes, definitely

27%

39%

Yes, probably 36%

19% Neutral 31%

No, unlikely

No, definitely not

Source: ONE8Y

Don't know/ No indication

Survey date: 05/30/2025 to 06/11/2025 Survey country: Germany, USA

3%

0%

0%

2%

1%

Sample: n=1,202 people interested in cycling (top 2 on a 4-point scale) with n=632 from Germany and n=570 from the USA Question: Would you be more likely to buy products or services from a company that actively sponsors professional road cycling?