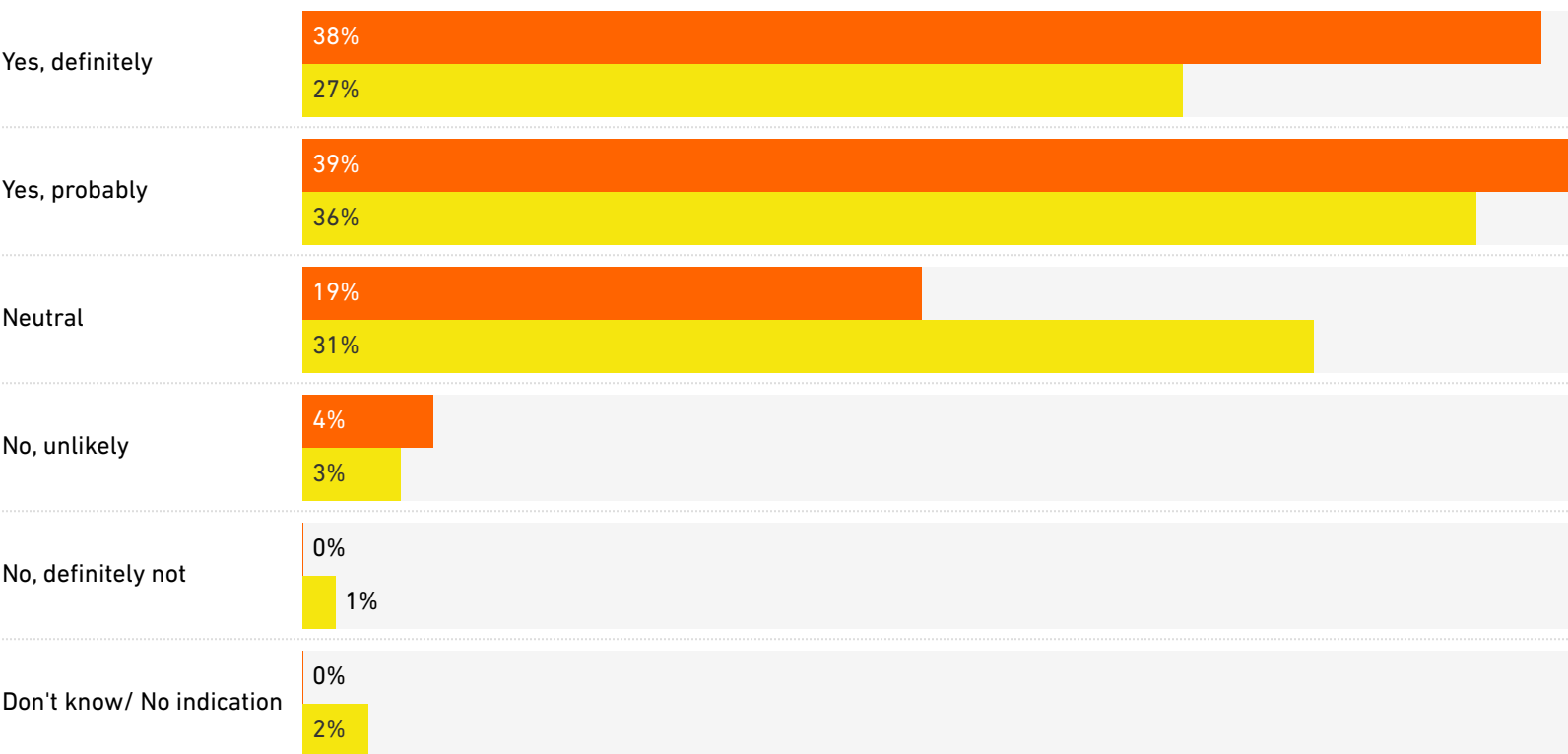


Influence of cycling sponsorship on the willingness to buy a product in a country comparison

USA GER



Source: ONE8Y

Survey date: 05/30/2025 to 06/11/2025

Survey country: Germany, USA

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?