Potential for sustainable innovation in professional cycling: a comparison of countries

	USA		GER	
Smart, energy-efficient bicycle technologies		59%	41%	
Recycled and sustainable materials for bicycles		51%	42%	
Sustainable energy solutions for sporting events		50%	30%	
Promotion of e-bike infrastructure and sharing models		40%	35%	
None of these innovations	2%		7%	
Don't know/ No indication	4%		6%	

Source: ONE8Y

Survey date: 06/25/2025 to 06/26/2025

Survey country: Germany Sample: n=1,420 interested in cycling (top 2 on 4-point scale), n=758 from Germany and n=662 from the US

Question: What sustainable innovations in professional road cycling would you find particularly exciting? (multiple answers possible; aided answers)