

#1 European urban mobility barometer

June 2025 - OpinionWay survey for Decathlon - 4,094 respondents

Gen Z's motivation & experience with cycling



of Gen Z Europeans include cycling in their mobility habits.



cycle at least once a week.



Health is a key motivator for cycling among Gen Z. (peaking at 86% in the UK)



cycle for leisure vs. 33% for commuting



average commute

What's holding them back? Gen Z's urban cycling frictions



feel safe generally - In France and Italy, 19% feel unsafe. But only 50% rate their city as very-bike-friendly.













Top 3 Barriers Identified by Gen Z Cyclists:



50%

Lack of dedicated bike lanes



62%

Risky behavior from drivers or other road users



Too much traffic

Unlocking urban cycling: What will make Gen Z cycle more. A strong cross-country behaviour



want more protected bike lanes



request secure bike parking



ask for better signage and maps



In Poland, 30% prioritize developing infrastructure, the highest demand across Europe.



In France, 57% of rural respondents want more protected bike lanes (+17 points vs. cities over 500.000 inhabitants (40%)