First Phenomena: Gender based popularity

->Latest data available shows that top popular stations seem to be common across genders. This is most likely because the most popular stations are around popular attraction sites with relative equal amount of traffic from both genders

Second Phenomena: Opportunity for growth

-> Age groups of below 30 and above 50 in most cases are not living on on the fast last with young family or demanding jobs. Generally, life slightly slower during those age groups hence the reluctance to make a commitment by becoming a subscriber. 51 yr olds seem to top the total trip duration hour for the study periop. Majority in this age group are non-subscribers.