Executive Overview - Citybike
as at 30 Sept 2018
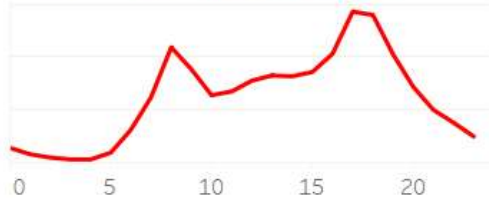
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Trips past 12 mths	Ridership % change past Qtr	Subscription rate	% change in female riders	Ave trip duration
17.51M ▲	11.89% ▲	89.07% ▼	0.44% ▲	16.80

Female subscription dropped by 6% YTD

			Subscriber
2017	Q4	Male	98.56%
		Female	97.55%
2018	Q1	Male	99.14%
		Female	97.95%
	Q2	Male	96.12%
		Female	92.98%
	Q3	Male	94.59%
		Female	91.08%

% of Total .. 91.08% ■■■■■ 99.14%

Summer Peak Hours

0   5   10   15   20

Winter Peak Hours

0   5   10   15   20

New York City

(map showing station locations, FDR Dr, E 7th St, Russell St)
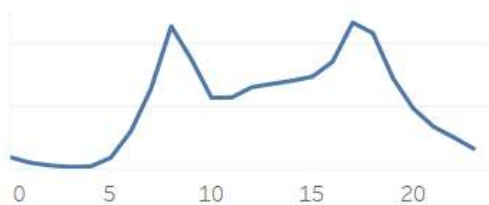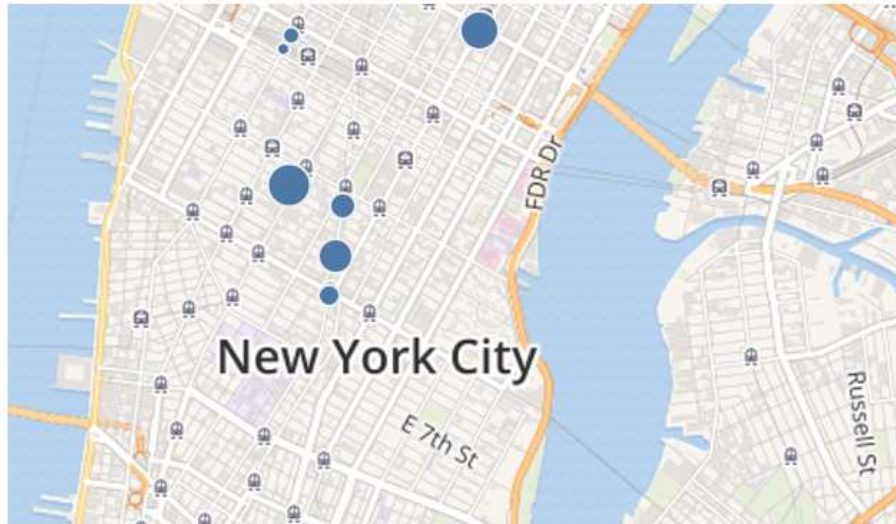
Top 10 starting stations		Top 10 ending stations	
Pershing Square North	158.30K	Pershing Square North	157.49K
E 17 St & Broadway	110.17K	E 17 St & Broadway	114.36K
W 21 St & 6 Ave	108.63K	Broadway & E 22 St	112.26K
Broadway & E 22 St	107.80K	W 21 St & 6 Ave	110.27K
West St & Chambers St	97.07K	West St & Chambers St	104.43K
Broadway & E 14 St	95.37K	Broadway & E 14 St	95.68K
W 41 St & 8 Ave	88.80K	W 41 St & 8 Ave	88.92K
8 Ave & W 33 St	86.25K	12 Ave & W 40 St	86.14K
Broadway & W 60 St	83.69K	8 Ave & W 33 St	86.06K
8 Ave & W 31 St	83.61K	8 Ave & W 31 St	85.18K

Report Notes:

1. Female riders increased by 0.44% the past year however annual subscription dropped 6%

2. Total ridership increased by 11.89% the past quarter however the ridership decreased by 0.01% from a year ago.

3. Quarterly increase in ridership is seasonal

Supplementary Analysis

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Top 20 most used bikes

	2017	2018		
Bikeid	Q4	Q1	Q2	Q3
32090	756	552	568	985
31190	680	444	635	940
31820	619	427	723	928
31935	710	496	681	793
32195	566	474	730	900
31332	641	404	712	901
30430	548	447	747	911
31972	600	428	722	899
32414	600	472	687	884
32017	660	497	711	770
32132	562	429	767	877
31236	646	375	853	754
31980	689	496	711	729
32080	684	412	695	831
31577	705	395	634	887
32367	593	409	727	891
31787	608	474	750	773
32124	482	474	778	870
32143	712	303	773	816
31097	493	520	593	994

Bike use variance

Number of trips per bike — Q1, Q2, Q3, Q4
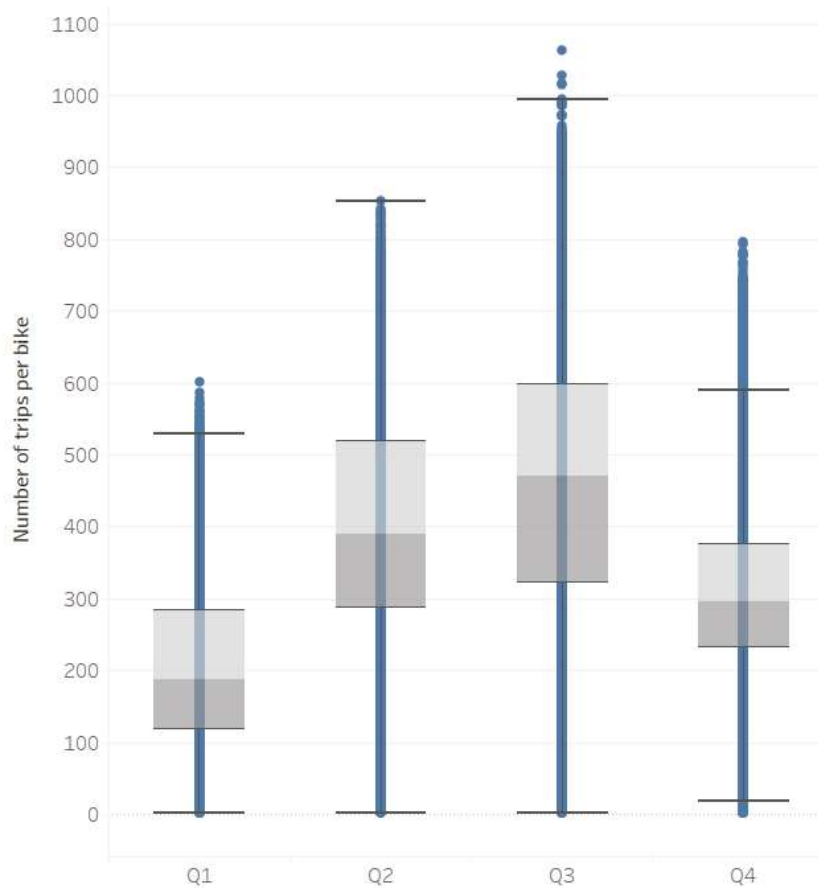
Report Notes:

1. Bike usage is seasonal

2. Median bike use per quarter is 188 (Q1), 390 (Q2), 471 (Q3) and 296 (Q4)

Bike usage by age and gender
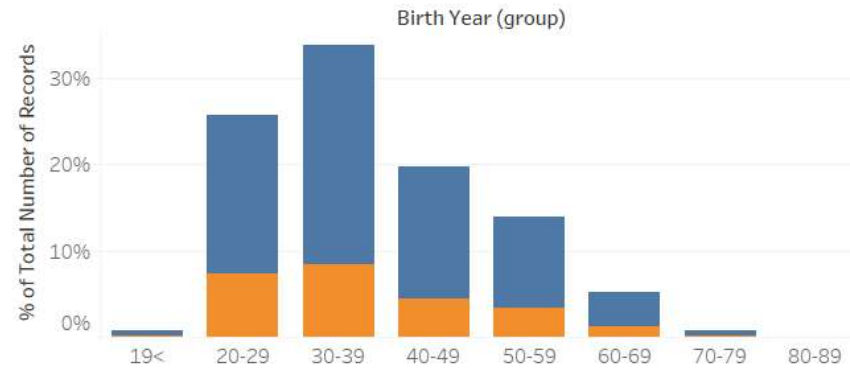as at 30 Sept 2018

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Number of trips by Age Range

Birth Year (gro..	
19<	0.71%
20-29	25.39%
30-39	33.52%
40-49	20.56%
50-59	13.78%
60-69	5.18%
70-79	0.78%
80-89	0.05%
90+	0.02%

Subscription rate by age group

Birth Yea..	Usertype Subscriber
19<	82.14%
20-29	93.57%
30-39	96.18%
40-49	97.39%
50-59	97.98%
60-69	98.76%
70-79	99.22%
80-89	99.18%
90+	98.82%

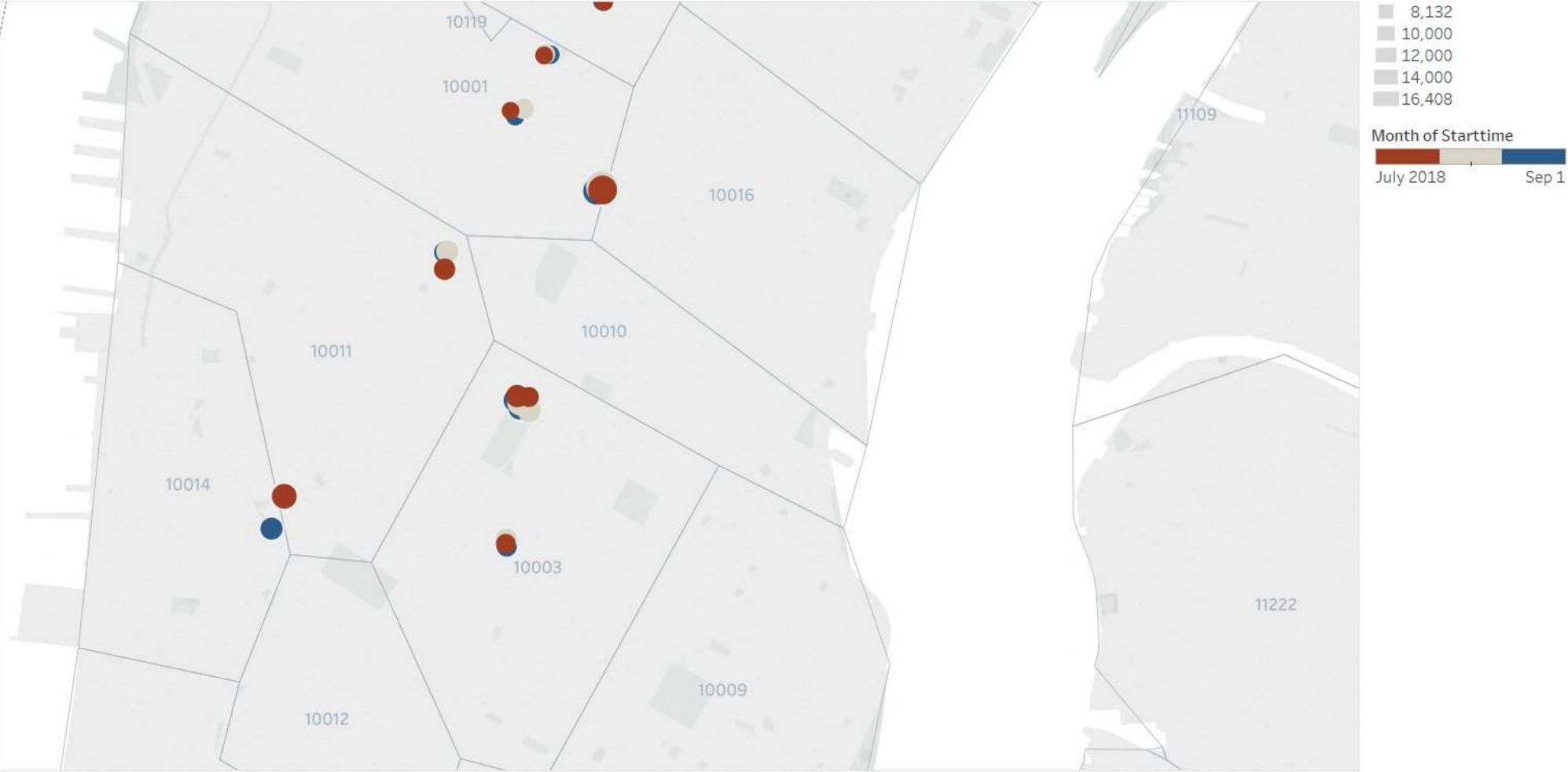Gender ■ Male ■ Female

Number of trips by Age and Gender (Subscription only)

Subscription rate by gender
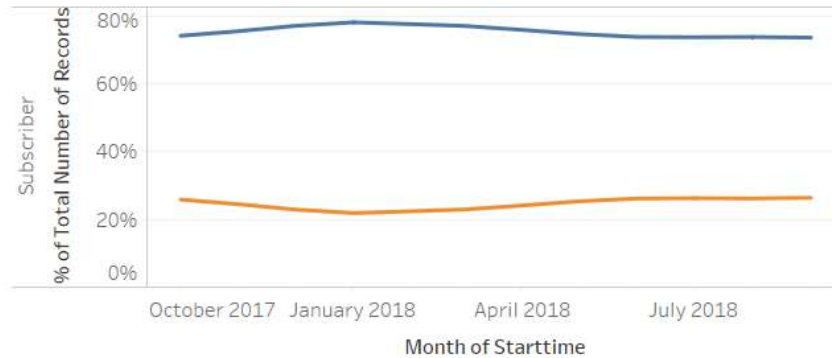
Top 10 Stations past 3 months

Map based on average of End Station Longitude and average of End Station Latitude. Color shows details about Starttime Month. Size shows sum of Number of Records. Details are shown for Start Station Name and Start Station Name. The data is filtered on Starttime Quarter, which keeps Q3. The view is filtered on Start Station Name, which keeps 10 of 825 members.