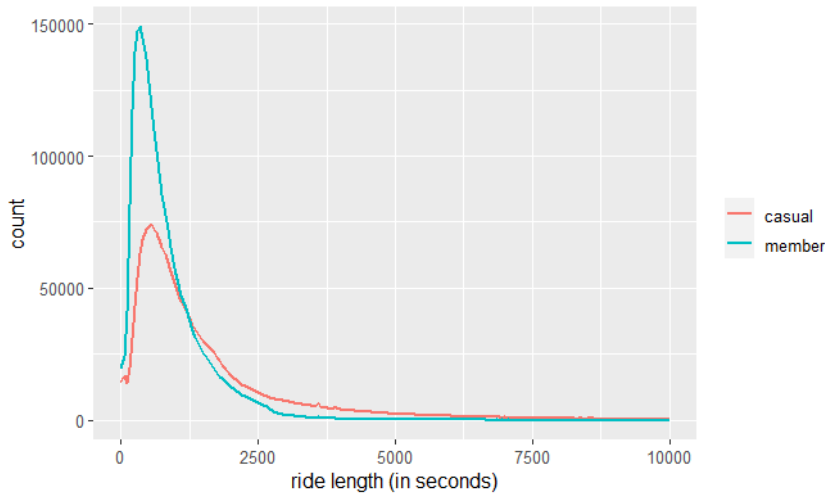


How do members and non-members ride our bikes differently?

OCT 2021 | DATA FROM SEP 2020 TO AUG 2021

Distribution of Ride Length of All Rides

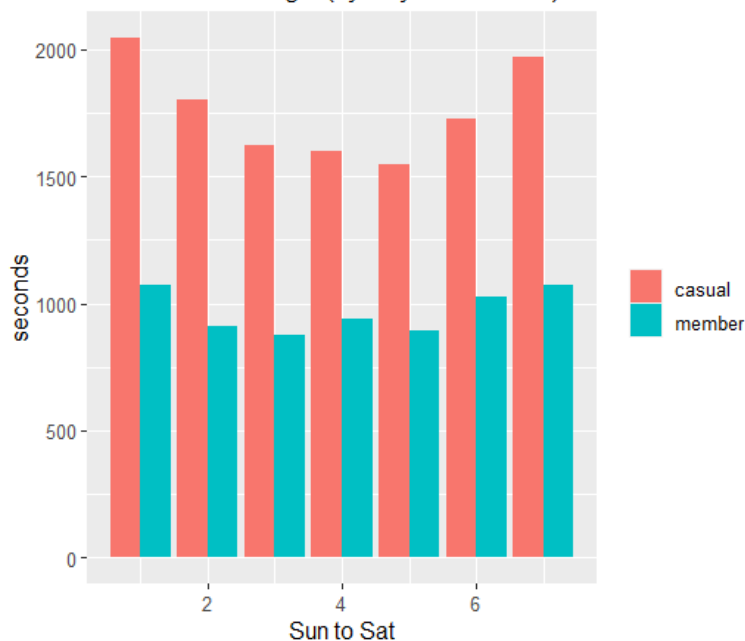


1. MORE LONG LENGTH RIDES IN CASUAL USERS

While members are heavily right-skewed (they tend to ride for a short time each time), casual users are also left skewed but less so, and distributed more along the ride length.

This means there is more variability in casual users in terms of ride length.

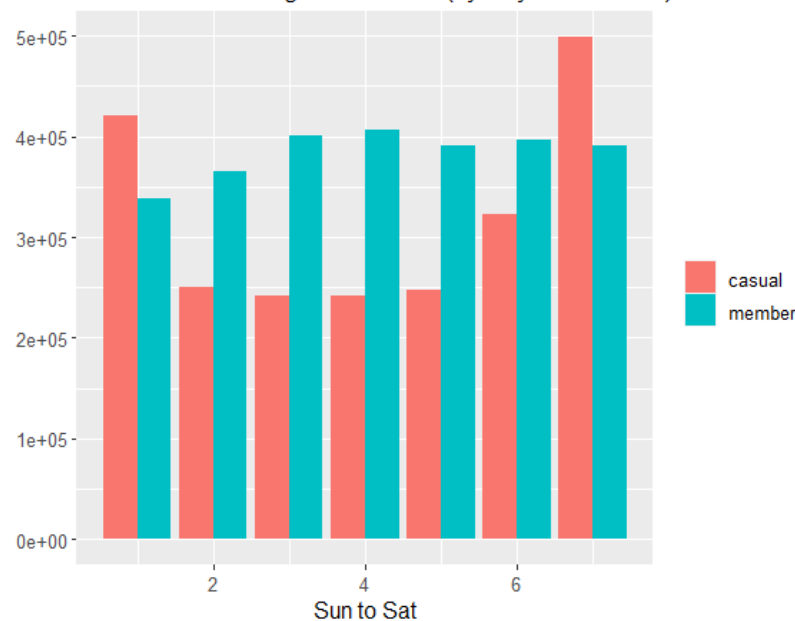
Mean Ride Length (by Day of the Week)



2. CASUAL USERS TEND TO RIDE LONGER ON WEEKENDS

On average, casual users ride much longer than members every day. They also tend to ride longer on weekends. Long length (>30m) casual riders on Sundays are double of that of Mondays, based on our analysis.

Number of Uses throughout the Year (by Day of the Week)



3. CASUAL USERS TEND TO RIDE ON WEEKENDS

There is a big difference between weekends and weekdays for casual users. They tend to ride on days-off. Members tend to ride for regular days, and not to ride on Sundays.

54.7%

of all uses are from members.

7MIN

The median ride length of **casual rides** is 7m longer than members. (17m 12s vs 10m 17s)

27%

of all **casual rides** are over 30m. For members, only 8%.

49%

of all **member rides** are less than 10m. For casual riders, only 26%.