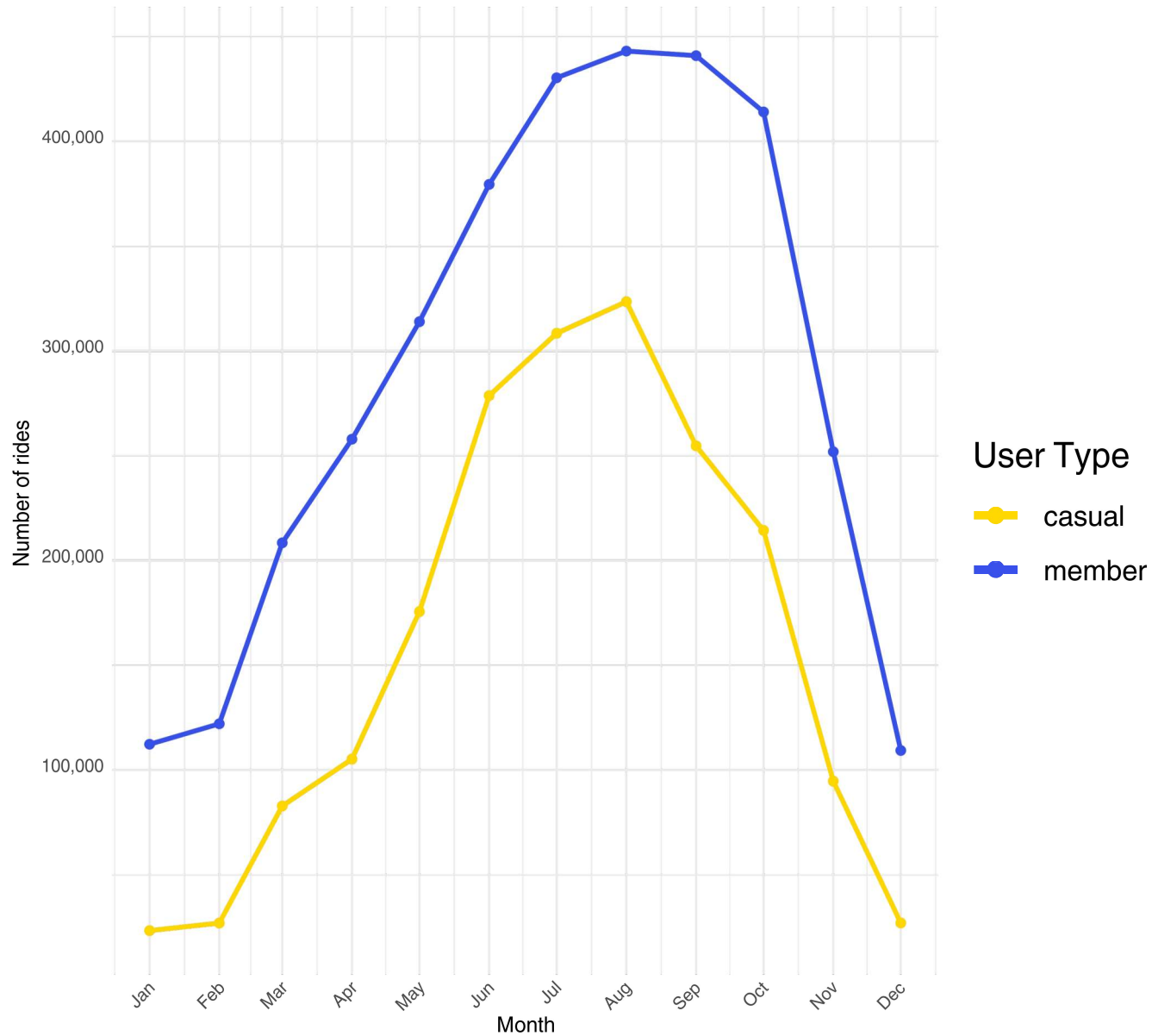


What seasonal trends appear in member vs casual riding?



Casual riders respond heavily to weather conditions, suggesting recreational use, whereas members ride more out of necessity.

- Casual summer rides: 11.75× winter level
- Member summer rides: 3.64× winter level