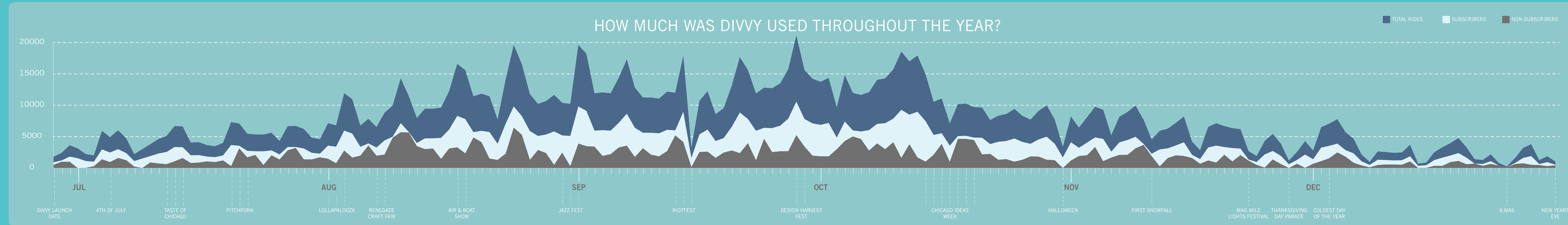
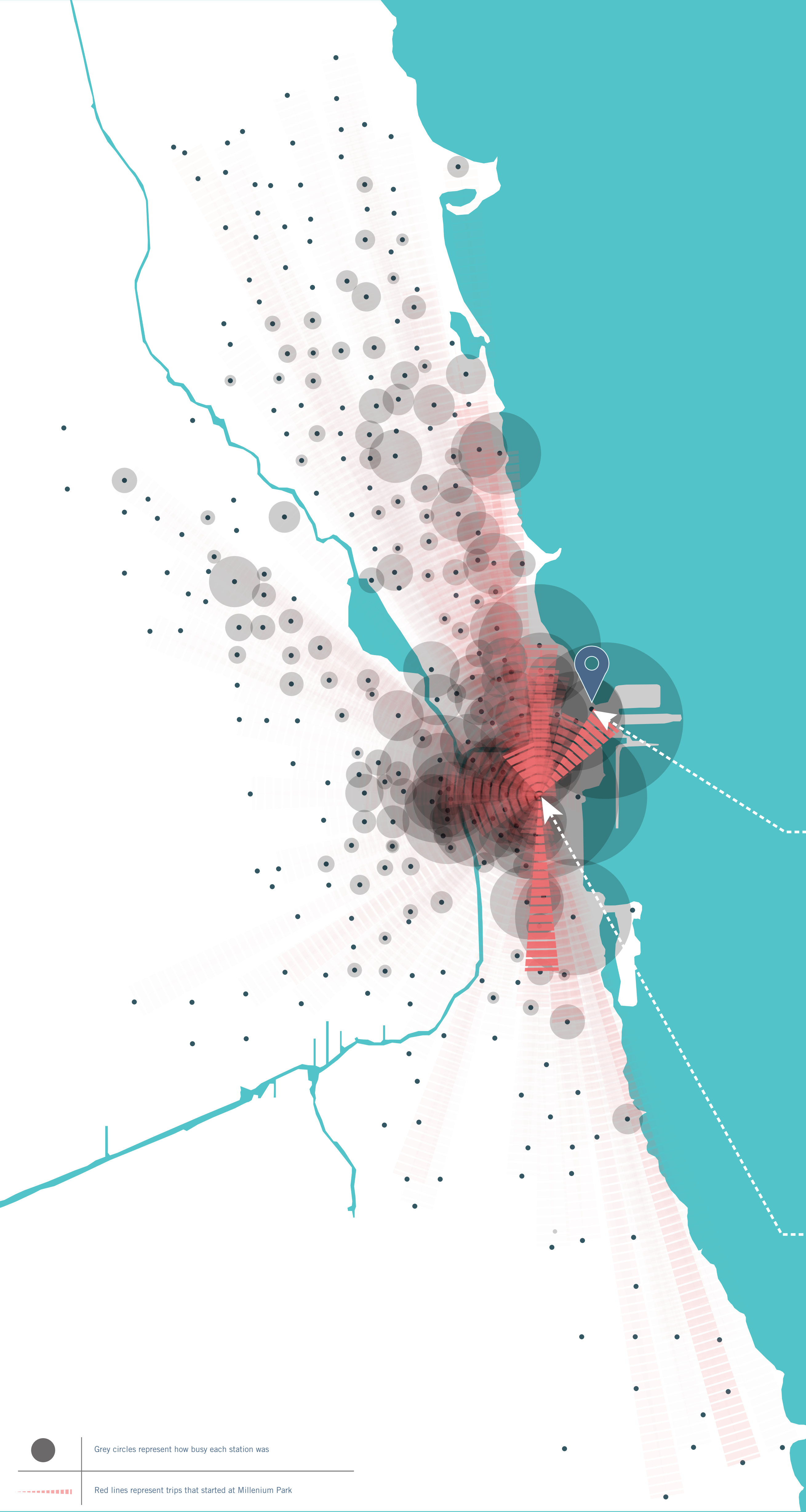
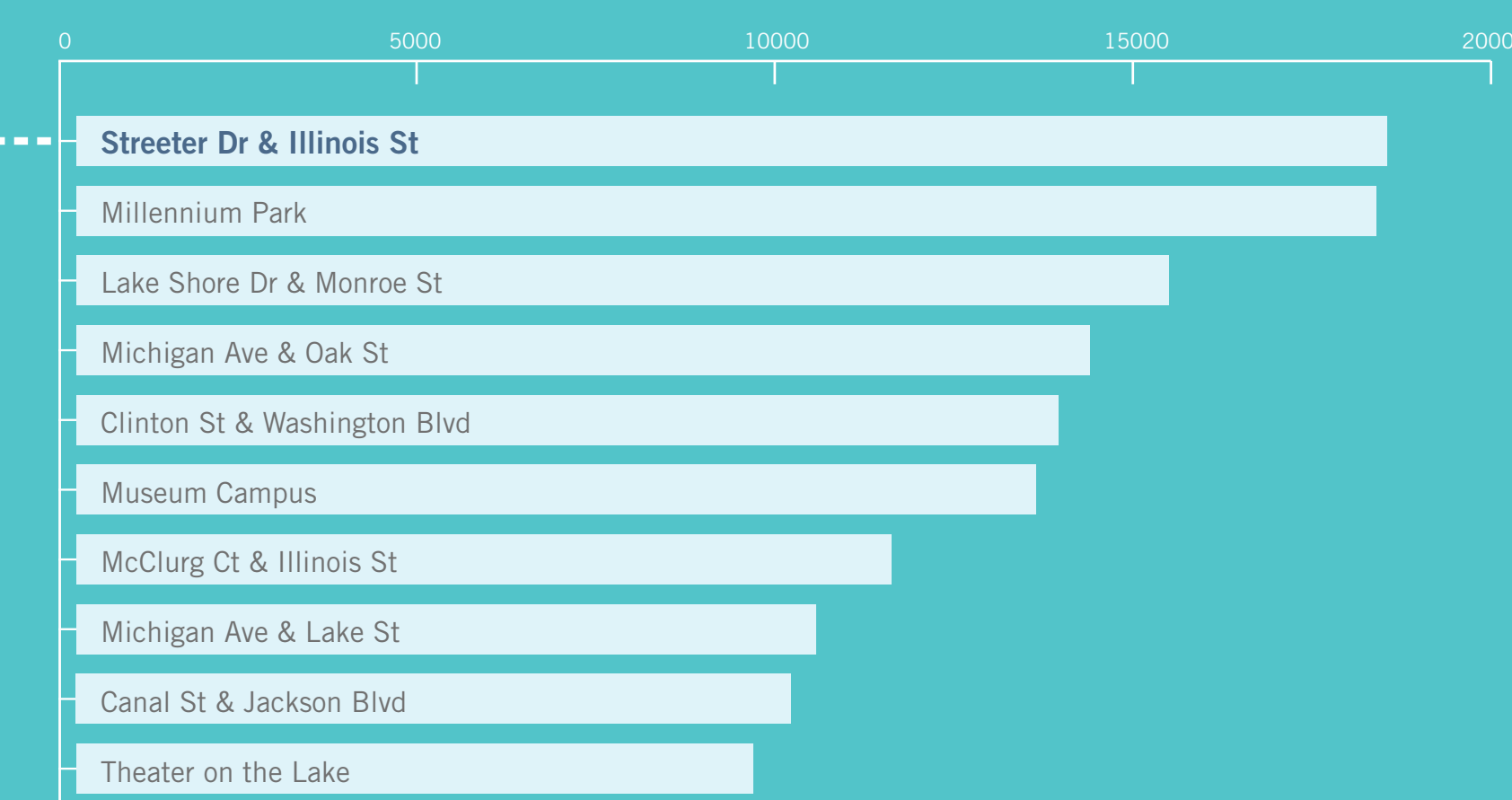


Divvy is Chicago's bike sharing system with 4,000 bikes and 400 stations across the city. Intended to provide Chicagoans with an additional transportation option for getting around the city, Divvy is fun, easy, and affordable.

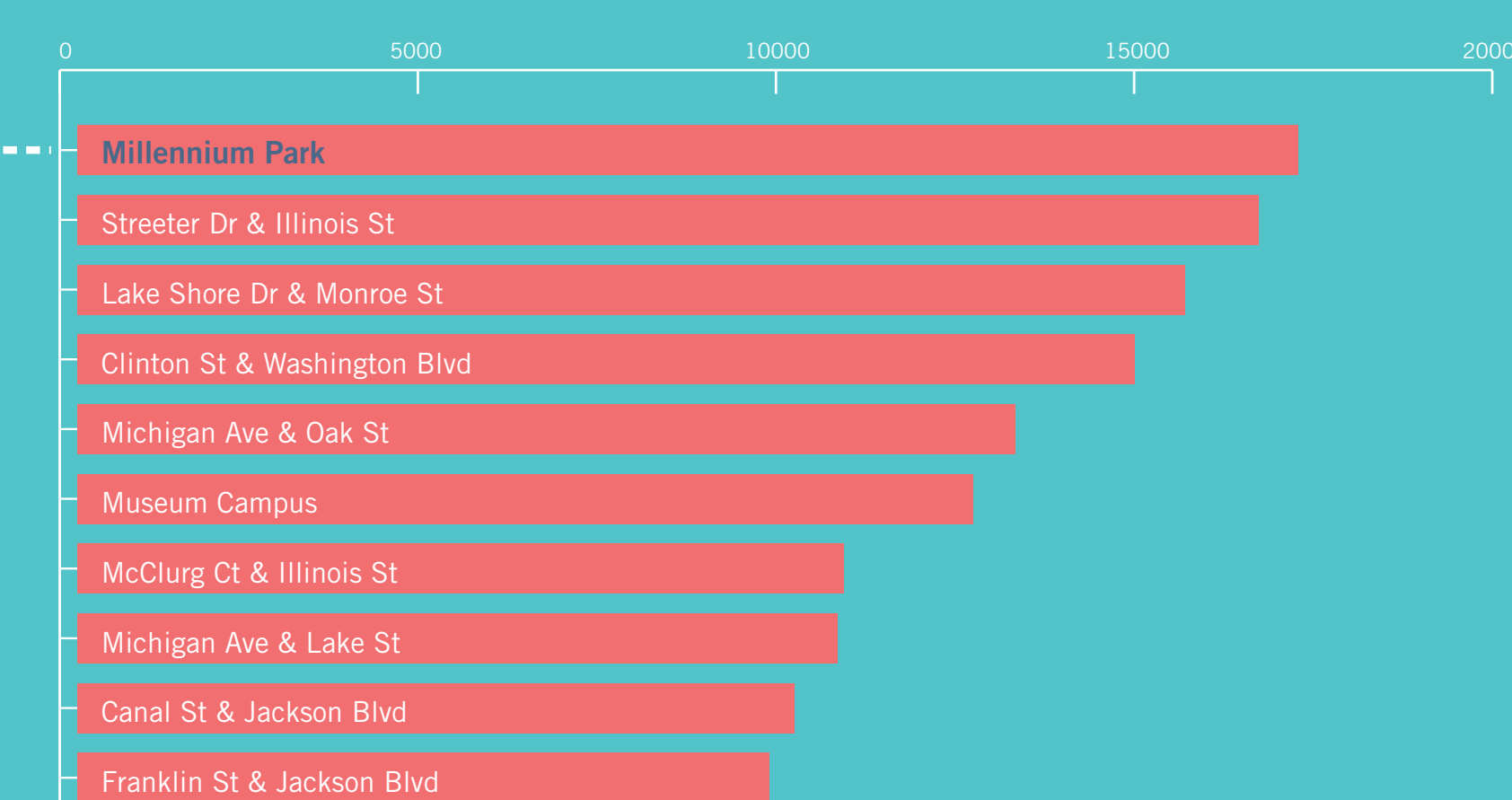
# DIVVY 2013



### WHERE DO MOST PEOPLE END THEIR DIVVY RIDES?



### WHERE DO MOST PEOPLE START THEIR DIVVY RIDES?



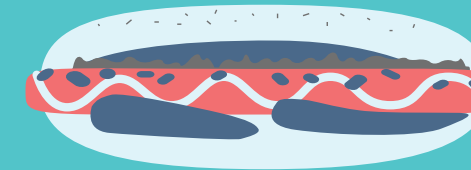
### 6/28/2013 THE FIRST DIVVY RIDE

(That's National Cucumber Day!)  
897 people hopped on a brand new Divvy bike on that Friday



### 2,887 TOTAL BIKES

Each 40 pound Divvy bike weighs about the same as 216 Chicago Style hot dogs.



### 37 YEARS AGE OF THE AVERAGE DIVVY SUBSCRIBER

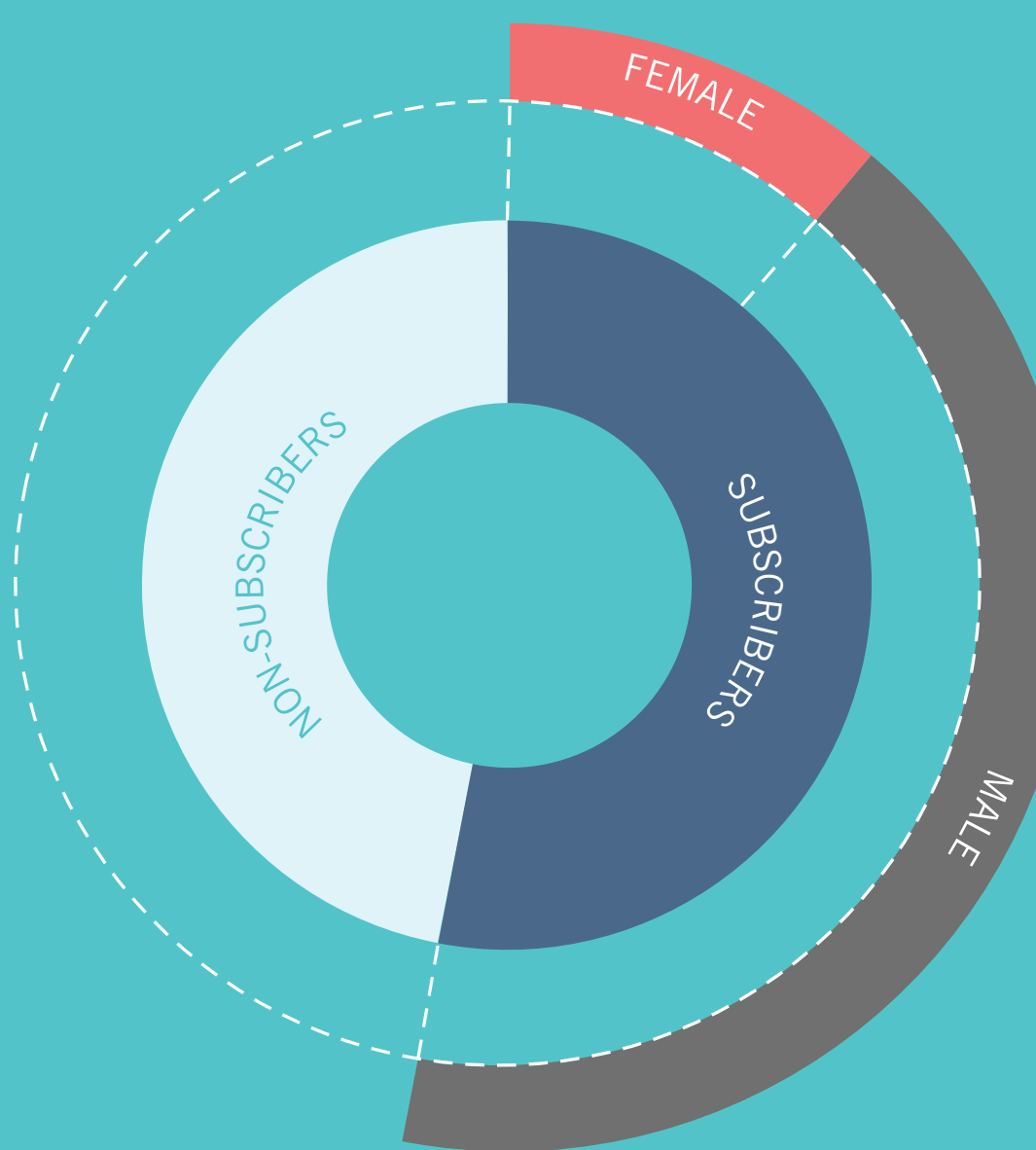
That means they were born in the same year that Saturday Night Fever came out



### WHO USES DIVVY?

53% of riders are Divvy Subscribers

Of the Subscribers:  
79% are Male & 21% are Female

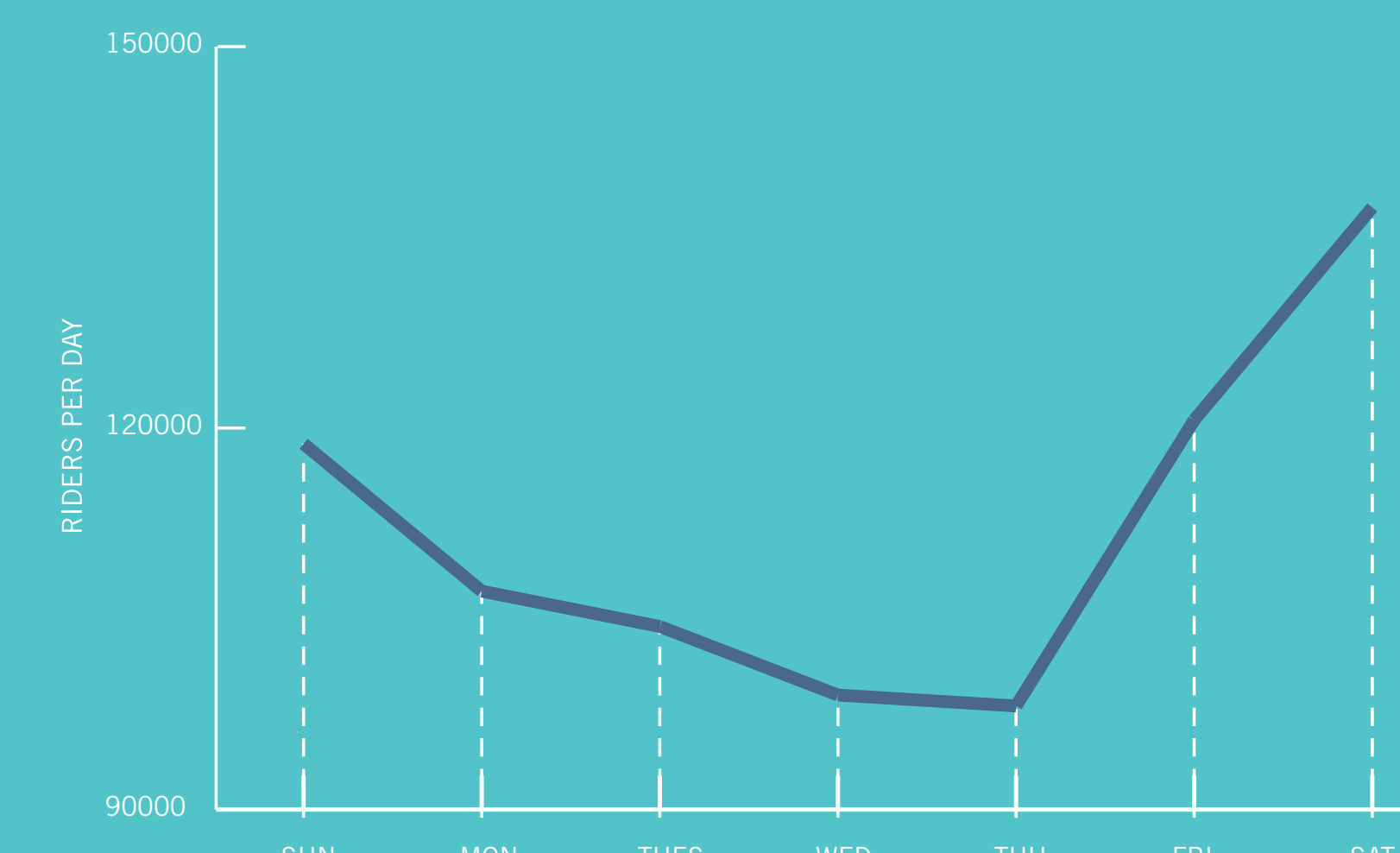


The oldest Divvy subscriber was born in

### 1907

That was the first year that the Cubs won the World Series Championship

### WHICH DAYS OF THE WEEK ARE THE BUSIEST?



### HOW MANY MINUTES DOES EACH RIDE TYPICALLY LAST?

### 30.47

NON-SUBSCRIBERS

### 16.75

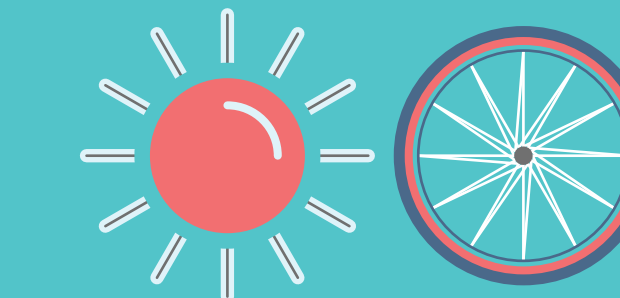
FEMALE SUBSCRIBERS

### 13.32

MALE SUBSCRIBERS

### 9/28/2013 BUSIEST DAY

It was a beautiful Saturday: 72 °F with an 11 mph wind from the South



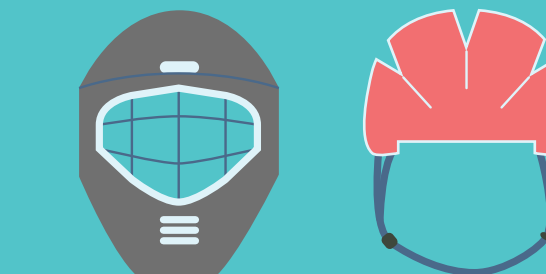
### 15,521,632 MINUTES OF RIDING

In that amount of time, you could watch Ferris Bueller's Day Off more than 150,000 times!

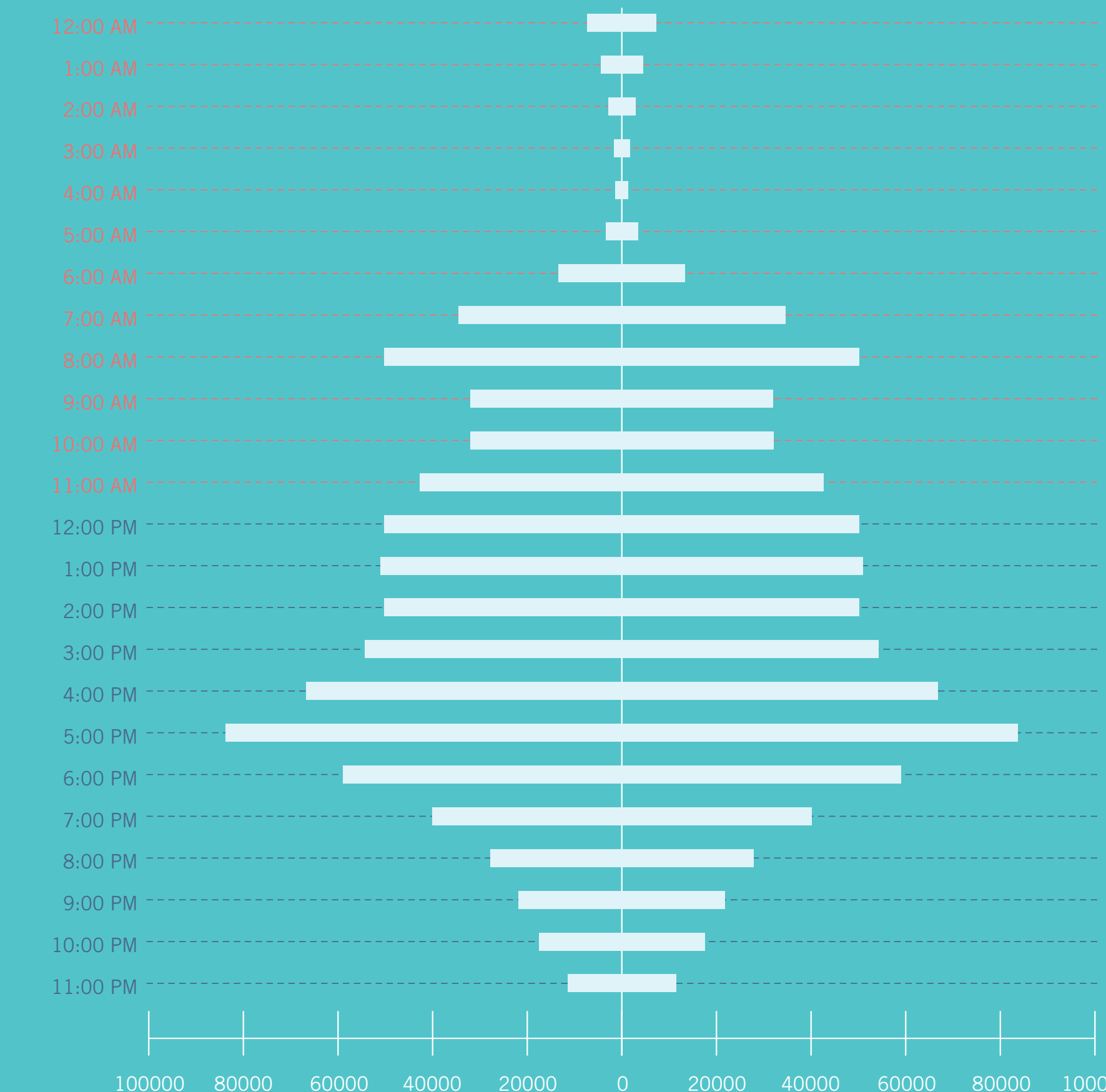


### \$75 COST FOR A DIVVY SUBSCRIPTION

About the same price as a ticket to go see the Chicago Blackhawks



### WHAT TIME OF DAY ARE PEOPLE USING DIVVY?



### 4,062 average bike rides per day