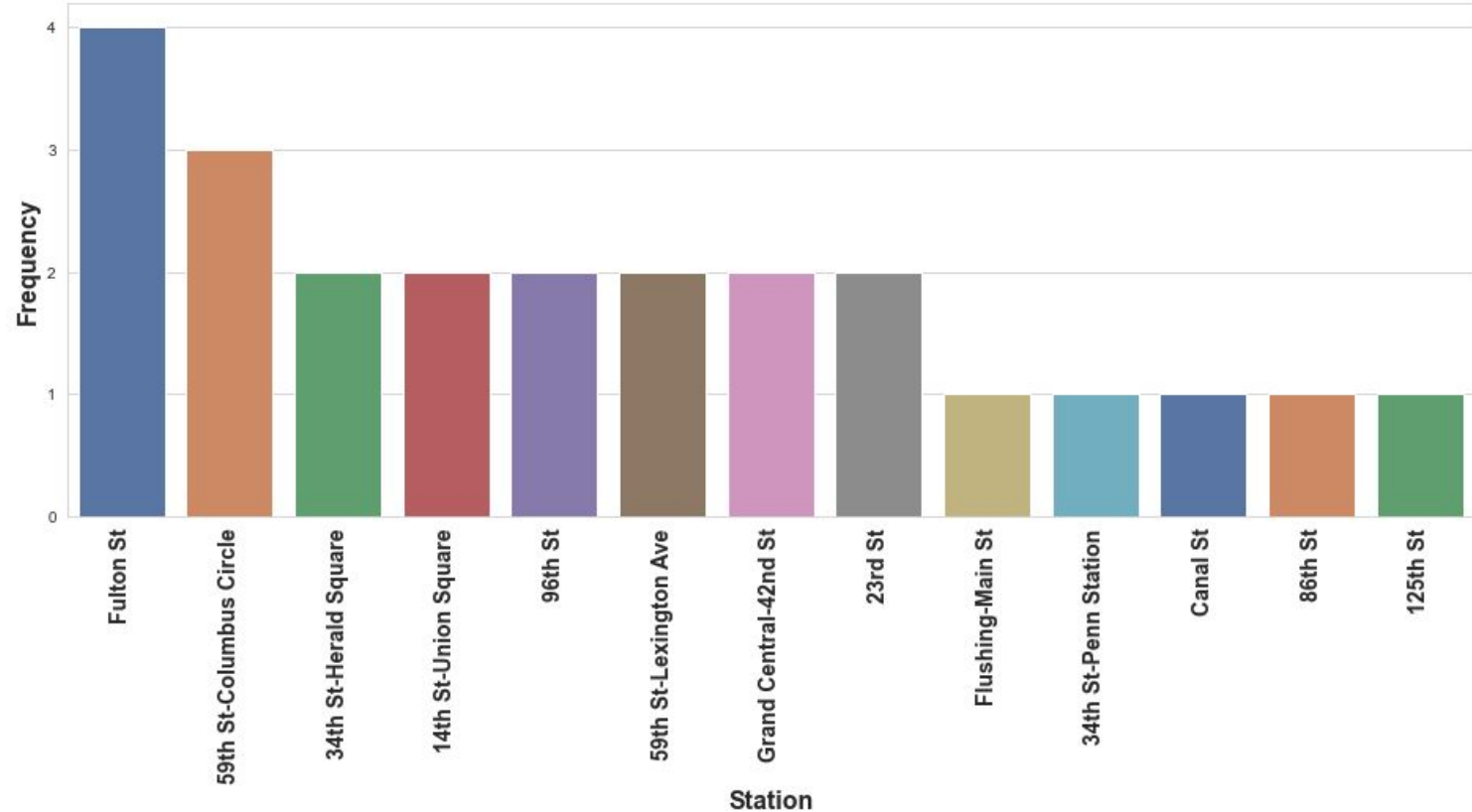# Appendix

Group 4: Gavin Jones, Drew Hibbard, Sunna Jo

Further analysis of demographic data in neighborhoods surrounding busiest subway stations
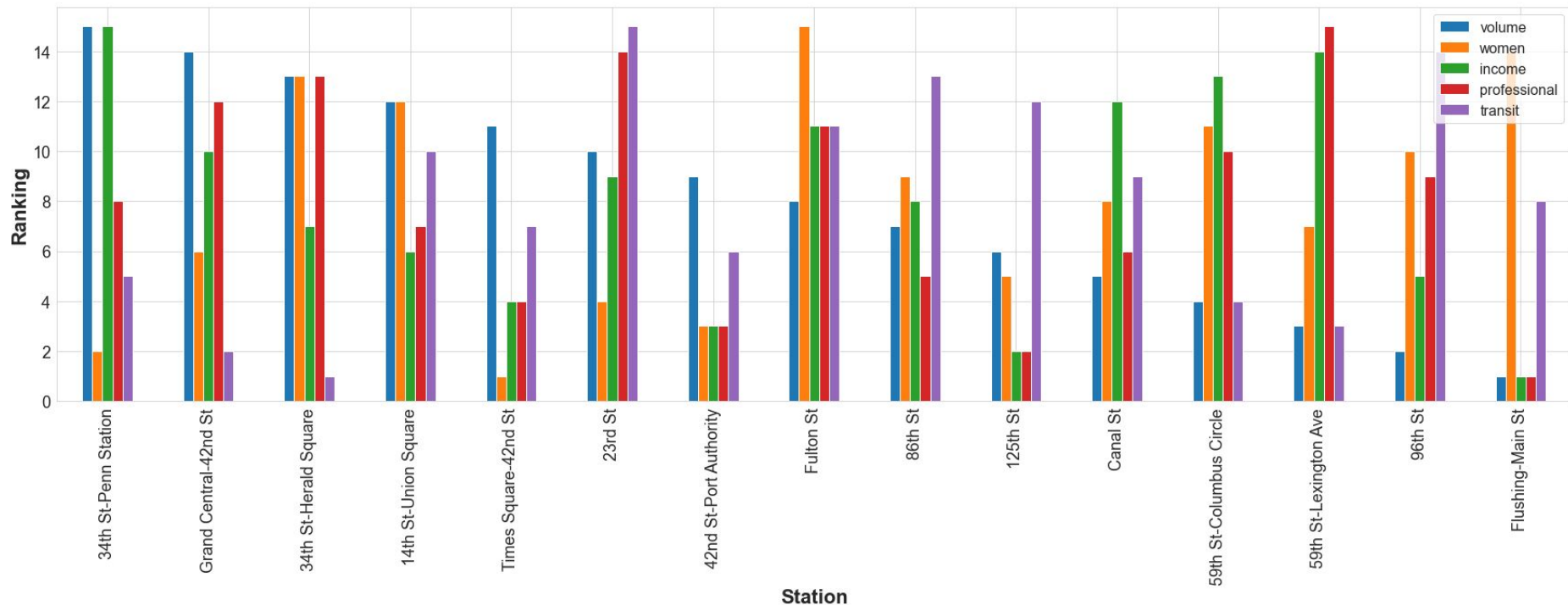
Number of times station appears among top 5 stations for each demographic distribution

Number of times station appears among top 5 stations for each demographic distribution

Fulton Street station appears among the top 5 stations in the distributions for all 4 target demographic variables. This station may be worth considering for even though it may not have the highest ridership as you may be more likely to engage those who are more likely to attend the gala and be involved with WTWY.

Stations by rankings in demographic distributions

Ranking system: 1 (last rank in distribution) - 15 (first rank in distribution)

Stations by rankings in demographic distributions

Recommendations:
- **23rd St:** High ridership, ranks highly in 3 of 4 demographic variables (income, professional, transit)
- **Fulton St:** Ranks highly in all 4 target demographic variables, fairly high ridership
- **34th St Penn Station:** Ranks highest in ridership and income out of all stations, ranks highly in percentage of professionals