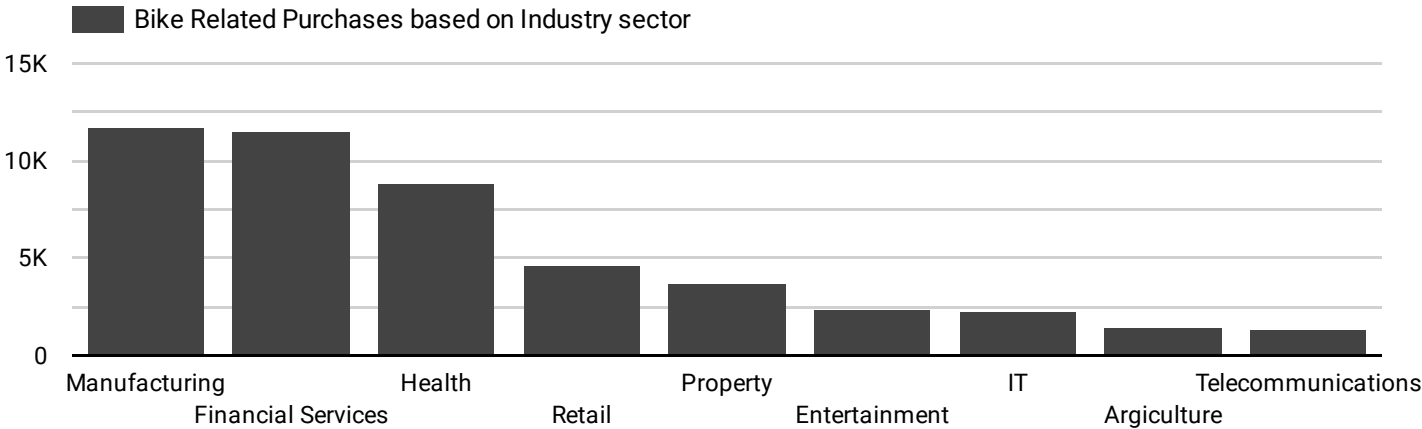
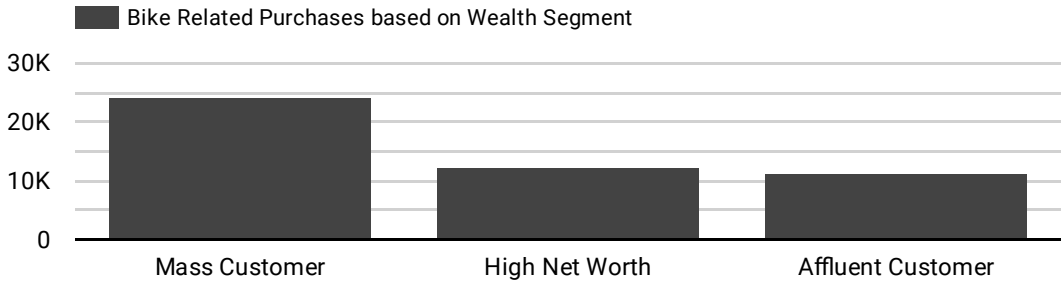
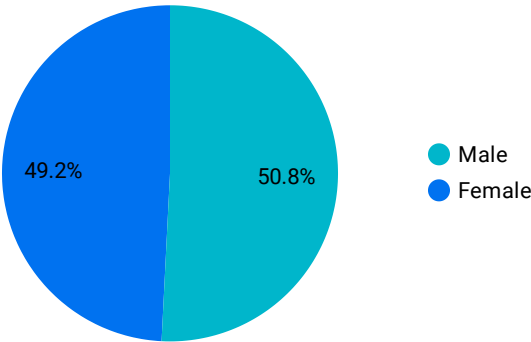


# SPROCKET CENTRAL

Total Bike Related Purchases By Males  
22,987

Total Bike Related Purchases By Females  
24,673

Percentage of Males and Females ages between 20 - 50 who do not own a car



	first_...	gender	job_ind...	owns_car	DOB	wealth_segment	state	past_3_years_bike_related_purc...	owns_car
1.	Rutled...	Male	Financial...	No	Oct 6, 1976	Mass Customer	NSW	23	1
2.	Nancie	Female	Retail	Yes	Dec 27, 1972	Mass Customer	QLD	74	1
3.	Melba	Female	Health	No	Dec 9, 1976	Mass Customer	NSW	38	1
4.	Winnif...	Female	Financial...	No	Jun 8, 1976	Mass Customer	VIC	83	1
5.	Gaston	Male	Financial...	Yes	Sep 29, 1993	Mass Customer	NSW	44	1
6.	Sybilla	Female	Financial...	Yes	Jan 15, 1987	Mass Customer	NSW	88	1
7.	Mikel	Male	Financial...	No	Sep 22, 1981	Mass Customer	QLD	71	1
8.	Colene	Female	Financial...	No	Mar 14, 1985	Mass Customer	VIC	24	1
9.	Cole	Female	Financial...	Yes	May 14, 1977	Mass Customer	VIC	50	1