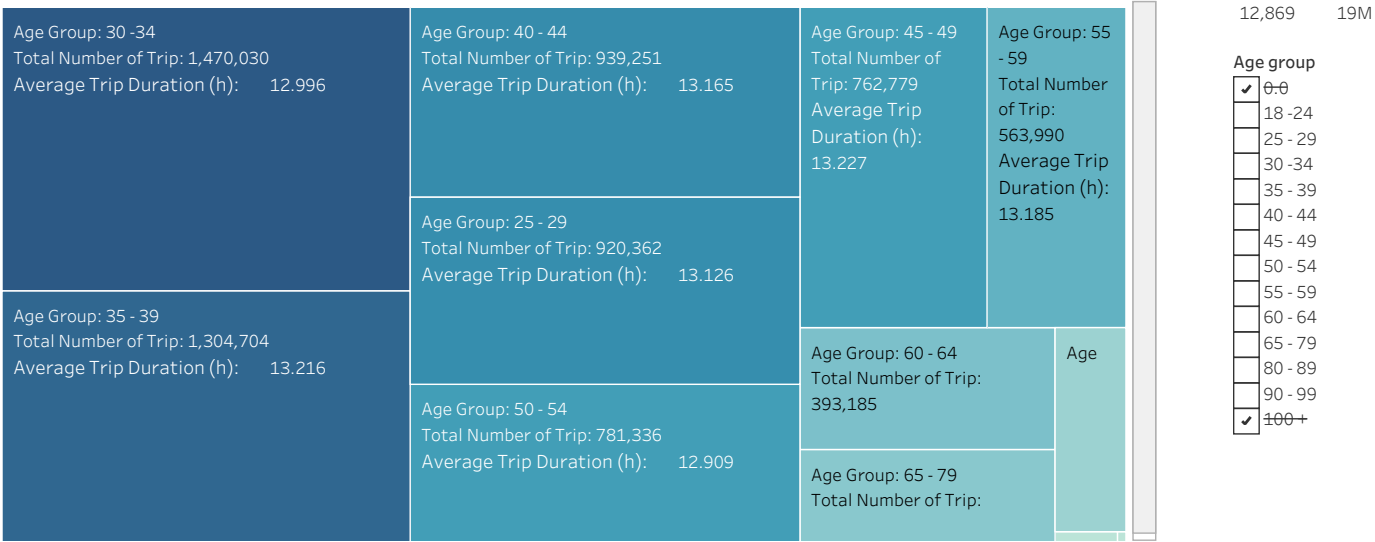


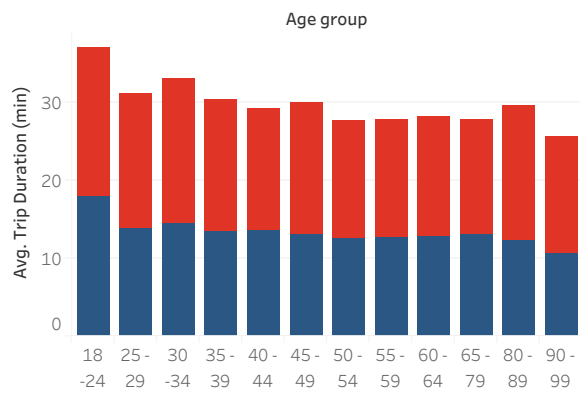
# Age Demographics

Users between 25 and 54 years of age make up target demographic, particularly the 30 to 40 range. While users age 18 to 24 average the longest trips, they make up a small minority of total rides.

Total Trips of Subscribers by Age Group



Average Trip Duration by Age Group and Gender



Total Trip Duration by Age Group and Gender

