**Executive Summary**

CitiBike data from June through September 2020 was analyzed to determine trends. Key findings include:

* Service use has been increasing month over month although the overall increase was higher in men (+43%) than in women (+27%)
* Women are underperforming at the top 25 start stations, ranging from 27% to 43% use when compared to men.
* Age data is in line with the local demographic, with median age of user similar to median age of zip code in which the station resides.

**Data Summary**

Citibike data was collected from June through September 2020 for New York city and consisted of 7.6 million records. Records were segmented by subscription type, gender, age, trip duration, start location, and end location.

**Key Findings**

**1. Gender Differences**

There were marked differences when looking at utilization trends across gender with men utilizing the service at higher rates across all both subscription types.

Fig. 1:

Chart, bar chart

Description automatically generated

**2. Age Analysis**

**Key Findings**