

Social Research: Citibike Users

According to the latest released monthly report of Citibike (NYC Bike Share, June 2018), in June 2018, there were 1,952,950 trips throughout the month, with 65,098 rides on an average day, and each bike was used around six time per day. The distance covered by all these trip reached 3,590,472 miles. The average trip lasted a quarter of hour and covered 1.84 miles. the majority of trips were completed by annual members, with 1,694,737 trips during the whole month, compared to 258,213 trips made by those casual members. The number of rides was normally higher between Monday and Friday, but the bikes were usually more frequently used by casual users on weekends.

For the riders, the most popular origins and destinations were stations near large transit and tourist hubs, including the stations near Central Park, Penn Station and the Port Authority, Pershing Square, and the area around Union Square. As has been the pattern, the least frequented destination stations are in Brooklyn and Queens.

During this month, the members of the service saw a noticeable increase, and totally 19,355 annual members and 117,680 casual members registered or renewed their memberships. By the end of this month, there were totally 146,533 active annual members enrolled in this service. The revenue gained by this service during the whole month was 6,130,736 dollars, with 4,885,485 dollars charged from membership and user fees and 1,245,250.87 dollars gained from sponsorship.

Reference:

NYC Bike Share. Citibike Monthly Report, June 2018. <https://d21x1h2maitm24.cloudfront.net/nyc/June-2018-Citi-Bike-Monthly-Report.pdf?mtime=20180719165159>