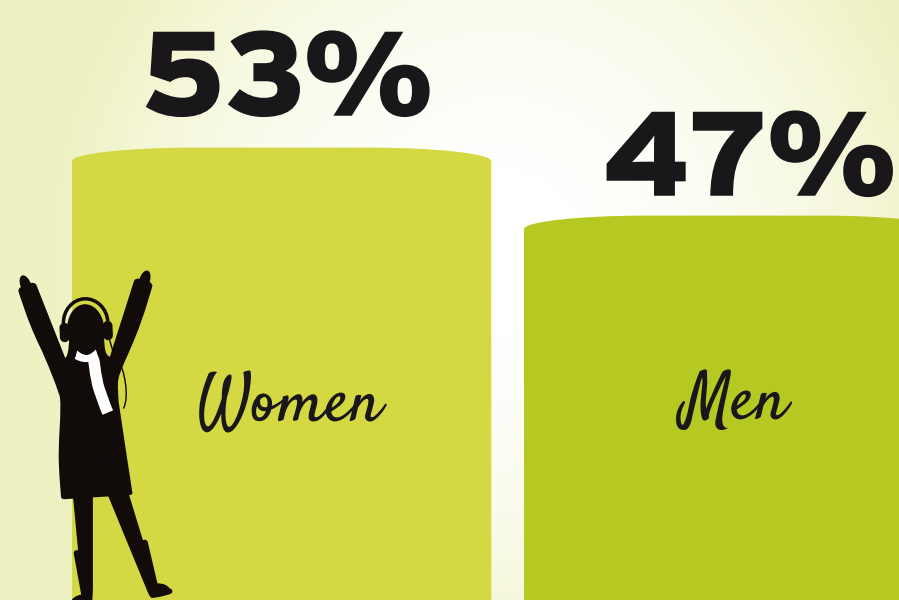


CARPOOLING

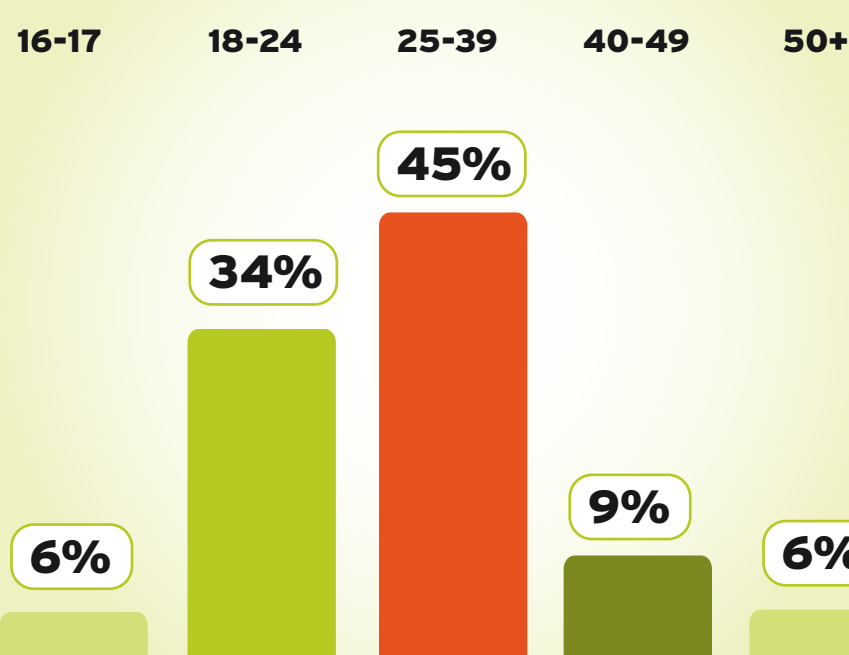
User Profile



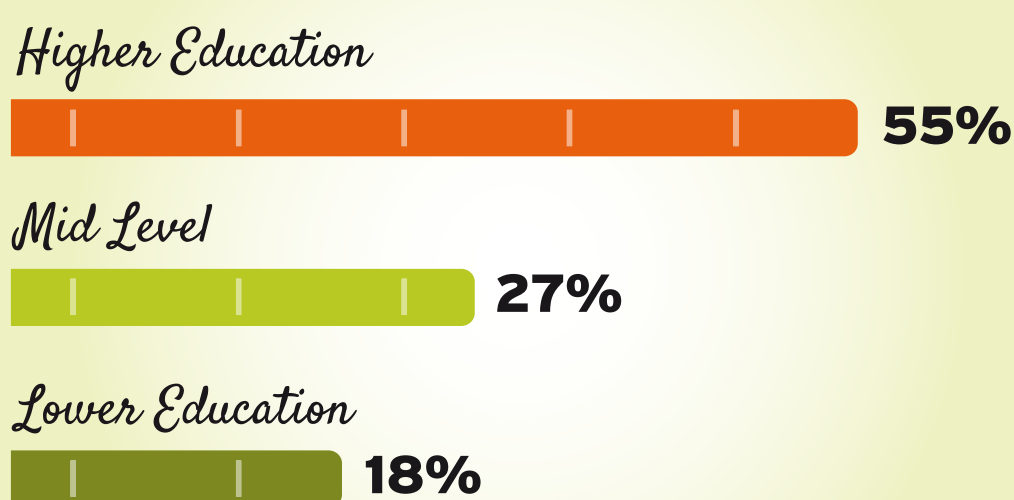
MORE WOMEN THAN MEN



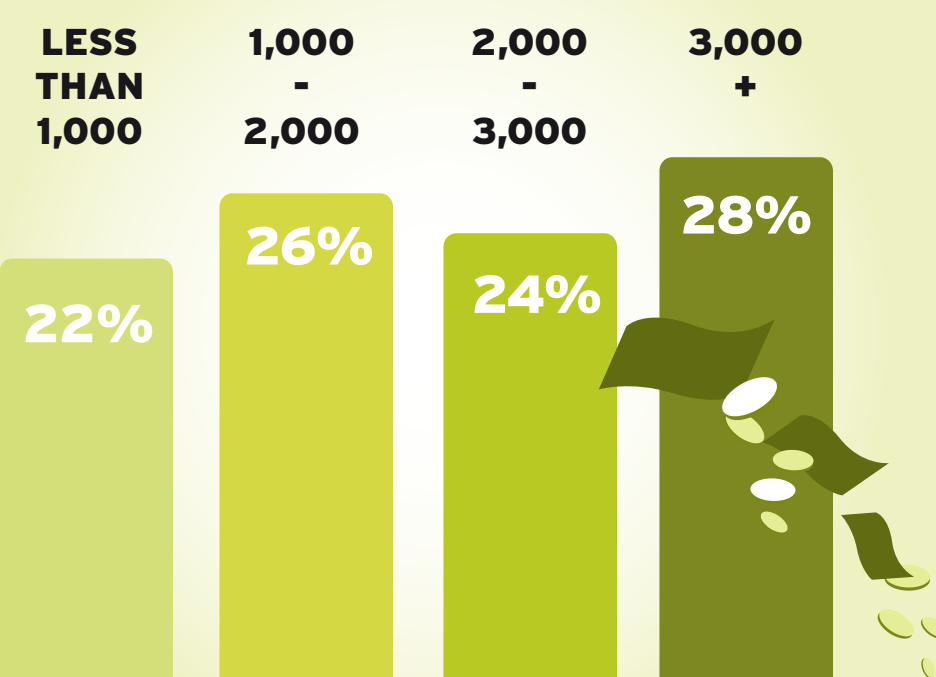
OVER 25 YEARS OLD



HIGHLY EDUCATED



EVERY BUDGET



SINGLE

70% OF USERS ARE SINGLE

Meeting new people is often quoted as an advantage of carpooling

MOBILE TRAVELERS

82%

OF USERS CONSIDER THEMSELVES VERY MOBILE AND TRAVEL A LOT

65%

OF USERS PLAN TO PURCHASE HOLIDAY AND LAST MINUTE TRAVEL IN THE NEXT 12 MONTHS

SMART CONSUMERS

89%

of users say they pay great attention to the price-quality ratio when buying a product

INTERNET AND ECOMMERCE PART OF THEIR DAILY LIFE

54%

OF USERS PARTICIPATE IN CHATS AND FORUMS VERY OFTEN

52%

OF USERS USE INTERNET BANKING OFTEN

MULTI-TRANSPORT USERS



24%

DRIVE THEIR CARS LESS THAN ONCE A WEEK



50%

USE THEIR BIKES MORE THAN ONCE A WEEK



46%

TAKE THE BUS OR THE TRAIN AT LEAST ONCE A WEEK

* Source: carpooling.com, analysis of 2 million monthly users in Sep-Nov 2011



carpooling.com
CLICK. RIDE. SAVE.