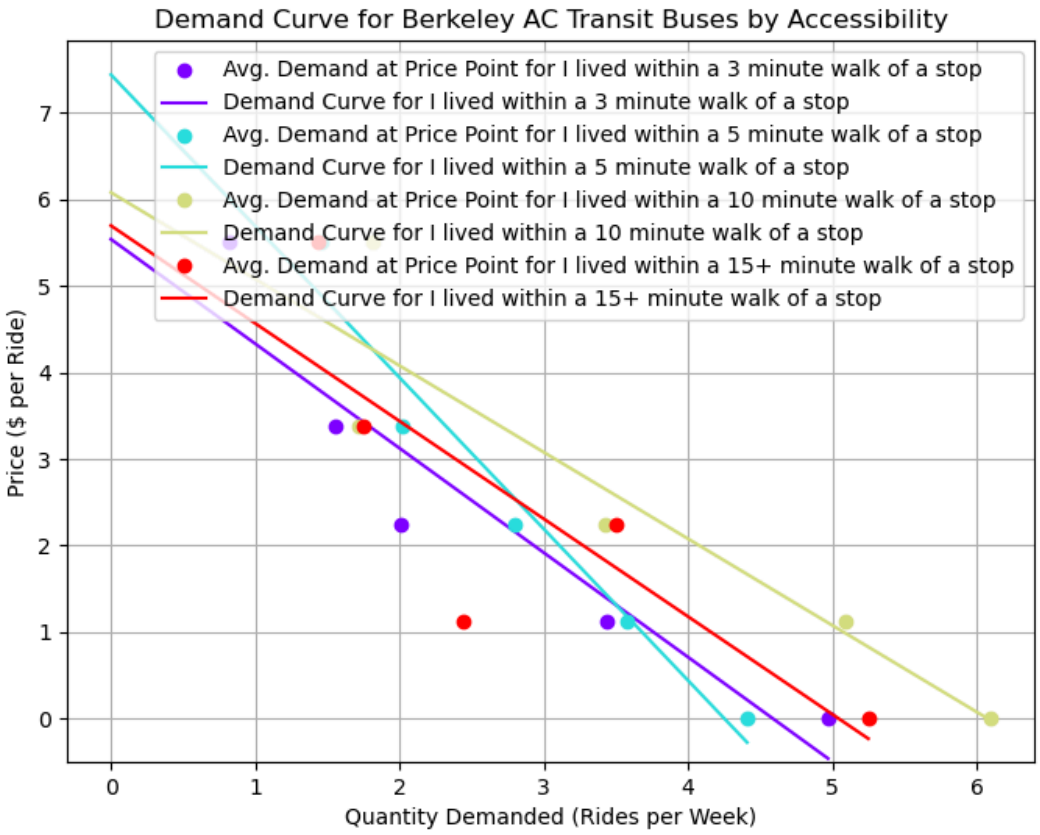
Demand Curve by Accessibility



1. Riders within a 3-minute walk of a bus stop display relatively stable price sensitivity across price points, comparable to those within a 10- or 15+-minute walking distance from a bus stop.
    a. Based on the intercepts of the graph, riders within a 3-minute walk of a bus stop display the least willingness to pay at the highest price points, and the second-least demand at the lowest price points.
2. Riders within a 5-minute walk of a bus stop display much lower price sensitivity than those within a 3-, 10-, or 15+-minute walk of a bus stop
    a. Based on the intercepts of the graph, these riders have the highest willingness to pay at the highest price points, but lower demand at the lowest price points compared to riders within a 3-, 10-, and 15+- minute walk of a bus stop
3. Riders within a 10-minute walk of a bus stop display relatively stable price sensitivity across price points, comparable to those within a 3- or 15+-minute walking distance from

a bus stop, and have slightly higher price sensitivity than those within a 15+-minute walking distance from a bus stop

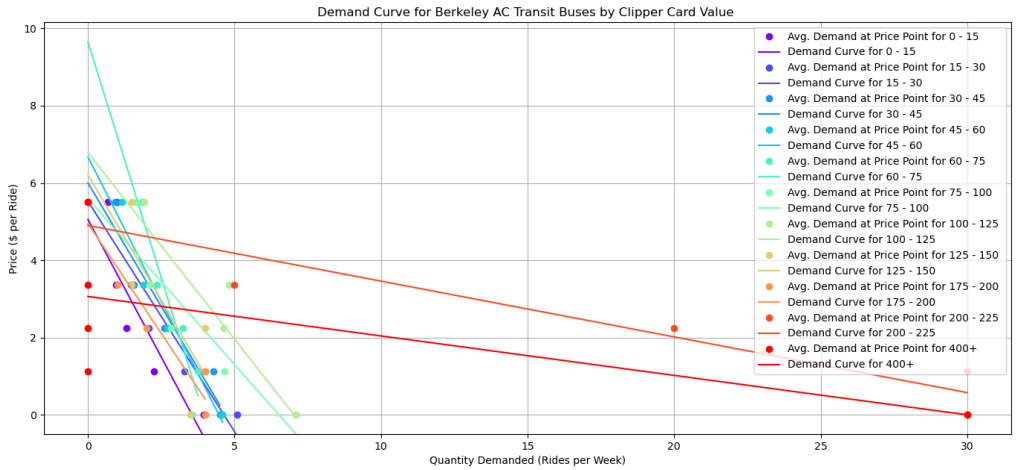
   a. Based on the intercepts of the graph, these riders are the second-most willing to pay at the highest price points, and the highest demand at the lowest price points

4. Riders within a 15+-minute walk of a bus stop display relatively stable price sensitivity across price points, comparable to those within a 3- or 10-minute walking distance from a bus stop, and have slightly higher price sensitivity than those within a 5-minute walking distance from a bus stop

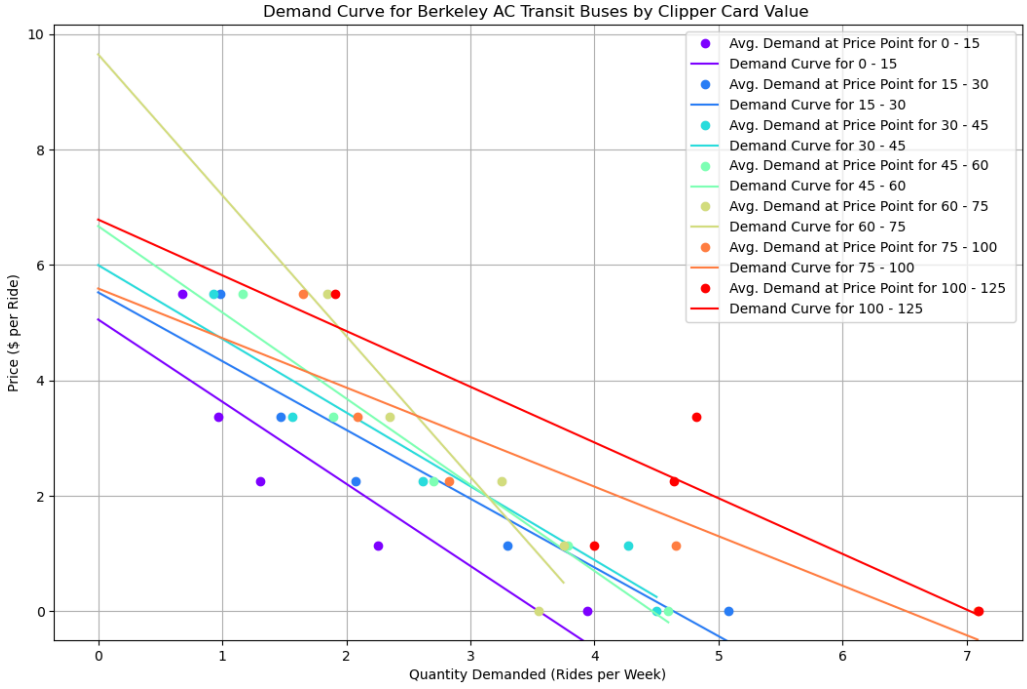
   a. Based on the intercepts of the graph, these riders are the second-least willing to pay at the highest price points, and the second-highest demand at the lowest price points

Demand Curve by Clipper Card Value

Original (the last four categories appear to be outliers from very few [1-2] survey-takers choosing those options per category):



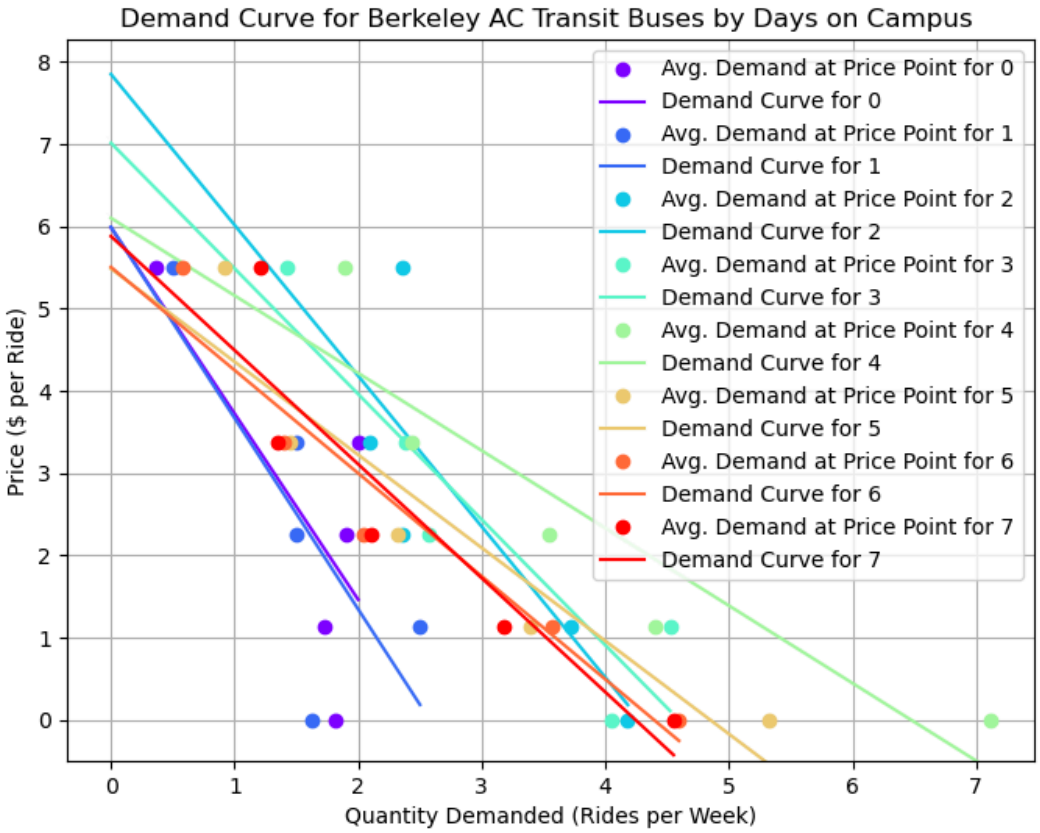
Adjusted (observations are made on adjusted):



1. Riders with $0 - 15 in their Clipper card display relatively stable price sensitivity across price points, comparable to those with monetary values in the ranges [$15 - 30, $30 - 45, $45 - 60] in their Clipper cards.
    a. Based on the intercepts of the graph, riders with $0 - 15 in their Clipper card display the least willingness to pay at the highest price points, and the least demand at the lowest price points.
2. Riders with $15 - 30 in their Clipper card display relatively stable price sensitivity across price points (slightly more price sensitivity than those in the [$0 - 15] range), comparable to those with monetary values in the ranges [$0 - 15, $30 - 45, $45 - 60] in their Clipper cards.
    a. Based on the intercepts of the graph, riders with $15 - 30 in their Clipper card display the second-least willingness to pay at the highest price points, and the fourth-least demand at the lowest price points.
3. Riders with $30 - 45 in their Clipper card display relatively stable price sensitivity across price points (very slightly less price sensitivity than those in the [$15 - 30] range, but slightly more price sensitivity than those in the [$0 - 15] range), comparable to those with monetary values in the ranges [$0 - 15, $15 - 30, $45 - 60] in their Clipper cards.
    a. Based on the intercepts of the graph, riders with $30 - 45 in their Clipper card display the fourth-least willingness to pay at the highest price points, and the fifth-least demand at the lowest price points.
4. Riders with $45 - 60 in their Clipper card display relatively stable price sensitivity across price points (very slightly less price sensitivity than those in the [$30 - 45] range, but about the same price sensitivity as those in the [$0 - 15] range), comparable to those with monetary values in the ranges [$0 - 15, $15 - 30, $30 - 45] in their Clipper cards.
    a. Based on the intercepts of the graph, riders with $30 - 45 in their Clipper card display the fifth-least willingness to pay at the highest price points, and the third-least demand at the lowest price points.
5. Riders with $60 - 75 in their Clipper card display much lower price sensitivity across price points compared to those with monetary values in other ranges; those with ranges [$0 - 15, $15 - 30, $30 - 45] in their Clipper cards display relatively stable price sensitivity across price points as a good comparison.
    a. Based on the intercepts of the graph, riders with $60 - 75 in their Clipper card display the most willingness to pay at the highest price points, and the second-least demand at the lowest price points.
6. Riders with $75 - 100 in their Clipper card display higher price sensitivity across price points (slightly higher than riders with [$100 - 125] in their Clipper card) compared to those with monetary values in other ranges; those with ranges [$0 - 15, $15 - 30, $30 - 45] in their Clipper cards display relatively stable price sensitivity across price points as a good comparison.

    a. Based on the intercepts of the graph, riders with $75 - 100 in their Clipper card display the third-least willingness to pay at the highest price points, and the second-highest demand at the lowest price points.
7. Riders with $100 - 125 in their Clipper card display higher price sensitivity across price points (slightly lower than riders with [$75 - 100] in their Clipper card) compared to those with monetary values in other ranges; those with ranges [$0 - 15, $15 - 30, $30 - 45] in their Clipper cards display relatively stable price sensitivity across price points as a good comparison.
    a. Based on the intercepts of the graph, riders with $100 - 125 in their Clipper card display the second-highest willingness to pay at the highest price points, and the highest demand at the lowest price points.

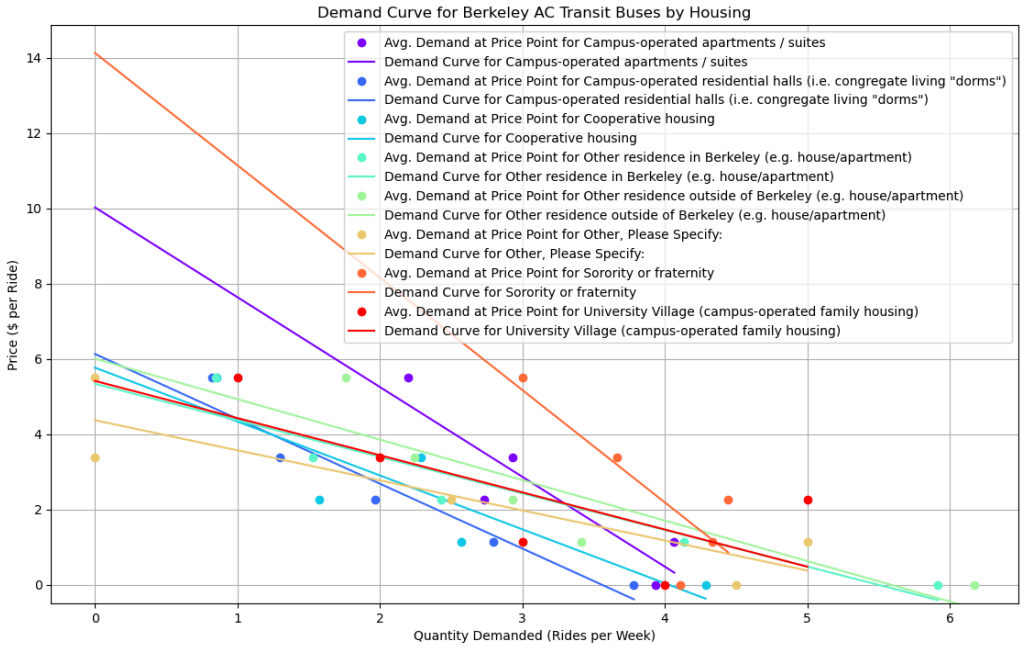
Demand Curve by Days on Campus



1. Riders present 0 days on campus display relatively low price sensitivity across price points, comparable to those present 1, 2, or 3 days on campus (although extremely similar to the price sensitivity of those present 1 day on campus).
    a. Based on the intercepts of the graph, riders present 0 days on campus display the fourth-least willingness to pay at the highest price points, and the second-least demand at the lowest price points.
2. Riders present 1 day on campus display relatively low price sensitivity across price points, comparable to those present 0, 2, or 3 days on campus (although extremely similar to the price sensitivity of those present 0 days on campus).
    a. Based on the intercepts of the graph, riders present 1 day on campus display the fifth-least willingness to pay at the highest price points, and the least demand at the lowest price points.
3. Riders present 2 days on campus display relatively low price sensitivity across price points, comparable to those present 0, 1, or 3 days on campus (although higher than the

price sensitivity of those present 0 or 1 days on campus and lower than the price sensitivity of those present 3 days on campus).
    a. Based on the intercepts of the graph, riders present 2 days on campus display the highest willingness to pay at the highest price points, and the fourth-least demand at the lowest price points.
4. Riders present 3 days on campus display relatively low price sensitivity across price points, comparable to those present 0, 1, or 2 days on campus (although higher than the price sensitivity of those present 2 days on campus).
    a. Based on the intercepts of the graph, riders present 3 days on campus display the second-highest willingness to pay at the highest price points, and the third-highest demand at the lowest price points.
5. Riders present 4 days on campus display the highest price sensitivity across price points.
    a. Based on the intercepts of the graph, riders present 4 days on campus display the third-highest willingness to pay at the highest price points, and the highest demand at the lowest price points.
6. Riders present 5 days on campus display relatively stable price sensitivity across price points, comparable to those present 6 or 7 days on campus (although slightly higher than the price sensitivity of those present 6 or 7 days on campus).
    a. Based on the intercepts of the graph, riders present 5 days on campus display the lowest willingness to pay at the highest price points, and the second-highest demand at the lowest price points.
7. Riders present 6 days on campus display relatively stable price sensitivity across price points, comparable to those present 5 or 7 days on campus (although slightly lower than the price sensitivity of those present 5 or 6 days on campus).
    a. Based on the intercepts of the graph, riders present 7 days on campus display the second-lowest willingness to pay at the highest price points, and the fourth-highest demand at the lowest price points.
8. Riders present 7 days on campus display relatively stable price sensitivity across price points, comparable to those present 5 or 6 days on campus (although slightly lower than the price sensitivity of those present 5 days on campus and slightly higher than the price sensitivity of those present 7 days on campus).
    a. Based on the intercepts of the graph, riders present 6 days on campus display the third-lowest willingness to pay at the highest price points, and the third-least demand at the lowest price points.

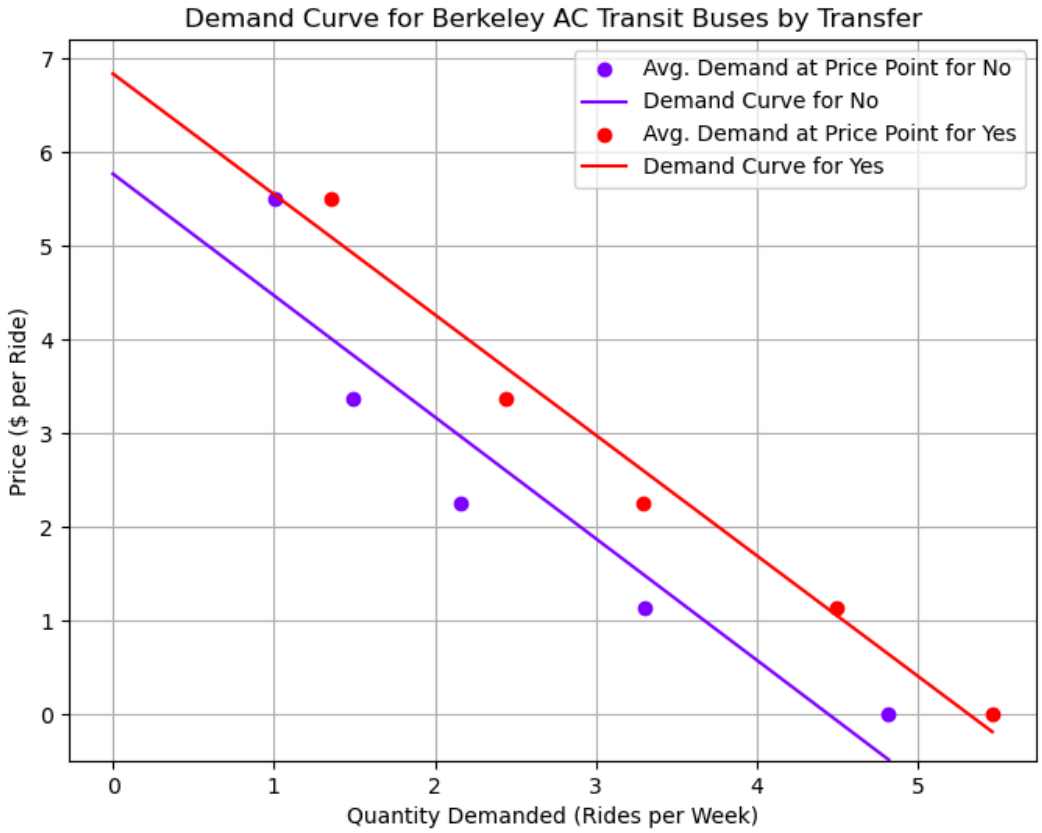
Demand Curve by Housing



1. Riders living in campus-operated apartments/suites display relatively low price sensitivity across price points, comparable to those living in sorority/fraternity housing (although slightly higher than the price sensitivity of those living in sorority/fraternity housing).
    a. Based on the intercepts of the graph, riders living in campus-operated apartments/suites display the second-highest willingness to pay at the highest price points, and the third-least demand at the lowest price points.
2. Riders living in campus-operated residential halls display relatively low price sensitivity across price points, comparable to those living in campus-operated apartments/suites (although slightly higher than the price sensitivity of those living in campus-operated apartments/suites).
    a. Based on the intercepts of the graph, riders living in campus-operated residential halls display the third-highest willingness to pay at the highest price points, and the least demand at the lowest price points.
3. Riders living in cooperative housing display relatively stable price sensitivity across price points, comparable to those living in campus-operated residential halls (although slightly higher than the price sensitivity of those living in campus-operated residential halls).
    a. Based on the intercepts of the graph, riders living in cooperative housing display the fourth-lowest willingness to pay at the highest price points, and the second-least demand at the lowest price points.

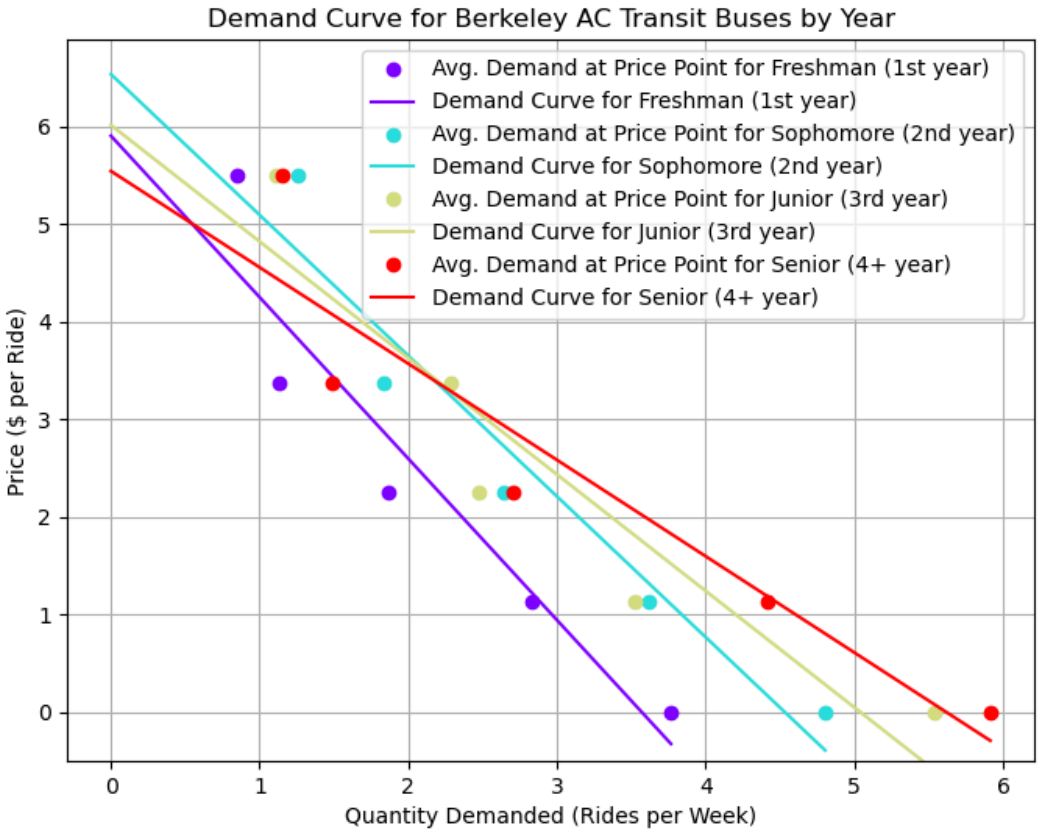
4. Riders living in other residences in Berkeley display relatively high price sensitivity across price points, comparable to those living in university villages (extremely similar to the price sensitivity of those living in university villages).
    a. Based on the intercepts of the graph, riders living in other residences in Berkeley display the second-lowest willingness to pay at the highest price points, and the second-highest demand at the lowest price points.
5. Riders living in other residences outside of Berkeley display relatively high price sensitivity across price points, comparable to those living in University villages or other residences in Berkeley (although slightly lower than the price sensitivity of those living in University villages or other residences in Berkeley).
    a. Based on the intercepts of the graph, riders living in other residences outside of Berkeley display the fourth-highest willingness to pay at the highest price points, and the highest demand at the lowest price points.
6. Riders living in other residences (unspecified) display relatively high price sensitivity across price points, comparable to those living in other residences outside of Berkeley (although slightly higher than the price sensitivity of those living in other residences outside of Berkeley).
    a. Based on the intercepts of the graph, riders living in other (unspecified) residences display the lowest willingness to pay at the highest price points, and the fourth-highest demand at the lowest price points.
7. Riders living in sorority/fraternity housing display relatively low price sensitivity across price points, comparable to those living in campus-operated apartments/suites (although lower than the price sensitivity of those living in campus-operated apartments/suites).
    a. Based on the intercepts of the graph, riders living in sorority/fraternity housing display the highest willingness to pay at the highest price points, and the fourth-lowest demand at the lowest price points.
8. Riders living in university villages display relatively high price sensitivity across price points, comparable to those living in other residences in Berkeley (extremely similar to the price sensitivity of those living in other residences in Berkeley).
    a. Based on the intercepts of the graph, riders living in university villages display the third-lowest willingness to pay at the highest price points, and the third-highest demand at the lowest price points.

Demand Curve by Transfer Students



1. Riders who are not transfer students display relatively stable price sensitivity across price points, comparable to those who are transfer students (extremely similar to the price sensitivity of those who are transfer students).
    a. Based on the intercepts of the graph, riders who are not transfer students display the lowest willingness to pay at the highest price points, and the least demand at the lowest price points.
2. Riders who are transfer students display relatively stable price sensitivity across price points, comparable to those who are not transfer students (extremely similar to the price sensitivity of those who are not transfer students).
    a. Based on the intercepts of the graph, riders who are transfer students display the highest willingness to pay at the highest price points, and the highest demand at the lowest price points.

Demand Curve by Year



1. Riders who are freshmen display relatively low price sensitivity across price points, comparable to those who are sophomores (although slightly lower than the price sensitivity of those who are sophomores).
    a. Based on the intercepts of the graph, riders who are freshmen display the second-lowest willingness to pay at the highest price points, and the least demand at the lowest price points.
2. Riders who are sophomores display relatively stable price sensitivity across price points, comparable to those who are freshmen or juniors (although slightly higher than the price sensitivity of those who are freshmen and slightly lower than the price sensitivity of those who are juniors).
    a. Based on the intercepts of the graph, riders who are sophomores display the highest willingness to pay at the highest price points, and the second-least demand at the lowest price points.
3. Riders who are juniors display relatively stable price sensitivity across price points, comparable to those who are sophomores or seniors (although slightly higher than the

price sensitivity of those who are sophomores and slightly lower than the price sensitivity of those who are seniors).

   a. Based on the intercepts of the graph, riders who are juniors display the second-highest willingness to pay at the highest price points, and the second-highest demand at the lowest price points.

4. Riders who are seniors display relatively high price sensitivity across price points, comparable to those who are juniors (although slightly higher than the price sensitivity of those who are juniors).

   a. Based on the intercepts of the graph, riders who are seniors display the lowest willingness to pay at the highest price points, and the highest demand at the lowest price points.

Extra:

Demand Curve by Bus Class Impact

1. Those who stated having the bus pass affected their transit use had much higher demand for transit at lower price levels but higher price sensitivity than those who stated their possession of the bus pass did not affect their transit use

Demand Curve by Knowing of Class Pass Fee

1. Very little difference, perhaps minor price sensitivity increase for those who knew about class pass fee

Demand Curve by Gender

1. Very similar, difference (higher demand for nonbinary at lower price levels/much higher price sensitivity too) may be due to outliers

Demand Curve By Support of Class Pass

1. Those who supported class pass had much higher demand at lower price levels and higher price sensitivity than those who did not