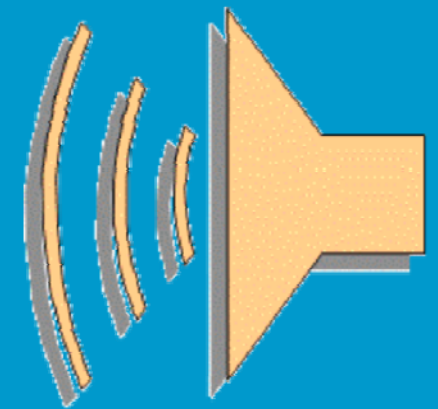
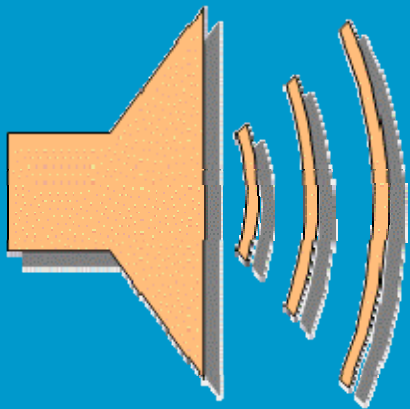


TransLink

SkyTrain Riders' Music Preferences



Conclusions and Implications

- SkyTrain riders are in favour of playing music at SkyTrain stations. More than three-quarters said they supported the concept – 64% supported it regardless of music played, and an additional 15% said they would support it contingent on the type of music played.
- *Classical* and *Christian seasonal* music were the only types that were selected by more than half of riders (61% and 58%, respectively). *Soft rock* was selected by just under half (45%).
 - All other types of music were selected by one-in-three riders or less, with the more frequent suggestions including *Rhythm and Blues* (28%), *Blues* (23%), and *Jazz* (5%).
 - Riders in the 35-54 age group had a preference for *Soft rock* (50%) compared to those in the 16-34 (44%) and 55+ groups (37%), and *Blues* was preferred by more riders in the 16-34 age group (28%) compared to those in the older groups (19% for the two groups combined).

Method

Data collection & Weighting

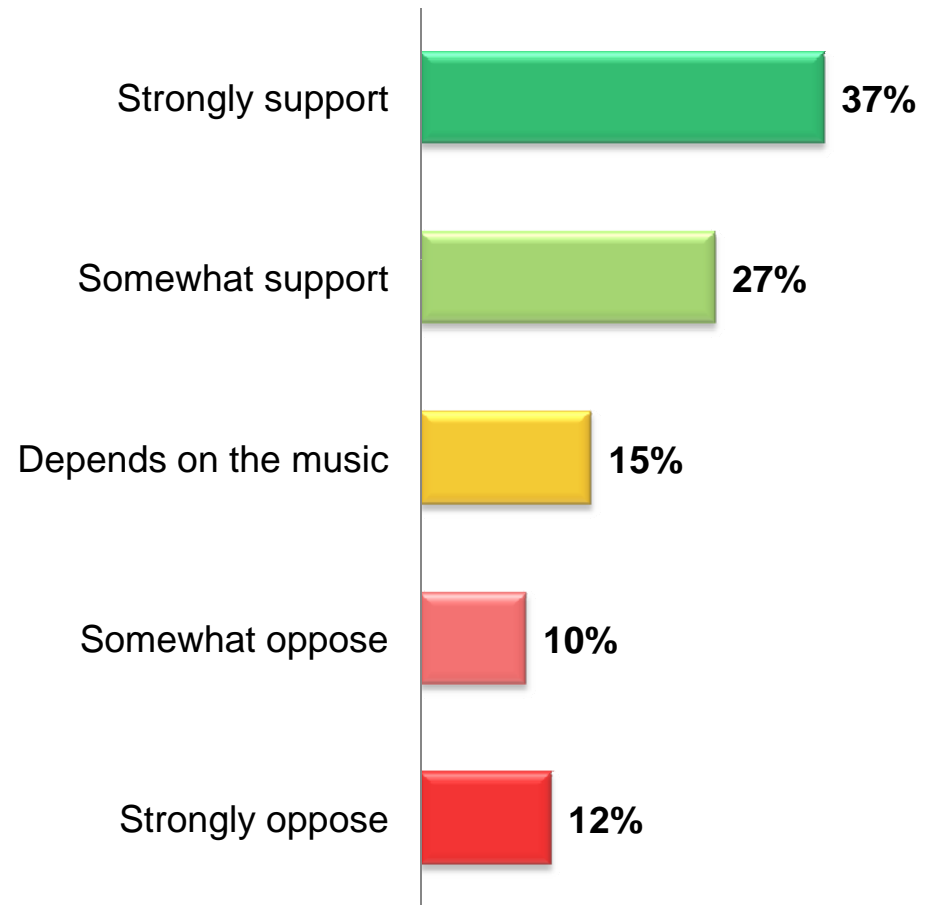
- *TransLink Listens* panelists who ride SkyTrain as a primary or secondary mode of transportation were invited to complete a SkyTrain Holiday Music Survey “to get your feedback on a trial program being considered by SkyTrain Management” on December 12. The survey was open until December 14.
- Out of 2843 SkyTrain riders who were invited, 1206 completed the survey. The response rate was 42%.
- Of the 1206 completed surveys, 1183 were from Metro Vancouver residents. Panelists from outside Metro Vancouver are not included in the results presented in this report.
- Two prizes of either \$100 cash or a Three-zone FareCard were offered to encourage participation.
- The data were weighted to represent the age and gender distributions of SkyTrain riders in each region of Metro Vancouver.

TransLink SkyTrain Music

Support for playing music at SkyTrain stations

SkyTrain's management is considering a trial program in which either seasonal music or general softer music, or both, would be played over station speakers on the SkyTrain Platforms (but not inside SkyTrain cars). Would you support or oppose music being played in SkyTrain stations on a trial basis only?

- About two-thirds (64%) of SkyTrain riders supported playing music at SkyTrain stations. Another 15% support the concept, contingent on the types of music played.
- Slightly more than two-in-ten (21%) opposed the idea.



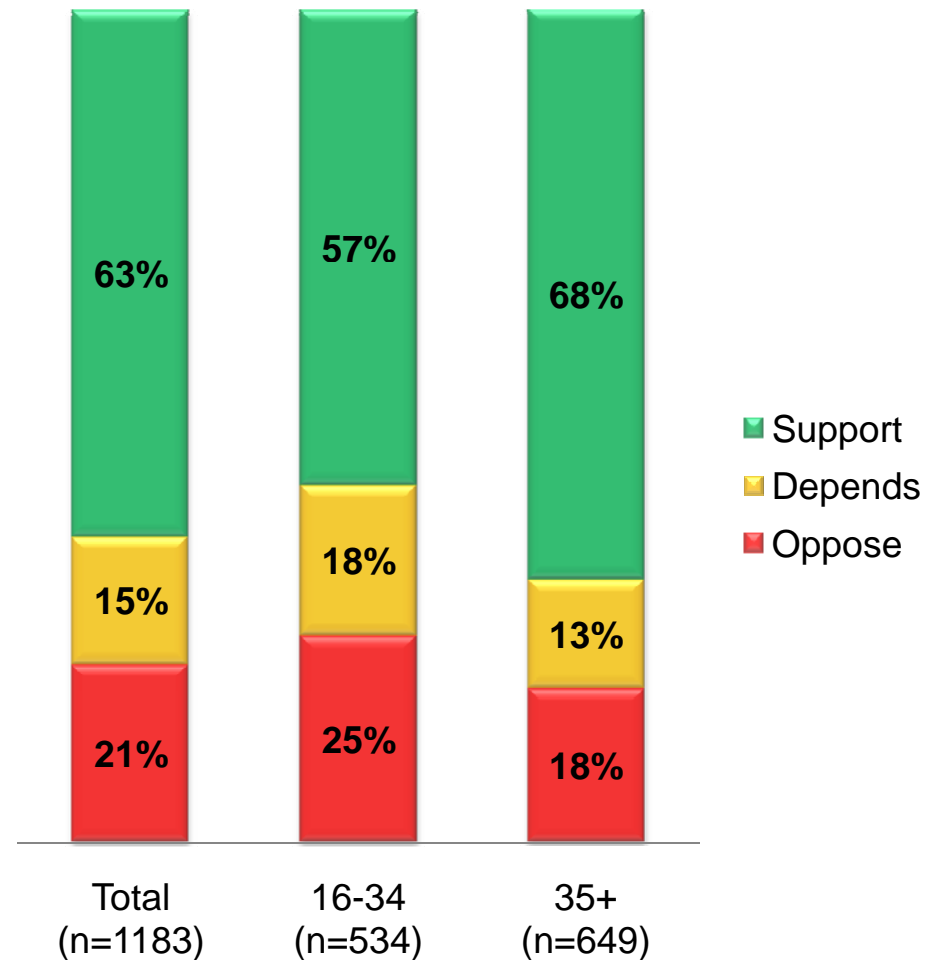
Base: All participants (n=1183).

TransLink SkyTrain Music

Support for playing music at SkyTrain stations

SkyTrain's management is considering a trial program in which either seasonal music or general softer music, or both, would be played over station speakers on the SkyTrain Platforms (but not inside SkyTrain cars). Would you support or oppose music being played in SkyTrain stations on a trial basis only?

- A significantly greater proportion of SkyTrain riders in the 35+ age groups supported music at SkyTrain stations compared to those in the 16-34 age group.
- Conversely, riders in the 16-34 group were significantly more likely to oppose music at stations and say that their support is contingent on the type of music played, compared to riders in the 35+ groups.

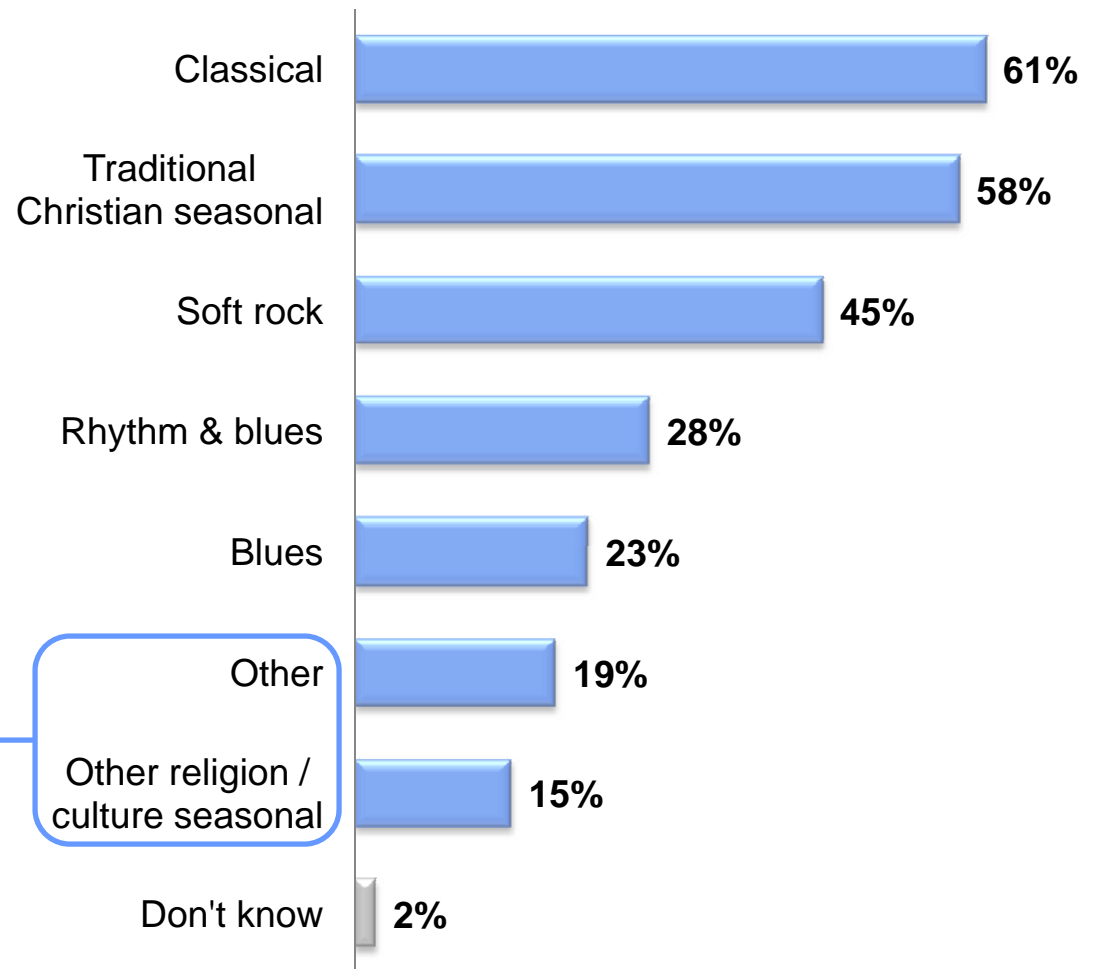


TransLink SkyTrain Music

Preferred music types

What type of music would you support being played inside SkyTrain stations on a trial basis? (Check one or more)

- *Classical* was the most frequently selected type of music (61%), followed closely by *Christian seasonal* (58%). *Soft rock* was selected by almost half of SkyTrain riders (45%).
- All other types of music were selected by fewer than three-in-ten riders.



“Other” suggestions are shown on the next two slides.

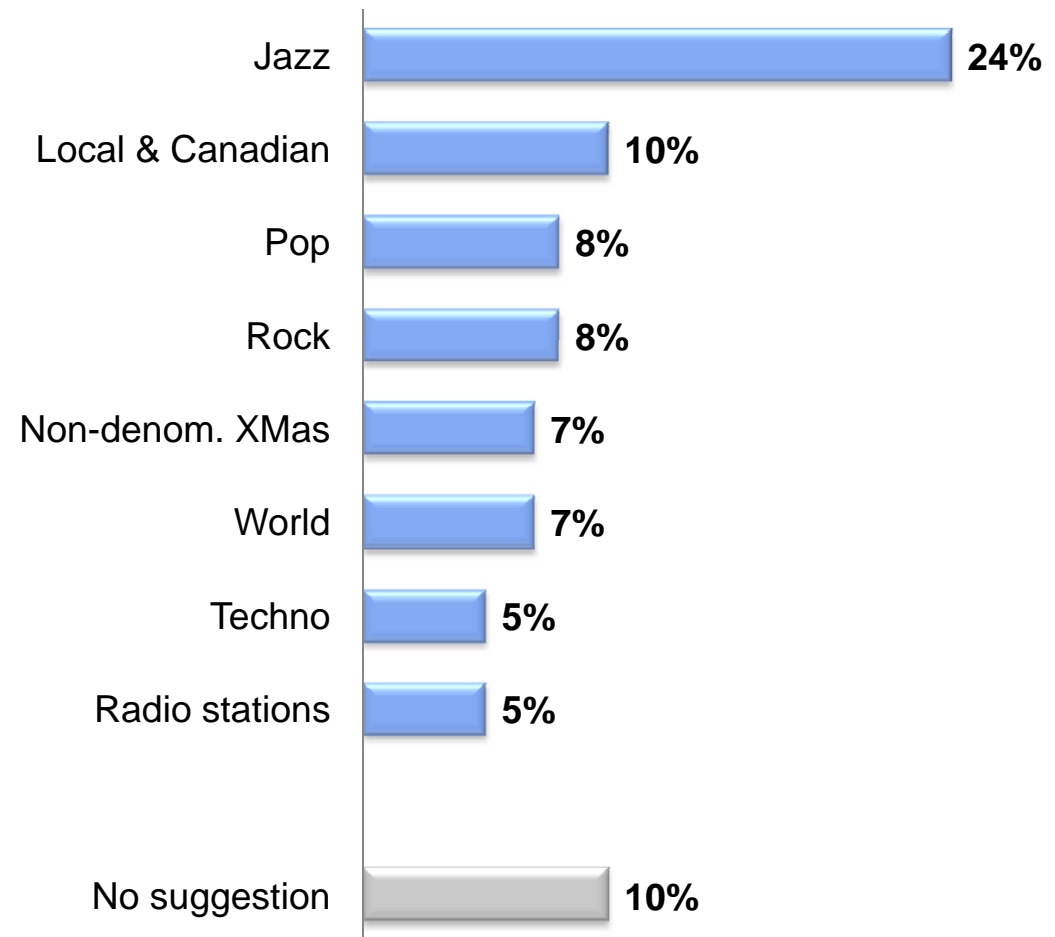
Base: Participants who did not oppose music (n=924).

TransLink SkyTrain Music

Other music types

Other music types specified.

- There was not a strong consensus among SkyTrain riders who specified other types of non-seasonal music.
- *Jazz* was mentioned by about one-quarter of riders (24%), while all other types of music were mentioned by one-in-ten or fewer riders. Taken to the total of SkyTrain riders who supported music at SkyTrain stations (n=924), only 5% suggested playing *Jazz*.



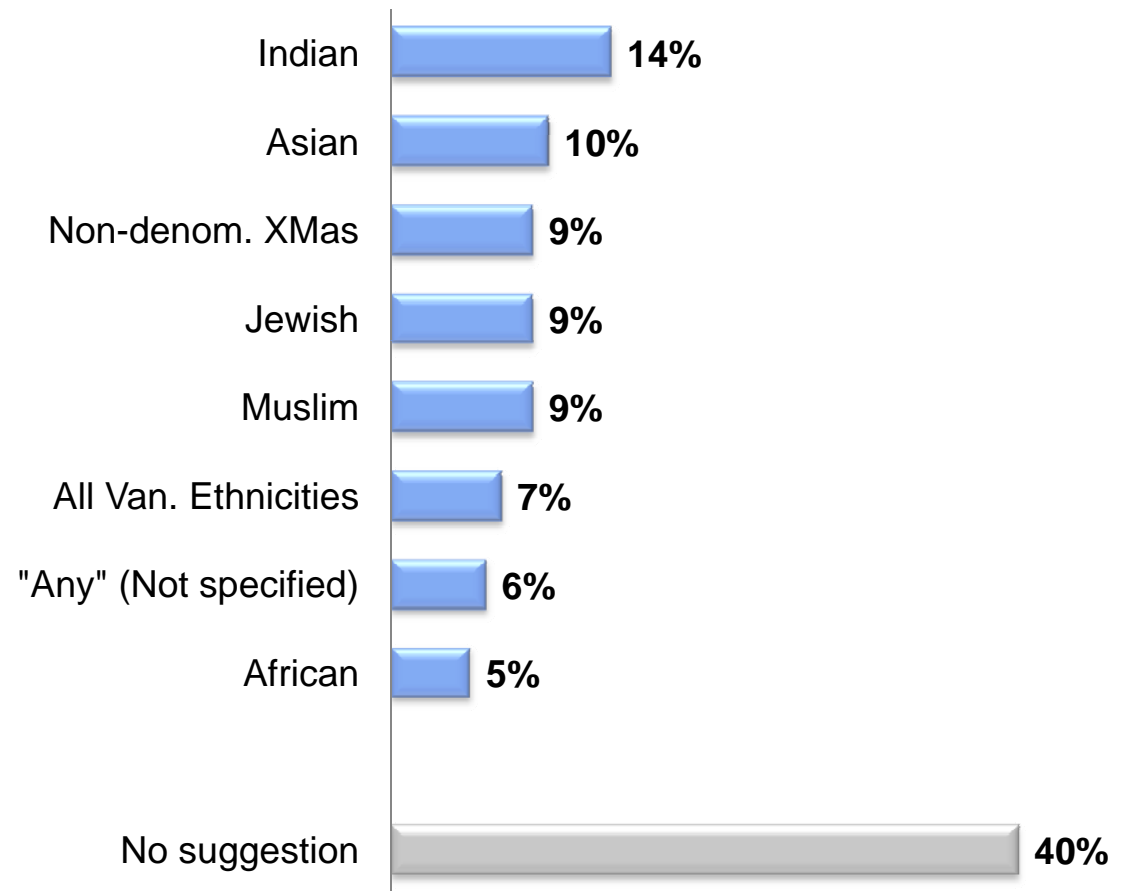
Base: Participants who selected 'Other (Specify)' (n=186). Note: Only responses mentioned by >4% of participants are shown.

TransLink SkyTrain Music

Other seasonal music types

Seasonal music from other religions and cultures specified.

- While 15% of riders supported playing *Seasonal music from other religions and cultures*, many of them seem to like the concept but not have any suggestions about the type of seasonal ethnic music they would like to hear (40% had no suggestion).
- No cultural music was suggested by more than 14% of SkyTrain riders who selected *Seasonal music from other religions and cultures*.
- Taken to the total base of people who supported music (n=924), only 2% or less preferred any single type of seasonal music from other religions and cultures.



Base: Participants who selected 'Seasonal music from other religions and cultures' (n=144).

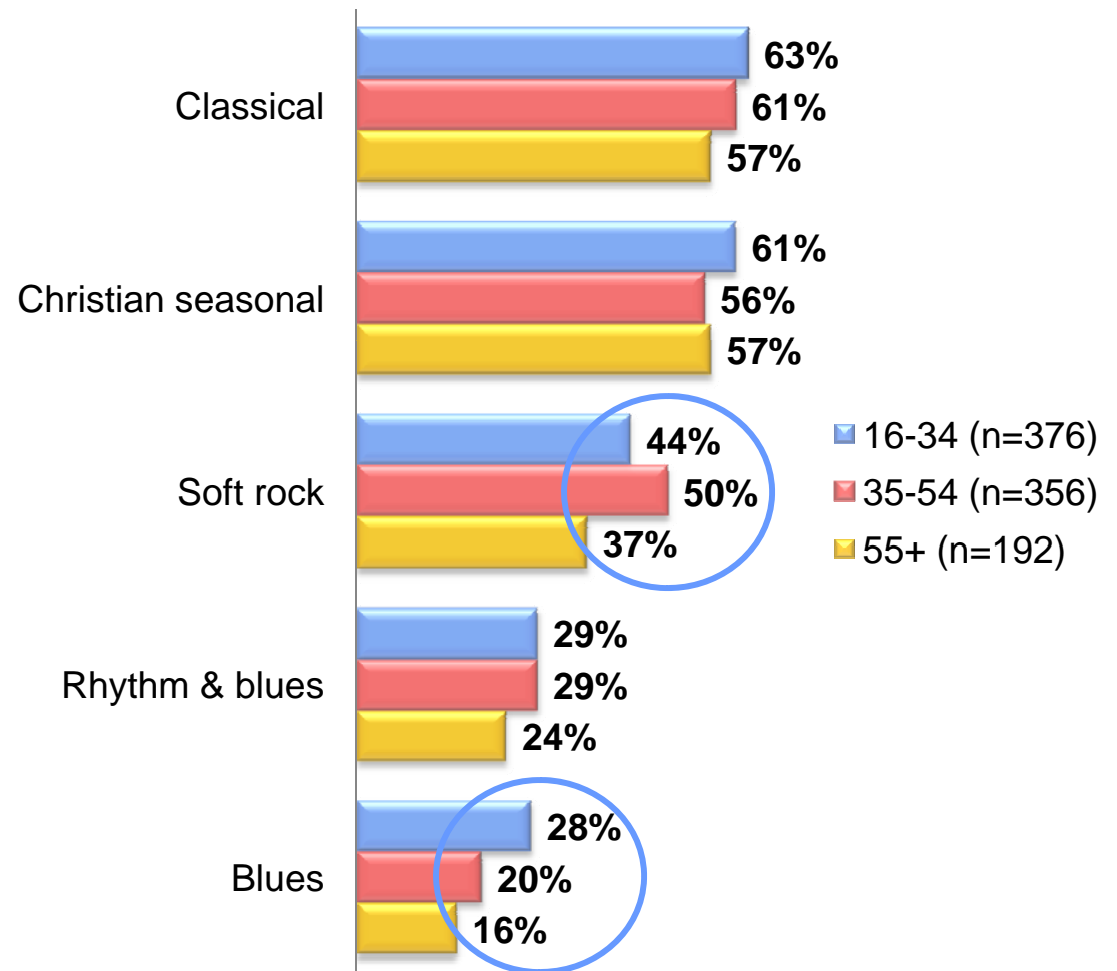
Note: Only responses mentioned by >4% of participants are shown.

TransLink SkyTrain Music

Age group differences for preferred music types

What type of music would you support being played inside SkyTrain stations on a trial basis? (Check one or more)

- There were several significant differences between the age groups.
- *Soft rock* was selected by more riders in the 35-54 age group (50%) compared to those in the 16-34 (44%) and 55+ groups (37%).
- *Blues* was selected by more riders in the 16-34 age group (28%) compared to those in the older groups (19% for the two groups combined).



Base: Participants who did not oppose music (n=924).

Demographics

Demographics

Into which of the following age categories do you fall? / Gender

Age/Gender	TransLink Listens Panel (n=1183)	
	Weighted %	Unweighted %
M 16-34	24%	22%
M 35-54	20%	19%
M 55+	9%	11%
F 16-34	22%	21%
F 35-54	18%	18%
F 55+	7%	10%

Note: These age and gender groups were used for weighting.