



MUSTEL GROUP
MARKET RESEARCH

RMOW Community Life Tracking Survey

February/ March 2008

Presented to:



Resort Municipality of Whistler
Whistler, BC



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Executive Overview

Introduction

The Resort Municipality of Whistler has developed a comprehensive sustainability plan called 'Whistler 2020'. One of the components of the plan is a comprehensive monitor and reporting program, which includes numerous indicators of community life that measure Whistler's success and sustainability. While many different sources (but primarily Statistics Canada) are available to measure social and economic indicators of success, there are also many gaps, necessitating the need for a community survey that captures the information on a yearly basis. The annual survey is also used to measure attitudes towards current policies and policy options.

This year, a total of 700 random telephone and intercept interviews were completed between February 20 and March 4, 2008. Key findings are summarized briefly in this Executive Overview. Further details are presented in the Detailed Findings section.

Key Indicator Findings

Living in Whistler

Proportion of residents living in the community full-time, seasonally or owning property for at least 5 years.

- Two-thirds of permanent residents (67%).
- Less than one-in-five seasonal residents (15%).
- More than eight-in-ten second home owners (85%).

Proportion of residents satisfied with Whistler as a place to live

- More than nine-in-ten permanent residents (92%).
- Just less than nine-in-ten seasonal residents (87%).

Proportion of residents satisfied with current housing arrangement

- More than eight-in-ten permanent residents (84%).
- Almost three-quarters of seasonal residents (72%).

Proportion of residents paying more than 30% of their gross income on housing

- One-in-five permanent residents (43%).
- Almost half of seasonal residents (48%).

Proportion of residents paying more than 40% of their gross income on housing

- One-quarter of permanent residents (26%).
- Almost one-third of seasonal residents (31%).

Median Income Levels – Personal and Household

Permanent Residents

- Median Personal Income Range: \$40,000 to less than \$45,000
- Median Household Family Income Range: \$80,000 to less than \$85,000

Seasonal Residents

- Median Personal Income Range: \$20,000 to less than \$25,000
- Median Household Family Income Range: \$40,000 to less than \$45,000

Arts, Culture and Recreation

Proportion of residents satisfied with Whistler's opportunities available for recreational physical activities

- More than nine-in-ten permanent residents (94%).
- Almost all seasonal residents (97%).
- More than nine-in-ten second home owners (96%).

Proportion of residents satisfied with Whistler's selection of arts and cultural events and opportunities

- Approximately eight-in-ten permanent residents (82%).
- More than two-thirds of all seasonal residents (71%).
- Two-thirds of all second home owners (67%).

Proportion of residents satisfied with Whistler's local transit services

- Approximately six-in-ten permanent residents (63%).
- Three-quarters of all seasonal residents (74%).
- Over two-thirds of second home owners (69%).

Proportion of residents satisfied with Whistler's walking and biking routes, i.e. valley trail

- More than nine-in-ten permanent residents (94%).
- More than eight-in-ten seasonal residents (87%).
- More than nine-in-ten second home owners (96%).

Proportion of residents satisfied with Whistler's healthcare services

- Approximately eight-in-ten permanent residents (83%).
- About half of all seasonal residents (55%).
- Over two-thirds of second home owners (69%).

Proportion of residents satisfied with Whistler's access to nature

- Almost all permanent residents (97%).
- More than nine-in-ten seasonal residents (95%).
- More than nine-in-ten second home owners (96%).

Proportion of residents satisfied with Whistler's career and employment opportunities

- Three-quarters of all permanent residents (73%).
- Seven-in-ten seasonal residents (70%).
- One-third of all second home owners (33%).

Proportion of residents satisfied with Whistler's personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and in the sea-to-sky corridor.

- More than one-quarter of all permanent residents (30%).
- Less than one-in-five seasonal residents (16%).

Proportion of residents satisfied with Whistler's restaurant services

- More than eight-in-ten permanent residents (85%).
- More than eight-in-ten seasonal residents (85%).
- Nine-in-ten second home owners (91%).

Proportion of residents satisfied with Whistler's grocery services

- Eight-in-ten permanent residents (79%).
- More than two-thirds of all seasonal residents (69%).
- Almost nine-in-ten second home owners (88%).

Proportion of residents satisfied with Whistler's atmosphere and ambiance

- More than eight-in-ten permanent residents (84%).
- Almost all seasonal residents (97%).
- Nine-in-ten second home owners (91%).

Health, Education & Employment

Proportion of resident population aged 18 and over rating their health status as very good to excellent

- More than eight-in-ten permanent residents (84%).
- About three-quarters of seasonal residents (77%).

Proportion of residents who have completed a post secondary education program

- Less than half of all permanent residents (46%).
- More than half of all seasonal residents (58%).

Proportion of residents currently unemployed

- A total of 4% of permanent residents.
- A total of 5% of seasonal residents.

Community Living

Proportion of residents who feels a sense of belonging to Whistler

- Approximately three-quarters of all permanent residents (76%).
- Two-thirds of seasonal residents (69%).
- Less than half of all second home owners (46%).

Proportion of residents volunteered in the past year at least one hour a month

- Approximately four-in-ten permanent residents (41%).
- Just 13% of seasonal residents and 10% of second home owners.

Proportion of residents and second home owners who feel that just over half or more people living in Whistler can be trusted

- Approximately eight-in-ten permanent residents (82%).
- More than eight-in-ten seasonal residents (86%).
- More than eight-in-ten second home owners (87%).

Proportion of residents satisfied with the quality of interactions with tourists

- Eight-in-ten permanent residents (80%).
- More than eight-in-ten seasonal residents (85%).

Community Decision Making

Most important issue facing the community today

Permanent Residents

- Housing (45%), RMOW Operational Concerns (16%), Environment (9%).

Seasonal Residents

- Housing (45%), Cost of living (10%), Transportation (6%).

Second Home Owners

- Housing (22%), Environment (19%), RMOW Operational Concerns (15%).

Proportion of community members satisfied with opportunities to provide input to community decision making

- Less than half of all permanent residents (46%).
- Approximately half of all seasonal residents (49%).
- Half of all second home owners (50%).

Proportion of community members satisfied with the quality of information available about community decisions

- Half of all permanent residents (51%).
- More than half of all seasonal residents (55%).
- More than half of all second home owners (58%).

Proportion of community members who trust that local decision makers have the best interests of the resort community in mind when making decisions at least most of the time

- Half of all permanent residents (49%).
- More than half of all seasonal residents (55%).
- More than half of all second home owners (58%).

Satisfaction with Services

Proportion of residents satisfied with RMOW's maintenance of community parks and trails

- Nine-in-ten permanent residents (90%).
- More than nine-in-ten seasonal residents (93%).
- More than nine-in-ten second home owners (92%).

Proportion of residents satisfied with RMOW's Village maintenance

- More than nine-in-ten permanent residents (93%).
- More than nine-in-ten seasonal residents (93%).
- More than nine-in-ten second home owners (94%).

Proportion of residents satisfied with RMOW's municipal recreational programs and facilities

- More than eight-in-ten permanent residents (85%).
- More than three-quarters of all seasonal residents (78%).
- Almost eight-in-ten second home owners (79%).

Proportion of residents satisfied with RMOW's police services

- More than three-quarters of all permanent residents (78%).
- Seven-in-ten seasonal residents (70%).
- Seven-in-ten second home owners (70%).

Proportion of residents satisfied with RMOW's fire inspection and rescue services

- More than eight-in-ten permanent residents (84%).
- Seven-in-ten seasonal residents (71%).
- Two-thirds of all second home owners (67%).

Proportion of residents satisfied with RMOW's internet access to municipal hall

- Approximately six-in-ten permanent residents (62%).
- Half of all seasonal residents (51%).
- More than four-in-ten second home owners (43%).

Proportion of residents satisfied with RMOW's library services

- More than three-quarters of all permanent residents (78%).
- More than three-quarters of all seasonal residents (77%).
- About six-in-ten second home owners (59%).

Proportion of residents satisfied with RMOW's road maintenance

- More than half of all permanent residents (56%).
- Two-thirds of all seasonal residents (67%).
- More than three-quarters of all second home owners (77%).

Proportion of residents satisfied with RMOW's snow clearing on local roads, including the highway in Whistler

- Two-thirds of all permanent residents (66%).
- Approximately eight-in-ten seasonal residents (81%).
- Eight-in-ten second home owners (80%).

Proportion of residents satisfied with RMOW's recycling/waste services

- Seven-in-ten permanent residents (71%).
- Three-quarters of all seasonal residents (74%).
- More than three-quarters of all second home owners (78%).

High Priorities for Budget Allocation

Proportion of residents rating maintenance of community parks and trails a high priority

- Two-thirds of all permanent residents (65%).
- Six-in-ten seasonal residents (61%).
- Seven-in-ten second home owners (72%).

Proportion of residents rating Village maintenance a high priority

- More than half of all permanent residents (56%).
- Approximately six-in-ten seasonal residents (63%).
- Seven-in-ten second home owners (70%).

Proportion of residents rating municipal recreational programs and facilities a high priority

- About half of all permanent residents (48%).
- Less than half of all seasonal residents (47%).
- Less than half of all second home owners (45%).

Proportion of residents rating local transit services a high priority

- Seven-in-ten permanent residents (70%).
- More than three-quarters of all seasonal residents (78%).
- Six-in-ten second home owners (60%).

Proportion of residents rating library services a high priority

- One-third of all permanent residents (32%).
- Less than one-third of all seasonal residents (31%).
- Less than one-third of all second home owners (28%).

Proportion of residents rating road maintenance a high priority

- Two-thirds of all permanent residents (67%).
- More than two-thirds of all seasonal residents (71%).
- More than eight-in-ten second home owners (83%).

Proportion of residents rating snow clearing on local roads a high priority

- More than three-quarters of all permanent residents (77%).
- More than three-quarters of all seasonal residents (78%).
- Almost nine-in-ten second home owners (88%).

Proportion of residents rating recycling and composting services a high priority

- Seven-in-ten permanent residents (70%).
- More than six-in-ten seasonal residents (64%).
- More than six-in-ten second home owners (62%).

Proportion of residents rating art programming and facilities a high priority

- One-quarter of all permanent residents (25%).
- One-in-five seasonal residents (22%).
- Just 15% of second home owners.

Proportion of residents rating community centres and youth services a high priority

- Six-in-ten permanent residents (60%).
- More than four-in-ten seasonal residents (43%).
- More than four-in-ten second home owners (44%).

Tax

Proportion of residents who support the proposed tax increase this year

- One-third of all permanent residents (34%).
- More than one-third of all second home owners (39%).

Proportion of residents who support the proposed tax increase for the next 3 years (among those who support the increase for this year)

- Six-in-ten permanent residents (61%).
- Less than half of all second home owners (45%).

Foreword

Background and Research Objectives

The Resort Municipality of Whistler has developed a comprehensive sustainability plan called 'Whistler 2020'. One of the components of the plan is a comprehensive monitor and reporting program, which includes numerous indicators of community life that measure Whistler's success and sustainability. While many different sources (but primarily Statistics Canada) are available to measure social and economic indicators of success, there are also many gaps, necessitating the need for a community survey that captures the information on a yearly basis. The annual survey is also used to measure attitudes towards current policies and policy options.

Some of the indicators for measurement in the survey include areas such as:

- Overall satisfaction with life in Whistler.
- Satisfaction with opportunities for recreation and entertainment.
- Satisfaction with health and other social and community services.
- Satisfaction and importance of various municipal services.
- Sense of belonging to the community.
- Satisfaction with the decision making process.

In designing the research a number of key issues and needs were considered including a requirement for reliable, projectable data, creating a survey design that is replicable, and the need to include all stakeholders.

The key stakeholder groups included:

- **Permanent residents:** those who own or rent property in Whistler and live there year-round
- **Seasonal residents:** those who do not own property in Whistler and live there for only part of the year
- **Second home owners:** those who do own property in Whistler but live elsewhere

Methodology

The primary methodology for this survey was the use of random telephone interviews conducted among the three key stakeholder groups in Whistler. A total of 700 interviews were completed, 300 with permanent residents, 200 with second-home owners and 200 with seasonal residents. Fieldwork was conducted between February 20 and March 4, 2008, with three days spent interviewing onsite, February 27 and 28 and March 3.

A telephone methodology is the most effective method to interview a representative cross-section of stakeholders. With this methodology, we can use techniques to ensure the sample is randomly selected and results projectable to the entire stakeholder group. Results from alternative methodologies such as mail surveys or internet surveys are not necessarily projectable to the population, as they tend to suffer from low response rates, and response bias, as respondents are often self-selected on the basis of the topic area. In addition, self-administered questionnaires have numerous limitations on questionnaire design and tend to be quite poor for open-ended questions.

The key limitation of a telephone approach is reaching households that do not have landlines, an issue encountered in the previous surveys conducted in 2006 and 2007, and once again overcome in 2008 by completing on-site intercept surveys (paper assisted personal interviews) at the Village in Whistler, boosting the seasonal responses completed on the telephone to the required total of 200 completes.

Sampling

Permanent Residents

Households were randomly selected using an up-to-date database of published, residential listings. The database Mustel employs is updated regularly to ensure the inclusion of the most recent listings. Once contacted, the individual within the household is also selected at random.

A minimum of six attempts were made to obtain an interview with the selected household/individual to minimize potential bias due to non-response.

At the data processing stage, minor weighting adjustments on the basis of age within gender were made to match the sample to the most recent Statistics Canada census data for the area.

Sample Distribution Permanent Residents		
	<u>Actual</u> (301) %	<u>Weighted</u> (301) %
Gender		
Male	53	54
Female	47	46
Age		
18-34	18	47
35-44	26	21
45-54	26	16
55-64	15	9
65 and over	12	5

Seasonal Residents

The same approach was initially used to reach seasonal residents with a portion of the surveys completed onsite as detailed earlier. Unlike 2006, the seasonal residents in 2008 were screened for those currently working or seeking work in Whistler, therefore differences that occur within this group between 2006 and 2008 are not highlighted in this report.

Second Home Owners

Although a proportion of second home owners are located in the process of sampling for residents, due to their more limited chance of being at their Whistler residence during the survey period, additional methods to reach this group were required. As such RMOW supplied a copy of their database of Whistler property owners. From this list, Mustel Group contacted a random selection of those households with a different mailing address (outside of Whistler, excluding business investors and foreign owners) from their property address. First, the telephone number of the primary residence (if published) was located and then the property owner was contacted at their home.

With no data available for population distribution of second-home owners or seasonal residents no weighting factor is applied.

Sample Distribution Second-Home Owners & Seasonal Residents		
	Second-Home Owners (200) %	Seasonal Residents (200) %
Gender		
Male	50	47
Female	50	54
Age		
18-34	4	80
35-44	5	5
45-54	25	6
55-64	35	7
65 and over	27	2

Data Collection

All telephone interviewing was conducted from Mustel Group’s centrally located telephone facility in Vancouver, where trained telephone interviewers are continuously supervised and monitored.

Results

The results are presented here in the format of an Executive Overview, summarizing the key findings, and a more comprehensive Detailed Findings section.

Statistical tolerance limits (or sampling margin of error) for a simple random sample of 300 interviews are +/- 5.7% at the 95% confidence level (or 19 times out of 20, if the study were to be repeated). For a random sample of 200 interviews the tolerance limits are +/- 6.9% at the 95% confidence level.

Throughout the report results are compared to previous years with downward or upward trends highlighted as either ‘significant’ or merely ‘directional’. Percentage spreads necessary for differences to be significant vary depending upon base sizes.

Significance is tested at the 95% confidence level. Directionally higher/lower is not yet statistically significant at the 95% confidence level, but suggests a possible emerging trend of interest to RMOW.

Recommendations

On completion of the 2008 Community Life Tracking Survey the following recommendations can be made in terms of planning and implementation of future waves of tracking.

- Use of the RMOW database of property owners to target second homeowners was once again particularly effective in adding to those picked up when calling from the published listing of Whistler residents and completing the overall quota more efficiently and cost effectively.
- As with second home owners, a small proportion of seasonal residents were found while calling Whistler published residential listings, however the necessary step of completing additional surveys on-site was very effective in filling this quota group. It was particularly effective in reaching the seasonal workers who are more likely to have cell phones only and so more difficult to reach by land line. It is therefore recommended, that for future waves, the on-site method of data collection continue to make up the lion's share of seasonal resident interviews, complemented by those picked up while calling the published residential numbers.
- Finally, in terms of the questionnaire itself, continuing to keep the numbers of skips and questions asked to a minimum appears to have helped in the smoother application of the survey instrument. In particular, simplification of the income questions and asking of key demographic questions at the start of the survey have helped in screening more efficiently as well as in ultimately cleaning and processing data.

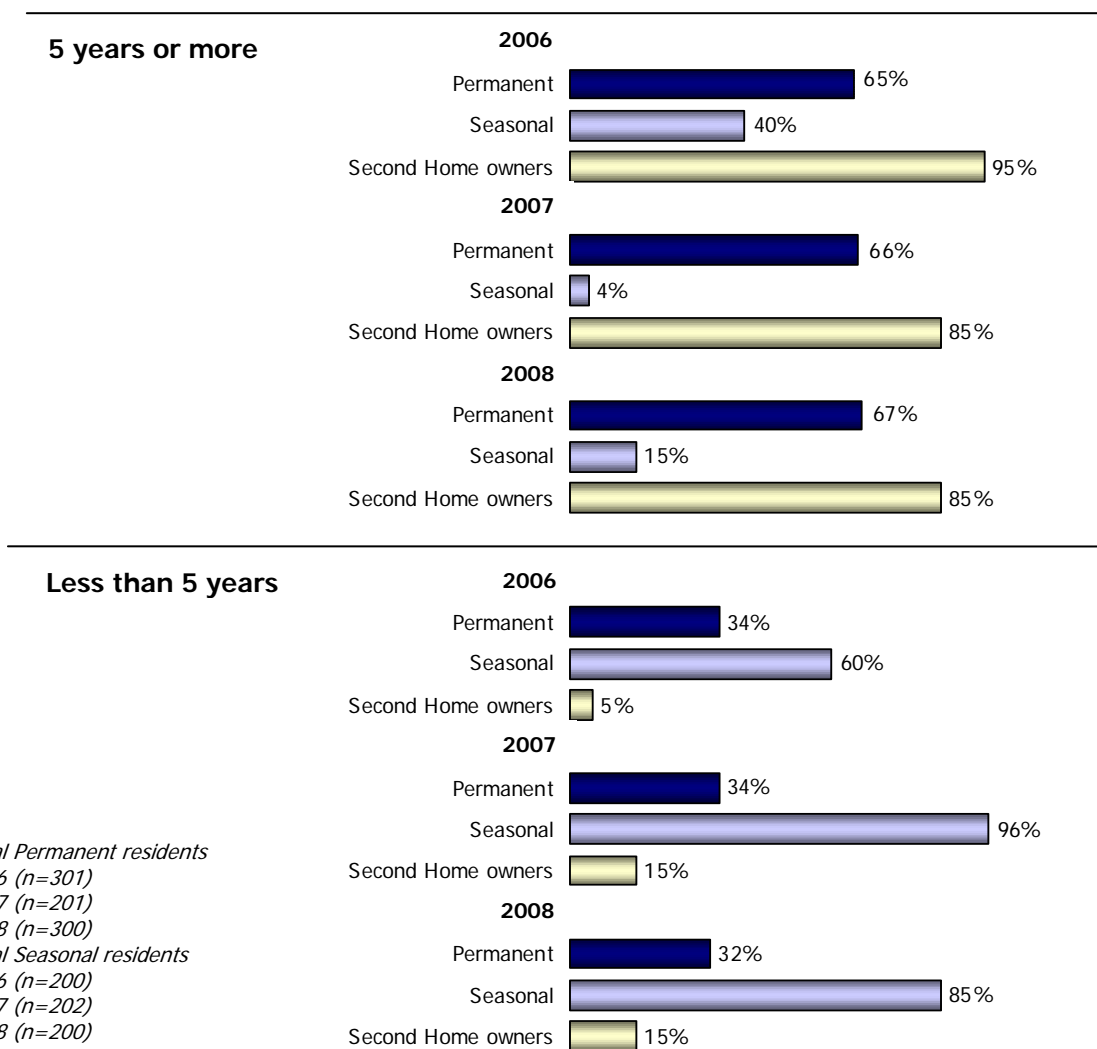
Detailed Findings

1. Living in Whistler

1.1 Proportion of residents living in the community full-time, seasonally or owning property for at least 5 years.

- Two-thirds of permanent residents (67%).
- Less than one-in-five seasonal residents (15%).
- More than eight-in-ten second home owners (85%).

Years Lived or Owned in Whistler



Base: Total Permanent residents
 2006 (n=301)
 2007 (n=201)
 2008 (n=300)
 Total Seasonal residents
 2006 (n=200)
 2007 (n=202)
 2008 (n=200)
 Total Second Home owners
 2006 (n=200)
 2007 (n=192)
 2008 (n=206)

Q.5) How long have you lived as a year round resident in Whistler? How many years have you come to live in Whistler for a season? How long have you owned property in Whistler?

Permanent Residents

- Those aged less than 35 have lived in Whistler on average approximately 5 years compared with the over 35's who have spent on average 15 years living in the community; while renters have spent an average of seven years in Whistler compared with home owners who average almost 14 years.
- More than four-in-ten residents currently live in a single detached home with a further one-quarter who live in a duplex or townhouse. A further 15% live in an apartment or condo, with a similar proportion (16%) who rent a suite in a house.
- A total of 16% of residents' dwellings are in the pool of Whistler Housing Authority Restricted Housing.

Seasonal Residents

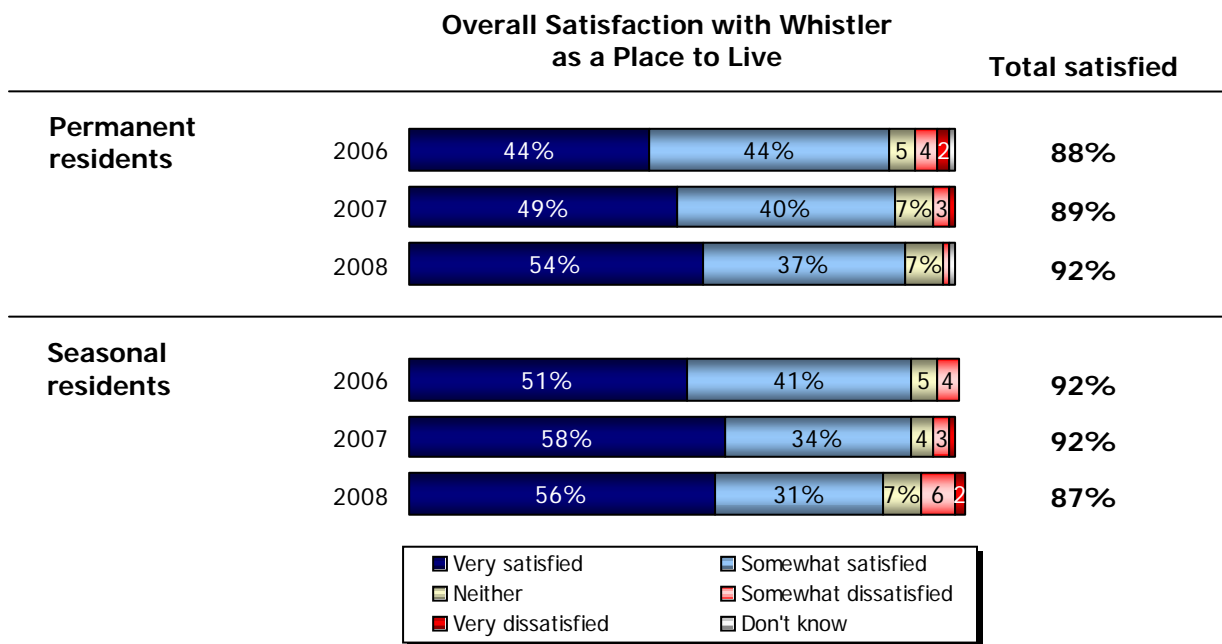
- On average those aged younger than 35 and those who currently rent have come to live in Whistler for the season for less than 2 years compared with the over 35's and those who own property who have spent on average between 11 and 17 years living seasonally in the community.
- Approximately one-quarter of seasonal residents (27%) live in a single detached home with a further 22% who live in a duplex or townhouse. One-third (34%) live in an apartment or condo with a further 9% who rent a suite in a house.
- The dwellings of 18% of seasonal residents are in the pool of Whistler Housing Authority Restricted Housing.

Second Home Owners

- Second home owners (excluding foreign and business owners) have owned their property in Whistler for an average of 15 years.
- The majority own a duplex or townhouse (37%), with one-quarter who own a condominium or apartment and one-quarter who own a single, detached house.

1.2 Proportion of residents satisfied with Whistler as a place to live

- More than nine-in-ten permanent residents (92%), with a significant increase in those 'very' satisfied from 2006 to the current measure.
- Just less than nine-in-ten seasonal residents (87%).



*Base: Total Permanent residents
2006 (n=301)
2007 (n=201)
2008 (n=300)
Total Seasonal residents
2006 (n=200)
2007 (n=208)
2008 (n=200)*

Q.11) Overall how satisfied are you with Whistler as a place to live? Are you:

Permanent Residents

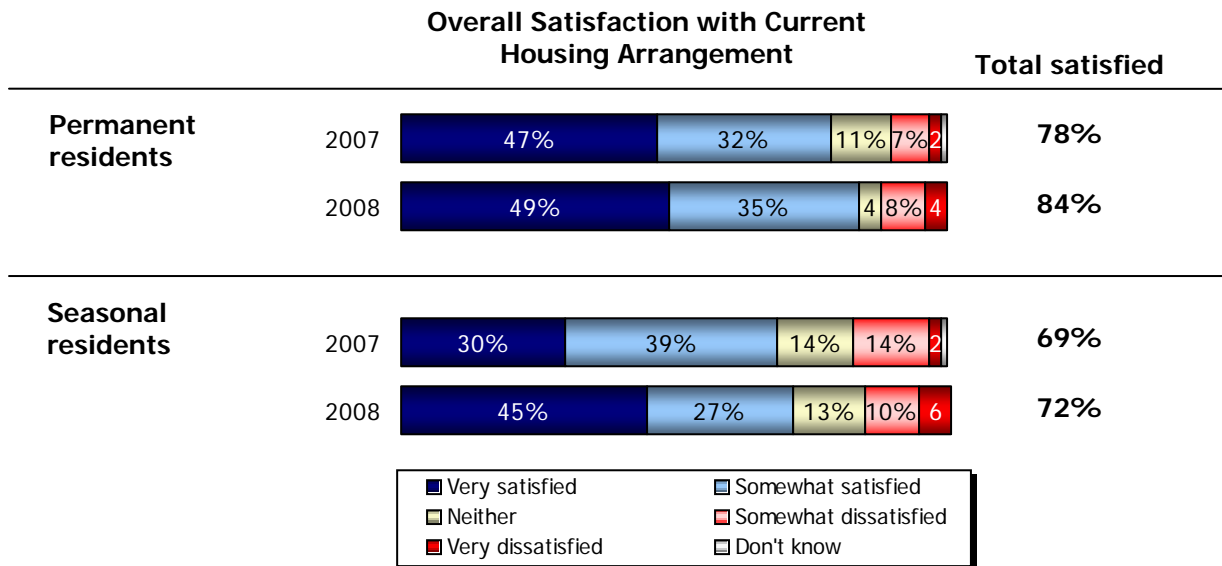
- The high level of overall satisfaction in 2008 is consistent amongst all demographic sub-groups.

Seasonal Residents

- As with permanent residents, the high level of satisfaction found amongst seasonal residents is also consistent across all demographic sub-groups.

1.3 Proportion of residents satisfied with current housing arrangement

- More than eight-in-ten permanent residents (84%), a directional increase from a year ago.
- Almost three-quarters of seasonal residents (72%), with a significant increase in those 'very' satisfied.



*Base: Total Permanent residents
2006 (n=301)
2007 (n=201)
2008 (n=300)
Total Seasonal residents
2006 (n=200)
2007 (n=208)
2008 (n=200)*

Q.10) Not including the cost of housing, how satisfied are you with your current housing arrangement? Please consider aspects such as space, storage, privacy, the condition and layout of the unit. Are you:

Permanent Residents

- Satisfaction is consistent across all demographic sub-groups amongst the permanent residents.

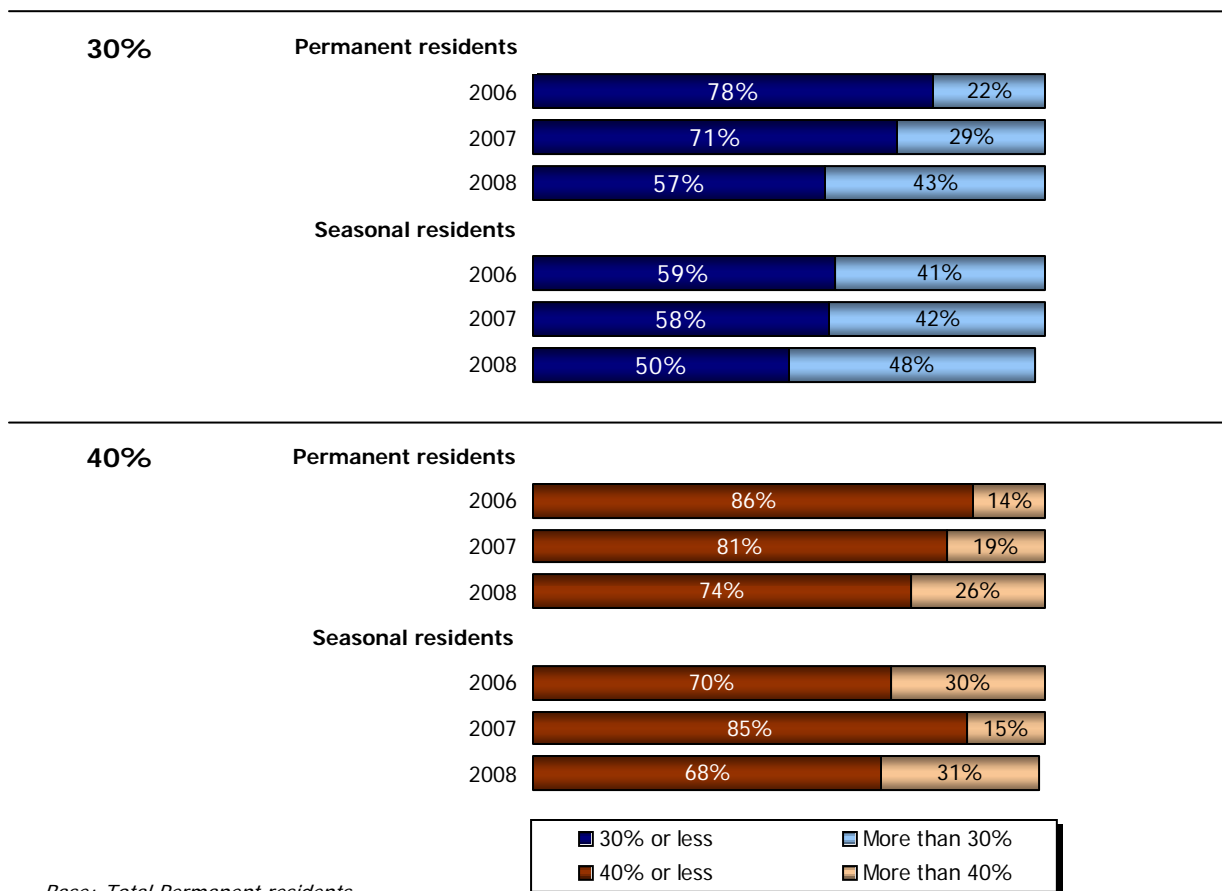
Seasonal Residents

- Among seasonal residents satisfaction with housing arrangements tends to be higher amongst those 35 and over (90% satisfied vs. 67% of those under 35), while males are more likely than females to be 'very' satisfied with their housing (53% vs. 38% respectively).

1.4 Proportion of residents paying more than 30% or 40% of their gross income on housing

- Approximately four-in-ten permanent residents (43%) pay more than 30% of their income on housing with about one-quarter (26%) who pay more than 40% of their income, significantly more than the past two years.
- About half of all seasonal residents (48%) pay more than 30% of their income on housing, with no significant change from a year ago; however 31% pay more than 40% of their income, representing a significant increase from 15% a year ago.

Proportion of Income Spent on Housing



Base: Total Permanent residents
 2006 (n=232)
 2007 (n=92)
 2008 (n=236)
 Total Seasonal residents
 2006 (n=140)
 2007 (n=157)
 2008 (n=153)

Q.38a) Approximately how much in total do you spend per month on housing including [your portion of the rent, electricity, heating and water] / [your mortgage payments, heating, electricity, water but excluding property taxes and any rental income] ?

Q38e) And approximately how much are your annual property taxes?

Permanent Residents

- A greater proportion of home owners (49%) versus renters (37%), pay more than 30% of their income on housing.
- This is also the case for those in the lower household income bracket, less than \$50,000 p.a. (76% vs. 38% of those with \$50,000 or more).

Seasonal Residents

- Amongst seasonal residents those living in resident restricted housing are less likely to pay more than 30% of their income on housing compared with those who are not (27% vs. 53% respectively).

1.5 *Median Income Levels – Personal and Household*

Permanent Residents

- Median Personal Income Range: \$40,000 to less than \$45,000
- Median Household Family Income Range: \$80,000 to less than \$85,000

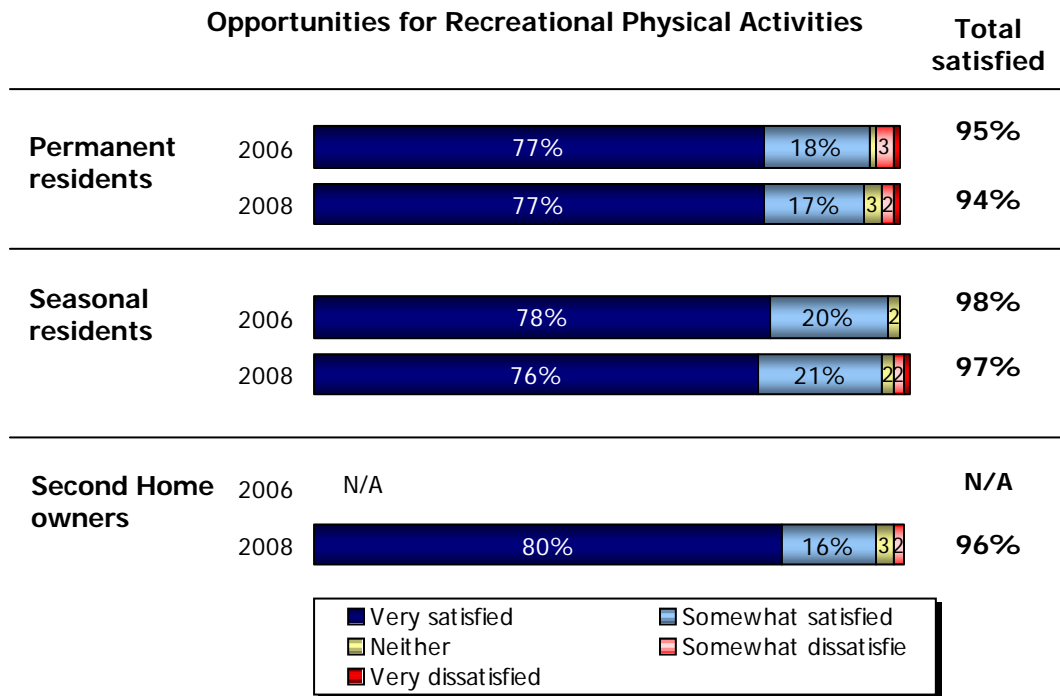
Seasonal Residents

- Median Personal Income Range: \$20,000 to less than \$25,000
- Median Household Family Income Range: \$40,000 to less than \$45,000

2. Arts, Culture and Recreation

2.1 Proportion of residents satisfied with Whistler for: "Opportunities available for recreational physical activities"

- More than nine-in-ten permanent residents (94%).
- Almost all seasonal residents (97%).
- More than nine-in-ten second home owners (96%).



Base: Total Permanent residents
 2006 (n=301)
 2008 with an opinion (n=300)
 Total Seasonal residents
 2006 (n=200)
 2008 with an opinion (n=200)
 Total Second Home owners
 2006 (n=200)
 2008 with an opinion (n=203)

Q.12) How satisfied are you with the following aspects of life in Whistler? "Opportunities available for recreational physical activities"

Consistent with two years ago, almost all people in Whistler are satisfied with the opportunities available for recreational physical activities.

Permanent Residents

- Satisfaction with opportunities for recreational physical activities is consistent amongst most demographic sub-groups, with it highest amongst longer term residents (11+ years) and those in the upper income brackets (\$25,000 or more personal and \$50,000 or more household).

Seasonal Residents

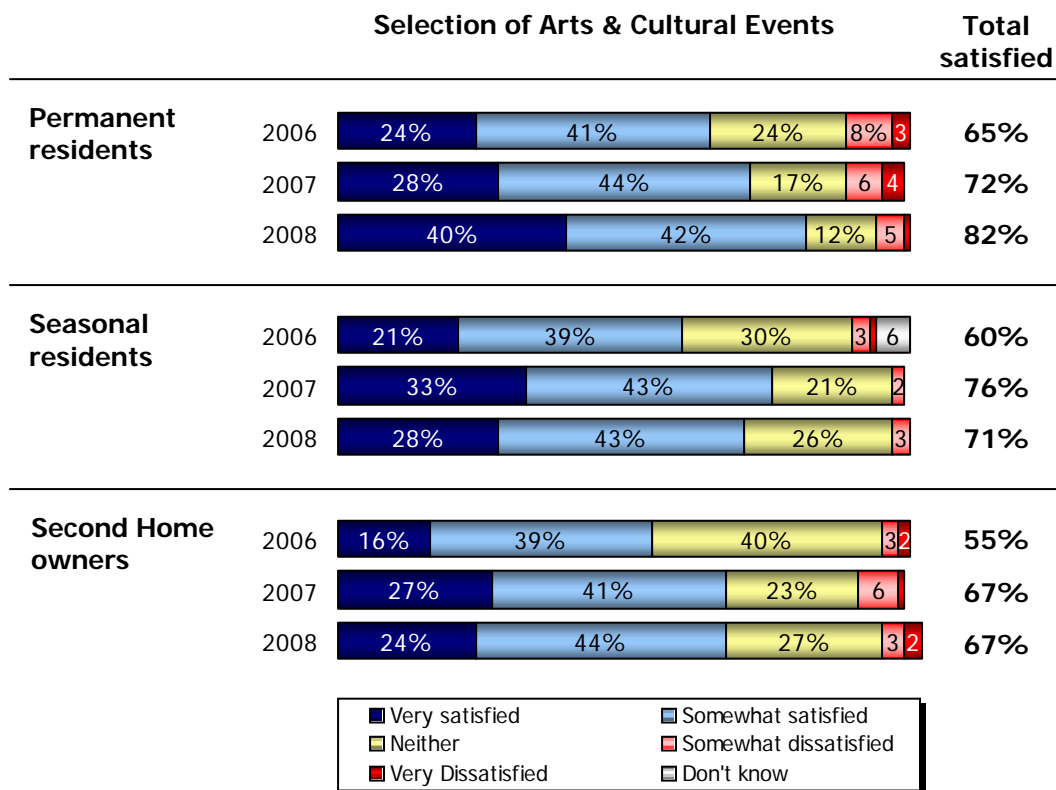
- The high level of satisfaction (94%) is consistent amongst all seasonal residents.

Second Home Owners

- With 96% satisfied, there are no significant demographic skews among second home owners.

2.2 Proportion of residents satisfied with Whistler for: “The selection of arts and cultural events and opportunities”

- Approximately eight-in-ten (82%) permanent residents, increasing significantly from the previous two measures.
- More than two-thirds of seasonal residents (71%), with no significant change from a year ago.
- Two-thirds of second home owners (67%), significantly higher than 2006, and consistent with a year ago.



Base: Total Permanent residents
 2006 with an opinion (n=292)
 2007 with an opinion (n=195)
 2008 with an opinion (n=297)
 Total Seasonal residents
 2006 (n=200)
 2007 (n=208)
 2008 with an opinion (n=194)
 Total Second Home owners
 2006 with an opinion (n=170)
 2007 with an opinion (n=173)
 2008 with an opinion (n=195)

Q.12) How satisfied are you with the following aspects of life in Whistler? “The selection of arts and cultural events and opportunities”

Satisfaction with arts and cultural events has generally improved over the past two years amongst those living in Whistler.

Permanent Residents

- Satisfaction with opportunities arts and cultural events is consistent amongst most demographic sub-groups, with it highest amongst those in the upper household income bracket (\$50,000 or more).

Seasonal Residents

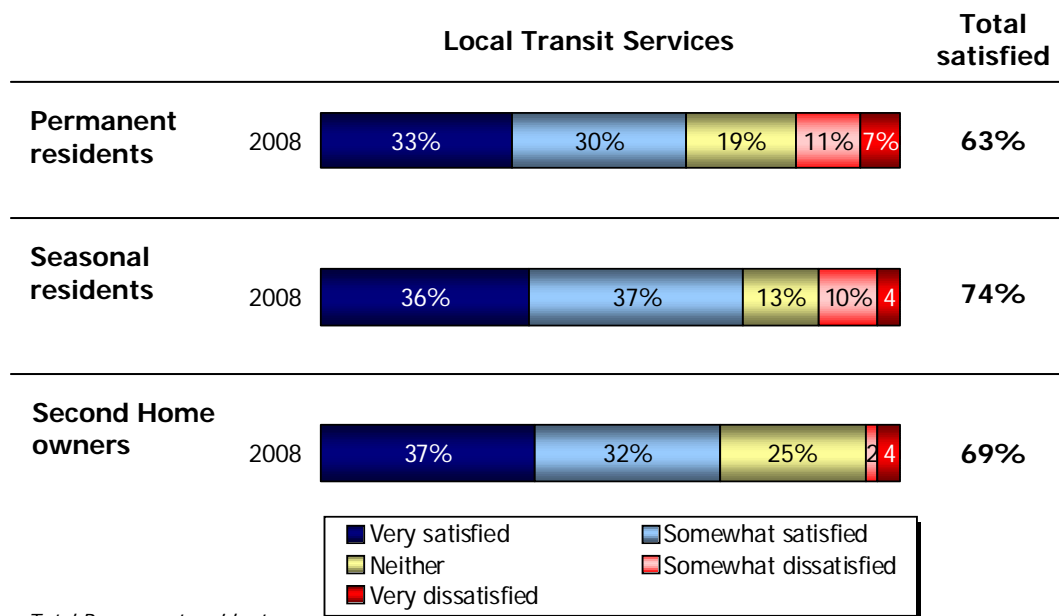
- Similarly satisfaction is higher amongst females (75% vs. 61% of males) but otherwise consistent amongst seasonal residents.

Second Home Owners

- There are no significant demographic skews among second home owners in terms of satisfaction with arts and cultural events.

2.3 Proportion of residents satisfied with Whistler for: "Local Transit Services"

- Approximately six-in-ten permanent residents (63%).
- Approximately three-quarters of seasonal residents (74%).
- Almost seven-in-ten second home owners (69%).



Base: Total Permanent residents
2008 with an opinion (n=291)
Total Seasonal residents
2008 with an opinion (n=196)
Total Second Home owners
2008 with an opinion (n=189)

Q.12) How satisfied are you with the following aspects of life in Whistler? "Local transit services"

Permanent Residents

- Those most likely to express dissatisfaction with transit services include those perhaps more likely to use it, the younger residents (26% dissatisfied), those without further education (27%), those currently single without children (30%) and those currently working (20%).

Seasonal Residents

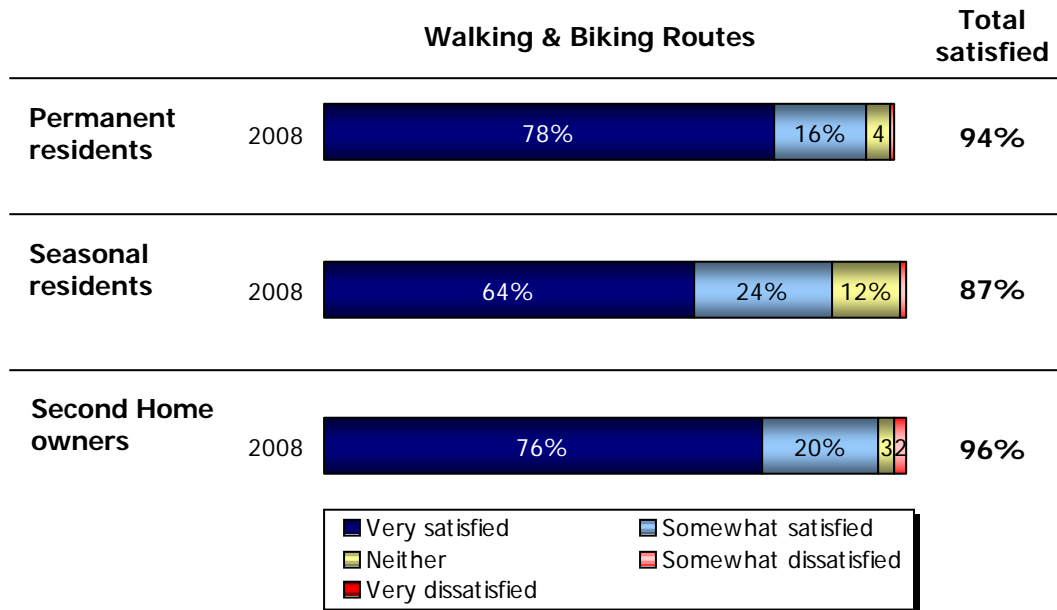
- Satisfaction is consistent amongst seasonal residents.

Second Home Owners

- Satisfaction is consistent amongst all second home owners.

2.4 Proportion of residents satisfied with Whistler for: "Walking and biking routes, i.e. valley trail"

- More than nine-in-ten permanent residents (94%).
- More than eight-in-ten seasonal residents (87%).
- More than nine-in-ten second home owners (96%).



Base: Total Permanent residents
2008 with an opinion (n=300)
Total Seasonal residents
2008 with an opinion (n=195)
Total Second Home owners
2008 with an opinion (n=205)

Q.12) How satisfied are you with the following aspects of life in Whistler? "Walking and biking routes, i.e. valley trail"

Permanent Residents

- Satisfaction with walking and biking routes is consistent amongst most segments, and particularly high amongst the longer term residents, 11+ years (97% satisfied).

Seasonal Residents

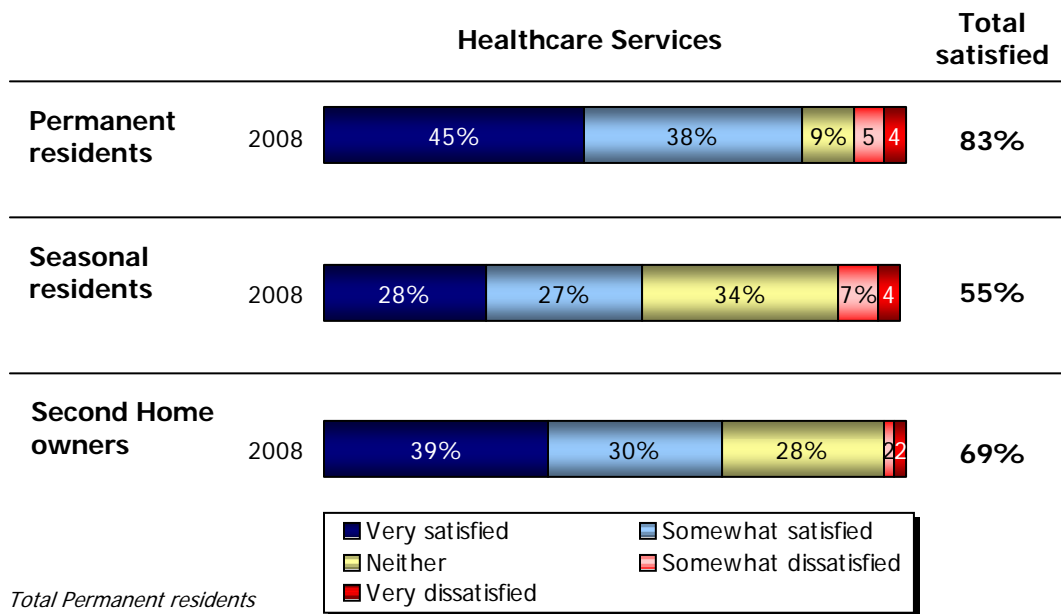
- Satisfaction is consistent amongst all seasonal residents.

Second Home Owners

- Satisfaction is consistent amongst all second home owners.

2.5 Proportion of residents satisfied with Whistler for: "Healthcare services"

- Approximately eight-in-ten permanent residents (83%).
- More than half of all seasonal residents (55%).
- Over two-thirds of second home owners (69%).



Base: Total Permanent residents
2008 with an opinion (n=298)
Total Seasonal residents
2008 with an opinion (n=189)
Total Second Home owners
2008 with an opinion (n=184)

Q.12) How satisfied are you with the following aspects of life in Whistler? "Healthcare Services"

Permanent Residents

- On the whole satisfaction with healthcare services amongst permanent residents is high, with just one-in-ten expressing any dissatisfaction. Those expressing most satisfaction include those 35 years or older and the longer term residents (89% and 94% satisfied).

Seasonal Residents

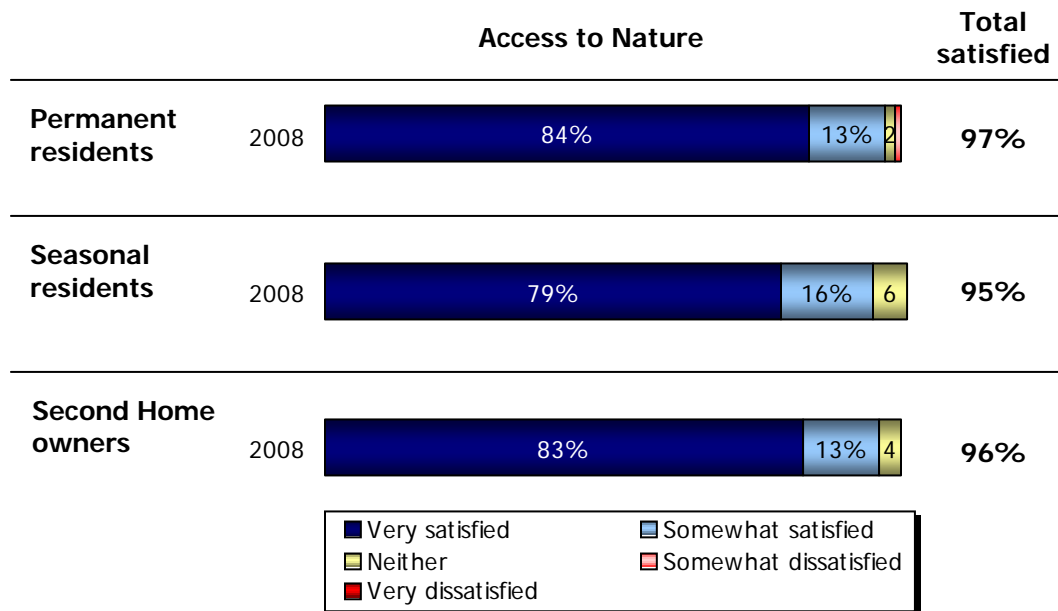
- While satisfaction is lowest amongst seasonal residents they are perhaps less likely to use the local healthcare services and so more likely to hold a neutral opinion or no opinion at all.

Second Home Owners

- A similar explanation is likely to apply to second home owners.

2.6 Proportion of residents satisfied with Whistler for: "Access to Nature"

- Almost all permanent residents (97%).
- More than nine-in-ten seasonal residents (95%).
- More than nine-in-ten second home owners (96%).



Base: Total Permanent residents
2008 with an opinion (n=300)
Total Seasonal residents
2008 with an opinion (n=199)
Total Second Home owners
2008 with an opinion (n=203)

Q.12) How satisfied are you with the following aspects of life in Whistler? "Access to nature"

Permanent Residents

- Satisfaction is consistent amongst all permanent residents.

Seasonal Residents

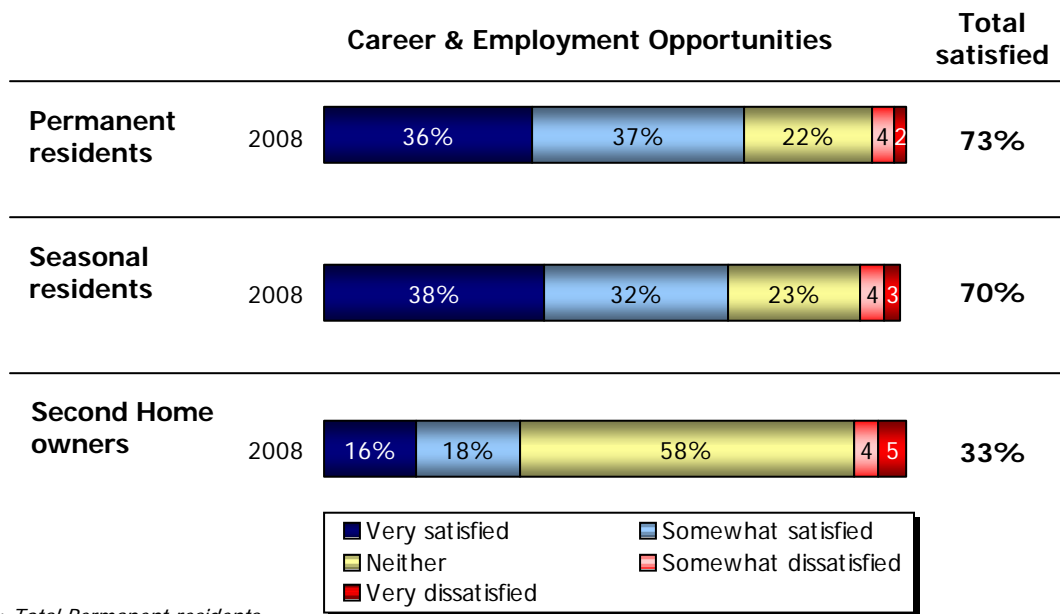
- Satisfaction is consistent amongst all seasonal residents.

Second Home Owners

- Satisfaction is consistent amongst all second home owners.

2.7 Proportion of residents satisfied with Whistler for: “Career and employment opportunities”

- Three-quarters of permanent residents (73%).
- Seven-in-ten seasonal residents (70%).
- One-third of all second home owners (33%).



Base: Total Permanent residents 2008 with an opinion (n=292)
 Total Seasonal residents 2008 (n=199)
 Total Second Home owners 2008 (n=168)

Q.12) How satisfied are you with the following aspects of life in Whistler? “Career and employment opportunities”

Permanent Residents

- Satisfaction is fairly consistent amongst permanent residents, those without a further education are just somewhat more likely to be satisfied with career opportunities than those with (82% vs. 71%); those more likely to express dissatisfaction include males (8% dissatisfied), those living in Whistler 5-10 years (10%) and those with a family (11%).

Seasonal Residents

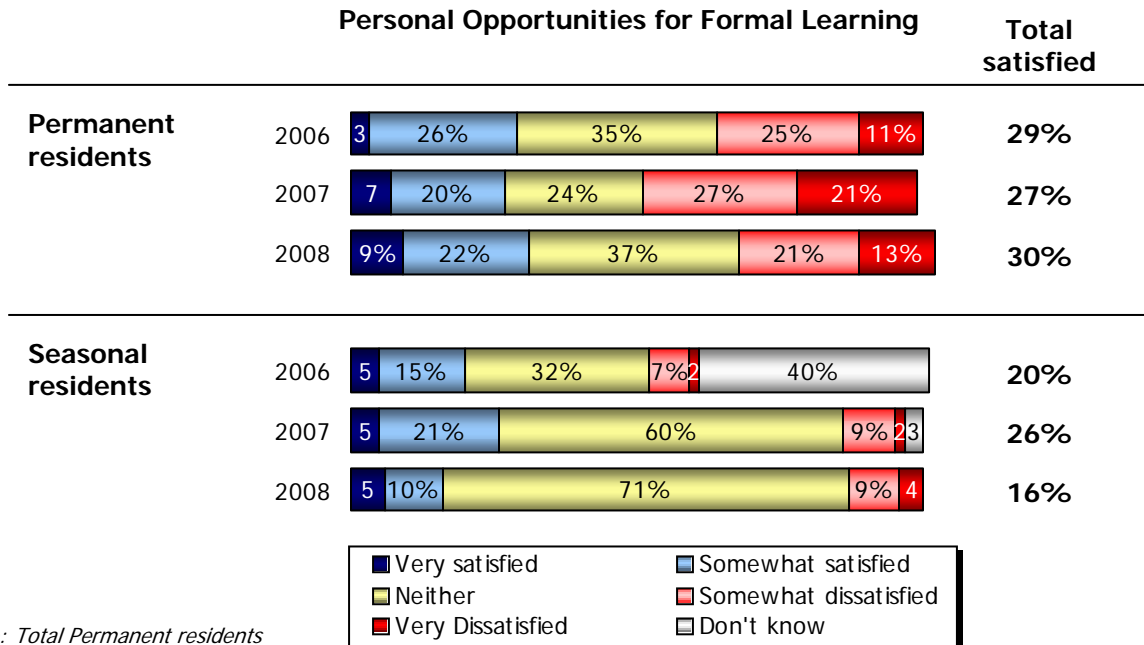
- Satisfaction is consistent amongst most seasonal residents, with those more likely to express satisfaction including females (77% vs. 62% of males) and younger residents, under 35 years (76% vs. 47% of those aged 35+).

Second Home Owners

- Perhaps not surprisingly the majority of second home owners remain neutral on the topic or have no opinion.

2.8 Proportion of residents satisfied with Whistler for: “Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and in the Sea-to-Sky corridor”

- Almost one-third of all permanent residents (30%).
- Less than one-in-five seasonal residents (16%).



Base: Total Permanent residents
 2006 with an opinion (n=280)
 2007 with an opinion (n=171)
 2008 with an opinion (n=287)
 Total Seasonal residents
 2006 (n=200)
 2007 (n=208)
 2008 with an opinion (n=182)

Q.12) How satisfied are you with the following aspects of life in Whistler? “Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and in the Sea-to-Sky corridor”

Permanent Residents

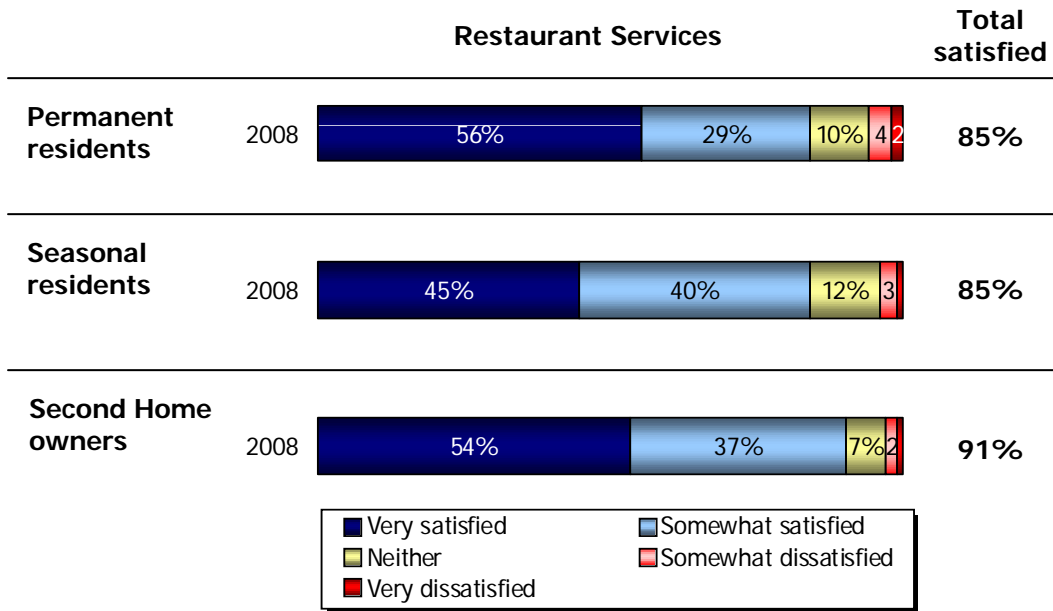
- Overall satisfaction amongst permanent residents has returned to the level seen in 2006 with a steady increase in the proportion ‘very satisfied’, particularly among longer term residents (5 years or more in Whistler).

Seasonal Residents

- As seen in previous measures the majority of seasonal residents remain neutral on the subject of opportunities for formal learning, being less likely to pursue studies while in Whistler just for the season.

2.9 Proportion of residents satisfied with Whistler for: "Restaurant Services"

- More than eight-in-ten permanent residents (85%).
- More than eight-in-ten seasonal residents (85%).
- Nine-in-ten second home owners (91%).



Base: Total Permanent residents
2008 with an opinion (n=300)
Total Seasonal residents
2008 with an opinion (n=199)
Total Second Home owners
2008 with an opinion (n=204)

Q.12) How satisfied are you with the following aspects of life in Whistler? "Restaurant Services"

Permanent Residents

- With more than half of all permanent residents 'very satisfied' this high satisfaction level is consistent amongst most demographic subgroups, with families particularly satisfied (94%).

Seasonal Residents

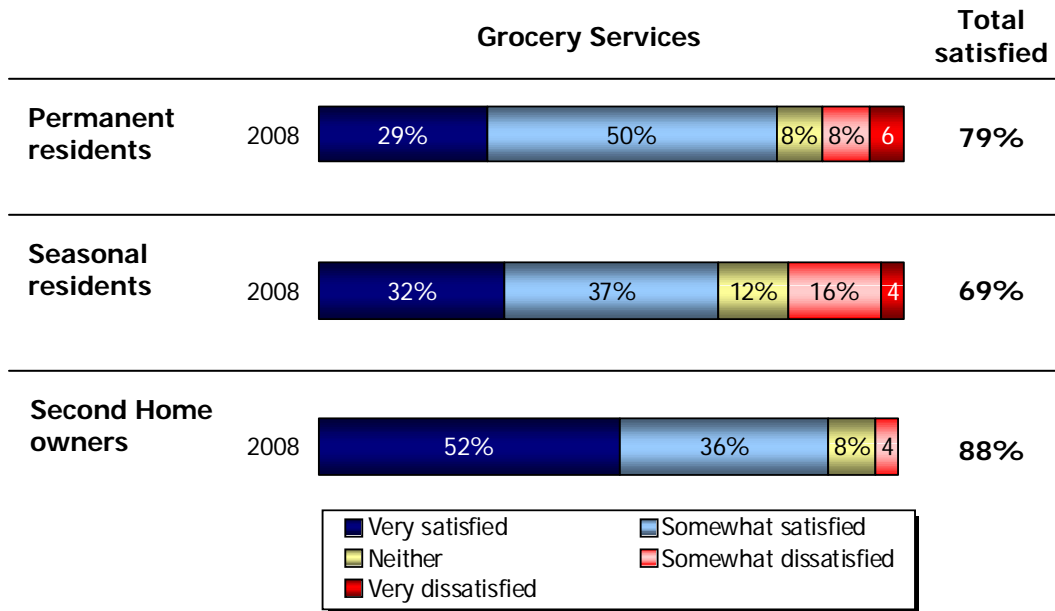
- Satisfaction is consistent amongst all seasonal residents.

Second Home Owners

- Satisfaction is consistent amongst all second home owners.

2.10 Proportion of residents satisfied with Whistler for: "Grocery Services"

- Eight-in-ten permanent residents (79%).
- More than two thirds of seasonal residents (69%).
- Almost nine-in-ten second home owners (88%).



Base: Total Permanent residents
2008 with an opinion (n=300)
Total Seasonal residents
2008 with an opinion (n=200)
Total Second Home owners
2008 with an opinion (n=204)

Q.12) How satisfied are you with the following aspects of life in Whistler? "Grocery Services"

Permanent Residents

- While the majority of residents are at least somewhat satisfied with the current grocery services, those expressing dissatisfaction are more likely to be those with a lower household income (less than \$25,000 p.a.).

Seasonal Residents

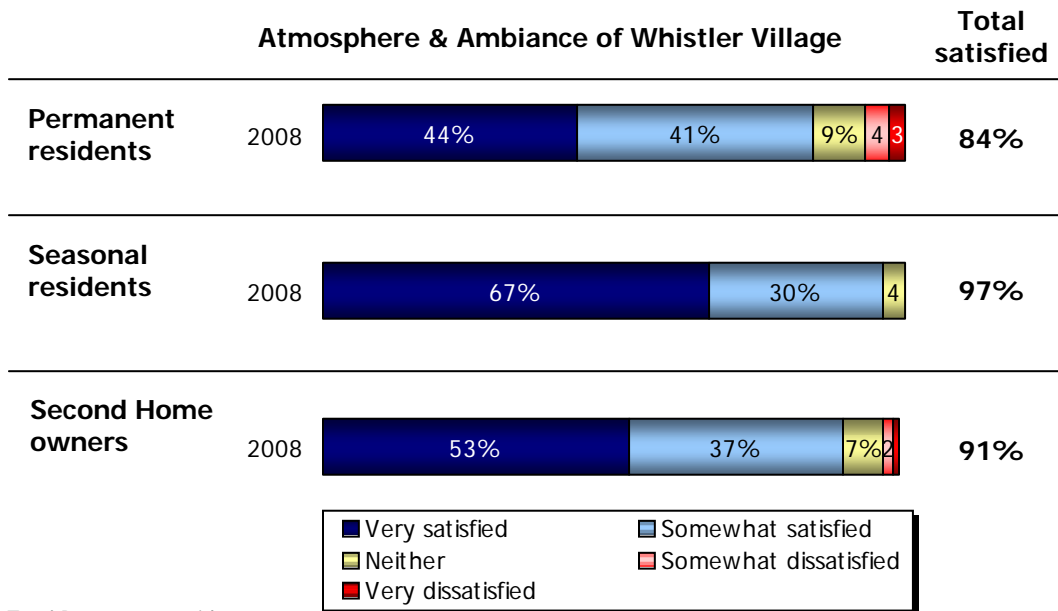
- Similarly, most seasonal residents express satisfaction with grocery services, with those dissatisfied more likely to be younger residents, those aged less than 35 years.

Second Home Owners

- Satisfaction is consistent amongst all second home owners.

2.11 Proportion of residents satisfied with Whistler for: “Atmosphere and Ambiance of Whistler Village”

- More than eight-in-ten permanent residents (84%).
- Almost all seasonal residents (97%).
- Nine-in-ten second home owners (91%).



Base: Total Permanent residents 2008 with an opinion (n=299)
 Total Seasonal residents 2008 with an opinion (n=200)
 Total Second Home owners 2008 with an opinion (n=204)

Q.12) How satisfied are you with the following aspects of life in Whistler? “Grocery Services”

Permanent Residents

- The majority of residents are at least somewhat satisfied with the atmosphere and ambiance of Whistler Village, with more than 4-in-10 ‘very satisfied’.

Seasonal Residents

- No dissatisfaction is expressed among seasonal residents with regards to the atmosphere and ambiance of Whistler Village, with at least two-thirds ‘very satisfied’.

Second Home Owners

- Similarly most second home owners express satisfaction with the atmosphere and ambiance of Whistler Village, with more than half ‘very satisfied’.

2.12 Correlation Analysis

The results of simple correlation analysis have been plotted onto a set of correlation matrices, referred to as “priority charts” or “action grids”.

Each matrix displays the average satisfaction rating given by residents for each aspect of life in Whistler plotted with its derived influence or importance as a driver of “overall satisfaction with life in Whistler”. Priority Charts divide these areas of life in Whistler into the following four categories:

Strong Driver - Success: high satisfaction, strongly correlated with overall satisfaction - aspects of life plotted in this quadrant are found to be key drivers of overall satisfaction with life in Whistler currently being met and important to maintain

Strong Driver - Opportunity: low satisfaction, strongly correlated with overall satisfaction – aspects of life plotted in this quadrant are found to be key drivers of overall satisfaction with life in Whistler currently in need of attention

Weak Driver - Maintenance: high satisfaction, weakly correlated with overall satisfaction - aspects of life plotted in this quadrant are *not* found to be key drivers of overall satisfaction with life in Whistler and so not an area of concern

Weak Driver - Value-Added: low satisfaction, weakly correlated with overall satisfaction – aspects of life plotted in this quadrant are *not* found to be key drivers of overall satisfaction with life in Whistler and are currently have a minimal impact on broader satisfaction levels.

Overall the results indicate that some of the aspects of life in Whistler tested in the survey are not specifically key drivers of overall satisfaction with life in the community (those plotted in the left quadrants – maintenance and value-added). Although residents have rated their satisfaction as high with many of the things we would expect such as recreation and access to nature, their satisfaction with these specific things in Whistler would likely be a constant (i.e. no matter how unhappy they are in Whistler there are some things they will always be happy with), and that these are less likely to impact their overall satisfaction. What this suggests is that there exist other particular aspects of life, areas of the community or perhaps personal relationships that exert a stronger impact on broader satisfaction levels than many of those tested. Currently however we find the following:

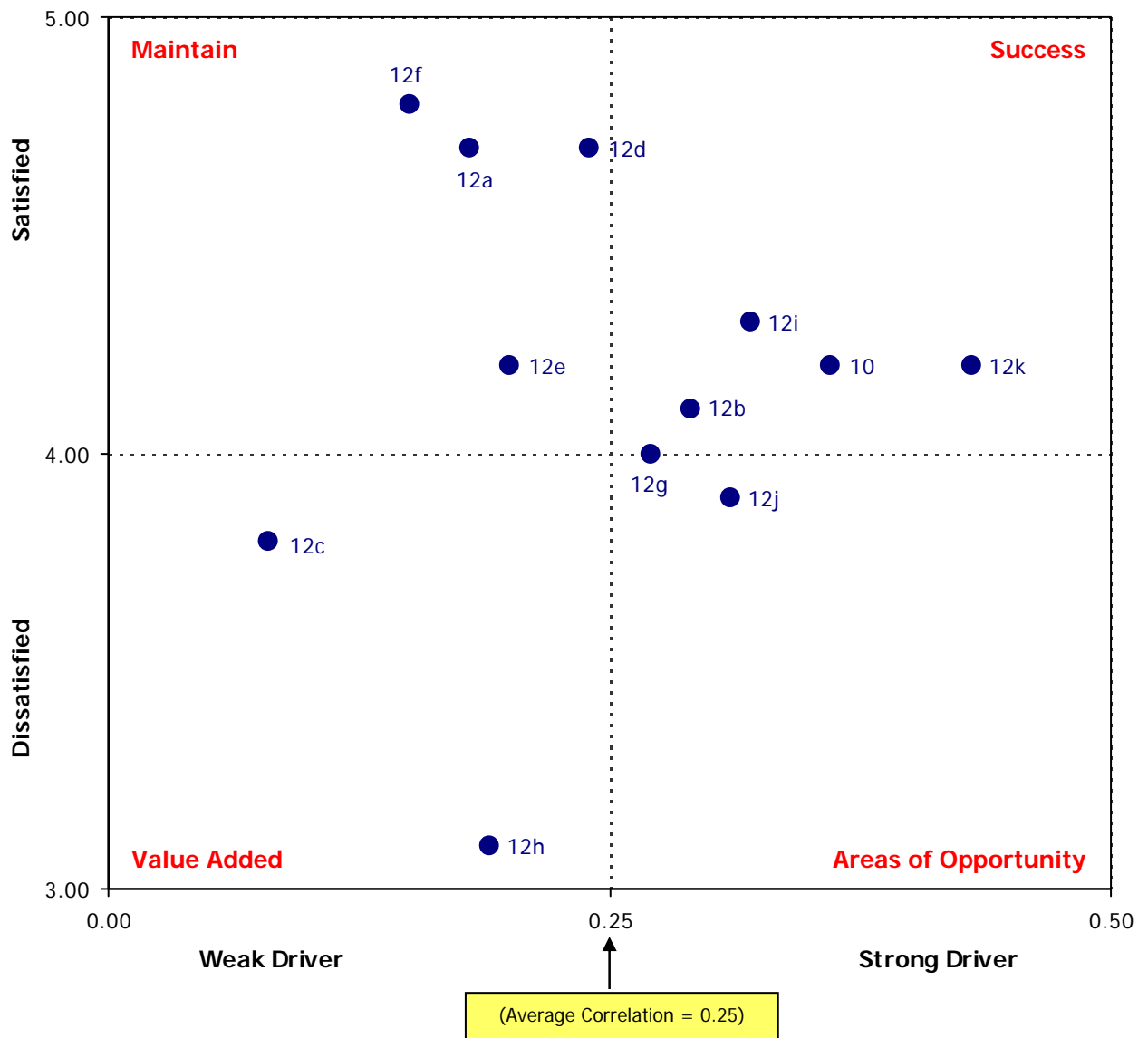
Permanent Residents

- Success: current housing arrangements, the selection of arts and cultural events and opportunities, restaurant services, atmosphere and ambiance of Whistler Village.
- Opportunity: career and employment opportunities, grocery services

Seasonal Residents

- Success: atmosphere and ambiance of Whistler Village.
- Opportunity: grocery services, satisfaction with current housing arrangements.

Overall Satisfaction with Whistler as a Place to Live - Permanent Residents -



Legend:

- 10. Satisfaction with current housing arrangement
- 12a. Opportunities available for recreational physical activities?
- 12b. The selection of arts and cultural events and opportunities
- 12c. "Local Transit Services"
- 12d. Walking and biking routes i.e. valley trail
- 12e. Health care services
- 12f. Access to nature
- 12g. Career and employment opportunities
- 12h. Personal opportunities for formal learning
- 12i. Restaurant services
- 12j. Grocery services
- 12k. Atmosphere and ambiance of Whistler Village

Overall Satisfaction with Whistler as a Place to Live - Seasonal Residents -



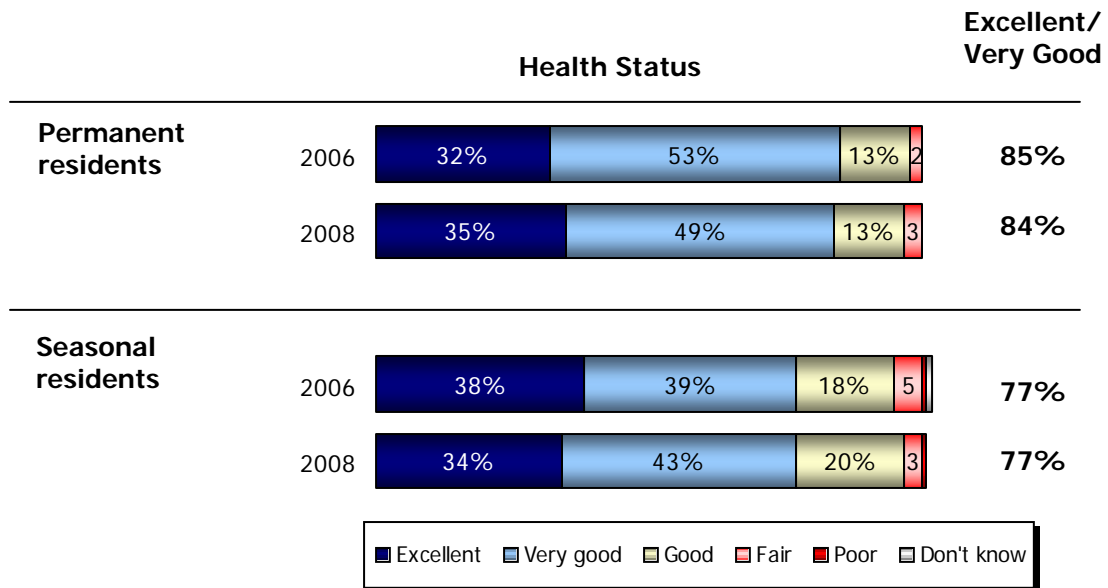
Legend:

- 10. Satisfaction with current housing arrangement
- 12a. Opportunities available for recreational physical activities?
- 12b. The selection of arts and cultural events and opportunities
- 12c. "Local Transit Services"
- 12d. Walking and biking routes i.e. valley trail
- 12e. Health care services
- 12f. Access to nature
- 12g. Career and employment opportunities
- 12h. Personal opportunities for formal learning
- 12i. Restaurant services
- 12j. Grocery services
- 12k. Atmosphere and ambiance of Whistler Village

3. Health, Education and Employment

3.1 Proportion of resident population aged 18 and over rating their health status as very good to excellent

- More than eight-in-ten permanent residents (84%).
- About three-quarters of seasonal residents (77%).



Base: Total Permanent residents
 2006 (n=301)
 2008 (n=300)
 Total Seasonal residents
 2006 (n=200)
 2008 (n=200)

Q.13) Thinking of your physical, mental and social well-being, in general, how would you rate your health?

Permanent Residents

- This perception is consistent with the measure taken in 2006, and found to be so across most demographic sub-groups, with those living as a couple or with families more likely than single residents to rate their health as 'excellent' (42% versus 21% respectively).

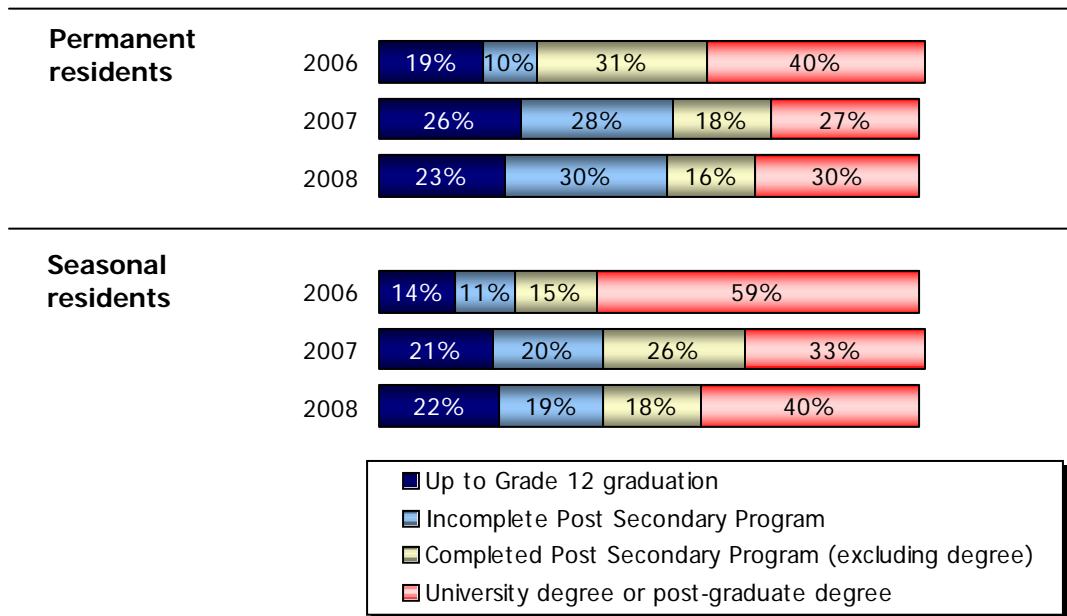
Seasonal Residents

- The majority of seasonal residents in 2008 (77%), perceive their health as excellent or very good, with just a higher proportion of older residents (35 years or more) who report their health as 'excellent' (50% versus 31% of those under 35).

3.2 Proportion of residents who have completed a post secondary education program

- Consistent with a year ago, less than half of all permanent residents (46%).
- Consistent with last year’s measure, more than half of all seasonal residents (58%).

Highest Level of Completed Education



Base: Total Permanent residents
 2006 (n=301)
 2007 (n=201)
 2008 (n=300)
 Total Seasonal residents
 2006 (n=200)
 2007 (n=208)
 2008 (n=206)

Q.43) What is the highest level of school/ education that you have had the opportunity to complete?

Permanent Residents

- Perhaps not surprisingly it is the older residents, those 35 years or older who are more likely than their younger counterparts to have completed a post-graduate degree (10% vs. 4%), while educational attainment is otherwise consistent across all groups.

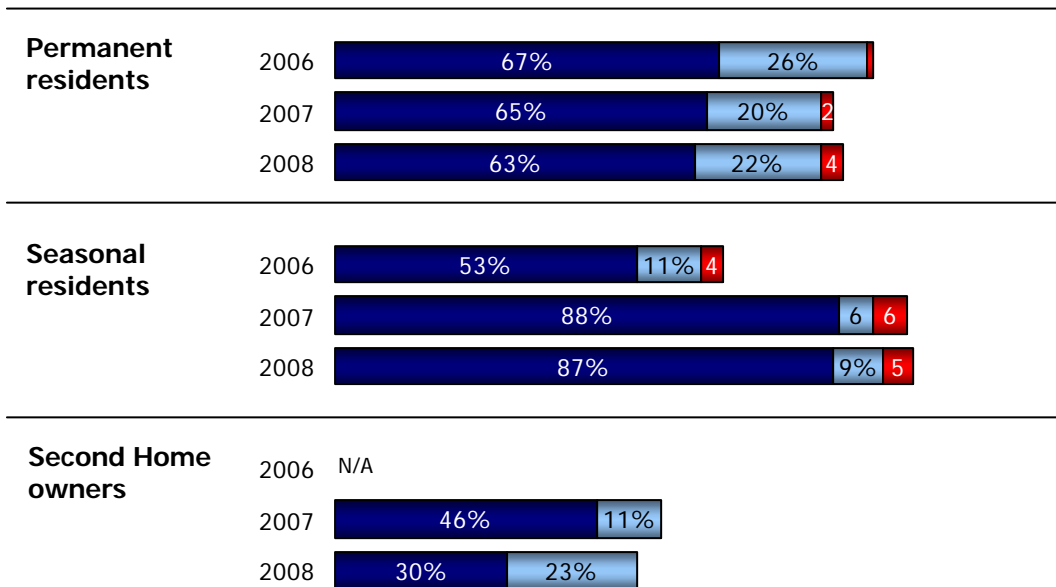
Seasonal Residents

- As with permanent residents, among seasonal residents it is those residents aged 35 years or older who are more likely than their younger counterparts to have completed a post-graduate degree (21% vs. 8%), while educational attainment is otherwise consistent across all groups..

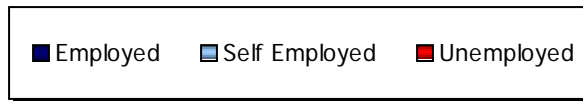
3.3 Proportion of residents currently unemployed

- A total of 4% of permanent residents are currently unemployed (and seeking work).
- A total of 5% of seasonal residents are currently unemployed.

Employment Status



Base: Total Permanent residents
 2006 (n=301)
 2007 (n=201)
 2008 (n=300)
 Total Seasonal residents
 2006 (n=200)
 2007 (n=208)
 2008 (n=200)
 Total Second Home owners
 2006 (N/A)
 2007 (n=201)
 2008 (n=206)



Q.3) Are you currently :

Permanent Residents

- Consistent with previous measures, approximately two-thirds of permanent residents (63%) are currently employed for pay with an additional 22% who say they are self-employed; 7% are retired compared with 10% a year ago.
- Those who are self-employed are more likely to be made up of males, long term residents (11+ years), aged over 35 years with a family.

Seasonal Residents

- Again, consistent with a year ago, almost nine-in-ten seasonal residents (87%) are employed for pay with about one-in-ten who are self employed (9%). Just 5% are not working but seeking employment.
- As with permanent residents, those who are self-employed are more likely to be aged over 35 years in a couple or with a family.

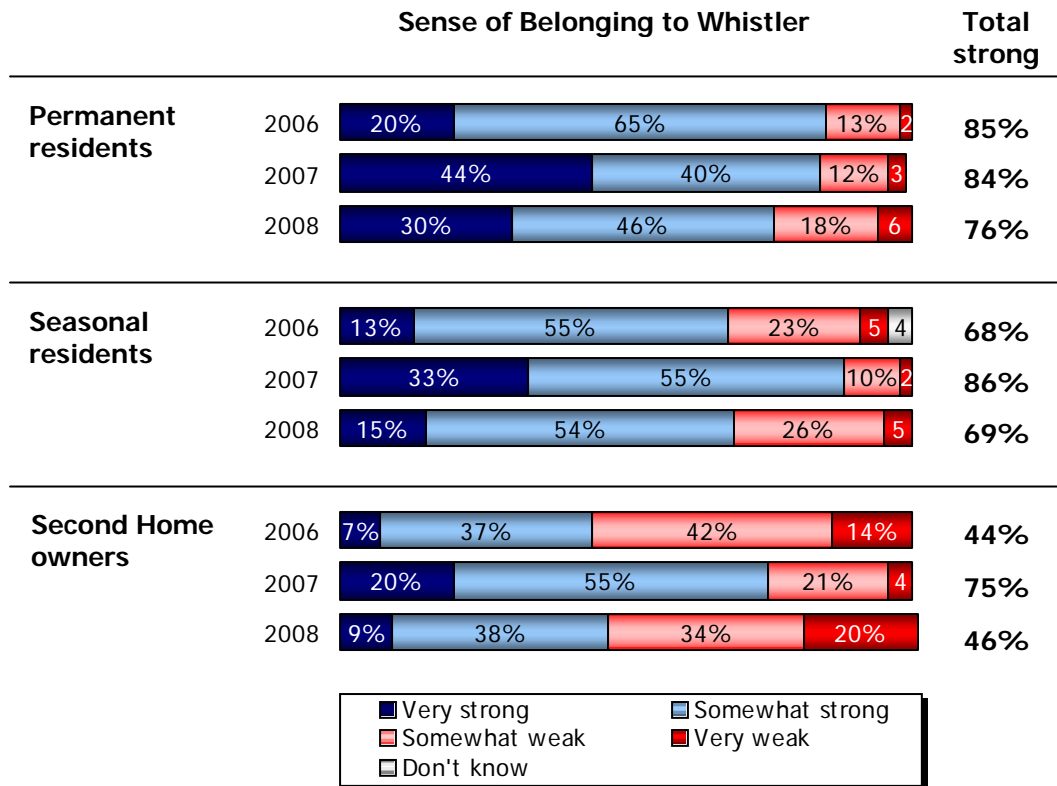
Second Home Owners

- This year sees an increase in the proportion of self-employed second home owners, with a corresponding fall in those working for an employer.

4. Community Living

4.1 Proportion of residents who feel a sense of belonging to Whistler

- Approximately three-quarters of permanent residents (76%).
- Two-thirds of seasonal residents (69%).
- Less than half of all second home owners (46%).



Base: Total Permanent residents
 2006 (n=301)
 2007 (n=201)
 2008 with opinion (n=299)
 Total Seasonal residents
 2006 (n=200)
 2007 with opinion (n=204)
 2008 with opinion (n=198)
 Total Second Home owners
 2006 with opinion (n=194)
 2007 with opinion (n=195)
 2008 with opinion (n=205)

Q.16) How would you describe your sense of belonging to your local community, Whistler? Would you say it is:

Permanent Residents

- Compared with the previous two measures the proportion of residents feeling a strong sense of belonging decreases significantly to three-quarters. Those 35 years and older, those who have lived longer in Whistler (11 or more years) and those with a family are more likely to say they have a 'very strong' sense of belonging.

Seasonal Residents

- Down significantly from a year ago, two thirds of all seasonal residents feel a strong sense of belonging in Whistler. In 2008 it is the younger seasonal residents, those aged younger than 35, who are more likely to feel a strong sense of belonging to Whistler.

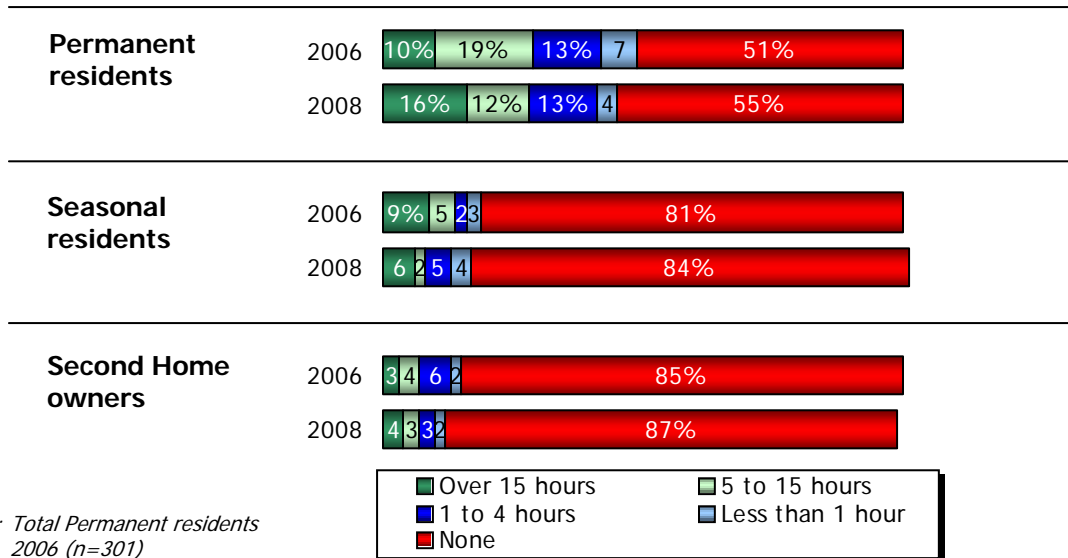
Second Home Owners

- Similarly the proportion of second home owners expressing a strong feeling of belonging falls significantly compared to a year ago to be more in line with 2006.

4.2 Proportion of residents who volunteered in the past year at least one hour a month

- Approximately four-in-ten permanent residents (41%).
- Just 13% of seasonal residents.
- And 10% of second home owners.

Unpaid Volunteer Work



Base: Total Permanent residents
 2006 (n=301)
 2008 (n=300)
 Total Seasonal residents
 2006 (n=200)
 2008 (n=200)
 Total Second Home owners
 2006 (n=200)
 2008 (n=206)

Q.15a/b) In the past 12 months did you do any unpaid voluntary work for any organization or group in Whistler, for example: social services groups, schools, arts and culture groups, business associations, municipal affairs, etc.? And on average, about how many hours per month did you volunteer in Whistler?

Permanent Residents

- Compared with 2006, a similar proportion of permanent residents volunteered their time in 2008. As in 2006, volunteers are more likely to be female, over 35 years old and longer term residents of Whistler (11+ years). They are also more likely to be home owners, have a family and a personal income of at least \$25,000 or more.

Seasonal Residents

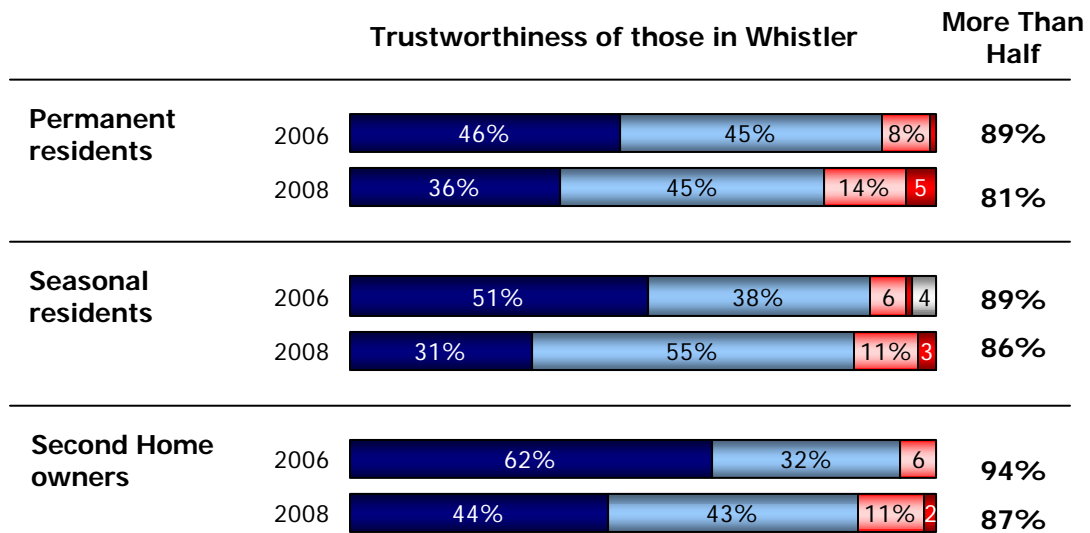
- Among seasonal residents in 2008 there are no real demographic differences between those who volunteer and those who do not.

Second Home Owners

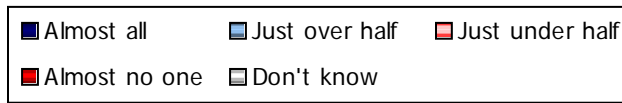
- There are no significant demographic skews among second home owners.

4.3 Proportion of residents and second home owners who feel that just over half or more people living in Whistler can be trusted

- Approximately eight-in-ten permanent residents (82%), down significantly compared with 2006.
- More than eight-in-ten seasonal residents (86%).
- More than eight-in-ten second home owners (87%), while high, still significantly lower overall compared with 2006.



Base: Total Permanent residents 2006 with an opinion (n=295)
 2008 with an opinion (n=289)
 Total Seasonal residents 2006 (n=200)
 2008 with an opinion (n=179)
 Total Second Home owners 2006 with an opinion (n=166)
 2008 with an opinion (n=192)



Q.17) In general would you say that almost all people, just over half, just under half or that almost no one living in Whistler can be trusted:

Permanent Residents

- This perception is shared by most demographic subgroups with older (35 years or older), longer term (11 or more years) residents being just somewhat more trusting than younger, newer residents.

Seasonal Residents

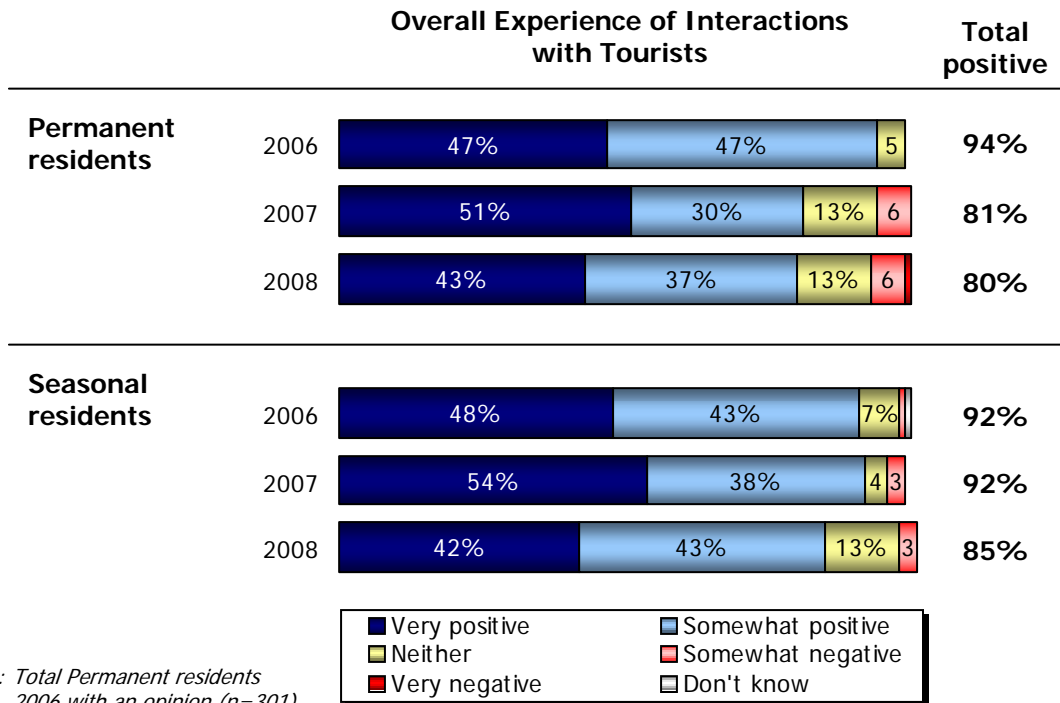
- The findings are consistent among all sub-groups.

Second Home Owners

- The findings are consistent among all sub-groups.

4.4 Proportion of residents satisfied with the quality of interactions with tourists

- Eight-in-ten permanent residents (80%), similar to a year ago but significantly less positive than 2006.
- More than eight-in-ten seasonal residents (85%), down significantly from both previous measures.



Base: Total Permanent residents
 2006 with an opinion (n=301)
 2007 with an opinion (n=201)
 2008 with an opinion (n=300)
 Total Seasonal residents
 2006 (n=200)
 2007 (n=208)
 2008 with an opinion (n=199)

Q.14) Overall, how would you rate the quality of your interactions with tourists in Whistler?

Permanent Residents

- A majority of permanent residents continue to rate their interaction with tourists in Whistler as positive, and in each case are split quite evenly between a very positive and somewhat positive experience. This rating is consistent across most demographic sub-groups.

Seasonal Residents

- The findings are consistent among all sub-groups.

5. Community Decision Making

5.1 *Most important issue facing the community of Whistler, requiring the greatest attention from local leaders*

- **Housing** (cumulative mentions) is the most important issue for all three resident types.
- **Operational concerns** including taxes, budget allocation, services and zoning and **cost of living** (for seasonal residents) are the next most important issues.
- The **environment** and **transportation** follow as the next key concerns for Whistler residents and second homeowners.

Important Issues Facing the Community						
	First Mentions			Total Mentions		
	Permanent Residents (301) %	Seasonal Residents (200) %	Second Home Owners (200) %	Permanent Residents (301) %	Seasonal Residents (200) %	Second Home Owners (200) %
Housing (Net)	45	45	22	55	52	25
Lack of employee housing	11	24	13	15	29	14
Lack of affordable housing	20	9	4	25	11	5
Housing (unspecified)	14	12	6	20	16	7
RMOW Operational Concerns	16	5	15	30	9	26
Taxes (unspecified)	4	1	5	9	1	9
RMOW spending/ allocation of taxes for services/ budget	4	2	2	11	2	2
Lack of community services	3	1	1	8	3	1
Lack of accountability to the public by the RMOW council	2	-	1	5	-	6
Zoning regulations	1	1	4	1	1	7
Not keeping up with infrastructure demands	1	1	1	3	2	3
Property taxes	1	-	1	2	-	2
Improvements to garbage collection/ recycling	-	-	-	1	1	2
Too focused on tourism and not the needs of residents	<1	1	1	1	1	1
Environmental (Net)	9	4	19	17	6	22
Overdevelopment/ future growth plan	2	3	15	5	3	18
Environment	5	1	3	10	2	5
Sustainability	3	1	2	4	1	2
Transportation (Net)	4	6	10	12	11	18
Need improvements to public transit	2	5	2	4	8	3
Road maintenance	1	-	2	4	1	4
Charging for parking/ lack of free parking	-	1	3	2	2	5
Traffic congestion	<1	1	2	1	1	4
Sea to Sky Hwy improvements/ need better access	1	-	2	2	-	3
Transportation (unspecified)	1	1	-	2	1	-

continued...

Important Issues Facing the Community						
	First Mentions			Total Mentions		
	Permanent Residents (301) %	Seasonal Residents (200) %	Second Home Owners (200) %	Permanent Residents (301) %	Seasonal Residents (200) %	Second Home Owners (200) %
Other						
Cost of living	3	10	1	10	21	3
Concerns regarding the 2010 Olympics	3	3	2	11	5	4
Safety/ crime	-	1	2	1	1	4
Need more recreational facilities	1	1	-	2	2	2
Healthcare	1	-	2	2	1	2
Employee shortage	2	1	1	3	1	1
Lack of employment options	<1	-	-	<1	1	-
Miscellaneous issues	4	6	4	11	14	14
None/ no issues	13	19	21	13	19	21
Don't know/ refused	<1	2	1	<1	2	1

Q.18a) In your view, as a resident or property owner in Whistler, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders?

Q.18b) Are there any other issues that you are particularly concerned about?

Permanent Residents

- Concerns over housing are most prominent for permanent residents, particularly among those currently renting (top mention for 58% vs. 33% of owners), with much of the focus on the need for affordable housing; the second most common issue, RMOW operational concerns, are more prominent amongst the older, longer term residents that own their own homes. Other specific mentions including lack of community services and the environment are voiced more commonly by female residents.

Seasonal Residents

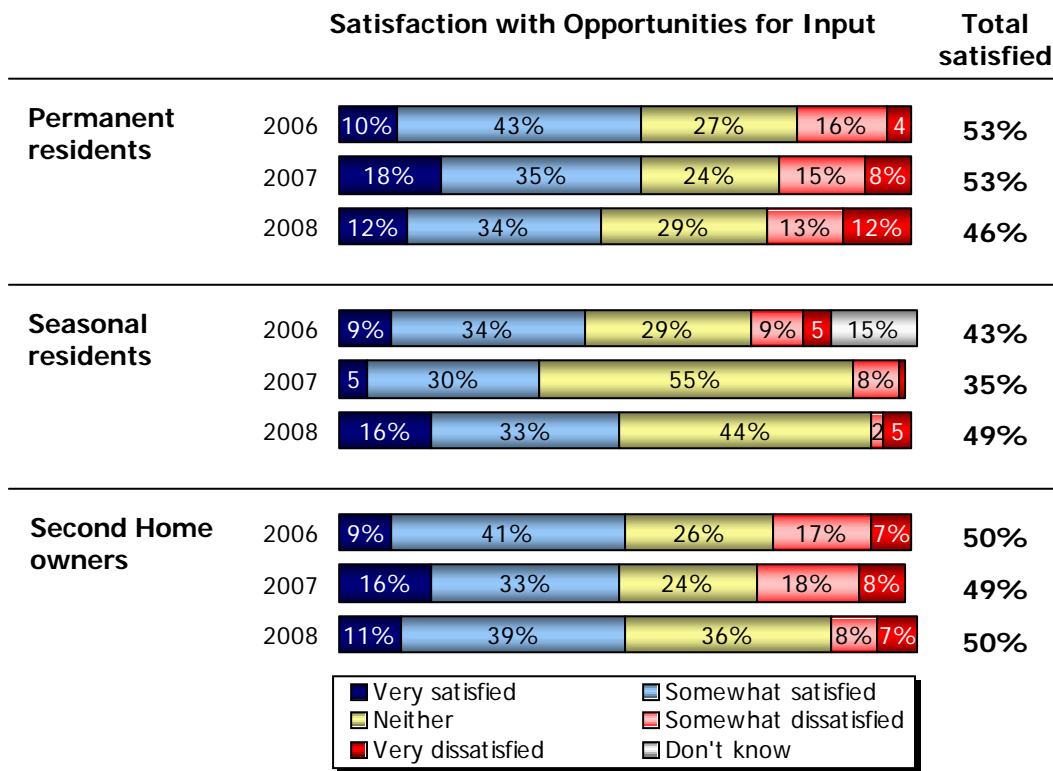
- Among seasonal residents, the majority of whom also rent, housing is by far the most commonly noted issue currently facing Whistler, particularly amongst the under 35's, with all other issues, including *cost of living* as the next most important, sharing a distant second place; much of the focus for seasonal residents is on the current lack of employee housing.

Second Home Owners

- Although less of an obvious concern for second home owners, housing is still recognized by more than one-in-five as the most important issue currently facing Whistler; concerns about the environment and RMOW operations are voiced in similar proportions.

5.2 Proportion of community members satisfied with opportunities to provide input to community decision making

- Less than half of all permanent residents (46%), with no significant change from 2006 and just a direction decrease from a year ago.
- Approximately half of all seasonal residents (49%), a directional increase at this sample size compared with 2007.
- Half of all second home owners (50%), with no change in the level satisfied, the proportion expressing dissatisfaction falls significantly.



Base: Total Permanent residents
 2006 with an opinion (n=295)
 2007 with an opinion (n=195)
 2008 with an opinion (n=299)
 Total Seasonal residents
 2006 (n=200)
 2007 (n=208)
 2008 with an opinion & excludes those completed onsite (n=43)
 Total Second Home owners
 2006 with an opinion (n=190)
 2007 with an opinion (n=181)
 2008 with an opinion (n=196)

Q.19) How satisfied are you with the existing opportunities to provide your input in decision making in Whistler?

Permanent Residents

- Those more likely to express satisfaction with existing opportunities to provide input in decision making in Whistler include those aged 35 or older (53% satisfied versus 39% of those under 35) and home owners (53%) versus renters (38%).

Seasonal Residents

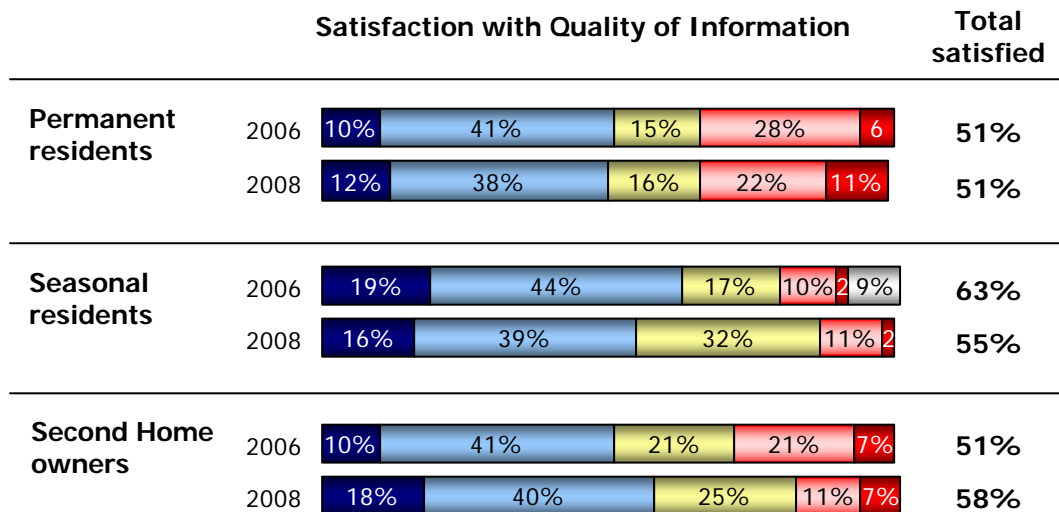
- The majority of seasonal residents are either satisfied (48%) or neutral (43%), expressed consistently amongst all sub-groups.

Second Home Owners

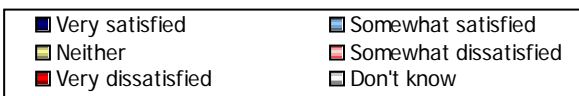
- The majority of second home owners are either satisfied (50%) or neutral (36%), expressed consistently amongst all sub-groups.

5.3 Proportion of community members satisfied with the quality of information available about community decisions

- Half of all permanent residents (51%), with no change in the proportion satisfied, a significant increase is seen the proportion 'very' dissatisfied.
- More than half of all seasonal residents (55%), with no significant change at this sample size.
- More than half of all second home owners (58%), with a significant increase in those 'very' satisfied and significant decrease in those very or somewhat dissatisfied.



Base: Total Permanent residents 2006 (n=301)
 2008 with an opinion (n=296)
 Total Seasonal residents 2006 (n=200)
 2008 with an opinion & excluding those completed onsite (n=44)
 Total Second Home owners 2006 with an opinion (n=190)
 2008 with an opinion (n=197)



Q.20) Thinking about accuracy, timeliness and completeness of information, how satisfied are you overall with the quality of information that is provided about decisions being made in Whistler?

Permanent Residents

- Overall satisfaction with the accuracy, timeliness and completeness of information supplied about decisions being made, is somewhat higher amongst residents living in Whistler less than 5 years (63% satisfied vs. 44% of longer term residents). Those more likely to be 'very' dissatisfied are home owners, aged 35 or older, living in the community 11 or more years.

Seasonal Residents

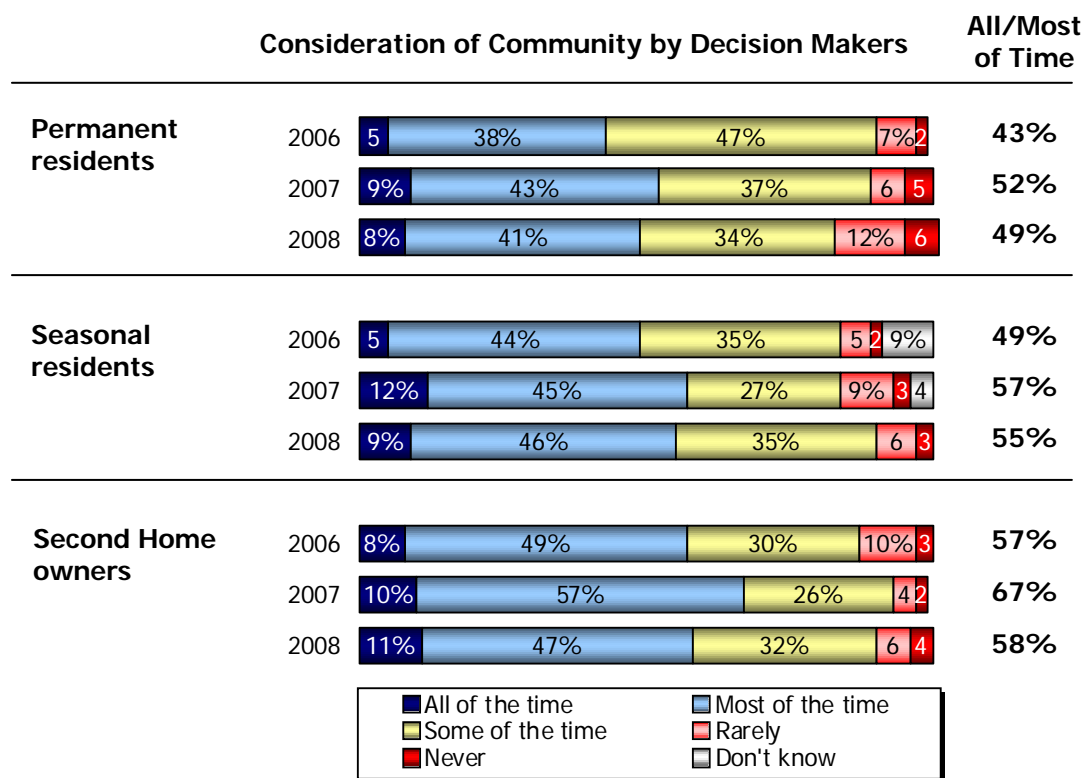
- This level of satisfaction is consistent amongst all sub-groups of seasonal residents.

Second Home Owners

- With some improvement in satisfaction compared with 2006, this level of satisfaction is also consistent amongst all sub-groups.

5.4 Proportion of community members who trust that local decision makers have the best interests of the resort community in mind when making decisions at least most of the time

- Half of all permanent residents (49%), consistent with previous measures, with a significant increase, however, in the proportion stating 'rarely' or 'never'.
- More than half of all seasonal residents (55%), with no significant change from a year ago.
- More than half of all second home owners (58%), consistent with 2006 but down directionally compared with a year ago.



Base: Total Permanent residents
 2006 with an opinion (n=289)
 2007 with an opinion (n=197)
 2008 with an opinion (n=300)
 Total Seasonal residents
 2006 (n=200)
 2007 (n=208)
 2008 with an opinion (n=159)
 Total Second Home owners
 2006 with an opinion (n=192)
 2007 with an opinion (n=177)
 2008 with an opinion (n=197)

Q.21) Do you believe that local decision makers in Whistler have the best interests of the community of Whistler in mind when making decisions:

Permanent Residents

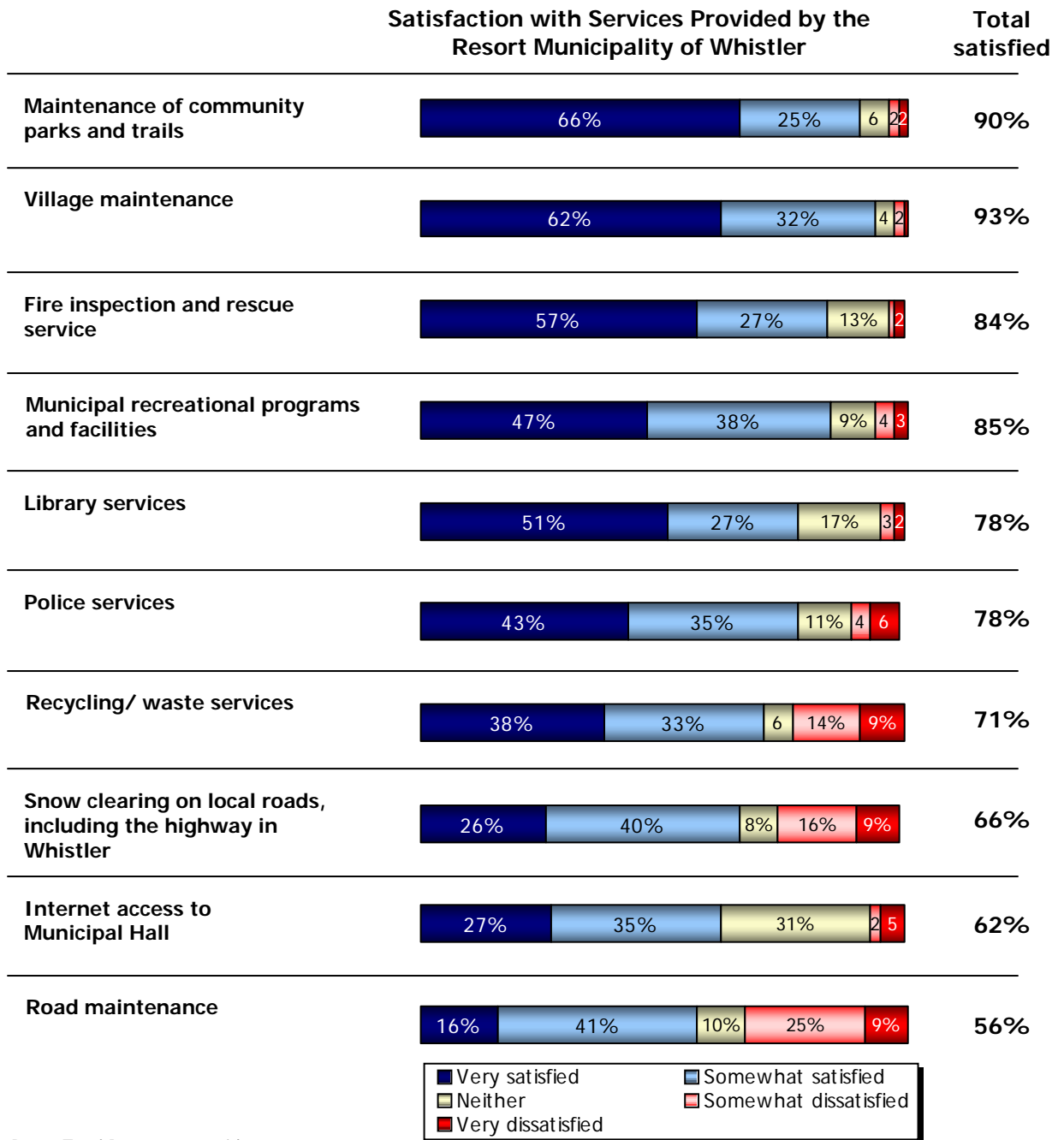
- With a slight increase in negativity from a year ago, those in the lower household income bracket and renters are somewhat more cynical in their perception of decision makers than their better-off, home-owning counterparts.

Seasonal Residents and Second Home Owners

- There are no demographic differences in responses among seasonal residents or second home owners.

6. Satisfaction with Services

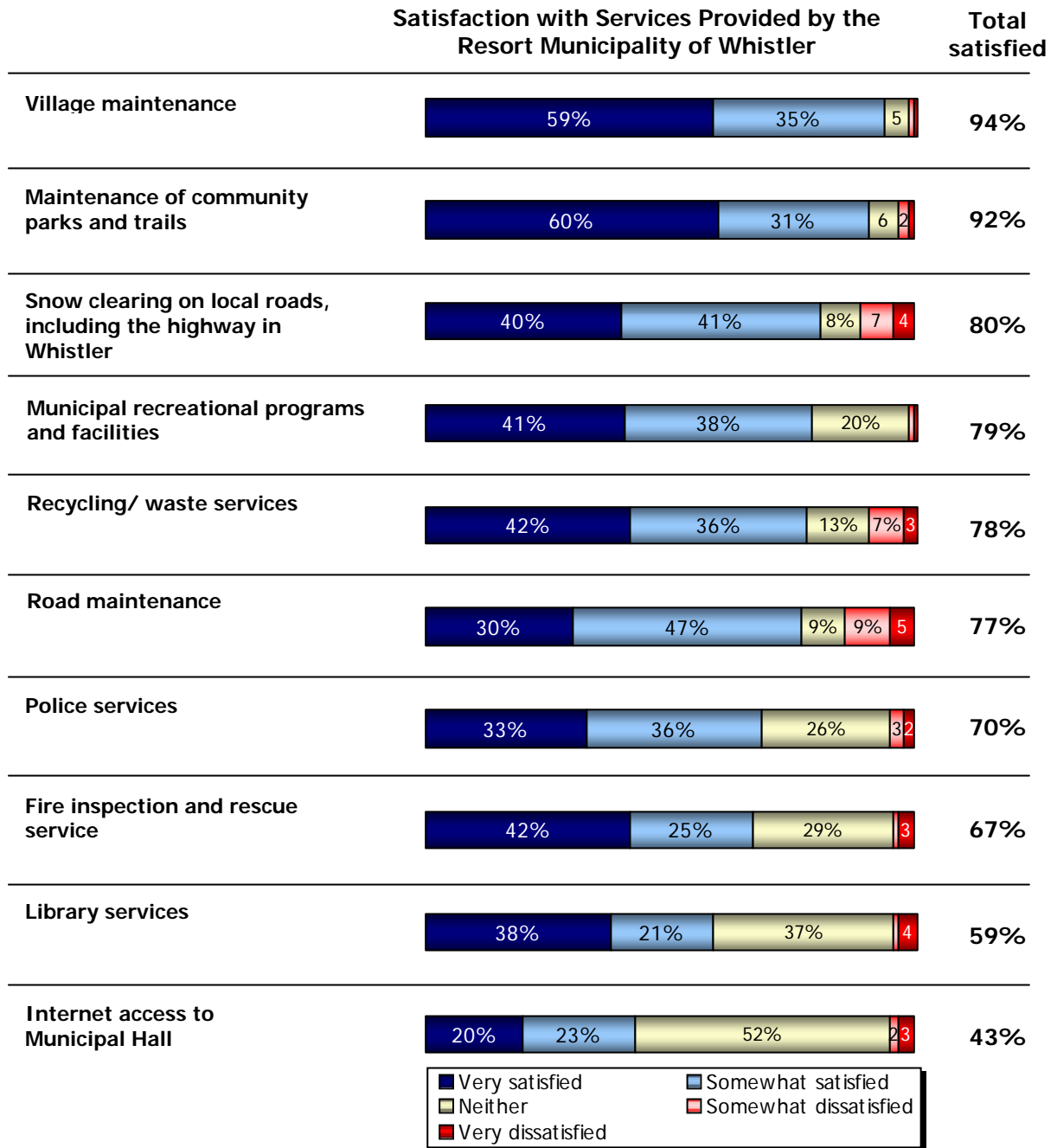
Summary of Permanent Residents Satisfied with Services Provided by RMOW



Base: Total Permanent residents 2008 with an opinion (n=300)

Q.26) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler?

Summary of Second Home Owners Satisfied with Services Provided by RMOV

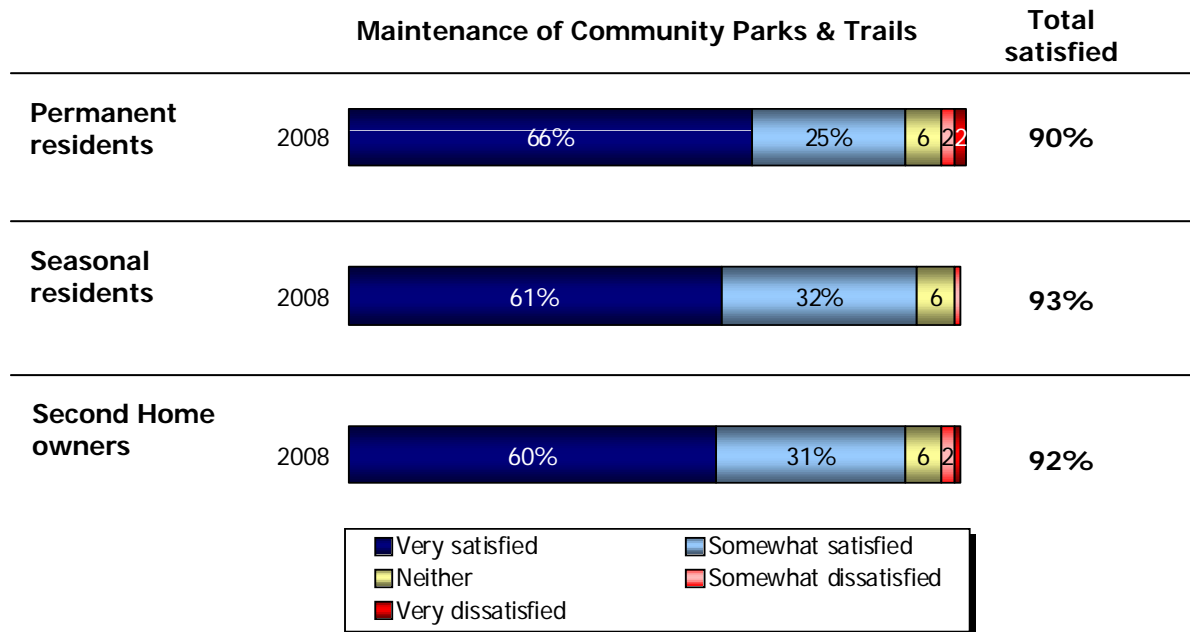


Base: Total Second Home owners 2008 with an opinion (n=202)

Q.26) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler?

6.1 Proportion of community members satisfied with the quality of services provided by RMOW for: “Maintenance of community parks and trails”

- Nine-in-ten permanent residents (90%).
- More than nine-in-ten seasonal residents (93%).
- More than nine-in-ten second home owners (92%).



Base: Total Permanent residents
2008 with an opinion (n=300)
Total Seasonal residents
2008 with an opinion (n=193)
Total Second Home owners
2008 with an opinion (n=202)

Q.26a) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? “Maintenance of community parks and trails”

Permanent Residents

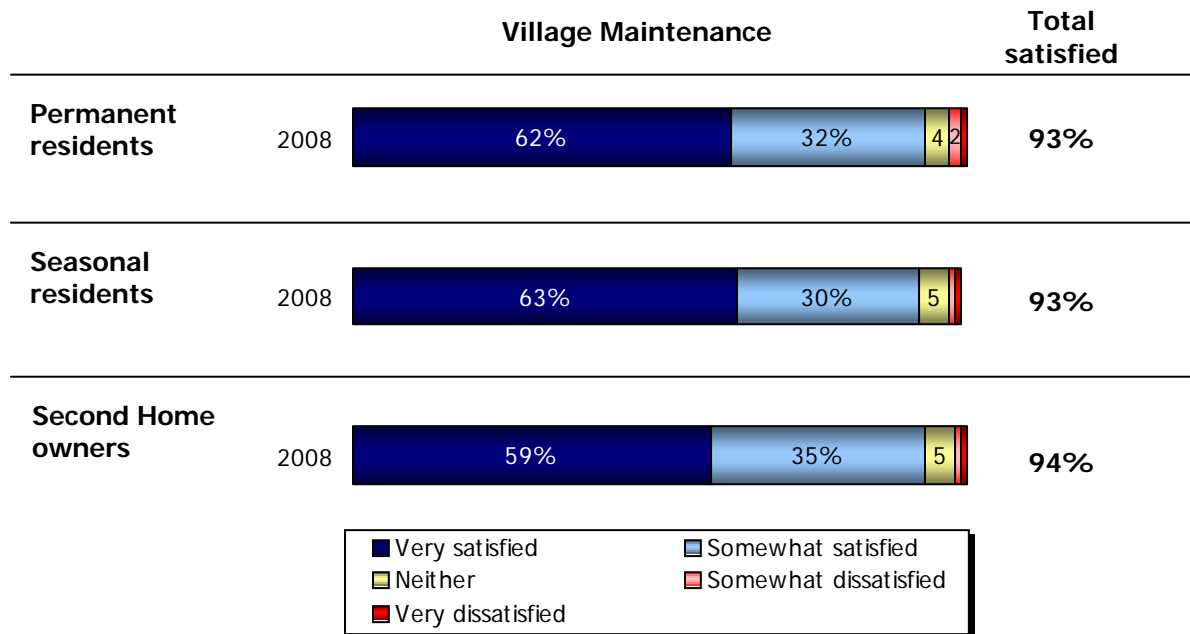
- Most residents are satisfied with the up-keep of Whistler’s community parks and trails, with two-thirds very satisfied.

Seasonal Residents and Second Home Owners

- Almost all seasonal residents and second home owners also express satisfaction with the up-keep of Whistler’s community parks and trails.

6.2 Proportion of community members satisfied with the quality of services provided by RMOW for: “Village Maintenance”

- More than nine-in-ten permanent residents (93%).
- More than nine-in-ten seasonal residents (93%).
- More than nine-in-ten second home owners (94%).



Base: Total Permanent residents 2008 with an opinion (n=300)
 Total Seasonal residents 2008 with an opinion (n=198)
 Total Second Home owners 2008 with an opinion (n=203)

Q.26b) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? “Village Maintenance”

Permanent Residents

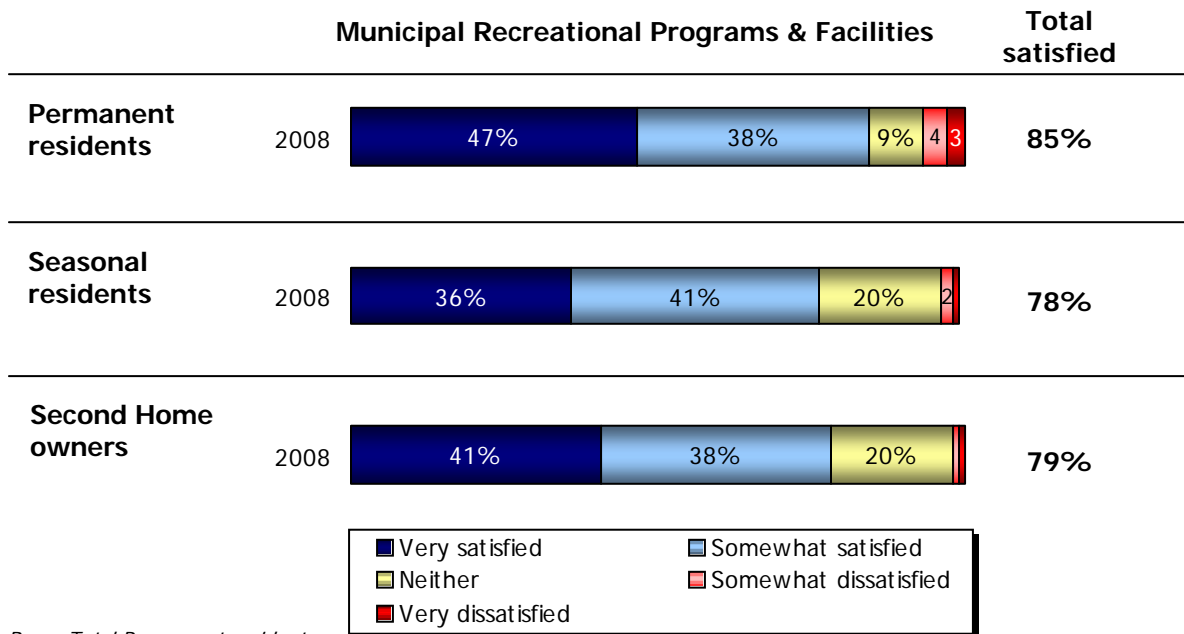
- As with community parks and trails, most residents are satisfied with the up-keep of Whistler Village, with almost two-thirds very satisfied, younger residents, those under 35 years, are particularly likely to be satisfied with this aspect of RMOW services (98% satisfied vs. 88% of those 35 or older).

Seasonal Residents and Second Home Owners

- And again, almost all seasonal residents and second home owners are satisfied with the up-keep of Whistler Village, with about six-in-ten very satisfied.

6.3 Proportion of community members satisfied with the quality of services provided by RMOW for: “Municipal recreational programs and facilities”

- More than eight-in-ten permanent residents (85%).
- More than three-quarters of all seasonal residents (78%).
- Almost eight-in-ten second home owners (79%).



Base: Total Permanent residents
2008 with an opinion (n=298)
Total Seasonal residents
2008 with an opinion (n=179)
Total Second Home owners
2008 with an opinion (n=195)

Q.26c) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? “Municipal recreational programs and facilities”

Permanent Residents

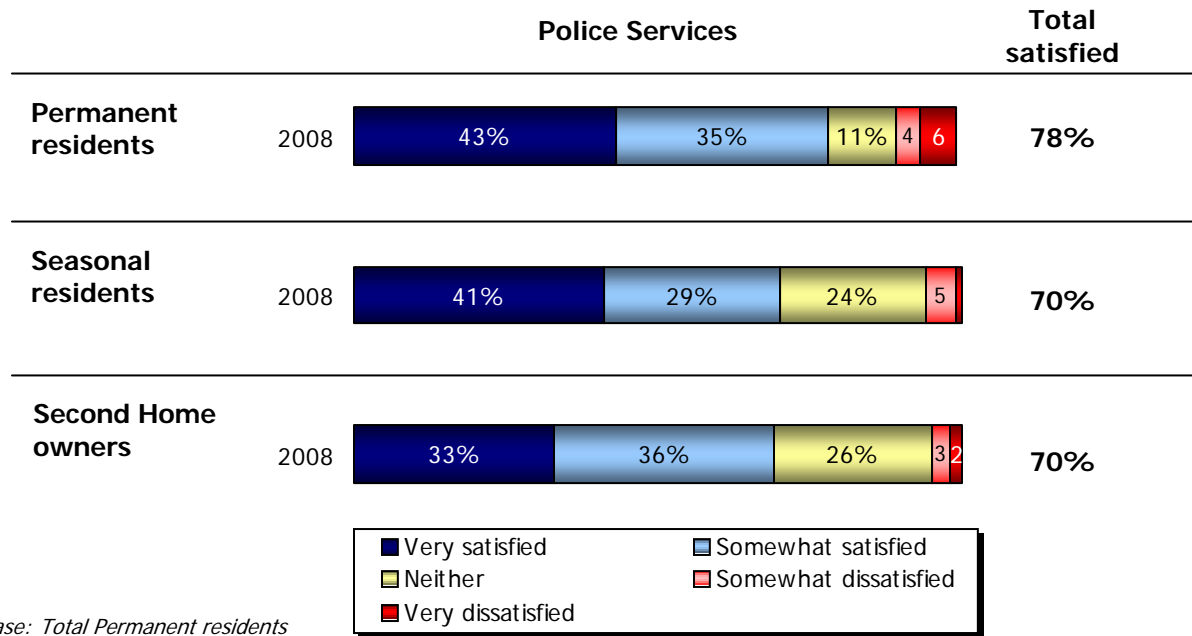
- Most permanent residents are satisfied with current municipal recreational facilities and programs, with half who are ‘very’ satisfied. The minor dissatisfaction expressed is most likely to come from those not currently employed (15%) and those with a family (12%).

Seasonal Residents and Second Home Owners

- Most seasonal residents and second home owners (about eight-in-ten) are also satisfied with current municipal recreational facilities and programs, with most of the remainder who are neutral or with no opinion on the subject.

6.4 Proportion of community members satisfied with the quality of services provided by RMOW for: “Police Services”

- More than three-quarters of permanent residents (78%).
- Seven-in-ten seasonal residents (70%).
- Seven-in-ten second home owners (70%).



Base: Total Permanent residents 2008 with an opinion (n=296)
 Total Seasonal residents 2008 with an opinion (n=158)
 Total Second Home owners 2008 with an opinion (n=198)

Q.26d) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? “Police services”

Permanent Residents

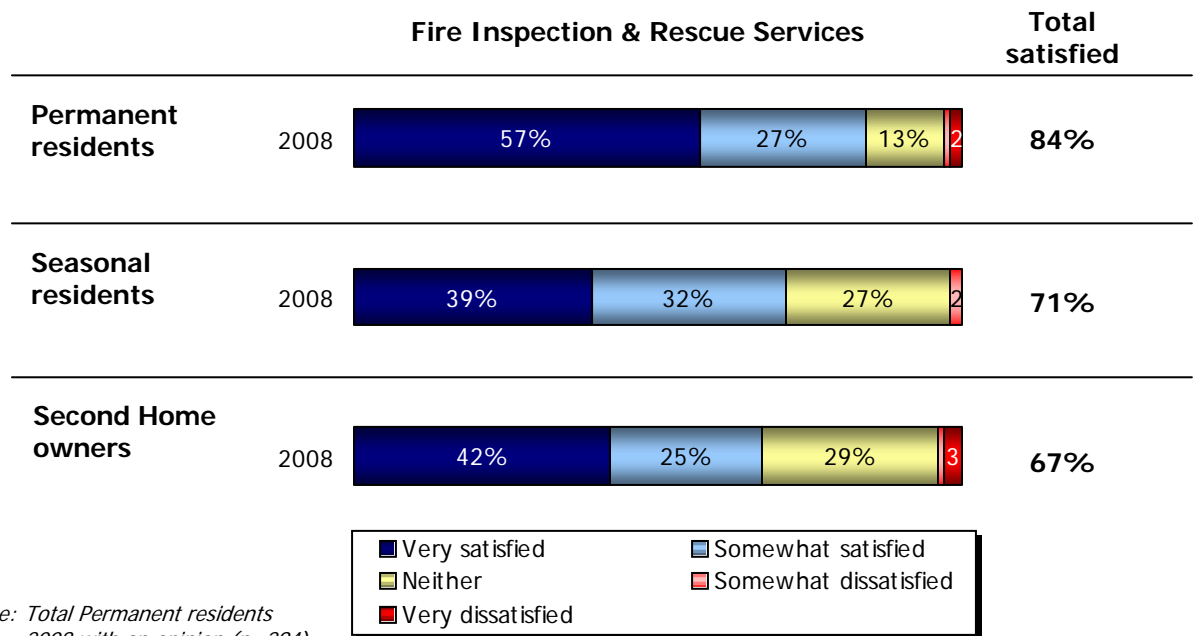
- Satisfaction is also strong among permanent residents for the police services provided in Whistler, particularly among longer term residents (5 or more years), while the one-in-ten who express some dissatisfaction are more likely to be young, single residents, living in Whistler less than 5 years.

Seasonal Residents and Second Home Owners

- With just 6% or fewer expressing some level of dissatisfaction with police services, most seasonal residents and second home owners are also satisfied with police services in Whistler, with most of the remainder neutral or with no opinion on the subject.

6.5 Proportion of community members satisfied with the quality of services provided by RMOW for: “Fire inspection and rescue services”

- More than eight-in-ten permanent residents (84%).
- Seven-in-ten seasonal residents (71%).
- Two-thirds of all second home owners (67%).



Base: Total Permanent residents 2008 with an opinion (n=294)
 Total Seasonal residents 2008 with an opinion (n=144)
 Total Second Home owners 2008 with an opinion (n=184)

Q.26e) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? “Fire inspection and rescue services”

Permanent Residents

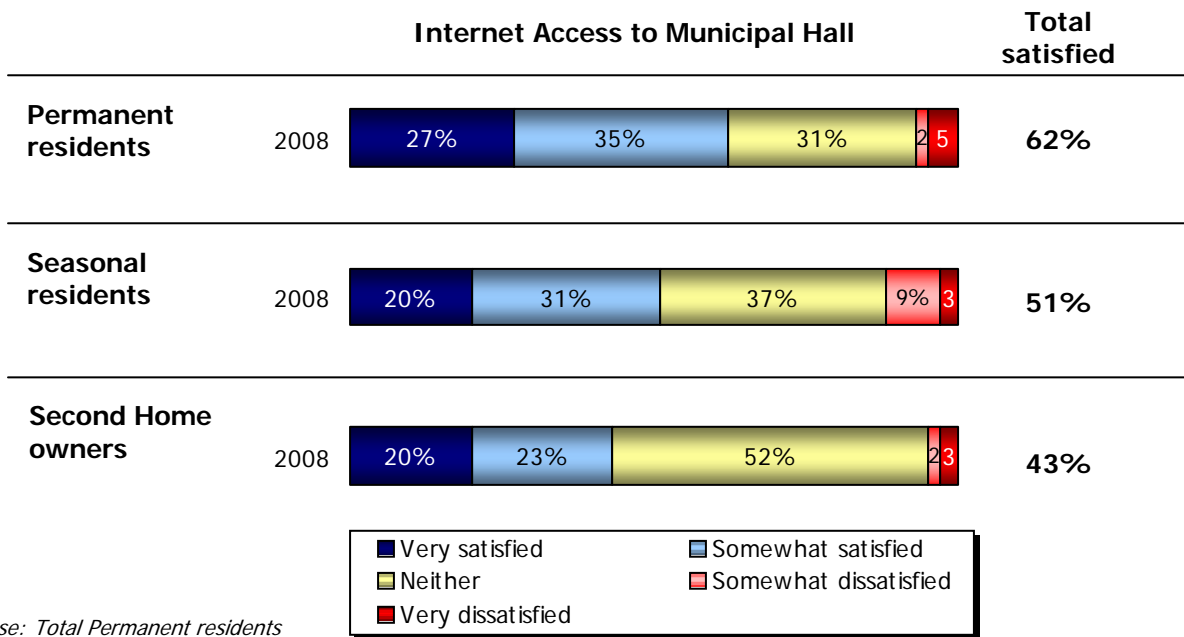
- Satisfaction is also strong among permanent residents for the fire inspection and rescue services provided in Whistler, particularly among longer term residents (5 or more years) and those with a family.

Seasonal Residents and Second Home Owners

- As with police services, most seasonal residents and second home owners are also satisfied with fire inspection and rescue services provided in Whistler, with most of the remainder neutral or with no opinion on the subject.

6.6 Proportion of community members satisfied with the quality of services provided by RMOW for: "Internet access to municipal hall"

- Approximately six-in-ten permanent residents (62%).
- Half of all seasonal residents (51%).
- More than four-in-ten second home owners (43%).



Base: Total Permanent residents 2008 with an opinion (n=279)
 Total Seasonal residents 2008 with an opinion (n=137)
 Total Second Home owners 2008 with an opinion (n=176)

Q.26f) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Internet Access to Municipal Hall"

Permanent Residents

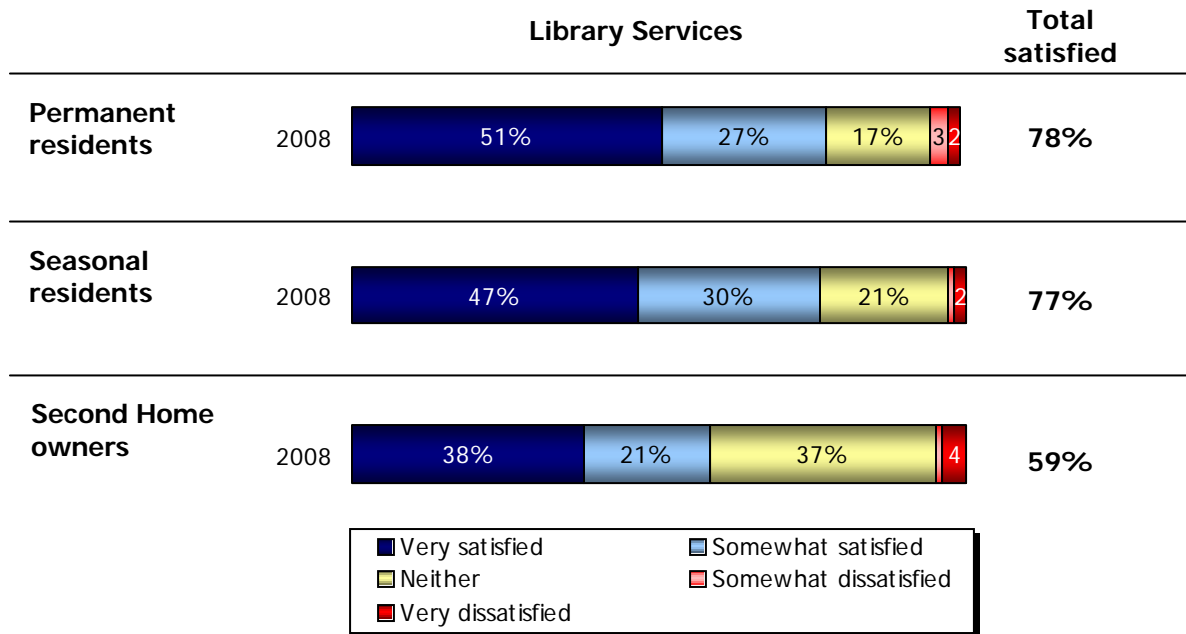
- More than half of all permanent residents are satisfied with internet access to municipal hall, with about one third neutral or without an opinion. Among those permanent residents who have accessed the RMOW website 70% are satisfied with Internet Access to Municipal Hall (32% "very satisfied"), with just 6% who are dissatisfied (25% are neither satisfied nor dissatisfied).

Seasonal Residents and Second Home Owners

- With approximately half of all seasonal residents and four-in-ten second home owners satisfied, most of the remainder are either neutral or without opinion on the subject. Among those second home owners who have accessed the RMOW website 52% are satisfied with Internet Access to Municipal Hall (23% "very satisfied"), with just 8% who are dissatisfied (40% are neither satisfied nor dissatisfied).

6.7 Proportion of community members satisfied with the quality of services provided by RMOW for: “Library Services”

- More than three-quarters of all permanent residents (78%).
- More than three-quarters of all seasonal residents (77%).
- About six-in-ten second home owners (59%).



Base: Total Permanent residents 2008 with an opinion (n=296)
 Total Seasonal residents 2008 with an opinion (n=170)
 Total Second Home owners 2008 with an opinion (n=180)

Q.26g) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? “Library services”

Permanent Residents

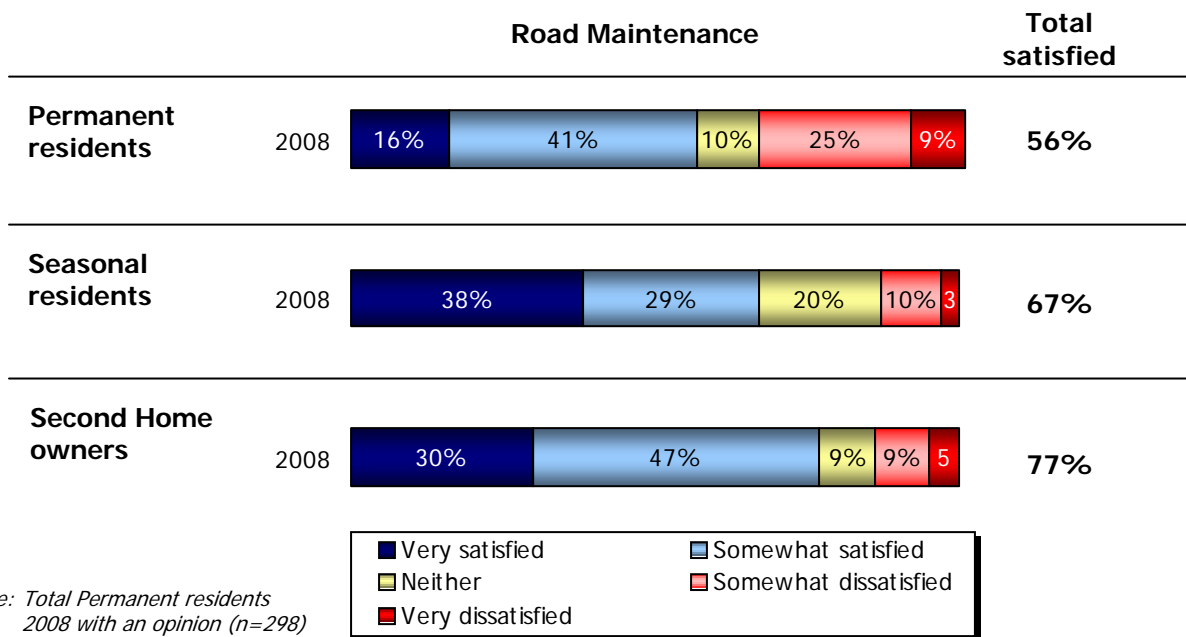
- Perhaps not surprisingly in light of the new library in Whistler, most permanent residents are satisfied with their library services, with half ‘very’ satisfied, with satisfaction particularly high amongst females (86%).

Seasonal Residents and Second Home Owners

- The two-thirds satisfied amongst seasonal residents and half of all second home owners perhaps reflect awareness or likely usage of the new library facility amongst each group.

6.8 Proportion of community members satisfied with the quality of services provided by RMOW for: “Road Maintenance”

- More than half of all permanent residents (56%).
- Two-thirds of all seasonal residents (67%).
- More than three-quarters of all second home owners (77%).



Base: Total Permanent residents 2008 with an opinion (n=298)
 Total Seasonal residents 2008 with an opinion (n=193)
 Total Second Home owners 2008 with an opinion (n=204)

Q.26h) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? “Road Maintenance”

Permanent Residents

- While more than half are currently satisfied, one-third of all permanent residents express some level of dissatisfaction with the road maintenance services provided by RMOW. This level of opinion is shared among all demographic segments.

Seasonal Residents

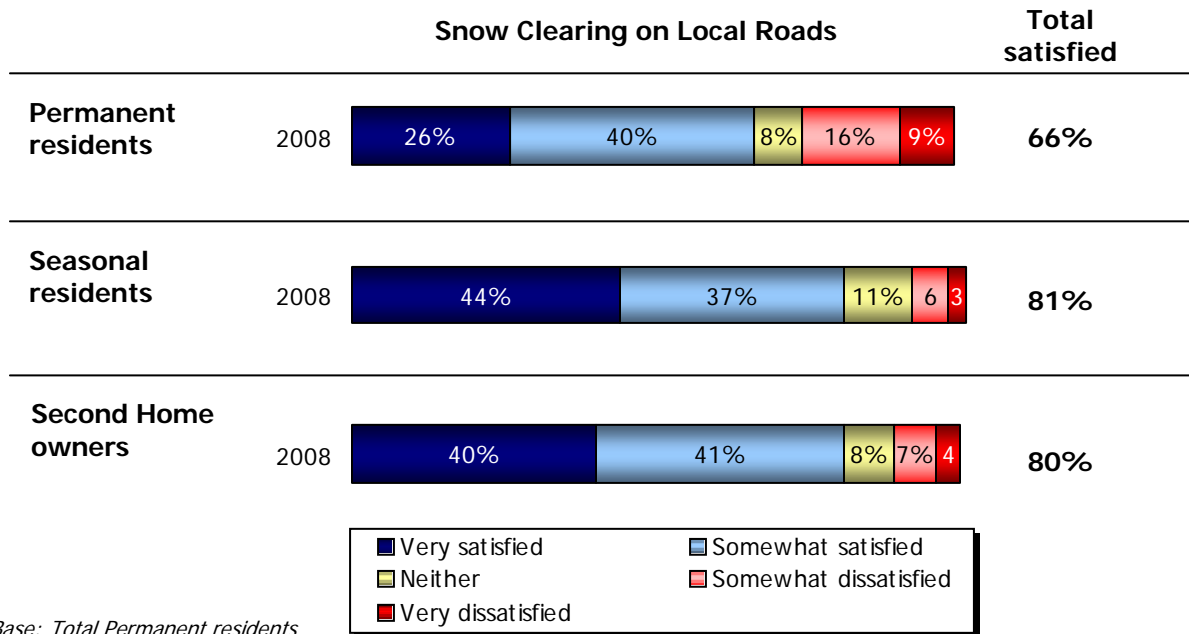
- Satisfaction with road maintenance is somewhat higher amongst seasonal residents, with just 13% expressing any dissatisfaction. Opinion is also consistent amongst all seasonal residents.

Second Home Owners

- At more than three-quarters, satisfaction is even higher amongst Second home owners with regards road maintenance; those expressing some dissatisfaction are more likely to include those having owned property for 11 years or more (20%), with opinion otherwise consistent.

6.9 Proportion of community members satisfied with the quality of services provided by RMOW for: “Snow clearing on local roads, including the highway in Whistler”

- Two-thirds of all permanent residents (66%).
- Approximately eight-in-ten seasonal residents (81%).
- Eight-in-ten second home owners (80%).



Base: Total Permanent residents 2008 with an opinion (n=300)
 Total Seasonal residents 2008 with an opinion (n=196)
 Total Second Home owners 2008 with an opinion (n=204)

Q.26i) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? “Snow clearing on local roads, including the highway in Whistler”

Permanent Residents

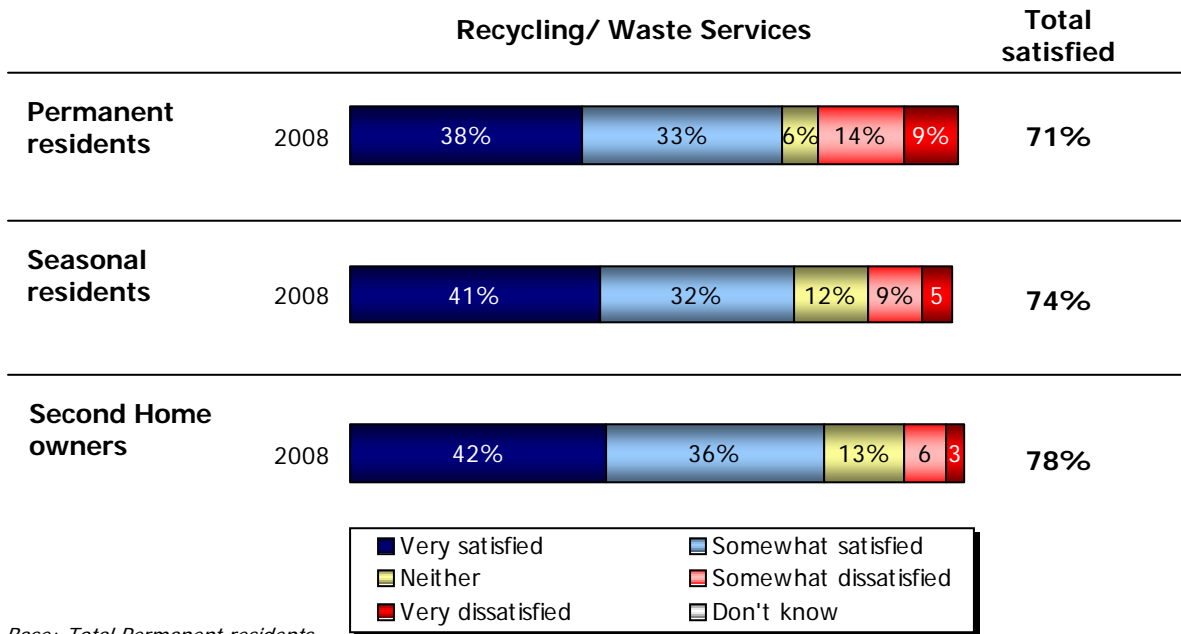
- Having no doubt recently witnessed it, most permanent residents are currently satisfied with RMOW’s snow clearing efforts. Particularly satisfied are male residents (71% vs. 60% of females), and those who have lived in Whistler less than 5 years (74%).

Seasonal Residents and Second Home Owners

- Satisfaction is somewhat higher amongst both seasonal residents and second home owners; among second home owners, the dissatisfied are more likely to be those who have owned property in Whistler 20 or more years (19% dissatisfied).

6.10 Proportion of community members satisfied with the quality of services provided by RMOW for: “Recycling/Waste Services”

- Seven-in-ten permanent residents (71%).
- About three-quarters of all seasonal residents (74%).
- More than three-quarters of all second home owners (78%).



Base: Total Permanent residents 2008 with an opinion (n=299)
 Total Seasonal residents 2008 with an opinion (n=196)
 Total Second Home owners 2008 with an opinion (n=200)

Q.26j) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? “Recycling/waste services”

Permanent Residents

- Overall, most permanent residents appear satisfied with the recycling and waste services provided by RMOW, however almost one-quarter express some dissatisfaction, an opinion shared across most demographic segments, with just somewhat more single residents being dissatisfied (30% compared with 22% of families and just 17% of couples).

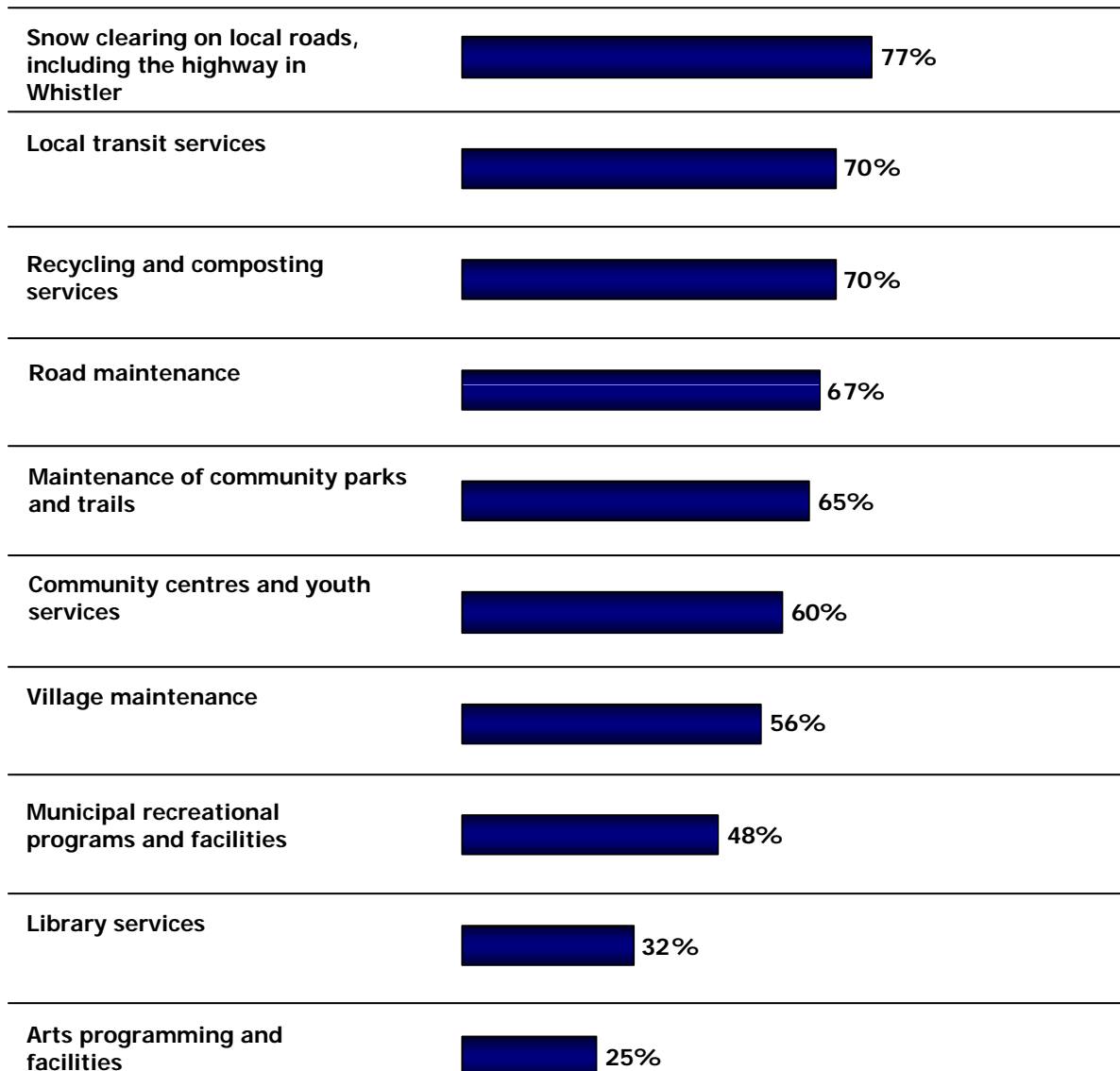
Seasonal Residents and Second Home Owners

- A similar level of satisfaction is found among both seasonal residents and second home owners with approximately three-quarters in each case saying they are satisfied; this is shared across all demographic segments, with about one-in-ten in each case expressing any dissatisfaction.

7. Priorities for Budget Allocation

Summary of Services Rated a High Priority for Budget Allocation by Permanent Residents

"High Priority" for Budget Allocation

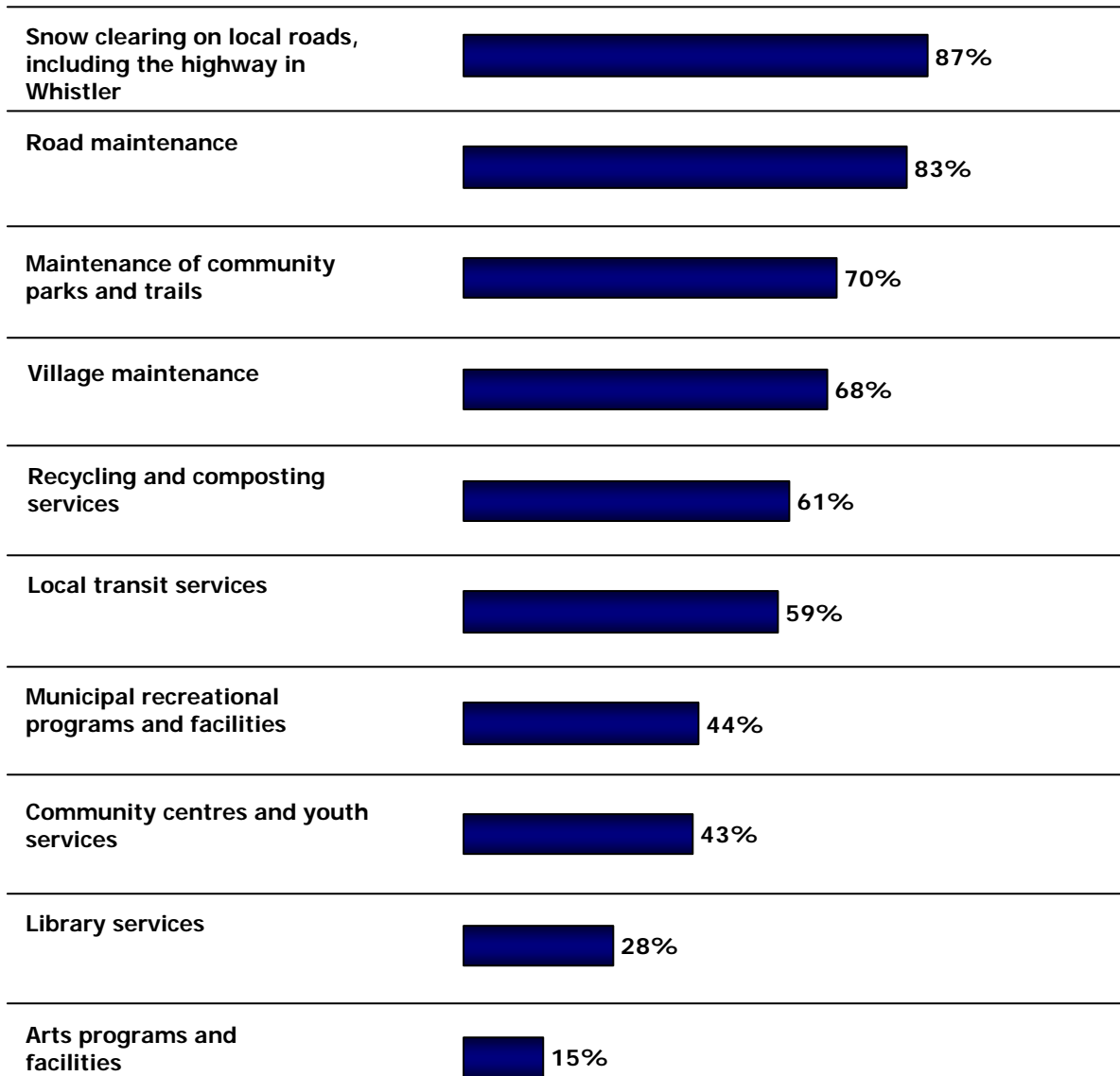


Base: Total Permanent residents 2008 with an opinion (n=300)

Q.27) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation?

Summary of Services Rated a High Priority for Budget Allocation by Second Home Owners

“High Priority” for Budget Allocation



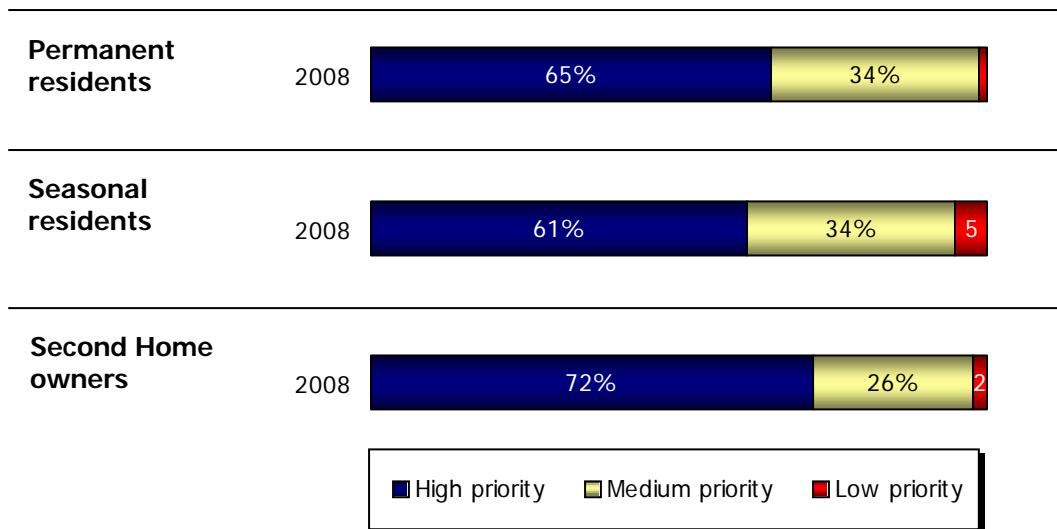
Base: Total Second Home owners 2008 with an opinion (n=206)

Q.27) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation?

7.1 Proportion of residents rating the budget allocation priority of “Maintenance of community parks and trails” as high

- Two-thirds of permanent residents (65%).
- Six –in-ten seasonal residents (61%).
- Seven-in-ten second home owners (72%).

Maintenance of Community Parks & Trails



Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=193)
 Total Second Home owners 2008 with an opinion (n=201)

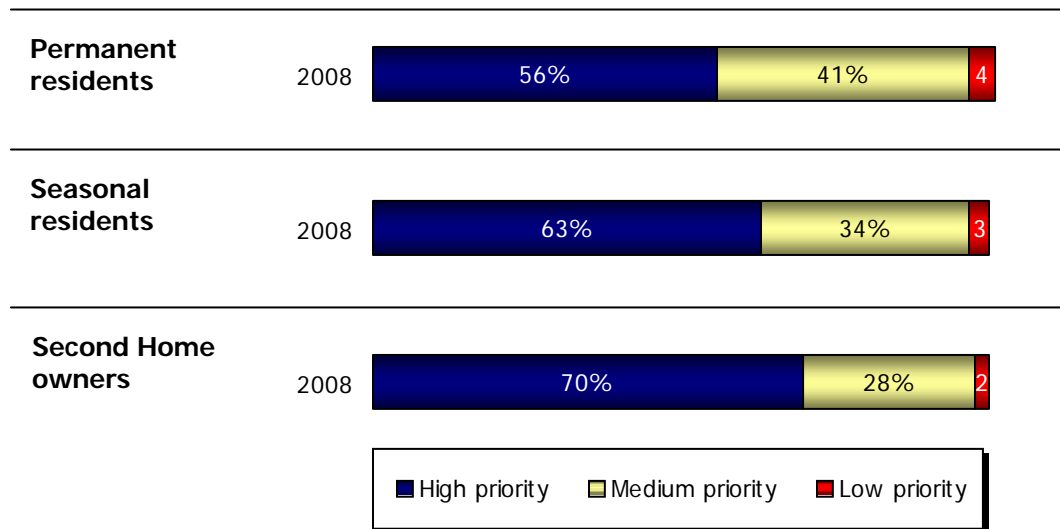
Q.27a) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Maintenance of community parks and trails"

While nine-in-ten residents (both permanent and seasonal) and second home owners are satisfied with current maintenance, it remains a high priority for approximately two-thirds of the population.

7.2 Proportion of residents rating the budget allocation priority of “Village Maintenance” as high

- More than half of all permanent residents (56%).
- Approximately six –in-ten seasonal residents (63%).
- Seven-in-ten second home owners (70%).

Village Maintenance



Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=195)
 Total Second Home owners 2008 with an opinion (n=202)

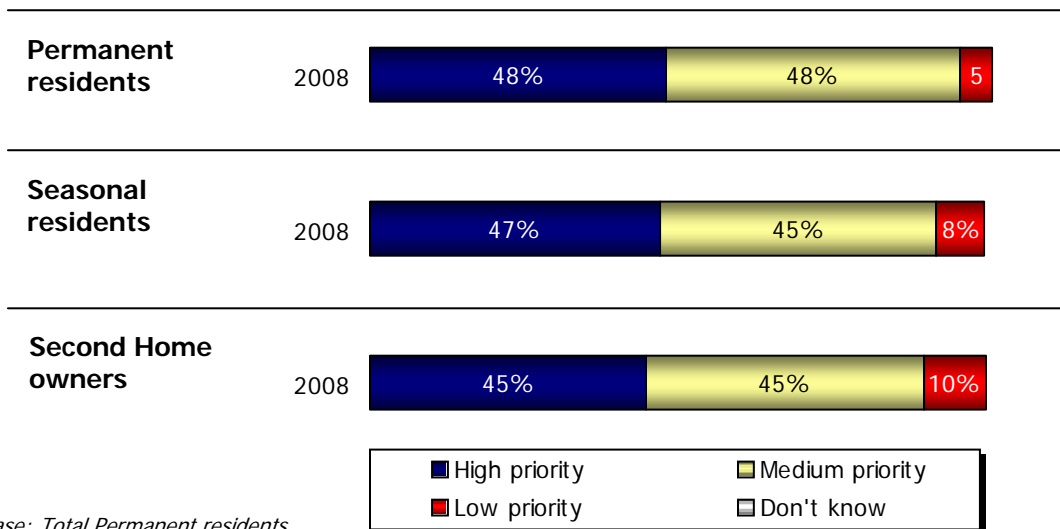
Q.27b) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Village maintenance"

Once again, while the majority of the population (more than 9-in-10) are satisfied with the current maintenance of the Village in Whistler, it remains a high priority for more than half to maintain the standard currently delivered.

7.3 Proportion of residents rating the budget allocation priority of “Municipal recreational programs and facilities” as high

- About half of all permanent residents (48%).
- Less than half of all seasonal residents (47%).
- Less than half of all second home owners (45%).

Municipal Recreational Programs & Facilities



Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=194)
 Total Second Home owners 2008 with an opinion (n=201)

Q.27c) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Municipal recreational programs & facilities"

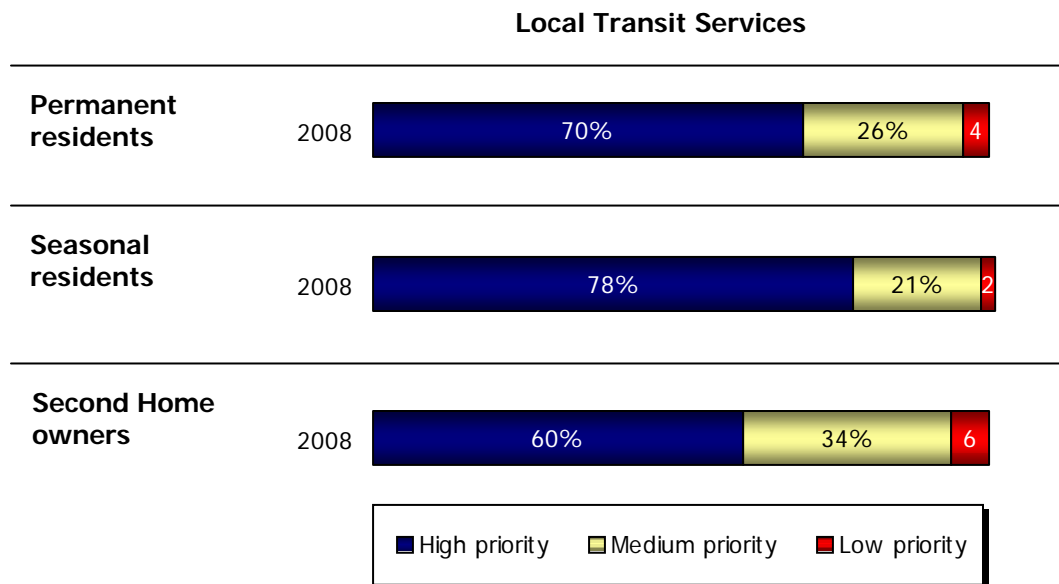
With current satisfaction ranging between 78-85%, opinion is quite evenly divided with regards to the priority give to municipal recreation programs and facilities, with about half in each case who consider them to be either a high or medium priority.

Permanent Residents

Permanent residents more likely to consider them a high priority include older, home owners in the upper personal income bracket (\$50,000 or more), while those under 35 who have been in Whistler less than 5 years and currently rent are more likely to consider them a medium priority.

7.4 Proportion of residents rating the budget allocation priority of “Local Transit Services” as high

- Seven-in-ten permanent residents (70%).
- More than three-quarters of all seasonal residents (78%).
- Six-in-ten second home owners (60%).



Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=193)
 Total Second Home owners 2008 with an opinion (n=203)

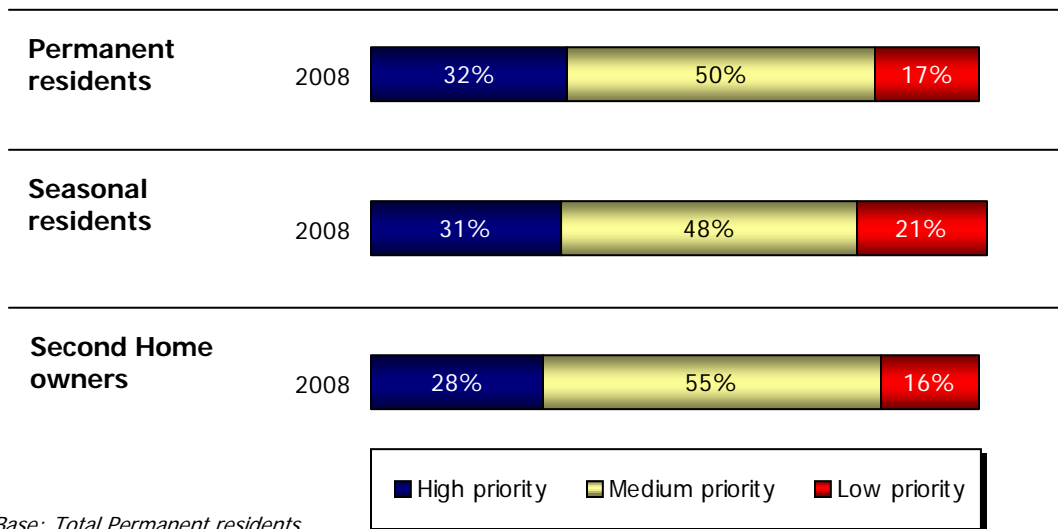
Q.27d) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Local transit services"

While it is considered a high priority amongst between two-thirds and three-quarters of permanent and seasonal residents, currently, approximately two-thirds of all residents express some level of satisfaction with the transit services in Whistler, suggesting it is felt important to at least maintain the level of service currently provided.

7.5 Proportion of residents rating the budget allocation priority of “Library Services” as high

- One-third of all permanent residents (32%).
- Less than one-third of all seasonal residents (31%).
- Less than one-third of all second home owners (28%).

Library Services



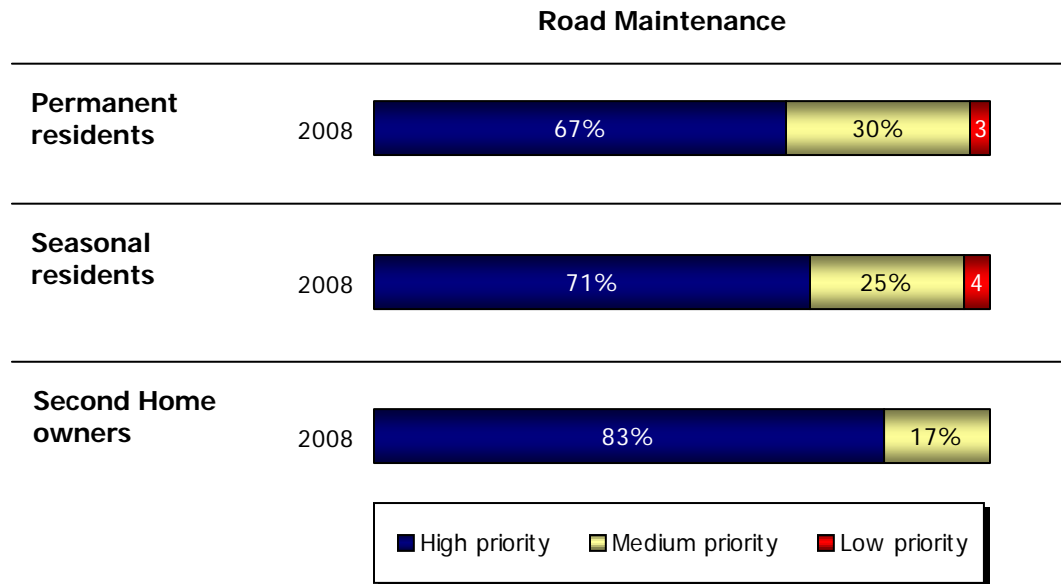
Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=187)
 Total Second Home owners 2008 with an opinion (n=201)

Q.27e) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Library services"

With three-quarters of permanent and seasonal residents currently satisfied with Whistler's library services, few consider it an area of high priority for spending.

7.6 Proportion of residents rating the budget allocation priority of “Road Maintenance” as high

- Two-thirds of all permanent residents (67%).
- More than two-thirds of all seasonal residents (71%).
- More than eight-in-ten second home owners (83%).



Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=191)
 Total Second Home owners 2008 with an opinion (n=204)

Q.27f) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Road Maintenance"

Permanent Residents

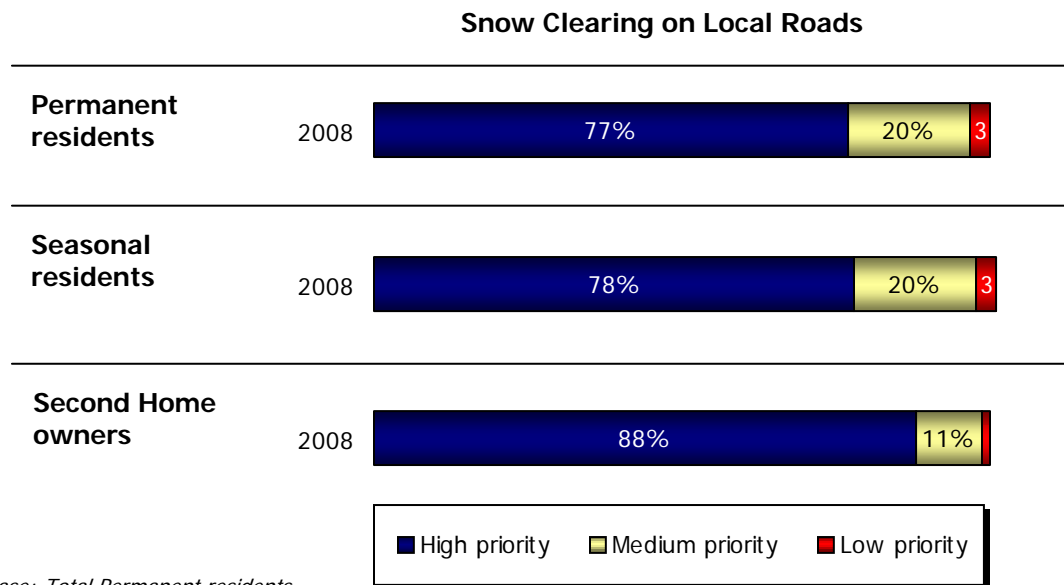
- With one-third of all permanent expressing some level of dissatisfaction with the road maintenance services in Whistler, two-thirds go on to identify it as a high priority for spending; this is particularly the case for residents who are home owners, aged 35 or older, living in the community for 11 or more years and those with families.

Seasonal Residents and Second Home Owners

- While compared to permanent residents fewer seasonal residents and second home owners are dissatisfied, the majority still consider road maintenance to be a high priority for spending in Whistler, consistent amongst all demographic segments.

7.7 Proportion of residents rating the budget allocation priority of “Snow Clearing on Local Roads” as high

- More than three-quarters of all permanent residents (77%).
- More than three-quarters of all seasonal residents (78%).
- Almost nine-in-ten second home owners (88%).



Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=193)
 Total Second Home owners 2008 with an opinion (n=204)

Q.27g) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Snow Clearing on Local Roads"

Permanent Residents

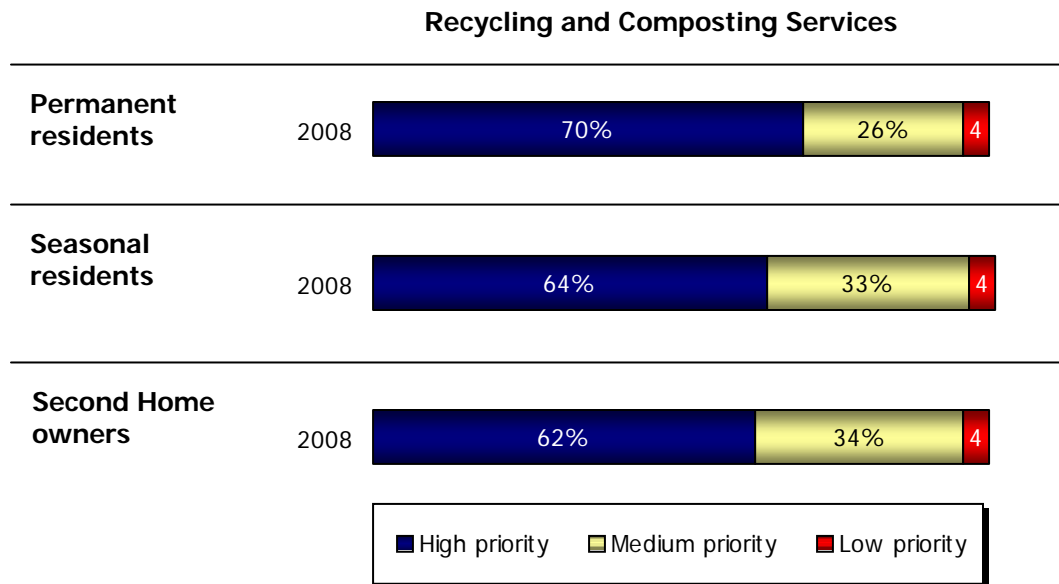
- While, on the whole, satisfaction is relatively strong (two-thirds of permanent residents) it is perhaps not surprising considering the nature of the resort community, that a majority of residents (three quarters) still consider the service to be a high priority for spending; this is particularly the case for female residents, those aged 35 or older and living in the community for 11 or more years.

Seasonal Residents and Second Home Owners

- The majority of seasonal residents and second home owners consider snow clearing to be a high priority, again not surprising considering that they are perhaps more likely to inhabit the community during the winter season; this level of priority is consistent amongst all demographic segments.

7.7 Proportion of residents rating the budget allocation priority of: “Recycling and Composting Services” as high

- Seven-in-ten permanent residents (70%).
- More than six-in-ten seasonal residents (64%).
- More than six-in-ten second home owners (62%).



Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=195)
 Total Second Home owners 2008 with an opinion (n=202)

Q.27h) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Recycling and Composting Services"

Permanent Residents

- Current satisfaction is also relatively strong (7-in-10 permanent residents) it remains an important area of focus for spending for a majority of residents (also 7-in-10), while consistent amongst most demographic segments, females are more likely to consider it a high priority than males (80% vs. 61% respectively).

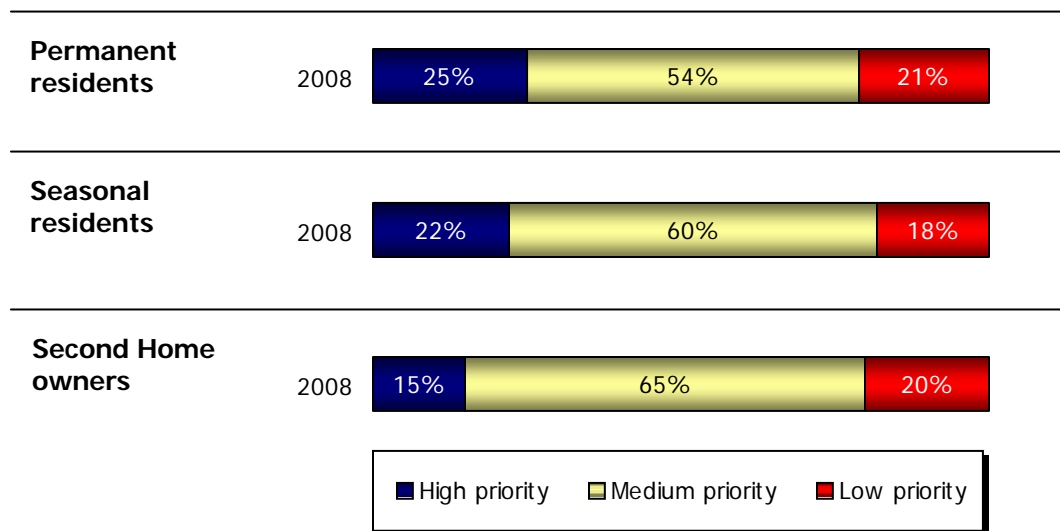
Seasonal Residents and Second Home Owners

- With a similar level of satisfaction expressed amongst seasonal residents and second home owners (74-78%), most (about six-in-ten) also consider it an area of high priority, though not quite to the extent as permanent community members.

7.8 Proportion of residents rating the budget allocation priority of “Art Programming and Facilities” as high

- One-quarter of all permanent residents (25%).
- One-in-five seasonal residents (22%).
- Just 15% of second home owners.

Art Programming and Facilities



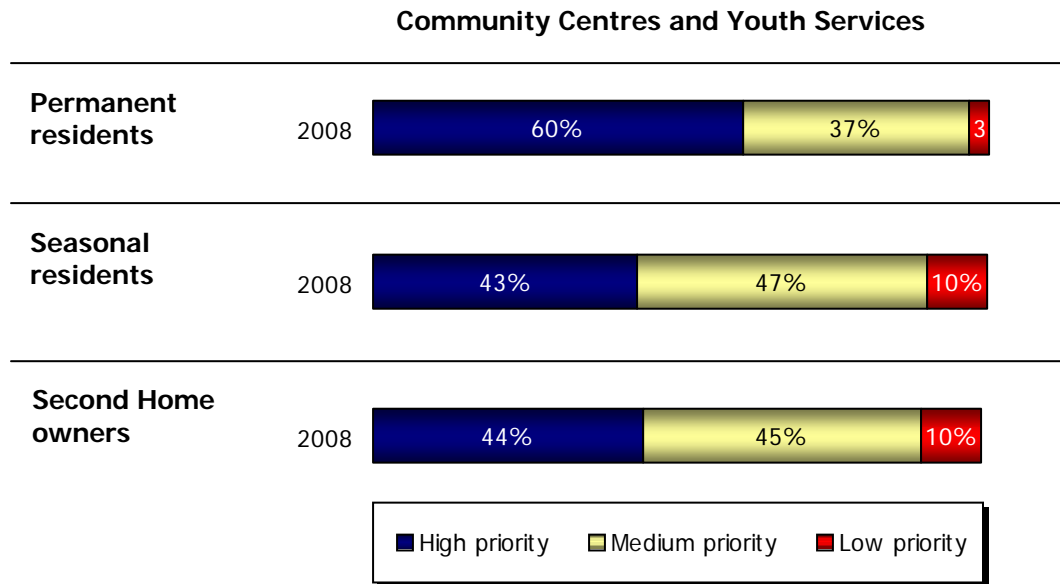
Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=191)
 Total Second Home owners 2008 with an opinion (n=201)

Q.27i) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Arts Programming and Facilities"

With eight-in-ten permanent residents and approximately two-thirds of seasonal residents and second home-owners currently satisfied with the selection of arts and cultural events and opportunities in Whistler very few consider it an area of high priority for spending in the community, a fairly consistent opinion amongst all demographic sub-groups.

7.9 Proportion of residents rating the budget allocation priority of: “Community Centres and Youth Services” as high

- Six-in-ten permanent residents (60%).
- More than four-in-ten seasonal residents (43%).
- More than four-in-ten second home owners (44%).



*Base: Total Permanent residents 2008 (n=300)
 Total Seasonal residents 2008 with an opinion (n=194)
 Total Second Home owners 2008 with an opinion (n=201)*

Q.27j) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Community Centres and Youth Services"

Permanent Residents

- In all, six-in-ten permanent residents consider community and youth centres a high priority for budget allocation, among whom, those more likely to express this opinion include females (66% vs. 54% of males), residents of the community for 11 or more years (69% vs. 54% of shorter term residents) and those with some further education (64% vs. 50% of those without).

Seasonal Residents and Second Home Owners

- Overall, community centres and youth services appear less of a priority amongst the seasonal residents and second home owners, with just the older seasonal residents, those aged 35 years or older, more likely to consider it a high priority (70% vs. 37% of the under 35's).

8. Tax and Communications

8.1 Proportion of Residents who Support the Proposed Tax Increase Next Year

- One-third of all permanent residents (34%).
- More than one-third of all second home owners (39%).

Reaction to Proposed Tax Increase Next Year



Base: Total Property Owners:
 Permanent residents
 2008 with an opinion (n=205)
 Second Home owners
 2008 with an opinion (n=201)

Q.28a) For the past number of years the RMOW has increased taxes between 2-3% each year in order to maintain the quality of municipal services. For the next year we expect that maintaining current service quality will instead require a property tax rate increase of 4-6%. Which of the following statements do you most likely agree with?

Permanent Residents

- Support for a forecast 4-6% tax increase comes from one-third of all permanent residents. Support for such an increase is somewhat stronger amongst those living in the community less than 5 years (41%) and those in the community 11 or more years (39%) with least support from those living in Whistler between 5 and 10 years (16%). Support is also more forthcoming from those not currently working (50% vs. 31% of the employed) and those living in resident restricted housing (50% vs. 31% of those living in other housing).

Second Home Owners

- With approximately one-third in favour and two-thirds opposed to the proposed tax increase for the coming year, the response of second home owners is consistent amongst all segments.

8.2 Proportion of Residents who Support the Proposed Tax Increase for the Next 3 Years (amongst residents supporting the increase for the coming year)

- Six-in-ten permanent residents (61%).
- Less than half of all second home owners (45%).

Reaction to Proposed Tax Increase for Next 3 Years



*Base: Total Property Owners who support a 4-6% property tax for this year:
 Permanent residents 2008 with an opinion (n=76)
 Second Home owners 2008 with an opinion (n=77)*

Q.28b) The RMOW anticipates that maintaining the quality of municipal services for the next three years requires an increase of approximately 4-6% for each of the 3 years. In order to maintain similar service quality, do you support the proposed 4-6% increase for each of the next three years?

Permanent Residents

- Of those supporting the increase for the coming year, less than two-thirds support an equal subsequent increase for the following two years. Although not significant at this sample size, younger, newer residents appear more accepting of such a proposal.

Second Home Owners

- Second home owners remain divided on the matter, with support for the proposed year-on-year tax increase coming from less than half (45%).

8.3 Preferred Channels of Communication from RMOW

- Newspaper inserts or ads (57%) and an emailed newsletter (49%) are most popular amongst permanent residents, with the website (41%) and interest in open houses/public forums (39%) also popular.
- Seasonal residents favour an emailed newsletter (44%) and newspaper inserts or ads (40%).
- Second home owners most commonly mention an emailed newsletter (55%) or a mailed newsletter (47%).

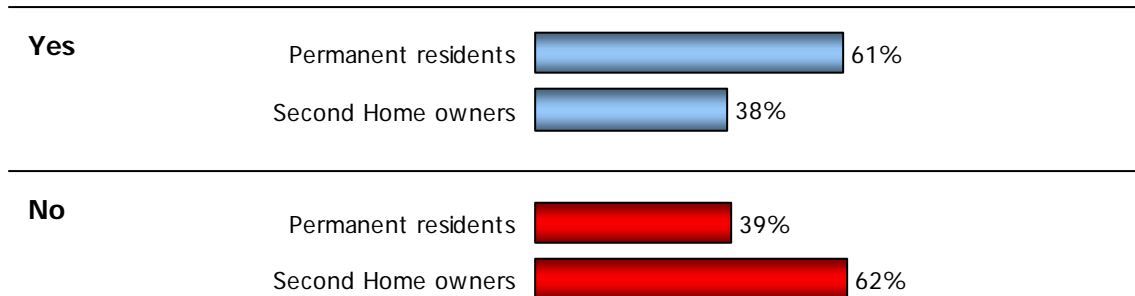
Preferred Channels of Communication			
	Permanent Residents (297) %	Seasonal Residents (200) %	Second Home Owners (200) %
Newspaper inserts or ads	57	40	24
Emailed newsletter	49	44	55
Website	41	28	40
Open house/ public forums	39	21	21
Mailed newsletter	25	37	47
Printed brochures	10	19	13
Other	1	-	1

Q.29) How do you prefer to receive information from the municipality of Whistler

8.4 Proportion of Residents who have visited the RMOW Website

- Six-in-ten permanent residents (61%).
- More than one-third of all second home owners (38%).

Visited the RMOW Website



Base: Total Permanent residents
2008 (n=300)
Second Home owners
2008 (n=204)

Q.30) Have you ever visited the RMOW website?

Permanent Residents

- Those more likely to have visited the RMOW website include residents aged 35 or older (67%), those living in Whistler at least 5 years or more (69%), with a family (74%), currently working (64%) with a personal income of at least \$25,000 or more (64-78%). Among those permanent residents who have accessed the RMOW website 70% are satisfied with Internet Access to Municipal Hall (32% “very satisfied”), with just 6% who are dissatisfied (25% are neither satisfied nor dissatisfied).

Second Home Owners

- Compared with permanent residents, fewer second home owners have taken the time to visit the website (38%), a proportion consistent amongst all demographic sub-groups. Among those second home owners who have accessed the RMOW website 52% are satisfied with Internet Access to Municipal Hall (23% “very satisfied”), with just 8% who are dissatisfied (40% are neither satisfied nor dissatisfied).

9. Demographics

- Almost half of all permanent residents and 8-in-10 seasonal are under 35 years old, with 84% of the permanent residents under 55 years of age. More than half of all second home owners on the other hand (62%) are over 55 years.
- Permanent and seasonal residents share some similarities in terms of educational achievement with seasonal residents somewhat more likely to have achieved a university degree with somewhat more permanent residents yet to complete their post secondary education. Second home owners skew towards having achieved a university or post graduate degree.

Demographics			
	Permanent Residents (301) %	Seasonal Residents (200) %	Second Home Owners (206) %
Gender			
Male	54	54	50
Female	46	47	50
Age			
18-34	47	80	4
35-44	21	5	5
45-54	16	6	25
55-64	9	7	35
65+	5	2	27
Education			
Up to grade 12 graduation	23	22	6
Incomplete post secondary	30	19	22
Diploma or certificate from a trade	7	6	4
Diploma or certificate from college	8	13	7
Bachelor or Undergraduate Degree	22	30	24
Post-graduate Degree	8	10	37

Cont'd...

- Permanent residents are more likely to be married or living as married than seasonal residents, and are far more likely to have children living at home.
- More than eight-in-ten permanent residents are currently employed or self employed, compared with almost all seasonal residents.
- A large proportion of both permanent and seasonal residents are employed in semi-skilled occupations, with somewhat more permanent residents employed in professional/technical and executive managerial roles compared with seasonal residents who are more likely to fill sales and supervisory positions.

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (206) %
Marital Status			
Married/common-law	62	29	n/a
Single	38	71	n/a
Presence of Children			
Under 5 years	14	2	n/a
5-12 years	11	3	n/a
13-17 years	12	1	n/a
18 years or older	10	3	n/a
Employment Status			
Employed	63	87	n/a
Self Employed	22	9	n/a
Student	1	-	n/a
Not Working (seeking/not seeking work)	7	5	n/a
Retired	7	-	n/a
Occupation Type			
Semi-Skilled	28	38	n/a
Professional Technical	20	9	n/a
Executive and Managerial	16	6	n/a
Sales and Supervisory	15	35	n/a
Skilled	13	11	n/a
Trained Clerical	7	1	n/a
Craftsman	5	3	n/a
Refused	3	7	n/a
			<i>Cont'd...</i>

Demographics			
	<u>Permanent Residents</u> (234) %	<u>Seasonal Residents</u> (191) %	<u>Second Home Owners</u> (206) %
Occupation Description			
Business owner / self employed	10	3	n/a
Server/waiter/bartender	8	8	n/a
Sales (Gen & Spec)	8	33	n/a
Contractor/builder/construction	7	1	n/a
Service industry	6	7	n/a
Business (Gen)	6	2	n/a
Manager (Gen & Spec)	6	3	n/a
Hospitality	5	7	n/a
Administration (Gen & Spec)	5	1	n/a
Maintenance/Repair	5	7	n/a
Teacher	4	2	n/a
Computer (Programmer/Web/Designer/Developer)	4	2	n/a
Tourism	3	1	n/a
Government Employee	3	-	n/a
Accountant/Bookkeeper	2	-	n/a
Chef/Cook	2	2	n/a
Ski Instructor/Coach	2	6	n/a
Carpenter	2	-	n/a
Health Professional	2	2	n/a
Other Ski Related Occupation	1	9	n/a
Engineer (Gen & Spec)	1	2	n/a
Driver (Gen & Spec)	1	-	n/a
Mechanic (Gen & Spec)	1	1	n/a
Property Manager	1	-	n/a
Legal Profession/Law Enforcement	1	-	n/a
Consultant (Gen & Spec)	<1	1	n/a
Concierge/Guest Relations	<1	1	n/a
Landscaping (Gen & Spec)	<1	-	n/a
Real Estate	<1	-	n/a
Professional	<1	1	n/a
Photographer	<1	-	n/a
Miscellaneous	7	4	n/a
Refused	3	7	n/a
			<i>Cont'd...</i>

Demographics			
	<u>Permanent Residents</u> (234) %	<u>Seasonal Residents</u> (191) %	<u>Second Home Owners</u> (206) %
Industry Sector			
Business & Personal Services	16	5	n/a
Eating & Drinking Places	12	16	n/a
Retail Trade	11	36	n/a
Hotel / Accommodations	11	13	n/a
Contractors & Construction	10	2	n/a
Education & Social Services	8	2	n/a
Amusement & Recreational Services	7	8	n/a
Finance, Insurance & Real Estate	5	1	n/a
Health Services	4	4	n/a
Transportation, Communications & Utilities	3	1	n/a
Government	3	1	n/a
Art & Membership Organizations	3	1	n/a
Household & Miscellaneous Services	2	1	n/a
Engineering, Architecture & Accounting	2	2	n/a
Manufacturing	1	1	n/a
Agriculture, Forestry & Mining	<1	-	n/a
Wholesale Trade	-	1	n/a
Refused	3	9	n/a
			<i>Cont'd...</i>

- Permanent residents are quite evenly divided with regards to home ownership, while seasonal residents are far more likely to rent their accommodation. While permanent residents are more likely to live in a single detached home, followed by a duplex or townhouse, seasonal residents are more likely to rent apartments, followed then quite evenly by detached or town homes. The majority of second home owner dwellings are duplex or townhouses followed by single detached homes and town houses.
- Less than one-in-five permanent or seasonal residents state their homes are in the pool of Whistler Housing Authority Resident Restricted Housing.
- Permanent residents are quite evenly distributed when it comes to the length of time they have lived there with just less than one-third of all residents having lived there 4 years or less, a similar proportion between 5 and 10 years and four-in-ten 11 years or more. The majority of seasonal residents (85%) have been spending the season in Whistler for 4 years or less, while the majority of second home owners (60%) have owned their property there for 11 years or more.

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (206) %
Home Tenure			
Own	54	11	100
Rent	46	89	-
Type of Dwelling			
Single, detached house	44	27	25
Duplex or townhouse	26	22	37
Suite in a house	16	9	3
Apartment	12	34	25
Condominium	3	2	9
Whistler Resident Restricted Housing			
Yes	16	18	n/a
No	84	70	n/a
Don't know / Refused	1	13	n/a
Years in Whistler			
0 – 4 years	30	85	15
5 – 10 years	28	7	25
11 or more years	41	7	60
			<i>Cont'd...</i>

- In 2008 about one-quarter of all seasonal residents are from Australia with a similar proportion (26%) hailing from Europe, while most of the rest are from BC (19%) or other parts of Canada (14%).

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (206) %
Home Residence of Seasonal Residents			
Australia	n/a	27	n/a
Europe	n/a	26	n/a
Other Canada	n/a	19	n/a
BC	n/a	14	n/a
US	n/a	6	n/a
New Zealand	n/a	4	n/a
Other Country	n/a	4	n/a
Refused	n/a	2	n/a
			<i>Cont'd...</i>

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (206) %
Neighbourhood			
Alpine Meadows	24	11	8
Nordic Estates	12	6	2
Whistler Creekside	9	15	19
Emerald Estates	8	3	3
Bayshores	7	4	2
Alta Vista	6	3	6
Whistler Cay Heights	5	6	4
Whistler Cay Estates	4	2	3
Spruce Grove	3	2	1
Tapley's Farm	3	1	2
White Gold	2	7	2
Nesters	2	2	2
Spring Creek	2	1	2
Nicklaus North Estates	2	1	1
Alpha Lake Village	2	1	1
Function Junction	2	1	-
Brio	1	6	3
Village	1	17	14
Blackcomb Benchlands	1	9	9
Blueberry Hill	1	2	6
Millers Pond	1	1	1
Mons	1	1	1
Whistler Highlands	<1	1	1
Cheakamus	<1	-	-
Twin Lakes	-	1	1
Callaghan	-	-	1
Rainbow Park	-	-	1

Appendix

Questionnaire

Whistler Community Life Tracking Survey
February 13, 2008
Final

Intro/Screener

Hello, my name is _____ and I am conducting a survey on behalf of the Municipality of Whistler to better understand what Whistler residents and property owners think about community life, quality of life, community decision making and Municipal services. This is strictly an opinion survey; we are not selling or soliciting anything. The survey will only take about 10 minutes to complete.

Persuaders—only if needed:

- RMOW recently facilitated a process to develop a community plan. This survey is conducted annually to monitor Whistler's success at meeting some of the goals that relate to community life, economic success and partnerships.
- We need to speak to a cross-section of people who live or own property in Whistler. Everyone's opinions are important to us.
- All responses are confidential and anonymous.
- The survey will take about 10-12 minutes.
- This is strictly an opinion survey; we are not selling or soliciting anything.
- Your phone number was selected at random for participation in this research.
- The survey is being conducted for the Resort Municipality of Whistler.
- Contact name: Dan Wilson, Whistler 2020 Monitoring Coordinator, 604-935-8373

-
1. First, I would like to ask just a few questions to qualify you for the survey. Do you own or rent this residence that I am calling you at in Whistler?

Own
Rent
Just visiting
It's a business

**ASK TO SPEAK TO RESIDENT OR HOMEOWNER OR END INTERVIEW IF
Q1=JUST VISITING
END INTERVIEW IF Q1=IT'S A BUSINESS**

2. Are you currently living in Whistler: *READ LIST. ACCEPT ONE ANSWER ONLY.*

Full-time year round
Full-time for just the season
Or do you currently live full-time elsewhere

END INTERVIEW IF Q2=RENT & Q3=LIVE ELSEWHERE

3. Are you currently: *READ LIST. ACCEPT ONE ANSWER ONLY.*

Employed
Self employed
Not working – seeking work
Not working
Student
Retired

Whistler Community Life Tracking Survey
February 13, 2008
Final

END INTERVIEW IF Q1=RENT & Q2=FULL-TIME FOR SEASON & Q3=STUDENT, RETIRED OR NOT WORKING

CODING

PERMANENT	FULL-TIME YEAR ROUND
SEASONAL	FULL-TIME FOR SEASON <u>AND</u> EMPLOYED
	FULL-TIME FOR SEASON <u>AND</u> SELF-EMPLOYED
	FULL-TIME FOR SEASON <u>AND</u> NOT WORKING but seeking work
2nd HOMEOWNER	OWN <u>AND</u> LIVE ELSEWHERE
	OWN <u>AND</u> FULL-TIME FOR SEASON <u>AND</u> STUDENT
	OWN <u>AND</u> FULL-TIME FOR SEASON <u>AND</u> RETIRED

4. **SEASONAL & 2nd HOMEOWNER:** Where is your permanent home?

Country: ____
 Province: ____ *ASK IF COUNTRY=CANADA*
 State: ____ *ASK IF COUNTRY=USA*
 City: ____ *ASK IF PROVINCE=BC*

5. **PERMANENT:** How long have you lived as a year round resident in Whistler?

No. of years: ____
 Less than one year

SEASONAL: How many years have you come to live in Whistler for a season?
 Please include the current season as one year.

No. of years: ____

2nd HOMEOWNER: How long have you owned property in Whistler?

No. of years: ____
 Less than one year

Whistler Community Life Tracking Survey
February 13, 2008
Final

HOUSING

7. **PERMANENT & SEASONAL:** In which neighbourhood in Whistler do you live?

2nd HOMEOWNER: In which neighbourhood in Whistler is your property located? *IF MORE THAN ONE PROPERTY THAN ASK ABOUT THE MOST FREQUENTED ONE.*

Alpha Lake Village Alpine Meadows Alta Vista Bayshores Benchlands Blackcomb Blueberry Hill Brio Callaghan Cheakamus Emerald Estates Function Junction Millers Pond Mons Nesters Nicklaus North Estates	Nordic Estates Old Gravel Road Rainbow Park Spring Creek Spruce Grove Stonebridge Tapley's Farm Twin Lakes Village Wayside Whistler Cay Estates Whistler Cay Heights Whistler Creek / Creekside Whistler Highlands White Gold Other: SPECIFY and record
---	--

8. What type of dwelling is your Whistler residence? Is it a: *READ LIST. ACCEPT ONE ANSWER ONLY.*

- Single, detached house
- Duplex or row townhouse
- Apartment style
- Suite in house
- Other (specify) _____

SECOND HOMEOWNER – SKIP TO 12

9. **PERMANENT & SEASONAL ONLY** Is your residence in the pool of Whistler Housing Authority resident restricted housing?

READ IF NECESSARY: Resident Restricted means the dwelling has a maximum rental price and/or a maximum resale price and/or the dwelling can only be occupied by someone working in Whistler.

- Yes
- No
- Don't know

Whistler Community Life Tracking Survey
February 13, 2008
Final

10a. **PERMANENT & SEASONAL ONLY:** Not including the cost of housing, how satisfied are you with your current housing arrangement? Please consider aspects such as space, storage, privacy, the condition and layout of the unit. Are you: *READ SCALE*

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know

COMMUNITY LIFE

The next set of questions asks about your satisfaction levels with various aspects of community life in Whistler.

11. **PERMANENT & SEASONAL ONLY:** Overall, how satisfied are you with Whistler as a place to live? Are you: *READ SCALE*.

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know

12. How satisfied are you with the following aspects of life in Whistler?
RANDOMIZE ORDER Are you: *READ SCALE*

- a. Opportunities available for recreational physical activities
- b. The selection of arts and cultural events and opportunities
- c. Local transit services
- d. Walking and biking routes i.e valley trail
- e. Health care services
- f. Access to nature
- g. Career and employment opportunities
- h. Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and in the Sea-to-Sky corridor
- i. Restaurant services
- j. Grocery services
- k. Atmosphere and ambiance of Whistler Village

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know

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HEALTH

The following section consists of questions related to personal health and wellbeing, and community social fabric.

13. **PERMANENT AND SEASONAL ONLY** Thinking of your physical, mental and social well-being, in general, how would you rate your health? READ SCALE

- Excellent
- Very good
- Good
- Fair
- Poor

(Q14 NOW MOVED TO APPEAR AFTER Q17)

15a. In the past 12 months, did you do any unpaid volunteer work for any organization or group in Whistler, for example, READ ENTIRE LIST social service groups, schools, arts and culture groups, business associations, municipal affairs, etc?

- Yes
- No GO TO Q.16

b. And on average, about how many hours per month did you volunteer in Whistler?

- Over 15 hours
- 5 to 15 hours per month
- 1 to 4 hours per month
- Less than one hour per month

16. How would you describe your sense of belonging to the community of Whistler? Would you say it is:

- Very strong
- Somewhat strong
- Somewhat weak
- Very weak sense of belonging

17. In general would you say that:

1. Almost all people living in Whistler can be trusted?
2. Just over half
3. Just under half
4. Or that almost no one living in Whistler can be trusted?

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14. **PERMANENT AND SEASONAL ONLY** Overall, how would you rate the quality of your interactions with tourists in Whistler?"

- Very positive
- Somewhat positive
- Neither positive nor negative
- Somewhat negative
- Very negative

COMMUNITY DECISIONS

The next set of questions relate to community decision making. Examples include decisions to: rezone land, provide infrastructure and amenities, support resort wide events, conferences and festivals, allow new development, change or create bylaws.

18a. In your view, as a **resident or property owner** in Whistler, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders?

b. Are there any other issues that you are particularly concerned about?

19. How satisfied are you with the existing opportunities to provide your input to decision making in Whistler? Are you: READ SCALE.

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know

20. Thinking about RANDOMIZE ORDER accuracy, timeliness and completeness of information, how satisfied are you overall with the quality of information that is provided about decisions being made in Whistler?

READ IF NECESSARY:

Accuracy means unbiased and objective.

Timeliness means adequate time to review the information and respond.

Completeness means all relevant information is available to form an opinion

Are you: READ SCALE

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied with the quality of information
- Don't know

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21. Do you believe that local decision makers in Whistler have the best interests of the resort community of Whistler in mind when making decisions: *READ SCALE*.

- All of the time
- Most of the time
- Some of the time
- Rarely or
- Never
- Don't know

RMOW

Now we have a few questions about municipal information provision, municipal services and municipal taxes.

26a. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Starting with...

RANDOMIZE ORDER

- Maintenance of community parks and trails
- Village maintenance
- Municipal recreational programs and facilities
- Police services
- Fire inspection and rescue services
- Internet access to municipal hall
- Library services
- Road maintenance
- Snow clearing on local roads, including the highway in Whistler
- Recycling/Waste Services

Are you: *READ SCALE*

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Not applicable/Don't know

27. Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view if each one is a high priority, medium priority or low priority for budget allocation? So starting with... is that a high, medium or low priority?

RANDOMIZE LIST OF SERVICES

- Maintenance of community parks and trails
- Village maintenance
- Municipal recreational programs and facilities
- Local Transit services
- Library services

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Road maintenance
Snow clearing on local roads, including the highway in Whistler
Recycling and composting services
Arts programming and facilities
Community centres and youth services

28.a **FOR PROPERTY OWNERS ONLY:** In order to maintain the quality of municipal services your RMOW property taxes have generally increased by approximately 2-3% each year.

For the next year the RMOW expects that maintaining current service quality will instead require a property tax increase of approximately 4-6%.

Which of the following statements do you most likely agree with?

In order to maintain the same quality of services I support the tax increase of approximately 4-6% for this year.

Recognizing that the quality of services will decrease I do not support a tax increase for this year.

Follow up for those selecting the first one....

b) The RMOW anticipates that maintaining the quality of municipal services for the next three years requires an increase of approximately 4-6% for each of the three years.

In order to maintain similar service quality, do you support the proposed 4-6% increase for each of the next three years?

Yes
No

29. How do you prefer to receive information from the Municipality of Whistler? You may choose more than one response. *READ COMPLETE LIST. MULTIPLE RESPONSES ACCEPTABLE*

Mailed newsletter
Emailed newsletter
Website
Newspaper inserts or ads
Open house/public forums
Printed brochures
Other (specify) _____

30. **PERMANENT & 2nd HOMEOWNERS ONLY:** Have you ever visited the RMOW website
Yes
No

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DEMOGRAPHICS

The final section asks some questions about yourself and just to remind you, all answers will be kept confidential and anonymous

PERMANENT & SEASONAL ONLY IF EMPLOYED OR SELF EMPLOYED:

31a. Please describe your occupation.

b. In what type of industry do you work?

- Accommodations/Hotel
- Amusement & Recreation Services
- Eating & Drinking Places
- Retail Trade
- Agriculture, Forestry & Mining
- Contractors & Construction
- Manufacturing
- Transportation, Communications & Utilities
- Wholesale Trade
- Finance, Insurance & Real Estate
- Business & Personal Services
- Health Services
- Legal Services
- Educational & Social Services
- Arts & Culture & Entertainment
- Engineering, Architecture & Accounting
- Household & Miscellaneous Services
- Government
- Other specify

32. **ALL PERMANENT & SEASONAL ONLY:** Are you living as a single adult or with a partner in a married/common law relationship?

IF NEEDED: Common Law means living with someone for 12 months without a break due to relationship issues lasting more than 90 days

- Single
- Married/common-law

33. **PERMANENT & SEASONAL ONLY:** Do you have any children or adults living under the same roof that are financially dependant on you?

- Yes
- No

34. **IF Q33=YES:** How many are:

- Under 5 years of age: ____
- 5-12 years of age: ____
- 13 to 17 years of age: ____
- 18 years of age or over: ____

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35a. **PERMANENT ONLY:** Which of the following categories best describes your personal annual income, before taxes, including all sources of income such as wages, tips, investment income, rental revenue and social assistance? Please stop me when I reach your range.

b. **PERMANENT ONLY. SKIP THIS QUESTION IF SINGLE WITH NO DEPENDENTS:** Which of the following categories best describes the total combined annual income from all members of your immediate family contributing to household costs such as food. Consider income before taxes, including all sources of income such as wages, tips, investment income, rental revenue and social assistance? Immediate family includes yourself, your partner, and any children living under the same roof.

- Less than \$25,000
- \$25,000 to less than \$50,000
- \$50,000 to less than \$75,000
- or \$75,000 to less than \$100,000
- \$100,000 to less than \$125,000
- \$125,000 or more per year
- Refused
- Don't know

Less than \$25,000 Is that: Less than \$15,000 \$15,000 to \$19,999 \$20,000 or more REFUSED DON'T KNOW	\$25,000 to \$49,999 Is that: Less than \$30,000 \$30,000 to \$34,999 \$35,000 to \$39,999 \$40,000 to \$44,999 \$45,000 or more REFUSED DON'T KNOW	\$50,000 to \$74,999 Is that: Less than \$55,000 \$55,000 to \$59,999 \$60,000 to \$64,999 \$65,000 to \$69,999 \$70,000 or more REFUSED DON'T KNOW	\$75,000 to \$99,999 Is that: Less than \$80,000 \$80,000 to \$84,999 \$85,000 to \$89,999 \$90,000 to \$94,999 \$95,000 or more REFUSED DON'T KNOW
\$100,000 to \$124,999 Is that: Less than \$105,000 \$105,00 to \$109,999 \$110,000 to \$114,999 \$115,000 to \$119,999 \$120,000 or more REFUSED DON'T KNOW	\$125,000 or more Is that: Less than \$130,000 \$130,000 to \$134,999 \$135,000 to \$139,999 \$140,000 to \$144,999 \$145,000 to \$149,999 \$150,000 or more REFUSED DON'T KNOW		

36.a **SEASONAL ONLY:** What is your personal monthly income, before taxes? Please include all sources of income such as wages and tips.

- \$ ____/month OR \$ ____/hour IF DON'T KNOW MONTHLY
- Don't know
- Refused

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b. SEASONAL ONLY. SKIP THIS QUESTION IF SINGLE WITH NO

DEPENDENTS: What is the total combined monthly income from all members of your immediate family contributing to household costs such as food? Consider income before taxes, including all sources of income such as wages and tips. Immediate family includes yourself, your partner, and any children living under the same roof.

\$ ____/month OR \$____/hour IF DON'T KNOW MONTHLY
Don't know
Refused

38. SEASONAL ONLY. SINGLE WITH NO DEPENDENTS: Approximately how much monthly income do you receive from other sources? Examples include investments, rental property or social assistance.

\$ ____/month
Don't know
Refused

SEASONAL ONLY. MARRIED/COMMON LAW WITH NO DEPENDENTS: Approximately how much monthly income do you and your partner receive from other sources? Examples include investments, rental property or social assistance.

\$ ____/month
Don't know
Refused

SEASONAL ONLY. WITH DEPENDENTS: Approximately how much monthly income do you and your immediate family receive from other sources? Examples include investments, rental property or social assistance.

\$ ____/month
Don't know
Refused

39. PERMANENT & SEASONAL ONLY. SINGLE AND RENTER: Approximately how much in total do you spend per month on housing, including your portion of the rent, electricity and heating?

\$_____/month
Don't know
Refused

PERMANENT & SEASONAL ONLY. SINGLE AND HOME OWNER: Excluding property taxes approximately how much in total do you spend per month on housing, including mortgage payments, electricity and heating?

\$_____/month
Don't know
Refused

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PERMANENT & SEASONAL ONLY. MARRIED/Common-LAW AND RENTER:

Approximately how much in total do you estimate you and your partner spend per month on housing, including rent, electricity and heating?

- \$_____/month
- Don't know
- Refused

PERMANENT & SEASONAL ONLY. MARRIED/Common-LAW AND HOME OWNER: Excluding property taxes approximately how much in total do you and your partner estimate you spend per month on housing, including mortgage payments, electricity and heating?

- \$_____/month
- Don't know
- Refused

41. **PERMANENT & SEASONAL ONLY. HOME OWNER:** Approximately how much are your annual property taxes?

- \$_____/year
- Don't know
- Refused

And, I have just a two more questions for classification purposes.

42. In what year were you born?

- Year: ____
- Refused

43. What is the highest level of education you have had the opportunity to complete?
READ LIST. ACCEPT ONE RESPONSE ONLY.

- Less than Grade 12
- Grade 12 graduation
- Some technical or vocational school
- Some college
- Some university
- Diploma or certificate from a trade, technical or vocational school
- Diploma or certificate from college
- Bachelor or undergraduate degree
- Post-graduate degree
- Refused

44. GENDER: DO NOT ASK
MALE
FEMALE

Thank you. That completes our survey.