



**Final Report**

**Community  
Life Survey**

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**The purpose of the 2023 Resort Municipality of Whistler Community Life Survey (CLS) was to:**

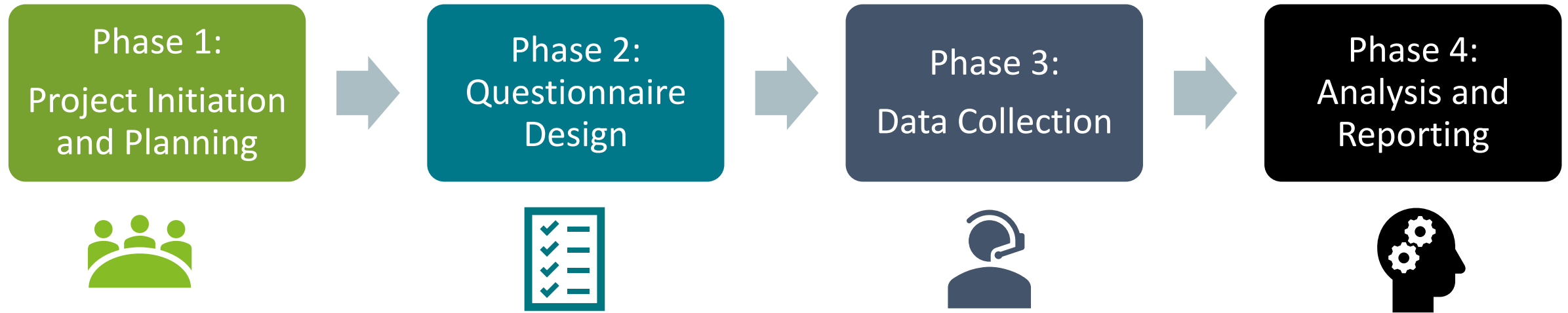
- Support transparency and accountability in municipal operations,
- Inform decision-making abilities,
- Gain feedback from residents and second homeowners to highlight community priorities, trends and concerns,
- Obtain insights into effectiveness of municipal plans and services,
- To leverage feedback gained from residents and second homeowners as part of Whistler's ongoing community monitoring program, and to
- Facilitate the measurements of trends over time, as the Community Life Survey has been deployed for the past 15 years (including 2023).

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**The survey objectives of the 2023 Resort Municipality of Whistler (RMOW) Community Life Survey (CLS):**

- Determine overall satisfaction with quality of life in Whistler
- Determine the level of satisfaction and importance of services provided by the Resort Municipality of Whistler
- Determine resident perceptions related to value for taxes paid, community engagement, and communication approaches
- Perceptions and expectations of customer service
- Benchmark the results of the 2023 Community Life Survey with those from previous years
- Prioritization of issues that the RMOW should address to improve municipal services
- Determine the current socioeconomic and demographic characteristics of permanent residents and second homeowners
- Determine residents' perceptions of visitors and their relationship with the community
- Determine the time spent in Whistler by second homeowners and how that impacts their satisfaction levels
- Determine views on taxes, budgeting, and financial allocation of resources
- Determine views on overall decision making and priority setting

# CLS approach and implementation plan





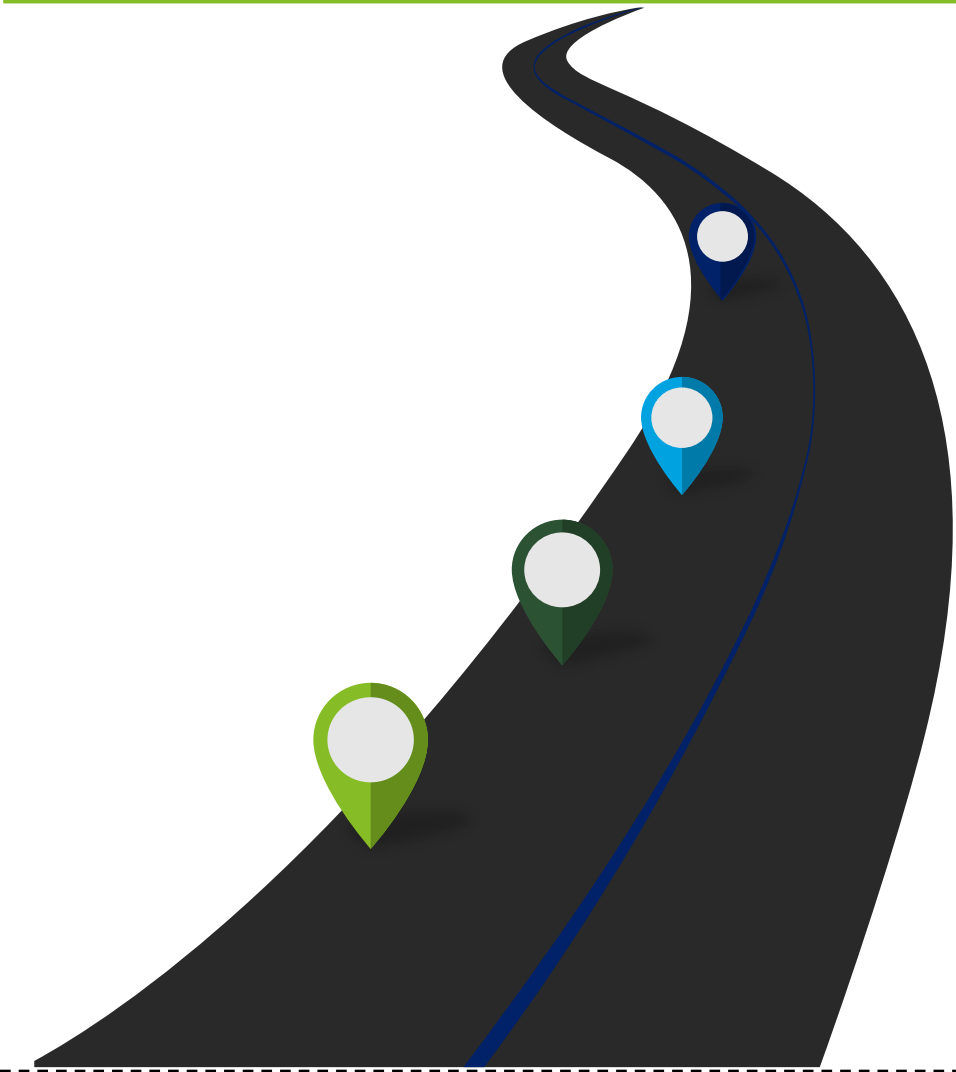
## The Community Life Survey (CLS) used the following methods

- The survey was conducted using our state-of-the-art Qualtrics Computer Aided Telephone Interviewing (CATI) and Computer Aided Web Interview (CAWI) system.
- The telephone portion of the 2023 Community Life Survey used a methodology combining cell and landline numbers using random digit dialling to ensure a scientific approach was taken resulting in data that will be representative of the total population.
- Respondents over the age of 18 were randomly-selected from the Municipalities' list of permanent residents.
- Telephone numbers were dialed from May 23rd to June 19th, 2023
  - 4:00pm to 8:00pm on weekdays
  - 10:00am to 4:00pm on Saturdays.
  - If a call back at a different time was requested, those calls were completed for alternative times
- A total of 305 phone interviews were completed among permanent residents via CATI methodology. 198 second homeowner interviews were gathered using a mixed mode methodology, where respondents completed the interview via phone or online.
- The phone survey length on average was 17 minutes per interview to complete.
- Results for permanent residents were weighted to the exact proportions of the population for the Resort Municipality of Whistler by age and gender (utilizing Census 2021 Statistics Canada).
- Throughout out the report, some percentages may not add to 100 due to rounding.



**Respondents were grouped into 2 categories based on a series of screening questions described below:**

Respondent Type	Criteria	Number of responses
Permanent Residents 	Either own or rent property in Whistler <b>AND</b> Live in Whistler permanently, most of the year	305
Second Homeowners 	Own property in Whistler <b>AND</b> Live most of the year outside of Whistler	198



**Permanent Residents**

On average, permanent residents have lived in Whistler for 19.4 years and had an average of 0.6 children or adults living under the same roof. Most respondents (63%) reported living in single detached houses or duplexes/townhouses and were satisfied with their current housing arrangement in Whistler (83%).

Permanent residents surveyed were primarily employed (80%) and working for a business located in Whistler that provides goods or services to locals and/or tourists (77%).

The vast majority of permanent residents were satisfied with Whistler as a place to live and spend time (87%). Residents were most satisfied with the atmosphere and ambience of the village (88%) and career and employment opportunities (73%).

Permanent residents' perception of visitor's appreciation and respect for Whistler's mountain culture has increased since compared to the last two years (+6%).

Residents' confidence in municipal decision making has increased compared to 2022 (+3%), however permanent residents were notably less satisfied with the existing opportunities to provide input to municipal decision making compared to the previous year (-10%).

**Second Homeowners**

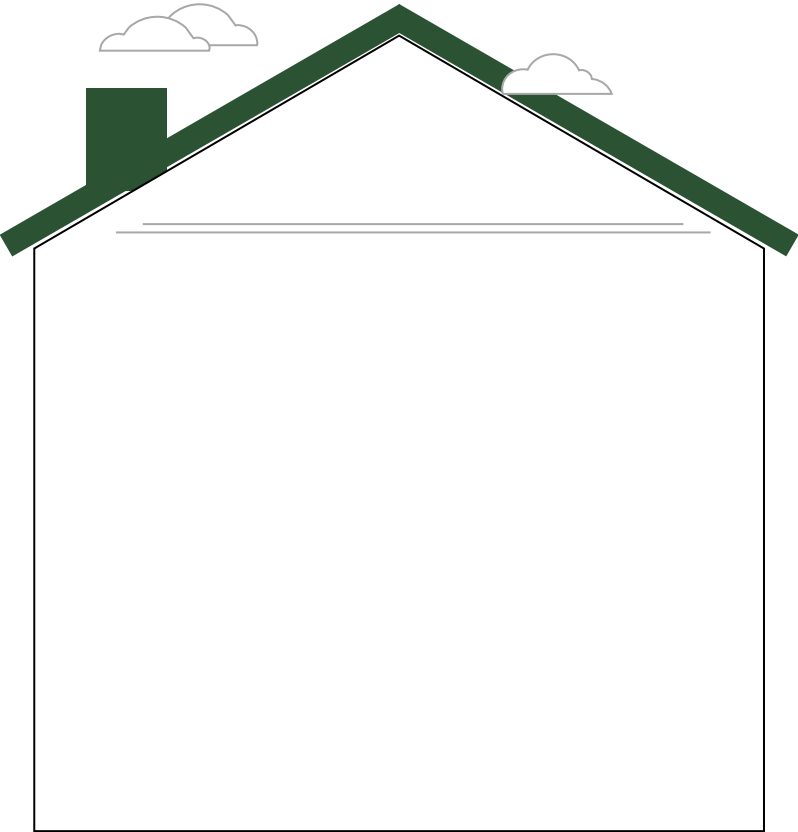
Second homeowners primarily reported owning duplexes or row townhouses (38%). The vast majority of second homeowners (93%) were satisfied with their current housing arrangement in Whistler. 54% of second homeowners reported being retired with 43% being employed or self-employed.

93% of second homeowners were satisfied with Whistler as a place to visit/spend time. When considering specific aspects of life in Whistler, second homeowners were most satisfied with the atmosphere and ambience of the village (88%) but relatively less satisfied with opportunities for formal learning (39%).

Second homeowners' perceptions of visitor's appreciation and respect for Whistler's mountain culture was more positive than that of permanent residents (+8%).

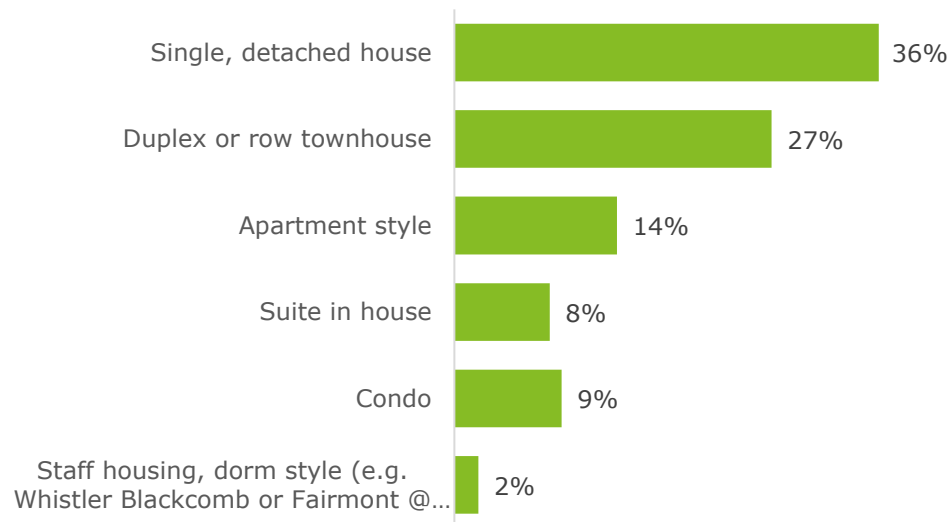
Among second homeowners, their sense of belonging is relatively strong but below that of permanent residents (-22%). There were relatively more second homeowners who indicated they felt decision makers had their best interest in mind compared to permanent residents (+12%). Second homeowners were marginally more satisfied with the existing opportunities to provide input to municipal decision making (+4%).



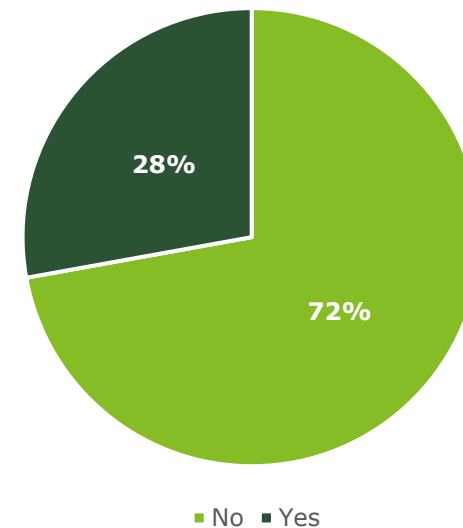


**Respondents most commonly lived in single detached houses (36%) or duplexes/townhouses (27%).**

What type of dwelling is your Whistler residence? (N=308)



Does your residence have a restricted use for Whistler employees only? (N=293)

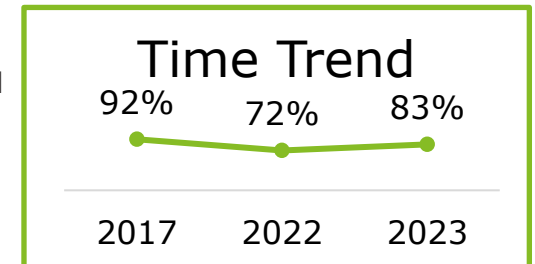


The majority of permanent residents (83%) were satisfied with their current housing arrangement in Whistler.

**KPI: 83%** Satisfaction rate with current housing arrangements in Whistler.



Very dissatisfied   Somewhat dissatisfied   Somewhat satisfied   Very satisfied

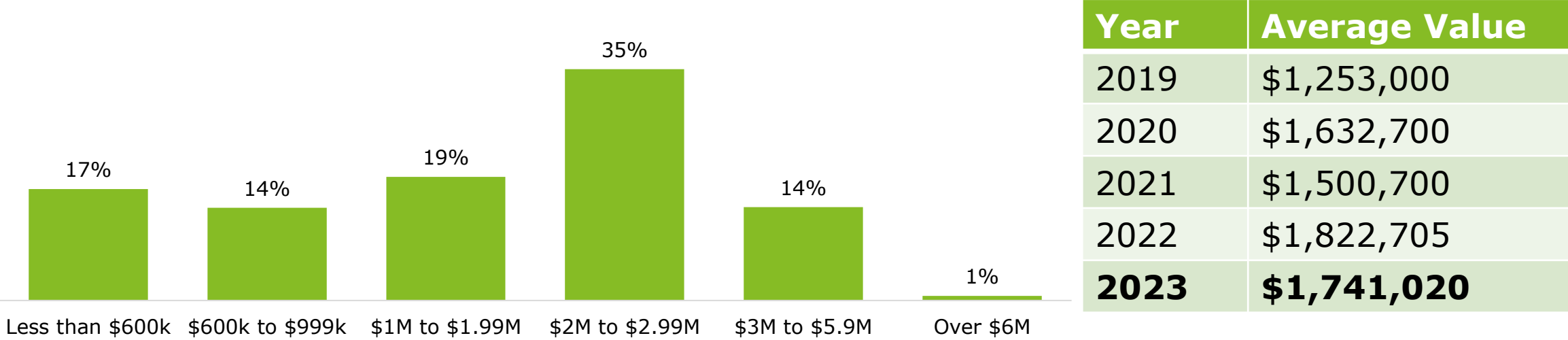


Q: Not including the cost of housing, how satisfied are you with your housing arrangement in Whistler?

N=305

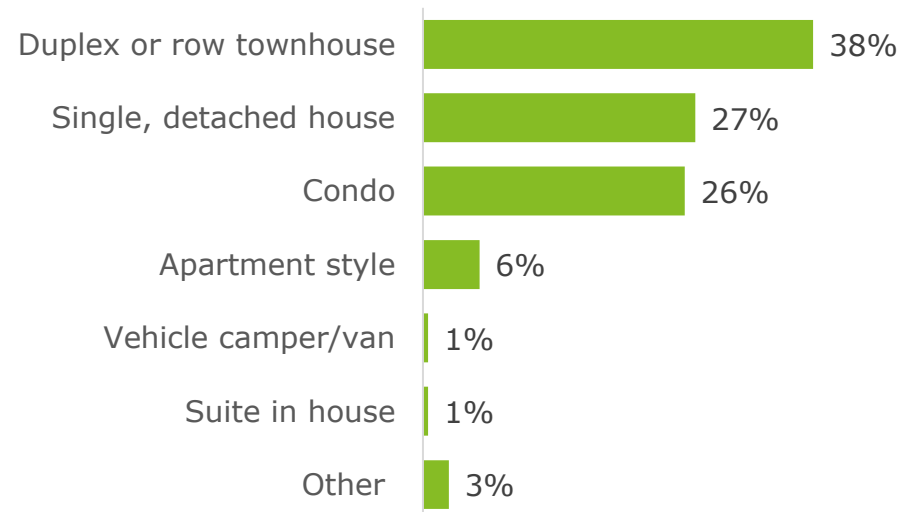
# Respondents reported a wide range of assessed values for their residences.

What is the assessed value of your permanent Whistler residence? Would it be closer to...?

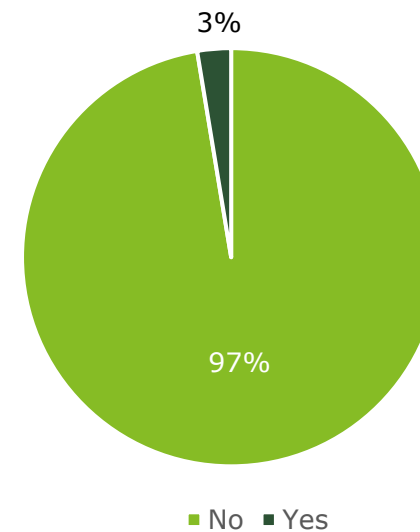


**The majority of second homeowners reported living in duplexes/row townhouses (38%) or detached houses (27%).**

What type of dwelling is your Whistler residence?

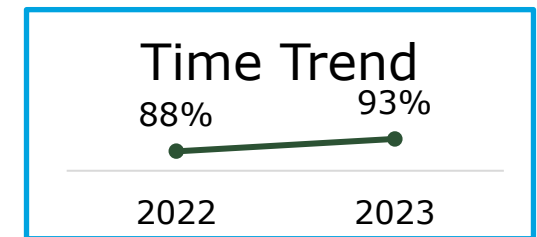


Does your residence have a restricted use for Whistler employees only?



The overwhelming majority of second homeowners (93%) were satisfied with their housing arrangements in Whistler.

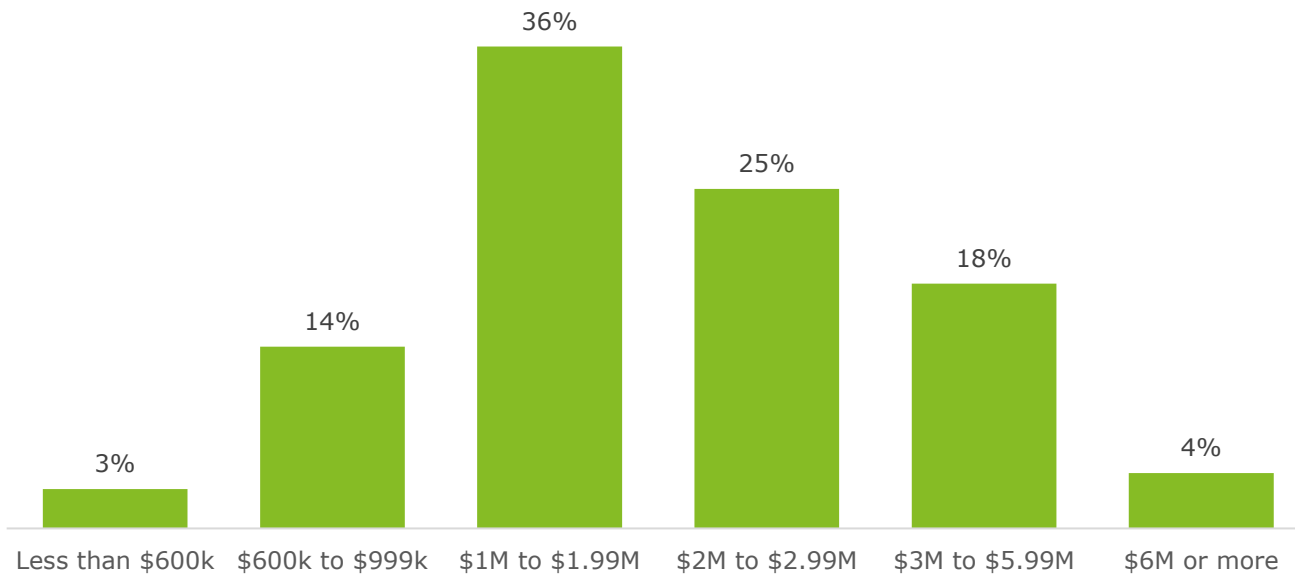
**KPI: 93%** Satisfaction rate with current housing arrangements in Whistler.



Q: Not including the cost of housing, how satisfied are you with your housing arrangement in Whistler?

**Second homeowners tended to have high value homes, with the majority reporting assessed values over \$1M.**

What is the assessed value of your Whistler residence?  
Would it be closer to...?

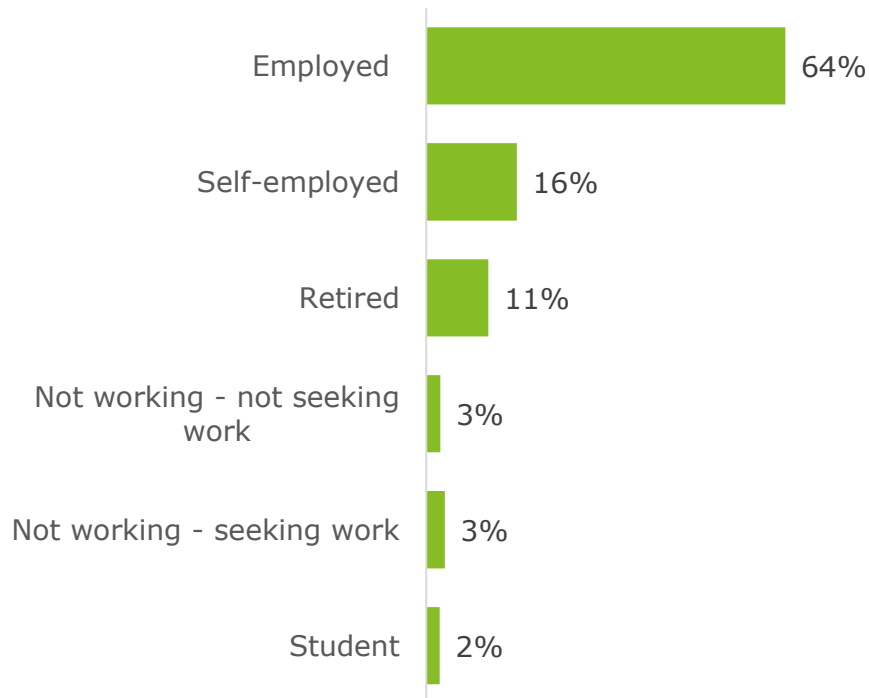


Year	Average Value
2019	\$1,138,600
2020	\$1,276,500
2021	\$1,255,500
2022	\$1,514,451
<b>2023</b>	<b>\$1,761,084</b>





When asked about their current employment status, permanent residents reported they were:



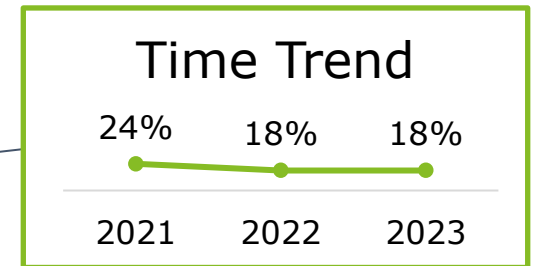
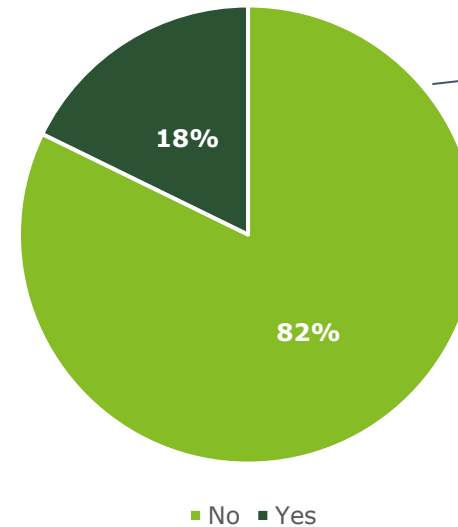
Employed permanent residents described their employment situation as:



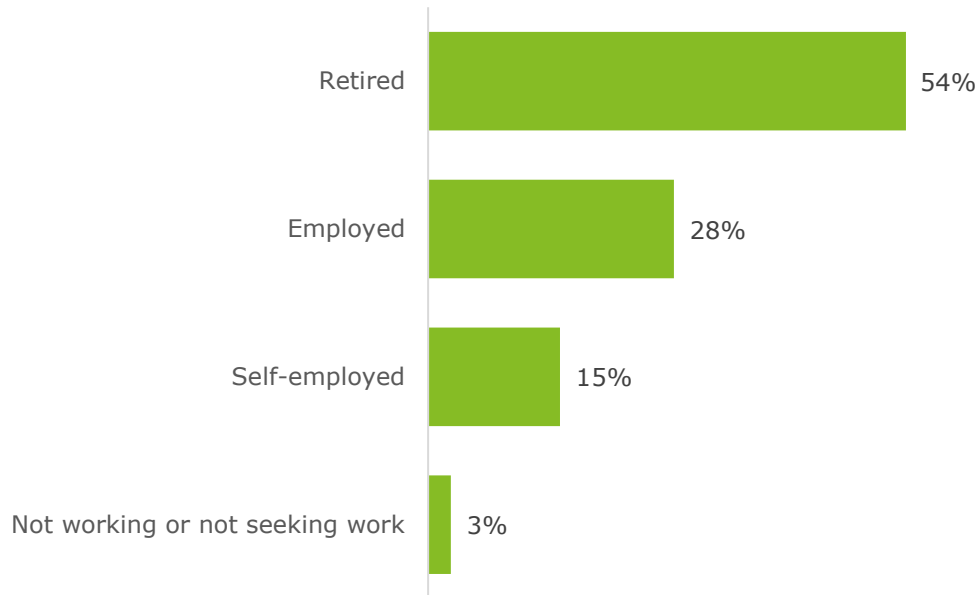
Permanent residents who worked outside of Whistler (N=13) reported their employers were located in:

Locations	Percentage
Vancouver	31%
United States	15%
Agassiz	8%
Fort St. John	8%
Geneva	8%
Kelowna	8%
Pemberton	8%
Rossland	8%
Victoria	8%

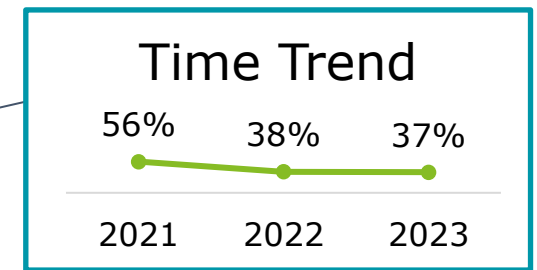
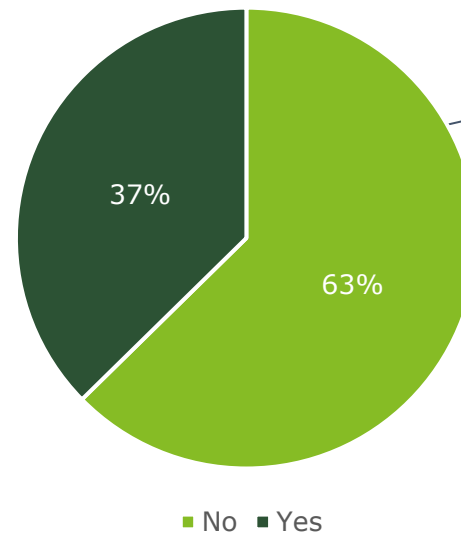
When asked if they were working remotely, permanent residents answered (N=233):



When asked about their current employment status, second homeowners reported they were (N=193):



When asked if they are currently working remotely, second homeowners answered (N=83):

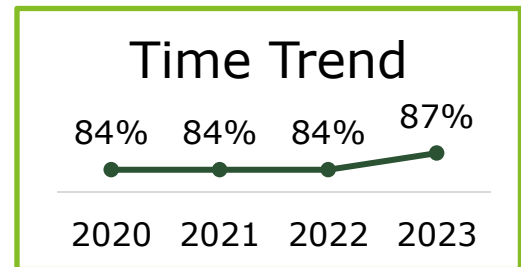




The vast majority of residents (87%) were satisfied with Whistler as a place to live/spend time.

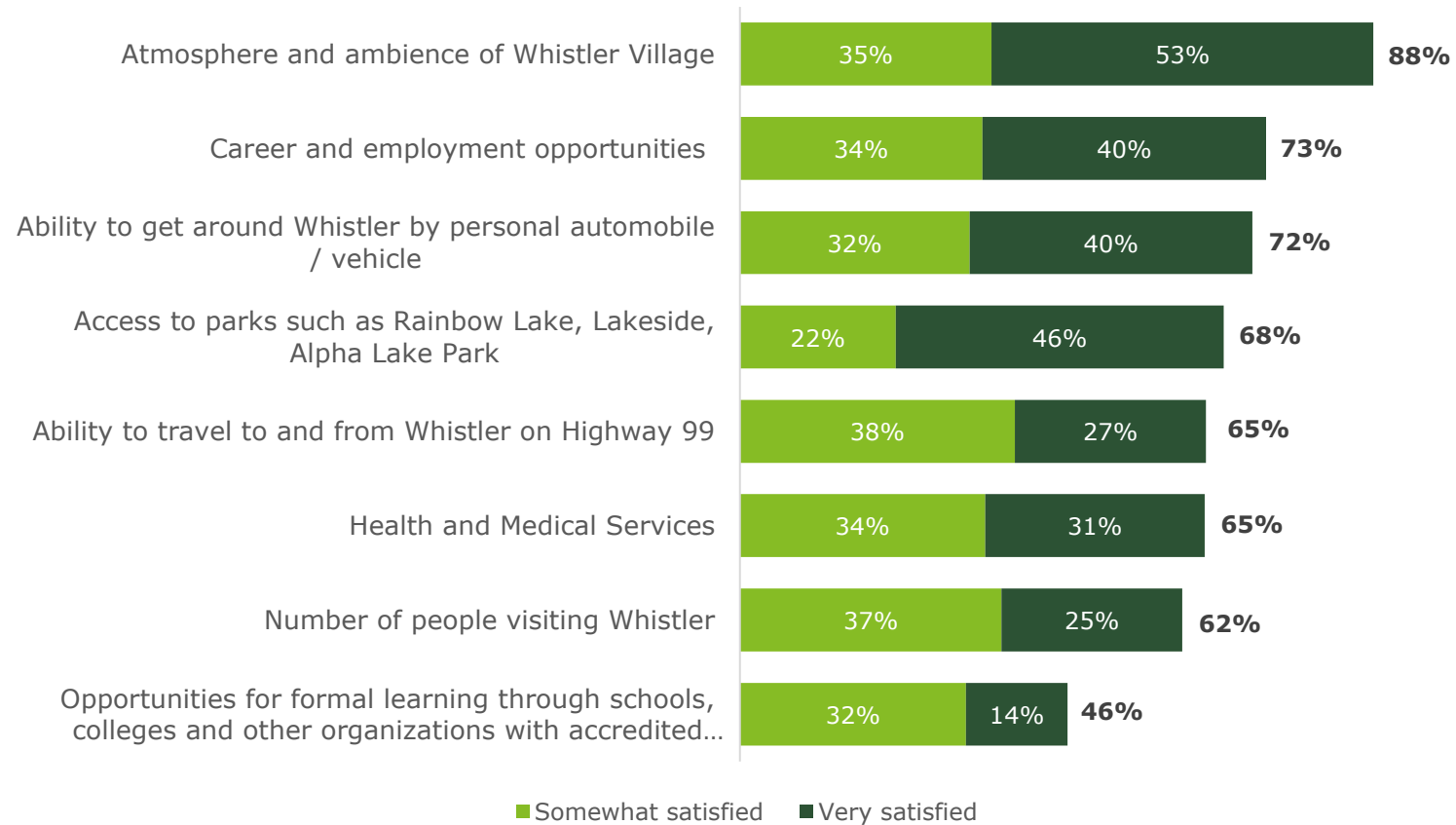
Overall, how satisfied are you with Whistler as a place to live/spend time?

**KPI: 87%** Satisfaction rate with living in Whistler by permanent residents



■ Very dissatisfied ■ Somewhat dissatisfied ■ Neither satisfied nor dissatisfied ■ Somewhat satisfied ■ Very satisfied

**Permanent residents were most satisfied with the atmosphere and ambience of the village (88%), and they were least satisfied with opportunities for formal learning through learning institutions in Whistler (46%).**



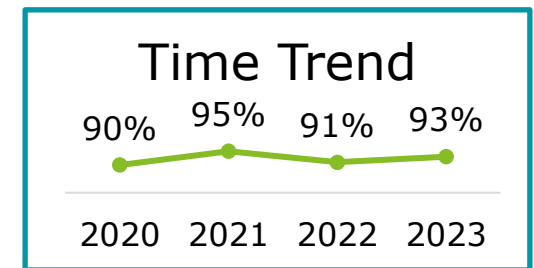
Aspects of Living in Whistler	2020	2021	2022	2023
Opportunities for formal learning through schools, colleges and other organizations with accredited courses in Whistler and the Sea-to-Sky corridor	43%	35%	28%	46%
Number of people visiting Whistler	61%	55%	68%	62%
Health and Medical Services	74%	75%	54%	65%
Ability to travel to and from Whistler on Highway 99	NA	80%	68%	65%
Access to parks such as Rainbow Lake, Lakeside, Alpha Lake Park	NA	81%	76%	68%
Ability to get around Whistler by personal automobile / vehicle	NA	81%	72%	72%
Career and employment opportunities	73%	64%	70%	73%
Atmosphere and ambience of Whistler Village	88%	85%	83%	88%

# 93% of second homeowners were satisfied with Whistler as a place to visit/spend time.

Overall, how satisfied are you with Whistler as a place to visit/spend time? Are you ...?

## KPI: 93%

**Satisfaction rate** for Second Homeowners with Whistler as place to spend time and visit in.

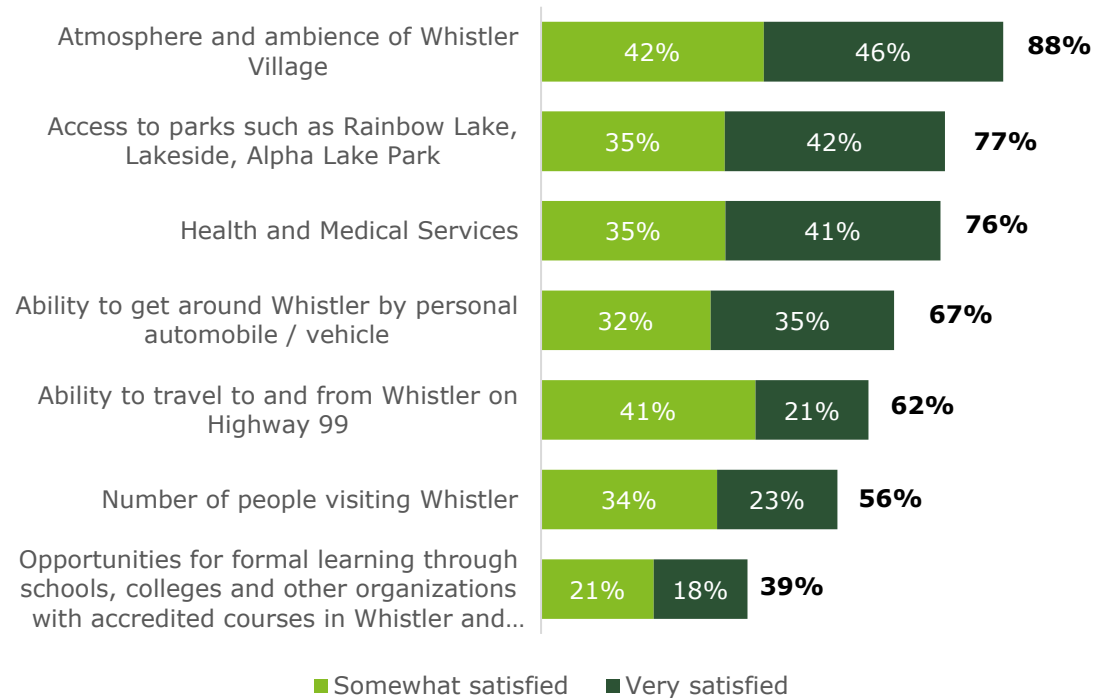


■ Very dissatisfied ■ Somewhat dissatisfied ■ Neither satisfied nor dissatisfied ■ Somewhat satisfied ■ Very satisfied



**When considering specific aspects of life in Whistler, second homeowners were most satisfied with the atmosphere and ambiance of the village (88%) and least satisfied with opportunities for formal learning (39%).**

How satisfied are you with the following aspects of life in Whistler?



Aspects of Living in Whistler	2020	2021	2022	2023
Opportunities for formal learning through schools, colleges and other organizations with accredited courses in Whistler and the Sea-to-Sky corridor	53%	39%	43%	39%
Number of people visiting Whistler	70%	67%	63%	56%
Ability to travel to and from Whistler on Highway 99	90%	92%	83%	62%
Ability to get around Whistler by personal automobile / vehicle	NA	77%	72%	67%
Health and Medical Services	90%	92%	83%	76%
Access to parks such as Rainbow Lake, Lakeside, Alpha Lake Park	NA	96%	87%	77%
Atmosphere and ambience of Whistler Village	92%	92%	90%	88%

Aspects of life in Whistler were ranked based on their relative importance and the levels of satisfaction with the attribute.

1.

2.

3.

4.



**Level of Importance:** A measure of the level of the strength of relationship between the attribute, and overall satisfaction with Whistler as a place to live/visit.



**Performance:** The percentage of residents somewhat or very satisfied with each aspect of life in Whistler.



**Priority Rank:** The top priority factors are those with the highest levels of importance and most room for improvement.

**Using Deloitte’s proprietary derived importance methodology, it was found that opportunities for formal learning and health and medical services were top priorities for permanent residents.**

Service	Performance	Importance	Priority Rank
Opportunities for formal learning through schools, colleges and other organizations with accredited courses in Whistler and the Sea-to-Sky corridor	46%	9.1	1
Health and Medical Services	65%	8.1	2
Access to parks such as Rainbow Lake, Lakeside, Alpha Lake Park	68%	9.4	3
Ability to travel to and from Whistler on Highway 99	65%	8.4	4
Number of people visiting Whistler	62%	8.9	5
Ability to get around Whistler by personal automobile / vehicle	72%	7.6	6
Career and employment opportunities	73%	7.5	7
Atmosphere and ambience of Whistler Village	88%	7.7	8

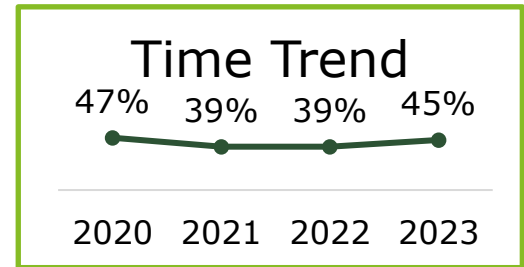
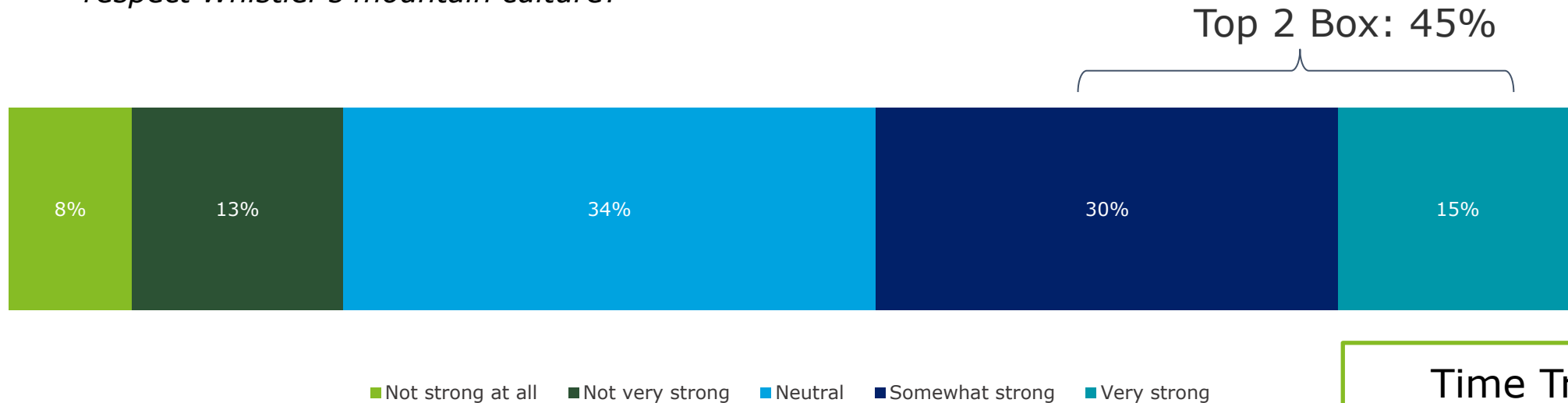
**Using Deloitte’s proprietary derived importance methodology, it was found that the ability to travel to and from Whistler on Highway 99 and the number of people visiting Whistler were top priorities for second homeowners.**

Service	Performance	Importance	Priority Rank
Ability to travel to and from Whistler on Highway 99	62%	9.4	1
Number of people visiting Whistler	56%	9.0	2
Ability to get around Whistler by personal automobile / vehicle	67%	8.3	3
Health and Medical Services	76%	8.1	4
Access to parks such as Rainbow Lake, Lakeside, Alpha Lake Park	77%	7.4	5
Opportunities for formal learning through schools, colleges and other organizations with accredited courses in Whistler and the Sea-to-Sky corridor	39%	9.3	6
Atmosphere and ambience of Whistler Village	88%	8.2	7



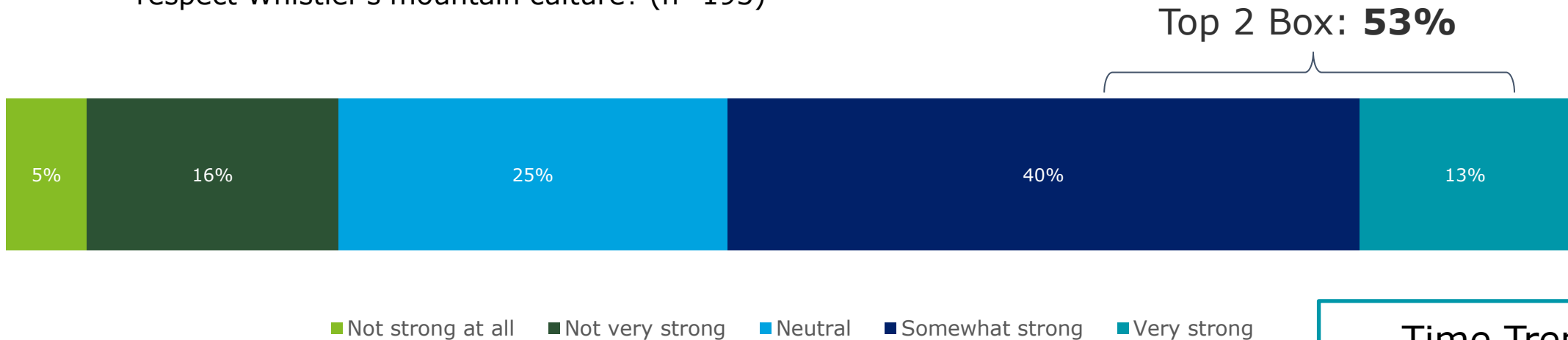
**Permanent residents' perception of visitor's appreciation and respect for Whistler's mountain culture has increased compared to the last two years (+6%).**

*How strongly do you feel visitors appreciate and respect Whistler's mountain culture?*

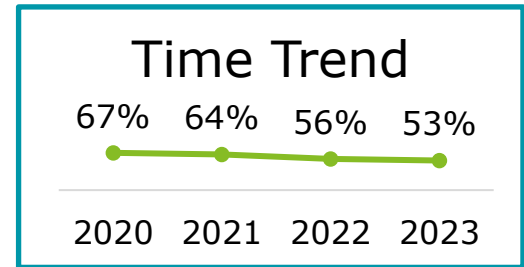


**Second homeowners' perceptions of visitor's appreciation and respect for Whistler's mountain culture was more positive than that of permanent residents (+8%), but less positive compared to last year (-3%).**

How strongly do you feel visitors appreciate and respect Whistler's mountain culture? (n=193)



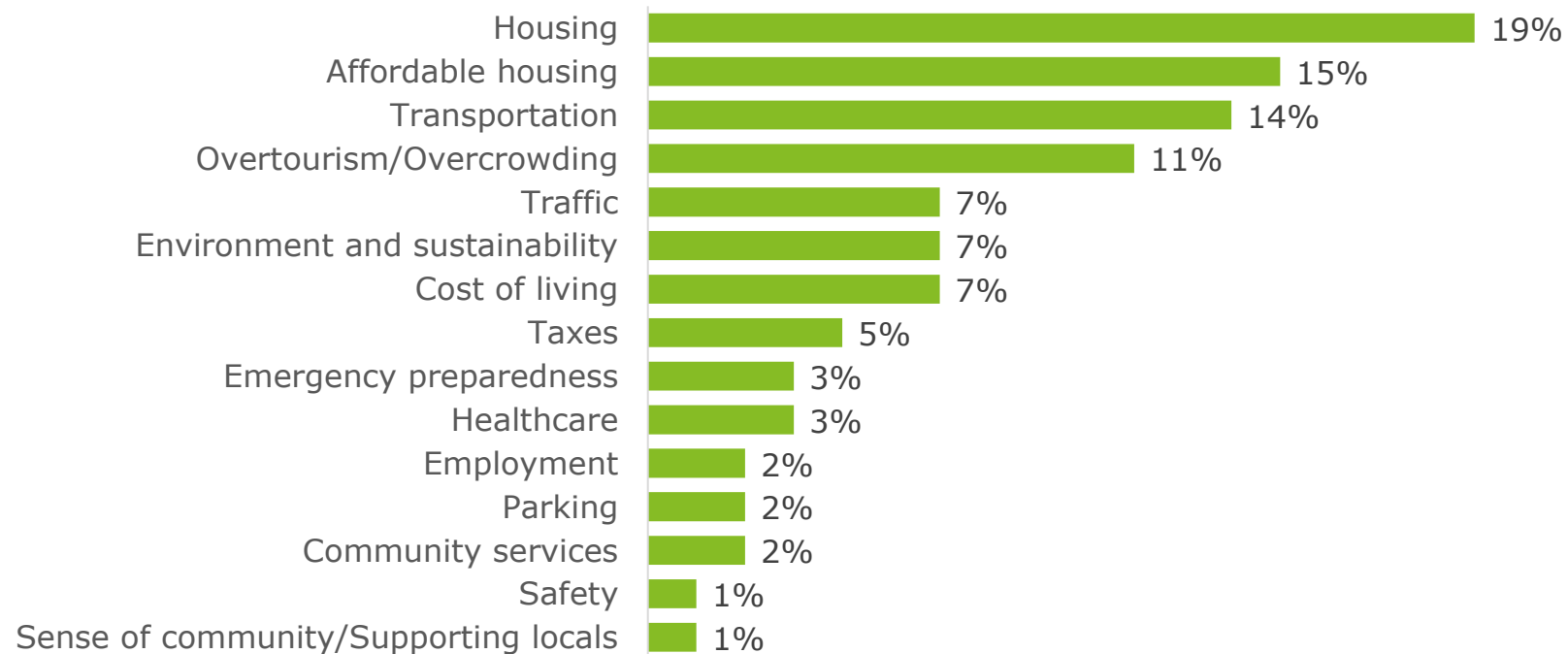
■ Not strong at all ■ Not very strong ■ Neutral ■ Somewhat strong ■ Very strong





**Second homeowners felt that one of the most important issues facing the community was housing/affordable housing.**

What is the most important issue facing your community that should receive the greatest attention from your local leaders?



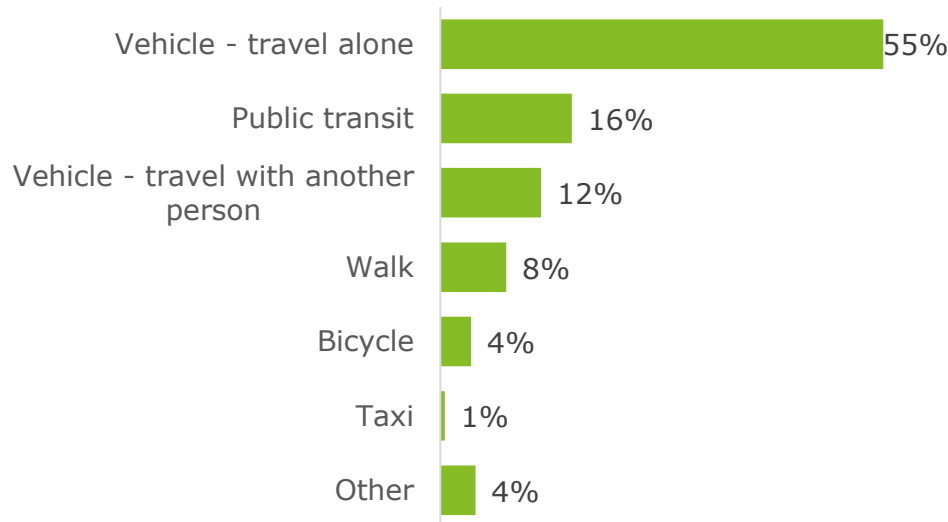


**WHISTLER**

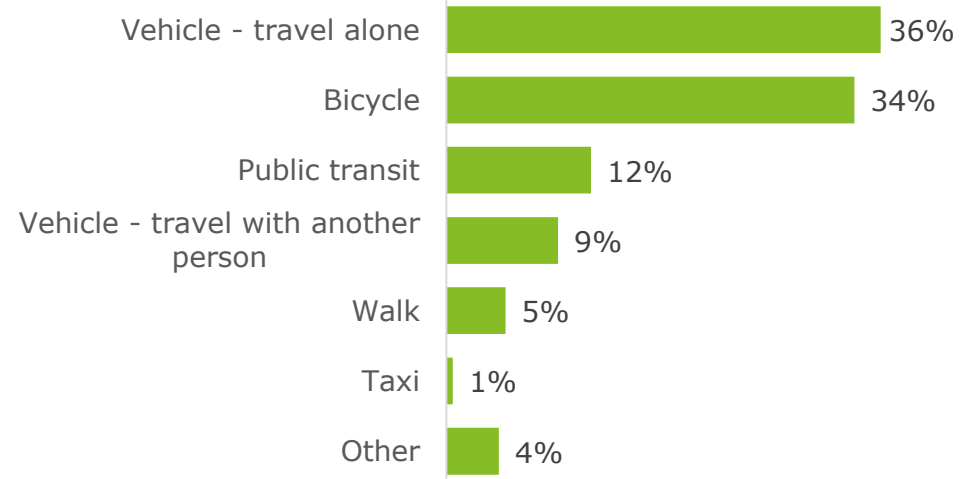
**Among permanent residents, single-occupancy vehicles were the primary mode of commuting, particularly in the Winter months. Bicycle commuting was much more common in the Summer months.**

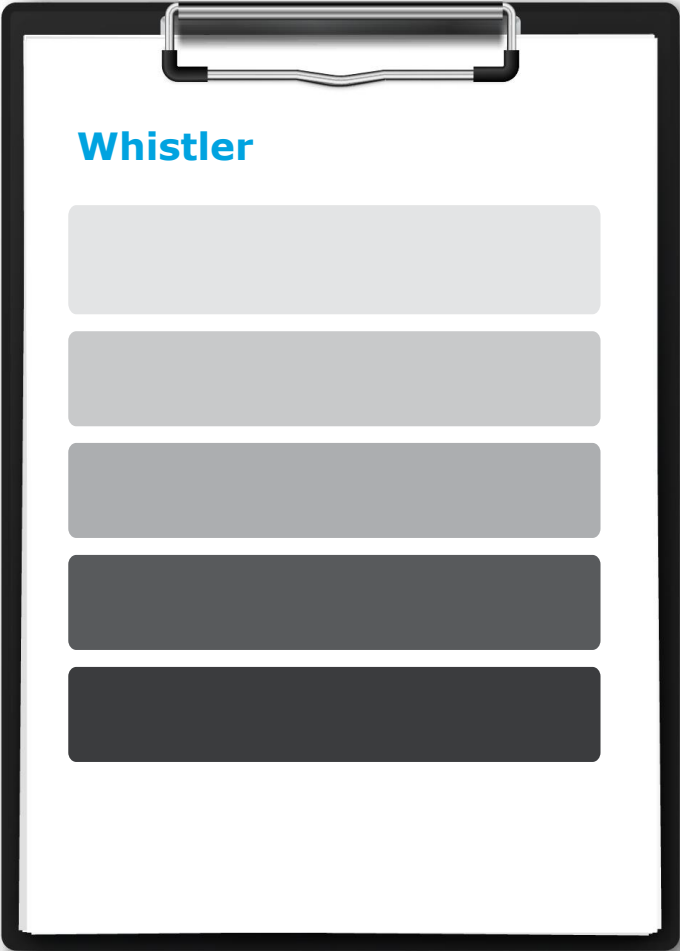
What mode of transportation do you tend to use most often to travel to and from work in Whistler during the...

Winter Months



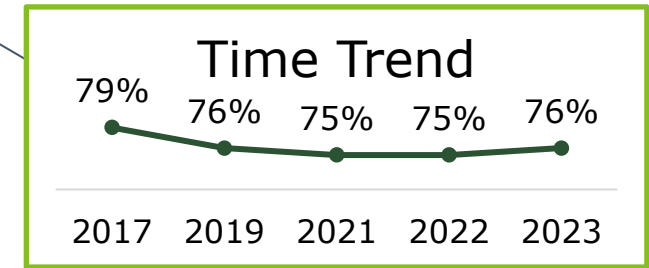
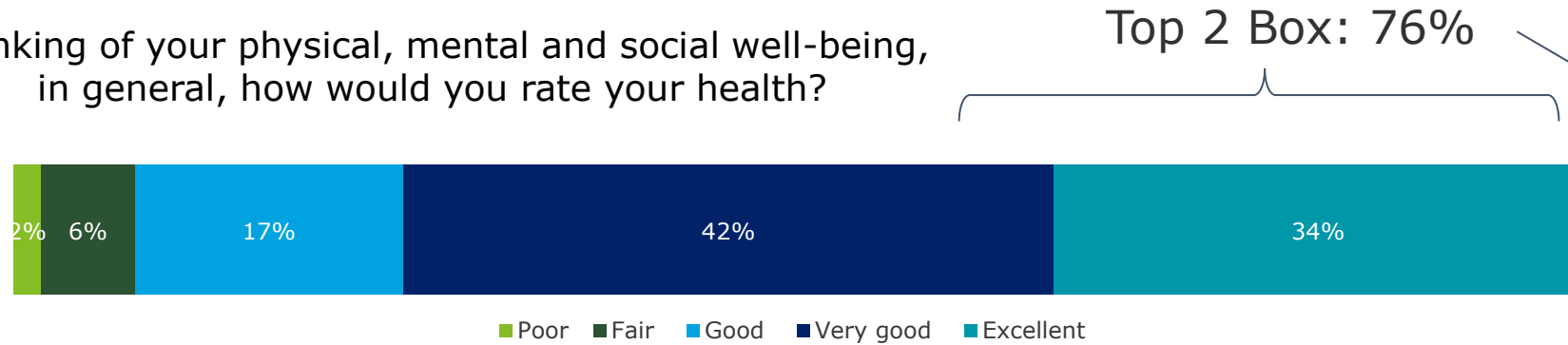
Summer Months



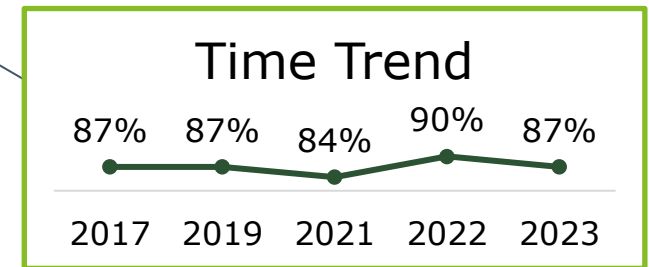
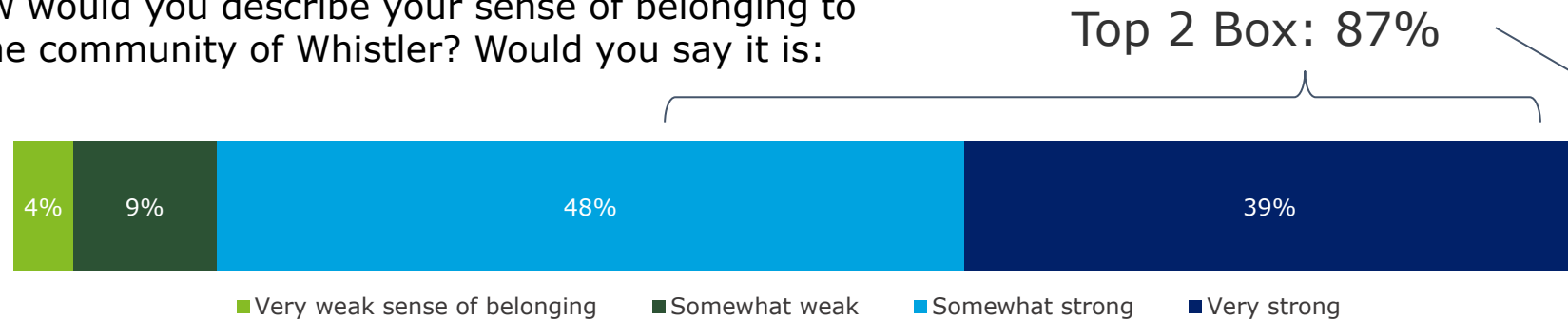


**The majority of permanent residents felt that their sense of belonging to the community of Whistler was strong.**

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



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



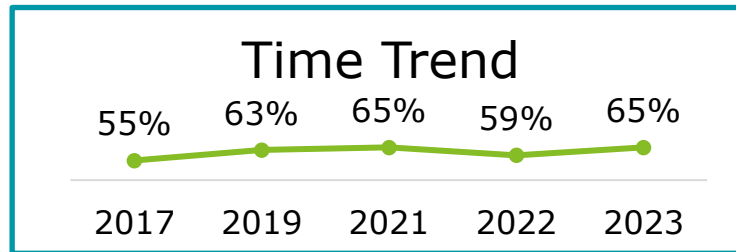
**65% of second homeowners described their sense of belonging as strong.**

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

Top 2 Box: **65%**



■ Very weak ■ Somewhat weak ■ Somewhat strong ■ Very strong

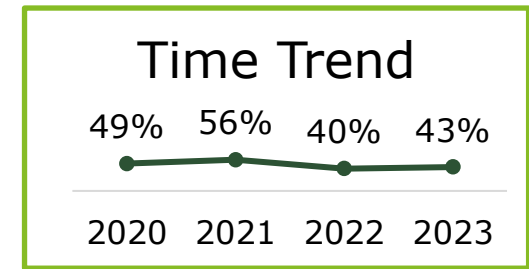
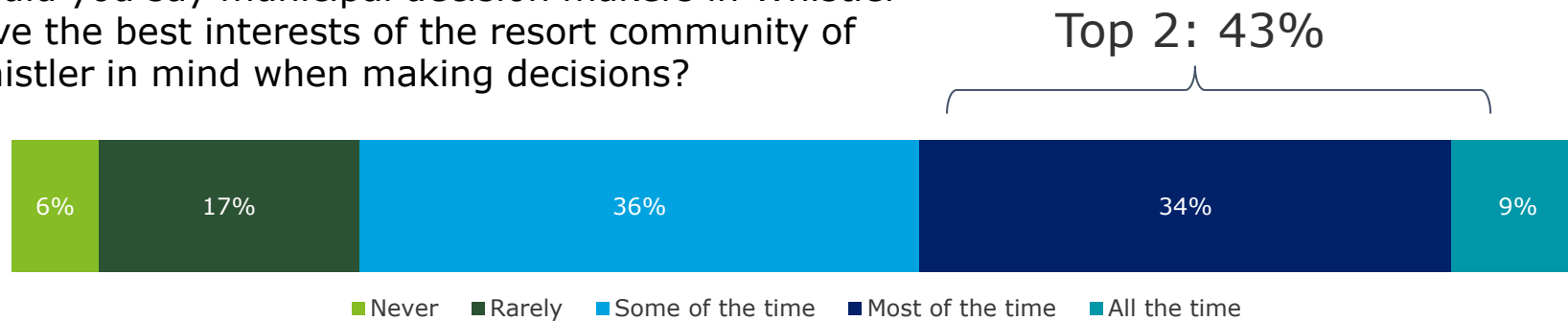




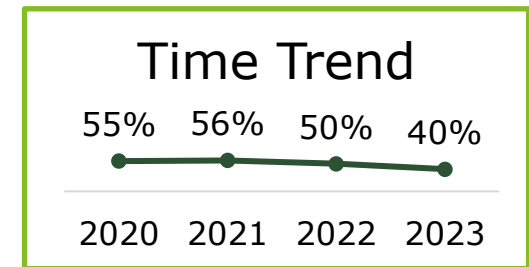
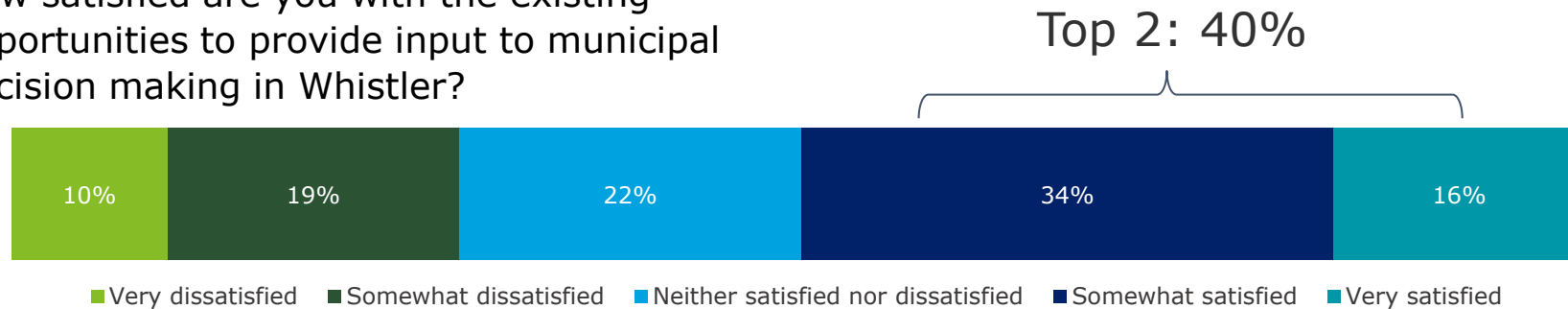
**WHISTLER**

**Permanent residents were notably less satisfied with the existing opportunities to provide input to municipal decision making compared to the previous year (-10%).**

Would you say municipal decision makers in Whistler have the best interests of the resort community of Whistler in mind when making decisions?



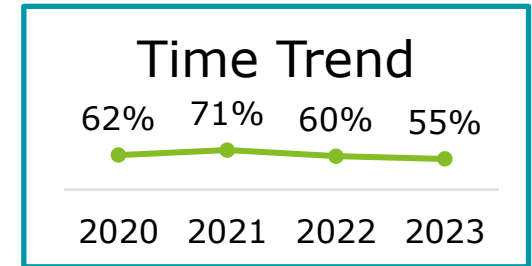
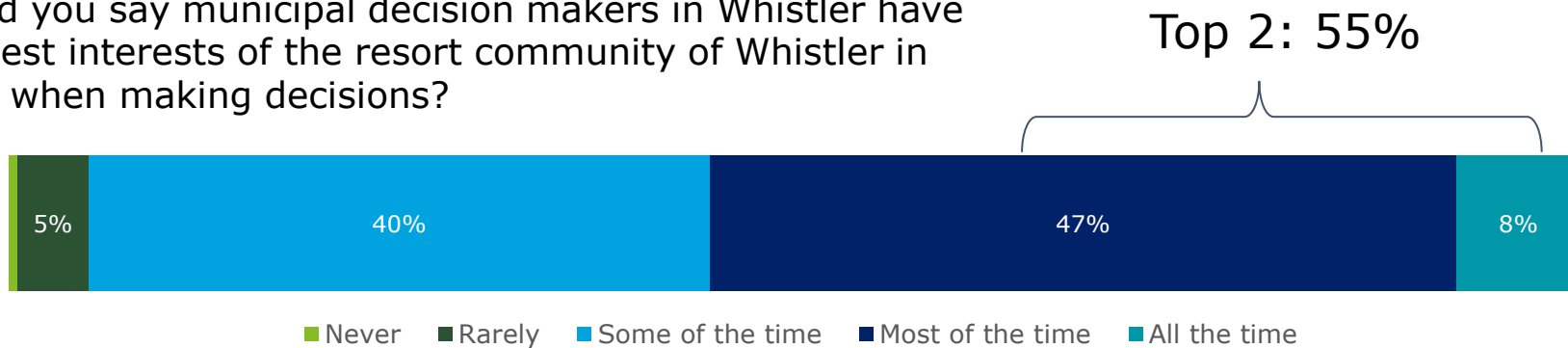
How satisfied are you with the existing opportunities to provide input to municipal decision making in Whistler?



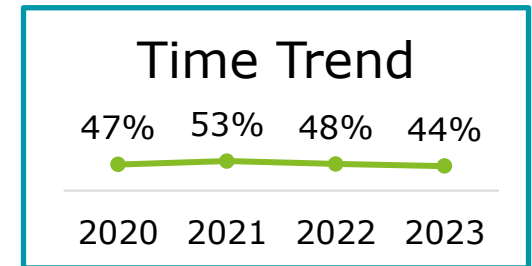
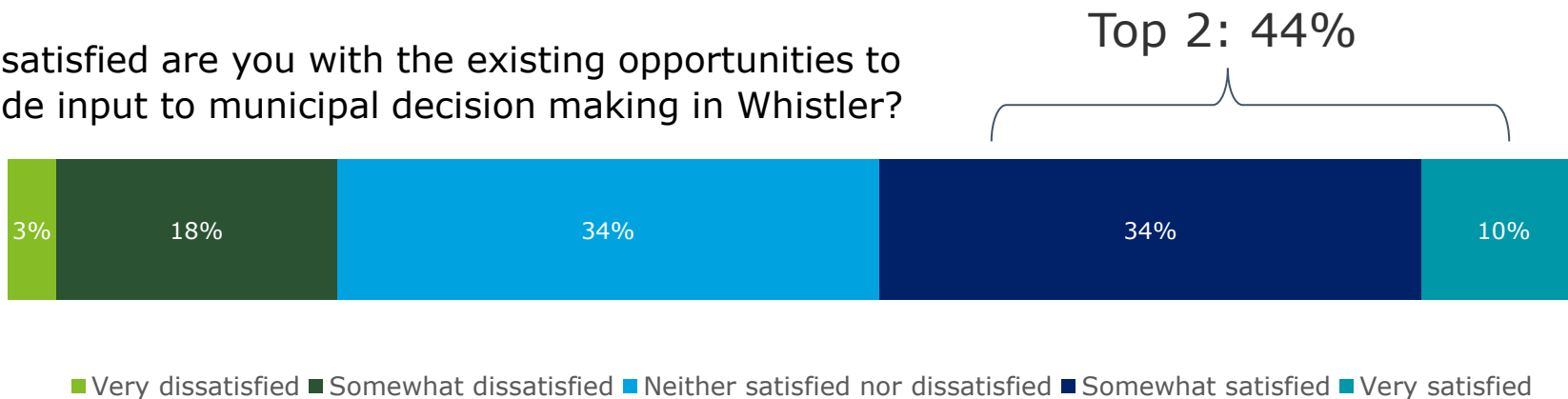


**Second homeowners were relatively more satisfied with the existing opportunities to provide input to municipal decision making than permanent residents (+4%).**

Would you say municipal decision makers in Whistler have the best interests of the resort community of Whistler in mind when making decisions?



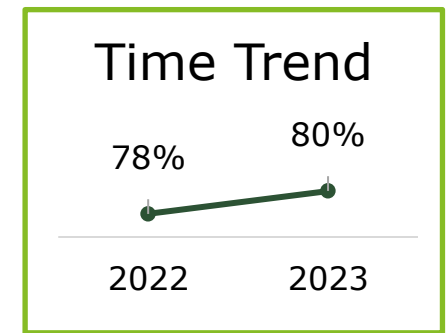
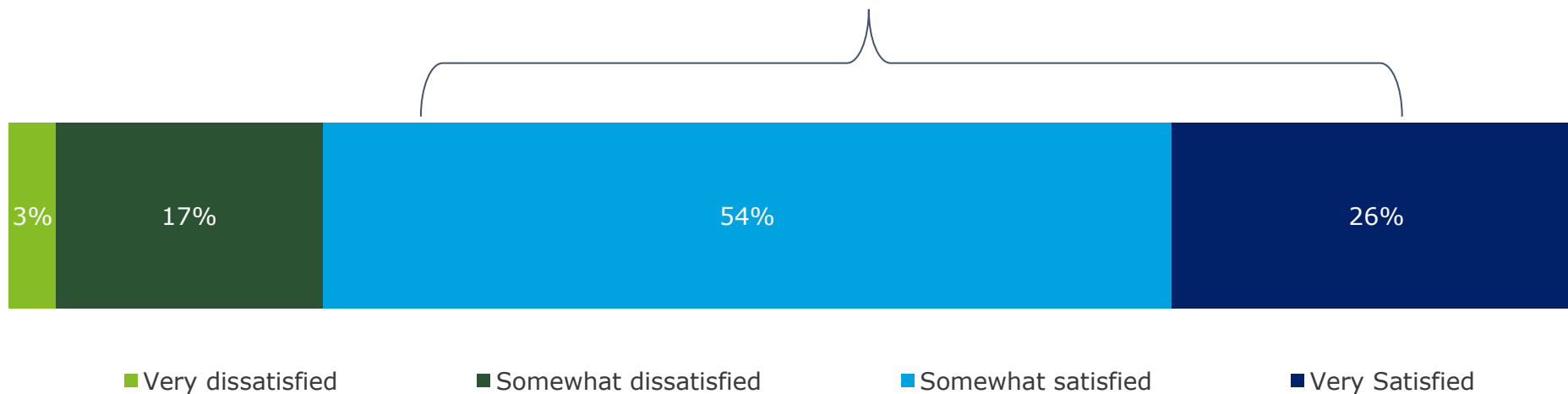
How satisfied are you with the existing opportunities to provide input to municipal decision making in Whistler?



**The majority of residents were satisfied with the services provided by the Municipality.**

Overall, how satisfied are you with the services provided by the Resort Municipality of Whistler?

**KPI: 80%** Satisfaction rate with services provided by the municipality.

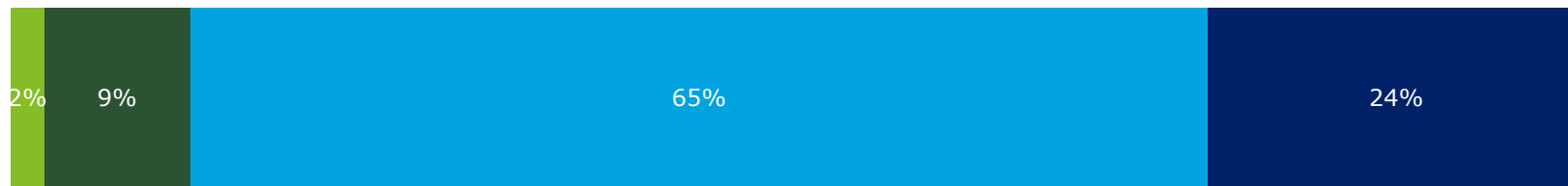


**89% of second homeowners were satisfied with the services provided by the Resort Municipality of Whistler.**

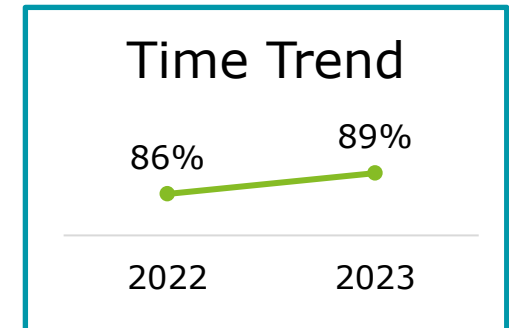
Overall, how satisfied are you with the services provided by the Resort Municipality of Whistler?

**KPI: 89%**

**Satisfaction rate** with overall municipal services.

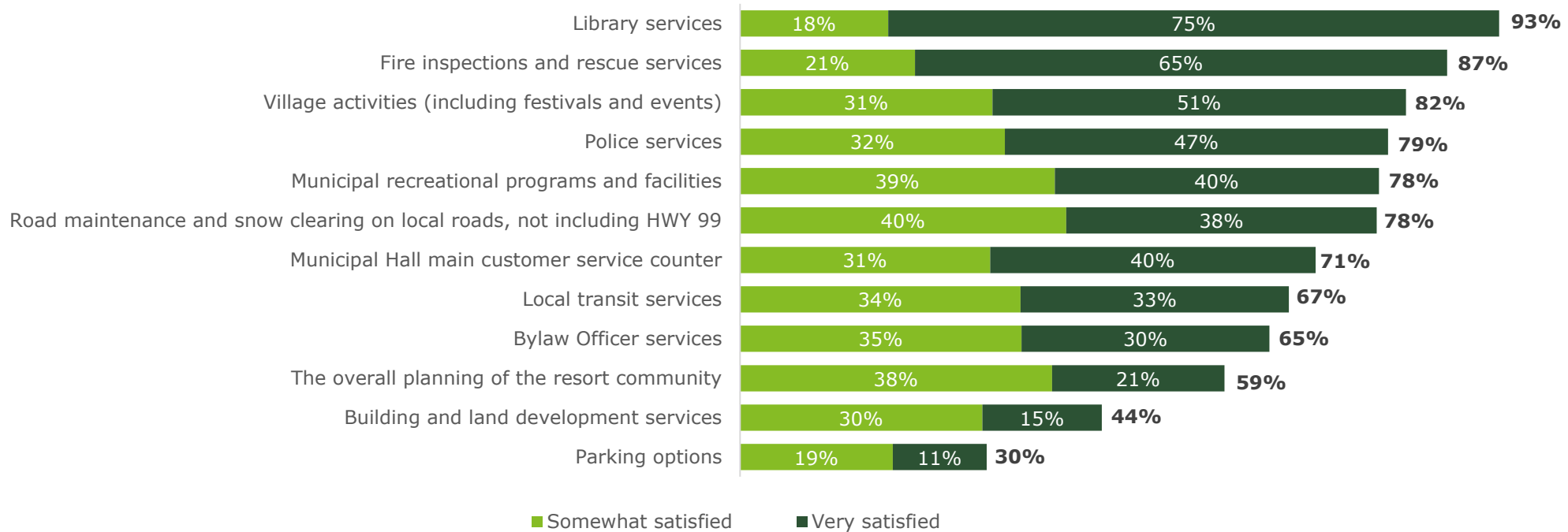


Very dissatisfied   Somewhat dissatisfied   Somewhat satisfied   Very Satisfied



**Permanent residents were most satisfied with library services, fire inspections and rescue services, and village activities. Residents were least satisfied with parking options and building and land development services.**

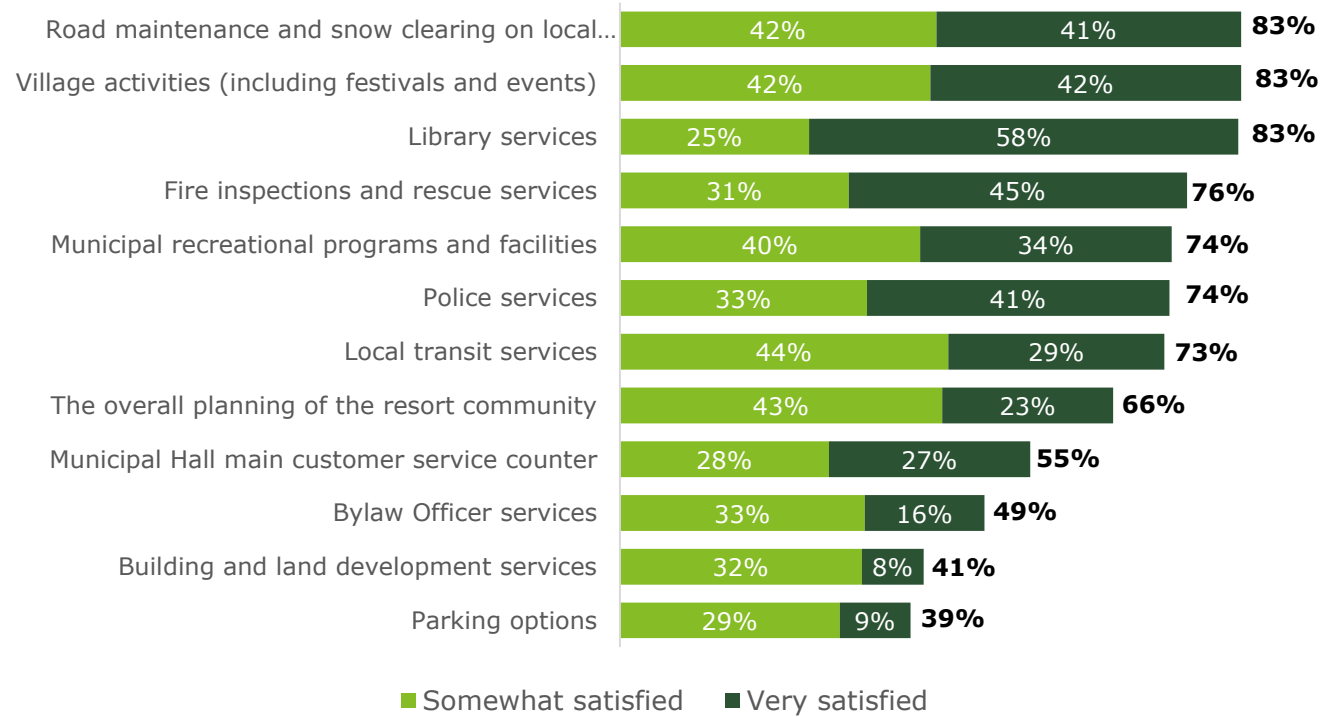
How satisfied are you with each of the following services provided by the Resort Municipality of Whistler?



Services	2020	2021	2022	2023
Parking options	41%	43%	30%	30%
Building and land development services	45%	43%	38%	44%
The overall planning of the resort community	63%	69%	56%	59%
Bylaw Officer services	56%	67%	59%	65%
Local transit services	71%	77%	46%	67%
Municipal Hall main customer service counter	NA	NA	NA	71%
Road maintenance and snow clearing on local roads, not including HWY 99	69%	79%	72%	78%
Municipal recreational programs and facilities	NA	NA	NA	78%
Police services	NA	NA	NA	79%
Village activities (including festivals and events)	NA	NA	NA	82%
Fire inspections and rescue services	NA	NA	NA	87%
Library services	NA	NA	NA	93%

**Second homeowners were most satisfied with road maintenance and snow clearing, village activities, and library services.**

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



Services	2020	2021	2022	2023
Parking options	NA	45%	40%	39%
Building and land development services	47%	52%	42%	41%
Bylaw Officer services	56%	67%	59%	49%
Municipal Hall main customer service counter	56%	60%	55%	55%
The overall planning of the resort community	71%	85%	76%	66%
Local transit services	84%	82%	49%	73%
Police services	NA	NA	NA	74%
Municipal recreational programs and facilities	NA	NA	NA	74%
Fire inspections and rescue services	NA	NA	NA	76%
Library services	NA	NA	NA	83%
Village activities (including festivals and events)	NA	NA	NA	83%
Road maintenance and snow clearing on local roads, not including HWY 99	83%	93%	78%	83%

Using Deloitte’s proprietary derived importance methodology, it was found that the top priorities related to services were parking options, building and land development services, and overall planning of the resort community.

Service	Performance	Importance	Priority Rank
Parking options	30%	8.0	1
Building and land development services	44%	8.6	2
The overall planning of the resort community	59%	9.4	3
Local transit services	67%	6.4	4
Road maintenance and snow clearing on local roads, not including HWY 99	78%	6.4	5
Bylaw Officer services	65%	5.8	6
Village activities (including festivals and events)	82%	6.9	7
Municipal recreational programs and facilities	78%	6.9	8
Municipal Hall main customer service counter	71%	5.8	9
Police services	79%	8.3	10
Fire inspections and rescue services	87%	4.7	11
Library services	93%	4.5	12

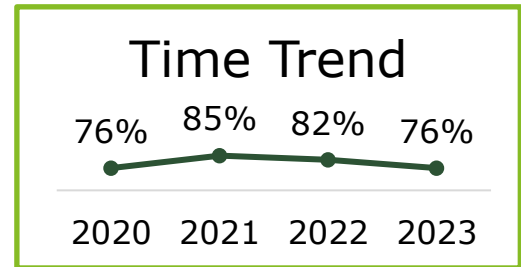


Using Deloitte’s proprietary derived importance methodology, it was found that the top priorities related to services were parking options, building and land development services, and overall planning of the resort community.

Service	Performance	Importance	Priority Rank
Parking options	39%	7.3	1
Building and land development services	41%	9.4	2
The overall planning of the resort community	66%	8.0	3
Bylaw Officer services	49%	7.0	4
Local transit services	73%	8.2	5
Municipal Hall main customer service counter	55%	8.9	6
Road maintenance and snow clearing on local roads, not including HWY 99	83%	6.8	7
Village activities (including festivals and events)	83%	6.1	8
Municipal recreational programs and facilities	74%	6.6	9
Police services	74%	5.6	10
Library services	83%	5.6	11
Fire inspections and rescue services	76%	5.1	12

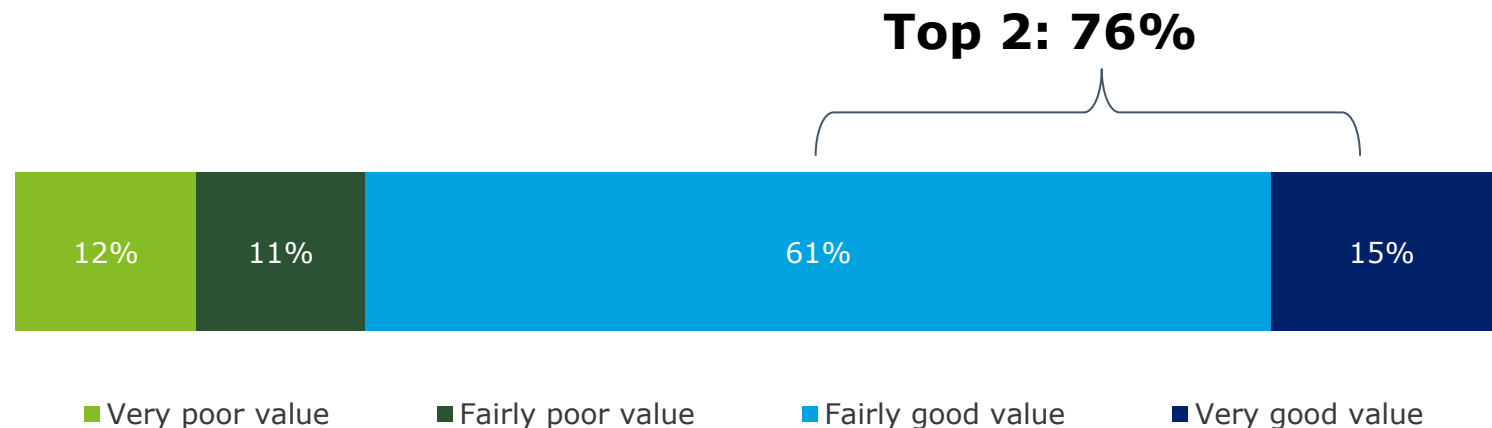
**Residents were relatively satisfied with the value they received for taxes, with 76% reporting that they received fairly good to very good value.**

Approximately 1/3 of the property tax you pay goes directly to the provincial government, the other portion, goes to the municipality of Whistler in order to fund all the services you receive. Thinking about all the services provided by the municipality, how would you rate the value for that portion of your property tax dollar?



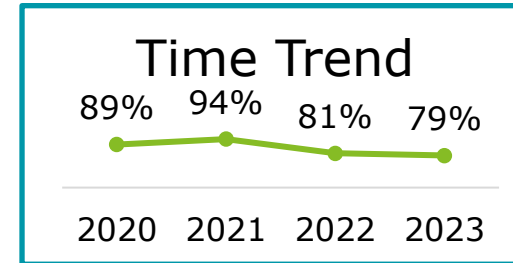
\$3,763

Average Property Tax calculated for permanent residents based on housing value.



# 79% of second homeowners felt that they receive fairly good to very good value for their tax dollars.

Approximately 1/3 of the property tax you pay goes directly to the provincial government, the other portion, goes to the municipality of Whistler in order to fund all the services you receive. Thinking about all the services provided by the municipality, how would you rate the value for that portion of your property tax dollar?

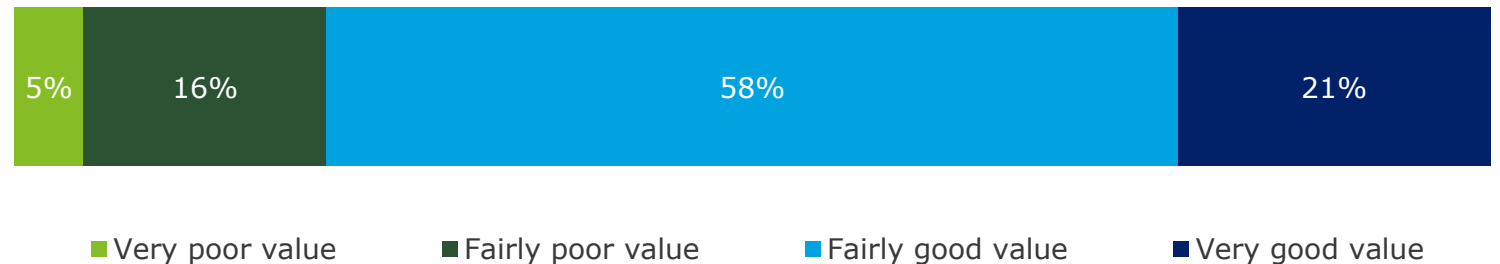


**Top 2: 79%**



\$3,541

Average Property Tax calculated for second homeowners based on housing value.

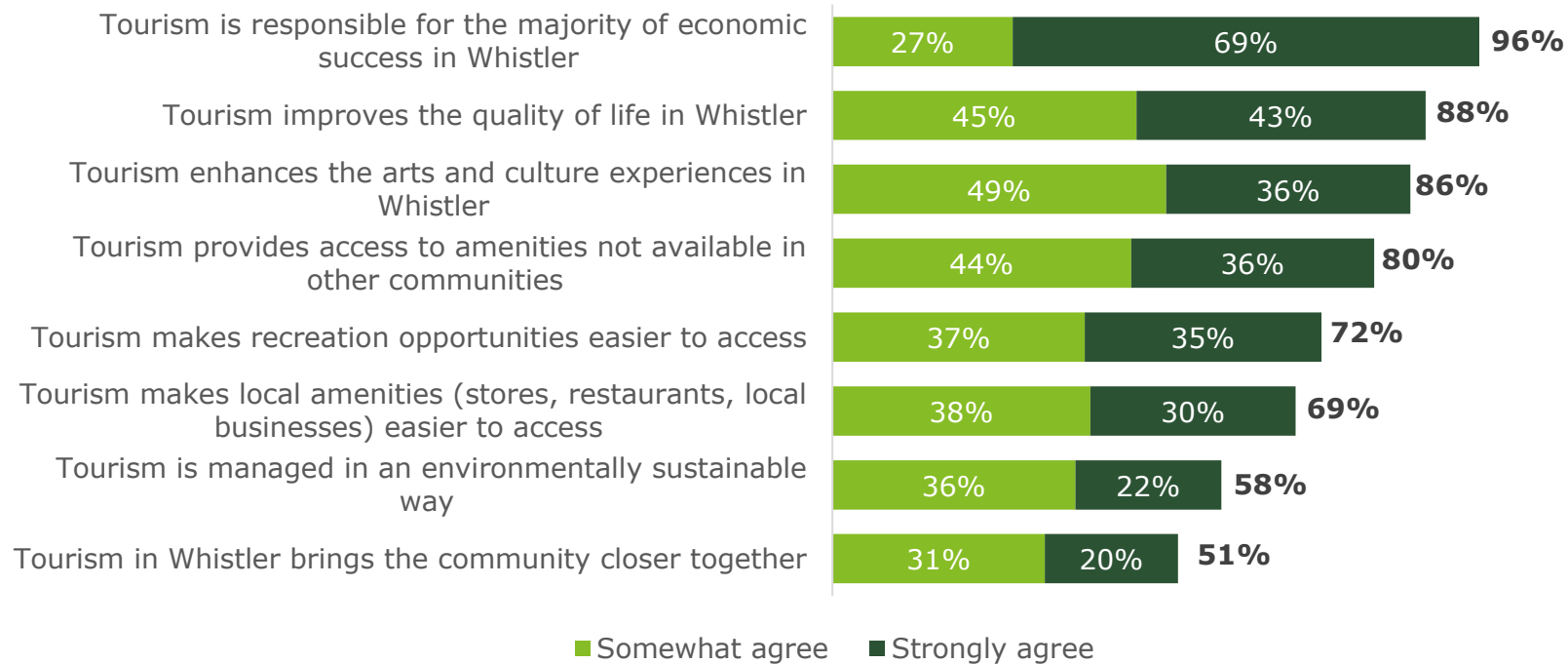




**WHISTLER**

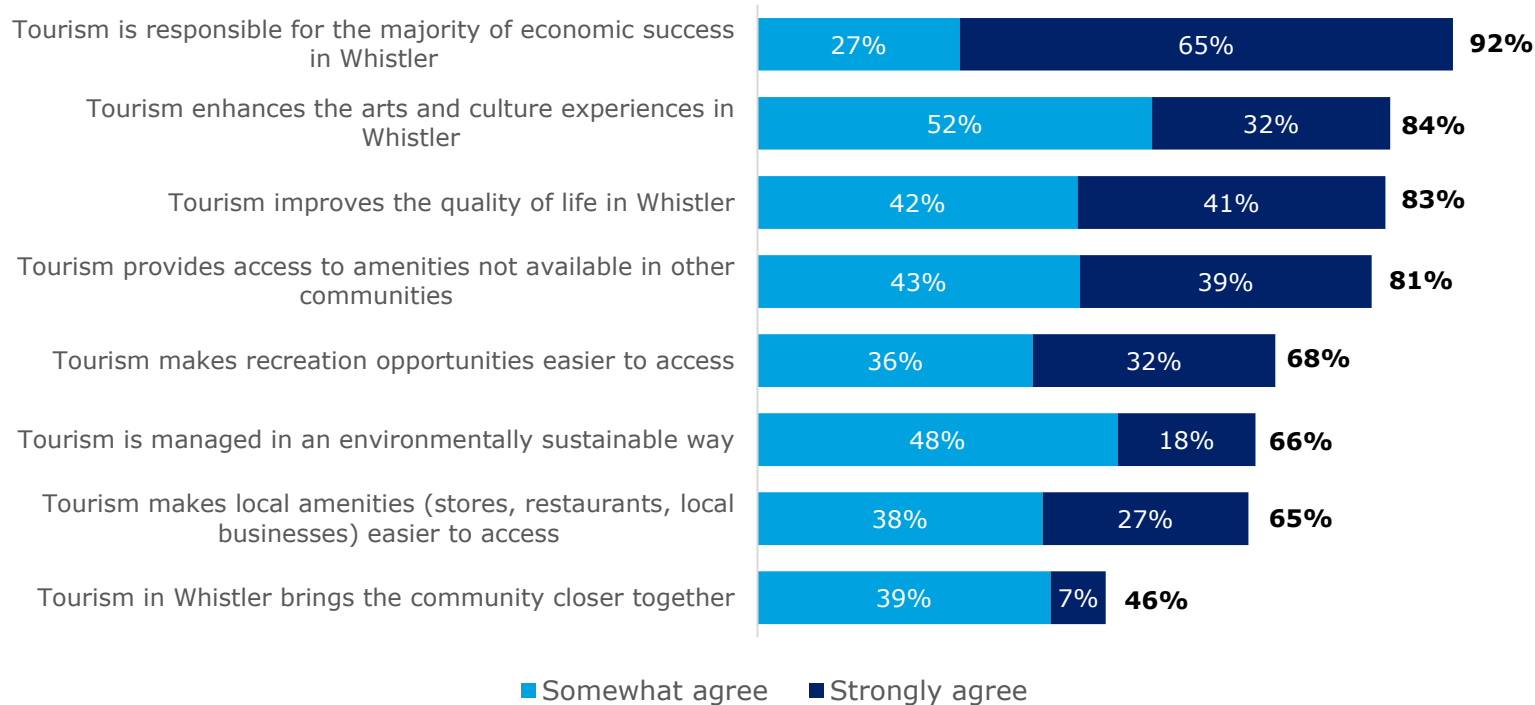
**Almost all respondents agreed that tourism is responsible for the majority of economic success in the municipality (96%). The majority of respondents also agreed that tourism improves the quality of life in Whistler (88%).**

Please indicate the extent to which you agree with each of the following statements related to the impacts of the tourism industry in Whistler:



## 92% of second homeowners agreed that tourism is responsible for the majority of economic success in the municipality.

Please indicate the extent to which you agree with each of the following statements related to the impacts of the tourism industry in Whistler:



**In the summer season, respondents estimated that 81% of tourism capacity was reached. Respondents on average felt that 77% capacity was the level of tourism to best support the community. In the winter season, respondents estimated 85% of capacity was reached and that 80% capacity would have been the best level to support the community.**

On a scale where 0 represents zero tourists and 100% represents the maximum capacity of tourists that Whistler can accommodate, with every tourist bed filled. Please estimate the level of tourism that you feel was reached in Whistler..

Estimated Tourism Levels	Summer Season Tourism Level Average	Winter Season Tourism Level Average
Estimated Tourism Level Reached	81%	85%
Level of Tourism to Best support Whistler’s Community	77%	80%

**In the summer season, respondents estimated that 77% of tourism capacity was reached, compared to 72% as the level of tourism to best support the community. In the winter season, respondents estimated 83% of capacity was reached and that 77% capacity would have been the best level to support the community.**

On a scale where 0 represents zero tourists and 100% represents the maximum capacity of tourists that Whistler can accommodate, with every tourist bed filled. Please estimate the level of tourism that you feel was reached in Whistler..

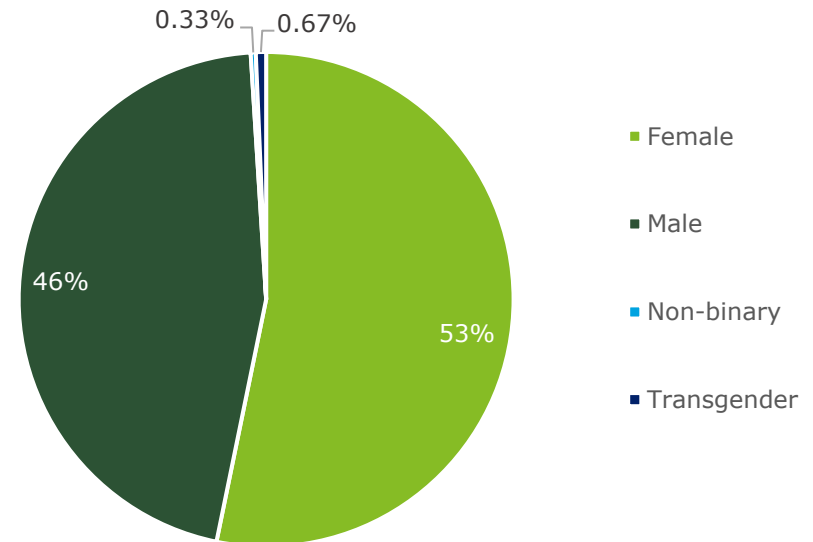
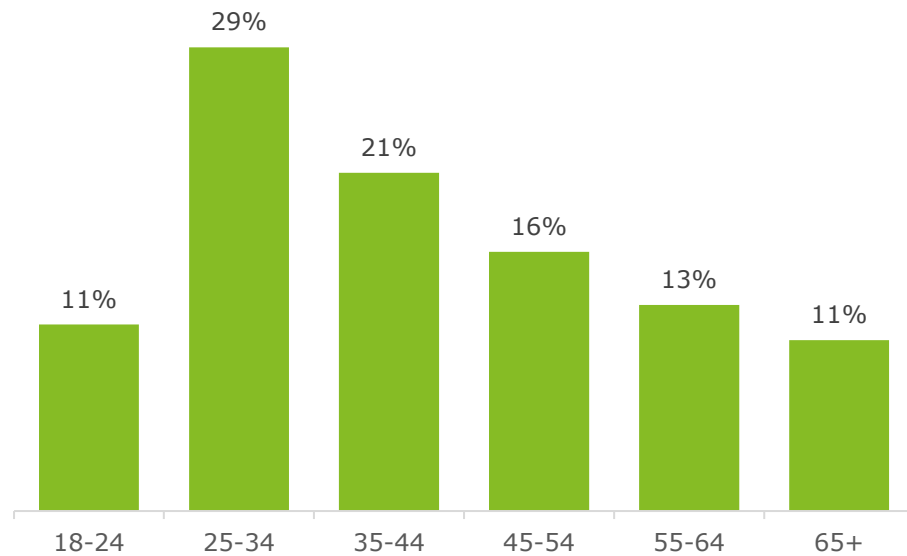
Estimated Tourism Levels	Summer Season Tourism Level Average	Winter Season Tourism Level Average
Estimated Tourism Level Reached	77%	83%
Level of Tourism to Best support Whistler’s Community	72%	77%





The permanent resident (PR) respondents are shown below weighted by the proportions of the population by age and gender (Census 2021 Statistics Canada).

Percentage of permanent residents responses distributed age and gender



**How long have you lived as a permanent resident in Whistler?**



**19.4 years**  
on average

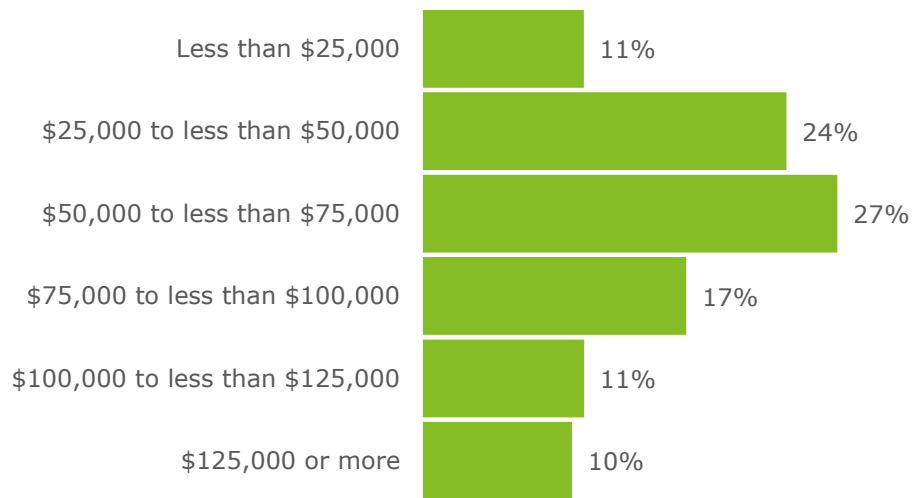
**How many children or adults living under the same roof are financially dependent on you?**



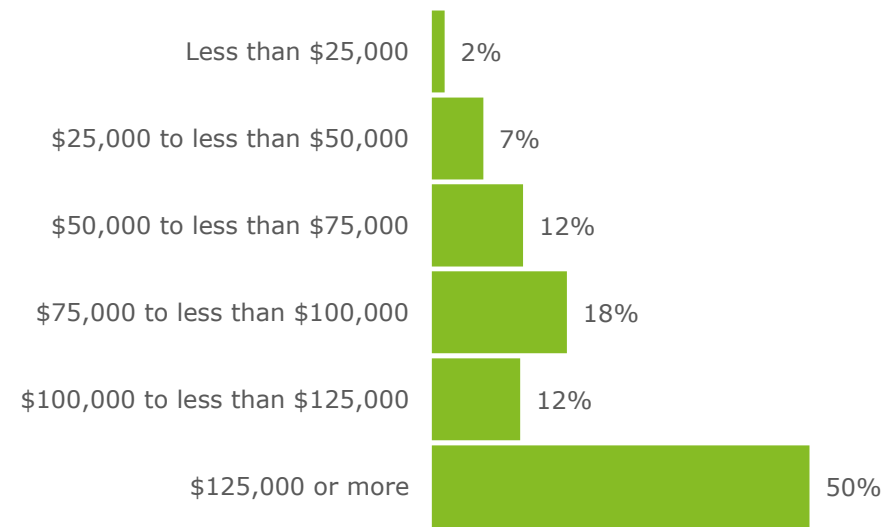
On average **0.6** children or adults living under the same roof

**There were notably different distributions comparing gross income of single individuals to multi-person households.**

***Personal Income Before Taxes  
(Single individuals)***

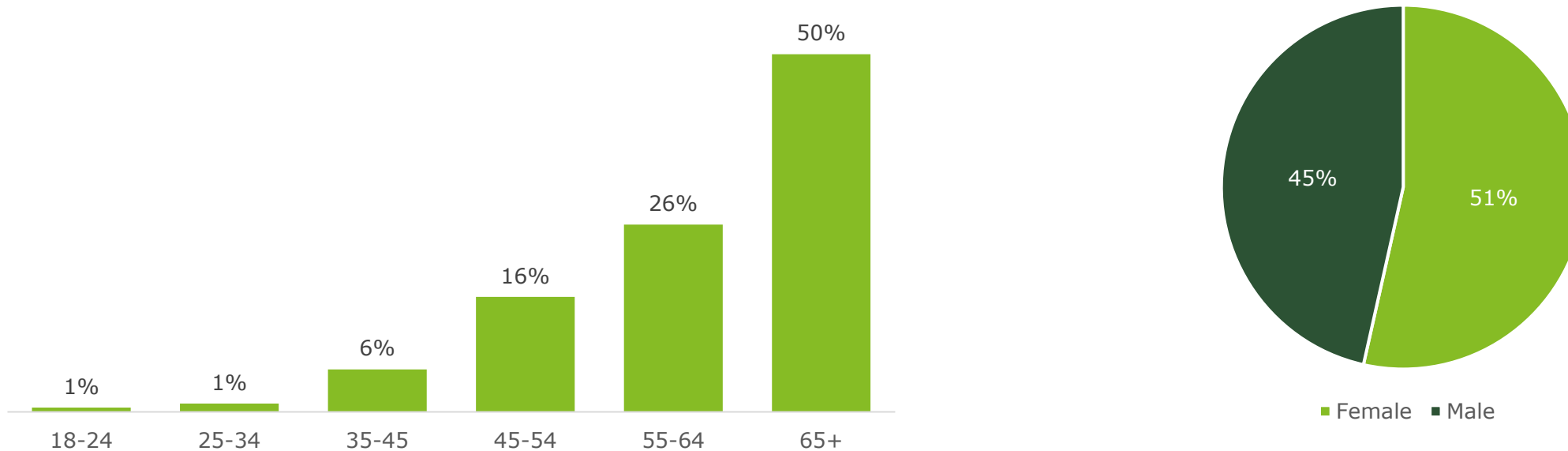


***Gross Household Income Before Taxes  
(Multi-person Households)***



**The following are the age and gender distributions of the second homeowners captured in the survey:**

Percentage of second homeowner responses distributed age and gender



**How long have you owned property in Whistler?**



**19 years**  
on average

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