MUSTEL GROUP
MARKET RESEARCH

RMOW Community Life Tracking Survey

February 2009

Presented to:

WHISTLER

Resort Municipality of Whistler
Whistler, BC

402 – 1505 West Second Avenue Vancouver BC V6H 3Y4
general@mustelgroup.com   www.mustelgroup.com   Tel 604.733.4213   Fax 604.733.5221

Contents

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 706 random telephone and intercept interviews were completed between January 28 and February 7, 2009. 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 (65%).
- Less than one-in-ten seasonal residents (8%).
- More than eight-in-ten second homeowners (82%).

Proportion of residents satisfied with Whistler as a place to live or spend time

- Nine-in-ten permanent residents (90%).
- More than eight-in-ten seasonal residents (84%).
- More than nine-in-ten second home owners (93%).

Proportion of residents satisfied with current housing arrangement

- Almost nine-in-ten permanent residents (88%).
- Two-thirds of seasonal residents (67%).

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

- One-third of all permanent residents (34%).
- Almost half of seasonal residents (70%).

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

- A total of 16% of permanent residents.
- More than four-in-ten seasonal residents (43%).

Median Income Levels – Personal and Household

Permanent Residents

- Median Personal Income Range: $40,000 to less than $45,000
- Median Household Family Income Range: $85,000 to less than $90,000

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

Proportion of residents personally using their residence during 2010 Winter Olympic Games

- Two thirds of all permanent residents (67%), with an average of 4 people staying at home during the games (26% will be used by someone else).

- More than half of all second homeowners (56%), with an average of 5 people staying at home during the games (37% will be used by someone else).

Proportion of residences vacant during 2010 Winter Olympic Games

- Just 7% of all permanent residences will be vacant during the winter games.

- Just 7% of all second homeowner residences will be vacant during the winter games.

Arts, Culture and Recreation

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

- Almost all permanent residents (99%).
- More than nine-in-ten seasonal residents (94%).
- Almost all second homeowners (98%).

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

- Approximately eight-in-ten (81%) permanent residents.
- About two-thirds of seasonal residents (69%).
- More than two-thirds of second homeowners (71%).

Proportion of residents satisfied with Whistler's local transit services

- More than two-thirds of permanent residents (72%).
- Almost two-thirds of seasonal residents (63%).
- Three-quarters of second homeowners (75%).

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

- More than nine-in-ten permanent residents (96%).
- Almost nine-in-ten seasonal residents (89%).
- Almost all second homeowners (96%).

Proportion of residents satisfied with Whistler's healthcare services

- Nine-in-ten permanent residents (91%).
- About half of all seasonal residents (51%).
- More than eight-in-ten second homeowners (84%).

Proportion of residents satisfied with Whistler's access to nature

- Almost all permanent residents (98%).
- Almost all seasonal residents (98%).
- Almost all second homeowners (99%).

Proportion of residents satisfied with Whistler's access to Parks such as Rainbow Park, Lakeside, Alpha Lake Park

- Almost all permanent residents (97%).
- More than eight-in-ten seasonal residents (84%).
- More than nine-in-ten second homeowners (99%).

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

- Two-thirds of permanent residents (68%).
- About four-in-ten seasonal residents (43%).
- Just less than one-third of all second homeowners (29%).

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.

- One-third of all permanent residents (34%).
- Less than one-in-five seasonal residents (18%).

Proportion of residents satisfied with Whistler's restaurant services

- More than eight-in-ten permanent residents (87%).
- About eight-in-ten seasonal residents (82%).
- About nine-in-ten second homeowners (92%).

Proportion of residents satisfied with Whistler's grocery services

- About seven-in-ten permanent residents (72%).
- More than half of all seasonal residents (58%).
- Nine-in-ten second homeowners (91%).

Proportion of residents satisfied with Whistler's atmosphere and ambiance

- More than eight-in-ten permanent residents (85%).
- Nine-in-ten seasonal residents (91%).
- More than nine-in-ten second homeowners (94%).

Arts, Culture & Recreation

Proportion of residents attending films or slide shows

- More than one-third of permanent residents do so at least once a month or more often (39%).
- About four-in-ten seasonal residents do so at least once a month (43%).
- About one-in-ten second home owners do so once a month or more (11%).

Proportion of residents attending live music/concerts, live theatre, dance performances or literary events

- More than one-third of permanent residents do so at least once a month or more often (39%).
- About half of all seasonal residents do so at least once a month (48%).
- About one-in-five second home owners do so once a month or more (20%).

Proportion of residents attending art galleries, art displays, museums or heritage displays

- About one-quarter of permanent residents do so at least once a month or more (26%).
- Less than one-in-five seasonal residents do so at least once a month (16%).
- Total of 17% of second home owners do so once a month or more.

Proportion of residents participating in physical recreational activities on more than three days a week

- Six-in-ten permanent residents (60%).
- Two-thirds of seasonal residents (68%).

Education & Employment

Proportion of residents who have completed a post secondary education program

- More than six-in-ten permanent residents (64%).
- More than six-in-ten seasonal residents (63%).

Proportion of residents currently unemployed

- A total of just 1% of permanent residents.
- A total of just 1% of seasonal residents.

Proportion of Whistler commuters travelling to work via alternatives modes of transportation such as carpool, public transit, walking or biking

- Almost half of all permanent residents during the winter months (47%) and more than half during the summer months (58%).
- More than nine-in-ten seasonal residents during the winter season (96%).

Community Living & Decision Making

Proportion of residents who feels a sense of belonging to Whistler

- About nine-in-ten permanent residents (89%).
- Three-quarters of all seasonal residents (77%).
- Six-in-ten second homeowners (61%).

Most important issue facing the community today

Permanent Residents

- Housing (41%), RMOW Operational Concerns (17%), Environment (11%).

Seasonal Residents

- Housing (49%), Cost of living (11%), Transportation and Environment (each 6%).

Second Homeowners

- RMOW Operational Concerns (20%), Housing (19%), Environment (17%).

Proportion of community members who have participated in activities related to public input

Permanent Residents

- Discussed community issues with friends, family or co-workers or read about community issues (95-97%); talked to a council member signed a petition or attended an open house (46-53%).

Seasonal Residents

- Discussed community issues with friends, family or co-workers or read about community issues (74-75%); signed a petition (28%).

Second Homeowners

- Discussed community issues with friends, family or co-workers or read about community issues (81-84%); talked to a council member or attended an open house (19-20%).

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

- More than half of all permanent residents (57%).
- One-quarter of all seasonal residents (24%).
- Almost half of all second homeowners (47%).

Proportion of community members who voted in the last municipal election (among eligible voters)

- Approximately eight-in-ten permanent residents (79%).
- More than half of all seasonal residents (53%).
- Four-in-ten second homeowners (39%).

Proportion of community members who perceive the services provided by RMOW to be good value for money

- More than three-quarters of all permanent residents (77%).
- More than three-quarters of all second homeowners (76%).

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 (52%).
- Less than half of all seasonal residents (43%).
- Two-thirds of all second homeowners (66%).

Satisfaction with Services

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

- Almost all permanent residents (99%).
- More than nine-in-ten seasonal residents (93%).
- Almost all second homeowners (99%).

Proportion of residents satisfied with RMOW's Village maintenance

- More than nine-in-ten permanent residents (94%).
- More than nine-in-ten seasonal residents (95%).
- More than nine-in-ten second homeowners (95%).

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

- Nine-in-ten permanent residents (92%).
- Eight-in-ten seasonal residents (81%).
- Almost nine-in-ten second homeowners (87%).

Proportion of residents satisfied with RMOW's police services

- Eight-in-ten permanent residents (81%).
- Two-thirds of all seasonal residents (65%).
- More than three-quarters of all second homeowners (78%).

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

- Nine-in-ten permanent residents (91%).
- Almost eight-in-ten seasonal residents (79%).
- More than three-quarters of all second homeowners (78%).

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

- Approximately seven-in-ten permanent residents (69%).
- More than half of all seasonal residents (57%).
- Half of all second homeowners (50%).

Proportion of residents satisfied with RMOW's planning and building services

- More than half of all permanent residents (54%).
- Less than half of all seasonal residents (46%).
- Six-in-ten second homeowners (61%).

Proportion of residents satisfied with RMOW's library services

- Nine-in-ten permanent residents (89%).
- Almost nine-in-ten seasonal residents (87%).
- Eight-in-ten second homeowners (80%).

Proportion of residents satisfied with RMOW's road maintenance

- Almost three-quarters of all permanent residents (73%).
- Two-thirds of all seasonal residents (68%).
- Nine-in-ten second homeowners (90%).

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

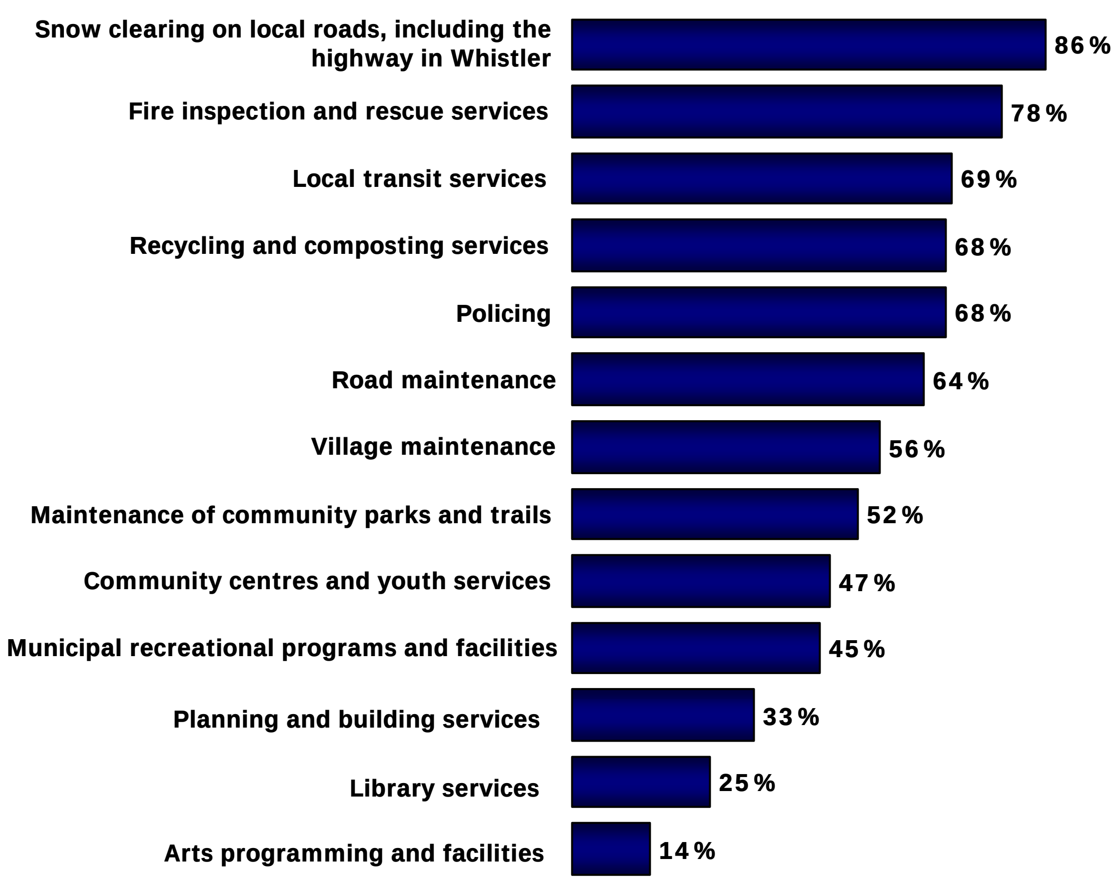
- More than eight-in-ten permanent residents (86%).
- More than eight-in-ten seasonal residents (83%).
- More than nine-in-ten second homeowners (93%).

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

- Eight-in-ten permanent residents (80%).
- Two-thirds of all seasonal residents (67%).
- More than eight-in-ten second homeowners (86%).

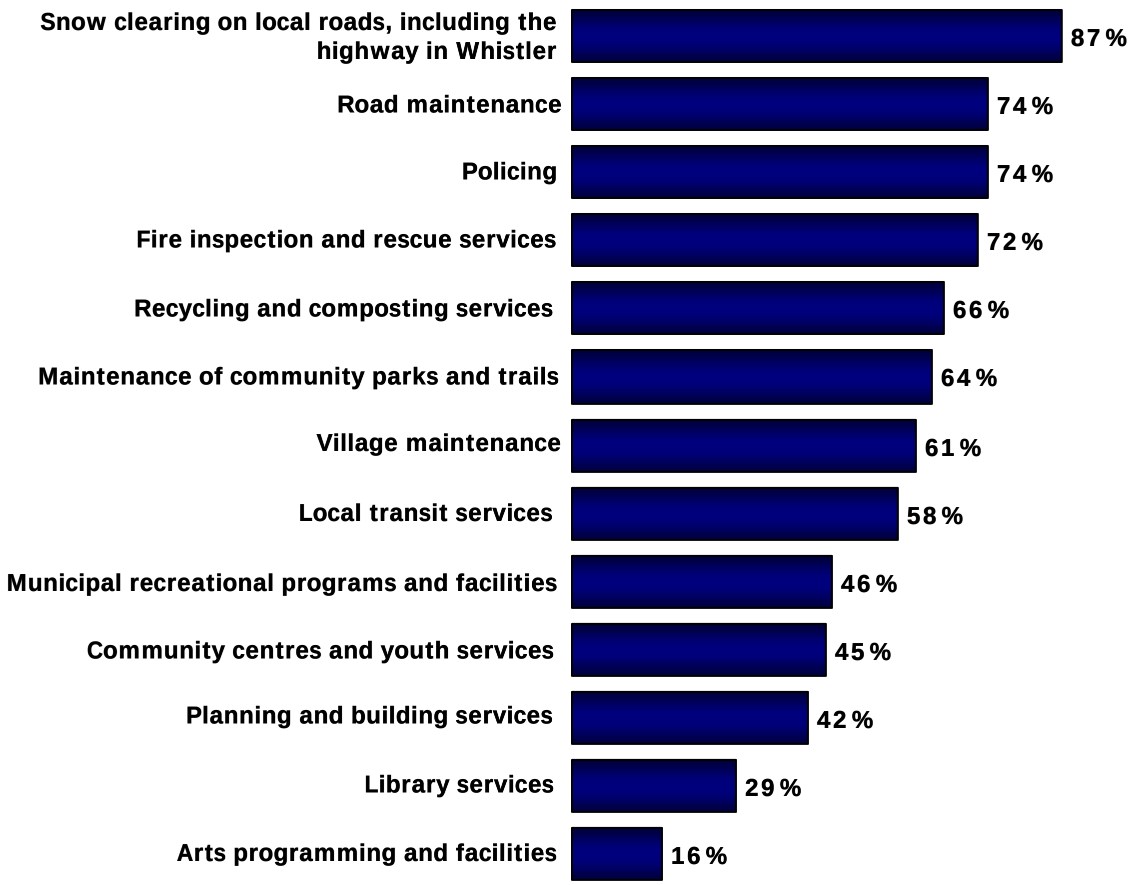
High Priorities for Budget Allocation

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



Base: Total Permanent residents with an opinion

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



Base: Total second home owners with an opinion

Tax

Proportion of property owners willing to accept some level of tax increase

- Half of all permanent residents (51%).
- Six-in-ten second homeowners (61%).

Acceptable levels of property tax increase (among property owners)

- Almost half of all permanent residents (47%) would accept at least an increase the equivalent to $20 per $100,000 of assessed property value.
- More than half of all second homeowners (56%) would accept at least an increase the equivalent to $20 per $100,000 of assessed property value.

Proportion of renters willing to accept some level of rent increase

- The majority of all permanent residents (70%).
- About three-quarters of all seasonal residents (74%).

Acceptable levels of rent increase passed on from property tax increase

- More than six-in-ten seasonal permanent residents who rent would accept the equivalent of a $7 per month increase in their rent (63%).
- The same proportion of seasonal residents who rent would accept the equivalent of a $7 per month increase in their rent (63%).

Foreword

Background and Research Objectives

The community 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 homeowners**: those who own property in Whistler but live primarily elsewhere in BC

Methodology

The primary methodology for this survey was the use of random telephone interviews conducted among the three key stakeholders groups in Whistler. A total of 706 interviews were completed, 305 with permanent residents, 201 with second-homeowners and 200 with seasonal residents. Fieldwork was conducted between January 28 and February 7, 2009, including four days spent interviewing onsite, February 4 - 7.

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, 2007, 2008 and once again overcome in 2009 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		
	Actual (305) %	Weighted (305) %
Gender		
Male	55	54
Female	45	46
Age		
18-34	18	49
35-44	23	20
45-54	25	15
55-64	18	9
65 and over	14	4

Seasonal Residents

The same approach was initially used to reach seasonal residents with a portion of the surveys completed onsite as detailed earlier. As in 2008, the seasonal residents were screened for those currently working or seeking work in Whistler. This was not done in 2006 therefore differences that occur within this group between 2006 and 2008/2009 are not highlighted in this report.

Second Homeowners

Although a proportion of second homeowners 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 mailing addresses. 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-homeowners or seasonal residents no weighting factor is applied.

Sample Distribution
Second Homeowners & Seasonal Residents

	Second Homeowners (200) %	Seasonal Residents (200) %
Gender		
Male	55	44
Female	45	56
Age		
18-34	4	91
35-44	8	3
45-54	24	2
55-64	35	4
65 and over	27	-

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.

Operational Recommendations

On completion of the 2009 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 homeowners, 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.

- With regards to those permanent resident households that might be "cell phone only", and so households who might be less likely to be contacted to take part in the survey, RMOW might consider offering residents the opportunity to complete the survey online (e.g. on the RMOW website), in parallel with the current survey methodology, an approach currently employed by the City of Vancouver in their annual budget survey. Results of such an approach are not strictly projectable or apportioned a margin of error due to the lack of control in sampling; however it does open the survey to all residents who wish to provide their input, with the resulting data reviewed, analyzed and compared with that of the main survey.

- Finally, in terms of the questionnaire itself, changes to the 2009 survey appear to have increased the survey length significantly, from an estimated 12-13 minutes in the RFP to an actual average interview length closer to 20 minutes. For future reference it is felt important to note the survey could not realistically be completed within the 2009 budget of $20,000; it is recommended that if the survey be conducted using the same methodological approach in future, prospective proponents be given the opportunity to submit their own estimated costs, either to be accepted or be the basis of adjusting the survey methodology in order to fit the RMOW's budget.

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.

In certain instances the following notations have been used in this report:

▲ Significantly higher ▲ Directionally higher ▼ Significantly lower ▼ Directionally lower

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.

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 (65%).
- Less than one-in-ten seasonal residents (8%).
- More than eight-in-ten second homeowners (82%).

Permanent Residents

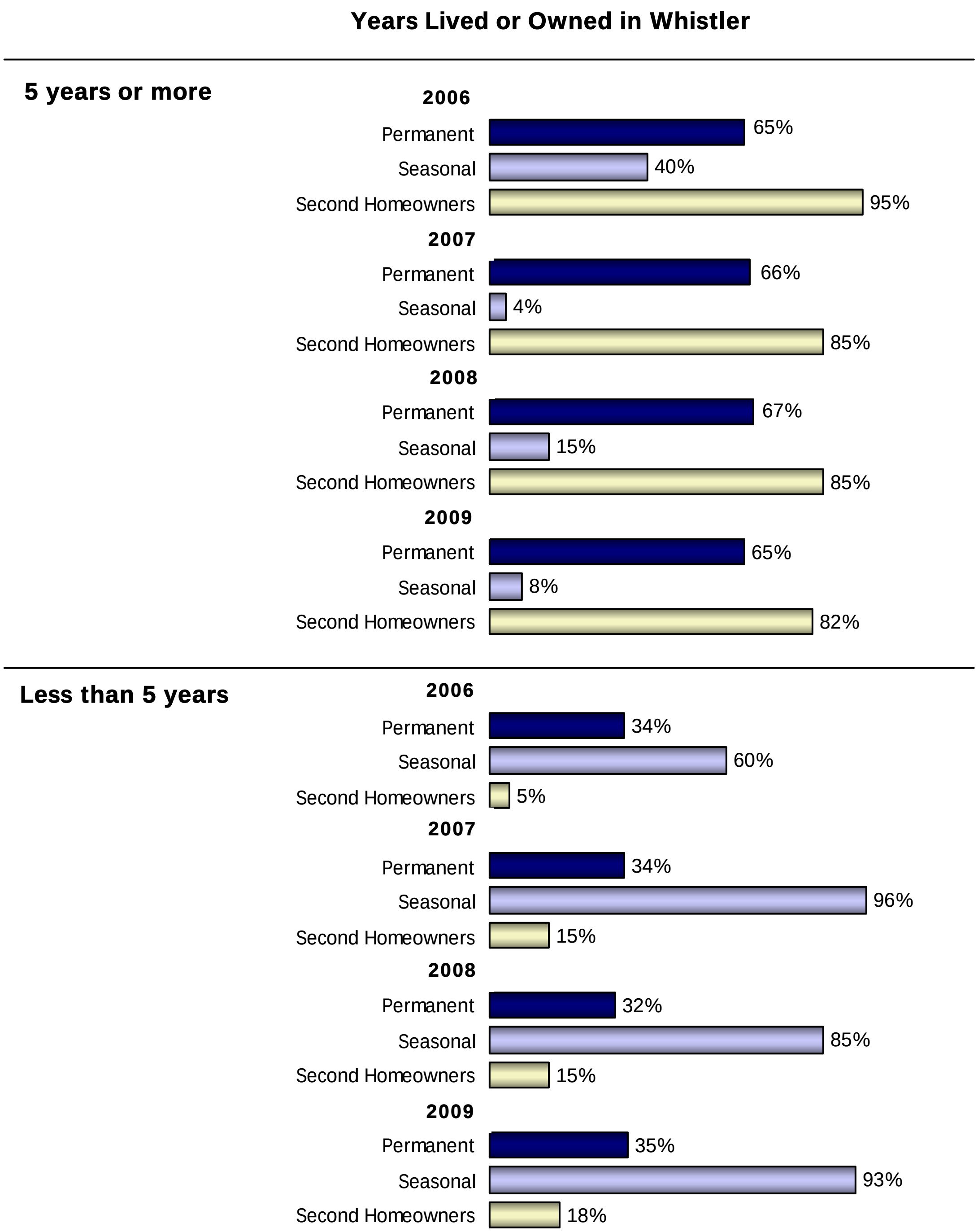
- Those aged less than 35 have lived in Whistler on average approximately 6 years compared with the over 35's who have spent on average 15 years living in the community; while renters have spent an average of 6 years in Whistler compared with homeowners who average 15 years.
- Almost four-in-ten residents currently live in a single detached home with a further one-quarter (27%) who live in a duplex or townhouse. A further 22% live in an apartment or condo, with about one-in-ten (11%) who rent a suite in a house.
- One-in-five permanent resident 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 10 and 13 years living seasonally in the community.
- Approximately one-quarter of seasonal residents (23%) live in a single detached home with the same proportion that live in a duplex or townhouse. More than one-third (37%) live in an apartment or condo with a further 12% who rent a suite in a house and 3% that are in staff housing.
- The dwellings of 14% of seasonal residents are in the pool of Whistler Housing Authority Restricted Housing.

Second Homeowners

- Second homeowners (excluding foreign and business owners) have owned their property in Whistler for more than 15 years on average.
- The majority own a duplex or townhouse (37%), with one-third who own a condominium or apartment and a further 29% who own a single, detached house.

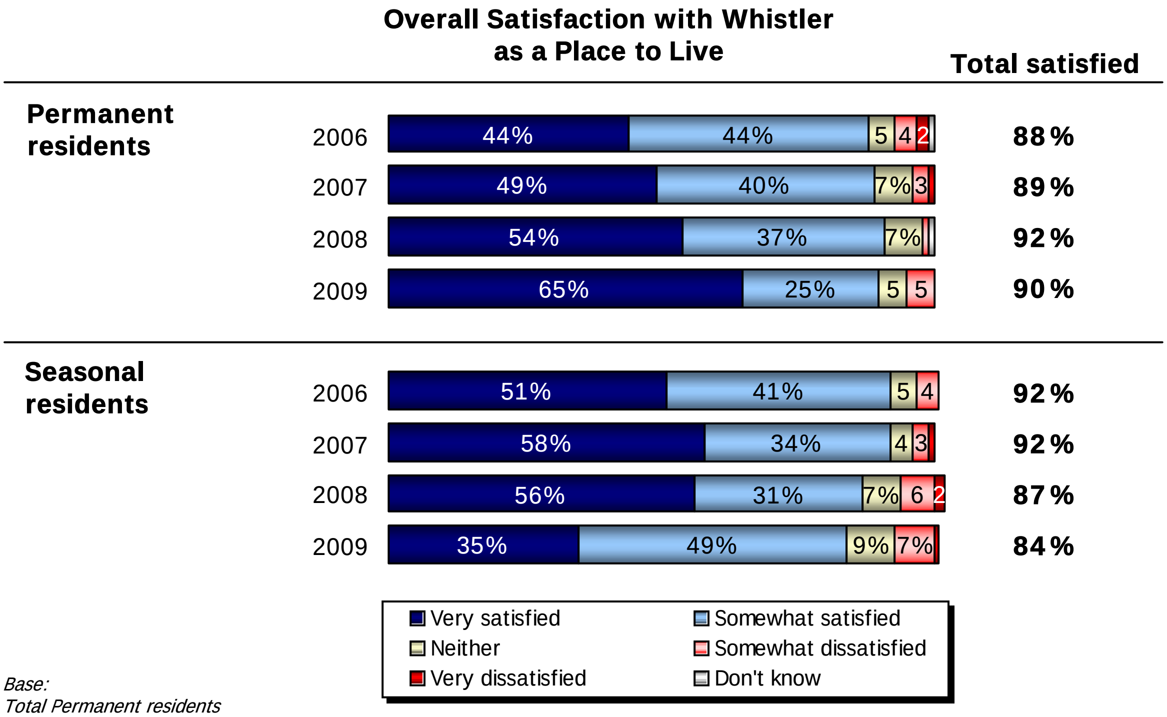


Base:
Total Permanent residents
2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305)
Total Seasonal residents
2006 (n=200), 2007 (n=202), 2008 (n=200), 2009 (n=201)
Total Second Homeowners
2006 (n=200), 2007 (n=192), 2008 (n=206), 209 (n=200)

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?

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

- Nine-in-ten permanent residents (90%).
- More than eight-in-ten seasonal residents (84%).



Base:
Total Permanent residents
2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305)
Total Seasonal residents
2006 (n=200), 2007 (n=202), 2008 (n=200), 2009 (n=201)

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

Permanent Residents

- The proportion of those 'very' satisfied continues to increase significantly in 2009. And while satisfaction is generally high amongst all demographic sub-groups, it is particularly so amongst longer term residents (96% of those in Whistler 11+ years), home owners (95% compared with 84% of renters) and those with further education (93% vs. 67% of those without).

Seasonal Residents

- The high level of satisfaction amongst seasonal residents is consistent across all demographic sub-groups, however a significant decline occurs in the proportion 'very' satisfied (35% down from 56% a year ago).

1.3 Proportion of second home owners satisfied with Whistler as a place to spend time

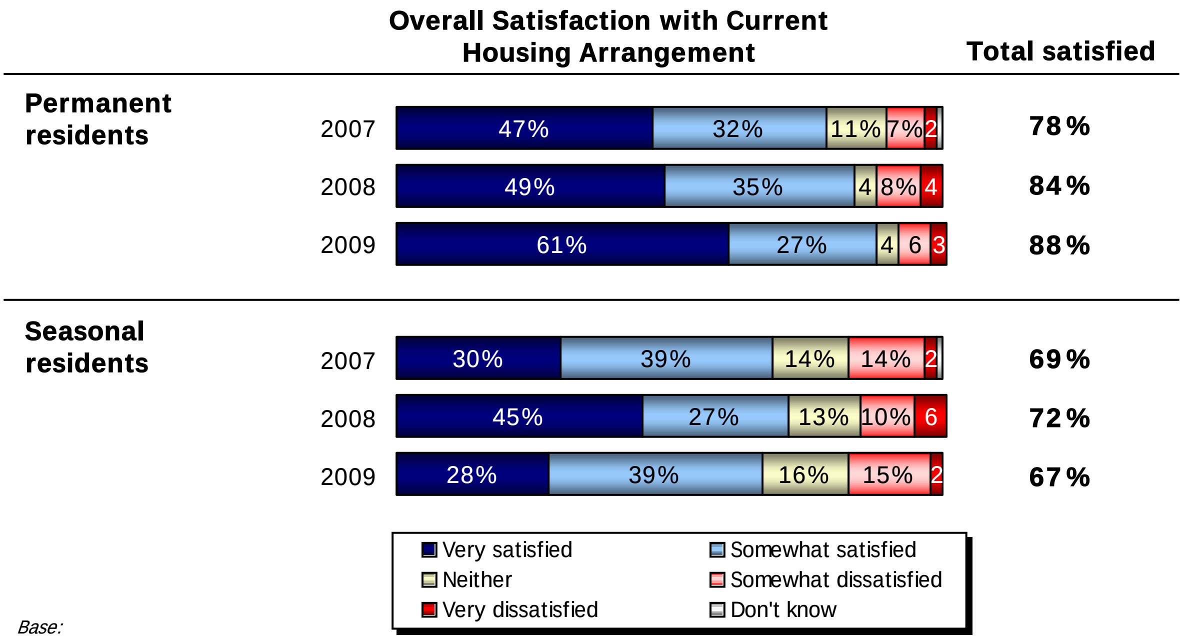
- More than nine-in-ten second home owners (93%).

Second Homeowners

- The high level of satisfaction amongst second home owners is consistent across all demographic sub-groups, with two-thirds who are 'very' satisfied overall.

1.4 *Proportion of residents satisfied with current housing arrangement*

- Almost nine-in-ten permanent residents (88%).
- Two-thirds of seasonal residents (67%).



Base:
Total Permanent residents
2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305)
Total Seasonal residents
2006 (n=200), 2007 (n=202), 2008 (n=200), 2009 (n=201)

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

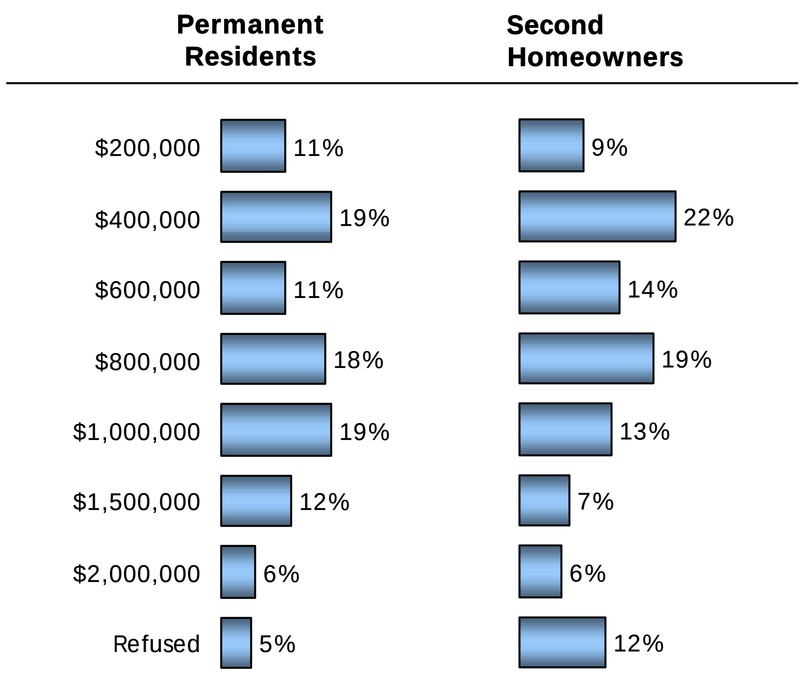
- Satisfaction is consistent with a year ago, with a significant increase in the proportion 'very' satisfied (61% vs. 49% a year ago) and consistent across all demographic sub-groups.

Seasonal Residents

- The proportion of 'very' satisfied is down from a year ago, returning to that seen in 2007. Otherwise satisfaction with housing arrangements is generally consistent among all seasonal residents in 2009.

1.5 Assessed Value of Whistler Residence

- More than one-third of all permanent residents assess the value of their home at $1 million dollars or more (36%), with just less than one-third assessed to be between $600,000 and $800,000 (29%), with the same proportion assessed between $200,000 and $400,000.
- Among second home-owners one-quarter assess the value of their home at $1 million dollars or more, with one-third assessed to be between $600,000 and $800,000, and a similar proportion assessed between $200,000 and $400,000 (31%).



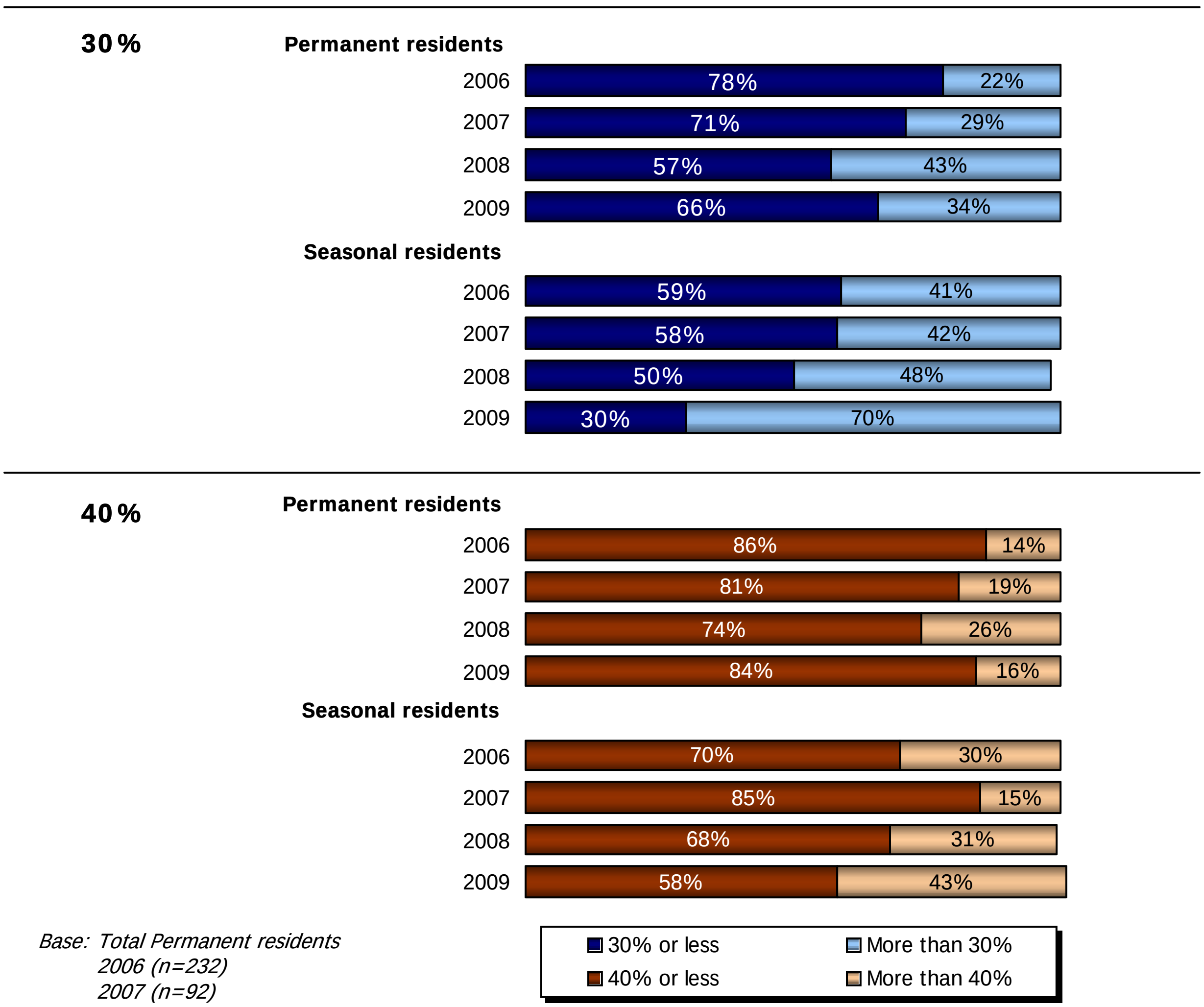
Base:
Permanent Resident Homeowners only 2009 (n=211)
Total Second Homeowners 2009 (n=200)

Q.9) What is the assessed value of your Whistler Residence? Would it be closer to...

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

- About one-third of permanent residents (34%) pay more than 30% of their income on housing with 16% who pay more than 40% of their income, significantly less than last year, returning to the levels seen in 2007.
- More than two-thirds of all seasonal residents (70%) pay more than 30% of their income on housing however, a significant increase from a year ago; less dramatic, though still significant is the increase in the proportion paying more than 40% of their income, rising from 31% last year to 43% currently.

Proportion of Income Spent on Housing



Base: Total Permanent residents
2006 (n=232)
2007 (n=92)
2008 (n=236)
2009 (n=227
Total Seasonal residents
2006 (n=140)
2007 (n=157)
2008 (n=153)
2008 (n=107)

*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 somewhat greater proportion of homeowners (41%) versus renters (29%), pay more than 30% of their income on housing, however the difference is not significant at this sample size, only directional.

Seasonal Residents

- No significant differences occur between demographic sub-groups amongst seasonal residents.

1.7 *Median Income Levels – Personal and Household*

Permanent Residents

- Median Personal Income Range: $40,000 to less than $45,000

- Median Household Family Income Range: $85,000 to less than $90,000

Seasonal Residents

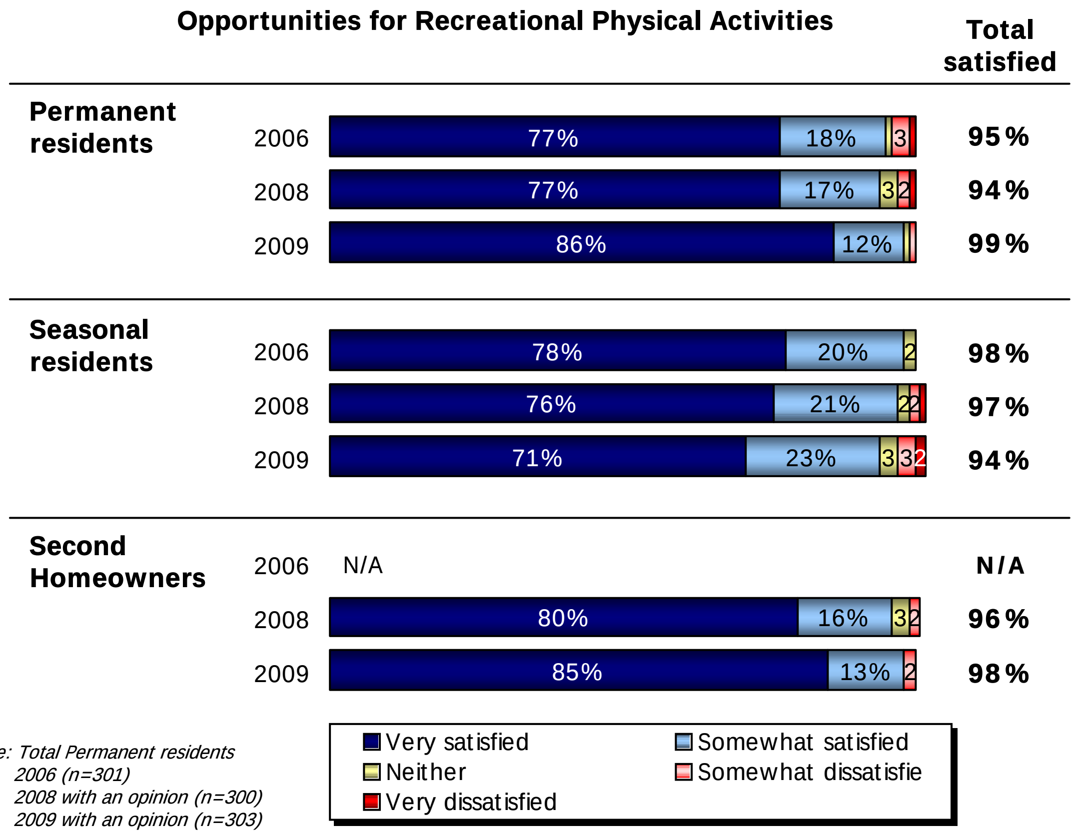
- Median Personal Income Range: $20,000 to less than $25,000

- 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"

- Almost all permanent residents (99%).
- More than nine-in-ten seasonal residents (94%).
- Almost all second homeowners (98%).



Base: Total Permanent residents
2006 (n=301)
2008 with an opinion (n=300)
2009 with an opinion (n=303)
Total Seasonal residents
2006 (n=200)
2008 with an opinion (n=200)
2009 with an opinion (n=201)
Total Second Homeowners
2006 (n=200)
2008 with an opinion (n=203)
2009 with an opinion (n=197)

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

Consistent with previous measures, almost all people in Whistler are satisfied with the opportunities available for recreational physical activities. A significant increase in satisfaction is recorded among permanent residents overall as well as among those 'very' satisfied compared with a year ago.

Permanent Residents

- Satisfaction with opportunities for recreational physical activities is consistent amongst most demographic sub-groups, but highest amongst males and those aged younger than 35 years (each group 100% satisfied).

Seasonal Residents

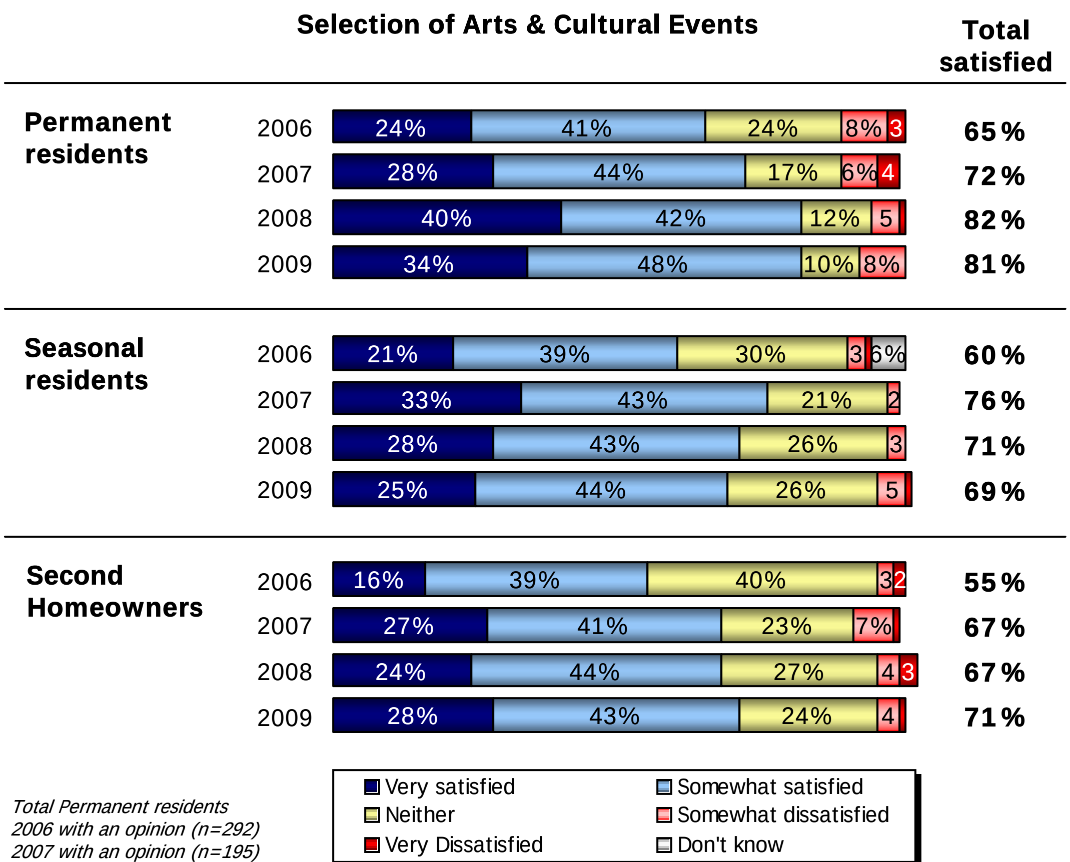
- The high level of satisfaction (94%) is consistent amongst all seasonal residents.

Second Homeowners

- With 98% satisfied, there are no significant demographic skews among second homeowners.

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

- Approximately eight-in-ten permanent residents (81%).
- About two-thirds of seasonal residents (69%).
- More than two-thirds of second homeowners (71%).



Base: Total Permanent residents
2006 with an opinion (n=292)
2007 with an opinion (n=195)
2008 with an opinion (n=297)
2009 with an opinion (n=299)
Total Seasonal residents
2006 (n=200)
2007 (n=208)
2008 with an opinion (n=194)
2009 with an opinion (n=197)
Total Second Homeowners
2006 with an opinion *(n=170)*
2007 with an opinion *(n=173)*
2008 with an opinion (n=195)
2009 with an opinion (n=185)

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 maintains the improvement seen over the past two measures amongst those living or spending time in Whistler.

Permanent Residents

- Satisfaction with the selection of arts and cultural events is consistent with a year ago overall and amongst most demographic sub-groups, with females more likely to express satisfaction than males (86% satisfied vs. 77% respectively).

Seasonal Residents

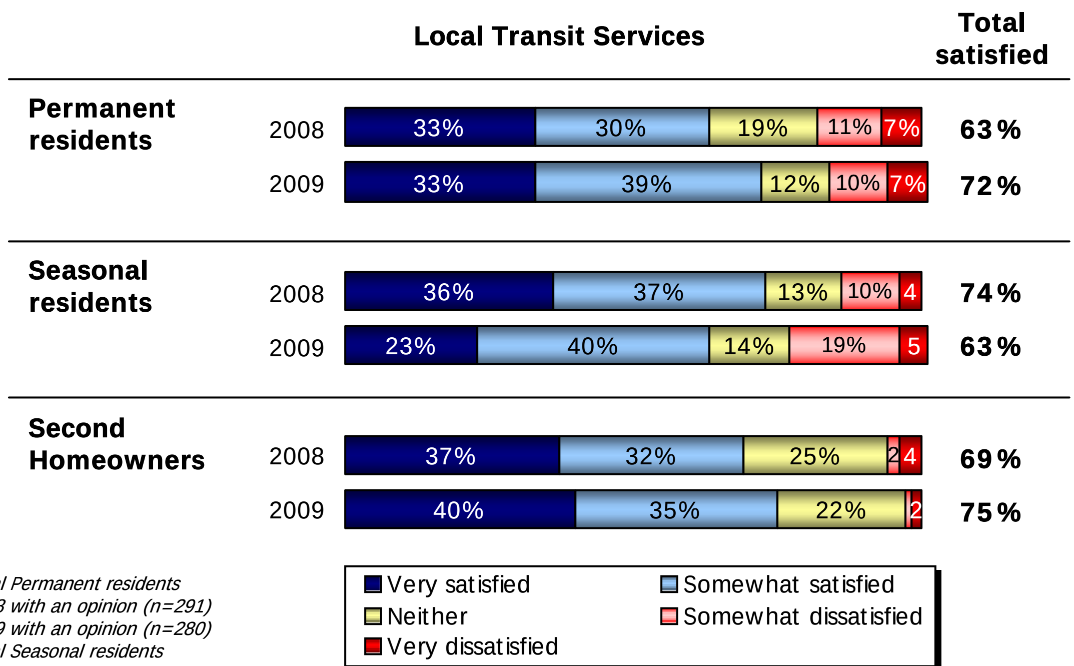
- Similarly satisfaction sees no significant change from a year ago and is consistent amongst all seasonal residents.

Second Homeowners

- Satisfaction among second homeowners is also consistent overall with a year ago; those more likely to be satisfied with arts and cultural events include females (79% vs. 64% of males), those 55 years or older (77% vs. 59% of those younger) and those who have owned property for 20 years or more compared with newer property owners of 10 years or less (79% satisfied vs. 62% respectively).

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

- More than two-thirds of permanent residents (72%).
- Almost two-thirds of seasonal residents (63%).
- Three-quarters of second homeowners (75%).



Base: Total Permanent residents
2008 with an opinion (n=291)
2009 with an opinion (n=280)
Total Seasonal residents
2008 with an opinion (n=196)
2009 with an opinion (n=199)
Total Second Homeowners
2008 with an opinion (n=189)
2009 with an opinion (n=166)

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

Permanent Residents

- Overall, satisfaction with local transit services increases significantly from a year ago, and is consistent amongst all permanent residents.

Seasonal Residents

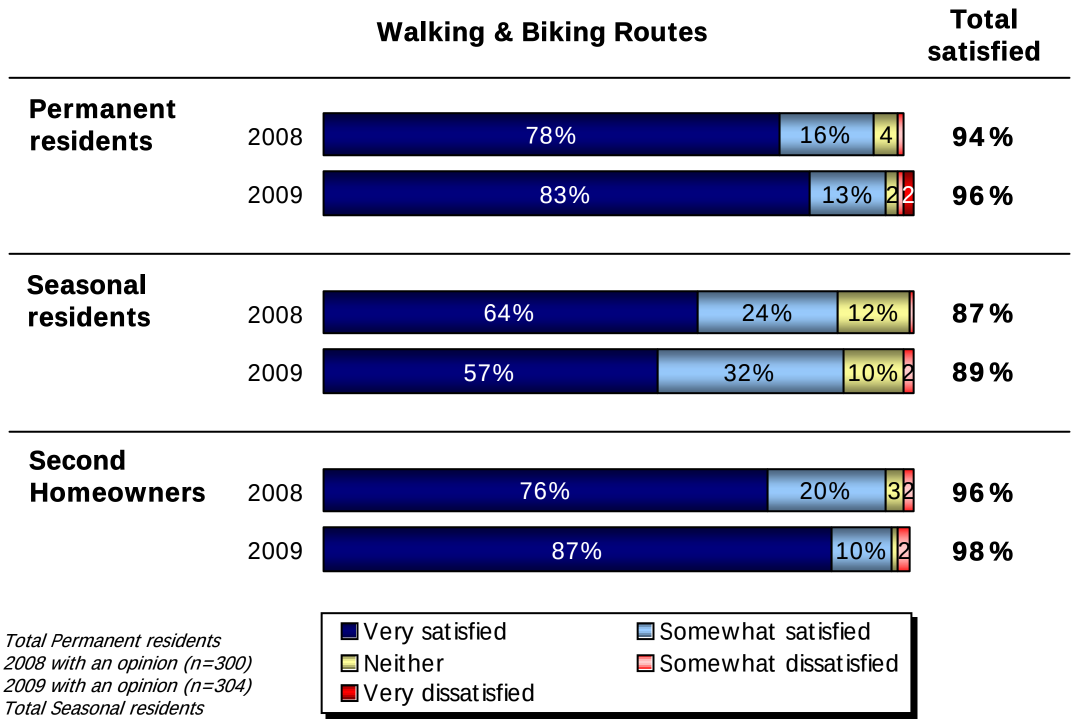
- The level of satisfaction is consistent amongst all seasonal residents, but sees an overall significant decline compared with a year ago.

Second Homeowners

- Satisfaction remains consistent amongst second homeowners and statistically unchanged from a year ago.

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

- More than nine-in-ten permanent residents (96%).
- Almost nine-in-ten seasonal residents (89%).
- Almost all second homeowners (98%).



Base: Total Permanent residents
2008 with an opinion (n=300)
2009 with an opinion (n=304)
Total Seasonal residents
2008 with an opinion (n=195)
2009 with an opinion (n=200)
Total Second Homeowners
2008 with an opinion (n=205)
2009 with an opinion (n=198)

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 generally consistent amongst most segments, but particularly high amongst males (99% satisfied vs. 91% of females) and those residents who are single and without children at home (100% satisfied vs. 93-94% of those married or with children).

Seasonal Residents

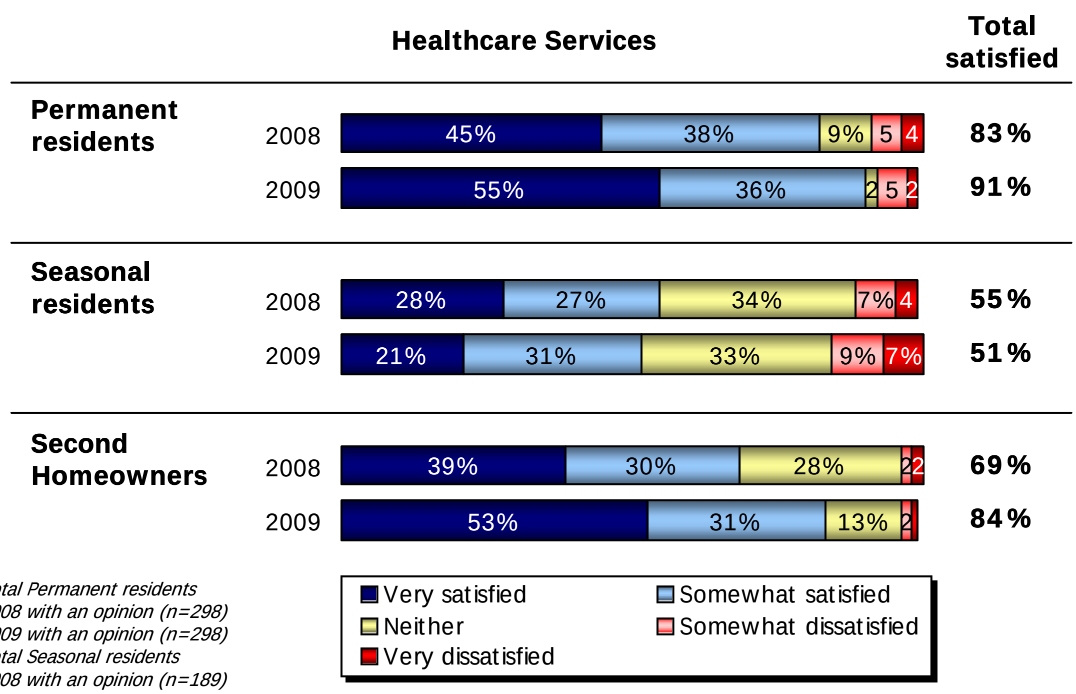
- Satisfaction is consistent amongst all seasonal residents.

Second Homeowners

- Satisfaction is consistent amongst most second homeowners, with those aged 55 or older somewhat more likely to be satisfied than their younger counterparts (99% vs. 94% of those younger than 55).

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

- Nine-in-ten permanent residents (91%).
- About half of all seasonal residents (51%).
- More than eight-in-ten second homeowners (84%).



Base: Total Permanent residents 2008 with an opinion (n=298) 2009 with an opinion (n=298) Total Seasonal residents 2008 with an opinion (n=189) 2009 with an opinion (n=195) Total Second Homeowners 2008 with an opinion (n=184) 2009 with an opinion (n=172)

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

Permanent Residents

- Satisfaction with healthcare services increases overall amongst permanent residents. Those expressing most satisfaction include those who rent (96% vs. 87 of owners) and residents who are single and without children (97% satisfied vs. 87-90% of those married or with children).

Seasonal Residents

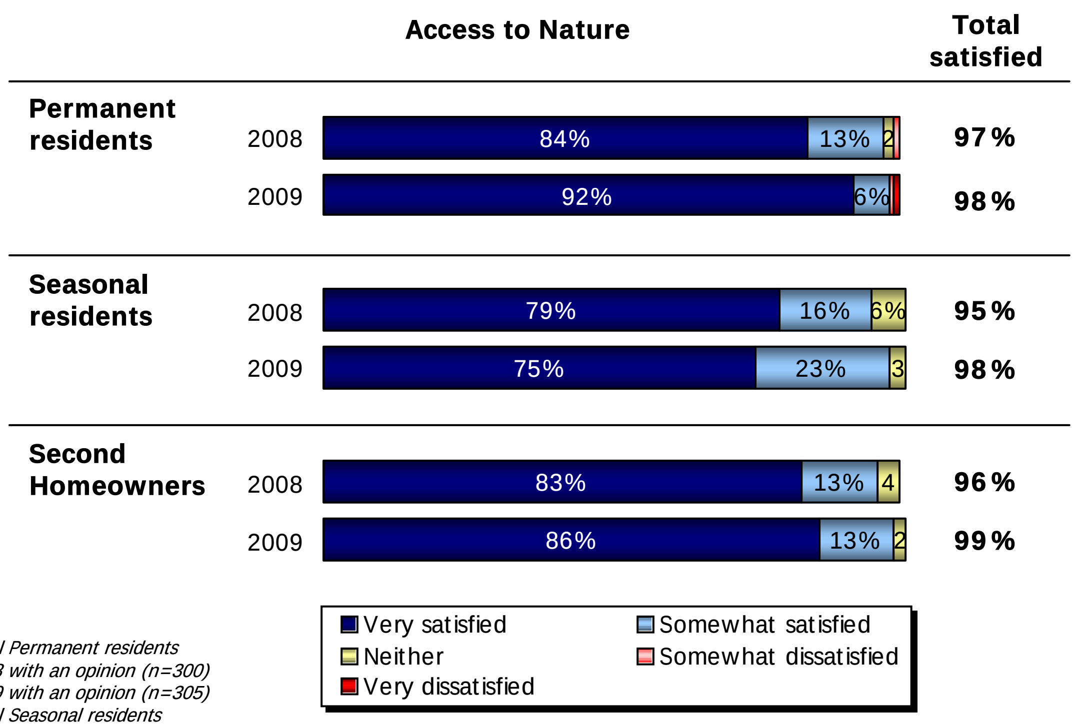
- While satisfaction is lowest amongst seasonal residents no significant change occurs in the proportion dissatisfied; they are perhaps less likely to use the local healthcare services and so more likely to hold a neutral opinion or no opinion at all.

Second Homeowners

- Satisfaction with healthcare services increases significantly among second homeowners compared with a year ago, with those aged 55 or older most likely to express satisfaction (99% satisfied vs. 94% of those younger than 55).

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

- Almost all permanent residents (98%).
- Almost all seasonal residents (98%).
- Almost all second homeowners (99%).



Base: Total Permanent residents
2008 with an opinion (n=300)
2009 with an opinion (n=305)
Total Seasonal residents
2008 with an opinion (n=199)
2009 with an opinion (n=201)
Total Second Homeowners
2008 with an opinion (n=203)
2009 with an opinion (n=200)

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

Permanent Residents

- Satisfaction is consistent amongst most permanent residents, with males and renters particularly satisfied (100% of each group); a significant increase occurs amongst those 'very' satisfied compared with a year ago.

Seasonal Residents

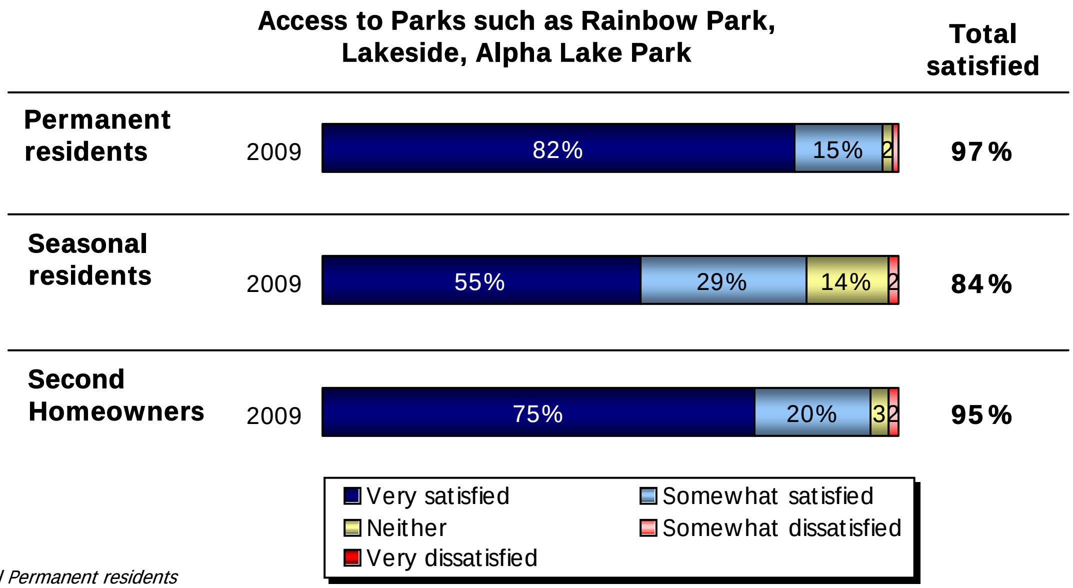
- Satisfaction is consistent amongst all seasonal residents.

Second Homeowners

- Satisfaction is consistent amongst all second homeowners.

2.7 Proportion of residents satisfied with Whistler for: "Access to Parks such as Rainbow Park, Lakeside, Alpha Lake Park"

- Almost all permanent residents (97%).
- More than eight-in-ten seasonal residents (84%).
- More than nine-in-ten second homeowners (95%).



Base: Total Permanent residents 2009 with an opinion (n=304)
Total Seasonal residents 2009 with an opinion (n=198)
Total Second Homeowners 2009 with an opinion (n=197)

Q.12) How satisfied are you with the following aspects of life in Whistler? "Access to Parks such as Rainbow Park, Lakeside, Alpha Lake Park"

Permanent Residents

- Satisfaction is consistent amongst most permanent residents, with those younger than 35 somewhat more satisfied than their older counterparts (100% vs. 95% respectively).

Seasonal Residents

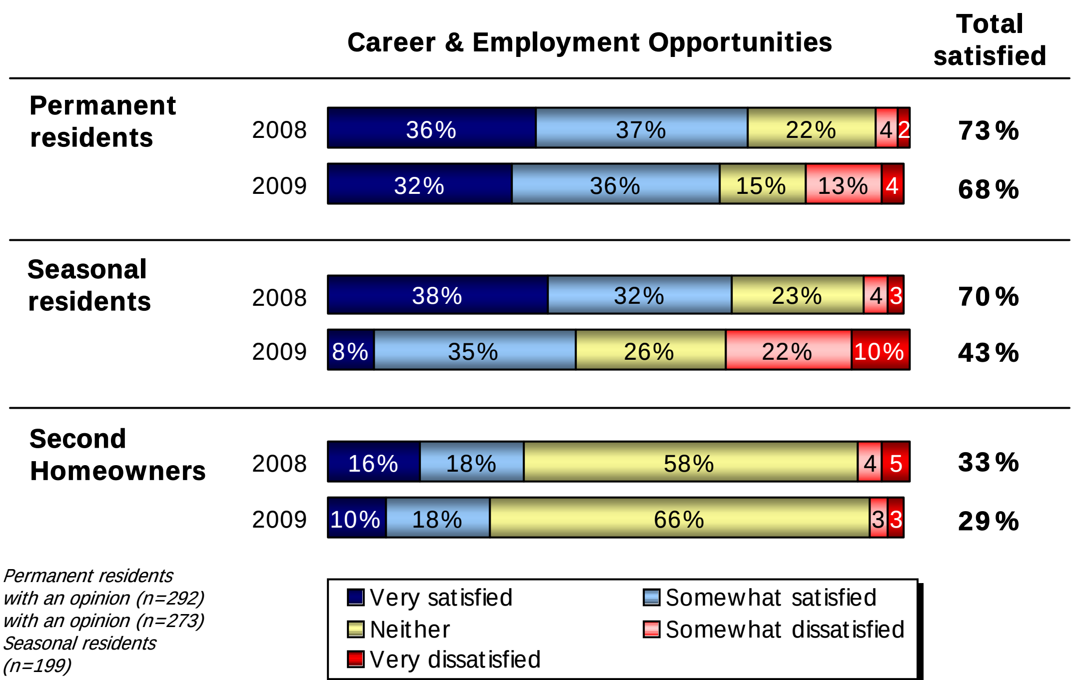
- Satisfaction is consistent amongst all seasonal residents.

Second Homeowners

- Satisfaction is consistent amongst all second homeowners.

2.8 Proportion of residents satisfied with Whistler for: "Career and employment opportunities"

- Two-thirds of permanent residents (68%).
- About four-in-ten seasonal residents (43%).
- Just less than one-third of all second homeowners (29%).



Base: Total Permanent residents 2008 with an opinion (n=292) 2009 with an opinion (n=273) Total Seasonal residents 2008 (n=199) 2009 with an opinion (n=195) Total Second Homeowners 2008 (n=168) 2009 with an opinion (n=115)

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

Permanent Residents

- While the proportion of those satisfied remains statistically unchanged a significant increase occurs in the proportion dissatisfied. Those more likely to be satisfied include those living in Whistler at least 5 years or more (73% vs. 58% of those living there less than 5 years).

Seasonal Residents

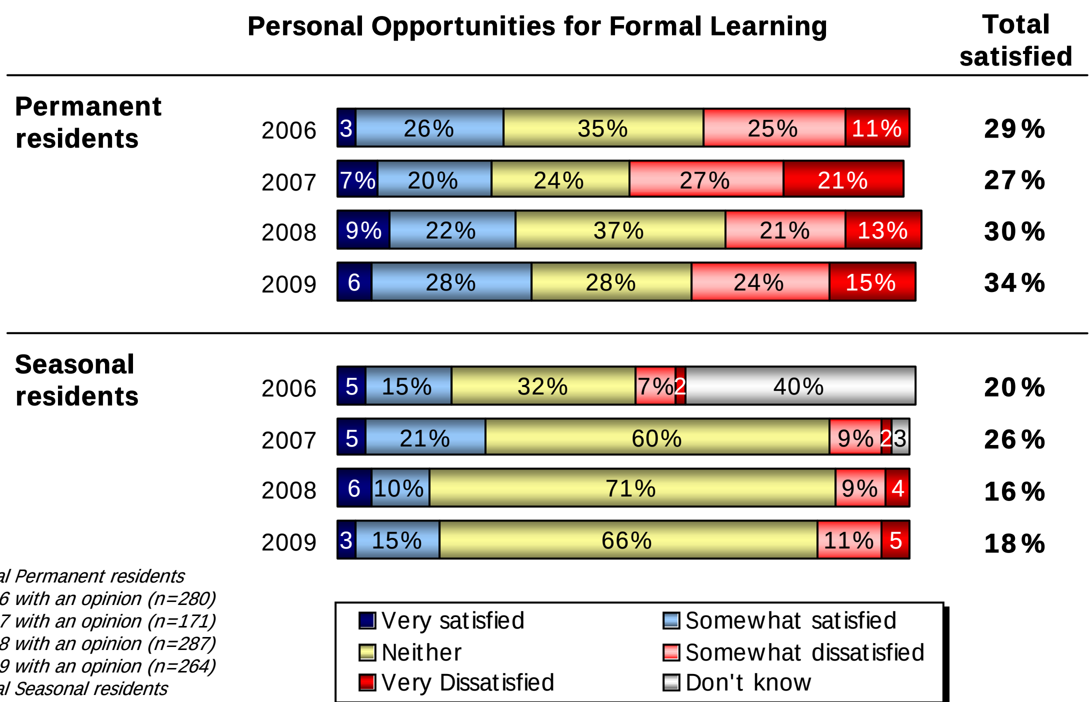
- Satisfaction declines significantly amongst seasonal residents, with about one-third now expressing dissatisfaction. This level of dissatisfaction is generally consistent amongst all seasonal residents. Those without a post secondary education are currently more likely to be satisfied than those with (58% vs. 39% respectively).

Second Homeowners

- Once again the majority of second homeowners remain neutral on the topic or have no opinion.

2.9 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"

- One-third of all permanent residents (34%).
- Less than one-in-five seasonal residents (18%).



Base: Total Permanent residents
2006 with an opinion (n=280)
2007 with an opinion (n=171)
2008 with an opinion (n=287)
2009 with an opinion (n=264)
Total Seasonal residents
2006 (n=200)
2007 (n=208)
2008 with an opinion (n=182)
2009 with an opinion (n=186)

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

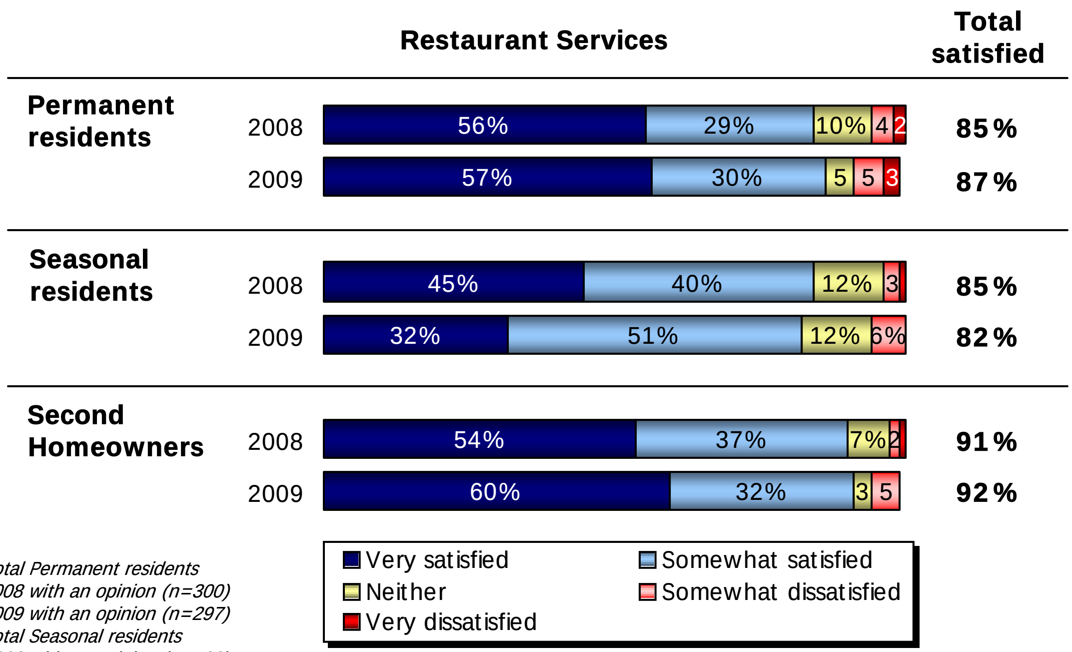
- Overall satisfaction amongst permanent residents is consistent with a year ago with no significant difference between segments.

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.

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

- More than eight-in-ten permanent residents (87%).
- About eight-in-ten seasonal residents (82%).
- About nine-in-ten second homeowners (92%).



Base: Total Permanent residents
2008 with an opinion (n=300)
2009 with an opinion (n=297)
Total Seasonal residents
2008 with an opinion (n=199)
2009 with an opinion (n=198)
Total Second Homeowners
2008 with an opinion (n=204)
2009 with an opinion (n=197)

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

Permanent Residents

- Once again more than half of all permanent residents are 'very' satisfied with current restaurant services; this high satisfaction level is consistent amongst most demographic subgroups, but particularly high among single residents without children (94%) and those with a post-secondary education (89%).

Seasonal Residents

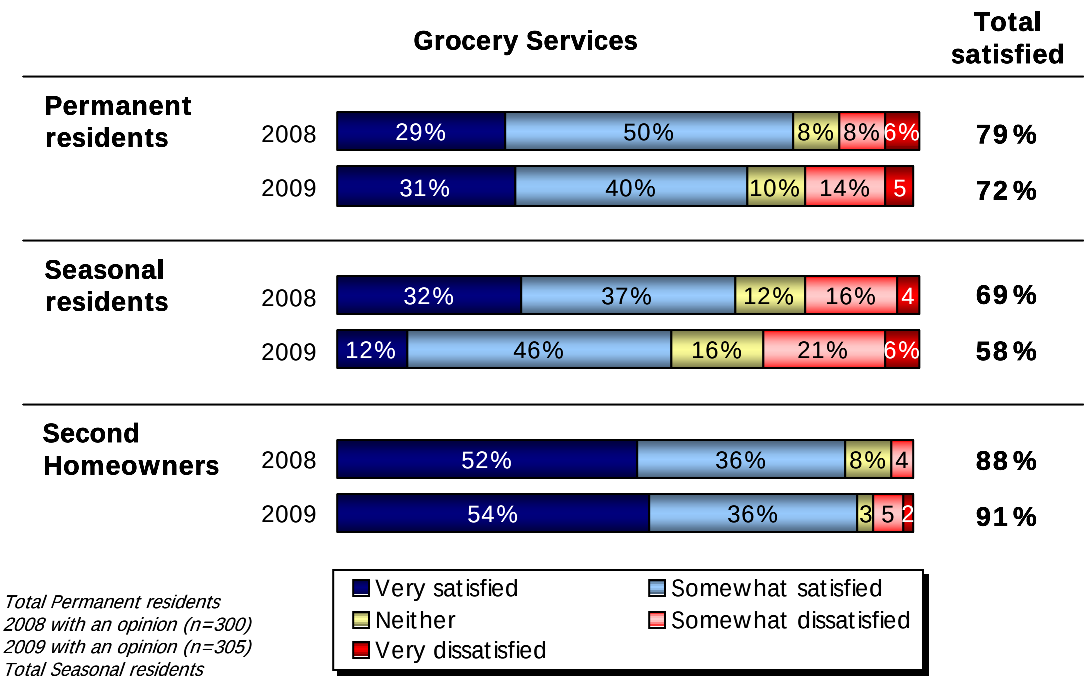
- Satisfaction is consistent amongst all seasonal residents.

Second Homeowners

- Satisfaction is consistent amongst all second homeowners.

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

- About seven-in-ten permanent residents (72%).
- More than half of all seasonal residents (58%).
- Nine-in-ten second homeowners (91%).



Base: Total Permanent residents 2008 with an opinion (n=300) 2009 with an opinion (n=305) Total Seasonal residents 2008 with an opinion (n=200) 2009 with an opinion (n=201) Total Second Home owners 2008 with an opinion (n=204) 2009 with an opinion (n=199)

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

Permanent Residents

- With satisfaction falling compared with a year ago, those less likely to be satisfied with grocery services include females (64% satisfied vs. 78% of males) and newer residents of less than 5 years (57% vs. 79% of more established residents).

Seasonal Residents

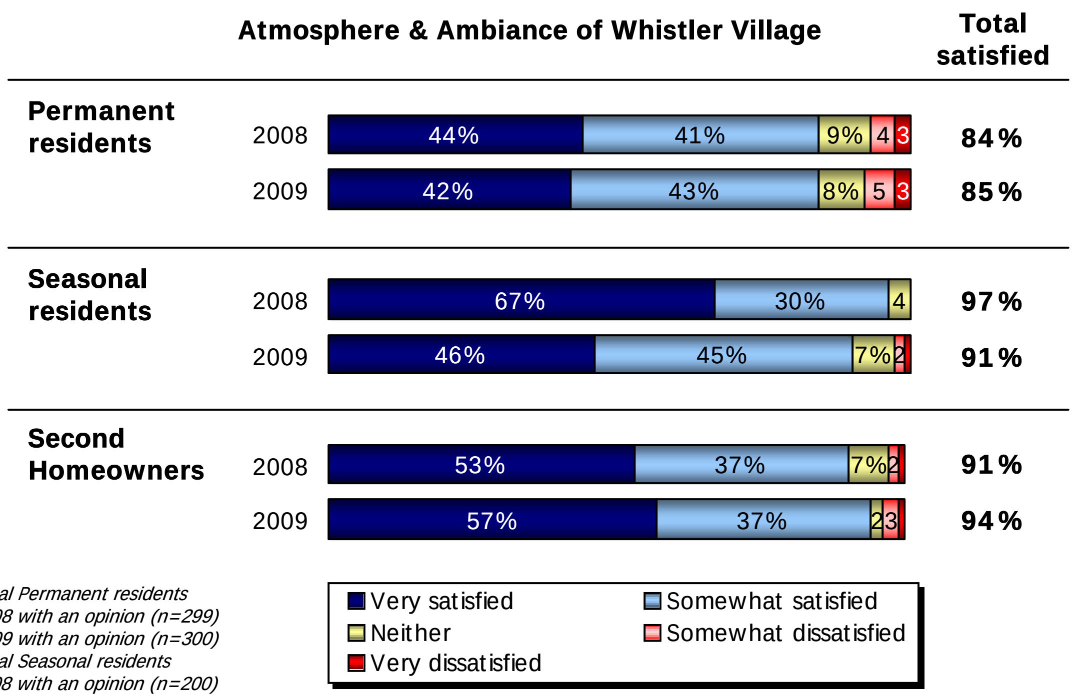
- The significant decline in satisfaction among seasonal residents is accompanied by a directional increase in the proportion expressing dissatisfaction; this is generally consistent amongst all seasonal residents.

Second Homeowners

- Satisfaction is consistent amongst most second homeowners, with those 55 years or older somewhat more satisfied than those younger than 55 (94% vs. 83% respectively).

2.12 Proportion of residents satisfied with Whistler for: "Atmosphere and Ambiance of Whistler Village"

- More than eight-in-ten permanent residents (85%).
- Nine-in-ten seasonal residents (91%).
- More than nine-in-ten second homeowners (94%).



Base: Total Permanent residents 2008 with an opinion (n=299) 2009 with an opinion (n=300) Total Seasonal residents 2008 with an opinion (n=200) 2009 with an opinion (n=200) Total Second Homeowners 2008 with an opinion (n=204) 2009 with an opinion (n=199)

Q.12) How satisfied are you with the following aspects of life in Whistler? "Atmosphere & Ambiance of Whistler Village"

Permanent Residents

- The majority of residents continue to be at least somewhat satisfied with the atmosphere and ambiance of Whistler Village, with more than 4-in-10 'very satisfied'; younger residents are somewhat more likely to express satisfaction (90% of those 18 to 34 years vs. 81% of those 35+).

Seasonal Residents

- While little dissatisfaction is expressed among seasonal residents with regards to the atmosphere and ambiance of Whistler Village, the proportion satisfied overall and particularly those 'very' satisfied falls significantly.

Second Homeowners

- Unchanged from a year ago, most second homeowners express satisfaction with the atmosphere and ambiance of Whistler Village, with more than half 'very' satisfied; those 55 years or older are more likely to be satisfied than their younger counterparts (97% vs. 89% respectively).

2.13 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 that was tested 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 a number 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, they do not correlate strongly with overall satisfaction. This might be explained by considering 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 so less likely to impact their overall satisfaction.

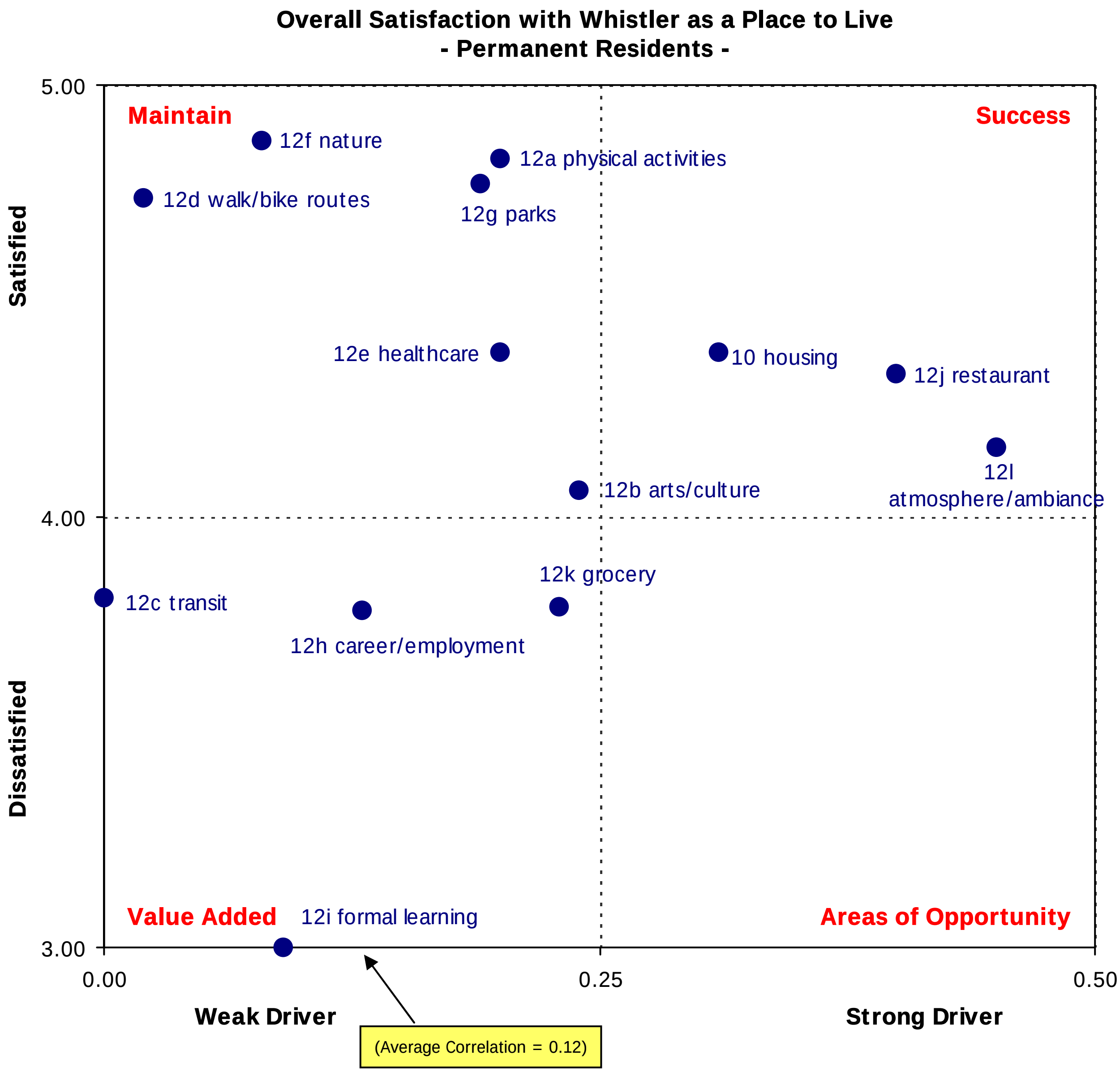
What this suggests is that there exist other particular aspects of life, areas of the community or perhaps personal relationships that exert a stronger impact on broader satisfaction levels than many of those tested here. Currently however we find the following:

Permanent Residents

- Success: Of the aspects of life in Whistler tested we find the strongest correlation exists with permanent residents' current housing arrangements, restaurant services and atmosphere and ambiance of Whistler Village, all of which have strong levels of satisfaction.
- Opportunity: This year those aspects with which residents are least satisfied, transit services, career and employment opportunities and grocery services, do not exhibit a strong correlation with overall satisfaction. Of the three, the aspect most likely to correlate with satisfaction in general appears to be grocery services.
- Residents are generally satisfied with all other aspects tested, which exhibit a relatively weak correlation with overall satisfaction.

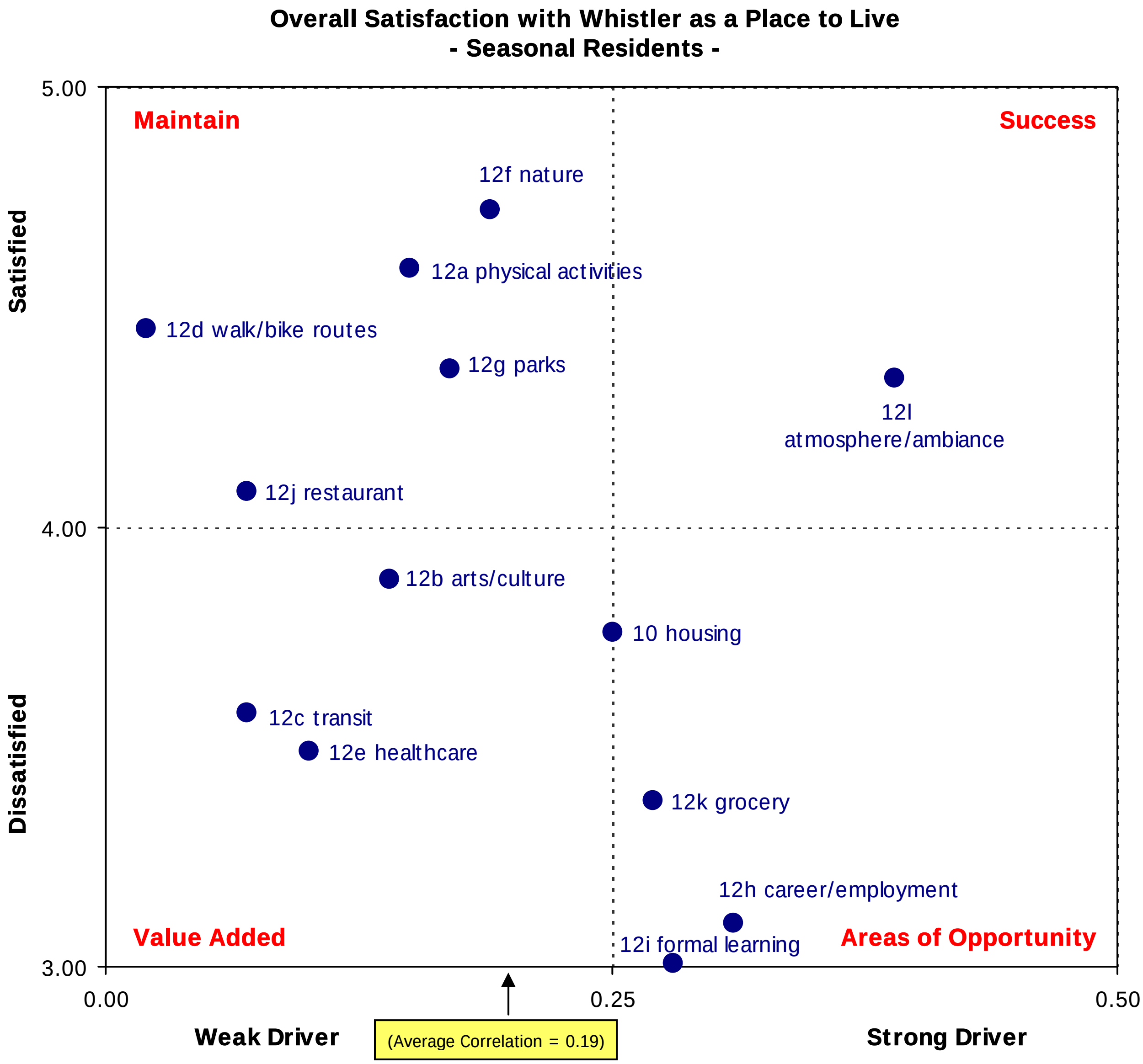
Seasonal Residents

- Success: Once again strongest correlation is with the atmosphere and ambiance of Whistler Village, with which most are satisfied.
- Opportunity: This year, those aspects of life in Whistler that appear to correlate more strongly with overall satisfaction, and with which seasonal residents are less satisfied include satisfaction with their current housing arrangements, career and employment opportunities, personal opportunities for formal learning and grocery services.
- Value Add: While generally less satisfied with them, the selection of arts and cultural events, local transit services and healthcare services correlate weakly with overall satisfaction.
- Maintain: Also exhibiting a weak correlation with overall satisfaction, though aspects with which seasonal residents appear more satisfied, include opportunities for recreational activities, walking and biking routes, access to nature and local parks and restaurant services.



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. Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park
12h. Career and employment opportunities
12i. Personal opportunities for formal learning
12j. Restaurant services
12k. Grocery services
12l. Atmosphere and ambiance of Whistler Village



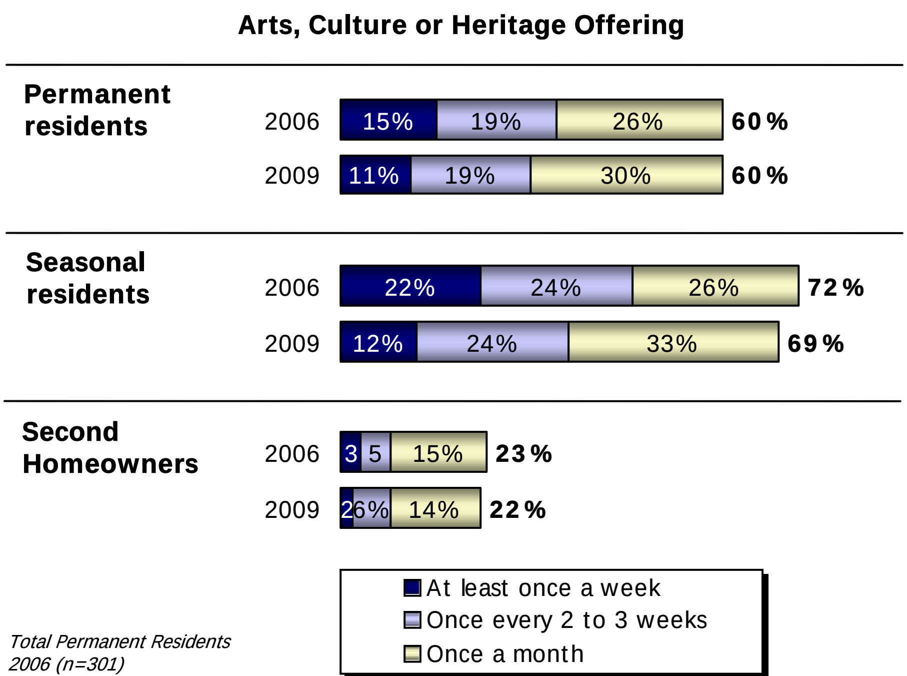
Legend:

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. Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park
12h. Career and employment opportunities
12i. Personal opportunities for formal learning
12j. Restaurant services
12k. Grocery services
12l. Atmosphere and ambiance of Whistler Village

3. Arts, Culture and Recreation

3.1 Proportion of residents attending any arts, culture or heritage offering at least once a month

- Six-in-ten permanent residents (60%).
- About seven-in-ten seasonal residents (69%).
- About one-in-five second home owners (22%).



Base: Total Permanent Residents 2006 (n=301) 2009 (n=305) Total Seasonal Residents 2006 (n=200) 2009 (n=201) Total Second Homeowners 2006(n=200) 2009 (n=200)

Q.13a-c) How often do you attend the following types of arts and cultural events or displays in whistler?

Permanent Residents

- Consistent with 2006, likely to attend arts and cultural events or displays "more often" include those aged younger than 35, newer residents (living less than 5 years in Whistler), renters and those without children at home.

Seasonal Residents

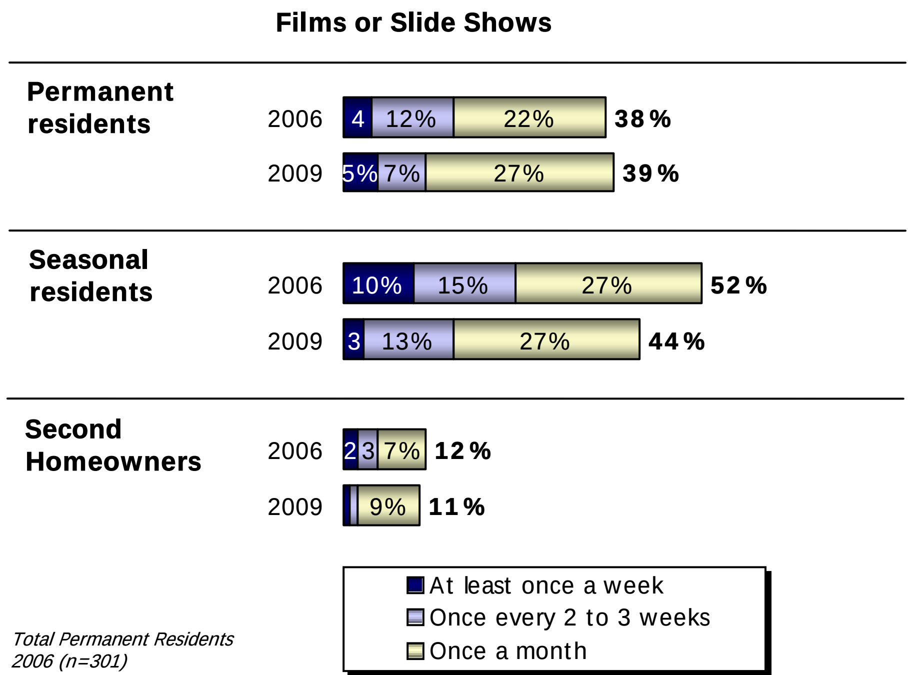
- With somewhat less frequency overall compared with 2006, this level of participation is generally consistent amongst all seasonal residents.

Second Homeowners

- Unchanged from 2006, these results are also generally consistent amongst all second homeowners.

3.2 *Proportion of residents attending films or slide shows*

- More than one-third of permanent residents do so at least once a month or more often (39%).
- About four-in-ten seasonal residents do so at least once a month (44%).
- About one-in-ten second home owners do so once a month or more (11%).



Base: Total Permanent Residents 2006 (n=301) 2009 (n=305) Total Seasonal Residents 2006 (n=200) 2009 (n=201) Total Second Homeowners 2006(n=200) 2009 (n=200)

Q.13a) How often do you attend the following types of arts and cultural events or displays in whistler? A) Films or slide shows

Permanent Residents

- Likely to attend films or slide shows "less often" include males, those aged 35 years or older, longer term residents, home owners and those without post secondary education.

Seasonal Residents

- Down only directionally from about half in 2006, this level of participation is consistent amongst all seasonal residents.

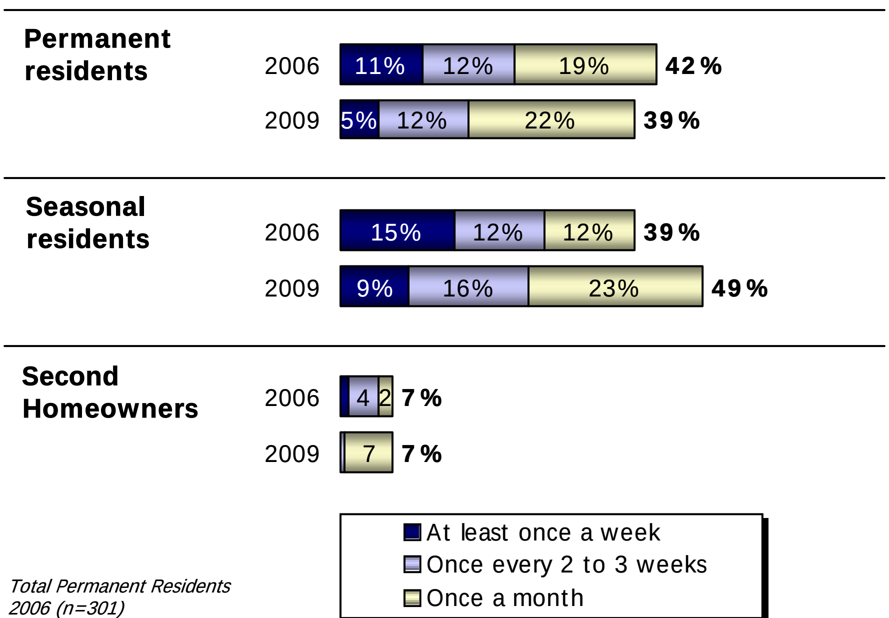
Second Homeowners

- Unchanged from 2006, this is also consistent amongst all second homeowners.

3.3 *Proportion of residents attending live music/concerts, live theatre, dance performances or literary events*

- More than one-third of permanent residents do so at least once a month or more often (39%).
- About half of all seasonal residents do so at least once a month (49%).
- Less than one-in-ten second home owners do so once a month or more (7%).

Live Music/Concerts, Live theatre, Dance Performances or Literary Events



Base: Total Permanent Residents 2006 (n=301) 2009 (n=305) Total Seasonal Residents 2006 (n=200) 2009 (n=201) Total Second Homeowners 2006(n=200) 2009 (n=200)

Q.13b) How often do you attend the following types of arts and cultural events or displays in whistler? B) Live music/ concerts, live theatre, dance performances or literary events

Permanent Residents

- Likely to attend live music or performances "less often" include those aged 35 years or older, longer term residents and those without post secondary education.

Seasonal Residents

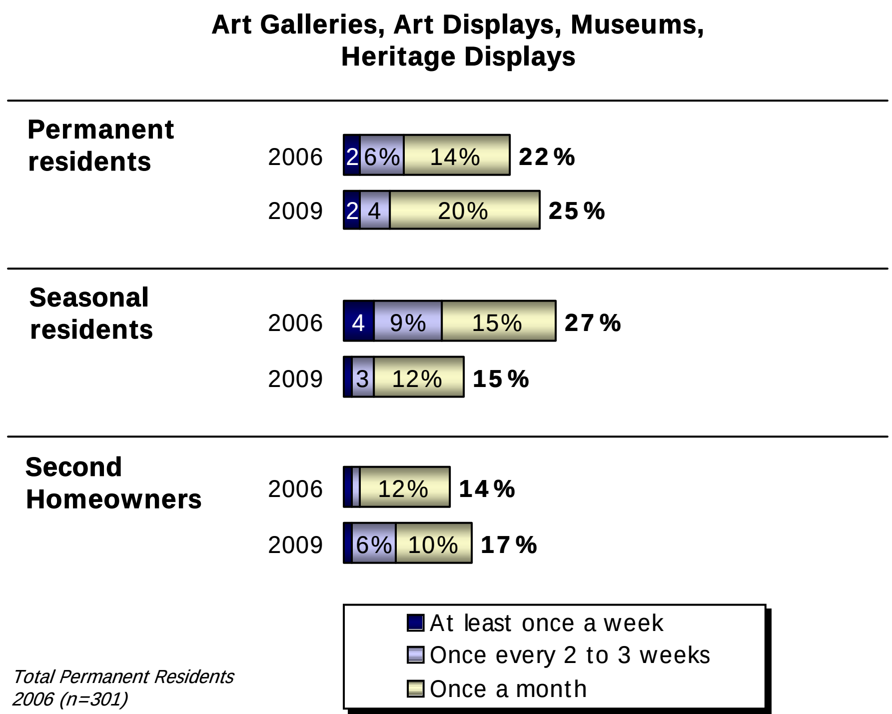
- Up directionally from about four-in-ten in 2006, this level of participation is consistent amongst all seasonal residents.

Second Homeowners

- Unchanged from 2006, this level of participation is also consistent amongst most second homeowners, with males more likely to attend such events at least once a month compared with females (10% vs. 3% respectively).

3.4 Proportion of residents attending art galleries, art displays, museums or heritage displays

- About one-quarter of permanent residents do so at least once a month or more (25%).
- Less than one-in-five seasonal residents do so at least once a month (15%).
- Total of 17% of second home owners do so once a month or more.



Base: Total Permanent Residents 2006 (n=301) 2009 (n=305) Total Seasonal Residents 2006 (n=200) 2009 (n=201) Total Second Homeowners 2006(n=200) 2009 (n=200)

Q.13c) How often do you attend the following types of arts and cultural events or displays in whistler?
C) Art galleries, art displays, museums or heritage displays

Permanent Residents

- Likely to attend galleries, museums or heritage displays "less often" include longer term residents (5 or more years) and those without post secondary education.

Seasonal Residents

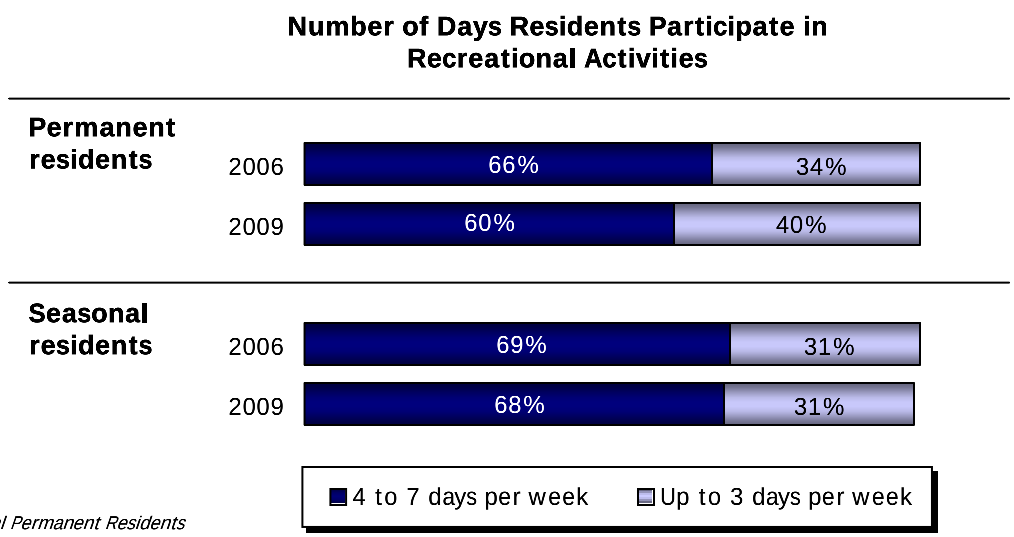
- Down significantly from more than one-quarter in 2006, this level of participation is consistent amongst all seasonal residents.

Second Homeowners

- This is also consistent amongst all second homeowners.

3.5 *Proportion of residents participating in physical recreational activities on more than three days a week*

- Six-in-ten permanent residents (60%).
- Two-thirds of seasonal residents (68%).



Base: Total Permanent Residents 2006 (n=301) 2009 (n=305) Total Seasonal Residents 2006 (n=200) 2009 (n=201)

Q.14) Approximately how many days during the typical week do you participate in some form of recreational physical activities or exercise such as skiing, weight training, cycling, aerobics, hiking, team sports etc.: If less than once per week, please let me know.

Permanent Residents

- On average permanent residents spend about four days a week participating in some form of physical, recreational activity, consistent amongst all demographic sub-groups.

Seasonal Residents

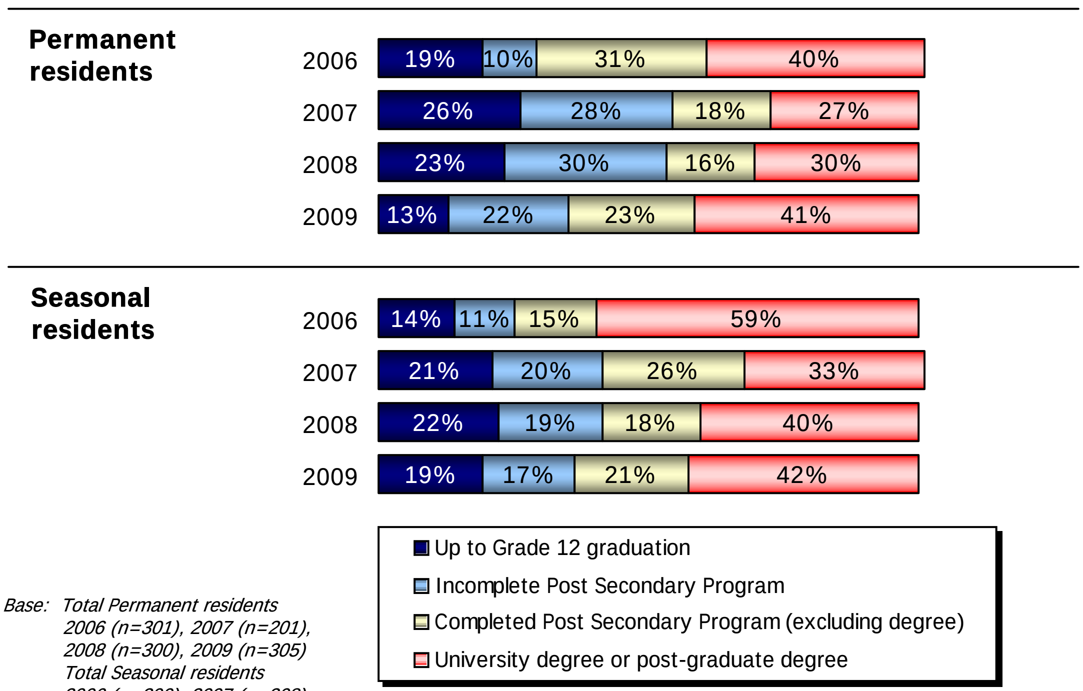
- Seasonal residents average the same numbers of days per week as permanent residents (4.3) which is also consistent amongst all segments.

4. Education and Employment

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

- More than six-in-ten permanent residents (64%).
- More than six-in-ten seasonal residents (63%).

Highest Level of Completed Education



Base: Total Permanent residents 2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305) Total Seasonal residents 2006 (n=200), 2007 (n=208), 2008 (n=206), 2009 (n=201)

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

Permanent Residents

- With a significant increase from a year ago, this proportion is similar to that seen in 2006. 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 (21% vs. 5%), while educational attainment is otherwise generally consistent across all groups.

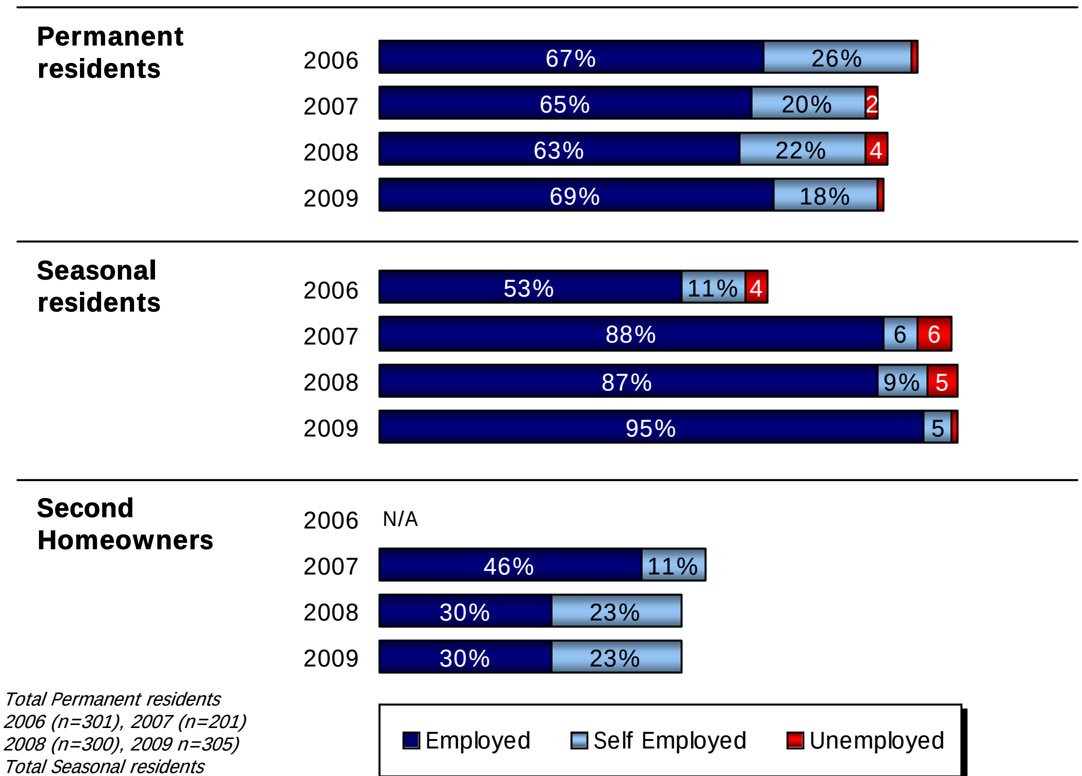
Seasonal Residents

- With no change from a year ago, educational attainment among seasonal residents is generally consistent across all groups.

4.2 *Proportion of residents currently unemployed*

- A total of just 1% of permanent residents is currently unemployed and seeking work.
- A total of just 1% of seasonal residents is also currently unemployed and seeking work.

Employment Status



Base: Total Permanent residents 2006 (n=301), 2007 (n=201) 2008 (n=300), 2009 n=305) Total Seasonal residents 2006 (n=200), 2007 (n=208) 2008 (n=200), 2009 (n=201) Total Second Homeowners 2006 (N/A), 2007 (n=201) 2008 (n=206), 2009 (n=200)

Q.3) Are you currently :

Permanent Residents

- Consistent with previous measures, approximately two-thirds of permanent residents (69%) are currently employed for pay with an additional 18% who say they are self-employed; 8% are retired, also consistent with a year ago.
- Those who are self-employed are more likely to include long term residents (11+ years), those who are aged 35 years or older, homeowners and those with a family.

Seasonal Residents

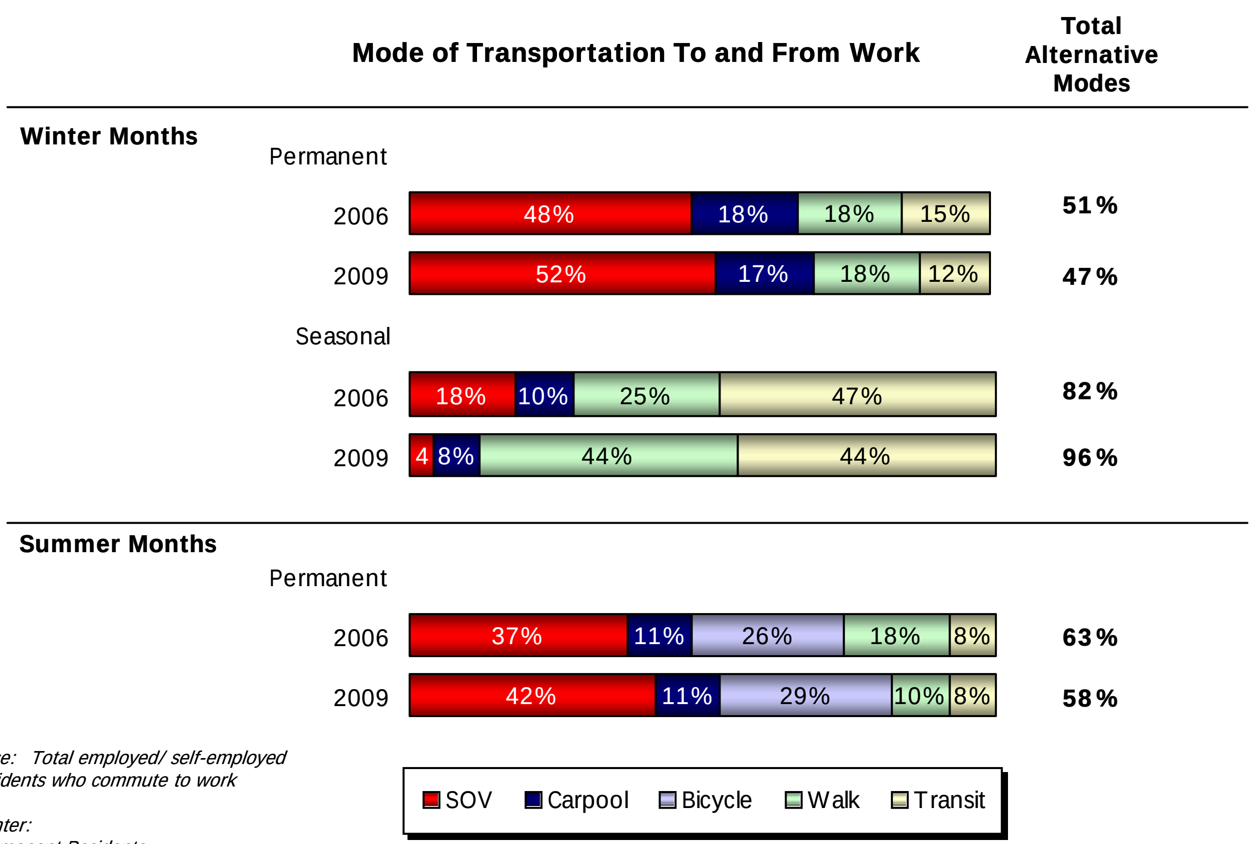
- Increasing significantly from a year ago, this year more than nine-in-ten seasonal residents are currently employed (95% vs. 87% a year ago), with almost 5% more who are self employed. Just 1% is not working but seeking employment.

Second Homeowners

- No change occurs in the employment status of second homeowners, with just over half employed or self employed (53%) and four-in-ten retired.

4.3 Proportion of Whistler commuters travelling to work via alternatives modes of transportation such as carpool, public transit, walking or biking

- Almost half of all permanent residents during the winter months (47%) and more than half during the summer months (58%).
- More than nine-in-ten seasonal residents during the winter season (96%).



Base: Total employed/ self-employed residents who commute to work

Winter:
Permanent Residents
2006 (n=263), 2009 (n=250)
Seasonal Residents
2006 (n=113), 2009 (n=188)

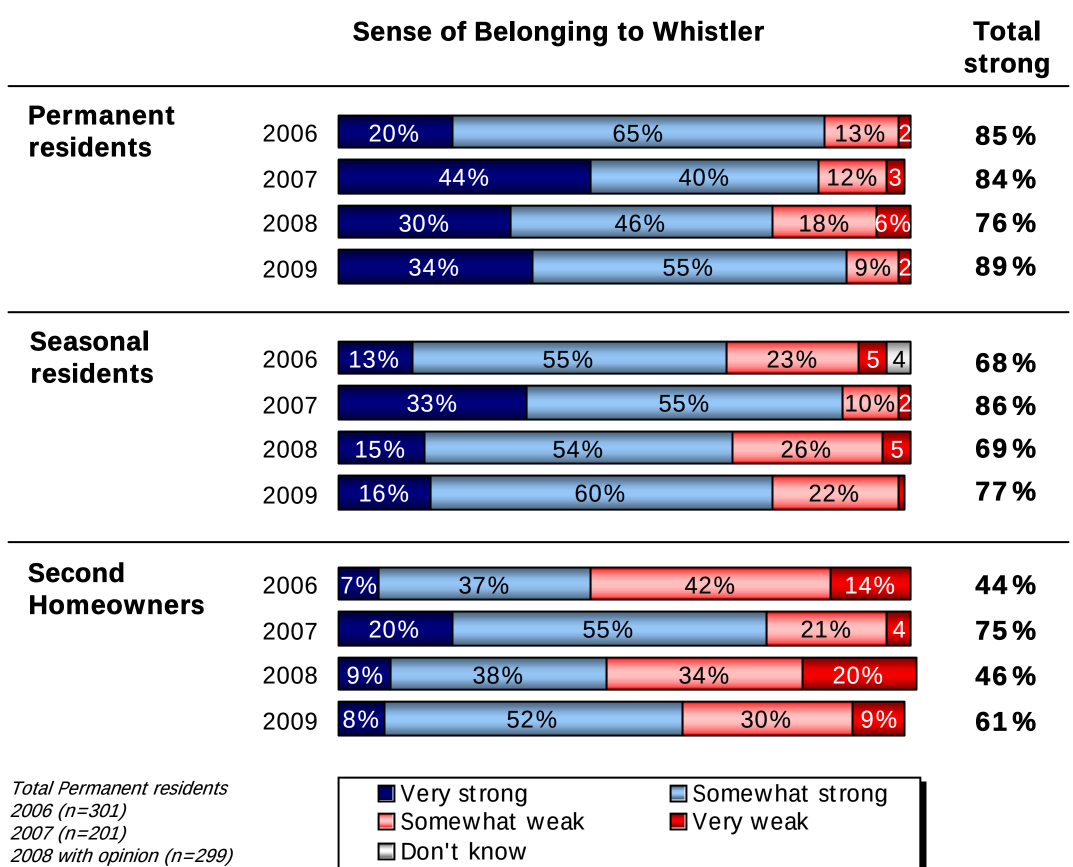
Summer:
Permanent Residents
2006 (n=251), 2009 (n=242)

Q.34) What mode of transportation do you tend to use most often to travel to and from work in Whistler during the winter/summer months?

5. Community Living and Decision Making

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

- About nine-in-ten permanent residents (89%).
- Three-quarters of all seasonal residents (77%).
- Six-in-ten second homeowners (61%).



Base: Total Permanent residents
2006 (n=301)
2007 (n=201)
2008 with opinion (n=299)
2009 with opinion (n=303)
Total Seasonal residents
2006 (n=200)
2007 with opinion (n=204)
2008 with opinion (n=198)
2009 with opinion (n=201)
Total Second Homeowners
2006 with opinion (n=194)
2007 with opinion (n=195)
2008 with opinion (n=205)
2009 with opinion (n=195)

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

Permanent Residents

- The proportion of residents feeling a strong sense of belonging increases significantly from a year ago (89% up from 76% a year ago). Generally, home owners and those with a family are more likely to have a 'strong' sense of belonging, while those 35 years and older and those who have lived longer in Whistler (11 or more years) are also more likely to say they have a 'very strong' sense of belonging.

Seasonal Residents

- With a directional increase from a year ago, three-quarters of all seasonal residents feel a strong sense of belonging in Whistler, with females more likely than males to express this (82% vs. 70% respectively).

Second Homeowners

- The proportion of second homeowners expressing a strong feeling of belonging increases significantly compared to a year ago, but not quite reaching the high of 2007 (61% currently vs. 75% in 2007).

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

- **Housing** (cumulative mentions) is the leading issue of importance for all residents, (though of equal importance with operational concerns for second homeowners).
- **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					
	Permanent Residents		Seasonal Residents		Second Homeowners	
	2008 (301) %	2009 (305) %	2008 (200) %	2009 (201) %	2008 (200) %	2009 (200) %
Housing (Net)	**45**	**41**	**45**	**49**	**22**	**19**
Lack of employee housing	11	5▼	24	6▼	13	11
Lack of affordable housing	20	19	9	18▲	4	6
Housing (unspecified)	14	18	12	25▲	6	2▼
RMOW Operational Concerns	**16**	**17**	**5**	**5**	**15**	**20**
Taxes (unspecified)	4	1▼	1	1	5	3
RMOW spending/ allocation of taxes for services/ budget	4	7	2	1	2	2
Lack of community services	3	<1	1	-	1	1
Lack of accountability to the public by the RMOW council	2	3	-	-	1	2
Zoning regulations	1	1	1	-	4	4
Not keeping up with infrastructure demands	1	1	1	2	1	4△
Property taxes	1	1	-	-	1	4△
Improvements to garbage collection/ recycling	-	1	-	-	-	1
Too focused on tourism and not the needs of residents	<1	2	1	2	1	1
Environmental (Net)	**9**	**11**	**4**	**6**	**19**	**17**
Overdevelopment/ future growth plan	2	5▲	3	2	15	13
Environment	5	3	1	4△	3	2
Sustainability	3	3	1	1	2	3
Transportation (Net)	**4**	**2**	**6**	**6**	**10**	**9**
Need improvements to public transit	2	<1	5	4	2	1
Road maintenance	1	1	-	1	2	1
Charging for parking/ lack of free parking	-	1	1	-	3	2
Traffic congestion	<1	<1	1	-	2	2
Sea to Sky Hwy improvements/ need better access	1	-	-	-	2	3
Transportation (unspecified)	1	-	1	2	-	2

continued...

▲ Significantly higher △ Directionally higher ▼ Significantly lower ▽ Directionally lower

Important Issues Facing the Community

	First Mentions					
	Permanent Residents		Seasonal Residents		Second Homeowners	
	2008 (301) %	2009 (305) %	2008 (200) %	2009 (201) %	2008 (200) %	2009 (200) %
Other						
Cost of living	3	5	**10**	**11**	1	3
Concerns regarding the 2010 Olympics	3	6	3	2	2	4
Safety/ crime	-	<1	1	1	2	5
Need more recreational facilities	1	3	1	-	-	1
Healthcare	1	1	-	-	2	1
Employee shortage	2	-	1	-	1	-
Lack of employment options	<1	<1	-	6	-	-
Lack of childcare services	-	3	-	-	-	-
Education shortage of teachers/facilities	-	2	-	-	-	-
Arts & cultural events	-	1	-	-	-	1
Losing the Whistler ambiance	-	1	-	-	-	1
Not enough retail options for locals (i.e. London Drugs)	-	<1	-	1	-	-
Need another gas station	-	<1	-	-	-	-
Miscellaneous issues	4	3	6	3	4	5
None/ no issues	13	4▼	19	6▼	21	15
Don't know/ refused	<1	1	2	6	1	2

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?

▲ Significantly higher ▲ Directionally higher ▼ Significantly lower ▼ Directionally lower

Important Issues Facing the Community						
	Total Mentions					
	Permanent Residents		Seasonal Residents		Second Homeowners	
	2008 (301) %	2009 (305) %	2008 (200) %	2009 (201) %	2008 (200) %	2009 (200) %
Housing (Net)	**55**	**52**	**52**	**58**	**25**	**25**
Lack of employee housing	15	13	29	9▼	14	20
Lack of affordable housing	25	32△	11	29▲	5	12▲
Housing (unspecified)	20	24	16	32▲	7	4
RMOW Operational Concerns	**30**	**28**	**9**	**10**	**26**	**33**
Taxes (unspecified)	9	3▼	1	2	9	7
RMOW spending/ allocation of taxes for services/ budget	11	12	2	1	2	5
Lack of community services	8	1▼	3	-	1	2
Lack of accountability to the public by the RMOW council	5	7	-	2	6	6
Zoning regulations	1	2	1	1	7	7
Not keeping up with infrastructure demands	3	2	2	2	3	7△
Property taxes	2	2	-	-	2	5
Improvements to garbage collection/ recycling	1	4▲	1	3	2	4
Too focused on tourism and not the needs of residents	1	3	1	2	1	2
Environmental (Net)	**17**	**20**	**6**	**10**	**22**	**25**
Overdevelopment/ future growth plan	5	8	3	2	18	21
Environment	10	9	2	7▲	5	6
Sustainability	4	6	1	2	2	3
Transportation (Net)	**12**	**12**	**11**	**15**	**18**	**19**
Need improvements to public transit	4	2	8	10	3	4
Road maintenance	4	1▼	1	3	4	3
Charging for parking/ lack of free parking	2	6▲	2	1	5	5
Traffic congestion	1	2	1	-	4	5
Sea to Sky Hwy improvements/ need better access	2	1	-	1	3	5
Transportation (unspecified)	2	3	1	3	-	6

continued...

▲ Significantly higher △ Directionally higher ▼ Significantly lower ▽ Directionally lower

Important Issues Facing the Community

	Total Mentions					
	Permanent Residents		Seasonal Residents		Second Homeowners	
	2008 (301) %	2009 (305) %	2008 (200) %	2009 (201) %	2008 (200) %	2009 (200) %
Other						
Cost of living	10	9	**21**	27	3	11▲
Concerns regarding the 2010 Olympics	11	20▲	5	7	4	8△
Safety/ crime	1	3	1	2	4	9▲
Need more recreational facilities	2	5▲	2	1	2	4
Healthcare	2	1	1	1	2	3
Employee shortage	3	-	1	-	1	-
Lack of employment options	<1	6▲	1	15▲	-	2
Lack of childcare services	-	4	-	1	-	-
Education shortage of teachers/facilities	-	4	-		-	-
Arts & cultural events	-	2	-		-	1
Losing the Whistler ambiance	-	3	-	1	-	3
Not enough retail options for locals (i.e. London Drugs)	-	1	-	3	-	2
Need another gas station	-	1	-		-	2
Miscellaneous issues	11	7	14	5▼	14	9
None/ no issues	13	4▼	19	6▼	21	15
Don't know/ refused	<1	1	2	6	1	2

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?

▲ Significantly higher △ Directionally higher ▼ Significantly lower ▽ Directionally lower

Permanent Residents

- Concerns over housing continue to be most prominent for permanent residents, particularly among those currently renting, those under the age of 35 and who are newer to the community; the second most common issue, RMOW operational concerns, are more prominent amongst the older residents that own their own homes and have a family.

Seasonal Residents

- Among seasonal residents, the majority of whom also rent, housing is by far the most commonly noted issue currently facing Whistler, with all other issues, including *cost of living* as the next most important, sharing a distant second place; this year focus of specific housing comments appear to have shifted focus from the lack of employee housing to a lack of affordable housing.

Second Homeowners

- Although less of an obvious concern for second homeowners, housing is still recognized by more about one-in-five as the most important issue facing Whistler, though this year it is equalled by concerns about RMOW operations; concerns about the environment are also voiced by a similar proportion.

5.3 Proportion of community members who have participated in activities related to public input

Permanent Residents

- Almost all permanent residents have at least discussed community issues with friends, family or co-workers or read about community issues (95-97%).
- About half have talked to a council member, signed a petition or attended an open house (46-53%), with about one-quarter who have attended a council meeting (27%).
- Older, longer term residents who are homeowners tend to be more active.

Seasonal Residents

- Approximately three-quarters of all seasonal residents have at least discussed community issues with friends, family or co-workers or read about community issues (74-75%), while more than one-quarter have signed a petition (28%).

Second Homeowners

- About eight-in-ten second homeowners have at least discussed community issues with friends, family or co-workers or read about community issues (81-84%).
- One-in-five have talked to a council member or attended an open house (19-20%), while about one-in-ten have signed a petition.

Participated in Activities Related to Public Input

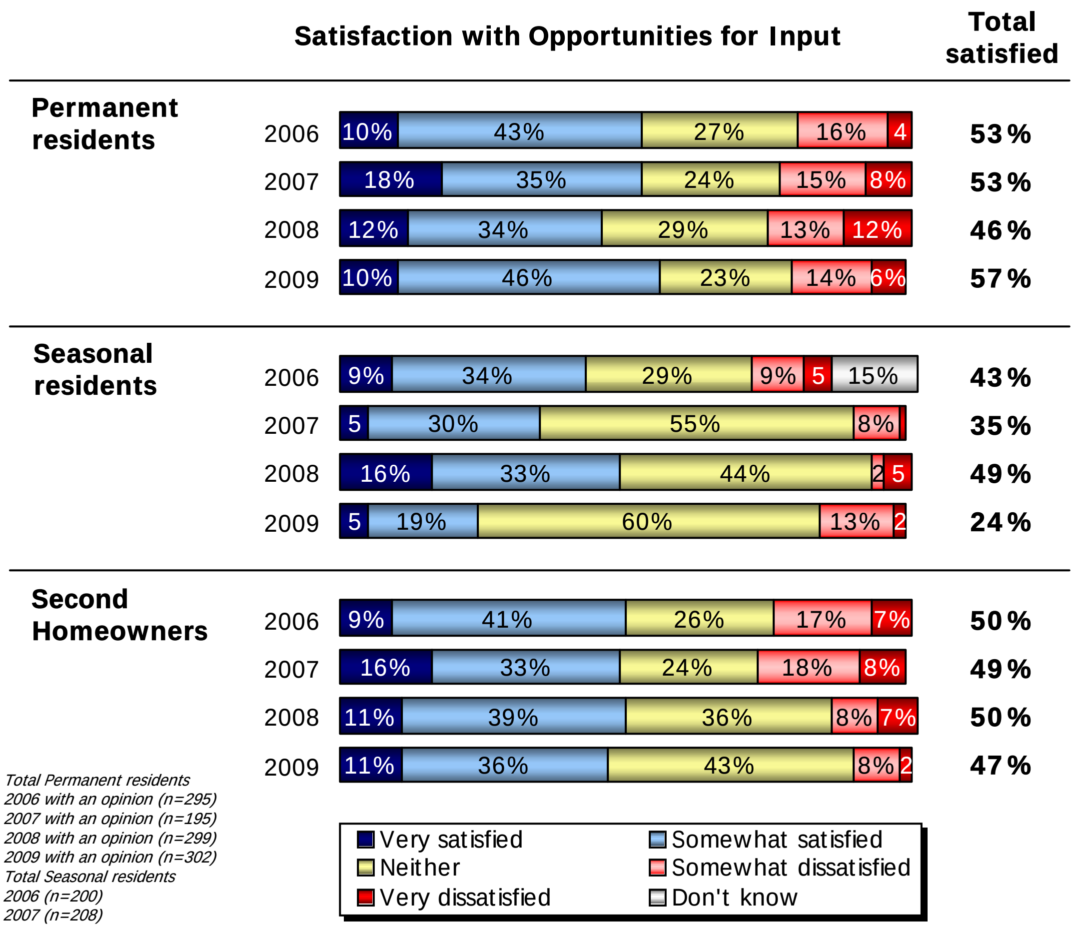
	Permanent Residents 2009 (305) %	Seasonal Residents 2009 (201) %	Second Homeowners 2009 (200) %
Discussed community issues with friends, family or co-workers	97	75	81
Read about community issues	95	74	84
Talked to a local council member	53	10	19
Signed a petition	46	28	13
Attended a public open house	46	10	20
Attended a council meeting	27	1	4
Participated on a Whistler 2020 task force or meeting	17	2	5
Wrote a letter to the editor	15	5	4
Wrote a letter/email to council	12	2	4
None of the above	<1	14	9

Q.22) Next, I will read a list of activities related to public input. Please indicate whether or not you have participated in them during the last year in Whistler. Have you:

▲ Significantly higher △ Directionally higher ▼ Significantly lower ▽ Directionally lower

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

- More than half of all permanent residents (57%).
- One-quarter of all seasonal residents (24%).
- Almost half of all second homeowners (47%).



Base: Total Permanent residents
2006 with an opinion (n=295)
2007 with an opinion (n=195)
2008 with an opinion (n=299)
2009 with an opinion (n=302)
Total Seasonal residents
2006 (n=200)
2007 (n=208)
2008 with an opinion & excludes those completed onsite (n=43)
2009 with an opinion (n=136)
Total Second Homeowners
2006 with an opinion (n=190)
2007 with an opinion (n=181)
2008 with an opinion (n=196)
2009 with an opinion (n=180)

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

Permanent Residents

- The proportion of residents currently satisfied increases significantly from a year ago, now more closely resembling the proportion seen 2006 and 2007.

Seasonal Residents

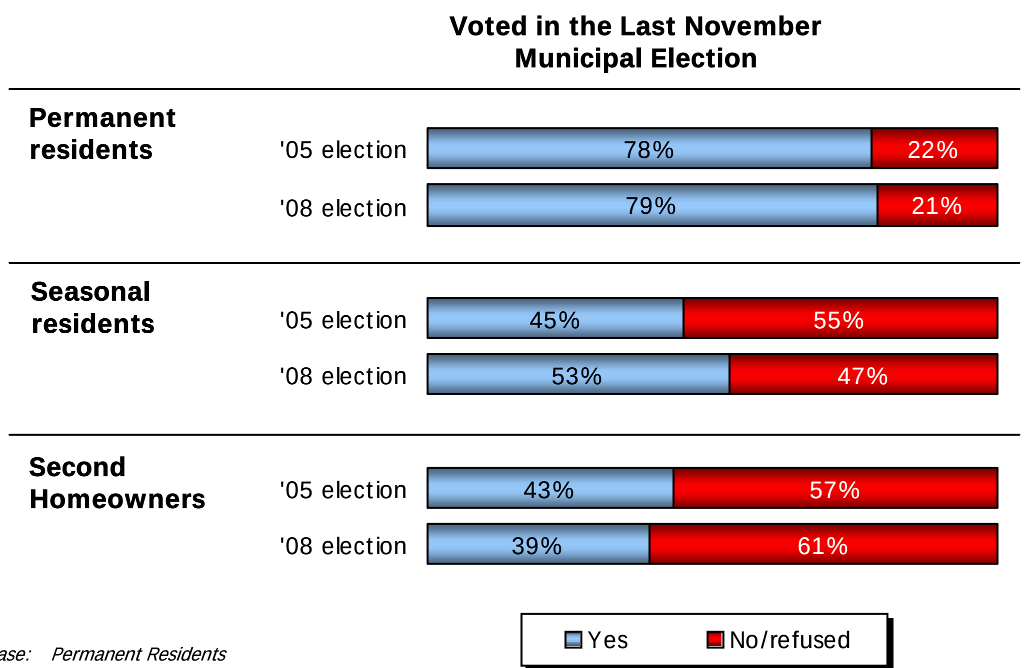
- This year the majority of seasonal residents are neither satisfied nor dissatisfied (60%), expressed consistently amongst all sub-groups. *(While the proportion of those satisfied is significantly down from a year ago it is important to note the small base of 2008 results which exclude onsite surveys, making the results in 2009 more comparable to those of 2007)*.

Second Homeowners

- The majority of second homeowners are either satisfied (47%) or neutral (43%), with the proportion expressing dissatisfaction falling significantly.

5.5 *Proportion of community members who voted in the last municipal election (among eligible voters)*

- Approximately eight-in-ten permanent residents (79%).
- More than half of all seasonal residents (53%).
- Four-in-ten second homeowners (39%).

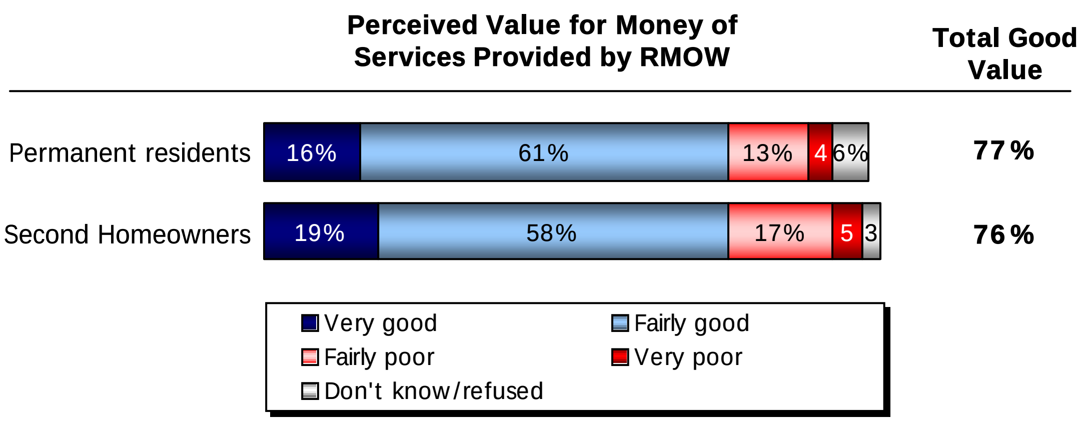


Base: Permanent Residents
Those eligible 2006 (n=267)
Those eligible 2009 (n=261)
Seasonal Residents
Those eligible 2006 (n=67)
Those eligible 2009 (n=36)
Second homeowners
Those eligible 2006 (n=115)
Those eligible 2009 (n=98)

Q.17a) Did you vote in the last Whistler municipal election in November [2005/2008]?

5.6 *Proportion of community members who perceive the services provided by RMOW to be good value for money*

- More than three-quarters of all permanent residents (77%).
- More than three-quarters of all second homeowners (76%).



Base: Permanent Residents 2009 (n=305) Second homeowners 2009 (n=200)

Q.2) As you may be aware, about one half of your property taxes goes to the municipality of Whistler and the other half goes to the provincial government. Thinking about all the services you receive from the town, would you say that over all you get good value or poor value for you r tax dollar? Very/fairly good or poor?

Permanent Residents

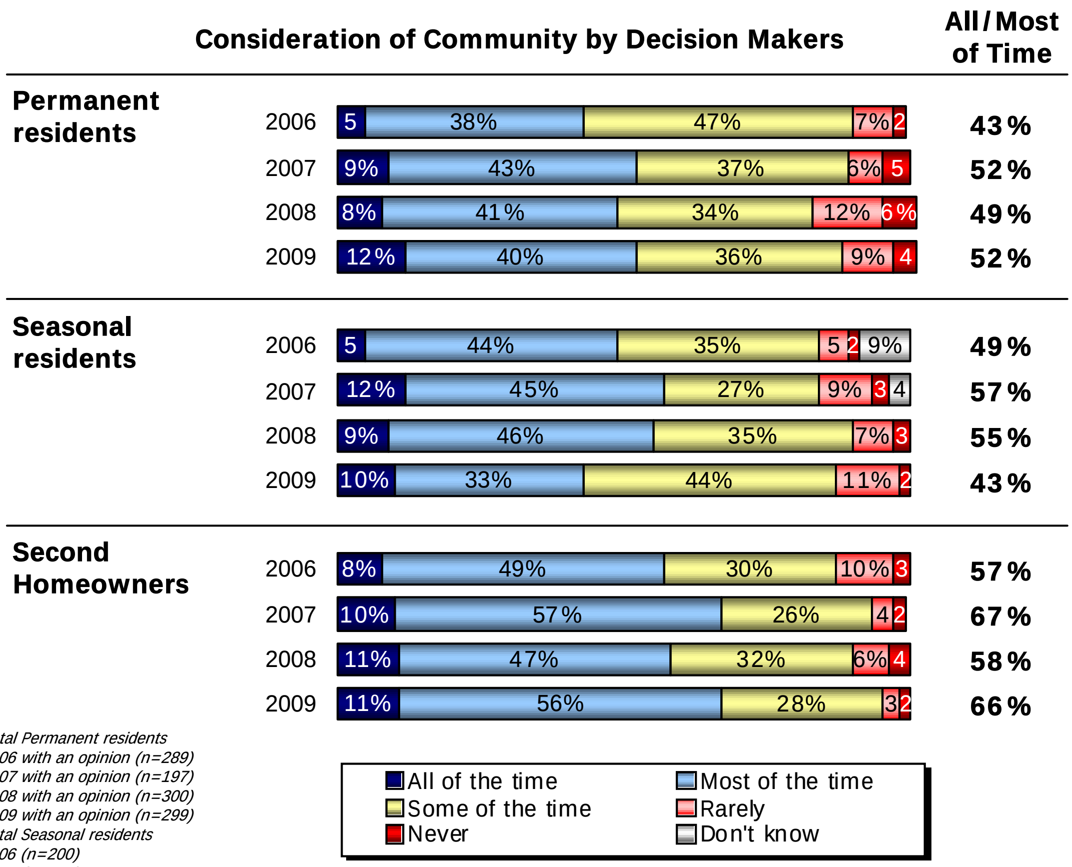
- This perception is consistent amongst all segments of permanent residents.

Second Homeowners

- This perception is consistent amongst all segments of second homeowners.

5.7 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 (52%).
- Less than half of all seasonal residents (43%).
- Two-thirds of all second homeowners (66%).



Base: Total Permanent residents
2006 with an opinion (n=289)
2007 with an opinion (n=197)
2008 with an opinion (n=300)
2009 with an opinion (n=299)
Total Seasonal residents
2006 (n=200)
2007 (n=208)
2008 with an opinion (n=159)
2009 with an opinion (n=145)
Total Second Homeowners
2006 with an opinion (n=192)
2007 with an opinion (n=177)
2008 with an opinion (n=197)
2009 with an opinion (n=187)

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

- Though not significantly different from a year ago, the increase in negativity recorded last year declines directionally. Newer residents (10 years or less in the community) and renters are somewhat more cynical in their perception of decision makers than their longer-term, home-owning counterparts.

Seasonal Residents

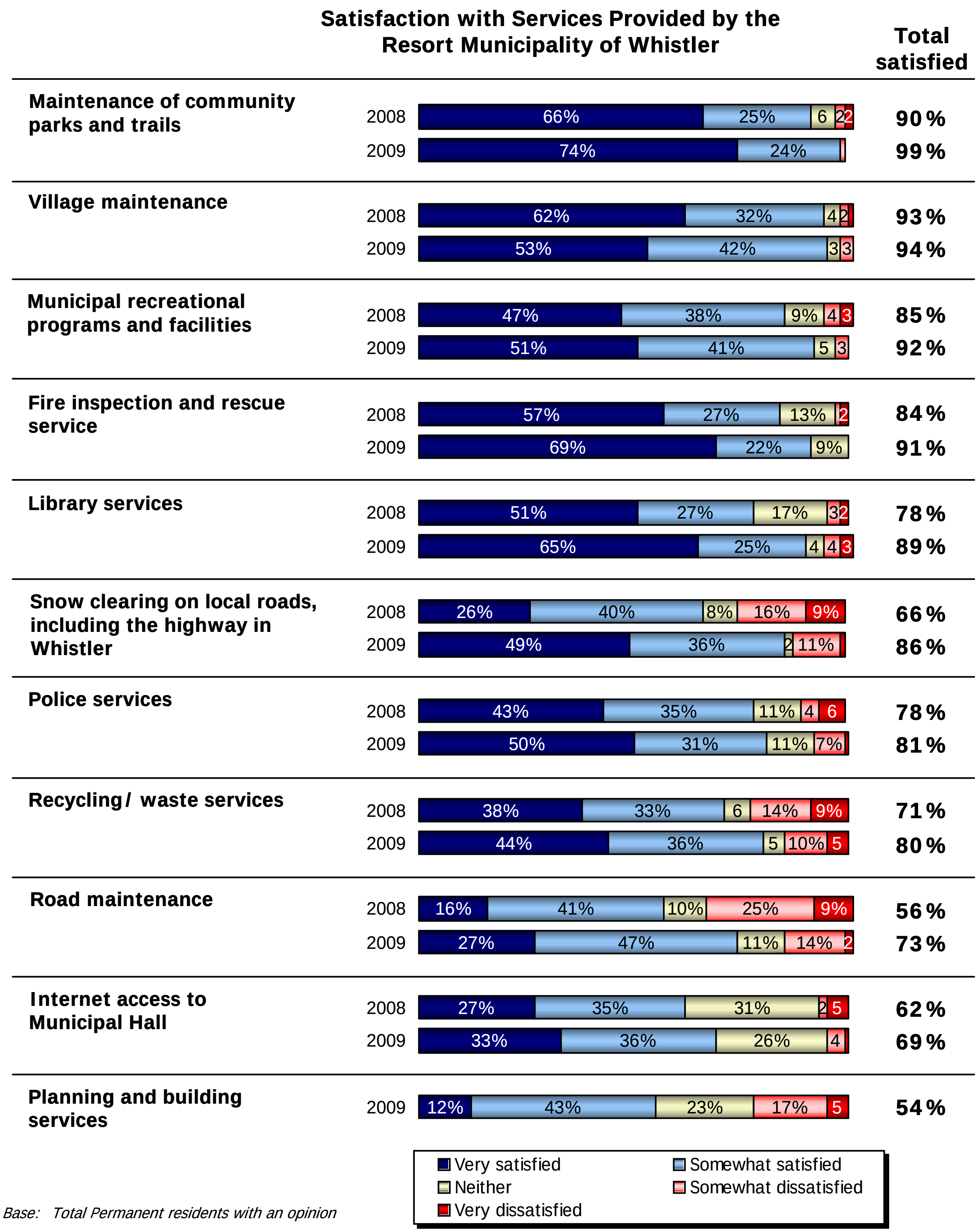
- The proportion of seasonal residents who perceive decisions are made all or most of the time with the community's best interests in mind falls significantly from a year ago, with an increase in those saying just "some of the time". There are also no demographic differences in responses among seasonal residents.

Second Homeowners

- With no significant change from a year ago there are also no demographic differences in responses among second homeowners.

6. Satisfaction with Services

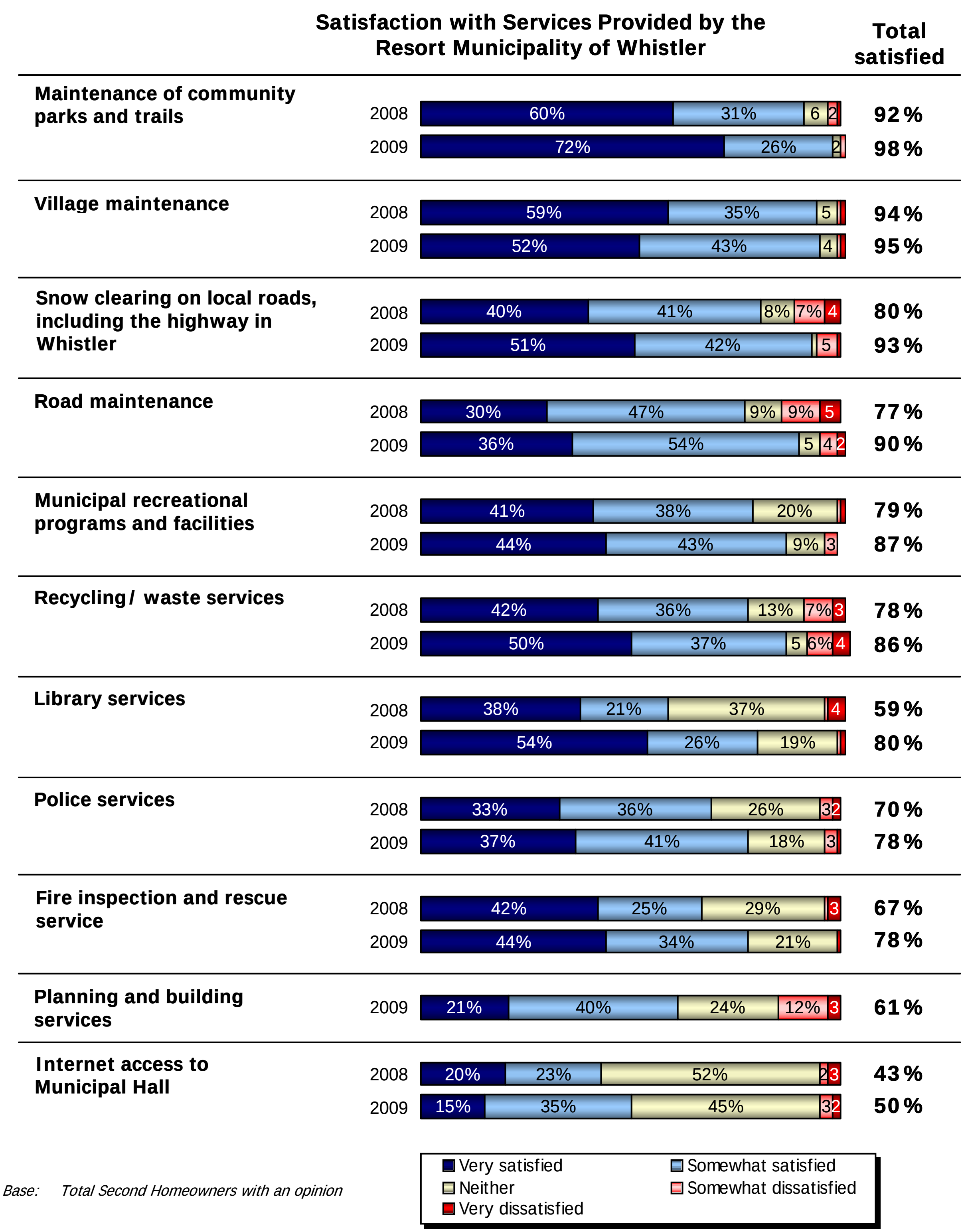
Summary of Permanent Residents Satisfied with Services Provided by RMOW



Base: Total Permanent residents with an opinion

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

Summary of Second Homeowners Satisfied with Services Provided by RMOW

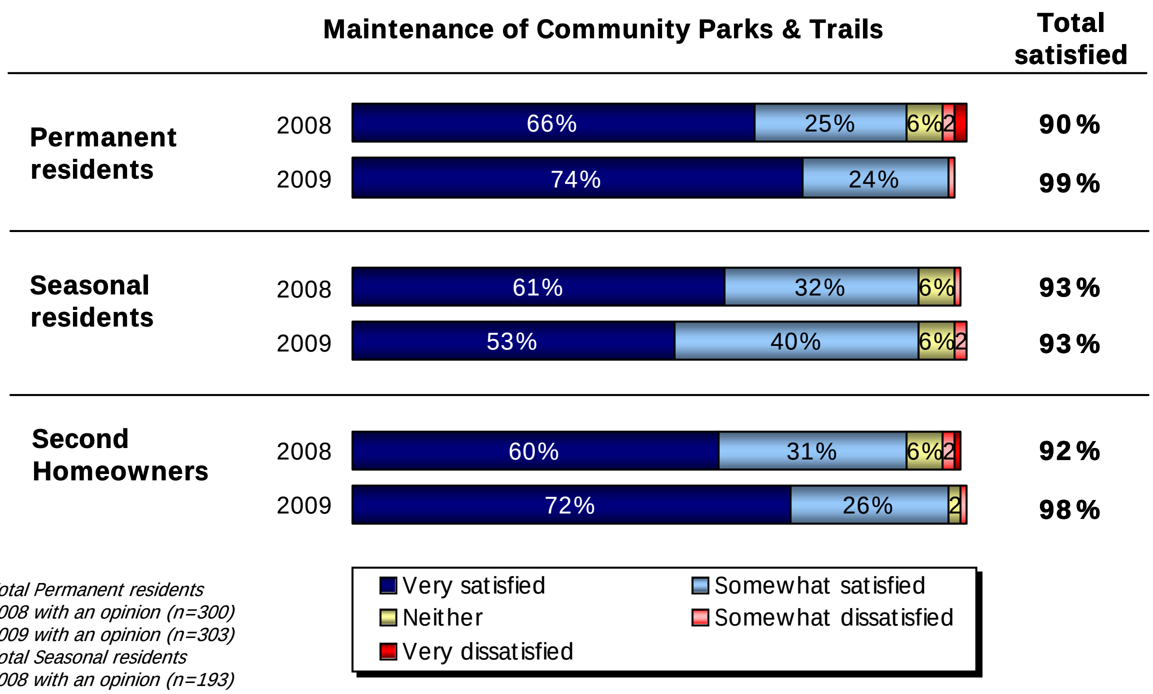


Base: Total Second Homeowners with an opinion

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"*

- Almost all permanent residents (99%).
- More than nine-in-ten seasonal residents (93%).
- Almost all second homeowners (99%).



Base: Total Permanent residents
2008 with an opinion (n=300)
2009 with an opinion (n=303)
Total Seasonal residents
2008 with an opinion (n=193)
2009 with an opinion (n=191)
Total Second Homeowners
2008 with an opinion (n=202)
2009 with an opinion (n=198)

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

- Increasing significantly from a year ago, almost all permanent residents are satisfied with the up-keep of Whistler's community parks and trails, with three-quarters 'very' satisfied.

Seasonal Residents

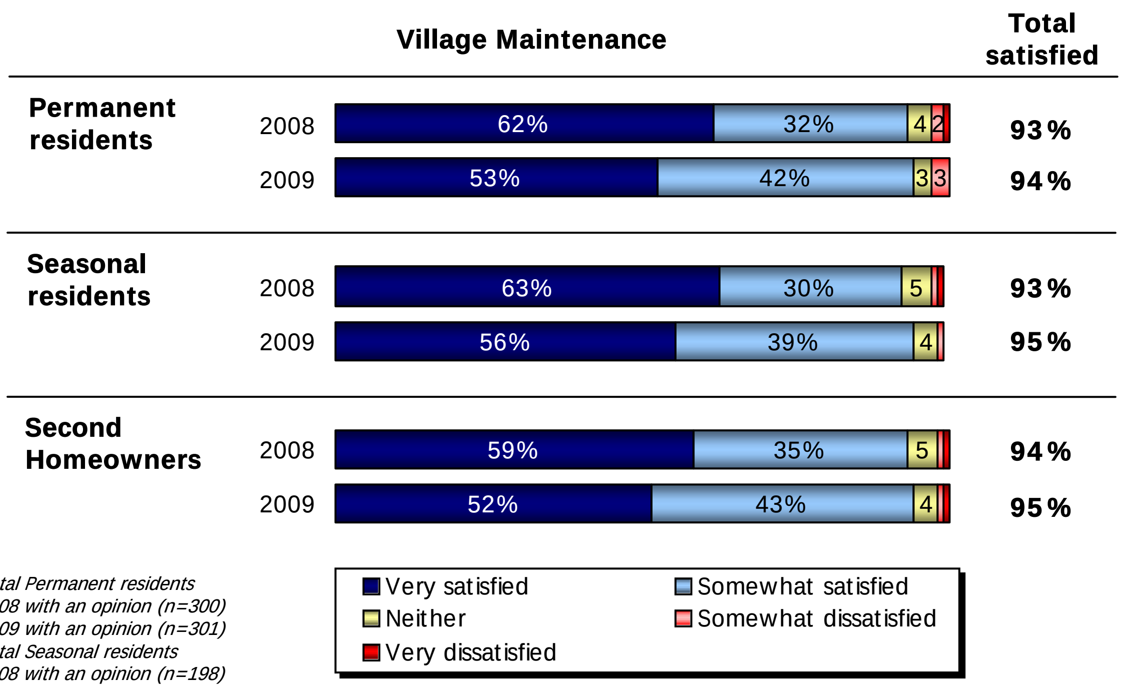
- More than nine-in-ten seasonal residents also express satisfaction with the up-keep of Whistler's community parks and trails, unchanged from a year ago.

Second Homeowners

- Increasing significantly from a year ago, almost all second homeowners 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 (94%).
- More than nine-in-ten seasonal residents (95%).
- More than nine-in-ten second homeowners (95%).



Base: Total Permanent residents 2008 with an opinion (n=300) 2009 with an opinion (n=301) Total Seasonal residents 2008 with an opinion (n=198) 2009 with an opinion (n=194) Total Second Homeowners 2008 with an opinion (n=203) 2009 with an opinion (n=193)

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

Permanent Residents

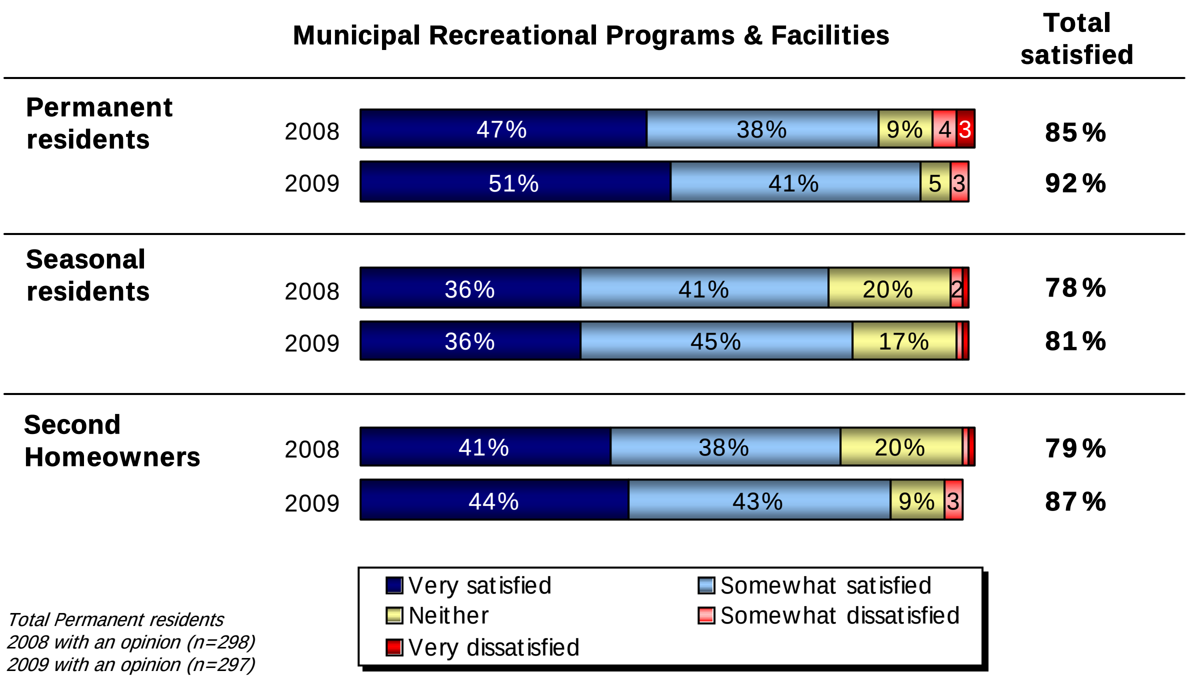
- As with community parks and trails, most residents are satisfied with the up-keep of Whistler Village, with more than half 'very' satisfied.

Seasonal Residents and Second Homeowners

- And again, almost all seasonal residents and second homeowners are satisfied with the up-keep of Whistler Village, with more than half 'very' satisfied.

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

- Nine-in-ten permanent residents (92%).
- Eight-in-ten seasonal residents (81%).
- Almost nine-in-ten second homeowners (87%).



Base: Total Permanent residents 2008 with an opinion (n=298) 2009 with an opinion (n=297) Total Seasonal residents 2008 with an opinion (n=179) 2009 with an opinion (n=181) Total Second Homeowners 2008 with an opinion (n=195) 2009 with an opinion (n=183)

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

- Increased from last year, at least nine-in-ten permanent residents are satisfied with current municipal recreational facilities and programs, with half who are 'very' satisfied.

Seasonal Residents and Second Homeowners

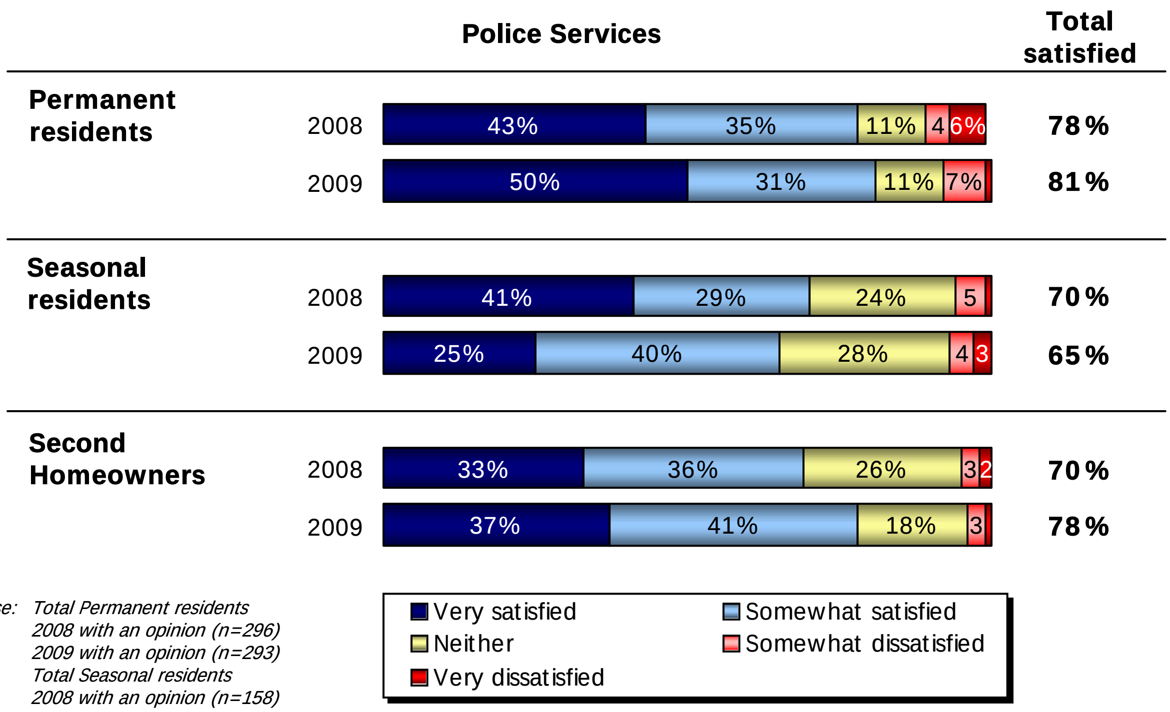
- Unchanged from a year ago the majority of seasonal residents are at least somewhat satisfied with current municipal recreational facilities and programs.

Seasonal Residents and Second Homeowners

- Increased from a year ago, almost nine-in-ten second homeowners are satisfied with current municipal recreational facilities and programs.

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

- Eight-in-ten permanent residents (81%).
- Two-thirds of all seasonal residents (65%).
- More than three-quarters of all second homeowners (78%).



Base: Total Permanent residents
2008 with an opinion (n=296)
2009 with an opinion (n=293)
Total Seasonal residents
2008 with an opinion (n=158)
2009 with an opinion (n=171)
Total Second Homeowners
2008 with an opinion (n=198)
2009 with an opinion (n=179)

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

Permanent Residents

- Satisfaction remains strong among permanent residents for the police services provided in Whistler, particularly among longer term residents (11 or more years).

Seasonal Residents

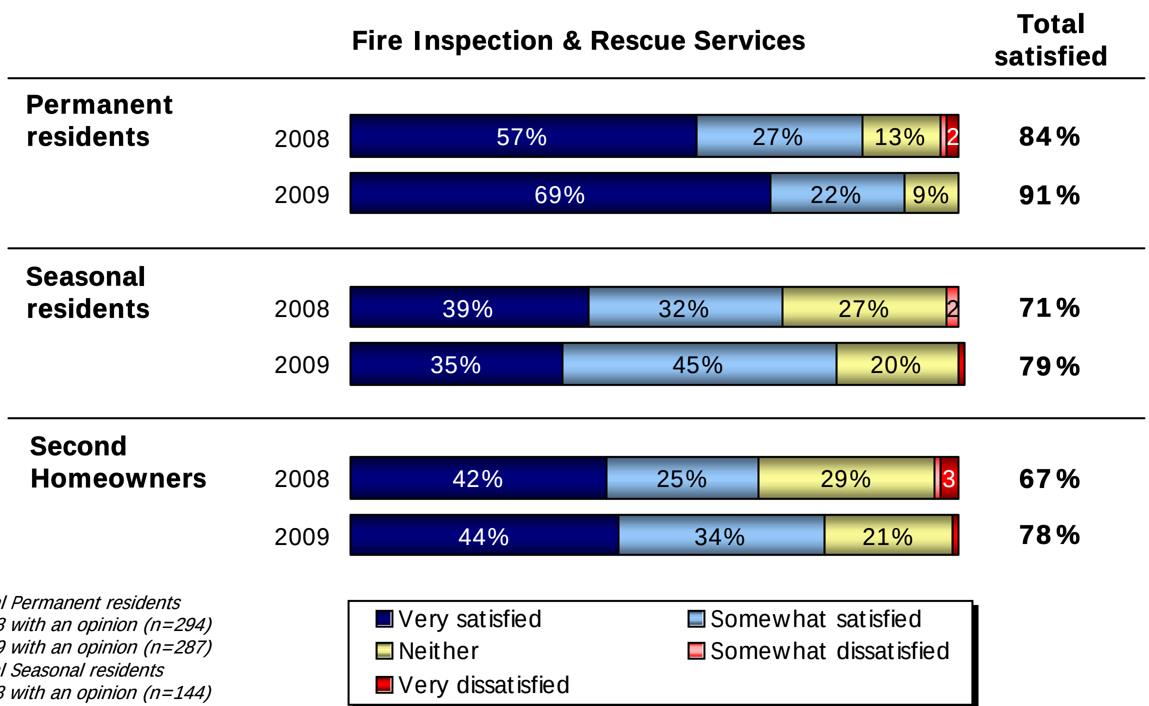
- Overall satisfaction with police service among seasonal residents remains statistically unchanged since 2008; however the proportion 'very' satisfied declines significantly (41% down to 25% currently).

Second Homeowners

- The majority of second homeowners also remain satisfied with police services in Whistler, with most of the remainder neutral on the subject.

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

- Nine-in-ten permanent residents (91%).
- Almost eight-in-ten seasonal residents (79%).
- More than three-quarters of all second homeowners (78%).



Base: Total Permanent residents
2008 with an opinion (n=294)
2009 with an opinion (n=287)
Total Seasonal residents
2008 with an opinion (n=144)
2009 with an opinion (n=159)
Total Second Homeowners
2008 with an opinion (n=184)
2009 with an opinion (n=154)

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 increases among permanent residents for the fire inspection and rescue services provided in Whistler, with more than two-thirds 'very' satisfied.

Seasonal Residents

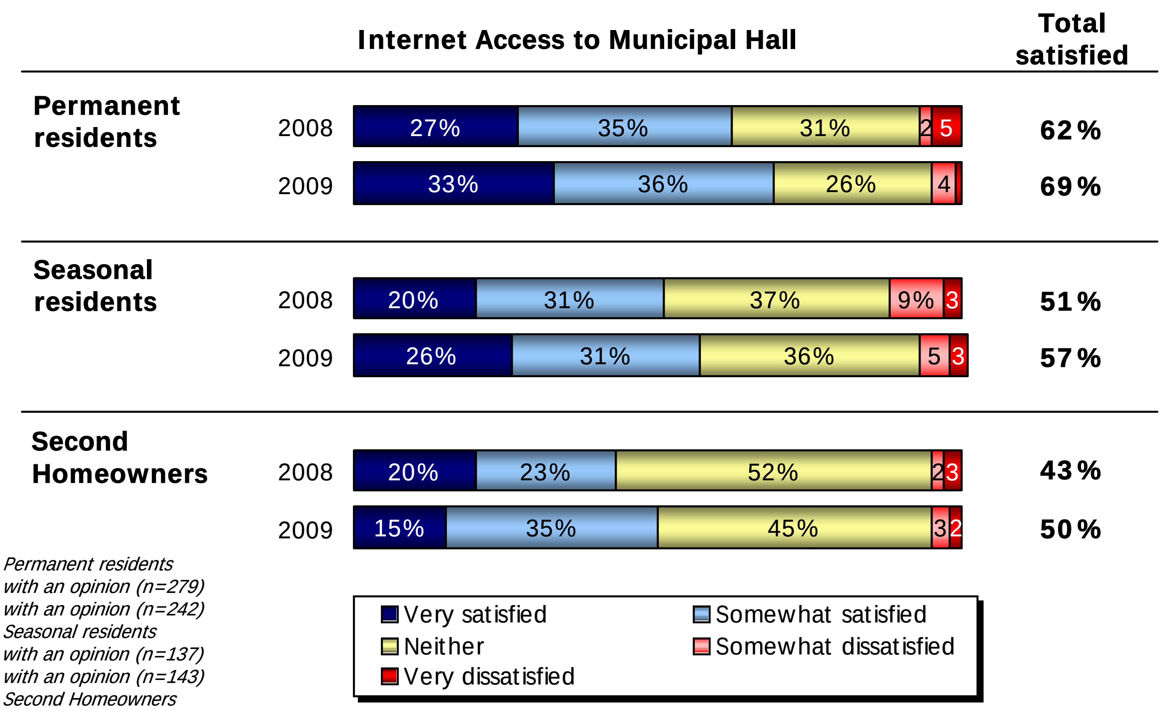
- Consistent with 2008, most seasonal residents remain satisfied with fire inspection and rescue services provided in Whistler.

Second Homeowners

- Increasing from a year ago, the majority of all second homeowners are satisfied with fire inspection and rescue services provided in Whistler, with most of the remainder neutral 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 seven-in-ten permanent residents (69%).
- More than half of all seasonal residents (57%).
- Half of all second homeowners (50%).



Base: Total Permanent residents 2008 with an opinion (n=279) 2009 with an opinion (n=242) Total Seasonal residents 2008 with an opinion (n=137) 2009 with an opinion (n=143) Total Second Homeowners 2008 with an opinion (n=176) 2009 with an opinion (n=127)

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 two-thirds of all permanent residents are satisfied with internet access to municipal hall, a directional increase from a year ago; about one quarter is neutral.

Seasonal Residents

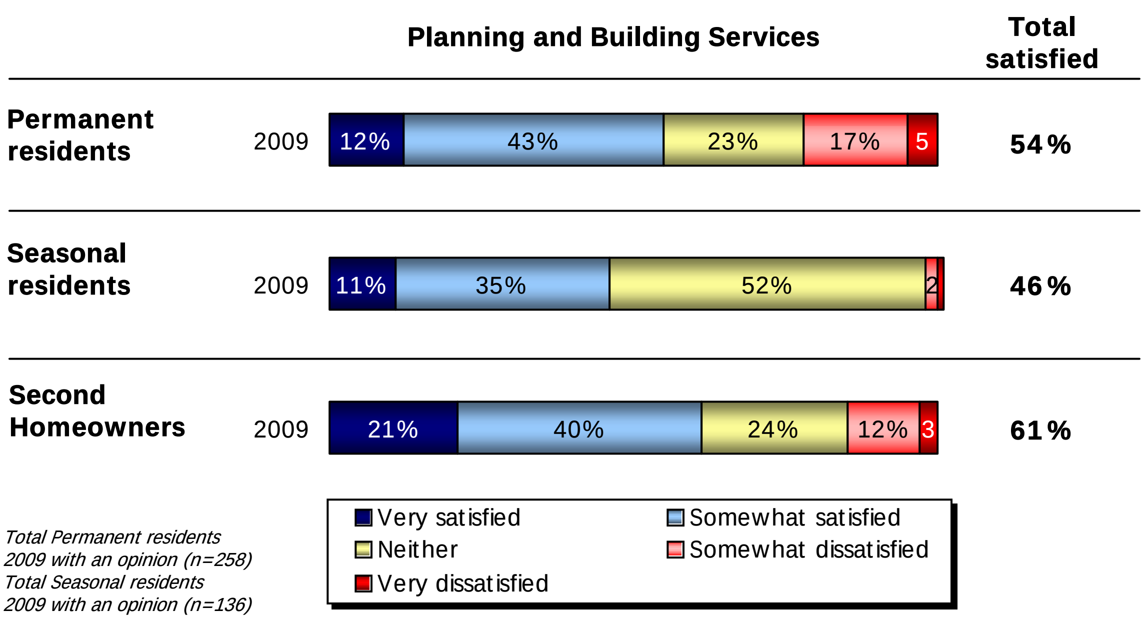
- Unchanged from a year ago, more than half of all seasonal residents are satisfied with internet access to municipal hall, with about one-third neutral on the subject.

Seasonal Residents and Second Homeowners

- Similarly half of all second homeowners satisfied, with most of the remainder also neutral.

6.7 Proportion of community members satisfied with the quality of services provided by RMOW for: "Planning and Building Services"

- More than half of all permanent residents (54%).
- Less than half of all seasonal residents (46%).
- Six-in-ten second homeowners (61%).



Base: Total Permanent residents 2009 with an opinion (n=258) Total Seasonal residents 2009 with an opinion (n=136) Total Second Homeowners 2009 with an opinion (n=161)

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

Permanent Residents

- More than half of all permanent residents are currently satisfied with planning and building services in Whistler, however almost one-quarter express some level of dissatisfaction (22%), with a similar proportion neutral (23%).

Seasonal Residents

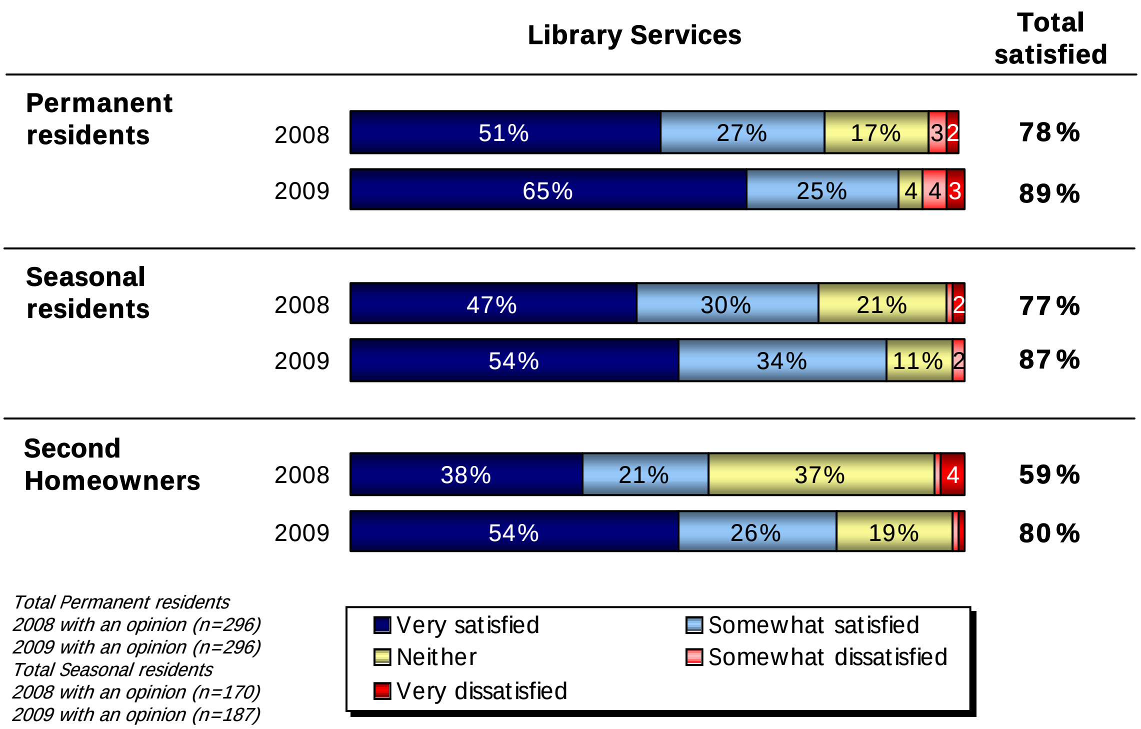
- With just less than half of all seasonal residents at least somewhat satisfied with planning and building services, the majority remain neutral (52%).

Seasonal Residents and Second Homeowners

- Second homeowners are more likely than others to express satisfaction (61%), a level generally consistent with most segments.

6.8 Proportion of community members satisfied with the quality of services provided by RMOW for: "Library Services"

- Nine-in-ten permanent residents (89%).
- Almost nine-in-ten seasonal residents (87%).
- Eight-in-ten second homeowners (80%).



Base: Total Permanent residents
2008 with an opinion (n=296)
2009 with an opinion (n=296)
Total Seasonal residents
2008 with an opinion (n=170)
2009 with an opinion (n=187)
Total Second Homeowners
2008 with an opinion (n=180)
2009 with an opinion (n=161)

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

Permanent Residents

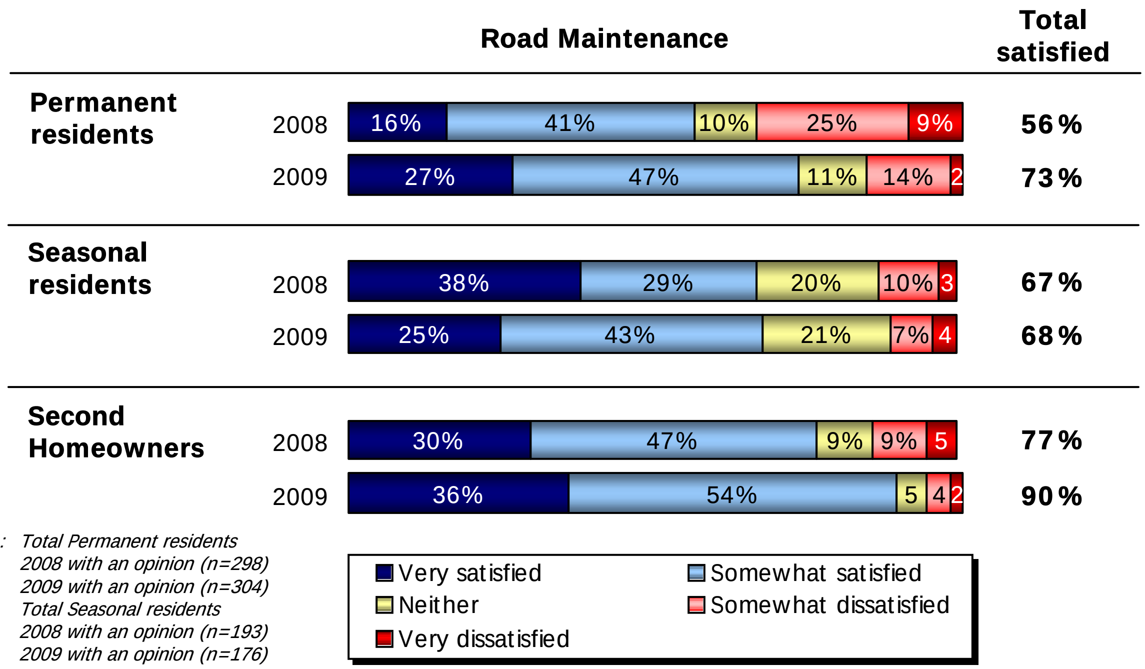
- Perhaps not surprisingly, in light of the new library in Whistler, most permanent residents are satisfied with their library services, with two-thirds 'very' satisfied, with satisfaction, increasing significantly from a year ago as more people use the new facility no doubt.

Seasonal Residents and Second Homeowners

- A similar pattern exists for seasonal residents and second homeowners, with between eight- and nine-in-ten satisfied, increasing since 2008.

6.9 Proportion of community members satisfied with the quality of services provided by RMOW for: "Road Maintenance"

- Almost three-quarters of all permanent residents (73%).
- Two-thirds of all seasonal residents (68%).
- Nine-in-ten second homeowners (90%).



Base: Total Permanent residents 2008 with an opinion (n=298) 2009 with an opinion (n=304) Total Seasonal residents 2008 with an opinion (n=193) 2009 with an opinion (n=176) Total Second Homeowners 2008 with an opinion (n=204) 2009 with an opinion (n=200)

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

Permanent Residents

- Increasing significantly since 2008, almost three-quarters of all permanent residents are now at least somewhat satisfied with the road maintenance services provided by RMOW. Those 35 years of age or over and longer term residents of 11 or more years are the most likely to be satisfied (80% and 83% respectively).

Seasonal Residents

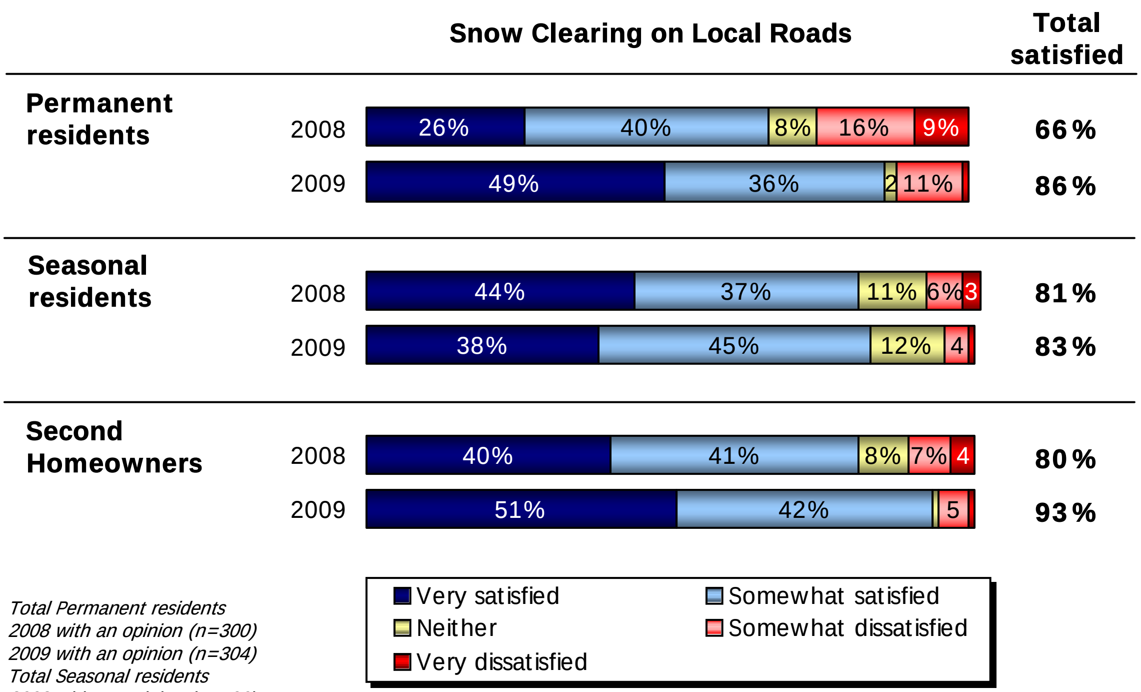
- Satisfaction with road maintenance is generally consistent with a year ago, with just a decline in the proportion 'very' satisfied.

Second Homeowners

- Increasing to nine-in-ten this year, satisfaction with regards road maintenance is highest amongst second homeowners, with the older age group (55 or older) most likely to express satisfaction (94% vs. 83% of the under 55's).

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

- More than eight-in-ten permanent residents (86%).
- More than eight-in-ten seasonal residents (83%).
- More than nine-in-ten second homeowners (93%).



Base: Total Permanent residents
2008 with an opinion (n=300)
2009 with an opinion (n=304)
Total Seasonal residents
2008 with an opinion (n=196)
2009 with an opinion (n=190)
Total Second Homeowners
2008 with an opinion (n=204)
2009 with an opinion (n=196)

Q.26j) 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 recently witnessed it, the proportion of permanent residents currently satisfied with RMOW's snow clearing efforts increases significantly compared with a year ago, both overall and among those 'very' satisfied (now 49%).

Seasonal Residents

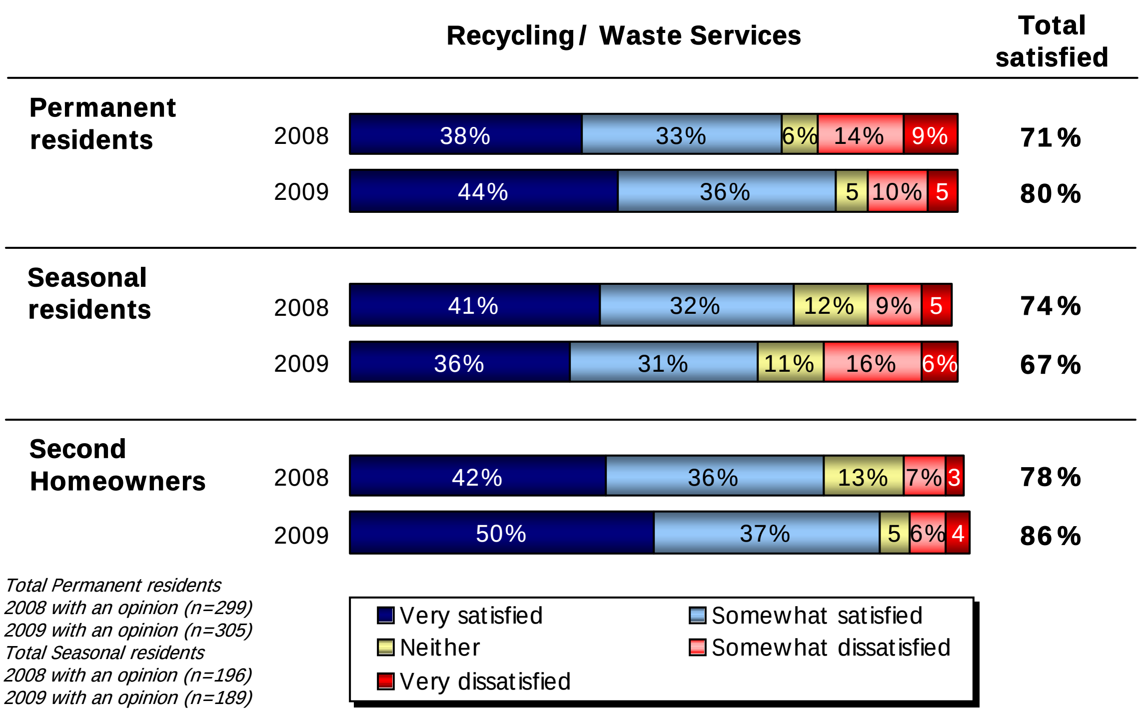
- Satisfaction remains consistently high amongst seasonal residents this year, with no significant change in opinion.

Second Homeowners

- As with permanent residents, satisfaction amongst second homeowners increases also this year to nine-in-ten satisfied overall, and 51% 'very' satisfied.

6.11 Proportion of community members satisfied with the quality of services provided by RMOW for: "Recycling/Waste Services"

- Eight-in-ten permanent residents (80%).
- Two-thirds of all seasonal residents (67%).
- More than eight-in-ten second homeowners (86%).



Base: Total Permanent residents 2008 with an opinion (n=299) 2009 with an opinion (n=305) Total Seasonal residents 2008 with an opinion (n=196) 2009 with an opinion (n=189) Total Second Homeowners 2008 with an opinion (n=200) 2009 with an opinion (n=194)

Q.26k) 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 are satisfied with the recycling and waste services provided by RMOW, increasing significantly since 2008, with a corresponding drop in the proportion dissatisfied.

Seasonal Residents

- While most remain satisfied overall (67%), the proportion of seasonal residents dissatisfied increases significantly (up from 14% to 22% currently).

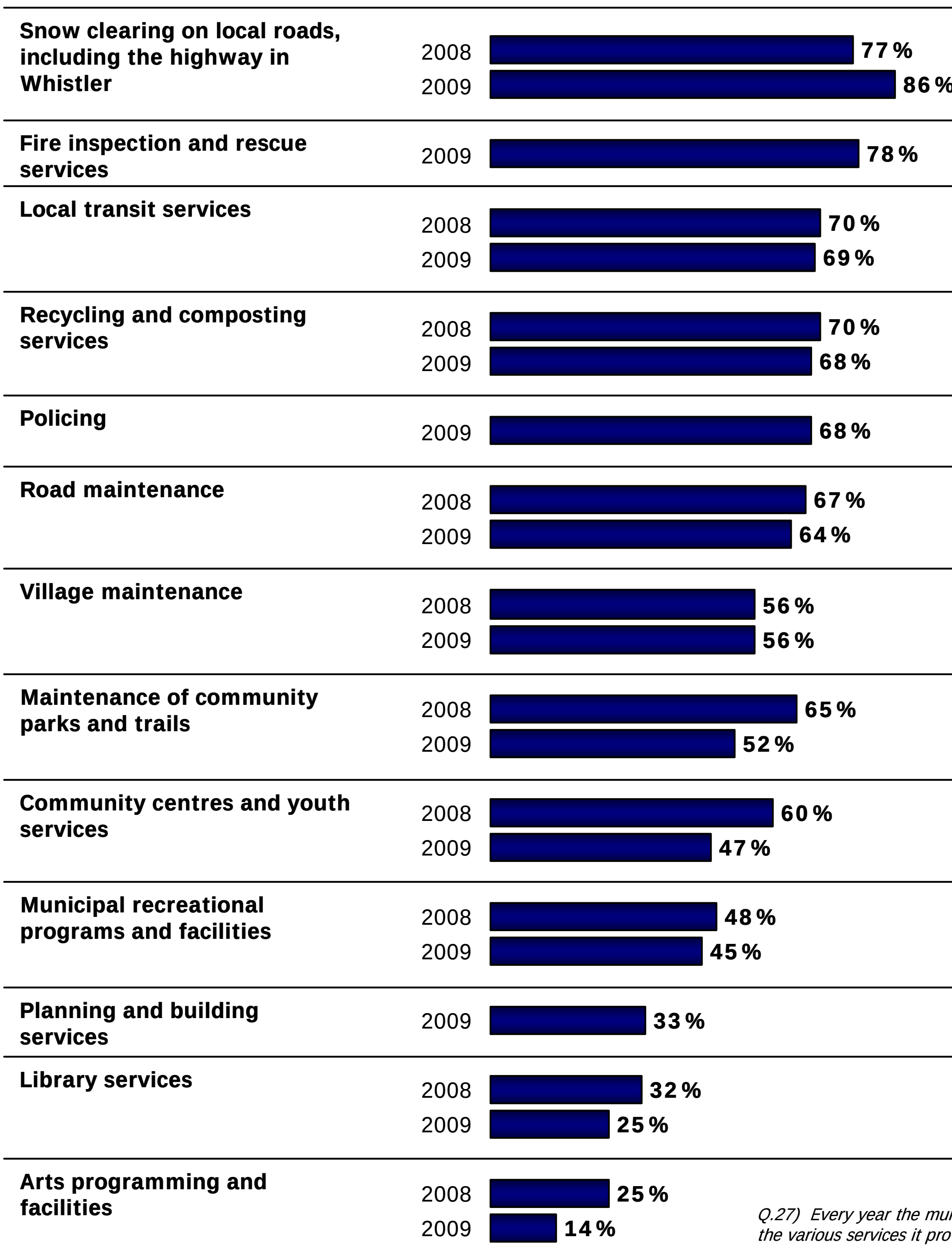
Seasonal Residents and Second Homeowners

- As with permanent residents, satisfaction among second homeowners increases (up from 78% to 86% currently) with no change in the proportion dissatisfied (10%).

7. Priorities for Budget Allocation

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

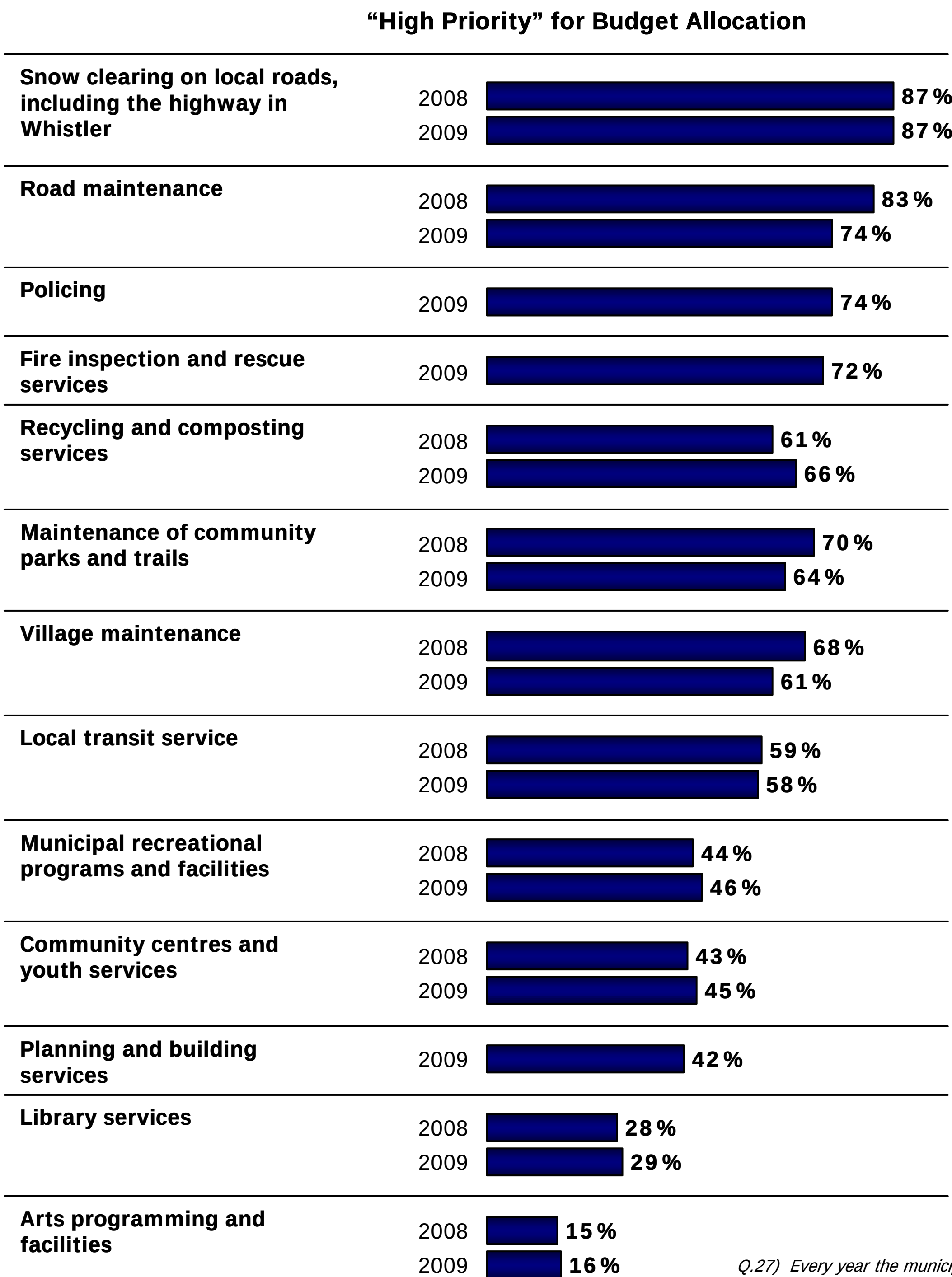
"High Priority" for Budget Allocation



Base: Total Permanent residents with an opinion

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 Homeowners

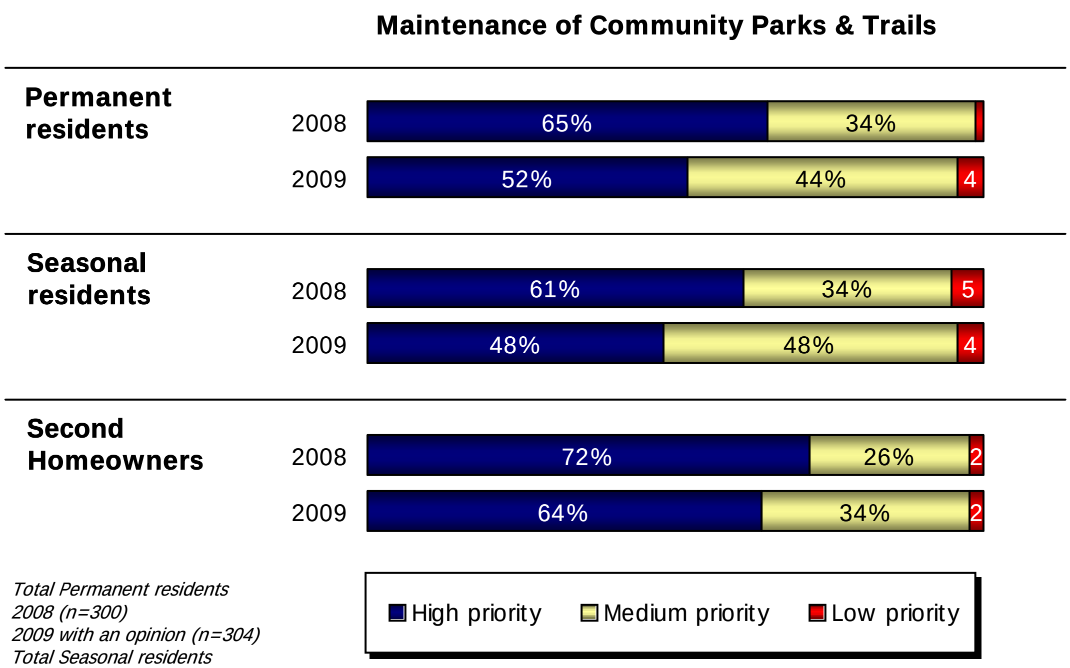


Base: Total Second Homeowners with an opinion

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*

- Half of all permanent residents (52%).
- Half of all seasonal residents (48%).
- More than six-in-ten second homeowners (64%).



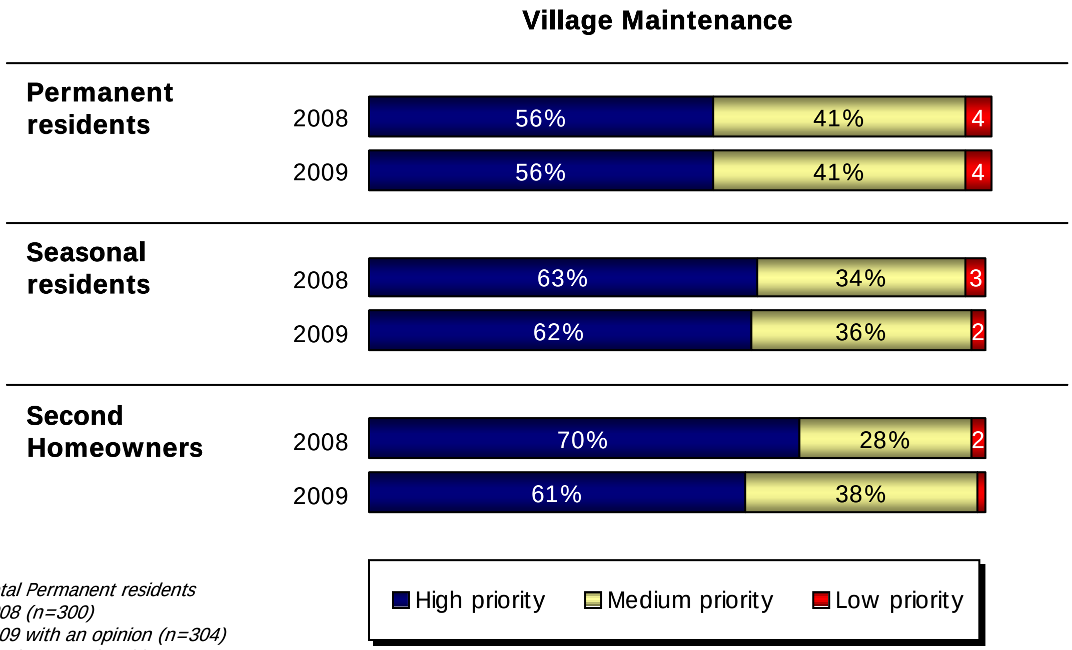
Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=304)
Total Seasonal residents
2008 with an opinion (n=193)
2009 with an opinion (n=184)
Total Second Homeowners
2008 with an opinion (n=201)
2009 with an opinion (n=199)

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 more than nine-in-ten permanent and seasonal residents and second homeowners are satisfied with current maintenance, it appears just somewhat less of a priority than a year ago.

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 (62%).
- Six-in-ten second homeowners (61%).



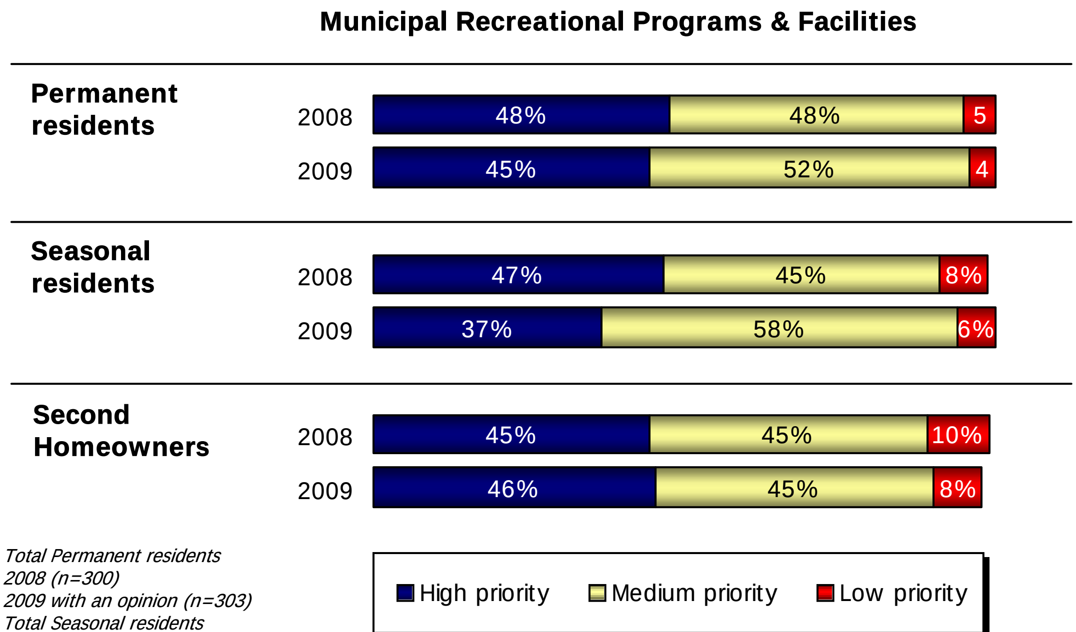
Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=304)
Total Seasonal residents
2008 with an opinion (n=195)
2009 with an opinion (n=186)
Total Second Homeowners
2008 with an opinion (n=202)
2009 with an opinion (n=199)

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"

The majority of the population (more than 9-in-10) are satisfied with the current maintenance of the Village in Whistler, and 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

- Less than half of all permanent residents (45%).
- More than one-third of all seasonal residents (37%).
- Less than half of all second homeowners (46%).



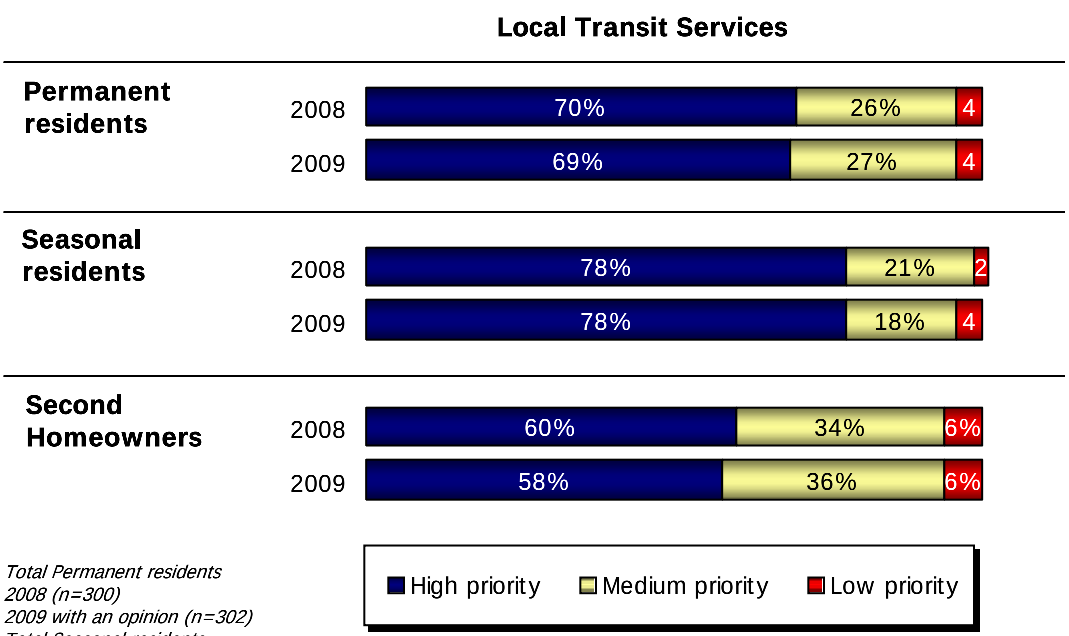
Base: Total Permanent residents 2008 (n=300)
2009 with an opinion (n=303)
Total Seasonal residents
2008 with an opinion (n=194)
2009 with an opinion (n=181)
Total Second Homeowners
2008 with an opinion (n=201)
2009 with an opinion (n=196)

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 eight- and nine-in-ten, opinion remains quite evenly divided with regards to the priority give to municipal recreation programs and facilities, with it less likely to be a high priority for seasonal residents.

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

- Seven-in-ten permanent residents (69%).
- More than three-quarters of all seasonal residents (78%).
- Almost six-in-ten second homeowners (58%).



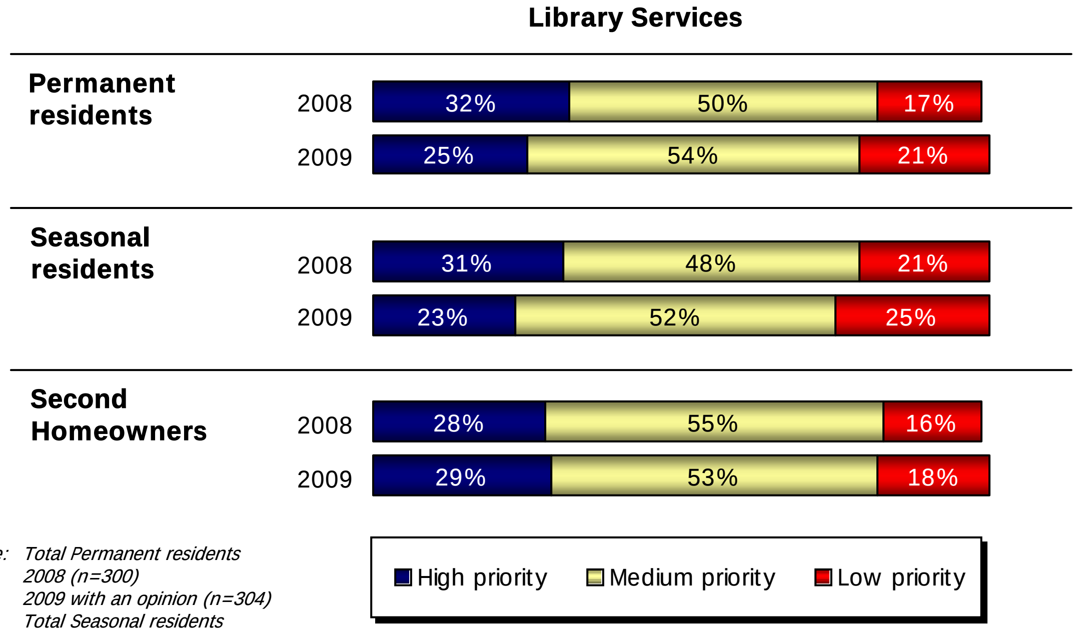
Base: Total Permanent residents 2008 (n=300)
2009 with an opinion (n=302)
Total Seasonal residents
2008 with an opinion (n=193)
2009 with an opinion (n=185)
Total Second Homeowners
2008 with an opinion (n=203)
2009 with an opinion (n=197)

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 satisfaction with local transit services has increase somewhat amongst permanent residents and remains unchanged among seasonal, the priority of transit services remains little changed from a year ago, rated as high by two-thirds or more seasonal and permanent residents, those who are more likely to make regular use of it, compared with more than half of all second homeowners.

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

- One-quarter of all permanent residents (25%).
- Less than one-quarter of all seasonal residents (23%).
- Less than one-third of all second homeowners (29%).



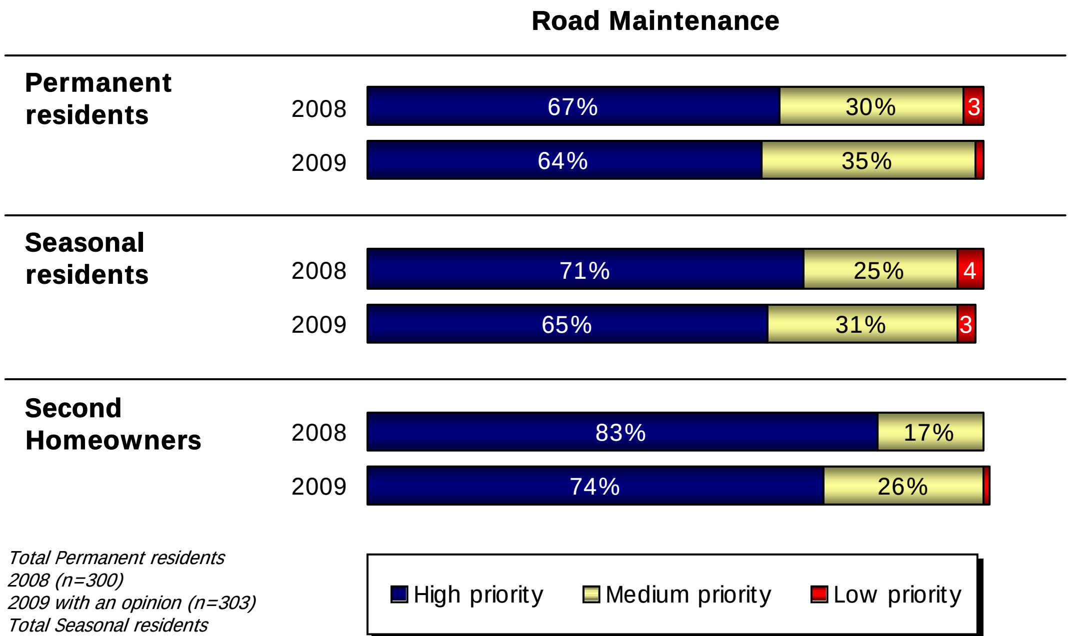
Base: Total Permanent residents 2008 (n=300) 2009 with an opinion (n=304) Total Seasonal residents 2008 with an opinion (n=187) 2009 with an opinion (n=185) Total Second Homeowners 2008 with an opinion (n=201) 2009 with an opinion (n=197)

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 eight-in-ten or more permanent and seasonal residents as well as second homeowners 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

- Almost two-thirds of all permanent residents (64%).
- Almost two-thirds of all seasonal residents (65%).
- Three-quarters of second homeowners (74%).



Base: Total Permanent residents 2008 (n=300)
2009 with an opinion (n=303)
Total Seasonal residents
2008 with an opinion (n=191)
2009 with an opinion (n=185)
Total Second Homeowners
2008 with an opinion (n=204)
2009 with an opinion (n=199)

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

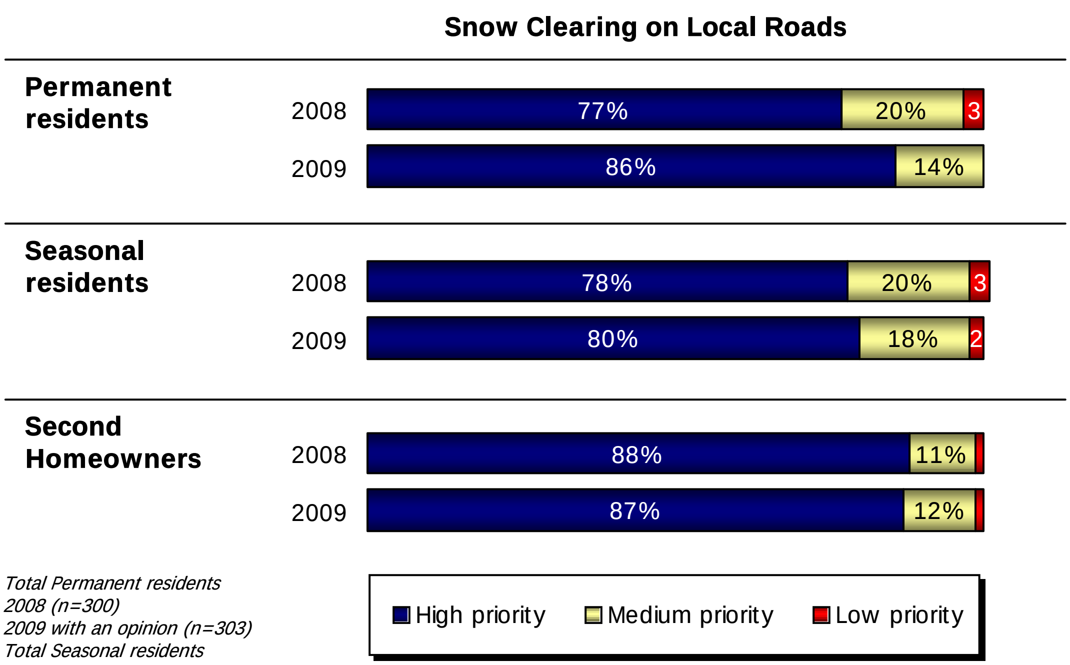
- While almost three-quarters of all permanent residents express some level of satisfaction with the road maintenance services in Whistler, almost two-thirds continue to identify it as a high priority for spending; this is particularly the case for female residents (73% vs. 57% of males).

Seasonal Residents and Second Homeowners

- While satisfaction amongst both seasonal residents and second homeowners is also relatively high (68% and 90% respectively) it still remains a high priority for spending amongst the majority of each group.

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

- More than eight-in-ten permanent residents (86%).
- Eight-in-ten seasonal residents (80%).
- Almost nine-in-ten second homeowners (87%).



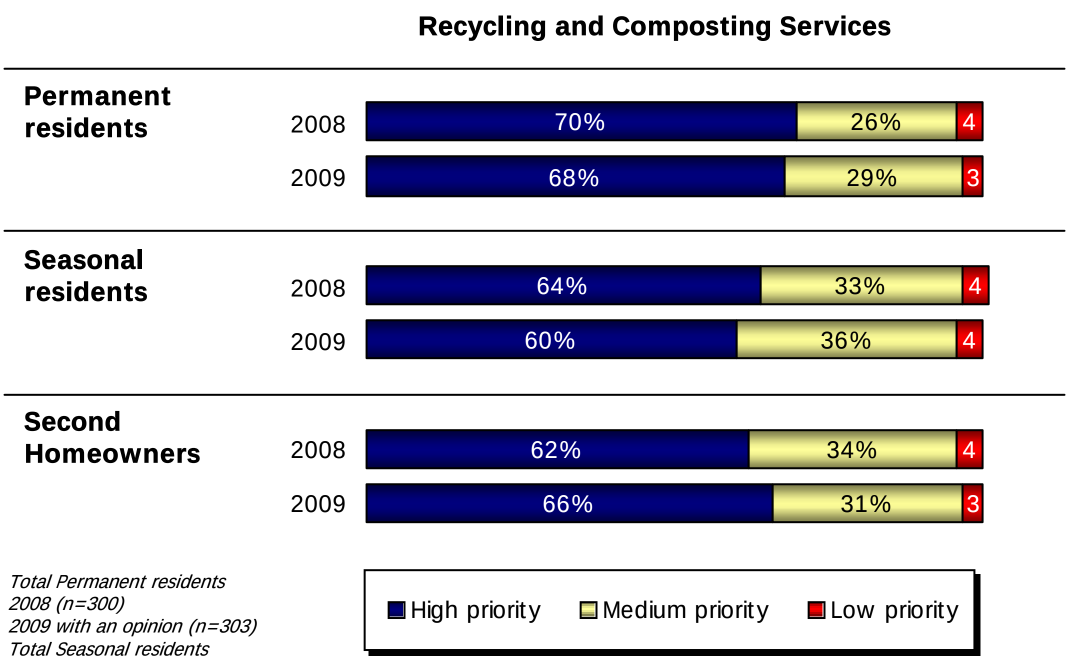
Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=303)
Total Seasonal residents
2008 with an opinion (n=193)
2009 with an opinion (n=186)
Total Second Homeowners
2008 with an opinion (n=204)
2009 with an opinion (n=199)

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"

While satisfaction with snow clearing on local roads has strengthened among permanent residents and second homeowners (now 86% and 93% respectively) and remains strong among seasonal residents (83%), not surprisingly due to the nature of the resort, it remains a high priority for spending for a majority of all residents and property owners.

7.8 Proportion of residents rating the budget allocation priority of: "Recycling and Composting Services" as high

- More than two-thirds of all permanent residents (68%).
- Six-in-ten seasonal residents (60%).
- Two-thirds of all second homeowners (66%).



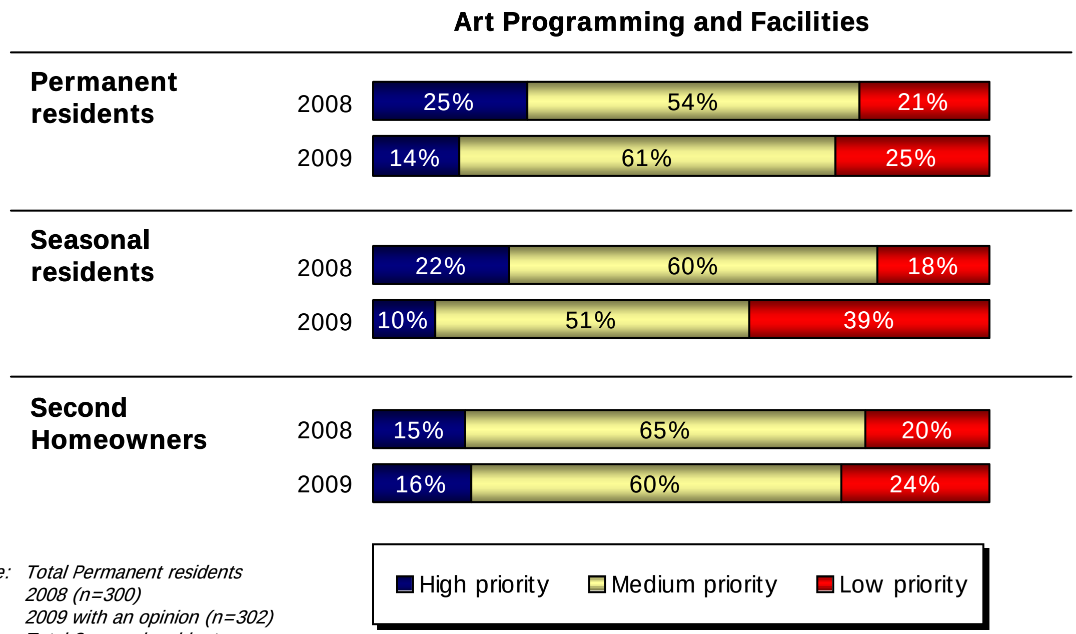
Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=303)
Total Seasonal residents
2008 with an opinion (n=195)
2009 with an opinion (n=185)
Total Second Homeowners
2008 with an opinion (n=202)
2009 with an opinion (n=198)

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"

Current satisfaction remains relatively strong (eight-in-ten permanent residents, two-thirds of seasonal and 86% of second homeowners) and remains a high priority for the majority of residents and property owners (60-68%).

7.9 *Proportion of residents rating the budget allocation priority of "Art Programming and Facilities" as high*

- A total of 14% of all permanent residents.
- One-in-ten seasonal residents (10%).
- A total of 16% of second homeowners.



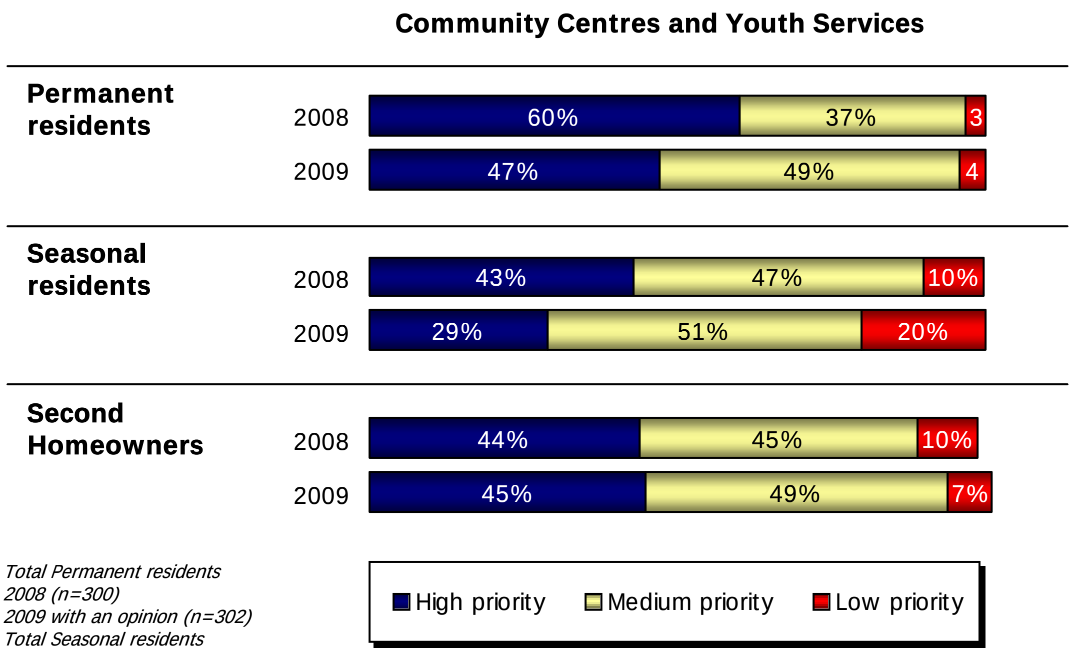
Base: Total Permanent residents 2008 (n=300) 2009 with an opinion (n=302) Total Seasonal residents 2008 with an opinion (n=191) 2009 with an opinion (n=184) Total Second Homeowners 2008 with an opinion (n=201) 2009 with an opinion (n=198)

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.

7.10 *Proportion of residents rating the budget allocation priority of: "Community Centres and Youth Services" as high*

- Less than half of all permanent residents (47%).
- Less than one-third of all seasonal residents (29%).
- More than four-in-ten second homeowners (45%).



Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=302)
Total Seasonal residents
2008 with an opinion (n=194)
2009 with an opinion (n=182)
Total Second Homeowners
2008 with an opinion (n=201)
2009 with an opinion (n=198)

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

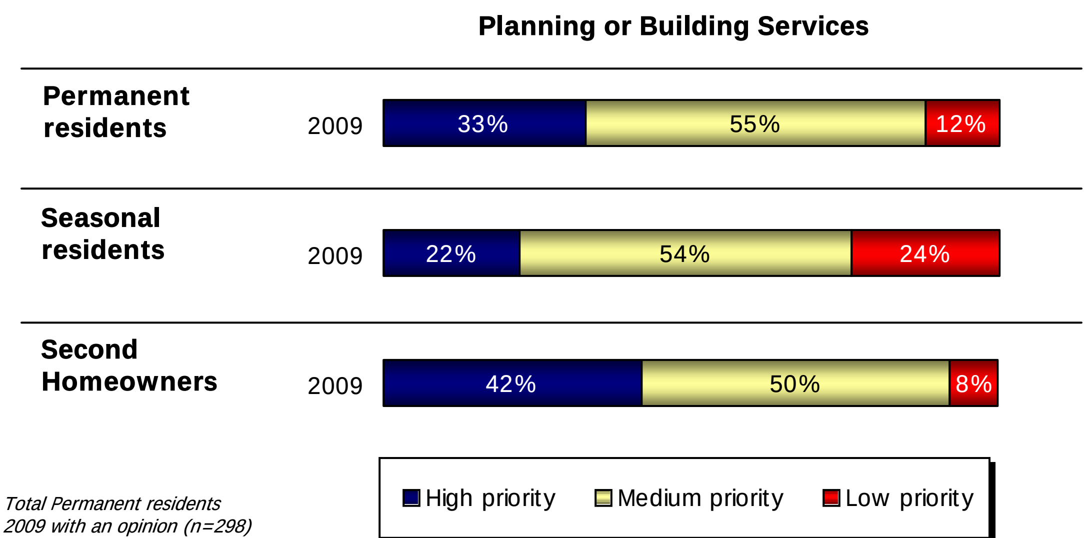
- In all, less than half of all permanent residents consider community and youth centres a high priority for budget allocation, somewhat fewer than last year (60%). Those more likely to express this opinion include residents 35 years of age or older and those living in the community for 11 or more years (each 52%).

Seasonal Residents and Second Homeowners

- Overall, the proportion of seasonal residents rating community centres and youth services a high priority also declines (now 29% down from 43%) while among second homeowners the priority rating remains unchanged at less than half rating it as high (45%).

7.11 Proportion of residents rating the budget allocation priority of: "Planning or Building Services" as high

- One-third of all permanent residents (33%).
- One-in-five seasonal residents (22%).
- Four-in-ten second homeowners (42%).



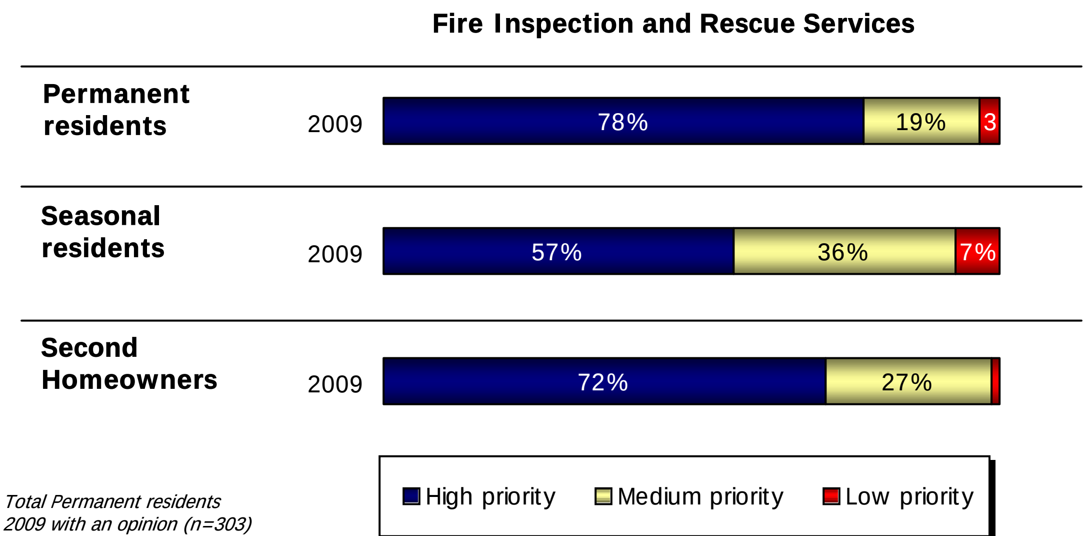
*Base: Total Permanent residents 2009 with an opinion (n=298)
Total Seasonal residents 2009 with an opinion (n=171)
Total Second Homeowners 2009 with an opinion (n=190)*

Q.27k) 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? "Planning or Building Services"

With most residents and homeowners currently either satisfied or neutral on the subject of planning and building services it is currently rated a medium priority by the majority of residents and half of all second homeowners.

7.12 Proportion of residents rating the budget allocation priority of: "Fire Inspection and Rescue Services" as high

- More than three-quarters of all permanent residents (78%).
- More than half of all seasonal residents (57%).
- Seven-in-ten second homeowners (72%).



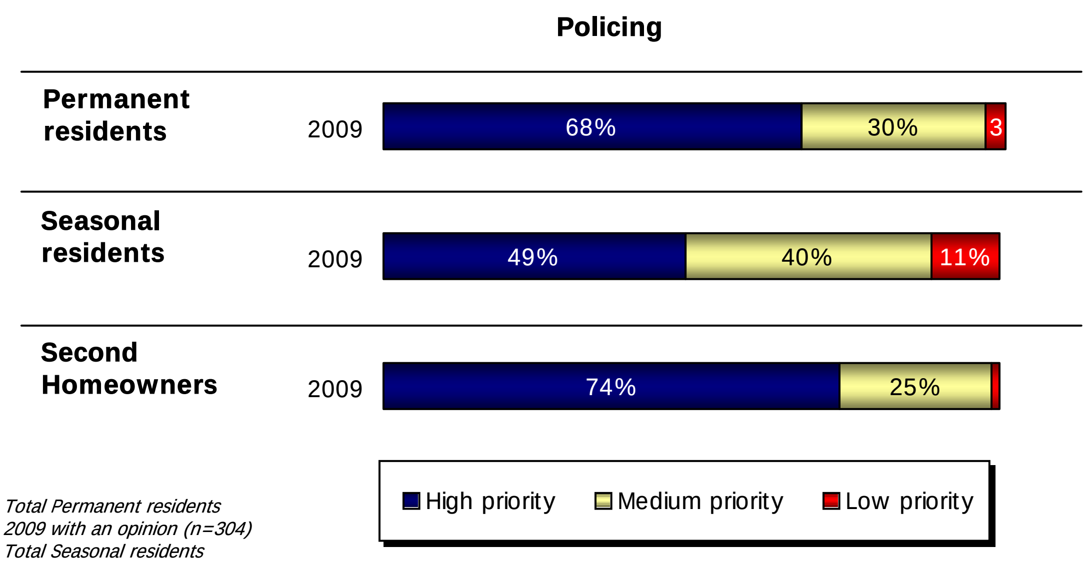
Base: Total Permanent residents 2009 with an opinion (n=303)
Total Seasonal residents 2009 with an opinion (n=179)
Total Second Homeowners 2009 with an opinion (n=196)

Q.27l) 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? "Fire Inspection and Rescue Services"

While most residents and homeowners are currently satisfied with RMOW's fire inspection and rescue services (78-91% somewhat or very satisfied), the majority still consider this essential service to be a high priority for spending in order to maintain the valued service.

7.13 Proportion of residents rating the budget allocation priority of: "Policing" as high

- Two-thirds of all permanent residents (68%).
- Half of all seasonal residents (49%).
- Three-quarters of all second homeowners (74%).



Base: Total Permanent residents 2009 with an opinion (n=304)
Total Seasonal residents 2009 with an opinion (n=181)
Total Second Homeowners 2009 with an opinion (n=198)

Q.27m) 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? "Policing"

As with the fire service, most residents and homeowners are currently satisfied with RMOW's police service (65-81% somewhat or very satisfied), and the majority of both permanent residents and second homeowners go on to rate this service as a high priority for spending, along with about half of all seasonal residents.

8. Tax and Communications

8.1 Proportion of property owners willing to accept some level of tax increase

Permanent Residents

- A slim majority of permanent residents (51%) are open to some increase in the level of their property tax, with four-in-ten opposed.

Second Homeowners

- Second homeowners are somewhat less resistant, with six-in-ten open to some increase in their property tax, with about one-third opposed (34%).

Property Owners

	Permanent Residents (n=211)	Second Homeowners (n=200)
Accept some increases	51%	61%
No increases	29%	26%
Cut taxes	11%	8%
Don't know	9%	5%

Q.4) Due to the increased cost of maintaining current service levels and infrastructure, the RMOW anticipates an operating budget shortfall for 2009. The RMOW can deal with this shortfall by increasing property taxes or cutting municipal services. For example, a facility that is open 7 days a week might be closed for one or two days per week or have shortened operating hours. Or, some services may be discontinued altogether. In order to deal with this possible shortfall which one of the following 4 actions would you prefer the RMOW to take:

Q.4a) If no increase or cut, follow up
Would you support a mix of cutting services by 10% and a property tax increase of [insert the $ for a lower increase]
[A 10% cut to services would cut 1 day per week of a 7 day a week service]

8.1.1 Acceptable levels of property tax increase among property owners

Permanent Residents

- Half of all permanent residents (51%) would accept at least an increase the equivalent to $20 per $100,000 of assessed property value, with more than four-in-ten (45%) open to the equivalent of $30 per $100,000 of assessed property value and about one-quarter (26%) the equivalent of $40 per $100,000 of assessed property value.

Second Homeowners

- Six-in-ten second homeowners (61%) would accept at least an increase the equivalent to $20 per $100,000 of assessed property value, with more than half (53%) open to the equivalent of $30 per $100,000 of assessed property value and one-third (33%) the equivalent of $40 per $100,000 of assessed property value.

Property Owners

* *Equivalent tax increase per $100,000 of assessed value*	Permanent Residents	Second Homeowners
$40 or more tax increase* to expand services	4%	5%
$40 tax increase* to maintain service	22%	28%
$30 tax increase* with 10% cut to services	19%	20%
$20 tax increase* with 20% cut to services	6%	8%

8.2 Proportion of renters willing to accept some level of rent increase

Permanent Residents

- The majority of those permanent residents currently renting would be willing to accept some increase in their rent as a result of increased property taxes (70%), with less than one-quarter opposed.

Seasonal Residents

- A very similar response comes from seasonal residents, the majority of whom currently rent, with three-quarters willing to accept some level of increase in the rent they pay as a result of increased property taxes (74%) with again, less than one-quarter who object (23%).

Renters

	Permanent Residents (n=94)	Seasonal Residents (n=189)
Accept some increases	70%	74%
No increases	23%	23%
Don't know	7%	3%

Q.4) Due to the increased cost of maintaining current service levels and infrastructure, the RMOW anticipates an operating budget shortfall for 2009. The RMOW can deal with this shortfall by increasing property taxes paid by your property owner, who in turn may decide to pass on some or all of these increases to you by raising the amount you pay in rent or cutting municipal services.. For example, a facility that is open 7 days a week might be closed for one or two days per week or have shortened operating hours. Or, some services may be discontinued altogether. In order to deal with this possible shortfall which one of the following 4 actions would you prefer the RMOW to take:

Q.4a) If no increase or cut, follow up
Would you support a mix of cutting services by 10% and a property tax increase which could increase your rent by approximately [insert the $ for a lower tax rate] [If asked: 10% would cut 1 day per week of a 7 day a week service]

8.2.1 Acceptable levels of rent increase passed on from property tax increase

Permanent Residents

- Seven-in-ten permanent residents who rent would accept at least the equivalent of a $7 per month increase in their rent, while more than half (56%) would accept a $10 per month increase, and 39% a $13 per month increase.

Seasonal Residents

- Three-quarters of all seasonal residents who rent would accept the equivalent of a $7 per month increase in their rent, while about two-thirds (68%) would accept a $10 per month increase, and more than half a $13 per month increase (58%).

Renters

* Equivalent per month rent increase	Permanent Residents	Seasonal Residents
$13 or more rent increase to expand services	7%	11%
$13 rent increase to maintain service	32%	47%
$10 rent increase with 10% cut to services	17%	10%
$7 rent increase with 20% cut to service	14%	6%

8.3 Preferred Channels of Communication from RMOW

- Once again, newspaper inserts or ads (59%) and an emailed newsletter (57%) are most popular amongst permanent residents, closely followed by the website (49%), with interest in open houses/public forums (38%) still popular also. Interest in electronic forms of communication both increase significantly this year.
- Seasonal residents still favour newspaper inserts or ads (53%) and an emailed newsletter (39%) with interest in the website increasing significantly this year (currently 44% up from 29% a year ago). Interest among seasonal residents for open forums and print communications other than newspaper inserts decline significantly this year.
- Second homeowners continue to most commonly favour an emailed newsletter (62%) followed by a mailed newsletter (40%), the website (37%) and this year express more interest in newspaper inserts or ads (now 35% up from 24% last year).

Preferred Channels of Communication

	Permanent Residents		Seasonal Residents		Second Homeowners	
	2008 (297) %	2009 (303) %	2008 (200) %	2009 (192) %	2008 (200) %	2009 (199) %
Newspaper inserts or ads	57	**59**	40	**53▲**	24	35▲
Emailed newsletter	49	**57▲**	44	**39**	55	**62**
Website	41	**49▲**	28	**44▲**	40	**37**
Open house/ public forums	39	38	21	10▼	21	19
Mailed newsletter	25	25	37	9▼	47	**40**
Printed brochures	10	10	19	9▼	13	12
Other	1	1	-	1	1	1

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

▲ Significantly higher ▲ Directionally higher ▼ Significantly lower ▼ Directionally lower

8.4 Preferred News and Media Sources

- Pique Newsmagazine and Whistler Question remain the most commonly used news or media sources for permanent residents in Whistler, with almost all residents reading Pique and almost three-quarters reading Whistler Question. While the proportion tuning in to Mountain FM (39%) and use of Shaw Cable channel (viewed by about one-quarter) remains consistent, readership of both the Vancouver Sun and Province newspapers declines.
- Among seasonal residents readership of Pique newsmagazine strengths directionally this year, read by more than nine-in-ten, while the proportion reading Whistler Question or listening to Mountain FM falls from a year ago. Also seeing a significant decline is readership of the Vancouver Sun, while use of the Shaw Cable channel and readers of the Province remain statistically unchanged.
- Second homeowners continue to most commonly read Pique newsmagazine and Whistler Question as well as tuning in to Mountain FM, but while reported use of the Shaw Cable channel and readership of the Province newspaper increase significantly, reported readership of the Vancouver Sun falls (from 69% last year to just 25% this year).

News and Media Sources

	Permanent Residents		Seasonal Residents		Second Homeowners	
	2008 (301) %	2009 (304) %	2008 (200) %	2009 (198) %	2008 (200) %	2009 (195) %
Pique Newsmagazine	97	98	92	96△	78	77
Whistler Question	75	72	59	43▼	61	64
Mountain FM	41	39	39	27▼	53	60
Shaw cable	29	25	24	19	11	52▲
The Province	23	16▼	11	9	24	33▲
Vancouver Sun	25	16▼	24	6▼	69	25▼
Other	<1	3	1	4	3	2

Q.29b) Which of the following do you read, listen or watch on a regular basis? You may choose more than one response.

▲ Significantly higher △ Directionally higher ▼ Significantly lower ▽ Directionally lower

9. Olympic Housing

10.1 Proportion of residents personally using their residence during 2010 Winter Olympic Games

- Two thirds of all permanent residents (67%), with an average of 4 people staying at home during the games.
- More than half of all second homeowners (56%), with an average of 5 people staying at home during the games.

Permanent Residents

Yes
67 %
Base: (n=305)

Average number of people staying at the home during that period

4

Base: Those using residence during 2010 Winter Games (n=216)

Second Homeowners

Yes
56 %
Base: (n=200)

Average number of people staying at the home during that period

5

Base: Those using residence during 2010 Winter Games (n=112)

Q.OH1) Will you or your family personally be using your residence during the 2010 Winter Games period (February 12-28)?
Q.OH2) On average, how many people on a daily basis will be staying at your home during that period?

9.2 Proportion of residences vacant during 2010 Winter Olympic Games

- Of the one-third of those permanent residents who will not personally be using their home during the winter games, most (68%) will be used by someone else, with an average of 6 people in each home. So, in total, just 7% of all permanent residences will be vacant during the winter games.

- Similarly, of the 44% of second homeowners residences not personally used by their owners most (81%) will be used by someone else, with an average of 4 people in each household. So, in total, just 7% of all second homeowner residences will be vacant during the winter games.

Permanent Residents

No 68%

Base: Those not using residence during 2010 Winter Games (n=54)

Average number of people staying at the home during that period

6

Base: Those using residence during 2010 Winter Games (n=34)

Second Homeowners

No 81%

Base: Those not using residence during 2010 Winter Games (n=67)

Average number of people staying at the home during that period

4

Base: Those using residence during 2010 Winter Games (n=54)

Q.OH3) Will your home be vacant?
Q.OH3b) On average, how many people on a daily basis will be staying at your home during that period?

10. Demographics

- Almost half of all permanent residents and 9-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 homeowners on the other hand (62%) are over 55 years.
- Permanent and seasonal residents are quite similar in terms of educational achievement. Second homeowners skew towards having achieved a university or post graduate degree.
- 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.

Demographics

	Permanent Residents (305) %	Seasonal Residents (201) %	Second Homeowners (200) %
Gender			
Male	54	44	56
Female	46	56	45
Age			
18-34	47	91	4
35-44	21	3	8
45-54	16	2	24
55-64	9	4	35
65+	5	-	27
Education			
Up to grade 12 graduation	13	19	8
Incomplete post secondary	22	17	10
Diploma or certificate from a trade	8	6	6
Diploma or certificate from college	15	15	8
Bachelor or Undergraduate Degree	28	32	31
Post-graduate Degree	13	10	37
Marital Status			
Married/common-law	66	23	n/a
Single	34	77	n/a
Presence of Children			
Under 5 years	12	-	n/a
5-12 years	12	1	n/a
13-17 years	7	1	n/a
18 years or older	9	-	n/a

continued...

- More than eight-in-ten permanent residents are currently employed or self employed, compared with almost all seasonal residents[1] and half of all second homeowners.
- Permanent residents are quite evenly divided with regards to homeownership, while seasonal residents are far more likely to rent their accommodation. Permanent residents are somewhat more likely to live in a single detached home, followed by a duplex or townhouse, seasonal residents on the other hand are just somewhat more likely to rent apartments, followed then quite evenly by detached or town homes. Second homeowners most commonly own a duplex or townhouse, followed evenly by single detached homes and apartments.

Demographics

	Permanent Residents (305) %	Seasonal Residents (201) %	Second Homeowners (200) %
Employment Status			
Employed	69	95	30
Self Employed	18	5	23
Student	1	-	3
Not Working (seeking/not seeking work)	4	1	6
Retired	8	-	40
Home Tenure			
Own	53	6	100
Rent	47	94	-
Type of Dwelling			
Single, detached house	39	23	29
Duplex or townhouse	27	23	37
Suite in a house	11	12	1
Apartment	21	35	29
Condominium	1	2	5
Staff housing	-	3	-

continued…

[1] It should be noted that seasonal residents are screened in the survey for those currently working or not working but looking for work.

- One-in-five permanent and 14% of seasonal residents state their homes are in the pool of Whistler Housing Authority Resident Restricted Housing, however a sizeable proportion of seasonal residents are unaware of the status of their residence (38% don't know).
- Permanent residents are quite evenly distributed when it comes to the length of time they have lived there with just about one-third of all residents having lived there 4 years or less, one-quarter who have been there between 5 and 10 years and about four-in-ten for 11 years or more. The majority of seasonal residents (93%) have been spending the season in Whistler for 4 years or less, while the majority of second homeowners (61%) have owned their property there for 11 years or more.
- This year about one-third of all seasonal residents are from Australia (34%), with almost as many (31%) hailing from Europe, while most of the rest are from BC (18%) or other parts of Canada (11%).

Demographics

	Permanent Residents (305) %	Seasonal Residents (201) %	Second Homeowners (200) %
Whistler Resident Restricted Housing			
Yes	20	14	n/a
No	71	48	n/a
Don't know / Refused	10	38	n/a
Years in Whistler			
0 – 4 years	35	93	18
5 – 10 years	26	4	22
11 or more years	39	4	61
Home Residence of Seasonal Residents			
Australia	n/a	34	1
Europe	n/a	31	-
Other Canada	n/a	11	4
BC	n/a	18	92
US	n/a	2	4
New Zealand	n/a	3	-
Other Country	n/a	-	-
Refused	n/a	1	-

continued…

Demographics			
	Permanent Residents (305) %	Seasonal Residents (201) %	Second Homeowners (200) %
Neighbourhood			
Alpine Meadows	18	10	6
Nordic Estates	6	5	8
Whistler Creekside	10	11	20
Emerald Estates	6	3	2
Bayshores	3	6	6
Alta Vista	4	3	3
Whistler Cay Heights	6	7	8
Whistler Cay Estates	3	2	4
Spruce Grove	4	1	1
Tapley's Farm	3	1	2
White Gold	8	5	1
Nesters	2	1	1
Spring Creek	5	1	2
Nicklaus North Estates	1	-	3
Alpha Lake Village	1	1	2
Function Junction	1	-	-
Brio	2	10	1
Village	4	13	16
Blackcomb Benchlands	3	5	7
Blueberry Hill	2	4	3
Millers Pond	2	-	1
Mons	-	-	-
Whistler Highlands	1	-	1
Cheakamus	-	-	-
Twin Lakes	1	2	1
Callaghan	-	-	-
Rainbow Park	<1	-	-
Wayside	-	-	1
Blackcomb	1	8	-

Appendix

Questionnaire

Intro/Screener

Hello, I'm (enter name)________ of Mustel Group Market Research, a professional research firm. We have been commissioned by the Municipality of Whistler to conduct a survey with those currently renting and living full-time in Whistler for the winter season.

Persuaders—only if needed:

- Completing the survey will enter you in a draw for a chance to win 1 of 3 Whistler bus passes valid for one month.
- The survey is being conducted for the Resort Municipality of Whistler.
- This research will be conducted annually to monitor Whistlers success at meeting resident 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 minutes.
- This is strictly an opinion survey; we are not selling or soliciting anything.
- Contact name: Melissa Darou at RMOW, 604-935-8104

B. Are you currently **renting and living full-time** for the winter season in Whistler?
(NOTE: Winter season defined as November to end of April.**)**

☐ 1	Yes	**CONTINUE**
☐ 2	No	**TERMINATE**

D. GENDER: DO NOT ASK

☐ 1	MALE
☐ 2	FEMALE

E. Are you...**(READ LIST)** ?

☐ 1	Employed
☐ 2	Self-Employed
☐ 3	Not working – seeking work
☐ 4	Not working → **TERMINATE**
☐ 5	Student → **TERMINATE**
☐ 6	Retired → **TERMINATE**

1. Where is your permanent home?

☐ 1	BC → **SPECIFY CITY:**
☐ 2	OTHER CANADA → **SPECIFY PROVINCE:**
☐ 20	US → **SPECIFY STATE:**
☐ 93	AUSTRALIA
☐ 94	NEW ZEALAND
☐ 95	EUROPE → **SPECIFY COUNTRY:**
☐ 96	OTHER: **SPECIFY** ________________________________

2. Approximately how many years have you come to live in Whistler for a season? ☐

3. 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

☐ 1	Single
☐ 2	Married/common-law
☐ 99	REF → **TERMINATE**

4. Do you have any children or adults living under the same roof that are financially dependant on you?

☐ 1	YES WITH DEPENDANTS
☐ 2	NO WITHOUT DEPENDANTS
☐ 99	REF → **TERMINATE**

COMBINE ANSWERS FROM Q3 & 4 AND CHECK APPROPRIATE BOX IN TABLE ON PAGE 9 NOW . . THEN RETURN TO Q5 BELOW .

5. IF YES: How many are: **(IF REFUSED, ENTER 99)**

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

6. Including yourself, how many people reside in your household? **(IF REFUSED, ENTER 99)**

☐

7. In which neighbourhood do you reside? **TO HELP, THESE ARE IN ALPHABETICAL ORDER**

☐ 1	Alpha Lake Village	☐ 17	Nordic Estates
☐ 2	Alpine Meadows	☐ 18	Old Gravel Road
☐ 3	Alta Vista	☐ 19	Rainbow Park
☐ 4	Bayshores	☐ 20	Spring Creek
☐ 5	Blackcomb	☐ 21	Spruce Grove
☐ 6	Benchlands	☐ 22	Stonebridge
☐ 7	Blueberry Hill	☐ 23	Tapley's Farm
☐ 8	Brio	☐ 24	Twin Lakes
☐ 9	Callaghan	☐ 25	Village
☐ 10	Cheakamus	☐ 26	Wayside
☐ 11	Emerald Estates	☐ 27	Whistler Cay Estates
☐ 12	Function Junction	☐ 28	Whistler Cay Heights
☐ 13	Millers Pond	☐ 29	Whistler Creek/Creekside
☐ 14	Mons	☐ 30	Whistler Highlands
☐ 15	Nesters	☐ 31	White Gold
☐ 16	Nicklaus North Estates	☐ 96	Other: SPECIFY ________________

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

☐	1	Single, detached house
☐	2	Duplex or townhouse
☐	3	Apartment
☐	4	Suite in house
☐	96	Other (specify) ________________________________

9. Is your dwelling in the pool of Whistler Housing Authority resident restricted housing? **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.

☐	1	Yes
☐	2	No
☐	99	DK

10. Not including the cost of housing such as rent or mortgages, 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:

☐	5	Very satisfied
☐	4	Somewhat satisfied
☐	3	Neither satisfied nor dissatisfied
☐	2	Somewhat dissatisfied
☐	1	Very dissatisfied with Whistler as a place to live

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

☐	5	Very satisfied
☐	4	Somewhat satisfied
☐	3	Neither satisfied nor dissatisfied
☐	2	Somewhat dissatisfied
☐	1	Very dissatisfied with Whistler as a place to live

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

☐	4	Very strong
☐	3	Somewhat strong
☐	2	Somewhat weak
☐	1	Very weak sense of belonging

13. How satisfied are you with the following aspects of life in Whistler? Are you:

	Satisfied			Dissatisfied	
	Very	Some what	Neither	Some what	Very
Opportunities available for recreational physical activities	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
The selection of arts and cultural events and opportunities	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Local transit services	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Walking and biking routes i.e valley trail	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Health care services	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Access to nature	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Access to parks such as Rainbow park, Lakeside or Alpha Lake park	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Career and employment opportunities	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and in the Sea-to-Sky corridor	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Restaurant services	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Grocery services	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Atmosphere and ambiance of Whistler Village	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1

14. Thinking about local Arts, Culture and Heritage Programs. How often do you attend the following types of events or displays in Whistler? Starting with...READ EVENT THEN SCALE

	Once a week or more	Once every 2-3 weeks	Once a month	Once every 2-3 months	Once every 4-6 months	Less Often
Films or slideshows	☐ 6	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Live music, live theatre, dance performances or literary events	☐ 6	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
Art galleries, art displays, museums or heritage displays	☐ 6	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1

15. Looking at recreation, approximately how many days during a typical week do you participate in some form of recreational physical activity or exercise such as skiing, weight training, cycling, aerobics, hiking or team sports etc? IF STATES A RANGE TAKE MID-POINT

☐ NUMBER OF DAYS

☐ 96 Less than once a week

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

☐ 1	Vehicle alone (car/truck/motorbike)	☐ 5	Walk
☐ 2	Vehicle with at least 1 other person	☐ 6	Bicycle
☐ 3	Bus	☐ 7	Other (specify):
☐ 4	Taxi		

17. And what about in the summer months?

☐ 1	Vehicle alone (car/truck/motorbike)	☐ 5	Walk
☐ 2	Vehicle with at least 1 other person	☐ 6	Bicycle
☐ 3	Bus	☐ 7	Other (specify):
☐ 4	Taxi	☐ 98	Don't live in Whistler in Summer

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

18. In your view, as a **resident** 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?

____

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

____

20. Which of the following activities related to public input have you participated in during the past year: READ

		YES	NO
a.	Attended a public open house	☐ 1	☐ 2
b.	Attended a council meeting	☐ 1	☐ 2
c.	Signed a petition	☐ 1	☐ 2
d.	Wrote a letter to the editor	☐ 1	☐ 2
e.	Read about community issues	☐ 1	☐ 2
f.	Discussed community issues with friends/family/co-workers	☐ 1	☐ 2
g.	Talked to a local council member	☐ 1	☐ 2
h.	Wrote a letter or email to council	☐ 1	☐ 2

21. Did you vote in the last Whistler municipal election in November 2008?

☐ 1	Yes	☐ 2	No	☐ 99	DK

b. **IF NO:** Were you eligible to vote?

☐ 1	Yes	☐ 2	No	☐ 99	DK

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

☐ 5	Very satisfied
☐ 4	Somewhat satisfied
☐ 3	Neither satisfied nor dissatisfied
☐ 2	Somewhat dissatisfied
☐ 1	Very dissatisfied
☐ 98	DON'T KNOW

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

☐ 5	All of the time
☐ 4	Most of the time
☐ 3	Some of the time
☐ 2	Rarely or
☐ 1	Never
☐ 98	DON'T KNOW

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

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

	Satisfied			Dissatisfied		
	Very	Some what	Neither	Some what	Very	DON'T KNOW
Maintenance of community parks and trails	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Village maintenance	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Municipal recreational programs and facilities	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Police services	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Fire inspection and rescue services	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Internet access to municipal hall	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Planning or Building services	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Library services	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Road maintenance	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Snow clearing on local roads, including the highway in Whistler	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98
Recycling/Waste Services	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1	☐ 98

25. 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?

	HIGH	MEDIUM	LOW	DON'T KNOW
Maintenance of community parks and trails	☐ 3	☐ 2	☐ 1	☐ 98
Village maintenance	☐ 3	☐ 2	☐ 1	☐ 98
Municipal recreational programs and facilities	☐ 3	☐ 2	☐ 1	☐ 98
local transit services	☐ 3	☐ 2	☐ 1	☐ 98
library services	☐ 3	☐ 2	☐ 1	☐ 98
road maintenance	☐ 3	☐ 2	☐ 1	☐ 98
snow clearing on local roads, including the highway in Whistler	☐ 3	☐ 2	☐ 1	☐ 98
recycling and composting services	☐ 3	☐ 2	☐ 1	☐ 98
arts programming and facilities	☐ 3	☐ 2	☐ 1	☐ 98
community centres and youth services	☐ 3	☐ 2	☐ 1	☐ 98
Planning and building services	☐ 3	☐ 2	☐ 1	☐ 98
Fire inspection and rescue services	☐ 3	☐ 2	☐ 1	☐ 98
Policing	☐ 3	☐ 2	☐ 1	☐ 98

26. Due to the increased cost of maintaining current service levels and infrastructure, the RMOW anticipates an operating budget shortfall for 2009. The RMOW can deal with this shortfall by increasing the property taxes paid by your property owner, who in turn may decide to pass on some or all of these increases to you by raising the amount you pay in rent or cutting municipal services. (IF ASKED WHICH SERVICES LIST ALL SERVICES ABOVE). For example, a facility that is open 7 days a week might be closed for one or two days per week or have shortened operating hours. Or, some services may be discontinued altogether.

With this in mind, would you prefer the RMOW to:

☐ 1	Maintain municipal services at current levels through a property tax increase which could increase your rent by approximately $13 per month
☐ 2	Expand or enhance services through a property tax increase which could increase your rent over and above $13 per month
☐ 3	Cut services in order to maintain the current property tax level and the amount you pay in rent

IF 3 ASK:

b. Would you support a mix of **cutting** service**s by 10%** and a property tax increase which could increase your rent by approximately **$10** [10% would cut 1 day per week of a 7 day a week service]

☐ 1	Yes	☐ 2	No	☐ 99	DK

IF NO ASK:

c. Would you support a mix of **cutting** service**s by 20%** and a property tax increase which could increase your rent by approximately **$7** [20% would cut 2 days per week of a 7 day a week service]

☐ 1	Yes	☐ 2	No	☐ 99	DK

27. How do you prefer to receive information from the Municipality of Whistler? READ LIST AND CODE ALL THAT APPLY

☐ 1	Mailed newsletter
☐ 2	Emailed newsletter
☐ 3	Website
☐ 4	Newspaper inserts or ads
☐ 5	Open house/public forums
☐ 6	Printed brochures
☐ 96	Other Specify_______________________________

28. Which of the following do you read, listen or watch on a regular basis? READ LIST AND CODE ALL THAT APPLY

☐ 1	Pique news magazine
☐ 2	Whistler Question
☐ 3	Mountain FM
☐ 4	Shaw Cable (community channel)
☐ 5	The Province
☐ 6	Vancouver Sun
☐ 96	Other Specify_______________________________

DEMOGRAPHICS

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

33. In what year were you born? ☐

34. What is the highest level of education you have had the opportunity to complete? (READ)

☐ 1	Less than Grade 12
☐ 2	Grade 12 graduation
☐ 3	Some technical or vocational school
☐ 4	Some college
☐ 5	Some university
☐ 6	Diploma or certificate from a trade, technical or vocational school
☐ 7	Diploma or certificate from college
☐ 8	Bachelor or undergraduate university degree
☐ 9	Post-graduate degree

ASK ALL

26. 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

. ENTER DATA FROM PAGE 2 HERE .

☐	Single (Q3)	**WITH**	Dependants (Q4)	
☐	Single (Q3)	**WITHOUT**	Dependants (Q4)	
☐	Married / Common-Law (Q3)		**WITH**	Dependants (Q4)
☐	Married / Common-Law (Q3)		**WITHOUT**	Dependants (Q4)

27. **SKIP ONLY IF SINGLE WITHOUT DEPENDENTS**:
What is the total combined monthly income of family members 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

28. **ASK ALL, CHOSE WORDING IN PARENTHESES AS PER CHECKED BOX ABOVE** :
Approximately how much monthly income do *(you / you and your partner / you and your immediately family)* receive from other sources? Examples include investments, rental property or social assistance.

$ _______/month **OR** $______/hour IF DON'T KNOW MONTHLY
☐ Don't know
☐ Refused

ASK ALL, CHOSE WORDING IN PARENTHESES AS PER CHECKED BOX ABOVE :

29. Approximately how much in total do you estimate *(you / you and your partner)* spend per month on housing, including rent, electricity, heating?

$____________

Finally, so that you can be entered into the prize draw may I have your name and a contact telephone number?

IF NECESSARY: Please be assured that without your permission your details can not be used by us for any other purpose than this survey, will not be linked to the answers you have given and will not be shared with any other party, not even the client.

Name____

Telephone:____

Thank you. That completes our survey.