



# RMOW Community Life Tracking Survey

December 2010

**Presented to:**



Resort Municipality of Whistler  
Whistler, BC

# Contents

<b>Executive Overview.....</b>	<b>1</b>
Introduction .....	1
Key Indicator Findings.....	2
<b>Foreword.....</b>	<b>11</b>
Background and Research Objectives.....	11
Methodology .....	12
Operational Recommendations .....	14
Results .....	15
<b>Detailed Findings.....</b>	<b>16</b>
<b>1. Living in Whistler.....</b>	<b>16</b>
1.1 Proportion of residents living in the community full-time or owning property for at least 5 years .....	16
1.2 Proportion of residents satisfied with Whistler as a place to live / spend time .....	18
1.3 Proportion of residents satisfied with current housing arrangement .....	19
1.4 Assessed Value of Whistler Residence .....	20
1.5 Proportion of residents paying more than 30% or 40% of their gross income on housing .....	21
1.6 Median Income Levels – Personal and Household.....	22
<b>2. Arts, Culture and Recreation .....</b>	<b>23</b>
2.1 Proportion of residents satisfied with Whistler for: “Opportunities available for recreational physical activities” .....	23
2.2 Proportion of residents satisfied with Whistler for: “The selection of arts and cultural events and opportunities” .....	24
2.3 Proportion of residents satisfied with Whistler for: “Local Transit Services” .....	26
2.4 Proportion of residents satisfied with Whistler for: “Walking and biking routes, i.e. valley trail” .....	27
2.5 Proportion of residents satisfied with Whistler for: “Healthcare services” .....	28
2.6 Proportion of residents satisfied with Whistler for: “Access to Nature” .....	29
2.7 Proportion of residents satisfied with Whistler for: “Access to Parks such as Rainbow Park, Lakeside, Alpha Lake Park” .....	30
2.8 Proportion of residents satisfied with Whistler for: “Career and employment opportunities” .....	31
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” .....	32
2.10 Proportion of residents satisfied with Whistler for: “Restaurant Services” .....	33
2.11 Proportion of residents satisfied with Whistler for: “Grocery Services” .....	34
2.12 Proportion of residents satisfied with Whistler for: “Atmosphere and Ambiance of Whistler Village” .....	35
2.13 Correlation Analysis .....	36
<b>3. Health and Community Relationships .....</b>	<b>38</b>
3.1 Proportion of resident population aged 18 and over rating their health status as very good to excellent .....	38
3.2 Proportion of residents who volunteered in the past year at least one hour a month .....	39
3.3 Proportion of residents who feel a sense of belonging to Whistler.....	40
3.4 Proportion of residents and second home owners who feel that just over half or more people living in Whistler can be trusted .....	41
<b>4. Education and Employment .....</b>	<b>42</b>
4.1 Proportion of residents who have completed a post secondary education program.....	42
4.2 Proportion of residents currently unemployed.....	43
<b>5. Community Living and Decision Making .....</b>	<b>44</b>
5.1 Proportion of community members satisfied with opportunities to provide input to community decision making.....	44
5.2 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 .....	45
5.3 Preferred Approach to Development in Whistler.....	46
5.4 Proportion who agree with statement:.....	47
5.5 Proportion who agree with statement:.....	48
5.6 Proportion of community members who perceive the services provided by RMOW to be good value for money .....	49

<b>6. Satisfaction with Services .....</b>	<b>50</b>
Summary of Permanent Residents Satisfied with Services Provided by RMOW .....	50
Summary of Second Homeowners Satisfied with Services Provided by RMOW .....	51
6.1 Proportion of community members satisfied with the quality of services provided by RMOW for: "Maintenance of community parks and trails" .....	52
6.2 Proportion of community members satisfied with the quality of services provided by RMOW for: "Village Maintenance" .....	53
6.3 Proportion of community members satisfied with the quality of services provided by RMOW for: "Municipal recreational programs and facilities" .....	54
6.4 Proportion of community members satisfied with the quality of services provided by RMOW for: "Police Services" .....	55
6.5 Proportion of community members satisfied with the quality of services provided by RMOW for: "Fire inspection and rescue services" .....	56
6.6 Proportion of community members satisfied with the quality of services provided by RMOW for: "Access to municipal information via the website" .....	57
6.7 Proportion of community members satisfied with the quality of services provided by RMOW for: "Land Use & Development Services & Building Services" .....	58
6.8 Proportion of community members satisfied with the quality of services provided by RMOW for: "Library Services" .....	59
6.9 Proportion of community members satisfied with the quality of services provided by RMOW for: "Road Maintenance" .....	60
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" .....	61
6.11 Proportion of community members satisfied with the quality of services provided by RMOW for: "Waste, Recycling and Composting Services" .....	62
6.12 Proportion of community members satisfied with the quality of services provided by RMOW for: "Water Utilities for your Residence" .....	63
6.13 Correlation Analysis .....	64
<b>7. Priorities for Budget Allocation .....</b>	<b>66</b>
Summary of Services Rated a High Priority for Budget Allocation by Permanent Residents .....	66
Summary of Services Rated a High Priority for Budget Allocation by Second Homeowners .....	67
7.1 Proportion of residents rating the budget allocation priority of "Maintenance of community parks and trails" as high .....	68
7.2 Proportion of residents rating the budget allocation priority of "Village Maintenance" as high .....	69
7.3 Proportion of residents rating the budget allocation priority of "Municipal recreational programs and facilities" as high .....	70
7.4 Proportion of residents rating the budget allocation priority of "Local Transit Services" as high .....	71
7.5 Proportion of residents rating the budget allocation priority of "Library Services" as high .....	72
7.6 Proportion of residents rating the budget allocation priority of "Road Maintenance" as high .....	73
7.7 Proportion of residents rating the budget allocation priority of "Snow Clearing on Local Roads" as high .....	74
7.8 Proportion of residents rating the budget allocation priority of "Arts Programming" as high .....	75
7.9 Proportion of residents rating the budget allocation priority of: "Community Centre Children's Programs, Youth Services and Facilities" as high .....	76
<b>8. Tax and Communications .....</b>	<b>77</b>
8.1 Proportion of property owners willing to accept some level of tax increase .....	77
8.1.1 Acceptable levels of property tax increase among property owners .....	78
8.2 Proportion of renters willing to accept some level of rent increase .....	79
8.2.1 Acceptable levels of rent increase passed on from property tax increase .....	80
8.3 Preferred Channels of Communication from RMOW .....	81
8.4 Interest in Information from the Municipality .....	82
<b>9. Demographics .....</b>	<b>83</b>
<b>Appendix .....</b>	<b>87</b>
Questionnaire .....	

# 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 500 random telephone interviews were completed between November 18 and 30, 2010. Key findings are summarized briefly in this Executive Overview. Further details are presented in the Detailed Findings section.

In addition, in 2010, a slightly shorter, more web-friendly, version of the survey was made available to residents and second homeowners online, accessible via the RMOW website for self-completion. As this version of the survey was open to anyone interested in completing and sampling was not random or controlled, the results have been compiled and presented under a separate cover.

## Key Indicator Findings

---

### Living in Whistler

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

- More than two-thirds of permanent residents (69%).
- More than eight-in-ten second homeowners (85%).

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

- About nine-in-ten permanent residents (89%).
- More than nine-in-ten second home owners (96%).

*Proportion of residents satisfied with current housing arrangement*

- Almost nine-in-ten permanent residents (88%).

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

- Half of all permanent residents (49%).

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

- More than one-quarter of permanent residents (28%).

***Median Income Levels – Personal and Household***

#### **Permanent Residents**

- Median Personal Income Range: \$40,000 to less than \$45,000
- Median Household Family Income Range: \$90,000 to less than \$95,000

## Arts, Culture and Recreation

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

- Almost all permanent residents (97%).
- Almost all second homeowners (97%).

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

- Approximately eight-in-ten permanent residents (82%).
- Eight-in-ten second homeowners (80%).

### ***Proportion of residents satisfied with Whistler's local transit services***

- Two-thirds of permanent residents (68%).
- More than eight-in-ten second homeowners (84%).

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

- Almost all permanent residents (99%).
- Almost all second homeowners (96%).

### ***Proportion of residents satisfied with Whistler's healthcare services***

- Almost nine-in-ten permanent residents (87%).
- More than eight-in-ten second homeowners (85%).

### ***Proportion of residents satisfied with Whistler's access to nature***

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

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

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

## Arts, Culture & Recreation *cont'd.*

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

- Two-thirds of permanent residents (65%).
- One-third of all second homeowners (32%).

### ***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.***

- Just over one-third of all permanent residents (38%).
- Almost one-third of all second homeowners (18%).

### ***Proportion of residents satisfied with Whistler's restaurant services***

- Almost eight-in-ten permanent residents (78%).
- About nine-in-ten second homeowners (92%).

### ***Proportion of residents satisfied with Whistler's grocery services***

- About seven-in-ten permanent residents (72%).
- Nine-in-ten second homeowners (91%).

### ***Proportion of residents satisfied with Whistler's atmosphere and ambiance***

- More than eight-in-ten permanent residents (83%).
- Almost all second homeowners (97%).
- Total of 17% of second home owners do so once a month or more.

## Health & Community Relationships

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

- Approximately eight-in-ten permanent residents (81%).

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

- More than half of all permanent residents (57%).
- Almost one-in-five second home owners.

### *Proportion of residents who feel a sense of belonging to Whistler*

- More than eight-in-ten permanent residents (86%).
- Less than half of all second homeowners (47%).

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

- Approximately nine-in-ten permanent residents (91%).
- Approximately nine-in-ten second home owners (92%).

## Education & Employment

### *Proportion of residents who have completed a post secondary education program*

- More than two-thirds of all permanent residents (70%).

### *Proportion of residents currently unemployed*

- A total of 4% of permanent residents.

## Community Living & Decision Making

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

- Less than half of all permanent residents (47%).
- Half of all second homeowners (51%).



***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***

- Almost half of all permanent residents (47%).
- Six-in-ten second homeowners (61%).

***Preferred Approach to Development in Whistler***

"Whistler should consider additional residential or commercial development but only if it would clearly benefit the resort community."

- Six-in-ten permanent residents (60%) agree.
- More than half of all second homeowners (57%) agree.

"Whistler should not permit any additional residential or commercial development beyond that which already exists."

- More than one-third of permanent residents (37%) agree.
- Four-in-ten second homeowners (41%) agree.

***Proportion of community members who agree with statement: "Whistler should protect natural areas critical to biodiversity and ecological function."***

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

***Proportion of community members who agree with statement: "Whistler should only support economic development that is compatible with a diversified tourism economy and resort community values."***

- Three-quarters of all permanent residents (78%).
- Three-quarters of all second homeowners (75%).

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

- More than two-thirds of all permanent residents (69%).
- Three-quarters of all second homeowners (75%).

## Satisfaction with Services

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

- More than nine-in-ten permanent residents (96%).
- More than nine-in-ten second homeowners (96%).

### ***Proportion of residents satisfied with RMOW's Village maintenance***

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

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

- Almost permanent residents (88%).
- One than eight-in-ten second homeowners (84%).

### ***Proportion of residents satisfied with RMOW's police services***

- Almost eight-in-ten permanent residents (78%).
- More than eight-in-ten second homeowners (86%).

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

- Nine-in-ten permanent residents (90%).
- Almost eight-in-ten second homeowners (79%).

### ***Proportion of residents satisfied with RMOW's access to municipal information via the website***

- Almost three-quarters of all permanent residents (73%).
- Almost three-quarters of all second homeowners (73%).

### ***Proportion of residents satisfied with RMOW's land use and development services and building services***

- Six-in-ten permanent residents (62%).
- Six-in-ten second homeowners (62%).

### ***Proportion of residents satisfied with RMOW's library services***

- Almost nine-in-ten permanent residents (87%).
- More than seven-in-ten second homeowners (72%).

***Proportion of residents satisfied with RMOW's road maintenance***

- More than eight-in-ten permanent residents (83%).
- Nine-in-ten second homeowners (89%).

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

- More than nine-in-ten permanent residents (94%).
- More than nine-in-ten second homeowners (93%).

***Proportion of residents satisfied with RMOW's waste, recycling, and composting services***

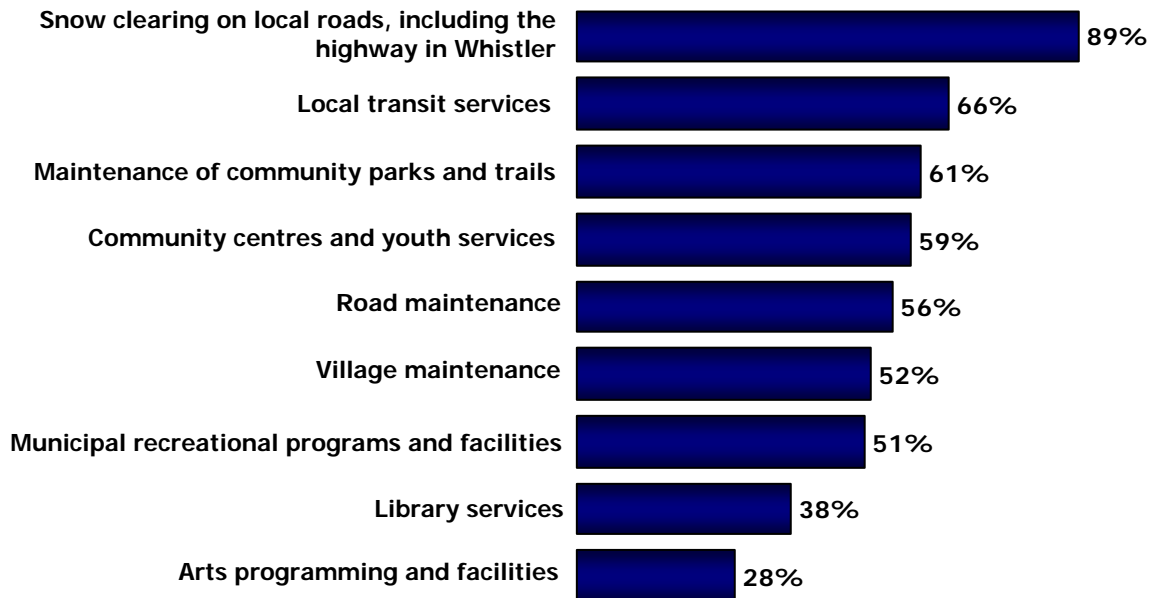
- Almost eight-in-ten permanent residents (79%).
- Almost eight-in-ten second homeowners (78%).

***Proportion of residents satisfied with RMOW's water utilities for your residence***

- Nine-in-ten permanent residents (91%).
- Nine-in-ten second homeowners (91%).

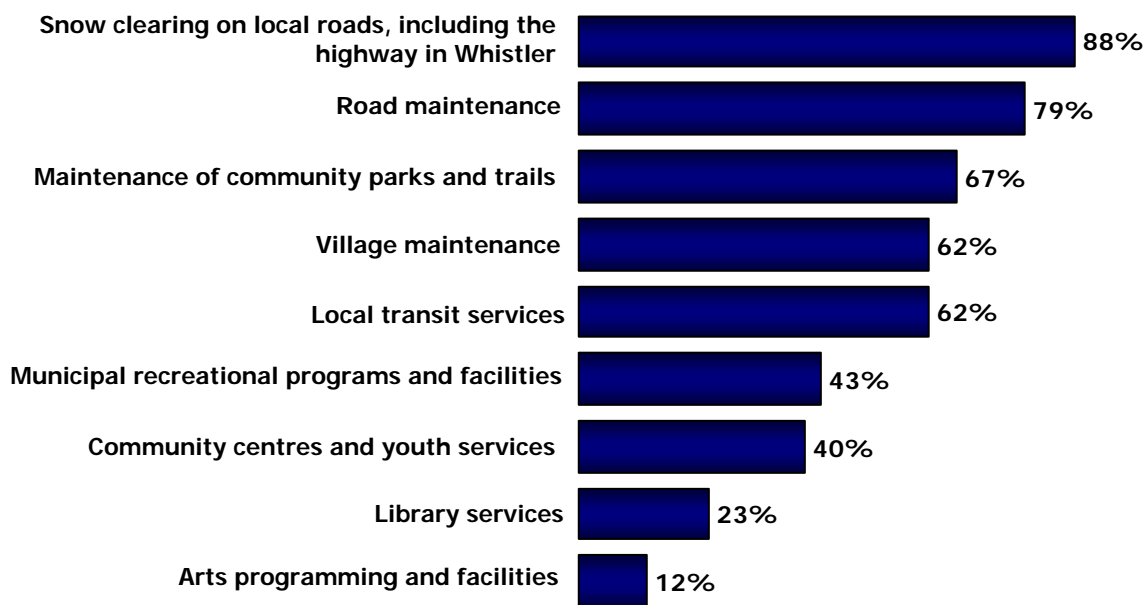
## High Priorities for Budget Allocation

### *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 Homeowners with an opinion

## Tax

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

- More than half of all permanent residents (57%).
- More than six-in-ten second homeowners (61%).

### *Acceptable levels of property tax increase (among property owners)*

- More than half of all permanent residents (57%) would accept at least an increase the equivalent to \$23 per \$100,000 of assessed property value.
- Almost two-thirds of all second homeowners (64%) would accept at least an increase the equivalent to \$23 per \$100,000 of assessed property value.

### *Proportion of renters willing to accept some level of rent increase*

- The majority of all permanent residents (79%).

### *Acceptable levels of rent increase passed on from property tax increase*

- Almost eight-in-ten permanent residents who rent would accept the equivalent of a \$8 per month increase in their rent (79%).

# 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 in all previous waves, are:

- **Permanent residents:** those who own or rent property in Whistler and live there year-round
- **Second homeowners:** those who own property in Whistler but live primarily elsewhere in BC
- **Seasonal residents** (*not surveyed in 2010*): those who do not own property in Whistler and live there for only part of the year

In 2010 only permanent residents and second homeowners were included in the survey. An additional survey component was added to the project in 2010 where a version of the survey was made available online via the Whistler.ca website. Various communications were sent out advertising the survey and inviting residents and second homeowners to self complete. Results of this survey are presented in a separate report.

## Methodology

---

In 2010 the methodology employed for this survey was the use of random telephone interviews conducted among two of the three key stakeholders groups in Whistler, permanent residents and second homeowners. A total of 500 interviews were completed, 300 with permanent residents and 200 with second-homeowners. Fieldwork was conducted between November 18 and 30, 2010.

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.

Use of an online version of the survey was introduced in 2010 in order to offer residents who were not contacted as part of the random telephone survey an opportunity to provide their opinions and feedback with regards to the important community issues covered in the survey. In addition the online survey can be used to test response rates of the key populations online and compare against the telephone results.

### 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.

## 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		Second Homeowners
	<u>Actual</u> (300) %	<u>Weighted</u> (300) %	<u>Actual</u> (200) %
<b>Gender</b>			
Male	50	54	55
Female	50	46	45
<b>Age</b>			
18-34	12	46	4
35-44	21	21	8
45-54	29	16	24
55-64	18	9	35
65 and over	16	4	27

### 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 no weighting factor is applied.



## Operational Recommendations

---

On completion of the 2010 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.
- The approach of offering residents the opportunity to complete the survey online (on the RMOW website), in parallel with the current survey methodology, appears to have achieved the goal of reaching those permanent resident households that might be “cell phone only” or simply not reached via the random sampling methodology. While the results of the web survey are not strictly projectable or apportioned a margin of error due to the lack of control in sampling, it did serve the purpose of opening the survey to all residents who wish to provide their input. A particularly valuable aspect of the online survey is the final question that offers residents the opportunity to provide an open end comment about any aspect of the survey or life in Whistler they choose. The resulting data will be reviewed, analyzed separately and compared with that of the main survey.
- While the online survey was successful in attracting a relatively large volume of completed surveys among permanent residents (236 in all), it was not as successful in encouraging second homeowners to take part. As a result it may be worthwhile reviewing the most effect tools for communicating or advertising access to the survey.
- Finally, in terms of the questionnaire itself, changes from the 2009 to the 2010 survey appear to have reduced the survey length from approximately 19 minutes in 2009 down to about 16 minutes in 2010. While this remains approximately 4-5 minutes longer than the estimated survey length in the RFP it was certainly helpful in attempting to meet the RMOW’s budget for the project. It is recommended that all effort is made to keep future surveys as close to the 10-12 minute range as possible in order to avoid such survey pitfalls as respondent fatigue.

## 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 or owning property for at least 5 years*

- More than two-thirds of permanent residents (69%).
- More than eight-in-ten second homeowners (85%).

##### **Permanent Residents**

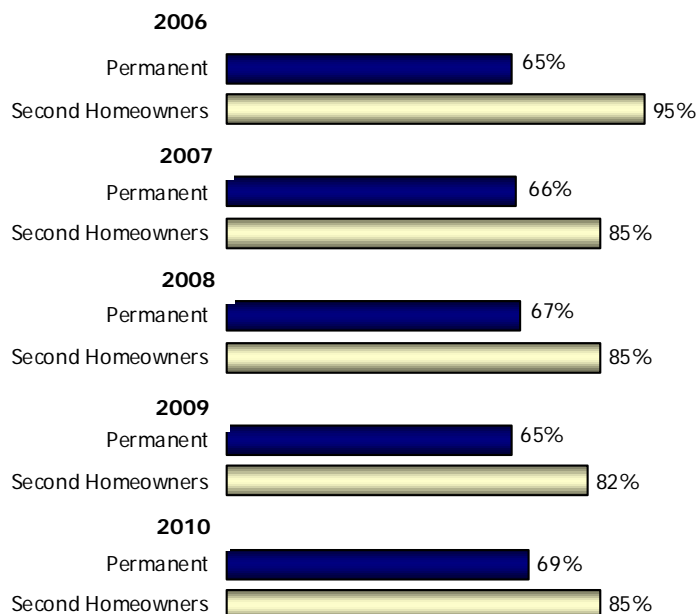
- Those aged less than 35 have lived in Whistler on average approximately 7 years compared with the over 35's who have spent on average more than 16 years living in the community; while renters have spent an average of six and a half years in Whistler compared with homeowners who average more than 15 years.
- More than four-in-ten residents currently live in a single detached home (44%) with one-third (34%) who live in a duplex or townhouse. A further 16% live in an apartment or condo, with 5% who rent a suite in a house.
- One-quarter of all permanent resident dwellings are in the pool of Whistler Housing Authority Restricted Housing.

##### **Second Homeowners**

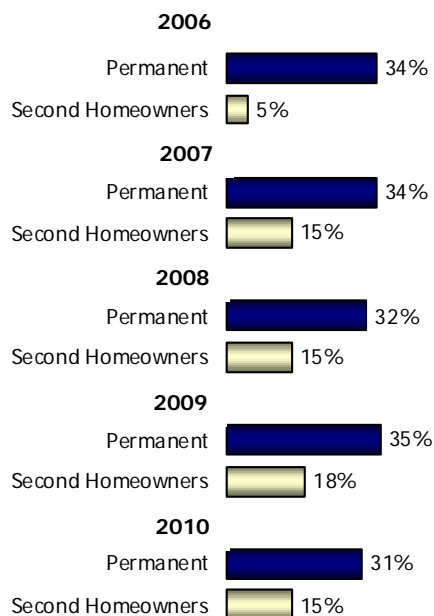
- Second homeowners (excluding foreign and business owners) have owned their property in Whistler for approximately 17 years on average.
- Second homeowners most commonly own a condo or apartment style home (39%), a duplex or townhouse (29%), or a single, detached house (28%).

## Years Lived or Owned in Whistler

### 5 years or more



### Less than 5 years



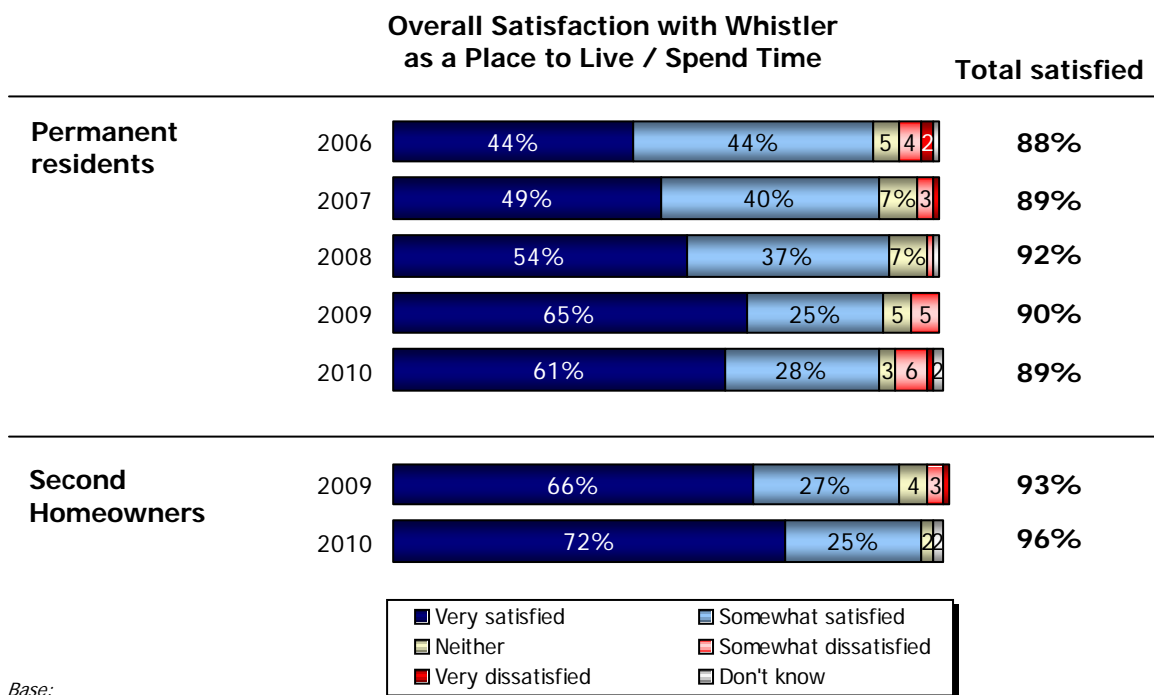
Base:

Total Permanent residents  
2006 (n=301), 2007 (n=201), 2008 (n=300),  
2009 (n=305), 2010 (n=300)  
Total Second Homeowners  
2006 (n=200), 2007 (n=192), 2008 (n=206),  
2009 (n=200), 2010 (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 / spend time

- About nine-in-ten permanent residents (89%).
- More than nine-in-ten second home owners (96%).



Base:

Total Permanent residents  
2006 (n=301), 2007 (n=201), 2008 (n=300),  
2009 (n=305), 2010 (n=300)  
Total Second Homeowners  
2009 (n=200), 2010 (n=200)

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

Q. 11b) Overall how satisfied are you with Whistler as a place to spend time?

### Permanent Residents

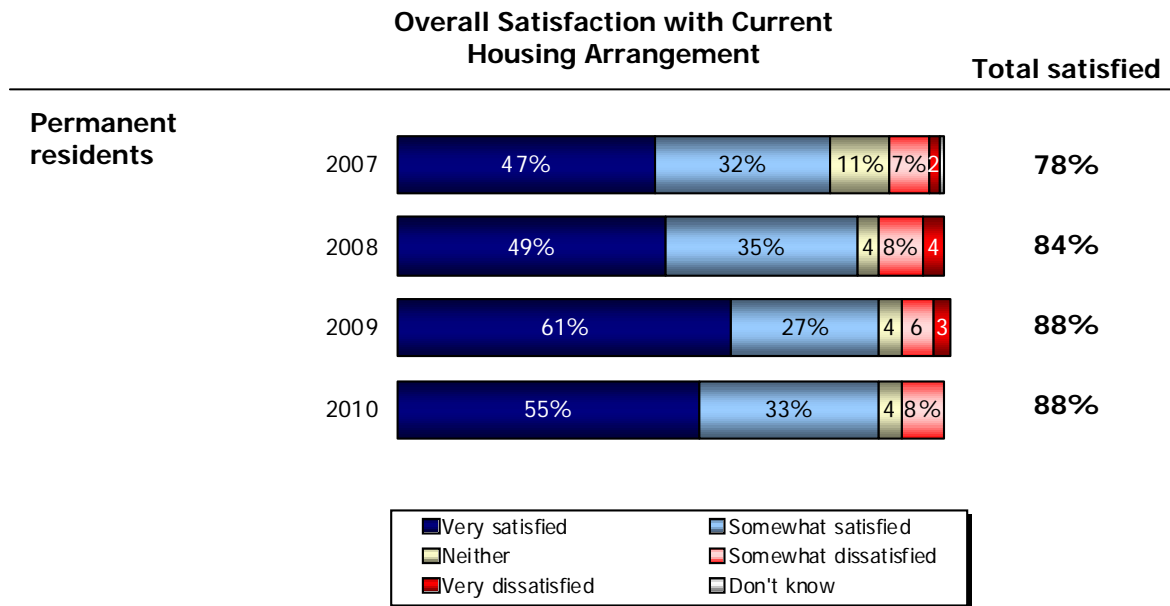
- Satisfaction amongst permanent residents is statistically unchanged from a year ago, remaining high amongst all demographic sub-groups, but particularly so amongst home owners (92% compared with 84% of renters) and those in resident restricted housing (96% vs. 86% of those who are not).

### Second Homeowners

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

### 1.3 Proportion of residents satisfied with current housing arrangement

- Almost nine-in-ten permanent residents (88%).



Base:

Total Permanent residents

2006 (n=301), 2007 (n=201), 2008 (n=300),  
2009 (n=305), 2010 (n=300)

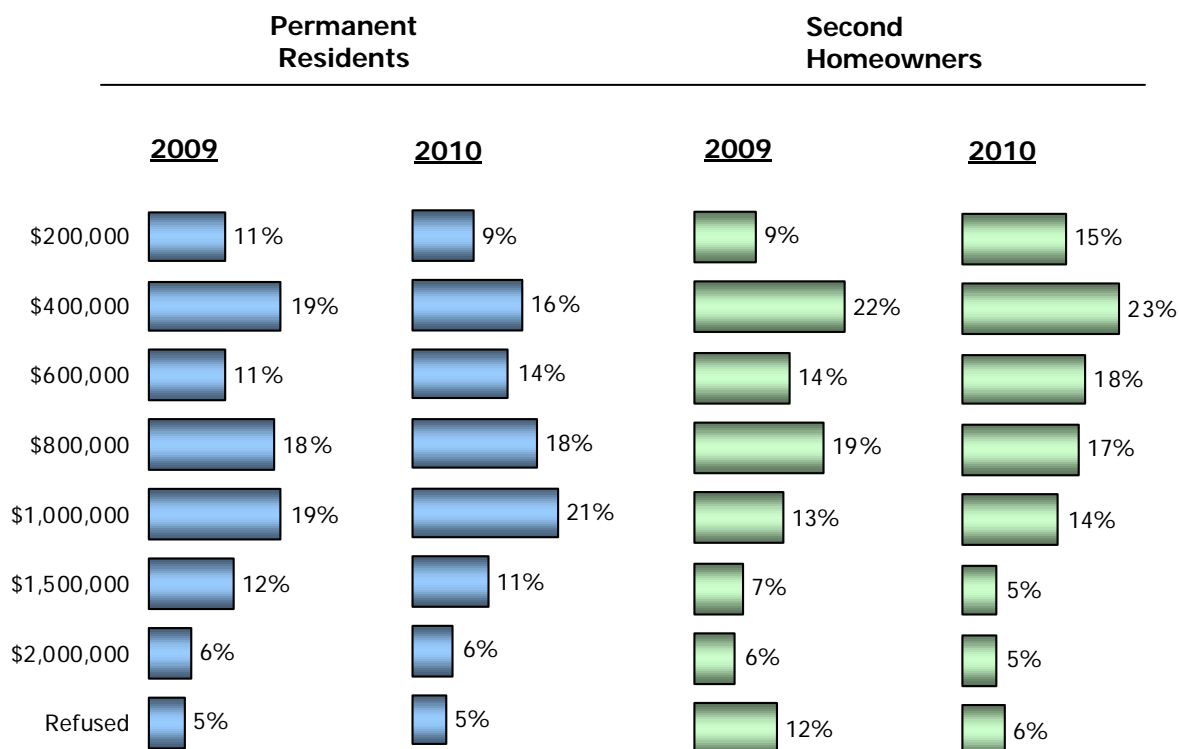
Q.10) Not including the cost of housing, how satisfied are you with your current housing arrangement? Please consider aspects such as space, storage, privacy, the condition and layout of the unit. Are you:

#### Permanent Residents

- Overall, satisfaction remains consistent with a year ago.
- This year, homeowners express a higher degree of satisfaction than renters (93% satisfied vs. 80% of renters) but satisfaction is otherwise quite consistent across demographic sub-groups.

## 1.4 Assessed Value of Whistler Residence

- As found a year ago, more than one-third of all permanent residents assess the value of their home at \$1 million dollars or more (38%), with about one-third assessed to be between \$600,000 and \$800,000 (32%), and one-quarter assessed between \$200,000 and \$400,000.
- Self-assessed values also remain little changed among second home-owners, with one-quarter who assess the value of their home at \$1 million dollars or more, with one-third assessed to be between \$600,000 and \$800,000 (35%), and a similar proportion assessed between \$200,000 and \$400,000 (38%).



Base:  
Permanent Resident Homeowners only  
2009 (n=211)  
2010 (n=236)

Total Second Homeowners  
2009 (n=200)  
2010 (n=200)

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

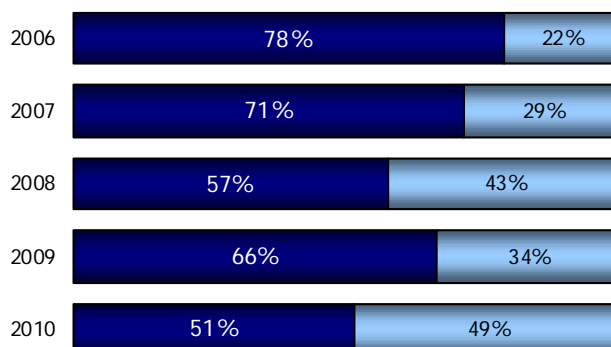
### 1.5 Proportion of residents paying more than 30% or 40% of their gross income on housing

- Increased from a year ago, about half of permanent residents (49%) pay more than 30% of their income on housing with over one-quarter who pay more than 40% of their income, significantly more than last year, somewhat more similar to the levels seen in 2008.

#### Proportion of Income Spent on Housing

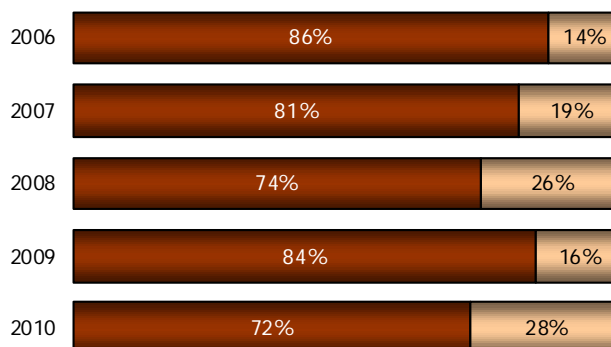
30%

Permanent residents

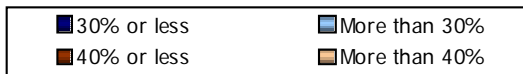


40%

Permanent residents



Base: Total Permanent residents  
 2006 (n=232)  
 2007 (n=92)  
 2008 (n=236)  
 2009 (n=227)  
 2010 (n=201)



Q.39) 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] ?

Q.41) And approximately how much are your annual property taxes?



## 1.6 *Median Income Levels – Personal and Household*

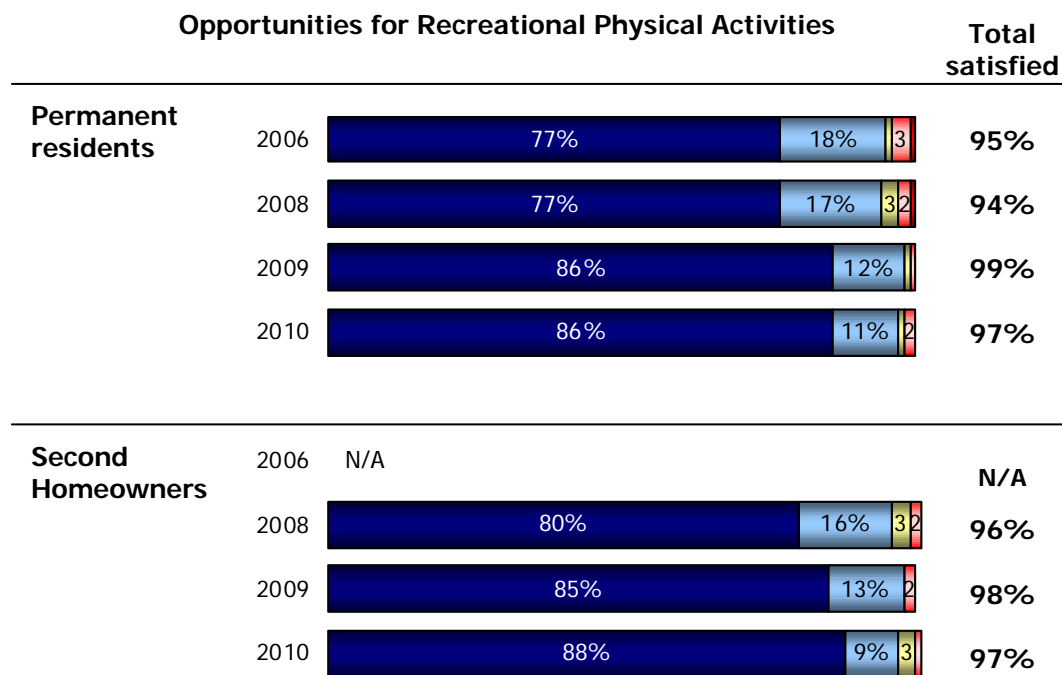
### **Permanent Residents**

- Median Personal Income Range: \$40,000 to less than \$45,000 (unchanged from a year ago).
- Median Household Family Income Range: \$90,000 to less than \$95,000 (increased somewhat from \$85,000 to less than \$90,000 a year ago).

## 2. Arts, Culture and Recreation

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

- Almost all permanent residents (97%).
- Almost all second homeowners (97%).



Base: Total Permanent residents  
2006 (n=301)  
2008 with an opinion (n=300)  
2009 with an opinion (n=303)  
2010 with an opinion (n=300)

Total Second Homeowners  
2006 (n=200)  
2008 with an opinion (n=203)  
2009 with an opinion (n=197)  
2010 with an opinion (n=197)

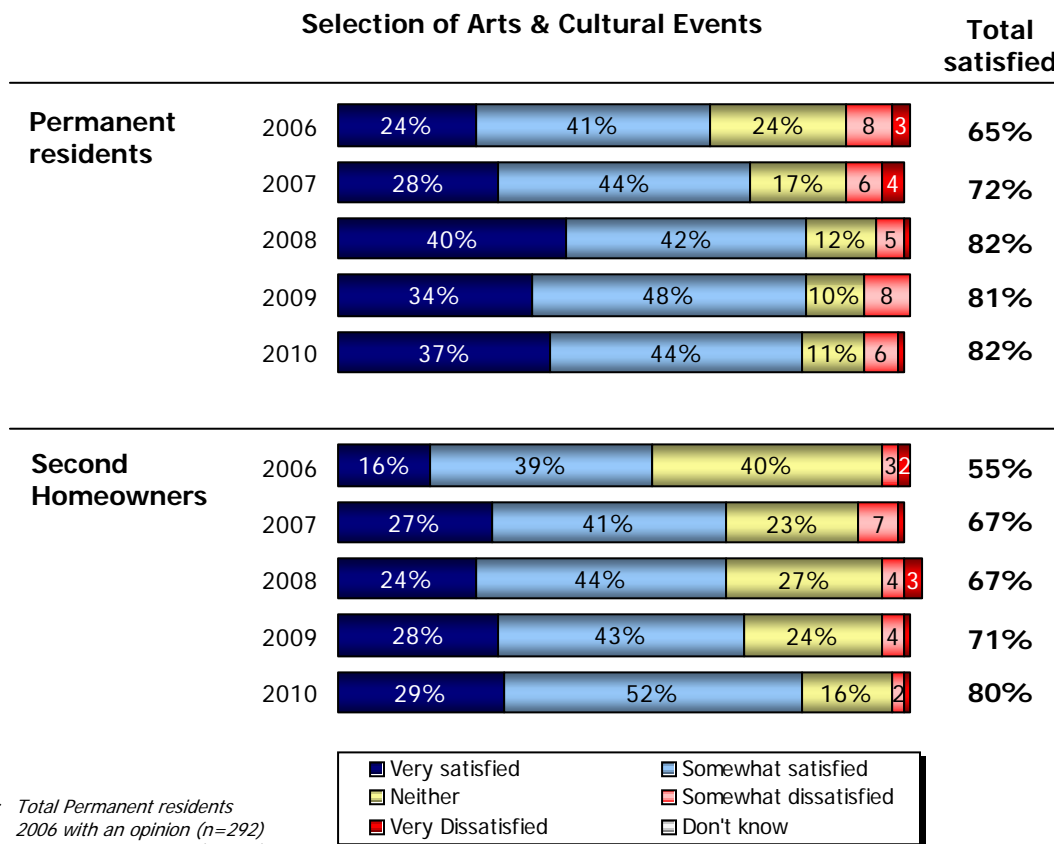


Q. 12) How satisfied are you with the following aspects of life in Whistler? "Opportunities available for recreational physical activities"

Consistent with previous measures, almost all people in Whistler are satisfied with the opportunities available for recreational physical activities, with no change from a year ago.

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

- Approximately eight-in-ten permanent residents (82%).
- Eight-in-ten second homeowners (80%).



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)  
 2010 with an opinion (n=293)

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)  
 2010 with an opinion (n=179)

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 is consistent with the previous two measures amongst those living in Whistler and actually increases amongst second homeowners compared with a year ago.

**Permanent Residents**

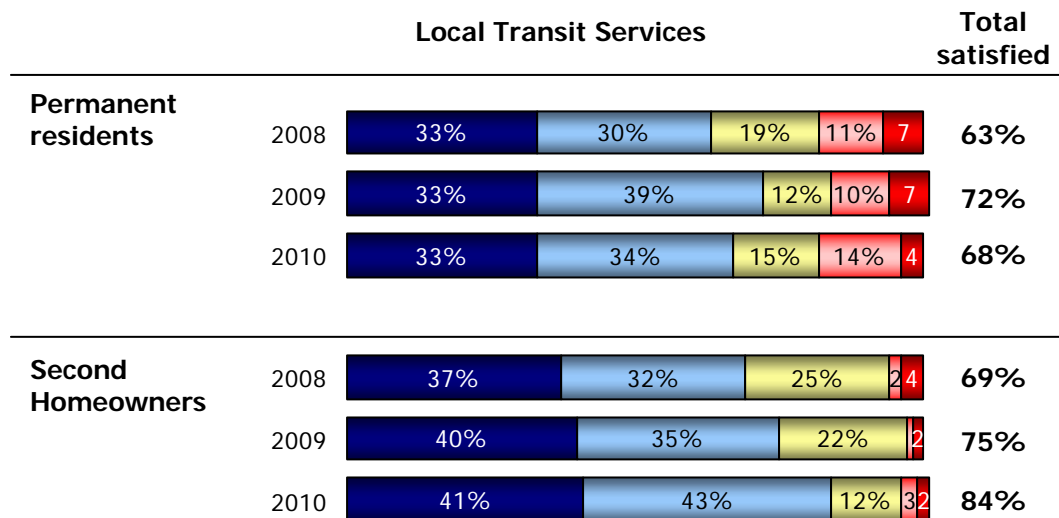
- Satisfaction with the selection of arts and cultural events is consistent with a year ago overall and amongst most demographic sub-groups, with single residents without children more likely to express satisfaction than couples or families (94% satisfied vs. 74% and 81% respectively).

**Second Homeowners**

- Satisfaction among second homeowners sees a significant increase compared with a year ago, consistent amongst all demographic sub-groups.

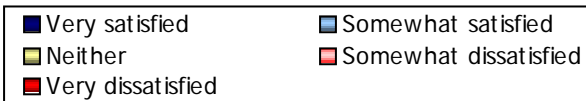
### 2.3 Proportion of residents satisfied with Whistler for: "Local Transit Services"

- Two-thirds of permanent residents (68%).
- More than eight-in-ten second homeowners (84%).



Base: Total Permanent residents  
2008 with an opinion (n=291)  
2009 with an opinion (n=280)  
2010 with an opinion (n=271)

Total Second Homeowners  
2008 with an opinion (n=189)  
2009 with an opinion (n=166)  
2010 with an opinion (n=176)



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

#### Permanent Residents

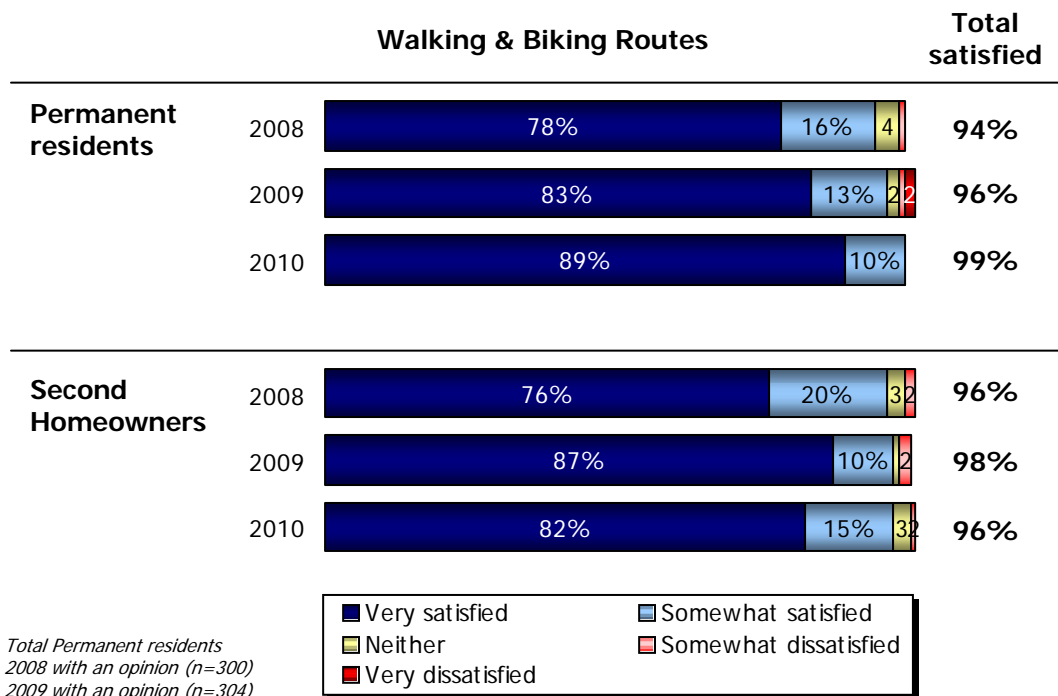
- Overall, satisfaction with local transit services is statistically unchanged from a year ago amongst permanent residents. Those most satisfied include younger residents (76% of the under 35's are satisfied compared with 61% of those 35 or older) and renters (77% vs. 62% of owners).

#### Second Homeowners

- Satisfaction increases overall amongst second homeowners compared with a year ago, with males expressing a higher level of satisfaction than females (82% vs. 76% respectively).

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

- Almost all permanent residents (99%).
- Almost all second homeowners (96%).



Base: Total Permanent residents  
2008 with an opinion (n=300)  
2009 with an opinion (n=304)  
2010 with an opinion (n=299)

Total Second Homeowners  
2008 with an opinion (n=205)  
2009 with an opinion (n=198)  
2010 with an opinion (n=191)

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

### Permanent Residents

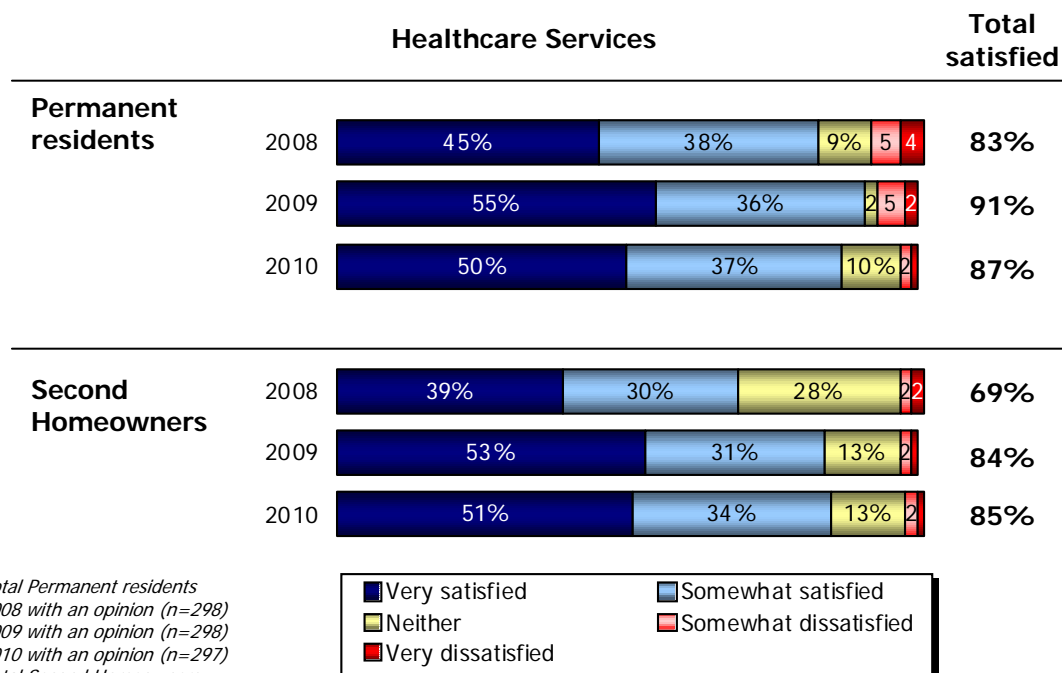
- With almost all residents satisfied with walking and biking routes this year, satisfaction is consistent amongst all segments.

### Second Homeowners

- Satisfaction is also consistent amongst most second homeowners.

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

- Almost nine-in-ten permanent residents (87%).
- More than eight-in-ten second homeowners (85%).



Base: Total Permanent residents  
2008 with an opinion (n=298)  
2009 with an opinion (n=298)  
2010 with an opinion (n=297)  
Total Second Homeowners  
2008 with an opinion (n=184)  
2009 with an opinion (n=172)  
2010 with an opinion (n=166)

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

### Permanent Residents

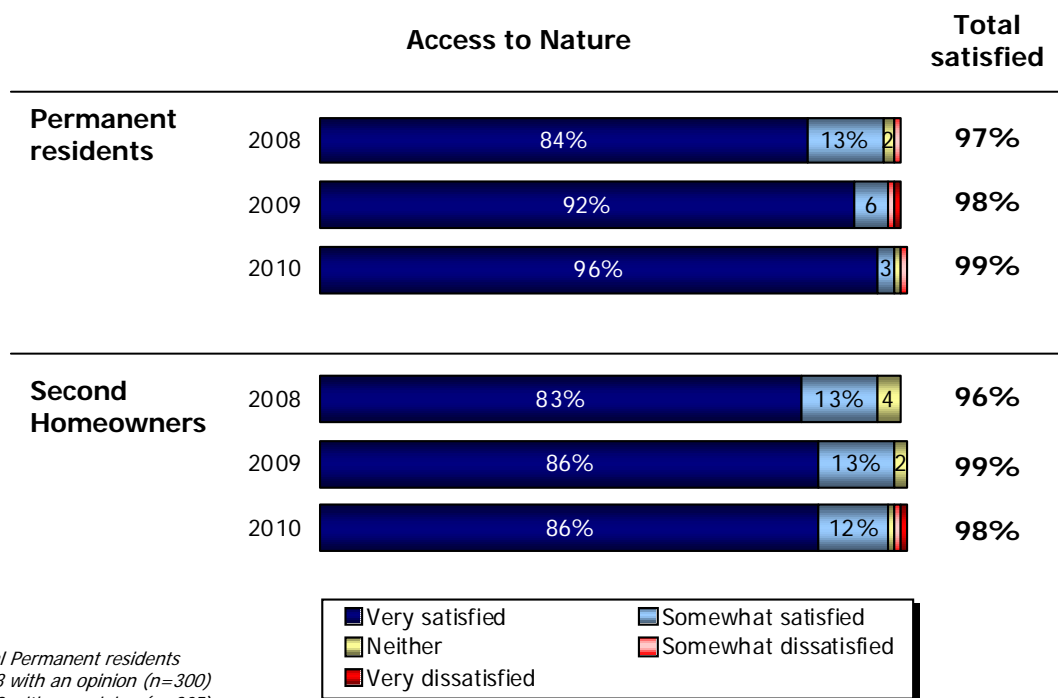
- The high level of satisfaction with healthcare services is statistically unchanged from a year ago. Those expressing most satisfaction include males (90% vs. 82% of females), and homeowners (90% vs. 81% of those who rent).

### Second Homeowners

- Satisfaction amongst second homeowners with healthcare services maintains the increase achieved a year ago, consistent amongst all groups.

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

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



Base: Total Permanent residents  
 2008 with an opinion (n=300)  
 2009 with an opinion (n=305)  
 2010 with an opinion (n=299)  
 Total Second Homeowners  
 2008 with an opinion (n=203)  
 2009 with an opinion (n=200)  
 2010 with an opinion (n=197)

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

### Permanent Residents

- With almost all residents satisfied, satisfaction is consistent amongst all demographic subgroups.

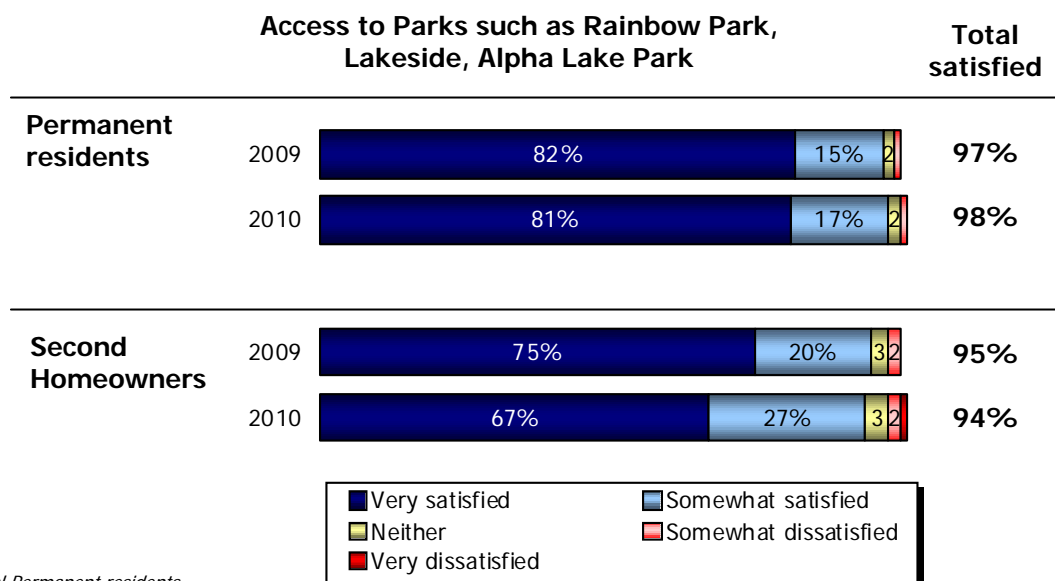
### Second Homeowners

- Again, 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 (98%).
- More than nine-in-ten second homeowners (94%).



Base: Total Permanent residents  
2009 with an opinion (n=304)  
2010 with an opinion (n=299)  
Total Second Homeowners  
2009 with an opinion (n=197)  
2010 with an opinion (n=189)

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

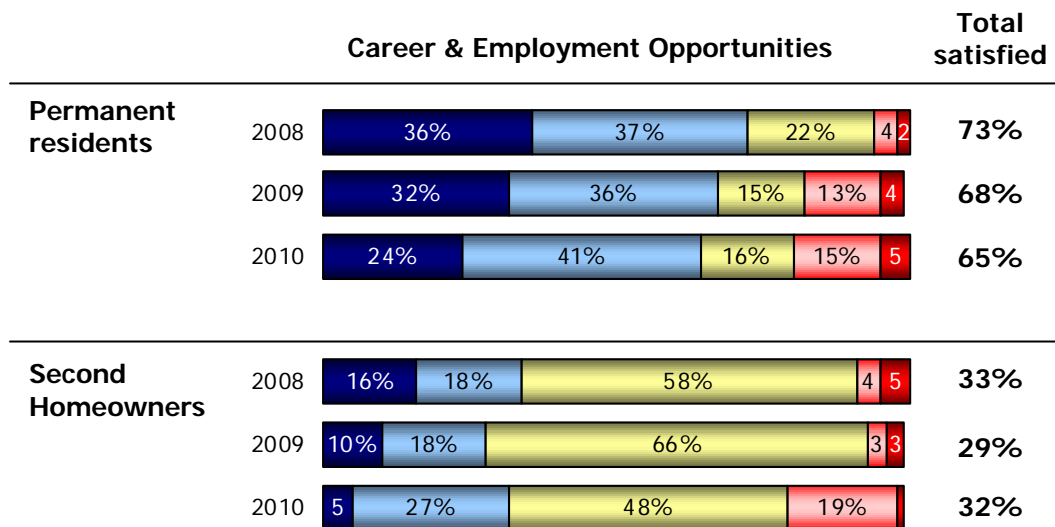
- Near total satisfaction is consistent amongst most permanent residents.

### Second Homeowners

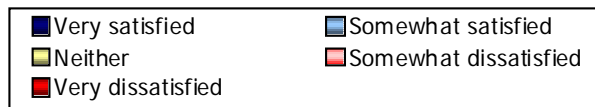
- Satisfaction is consistent amongst all second homeowners.

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

- Two-thirds of permanent residents (65%).
- One-third of all second homeowners (32%).



Base: Total Permanent residents  
2008 with an opinion (n=292)  
2009 with an opinion (n=273)  
2010 with an opinion (n=266)  
Total Second Homeowners  
2008 (n=168)  
2009 with an opinion (n=115)  
2010 with an opinion (n=98)



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

### Permanent Residents

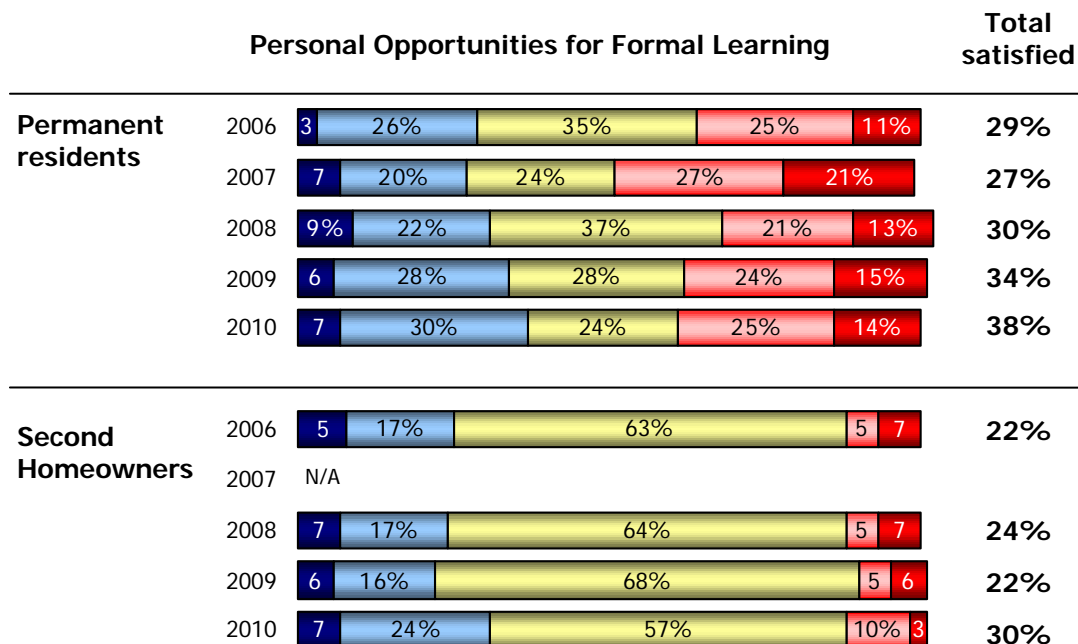
- While the overall proportion of those satisfied once again remains statistically unchanged, the proportion "very" satisfied falls significantly, with a general trend downwards in overall satisfaction over the three years. Those more likely to be dissatisfied include those living in the North of Whistler (30% dissatisfied vs. 13% in the South and 11% in the Village).

### Second Homeowners

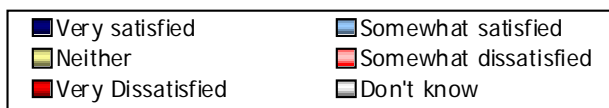
- While most second homeowners remain neutral on the topic or have no opinion, significantly more express dissatisfaction with regards to employment opportunities.

## 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"

- Just over one-third of all permanent residents (38%).
- Almost one-third of all second homeowners (30%).



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)  
2010 with an opinion (n=266)  
Total Second Homeowners  
2006 (n=200)  
2007 (n=208)  
2008 with an opinion (n=149)  
2009 with an opinion (n=186)  
2010 with an opinion (n=92)



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

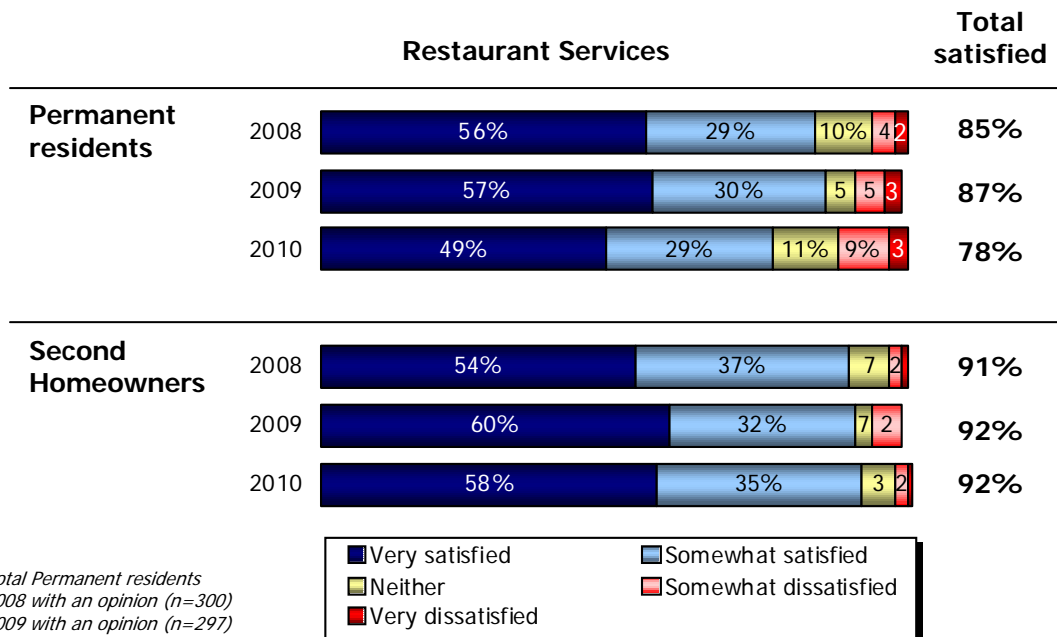
- Overall satisfaction amongst permanent residents is consistent with a year ago. Those most satisfied include males (45% vs. 29% of females) and the under 35's (44% vs. 32% of those 35 or over)

### Second Homeowners

- While the majority of second homeowners remain neutral on the subject, the proportion of those who express satisfaction increases directionally compared with a year ago.

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

- Almost eight-in-ten permanent residents (78%).
- About nine-in-ten second homeowners (92%).



Base: Total Permanent residents  
 2008 with an opinion (n=300)  
 2009 with an opinion (n=297)  
 2010 with an opinion (n=293)  
 Total Second Homeowners  
 2008 with an opinion (n=204)  
 2009 with an opinion (n=197)  
 2010 with an opinion (n=197)

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

### Permanent Residents

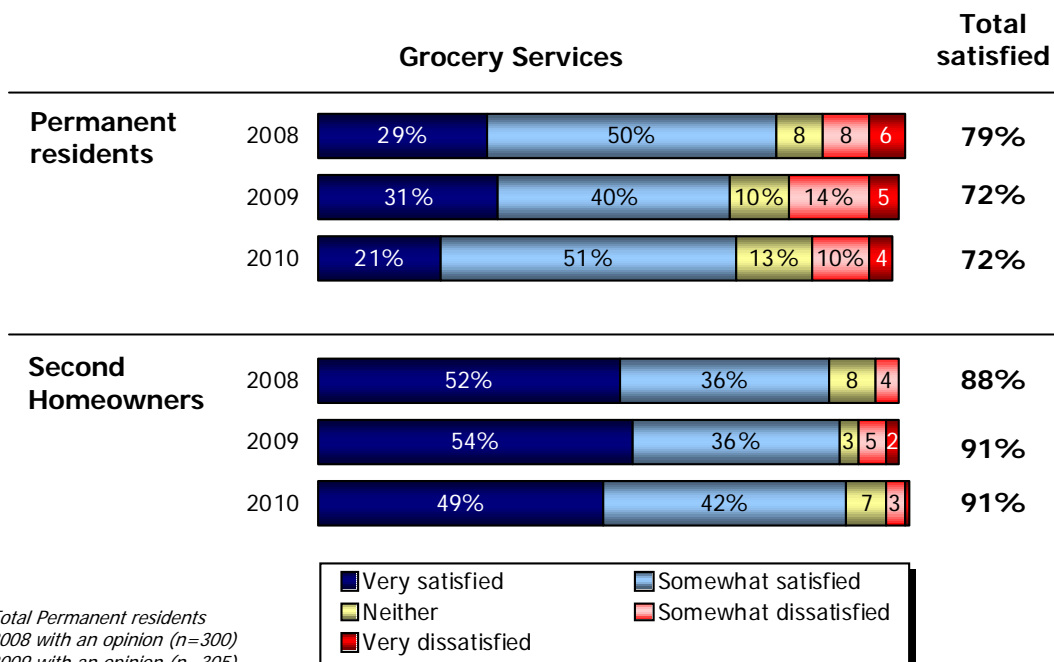
- While the majority of permanent residents are satisfied with the restaurant services available in Whistler, significantly fewer are satisfied this year compared with the past two years. A little over one-in-ten express dissatisfaction. Those more likely to be dissatisfied with restaurant services include those living in Whistler less than five years (22% dissatisfied compared with about 7% of those living there longer), renters (20% dissatisfied vs. 6% of owners), those living in resident restricted housing (20% dissatisfied vs. 10% of those not) and couples and families (19% and 12% dissatisfied vs. 1% of singles).

### Second Homeowners

- The high level of satisfaction amongst second homeowners is consistent amongst all groups.

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

- About seven-in-ten permanent residents (72%).
- Nine-in-ten second homeowners (91%).



Base: Total Permanent residents  
2008 with an opinion (n=300)  
2009 with an opinion (n=305)  
2010 with an opinion (n=299)  
Total Second Home owners  
2008 with an opinion (n=204)  
2009 with an opinion (n=199)  
2010 with an opinion (n=199)

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

### Permanent Residents

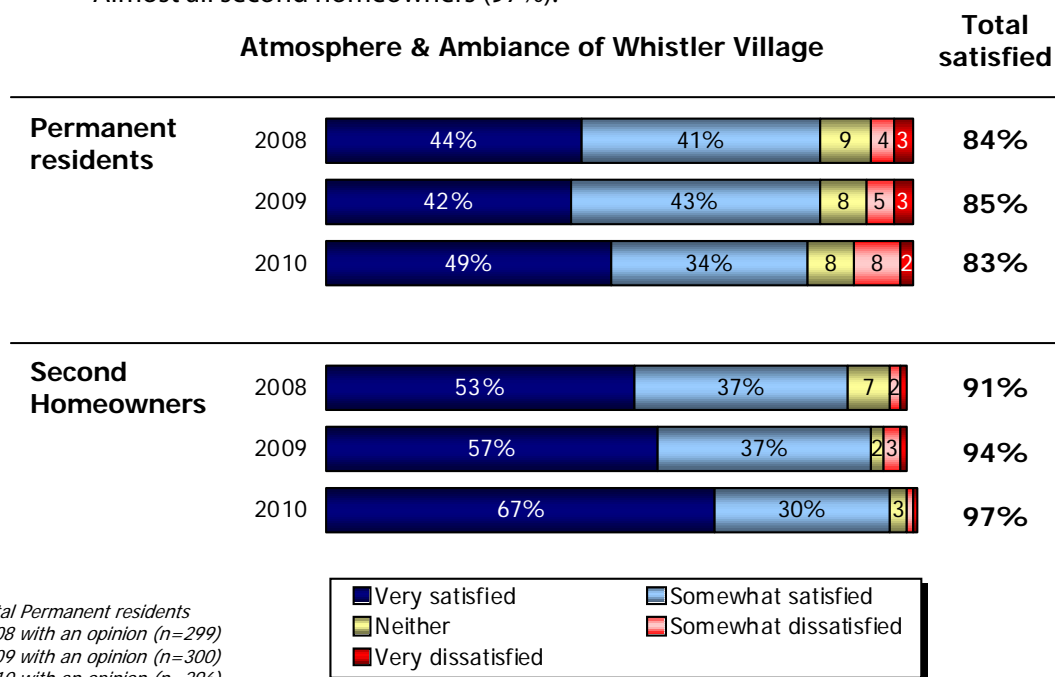
- Overall, satisfaction with grocery services is more or less unchanged from a year ago, however the proportion who say they are "very" satisfied falls significantly. Those living south of the village are more likely to be satisfied than those in the north (81% vs. 62% respectively) as are those who own their residence compared with those who rent (81% satisfied vs. 59% of renters).

### Second Homeowners

- Satisfaction is generally consistent amongst most second homeowners.

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

- More than eight-in-ten permanent residents (83%).
- Almost all second homeowners (97%).



Base: Total Permanent residents  
 2008 with an opinion (n=299)  
 2009 with an opinion (n=300)  
 2010 with an opinion (n=296)  
 Total Second Homeowners  
 2008 with an opinion (n=204)  
 2009 with an opinion (n=199)  
 2010 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 satisfied with the atmosphere and ambiance of Whistler Village, with half 'very satisfied'.

### Second Homeowners

- Continuing to trend upwards, most second homeowners express satisfaction with the atmosphere and ambiance of Whistler Village, with two-thirds 'very' satisfied; those living south of the Village are more likely to be satisfied than those in the north (100% vs. 91% 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

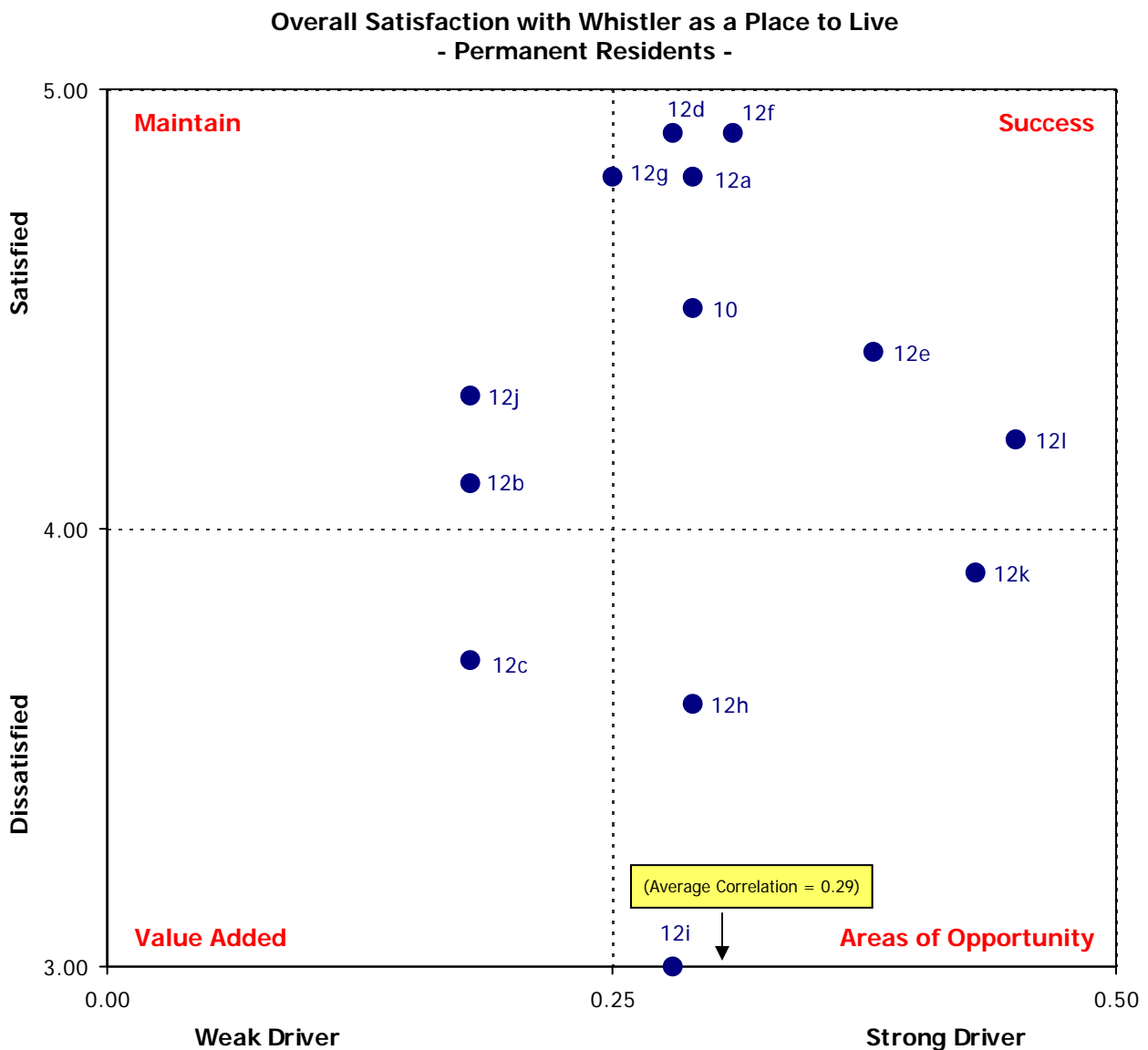
***Strong Driver - Opportunity:*** low satisfaction, strongly correlated with overall satisfaction – aspects of life plotted in this quadrant are found to be key drivers of overall satisfaction with life in Whistler currently in need of attention

***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.

### Permanent Residents

- Success: Of the aspects of life in Whistler tested we find the strongest correlation exists with the atmosphere and ambiance of Whistler Village, health care services, permanent residents’ current housing arrangements, opportunities for recreational physical activities, walking and biking routes and access to nature and parks, most of which have relatively strong levels of satisfaction.
- Opportunity: This year those aspects that also correlate relatively strongly with overall satisfaction, but with which residents are less satisfied include in particular grocery services, and to a lesser extent when it comes to strength of correlation, career and employment opportunities and personal opportunities for formal learning.
- While not scoring particularly well on satisfaction, local transit services do not appear to correlate particularly strongly with overall satisfaction. Residents are generally satisfied with all other aspects tested, which also exhibit a relatively weak correlation with overall satisfaction.



**Legend:**

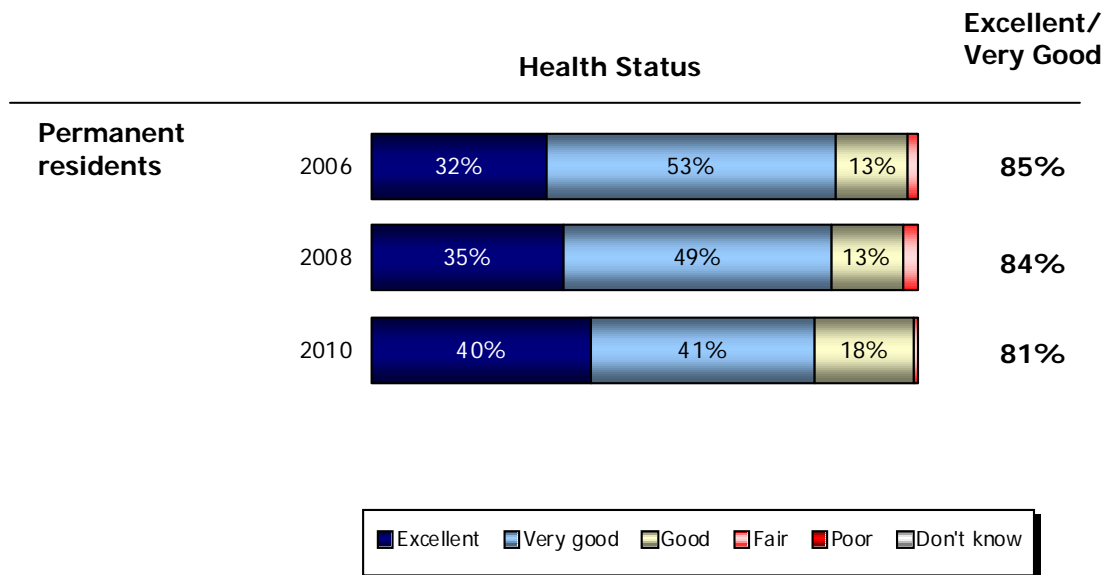
- 10. Satisfaction with current housing arrangement
- 12a. Opportunities available for recreational physical activities?
- 12b. The selection of arts and cultural events and opportunities
- 12c. Local Transit Services
- 12d. Walking and biking routes i.e. valley trail
- 12e. Health care services
- 12f. 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. Health and Community Relationships

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

- Approximately eight-in-ten permanent residents (81%).



Base: Total Permanent residents  
 2006 (n=301)  
 2008 (n=300)  
 2010 (n=300)

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

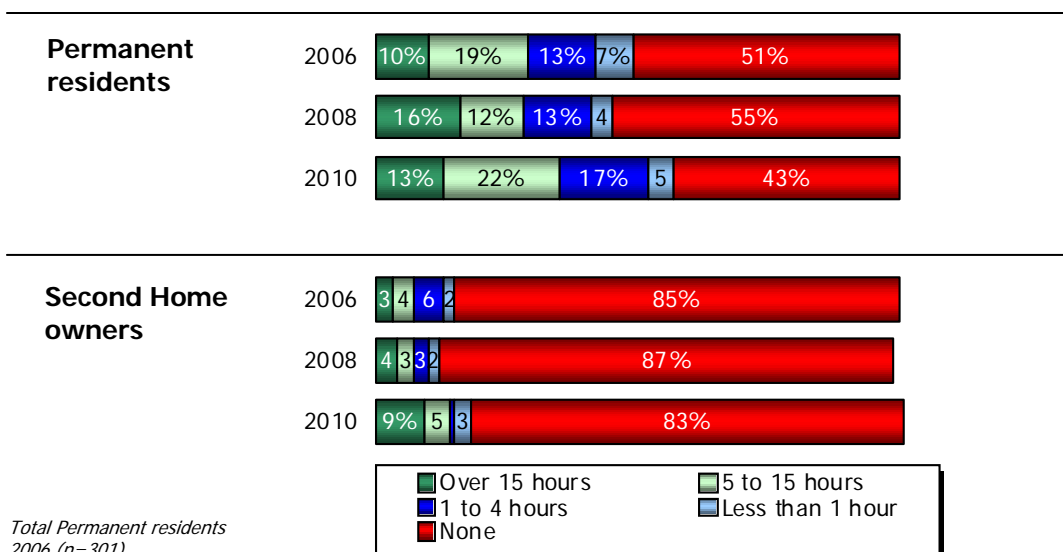
#### Permanent Residents

- Perception of health amongst permanent residents is generally consistent with both previous measures, with the majority who feel they are in very good or excellent health.

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

- More than half of all permanent residents (57%).
- Almost one-in-five second home owners (17%).

#### Unpaid Volunteer Work



Base: Total Permanent residents  
 2006 (n=301)  
 2008 (n=300)  
 2010 (n=300)  
 Total Second Home owners  
 2006 (n=200)  
 2008 (n=206)  
 2010 (n=200)

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

#### Permanent Residents

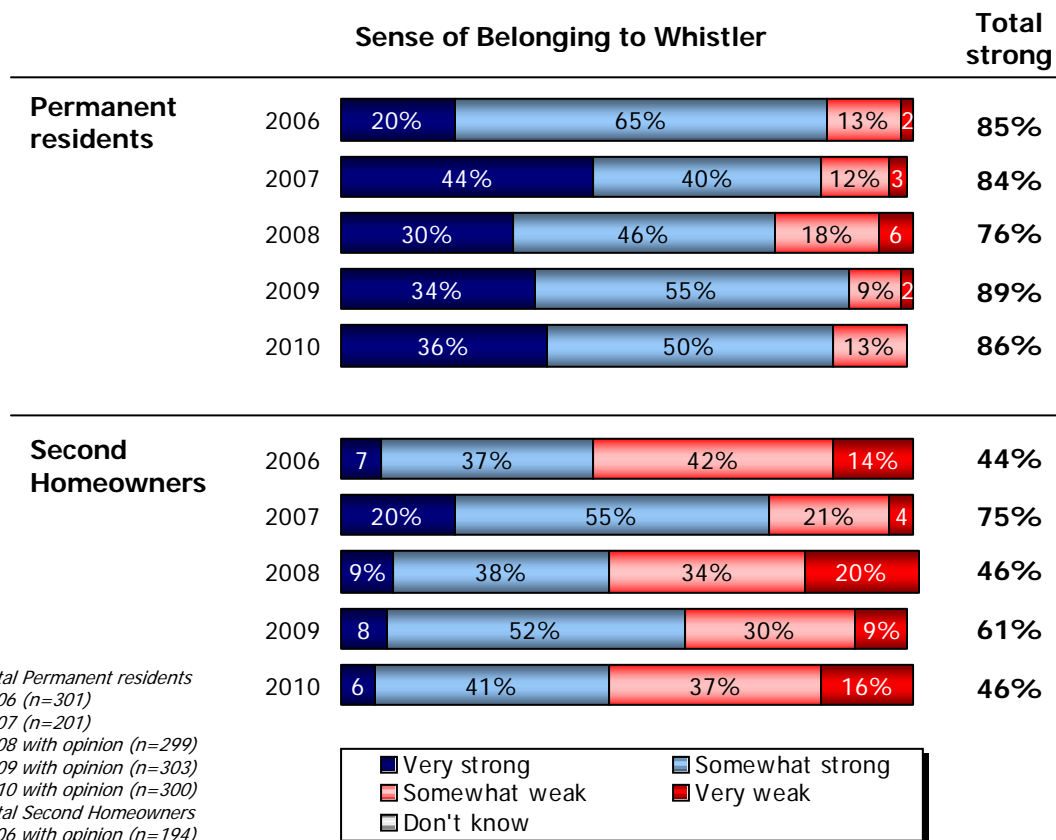
- In 2010 more than half of all residents say they have volunteered their time, significantly more than in either 2006 or 2008. As in 2006, volunteers are more likely to be female, over 35 years old and longer term residents of Whistler (11+ years). They are also more likely to be home owners, have a family and a personal income of \$50,000 or more. Those living either north (62%) or south (65%) of the Village are more likely than those living in the Village itself (30%) to have volunteered their time.

#### Second Home Owners

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

### 3.3 Proportion of residents who feel a sense of belonging to Whistler

- More than eight-in-ten permanent residents (86%).
- Less than half of all second homeowners (46%).



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

#### Permanent Residents

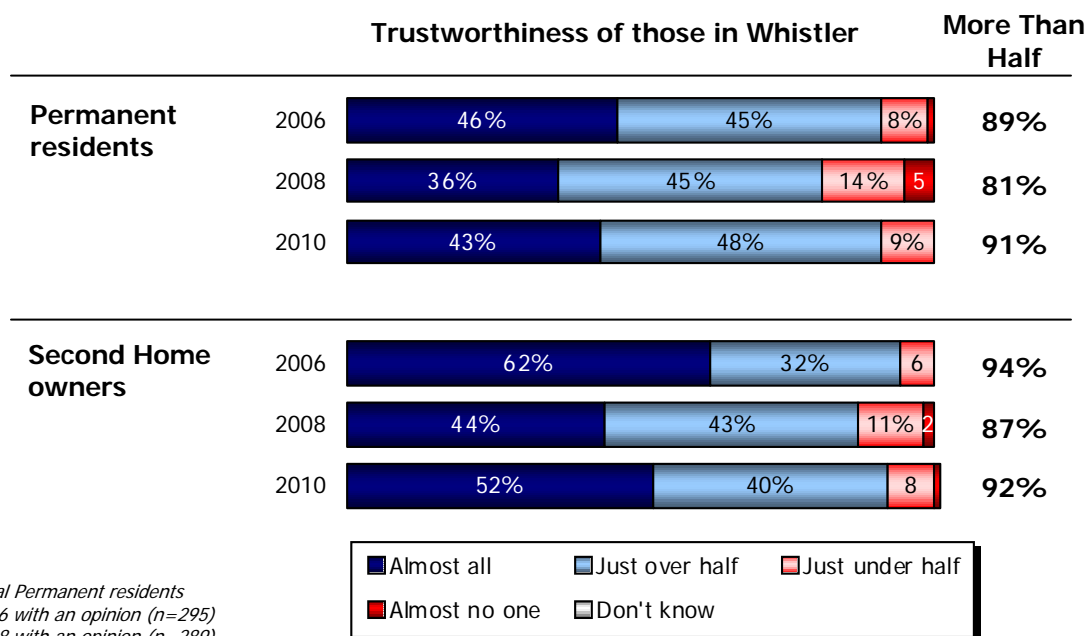
- The high proportion of residents feeling a strong sense of belonging is maintained following the increases from a year ago. Those more likely to feel a weaker sense of belonging include those who are relatively new to the community, less than 5 years (26% say somewhat weak compared with 8% of longer term residents) and those who live north of the village (22% say somewhat weak compared with 5% of those south).

#### Second Homeowners

- This year about half of all second homeowners express a strong sense of belonging to the community. This has fluctuated over time and is perhaps not surprising considering the varying amount of time that second homeowners may spend in the community.

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

- Approximately nine-in-ten permanent residents (91%), up significantly compared with 2008.
- Approximately nine-in-ten second home owners (92%).



Base: Total Permanent residents  
 2006 with an opinion (n=295)  
 2008 with an opinion (n=289)  
 2010 with an opinion (n=281)  
 Total Second Home owners  
 2006 with an opinion (n=166)  
 2008 with an opinion (n=192)  
 2010 with an opinion (n=178)

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

#### Permanent Residents

- This perception is shared by most demographic subgroups with females, older residents (35 years or older) and those with families being just somewhat more trusting than younger, single residents.

#### Second Home Owners

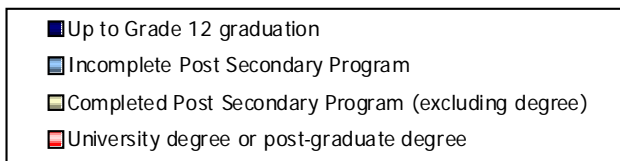
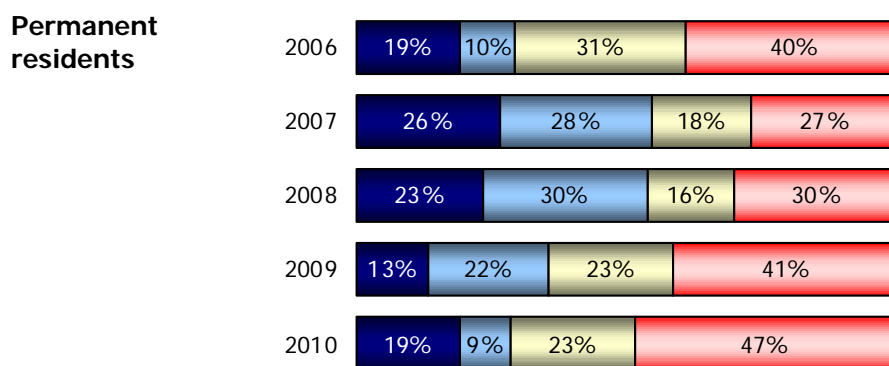
- The findings are consistent among all sub-groups.

## 4. Education and Employment

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

- More than two-thirds of all permanent residents (70%).

#### Highest Level of Completed Education



Base: Total Permanent residents  
2006 (n=301), 2007 (n=201),  
2008 (n=300), 2009 (n=305)  
2010 (n=300)

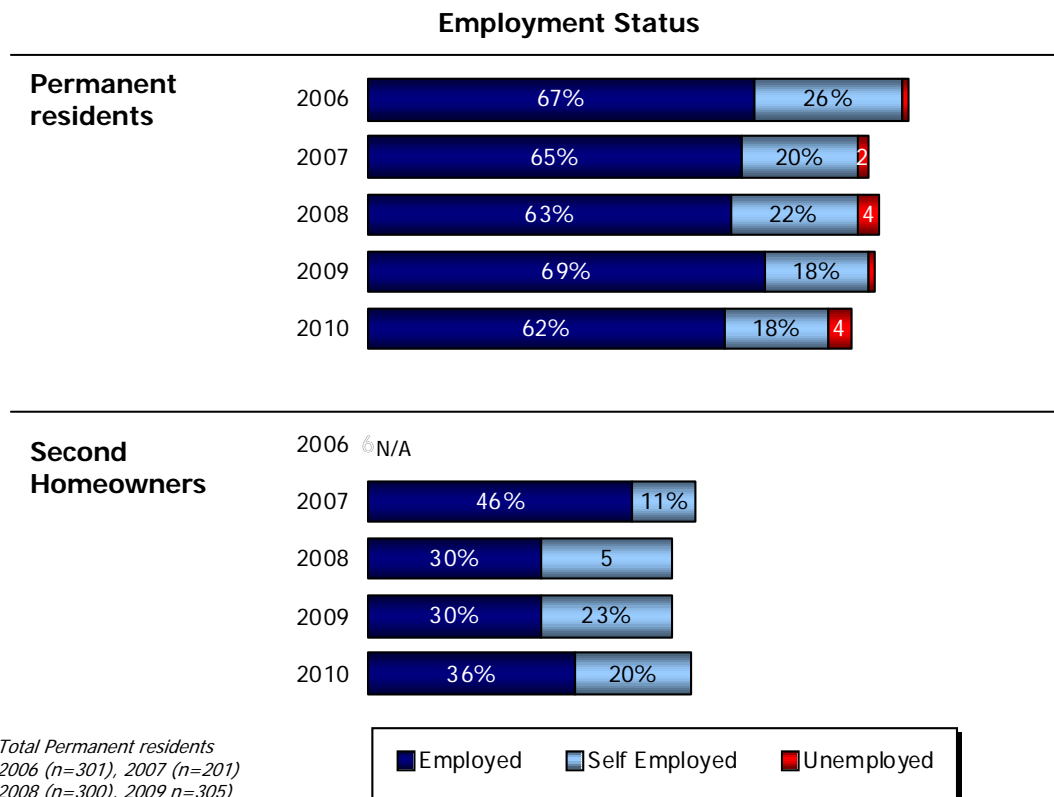
*Q.43) What is the highest level of school/ education that you have had the opportunity to complete?*

#### Permanent Residents

- While not significantly different compared with a year ago, the proportion of residents who have completed a post secondary education program appears to be continuing to trend upwards over time since 2007, now back to the level first recorded in 2006.
- Those more likely to have completed a post secondary education program include females (84% vs. 58% of males), those aged 35 years or older (75% vs. 65% of the under 35's), those who have lived in Whistler 10 years or less (78% vs. 62% of those 11 years or more) and those living in the Village (88% vs. approximately 66% of those living north or south of the village).

## 4.2 Proportion of residents currently unemployed

- A total of 4% of permanent residents is currently unemployed and seeking work.



Base: Total Permanent residents  
 2006 (n=301), 2007 (n=201)  
 2008 (n=300), 2009 n=305)  
 2010 (n=300)  
 Total Second Homeowners  
 2006 (N/A), 2007 (n=201)  
 2008 (n=206), 2009 (n=200)  
 2010 (n=200)

Q.3) Are you currently :

### Permanent Residents

- Consistent with previous measures, more than six-in-ten permanent residents (62%) 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 living either north or south of the Village.

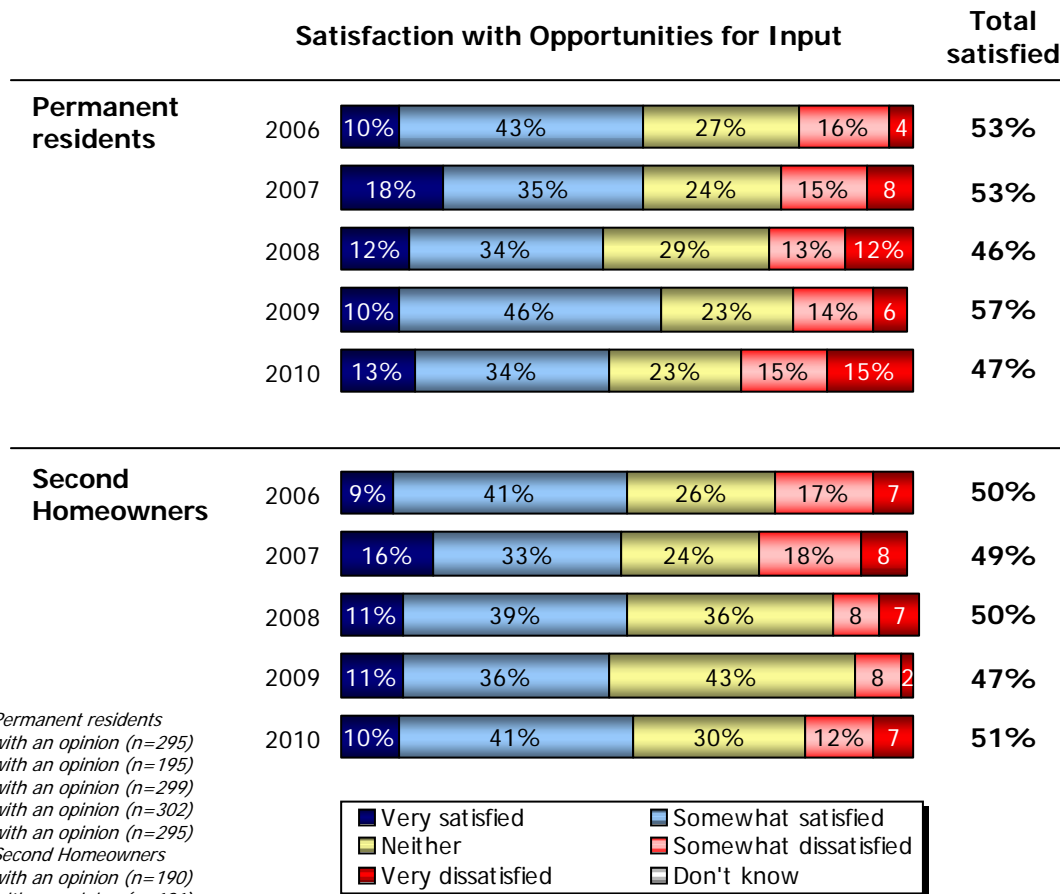
### Second Homeowners

- No significant change occurs in the employment status of second homeowners, with more than half employed or self employed (56%) and about four-in-ten retired (39%).

## 5. Community Living and Decision Making

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

- Less than half of all permanent residents (47%).
- Half of all second homeowners (51%).



#### Permanent Residents

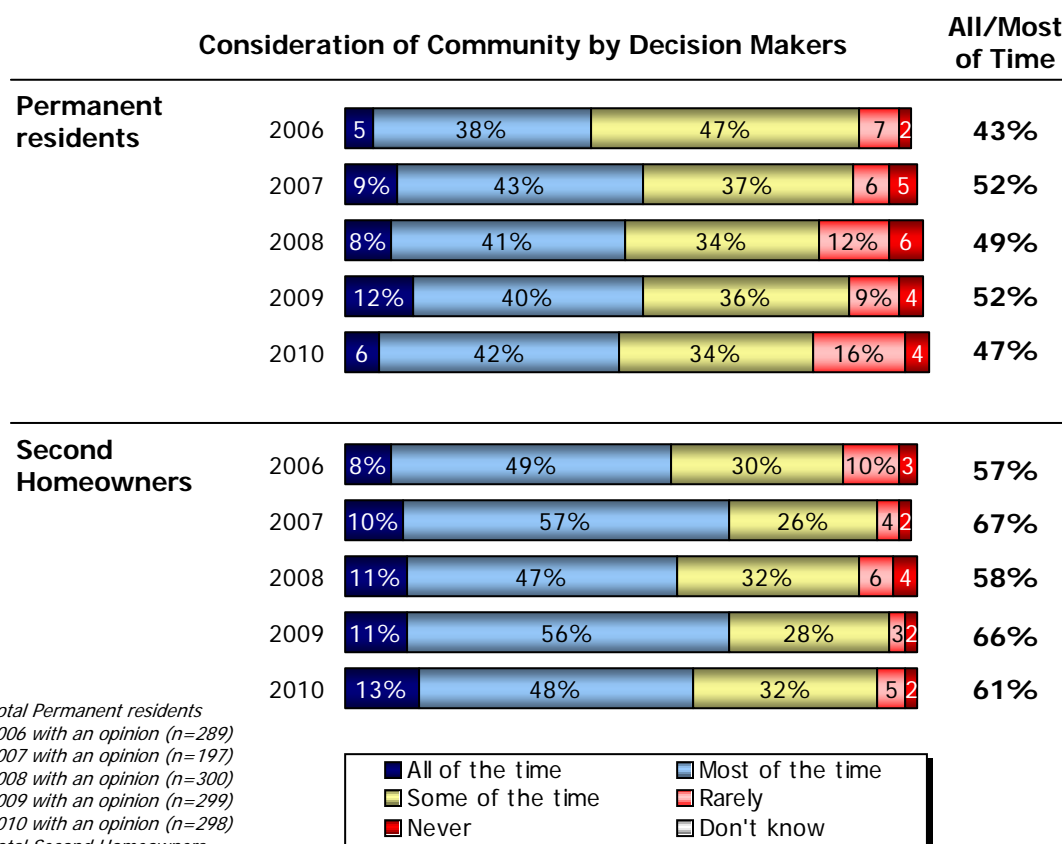
- At now less than half, the proportion of residents currently satisfied decreases significantly from a year ago, back to the proportion seen in 2008. Those more likely to be dissatisfied include couples and families, residents aged 35 years or older and those living outside of the Village.

#### Second Homeowners

- The majority of second homeowners continue to be either satisfied (51%) or neutral (30%), though the proportion dissatisfied increases this year to about one-in-five.

## 5.2 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

- Almost half of all permanent residents (47%).
- Six-in-ten second homeowners (61%).



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

- While opinions do not appear to have changed too much, the proportion of residents saying “all of the time” decreases significantly this year, with a significant increase in the proportion saying “rarely” or “never”. Those living in the community less than 5 years are less cynical in their perception than their longer-term counterparts (61% say “all” or “some of the time” vs. 29% of those living in Whistler 5 to 10 years and 46% of those living there 11 or more years).

### Second Homeowners

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

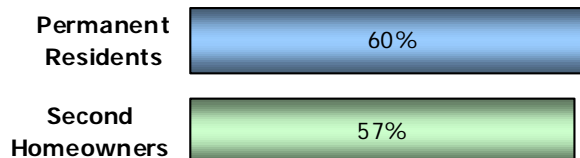


### 5.3 Preferred Approach to Development in Whistler

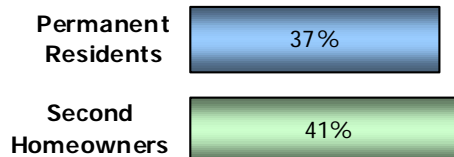
- Six-in-ten permanent residents (60%) agree development should be considered.
- More than half of all second homeowners (57%) agree development should be considered.

#### Preferred Approach to Development in Whistler

"Whistler should consider additional residential or commercial development but only if it would clearly benefit the resort community."



"Whistler should not permit any additional residential or commercial development beyond that which already exists."



Base: Permanent Residents  
2010 (n=300)  
Second homeowners  
2010 (n=200)

Q.20a) Next, thinking about development in Whistler beyond that which already exists or is planned, which one of the following two positions comes closest to your opinion?

#### Permanent Residents

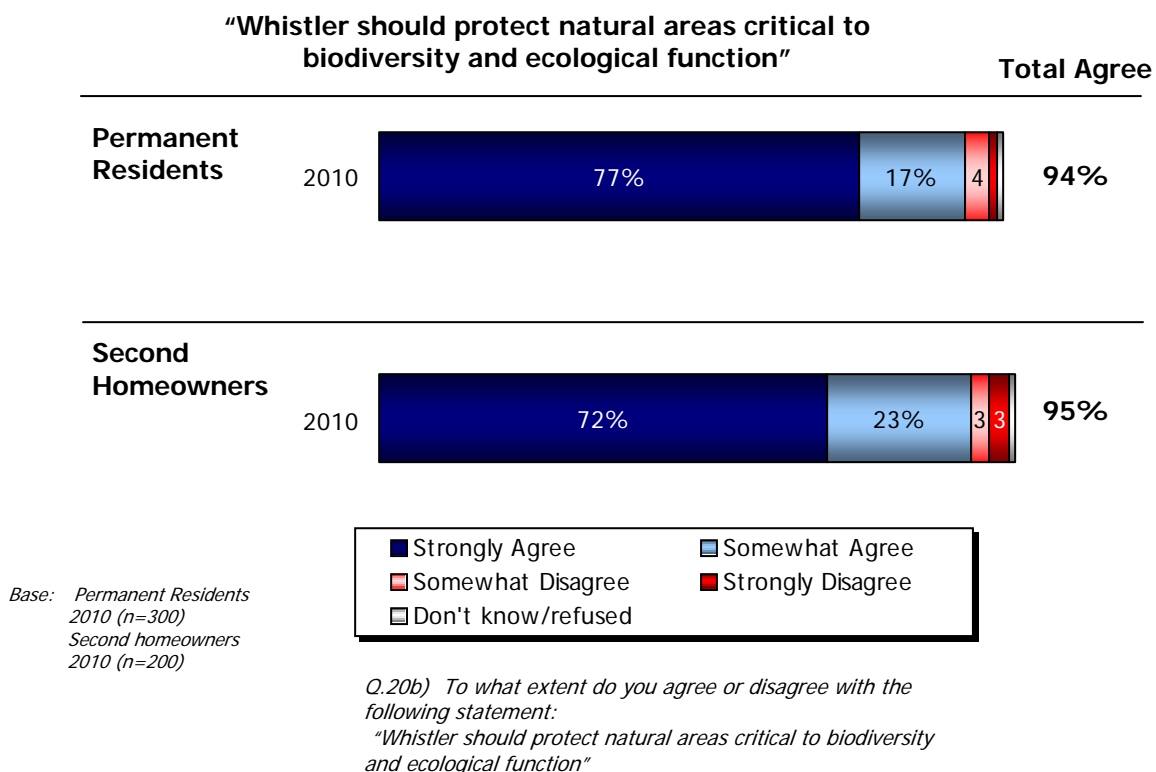
- This opinion is generally reflected in all demographic sub-groups, with those living in the Village more likely than those outside to agree with consideration of some development (80% agree vs. 55% of those north and 59% of those in the south).

#### Second Homeowners

- Agreement with consideration of some development is consistent amongst all second homeowner demographic sub-groups.

#### 5.4 Proportion who agree with statement:

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



#### Permanent Residents

- While the large majority of all residents agree with this statement, agreement is particularly strong amongst residents younger than 35 years (98% agree vs. 93% of those 35 or older) and those living south of the village (97% agree vs. 89% of those north of the Village).

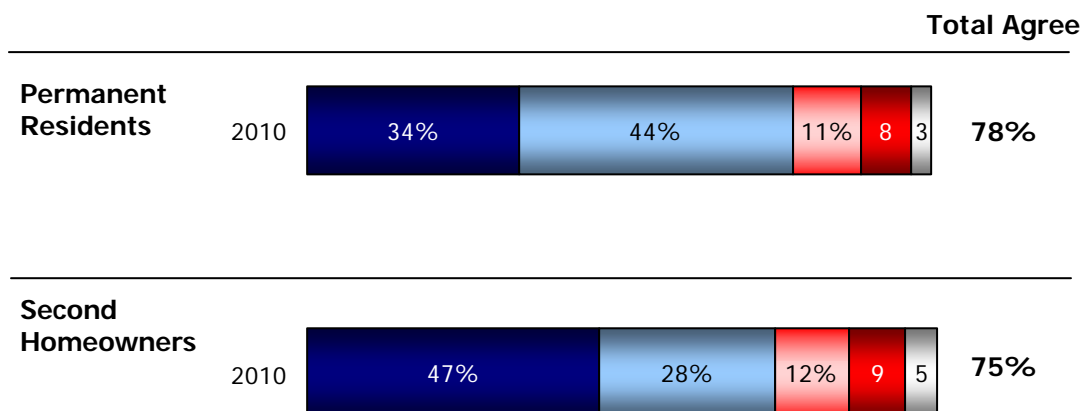
#### Second Homeowners

- Similarly most second homeowners also agree with the statement, with those not currently working somewhat more likely to agree than those employed (99% vs. 91% respectively).

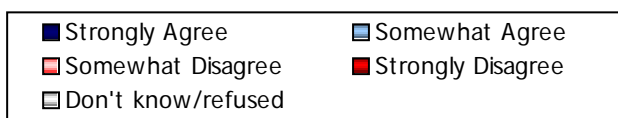
### 5.5 Proportion who agree with statement:

- Over three-quarters of all permanent residents (78%).
- Three-quarters of all second homeowners (75%).

**“Whistler should only support economic development that is compatible with a diversified tourism economy and resort community values”**



Base: Permanent Residents  
2010 (n=300)  
Second homeowners  
2010 (n=200)



Q.20b) To what extent do you agree or disagree with the following statement:  
“Whistler should only support economic development that is compatible with a diversified tourism economy and resort community values”

#### Permanent Residents

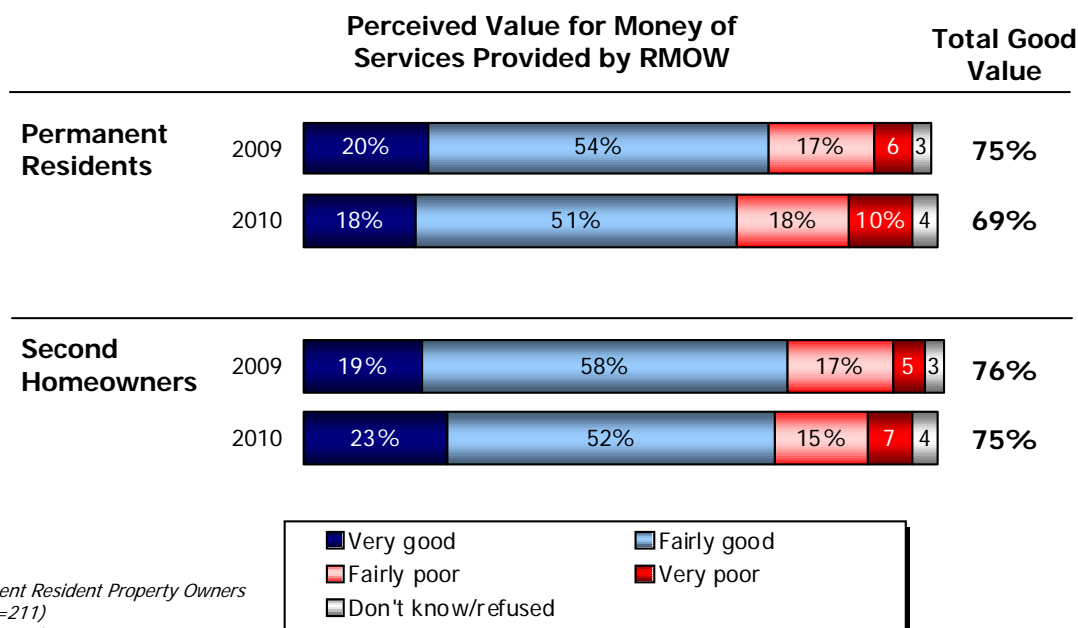
- Those residents more likely to agree with this statement include the under 35's (85% vs. those 35 or older), those living in the community less than 5 years (92% vs. about 70% of those living there 5 years or more) and renters (86% vs. 73% of home owners). Also, a larger proportion of those living north of the village disagree compared with those who live south of the village (25% disagree compared with 12% of those in the south).

#### Second Homeowners

- Agreement with consideration of some development is consistent amongst all second homeowner demographic sub-groups.

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

- More than two-thirds of all permanent residents (69%).
- Three-quarters of all second homeowners (75%).



Base: Permanent Resident Property Owners  
 2009 (n=211)  
 2010 (n=236)  
 Second homeowners  
 2009 (n=200)  
 2010 (n=200)

*Q.R2) As you may be aware, just under one half of the property tax you pay goes directly to the provincial government, the other portion, estimated to be approximately \$\_\_\_ goes to the municipality of Whistler to fund all the services you receive. Thinking about all the services you receive from the town, would you say that over all you get good value or poor value for your tax dollar? Very/fairly good or poor?*

### Permanent Residents

- The majority of residents continue to feel they receive good value for money in the services provided by RMOW. This perception is generally consistent amongst most permanent residents. Those more likely to feel they receive good value include females (78% vs. 60% of males), those living south of the village (78% vs. 63% of those living north of the village) and those not currently working (80% vs. 65% of those employed).

### Second Homeowners

- With no change from a year ago, this perception is consistent amongst all segments of second homeowners.

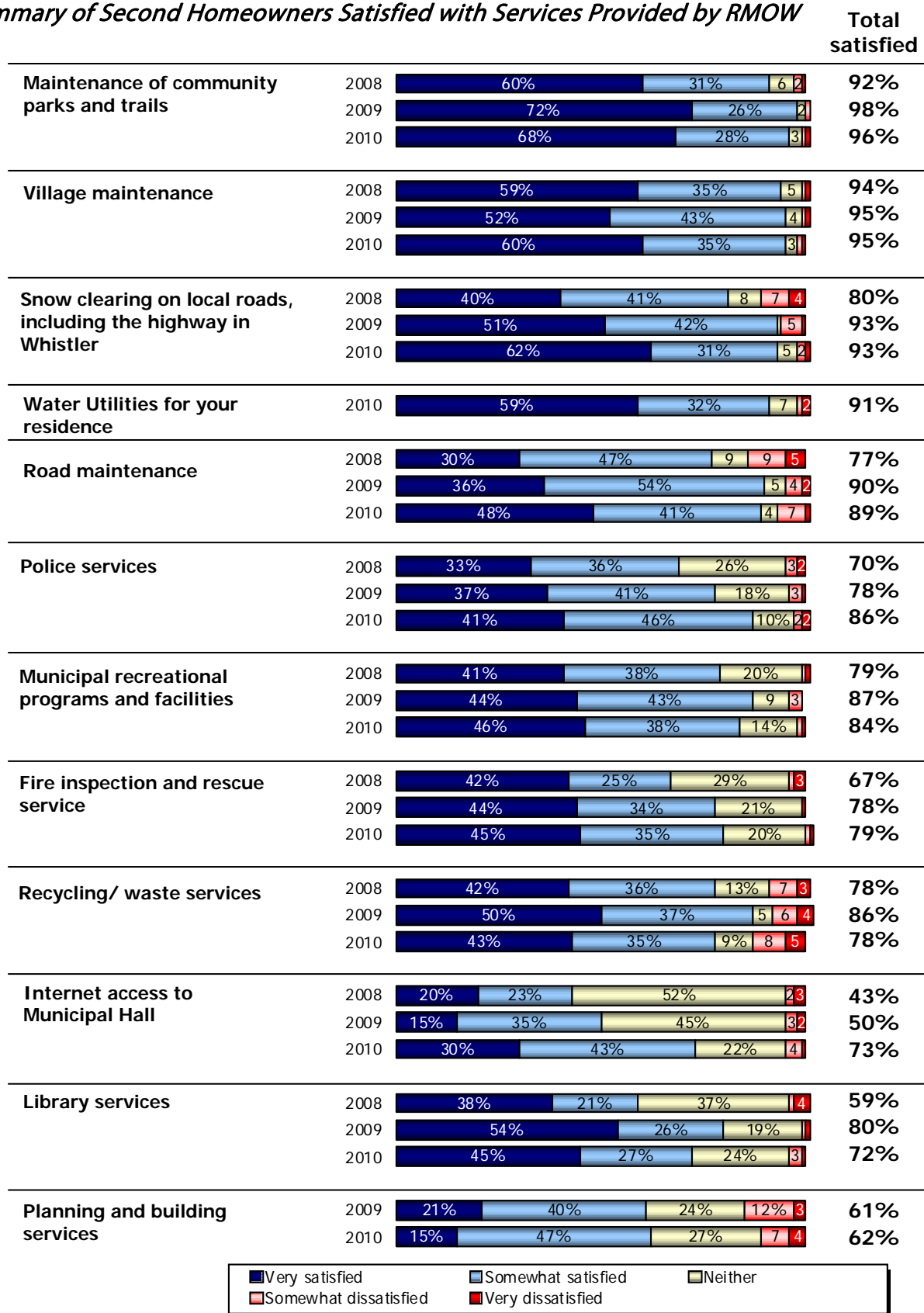
## 6. Satisfaction with Services

### Summary of Permanent Residents Satisfied with Services Provided by RMOW

							Total satisfied
Maintenance of community parks and trails	2008	66%	25%	6	22		90%
	2009	74%	24%				99%
	2010	76%	19%	22			96%
Village maintenance	2008	62%	32%	4	2		93%
	2009	53%	42%	3	3		94%
	2010	65%	30%	4			95%
Snow clearing on local roads, including the highway in Whistler	2008	26%	40%	8	16%	9	66%
	2009	49%	36%	2	11%		86%
	2010	58%	36%	3	2		94%
Water Utilities for your residence	2010	63%	28%	7	2		91%
Fire inspection and rescue service	2008	57%	27%	13%	2		84%
	2009	69%	22%	9			91%
	2010	63%	28%	10%			90%
Municipal recreational programs and facilities	2008	47%	38%	9	4	3	85%
	2009	51%	41%	5	3		92%
	2010	54%	35%	7	5		88%
Library services	2008	51%	27%	17%	3	2	78%
	2009	65%	25%	4	4	3	89%
	2010	67%	21%	9	3	2	87%
Road maintenance	2008	16%	41%	10%	25%	9	56%
	2009	27%	47%	11%	14%	2	73%
	2010	39%	45%	6	8	3	83%
Recycling/ waste services	2008	38%	33%	6	14%	9	71%
	2009	44%	36%	5	10%	5	80%
	2010	43%	36%	5	10%	6	79%
Police services	2008	43%	35%	11%	4	6	78%
	2009	50%	31%	11%	7		81%
	2010	40%	39%	12%	7	3	78%
Internet access to Municipal Hall	2008	27%	35%	31%	2	5	62%
	2009	33%	36%	26%	4		69%
	2010	33%	39%	20%	6	2	73%
Planning and building services	2009	12%	43%	23%	17%	5	54%
	2010	17%	46%	27%	7	4	62%

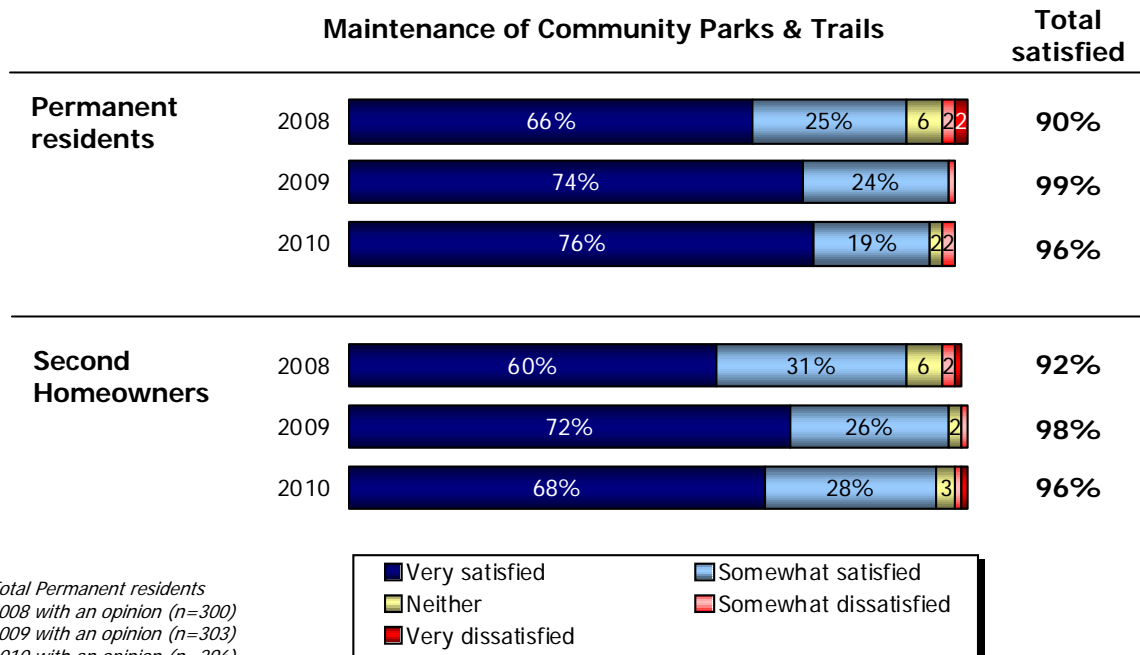
■ Very satisfied      ■ Somewhat satisfied      ■ Neither  
■ Somewhat dissatisfied      ■ Very dissatisfied

### Summary of Second Homeowners Satisfied with Services Provided by RMOW



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

- More than nine-in-ten permanent residents (96%).
- More than nine-in-ten second homeowners (96%).



Base: Total Permanent residents  
 2008 with an opinion (n=300)  
 2009 with an opinion (n=303)  
 2010 with an opinion (n=296)  
 Total Second Homeowners  
 2008 with an opinion (n=202)  
 2009 with an opinion (n=198)  
 2010 with an opinion (n=196)

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

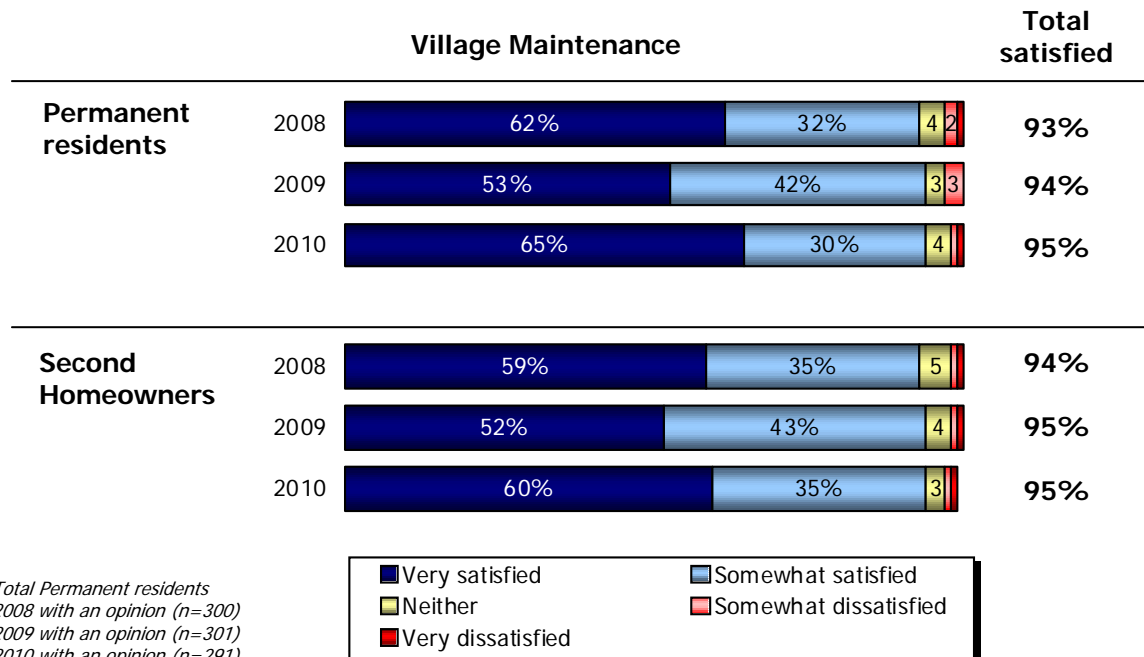
- With no significant change from a year ago, most permanent residents are satisfied with the up-keep of Whistler's community parks and trails, with three-quarters 'very' satisfied. Those particularly happy include homeowners (98% satisfied vs. 93% of renters) and those living south of the Village or in the Village itself (each 100% vs. 90% of those living north of the Village).

#### Second Homeowners

- Also unchanged from a year ago, most 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 (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)  
 2010 with an opinion (n=291)  
 Total Second Homeowners  
 2008 with an opinion (n=203)  
 2009 with an opinion (n=193)  
 2010 with an opinion (n=197)

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 two-thirds 'very' satisfied.

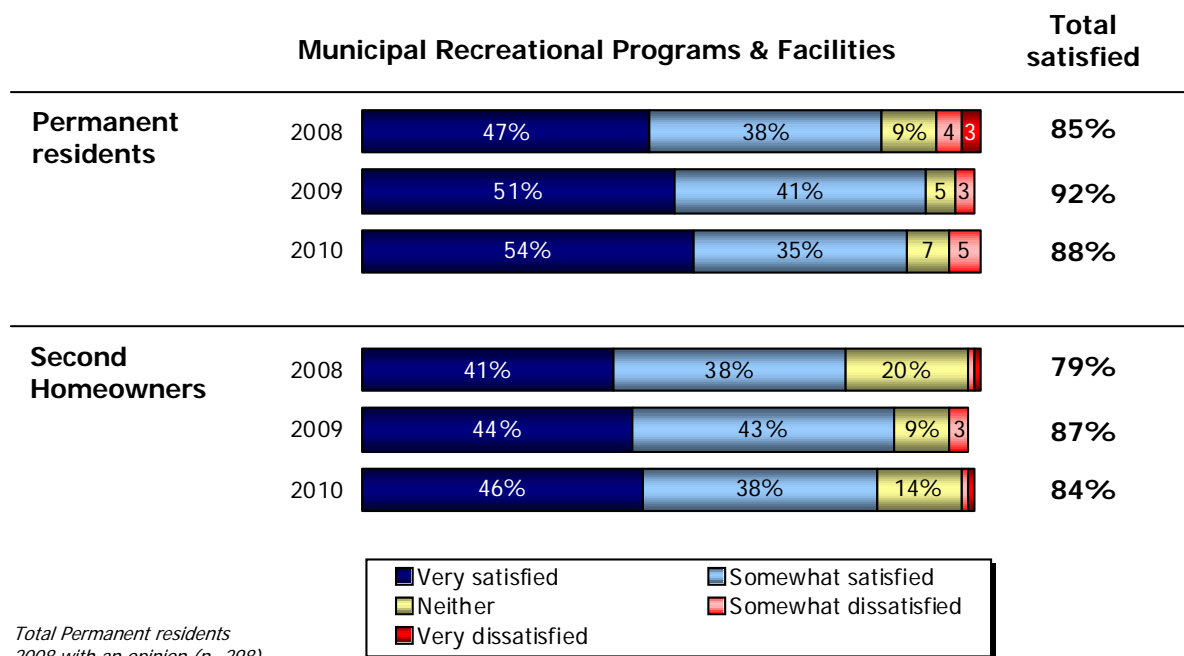
### Second Homeowners

- The large majority of second homeowners also remain satisfied with the up-keep of Whistler Village.



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

- Almost permanent residents (88%).
- More than eight-in-ten second homeowners (84%).



Base: Total Permanent residents  
 2008 with an opinion (n=298)  
 2009 with an opinion (n=297)  
 2010 with an opinion (n=288)  
 Total Second Homeowners  
 2008 with an opinion (n=195)  
 2009 with an opinion (n=183)  
 2010 with an opinion (n=179)

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

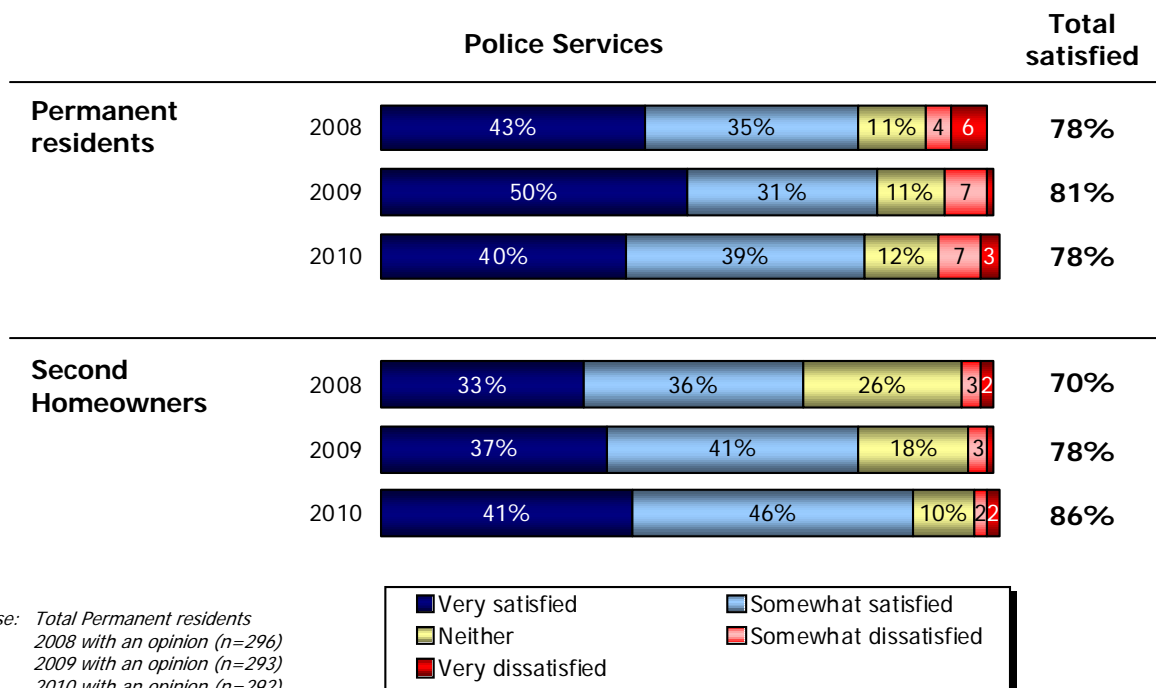
- Satisfaction with current municipal recreational facilities and programs remains strong among residents with almost nine-in-ten satisfied and more than half who are 'very' satisfied. This year males are somewhat more satisfied with current programs than females (92% vs. 84% satisfied respectively).

#### Second Homeowners

- With no significant change from a year ago, more than eight-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"

- Almost eight-in-ten permanent residents (78%).
- More than eight-in-ten second homeowners (86%).



Base: Total Permanent residents  
 2008 with an opinion (n=296)  
 2009 with an opinion (n=293)  
 2010 with an opinion (n=292)  
 Total Second Homeowners  
 2008 with an opinion (n=198)  
 2009 with an opinion (n=179)  
 2010 with an opinion (n=175)

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

#### Permanent Residents

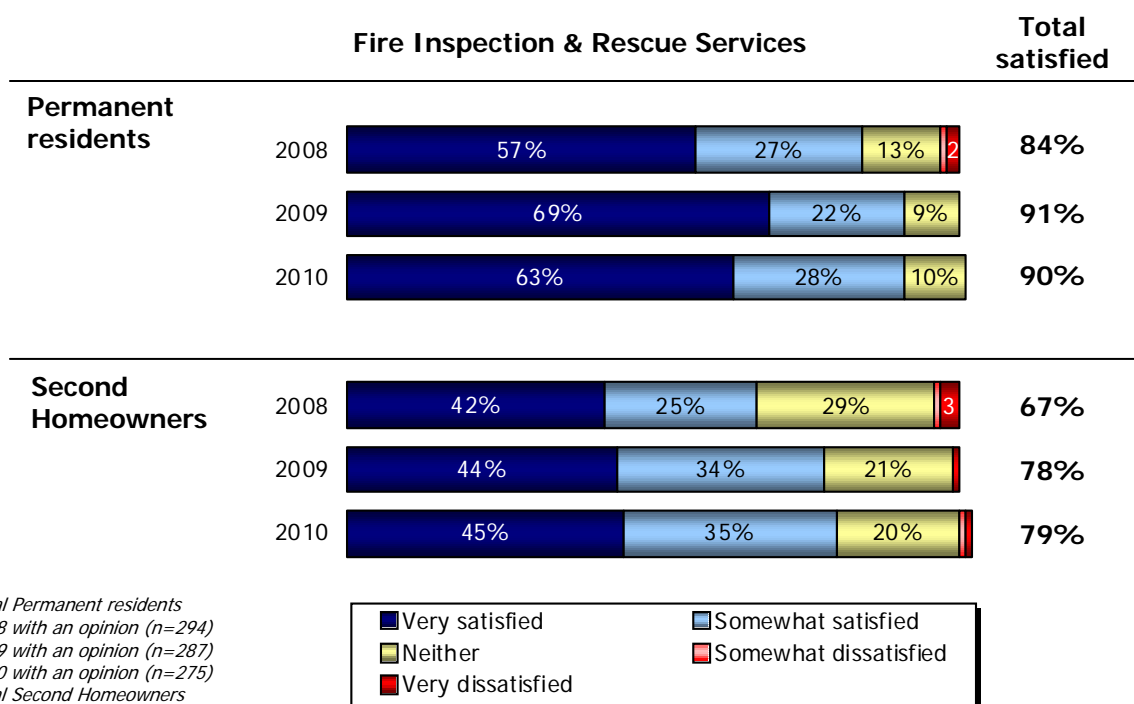
- The majority of permanent residents remain satisfied with the police services provided in Whistler. However, the proportion of residents "very satisfied" decreases compared with a year ago (from 50% to 40% currently).
- Those more likely to be satisfied include renters (85% satisfied compared with 74% of owners) and those living in the Village compared with those living north of the Village (88% vs. 72% respectively).

#### 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 (90%).
- Almost eight-in-ten second homeowners (79%).



Base: Total Permanent residents  
 2008 with an opinion (n=294)  
 2009 with an opinion (n=287)  
 2010 with an opinion (n=275)  
 Total Second Homeowners  
 2008 with an opinion (n=184)  
 2009 with an opinion (n=154)  
 2010 with an opinion (n=148)

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

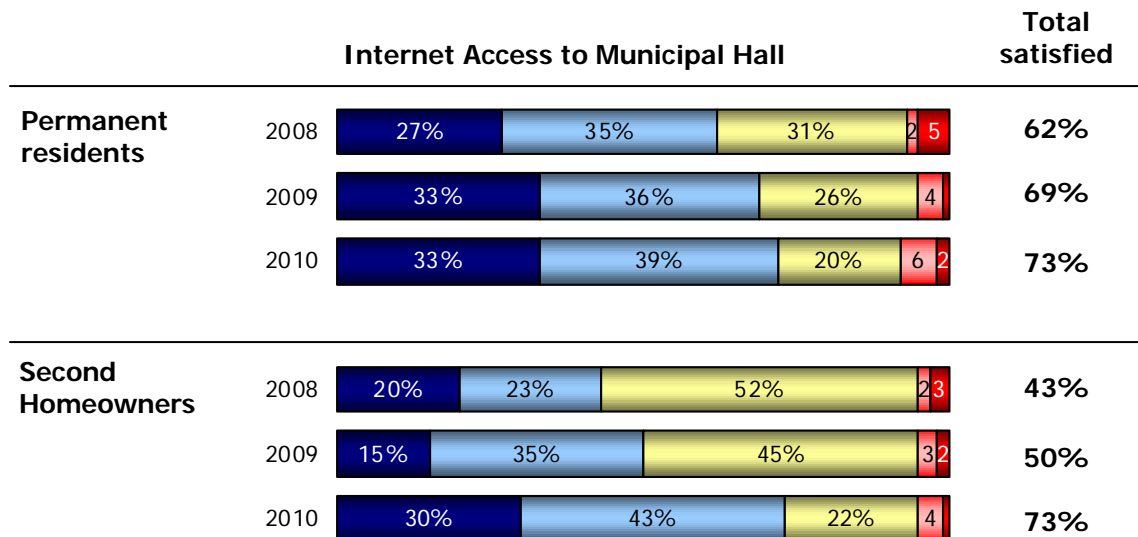
- The high level of satisfaction among permanent residents for the fire inspection and rescue services provided in Whistler is maintained this year, with more than six-in-ten 'very' satisfied.

#### Second Homeowners

- And unchanged from a year ago, the majority of all second homeowners remain 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: "Access to municipal information via the website"

- Almost three-quarters of all permanent residents (73%).
- Almost three-quarters of all second homeowners (73%).



Base: Total Permanent residents  
 2008 with an opinion (n=279)  
 2009 with an opinion (n=242)  
 2010 with an opinion (n=272)  
 Total Second Homeowners  
 2008 with an opinion (n=176)  
 2009 with an opinion (n=127)  
 2010 with an opinion (n=163)

■ Very satisfied      ■ Somewhat satisfied  
 ■ Neither            ■ Somewhat dissatisfied  
 ■ Very dissatisfied

Q.26f) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Access to municipal information via the website"

NB: SLIGHT WORDING CHANGE TOOK PLACE IN 2010 AS BELOW:

2010: "Access to municipal information via the website"  
 2009 & 2008: "Internet Access to Municipal Hall"

### Permanent Residents

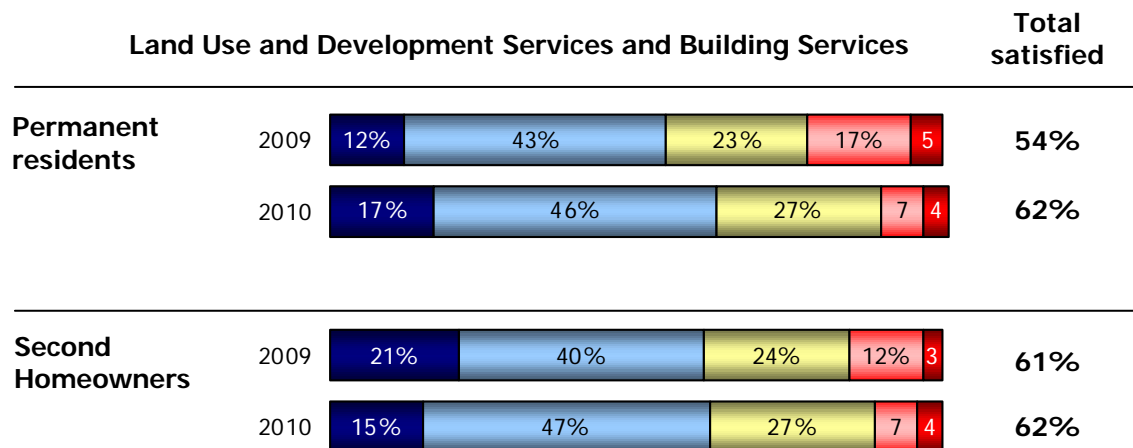
- The majority of permanent residents, almost three-quarters, remain satisfied with internet access to municipal hall, a directional increase from a year ago; one-in-five is neutral.

### Second Homeowners

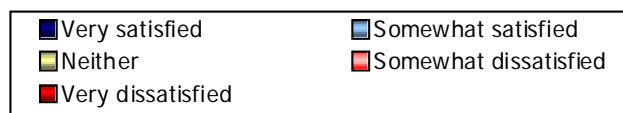
- Similarly almost three-quarters of all second homeowners are satisfied, increasing significantly compared with previous years.

## 6.7 Proportion of community members satisfied with the quality of services provided by RMOW for: "Land Use & Development Services & Building Services"

- Six-in-ten permanent residents (62%).
- Six-in-ten second homeowners (62%).



Base: Total Permanent residents  
2009 with an opinion (n=258)  
2010 with an opinion (n=271)  
Total Second Homeowners  
2009 with an opinion (n=161)  
2010 with an opinion (n=165)



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

NB: SLIGHT WORDING CHANGE TOOK PLACE IN 2010 AS BELOW:

2010: "Land use and development services and building services"  
2009: "Planning and building services"

### Permanent Residents

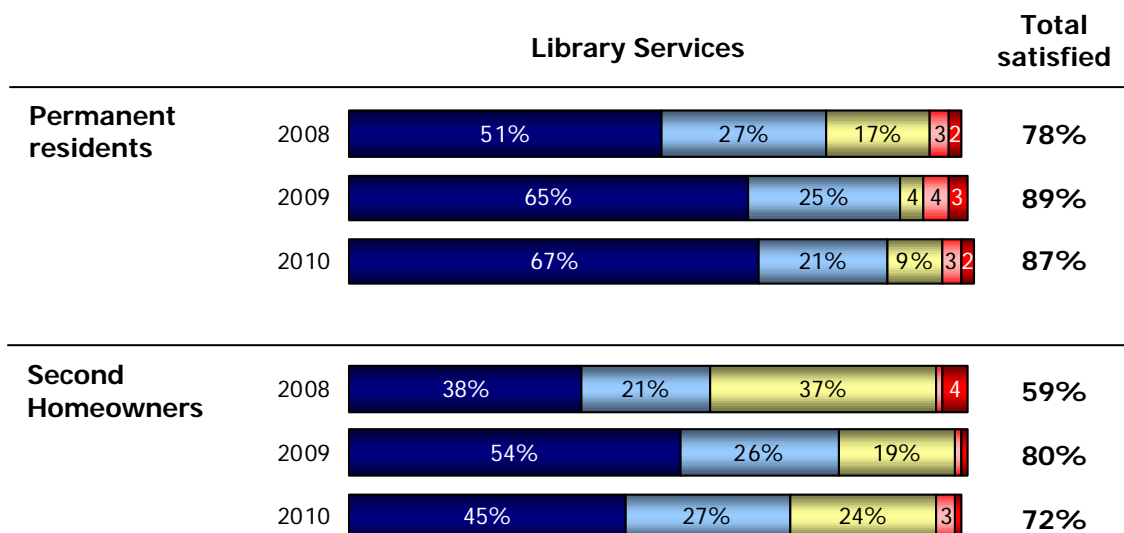
- At just over six-in-ten, satisfaction increases directionally this year, with the proportion expressing any dissatisfaction down significantly, from more than one-in-five to about one-in-ten currently.
- Those more likely to express satisfaction include males (68% vs. 55% of females), those living in the community less than 5 years (74% satisfied vs. about 58% of those in the community 5 or more years), renters (75% vs. 54% of owners) and single residents (78% vs. about 56% of couples or families). It should be noted that most of those not expressing satisfaction tend to remain neutral.

### Second Homeowners

- Satisfaction levels amongst second homeowners almost mirrors that of permanent residents this year and is generally consistent with most segments.

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

- Almost nine-in-ten permanent residents (87%).
- More than seven-in-ten second homeowners (72%).



Base: Total Permanent residents  
 2008 with an opinion (n=296)  
 2009 with an opinion (n=296)  
 2010 with an opinion (n=292)  
 Total Second Homeowners  
 2008 with an opinion (n=180)  
 2009 with an opinion (n=161)  
 2010 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

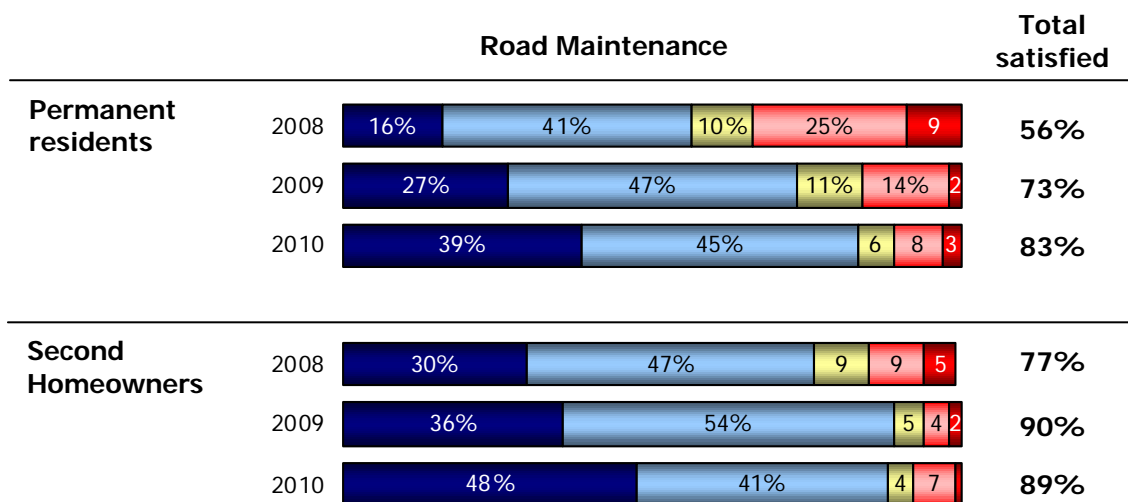
- Most permanent residents remain satisfied with their library services, with two-thirds 'very' satisfied, with satisfaction, likely the continued appreciation of the library that opened in 2008.

#### Second Homeowners

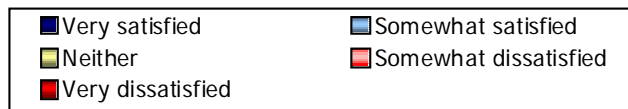
- The majority of second homeowners remain satisfied with library services in Whistler, with the majority of the remainder either neutral or without opinion.

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

- More than eight-in-ten permanent residents (83%).
- Nine-in-ten second homeowners (89%).



Base: Total Permanent residents  
 2008 with an opinion (n=298)  
 2009 with an opinion (n=304)  
 2010 with an opinion (n=300)  
 Total Second Homeowners  
 2008 with an opinion (n=204)  
 2009 with an opinion (n=200)  
 2010 with an opinion (n=197)



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

### Permanent Residents

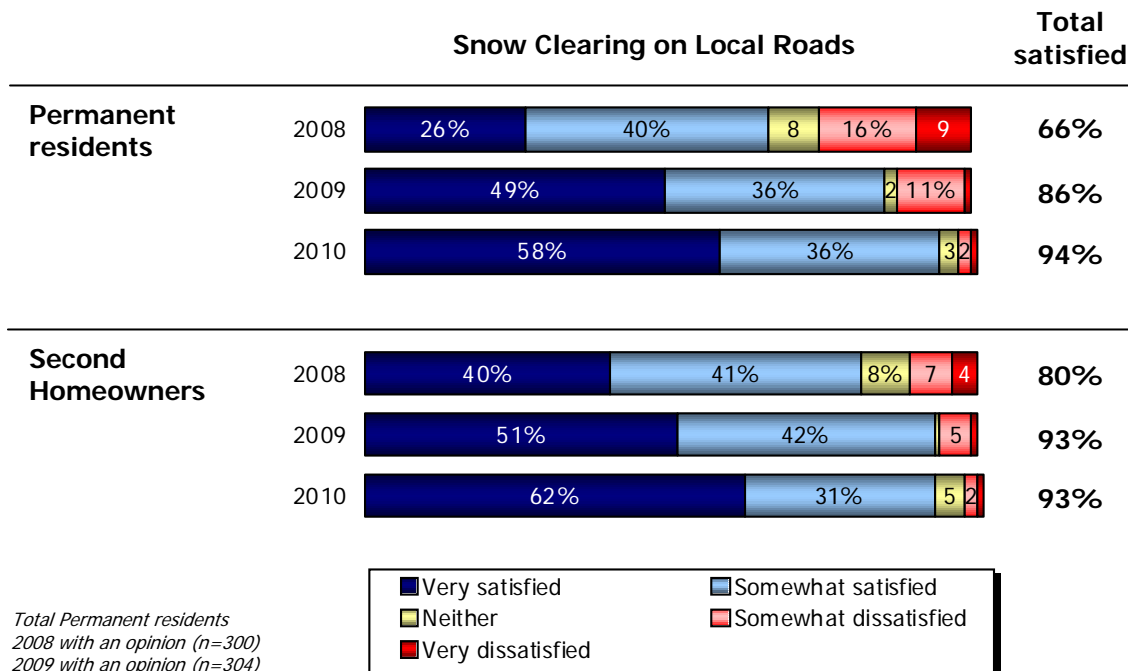
- Satisfaction with road maintenance continues to increase this year to more than eight-in-ten and about four-in-ten "very satisfied". Satisfaction is consistent amongst most demographic sub-groups, but particularly high amongst those living in the Village (94% satisfied vs. 81% of those outside). Those living north of the village are more likely to express some dissatisfaction (16% dissatisfied vs. 8% of those living south and 3% of those in the Village).

### Second Homeowners

- Satisfaction with regards road maintenance remains high amongst second homeowners, with almost half who are "very satisfied".

### 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 nine-in-ten permanent residents (94%).
- More than nine-in-ten second homeowners (93%).



Base: Total Permanent residents  
 2008 with an opinion (n=300)  
 2009 with an opinion (n=304)  
 2010 with an opinion (n=300)  
 Total Second Homeowners  
 2008 with an opinion (n=204)  
 2009 with an opinion (n=196)  
 2010 with an opinion (n=195)

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

- For the second year running satisfaction with snow clearing on local roads increases significantly among permanent residents, with almost all who are at least somewhat satisfied and more than half who are "very satisfied".

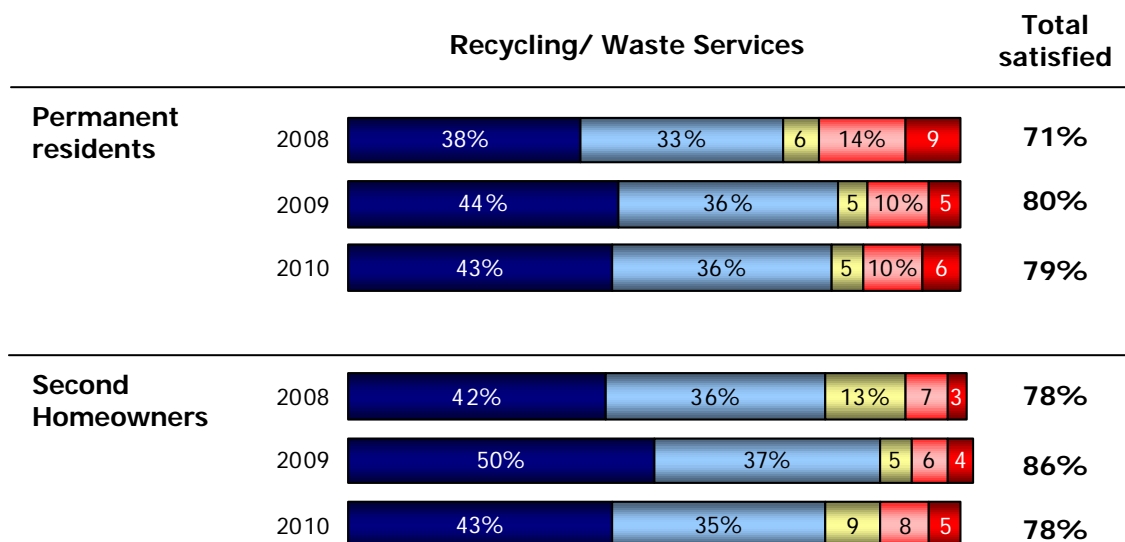
#### Second Homeowners

- Satisfaction amongst second homeowners maintains the high level achieved a year ago, with the proportion "very satisfied" increasing significantly to more than six-in-ten.

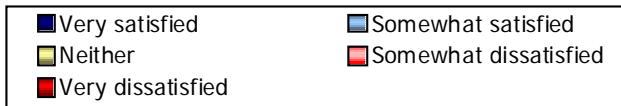


### 6.11 Proportion of community members satisfied with the quality of services provided by RMOW for: "Waste, Recycling and Composting Services"

- Almost eight-in-ten permanent residents (79%).
- Almost eight-in-ten second homeowners (78%).



Base: Total Permanent residents  
2008 with an opinion (n=299)  
2009 with an opinion (n=305)  
2010 with an opinion (n=300)  
Total Second Homeowners  
2008 with an opinion (n=200)  
2009 with an opinion (n=194)  
2010 with an opinion (n=188)



Q.26k) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Waste, Recycling and Composting Services"

NB: SLIGHT WORDING CHANGE TOOK PLACE IN 2010 AS BELOW:

2010: "Waste, Recycling and Composting Services"  
2008 & 2009: "Recycling/waste services"

#### Permanent Residents

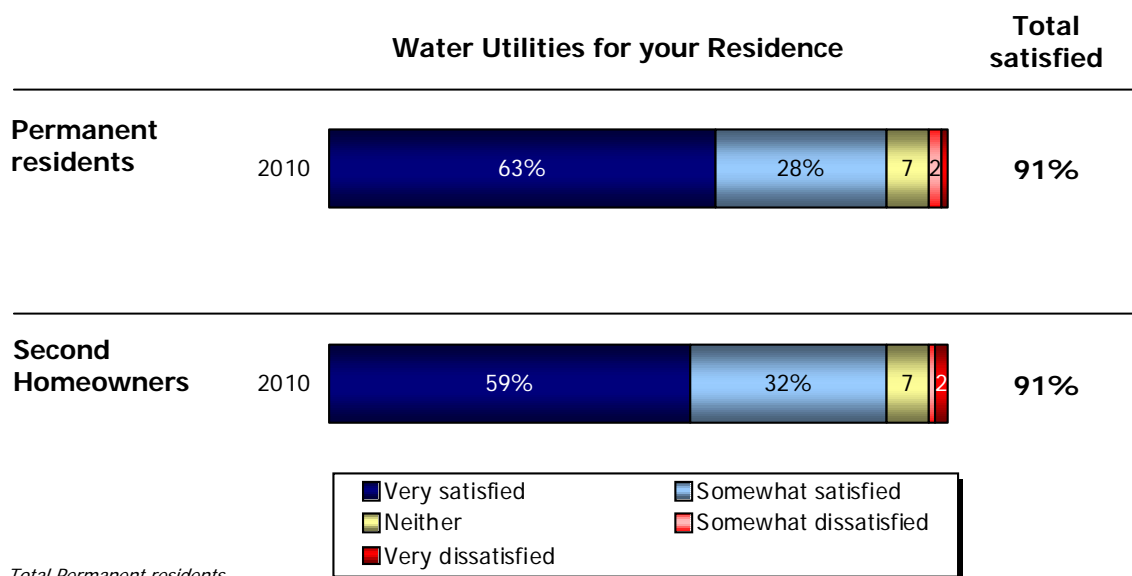
- Overall, most permanent residents are satisfied with the recycling and waste services provided by RMOW, with no change from a year ago.
- Residents living north of the Village are less likely to be satisfied with these services than those living in the south or the Village itself (67% satisfied vs. 89% and 85% respectively).

#### Second Homeowners

- Most second homeowners are also satisfied with the recycling and waste services provided by RMOW. While the proportion expressing satisfaction decreases from a year ago, no significant increase occurs of those dissatisfied.

### 6.12 Proportion of community members satisfied with the quality of services provided by RMOW for: "Water Utilities for your Residence"

- Nine-in-ten permanent residents (91%).
- Nine-in-ten second homeowners (91%).



Base: Total Permanent residents  
2010 with an opinion (n=292)  
Total Second Homeowners  
2010 with an opinion (n=192)

Q.26g) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Water utilities for your residence"

#### Permanent Residents

- Tested for the first time in 2010, the large majority of Whistler residents are currently satisfied with the water utilities for their residence, with more than six-in-ten "very satisfied".

#### Second Homeowners

- Satisfaction among second homeowners is proportionally almost identical to that of permanent residents, with the majority very satisfied.

### 6.13 Correlation Analysis

The results of simple correlation analysis have again been plotted onto a set of correlation matrices ("priority charts" or "action grids").

As before, each matrix displays the average satisfaction rating given by residents, this time for each service provided by Whistler, plotted with its "derived" influence or importance as a driver of "perceived overall value for money for services received in Whistler". Once again the charts divide these services into the following four categories:

**Strong Driver - Success:** high satisfaction, strongly correlated with overall perceived value for money - currently being met and important to maintain

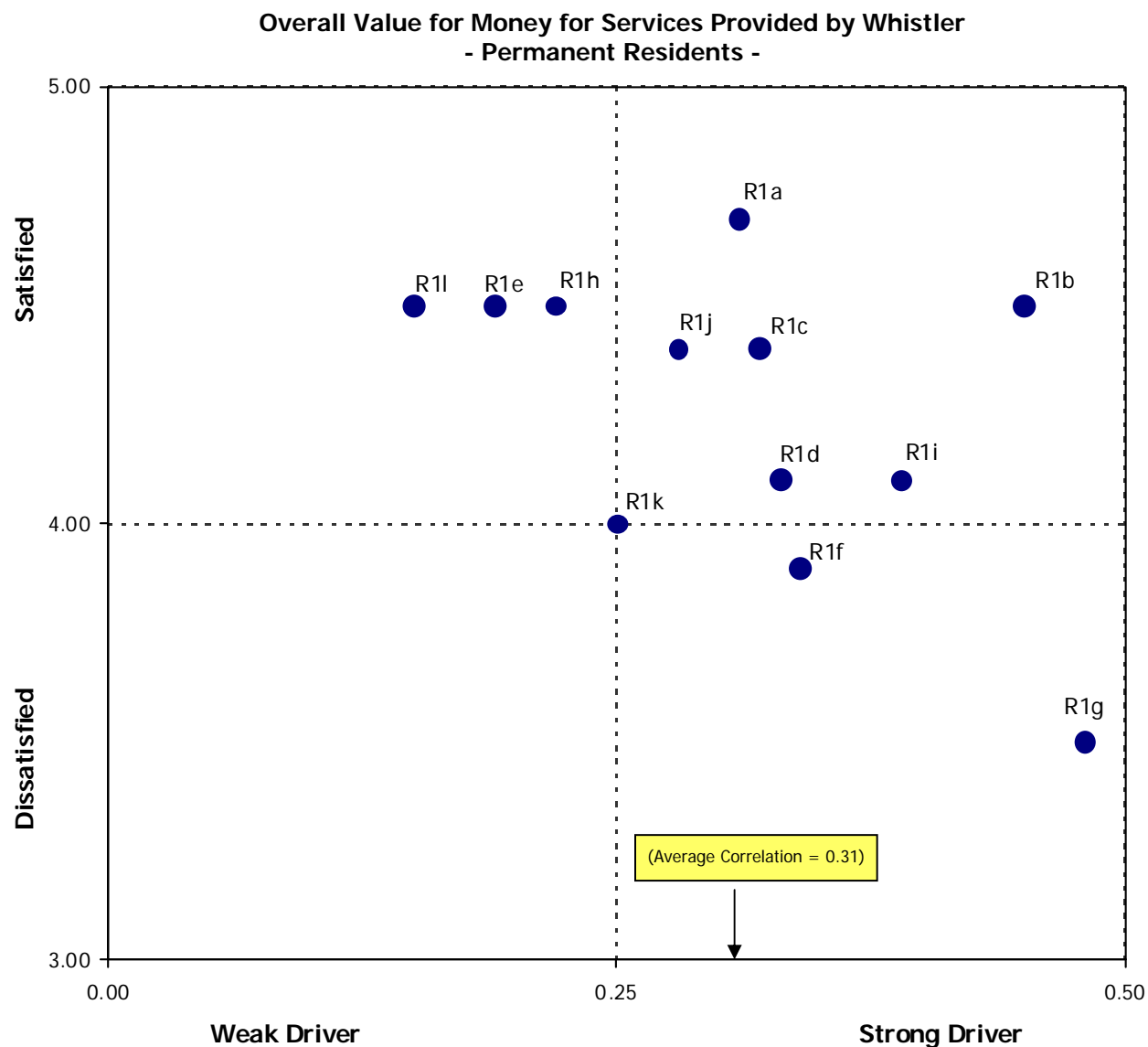
**Strong Driver - Opportunity:** low satisfaction, strongly correlated with overall perceived value for money - currently in need of attention

**Weak Driver - Maintenance:** high satisfaction, weakly correlated with overall perceived value for money and so not an area of concern

**Weak Driver - Value-Added:** low satisfaction, weakly correlated with overall perceived value for money and currently has a minimal impact on perceived value for money.

#### Permanent Residents

- **Success:** Where satisfaction is relatively high we find the services provided in Whistler that correlate strongest with perceived value for money include maintenance of the village, roads, parks and trails, recreational programs and police services. Correlating somewhat less strongly with perceived value for money, but still achieving relatively high satisfaction include snow clearing and waste and recycling services.
- **Opportunity:** This year those aspects with which residents are less satisfied and correlate with perceived value for money include land use and development services and building services and access to municipal information via the website. This first correlation appears to point towards concerns, either general or specific, regarding land use and development decisions in Whistler, while the second likely highlights a desire among residents to gain access to municipal spending information via the website in order to stay informed with regards to the use of tax dollars.
- Residents are generally satisfied with all other aspects tested (i.e. fire inspection, library services and water utilities), which exhibit a relatively weak correlation with perceptions about value for money.



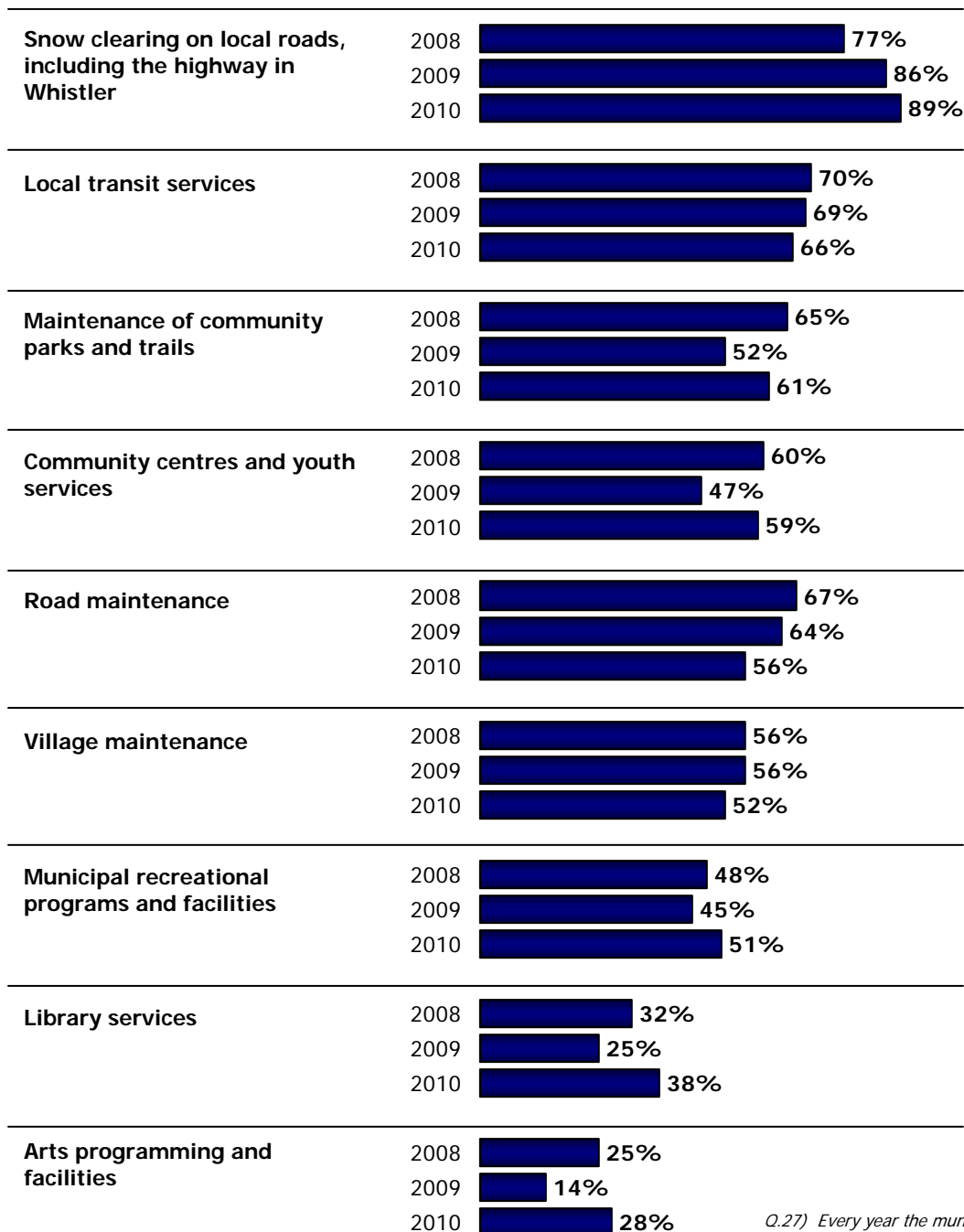
**Legend:**

- R1a. Maintenance of community parks and trails
- R1b. Village maintenance
- R1c. Municipal recreational programs and facilities
- R1d. Police services
- R1e. Fire inspection and rescue services
- R1f. Access to municipal information via the website,
- R1g. Land use and development services and building services
- R1h. Library services
- R1i. Road maintenance
- R1j. Snow clearing on local roads, including the highway in whistler
- R1k. Waste, recycling and composting services
- R1l. Water utilities for your residence

## 7. Priorities for Budget Allocation

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

#### "High Priority" for Budget Allocation

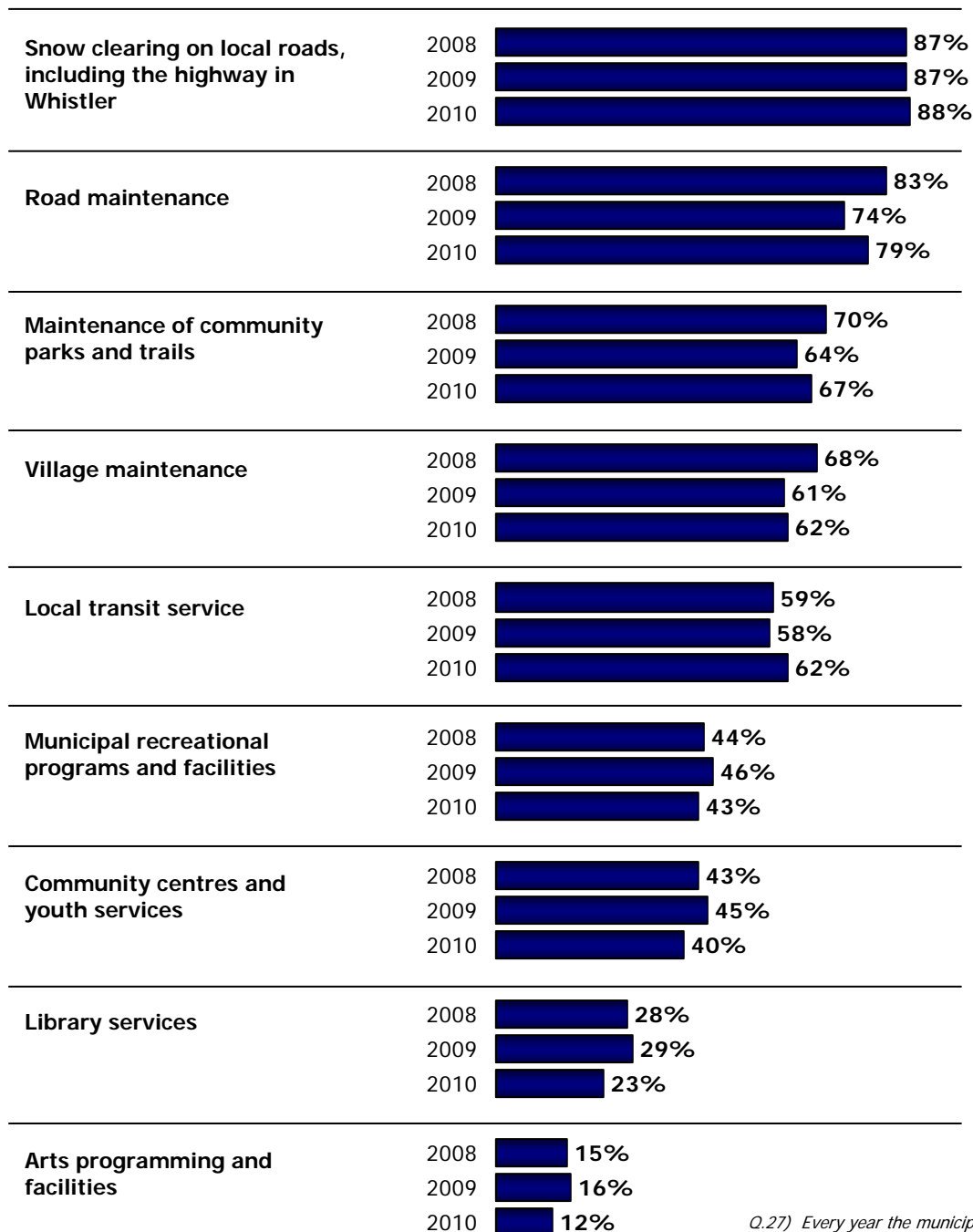


Base: Total Permanent residents with an opinion

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

### "High Priority" for Budget Allocation

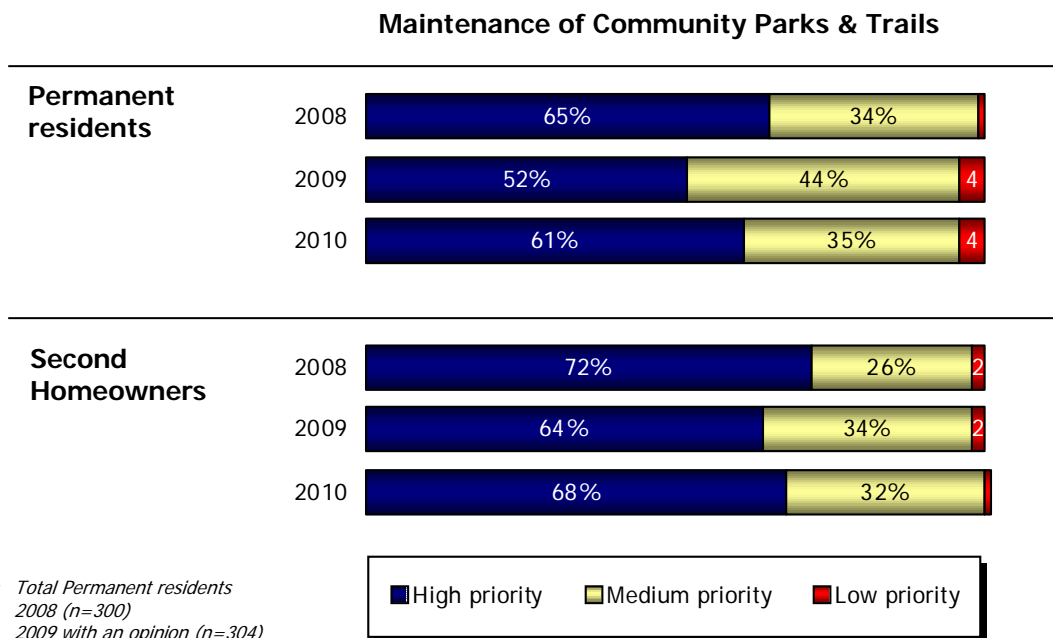


Base: Total Second Homeowners with an opinion

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*

- Six-in-ten permanent residents (61%).
- Two-thirds of all second homeowners (68%).



Base: Total Permanent residents  
2008 (n=300)  
2009 with an opinion (n=304)  
2010 with an opinion (n=299)  
Total Second Homeowners  
2008 with an opinion (n=201)  
2009 with an opinion (n=199)  
2010 with an opinion (n=197)

*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"*

#### **Permanent Residents**

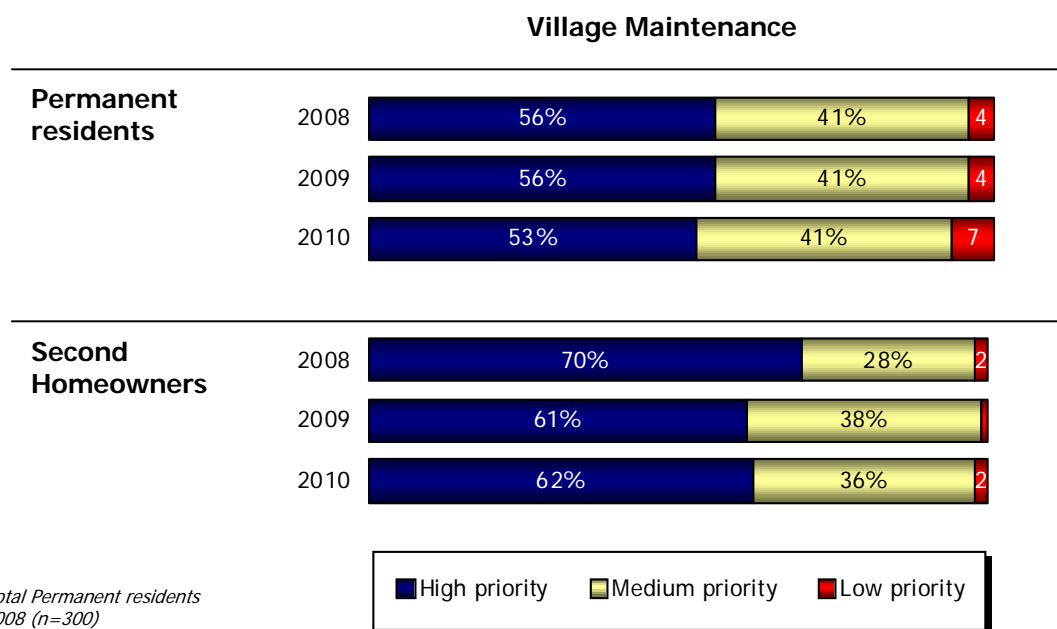
- With more than nine-in-ten permanent residents satisfied with current maintenance, the proportion that considers it a priority returns to a similar level seen in 2008. Those living in or south of the Village are more likely than those living north of the Village to consider it a high priority (70% vs. 48% respectively).

#### **Second Homeowners**

- With a similarly high level of satisfaction, the proportion of second homeowners that considers maintenance of community parks and trails a priority is consistent with previous years.

## 7.2 Proportion of residents rating the budget allocation priority of "Village Maintenance" as high

- More than half of all permanent residents (53%).
- Six-in-ten second homeowners (62%).



Base: Total Permanent residents  
2008 (n=300)  
2009 with an opinion (n=304)  
2010 with an opinion (n=298)  
Total Second Homeowners  
2008 with an opinion (n=202)  
2009 with an opinion (n=199)  
2010 with an opinion (n=198)

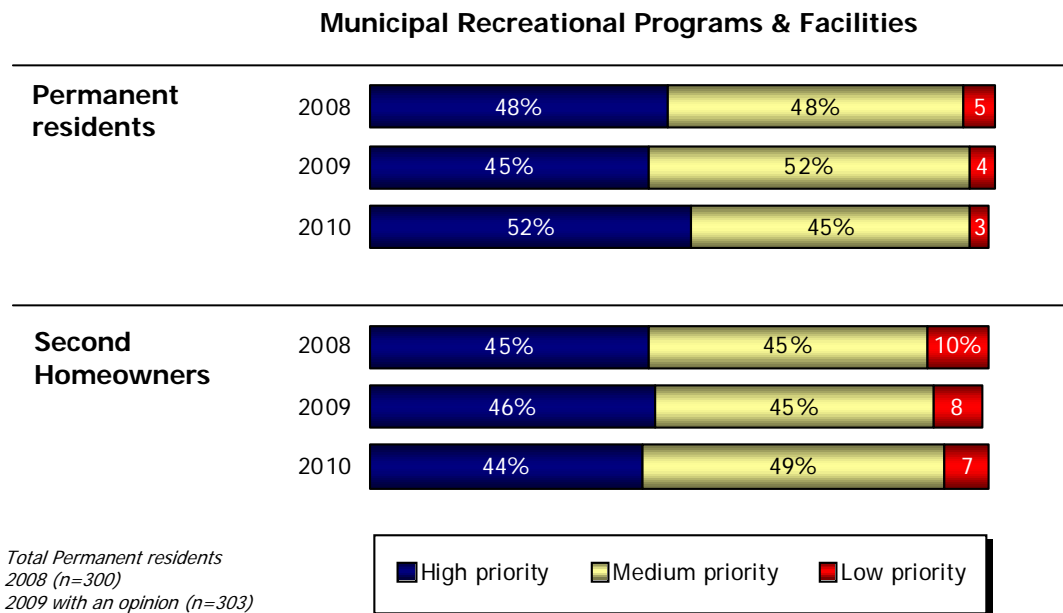
*Q.27b) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation? "Village maintenance"*

Consistent with previous years, 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

- Half of all permanent residents (52%).
- Less than half of all second homeowners (44%).



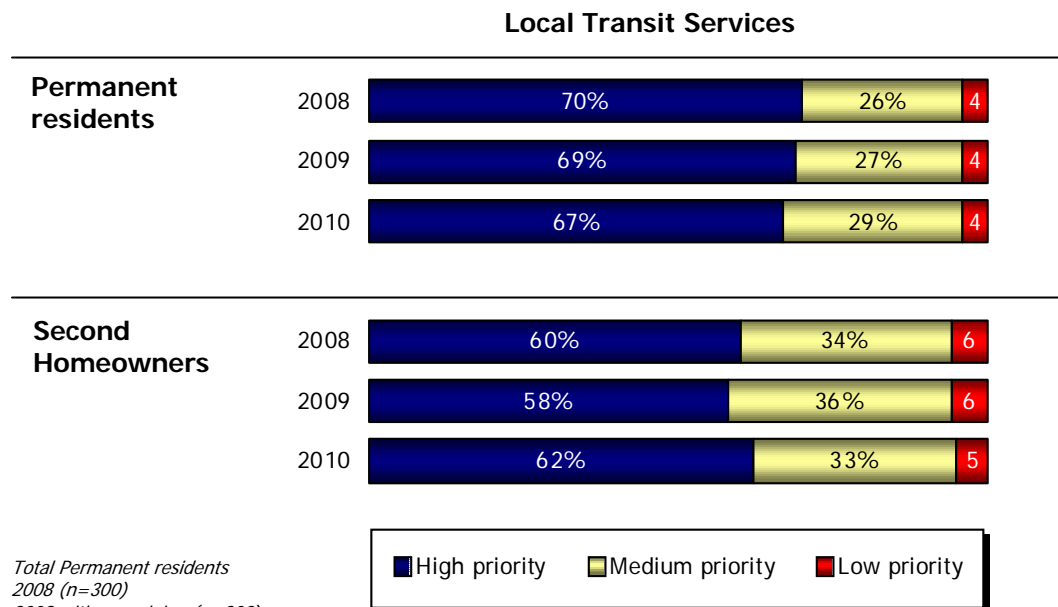
Base: Total Permanent residents  
 2008 (n=300)  
 2009 with an opinion (n=303)  
 2010 with an opinion (n=296)  
 Total Second Homeowners  
 2008 with an opinion (n=201)  
 2009 with an opinion (n=196)  
 2010 with an opinion (n=196)

*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"*

While current satisfaction with municipal recreation programs and facilities remains high among both permanent residents and second home owners, between eight- and nine-in-ten, opinion remains quite evenly divided with regards to the priority given to it, as either high or medium.

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

- Two-thirds of all permanent residents (67%).
- Six-in-ten second homeowners (62%).



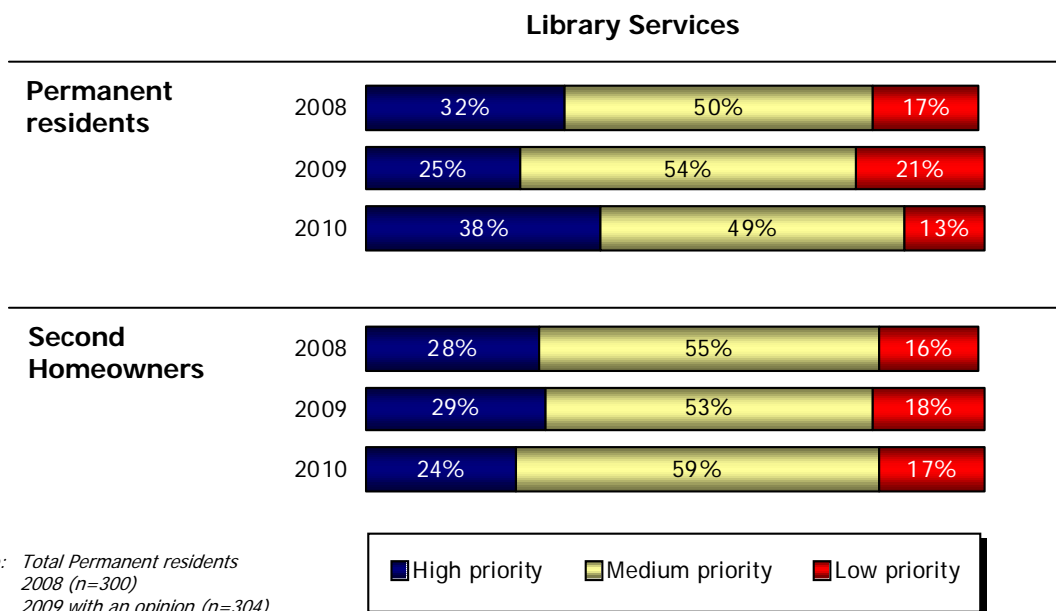
Base: Total Permanent residents  
 2008 (n=300)  
 2009 with an opinion (n=302)  
 2010 with an opinion (n=296)  
 Total Second Homeowners  
 2008 with an opinion (n=203)  
 2009 with an opinion (n=197)  
 2010 with an opinion (n=198)

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 remains unchanged from a year ago (currently two-thirds are satisfied with the service) the priority of transit services also remains consistent, rated as high by two-thirds of all permanent residents and almost as many second homeowners this year.

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

- More than one-third of all permanent residents (38%).
- One-quarter of all second homeowners (24%).



Base: Total Permanent residents  
2008 (n=300)  
2009 with an opinion (n=304)  
2010 with an opinion (n=295)  
Total Second Homeowners  
2008 with an opinion (n=201)  
2009 with an opinion (n=197)  
2010 with an opinion (n=196)

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"

#### Permanent Residents

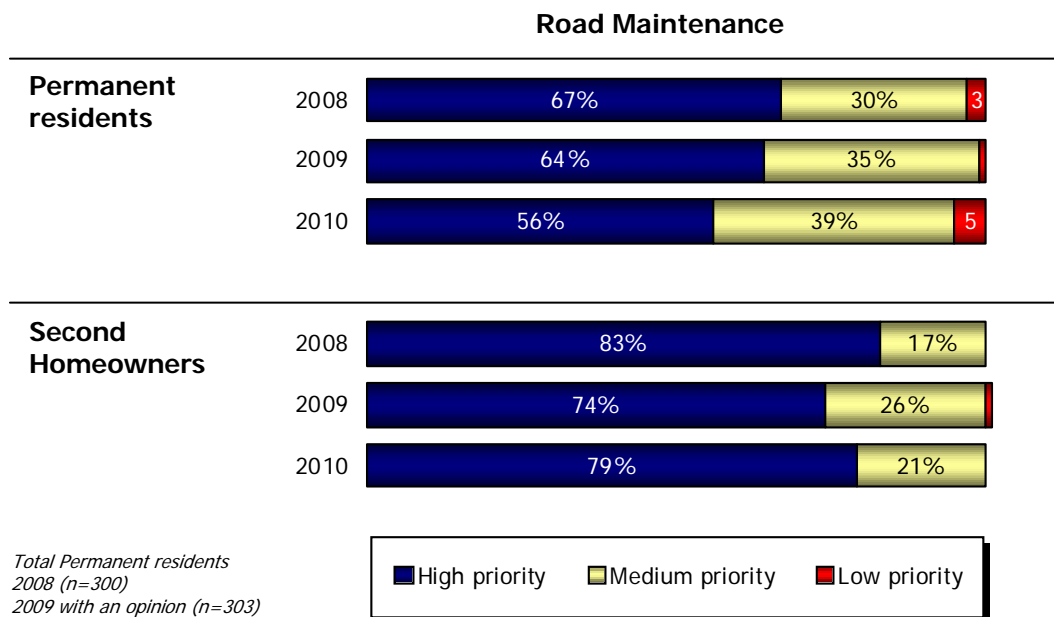
- While the large majority of permanent residents remain satisfied with library services in Whistler, about one-third identify it as a high priority this year, with most who consider it medium or low.

#### Second Homeowners

- Most second homeowners are similarly satisfied, with the majority who also consider this service a medium to low priority.

## 7.6 Proportion of residents rating the budget allocation priority of "Road Maintenance" as high

- More than half of all permanent residents (56%).
- Eight-in-ten second homeowners (79%).



Base: Total Permanent residents  
 2008 (n=300)  
 2009 with an opinion (n=303)  
 2010 with an opinion (n=299)  
 Total Second Homeowners  
 2008 with an opinion (n=204)  
 2009 with an opinion (n=199)  
 2010 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

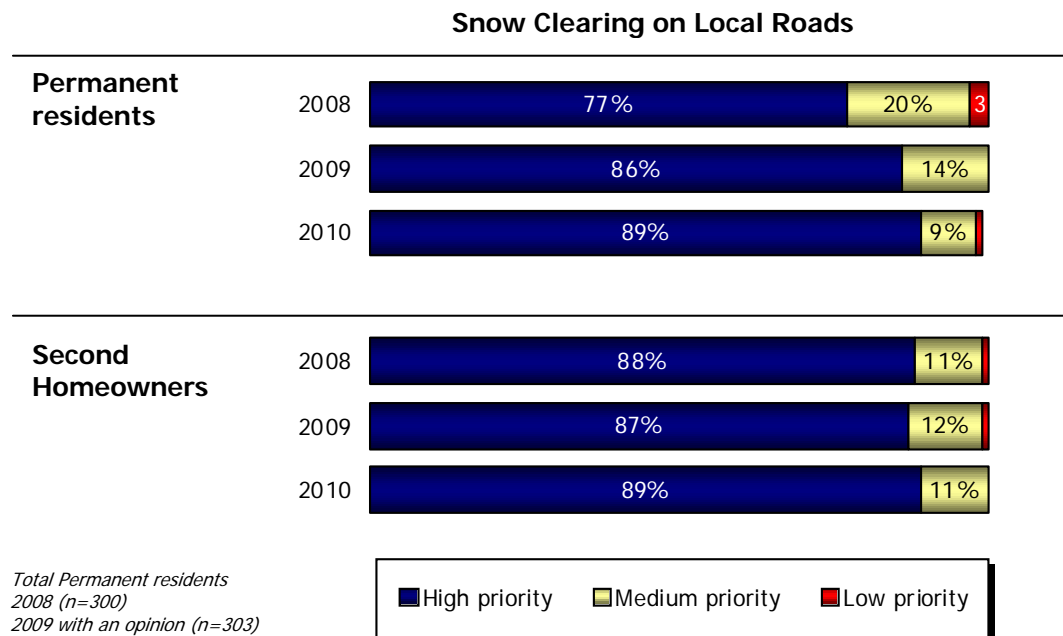
- Satisfaction with road maintenance among permanent residents increased for the second year running (now 83% satisfied) and perhaps as a result fewer regard this service as a high priority this year. However, it still remains important to more than half, with just 5% who rate it as a low priority.

### Second Homeowners

- While satisfaction amongst second homeowners is also high (89%) it remains a high priority for spending amongst the large majority of this group.

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

- Nine-in-ten permanent residents (89%).
- Nine-in-ten second homeowners (89%).



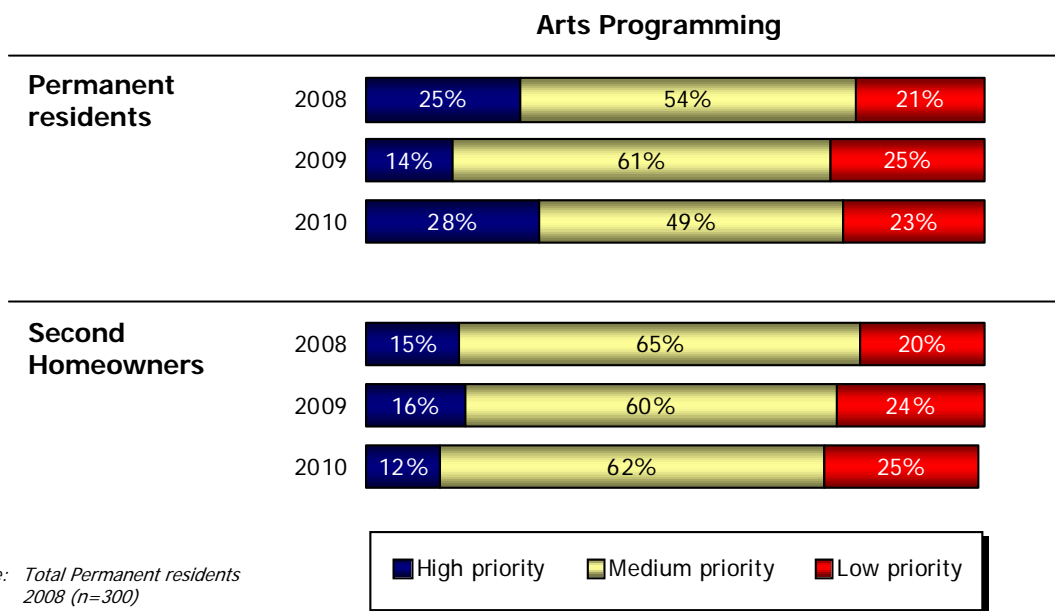
Base: Total Permanent residents  
 2008 (n=300)  
 2009 with an opinion (n=303)  
 2010 with an opinion (n=299)  
 Total Second Homeowners  
 2008 with an opinion (n=204)  
 2009 with an opinion (n=199)  
 2010 with an opinion (n=198)

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 once again strengthened among permanent residents and second homeowners (now 94% and 93% respectively), 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 “Arts Programming” as high

- More than one-quarter of all permanent residents (28%).
- A total of 12% of second homeowners.



Base: Total Permanent residents  
 2008 (n=300)  
 2009 with an opinion (n=302)  
 2010 with an opinion (n=295)  
 Total Second Homeowners  
 2008 with an opinion (n=201)  
 2009 with an opinion (n=198)  
 2010 with an opinion (n=194)

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"

#### Permanent Residents

- Most permanent residents remain satisfied with the selection of arts and cultural events and opportunities in Whistler, so most consider arts programming a medium or low priority, even though the proportion rating it high has increased this year to about one-quarter.

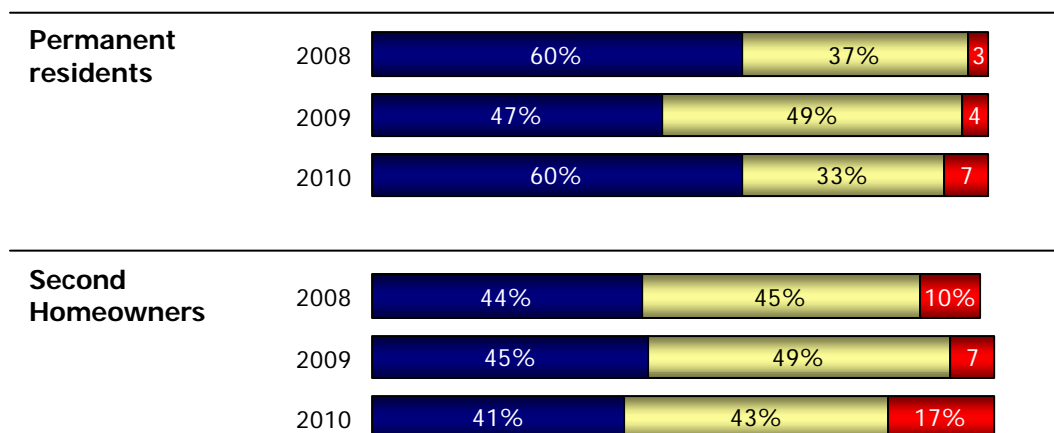
#### Second Homeowners

- Most second homeowners are similarly satisfied, with very few who consider this service a high priority.

### 7.9 Proportion of residents rating the budget allocation priority of: "Community Centre Children's Programs, Youth Services and Facilities" as high

- Six-in-ten permanent residents (60%).
- Four-in-ten second homeowners (41%).

#### Community Centres and Youth Services



Base: Total Permanent residents  
2008 (n=300)  
2009 with an opinion (n=302)  
2010 with an opinion (n=294)  
Total Second Homeowners  
2008 with an opinion (n=201)  
2009 with an opinion (n=198)  
2010 with an opinion (n=194)

■ High priority ■ Medium priority ■ Low priority

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 Centre Children's Programs, Youth Services and Facilities"

NB: SLIGHT WORDING CHANGE TOOK PLACE IN 2010 AS BELOW:

2010: "Community Centre Children's Programs, Youth Services and Facilities"  
2009 & 2008: "Community Centres and Youth Services"

#### Permanent Residents

- The proportion of permanent residents that considers community centre children's programs, youth services and facilities a high priority for budget allocation increases this year, returning to that seen in 2008 (60%). Perhaps not surprisingly, families are more likely to express this opinion than single residents or couples without children (75% rate it as a high priority vs. 58% and 51% respectively).

#### Second Homeowners

- Overall, the proportion of second homeowners rating this service as high remains consistent with a year ago at approximately four-in-ten; however the proportion rating this service as a low priority increases somewhat (from 7% to 17% currently).

## 8. Tax and Communications

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

#### Permanent Residents

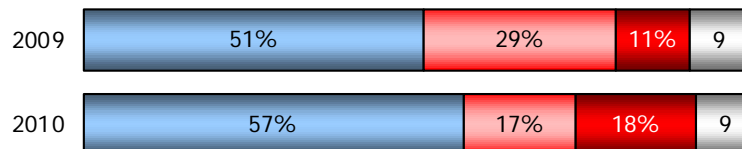
- A majority of permanent residents (57%) are once again open to some increase in the level of their property tax, with approximately one-third opposed.

#### Second Homeowners

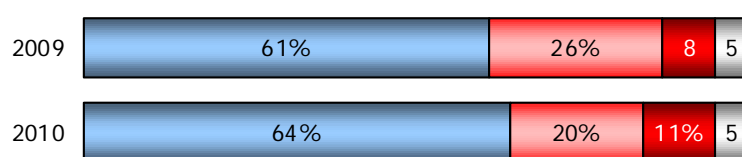
- Second homeowners continue to be somewhat less resistant, with almost two-thirds open to some increase in their property tax and about one-third opposed (31%).

#### Property Owners

##### Permanent residents



##### Second Homeowners



Base: Total Permanent residents  
2009 with an opinion (n=211)  
2010 with an opinion (n=236)  
Total Second Homeowners  
2009 with an opinion (n=200)  
2010 with an opinion (n=200)

☐ Accept Increases
 ☐ No Increase  
☐ Cut Tax
 ☐ Don't know

*Q.R4a) Due to the increased cost of maintaining current service levels and infrastructure, there is continuous strain on municipal budgets. The RMOW can deal with these challenges by increasing property taxes, charges and fees or cutting municipal services. Which one of the following 4 actions would you prefer the RMOW to take:*







### 8.1.1 Acceptable levels of property tax increase among property owners

#### Permanent Residents

- More than half of all permanent residents (57%) would accept at least an increase the equivalent to \$23 per \$100,000 of assessed property value, with more than four-in-ten (46%) open to the equivalent of \$35 per \$100,000 of assessed property value and one-third the equivalent of \$45 per \$100,000 of assessed property value (34%, up directionally from 26% a year ago).

#### Second Homeowners

- Almost two-thirds of all second homeowners (64%) would accept at least an increase the equivalent to \$23 per \$100,000 of assessed property value, with about six-in-ten (59%) open to the equivalent of \$35 per \$100,000 of assessed property value and more than four-in-ten the equivalent of \$40 per \$100,000 of assessed property value (43%, up significantly from 33% a year ago).

<u>Property Owners</u>		<u>Permanent Residents</u>		<u>Second Homeowners</u>	
<i>* Equivalent tax increase per \$100,000 of assessed value</i>		<u>2009</u>	<u>2010</u>	<u>2009</u>	<u>2010</u>
\$45 or more tax increase* to expand services		4%	<b>8%▲</b>	5%	<b>7%</b>
\$45 tax increase* to maintain service		22%	<b>26%</b>	28%	<b>36%▲</b>
\$35 tax increase* with 10% cut to services		19%	<b>12%▼</b>	20%	<b>16%</b>
\$23 tax increase* with 20% cut to services		6%	<b>10%</b>	8%	<b>5%</b>

▲ Significantly higher

▲ Directionally higher

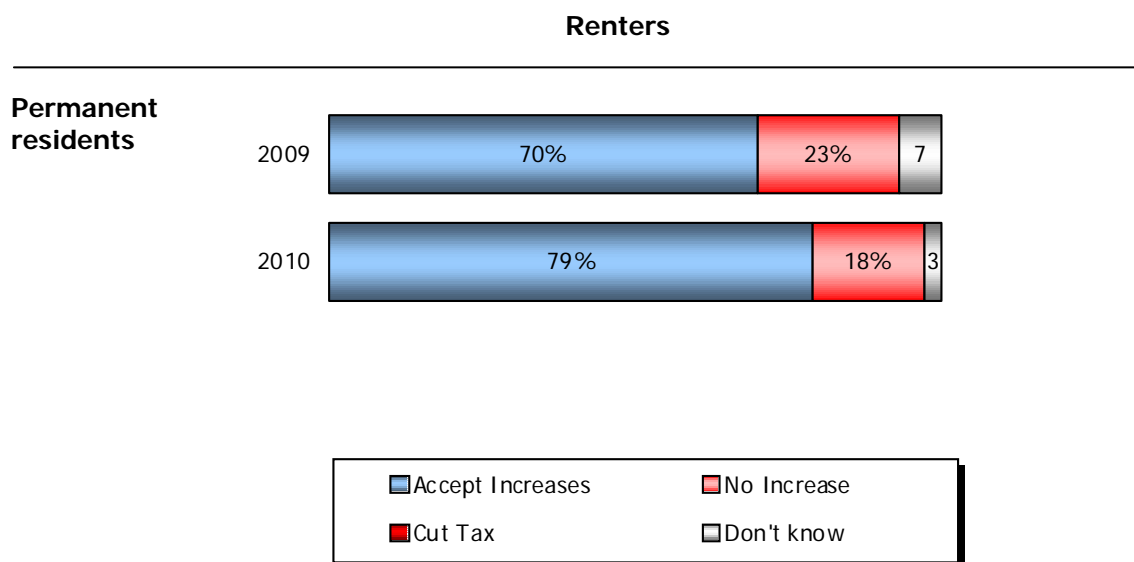
▼ Significantly lower

▼ Directionally lower

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

### Permanent Residents

- Once again, 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 (79%), with less than one-in-five opposed (statistically unchanged from a year ago).



Base: Total Permanent resident renters  
 2009 with an opinion (n=94)  
 2010 with an opinion (n=64)

*Q.R5a) Due to the increased cost of maintaining current service levels and infrastructure, there is continuous strain on municipal budgets. The RMOW can deal with these challenges by increasing property taxes, paid for 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 by cutting municipal services.*

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

*IF no increase:*





*R5b) Would you support a mix of cutting services by 10% and an approximate rent increase of [insert \$ 15% tax rate]*

*R5c) Would you support a mix of cutting services by 10% and an approximate rent increase of [insert \$ 10% tax rate]*

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

#### Permanent Residents

- Almost eight-in-ten permanent residents who rent would accept at least the equivalent of an \$8 per month increase in their rent, while more than three-quarters (77%) would accept a \$14 per month increase (up significantly from 56% a year ago), and 52% a \$15 per month increase.

<u>Renters</u>		<u>Permanent Residents</u>	
<i>* Equivalent per month rent increase</i>		<u>2009</u>	<u>2010</u>
\$15 or more rent increase to expand services		7%	<b>11%</b>
\$15 rent increase to maintain service		32%	<b>41%</b>
\$14 rent increase with 10% cut to services		17%	<b>25%</b>
\$8 rent increase with 20% cut to service		14%	<b>3%▼</b>

▲ Significantly higher

▲ Directionally higher

▼ Significantly lower

▼ Directionally lower

### 8.3 Preferred Channels of Communication from RMOW

- The top three preferred channels of communication for permanent residents are once again via local newspapers (60%), closely followed by an emailed newsletter (51%) and finally via the municipal website (27%), though this third choice is significantly less popular this year. Social media, tested for the first time in 2010, is favoured by about one-in-five residents.
- Second homeowners continue to most commonly favour an emailed newsletter (54%) followed some way behind by a mailed newsletter (26%), the website (22%) and local newspapers (20%), each of which are significantly less popular than a year ago. Few second homeowners express interest in social media (6%).

Preferred Channels of Communication						
	Permanent Residents			Second Homeowners		
	2008 (297) %	2009 (303) %	2010 (296) %	2008 (200) %	2009 (199) %	2010 (199) %
Local Newspaper/ Newspaper inserts or ads	57	59	<b>60</b>	24	35▲	20▼
Emailed newsletter	49	57▲	<b>51</b>	55	62	<b>54</b>
Municipal Website	41	49▲	<b>27▼</b>	40	37	<b>22▼</b>
Open house/ public forums	39	38	n/a	21	19	n/a
Social Media (i.e. Facebook, Twitter)	n/a	n/a	19	n/a	n/a	6
Mailed newsletter	25	25	16	47	40	<b>26▼</b>
Events and meetings	n/a	n/a	16	n/a	n/a	1
Printed brochures	10	10	<b>4▼</b>	13	12	2
Other	1	1	-	1	1	-
C1. What is the best way for the RMOW to communicate with you? (Wording in previous surveys: Q.29a How do you prefer to receive information from the municipality of Whistler)						

▲ Significantly higher

▲ Directionally higher

▼ Significantly lower

▼ Directionally lower

#### 8.4 Interest in Information from the Municipality

- In 2010 residents and second homeowners were asked what specific types of information they might be interested in receiving from the municipality. For both groups information regarding municipal spending and taxes and news and events were two of the main topics of interest. Many permanent residents were then interested in details about municipal services and offerings while second homeowners were more likely to express an interest in long range planning and policy. Information regarding municipal progress and results reporting was of least interest, though still noted by almost half of each group.

Types of Information		
	Permanent Residents	Second Homeowners
	2010 (274) %	2010 (188) %
Municipal spending and taxes	71	74
News and events	64	62
Details on municipal programs and service offerings	63	55
Long range planning and policy	58	72
Municipal progress and results reporting	44	50
<i>C2. Which of the following types of information might you be interested in receiving from the municipality?</i>		

▲ Significantly higher

▲ Directionally higher

▼ Significantly lower

▼ Directionally lower

## 9. Demographics

- Almost half of all permanent residents are under 35 years old, with two-thirds under 45 and 83% under 55 years of age. Two-thirds of all second homeowners on the other hand are over 55 years.
- While the majority of permanent residents are quite well educated, second homeowners skew even more towards having achieved a university or post graduate degree.
- The majority of permanent residents are married or living as married with about one-third who have children living at home.

Demographics		
	Permanent Residents (300) %	Second Homeowners (200) %
<b>Gender</b>		
Male	54	62
Female	46	38
<b>Age</b>		
18-34	46	4
35-44	21	5
45-54	16	24
55-64	9	34
65+	4	32
<b>Education</b>		
Up to grade 12 graduation	19	10
Incomplete post secondary	9	7
Diploma or certificate from a trade	9	6
Diploma or certificate from college	14	6
Bachelor or Undergraduate Degree	32	37
Post-graduate Degree	14	36
<b>Marital Status</b>		
Married/common-law	70	n/a
Single	30	n/a
<b>Presence of Children</b>		
Under 5 years	16	n/a
5-12 years	13	n/a
13-17 years	8	n/a
18 years or older	6	n/a
<i>continued...</i>		

- Eight-in-ten permanent residents are currently employed or self employed, compared with just over half of all second homeowners.
- Permanent residents are somewhat more likely to be homeowners living in a single detached home, duplex or townhouse. Second homeowners most commonly own an apartment, closely followed by a duplex or townhouse or single detached home.

Demographics		
	Permanent Residents (300) %	Second Homeowners (200) %
<b>Employment Status</b>		
Employed	62	36
Self Employed	18	20
Student	2	2
Not Working (seeking/not seeking work)	10	5
Retired	8	39
<b>Home Tenure</b>		
Own	60	100
Rent	40	-
<b>Type of Dwelling</b>		
Single, detached house	44	28
Duplex or townhouse	34	29
Suite in a house	5	1
Apartment	16	39
Other	<1	4
<i>continued...</i>		

- One-quarter of all permanent residents states their home is in the pool of Whistler Housing Authority Resident Restricted Housing.
- Almost half of all permanent residents have lived in Whistler for 11 years or more (47%), while about one-in five has been there between 5 and 10 years and one-third 4 years or less. The majority of second homeowners (63%) have owned their property there for 11 years or more.

Demographics		
	Permanent <u>Residents</u> (300) %	Second <u>Homeowners</u> (200) %
<b>Whistler Resident Restricted Housing</b>		
Yes	25	n/a
No	70	n/a
Don't know / Refused	5	n/a
<b>Years in Whistler</b>		
0 – 4 years	31	15
5 – 10 years	22	22
11 or more years	47	63
		<i>continued...</i>



Demographics		
	Permanent Residents (300) %	Second Homeowners (200) %
<b>Neighbourhood</b>		
<b>North</b>	<b>42</b>	<b>27</b>
Alpine Meadows	12	8
Emerald Estates	9	4
Whistler Cay Heights	6	5
White Gold	5	2
Spruce Grove	4	1
Tapley's Farm	2	1
Whistler Cay Estates	2	4
Nesters	1	2
Rainbow Park	1	1
Nicklaus North Estates	1	1
<b>South</b>	<b>40</b>	<b>33</b>
Whistler Creek / Creekside	7	11
Cheakamus	7	-
Nordic Estates	6	4
Bayshores	5	4
Spring Creek	4	1
Brio	4	3
Alta Vista	4	3
Blueberry Hill	2	4
Millers Pond	1	-
Function Junction	<1	-
Alpha Lake Village	<1	1
Twin Lakes	<1	3
Whistler Highlands	-	1
<b>Village +</b>	<b>18</b>	<b>41</b>
Village	6	15
Benchlands	4	8
Blackcomb	2	4
Other	6	14

# Appendix

## Questionnaire

Whistler Community Life Tracking Survey  
Nov 3, 2010

---

**Intro/Screener**

Hello, my name is \_\_\_\_\_ and I am conducting a survey on behalf of the Municipality of Whistler. This is strictly an opinion survey; we are not selling or soliciting anything. The survey will only take about 10 minutes to complete.

---

**Persuaders—only if needed:**

- This survey is conducted annually to monitor Whistler's success at meeting goals that relate to community life, economic success and partnerships as well as annual municipal budgets.
  - We need to speak to a cross-section of people who live or own property in Whistler. Everyone's opinions are important to us.
  - All responses are confidential and anonymous.
  - The survey will take about 10-12 minutes.
  - This is strictly an opinion survey; we are not selling or soliciting anything.
  - Your phone number was selected at random for participation in this research.
  - The survey is being conducted for the Resort Municipality of Whistler.
  - Contact name: RMOW Media Relations 604-967-3030.
- 

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

Own  
Rent  
Just visiting  
It's a business

**ASK TO SPEAK TO A RESIDENT or 2<sup>nd</sup> Homeowner OR END INTERVIEW IF Q1=JUST VISITING  
END INTERVIEW IF Q1=IT'S A BUSINESS**

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

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

**END INTERVIEW IF Q1=RENT & Q2=LIVE ELSEWHERE OR IF JUST FOR THE SEASON**

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

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

Whistler Community Life Tracking Survey  
Nov 3, 2010

---

**CODING**

<b>PERMANENT</b>	FULL-TIME YEAR ROUND
<b>2<sup>nd</sup> HOMEOWNER</b>	OWN <u>AND</u> LIVE ELSEWHERE
	OWN <u>AND</u> FULL-TIME FOR SEASON <u>AND</u> STUDENT
	OWN <u>AND</u> FULL-TIME FOR SEASON <u>AND</u> RETIRED

4. **2<sup>nd</sup> HOMEOWNER:** Where is your permanent home?

Country: \_\_\_\_

Province: \_\_\_\_ *ASK IF COUNTRY=CANADA*

State: \_\_\_\_ *ASK IF COUNTRY=USA*

City: \_\_\_\_ *ASK IF PROVINCE=BC*

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

No. of years: \_\_\_\_

Less than one year

- 2<sup>nd</sup> HOMEOWNER:** How long have you owned property in Whistler?

No. of years: \_\_\_\_

Less than one year

Whistler Community Life Tracking Survey  
Nov 3, 2010

---

**HOUSING**

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

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

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

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

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

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

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

Yes  
No  
Don't know

## Whistler Community Life Tracking Survey

Nov 3, 2010

---

10a. **PERMANENT ONLY:** 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: *READ SCALE*

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

9. **IF HOMEOWNER:** What is the assessed value of your whistler residence? Would it be closer to...*READ LIST: (IF MORE THAN ONE, THE PRIMARY RESIDENCE, THE ONE YOU WOULD STAY IN WHEN IN WHISTLER. IF PEOPLE ARE SENSITIVE TO PROVIDING AN ANSWER STATE THAT THE FIGURE IS USED LATER IN THE SURVEY)*

\$200,000 \$400,000, \$600,000, \$800,000, \$1,000,000, \$1,500,000 OR \$2,000,000

### COMMUNITY LIFE

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

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

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

11b. **2<sup>nd</sup> Home Owners:** Overall, how satisfied are you with Whistler as a place to spend time? Are you: *READ SCALE*.

Very satisfied  
Somewhat satisfied  
Neither satisfied nor dissatisfied  
Somewhat dissatisfied  
Very dissatisfied  
Don't know / Don't Spend time in Whistler

Whistler Community Life Tracking Survey

Nov 3, 2010

---

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

RANDOMIZE ORDER Are you: READ SCALE

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

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

Don't know

**HEALTH and Community Relationships**

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

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

Excellent  
Very good  
Good  
Fair  
Poor

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

Yes  
No GO TO Q.16

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

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

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

Very strong  
Somewhat strong  
Somewhat weak  
Very weak sense of belonging

17. In general would you say that:

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



## COMMUNITY DECISIONS

The next set of questions relate to community decisions and priorities

**IF NECESSARY:** Examples include decisions to: Build a development, change or create bylaws, provide infrastructure and amenities, rezone land, support resort wide events, conferences and festivals.

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

Are you: **READ SCALE.**

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

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

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

20a. Next, thinking about development in Whistler beyond that which already exists or is planned, which one of the following two positions comes closest to your opinion

a) Whistler should not permit any additional residential or commercial development beyond that which exists.

OR

b) Whistler should only consider additional residential or commercial development if it would clearly benefit the resort community.

20b. And to what extent do you agree or disagree with the following statements:  
(Is that strongly or somewhat?)

a) Whistler should protect natural areas critical to biodiversity and ecological function.

b) Whistler should only support economic development that is compatible with a diversified tourism economy and resort community values.

**RMOW**

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

R1. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Starting with...

RANDOMIZE ORDER

Maintenance of community parks and trails  
Village maintenance  
Municipal recreational programs and facilities  
Police services  
Fire inspection and rescue services  
Access to municipal information via the website,  
Land use and development services and Building Services  
Library services  
Road maintenance  
Snow clearing on local roads, including the highway in Whistler  
Waste, recycling and composting services  
Water utilities for your residence

Are you: READ SCALE

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

R2. As you may be aware, just under one half of the property tax you pay goes directly to the provincial government, the other portion, estimated at approximately \$\_\_\_\_\_ goes to the municipality of Whistler in order to fund all the services you receive. Thinking about all the services provided by the municipality, would you say that over all you get good value or poor value for that half of your tax dollar? Very/fairly good or poor?

R3. Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view if each one is a high priority, medium priority or low priority for budget allocation? So starting with... is that a high, medium or low priority?

RANDOMIZE LIST OF SERVICES

Maintenance of community parks and trails  
Village maintenance  
Municipal recreational programs and facilities  
Local Transit services  
Library services  
Snow clearing on local roads, including the highway in Whistler  
Road maintenance  
Arts programming  
Community centre children's programs, youth services and facilities

**R4a. FOR PROPERTY OWNERS ONLY:**

Due to the increased cost of maintaining current service levels and infrastructure, there is continuous strain on municipal budgets. The RMOW can deal with these challenges by increasing property taxes, charges and fees or cutting municipal services. (IF ASKED WHICH SERVICES LIST ALL SERVICES ABOVE in Question#). 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:

- a) Expand or enhance services through a property tax increase over and above [insert \$ amount for 20% increase] based on an assessed property value of \$.
- b) Maintain municipal services at current levels through a property tax Increase of [insert \$ amount for 20% increase] based on an assessed property value of \$.
- c) Cut services in order to maintain the current property tax level
- d) Cut services further in order to reduce taxes below the current property tax level

**IF = C :**

R4b. Would you support a mix of **cutting** services **by 10%** and a property tax increase of [insert the \$ for 15%] **[A 10% cut to services would cut 1 day per week of a 7 day a week service]**

- a) Yes
- b) No

**IF = No :**

R4c. Would you support a mix of **cutting** services **by 20%** and a property tax increase of [insert the \$ for 10%] **[A 20% cut to services would cut 2 days per week of a 7 day a week service]**

- a) Yes
- b) No

R5a. **FOR RENTERS ONLY:**

Due to the increased cost of maintaining current service levels and infrastructure, there is continuous strain on municipal budgets. The RMOW can deal with these challenges by increasing property taxes, paid for 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 in Question #)**. 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:

- a) Expand or enhance services through a property tax increase which could increase your rent over and above [insert \$ amount according to assessed value 20% increase].
- b) Maintain municipal services at current levels through a property tax increase which could increase your rent by approximately [insert \$ amount according to assessed value 20% increase].
- c) Cut services in order to maintain the current property tax level and the amount you pay in rent

**IF = C :**

R5b. 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 15%]** **[IF ASKED: 10% would cut 1 day per week of a 7 day a week service]**

- a) Yes
- b) No

**IF = No :**

R5c. Would you support a mix of **cutting services by 20%** and a property tax increase which could increase your rent by approximately **[insert the \$ for 10%]** **[IF ASKED: 20% would cut 2 days per week of a 7 day a week service]**

- c) Yes
- d) No

Thank you, now in regard to municipal communication tools.

C1. What is the best way for the RMOW to communicate with you?. *READ COMPLETE LIST. MULTIPLE RESPONSES ACCEPTABLE*

Mailed newsletter  
Emailed newsletter  
Municipal Website  
Local newspaper  
Events and meetings  
Printed brochures and reports  
Social media (i.e Facebook, Twitter)

C2. And which of the following types of information might you be interested in receiving from the municipality? *READ COMPLETE LIST. MULTIPLE RESPONSES ACCEPTABLE*

Municipal progress and results reporting  
Municipal spending and taxes  
Details on municipal programs and service offerings  
Long range planning and policy  
News and events

## DEMOGRAPHICS

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

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

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

Single  
Married/common-law

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

Yes  
No

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

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

## P845 Household size

# Whistler Community Life Tracking Survey

Nov 3, 2010

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

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

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

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

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

\$\_\_\_\_\_/month

Don't know

Refused

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

\$\_\_\_\_\_/month

Don't know

Refused

**PERMANENT ONLY. MARRIED/COMMON-LAW AND RENTER:** Approximately how much in total do you estimate you and your partner spend per month on housing, including rent, electricity and heating?

\$\_\_\_\_\_/month

Don't know

Refused

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

\$\_\_\_\_\_/month

Don't know

Refused

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

\$\_\_\_\_\_/year

Don't know

Refused

Whistler Community Life Tracking Survey  
Nov 3, 2010

---

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

42. In what year were you born?

Year: \_\_\_\_\_

Refused

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

Less than Grade 12

Grade 12 graduation

Some technical or vocational school

Some college

Some university

Diploma or certificate from a trade, technical or vocational school

Diploma or certificate from college

Bachelor or undergraduate degree

Post-graduate degree

Refused

44. GENDER: DO NOT ASK

MALE

FEMALE

Thank you. That completes our survey.