RMOW Community Life Tracking Survey

July 2012

Presented to:

Resort Municipality of Whistler
Whistler, BC

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Contents

Executive Overview

Introduction

The Resort Municipality of Whistler has a comprehensive community strategic plan called 'Whistler 2020' and a newly created corporate plan. A monitor and reporting program is component of both plans, which includes numerous indicators of community life and RMOW services that contribute to measuring 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 or every second year basis. The survey is also to measure attitudes towards current policies and policy options.

This year, a total of 500 random telephone interviews were completed between June 20 and July 6, 2012. Key findings are summarized briefly in this Executive Overview. Further details are presented in the Detailed Findings section.

In addition, 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 community members living in the community full-time or owning property for at least 5 years.

- Three-quarters of permanent residents (76%).
- Almost nine-in-ten second homeowners (88%).

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

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

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

- More than four-in-ten permanent residents (43%).

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

- Just less than one-quarter of all permanent residents (22%).

Median Income Levels – Personal and Household

Permanent Residents

- Median Personal Income Range: $40,000 to less than $45,000
- Median Household Family Income Range: $95,000 to less than $100,000

Arts, Culture and Recreation

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

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

Proportion of community members satisfied with Whistler's local transit services

- About half of all permanent residents (52%).
- Two-thirds of second homeowners (65%).

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

- Almost all permanent residents (98%).
- Almost all second homeowners (96%).

Proportion of community members satisfied with Whistler's access to nature

- All permanent residents (100%).
- Almost all second homeowners (98%).

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

- Almost all permanent residents (99%).
- Almost all second homeowners (97%).

Proportion of community members 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 (36%).
- Almost one-fifth of all second homeowners (19%).

Proportion of community members satisfied with Whistler's atmosphere and ambiance

- More than eight-in-ten permanent residents (91%).
- Almost all second homeowners (94%).

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 (82%).

Proportion of community members who feel a sense of belonging to Whistler

- Close to nine-in-ten permanent residents (87%).
- More than half of all second homeowners (55%).

Education & Employment

Proportion of residents who have completed a post secondary education program

- Almost six-in-ten permanent residents (59%).

Proportion of residents currently unemployed

- Just 1% of permanent residents is currently unemployed and seeking work.

Community Living & Decision Making

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

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

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 (69%).
- Six-in-ten second homeowners (69%).

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

- Almost eight-in-ten permanent residents (79%).
- Three-quarters of all second homeowners (75%).

Satisfaction with Services

Proportion of community members 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 community members satisfied with RMOW's Village maintenance

- More than nine-in-ten permanent residents (96%).
- More than nine-in-ten second homeowners (95%).

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

- Nine-in-ten permanent residents (91%).
- Nine-in-ten second homeowners (90%).

Proportion of community members satisfied with RMOW's police services

- More than eight-in-ten permanent residents (84%).
- More than eight-in-ten second homeowners (86%).

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

- Almost nine-in-ten permanent residents (89%).
- More than eight-in-ten second homeowners (85%).

Proportion of community members satisfied with the quality of services provided by RMOW for: "Municipal Hall front counter services"

- More than eight-in-ten permanent residents (86%).
- More than two-thirds of all second homeowners (69%).

Proportion of community members satisfied with RMOW's access to municipal information via the website

- More than eight-in-ten permanent residents (83%).
- Six-in-ten second homeowners (60%).

Proportion of community members satisfied with RMOW's land use and development services and building services

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

Proportion of community members satisfied with RMOW's library services

- More than eight-in-ten permanent residents (86%).
- More than eight-in-ten second homeowners (85%).

Proportion of community members satisfied with RMOW's road maintenance

- About eight-in-ten permanent residents (81%).
- More than nine-in-ten second homeowners (92%).

Proportion of community members satisfied with RMOW's snow clearing on local roads, not including Highway 99 in Whistler for 2012

- More than nine-in-ten permanent residents (88%).
- More than nine-in-ten second homeowners (93%).

Proportion of community members satisfied with RMOW's waste, recycling, and composting services

- More than eight-in-ten permanent residents (83%).
- Eight-in-ten second homeowners (81%).

Proportion of community members satisfied with RMOW's water utilities for your residence

- Nine-in-ten permanent residents (90%).
- More than nine-in-ten second homeowners (94%).

Satisfaction with Municipal Hall Front Counter Services

Proportion of residents satisfied with Municipal Hall Front Counter Services: "Wait times for Service"

- More than two-thirds of all permanent residents (70%).
- Two-thirds of all second homeowners (67%).

Proportion of residents satisfied with Municipal Hall Front Counter Services: "Expediency of service provided"

- More than three-quarters of all permanent residents (77%).
- More than six-in-ten second homeowners (63%).

Proportion of residents satisfied with Municipal Hall Front Counter Services: "Adequacy of the service provided"

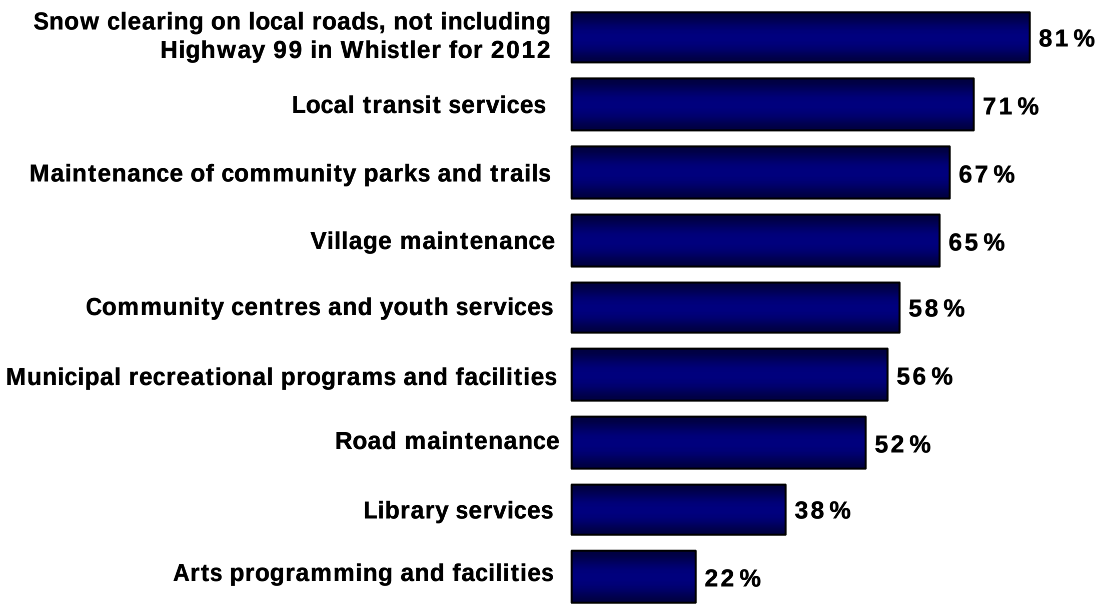
- More than eight-in-ten permanent residents (86%).
- Six-in-ten second homeowners (60%).

Proportion of residents satisfied with Municipal Hall Front Counter Services: "Politeness and courtesy of staff"

- More than nine-in-ten permanent residents (92%).
- About three-quarters of second homeowners (73%).

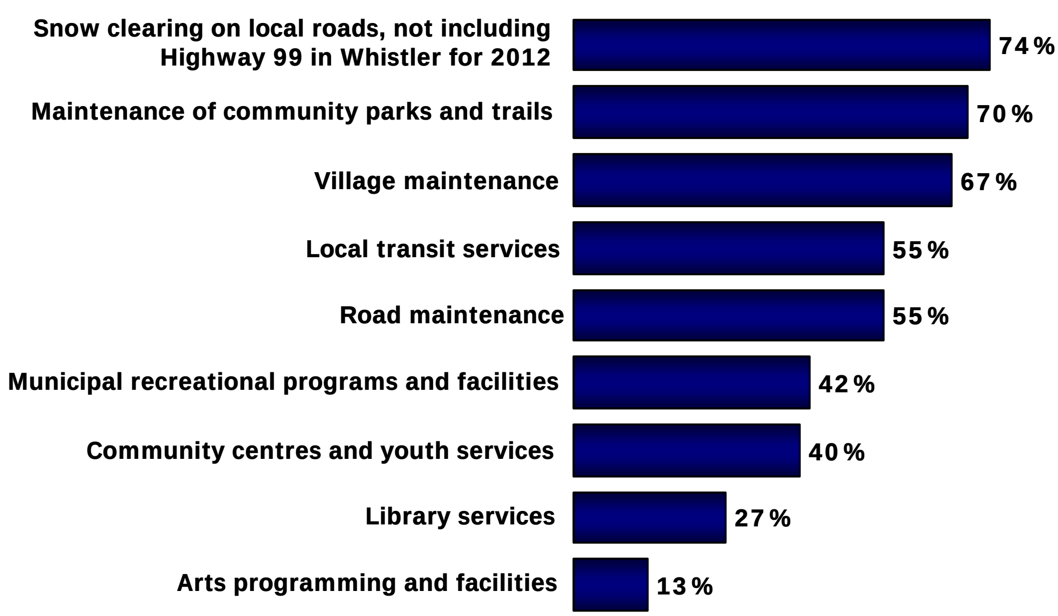
High Priorities for Budget Allocation

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 and Finances

Preferred Approach to Managing Reserves in Whistler

- Permanent residents are divided between saving 100% of estimated future costs including inflation (45%), and saving based only on today's costs (43%).
- Second homeowners lean more toward saving based only on today's costs (58%).

Preferred Approach to Revenue Generation in Whistler

- More than half of all permanent residents (57%) would prefer the reduction of property tax and increase user fees.
- Three-quarters of all second homeowners (76%) would prefer the reduction of property tax and increase user fees.

Foreword

Background and Research Objectives

The Resort Municipality of Whistler has a comprehensive community strategic plan called 'Whistler 2020' and a newly created corporate plan. A monitor and reporting program is component of both plans, which includes numerous indicators of community life and RMOW services that contribute to measuring 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 or every second year basis. The survey is also 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 or 2012)*: those who do not own property in Whistler and live there for only part of the year

In 2012, as in 2010, only permanent residents and second homeowners were included in the survey. An additional survey component was added to the project in 2010, and repeated in 2012, 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 2012 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 June 20 and July 6, 2012.

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 and repeated in 2012 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. **In addition, the calling list was augmented with a proportion of random digit numbers as well as cell phone numbers in an attempt to reach households with unlisted phone numbers or those using a cell only.** 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
	Actual (300) %	Weighted (300) %	Actual (200) %
Gender			
Male	54	54	56
Female	46	46	44
Age			
18-34	16	47	4
35-54	53	35	24
55 and over	28	16	71
Refused	2	2	1

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 2012 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, did not yield as many completed surveys as the 2010 survey, 267 permanent residents completed online in 2010 versus 189 in 2012. 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, however it appears once again to have provided a number of residents not reached by telephone the opportunity to give their feedback.

- 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. In 2012 this resulted in a number of positive comments regarding the current council, as well as some interesting comment for future consideration.

- As in 2010 the online survey not so successful in encouraging second homeowners to take part. So while it remains useful it probably remains worthwhile reviewing the most effect tools for communicating or advertising access to the survey.

- Finally, in terms of the questionnaire, the survey length in 2012 averaged at about 17 minutes between the permanent residents and second homeowners. Some minor comments were made by respondents regarding the survey length along with a number of respondents expressing gratitude for the survey being conducted at all. 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

- Three-quarters of permanent residents (76%).
- Almost nine-in-ten second homeowners (88%).

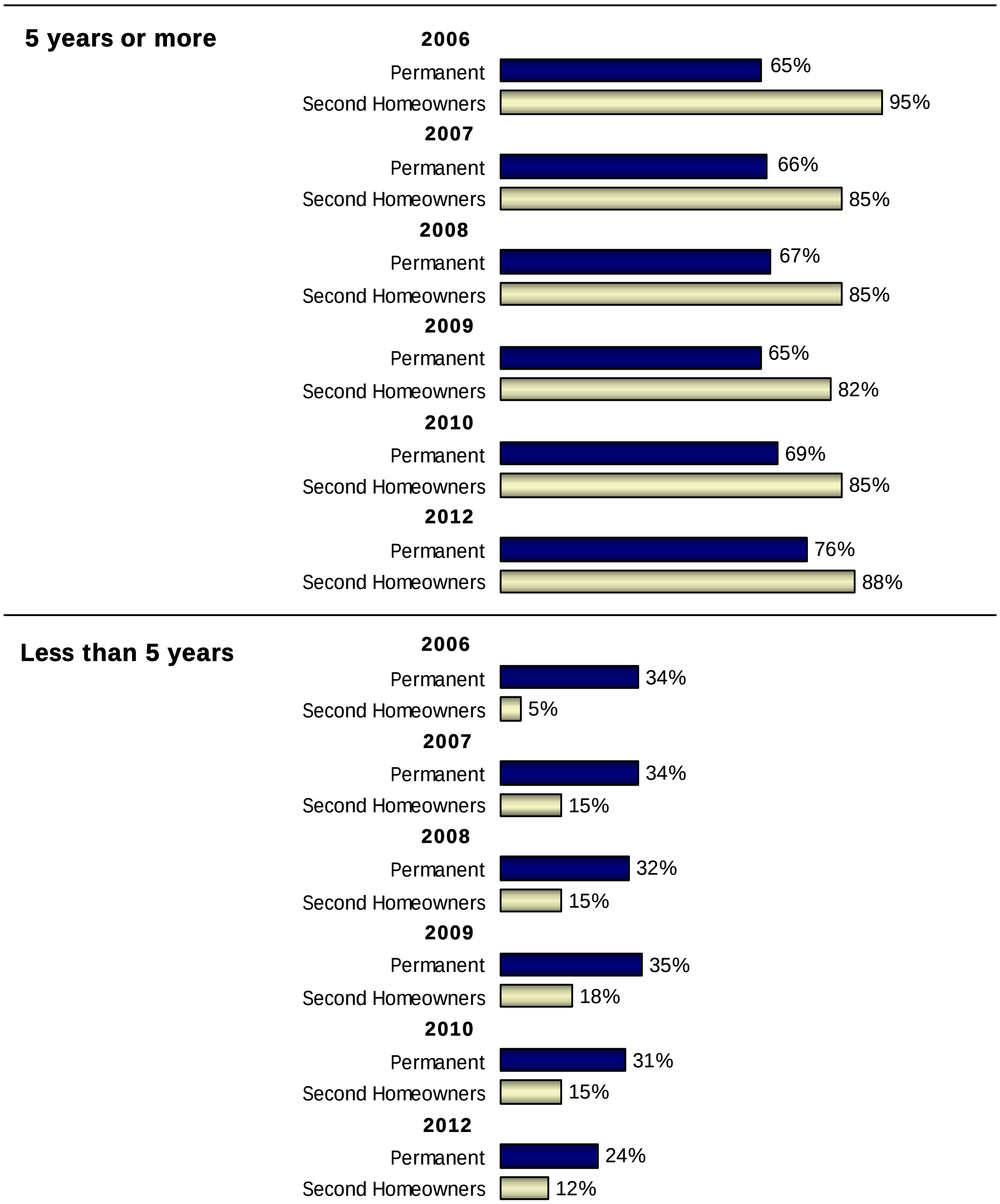
Permanent Residents

- Those aged less than 35 have lived in Whistler on average approximately 8 years compared with those 35 or older who have spent on average more than 16 years living in the community; renters have spent on average just over seven 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 (42%) with more than one-quarter (28%) who live in a duplex or townhouse. A further 21% live in an apartment or condo, with 6% who rent a suite in a house.
- Just over one-quarter of all permanent resident dwellings are in the pool of Whistler Housing Authority Restricted Housing (27%).

Second Homeowners

- Second homeowners (excluding foreign and business owners) have owned their property in Whistler for more than 19 years on average.
- Second homeowners most commonly own a duplex or townhouse (37%), a single, detached house (34%), or a condo or apartment style home (28%).

Years Lived or Owned in Whistler

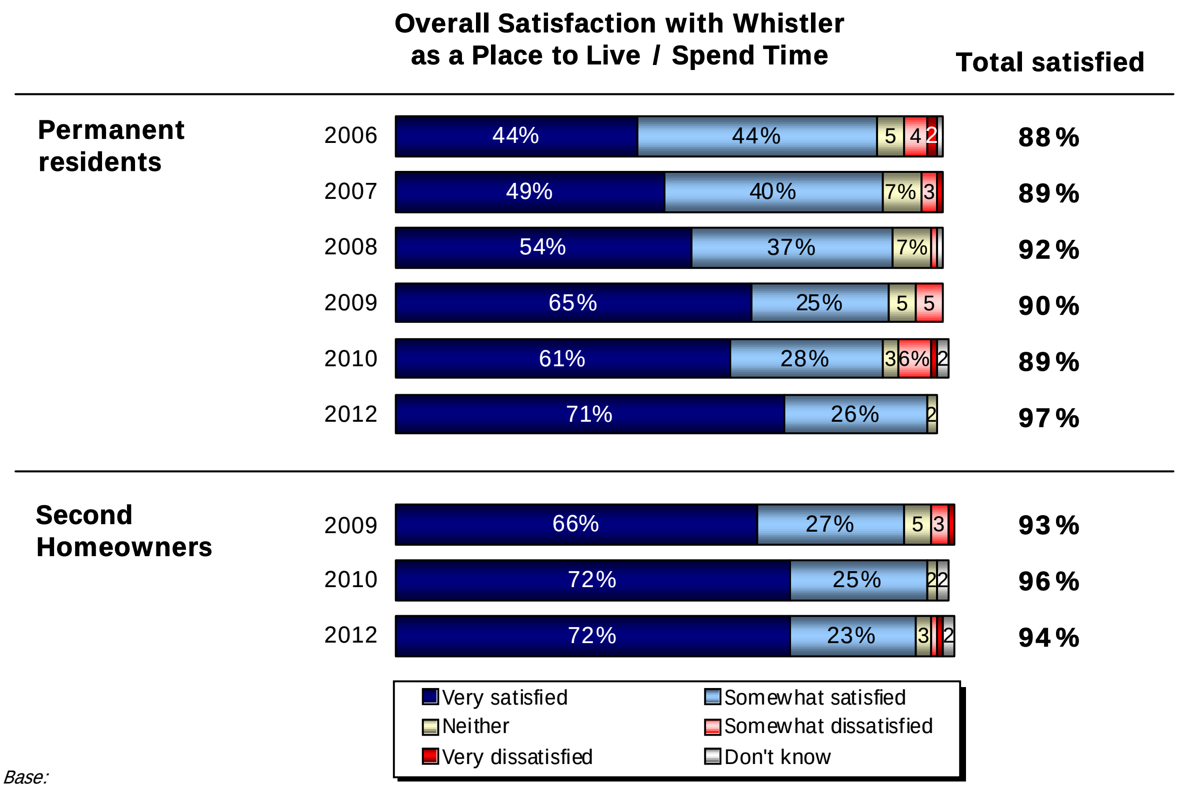


Base:
Total Permanent residents
2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305), 2010 (n=300), 2012 (n=300)
Total Second Homeowners
2006 (n=200), 2007 (n=192), 2008 (n=206), 2009 (n=200), 2010 (n=200), 2012 (n=200)

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

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



Base:
Total Permanent residents
2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305), 2010 (n=300), 2012 (n=300)
Total Second Homeowners
2009 (n=200), 2010 (n=200), 2012 (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

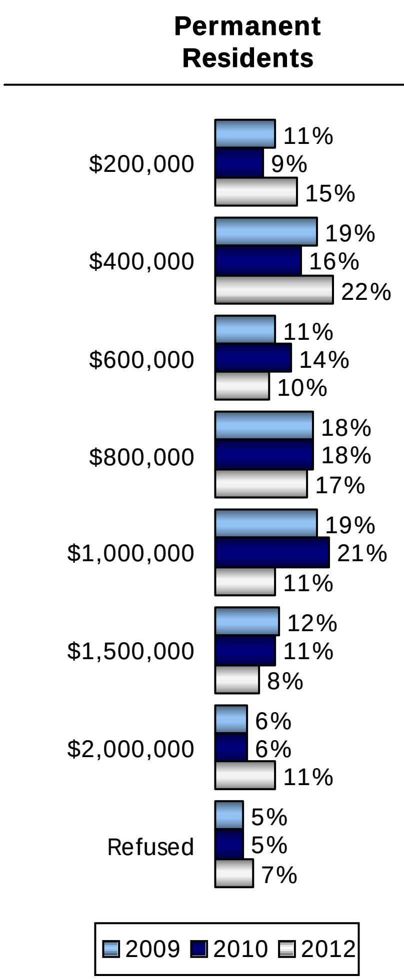
- Satisfaction amongst permanent residents is the highest it's been since the measure began in 2006, with no significant difference this year between most demographic sub-groups, and more than two-thirds overall stating they are "very satisfied".

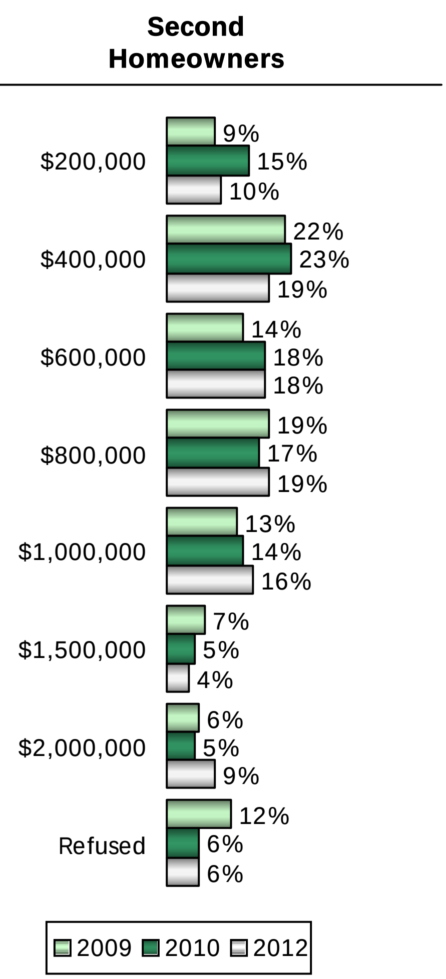
Second Homeowners

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

1.3 *Assessed Value of Whistler Residence*

- Compared with a year ago, significant changes in the self-reported assessed home value include an increase of those with an assessed value of $200,000 and a decrease of those with an assessed value of $1 million dollars. Currently, more than one-third of all permanent residents assess the value of their home at between $200,000 and $400,000, with about one-quarter assessed to be between $600,000 and $800,000, and 30% assessed at $1 million dollars or more.
- Self-assessed values see no significant changes among second home-owners compared with two years ago. Currently a little over one-quarter assesses the value of their home at $1 million dollars or more (28%), with more than one-third assessed to be between $600,000 and $800,000 (37%), and 29% assessed between $200,000 and $400,000.





Base:
Permanent Resident Homeowners only
2009 (n=211), 2010 (n=236), 2012 (n=233)

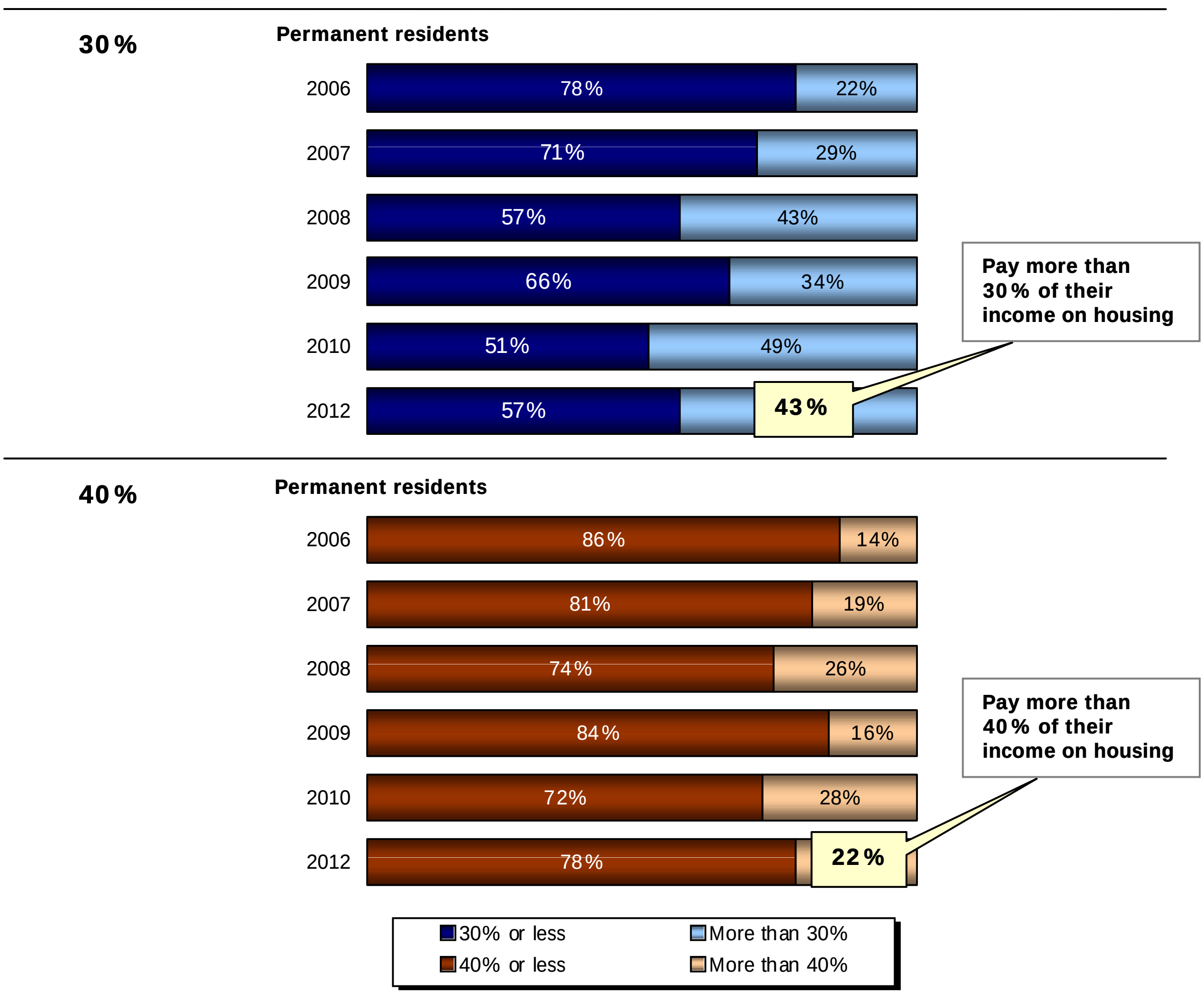
Total Second Homeowners
2009 (n=200), 2010 (n=200), 2012 (n=200)

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

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

- In 2012 a total of 43% of permanent residents pay more than 30% of their income on housing, representing no significant change compared to previous years.
- And in 2012 just less than one-quarter pay more than 40% of their income on housing, also statistically unchanged compared with 2010.

Proportion of Income Spent on Housing



Base: Total Permanent residents
2006 (n=232)
2007 (n=92)
2008 (n=236)
2009 (n=227)
2010 (n=201)
2012 (n=223)

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] ?

Q41) And approximately how much are your annual property taxes?

1.5 *Median Income Levels – Personal and Household*

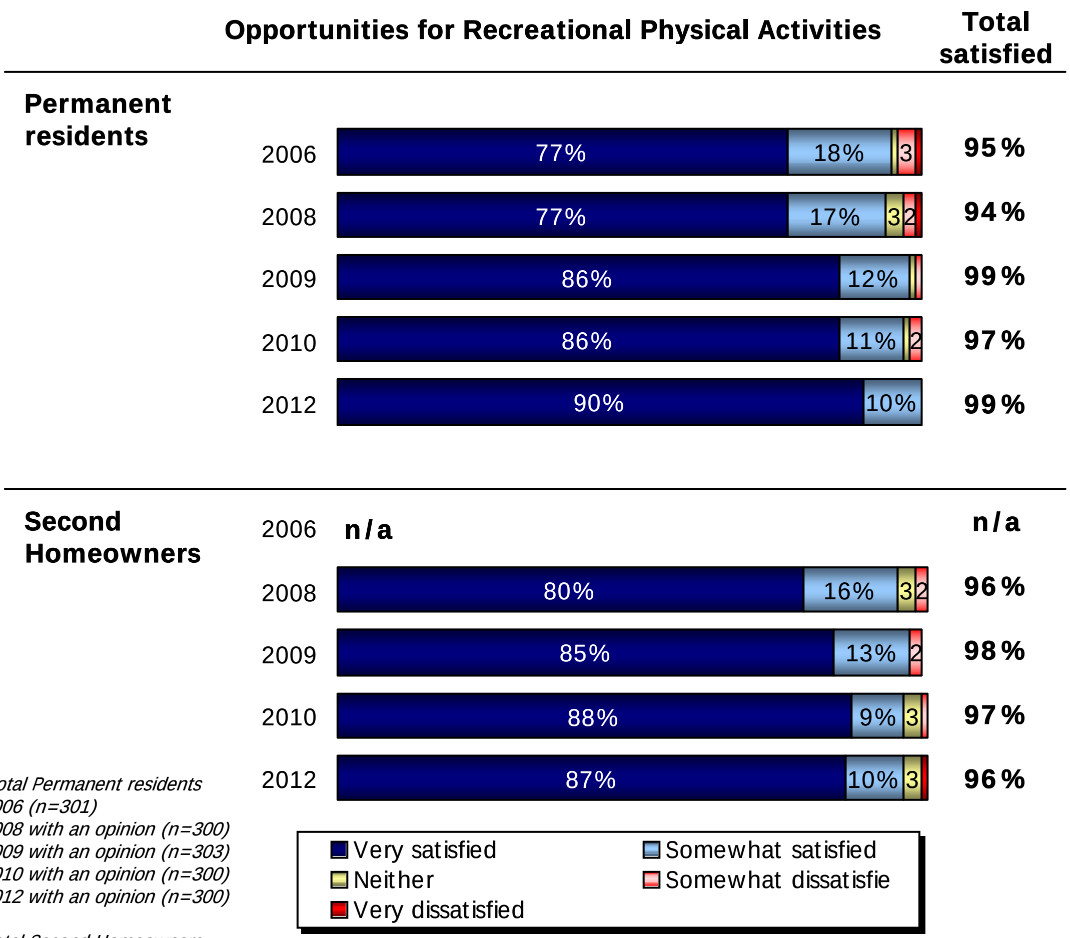
Permanent Residents

- Median Personal Income Range: $40,000 to less than $45,000 (consistent with that seen in 2010 and 2009).
- Median Household Family Income Range: $100,000 to less than $105,000 (increased somewhat from $95,000 to less than $100,000 in 2010).
- The overall Median Income, that is the medium income of all households, including single person (reporting personal income only) and family households (those with more than one occupant): $67,500

2. Arts, Culture and Recreation

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

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



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)
2012 with an opinion (n=300)

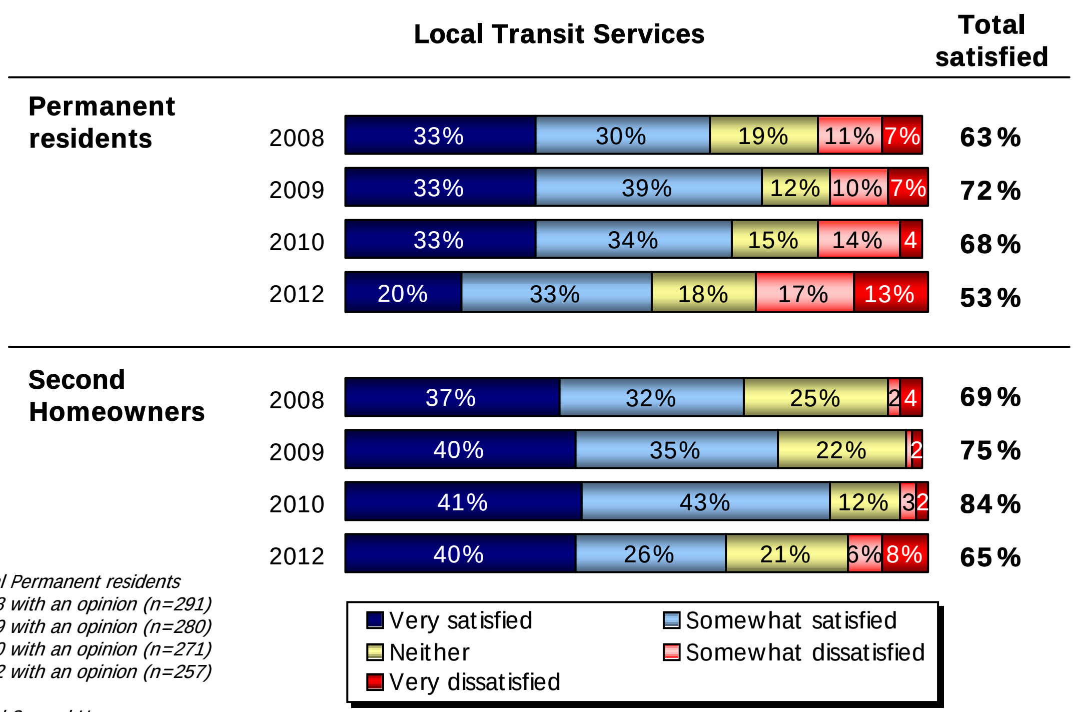
Total Second Homeowners
2006 (n=200)
2008 with an opinion (n=203)
2009 with an opinion (n=197)
2010 with an opinion (n=197)
2012 with an opinion (n=197)

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 significant changes compared with 2010.

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

- About half of all permanent residents (53%).
- Two-thirds of second homeowners (65%).



Base: Total Permanent residents
2008 with an opinion (n=291)
2009 with an opinion (n=280)
2010 with an opinion (n=271)
2012 with an opinion (n=257)

Total Second Homeowners
2008 with an opinion (n=189)
2009 with an opinion (n=166)
2010 with an opinion (n=176)
2012 with an opinion (n=152)

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

Permanent Residents

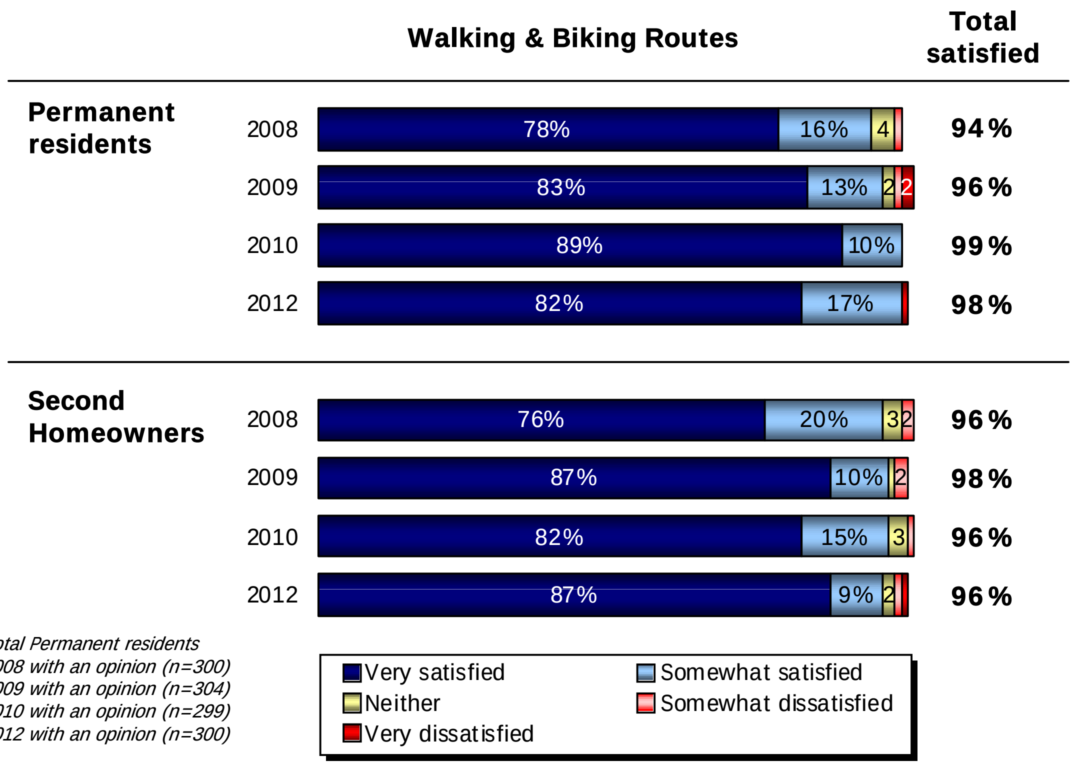
- Overall, satisfaction amongst permanent residents with local transit services sees a significant decrease since 2012, from two-thirds satisfied overall down to just over half currently (53%). The proportion of those expressing dissatisfaction increases from 18% in 2010 to almost one-third currently (30%). This opinion is consistent amongst most demographic segments.

Second Homeowners

- Satisfaction also sees a significant decrease amongst second homeowners, falling from 84% satisfied in 2012 to 65% currently. The proportion dissatisfied increases from 5% in 2012 to 14% currently. As with permanent residents this opinion is consistent amongst all demographic segments.

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

- Almost all permanent residents (98%).
- 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)
2012 with an opinion (n=300)

Total Second Homeowners
2008 with an opinion (n=205)
2009 with an opinion (n=198)
2010 with an opinion (n=191)
2012 with an opinion (n=199)

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

Permanent Residents

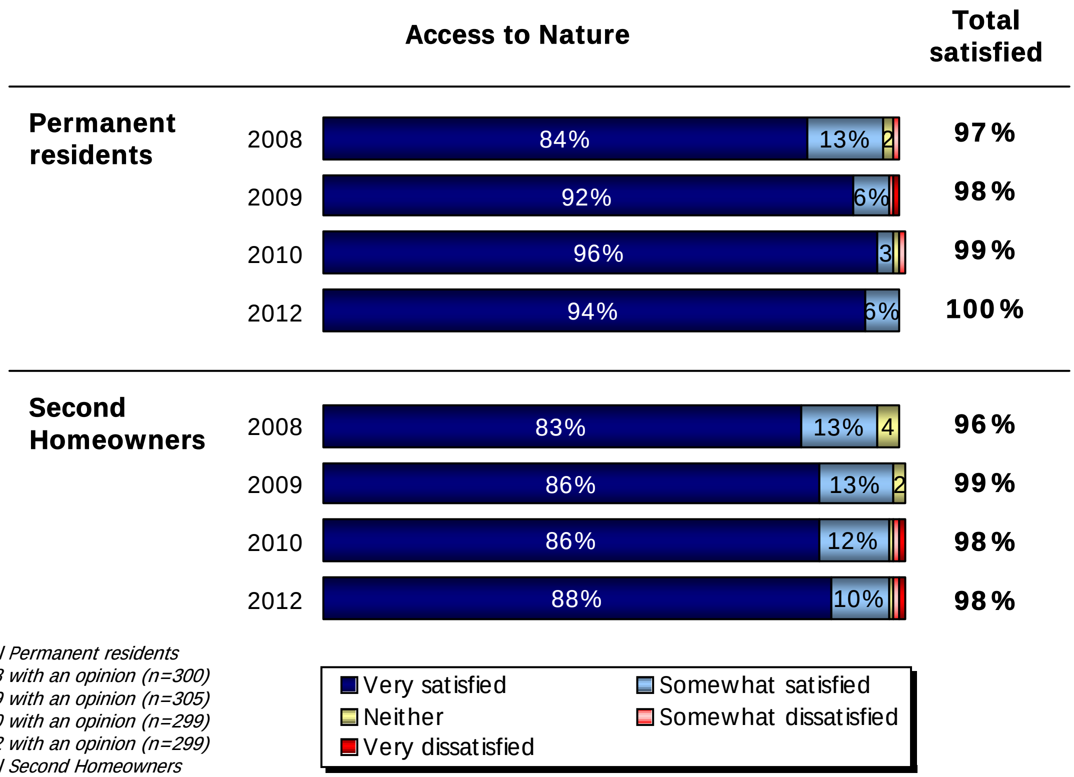
- Little changed from previous measures, almost all permanent residents remain satisfied with walking and biking routes in 2012, with satisfaction consistent amongst all segments.

Second Homeowners

- Satisfaction remains similarly high among second homeowners.

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

- All permanent residents (100%).
- 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)
2012 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)
2012 with an opinion (n=199)

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

Permanent Residents

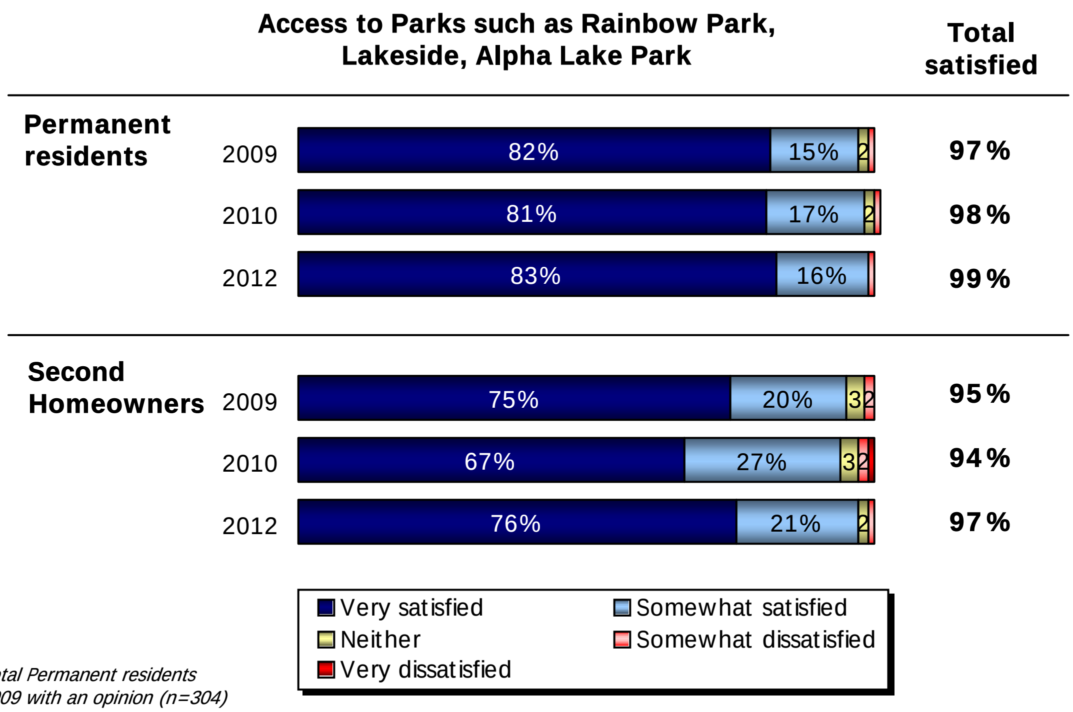
- In 2012 all residents are reportedly satisfied with the access to nature in Whistler.

Second Homeowners

- Almost all second homeowners remain satisfied with access to nature, consistent with all previous measures.

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

- Almost all permanent residents (99%).
- Almost all second homeowners (97%).



Base: Total Permanent residents
2009 with an opinion (n=304)
2010 with an opinion (n=299)
2012 with an opinion (n=299)
Total Second Homeowners
2009 with an opinion (n=197)
2010 with an opinion (n=189)
2012 with an opinion (n=195)

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

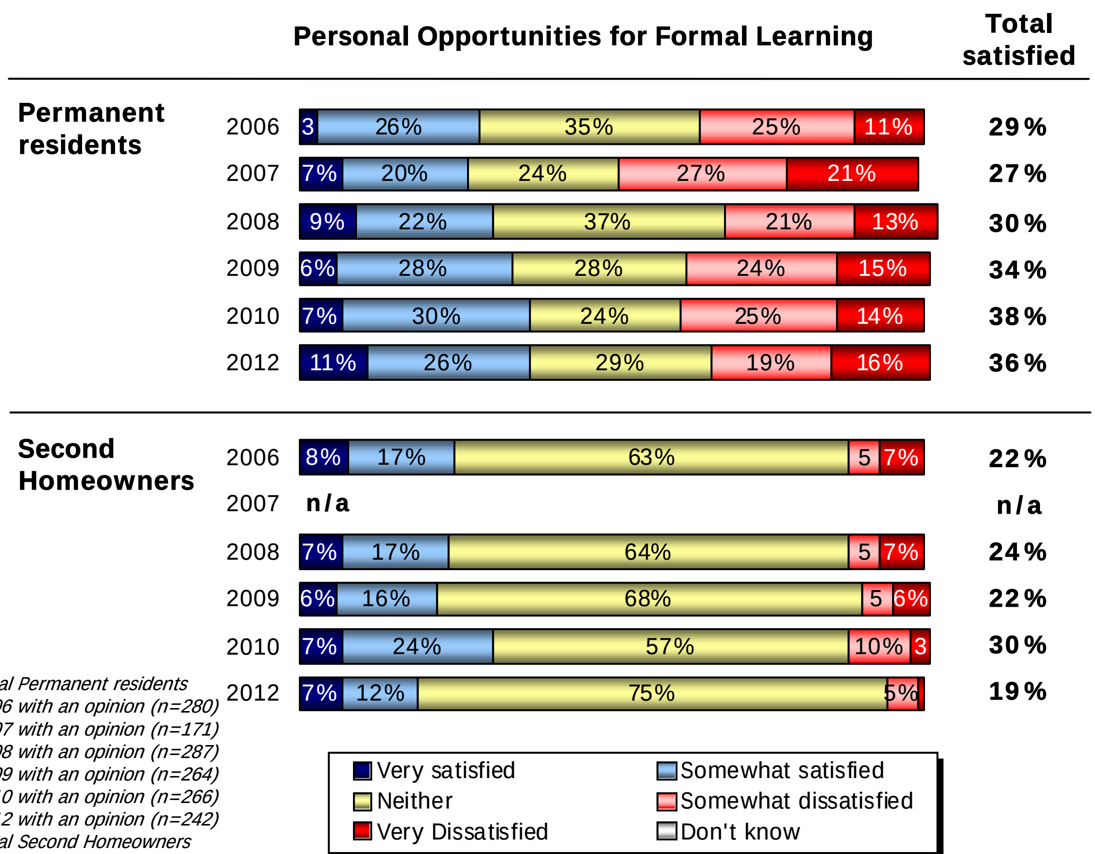
- Near total satisfaction is consistent amongst most permanent residents.

Second Homeowners

- Almost all second homeowners express satisfaction with their access to parks such as Rainbow Park, Lakeside and Alpha Lake Park.

2.6 *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 (36%).
- Almost one-fifth of all second homeowners (19%).



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)
2012 with an opinion (n=242)
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)
2012 with an opinion (n=84)

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

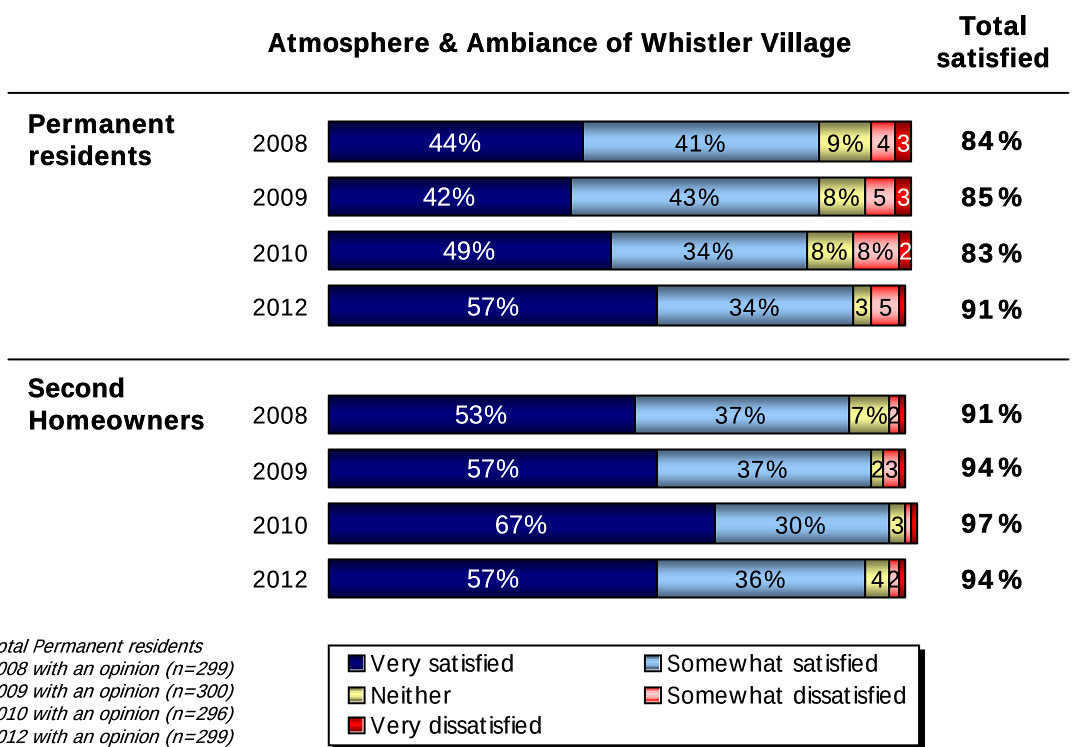
- Overall satisfaction amongst permanent residents is consistent with the previous two measures, with about one-third satisfied (36%), and a similar proportion dissatisfied (35%). This level of satisfaction is consistent amongst all segments.

Second Homeowners

- The majority of second homeowners continue to remain neutral on the subject, and the proportion of those who express satisfaction decreases directionally compared with 2010, returning to a level more consistent with pre-2010 measures.

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

- Nine-in-ten permanent residents (91%).
- Almost all second homeowners (94%).



Base: Total Permanent residents
2008 with an opinion (n=299)
2009 with an opinion (n=300)
2010 with an opinion (n=296)
2012 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)
2012 with an opinion (n=195)

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 satisfaction increasing significantly in 2012 to more than nine-in-ten satisfied overall, the highest level yet.

Second Homeowners

- Most second homeowners continue to express satisfaction with the atmosphere and ambiance of Whistler Village, with more than nine-in-ten satisfied overall and more than half 'very' satisfied.

2.8 Correlation Analysis – Overall Satisfaction with Whistler as a Place to Live

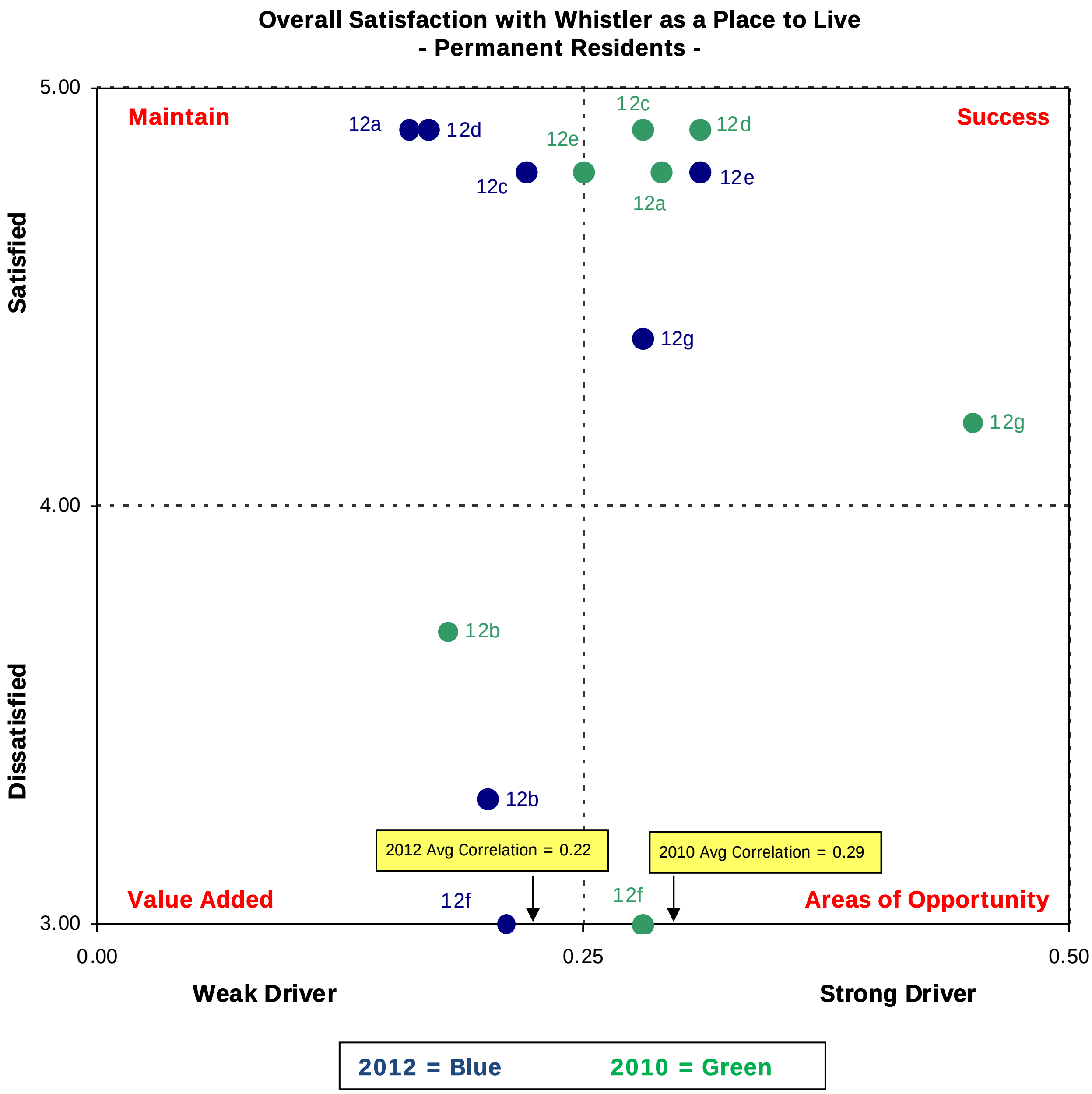
The results of simple correlation analysis have been plotted onto a set of correlation matrices, referred to as "priority charts" or "action grids".

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 and access to parks such as Rainbow Park, Lakeside, Alpha Lake Park, both of which have relatively strong levels of satisfaction.
- **Opportunity**: This year no other aspects receiving low satisfaction scores correlate strongly enough with overall satisfaction to flag a need for action.
- **Value Add**: While not scoring particularly well on satisfaction, local transit services and opportunities for formal learning do not appear to correlate particularly strongly with overall satisfaction either.
- **Maintain**: Residents are generally satisfied with all other aspects tested, which also exhibit a relatively weak correlation with overall satisfaction.



Legend:

12a. Opportunities available for recreational physical activities?

12b. Local Transit Services

12c. Walking and biking routes i.e. valley trail

12d. Access to nature

12e. Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park

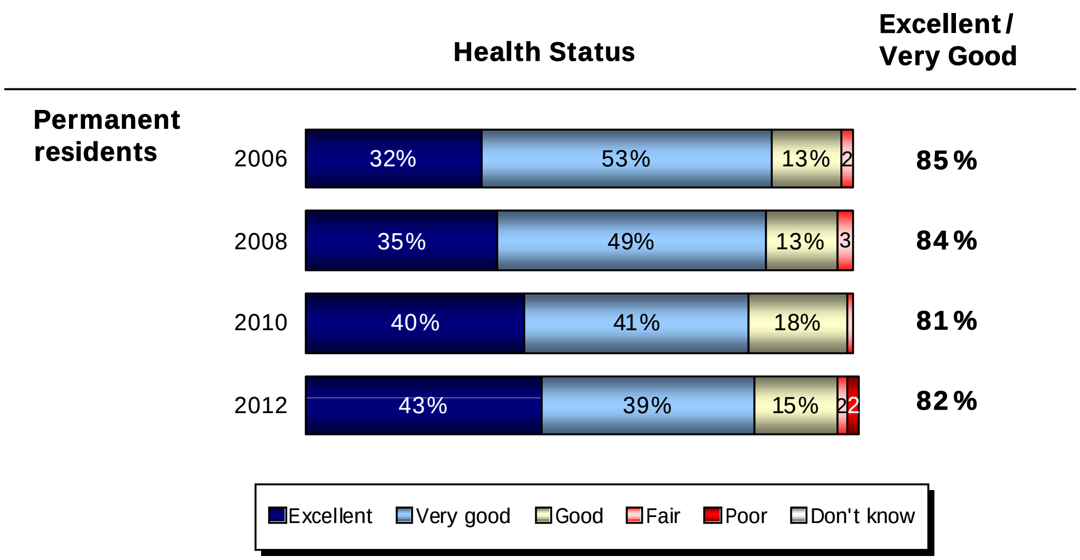
12f. Personal opportunities for formal learning

12g. 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 (82%).



Base: Total Permanent residents
2006 (n=301)
2008 (n=300)
2010 (n=300)
2012 (n=300)

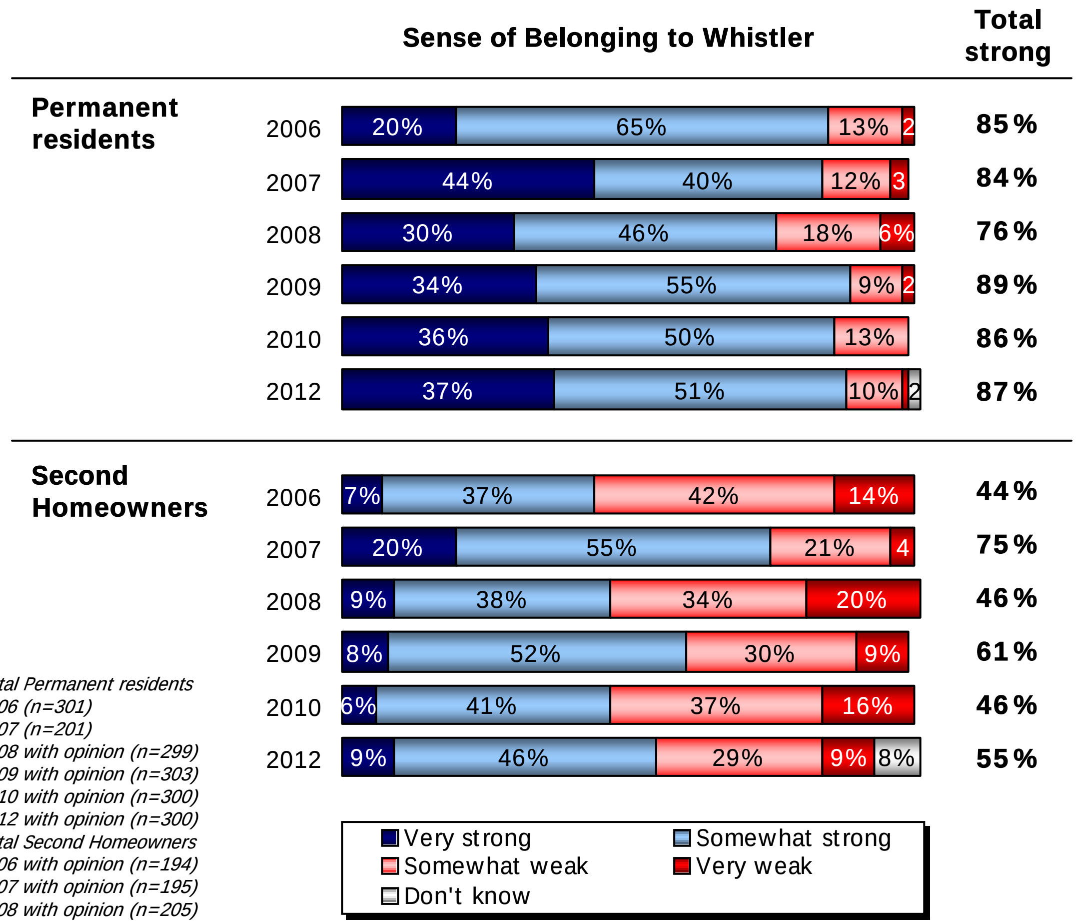
Q.13) Thinking of your physical, mental and social well-being, in general, how would you rate your health?

Permanent Residents

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

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

- Close to nine-in-ten permanent residents (87%).
- More than half of all second homeowners (55%).



Base: Total Permanent residents
2006 (n=301)
2007 (n=201)
2008 with opinion (n=299)
2009 with opinion (n=303)
2010 with opinion (n=300)
2012 with opinion (n=300)
Total Second Homeowners
2006 with opinion (n=194)
2007 with opinion (n=195)
2008 with opinion (n=205)
2009 with opinion (n=195)
2010 with opinion (n=200)
2012 with opinion (n=200)

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 consistent with the previous two measures, with almost nine-in-ten who feel a strong sense of belonging (87%), and more than one-third a "very strong" sense of belonging (37%). Those more likely to feel a weaker sense of belonging this year include male residents (14% say somewhat weak compared with 6% of female residents) and those currently unemployed (20% say somewhat weak compared with 8% of those currently working).

Second Homeowners

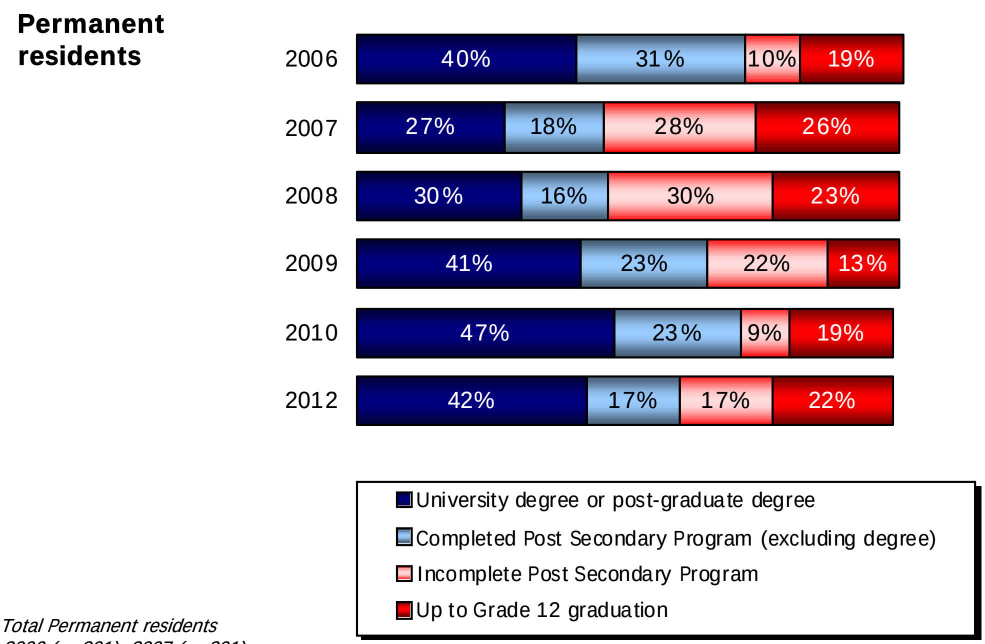
- This year more than half of all second homeowners express a strong sense of belonging to the community. This has fluctuated over time and is perhaps not surprising considering the varying amount of time that second homeowners may spend in the community.

4. Education and Employment

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

- Almost six-in-ten permanent residents (59%).

Highest Level of Completed Education



Base: Total Permanent residents 2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305) 2010 (n=300), 2012 (n=300)

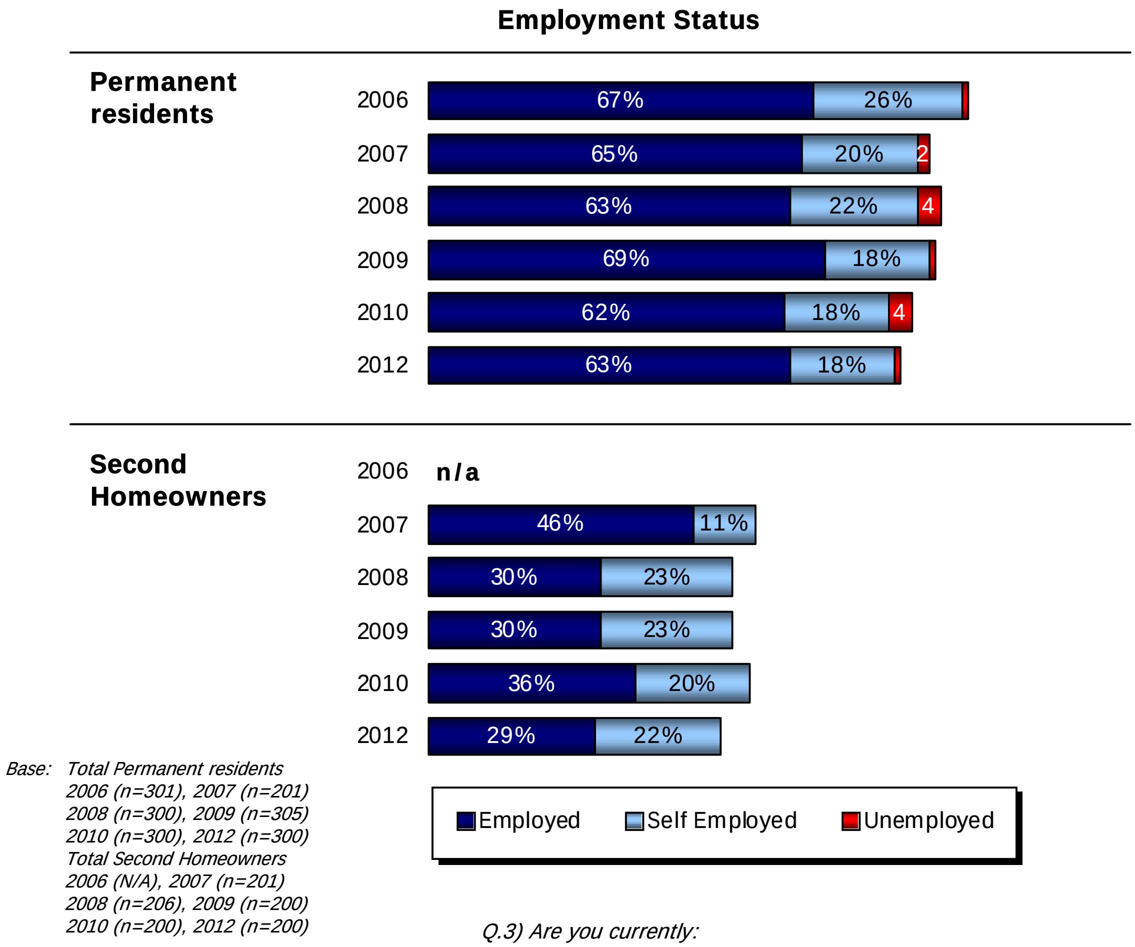
Q.43) What is the highest level of school/ education that you have had the opportunity to complete?

Permanent Residents

- In 2012 the proportion of residents who has completed a post secondary education program decreases somewhat compared with 2010, from 70% down to 59% currently. However, the changes that occur between the two measures for just degrees or just other post secondary programs on their own are not significant.
- In 2012, the only difference among demographic segments occurs between male and female residents, with females just somewhat more likely than males to have completed a post secondary education program (66% vs. 54% respectively).

4.2 Proportion of residents currently unemployed

- Just 1% of permanent residents is currently unemployed and seeking work.



Permanent Residents

- Consistent with previous measures, more than six-in-ten permanent residents (63%) are currently employed for pay with an additional 18% who say they are self-employed; 8% are retired, also consistent with the two previous measures. This year just 1% of residents state they are currently unemployed, down from 4% in 2010.
- Those who are self-employed are more likely to include those who are aged 35 years or older, homeowners and those with a family.

Second Homeowners

- No significant change occurs in the employment status of second homeowners, with more than half employed or self employed (51%) and more than four-in-ten retired (44%).

5. Community Living and Decision Making

5.1 Most Important Issue Facing the Community of Whistler

In 2012 residents and second homeowners were asked to name the most important issue they believe the community of Whistler was currently facing, that is, the issue that should receive the most attention from local leaders, a question previously asked in 2008 and 2009.

In 2012 **Operational Concerns** is the most commonly mentioned area of concern, replacing Housing as the main concern in previous years it is named by more than one-quarter of residents. Operational Concerns represent a collection of responses that refer to things such as spending decisions or budget allocation by the RMOW, management of the local economy and approach to taxation.

The next most commonly mentioned set of concerns relate to **Environmental Issues**, some specific such as concern regarding the asphalt plant, while others are more general regarding management or care for the local environment, such as in the context of development and future growth plans (collectively mentioned by 14% of residents). The proportion of residents mentioning these concerns is generally consistent with previous years

For one-in-ten residents **Transportation** is the greatest issue of concern. These comments largely refer to a need for improvement to public transportation, but also include concerns about the lack of free parking and increase in pay-parking. Overall, the proportion mentioning transportation concerns increases amongst permanent residents but remains consistent amongst second homeowners.

The last area of concern, collectively mentioned by 5% of residents, relates to **Housing**, the lack of affordable housing, lack of seniors housing and to a lesser extent, lack of staff housing. This represents a considerable change, as housing was previously the greatest area of concern, voiced by more than four-in-ten residents in 2008 and 2009. The significant decreases appear to be mentions of “lack of affordable housing” and “lack of employee housing”.

Other general comments in 2012 refer to concerns regarding the high cost of living, lack of employment opportunities and the importance of better promoting Whistler in order to attract more tourists.

Proportionally, results in 2012 among second homeowners are strikingly similar to that of permanent residents.

Most Important Issue Facing the Community of Whistler						
	First Mention					
	Permanent Residents			Second Homeowners		
	2008 (301) %	2009 (305) %	2012 (300) %	2008 (200) %	2009 (200) %	2012 (200) %
RMOW Operational Concerns	**16**	**17**	**27▲**	**15**	**20**	**27△**
RMOW spending/ allocation of taxes for services/ budget	4	7	9	2	2	6▲
Economic stability/ support of local business	-	-	9	-	-	4
Too focused on tourism and not the needs of residents	<1	2	2	1	1	1
Taxes (unspecified)	4	1▼	2	5	3	6
Lack of community services	3	<1	2	1	1	-
Property taxes	1	1	2	1	4△	6
Zoning regulations	1	1	-	4	4	2
Not keeping up with infrastructure demands (i.e. sewers/water)	1	1	<1	1	4△	2
Lack of accountability to the public by RMOW council	2	3	-	1	2	-
Improvements to garbage/ recycling	-	1	-	-	1	-
Other	-	-	2	-	-	2
Environmental	**9**	**11**	**14**	**19**	**17**	**14**
Environment	5	3	6△	3	2	3
Asphalt plant concerns	-	-	3	-	-	1
Overdevelopment/ future growth plan	2	5▲	3	15	13	10
Sustainability	3	3	2	2	3	1
Logging	-	-	<1	-	-	-
Transportation	**4**	**2**	**10▲**	**10**	**9**	**11**
Needed improvements to public transit	2	<1	7▲	2	1	4△
Charging for parking/ lack of free parking	-	1	3△	3	2	5
Transportation (unspecified)	1	-	<1	-	2	3
Road maintenance	1	1	-	2	1	-
Traffic congestion	<1	<1	-	2	2	-
Sea to Sky Highway improvements needed	1	-	-	2	3	-

Continued...

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

Most Important Issue Facing the Community of Whistler

	First Mention					
	Permanent Residents			Second Homeowners		
	2008 (301) %	2009 (305) %	2012 (300) %	2008 (200) %	2009 (200) %	2012 (200) %
Housing	**45**	**41**	**5▼**	**22**	**19**	**7▼**
Lack of affordable housing	20	19	3▼	4	6	3
Lack of seniors housing	-	-	1	-	-	-
Lack of employee housing	11	5▼	<1	13	11	2▼
Housing (unspecified)	14	18	1▼	6	2▼	2
Other						
Cost of living	3	5	5	1	3	3
Need to attract tourists/ better promotion of Whistler	-	-	3	-	-	9
Lack of employment options	<1	<1	2	-	-	-
Education concerns/ lack of schools	-	2	2	-	-	-
Need more recreation facilities	1	3	1▽	-	1	1
Healthcare	1	1	1	2	1	1
Whistler University	-	-	1	-	-	1
Safety/ crime	-	<1	<1	2	5	2
Concerns regarding the Olympics	3	6	-	2	4	-
Employee shortage	2	-	-	1	-	-
Lack of childcare services	-	3	-	-	-	-
Arts and cultural events	-	1	-	-	1	-
Losing the Whistler ambiance	-	1	-	-	1	-
Not enough retail options for locals	-	<1	-	-	-	-
Need another gas station	-	<1	-	-	-	-
Miscellaneous Issues	4	3	3	4	5	3
None/ No Issues	13	5▼	27▲	22	17	25▲

Q18a. In your view as a resident or property owner in Whistler, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders?

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

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

Most Important Issue Facing the Community of Whistler

	Total Mentions					
	Permanent Residents			Second Homeowners		
	2008 (301) %	2009 (305) %	2012 (300) %	2008 (200) %	2009 (200) %	2012 (200) %
RMOW Operational Concerns	**30**	**28**	**36**	**26**	**33**	**34**
RMOW spending/ allocation of taxes for services/ budget	11	12	14	2	5	9
Economic stability/ support of local business	-	-	13	-	-	6
Taxes (unspecified)	9	3▼	5	9	7	8
Lack of community services	8	1▼	3△	1	2	-
Property taxes	2	2	3	2	5	8
Too focused on tourism and not the needs of residents	1	3	2	1	2	1
Not keeping up with infrastructure demands (i.e. sewers/water)	3	2	1	3	7	3▽
Zoning regulations	1	2	-	7	7	3▽
Lack of accountability to the public by RMOW council	5	7	-	6	6	-
Improvements to garbage/ recycling	1	4▲	-	2	4	-
Other	-	-	3	-	-	4
Transportation	**12**	**12**	**19**	**18**	**19**	**16**
Needed improvements to public transit	4	2	13▲	3	4	6
Charging for parking/ lack of free parking	2	6▲	5	5	5	10△
Transportation (unspecified)	2	3	2	-	6	4
Road maintenance	4	1▼	-	4	3	-
Traffic congestion	1	2	-	4	5	-
Sea to Sky Highway improvements needed	2	1	-	3	5	-
Environmental	**17**	**20**	**18**	**22**	**25**	**17**
Overdevelopment/ future growth plan	5	8	7	18	21	14▽
Environment	10	9	6	5	6	4
Asphalt plant concerns	-	-	5	-	-	1
Sustainability	4	6	3▽	2	3	1
Logging	-	-	1	-	-	1

Continued...

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

Most Important Issue Facing the Community of Whistler

	Total Mentions					
	Permanent Residents			Second Homeowners		
	2008 (301) %	2009 (305) %	2012 (300) %	2008 (200) %	2009 (200) %	2012 (200) %
Housing	**55**	**52**	**8**	**25**	**25**	**8**
Lack of affordable housing	25	32	5▼	5	12▲	5▼
Lack of seniors housing	-	-	2	-	-	-
Lack of employee housing	15	13	1▼	14	20	2▼
Housing (unspecified)	20	24	<1▼	7	4	2
Other						
Cost of living	10	9	10	3	11▲	4▼
Need to attract tourists/ better promotion of Whistler	-	-	6	-	-	11
Education concerns/ lack of schools	-	4	5	-	-	1
Lack of employment options	<1	6▲	4	-	2	1
Whistler University	-	-	4	-	-	1
Need more recreation facilities	2	5▲	3	2	4	1▽
Healthcare	2	1	2	2	3	1
Safety/ crime	1	3	<1▽	4	9▲	2▼
Concerns regarding the Olympics	11	20▲	-	4	8△	-
Employee shortage	3	-	-	1	-	-
Lack of childcare services	-	4	-	-	-	-
Arts and cultural events	-	2	-	-	1	-
Losing the Whistler ambiance	-	3	-	-	3	-
Not enough retail options for locals	-	1	-	-	2	-
Need another gas station	-	1	-	-	2	-
Miscellaneous Issues	4	3	10▲	4	5	8
None/ No Issues	13	5▼	27▲	22	17	25▲

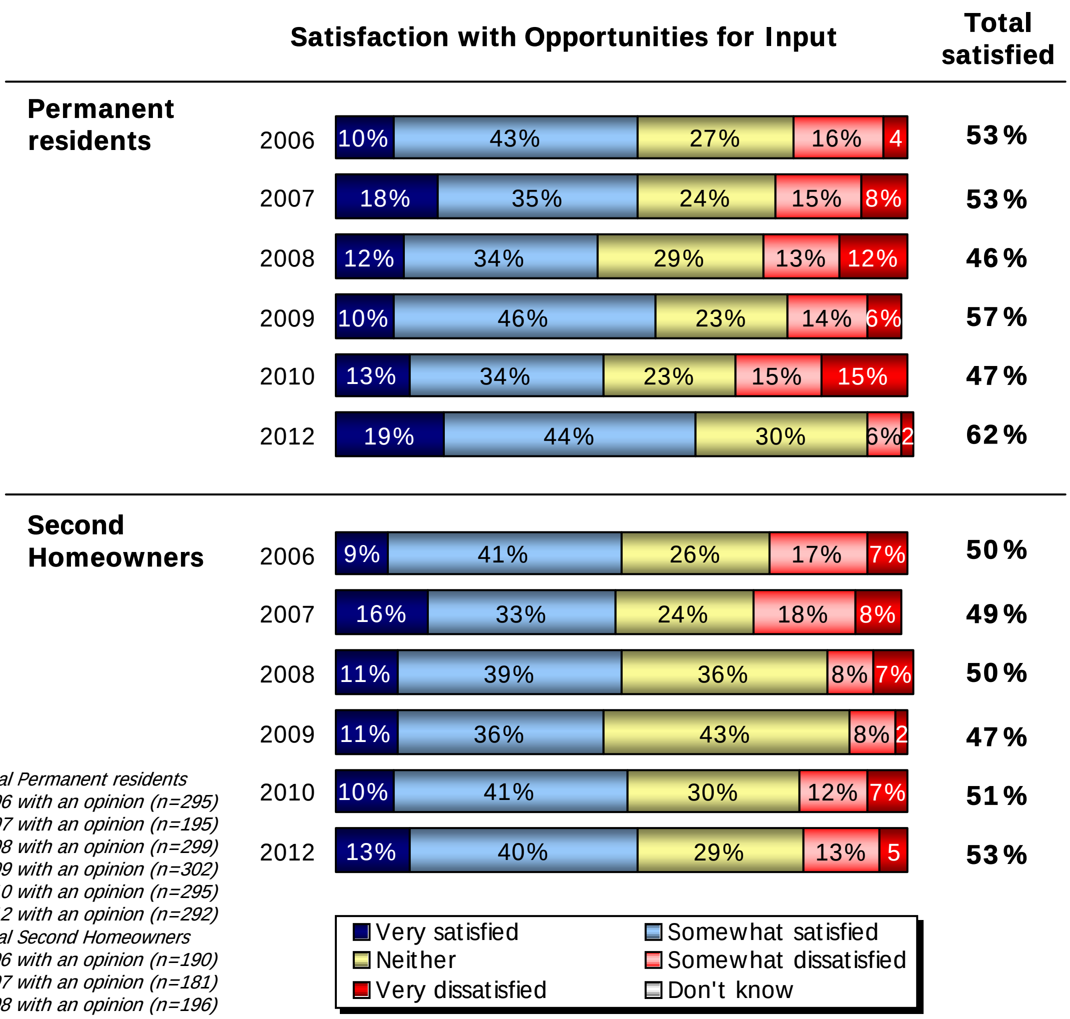
Q18a. In your view as a resident or property owner in Whistler, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders?

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

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

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

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



Base: Total Permanent residents
2006 with an opinion (n=295)
2007 with an opinion (n=195)
2008 with an opinion (n=299)
2009 with an opinion (n=302)
2010 with an opinion (n=295)
2012 with an opinion (n=292)
Total Second Homeowners
2006 with an opinion (n=190)
2007 with an opinion (n=181)
2008 with an opinion (n=196)
2009 with an opinion (n=180)
2010 with an opinion (n=179)
2012 with an opinion (n=174)

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

Permanent Residents

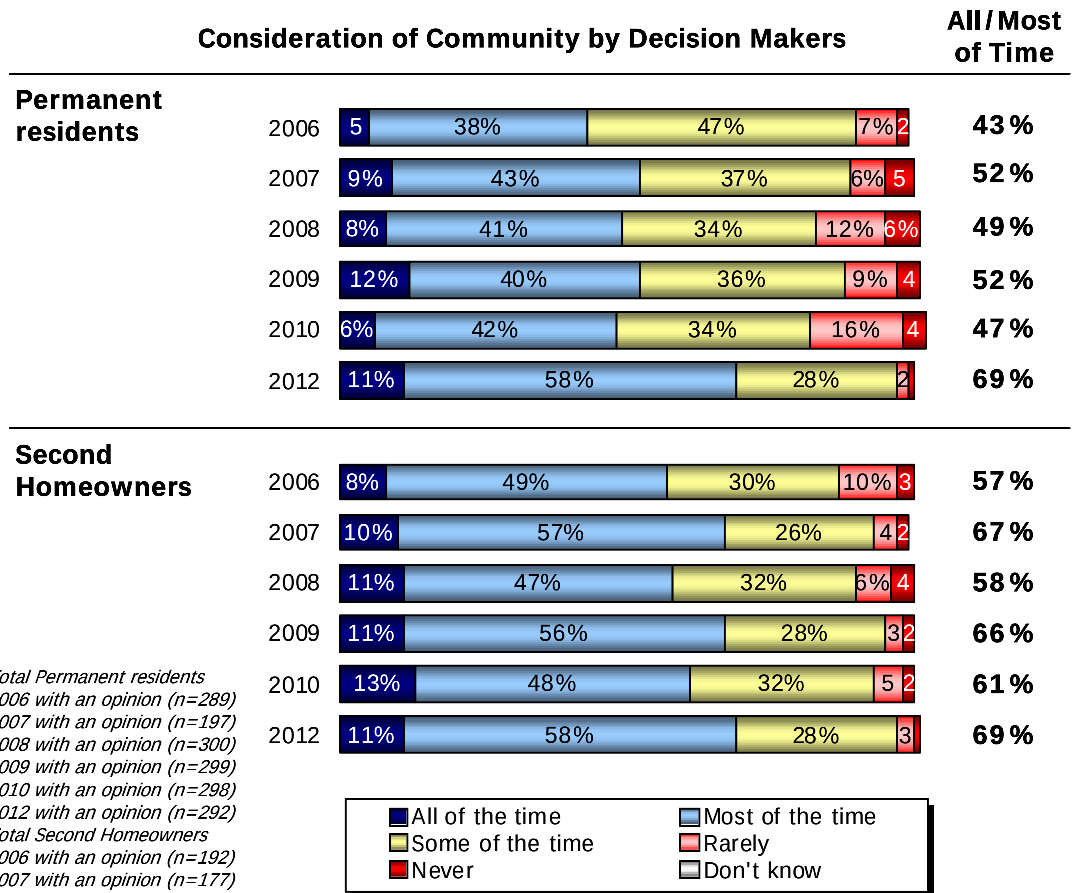
- The proportion of residents currently satisfied increases significantly compared with 2010, to the highest level yet. The proportion expressing dissatisfaction also decreases significantly, with fewer than one-in-ten dissatisfied in 2012.

Second Homeowners

- The majority of second homeowners continue to be either satisfied (53%) or neutral (29%), with fewer than one-in-five dissatisfied this year (18%).

5.3 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

- Two-thirds of all permanent residents (69%).
- Two-thirds of all second homeowners (69%).



Base: Total Permanent residents
2006 with an opinion (n=289)
2007 with an opinion (n=197)
2008 with an opinion (n=300)
2009 with an opinion (n=299)
2010 with an opinion (n=298)
2012 with an opinion (n=292)
Total Second Homeowners
2006 with an opinion (n=192)
2007 with an opinion (n=177)
2008 with an opinion (n=197)
2009 with an opinion (n=187)
2010 with an opinion (n=196)
2012 with an opinion (n=178)

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

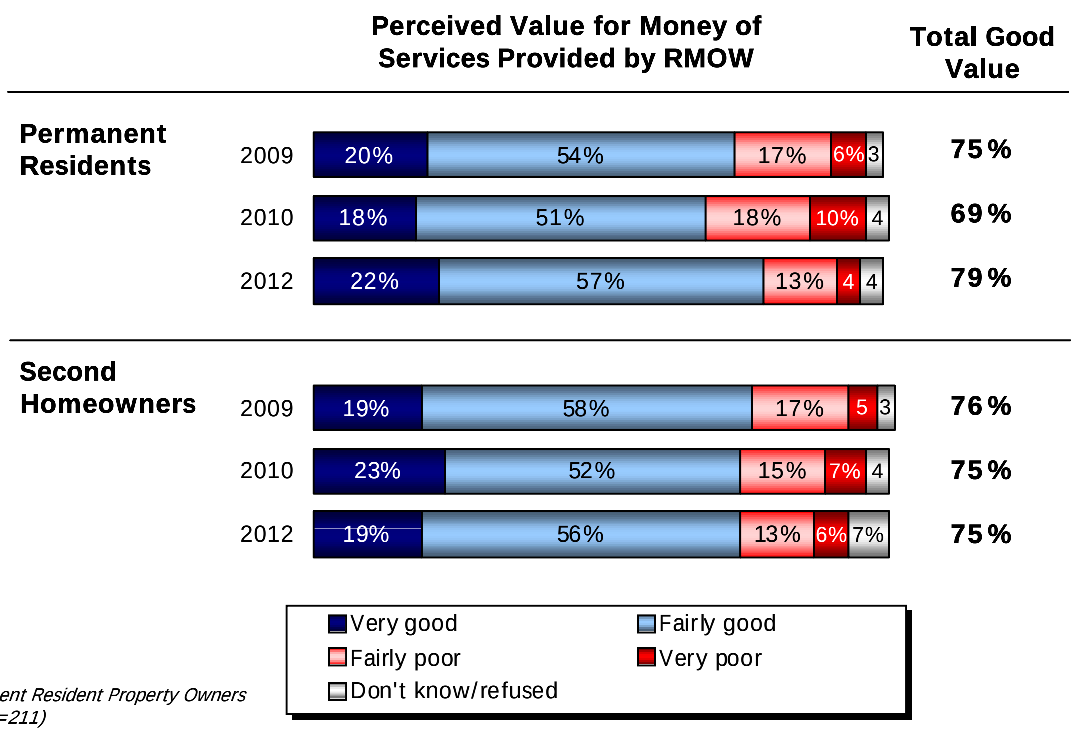
- Residents in 2012 are more positive than they've ever been with regards decision makers in Whistler, with the proportion who believes they have their best interests in mind increasing from less than half in 2010 to more than two-thirds in 2012 (69%). The proportion of residents saying "all of the time" also increases significantly, from 6% in 2010 to 11% currently. These opinions appear consistent among most demographic segments.

Second Homeowners

- Opinion among second homeowners remains positive also, with no significant change since 2010.

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

- Almost eight-in-ten permanent residents (79%).
- Three-quarters of all second homeowners (75%).



Base: Permanent Resident Property Owners
2009 (n=211)
2010 (n=236)
2012 (n=233)
Second homeowners
2009 (n=200)
2010 (n=200)
2012 (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 you r tax dollar? Very/fairly good or poor?

Permanent Residents

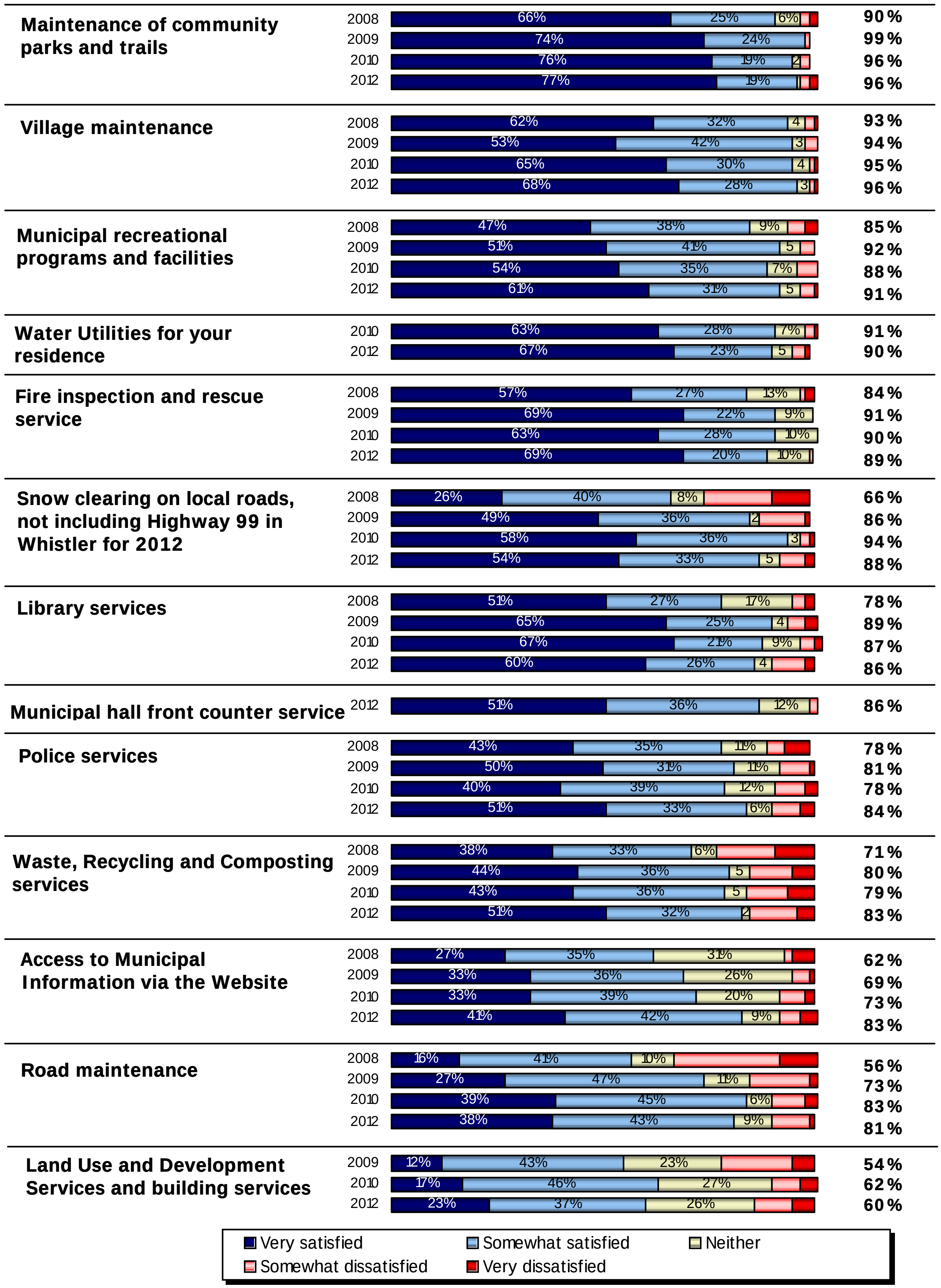
- The majority of residents continue to feel they receive good value for money in the services provided by RMOW, with a significant increase in this opinion compared with 2010. This perception is generally consistent amongst all permanent residents.

Second Homeowners

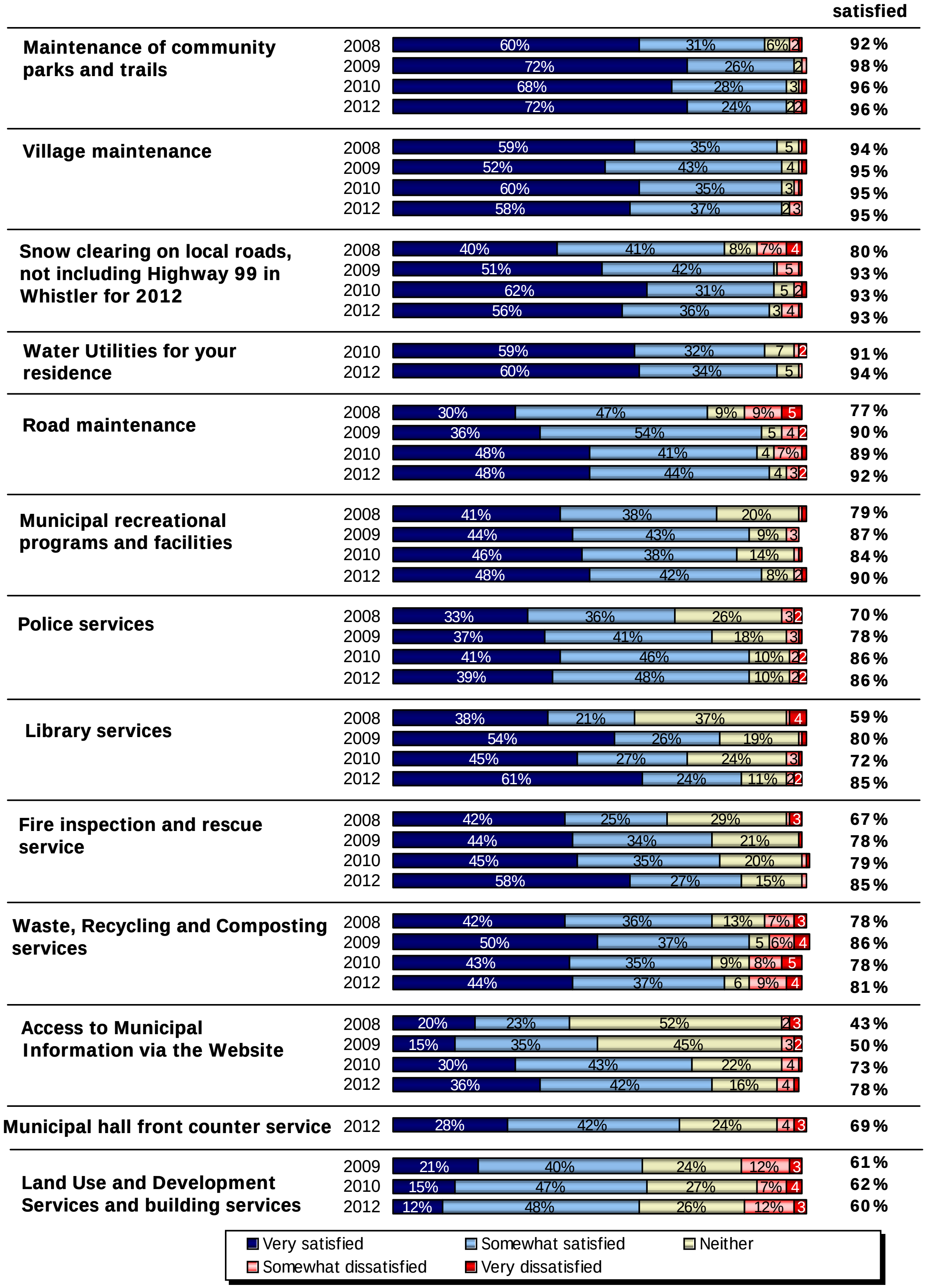
- Consistent with the previous two measures, the majority of second homeowners continue to perceive services provided by RMOW as good or very good. This perception remains consistent amongst most segments of second homeowners, with younger residents, those aged younger than 55, just somewhat more complimentary (85% rate services as good or very good value vs. 70% of those aged 55+).

6. Satisfaction with Services

Summary of Permanent Residents Satisfied with Services Provided by RMOW

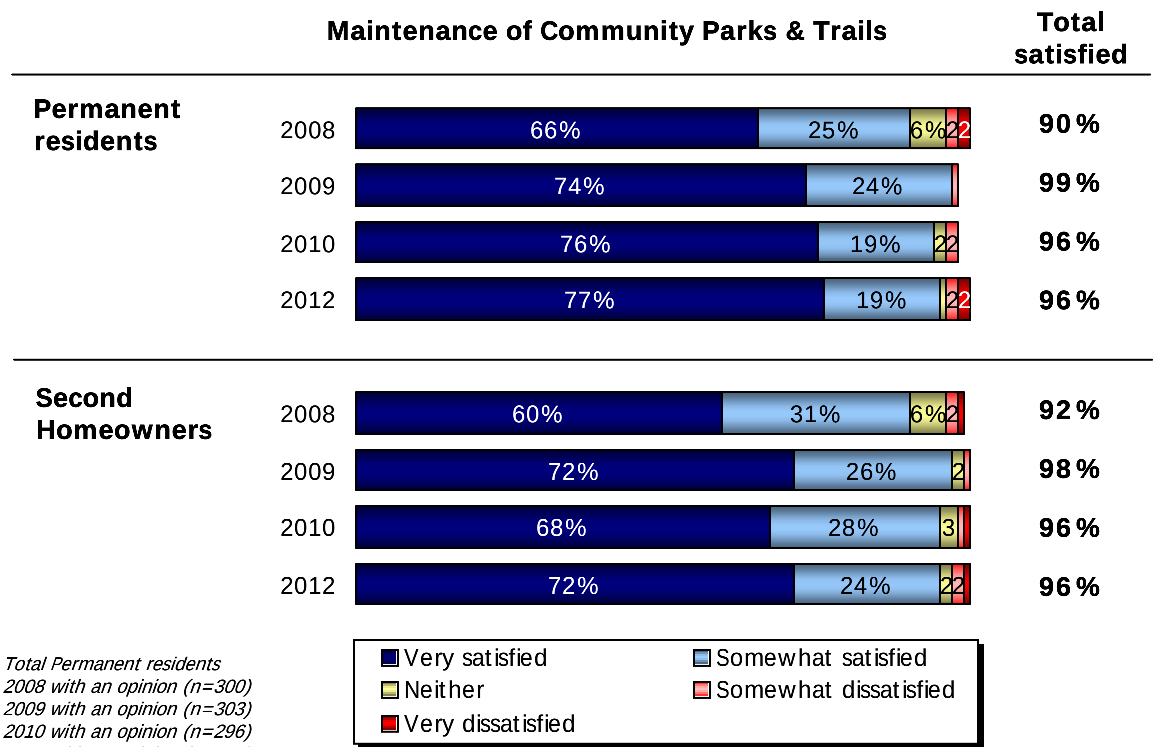


Summary of <u>Second Homeowners</u> Satisfied with Services Provided by RMOW



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)
2012 with an opinion (n=300)
Total Second Homeowners
2008 with an opinion (n=202)
2009 with an opinion (n=198)
2010 with an opinion (n=196)
2012 with an opinion (n=193)

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

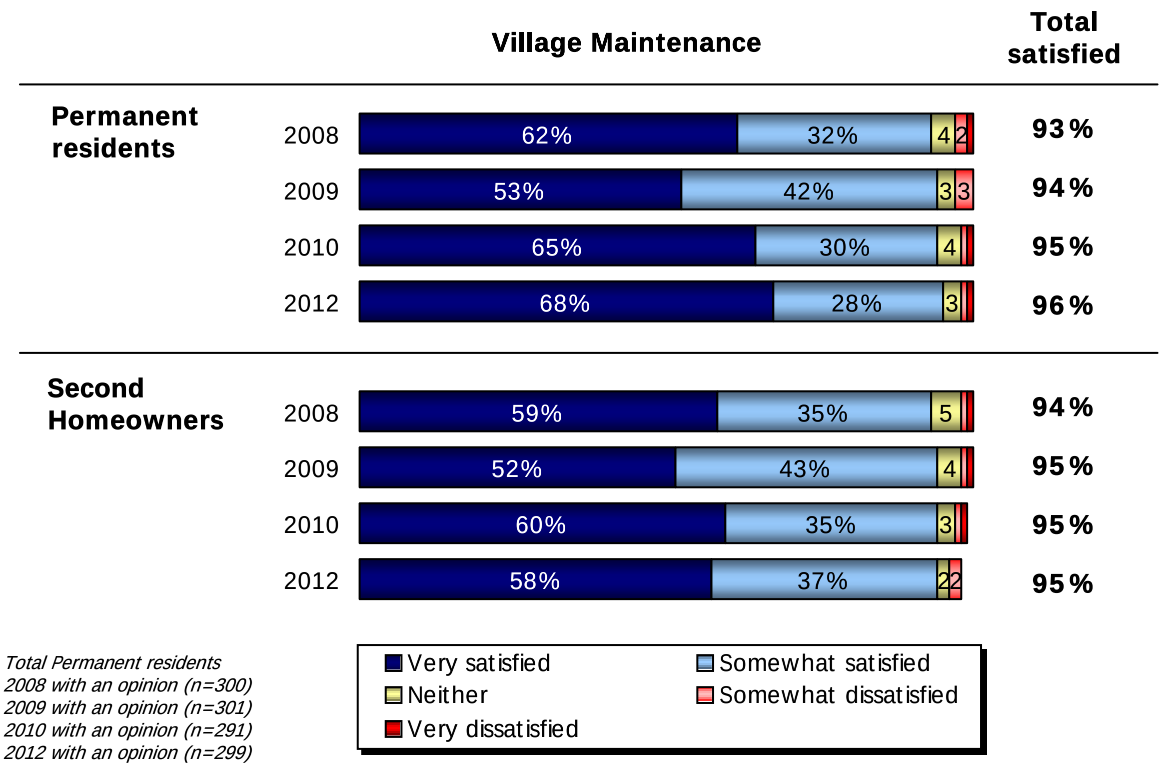
- With no significant change compared with 2009 and 2010, most permanent residents are satisfied with the up-keep of Whistler's community parks and trails, with three-quarters 'very' satisfied.

Second Homeowners

- Also unchanged from 2009 and 2010, 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 (96%).
- 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)
2012 with an opinion (n=299)
Total Second Homeowners
2008 with an opinion (n=203)
2009 with an opinion (n=193)
2010 with an opinion (n=197)
2012 with an opinion (n=190)

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

Permanent Residents

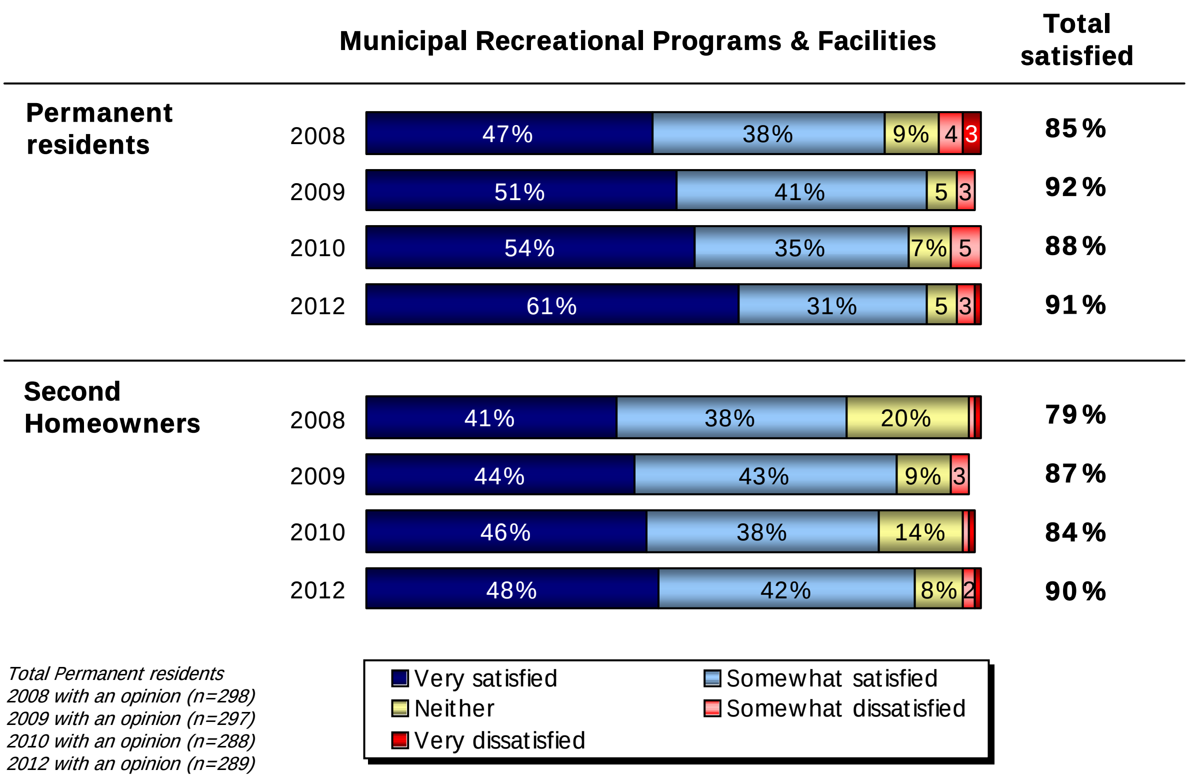
- As with community parks and trails, most residents are satisfied with the up-keep of Whistler Village, with two-thirds 'very' satisfied.

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"

- Nine-in-ten permanent residents (91%).
- Nine-in-ten second homeowners (90%).



Base: Total Permanent residents
2008 with an opinion (n=298)
2009 with an opinion (n=297)
2010 with an opinion (n=288)
2012 with an opinion (n=289)
Total Second Homeowners
2008 with an opinion (n=195)
2009 with an opinion (n=183)
2010 with an opinion (n=179)
2012 with an opinion (n=165)

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

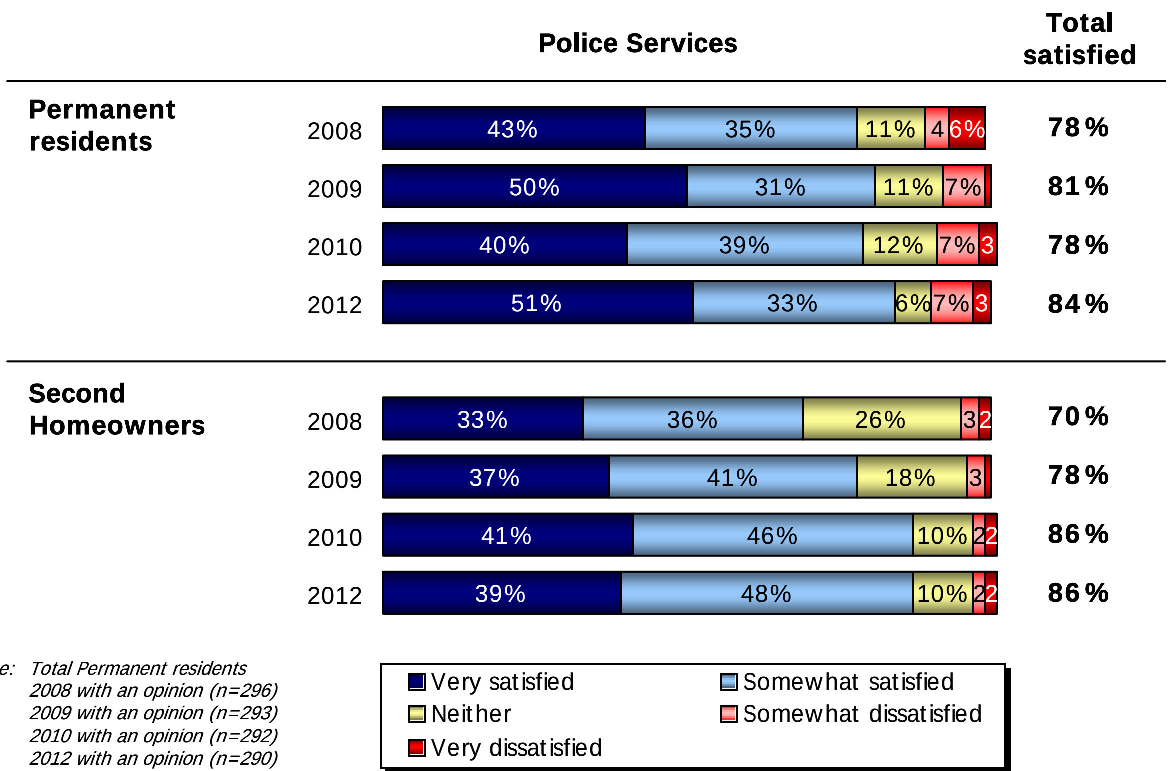
- Satisfaction with current municipal recreational facilities and programs remains strong among residents with nine-in-ten satisfied and more than six-in-ten 'very' satisfied. Opinion is generally consistent amongst all segments.

Second Homeowners

- With no significant change since 2010, nine-in-ten second homeowners are also 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"

- More than eight-in-ten permanent residents (84%).
- 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)
2012 with an opinion (n=290)
Total Second Homeowners
2008 with an opinion (n=198)
2009 with an opinion (n=179)
2010 with an opinion (n=175)
2012 with an opinion (n=168)

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

Permanent Residents

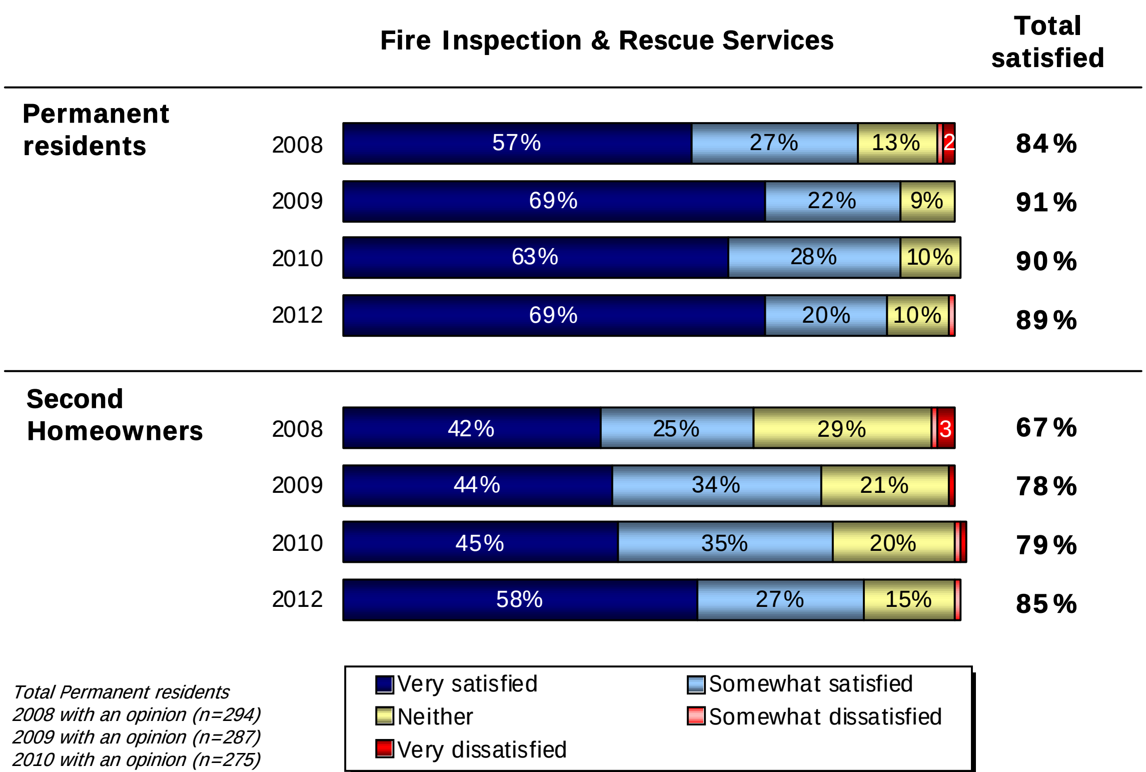
- The majority of permanent residents remain satisfied with the police services provided in Whistler, with the proportion of residents "very satisfied" increasing compared with 2012 (from 40% to 51% currently).
- Opinion is generally consistent amongst all demographic segments, with female residents more likely to be satisfied with police services than males (92% vs. 77% respectively).

Second Homeowners

- The majority of second homeowners also remain satisfied with police services in Whistler, with opinion largely unchanged compared with 2010.

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

- Almost nine-in-ten permanent residents (89%).
- More than eight-in-ten second homeowners (85%).



Base: Total Permanent residents
2008 with an opinion (n=294)
2009 with an opinion (n=287)
2010 with an opinion (n=275)
2012 with an opinion (n=277)
Total Second Homeowners
2008 with an opinion (n=184)
2009 with an opinion (n=154)
2010 with an opinion (n=148)
2012 with an opinion (n=124)

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

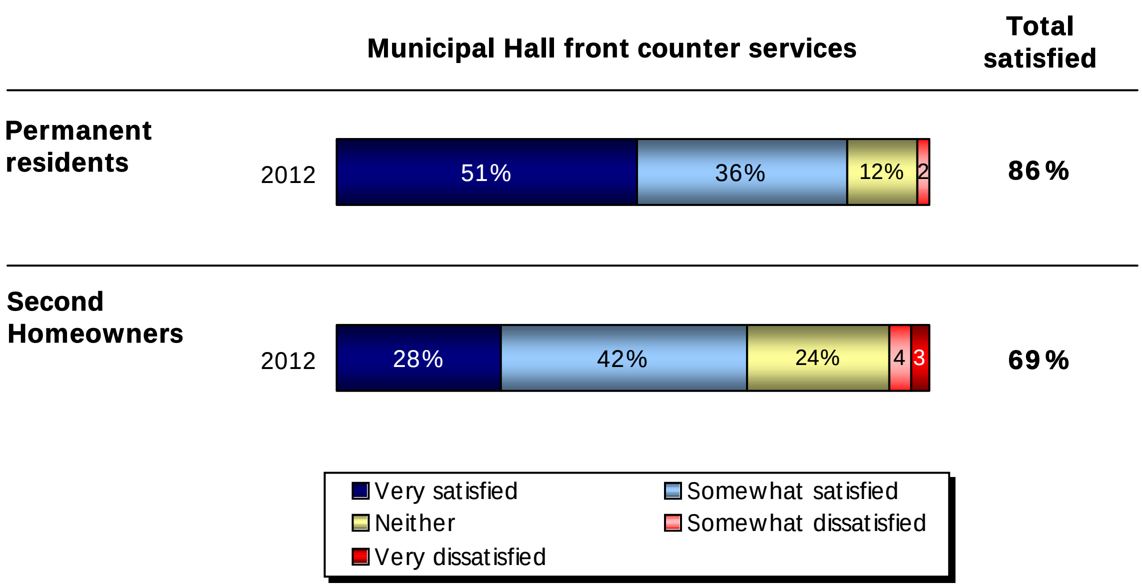
- The high level of satisfaction among permanent residents for the fire inspection and rescue services provided in Whistler is maintained this year, with more than two-thirds 'very' satisfied (69%).

Second Homeowners

- The majority of all second homeowners also 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: "Municipal Hall front counter services"

- More than eight-in-ten permanent residents (86%).
- More than two-thirds of all second homeowners (69%).



Base: Total Permanent residents 2012 with an opinion (n=272)
Total Second Homeowners 2012 with an opinion (n=98)

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

Permanent Residents

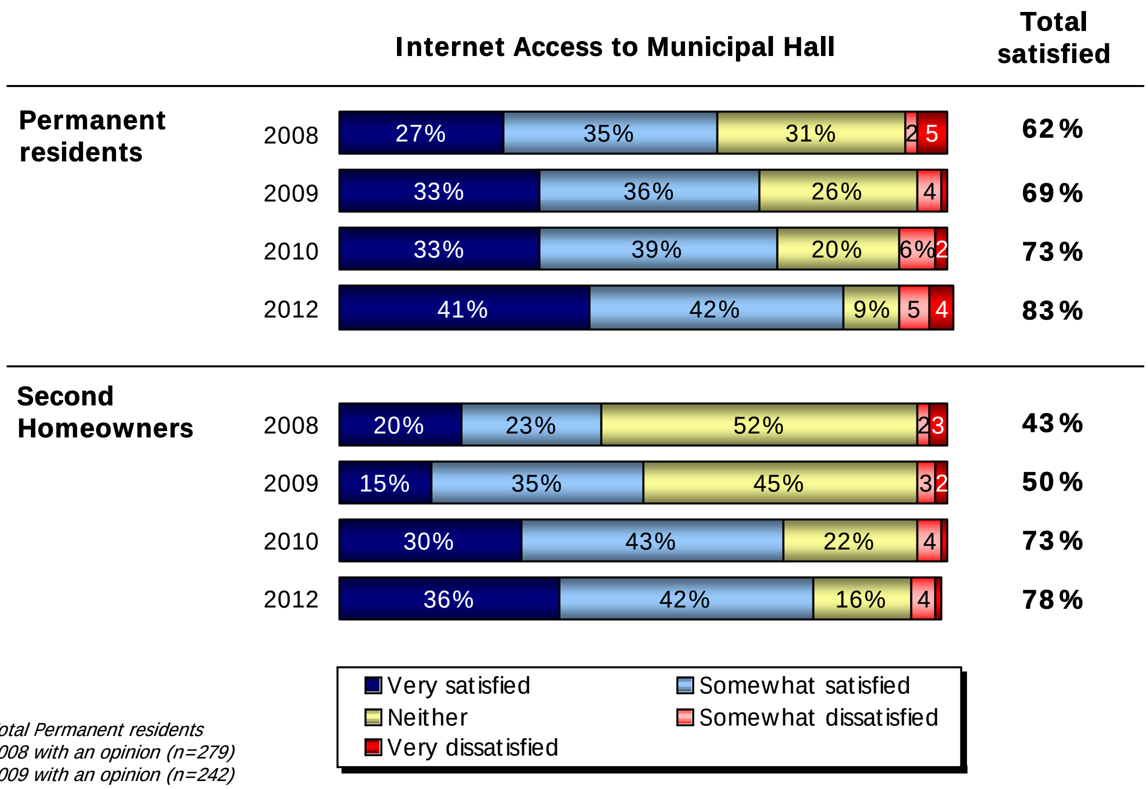
- Tested for the first time in 2012, the large majority of Whistler residents are currently satisfied with front counter services provided at Municipal Hall, with half that is "very satisfied".

Second Homeowners

- Among those second homeowners able to offer an opinion, more than two-thirds report being satisfied with front counter services provided at Municipal Hall, with about one-quarter that remains neutral.

6.7 *Proportion of community members satisfied with the quality of services provided by RMOW for: "Access to municipal information via the website"*

- More than eight-in-ten permanent residents (83%).
- More than three-quarters of all second homeowners (78%).



Base: Total Permanent residents
2008 with an opinion (n=279)
2009 with an opinion (n=242)
2010 with an opinion (n=272)
2012 with an opinion (n=261)
Total Second Homeowners
2008 with an opinion (n=176)
2009 with an opinion (n=127)
2010 with an opinion (n=163)
2012 with an opinion (n=146)

Q.26g) 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

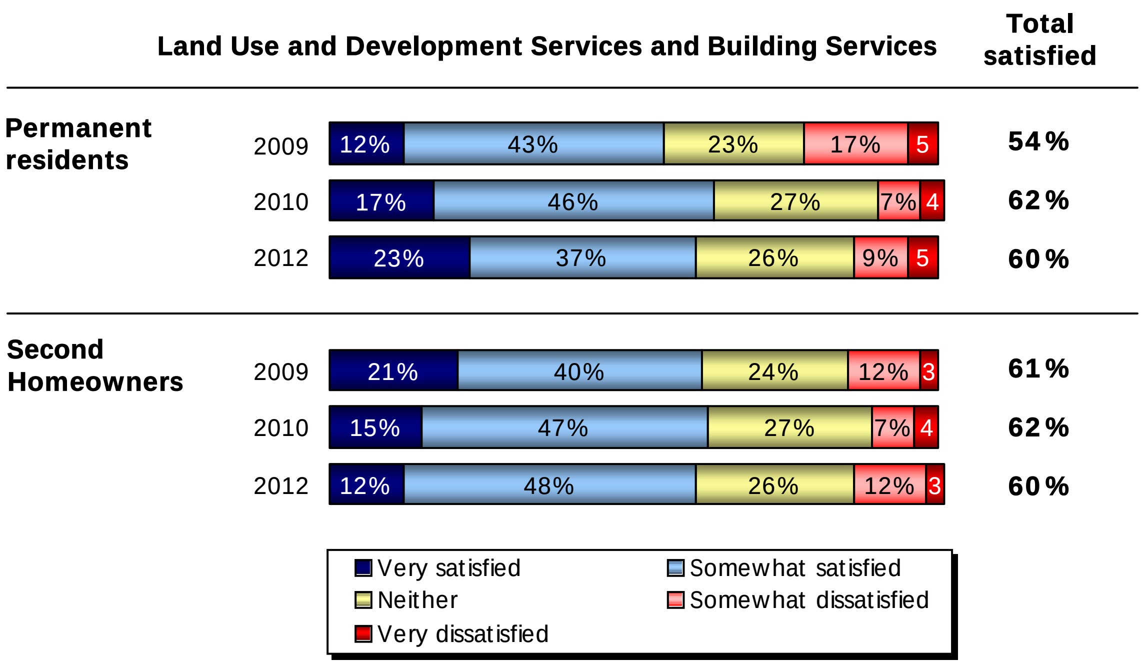
- With a significant increase compared with 2010, the large majority of permanent residents, more than eight-in-ten, are satisfied with internet access to municipal hall.
- Those more likely to express satisfaction include those aged 35+ 88% satisfied vs. 76% of the under 35's), home owners (87% vs. 74% of renters) and those with a post high school education (86% vs. 69% of those without).

Second Homeowners

- Statistically unchanged compared with 2012, more than three-quarters of all second homeowners are satisfied with internet access to municipal hall, with more than one-third "very" satisfied. Opinion is generally consistent amongst all segments, but with males more likely to express satisfaction than females (86% satisfied vs. 70% of females.

6.8 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 (60%).
- Six-in-ten second homeowners (60%).



Base: Total Permanent residents
2009 with an opinion (n=258)
2010 with an opinion (n=271)
2012 with an opinion (n=250)
Total Second Homeowners
2009 with an opinion (n=161)
2010 with an opinion (n=165)
2012 with an opinion (n=141)

Q.26h) 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

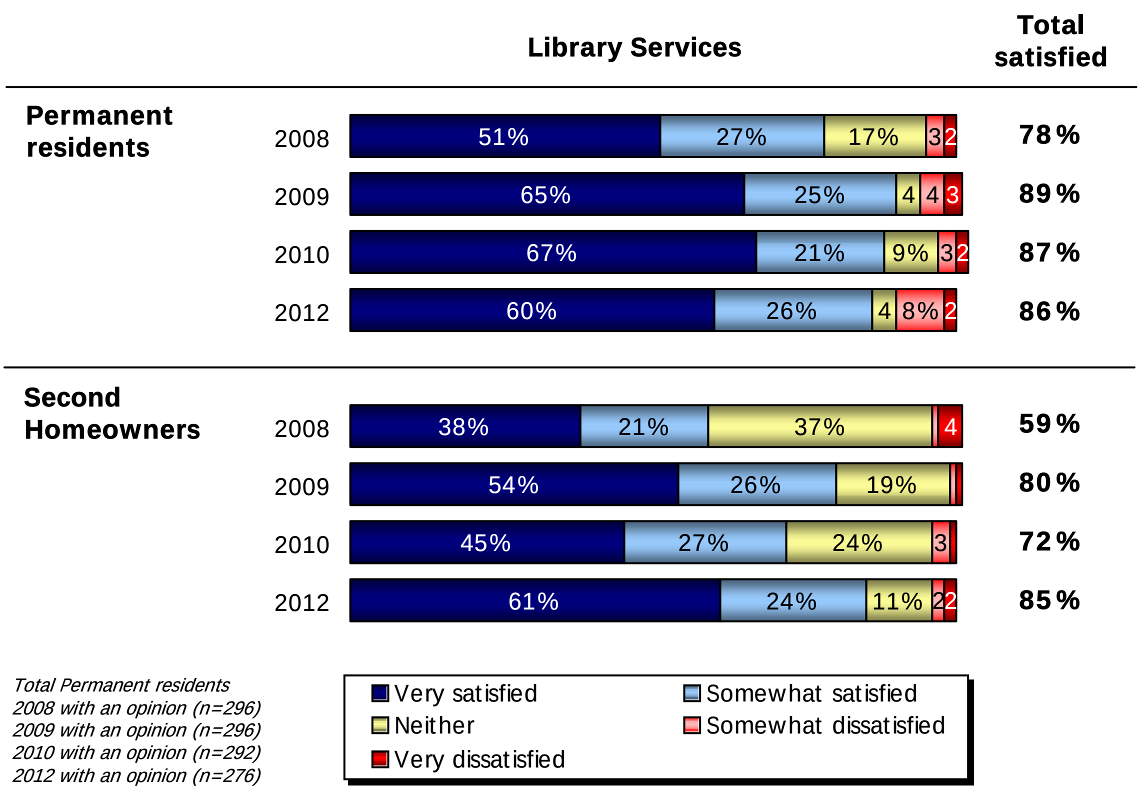
- With six-in-ten satisfied, opinion regarding land use and development services and building services remains consistent with that recorded in 2010, with no differences occurring between the various demographic segments.

Second Homeowners

- Satisfaction levels amongst second homeowners also remain consistent with 2010, with the majority either satisfied (60%) or neutral (26%).

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

- More than eight-in-ten permanent residents (86%).
- More than eight-in-ten second homeowners (85%).



Base: Total Permanent residents
2008 with an opinion (n=296)
2009 with an opinion (n=296)
2010 with an opinion (n=292)
2012 with an opinion (n=276)
Total Second Homeowners
2008 with an opinion (n=180)
2009 with an opinion (n=161)
2010 with an opinion (n=161)
2012 with an opinion (n=126)

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

Permanent Residents

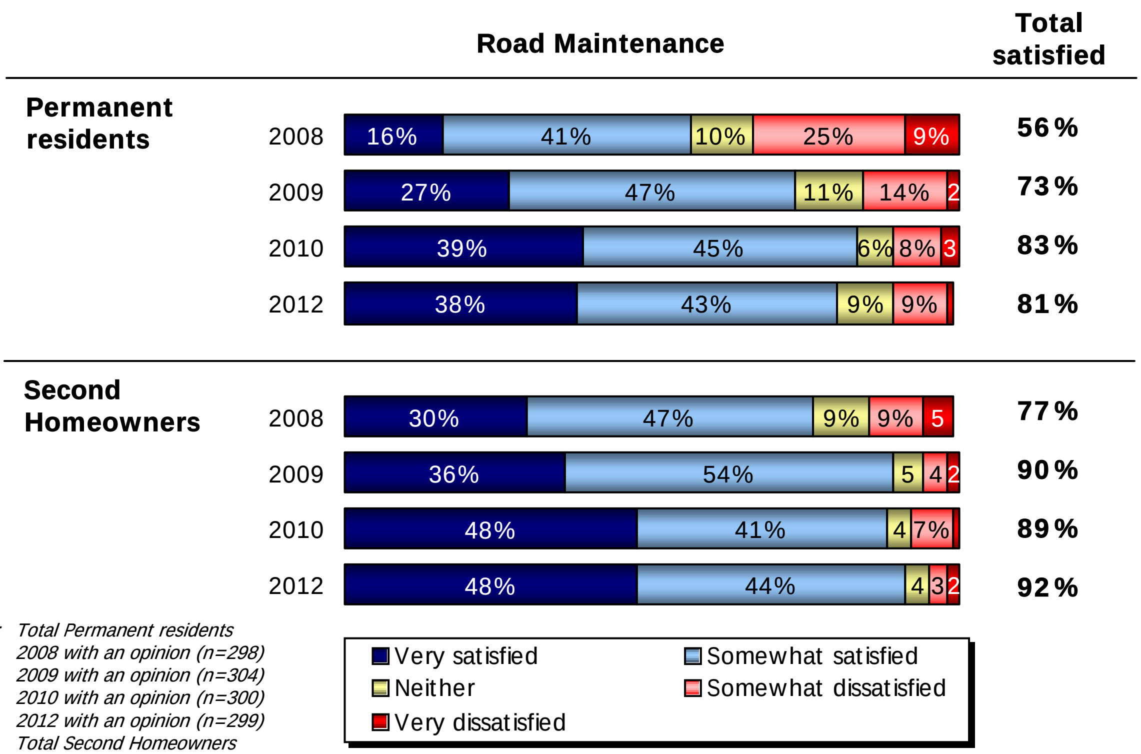
- Most permanent residents remain satisfied with their library services, with six-in-ten 'very' satisfied, likely the continued appreciation of the library that opened in 2008.

Second Homeowners

- The majority of second homeowners also remain satisfied with library services in Whistler, increasing significantly compared with 2010 (from 72% to 85% currently).

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

- About eight-in-ten permanent residents (81%).
- More than nine-in-ten second homeowners (92%).



Base: Total Permanent residents
2008 with an opinion (n=298)
2009 with an opinion (n=304)
2010 with an opinion (n=300)
2012 with an opinion (n=299)
Total Second Homeowners
2008 with an opinion (n=204)
2009 with an opinion (n=200)
2010 with an opinion (n=197)
2012 with an opinion (n=189)

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

Permanent Residents

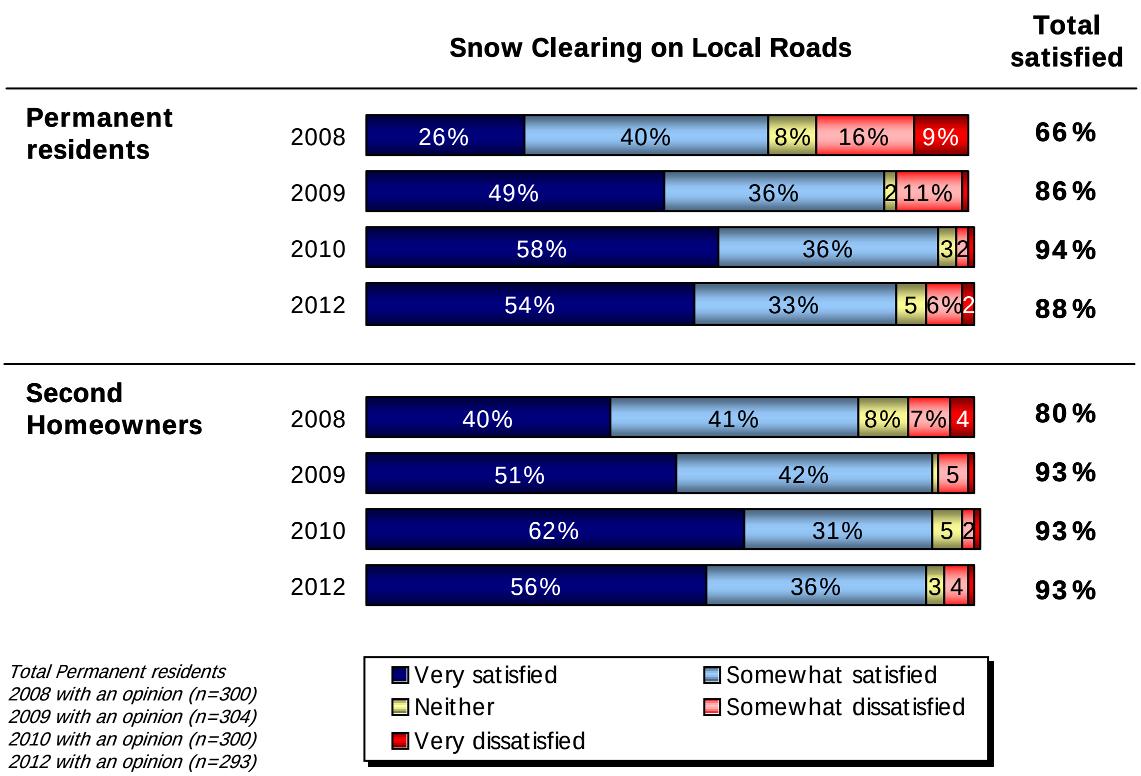
- Satisfaction with road maintenance remains strong among permanent residents, with no significant change since 2010. Satisfaction is generally consistent amongst all demographic sub-groups.

Second Homeowners

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

6.11 Proportion of community members satisfied with the quality of services provided by RMOW for: "Snow clearing on local roads, not including Highway 99 in Whistler for 2012"

- Almost nine-in-ten permanent residents (88%).
- 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)
2012 with an opinion (n=293)
Total Second Homeowners
2008 with an opinion (n=204)
2009 with an opinion (n=196)
2010 with an opinion (n=195)
2012 with an opinion (n=190)

Q.26k) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Snow clearing on local roads, not including Highway 99"

Permanent Residents

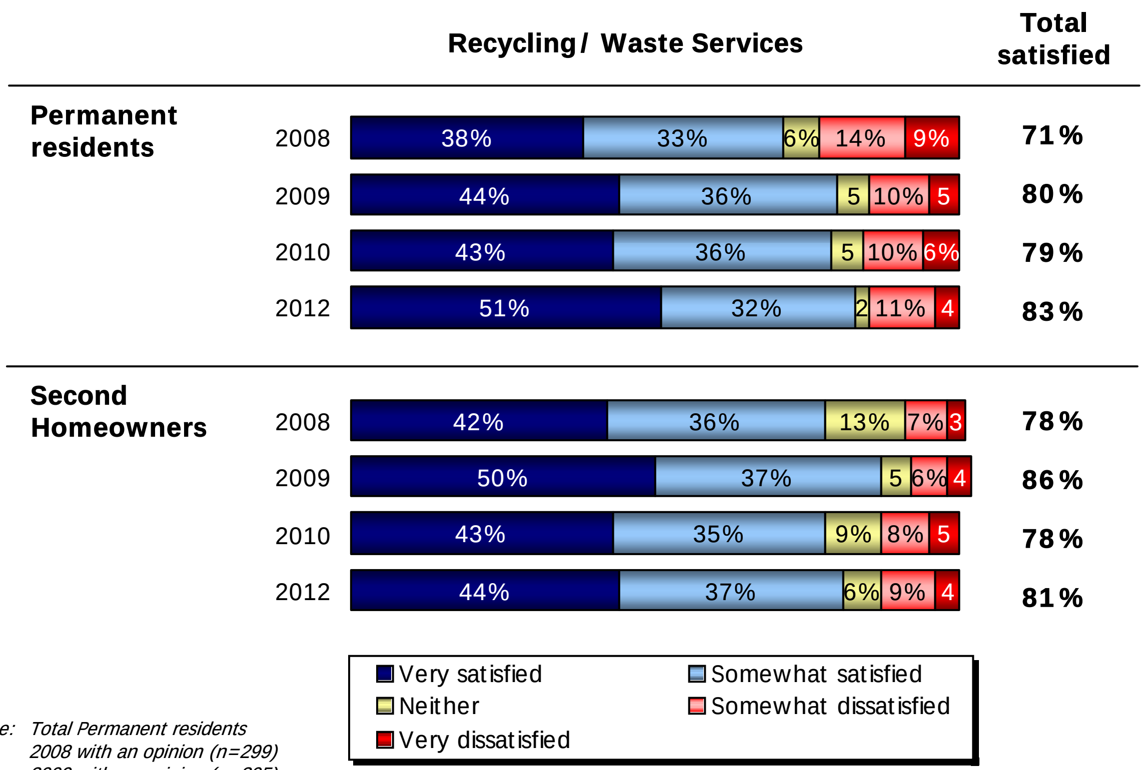
- While still strong, satisfaction with snow clearing on local roads actually decreases somewhat among permanent residents from 94% satisfied in 2010 to 88% currently. The proportion of those expressing some dissatisfaction increases from 3% in 2010 to 8% currently.

Second Homeowners

- Satisfaction amongst second homeowners maintains the high level achieved in the previous two measures.

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

- More than eight-in-ten permanent residents (83%).
- Eight-in-ten second homeowners (81%).



Base: Total Permanent residents
2008 with an opinion (n=299)
2009 with an opinion (n=305)
2010 with an opinion (n=300)
2012 with an opinion (n=298)
Total Second Homeowners
2008 with an opinion (n=200)
2009 with an opinion (n=194)
2010 with an opinion (n=188)
2012 with an opinion (m=183)

Q.26l) 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

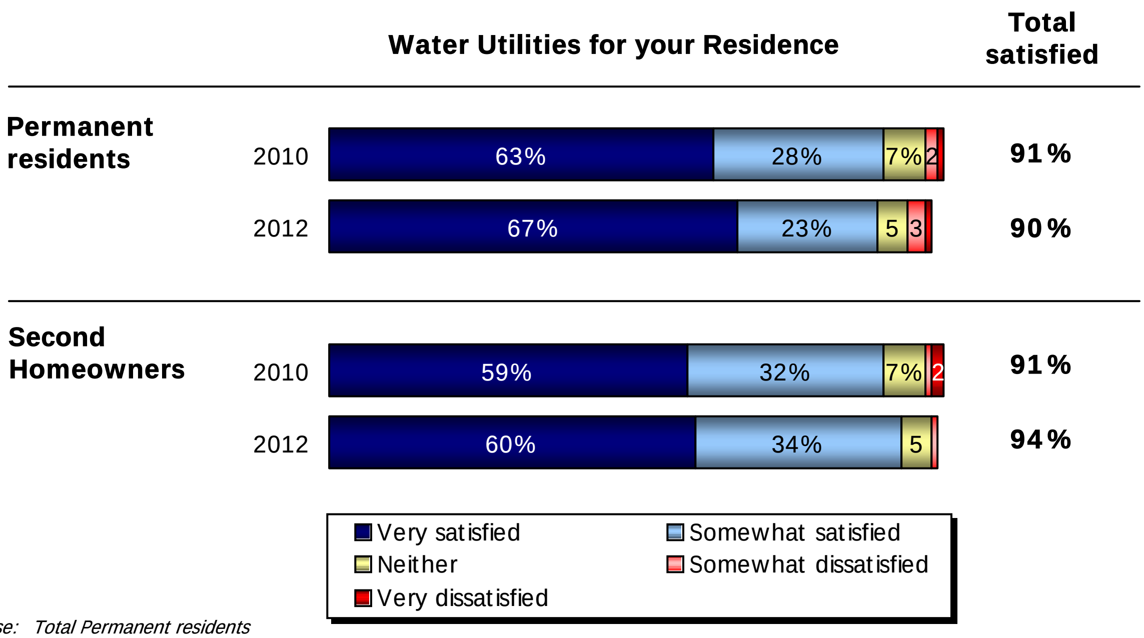
- Overall, most permanent residents are satisfied with the recycling and waste services provided by RMOW, with no significant change compared with 2010.
- Homeowners are more likely than renters to express satisfaction with these services (87% satisfied vs. 75% respectively).

Second Homeowners

- Most second homeowners are also satisfied with the recycling and waste services provided by RMOW, generally consistent with previous measures.

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

- Nine-in-ten permanent residents (90%).
- More than nine-in-ten second homeowners (94%).



Base: Total Permanent residents
2010 with an opinion (n=292)
2012 with an opinion (n=287)
Total Second Homeowners
2010 with an opinion (n=192)
2012 with an opinion (n=193)

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

Permanent Residents

- The large majority of Whistler residents remain satisfied with the water utilities for their residence, with two-thirds in 2012 "very satisfied".

Second Homeowners

- Satisfaction remains similarly high among second homeowners, with the majority also "very satisfied" (60%).

6.14 Correlation Analysis – Overall Value for Money for Services Provided by Whistler

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, waste, recycling and composting services and water utilities. Correlating somewhat less strongly with perceived value for money, but still achieving relatively high satisfaction include recreational programs and snow clearing services.
- **Opportunity:** This year just one aspect stands out with which residents are less satisfied and correlates with perceived value for money which is concerns, either general or specific, regarding land use and development decisions in Whistler.
- Residents are generally satisfied with all other aspects tested (i.e. police services, fire inspection, Municipal Hall front counter services, access to municipal information via the website and library services), which exhibit a relatively weak correlation with perceptions about value for money.

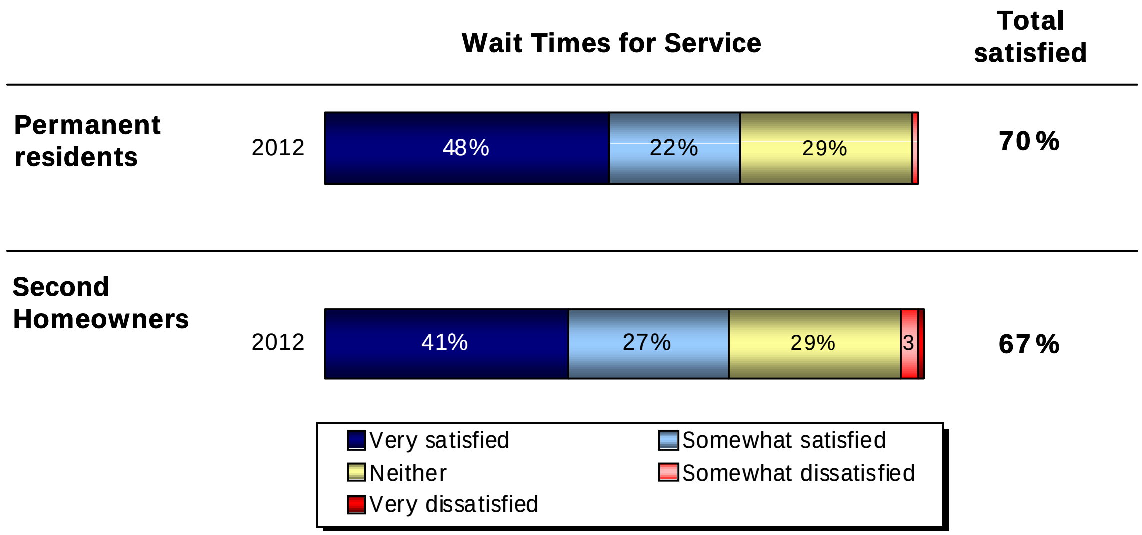
Legend:

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. Municipal Hall front counter services
R1g. Access to municipal information via the website,
R1h. Land use and development services and building services
R1i. Library services
R1j. Road maintenance
R1k. Snow clearing on local roads, including the highway in whistler
R1l. Waste, recycling and composting services
R1m. Water utilities for your residence

7. Municipal Hall Front Counter Services

7.1 Proportion of community members satisfied with Municipal Hall Front Counter Services: "Wait times for Service"

- Seven-in-ten permanent residents (70%).
- Two-thirds of all second homeowners (67%).



Base: Total Permanent residents 2012 with an opinion (n=255)
Total Second Homeowners 2012 with an opinion (n=79)

A.) How satisfied are you with the following services delivery aspects at Municipal Hall front counters and reception? "Wait times for service"

Permanent Residents

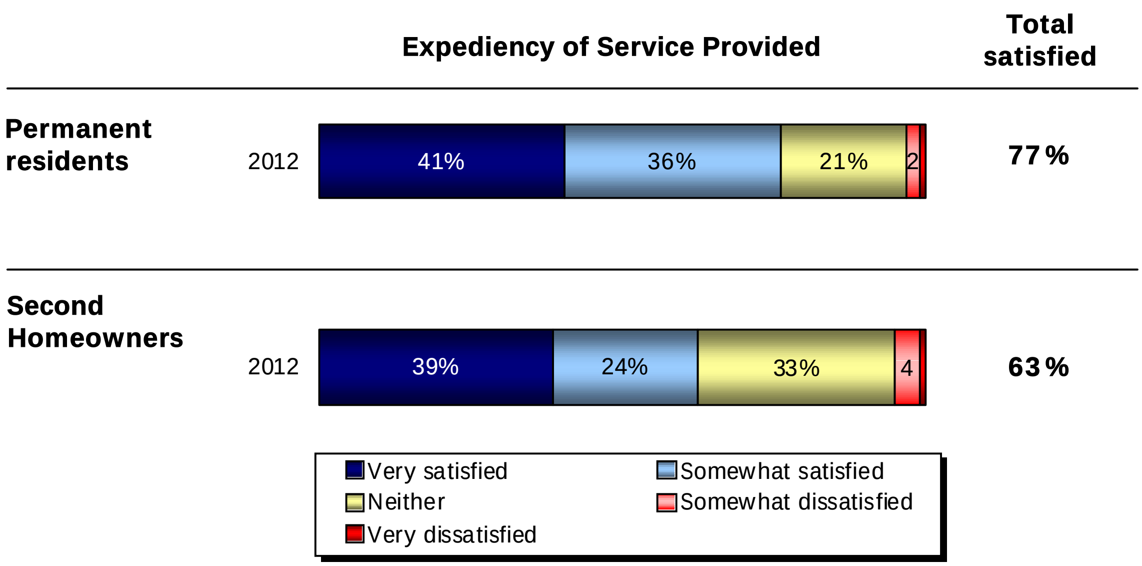
- The majority of Whistler residents are satisfied with the front counter or reception wait times they've experienced when seeking services from Municipal Hall, with about half "very satisfied" (48%).

Second Homeowners

- Among those second homeowners with an opinion the majority is also satisfied with the wait times they have experienced, with about four-in-ten "very satisfied" (41%).

7.2 Proportion of community members satisfied with Municipal Hall Front Counter Services: "Expediency of service provided"

- More than three-quarters of all permanent residents (77%).
- More than six-in-ten second homeowners (63%).



Base: Total Permanent residents 2012 with an opinion (n=258) Total Second Homeowners 2012 with an opinion (n=80)

B.) How satisfied are you with the following services delivery aspects at Municipal Hall front counters and reception? "Expediency of service provided"

Permanent Residents

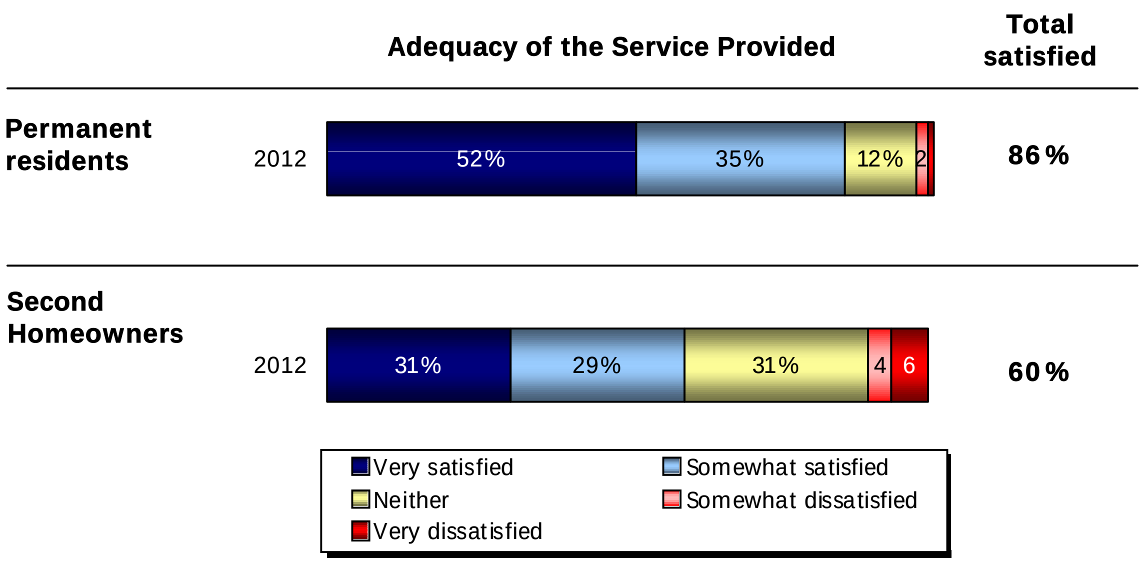
- With the majority of Whistler residents satisfied with the expediency of service provided by front counter or reception those most likely to express satisfaction include older residents (84% satisfied among those aged 35+ vs. 67% of the under 35's) and home owners (81% vs. 68% of renters).

Second Homeowners

- Among those second homeowners with an opinion the majority is also satisfied with the expediency of the service they received, with about four-in-ten "very satisfied" (39%).

7.3 Proportion of community members satisfied with Municipal Hall Front Counter Services: "Adequacy of the service provided"

- More than eight-in-ten permanent residents (86%).
- Six-in-ten second homeowners (60%).



Base: Total Permanent residents 2012 with an opinion (n=257)
Total Second Homeowners 2012 with an opinion (n=82)

C.) How satisfied are you with the following services delivery aspects at Municipal Hall front counters and reception? "Adequacy of the service provided (did you get what was needed)"

Permanent Residents

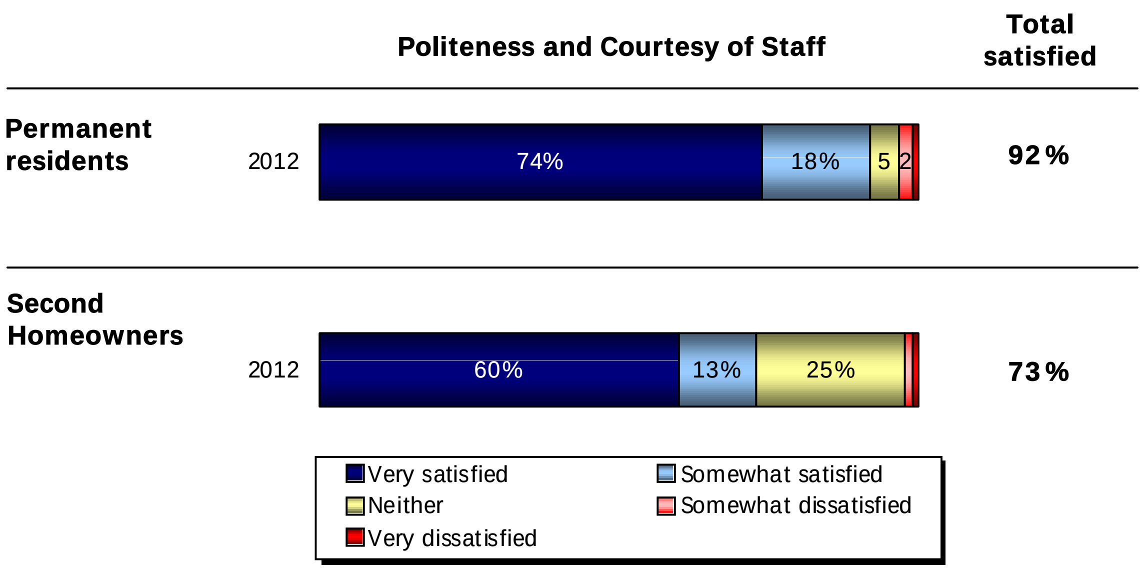
- The large majority of Whistler residents are satisfied with the adequacy of service provided by front counter or reception, with female residents more likely to express satisfaction than males (92% satisfied vs. 82% of males).

Second Homeowners

- More than half of those second homeowners with an opinion are satisfied with the adequacy of the service they received, however one-in-ten expresses some level of dissatisfaction. Among second homeowners males are more likely than females to express satisfaction (71% satisfied vs. 48%), while females are more likely to remain neutral on the subject (40% neither satisfied nor dissatisfied vs. 21% of males). Opinion is otherwise consistent amongst demographic segments.

7.4 Proportion of community members satisfied with Municipal Hall Front Counter Services: "Politeness and courtesy of staff"

- More than nine-in-ten permanent residents (92%).
- Seven-in-ten second homeowners (73%).



Base: Total Permanent residents 2012 with an opinion (n=261)
Total Second Homeowners 2012 with an opinion (n=85)

D.) How satisfied are you with the following services delivery aspects at Municipal Hall front counters and reception? "Politeness and Courtesy of Staff"

Permanent Residents

- The large majority of Whistler residents are satisfied with the politeness and courtesy shown by front counter or reception representatives, an opinion consistent amongst all segments.

Second Homeowners

- Among those second homeowners with an opinion the majority is also satisfied with the politeness and courtesy of staff, with most others neutral on the subject.

7.5 Preferred Day and Time for Front Counter Services

Among permanent residents the most commonly preferred day of the week for front counter services is Monday, either in the morning or afternoon, chosen by one-quarter of all residents; the next most popular choice is Wednesday (14%), particularly in the afternoon (8%); and for about one-in-ten Saturday afternoon would be the preferred time.

For second homeowners the most commonly preferred day of the week for front counter services is Saturday (26%), particularly in the morning. This is perhaps a reflection of the time second homeowners are most likely to be at their residence. The next most common choice is Monday (13%), particularly in the morning (8%), with about one-in-ten that prefers a Friday, either morning or afternoon.

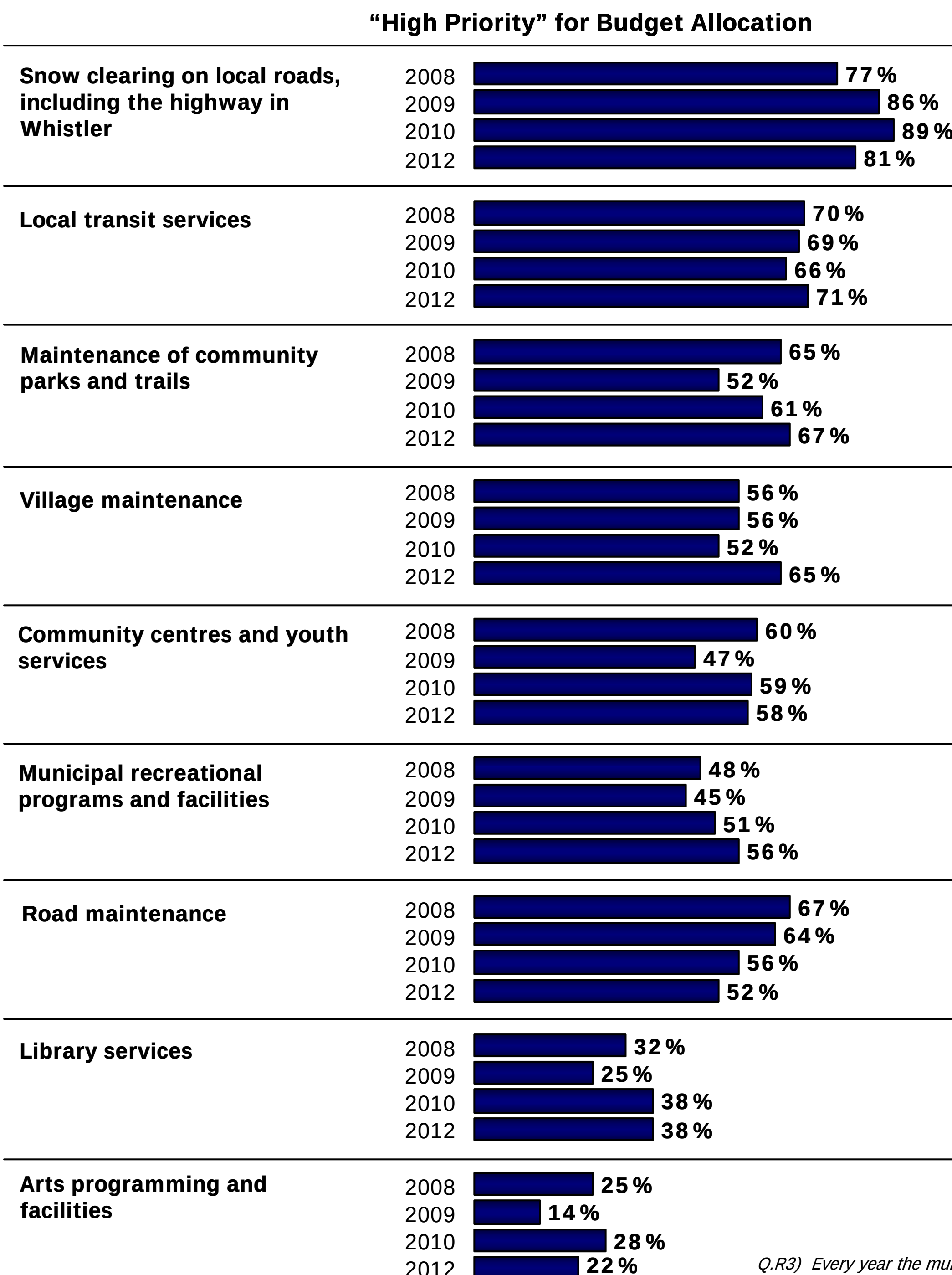
See Table on next page

Preferred Day and Time for Front Counter Services		
	Permanent Residents	Second Homeowners
	Total (300) %	Total (200) %
Monday	**25**	**13**
Morning	13	8
Afternoon	11	4
Evening	2	1
Tuesday	**8**	**3**
Morning	4	2
Afternoon	3	1
Evening	1	1
Wednesday	**14**	**6**
Morning	4	2
Afternoon	8	3
Evening	2	1
Thursday	**5**	**3**
Morning	1	1
Afternoon	4	3
Friday	**6**	**9**
Morning	2	5
Afternoon	4	4
Evening	<1	1
Saturday	**9**	**26**
Morning	1	17
Afternoon	7	6
Evening	1	3
Sunday	**2**	**1**
Morning	1	1
Afternoon	<1	1
Never	8	22
Don't know	24	19

What day and time of the week are you most likely to desire services in person at Municipal Hall?

8. Priorities for Budget Allocation

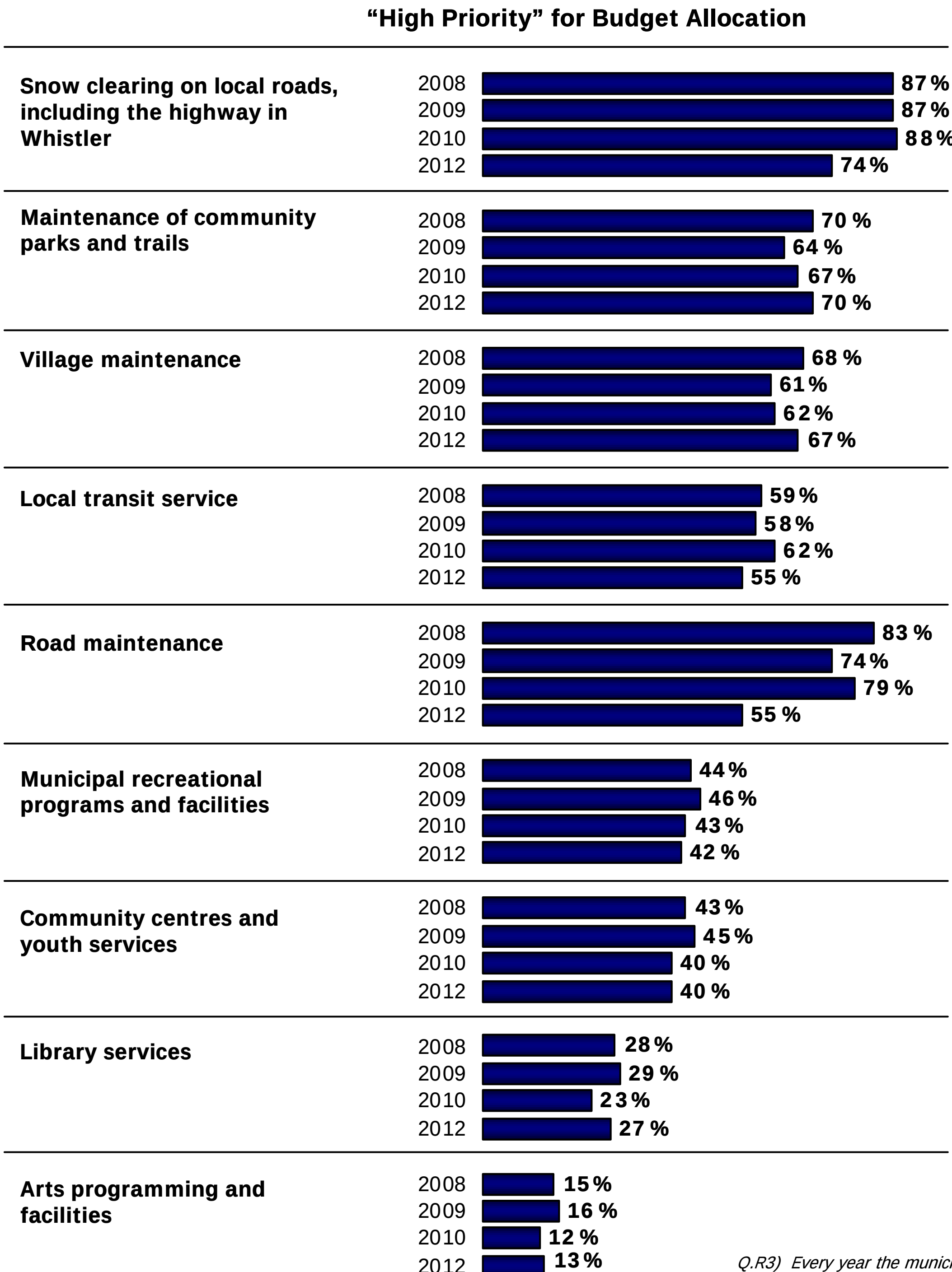
Summary of Services Rated a High Priority for Budget Allocation by Permanent Residents



Base: Total Permanent residents with an opinion

Q.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?

Summary of Services Rated a High Priority for Budget Allocation by <u>Second Homeowners</u>

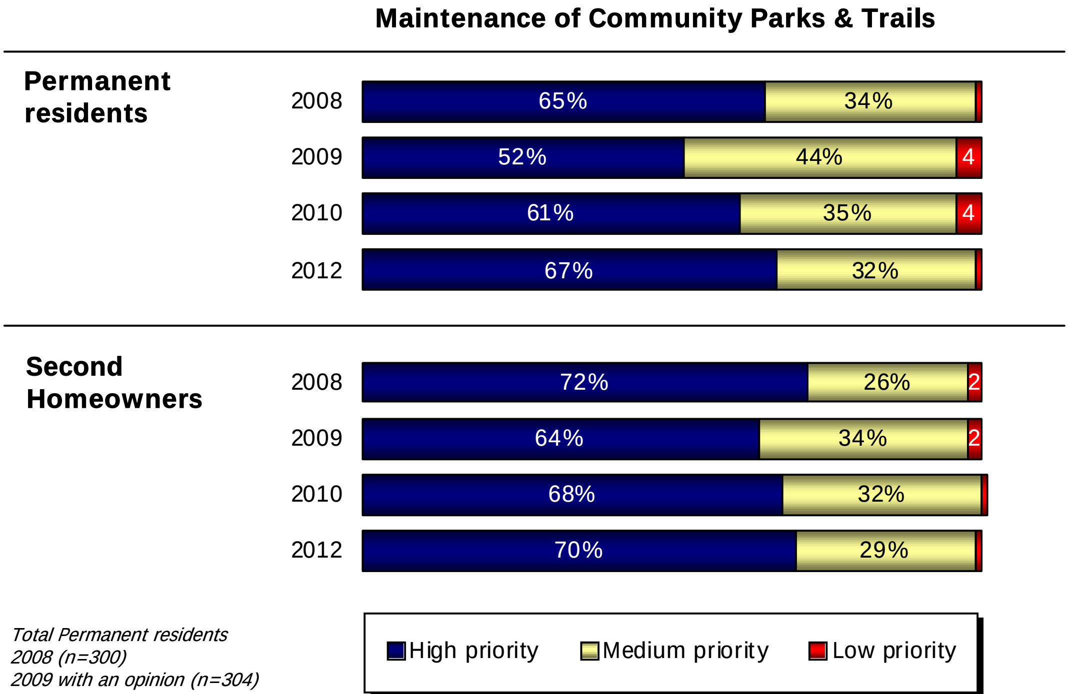


Base: Total Second Homeowners with an opinion

Q.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?

8.1 Proportion of residents rating the budget allocation priority of "Maintenance of community parks and trails" as high

- Two-thirds of all permanent residents (67%).
- Seven-in-ten second homeowners (70%).



Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=304)
2010 with an opinion (n=299)
2012 with an opinion (n=300)
Total Second Homeowners
2008 with an opinion (n=201)
2009 with an opinion (n=199)
2010 with an opinion (n=197)
2012 with an opinion (n=199)

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

Permanent Residents

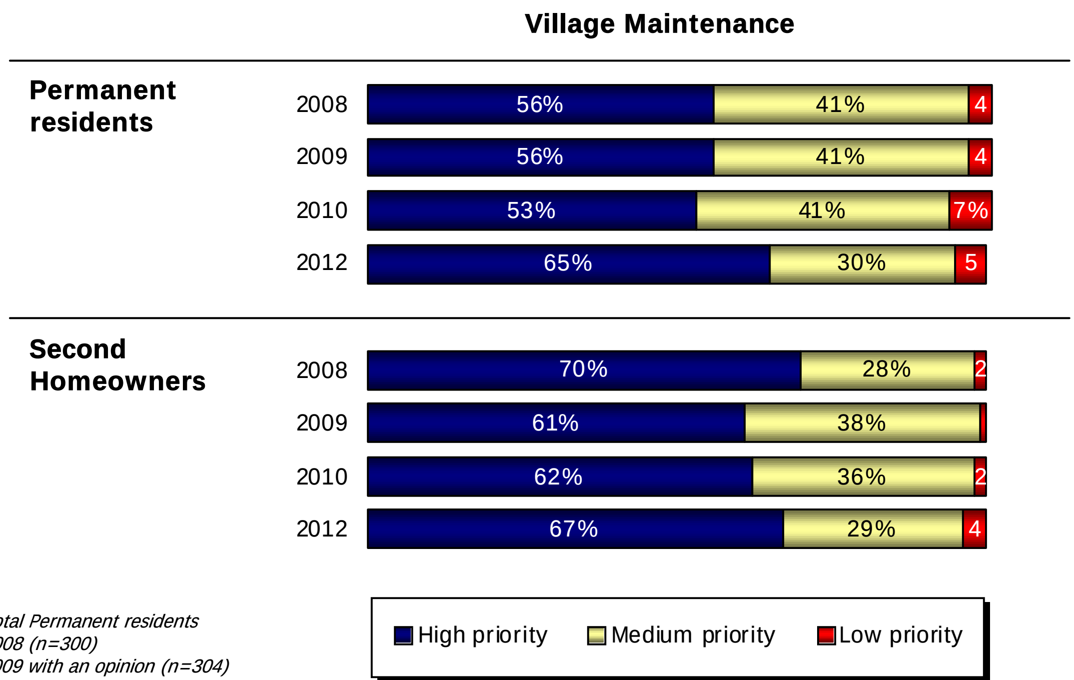
- With more than nine-in-ten permanent residents satisfied with current maintenance, the majority of residents continue to consider it a high priority for budget allocation. This opinion is consistent amongst all demographic segments.

Second Homeowners

- A similarly high proportion of second homeowners continues to rate maintenance of community parks and trails a high priority for budget allocation, with no change since 2010.

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

- Two-thirds of all permanent residents (65%).
- Two-thirds of all second homeowners (67%).



Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=304)
2010 with an opinion (n=298)
2012 with an opinion (n=299)
Total Second Homeowners
2008 with an opinion (n=202)
2009 with an opinion (n=199)
2010 with an opinion (n=198)
2012 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"

Permanent Residents

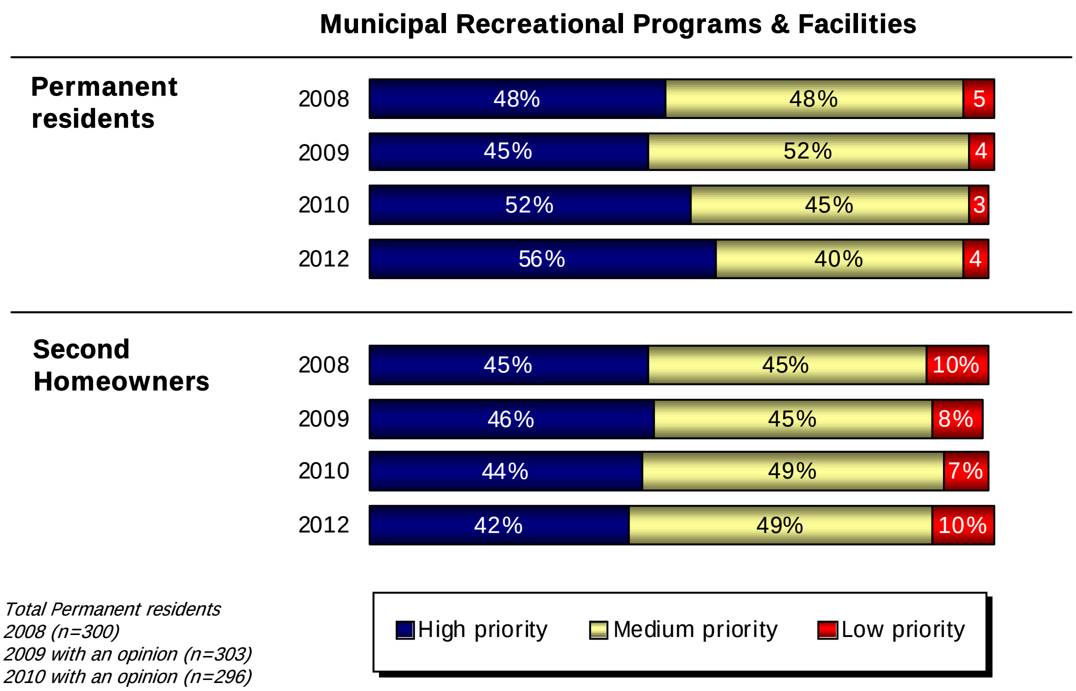
- While the majority of the population (more than 9-in-10) remain satisfied with the current maintenance of the Village in Whistler, the proportion who sees it as a high priority for budget allocation increases in 2012, from 53% in 2012 to 65% currently.

Second Homeowners

- A similarly high proportion of second homeowners continues to consider village maintenance a high priority for budget allocation.

8.3 *Proportion of residents rating the budget allocation priority of "Municipal recreational programs and facilities" as high*

- More than half of all permanent residents (56%).
- Four-in-ten second homeowners (42%).



Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=303)
2010 with an opinion (n=296)
2012 with an opinion (n=300)
Total Second Homeowners
2008 with an opinion (n=201)
2009 with an opinion (n=196)
2010 with an opinion (n=196)
2012 with an opinion (n=195)

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"

Permanent Residents

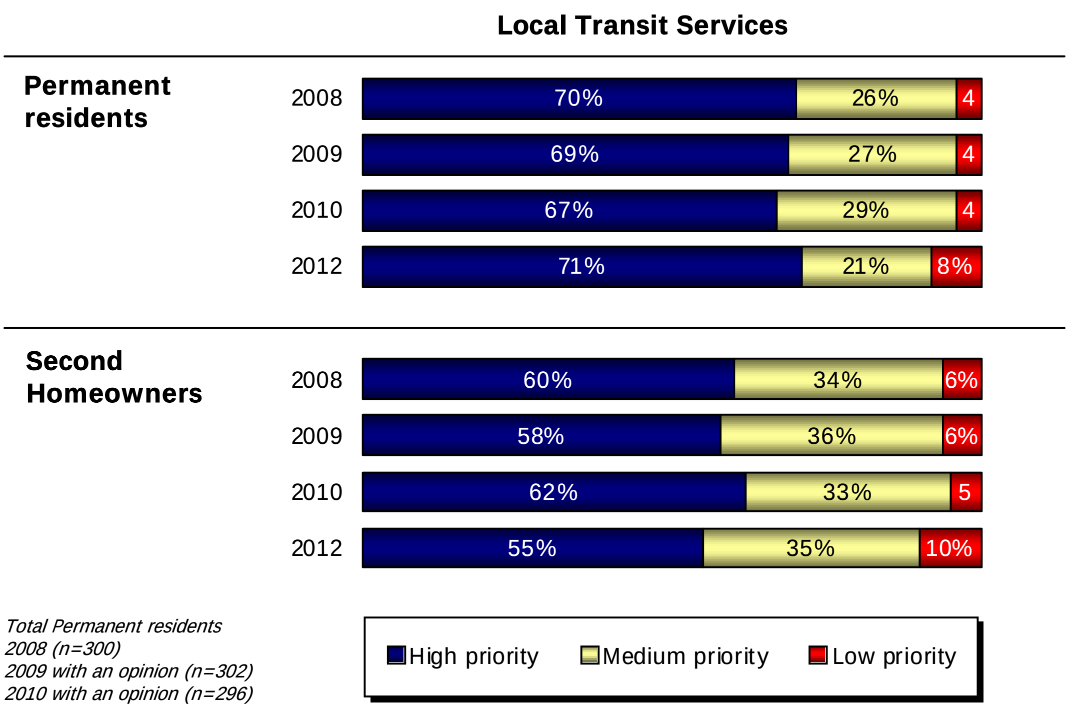
- While the majority of the population (91%) are satisfied with the current municipal recreational programs and facilities, opinion of it with regards to priority of budget allocation remains divided, with just more than half who considers it a high priority (56%) with most others considering it a medium priority (40%), statistically unchanged from 2010.

Second Homeowners

- Similarly, most second homeowners are satisfied with the programs and facilities, but slightly less likely to consider budget allocation a high priority (42% vs. 49% a medium priority).

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

- Seven-in-ten permanent residents (71%).
- More than half of all second homeowners (55%).



Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=302)
2010 with an opinion (n=296)
2012 with an opinion (n=298)
Total Second Homeowners
2008 with an opinion (n=203)
2009 with an opinion (n=197)
2010 with an opinion (n=198)
2012 with an opinion (n=197)

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

Permanent Residents

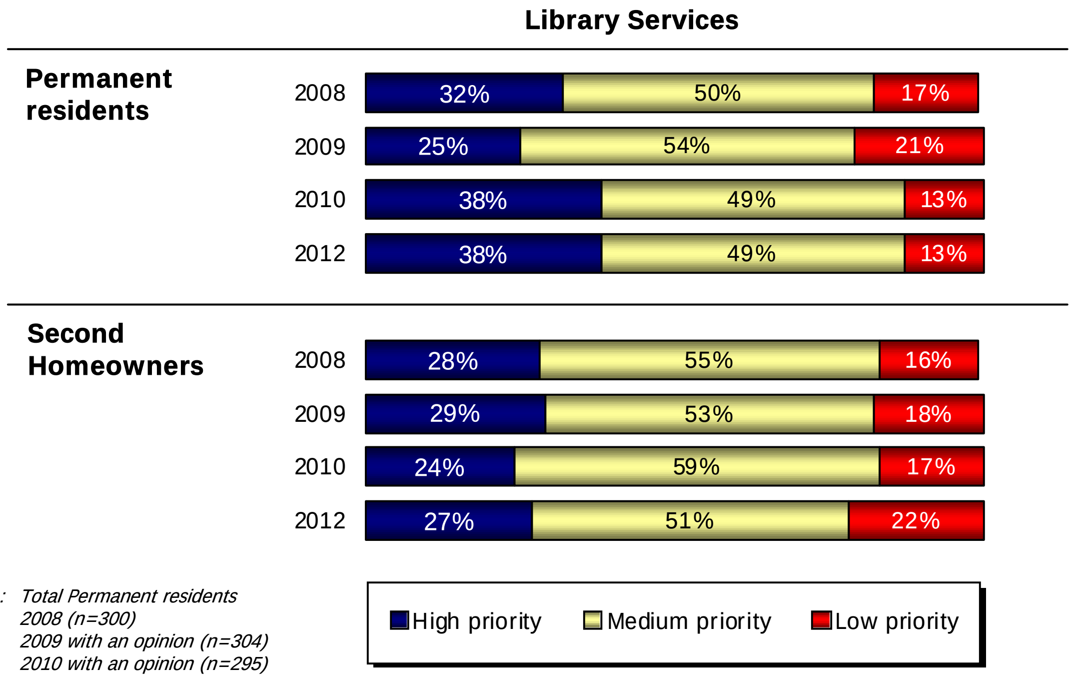
- While the majority of residents continue to regard local transit services as a high priority for budget allocation (71%), the proportion regarding it a "low priority" increases, from 4% in 2010 to 8% currently.
- Younger residents, those aged under 35 years, are more likely than their older counterparts to regard transit as a high priority area for spending (83% vs. 60% respectively).

Second Homeowners

- The majority of second homeowners also continue to regard local transit services a high priority, with no significant change in opinion compared with 2010.

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

- More than one-third of all permanent residents (38%).
- More than one-quarter of all second homeowners (27%).



*Base: Total Permanent residents 2008 (n=300)
2009 with an opinion (n=304)
2010 with an opinion (n=295)
2012 with an opinion (n=300)
Total Second Homeowners
2008 with an opinion (n=201)
2009 with an opinion (n=197)
2010 with an opinion (n=196)
2012 with an opinion (n=195)*

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

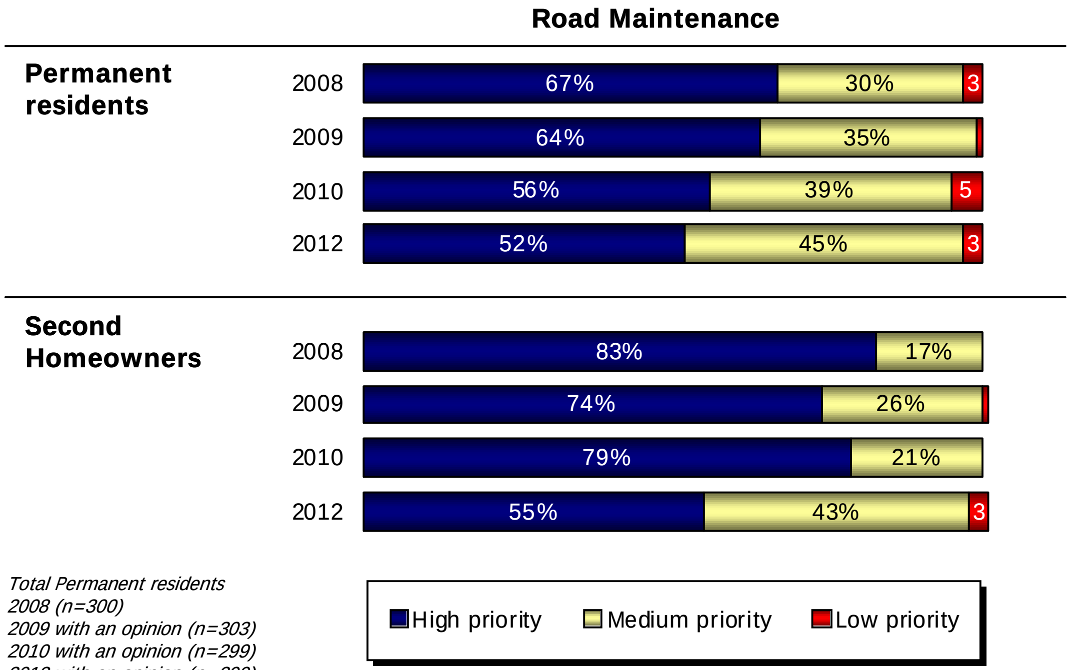
- With the large majority of permanent residents satisfied with library services in Whistler, opinions regarding its priority for budget allocation remain unchanged since 2010, with about one-third who identifies it as a high priority.

Second Homeowners

- Statistically unchanged since 2010, about one-quarter consider library services a high priority for spending in 2012.

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

- More than half of all permanent residents (52%).
- More than half of all second homeowners (55%).



Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=303)
2010 with an opinion (n=299)
2012 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)
2012 with an opinion (n=197)

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

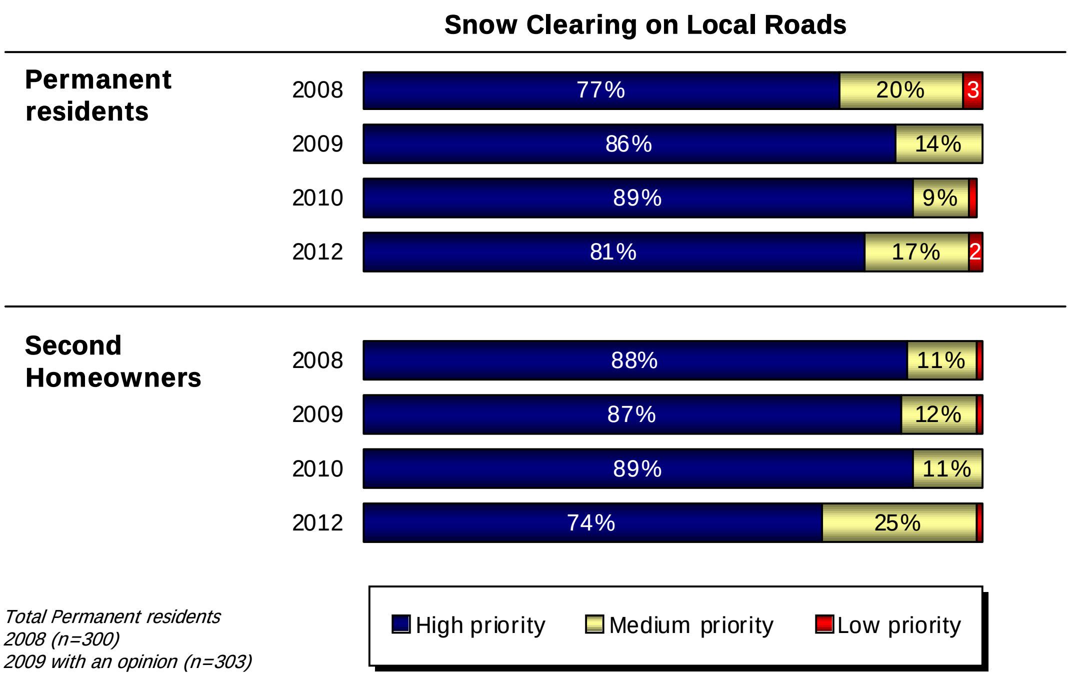
- As found in 2010, just over half of all residents in 2012 regard road maintenance as a high priority for spending, seemingly trending downward since 2008.

Second Homeowners

- Among second homeowners the proportion rating road maintenance a high priority for budget allocation decreases significantly compared with 2010, down from 79% to 55% currently. This change also sees a doubling of the proportion regarding it a medium priority (from 21% to 43% currently).

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

- Eight-in-ten permanent residents (81%).
- Three-quarters of all second homeowners (74%).



Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=303)
2010 with an opinion (n=299)
2012 with an opinion (n=300)
Total Second Homeowners
2008 with an opinion (n=204)
2009 with an opinion (n=199)
2010 with an opinion (n=198)
2012 with an opinion (n=197)

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

Permanent Residents

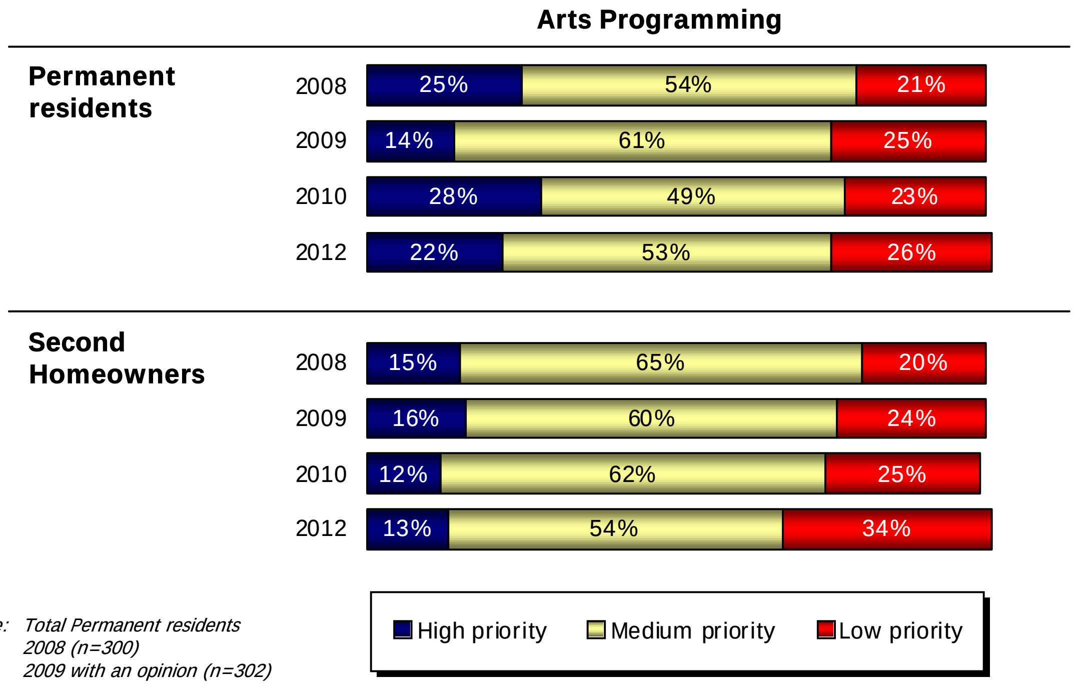
- With the large majority of permanent residents remaining satisfied with snow clearing services on local roads, opinions regarding its priority for budget allocation adjust in 2012 with somewhat fewer residents regarding it as a high priority compared with 2010 (down from 89% to 81% currently), with an increase in those regarding it a medium priority (up from 9% to 17% currently).

Second Homeowners

- Similarly, fewer second homeowners rate snow clearing on local roads a high priority this year (75% versus 89% in 2010), with an increase in those regarding it a medium priority (up from 11% to 25% currently).

8.8 Proportion of residents rating the budget allocation priority of "Arts Programming" as high

- Less than one-quarter of all permanent residents (22%).
- A total of 13% of second homeowners.



Base: Total Permanent residents 2008 (n=300)
2009 with an opinion (n=302)
2010 with an opinion (n=295)
2012 with an opinion (n=299)
Total Second Homeowners
2008 with an opinion (n=201)
2009 with an opinion (n=198)
2010 with an opinion (n=194)
2012 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

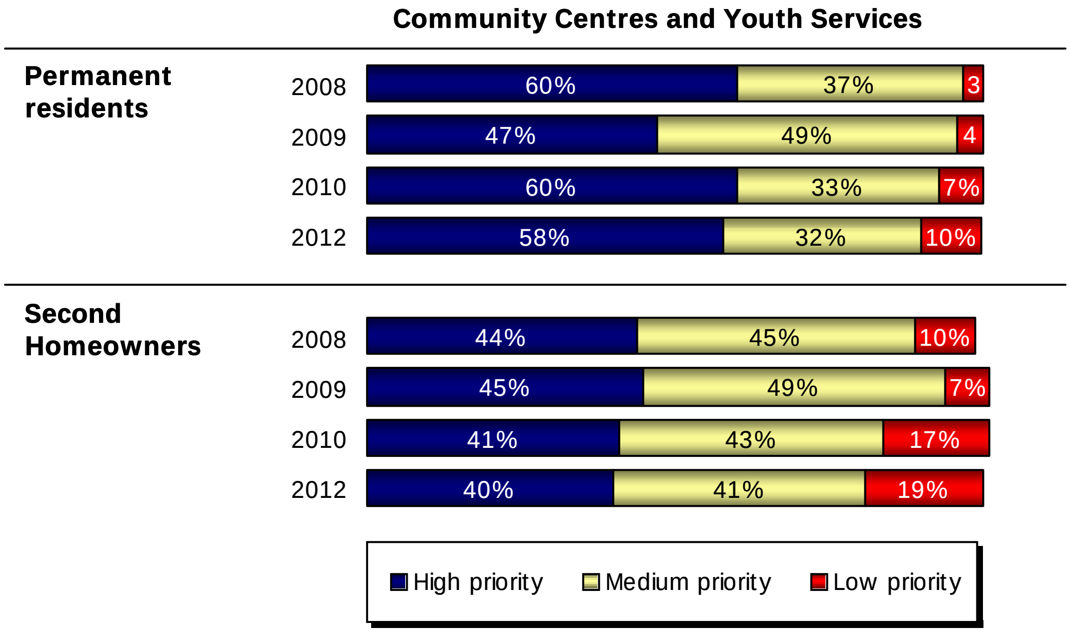
- Statistically unchanged compared with 2010, less than one-quarter of all residents consider arts programming a high priority for budget allocation, with the majority regarding it a medium or low priority.

Second Homeowners

- Few second homeowners consider this service a high priority for spending, with the large majority considering it a medium to low priority.

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

- Almost six-in-ten permanent residents (58%).
- Four-in-ten second homeowners (40%).



Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=302)
2010 with an opinion (n=294)
2012 with an opinion (n=296)
Total Second Homeowners
2008 with an opinion (n=201)
2009 with an opinion (n=198)
2010 with an opinion (n=194)
2012 with an opinion (n=193)

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 is consistent with that seen in 2010, at approximately six-in-ten.
- Perhaps not surprisingly, families are once again more likely to express this opinion than single residents or couples without children (78% rate it as a high priority vs. 51% and 53% respectively); this year female residents are also more likely than males to regard this as a high priority for spending (65% versus 53% of males).

Second Homeowners

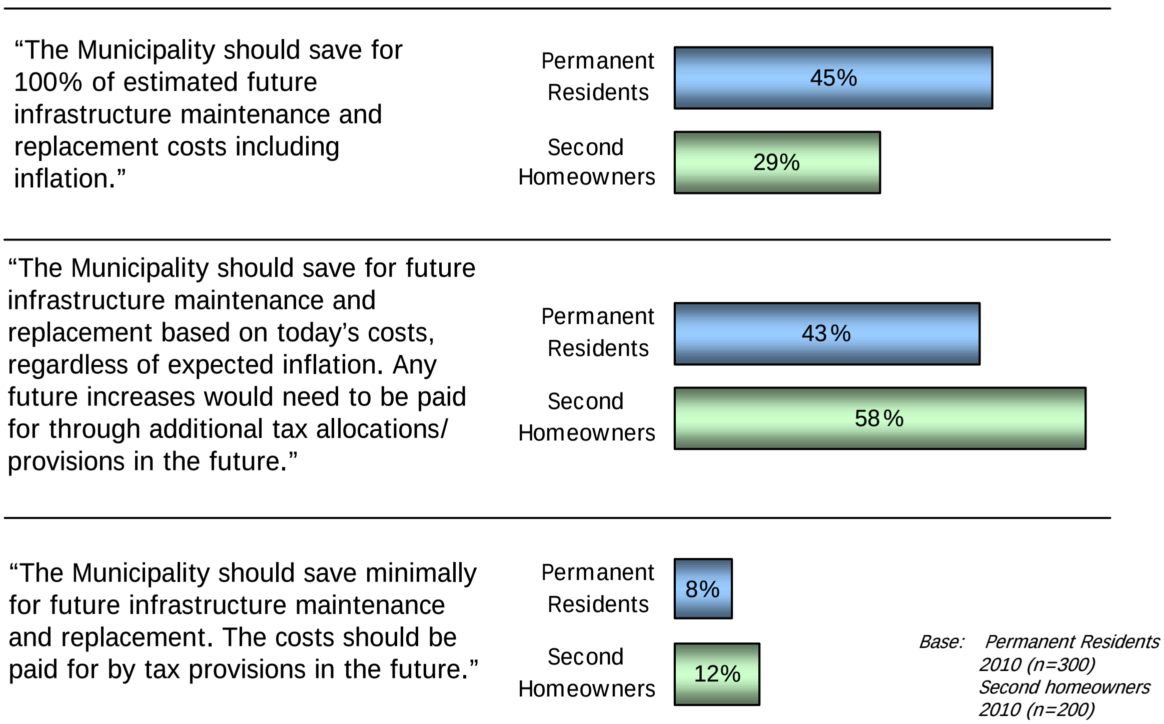
- Opinion among second homeowners also remains consistent with that seen in 2010, with four-in-ten regarding the services as a high priority and about the same proportion regarding it as a medium priority.

9. Tax and Communications

9.1 Preferred Approach to Managing Reserves in Whistler

- Permanent residents are divided between saving 100% of estimated future costs including inflation (45%), and saving based only on today's costs (43%).
- Second homeowners lean somewhat more toward saving based only on today's costs (58%).

Preferred Approach to Managing Reserves in Whistler



R4a) Reserves are Whistler's savings account that helps us maintain and replace the infrastructure (e.g. water plant) in the resort community for today while investing in the future. Reserves built up over time from taxes prevent large swings in tax rates from year to year to pay for project costs, and/or higher levels of debt. Considering this, which one of the following statements reflects your view?

Permanent Residents

- This opinion among residents is generally reflected in all demographic sub-groups, but with those newer to the community, living there up to 4 years, somewhat more likely to opt for saving at today's costs only (59% vs. 33% opting for 100% of costs plus inflation).

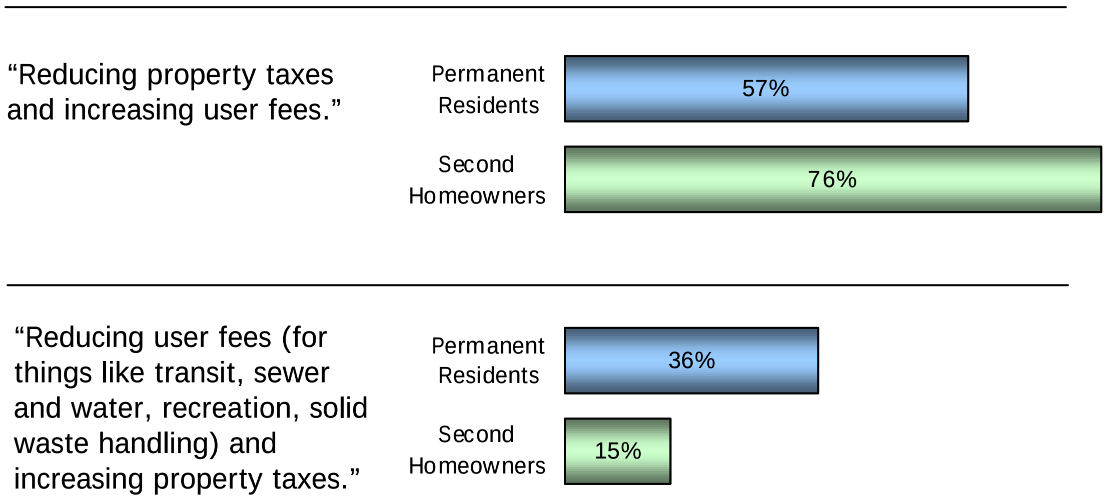
Second Homeowners

- Opinion among second homeowners is generally consistent amongst all segments.

9.2 Preferred Approach to Revenue Generation in Whistler

- More than half of all permanent residents (57%) would prefer the reduction of property tax and increase user fees.
- Three-quarters of all second homeowners (76%) would prefer the reduction of property tax and increase user fees.

Preferred Approach to Revenue Generation in Whistler



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

R4b) User fees for recreation, transit, and solid waste etc. are typically based on the use of these services, whereas property taxes spread the cost of services across all tax payers regardless of use. If the municipality were to change the proportion of revenues received from property taxes and user fees, would you prefer:

Permanent Residents

- This preference is expressed more commonly among residents aged 35 or older (65% vs. 50% of the under 35's) and homeowners (64% vs. 45% of renters).

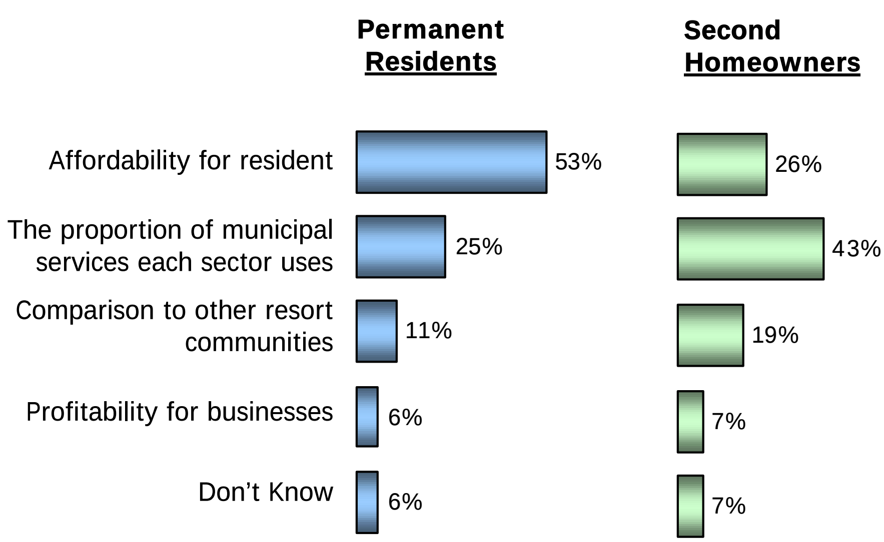
Second Homeowners

- Opinion among second homeowners is generally consistent amongst all segments.

9.3 Most Important Consideration Determining Property Tax

- For just over half of all permanent residents the most important consideration when determining property tax should be "affordability for the resident" (53%). This opinion is particularly common amongst female residents (60% versus 47% of males), those aged younger than 35 years (73% versus 36% of those aged 35+) and those who currently rent their residence (63% vs. 47% of homeowners).

- The second most popular choice, stated by one-quarter of all residents, is the view than property tax should be determined by the proportion of municipal services each sector uses. This opinion is more commonly held by those aged 35 or older (37% vs. 10% of the under 35's), homeowners (30% vs. 16% of renters), and longer rem residents, those living in the community for 11 years or more (35% vs. 13% of those living in the community between 5 and 10 years and 17% of those in the community less than five years).
- Opinion among second homeowners is somewhat reversed compared with residents whereby the most popular choice of consideration for determining property tax is the proportion of municipal services each sector uses (43%), followed by affordability for the resident (26%). This opinion is generally consistent amongst all demographic segments.



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

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

R4c) As you may know, a proportion of total property tax revenue comes from residential property owners with the other proportion coming from commercial property owners. Which of the following should be the most important consideration when determining the proportion of the total property taxes paid by each sector?

9.4 Preferred Channels for Providing Input to the Municipality

- The top three preferred channels for providing input to the municipality for both permanent residents and second homeowners are via email, for between two-thirds and three-quarters of each group; one-on-one conversations with councillors or staff, and online surveys, each noted by more than half of each group.
- Small table discussions at events and open houses are popular with about four-in-ten residents and second homeowners, but while social media is similarly popular among residents (40% favour this channel) it is significantly less so amongst second homeowners (favoured by just 11%), possibly a reflection of the difference in average age between the two groups and subsequent degree to which they use social media.
- The remaining three channels, participating on a committee or advisory groups, online discussion or forums and printed surveys or questionnaires are the least popular, though each is still favoured by between one-quarter and one-third among each group.

Preferred Channels of Communication

	Permanent Residents	Second Homeowners
	2012 (286) %	2012 (186) %
Email	**69**	**77**
One-on-one conversations with councillors or staff	**56**	**51**
Online surveys	**52**	**58**
Small table discussions at events	43	39
Social Media (i.e. Facebook, Twitter)	40	11
Open houses	40	38
Participating on a committee or advisory groups	34	25
Online discussion or forums	28	24
Printed surveys or questionnaires	23	32

C1. What are your preferred channels for providing input to the municipality?

10. Demographics

- Almost half of all permanent residents are under 35 years old, with two-thirds under 45 and 83% under 55 years of age. More than 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 slight majority of permanent residents are married or living as married (58%), and about one-quarter have children living at home (27%).

Demographics

	Permanent Residents (300) %	Second Homeowners (200) %
Gender		
Male	54	56
Female	46	44
Age		
18-34	47	4
35-44	20	6
45-54	16	18
55-64	10	32
65+	6	39
Education		
Up to grade 12 graduation	22	8
Incomplete post secondary	17	13
Diploma or certificate from a trade	6	8
Diploma or certificate from college	11	6
Bachelor or Undergraduate Degree	30	32
Post-graduate Degree	12	35
Marital Status		
Married/common-law	58	n/a
Single	42	n/a
Presence of Children		
Under 5 years	10	n/a
5-12 years	10	n/a
13-17 years	7	n/a
18 years or older	5	n/a

continued...

- 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. In 2012 ownership among second homeowners is more evenly divided between a duplex or townhouse, a single detached home and an apartment.

Demographics

	Permanent Residents (300) %	Second Homeowners (200) %
Employment Status		
Employed	63	29
Self Employed	18	22
Student	4	2
Not Working (seeking/not seeking work)	7	4
Retired	8	44
Home Tenure		
Own	65	100
Rent	35	-
Type of Dwelling		
Single, detached house	42	34
Duplex or townhouse	28	37
Suite in a house	6	-
Apartment	22	28
Other	1	3

continued…

- More than one-quarter of all permanent residents states their home is in the pool of Whistler Housing Authority Resident Restricted Housing.
- About half of all permanent residents have lived in Whistler for 11 years or more (49%), while more than one-quarter has been there between 5 and 10 years (27%) and one-quarter for 4 years or less.
- Similarly, almost half of all second homeowners have owned their property in Whistler for 11 years or more (47%), with almost one-third for between 5 and 10 years (30%) and about one-quarter for 4 years or less.

Demographics

	Permanent Residents (300) %	Second Homeowners (200) %
Whistler Resident Restricted Housing		
Yes	27	n/a
No	64	n/a
Don't know / Refused	9	n/a
Years in Whistler		
0 – 4 years	24	24
5 – 10 years	27	30
11 or more years	49	47

continued...

Demographics	Permanent Residents (300) %	Second Homeowners (200) %
Neighbourhood		
North	**47**	**22**
Alpine Meadows	20	8
Emerald Estates	6	2
Whistler Cay Estates	6	3
Spruce Grove	4	-
White Gold	3	1
Whistler Cay Heights	2	5
Rainbow Park	2	-
Nesters	2	-
Tapley's Farm	1	2
Nicklaus North Estates	1	3
South	**41**	**41**
Whistler Creek / Creekside	8	16
Nordic Estates	6	3
Cheakamus	5	1
Brio	5	2
Spring Creek	4	1
Blueberry Hill	4	5
Bayshores	3	6
Old Gravel Road	1	-
Alta Vista	1	6
Function Junction	1	-
Millers Pond	1	1
Twin Lakes	1	1
Alpha Lake Village	<1	1
Wayside	<1	-
Whistler Highlands	<1	1
Stonebridge	-	1
Village +	**12**	**37**
Village	6	12
Benchlands	<1	13
Blackcomb	<1	2
Other	5	10

Appendix

Questionnaire