MUSTEL GROUP
MARKET RESEARCH

RMOW Community Life Tracking Survey

October 2013

Presented to:

WHISTLER

Resort Municipality of Whistler
Whistler, BC

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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 September 16 and October 20, 2013. 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 are available separately.

Key Indicator Findings

Living in Whistler

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

- Two-thirds of all permanent residents (69%).
- Almost nine-in-ten second homeowners (87%).

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

- Almost all permanent residents (99%).
- 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

- About one-in-five permanent residents (19%).

Median Income Levels – Personal and Household

Permanent Residents

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

Arts, Culture and Recreation

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

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

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

- Eight-in-ten permanent residents (80%).
- More than three-quarters of second homeowners (77%).

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 (97%).

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

- All permanent residents (100%).
- Almost all second homeowners (99%).

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

- Almost all permanent residents (98%).
- Almost all second homeowners (94%).

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 (33%).
- Almost one-fifth of all second homeowners (17%).

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

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

Proportion of community members satisfied with Whistler's career and employment opportunities

- Almost two-thirds of permanent residents (64%).
- More than one-in-five second homeowners (22%).

Proportion of community members satisfied with Whistler's restaurant services

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

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

Proportion of community members satisfied with Whistler's grocery services

- Three-quarters of all permanent residents (72%).
- More than nine-in-ten second homeowners (92%).

Proportion of community members attending films or slide shows

- About one-third of permanent residents do so at least once a month or more often (31%).
- About one-in-ten second home owners do so once a month or more (12%).

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

- More than four-in-ten permanent residents do so at least once a month or more often (45%).
- About one-in-ten second home owners do so once a month or more (9%).

Proportion of community members attending art galleries, art displays, museums or heritage displays

- Total of 17% of permanent residents do so at least once a month or more.
- About one-in-ten second home owners do so once a month or more.

Education & Employment

Proportion of residents who have completed a post secondary education program

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

Proportion of residents currently unemployed

- Just 2% 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%).
- About half of all second homeowners (51%).

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

- Two-thirds of all permanent residents (68%).
- More than two-thirds of all second homeowners (72%).

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

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

Satisfaction with Services

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

- More than nine-in-ten permanent residents (97%).
- More than nine-in-ten second homeowners (96%).

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

- Almost six-in-ten permanent residents (57%).
- More than eight-in-ten second homeowners (82%).

Proportion of community members satisfied with RMOW's Village maintenance

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

Proportion of community members satisfied with RMOW's overall planning of the resort community

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

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

- Nine-in-ten permanent residents (90%).
- More than eight-in-ten second homeowners (86%).

Proportion of community members satisfied with RMOW's police services

- About eight-in-ten permanent residents (79%).
- More than eight-in-ten second homeowners (84%).

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

- Almost nine-in-ten permanent residents (89%).
- More than three-quarters of all second homeowners (77%).

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

- Three-quarters of all permanent residents (75%).
- About two-thirds of all second homeowners (65%).

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

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

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

- Almost half of all permanent residents (47%).
- Almost half of all second homeowners (48%).

Proportion of community members satisfied with RMOW's library services

- More than nine-in-ten permanent residents (92%).
- More than eight-in-ten second homeowners (83%).

Proportion of community members satisfied with RMOW's road maintenance

- Almost nine-in-ten permanent residents (87%).
- Nine-in-ten second homeowners (90%).

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

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

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

- Eight-in-ten permanent residents (80%).
- Eight-in-ten second homeowners (81%).

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

- Almost nine-in-ten permanent residents (87%).
- 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: "Ease of reaching the appropriate staff"

- Three-quarters of all permanent residents (76%).
- Six-in-ten second homeowners (59%).

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

- Three-quarters of all permanent residents (75%).
- Almost six-in-ten second homeowners (58%).

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

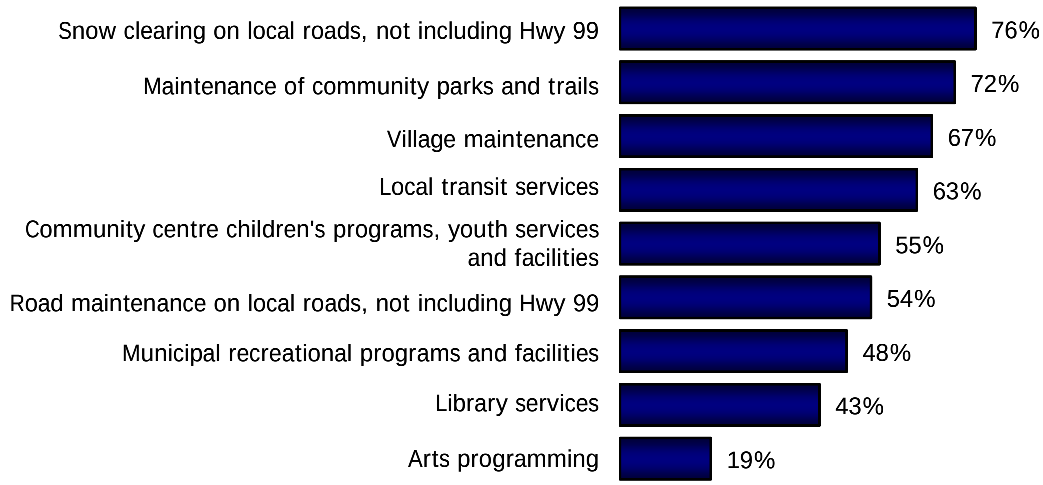
- Three-quarters of all permanent residents (76%).
- Seven-in-ten second homeowners (71%).

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

- More than eight-in-ten permanent residents (84%).
- Seven-in-ten second homeowners (71%).

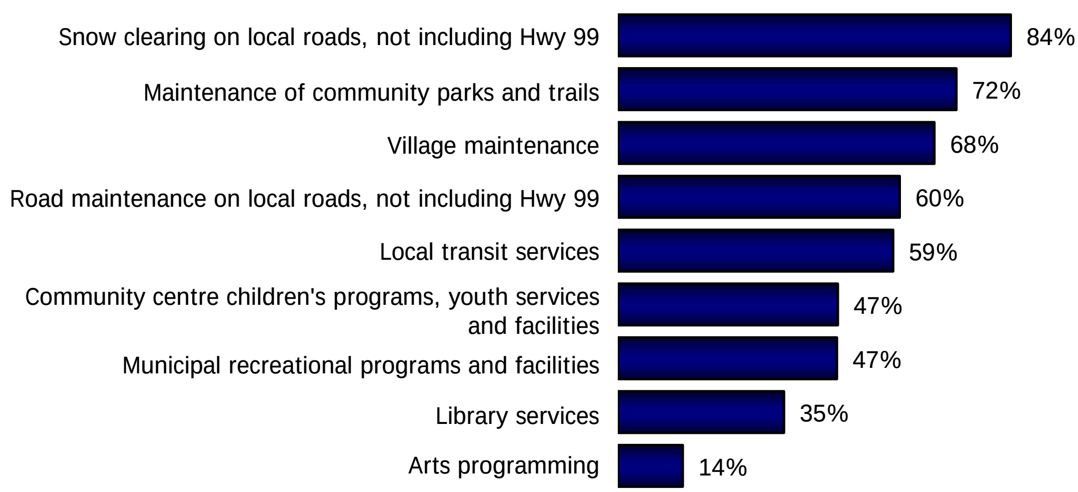
High Priorities for Budget Allocation

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

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.
- 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, 2012 or 2013)*: those who do not own property in Whistler and live there for only part of the year

In 2013, as in 2012 and 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 and 2013, 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 available separately.

Methodology

In 2013 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 in 2013 was conducted between September 16 and October 20, 2013. This compares to previous waves conducted as follows:

- 2012 – June/July
- 2010 – November
- 2009 – January/February
- 2008 – February/March
- 2006 – January/February

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 and 2013 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.

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	55	52
Female	46	45	48
Age			
18-34	30	49	2
35-54	40	37	25
55 and over	30	13	73
Refused	<1	<1	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 2013 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 remains a particularly effective approach to reaching this part of the stakeholder population, adding to those picked up when calling from the published listing of Whistler residents and completing the overall quota more efficiently and cost effectively.
- In 2013 the fieldwork period extended further than in previous years in order to reach the target number of 300 permanent residents. We now understand the reason for this to be a slight change in our approach to sampling the population. Over time there is a slow increase in the number of households that no longer have a landline but rely on cell phones only. These households tend to be younger. In order to account for this Mustel Group has started to augment a traditional listed telephone sampling approach with random digit dialed cell-only sample based on local Whistler rate centres. In addition to this, we are aware of the increase in households that have caller display allowing them to screen market research calls (Mustel Group's name appears on call display) and therefore have attempted to reduce the number of calls made to each household in order to complete a survey, so trying to avoid annoying potential respondents. The result of these changes is an increase in the time required to dial through the extra cell phone sample and spreading out the calling to traditional landlines, and the benefit has been an increase in the number of younger residents completing the survey so lowering the weighting factor required to achieve a final representative sample. We recommend extra time be factored into any future scheduled surveys to account for this.
- In terms of the questionnaire, the survey length in 2013 averaged at about 19 minutes between the permanent residents and second homeowners. As in the past 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.
- The online version of the Community Survey appears to have yielded fewer responses in 2013 (82 completed surveys) than in 2012 (189) or 2010 (267). While the results of the web survey are not projectable or apportioned a margin

of error due to the lack of control in sampling, the approach of offering residents the opportunity to complete the survey online once again provides a number of residents not reached by telephone the opportunity to give their feedback.

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

- Two-thirds of all permanent residents (69%).
- Almost nine-in-ten second homeowners (87%).

Permanent Residents

- Those aged less than 35 have lived in Whistler on average approximately 7 years compared with those 35 or older who have spent on average more than 17 years living in the community; renters have spent on average just over seven years in Whistler compared with homeowners who average more than 17 years.
- Residents living north of Whistler village have lived in the community for an average of 14 years compared with 11 years for those in the south, and 8 years for those living in the Village itself.
- Almost four-in-ten residents currently live in a duplex or townhouse (39%), with one-third of all residents that currently live in a single detached home (33%). A further 18% report living in an apartment style home, with 9% who rent a suite in a house.
- More than one-quarter of all permanent resident dwellings are in the pool of Whistler Housing Authority Restricted Housing (29%).

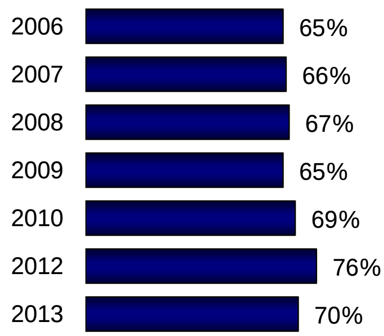
Second Homeowners

- Second homeowners (excluding foreign and business owners) have owned their property in Whistler for more about 19 years on average.
- Second homeowners most commonly own a duplex or townhouse (37%), a condo or apartment style home (33%), or a single, detached house (28%).

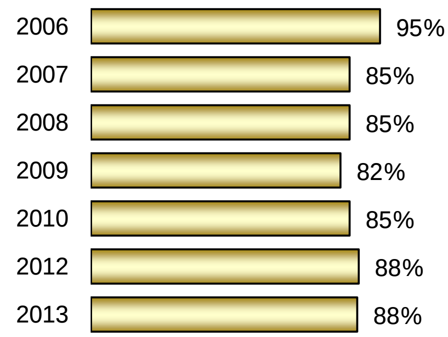
Years Lived or Owned in Whistler

5 years or more

Permanent Residents

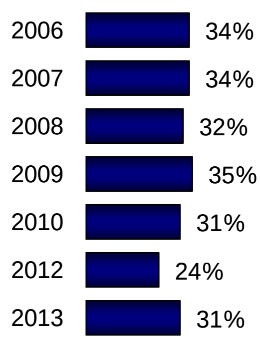


Second Homeowners

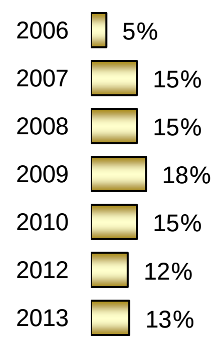


Less than 5 years

Permanent Residents



Second Homeowners



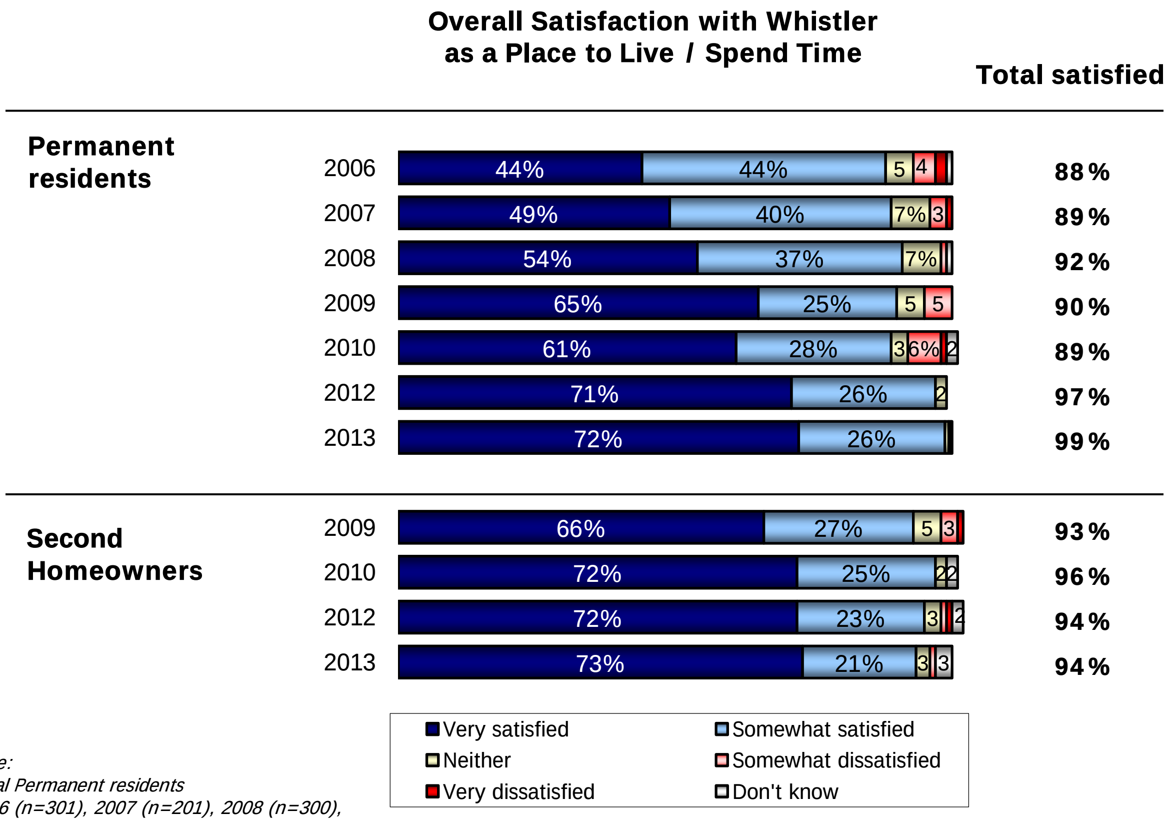
Base:
Total Permanent residents
2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305), 2010 (n=300), 2012 (n=300), 2013 (n=300)

Total Second Homeowners
2006 (n=200), 2007 (n=192), 2008 (n=206), 2009 (n=200), 2010 (n=200), 2012 (n=200), 2013 (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*

- Almost all permanent residents (99%).
- 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), 2013 (n=300)

Total Second Homeowners
2009 (n=200), 2010 (n=200), 2012 (n=200), 2013 (n=200)

Q.12a) Overall how satisfied are you with Whistler as a place to live?
Q.12b) Overall how satisfied are you with Whistler as a place to spend time?

Permanent Residents

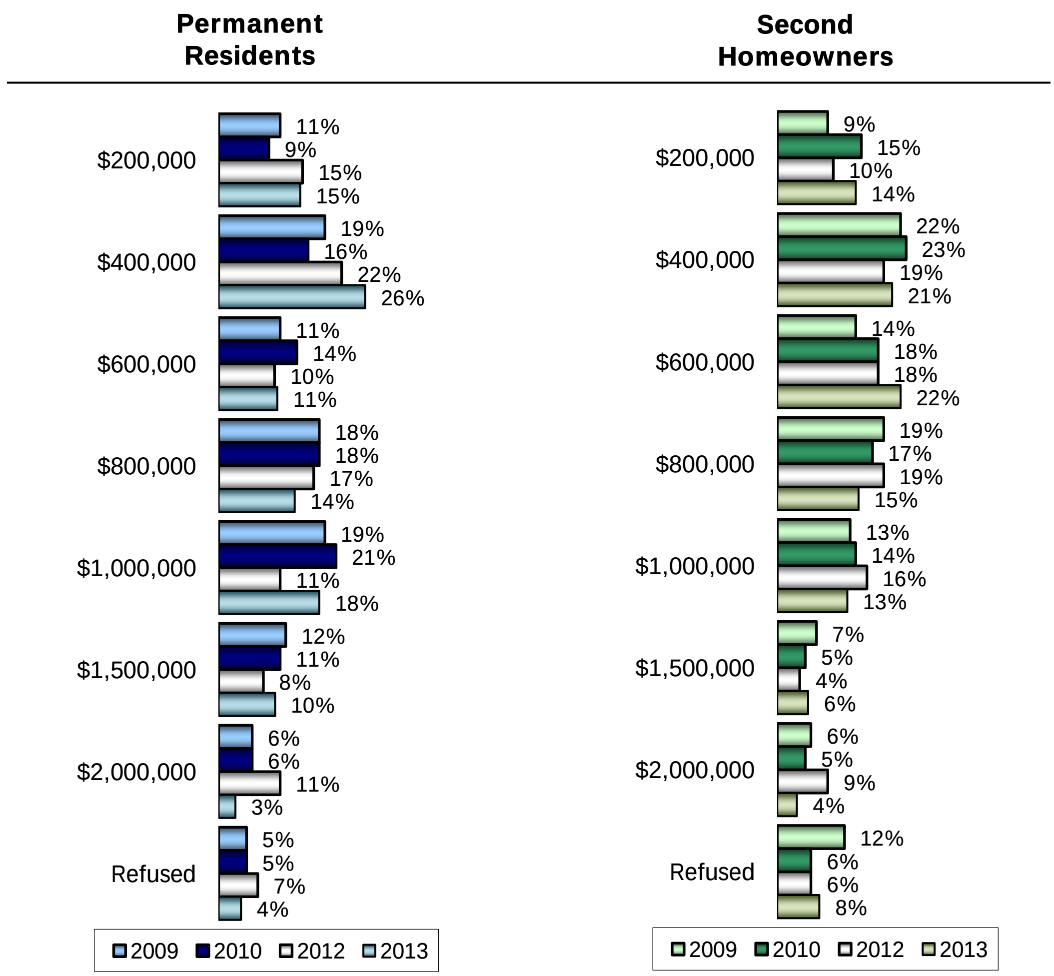
- Satisfaction amongst permanent residents is the highest it's been since the measure began in 2006, with no significant difference this year between most demographic sub-groups, and three-quarters overall stating they are "very satisfied".

Second Homeowners

- The high level of satisfaction amongst second home owners is also consistent across all demographic sub-groups, and again almost three-quarters 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 $1 million dollars and a decrease of those with an assessed value of $2 million dollars. Currently, four-in-ten permanent residents assess the value of their home at between $200,000 and $400,000, with one-quarter assessed to be between $600,000 and $800,000, and 31% assessed at $1 million dollars or more.
- The only significant difference to occur in the self-assessed values among second home-owners is a decrease of those with an assessed value of $2 million dollars compared with a year ago. Currently about one-third assessed their property between $200,000 and $400,000 (35%), more than one-third assessed the value of their home between $600,000 and $800,000 (37%), and less than one quarter assessed at $1 million dollars or more (23%).



Base: Permanent Resident Homeowners only
2009 (n=211), 2010 (n=236), 2012 (n=233), 2013 (n=194)

Total Second Homeowners
2009 (n=200), 2010 (n=200), 2012 (n=200), 2013 (n=200)

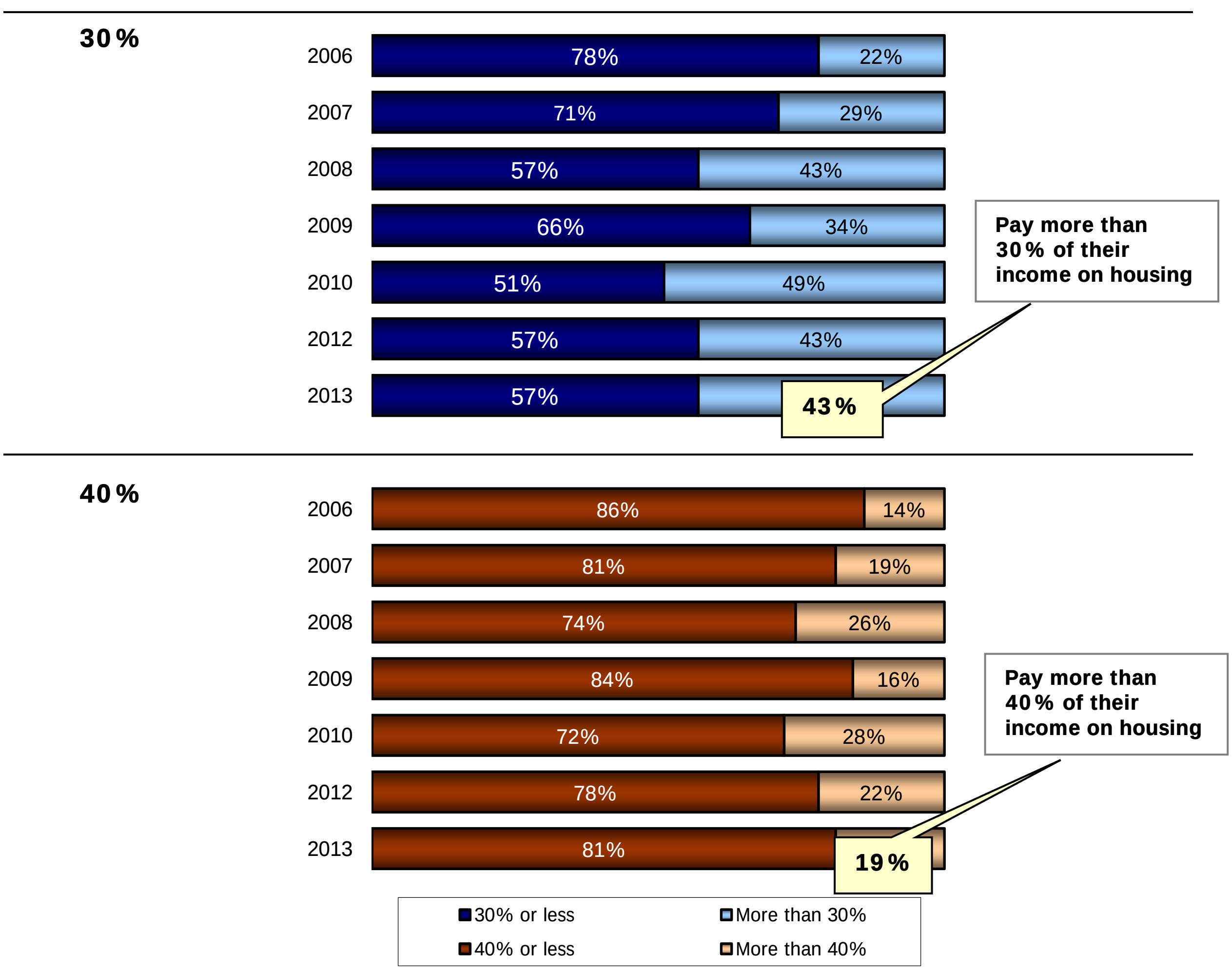
Q.11) What is the assessed value of your Whistler Residence? Would it be closer to...

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

- In 2013 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 2013 approximately one-in-five pay more than 40% of their income on housing, statistically unchanged compared with 2012.

Proportion of Income Spent on Housing
Permanent Residents



Base: Total Permanent residents
2006 (n=232)
2007 (n=92)
2008 (n=236)
2009 (n=227)
2010 (n=201)
2012 (n=223)
2013 (n=194)

Q.35) Approximately how much in total do you spend per month on housing including [your portion of the rent, electricity, heating and water] / [your mortgage payments, heating, electricity, water but excluding property taxes and any rental income] ?

Q.36) And approximately how much are your annual property taxes?

1.5 *Median Income Levels – Personal and Household*

Permanent Residents

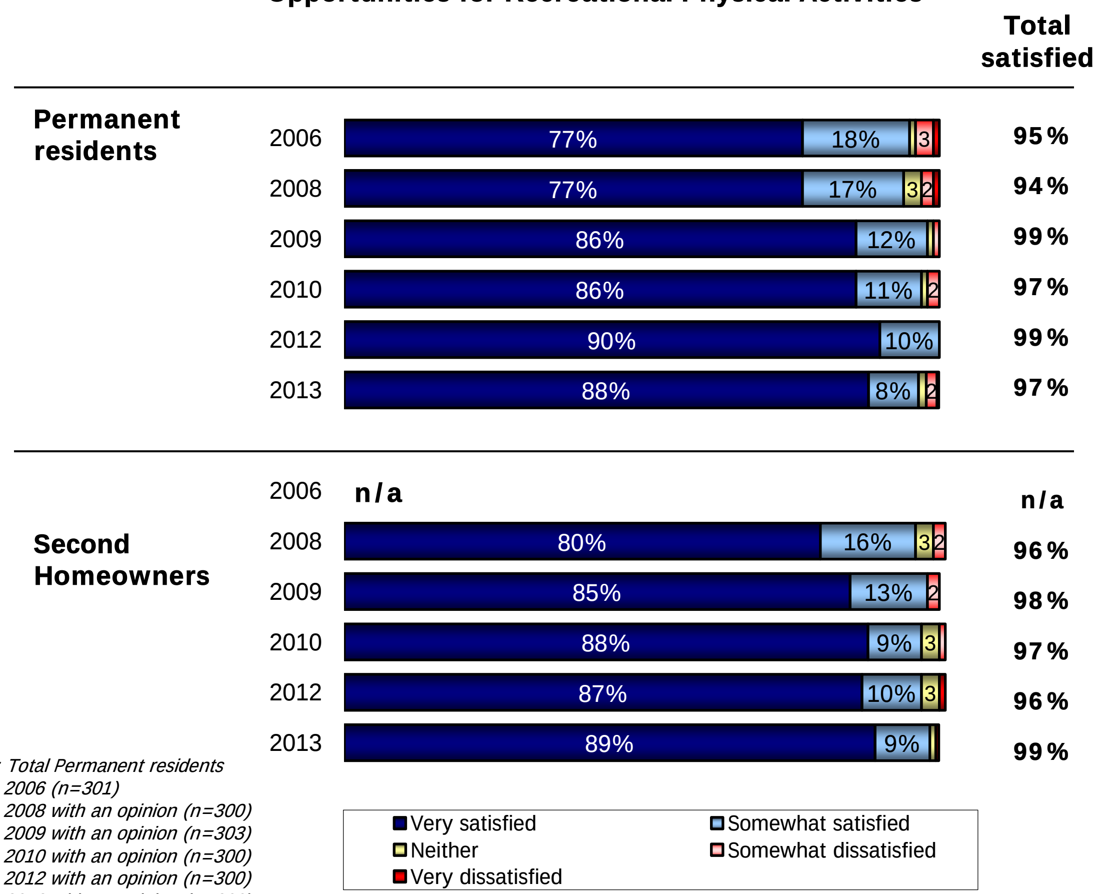
- Median Personal Income Range: $40,000 to less than $45,000 (consistent with that seen in the previous three measures (2012, 2010 and 2009).
- Median Household Family Income Range: $90,000 to less than $95,000 (somewhat less than the $100,000 to less than $105,000 in 2012, returning to the same level recorded in 2010).
- The overall Median Income, that is the mid-point income of all households, including single person (reporting personal income only) and family households (those with a spouse or dependents reporting all incomes): $62,500 (down from $67,500 reported in 2012).

2. Arts, Culture and Recreation

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

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

Opportunities for Recreational Physical Activities



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)
2013 with an opinion (n=299)

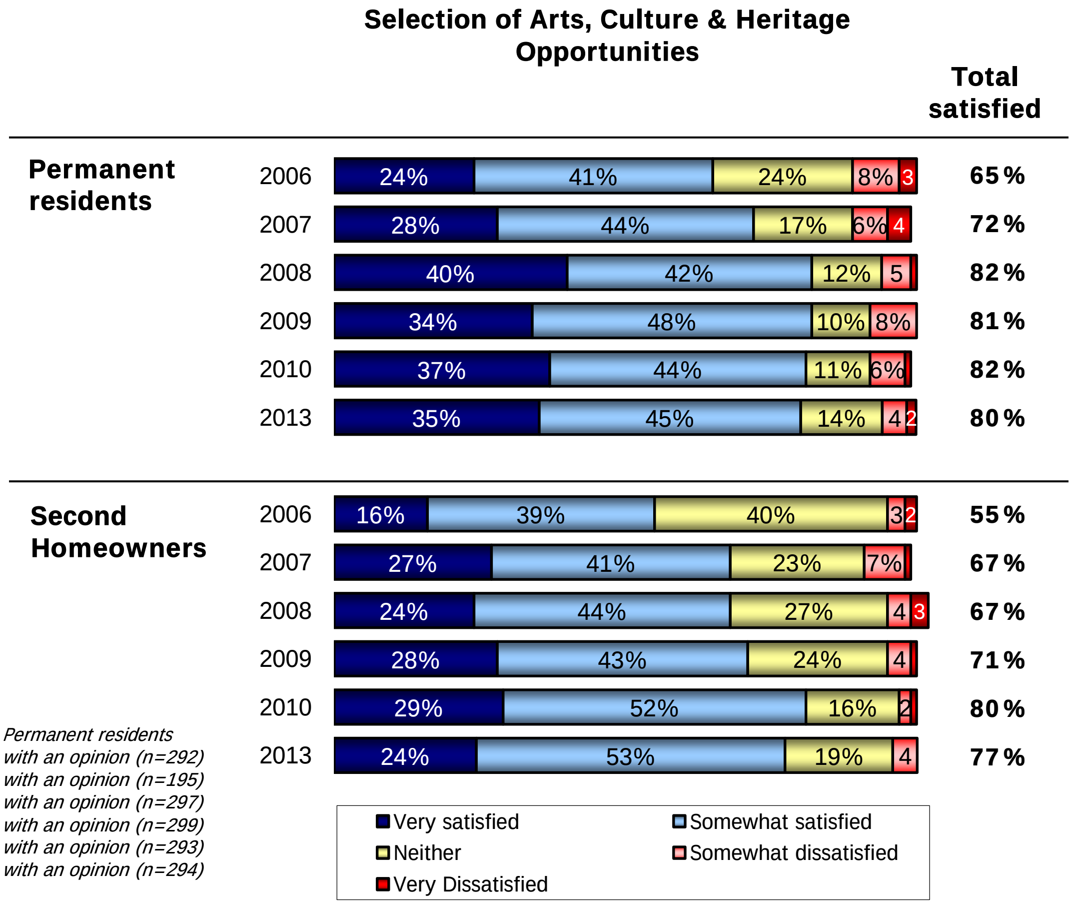
Total Second Homeowners
2006 (n=200)
2008 with an opinion (n=203)
2009 with an opinion (n=197)
2010 with an opinion (n=197)
2012 with an opinion (n=197)
2013 with an opinion (n=195)

Q.13a) 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: "The selection of arts and cultural events and opportunities"

- Eight-in-ten permanent residents (80%).
- More than three-quarters of second homeowners (77%).



Base: Total Permanent residents
2006 with an opinion (n=292)
2007 with an opinion (n=195)
2008 with an opinion (n=297)
2009 with an opinion (n=299)
2010 with an opinion (n=293)
2013 with an opinion (n=294)

Total Second Homeowners
2006 with an opinion (n=170)
2007 with an opinion (n=173)
2008 with an opinion (n=195)
2009 with an opinion (n=185)
2010 with an opinion (n=179)
2013 with an opinion (n=168)

Q.13b) How satisfied are you with the following aspects of life in Whistler? "The selection of arts and cultural events and opportunities"

Permanent Residents

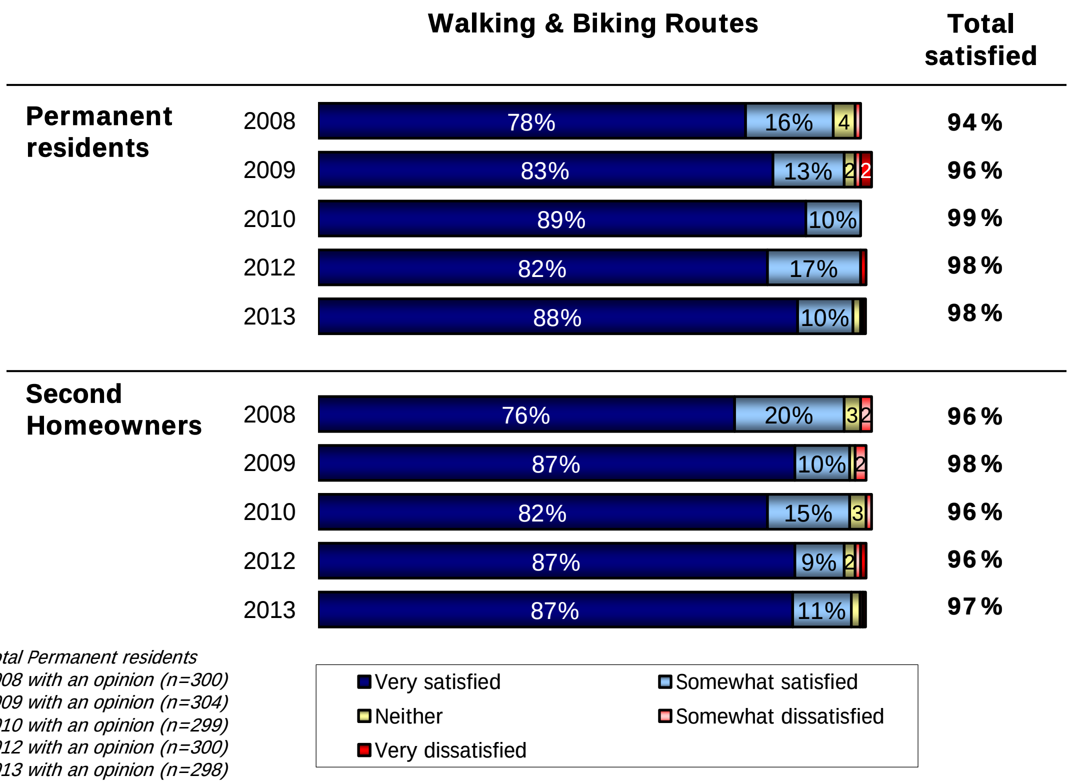
- Satisfaction amongst permanent residents with the selection of arts, culture and heritage opportunities remains unchanged since 2010, with eight-in-ten currently satisfied.

Second Homeowners

- Satisfaction also remains consistent amongst second homeowners, with more than three-quarters currently satisfied.

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 (97%).



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)
2013 with an opinion (n=298)

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)
2013 with an opinion (n=187)

Q.13c) How satisfied are you with the following aspects of life in Whistler? "Walking and biking routes, i.e. valley trail"

Permanent Residents

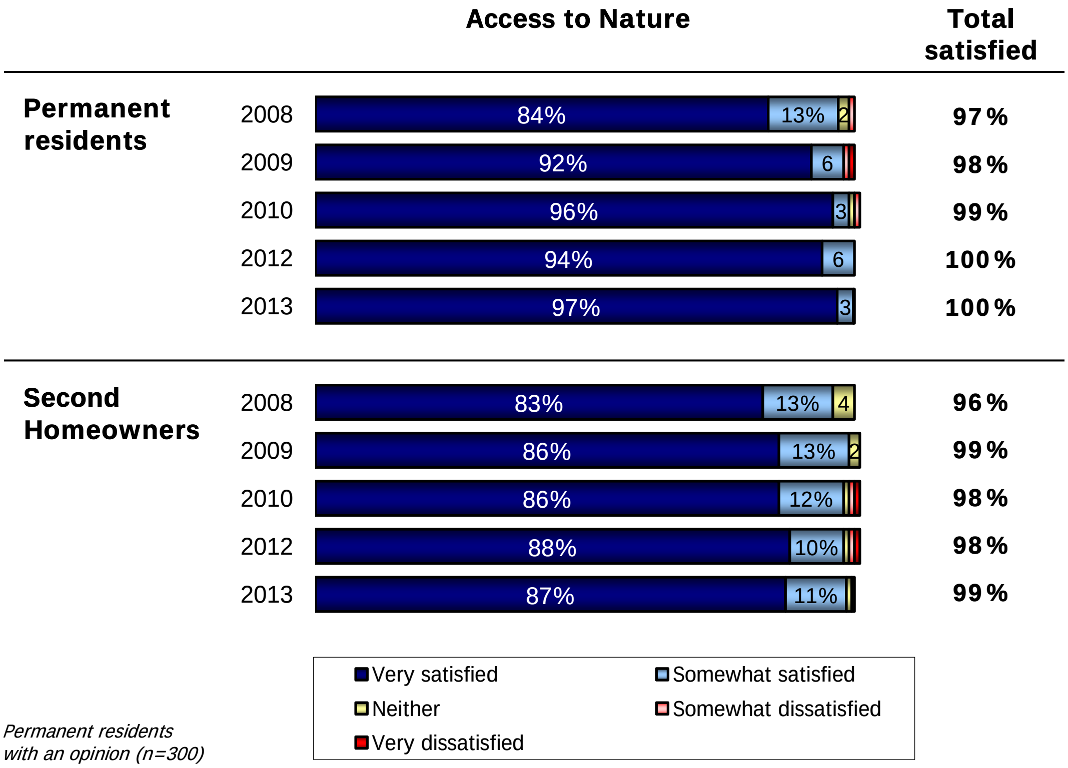
- Little changed from previous measures, almost all permanent residents remain satisfied with walking and biking routes in 2013, with satisfaction consistent amongst all segments.

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 (99%).



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)
2013 with an opinion (n=300)

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)
2013 with an opinion (n=195)

Q.13d) How satisfied are you with the following aspects of life in Whistler? "Access to nature"

Permanent Residents

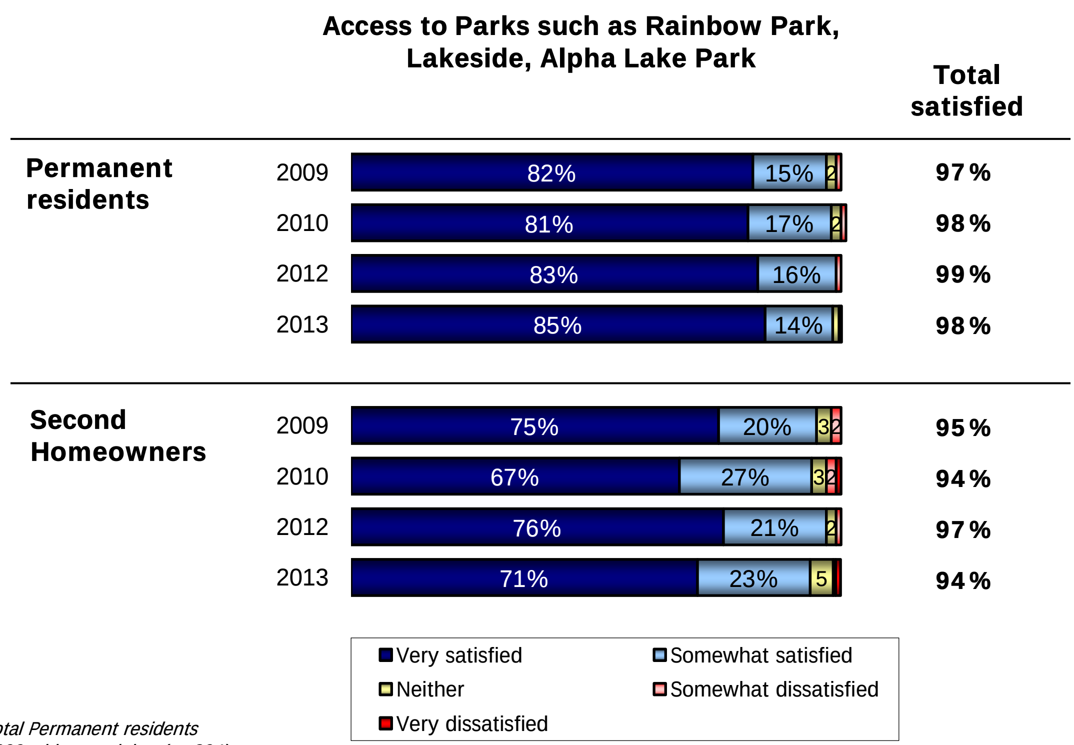
- In 2013 all residents are reportedly satisfied with the access to nature in Whistler, unchanged from a year ago.

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 Park, Alpha Lake Park"*

- Almost all permanent residents (98%).
- Almost all second homeowners (94%).



Base: Total Permanent residents
2009 with an opinion (n=304)
2010 with an opinion (n=299)
2012 with an opinion (n=299)
2013 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)
2013 with an opinion (n=191)

Q.13e) 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

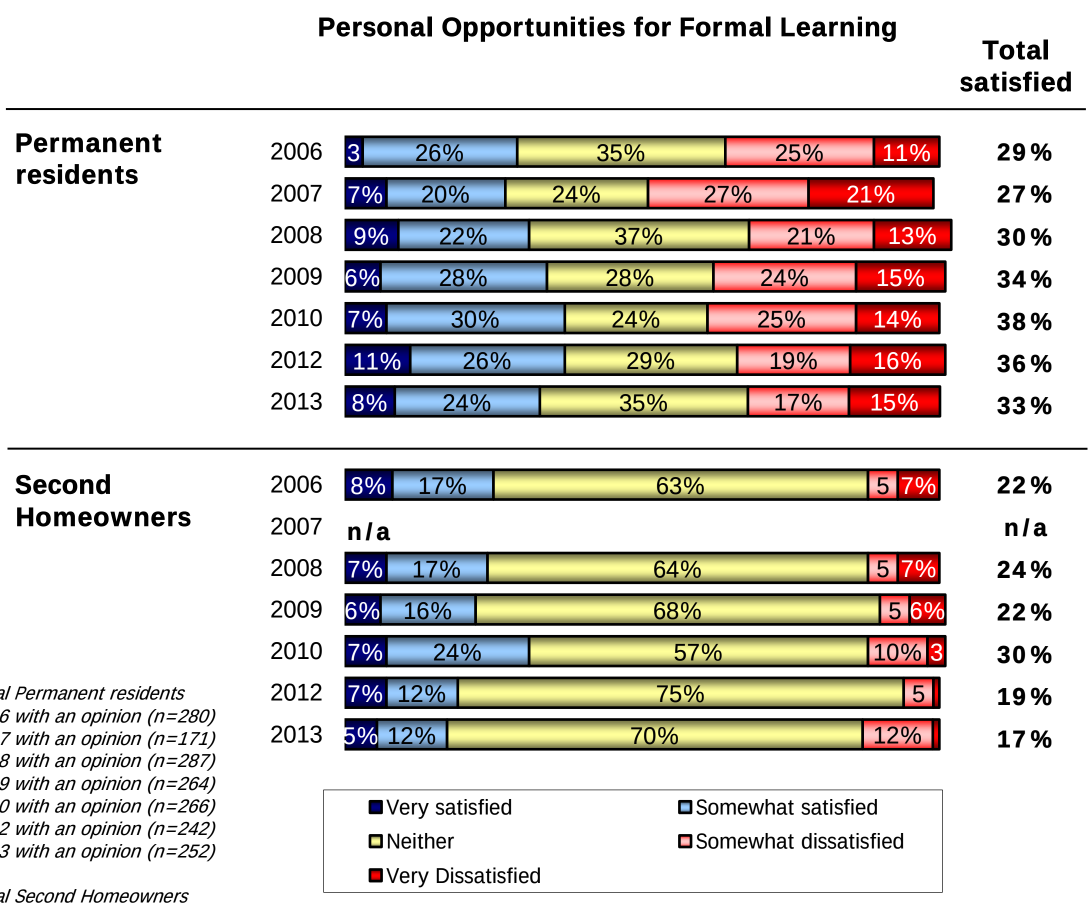
- Almost all permanent residents remain satisfied with their access to local parks.

Second Homeowners

- And, as in previous years almost all second homeowners remain similarly satisfied.

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 (33%).
- Almost one-fifth of all second homeowners (17%).



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)
2013 with an opinion (n=252)

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)
2013 with an opinion (n=93)

Q.13f) 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

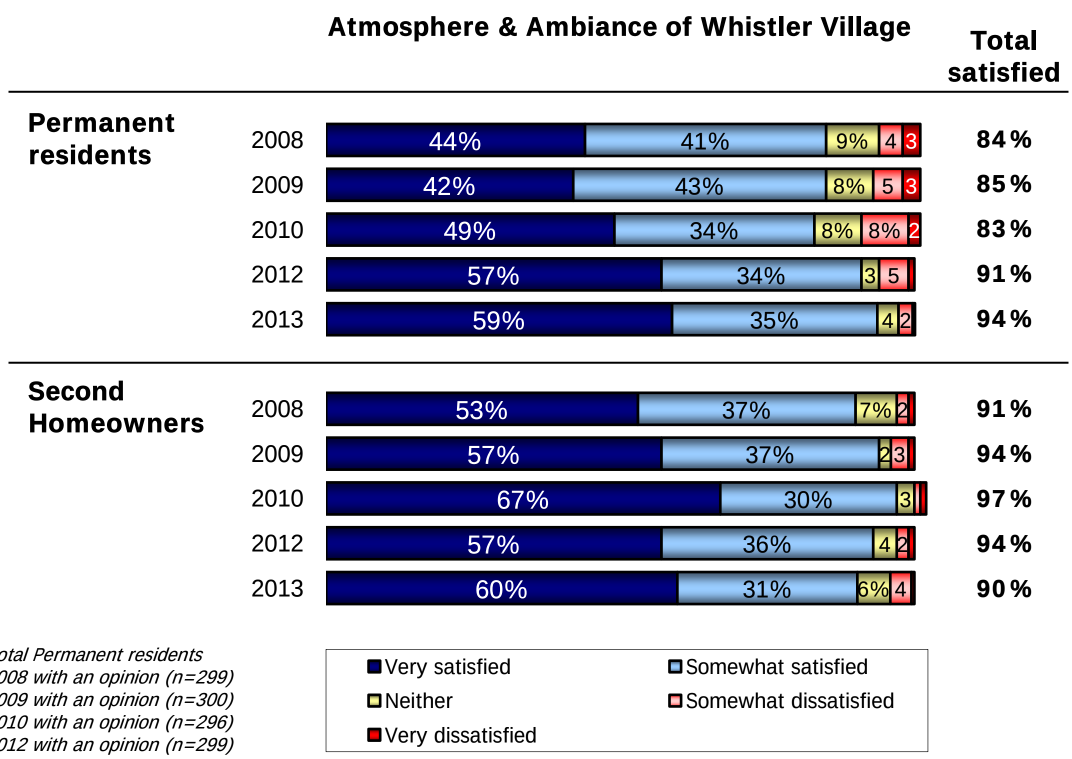
- Overall satisfaction amongst permanent residents is consistent with most previous measures, with one-third currently satisfied (33%), and a similar proportion dissatisfied (32%). This level of satisfaction is consistent amongst all segments.

Second Homeowners

- The majority of second homeowners continue to remain neutral on the subject, and the proportion of those who express satisfaction is statistically unchanged compared with 2012.

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

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



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)
2013 with an opinion (n=297)

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)
2013 with an opinion (n=196)

Q.13g) How satisfied are you with the following aspects of life in Whistler? "Atmosphere & Ambiance of Whistler Village"

Permanent Residents

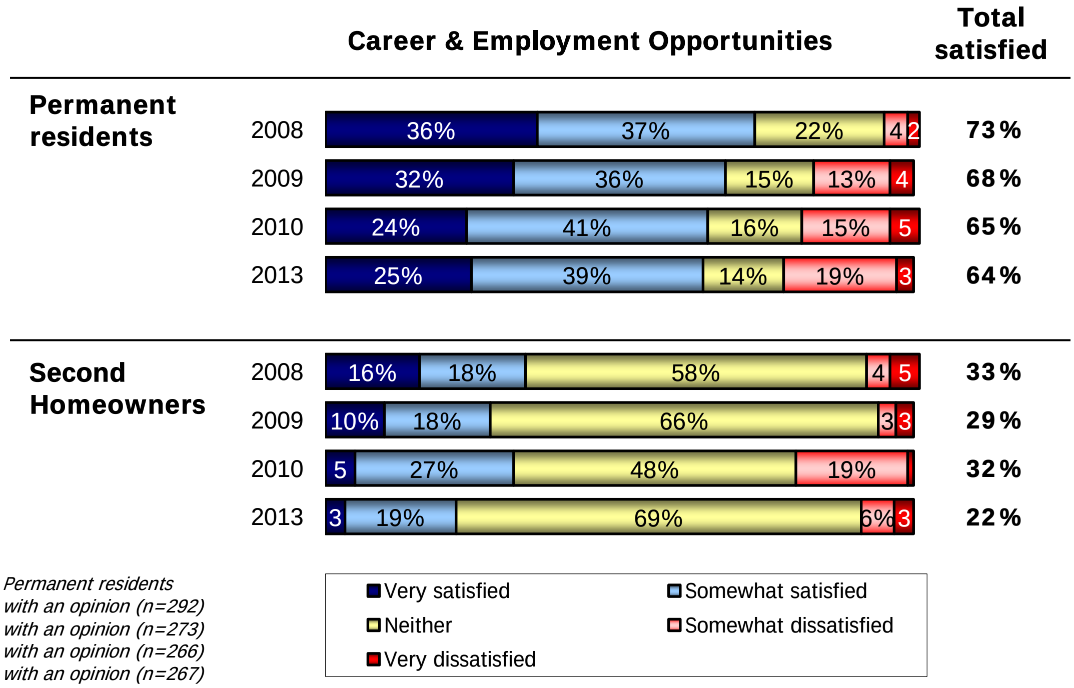
- The majority of residents continue to be satisfied with the atmosphere and ambiance of Whistler Village, with the level of satisfaction consistent with that reported in 2012.

Second Homeowners

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

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

- Almost two-thirds of permanent residents (64%).
- More than one-in-five second homeowners (22%).



Base: Total Permanent residents
2008 with an opinion (n=292)
2009 with an opinion (n=273)
2010 with an opinion (n=266)
2013 with an opinion (n=267)

Total Second Homeowners
2008 (n=168)
2009 with an opinion (n=115)
2010 with an opinion (n=98)
2013 with an opinion (n=90)

Q.13h) How satisfied are you with the following aspects of life in Whistler? "Career and employment opportunities"

Permanent Residents

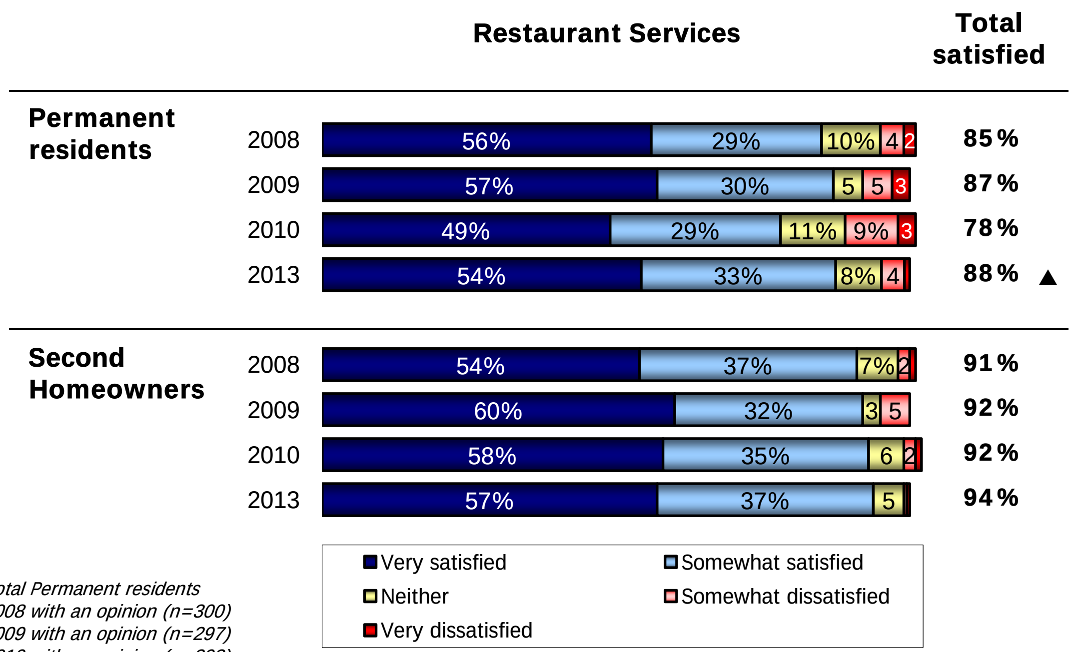
- In 2013 the proportion of those residents satisfied, approximately two-thirds, remains statistically unchanged from a year ago. This level of satisfaction is consistent amongst all demographic segments.

Second Homeowners

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

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

- Almost nine-in-ten permanent residents (88%).
- More than nine-in-ten second homeowners (94%).



Base: Total Permanent residents
2008 with an opinion (n=300)
2009 with an opinion (n=297)
2010 with an opinion (n=293)
2013 with an opinion (n=298)

Total Second Homeowners
2008 with an opinion (n=204)
2009 with an opinion (n=197)
2010 with an opinion (n=197)
2013 with an opinion (n=193)

Q.13i) How satisfied are you with the following aspects of life in Whistler? "Restaurant Services"

Permanent Residents

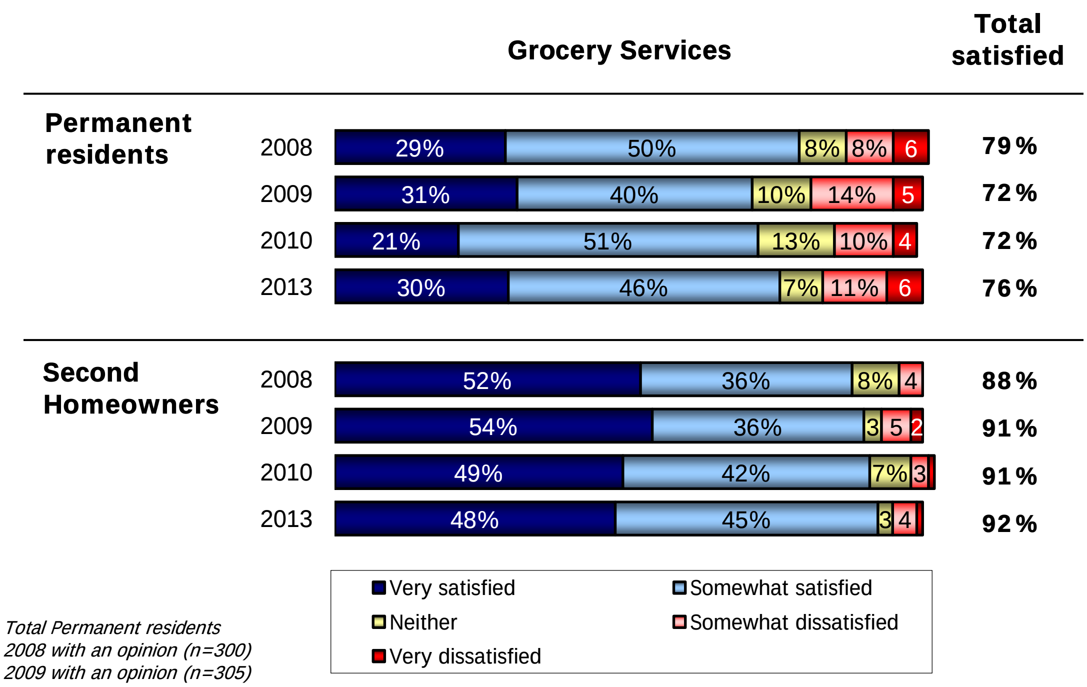
- The majority of permanent residents are satisfied with the restaurant services available in Whistler, with the proportion satisfied increasing significantly, returning to the level seen prior to 2010.

Second Homeowners

- Second homeowners remain highly satisfied with the availability of restaurant services in Whistler.

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

- Three-quarters of all permanent residents (72%).
- More than nine-in-ten second homeowners (92%).



Base: Total Permanent residents
2008 with an opinion (n=300)
2009 with an opinion (n=305)
2010 with an opinion (n=299)
2013 with an opinion (n=300)

Total Second Home owners
2008 with an opinion (n=204)
2009 with an opinion (n=199)
2010 with an opinion (n=199)
2013 with an opinion (n=197)

Q.13j) How satisfied are you with the following aspects of life in Whistler? "Grocery Services"

Permanent Residents

- Overall, satisfaction with grocery services is little changed since 2008; however the proportion that says they are "very" satisfied increases significantly this year, returning to the level seen prior to 2010.
- This year those living south of the village are more likely to be dissatisfied than those in the north (23% vs. 12% dissatisfied respectively) as are males (22%) compared with females (just 11% dissatisfied.

Second Homeowners

- Satisfaction is generally consistent amongst most second homeowners.

2.11 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 – 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 – 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

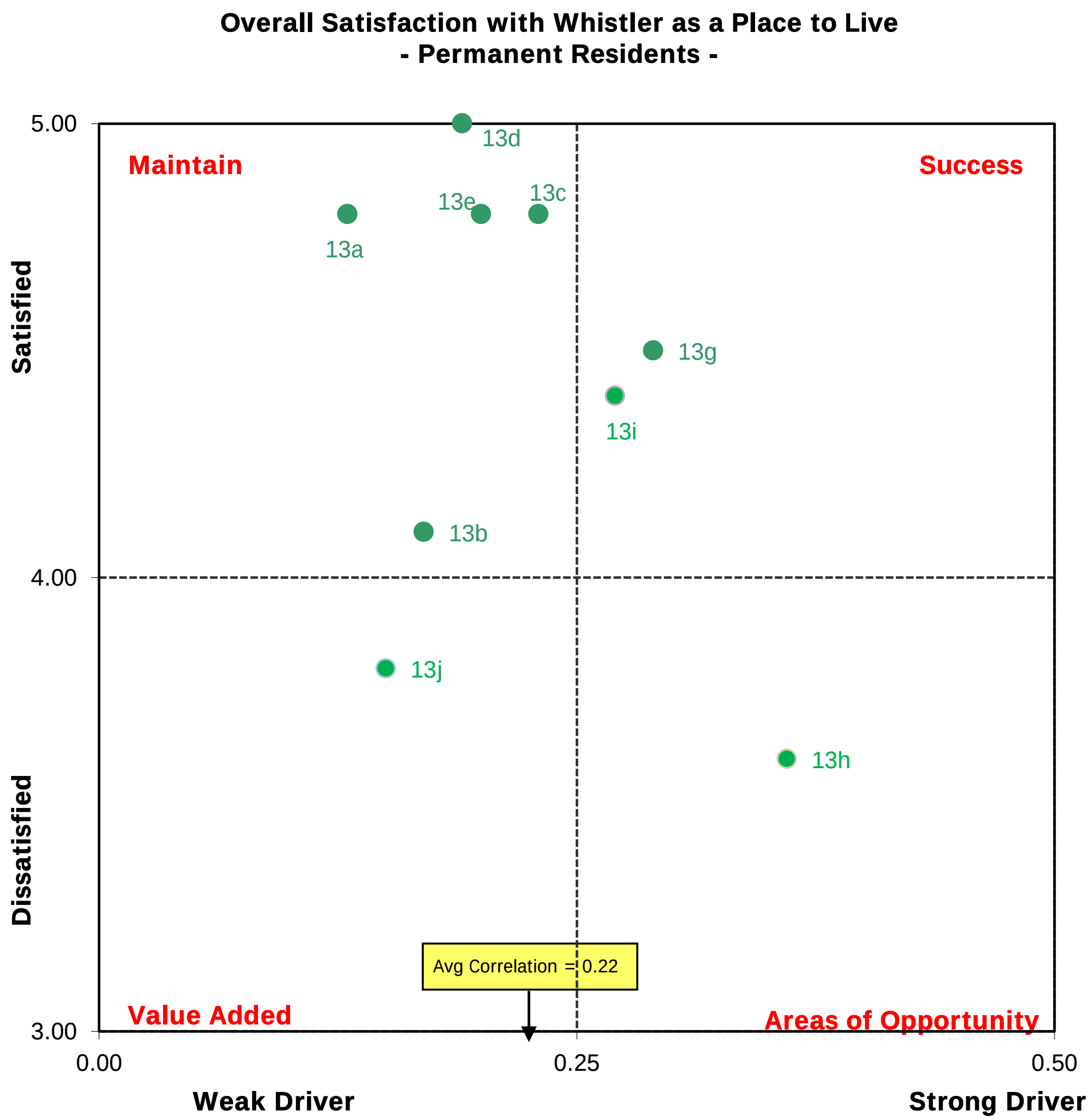
Weak Driver – high satisfaction, weakly correlated with overall satisfaction - aspects of life plotted in this quadrant are *not* found to be key drivers of overall satisfaction with life in Whistler and so not an area of concern

Weak Driver – 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: 2013 vs. 2012

	2013 Aspects of Life	**2012 Aspects of Life**
Success: Aspects of life in Whistler with high satisfaction and the strongest correlation with overall satisfaction	• Atmosphere and ambiance of Whistler Village • Restaurant services (2013 only)	• Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park • Atmosphere and ambiance of Whistler Village
Opportunity: Aspects receiving low satisfaction while correlating more strongly with overall satisfaction	• Career and employment opportunities (2013 only)	
Value Add: Aspects receiving low satisfaction and not strongly correlated with overall satisfaction	• Personal opportunities for formal learning • Grocery services (2013 only)	• Personal opportunities for formal learning

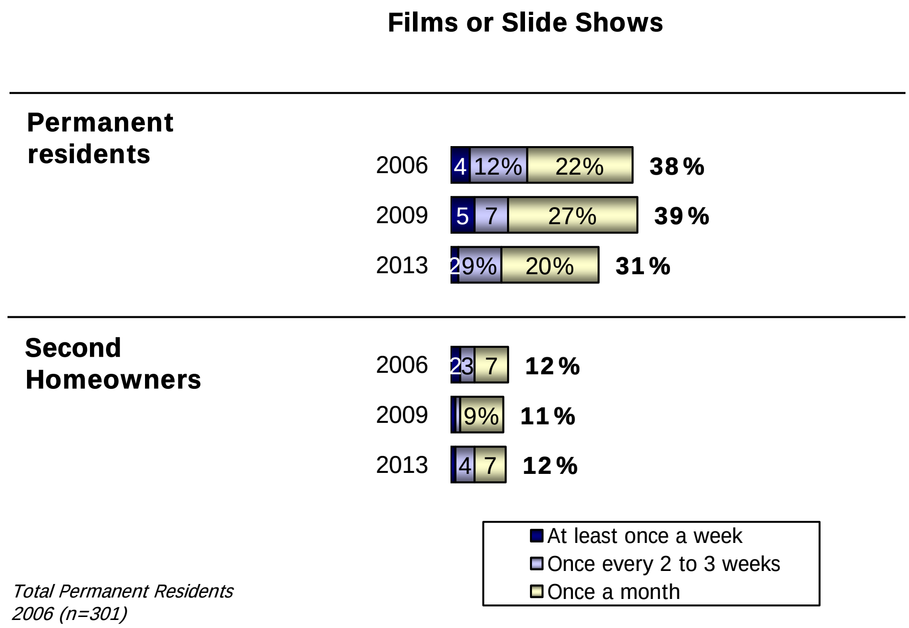
Maintain: Aspects receiving high satisfaction and not strongly correlated with overall satisfaction	• Opportunities available for recreational physical activities • Selection of arts, culture & heritage (2013 only) • Walking and biking routes i.e. valley trail • Access to nature • Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park	• Opportunities available for recreational physical activities • Walking and biking routes i.e. valley trail • Access to nature



Legend:
13a. Opportunities available for recreational physical activities
13b. Selection of arts, culture & heritage (2013 only)
13c. Walking and biking routes i.e. valley trail
13d. Access to nature
13e. Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park
13f. Personal opportunities for formal learning
13g. Atmosphere and ambiance of Whistler Village
13h. Career and employment opportunities (2013 only)
13i. Restaurant services (2013 only)
13j. Grocery services (2013 only)

2.12 Proportion of residents attending films or slide shows

- About one-third of permanent residents do so at least once a month or more often (31%).
- About one-in-ten second home owners do so once a month or more (12%).



Base: Total Permanent Residents
2006 (n=301)
2009 (n=305)
2013 (n=300)

Total Second Homeowners
2006 (n=200)
2009 (n=200)
2013 (n=200)

Q.14a) How often do you attend the following types of arts and cultural events or displays in whistler?
A) Films or slide shows

Permanent Residents

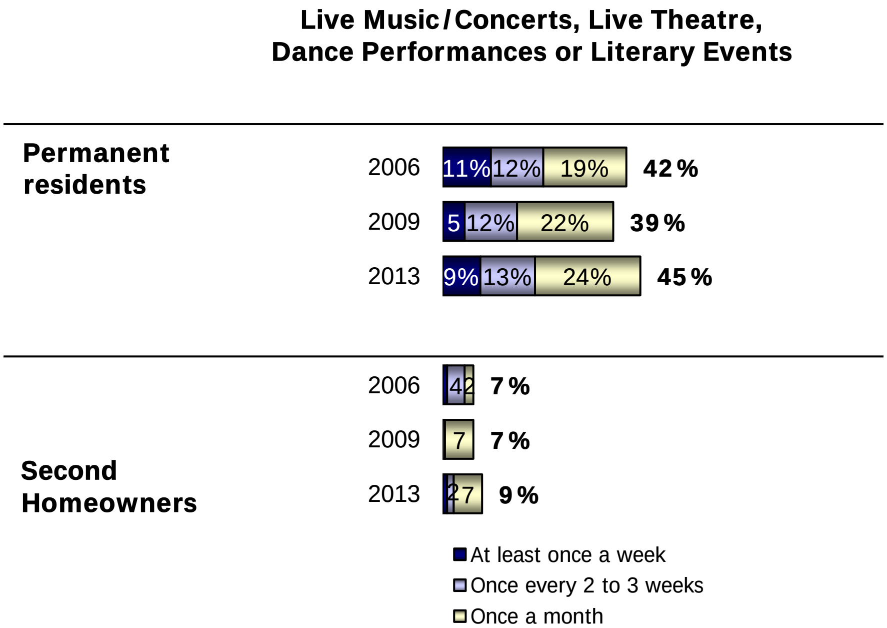
- Somewhat fewer permanent residents report attending films or slide shows in Whistler compared with the previous measures in 2006 and 2009, with the decrease occurring almost entirely amongst those that attend once a month rather than amongst the more avid film goers.

Second Homeowners

- Frequency of attending films or slide shows amongst second homeowners is unchanged from 2006 and 2009.

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

- More than four-in-ten permanent residents do so at least once a month or more often (45%).
- About one-in-ten second home owners do so once a month or more (9%).



Base: Total Permanent Residents 2006 (n=301) 2009 (n=305) 2013 (n=300)

Total Second Homeowners 2006(n=200) 2009 (n=200) 2013 (n=200)

Q.14b) How often do you attend the following types of arts and cultural events or displays in whistler?
B) Live music/ concerts, live theatre, dance performances or literary events

Permanent Residents

- Statistically unchanged from the previous two measures, more than four-in-ten residents report attending live music, theatre, dance or literary events at least once a month (45%).

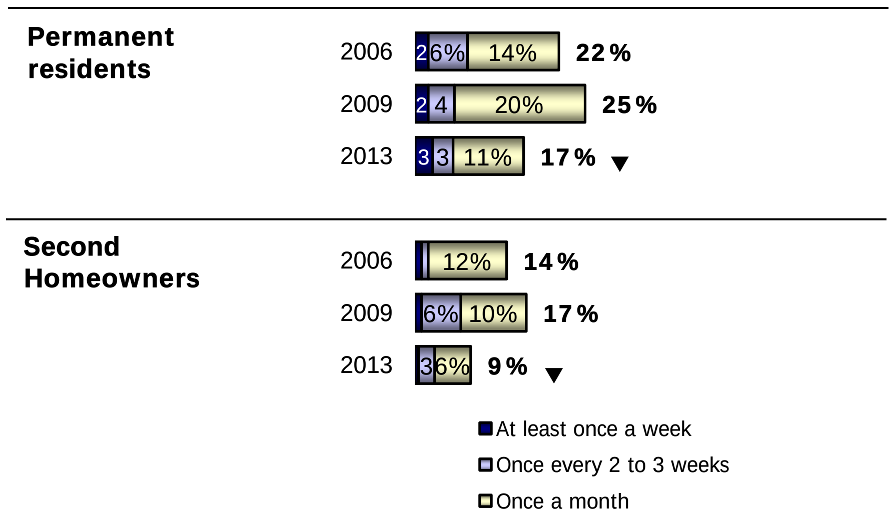
Second Homeowners

- Consistent with both 2006 and 2009, few second homeowners report attending live performances in Whistler once a month or more. This level of attendance is likely due to the irregular amounts of time spent in the community by such property owners.

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

- Total of 17% of permanent residents do so at least once a month or more.
- About one-in-ten second home owners do so once a month or more.

Art Galleries, Art Displays, Museums, Heritage Displays



Base: Total Permanent Residents
2006 (n=301)
2009 (n=305)
2013 (n=300)

Total Second Homeowners
2006(n=200)
2009 (n=200)
2013 (n=200)

Q.14c) How often do you attend the following types of arts and cultural events or displays in whistler?
C) Art galleries, art displays, museums or heritage displays

Permanent Residents

- Significantly fewer residents in 2013 report that they attend art galleries or displays, museums or heritage displays compared with 2009, though the decrease occurs mostly amongst those that attend once a month rather than amongst the more regular attendees.

Second Homeowners

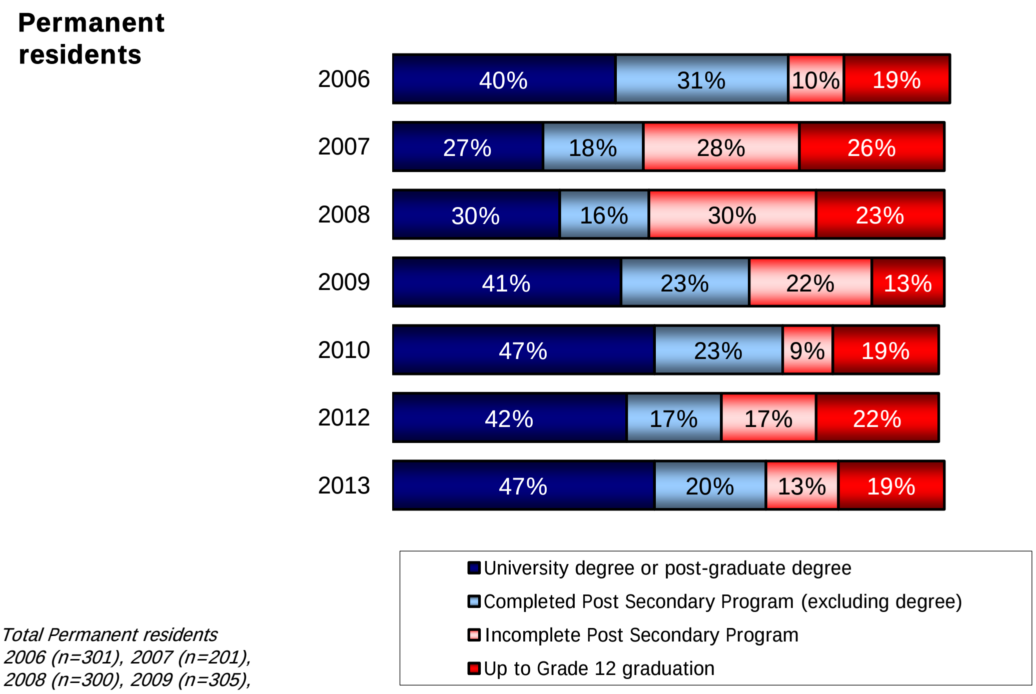
- Frequency of attending galleries, displays and museums is also significantly down amongst second homeowners this year compared with 2009, with about half as many attending once a month or more in 2013.

3. Education and Employment

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

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

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), 2013 (n=300)

Q.38) What is the highest level of school/ education that you have had the opportunity to complete?

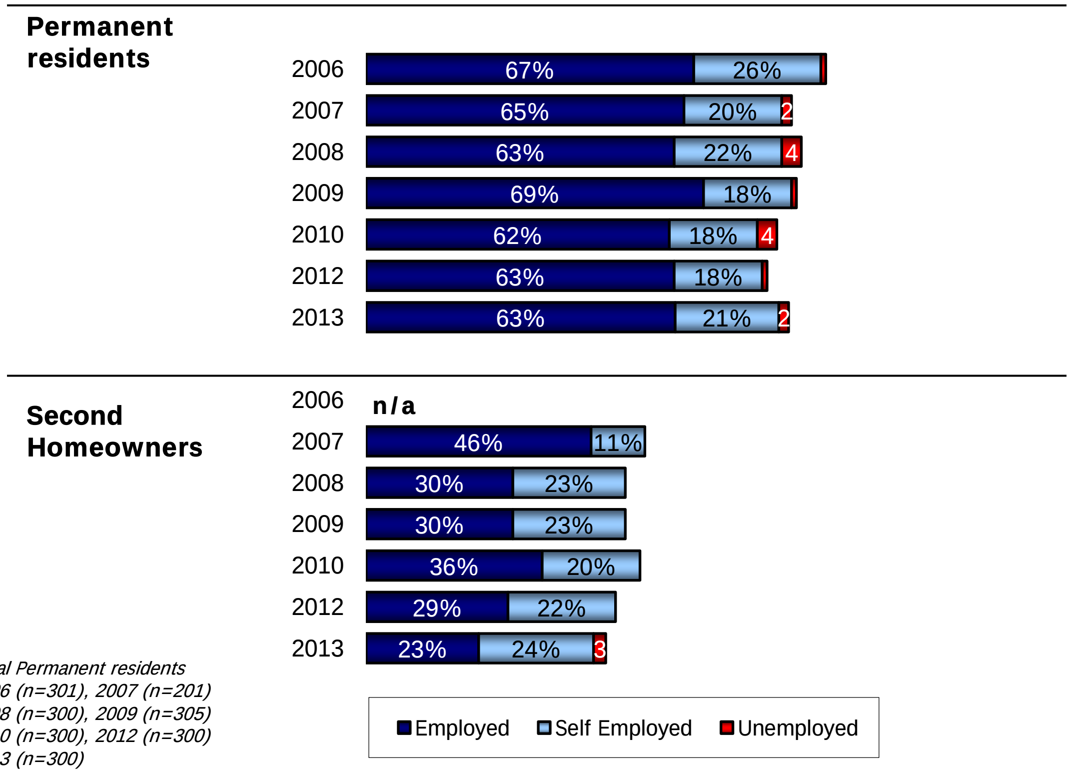
Permanent Residents

- In 2013 the proportion of residents who has completed a post secondary education program increases somewhat compared since 2012, returning to a level more similar to that reported in 2010. However, the changes that occur between the two measures for just degrees or just other post secondary programs on their own are not significant.

3.2 *Proportion of residents currently unemployed*

- Just 2% of permanent residents is currently unemployed and seeking work.

Employment Status



Base: Total Permanent residents
2006 (n=301), 2007 (n=201)
2008 (n=300), 2009 (n=305)
2010 (n=300), 2012 (n=300)
2013 (n=300)

Total Second Homeowners
2006 (N/A), 2007 (n=201)
2008 (n=206), 2009 (n=200)
2010 (n=200), 2012 (n=200)
2013 (n=200)

Q.3) Are you currently:

Permanent Residents

- Consistent with previous measures, more than six-in-ten permanent residents (63%) are currently employed for pay with an additional 21% who say they are self-employed; 7% is retired, also consistent with the two previous measures. This year just 2% of residents state they are currently unemployed and seeking work, statistically unchanged from 1% in 2012.
- As in 2012, 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 almost half that reports being employed or self employed (47%) and about half that is retired (51%).

4. Community Living and Decision Making

4.1 Most Important Issue Facing the Community of Whistler

In 2013 residents and second homeowners were once again 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 also asked in 2008, 2009 and 2012.

As found a year ago, **Operational Concerns** is the most commonly mentioned area of concern in 2013, named by a total of 17% of residents. Operational Concerns represent a collection of responses that refer to things such as RMOW spending decisions, budget allocation zoning regulations, and approach to taxation. Specific concern regarding spending decreases significantly in 2013 amongst permanent residents, down from 9% in 2012 to 4% currently.

The next most commonly mentioned set of concerns relate to **Housing**, the lack of affordable housing, lack of seniors housing and to a lesser extent, lack of staff housing. With concern having decreased significantly between 2009 and 2012 (down from 41% to just 5%), this year sees concern on the subject increasing, from 5% in 2012 to 12% currently; the increase focuses specifically on a "lack of affordable housing".

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. The proportion mentioning transportation concerns is unchanged since 2012 for both permanent residents and second homeowners.

The last area of concern, collectively mentioned by 5% of permanent residents, relates to **Environmental Issues,** down from 14% a year ago. This change appears in part due to fewer residents expressing concerns about the environment in general and about the Asphalt plant specifically.

Of the various other general comments mentioned in 2013 we find concerns regarding the **high cost of living**, and **economic stability and local business climate** now outweighing the environment as areas of concern amongst permanent residents; and the **lack of employment opportunities** equals environmental concern amongst permanent residents' total mentions.

Proportionally, results in 2013 among second homeowners are generally 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) %	2013 (300) %	2008 (200) %	2009 (200) %	2012 (200) %	2013 (200) %
RMOW Operational Concerns	**16**	**17**	**18**	**17**	**15**	**20**	**24**	**21**
RMOW spending/ allocation of taxes for services/ budget	4	7	9	4▼	2	2	6▲	8
Taxes (unspecified)	4	1▼	2	3	5	3	6	4
Property taxes	1	1	2	3	1	4▲	6	5
Lack of accountability to the public by RMOW council	2	3	-	2	1	2	-	-
Too focused on tourism and not the needs of residents	<1	2	2	1	1	1	1	2
Lack of community services	3	<1	2	1	1	1	-	-
Zoning regulations	1	1	-	1	4	4	2	2
Not keeping up with infrastructure demands (i.e. sewers/water)	1	1	<1	1	1	4▲	2	1
Improvements to garbage collection/ recycling	-	1	-	1	-	1	-	1
Other	-	-	2	-	-	-	2	-
Housing	**45**	**41**	**5▼**	**12▲**	**22**	**19**	**7▼**	**9**
Lack of affordable housing	20	19	3▼	8▲	4	6	3	6
Lack of seniors housing	-	-	1	1	-	-	-	1
Lack of employee housing	11	5▼	<1	1	13	11	2▼	3
Housing (unspecified)	14	18	1▼	1	6	2▼	2	-
Transportation	**4**	**2**	**10▲**	**10**	**10**	**9**	**11**	**10**
Needed improvements to public transit	2	<1	7▲	7	2	1	4▲	2
Charging for parking/ lack of free parking	-	1	3▲	3	3	2	5	7
Transportation (unspecified)	1	-	<1	<1	-	2	3	-
Road maintenance	1	1	-	<1	2	1	-	1
Traffic congestion	<1	<1	-	-	2	2	-	1
Sea to Sky Highway improvements/ needs better access	1	-	-	<1	2	3	-	1

continued...

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Most Important Issue Facing the Community of Whistler

	First Mention							
	Permanent Residents				Second Homeowners			
	2008 (301) %	2009 (305) %	2012 (300) %	2013 (300) %	2008 (200) %	2009 (200) %	2012 (200) %	2013 (200) %
Environmental	**9**	**11**	**14**	**5▼**	**19**	**17**	**14**	**10**
Environment	5	3	6▲	3▼	3	2	3	3
Asphalt plant concerns	-	-	3	1	-	-	1	-
Overdevelopment/ future growth plan	2	5▲	3	1	15	13	10	6
Sustainability	3	3	2	1	2	3	1	2
Logging	-	-	<1	-	-	-	-	-
Other								
Cost of living	**3**	**5**	**5**	**7**	**1**	**3**	**3**	**4**
Economic stability/ local business climate	**-**	**-**	**9**	**6**	**-**	**-**	**4**	**4**
Need to attract tourists/ better promotion of Whistler	-	-	3	4	-	-	9	6
Lack of employment options	<1	<1	2	3	-	-	-	2
Rowdy/ drunk/ disruptive tourists/ not family friendly	-	-	-	3	-	-	-	2
Need more recreation facilities	1	3	1▼	2	-	1	1	3
Healthcare	1	1	1	2	2	1	1	-
Safety/ crime	-	<1	<1	2	2	5	2	3
Education concerns/ lack of schools	-	2	2	1	-	-	-	1
Whistler University	-	-	1	1	-	-	1	2
Employee shortage	2	-	-	1	1	-	-	-
Concerns regarding the Olympics	3	6	-	-	2	4	-	-
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	-	-	-	-	-	1
Miscellaneous issues	4	3	3	1	4	5	3	1
None/ no issues	13	5▼	27▲	22	22	17	25▲	25

Q.19a) 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) %	2013 (300) %	2008 (200) %	2009 (200) %	2012 (200) %	2013 (200) %
RMOW Operational Concerns	**30**	**28**	**26**	**28**	**26**	**33**	**30**	**31**
RMOW spending/ allocation of taxes for services/ budget	11	12	14	7▼	2	5	9	10
Taxes (unspecified)	9	3▼	5	5	9	7	8	9
Lack of community services	8	1▼	3▲	4	1	2	-	1
Too focused on tourism and not the needs of residents	1	3	2	4	1	2	1	4▲
Zoning regulations	1	2	-	4	7	7	3▼	5
Lack of accountability to the public by RMOW council	5	7	-	4	6	6	-	1
Property taxes	2	2	3	3	2	5	8	5
Not keeping up with infrastructure demands (i.e. sewers/water)	3	2	1	3	3	7	3▼	2
Improvements to garbage collection/ recycling	1	4▲	-	2	2	4	-	3
Other	-	-	3	-	-	-	4	-
Transportation	**12**	**12**	**19**	**18**	**18**	**19**	**16**	**19**
Needed improvements to public transit	4	2	13▲	10	3	4	6	4
Charging for parking/ lack of free parking	2	6▲	5	7	5	5	10▲	13
Road maintenance	4	1▼	-	3	4	3	-	1
Transportation (unspecified)	2	3	2	2	-	6	4	1
Traffic congestion	1	2	-	1	4	5	-	2
Sea to Sky Highway improvements/ need better access	2	1	-	<1	3	5	-	2
Housing	**55**	**52**	**8**	**17▲**	**25**	**25**	**8**	**13**
Lack of affordable housing	25	32	5▼	14▲	5	12▲	5▼	9
Lack of employee housing	15	13	1▼	2	14	20	2▼	4
Lack of seniors housing	-	-	2	1	-	-	-	1
Housing (unspecified)	20	24	<1▼	1	7	4	2	1

Continued...

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Most Important Issue Facing the Community of Whistler

	Total Mentions							
	Permanent Residents				Second Homeowners			
	2008 (301) %	2009 (305) %	2012 (300) %	2013 (300) %	2008 (200) %	2009 (200) %	2012 (200) %	2013 (200) %
Environmental	**17**	**20**	**18**	**8▼**	**22**	**25**	**17**	**12**
Environment	10	9	6	4	5	6	4	3
Overdevelopment/ future growth plan	5	8	7	2▼	18	21	14▽	8▽
Asphalt plant concerns	-	-	5	1▼	-	-	1	-
Sustainability	4	6	3▽	1	2	3	1	2
Logging	-	-	1	<1	-	-	1	-
Other								
Cost of living	**10**	**9**	**10**	**15△**	**3**	**11▲**	**4▼**	**9▲**
Economic stability/ local business climate	**-**	**-**	**13**	**11**	**-**	**-**	**6**	**10**
Lack of employment options	<1	6▲	4	8▲	-	2	1	3
Rowdy/ drunk/ disruptive tourists/ not family friendly	-	-	-	6	-	-	-	6
Need to attract tourists/ better promotion of Whistler	-	-	6	5	-	-	11	8
Whistler University	-	-	4	4	-	-	1	2
Need more recreation facilities	2	5▲	3	4	2	4	1▽	5▲
Safety/ crime	1	3	<1▽	4▲	4	9▲	2▼	3
Education concerns/ lack of schools	-	4	5	2	-	-	1	1
Healthcare	2	1	2	2	2	3	1	2
Employee shortage	3	-	-	1	1	-	-	-
Need another gas station	-	1	-	1	-	2	-	1
Concerns regarding the Olympics	11	20▲	-	-	4	8△	-	-
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	-	-
Miscellaneous issues	4	3	10▲	3▼	4	5	8	-
None/ no issues	13	5▼	27▲	22	22	17	25▲	25

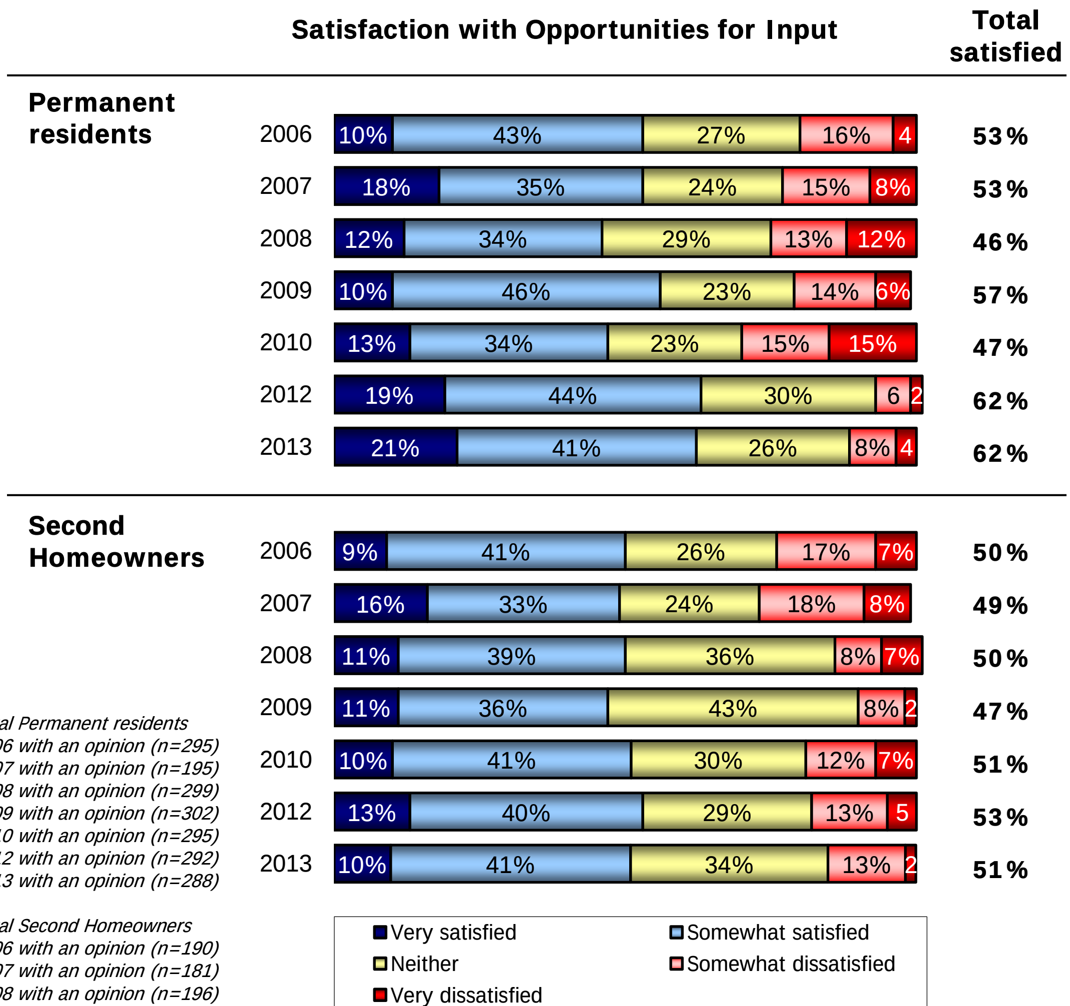
Q.19b) In your view as a resident or property owner in Whistler, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders?

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

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

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

- More than six-in-ten permanent residents (62%).
- About half of all second homeowners (51%).



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)
2013 with an opinion (n=288)

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)
2013 with an opinion (n=165)

Q.21) How satisfied are you with the existing opportunities to provide your input in decision making in Whistler?

Permanent Residents

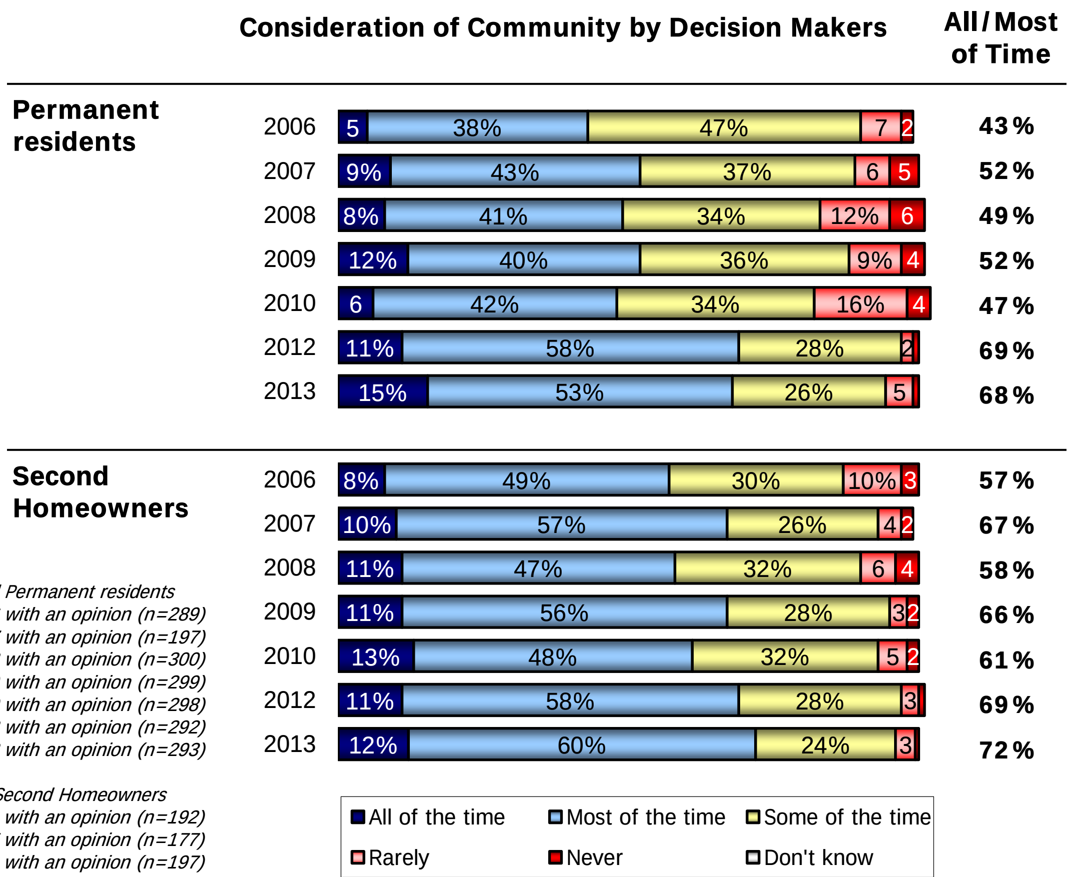
- The proportion of residents currently satisfied remains consistent with that of 2012', with the proportion expressing dissatisfaction also statistically unchanged with about one-in-ten dissatisfied this year (12%).

Second Homeowners

- Similar to all previous measures approximately half of all second homeowners continue to be either satisfied (51%) or neutral (34%), with fewer than one-in-five dissatisfied this year (15%).

4.3 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 (68%).
- More than two-thirds of all second homeowners (72%).



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)
2013 with an opinion (n=293)

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)
2013 with an opinion (n=174)

Q.20) 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

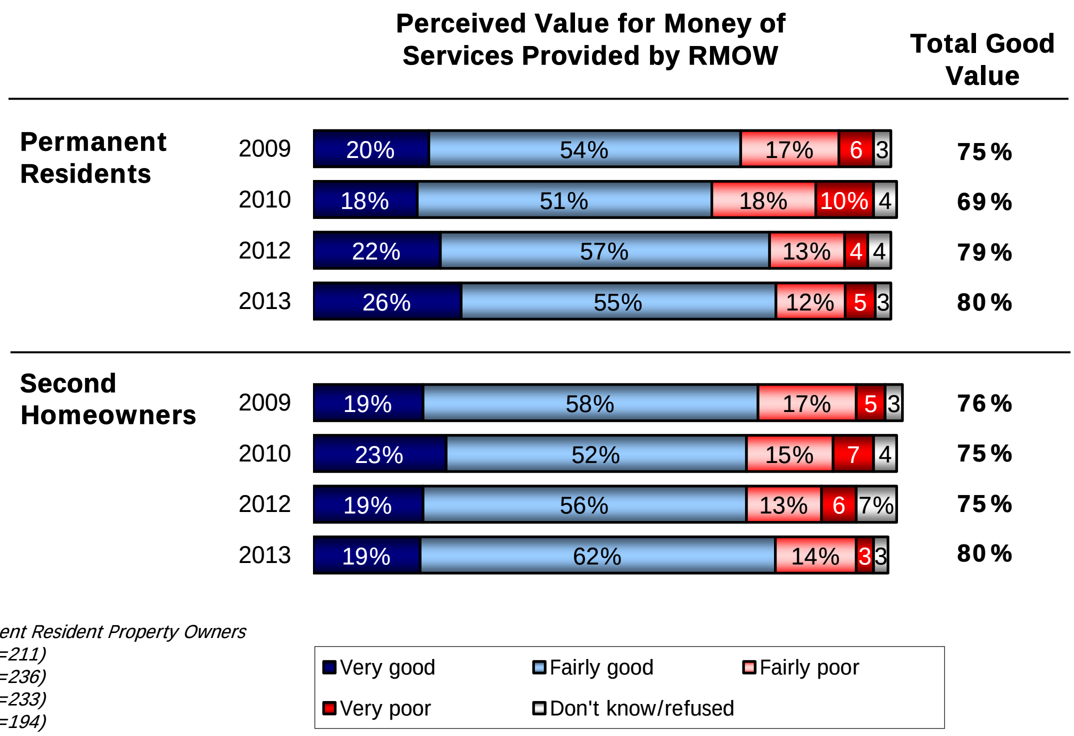
- As seen a year ago the majority of residents in 2013 retain their positive opinion of decision makers in Whistler, with more than two-thirds that believe decision makers have their best interests in mind (68%).
- Male residents are almost twice as likely as females to believe decision makers have the best interests of residents in mind “All of the time” (19% of males versus 11% of females), as do those residents aged 35 or older compared with those under 35 (20% versus 10% respectively).

Second Homeowners

- Opinion among second homeowners remains positive also, with no significant change since 2012.

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

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



Base: Permanent Resident Property Owners
2009 (n=211)
2010 (n=236)
2012 (n=233)
2013 (n=194)

Second homeowners
2009 (n=200)
2010 (n=200)
2012 (n=200)
2013 (n=200)

Q.28) As you may be aware, about one-third 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 provided by the municipality, would you say that over all you get good value or poor value for that portion of 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, consistent with opinions expressed a year ago. This perception is also generally consistent amongst all permanent residents.

Second Homeowners

- Also statistically unchanged from the previous two measures, the majority of second homeowners continue to perceive services provided by RMOW as good or very good.

4.5 Preferred Channels for Providing Input to the Municipality

- The most popular channel for providing input to the municipality is via email, mentioned by almost three-quarters of permanent residents and more than eight-in-ten second homeowners.
- Next most popular amongst permanent residents are one-on-one conversations with councillors or staff (63%), and open houses (61%).
- For second homeowners the next most popular choices include online surveys (70%) followed by one-on-one conversations with councillors or staff (55%).
- Small table discussions at events and open houses are popular with almost six-in-ten permanent residents (58%) and more than four-in-ten second homeowners (46%).
- Social media is similarly popular among residents (50% favour this channel), however it is significantly less popular with 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 almost one-half among each group.

Preferred Channels for Providing Input

	Permanent Residents	Second Homeowners
	2013 (298) %	2013 (189) %
Email	**72**	**87**
One-on-one conversations with councillors or staff	**63**	**55**
Open houses	**61**	51
Online surveys	59	**70**
Small table discussions at events	58	46
Social Media (i.e. Facebook, Twitter)	50	11
Participating on a committee or advisory groups	46	29
Printed surveys or questionnaires	35	35
Online discussion or forums	32	23

Q.22) What are your preferred channels for providing input to the municipality?

4.6 The "One" Best Way for the Municipality to Share Public Information

- According to more than half of all residents and one-third of all second homeowners the most commonly suggested way the municipality should share public information is via a local newspaper; this method of communication is significantly more popular than any other amongst residents. For second homeowners communicating via an e-Newsletter is similarly popular (32%), while the next most favoured method is half as popular, being via the municipality's website (16%).

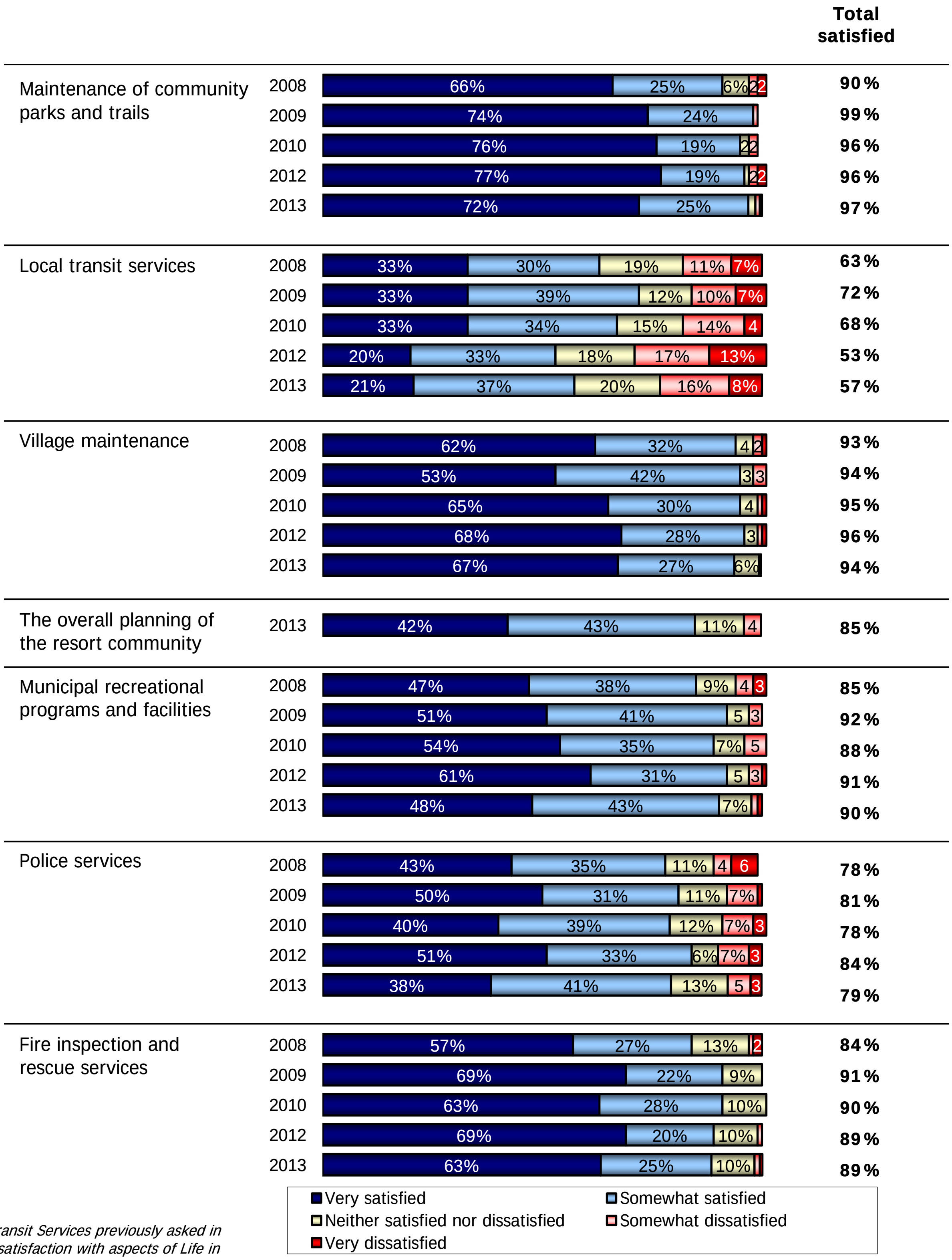
"One" Best Way for Municipality to Share Public Information

	Permanent Residents 2013 (300) %	Second Homeowners 2013 (200) %
Local Newspaper	**54**	**36**
Social Media (e.g. Facebook, Twitter)	**13**	3
e-Newsletter	**10**	**32**
Website	6	**16**
Events and Meetings	5	1
Printed Documents (brochures, posters, handouts))	4	6
Local Radio Station	4	2
Smart Phone or Tablet Specific Website	2	3
Don't Know/ Not Applicable	2	3

Q.23) What is the "one" best way for the municipality to share public information?

5. Satisfaction with Services

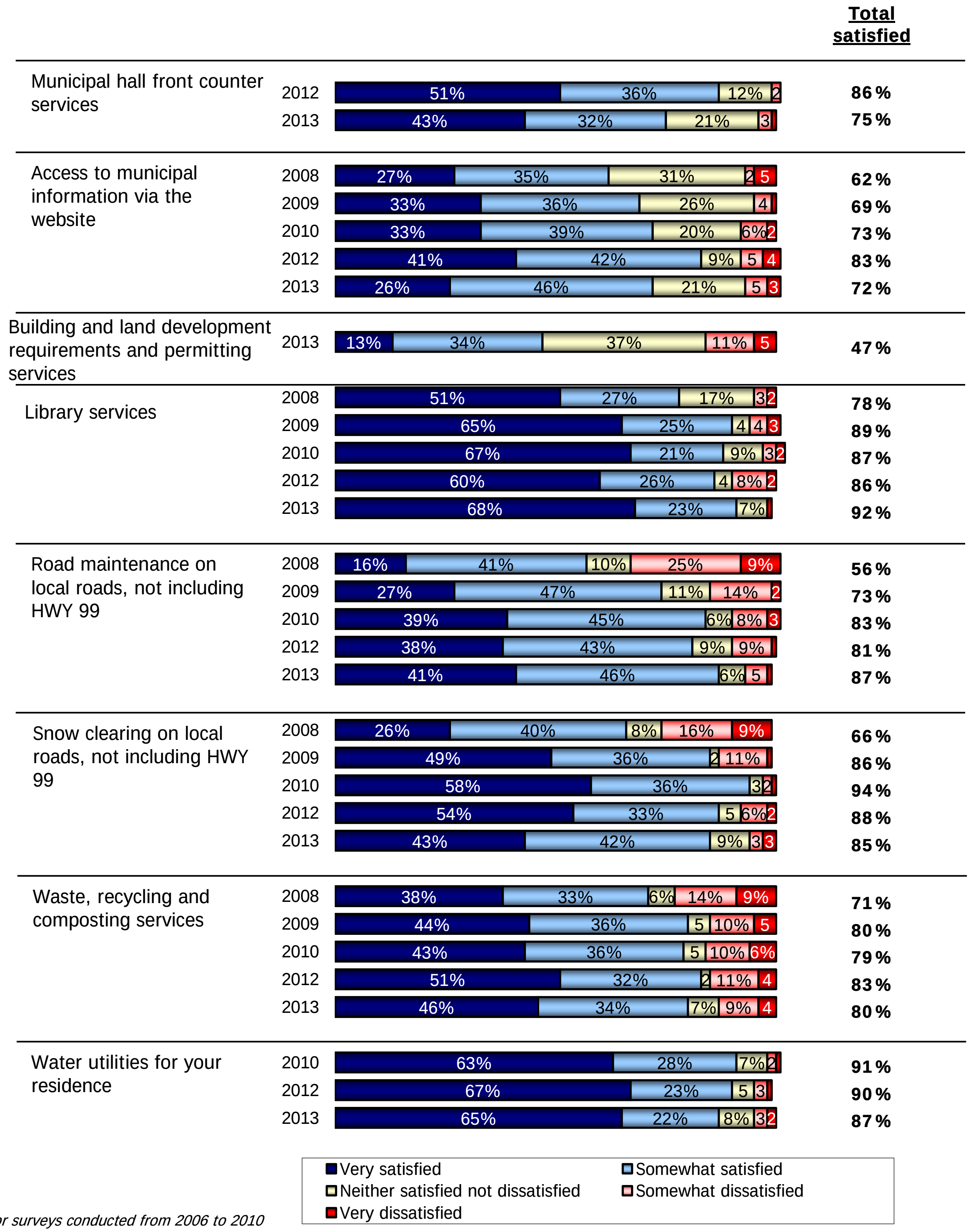
Summary of Permanent Residents Satisfied with Services Provided by RMOW



NB: Local Transit Services previously asked in relation to "satisfaction with aspects of Life in Whistler" but asked in relation to "satisfaction with services provided by RMOW" in 2013.

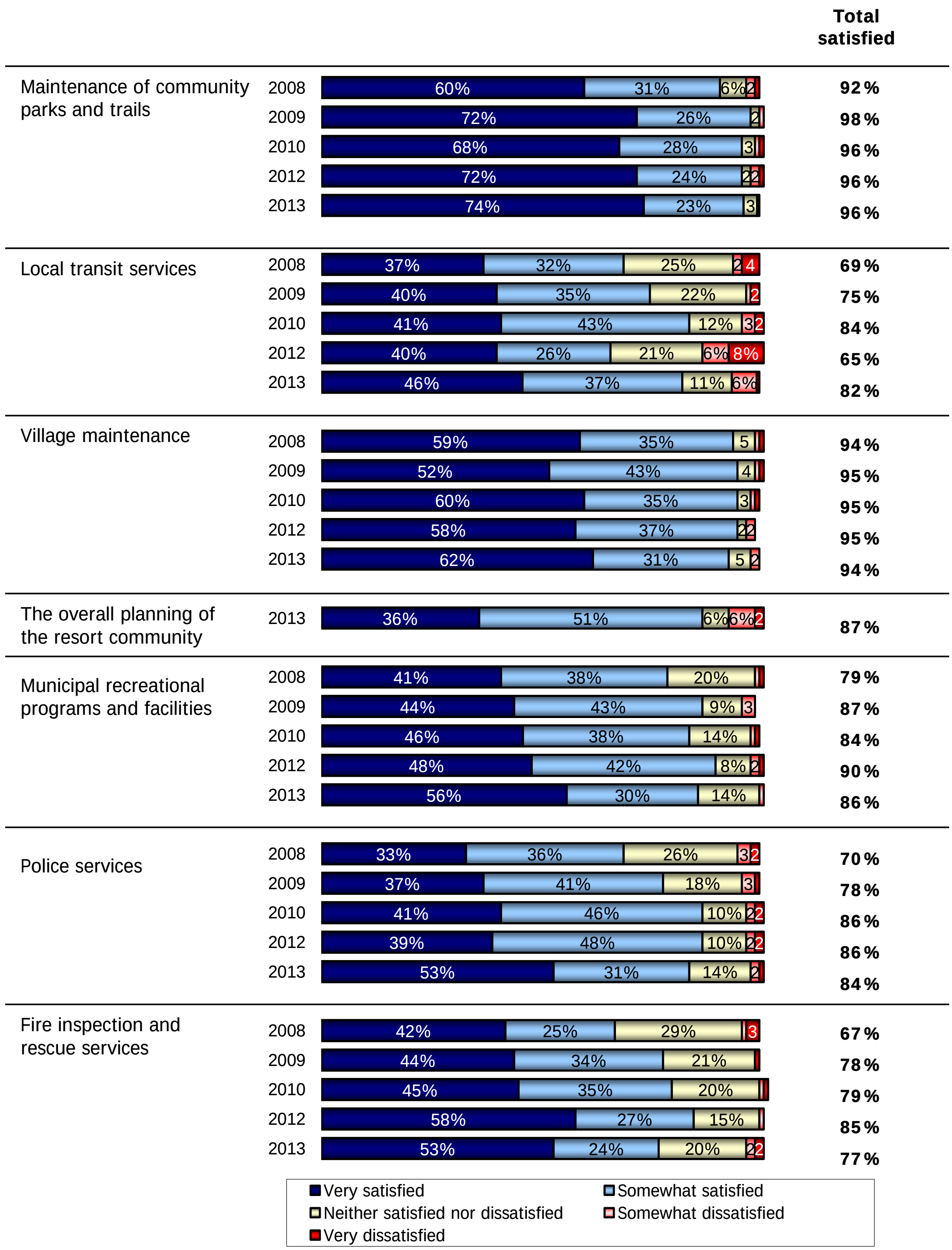
continued

Summary of <u>Permanent Residents</u> Satisfied with Services Provided by RMOW (cont'd)



NB: For surveys conducted from 2006 to 2010 "snow clearing" and "road maintenance" "included Hwy 99, but in 2012 and 2013 these measures "excluded" Hwy 99.

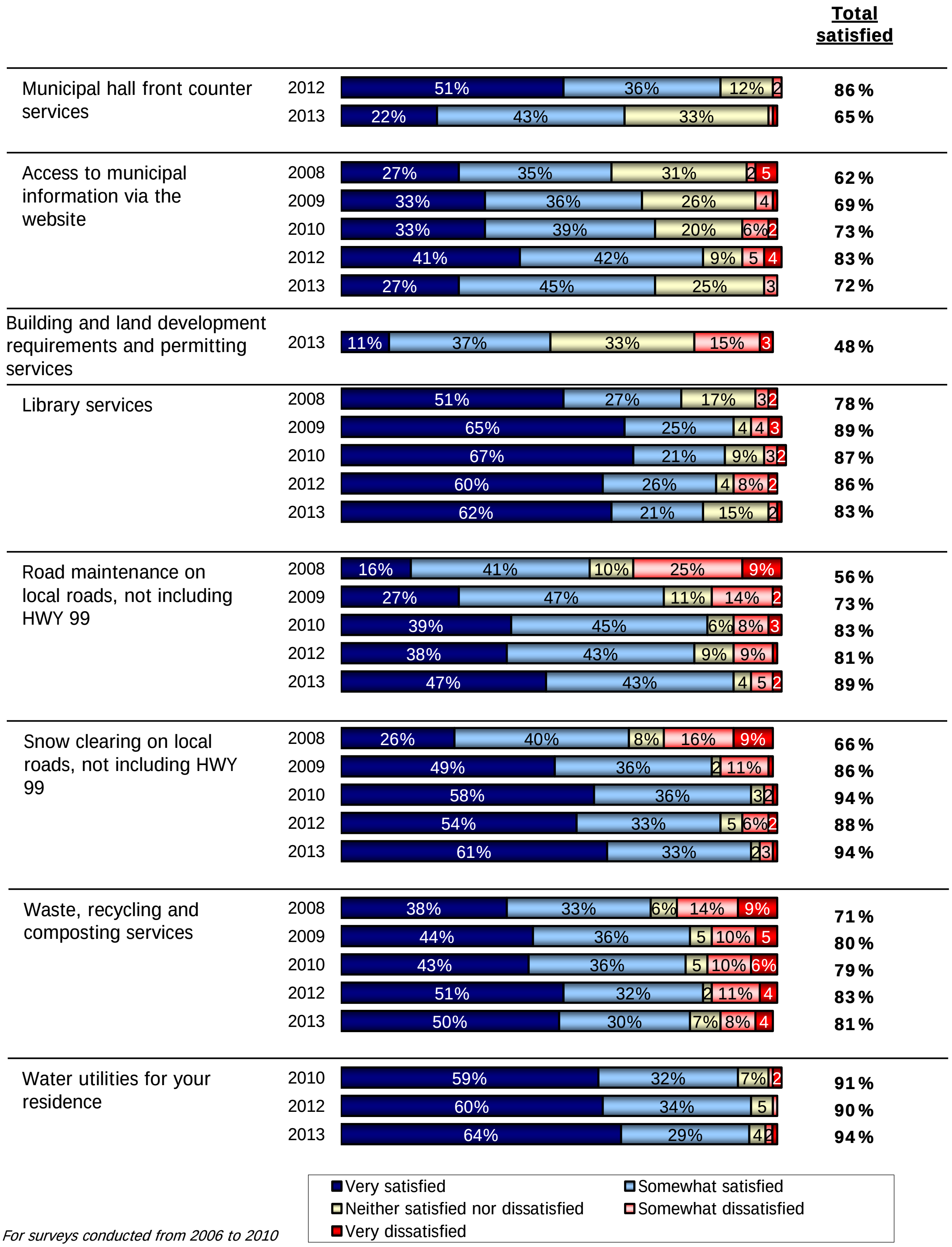
Summary of __Second Homeowners__ Satisfied with Services Provided by RMOW



NB: Local Transit Services previously asked in relation to "satisfaction with aspects of Life in Whistler" but asked in relation to "satisfaction with services provided by RMOW" in 2013.

continued

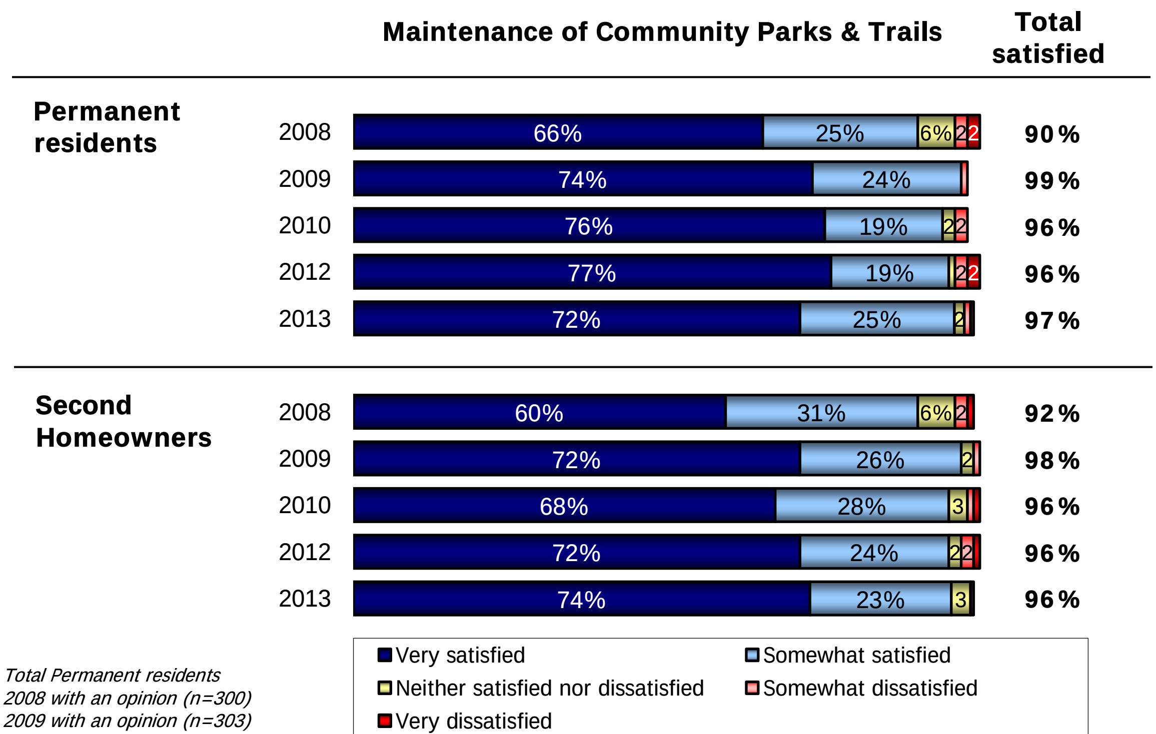
Summary of Second Homeowners Satisfied with Services Provided by RMOW (cont'd)



NB: For surveys conducted from 2006 to 2010 "snow clearing" and "road maintenance" "included Hwy 99, but in 2012 and 2013 these measures "excluded" Hwy 99.

5.1 *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 (97%).
- 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)
2013 with an opinion (n=298)

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)
2013 with an opinion (n=193)

Q.24a) 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

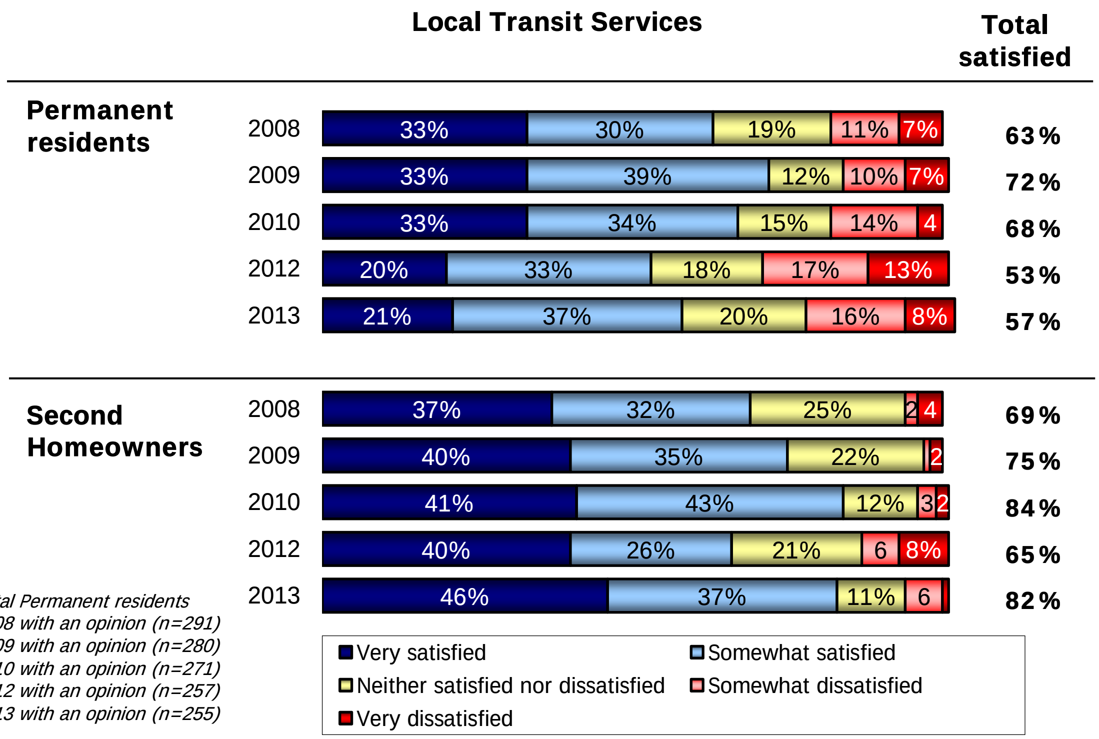
- With no significant change compared with 2009 and 2010, most permanent residents are satisfied with the up-keep of Whistler's community parks and trails, with three-quarters 'very' satisfied.

Second Homeowners

- Also unchanged from 2009 and 2010, most second homeowners express satisfaction with the up-keep of Whistler's community parks and trails.

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

- Almost six-in-ten permanent residents (57%).
- More than eight-in-ten second homeowners (82%).



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)
2013 with an opinion (n=255)

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)
2013 with an opinion (n=159)

Q.24b) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Local transit services"

NB: IN 2013 SATSIFACTION RATING OF LOCAL TRANSIT SERVICES WAS ASKED IN TERMS OF BEING A "SERVICE PROVIDED BY RMOW" AS OPPOSED TO AN "ASPECT OF LIFE IN WHISTLER" AS IT WAS ASKED IN PREVIOUS YEARS

Permanent Residents

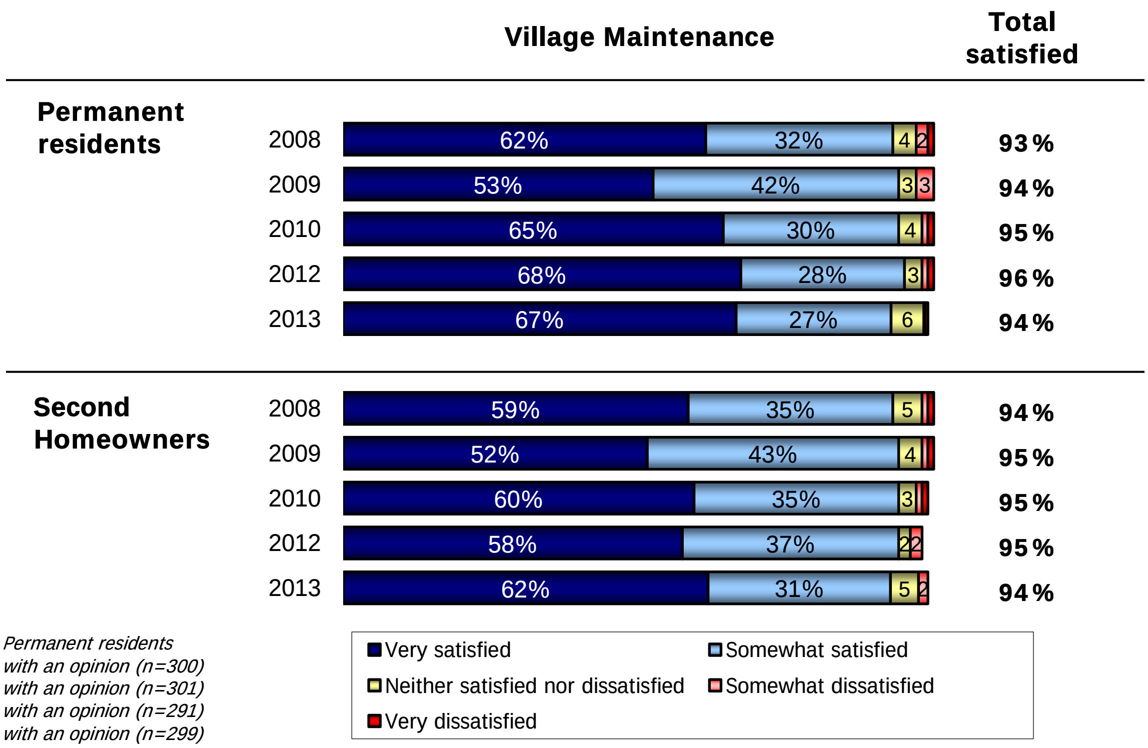
- Overall, satisfaction amongst permanent residents with local transit services remains consistent with 2012, with more than half of all residents currently satisfied, and one-in-five "very" satisfied. The proportion of those expressing dissatisfaction does not change significantly between measures.

Second Homeowners

- Satisfaction amongst second homeowners increases significantly this year, to recovering from the low point reported in 2012 back to one of the highest levels reported so far. The proportion dissatisfied also decreases from 14% in 2012 to 6% currently.

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

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



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)
2013 with an opinion (n=298)

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)
2013 with an opinion (n=189)

Q.24c) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Village Maintenance"

Permanent Residents

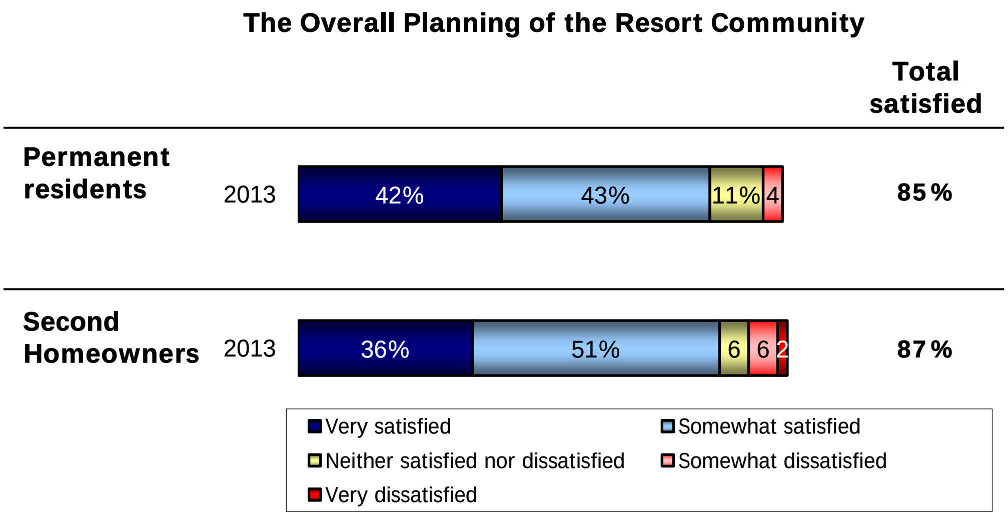
- As with community parks and trails, most residents are satisfied with the up-keep of Whistler Village, with two-thirds 'very' satisfied.

Second Homeowners

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

5.4 Proportion of residents satisfied with Whistler for: "The overall planning of the Resort Community"

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



Base: Total Permanent residents 2013 with an opinion (n=295)

Total Second Homeowners 2013 with an opinion (n=188)

Q.24d) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "The overall planning of the resort community"

Permanent Residents

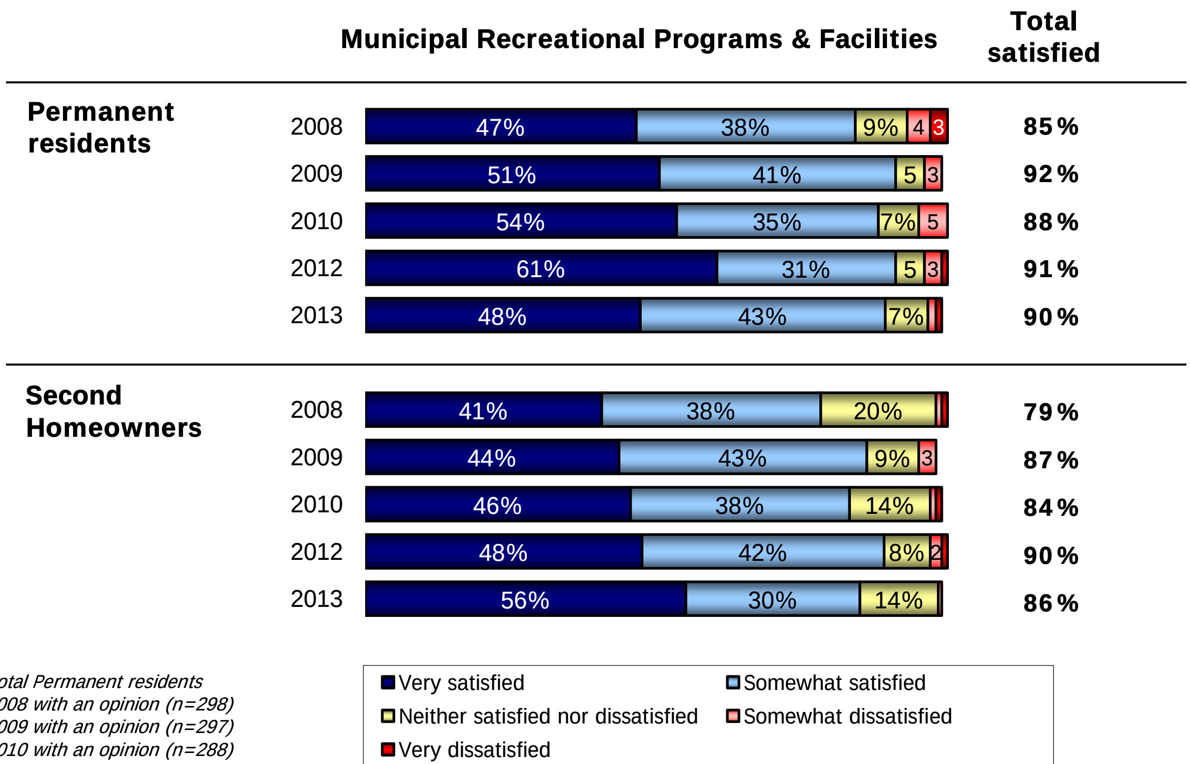
- Tested for the first time in 2013 we find the majority of permanent residents is satisfied with the overall planning of the resort community in Whistler (85%), with about four-in-ten "very" satisfied.

Second Homeowners

- Satisfaction is similarly high amongst second homeowners, with more than eight-in-ten satisfied and about one-third "very" satisfied.

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

- Nine-in-ten permanent residents (90%).
- More than eight-in-ten second homeowners (86%).



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)
2013 with an opinion (n=288)

Total Second Homeowners
2008 with an opinion (n=195)
2009 with an opinion (n=183)
2010 with an opinion (n=179)
2012 with an opinion (n=165)
2013 with an opinion (n=162)

Q.24e) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Municipal recreational programs and facilities"

Permanent Residents

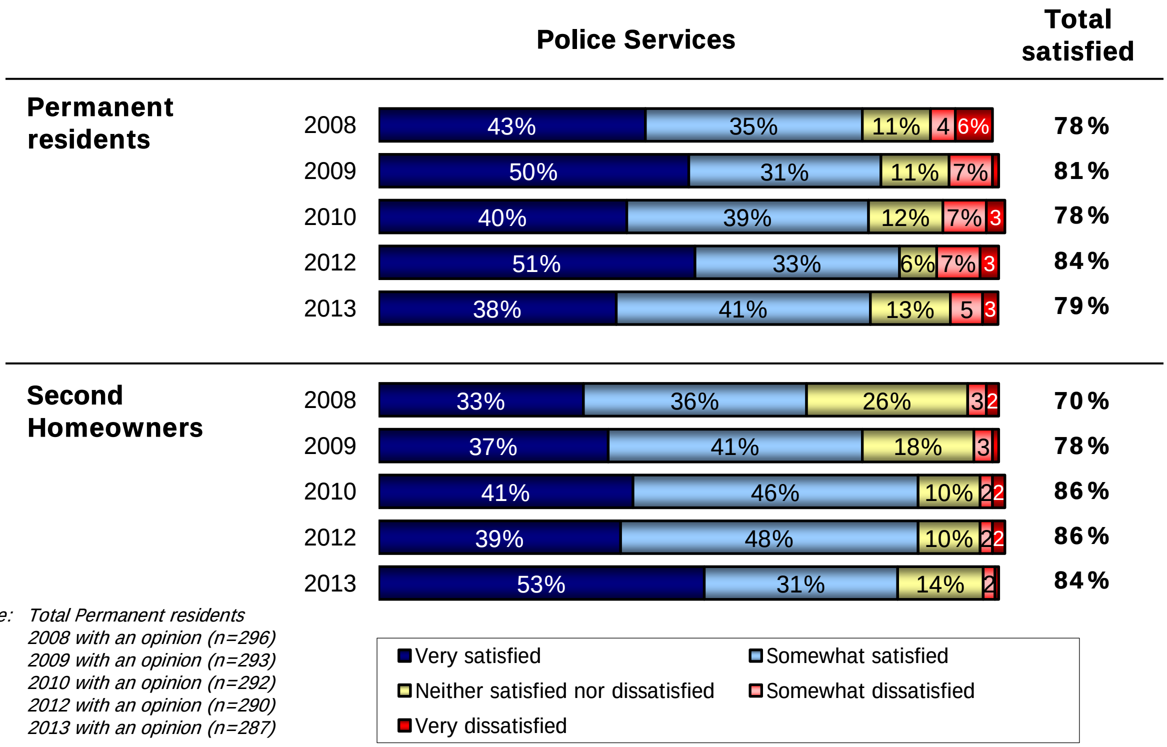
- Satisfaction with current municipal recreational facilities and programs remains strong among residents with nine-in-ten satisfied; however the proportion that is 'very' satisfied decreases this year from 61% in 2012 to 47% currently.

Second Homeowners

- More than eight-in-ten second homeowners are satisfied with current municipal recreational facilities and programs, statistically unchanged from 2012.

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

- About eight-in-ten permanent residents (79%).
- More than eight-in-ten second homeowners (84%).



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)
2013 with an opinion (n=287)

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)
2013 with an opinion (n=160)

Q.24f) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Police services"

Permanent Residents

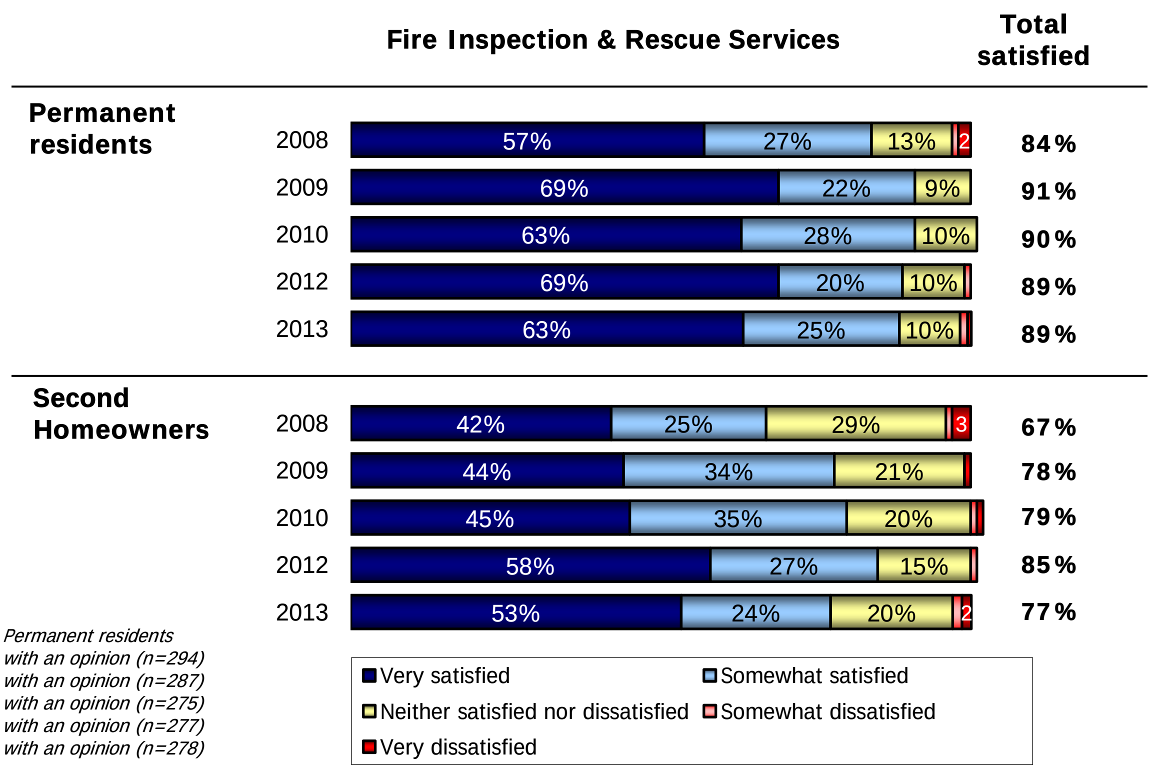
- The majority of permanent residents remain satisfied with the police services provided in Whistler; however the proportion of residents "very satisfied" decreases this year compared with 2012 (down from 51% to 38% currently).

Second Homeowners

- The majority of second homeowners also remain satisfied with police services in Whistler, with opinion unchanged overall compared with 2012, but with the proportion "very satisfied" increasing this year (up from 39% in 2012 to 53% currently).

5.7 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 three-quarters of all second homeowners (77%).



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)
2013 with an opinion (n=278)

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)
2013 with an opinion (n=137)

Q.24g) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Fire inspection and rescue services"

Permanent Residents

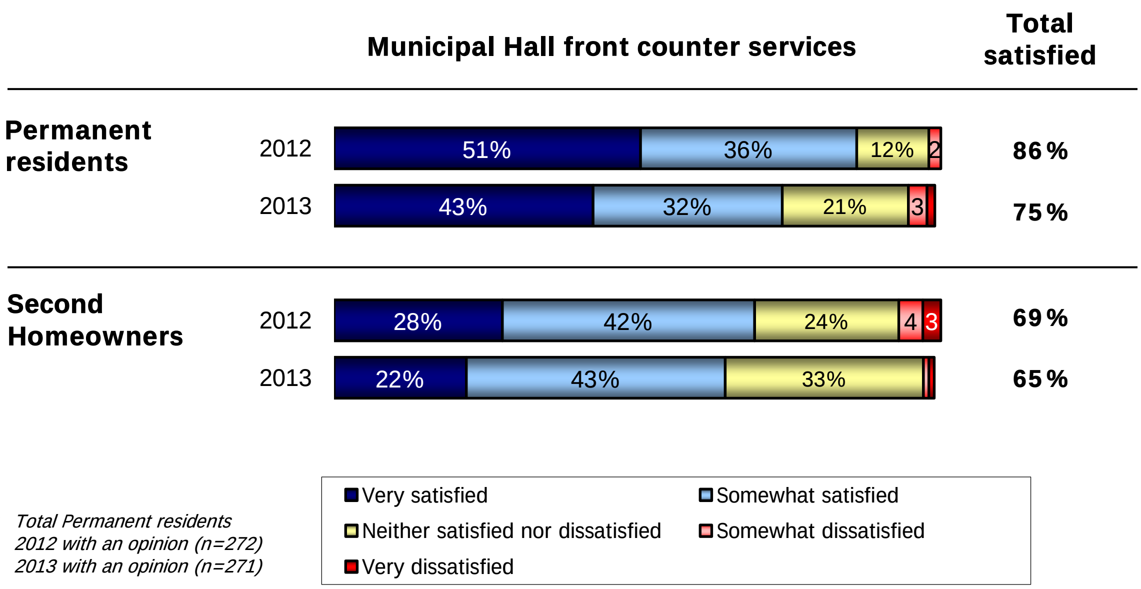
- The high level of satisfaction among permanent residents for the fire inspection and rescue services provided in Whistler is maintained this year, with more than six-in-ten 'very' satisfied (63%).

Second Homeowners

- While not as high as 2012, 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.

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

- Three-quarters of all permanent residents (75%).
- About two-thirds of all second homeowners (65%).



Base: Total Permanent residents
2012 with an opinion (n=272)
2013 with an opinion (n=271)

Total Second Homeowners
2012 with an opinion (n=98)
2013 with an opinion (n=109)

Q.24h) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Municipal Hall front counter services"

Permanent Residents

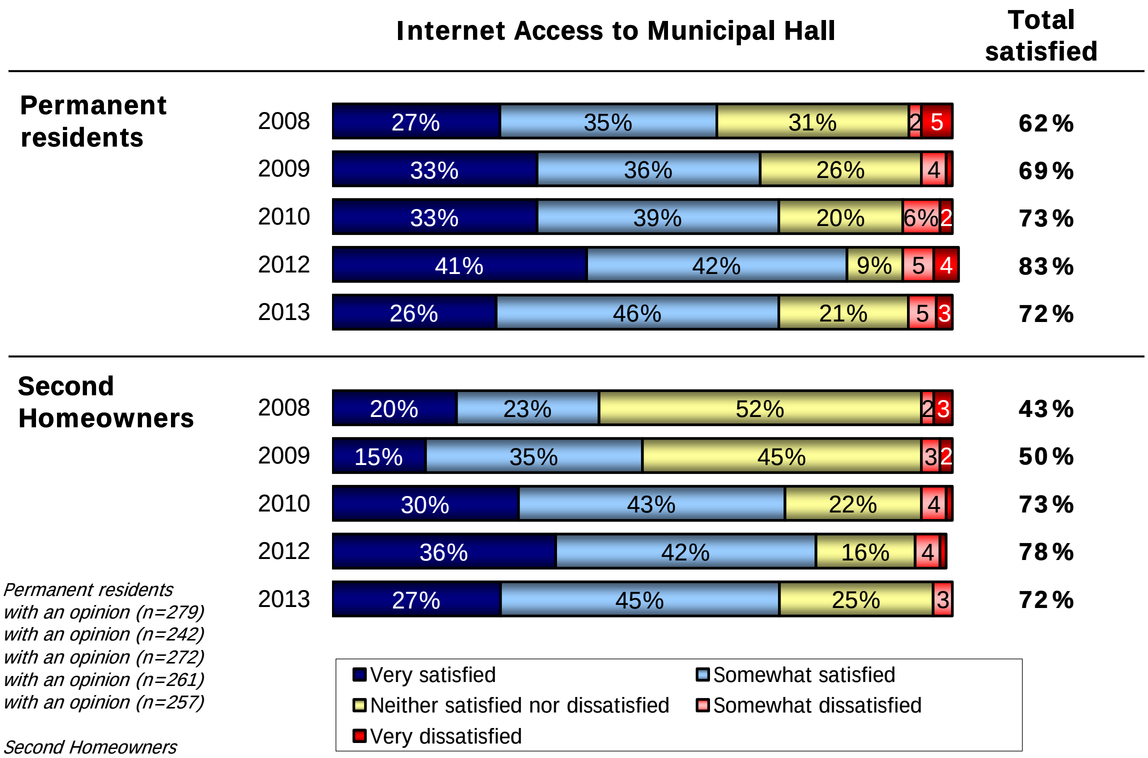
- Down from 86% in 2012 to 75% currently, the majority of Whistler residents remains satisfied with front counter services provided at Municipal Hall, with about four-in-ten that are "very satisfied".

Second Homeowners

- Satisfaction amongst those second homeowners able to offer an opinion remains statistically unchanged with more than two-thirds satisfied with front counter services provided at Municipal Hall, while one-third remains neutral.

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

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



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)
2013 with an opinion (n=257)

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)
2013 with an opinion (n=129)

Q.24i) 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:
2008 & 2009: "Internet Access to Municipal Hall"

Permanent Residents

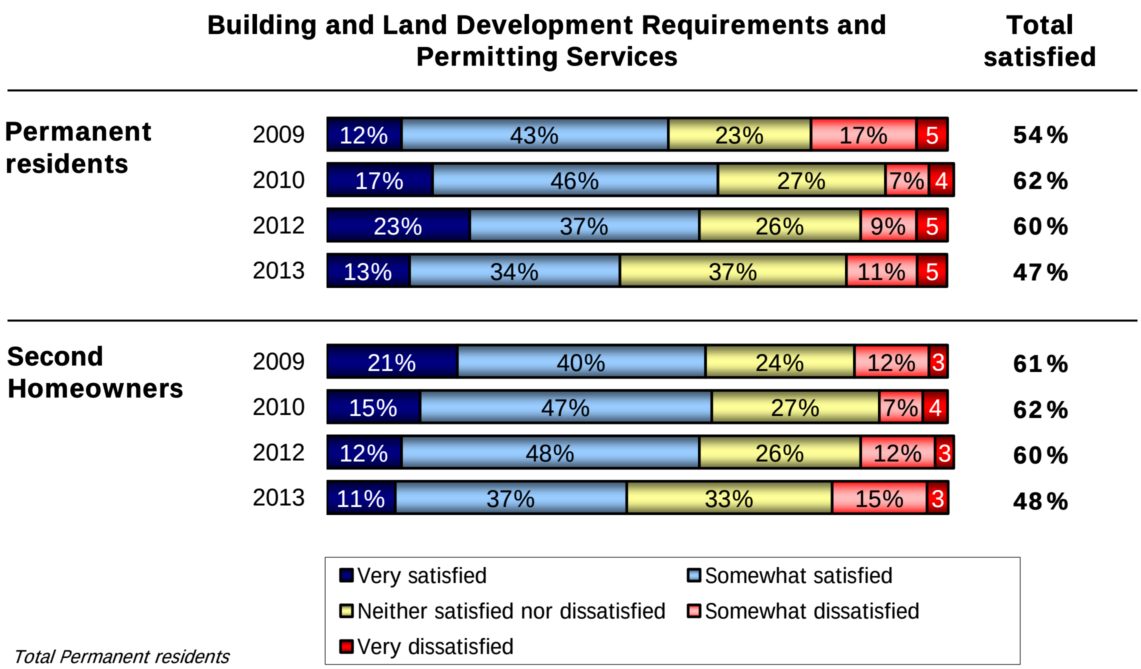
- The majority of permanent residents is satisfied with internet access to municipal hall, although the proportion decreases from 83% in2012 to 72% currently, returning to a level more similar to that of 2009 and 2010.

Second Homeowners

- Statistically unchanged compared with 2012, more than seven-in-ten second homeowners in 2013 are satisfied with internet access to municipal hall, with more than one-quarter "very" satisfied. Opinion is generally consistent amongst all segments.

5.10 Proportion of community members satisfied with the quality of services provided by RMOW for: "Building & Land Development Requirements and Permitting Services"

- Almost half of all permanent residents (47%).
- Almost half of all second homeowners (48%).



Base: Total Permanent residents
2009 with an opinion (n=258)
2010 with an opinion (n=271)
2012 with an opinion (n=250)
2013 with an opinion (n=242)

Total Second Homeowners
2009 with an opinion (n=161)
2010 with an opinion (n=165)
2012 with an opinion (n=141)
2013 with an opinion (n=118)

Q.24j) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Building and land development requirements and permitting services"

NB: WORDING CHANGES OVER TIME AS BELOW:
2013: "Building & Land Use Development Requirements and Permitting Services"
2010: "Land use and development services and building services"
2009: "Planning and building services"

Permanent Residents

- In 2013 about half of all permanent residents with an opinion feels satisfied regarding building and land use development requirements and permitting services. While this is lower than in 2012 the difference may be explained by the change in wording that describes the service being rated (previously: "Land use and development services and building services").

Second Homeowners

- Interestingly satisfaction amongst second homeowners mirrors that of residents, decreasing from 60% in 2012 to 48% currently, perhaps lending more weight to the impact upon satisfaction levels by the wording change of the service provided.

5.10.1 Suggested Ways to Improve Building & Land Development Requirements and Permitting Services

- Amongst those that were not "very satisfied" more than half of all residents and almost one-half of all second homeowners have no suggestions of how to improve building and development services in Whistler.
- Of those that do offer suggestions the most common amongst permanent residents include simplifying the permit application process and address the need for consistency of the various building and land development policies, each noted by about one-in-ten.
- In addition to also suggesting a need for consistency of the various building and land development policies, second homeowners with an opinion would most commonly like to see increased transparency and accountability regarding building and land development services as well as improved communications.

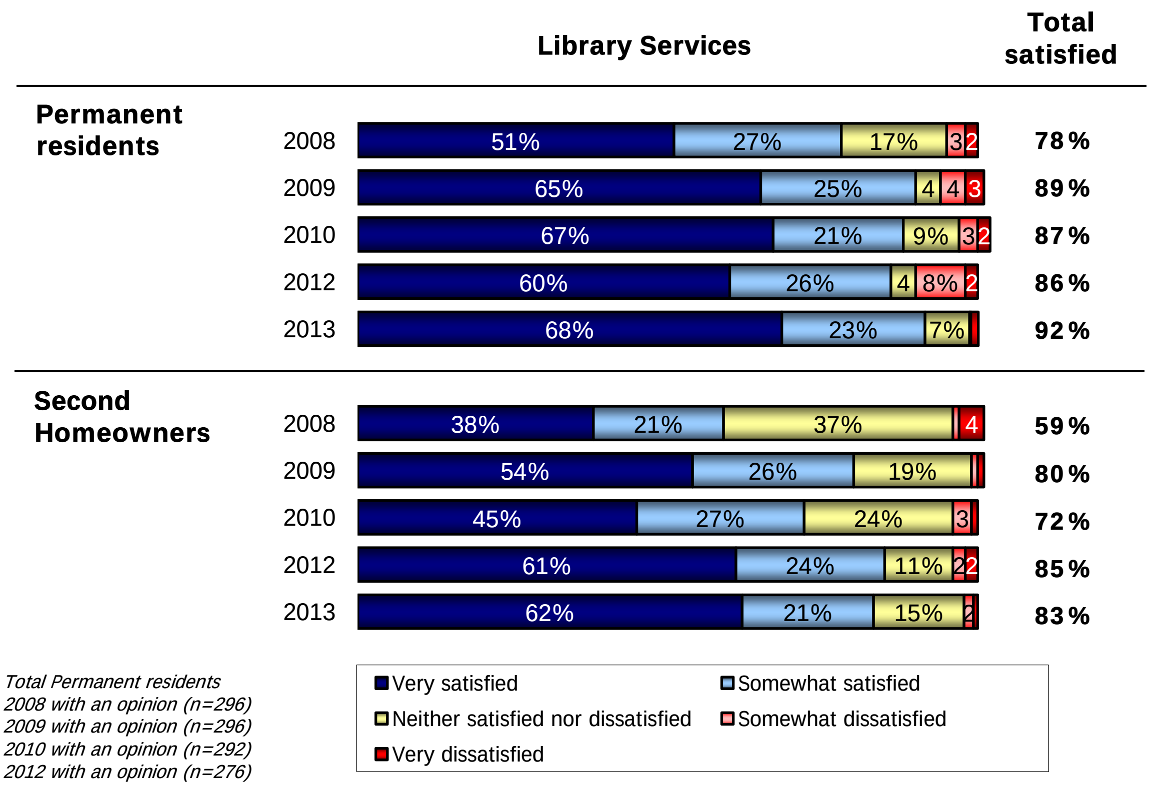
Suggested Improvements

	Permanent Residents 2013 (208) %	Second Homeowners 2013 (105) %
Simplify permit application/ too bureaucratic	**12**	8
Improve consistency of policies (e.g. bed caps, zoning, building codes)	**12**	**15**
Improve transparency/ accountability/ communication	8	**19**
Enforce permit/ bylaw violations	7	11
Faster processing of permits	7	4
Have greater environmental sensitivity/ awareness/ too much overdevelopment	7	10
Should not favour developers/ wealthy residents	6	7
Build low cost/ affordable housing for workers/ locals	4	3
Reduce permit fees	2	2
Don't Know/ Not Applicable	**56**	**47**

Q.24b) You noted that you were not "very" satisfied with building and land development services. What is it about the services in Whistler that could be improved?

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

- More than nine-in-ten permanent residents (92%).
- More than eight-in-ten second homeowners (83%).



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)
2013 with an opinion (n=283)

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)
2013 with an opinion (n=137)

Q.24k) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Library services"

Permanent Residents

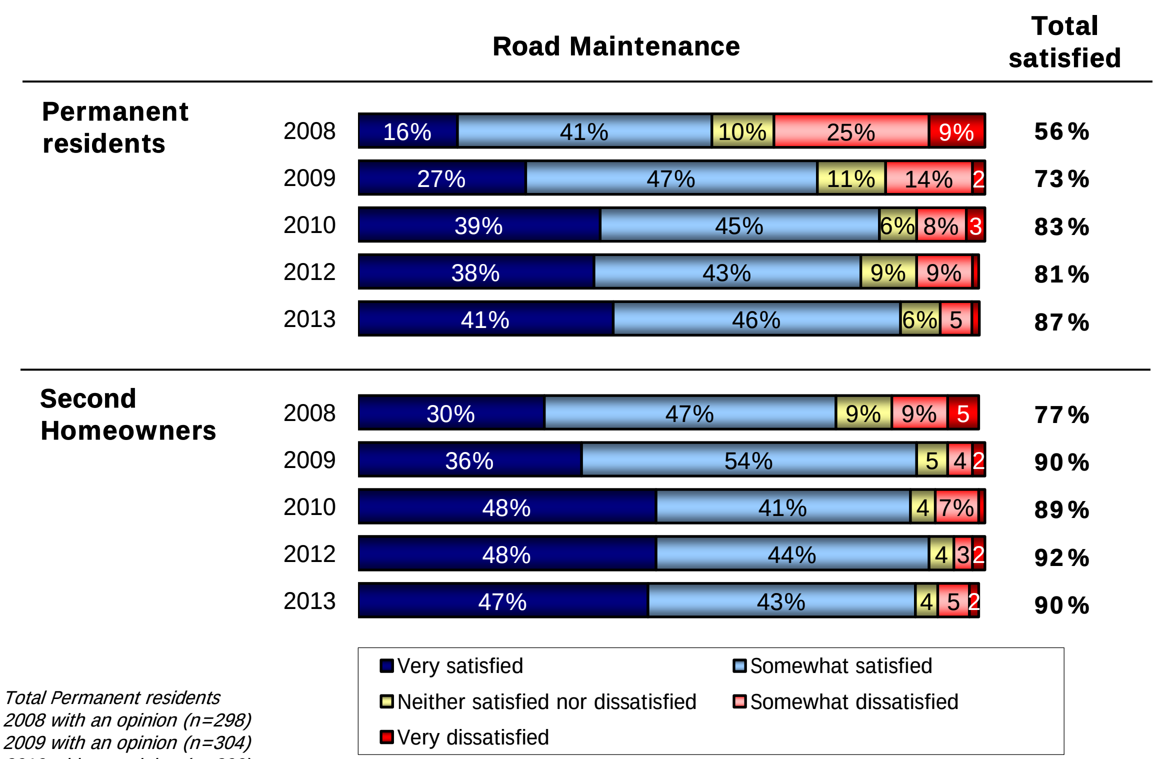
- Most permanent residents continue to be satisfied with their library services, with the proportion satisfied increasing this year from 86% overall in 2012 to 92% currently. Also increasing significantly this year, two-thirds of residents report being 'very' satisfied (68%), likely the continued appreciation of the library that opened in 2008.

Second Homeowners

- The majority of second homeowners also remain satisfied with library services in Whistler, statistically unchanged compared with 2012.

5.12 Proportion of community members satisfied with the quality of services provided by RMOW for: "Road Maintenance on local roads, not including Highway 99"

- Almost nine-in-ten permanent residents (87%).
- Nine-in-ten second homeowners (90%).



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)
2013 with an opinion (n=300)

Total Second Homeowners
2008 with an opinion (n=204)
2009 with an opinion (n=200)
2010 with an opinion (n=197)
2012 with an opinion (n=189)
2013 with an opinion (n=197)

Q.24l) How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? "Road Maintenance on local roads, not including Highway 99"

Permanent Residents

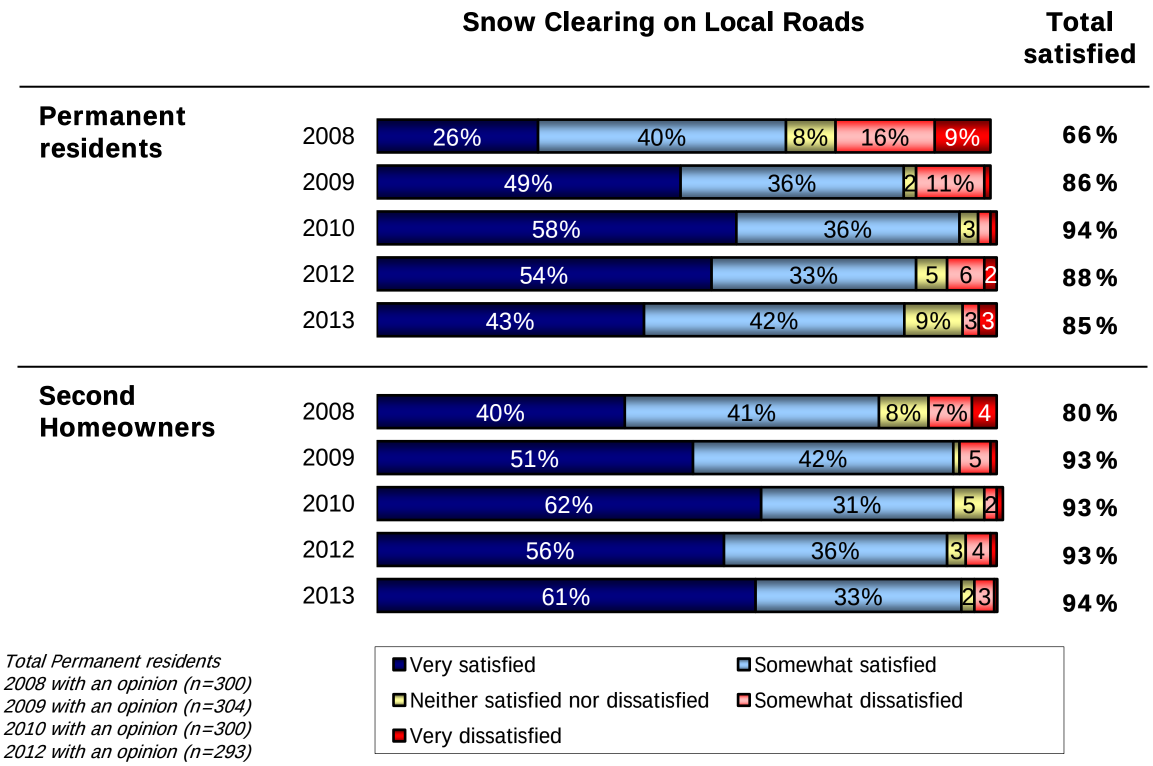
- Satisfaction with road maintenance on local roads remains strong among permanent residents, increasing somewhat from 81% in 2012 to 87% currently.

Second Homeowners

- Satisfaction with regards road maintenance also remains high amongst second homeowners, with almost half who are "very satisfied", statistically unchanged from 2012.

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

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



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)
2013 with an opinion (n=292)

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)
2013 with an opinion (n=190)

Q.24m) 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

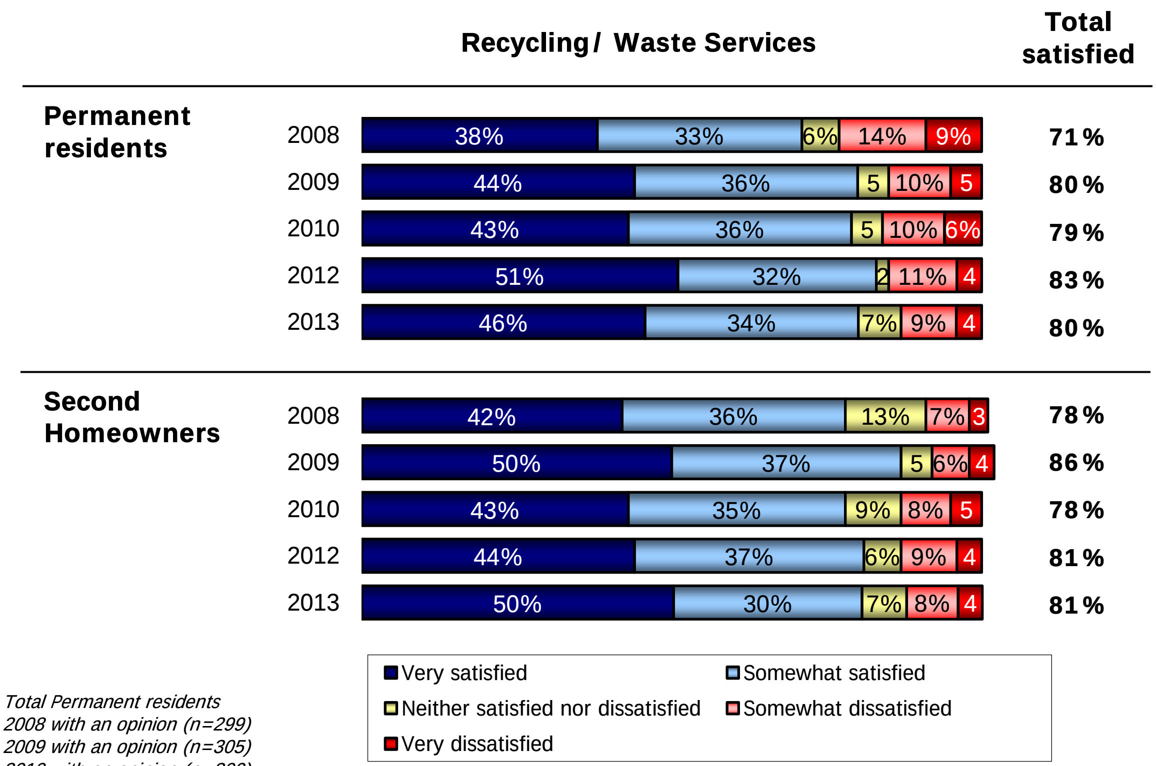
- The majority of permanent residents continues to be satisfied with snow clearing on local roads (85%). And, while overall it is not significantly different compared with a year ago, the proportion of those "very" satisfied does decrease significantly from 54% in 2012 to 43% currently, perhaps indicating a downward trend since 2010.

Second Homeowners

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

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

- Eight-in-ten permanent residents (80%).
- 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)
2013 with an opinion (n=299)

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)
2013 with an opinion (n=181)

Q.24n) 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:
2008 & 2009: "Recycling/waste services"

Permanent Residents

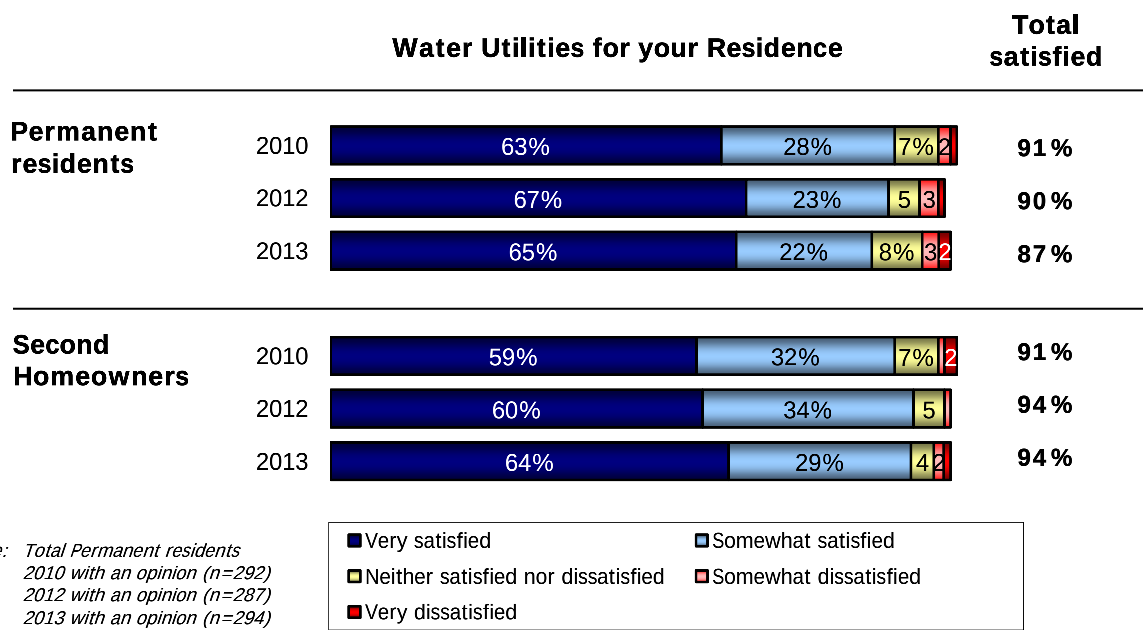
- Overall, most permanent residents are satisfied with the recycling and waste services provided by RMOW, with no significant change compared with 2012.

Second Homeowners

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

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

- Almost nine-in-ten permanent residents (87%).
- More than nine-in-ten second homeowners (94%).



Base: Total Permanent residents
2010 with an opinion (n=292)
2012 with an opinion (n=287)
2013 with an opinion (n=294)

Total Second Homeowners
2010 with an opinion (n=192)
2012 with an opinion (n=193)
2013 with an opinion (n=187)

Q.24o) 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 almost two-thirds in 2013 "very satisfied".

Second Homeowners

- Satisfaction remains similarly high among second homeowners, with the majority also "very satisfied" (64%).

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

As seen in the previous correlation, 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 - high satisfaction, strongly correlated with overall perceived value for money - currently being met and important to maintain

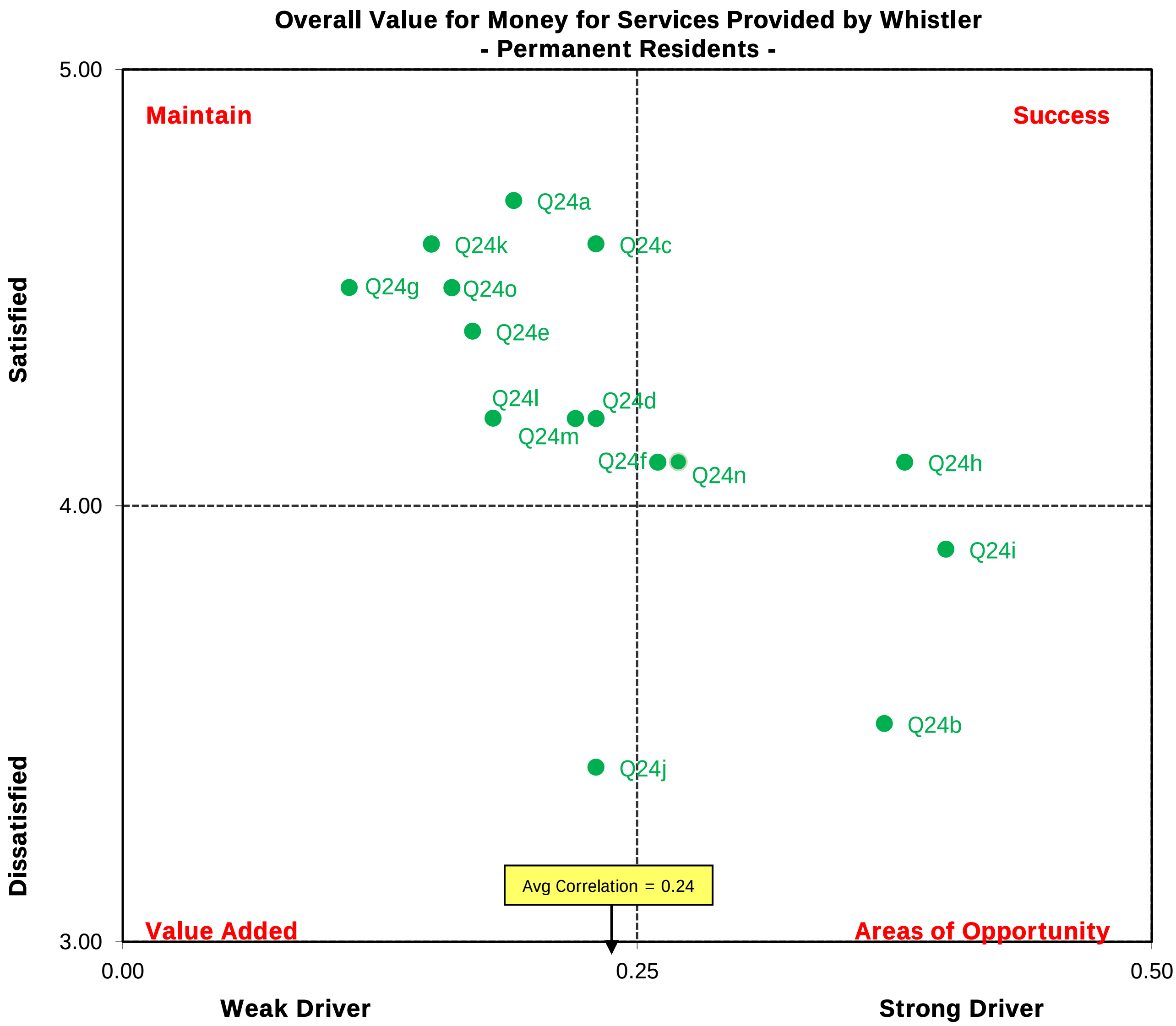
Strong Driver - low satisfaction, strongly correlated with overall perceived value for money - currently in need of attention

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

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

Permanent Residents: 2013 vs. 2012

	2013 Services	**2012 Services**
Success: Services provided in Whistler with high satisfaction and the strongest correlation with overall perceived value for money	• Police services • Municipal Hall front counter services • Waste, recycling and composting services	• Maintenance of community parks and trails • Village maintenance • Road maintenance on local roads (excl. Hwy99) • Waste, recycling and composting services • Water utilities for your residence
Opportunity: Services receiving low satisfaction while correlating more strongly with overall perceived value for money	• Local Transit services (2013 only) • Access to municipal information via the website	• Building and land development requirements and permitting services
Value Add: Services receiving low satisfaction and not strongly correlated with overall perceived value for money	• Building and land development requirements and permitting services	
Maintain: Services receiving high satisfaction and not strongly correlated with overall perceived value for money	• Maintenance of community parks and trails • Village maintenance • Overall planning of resort community • Municipal recreational programs and facilities • Fire inspection & rescue services • Library services • Road maintenance on local roads (excl. Hwy99) • Snow clearing on local roads (excl. Hwy99) • Water utilities for your residence	• Municipal recreational programs and facilities • Police services • Fire inspection & rescue services • Municipal Hall front counter services • Access to municipal information via the website • Library services • Snow clearing on local roads (excl. Hwy99)



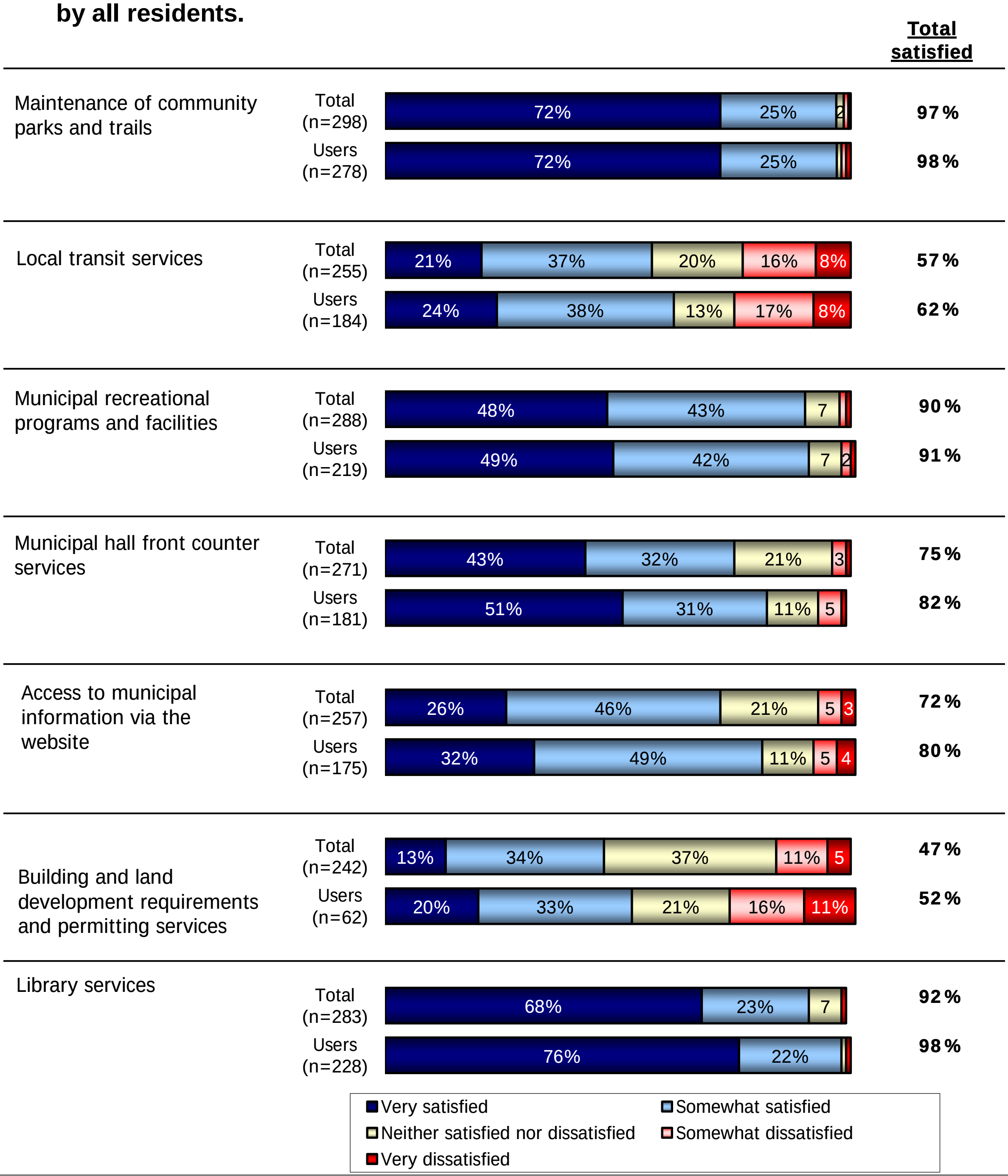
Legend:
Q24a. Maintenance of community parks and trails
Q24b. Local Transit Services (2013 only)
Q24c. Village maintenance
Q24d. The overall planning of the resort community (2013 only)
Q24e. Municipal recreational programs and facilities
Q24f. Police services
Q24g. Fire inspection and rescue services
Q24h. Municipal Hall front counter services
Q24i. Access to municipal information via the website,
Q24j. Building and land development requirements and permitting services
Q24k. Library services
Q24l. Road maintenance on local roads, not including Highway 99
Q24m. Snow clearing on local roads, not including Highway 99
Q24n. Waste, recycling and composting services

Q24o. Water utilities for your residence

Summary of Satisfaction Amongst Permanent Residents:

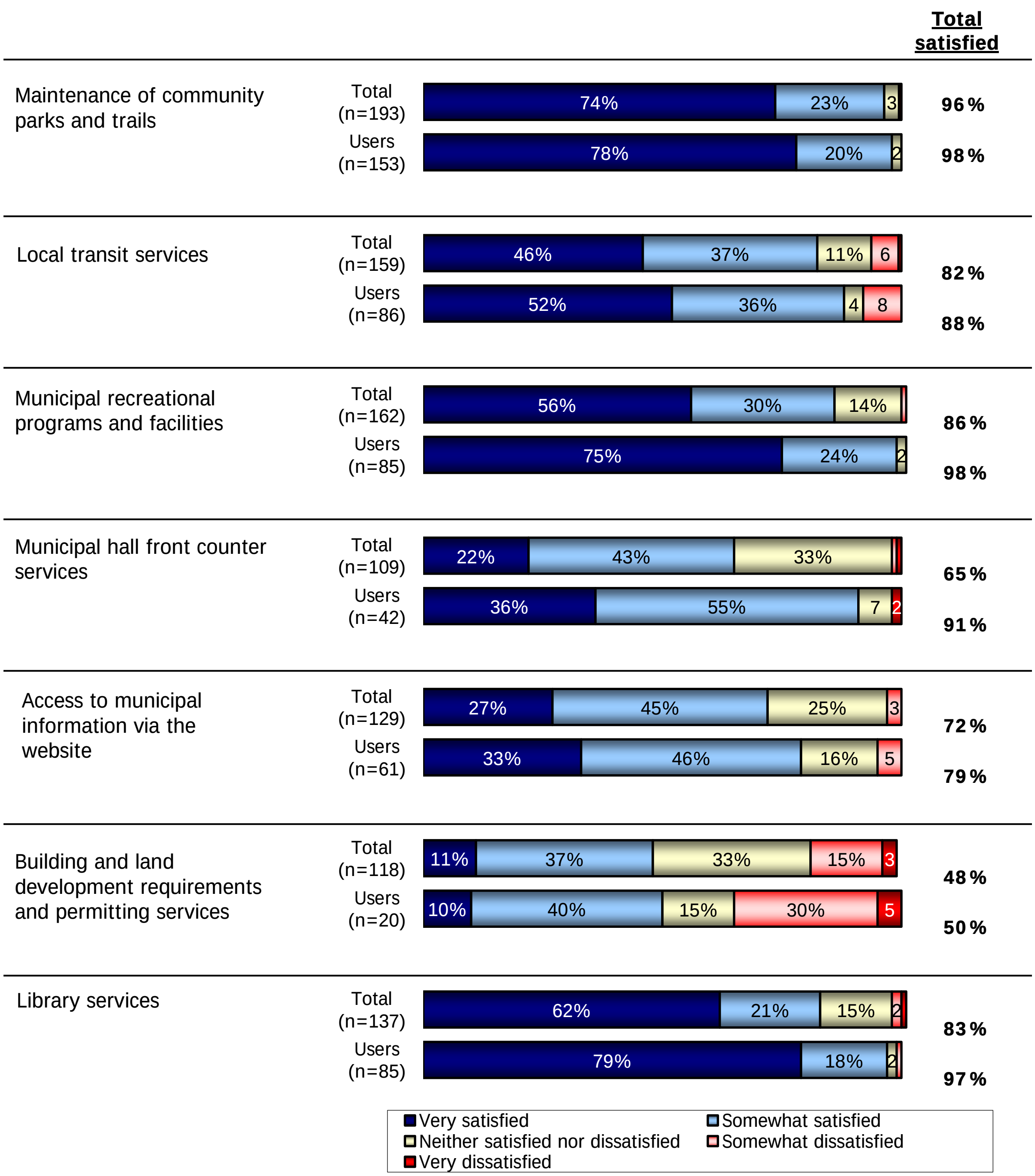
<u>Total</u> vs. <u>Users</u> of Select Services Provided by RMOW

In 2013 a follow-up question was asked to identify residents and second homeowners that have actually used some of the key services provided by the Municipality in order to compare overall satisfaction levels with satisfaction amongst users only. **Comparisons are illustrated in the chart below where we find if a difference does occur it is generally a slight increase in satisfaction amongst users compared with ratings by all residents.**



Summary of Satisfaction Amongst Second Homeowners:
Total vs. Users of Select Services Provided by RMOW

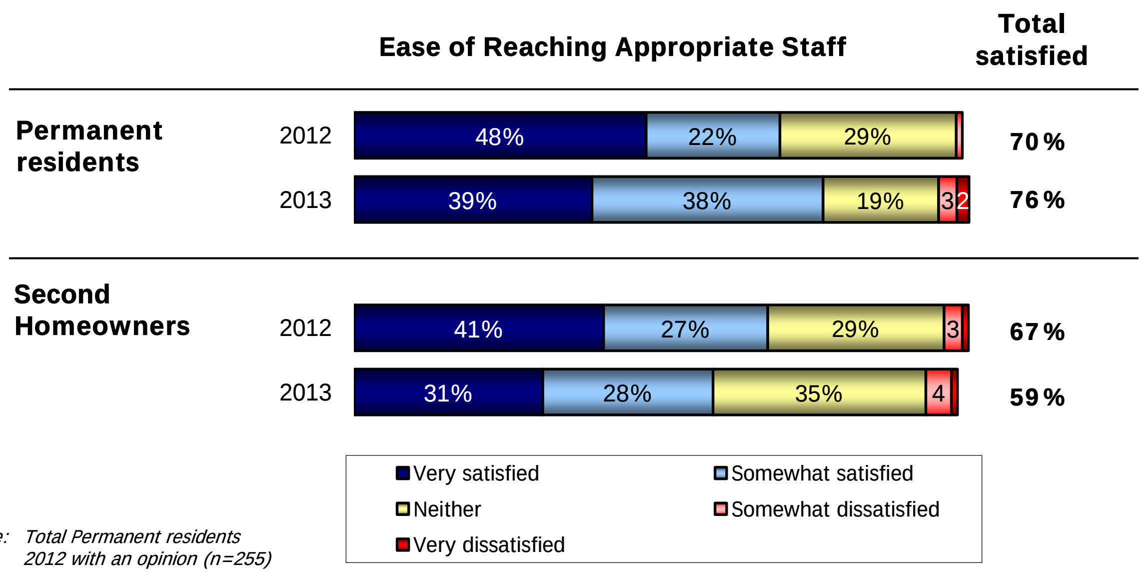
As with permanent residents, amongst second homeowner we find if a difference does occur, it is generally an increase in satisfaction amongst users with a corresponding decrease in those who rated the service as "neither satisfied nor dissatisfied". While dissatisfaction in the area of "building and land development" appears higher for users the difference is not significant at these sample sizes.



6. Municipal Hall Front Counter Services

6.1 Proportion of community members satisfied with Municipal Hall Front Counter Services: "Ease of Reaching the Appropriate Staff"

- Three-quarters of all permanent residents (76%).
- Six-in-ten second homeowners (59%).



Base: Total Permanent residents
2012 with an opinion (n=255)
2013 with an opinion (n=258)

Total Second Homeowners
2012 with an opinion (n=79)
2013 with an opinion (n=96)

24Ca.) How satisfied are you with the following services delivery aspects at Municipal Hall front counters and reception? "Ease of Reaching the Appropriate Staff"

NB: WORDING CHANGE TOOK PLACE IN 2013 AS BELOW:
2013: "Ease of Reaching Appropriate Staff"
2012: "Wait Times for Service"

Permanent Residents

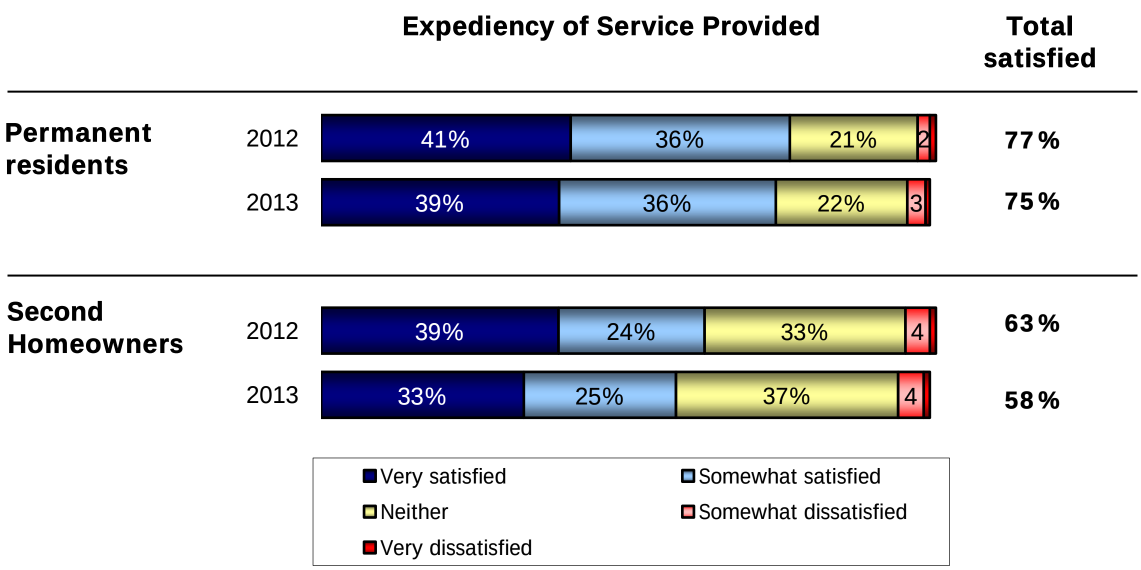
- Three-quarters of all Whistler residents are satisfied with the front counter or reception in terms of reaching the appropriate staff, with about four in ten "very satisfied" (39%).

Second Homeowners

- Among those second homeowners with an opinion the majority is also satisfied with the ease of reaching the appropriate staff (59%), with about one-third "very satisfied" (31%).

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

- Three-quarters of all permanent residents (75%).
- Almost six-in-ten second homeowners (58%).



Base: Total Permanent residents
2012 with an opinion (n=258)
2013 with an opinion (n=253)

Total Second Homeowners
2012 with an opinion (n=80)
2013 with an opinion (n=96)

24Cb.) How satisfied are you with the following services delivery aspects at Municipal Hall front counters and reception? "Expediency of service provided"

Permanent Residents

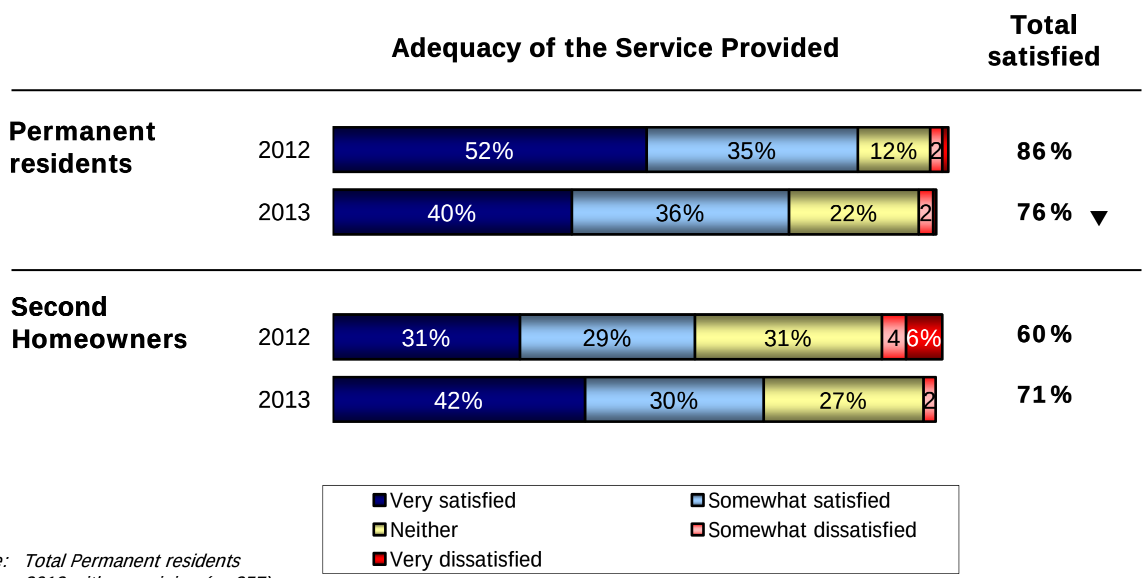
- Consistent with 2012 the majority of Whistler residents are satisfied with the expediency of service provided by front counter or reception with about four-in-ten "very satisfied" (39%).

Second Homeowners

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

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

- Three-quarters of all permanent residents (76%).
- Seven-in-ten second homeowners (71%).



Base: Total Permanent residents
2012 with an opinion (n=257)
2013 with an opinion (n=255)

Total Second Homeowners
2012 with an opinion (n=82)
2013 with an opinion (n=98)

24Cc.) 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

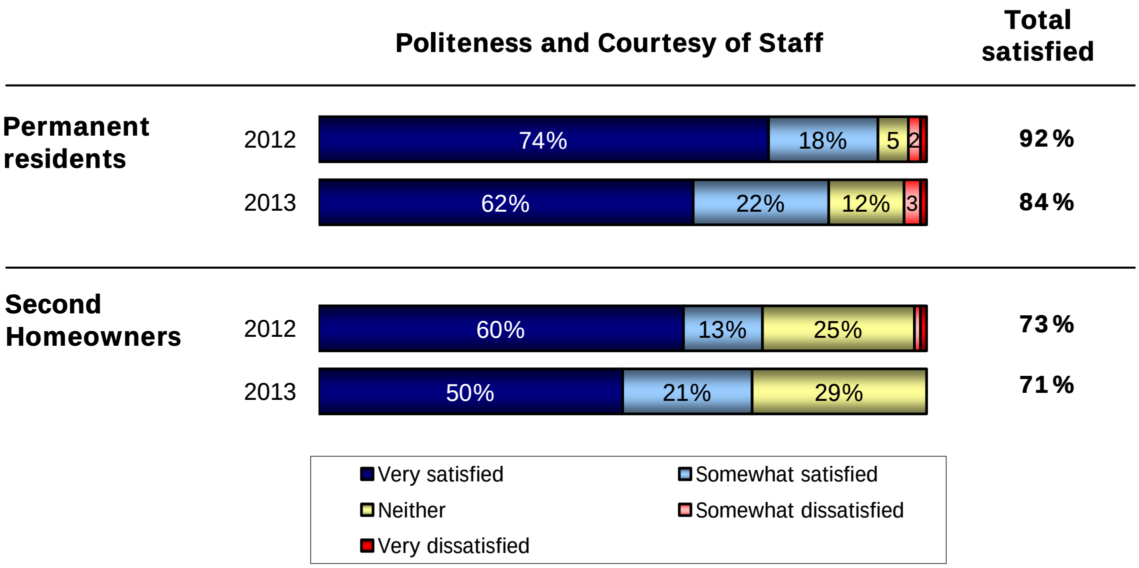
- While the majority of Whistler residents are satisfied with the adequacy of service provided by front counter or reception, this level is significantly lower than a year ago; however the proportion dissatisfied remains unchanged at just 3%, the difference being an increase in those neither satisfied nor dissatisfied.

Second Homeowners

- About seven-in-ten second homeowners with an opinion are satisfied with the adequacy of the service they received. While this is not significantly different from the level of satisfaction reported in 2012, the proportion dissatisfied is significantly lower this year, down from 10% to just 2% in 2013.

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

- More than eight-in-ten permanent residents (84%).
- Seven-in-ten second homeowners (71%).



Base: Total Permanent residents
2012 with an opinion (n=261)
2013 with an opinion (n=261)

Total Second Homeowners
2012 with an opinion (n=85)
2013 with an opinion (n=94)

24Cd.) 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 majority of Whistler residents are satisfied with the politeness and courtesy shown by front counter or reception representatives, and while satisfaction is lower than reported in 2012 the proportion that is dissatisfied does not change significantly, currently at just 4%.

Second Homeowners

- Among those second homeowners with an opinion the majority remains satisfied with the politeness and courtesy of staff, with none reporting any dissatisfaction this year.

6.5 Top Reasons for Contacting Municipal Hall

- The most common reasons for contacting Municipal Hall, amongst both permanent residents and second homeowners are to discuss or pay property taxes or for reasons regarding Building and Land Development Services. Another common reason for one-in-five residents is to obtain a parking pass or pay a parking ticket.
- Other less common reasons for contacting Municipal Hall include reasons related to their business, to follow-up regarding by-law complaints, and as a source of general community information.

Top Reasons for Contacting Municipal Hall

	Permanent Residents	Second Homeowners
	2013 (228) %	2013 (104) %
Discuss/ Pay property taxes	**38**	**39**
Building and Land Development Services	**24**	**37**
Parking passes or tickets	**20**	8
Business purposes	13	-
By-law complaints	12	7
Looking for information	9	9
Getting a license/ permit	7	1
Roads or snow clearing	6	8
Recreation programs and offerings	5	2
Paying a bill/fine	3	-
Waste services	2	4
Various Miscellaneous Reasons	6	1

Q.25) What are your top reasons for contacting Municipal Hall?

6.6 Best Way for Municipal Hall to Provide Administrative Services

- By far the most commonly suggested way for Municipal Hall to provide administrative services, noted by two-thirds of permanent residents and second homeowners, is via email or the web (65% and 67% respectively).
- The next most commonly suggested way to administer services is in person, put forward by about one-quarter of residents but just 15% of second homeowners.
- Few suggest using the telephone, with most of the other suggestions being for regular mail or a combination of approaches.

Best Way for Municipal Hall to Provide Administrative Services

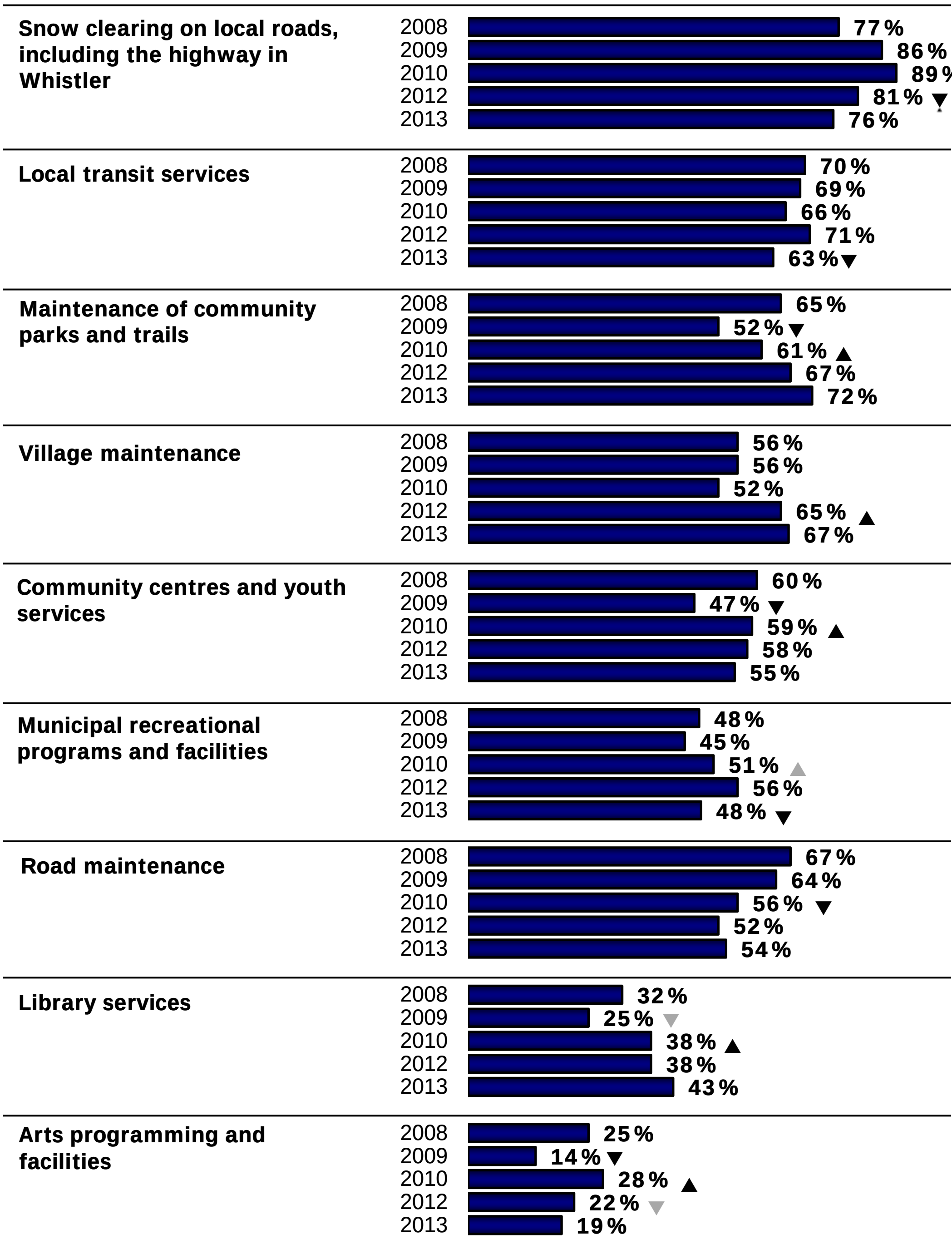
	Permanent Residents	Second Homeowners
	2013 (300) %	2013 (200) %
Online (web/email)	**65**	**67**
In person	**23**	**15**
Telephone	5	8
Miscellaneous other ways	3	8
Don't Know/ Not Interested	5	4

Q.26) What is the best way for Municipal Hall to provide administrative services (such as payments, forms, licenses, permits, bookings, request services, report issue)?

7. Priorities for Budget Allocation

Summary of Services Rated a High Priority for Budget Allocation by <u>Permanent Residents</u>

"High Priority" for Budget Allocation

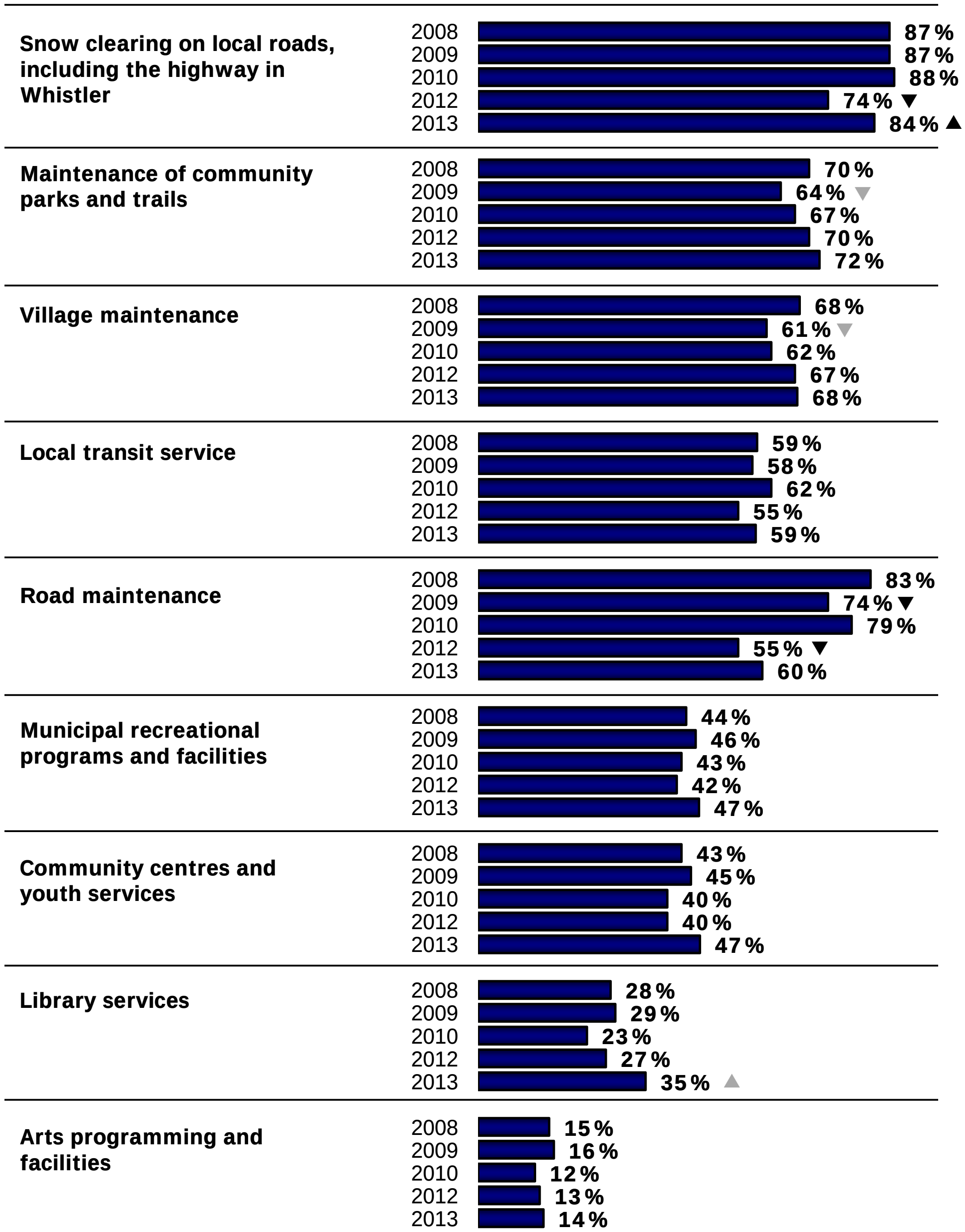


Base: Total Permanent residents with an opinion

Q.29) 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>

"High Priority" for Budget Allocation

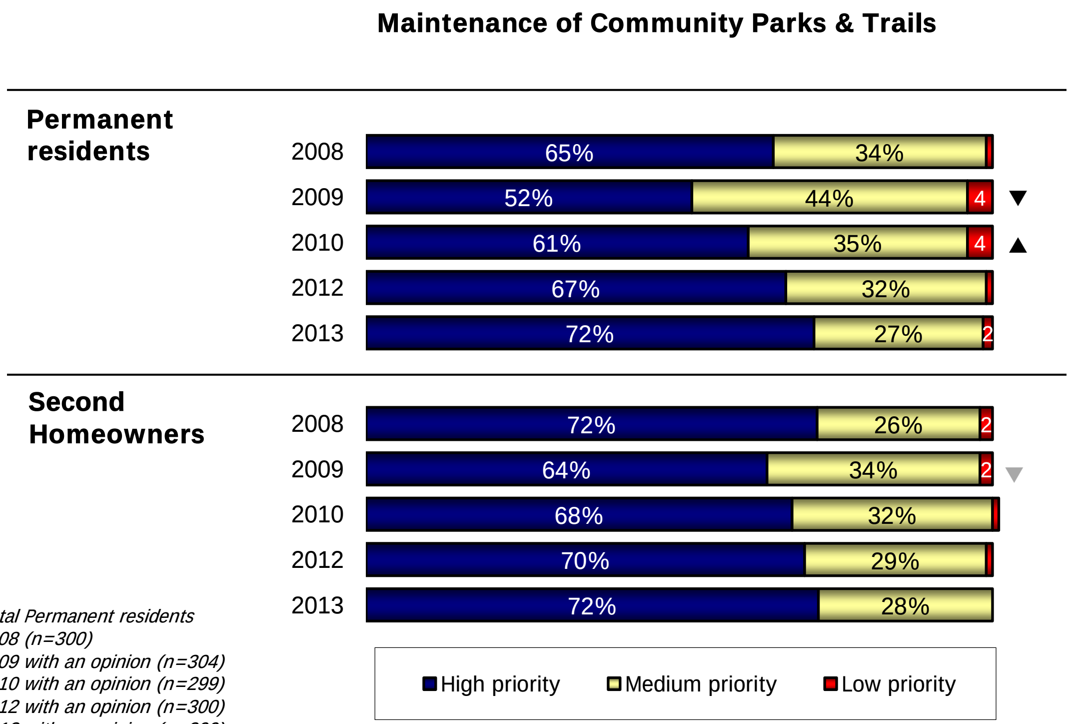


Base: Total Second Homeowners with an opinion

Q.29) Every year the municipality allocates budget for the various services it provides. I'm going to read a list of municipal services, and I'd like you to tell me, in your view, if each one is a high priority, medium priority, or low priority for budget allocation?

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

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



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)
2013 with an opinion (n=299)

Total Second Homeowners
2008 with an opinion (n=201)
2009 with an opinion (n=199)
2010 with an opinion (n=197)
2012 with an opinion (n=199)
2013 with an opinion (n=198)

Q.29a) 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.

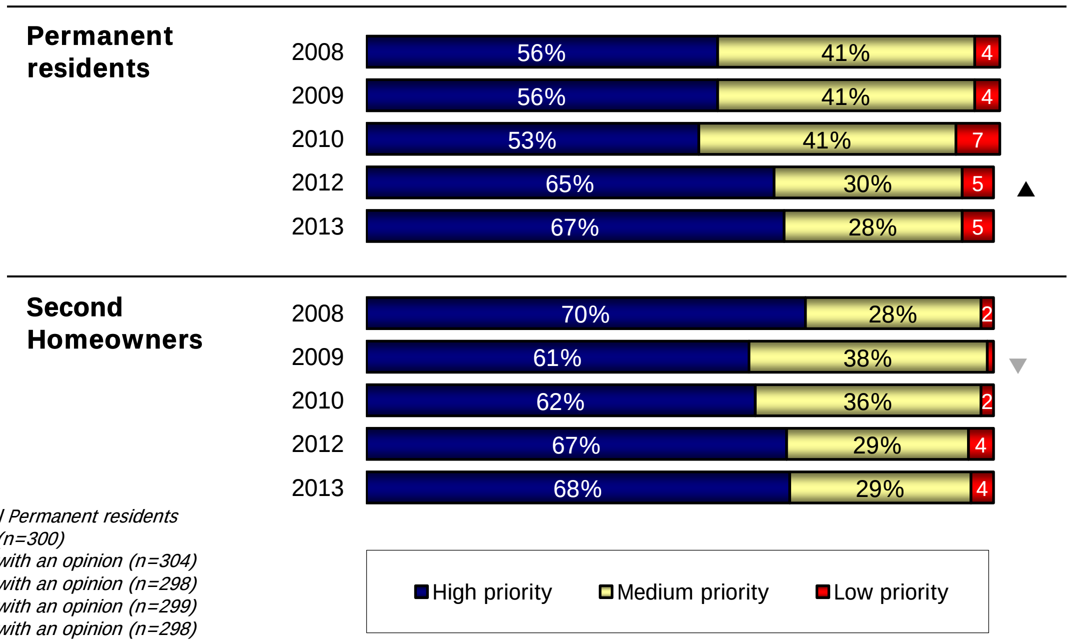
Second Homeowners

- A similarly high proportion of second homeowners continues to rate maintenance of community parks and trails a high priority for budget allocation.

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

- Two-thirds of all permanent residents (67%).
- Two-thirds of all second homeowners (68%).

Village Maintenance



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)
2013 with an opinion (n=298)

Total Second Homeowners
2008 with an opinion (n=202)
2009 with an opinion (n=199)
2010 with an opinion (n=198)
2012 with an opinion (n=198)
2013 with an opinion (n=198)

Q.29b) 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

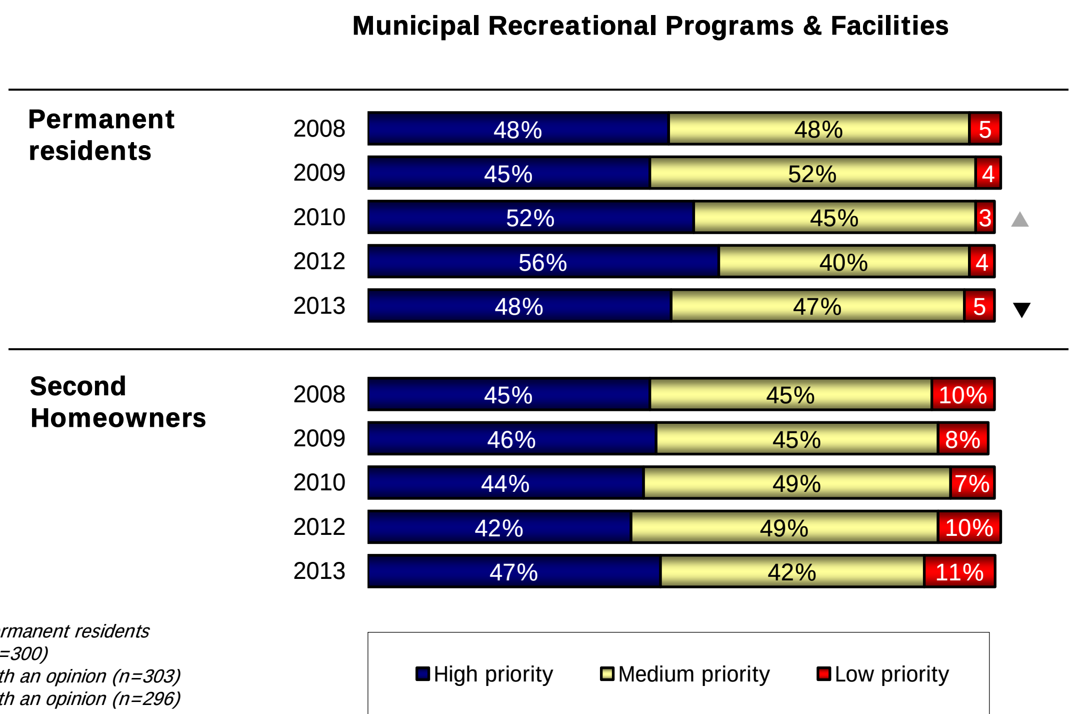
- The majority of the population (more than 9-in-10) is also satisfied with the current maintenance of the Village in Whistler, and the majority continues to sees it as a high priority for budget allocation (67%, proportionally unchanged from a year ago).

Second Homeowners

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

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

- About half of all permanent residents (48%).
- About half of all 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)
2013 with an opinion (n=298)

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)
2013 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

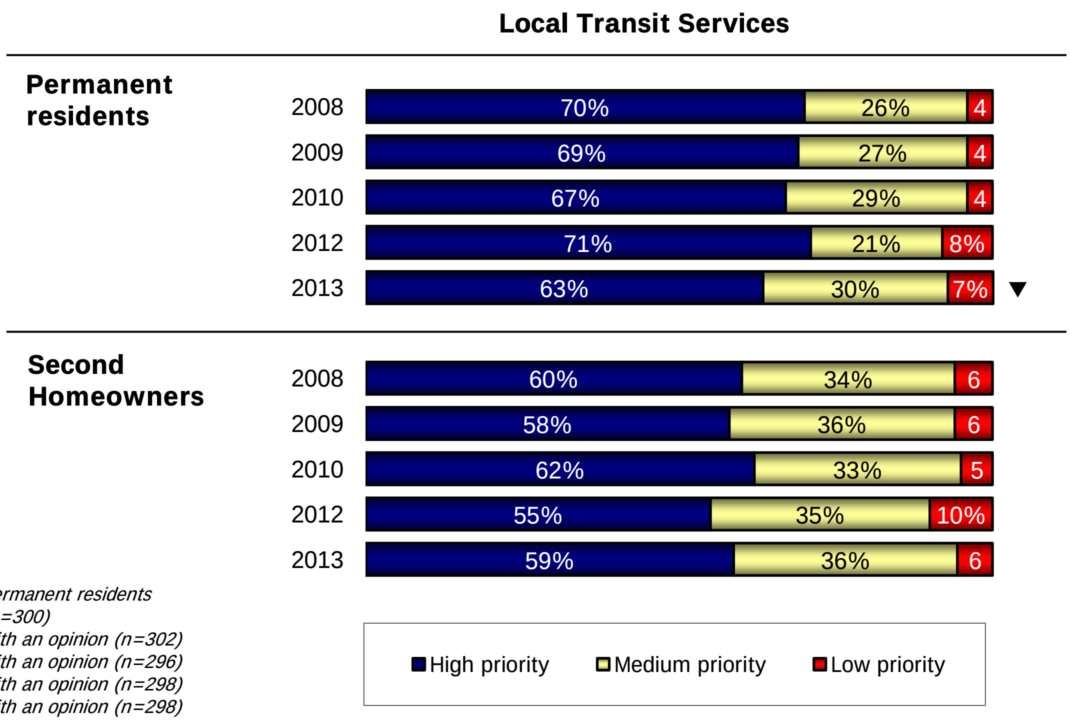
- While the majority of the population (90%) is satisfied with the current municipal recreational programs and facilities, opinion of it with regards to priority of budget allocation remains divided, with about half that considers it a high priority (48%) statistically lower than a year ago, with most others considering it a medium priority (47%).

Second Homeowners

- Similarly, most second homeowners are satisfied with the programs and facilities, but also divided on whether it should be considered a high priority for budget allocation (47% vs. 42% a medium priority).

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

- More than six-in-ten permanent residents (63%).
- About six-in-ten second homeowners (59%).



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)
2013 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)
2013 with an opinion (n=196)

Q.29d) 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

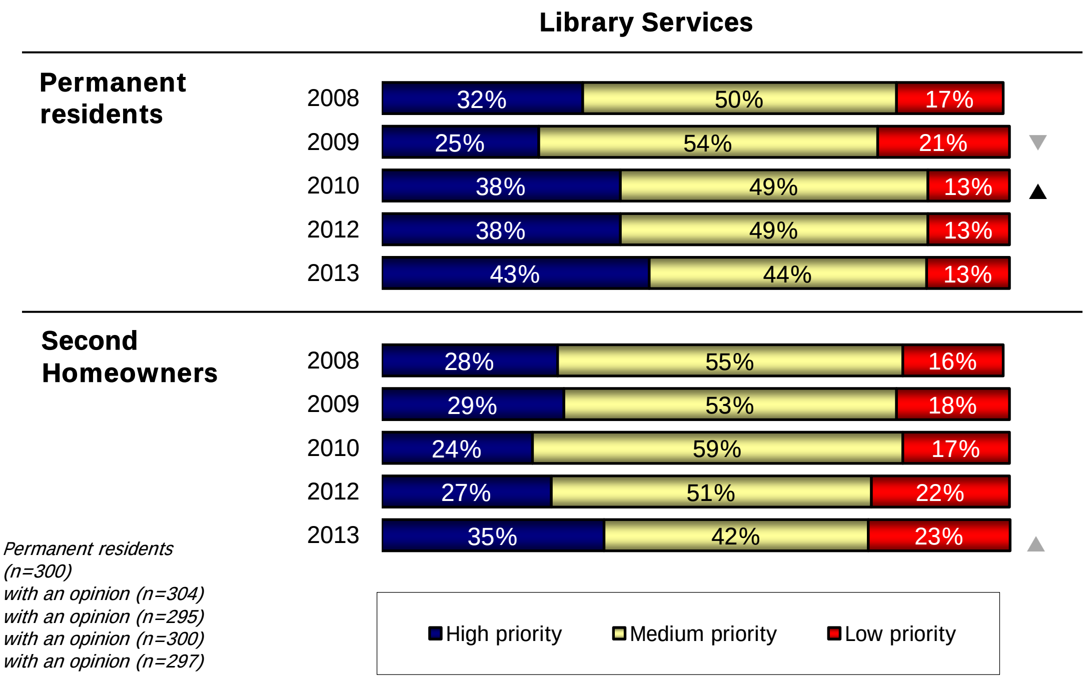
- While the majority of residents continue to regard local transit services as a high priority for budget allocation (63%), this decreases significantly compared with a year ago, with a corresponding increase in the proportion that considers it a medium priority (up from 21% in 2012 to 30% currently).

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 2012.

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

- More than four-in-ten permanent residents (43%).
- One-third of all second homeowners (35%).



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)
2013 with an opinion (n=297)

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)
2013 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

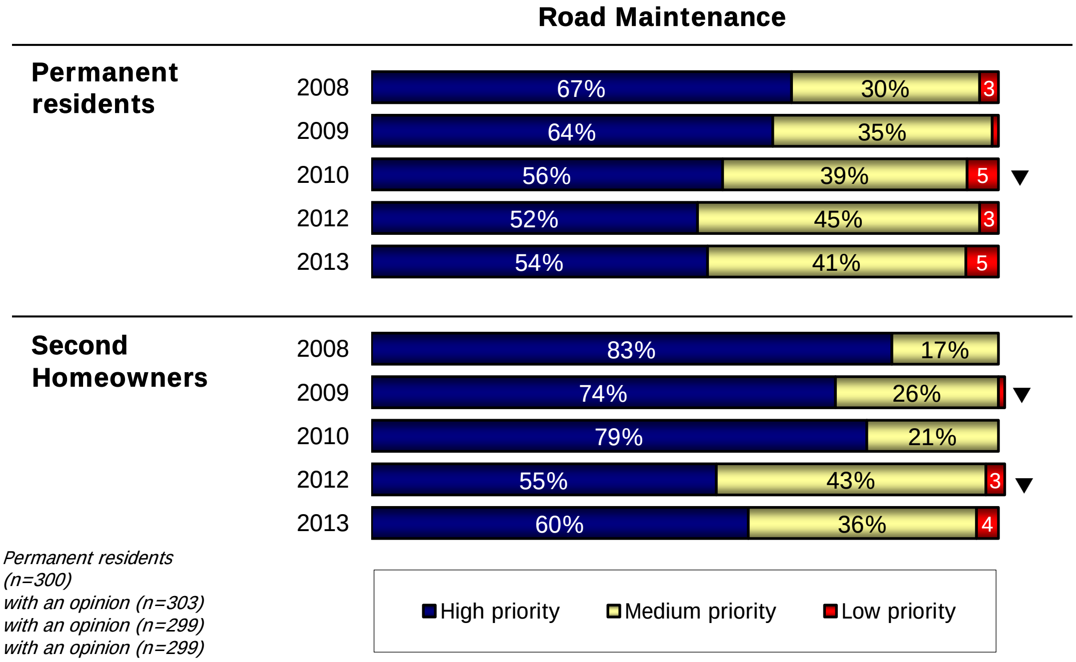
- With the large majority of permanent residents satisfied with library services in Whistler, opinions regarding its priority for budget allocation remain statistically unchanged from a year ago, evenly divided between a high priority (43%) and a medium priority (44%).
- This year females are more likely than male residents to rate library services a high priority (51% versus 36% respectively), as do those with a post secondary education (46% vs. 29% of those without).

Second Homeowners

- Opinion amongst second homeowners appears to be trending since 2010 towards an increase in those that consider it a high priority (up from 24% in 2010 to 35% currently) with the proportion of those rating it a medium priority slowly lessening. Currently about one-quarter considers library services a low priority.

7.6 Proportion of residents rating the budget allocation priority of "Road Maintenance on local roads, not including Highway 99" as high

- More than half of all permanent residents (54%).
- Six-in-ten second homeowners (60%).



Base: Total Permanent residents
2008 (n=300)
2009 with an opinion (n=303)
2010 with an opinion (n=299)
2013 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)
2013 with an opinion (n=198)

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

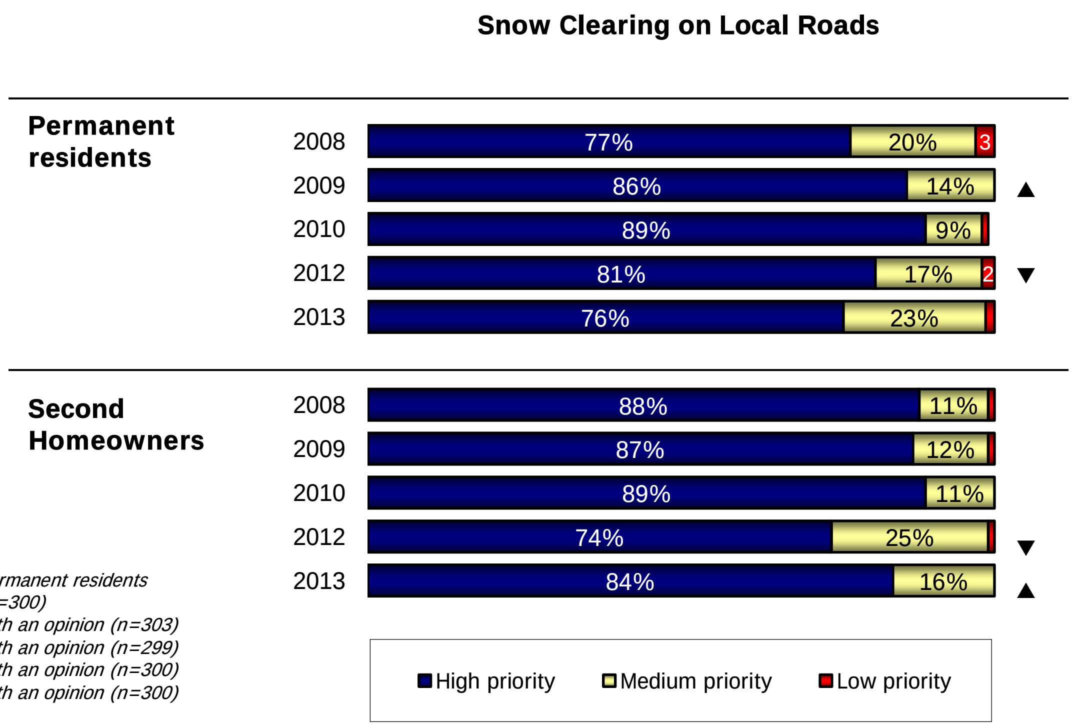
- As found in 2010 and 2012, just over half of all residents in 2013 regard road maintenance as a high priority for spending.
- Those residents aged 35 or older are more likely than their younger counterparts to rate road maintenance a high priority (61% vs. 46% respectively).

Second Homeowners

- The majority of second homeowners rate road maintenance a high priority for budget allocation (60%), with about one-third that considers it a medium priority, statistically unchanged from 2012.

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

- Three-quarters of all permanent residents (76%).
- More than eight-in-ten second homeowners (84%).



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)
2013 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)
2013 with an opinion (n=198)

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

Permanent Residents

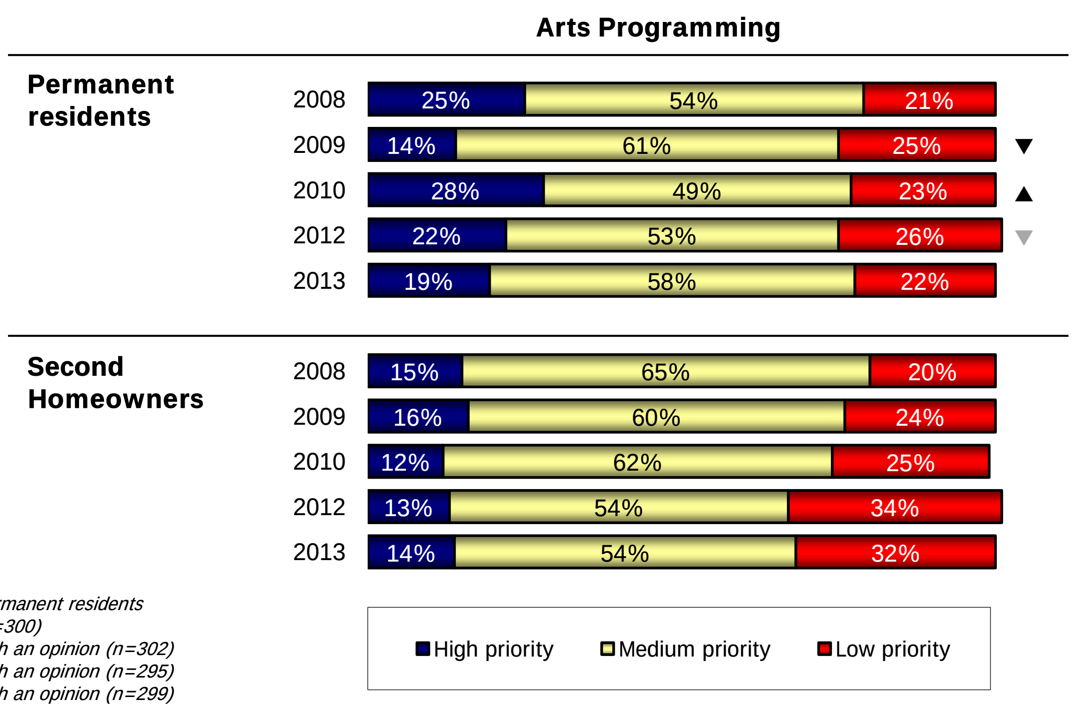
- With the large majority of permanent residents remaining satisfied with snow clearing services on local roads, opinions regarding its priority for budget allocation shift somewhat once again in 2013 with fewer residents regarding it as a high priority compared with 2012 (down from 81% to 76% currently), with a corresponding increase in those regarding it a medium priority (up from 17% to 23% currently).

Second Homeowners

- The reverse occurs amongst second homeowners with an increase in the proportion that rates snow clearing on local roads a high priority this year (84% versus 74% in 2012), with a decrease in those regarding it a medium priority (down from 25% to 16% currently).

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

- About one-in-five permanent residents (19%).
- A total of 14% 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)
2013 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=194)
2013 with an opinion (n=195)

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

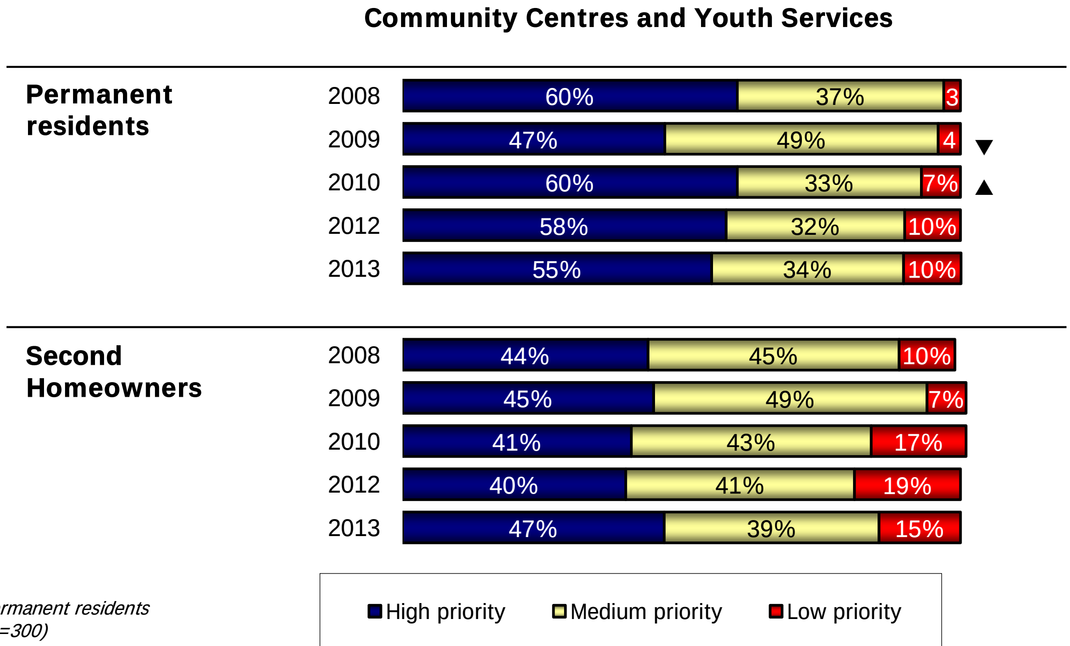
- Statistically unchanged compared with 2012, one-in-five residents consider arts programming a high priority for budget allocation, with the majority regarding it a medium or low priority.

Second Homeowners

- As in all previous measures, few second homeowners consider this service a high priority for spending, with the large majority considering it a medium to low priority.

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

- More than half of all permanent residents (55%).
- Almost half of all second homeowners (47%).



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)
2012 with an opinion (n=293)

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)
2012 with an opinion (n=192)

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

- More than half of all permanent residents consider community centre children's programs, youth services and facilities a high priority for budget allocation, a proportion consistent with that seen in 2012.
- Not surprisingly, families are once again more likely to rate this service a high priority compared with single residents or couples without children (71% vs. 49% and 52% respectively); this year female residents are more likely than males to regard this as a high priority for spending (68% versus 45% of males).

Second Homeowners

- Opinion among second homeowners is also statistically unchanged from 2012, with almost half regarding the services as a high priority compared with about four-in-ten regarding it as a medium priority.

8. Demographics

- Almost half of all permanent residents are under 35 years old, with two-thirds under 45 and 84% under 55 years of age. Almost three-quarters 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 one-quarter have children living at home (25%).

Demographics

	Permanent Residents (300) %	Second Homeowners (200) %
Gender		
Male	55	52
Female	46	49
Age		
18-34	48	2
35-44	20	5
45-54	16	21
55-64	10	31
65+	6	42
Education		
Less than grade 12	1	1
Grade 12 graduation	19	6
Some technical or vocational school	2	1
Some college	5	2
Some university	6	7
Diploma or certificate from a trade	8	4
Diploma or certificate from college	12	10
Bachelor or undergraduate degree	34	38
Post-graduate degree	13	33
Marital Status		
Married/common-law	58	n/a
Single	42	n/a
Presence of Children		
Under 5 years	10	n/a
5-12 years	12	n/a

13-17 years	6	n/a
18 years or older	5	n/a

continued...

- More than eight-in-ten permanent residents are currently employed or self employed, compared with almost half of all second homeowners.
- Permanent residents are somewhat more likely to be homeowners living in a single detached home, duplex or townhouse. In 2013 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	23
Self Employed	21	24
Student	1	1
Not Working (seeking/not seeking work)	8	3
Retired	7	50
Home Tenure		
Own	50	100
Rent	50	-
Type of Dwelling		
Duplex or townhouse	39	37
Single, detached house	33	28
Apartment/Condo	18	33
Suite in a house	9	2
Staff housing	1	-

continued...

- More than one-quarter of all permanent residents states their home is in the pool of Whistler Housing Authority Resident Restricted Housing.
- More than four-in-ten permanent residents have lived in Whistler for 11 years or more (46%), while almost one-quarter has been there between 5 and 10 years (23%) and almost one-third for 4 years or less.
- About three-quarters of all second homeowners have owned their property in Whistler for 11 years or more (74%), with the remainder evenly divided between those that have owned for between 5 and 10 years (13%) and those that have owned for 4 years or less (13%).

Demographics

	Permanent Residents (300) %	Second Homeowners (200) %
Whistler Resident Restricted Housing		
Yes	29	n/a
No	63	n/a
Don't know / Refused	7	n/a
Years in Whistler		
0 – 4 years	31	13
5 – 10 years	23	13
11 or more years	46	74

continued...

Demographics	Permanent Residents (300) %	Second Homeowners (200) %
Neighbourhood		
North		
Alpine Meadows	15	9
Emerald Estates	6	6
Whistler Cay Estates	3	-
Spruce Grove	3	1
White Gold	5	1
Whistler Cay Heights	4	7
Rainbow Park	3	-
Nesters	<1	1
Tapley's Farm	3	1
Nicklaus North Estates	1	2
South		
Whistler Creek / Creekside	11	13
Nordic Estates	6	4
Cheakamus	6	-
Brio	2	1
Spring Creek	1	-
Blueberry Hill	3	5
Bayshores	7	6
Old Gravel Road	<1	-
Alta Vista	3	5
Function Junction	1	-
Millers Pond	1	1
Twin Lakes	1	1
Alpha Lake Village	-	1
Wayside	-	-
Whistler Highlands	-	1
Stonebridge	-	-
Village +		
Village	7	11
Benchlands	3	15
Blackcomb	1	2
Other	4	11

Appendix

Questionnaire