# Resort Municipality of Whistler Community Life Tracking Survey

**Presented to:** Resort Municipality of Whistler
Whistler, B.C.

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# Contents

# Executive Overview

## Introduction

The Resort Municipality of Whistler (RMOW) has a comprehensive community strategic plan called 'Whistler 2020' and a newly created corporate plan. A monitoring and reporting program is a 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 also measures attitudes towards current policies and policy options.

This year, a total of 500 random telephone interviews were completed between September 11 and 28, 2014. 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

As found in previous years the majority of permanent residents (66%) and second homeowners (86%) have lived, or owned property in Whistler for at least five years or more with the large majority, approximately three-quarters, remaining "very satisfied" with Whistler as a place to live.

In 2014 the median personal income range is \$45,000 to \$50,000 (up from \$40k – \$45k reported in previous years), while the median household family income range is \$90,000 to \$95,000. Approximately one-third of residents pay more than 30% of their income on housing, while one-in-five pay more than 40%.

## Arts, Culture and Recreation

Satisfaction with arts, culture and recreation opportunities remains consistently high, particularly for all things related to the outdoors, nature and recreation, as well as the Village, its restaurants and grocery stores, and more recently health services. Lower satisfaction continues to be recorded for career opportunities (62% of residents) and educational opportunities (33% of residents).

Simple correlation analysis was run taking the average satisfaction rating given by residents for each aspect of life in Whistler that was tested, and generating its "derived" influence or importance as a driver of "overall satisfaction with life in Whistler". From the analysis this year we find that most aspects of life receive high satisfaction rating with only one area that stands out from the others as a key driver of overall satisfaction, that of opportunities for recreational and physical activity. Otherwise this suggests that most areas contribute in some way and the high level of satisfaction for each should be maintained.

While also not appearing to correlate strongly with overall satisfaction, three areas of lowest satisfaction and therefore likely in need of attention include that of personal opportunities for formal learning, career and employment opportunities and the provision of grocery services in Whistler.

## Community Relationships, Education & Employment

The large majority of permanent residents continue to feel a strong sense of belonging to the community (92%) compared with about half of all permanent residents (51%). The community continues to be highly educated, with three-quarters of all residents having completed post-secondary education. Unemployment has remained consistently low since 2006 at approximately 2%, however this increased in 2014 to a current level of 5%.

This year the most commonly mentioned area of concern, named by a total of 19% of residents is that of **Housing**, in particular the lack of affordable housing, and to a lesser extent a lack of staff housing and seniors housing. Next most common, named by a total of 14% of residents is that of **Operational Concerns**, particular relating to a lack of community services for residents, and taxes amongst second homeowners. Concerns regarding public transportation decreased this year with mentions down from 7% to 2% currently.

## Community Living & Decision Making

Consistent with past measures about half of all permanent residents and second homeowners are satisfied with opportunities for input in decision making in Whistler, with just one-in-ten dissatisfied. The majority also retains a positive impression of decision makers and perceives services provided by the Resort Municipality of Whistler to be good value for money (88% of residents and 82% of second homeowners). The most favoured method for the municipality to share public information remains by far via a local newspaper.

## Satisfaction with Services

Overall, satisfaction with services provided by RMOW remains high, with approximately three-quarters or more who are satisfied for most services. This year satisfaction with local transit services increases from 57% satisfied a year ago up to 69% currently (18% remain dissatisfied). Decreasing this year is the proportion satisfied with recycling and waste services, from 80% a year ago down to 73% currently satisfied (with just 14% who are dissatisfied).

Satisfaction remains lowest for building and land development requirements and permitting services, with 42% of residents satisfied versus 22% dissatisfied. In terms of those who have actually used this service 40% are satisfied versus 37% dissatisfied.

## Satisfaction with Municipal Hall Front Counter Services

This year three-quarters or more permanent residents report being satisfied with municipal hall front counter services with fewer than one-in-ten expressing any dissatisfaction. Satisfaction amongst second homeowners increases for these services to now match that of permanent residents with the majority satisfied.

## High Priorities for Budget Allocation

Priorities for budget allocation remain largely unchanged this year with snow clearing and the maintenance of parks and trails, the Village and roads most commonly rated as a high priority, with library services and arts programming ad facilities most commonly rated as a low priority. Changes this year include an increase in the proportion of residents rating “community centres and youth services” as a high priority for budget allocation, from 55% in 2013 to 65% currently; and a directional increase in the proportion of residents rating “municipal recreational programs and facilities” as a high priority for budget allocation, from 48% in 2013 to 55% currently.

# Foreword

## Background and Research Objectives

The Resort Municipality of Whistler (RMOW) has a comprehensive community strategic plan called 'Whistler 2020' and a newly created corporate plan. A monitoring and reporting program is a 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 also measures 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 B.C.
- **Seasonal residents** *(not surveyed in 2010, 2012, 2013 or 2014)*: those who do not own property in Whistler and live there for only part of the year

In 2014, as in 2013, 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, 2013 and now 2014, 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 2014 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 2014 was conducted between September 11 and 28, 2014. This compares to previous waves conducted as follows:

2013 – September/October
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, 2013 and now 2014 in order to offer residents who were not contacted as part of the random telephone survey an opportunity to provide their opinions and feedback about 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 | 53 | 54 | 49 |
| Female | 47 | 46 | 51 |
| **Age** | | | |
| 18-34 | 30 | 47 | 1 |
| 35-54 | 41 | 36 | 19 |
| 55 and over | 29 | 16 | 78 |
| Refused | 1 | 1 | 2 |

### 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 the 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 2014 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 2014 it remains important to allow enough time for the fieldwork period in order to reach a balanced sample of the population amongst the 300 permanent residents. 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 augments 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 means that as much time as possible should be allowed to dial through the extra cell phone sample and spreading out the calling to traditional landlines, the benefit being 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 always be factored into any future scheduled surveys to account for this.
- In terms of the questionnaire, the survey length in 2014 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 more responses in 2014 (164 completed surveys) than in 2013 (82). In 2012, 189 online surveys were completed and in 2010, the first year that an online version was offered, there were 267 online surveys completed. 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 (66%).
- More than eight-in-ten second homeowners (86%).

**Permanent Residents**

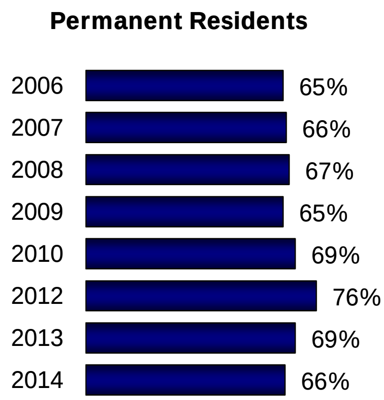
- Those aged less than 35 have lived in Whistler on average approximately 6 years compared with those 35 or older who have spent on average more than 17 years living in the community; renters have spent on average about 6 years in Whistler compared with homeowners who average about 16 years.
- Residents living north of Whistler Village have lived in the community for an average of more than 12 years compared with 11 years for those in the south, and 8 years for those living in the Village itself.
- Approximately four-in-ten residents currently live in a single detached home (41%), with almost one-third of all residents that currently live in a duplex or townhouse (30%). A further 18% report living in an apartment style home, with 11% who rent a suite in a house.
- About one-in-five of all permanent resident dwellings are in the pool of Whistler Housing Authority Restricted Housing (21%).

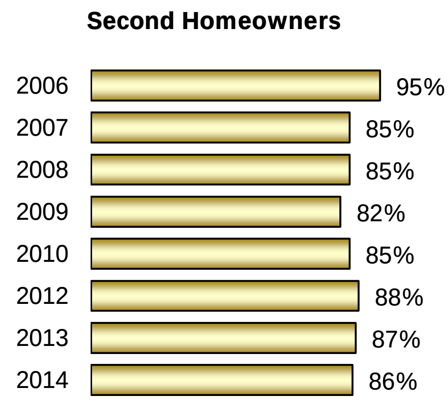
**Second Homeowners**

- Second homeowners (excluding foreign and business owners) have owned their property in Whistler for approximately 20 years on average.
- Second homeowners most commonly own a condo or apartment style home (34%), a duplex or townhouse (33%), or a single, detached house (32%).

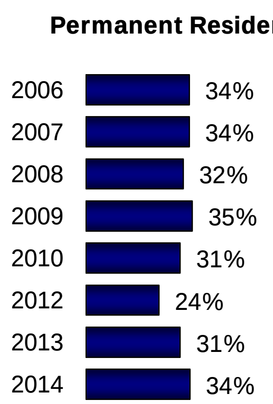
## Years Lived or Owned in Whistler

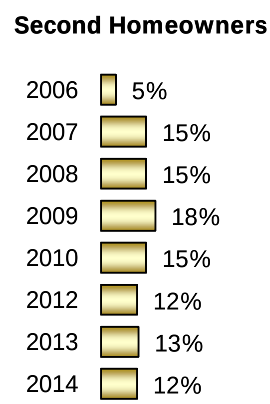
### 5 years or more




### Less than 5 years



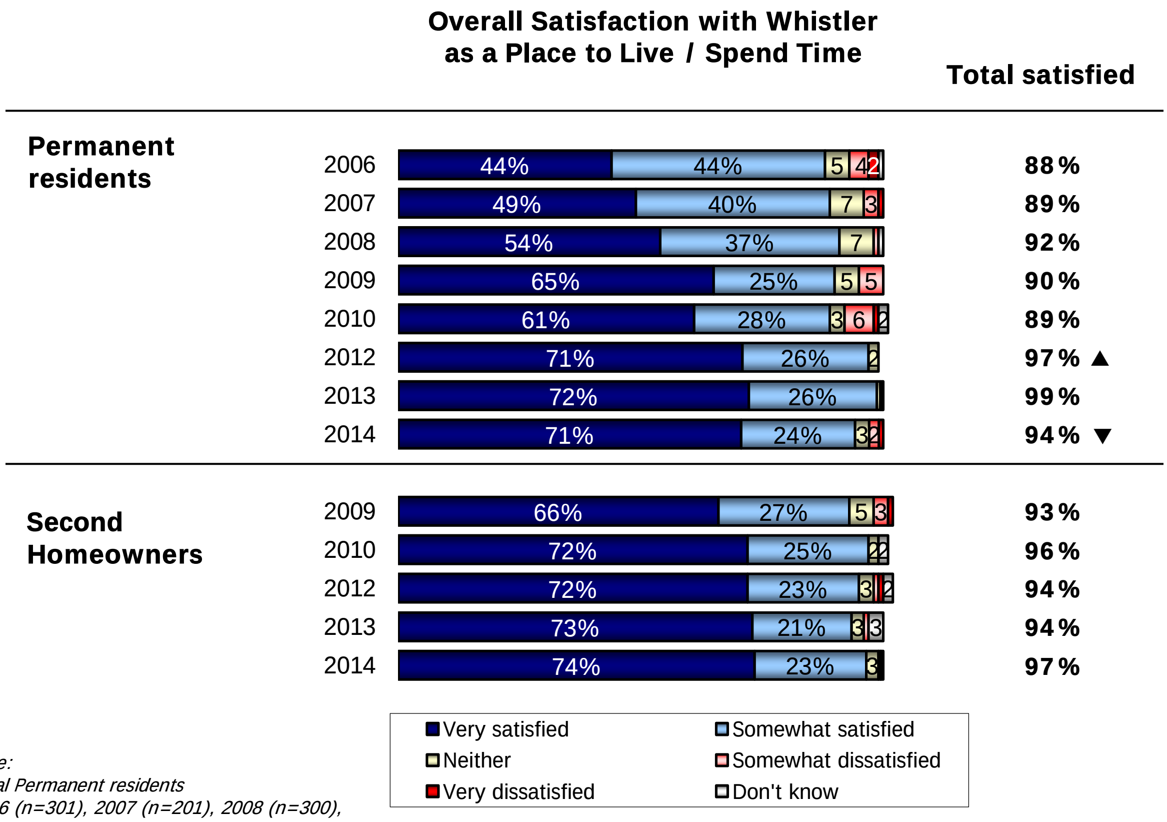

*Base:*
*Total Permanent residents*
*2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305), 2010 (n=300), 2012 (n=300), 2013 (n=300), 2014 (n=301)*

*Total Second Homeowners*
*2006 (n=200), 2007 (n=192), 2008 (n=206), 2009 (n=200), 2010 (n=200), 2012 (n=200), 2013 (n=200), 2014 (n=200)*

*Q.5) How long have you lived as a year round resident in Whistler? How many years have you come to live in Whistler for a season? How long have you owned property in Whistler?*

## *1.2 Proportion of residents satisfied with Whistler as a place to live / spend time*

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




*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), 2014 (n=301)*

*Total Second Homeowners*
*2009 (n=200), 2010 (n=200), 2012 (n=200), 2013 (n=200), 2014 (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

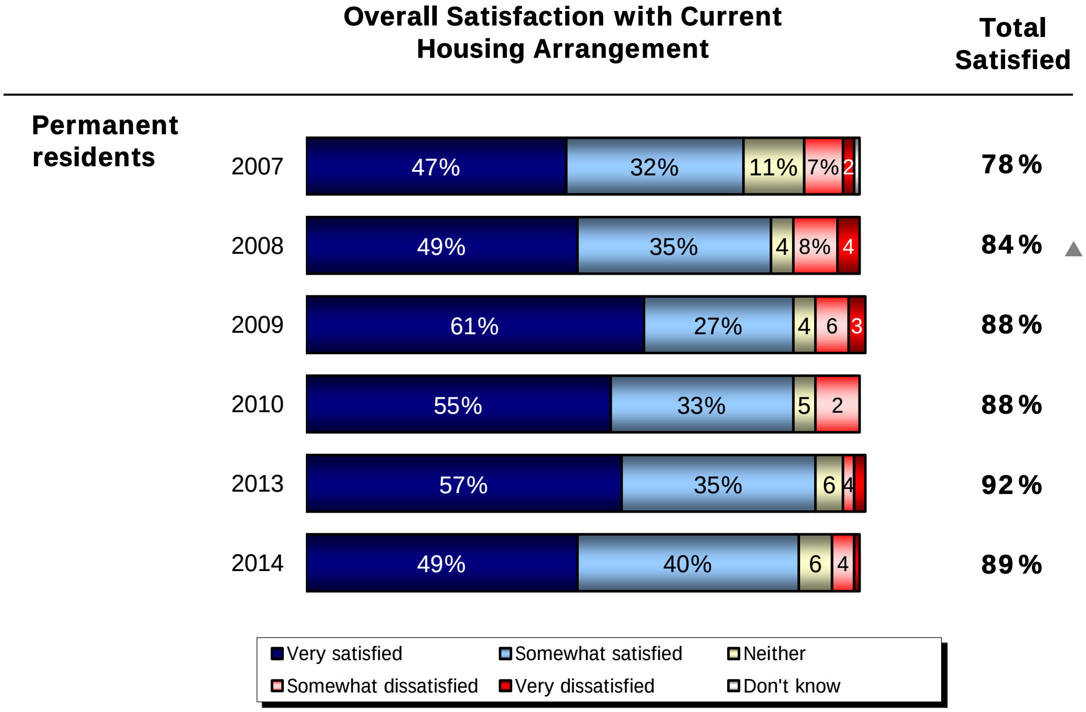
- Satisfaction amongst permanent residents remains consistently high, with no significant difference this year between most demographic sub-groups, and almost half overall stating they are “very satisfied”.

### Second Homeowners

- The high level of satisfaction amongst second home owners is also consistent across all demographic sub-groups, with almost three-quarters who are ‘very’ satisfied overall.

## 1.3 Proportion of residents satisfied with current housing arrangement

- Almost nine-in-ten permanent residents (89%).




*Base: Total Permanent residents*
*2007 (n=201)*
*2008 (n=300)*
*2009 (n=305)*
*2010 (n=300)*
*2013 (n=300)*
*2014 (n=301)*

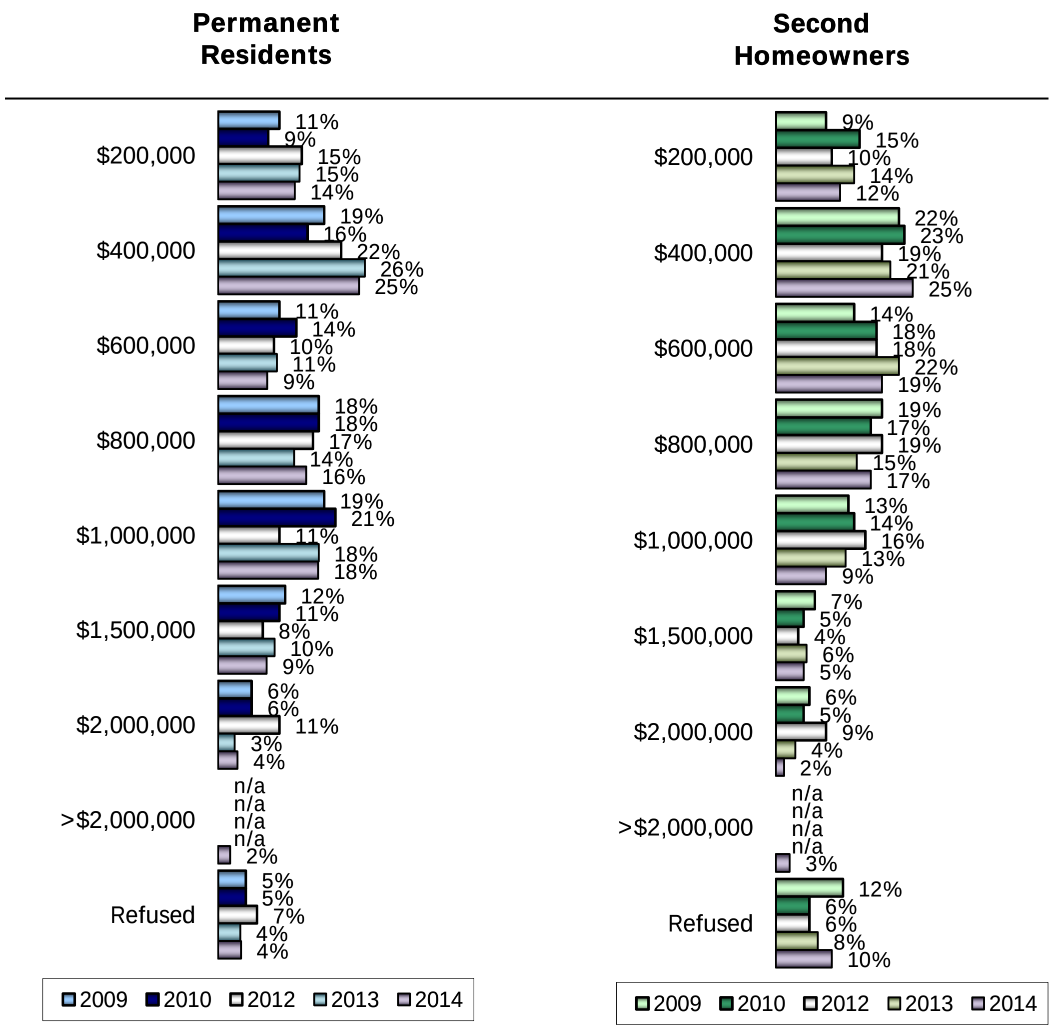
*Q.10) Not including the cost of housing, how satisfied are you with your current housing arrangement? Please consider aspects such as space, storage, privacy, the condition and layout of the unit. Are you:*

### Permanent Residents

- Overall satisfaction is consistent with a year ago, though with a decrease in the proportion ‘very’ satisfied (49% vs. 57% a year ago); the proportion of those dissatisfied is unchanged at just 5%.

### 1.4 *Assessed Value of Whistler Residence*

- Compared with a year ago no significant changes occur in the self-reported assessed home value. Currently, approximately four-in-ten permanent residents assess the value of their home at between $200,000 and $400,000, with one-quarter assessed at between $600,000 and $800,000, and 32% assessed at $1 million dollars or more.
- Also consistent with a year ago are the self-assessed values among second home-owners. Currently about one-third assessed their property between $200,000 and $400,000 (36%), with the same proportion assessing the value of their home between $600,000 and $800,000 (36%), and less than one-in-five assessed at $1 million dollars or more (18%).




*Base: Permanent Resident Homeowners only*
*2009 (n=211), 2010 (n=236), 2012 (n=233), 2013 (n=194), 2014 (n=202)*

*Total Second Homeowners*
*2009 (n=200), 2010 (n=200), 2012 (n=200), 2013 (n=200), 2014 (n=200)*

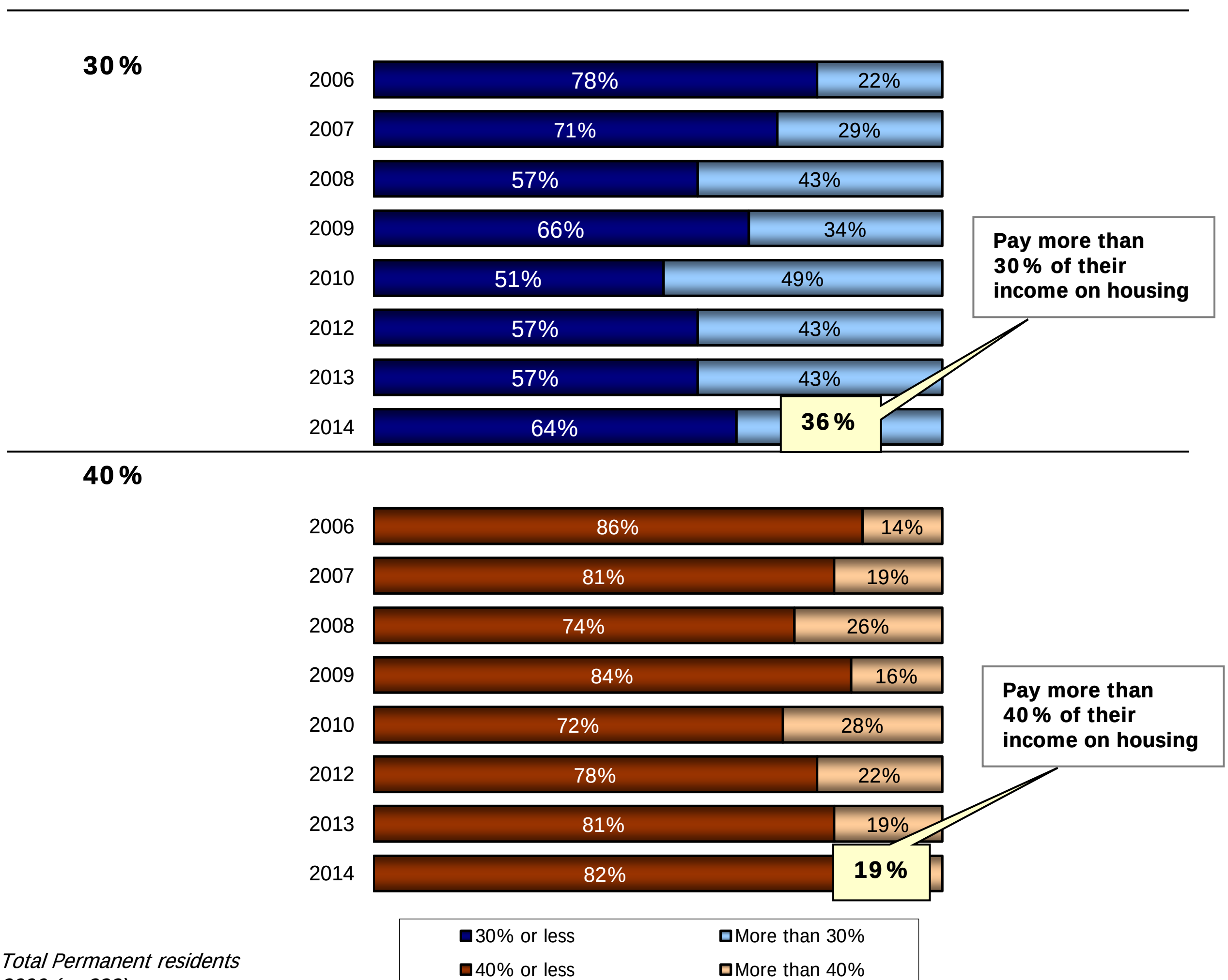
*Q.11) What is the assessed value of your Whistler Residence? Would it be closer to…*

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

- In 2014 a total of 36% of permanent residents pay more than 30% of their income on housing, while statistically consistent with most other years, this is significantly lower compared with the measure from 2010.

- And in 2014 approximately one-in-five pay more than 40% of their income on housing, also statistically unchanged compared with other years, but down compared with 2010.

**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)*
*2014 (n=244)*

*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?*

## 1.6 Median Income Levels – Personal and Household

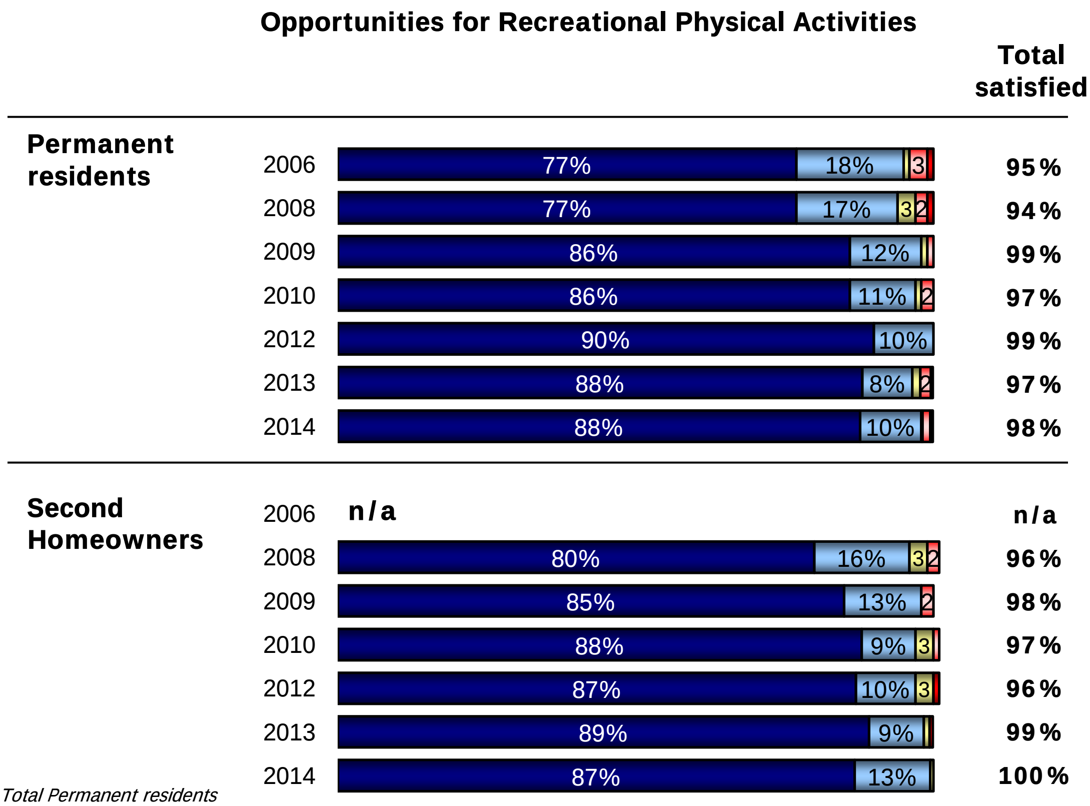
**Permanent Residents**

- Median Personal Income Range: $45,000 to less than $50,000 (up from $40,000 to less than $45,000 seen in the previous four measures 2013, 2012, 2010 and 2009).
- Median Household Family Income Range: $90,000 to less than $95,000 (consistent with that recorded in 2013 and 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): $72,500 (up from $62,500 reported in 2013 and $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 (98%).
- All second homeowners (100%).




*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)*
*2014 with an opinion (n=301)*

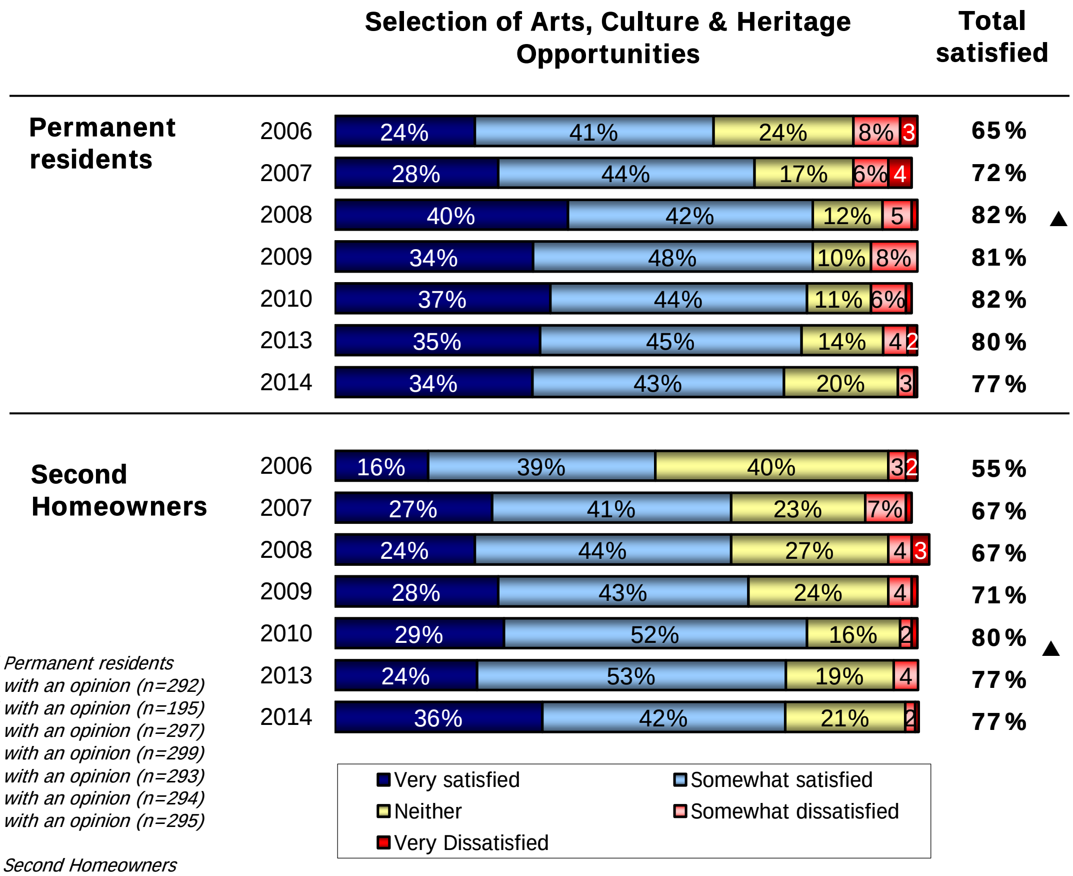
*Total Second Homeowners*
*2006 (n=200)*
*2008 with an opinion (n=203)*
*2009 with an opinion (n=197)*
*2010 with an opinion (n=197)*
*2012 with an opinion (n=197)*
*2013 with an opinion (n=195)*
*2014 with an opinion (n=197)*

*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 previous years.

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

- More than three-quarters of permanent residents (77%).
- 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)*
*2014 with an opinion (n=295)*

*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)*
*2014 with an opinion (n=180)*

*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

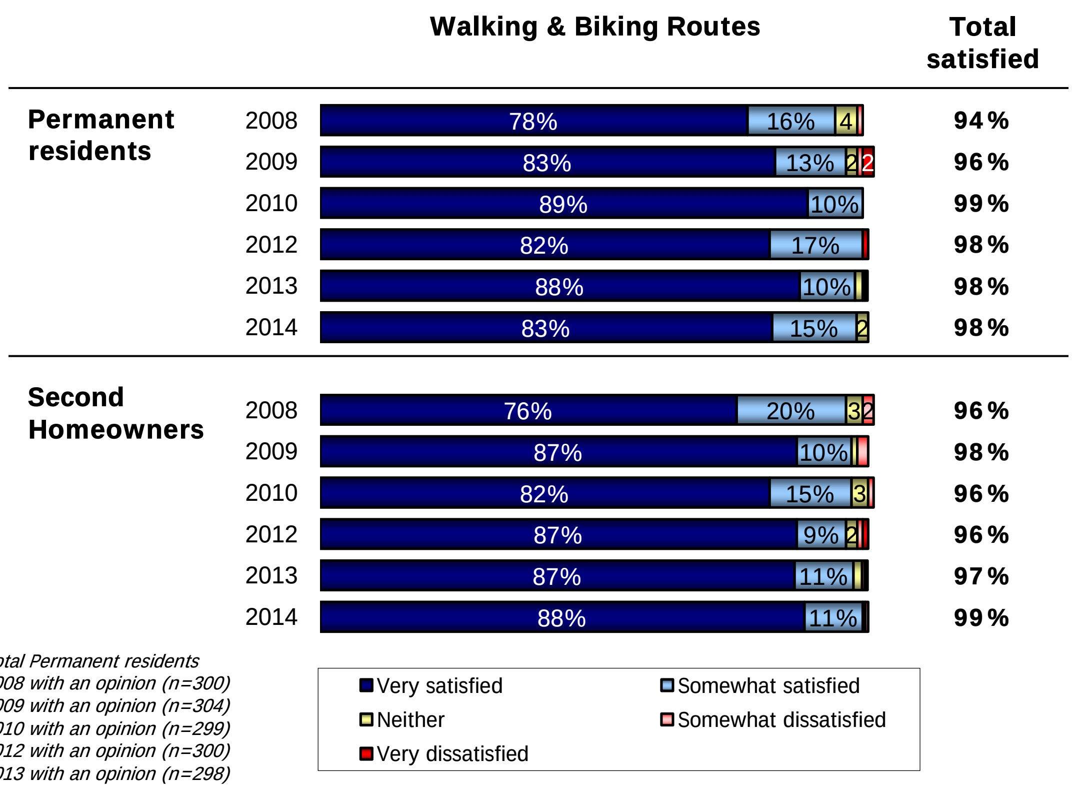
- Satisfaction amongst permanent residents with the selection of arts, culture and heritage opportunities is consistent with recent previous measures, with 77% currently satisfied.

### Second Homeowners

- Satisfaction also remains consistent amongst second homeowners, with more than three-quarters currently satisfied and one-third very 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 (99%).




*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)*
*2014 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)*
*2014 with an opinion (n=198)*

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

### Permanent Residents

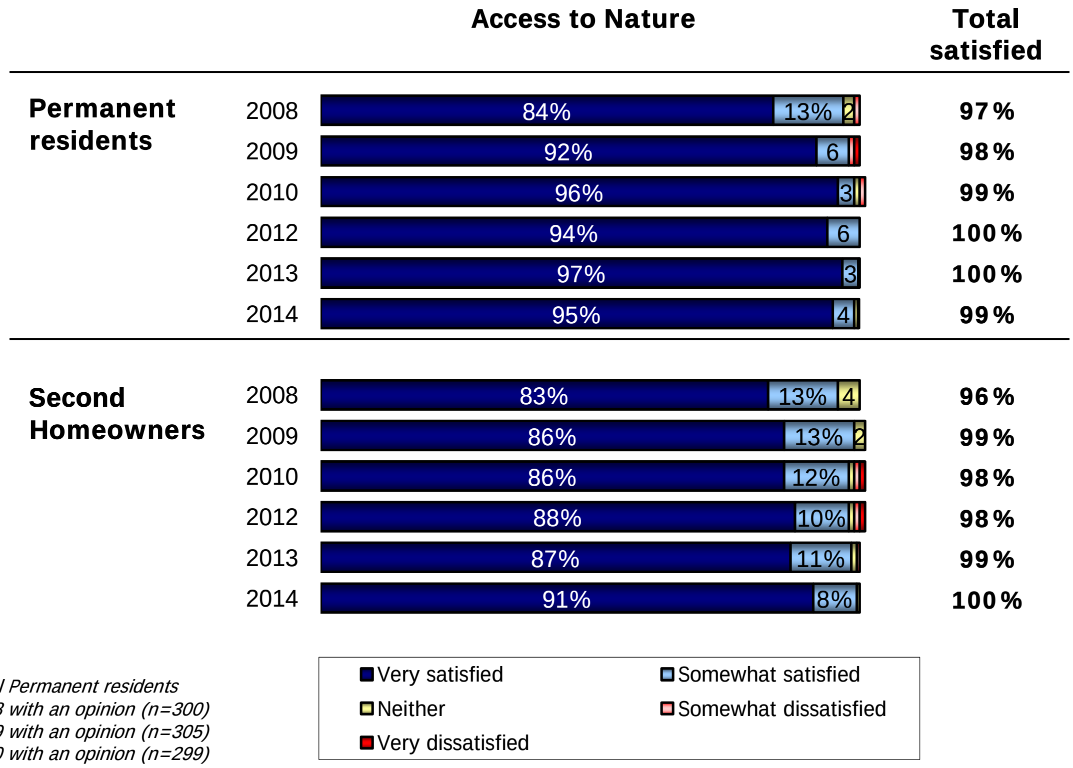
- Little changed from previous measures, almost all permanent residents remain satisfied with walking and biking routes in 2014, with satisfaction consistent amongst all segments.

### Second Homeowners

- Satisfaction remains similarly high among second homeowners.

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

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




*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)*
*2014 with an opinion (n=301)*

*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)*
*2014 with an opinion (n=198)*

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

### Permanent Residents

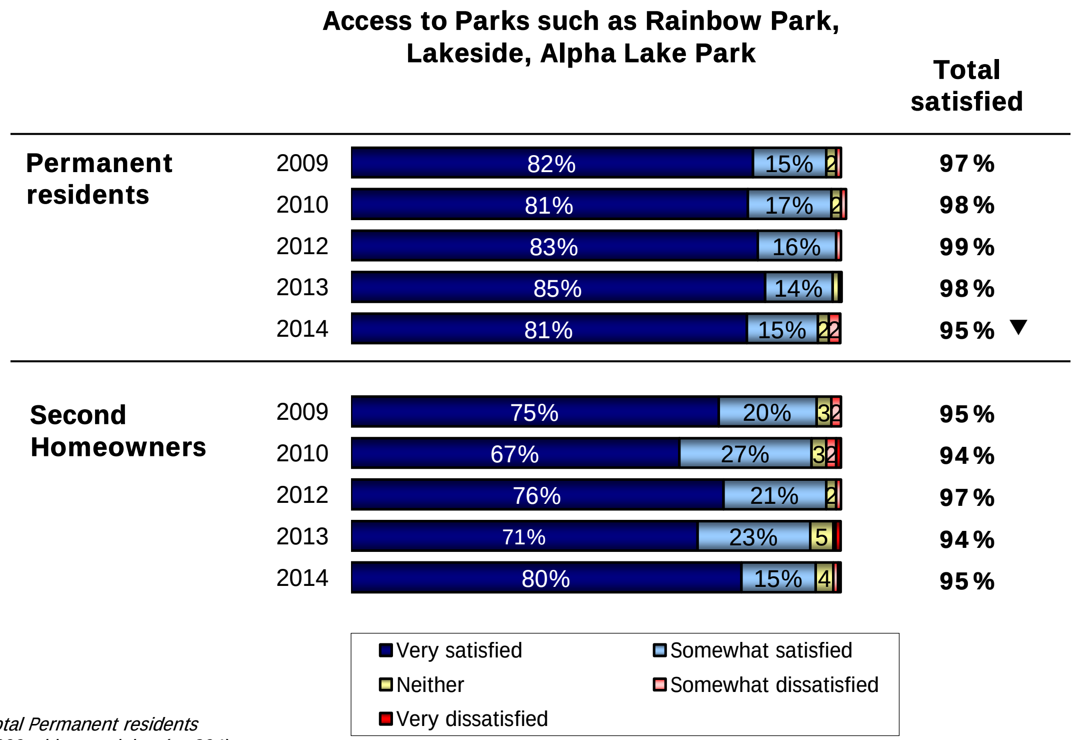
- In 2014 almost all residents are reportedly satisfied with the access to nature in Whistler, unchanged from a year ago.

### Second Homeowners

- All second homeowners are satisfied this year 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 (95%).
- Almost all second homeowners (95%).




*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)*
*2014 with an opinion (n=297)*

*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)*
*2014 with an opinion (n=192)*

*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

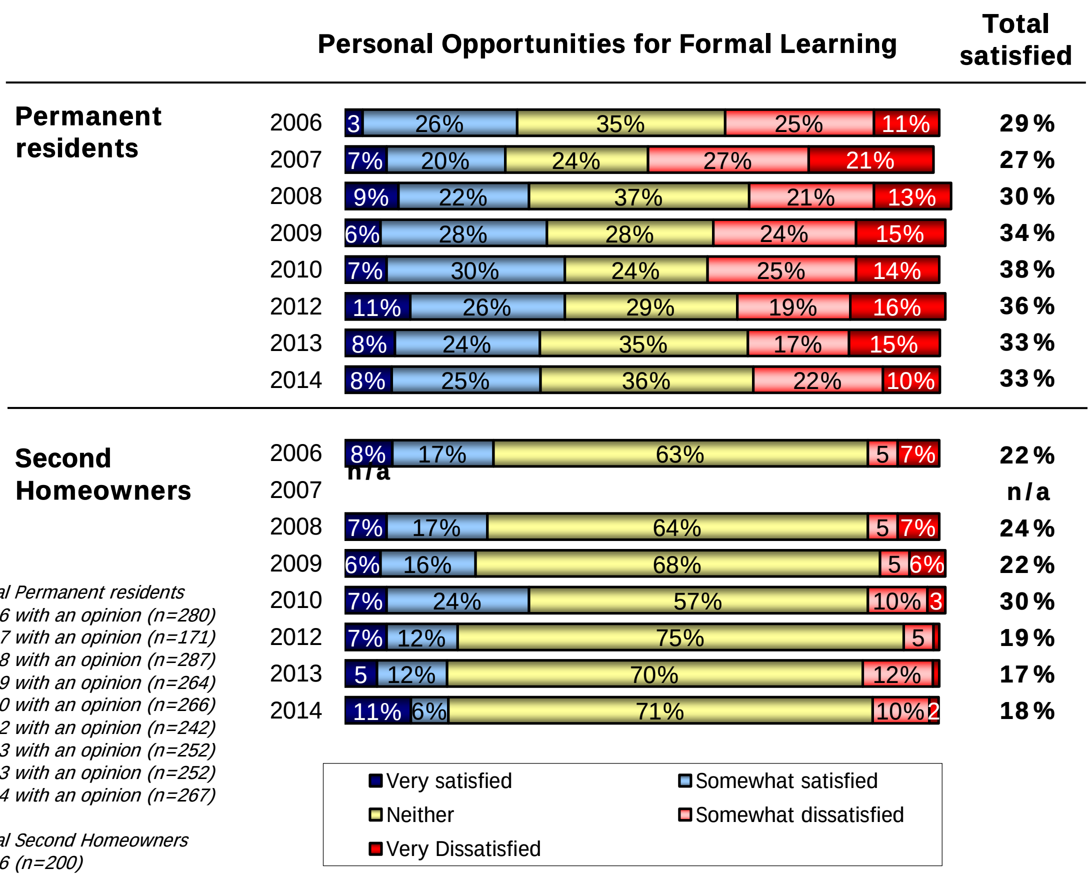
- Almost all permanent residents remain satisfied with their access to local parks.

### 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"*

- One-third of all permanent residents (33%).
- Almost one-fifth of all second homeowners (18%).




*Base: Total Permanent residents*
*2006 with an opinion (n=280)*
*2007 with an opinion (n=171)*
*2008 with an opinion (n=287)*
*2009 with an opinion (n=264)*
*2010 with an opinion (n=266)*
*2012 with an opinion (n=242)*
*2013 with an opinion (n=252)*
*2013 with an opinion (n=252)*
*2014 with an opinion (n=267)*

*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)*
*2014 with an opinion (n=63)*

*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**

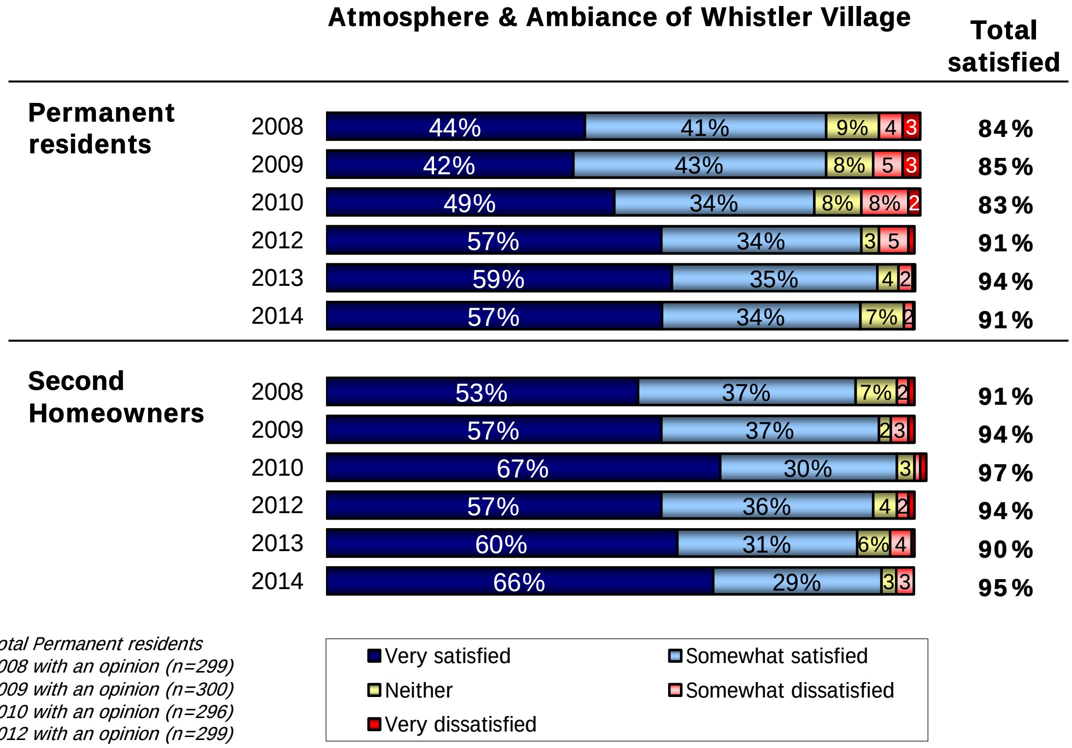
- Overall satisfaction amongst permanent residents is consistent with most previous measures, with one-third currently satisfied (33%), and a similar proportion dissatisfied (32%). This level of satisfaction is consistent amongst all segments.

**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 2013.

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

- About nine-in-ten permanent residents (91%).
- More than nine-in-ten second homeowners (95%).




*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)*
*2014 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=199)*
*2012 with an opinion (n=195)*
*2013 with an opinion (n=196)*
*2014 with an opinion (n=199)*

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

## Permanent Residents

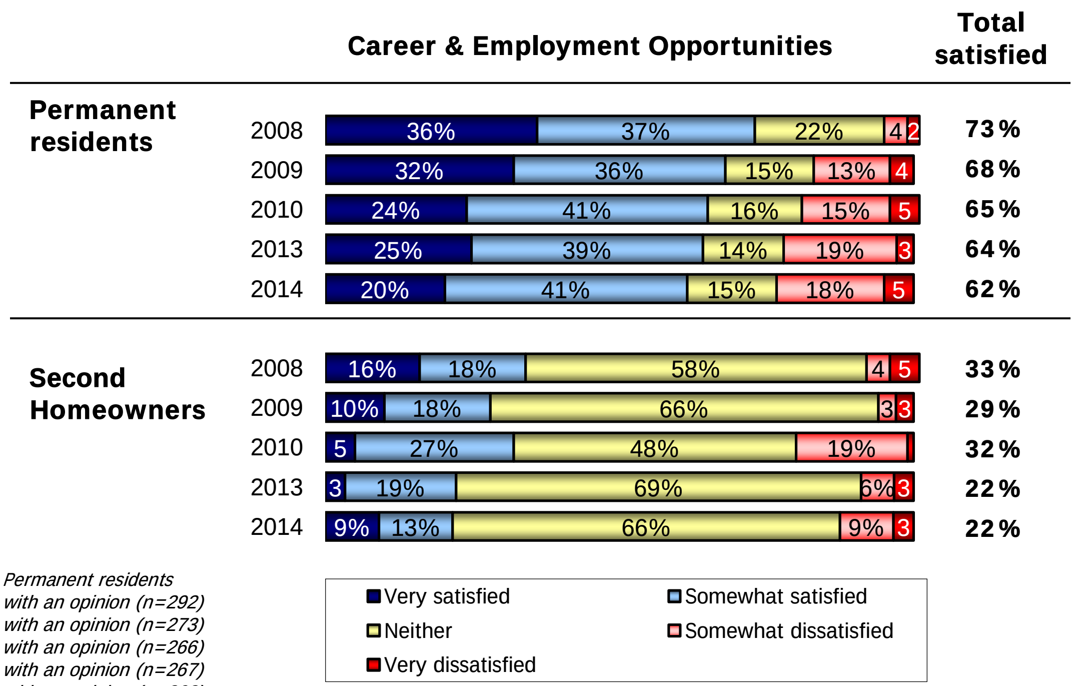
- The majority of residents continue to be satisfied with the atmosphere and ambiance of Whistler Village, with the level of satisfaction statistically unchanged compared with 2013.

## Second Homeowners

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

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

- More than six-in-ten permanent residents (62%).
- 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)*
*2014 with an opinion (n=262)*

*Total Second Homeowners*
*2008 (n=168)*
*2009 with an opinion (n=115)*
*2010 with an opinion (n=98)*
*2013 with an opinion (n=90)*
*2014 with an opinion (n=88)*

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

### Permanent Residents

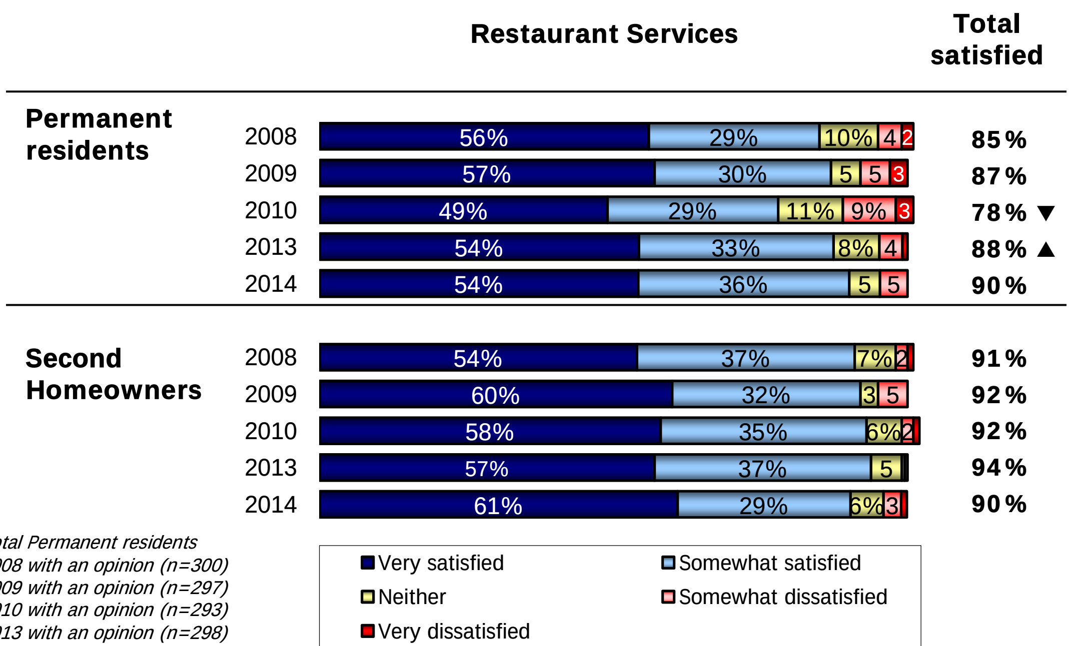
- In 2014 the proportion of those residents satisfied, more than six-in-ten, remains statistically unchanged from a year ago. This level of satisfaction is generally consistent amongst all demographic segments.

### Second Homeowners

- As in previous years most second homeowners remain neutral on the topic or have no opinion, with approximately one-in-ten that express dissatisfaction with regards to employment opportunities.

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

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




*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)*
*2014 with an opinion (n=294)*

*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)*
*2014 with an opinion (n=197)*

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

### Permanent Residents

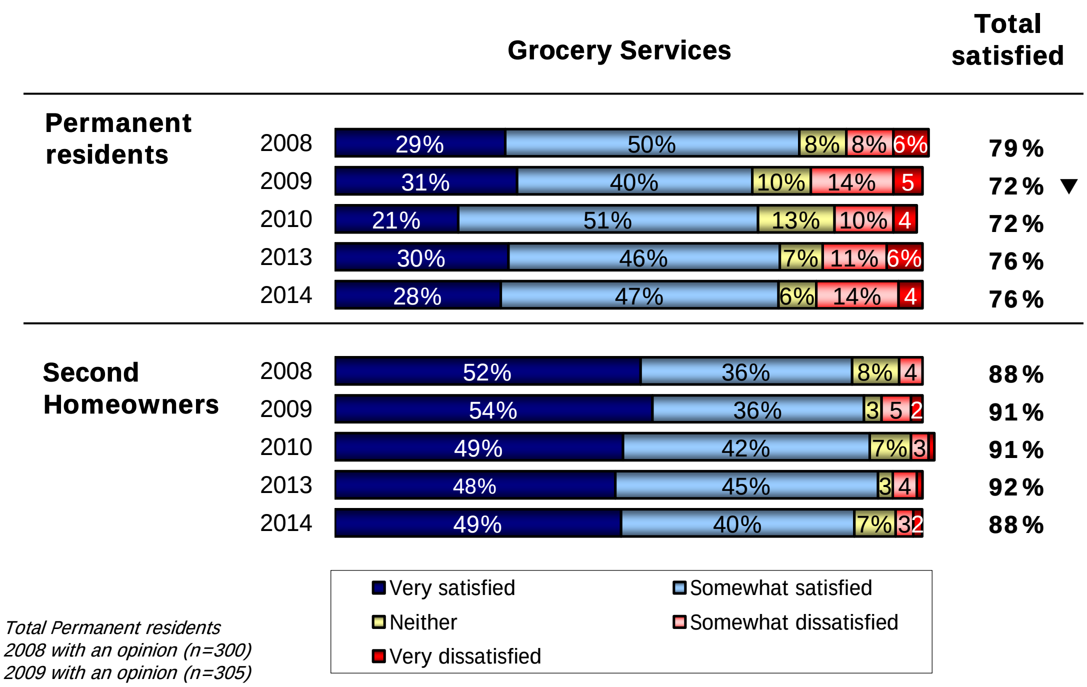
- The majority of permanent residents are satisfied with the restaurant services available in Whistler, consistent with the level seen in 2013.

### 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 (76%).
- Almost nine-in-ten second homeowners (88%).




*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)*
*2014 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)*
*2014 with an opinion (n=199)*

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

### Permanent Residents

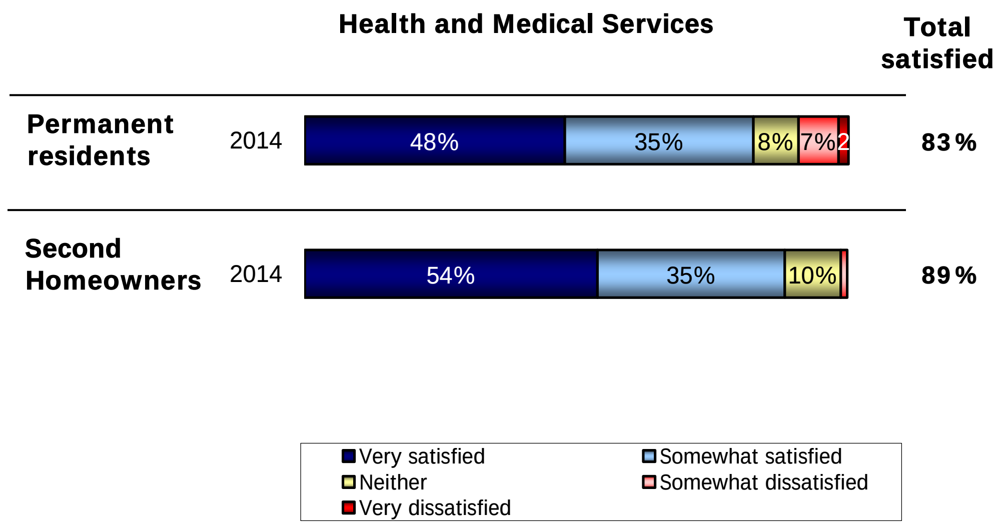
- Overall, satisfaction with grocery services is little changed since 2008; and largely unchanged compared with a year ago.
- This year younger residents are somewhat more likely to be dissatisfied than their older counterparts (23% of those aged 18 to 34 vs. 13% of those 35 + are dissatisfied) as are males (22%) compared with females (just 11% dissatisfied).

### Second Homeowners

- Satisfaction is generally consistent amongst most second homeowners.

### 2.11 Proportion of residents satisfied with Whistler for: "Health and Medical Services"

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




*Base: Total Permanent Residents 2014 (n=297)*

*Total Second Homeowners 2014 (n=165))*

*Q.13k) How satisfied are you with the following aspects of life in Whistler? "Health and medical services"*

**Permanent Residents**

- Measured for the first time in 2014 the majority of permanent residents are currently satisfied with health and medical services available in Whistler (83%), with almost half very satisfied (48%).

**Second Homeowners**

- The majority of second homeowners are similarly satisfied (89%), with more than half very satisfied (54%).

## *2.12 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

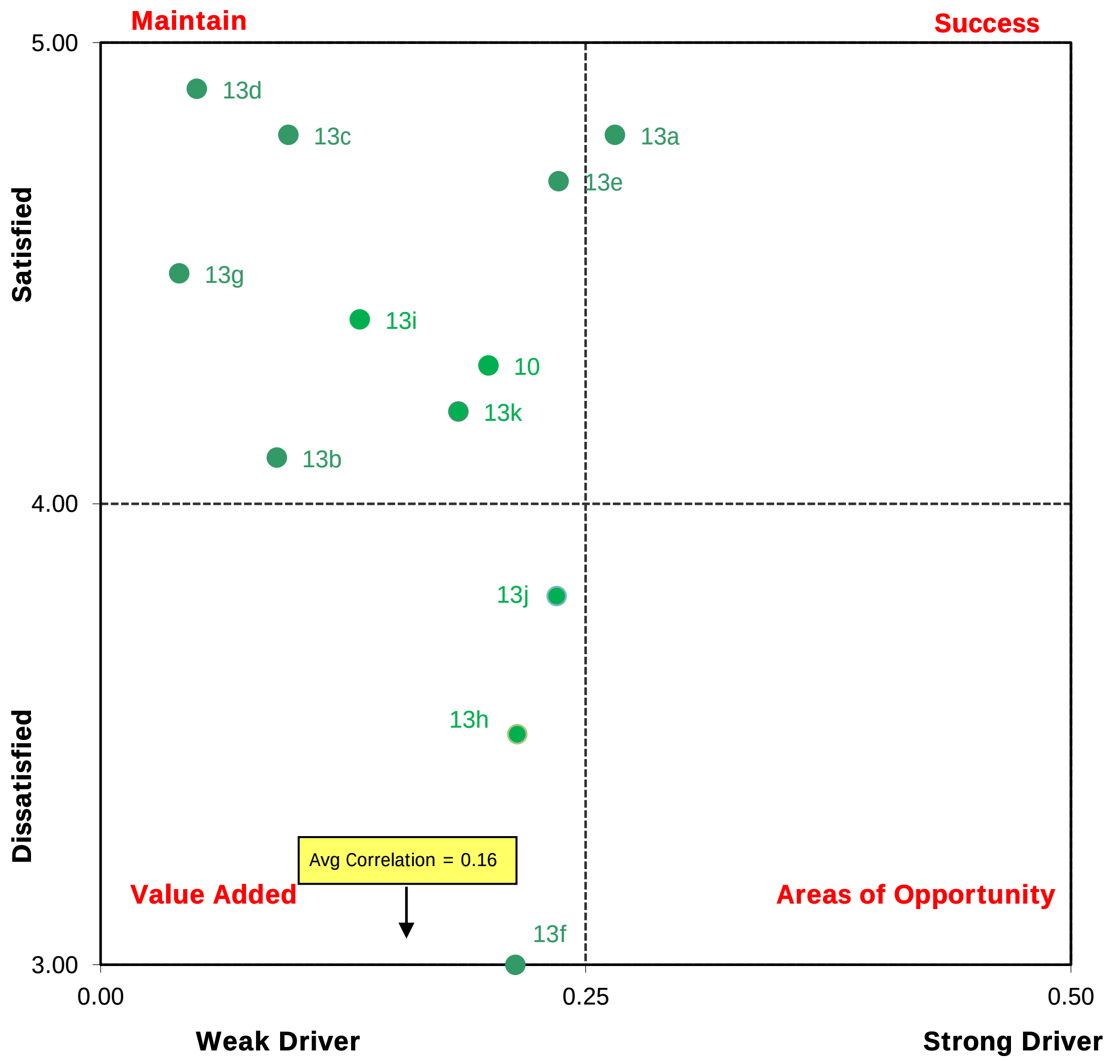
***Weak Driver – high satisfaction***, weakly correlated with overall satisfaction - aspects of life plotted in this quadrant are *not* found to be key drivers of overall satisfaction with life in Whistler and so not an area of concern

***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: 2014 vs. 2013**

| | **2014 Aspects of Life** | **2013 Aspects of Life** |
|---|---|---|
| **Success:** Aspects of life in Whistler with high satisfaction and the strongest correlation with overall satisfaction | • Opportunities available for recreational physical activities | • Atmosphere and ambiance of Whistler Village<br>• Restaurant services |
| **Opportunity:** Aspects receiving low satisfaction while correlating more strongly with overall satisfaction | | • Career and employment opportunities |
| **Value Add:** Aspects receiving low satisfaction and not strongly correlated with overall satisfaction | • Personal opportunities for formal learning<br>• Career and employment opportunities<br>• Grocery services | • Personal opportunities for formal learning<br>• Grocery services |
| **Maintain:** Aspects receiving high satisfaction and not strongly correlated with overall satisfaction | • Current housing arrangement<br>• Atmosphere and ambiance of Whistler Village<br>• Restaurant services<br>• Selection of arts, culture & heritage<br>• Walking and biking routes i.e. valley trail<br>• Access to nature<br>• Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park<br>• Health and medical services (2014 only) | • Opportunities available for recreational physical activities<br>• Selection of arts, culture & heritage<br>• Walking and biking routes i.e. valley trail<br>• Access to nature<br>• Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park |

**Overall Satisfaction with Whistler as a Place to Live**
**- Permanent Residents -**

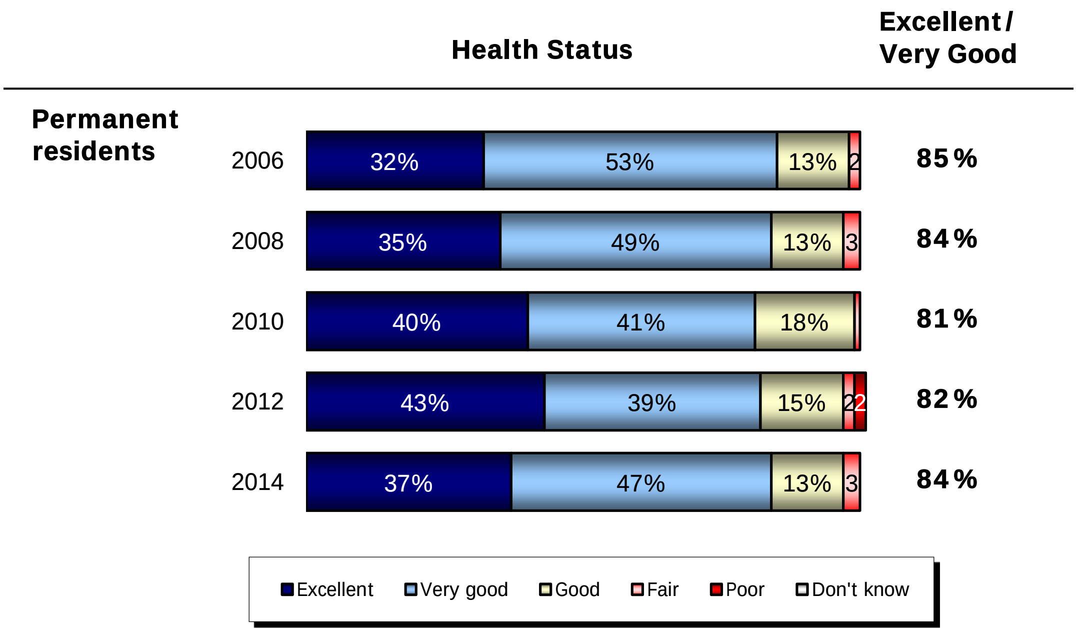



**Legend:**
10. Current housing arrangement
13a. Opportunities available for recreational physical activities
13b. Selection of arts, culture & heritage
13c. Walking and biking routes i.e. valley trail
13d. Access to nature
13e. Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park
13f. Personal opportunities for formal learning
13g. Atmosphere and ambiance of Whistler Village
13h. Career and employment opportunities
13i. Restaurant services
13j. Grocery services
13k. Health and medical services (2014 only)

## 3. Health and Community Relationships

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

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




*Base: Total Permanent residents*
*2006 (n=301)*
*2008 (n=300)*
*2010 (n=300)*
*2012 (n=300)*
*2014 (n=301)*

*Q.14) Thinking of your physical, mental and social well-being, in general, how would you rate your health?*

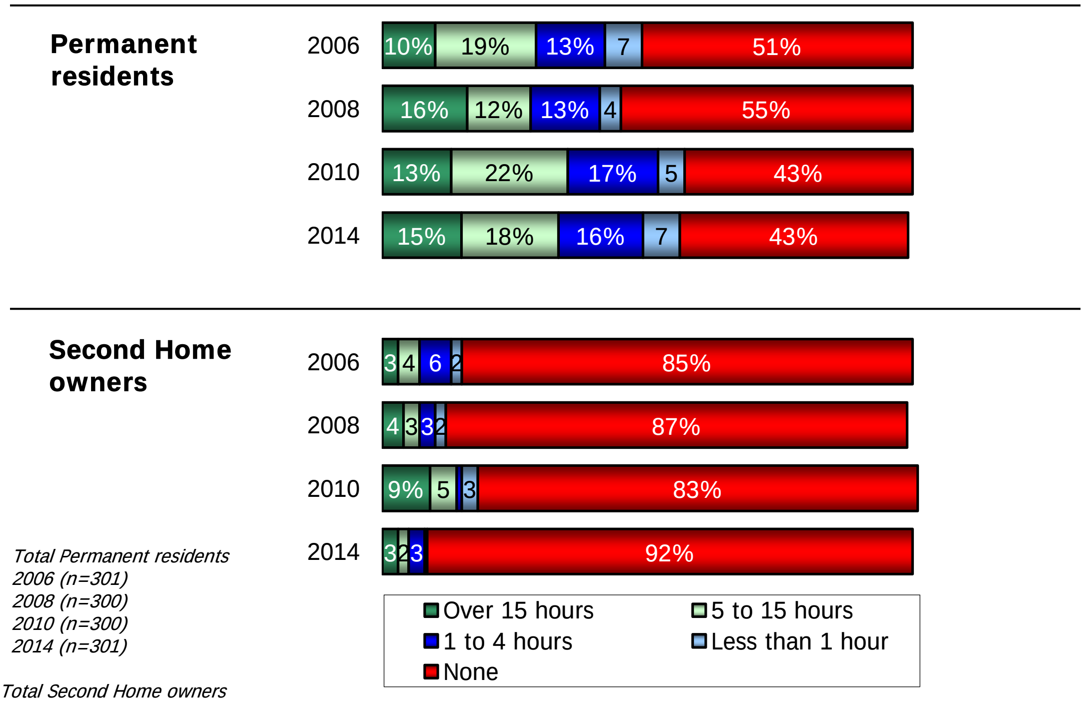
**Permanent Residents**

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

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

- About half of all permanent residents (49%).
- Fewer than one-in-ten second home owners (8%).

**Unpaid Volunteer Work**




*Base: Total Permanent residents*
*2006 (n=301)*
*2008 (n=300)*
*2010 (n=300)*
*2014 (n=301)*

*Total Second Home owners*
*2006 (n=200)*
*2008 (n=206)*
*2010 (n=200)*
*2014 (n=200)*

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

#### Permanent Residents

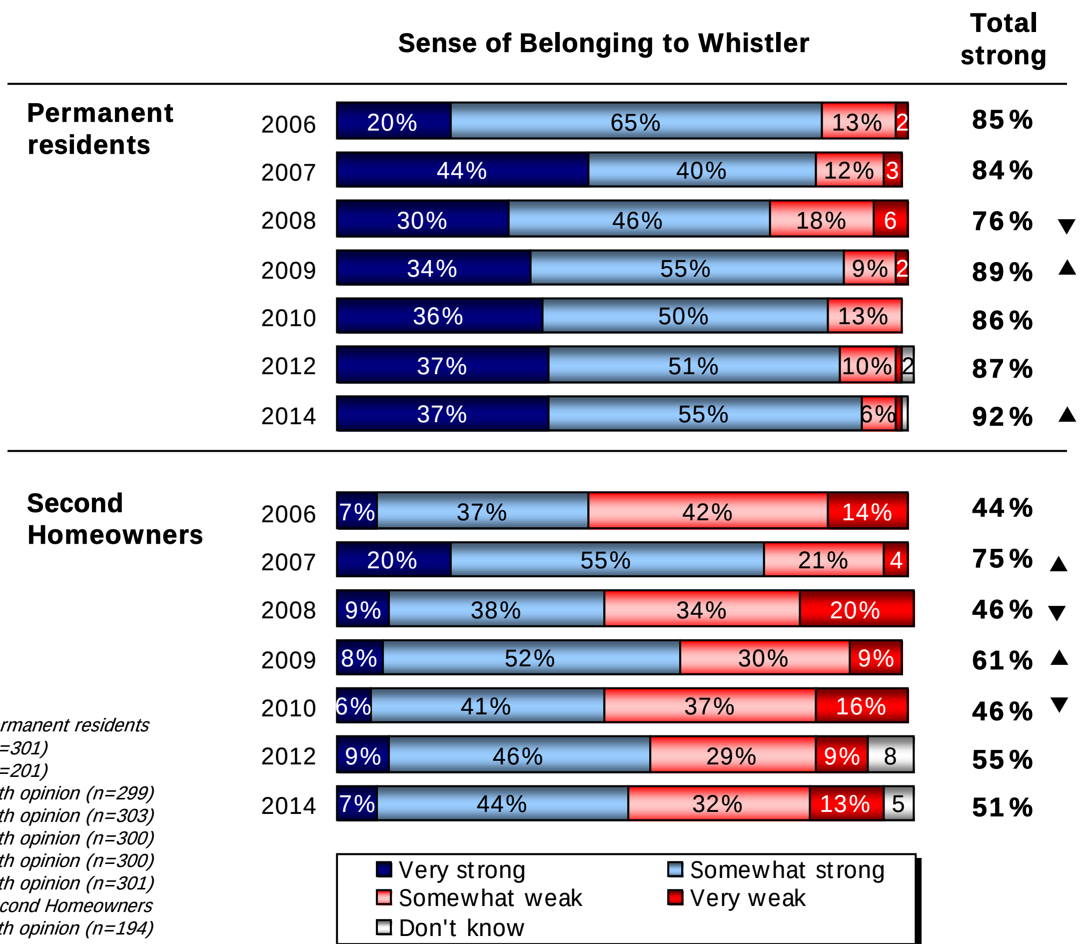
- In 2014 about half of all residents say they have volunteered their time, consistent with the last time this measure was taken in 2010. As found in the past, volunteers are more likely to be over 35 years old and longer term residents of Whistler (11+ years). They are also more likely to be home owners, have a family and a personal income of $50,000 or more.

#### Second Home Owners

- As in the past the large majority of second homeowners have not participated in any volunteer work in Whistler.

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

- Close to nine-in-ten permanent residents (92%).
- More than half of all second homeowners (51%).




*Base: Total Permanent residents*
*2006 (n=301)*
*2007 (n=201)*
*2008 with opinion (n=299)*
*2009 with opinion (n=303)*
*2010 with opinion (n=300)*
*2012 with opinion (n=300)*
*2014 with opinion (n=301)*
*Total Second Homeowners*
*2006 with opinion (n=194)*
*2007 with opinion (n=195)*
*2008 with opinion (n=205)*
*2009 with opinion (n=195)*
*2010 with opinion (n=200)*
*2012 with opinion (n=200)*
*2014 with opinion (n=200)*

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

### Permanent Residents

- The high proportion of residents feeling a strong sense of belonging is consistent with most previous measures, increasing somewhat from year ago with more than nine-in-ten who feel a strong sense of belonging (92%), and more than one-third a "very strong" sense of belonging (37%).

**Second Homeowners**

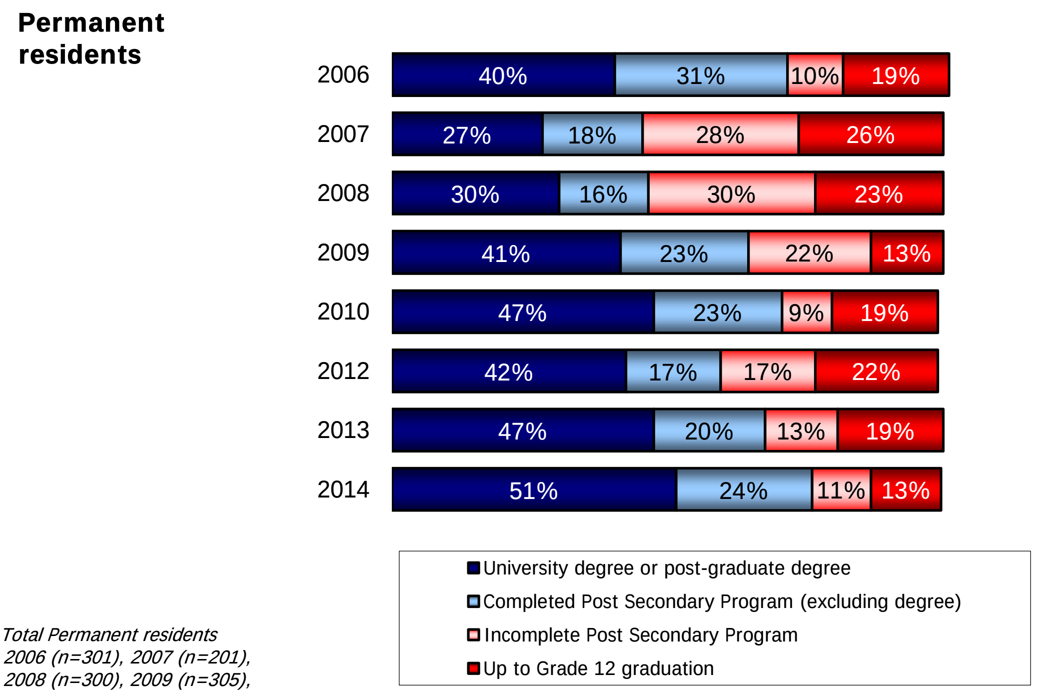
- This year about half of all second homeowners express a strong sense of belonging to the community. This has fluctuated over time and is perhaps not surprising considering the varying amount of time that second homeowners may spend in the community.

# 4. Education and Employment

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

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

**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), 2014 (n=301)*

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

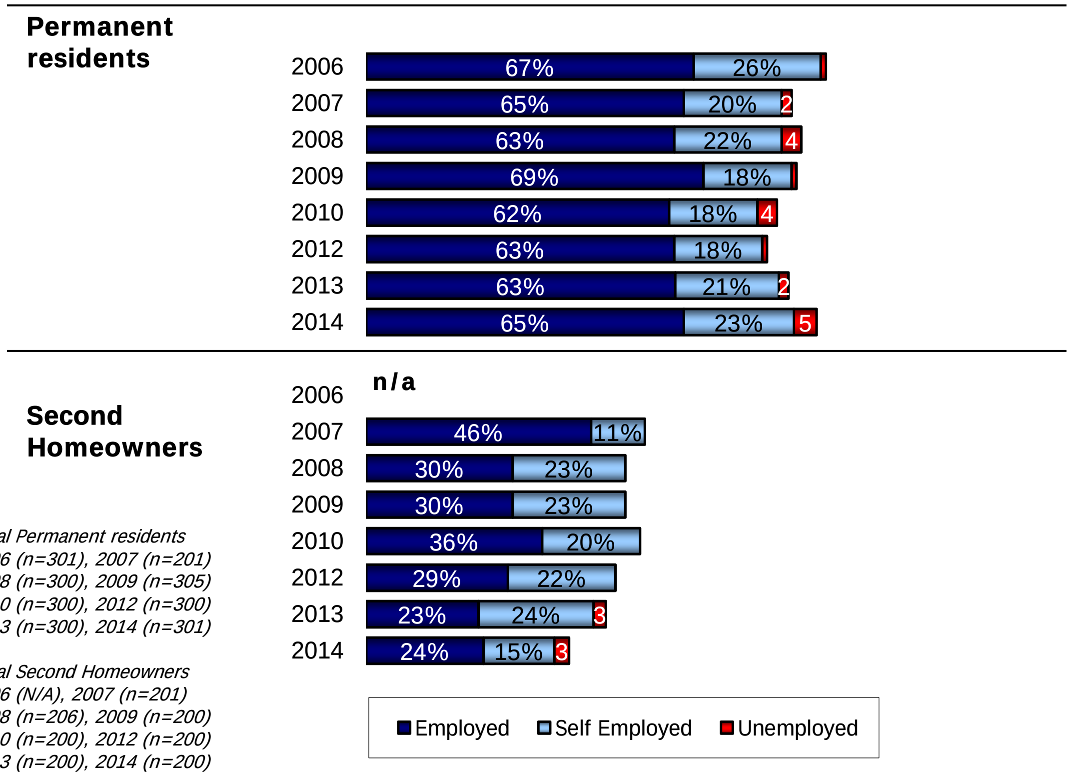
### Permanent Residents

- In 2014 the proportion of residents that has completed a post-secondary education program continues an upward trend since 2012, increasing again compared with 2013 to the highest level yet.

## *4.2 Proportion of residents currently unemployed*

- Just 5% of permanent residents are 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), 2014 (n=301)*

*Total Second Homeowners*
*2006 (N/A), 2007 (n=201)*
*2008 (n=206), 2009 (n=200)*
*2010 (n=200), 2012 (n=200)*
*2013 (n=200), 2014 (n=200)*

*Q.3) Are you currently:*

### Permanent Residents

- Consistent with previous measures, more than six-in-ten permanent residents (65%) are currently employed for pay with an additional 23% who say they are self-employed; 6% is retired, also consistent with the two previous measures. This year 5% of residents state they are currently unemployed and seeking work, representing a significant increase from 2% in 2013.
- As in 2013, those who are self-employed are more likely to include those who are aged 35 years or older, homeowners with a family and an income of $50,000 or more.

### Second Homeowners

- No significant change occurs in the employment status of second homeowners, with about four-in-ten that reports being employed or self-employed (39%) and more than half that is retired (57%).

# 5. Community Living and Decision Making

## *5.1 Most Important Issue Facing the Community of Whistler*

In 2014 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, 2012 and 2013.

This year the most commonly mentioned area of concern, named by a total of 19% of residents is that of **Housing**, including the lack of affordable housing, lack of staff housing and to a lesser extent lack of seniors housing. With concern having decreased significantly between 2009 and 2012 (down from 41% to just 5%), this year sees a continued increase in concern on the subject from 5% in 2012 to 12% in 2013 and 19% currently; the increase focuses specifically on a “lack of affordable housing”.

The next most common area of concern is that of **Operational Concerns**, named by a total of 14% 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 lack of community services increase significantly in 2014 amongst permanent residents, while concerns about taxes increase amongst second homeowners.

Fewer than one-in-ten residents cite **Transportation** as the greatest issue of concern (7%). This year the proportion of residents that refer to a need for improved public transportation decreases significantly (from 7% down to 2%).

Finally the last area of concern, collectively mentioned by 7% of permanent residents, relates to **Environmental Issues**. Environmental Issues is of greater importance to second homeowners, collectively mentioned by 16% it is second only to RMOW Operational Concerns amongst this group, the category largely driven by tax concerns.

Of the various other general comments mentioned in 2014 we find concerns regarding the **high cost of living**, and **economic stability and local business climate** now on a par with transportation and the environment as areas of concern amongst permanent residents.

## Most Important Issue Facing the Community of Whistler

| | First Mention | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Permanent Residents | | | | | Second Homeowners | | | | |
| | 2008 (301) % | 2009 (305) % | 2012 (300) % | 2013 (300) % | 2014 (301) % | 2008 (200) % | 2009 (200) % | 2012 (200) % | 2013 (200) % | 2014 (200) % |
| **RMOW Operational Concerns** | **16** | **17** | **18** | **17** | **14** | **15** | **20** | **24** | **21** | **20** |
| Lack of community services | 3 | <1 | 2 | 1 | 4▲ | 1 | 1 | - | - | - |
| Too focused on tourism and not the needs of residents | <1 | 2 | 2 | 1 | 3△ | 1 | 1 | 1 | 2 | 2 |
| RMOW spending/ allocation of taxes for services/ budget | 4 | 7 | 9 | 4▼ | 2 | 2 | 2 | 6▲ | 8 | 5 |
| Taxes (unspecified) | 4 | 1▼ | 2 | 3 | 2 | 5 | 3 | 6 | 4 | 10▲ |
| Zoning regulations | 1 | 1 | - | 1 | 1 | 4 | 4 | 2 | 2 | 1 |
| Not keeping up with infrastructure demands (i.e. sewers/water) | 1 | 1 | <1 | 1 | 1 | 1 | 4△ | 2 | 1 | 1 |
| Improvements to garbage collection/ recycling | - | 1 | - | 1 | 1 | - | 1 | - | 1 | - |
| Lack of accountability to the public by RMOW council | 2 | 3 | - | 2 | 1 | 1 | 2 | - | - | 1 |
| Property taxes | 1 | 1 | 2 | 3 | - | 1 | 4△ | 6 | 5 | - |
| Other | - | - | 2 | - | - | - | - | 2 | - | - |
| **Housing** | **45** | **41** | **5▼** | **12▲** | **19▲** | **22** | **19** | **7▼** | **9** | **7** |
| Lack of affordable housing | 20 | 19 | 3▼ | 8▲ | 13▲ | 4 | 6 | 3 | 6 | 4 |
| Housing (unspecified) | 14 | 18 | 1▼ | 1 | 3△ | 6 | 2▼ | 2 | - | - |
| Lack of employee housing | 11 | 5▼ | <1 | 1 | 2 | 13 | 11 | 2▼ | 3 | 3 |
| Lack of seniors housing | - | - | 1 | 1 | <1 | - | - | - | 1 | 1 |
| **Transportation** | **4** | **2** | **10▲** | **10** | **7** | **10** | **9** | **11** | **10** | **9** |
| Transportation (unspecified) | 1 | - | <1 | <1 | 2 | - | 2 | 3 | - | - |
| Needed improvements to public transit | 2 | <1 | 7▲ | 7 | 2▼ | 2 | 1 | 4△ | 2 | 1 |
| Charging for parking/ lack of free parking | - | 1 | 3△ | 3 | 2 | 3 | 2 | 5 | 7 | 8 |
| Sea to Sky Highway improvements/ needs better access | 1 | - | - | <1 | 1 | 2 | 3 | - | 1 | - |
| Road maintenance | 1 | 1 | - | <1 | <1 | 2 | 1 | - | 1 | - |
| Traffic congestion | <1 | <1 | - | - | <1 | 2 | 2 | - | 1 | 1 |

*continued...*

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

## Most Important Issue Facing the Community of Whistler

| | First Mention | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Permanent Residents | | | | | Second Homeowners | | | | |
| | 2008 (301) % | 2009 (305) % | 2012 (300) % | 2013 (300) % | 2014 (301) % | 2008 (200) % | 2009 (200) % | 2012 (200) % | 2013 (200) % | 2014 (200) % |
| **Environmental** | **9** | **11** | **14** | **5▼** | **7** | **19** | **17** | **14** | **10** | **16△** |
| Environment | 5 | 3 | 6△ | 3▽ | 5 | 3 | 2 | 3 | 3 | 4 |
| Sustainability | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 1 | 2 | 1 |
| Overdevelopment/ future growth plan | 2 | 5▲ | 3 | 1 | 1 | 15 | 13 | 10 | 6 | 12▲ |
| Asphalt plant concerns | - | - | 3 | 1 | 1 | - | - | 1 | - | - |
| Logging | - | - | <1 | - | - | - | - | - | - | - |
| **Other** | | | | | | | | | | |
| **Cost of living** | **3** | **5** | **5** | **7** | **8** | **1** | **3** | **3** | **4** | **4** |
| **Economic stability/ local business** | **-** | **-** | **9** | **6** | **7** | **-** | **-** | **4** | **4** | **3** |
| Lack of employment options | <1 | <1 | 2 | 3 | 5 | - | - | - | 2 | 1 |
| Healthcare | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | - | 1 |
| Employee shortage | 2 | - | - | 1 | 2 | 1 | - | - | - | 3 |
| Education concerns/ lack of schools | - | 2 | 2 | 1 | 2 | - | - | - | 1 | 1 |
| Need to attract tourists/ better promotion of Whistler | - | - | 3 | 4 | 2 | - | - | 9 | 6 | 4 |
| Need more recreation facilities | 1 | 3 | 1▽ | 2 | 2 | - | 1 | 1 | 3 | 5 |
| Rowdy/ drunk/ disruptive tourists/ not family friendly | - | - | - | 3 | 1▽ | - | - | - | 2 | 2 |
| Safety/ crime | - | <1 | <1 | 2 | 1 | 2 | 5 | 2 | 3 | 2 |
| Need another gas station | - | <1 | - | - | <1 | - | - | - | 1 | 1 |
| Whistler University | - | - | 1 | 1 | <1 | - | - | 1 | 2 | - |
| 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 | - | - | - | - | - | - | - | - |
| Miscellaneous issues | 4 | 3 | 3 | 1 | 2 | 4 | 5 | 3 | 1 | 2 |
| None/ no issues | 13 | 5▼ | 27▲ | 22 | 20 | 22 | 17 | 25▲ | 25 | 24 |

*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) % | 2014 (301) % | 2008 (200) % | 2009 (200) % | 2012 (200) % | 2013 (200) % | 2014 (200) % |
| **RMOW Operational Concerns** | **30** | **28** | **26** | **28** | **25** | **26** | **33** | **30** | **31** | **32** |
| Lack of community services | 8 | 1▼ | 3△ | 4 | 6 | 1 | 2 | - | 1 | 1 |
| Too focused on tourism and not the needs of residents | 1 | 3 | 2 | 4 | 6 | 1 | 2 | 1 | 4△ | 4 |
| Taxes (unspecified) | 9 | 3▼ | 5 | 5 | 4 | 9 | 7 | 8 | 9 | 15△ |
| RMOW spending/ allocation of taxes for services/ budget | 11 | 12 | 14 | 7▼ | 3▼ | 2 | 5 | 9 | 10 | 6 |
| Improvements to garbage collection/ recycling | 1 | 4▲ | - | 2 | 3 | 2 | 4 | - | 3 | 3 |
| Not keeping up with infrastructure demands (i.e. sewers/water) | 3 | 2 | 1 | 3 | 3 | 3 | 7 | 3▽ | 2 | 2 |
| Zoning regulations | 1 | 2 | - | 4 | 3 | 7 | 7 | 3▽ | 5 | 6 |
| Lack of accountability to the public by RMOW council | 5 | 7 | - | 4 | 1▼ | 6 | 6 | - | 1 | 2 |
| Property taxes | 2 | 2 | 3 | 3 | - | 2 | 5 | 8 | 5 | - |
| Other | - | - | 3 | - | - | - | - | 4 | - | - |
| **Transportation** | **12** | **12** | **19** | **18** | **15** | **18** | **19** | **16** | **19** | **16** |
| Needed improvements to public transit | 4 | 2 | 13▲ | 10 | 5▼ | 3 | 4 | 6 | 4 | 3 |
| Charging for parking/ lack of free parking | 2 | 6▲ | 5 | 7 | 4 | 5 | 5 | 10△ | 13 | 13 |
| Transportation (unspecified) | 2 | 3 | 2 | 2 | 3 | - | 6 | 4 | 1 | - |
| Sea to Sky Highway improvements/ need better access | 2 | 1 | - | <1 | 2 | 3 | 5 | - | 2 | 1 |
| Traffic congestion | 1 | 2 | - | 1 | 1 | 4 | 5 | - | 2 | 4 |
| Road maintenance | 4 | 1▼ | - | 3 | 1▽ | 4 | 3 | - | 1 | 1 |
| **Housing** | **55** | **52** | **8▼** | **17▲** | **25▲** | **25** | **25** | **8** | **13** | **13** |
| Lack of affordable housing | 25 | 32 | 5▼ | 14▲ | 19△ | 5 | 12▲ | 5▼ | 9 | 8 |
| Lack of employee housing | 15 | 13 | 1▼ | 2 | 4 | 14 | 20 | 2▼ | 4 | 6 |
| Housing (unspecified) | 20 | 24 | <1▼ | 1 | 4 | 7 | 4 | 2 | 1 | 1 |
| Lack of seniors housing | - | - | 2 | 1 | 1 | - | - | - | 1 | 1 |

*Continued...*

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

## Most Important Issue Facing the Community of Whistler

| | Total Mentions | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Permanent Residents | | | | | Second Homeowners | | | | |
| | 2008 (301) % | 2009 (305) % | 2012 (300) % | 2013 (300) % | 2014 (301) % | 2008 (200) % | 2009 (200) % | 2012 (200) % | 2013 (200) % | 2014 (200) % |
| **Environmental** | **17** | **20** | **18** | **8▼** | **12** | **22** | **25** | **17** | **12** | **20▲** |
| Environment | 10 | 9 | 6 | 4 | 6 | 5 | 6 | 4 | 3 | 5 |
| Overdevelopment/ future growth plan | 5 | 8 | 7 | 2▼ | 4 | 18 | 21 | 14▽ | 8▽ | 15▲ |
| Sustainability | 4 | 6 | 3▽ | 1 | 2 | 2 | 3 | 1 | 2 | 1 |
| Asphalt plant concerns | - | - | 5 | 1▼ | 1 | - | - | 1 | - | - |
| Logging | - | - | 1 | <1 | - | - | - | 1 | - | - |
| **Other** | | | | | | | | | | |
| **Cost of living** | **10** | **9** | **10** | **15△** | **17** | **3** | **11▲** | **4▼** | **9▲** | **12** |
| **Economic stability/ local business** | **-** | **-** | **13** | **11** | **10** | **-** | **-** | **6** | **10** | **5▽** |
| Lack of employment options | <1 | 6▲ | 4 | 8▲ | 9 | - | 2 | 1 | 3 | 3 |
| Employee shortage | 3 | - | - | 1 | 5▲ | 1 | - | - | - | 4 |
| Education concerns/ lack of schools | - | 4 | 5 | 2 | 5▲ | - | - | 1 | 1 | 1 |
| Need more recreation facilities | 2 | 5▲ | 3 | 4 | 4 | 2 | 4 | 1▽ | 5▲ | 9 |
| Healthcare | 2 | 1 | 2 | 2 | 4 | 2 | 3 | 1 | 2 | 1 |
| Need to attract tourists/ better promotion of Whistler | - | - | 6 | 5 | 2▼ | - | - | 11 | 8 | 4▽ |
| Safety/ crime | 1 | 3 | <1▽ | 4▲ | 2 | 4 | 9▲ | 2▼ | 3 | 4 |
| Rowdy/ drunk/ disruptive tourists/ not family friendly | - | - | - | 6 | 2 | - | - | - | 6 | 5 |
| Need another gas station | - | 1 | - | 1 | 1 | - | 2 | - | 1 | 1 |
| Whistler University | - | - | 4 | 4 | 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▼ | 5 | 4 | 5 | 8 | - | 5 |
| None/ no issues | 13 | 5▼ | 27▲ | 22 | 20 | 22 | 17 | 25▲ | 25 | 24 |

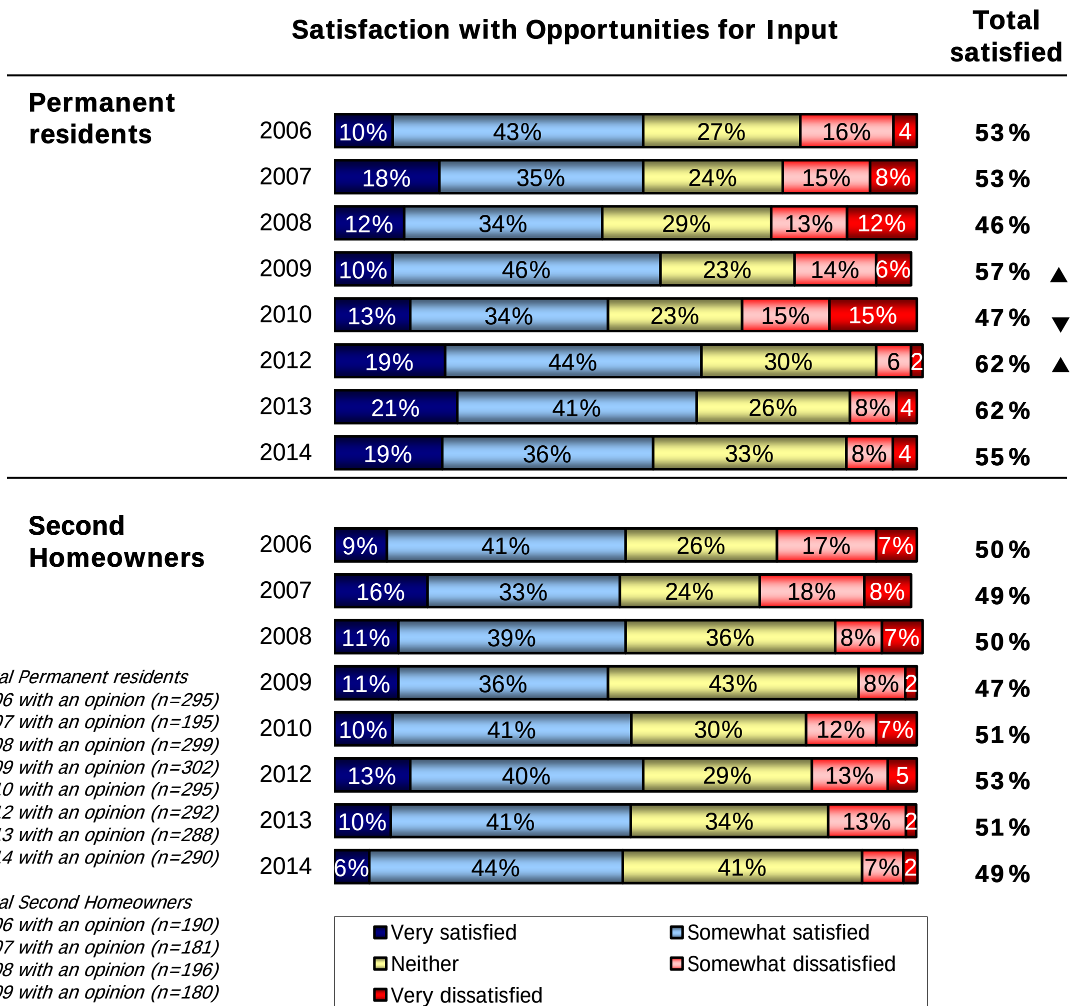
*Q.19b) In your view as a resident or property owner in Whistler, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders?*

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

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

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

- More than half of all permanent residents (55%).
- About half of all second homeowners (49%).




*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)*
*2014 with an opinion (n=290)*

*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)*
*2014 with an opinion (n=168)*

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

**Permanent Residents**

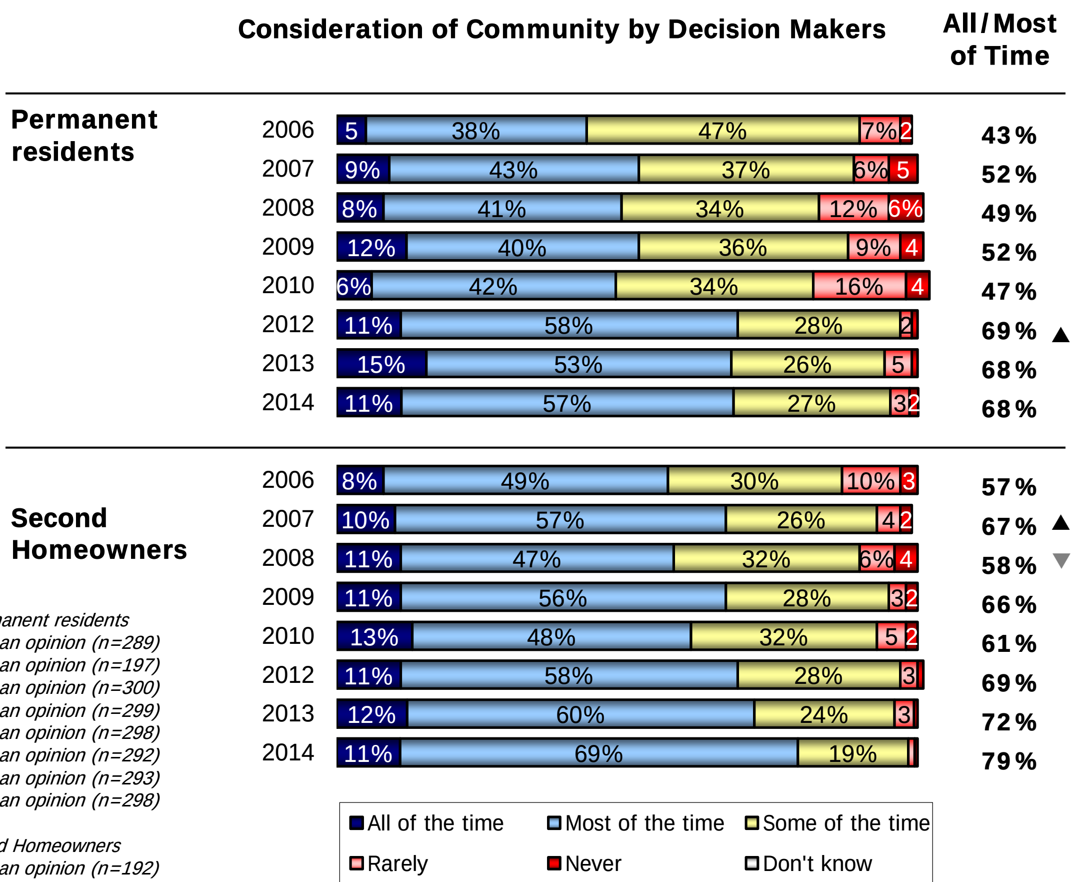
- The proportion of residents currently satisfied remains consistent with that of 2013, with the proportion expressing dissatisfaction unchanged with about one-in-ten dissatisfied this year (12%).

**Second Homeowners**

Similar to all previous measures approximately half of all second homeowners continue to be either satisfied (49%) or neutral (41%), with fewer than one-in-ten dissatisfied this year (9%).

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

- Two-thirds o*f all permanent residents (68%).*
- *About eight-in-ten second homeowners (79%).*




*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)*
*2014 with an opinion (n=298)*

*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)*
*2014 with an opinion (n=184)*

*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

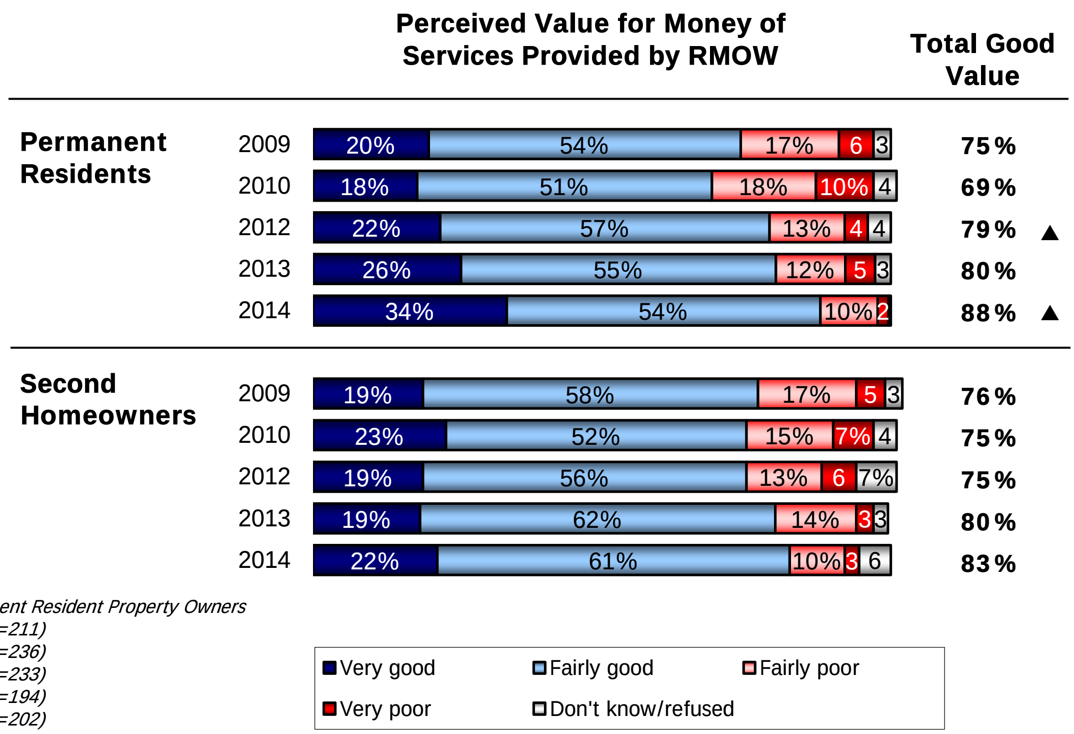
- As seen a year ago the majority of residents in 2014 retain their positive opinion of decision makers in Whistler, with more than two-thirds that believe decision makers have their best interests in mind (68%).
- Those more likely to believe decision makers have the best interests of residents in mind "All of the time" include those aged 35+ (19% versus 3% the under 35's), and homeowners (17% versus 4% of renters).

### Second Homeowners

- Opinion among second homeowners remains positive also, with no significant change since 2013.

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

- Almost nine-in-ten permanent residents (88%).
- More than eight-in-ten second homeowners (83%).




*Base: Permanent Resident Property Owners*
*2009 (n=211)*
*2010 (n=236)*
*2012 (n=233)*
*2013 (n=194)*
*2014 (n=202)*

*Second homeowners*
*2009 (n=200)*
*2010 (n=200)*
*2012 (n=200)*
*2013 (n=200)*
*2014 (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, increasing significantly compared with 2013, with a directional increase in the proportion who say ‘very good’.

### Second Homeowners

- Statistically unchanged from the previous measure, the majority of second homeowners continue to perceive services provided by RMOW as good or very good with perceptions appearing to trend upwards since 2010.

## 5.5 Preferred Channels for Providing Input to the Municipality

- The most popular channel for providing input to the municipality is via email, mentioned by more than two-thirds of permanent residents and more than three-quarters of second homeowners.
- Next most popular amongst permanent residents are one-on-one conversations with councillors or staff (64%), and online surveys (64%).
- For second homeowners the next most popular choices include online surveys (61%) followed by one-on-one conversations with councillors or staff (41%).
- Small table discussions at events are popular with about six-in-ten permanent residents (58%) and one-third of second homeowners (36%), while both groups express less interest for open houses this year.
- Social media remains popular with about half of permanent residents (49%), however it is significantly less popular with second homeowners (favoured by just 13%), 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 choices.

**Preferred Channels for Providing Input**

| | Permanent Residents | | Second Homeowners | |
|---|---|---|---|---|
| | 2013 (298) % | 2014 (295) % | 2013 (189) % | 2014 (185) % |
| Email | **72** | **69** | **87** | **77** |
| One-on-one conversations with councillors or staff | **63** | **64** | **55** | **41** |
| Open houses | 61 | 44 | 51 | 32 |
| Online surveys | 59 | **64** | **70** | **61** |
| Small table discussions at events | 58 | 61 | 46 | 36 |
| Social Media (i.e. Facebook, Twitter) | 50 | 49 | 11 | 13 |
| Participating on a committee or advisory groups | 46 | 40 | 29 | 23 |
| Printed surveys or questionnaires | 35 | 27 | 35 | 34 |
| Online discussion or forums | 32 | 34 | 23 | 18 |

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

## 5.6 *The "One" Best Way for the Municipality to Share Public Information*

- As in 2013, for 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 (30%), while the next most favoured method is almost half as popular, being via the municipality's website (18%).

**"One" Best Way for Municipality to Share Public Information**
**First Mentions**

| | Permanent Residents | | Second Homeowners | |
|---|---|---|---|---|
| | 2013 (301) % | 2014 (300) % | 2013 (200) % | 2014 (200) % |
| Local Newspaper | **54** | **53** | **36** | **37** |
| Social Media (e.g. Facebook, Twitter) | **13** | **12** | 3 | 3 |
| e-Newsletter | **10** | **12** | **32** | **30** |
| Website | 6 | 7 | **16** | **18** |
| Events and Meetings | 5 | 3 | 1 | 2 |
| Printed Documents (brochures, posters, handouts) | 4 | 4 | 6 | 8 |
| Local Radio Station | 4 | 5 | 2 | 1 |
| Smart Phone or Tablet Specific Website | 2 | 3 | 3 | 1 |
| Other | - | 1 | - | 1 |
| Don't Know/ Not Applicable | 2 | 1 | 3 | - |

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

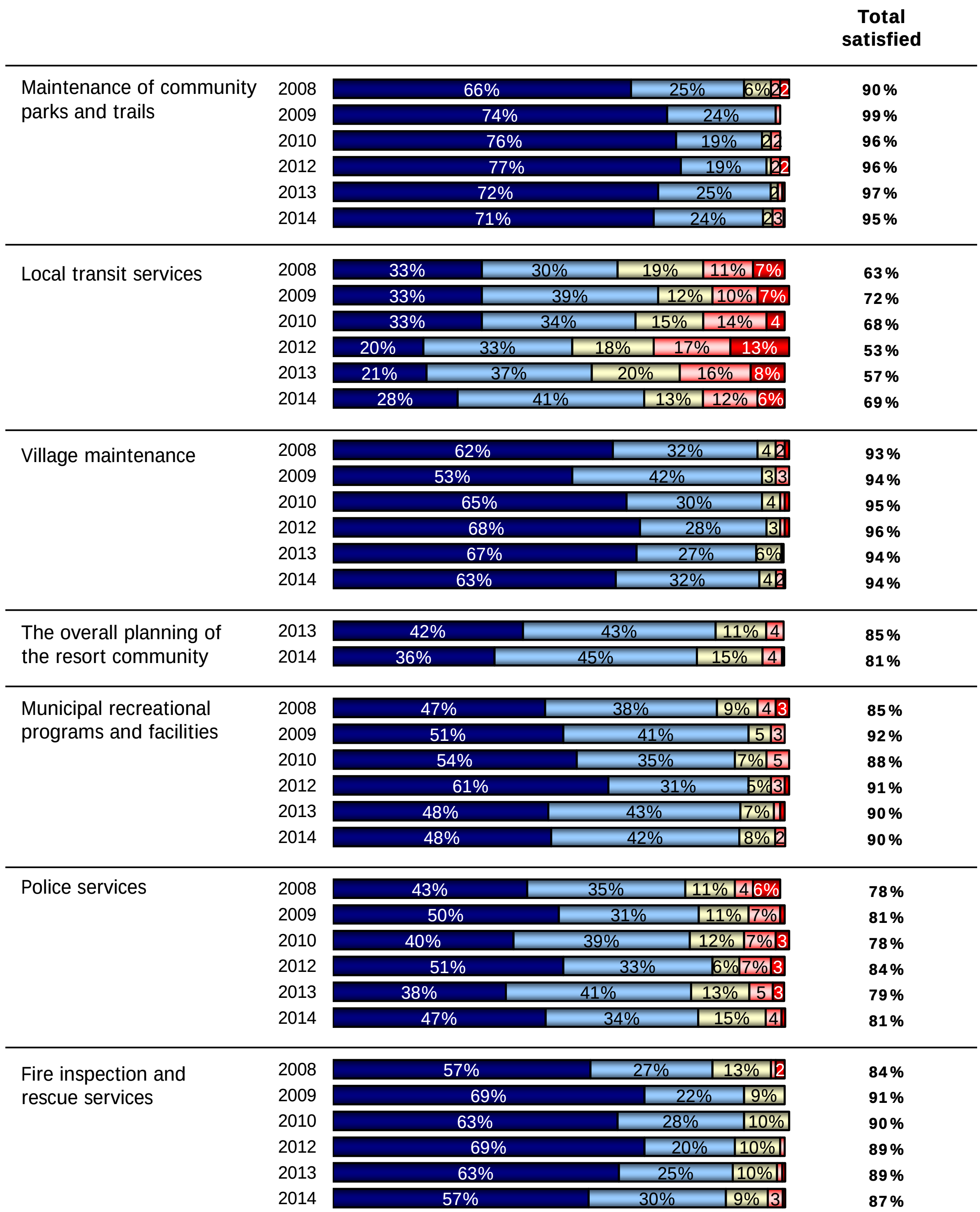
- In 2014 residents and second homeowners were also asked for their second and third choice methods for the Municipality to share public information. When these choices are combined use of a local newspaper remains the most popular choice. Among residents this is followed by use of social media, with use of an e-newsletter, website and local radio station largely sharing third place.
- Among second homeowners use of an e-newsletter and website share second place.

| Best Way for Municipality to Share Public Information<br>Total Mentions | | |
|---|---|---|
| | Permanent Residents | Second Homeowners |
| | 2014<br>(301)<br>% | 2014<br>(200)<br>% |
| Local Newspaper | **84** | **67** |
| Social Media (e.g. Facebook, Twitter) | **48** | 14 |
| e-Newsletter | **34** | **49** |
| Website | 32 | **47** |
| Local Radio Station | 31 | 17 |
| Printed Documents (brochures, posters, handouts) | 16 | 33 |
| Events and Meetings | 14 | 15 |
| Smart Phone or Tablet Specific Website | 8 | 6 |
| Other | 2 | 5 |
| Don't Know/ Not Applicable | 1 | - |

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

# 6. Satisfaction with Services

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

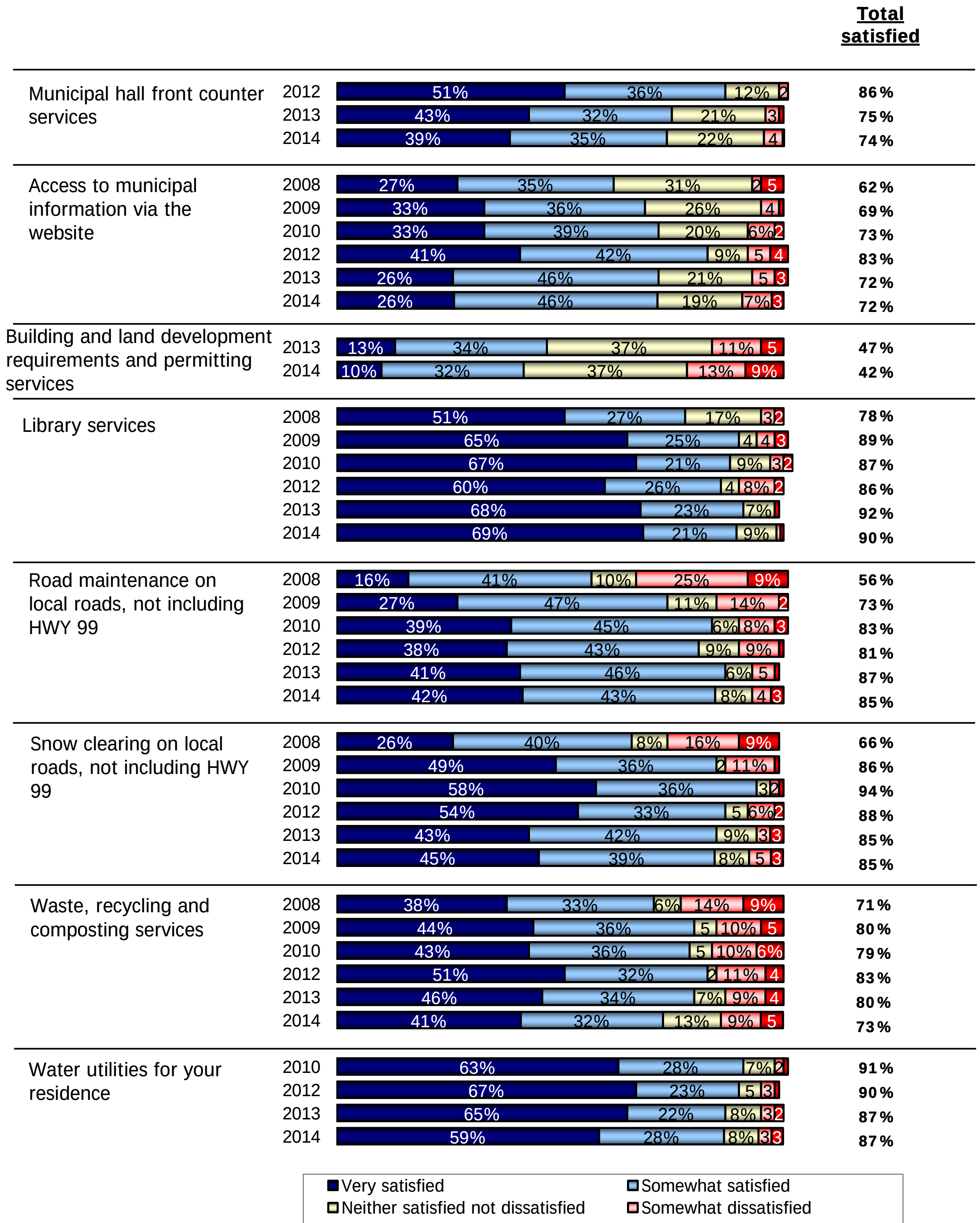



Very satisfied
Somewhat satisfied
Neither satisfied nor dissatisfied
Somewhat dissatisfied
Very dissatisfied

*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.*

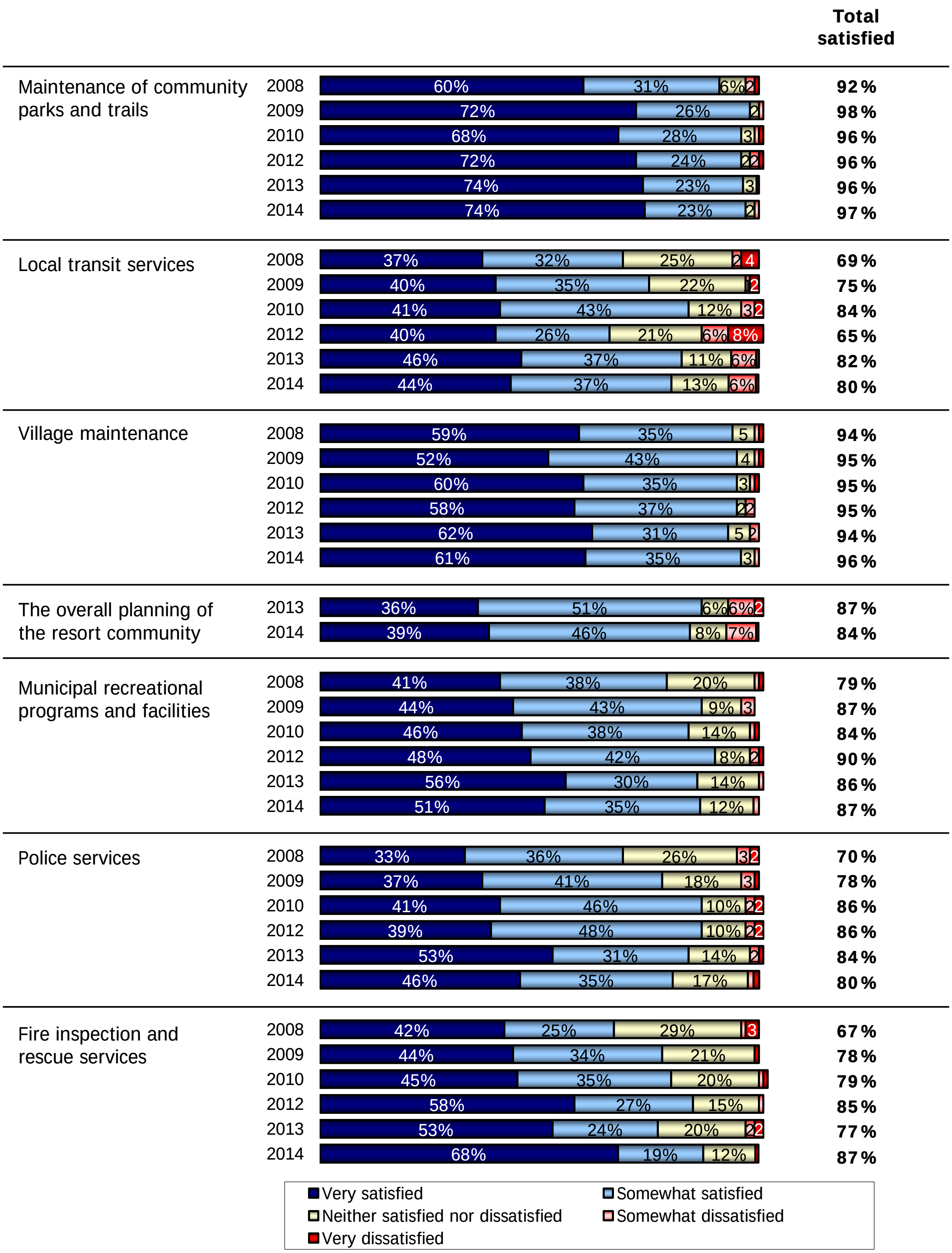
*continued*

## *Summary of Permanent Residents 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.*

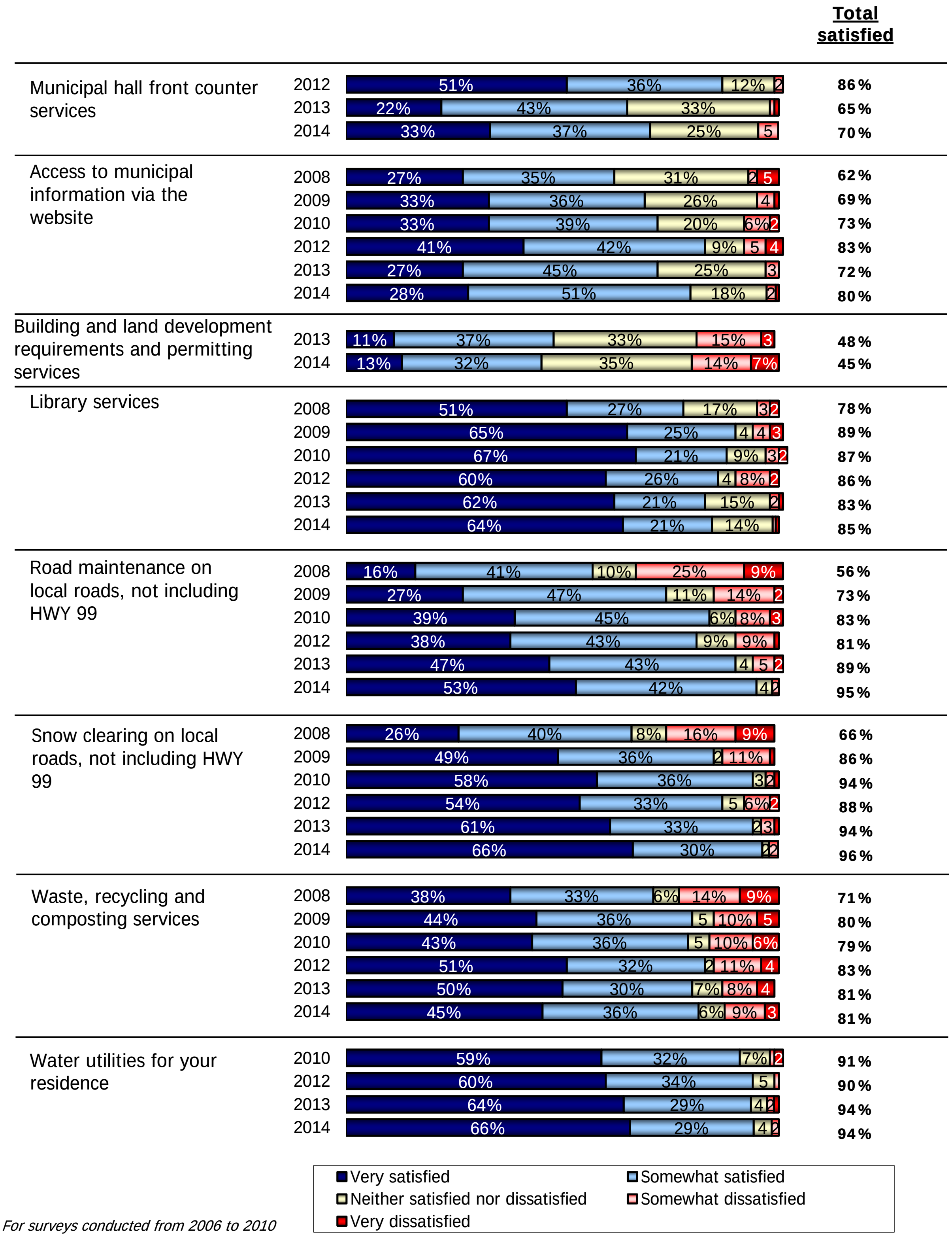
## *Summary of Second Homeowners Satisfied with Services Provided by RMOW*




*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*

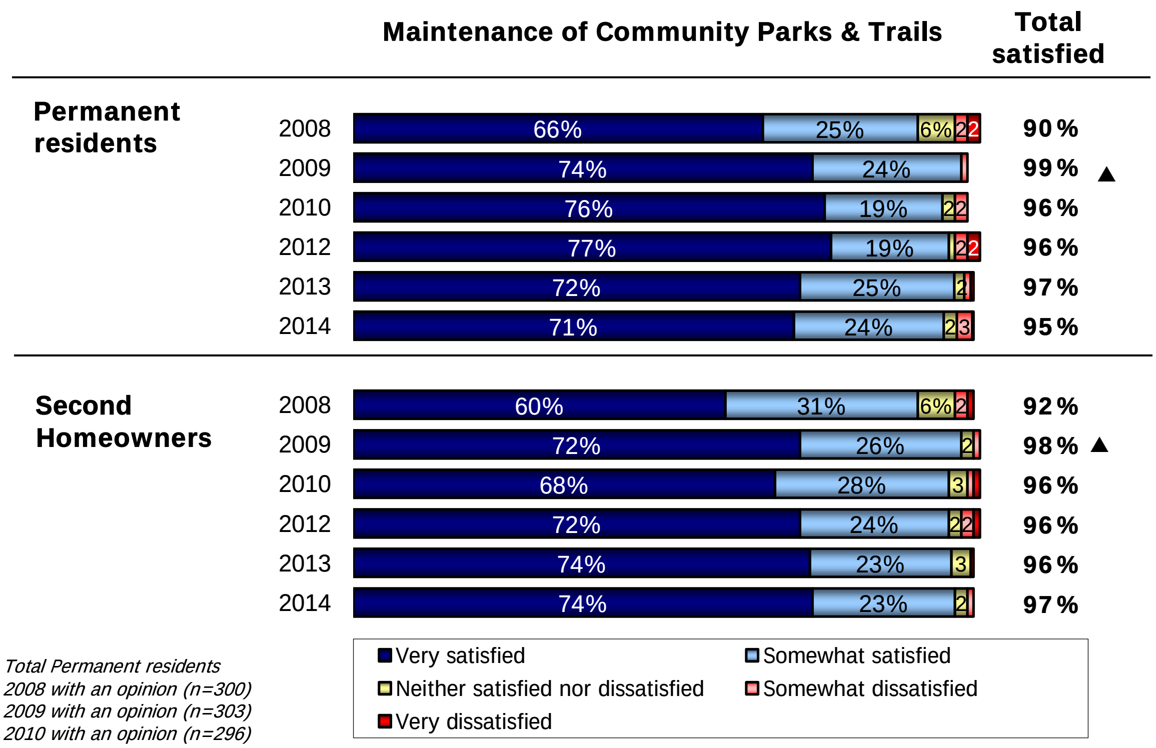
## *Summary of Second Homeowners Satisfied with Services Provided by RMOW (cont'd)*




*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.*

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

- More than nine-in-ten permanent residents (95%).
- More than nine-in-ten second homeowners (97%).




*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)*
*2014 with an opinion (n=300)*

*Total Second Homeowners*
*2008 with an opinion (n=202)*
*2009 with an opinion (n=198)*
*2010 with an opinion (n=196)*
*2012 with an opinion (n=193)*
*2013 with an opinion (n=193)*
*2014 with an opinion (n=196)*

*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

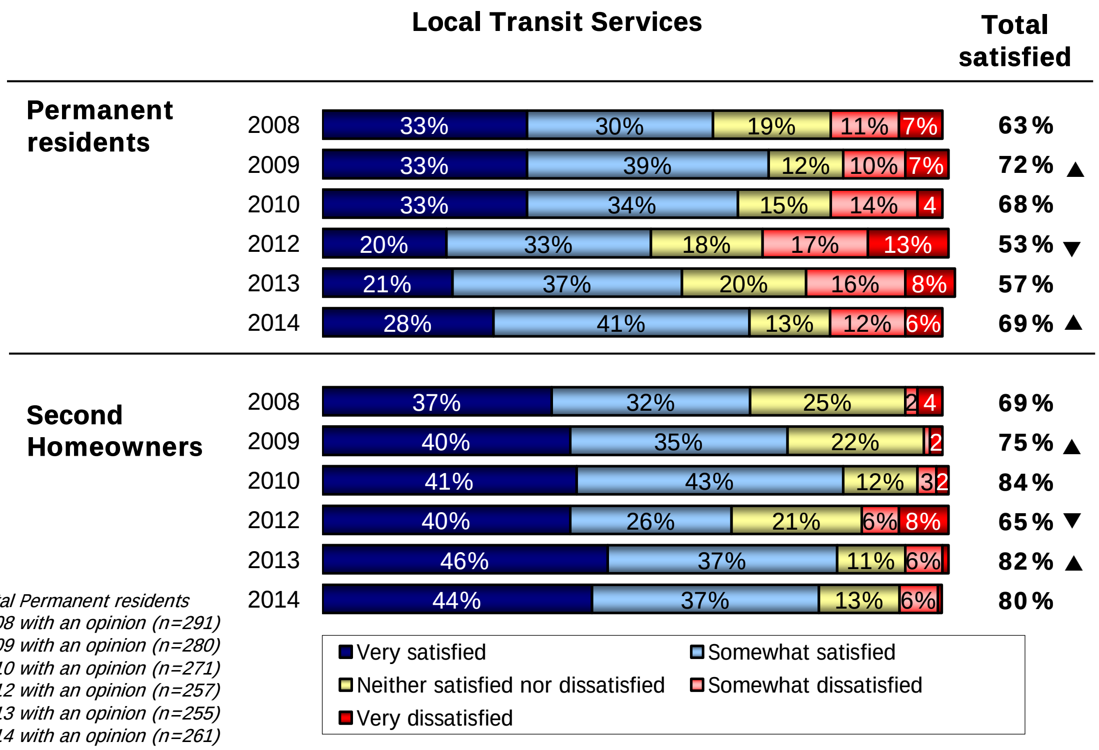
- Consistent with 2013, most permanent residents are satisfied with the up-keep of Whistler's community parks and trails, with almost three-quarters 'very' satisfied.

### Second Homeowners

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

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

- Almost seven-in-ten permanent residents (69%).
- Eight-in-ten second homeowners (80%).




*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)*
*2014 with an opinion (n=261)*

*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)*
*2014 with an opinion (n=161)*

*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 SATISFACTION 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

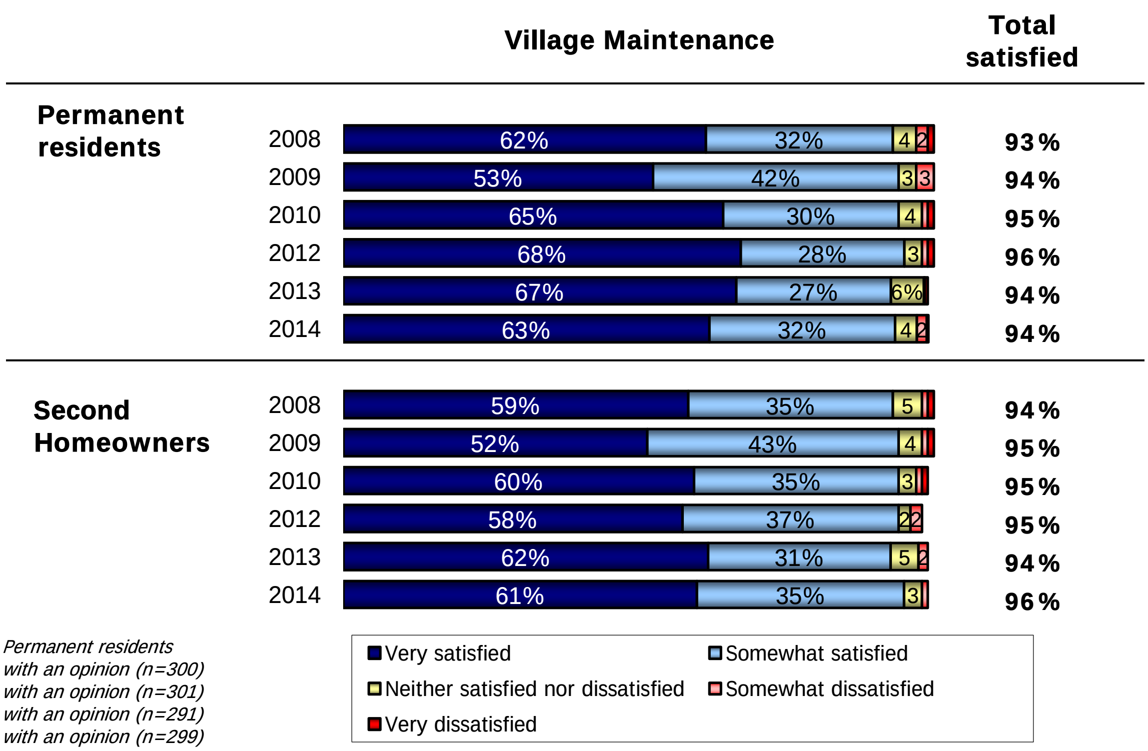
- Overall, satisfaction amongst permanent residents with local transit services increases compared with 2013, with more than two-thirds of all residents currently satisfied, and more than one-quarter "very" satisfied. The proportion of those expressing dissatisfaction decreases directionally between measures.

### Second Homeowners

- Following the significant increase recorded a year ago, satisfaction amongst second homeowners remains consistent with 2013. The proportion dissatisfied also remains unchanged at just 7%.

### *6.3 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 (96%).




*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)*
*2014 with an opinion (n=299)*

*Total Second Homeowners*
*2008 with an opinion (n=203)*
*2009 with an opinion (n=193)*
*2010 with an opinion (n=197)*
*2012 with an opinion (n=190)*
*2013 with an opinion (n=189)*
*2014 with an opinion (n=195)*

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

### Permanent Residents

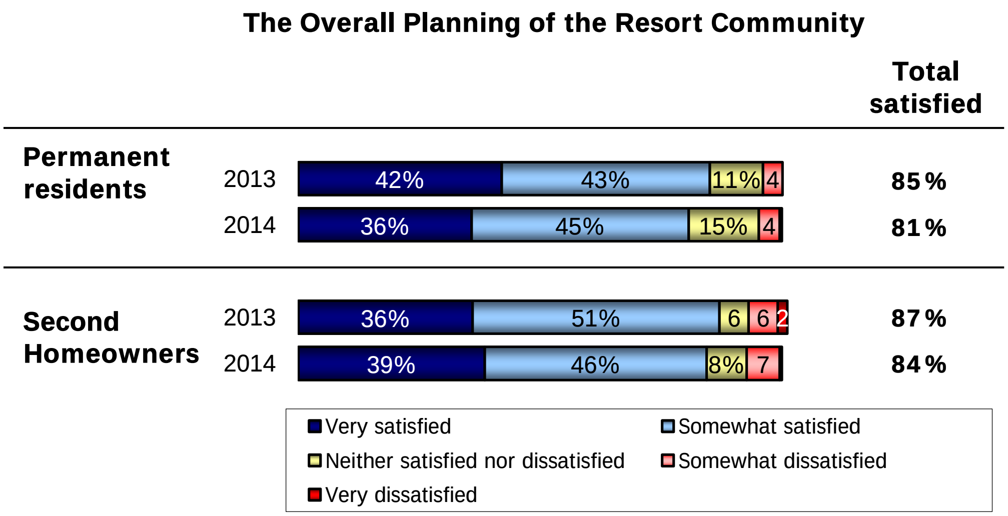
- As with community parks and trails, most residents are satisfied with the up-keep of Whistler Village, with almost two-thirds 'very' satisfied.

### Second Homeowners

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

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

- More than eight-in-ten permanent residents (81%).
- More than eight-in-ten second homeowners (84%).




*Base: Total Permanent residents 2013 with an opinion (n=295) 2014 with an opinion (n=296)*

*Total Second Homeowners 2013 with an opinion (n=188) 2014 with an opinion (n=192)*

*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**

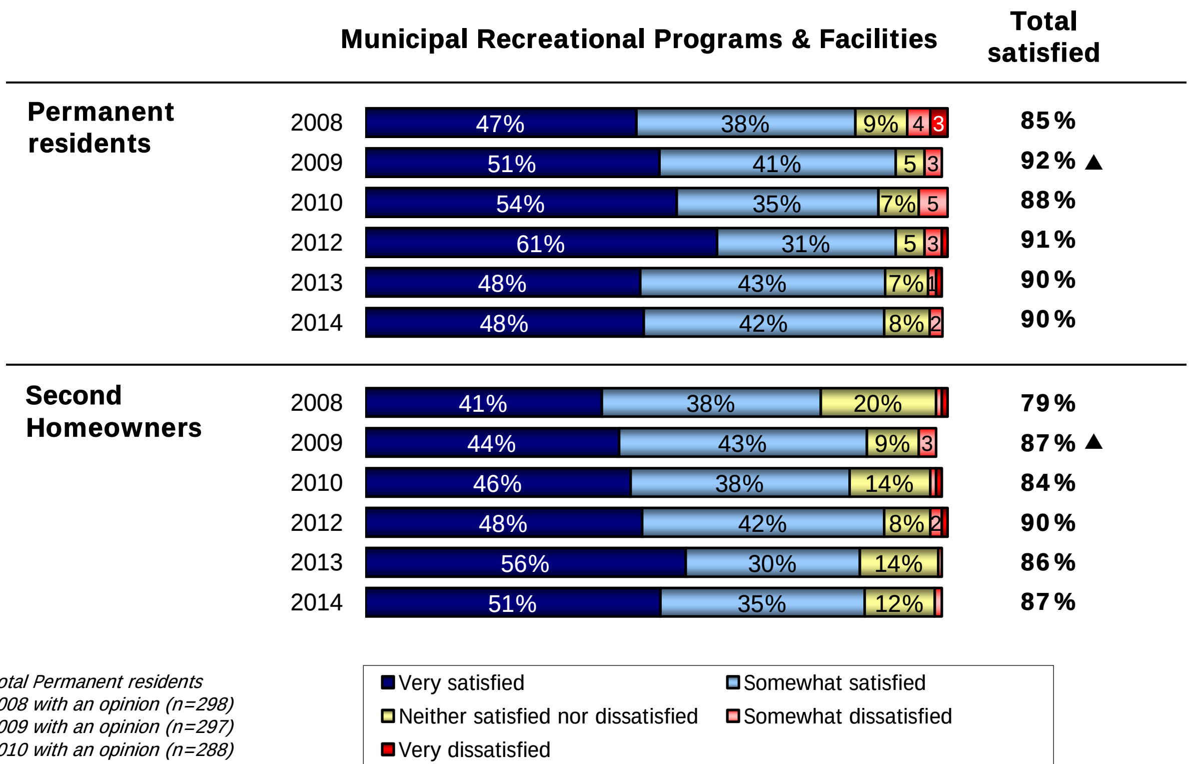
- Tested for the first time in 2013 we find the majority of permanent residents in 2014 remains satisfied with the overall planning of the resort community in Whistler (81%), with about one-third "very" satisfied.

**Second Homeowners**

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

### *6.5 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 (87%).




*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)*
*2014 with an opinion (n=287)*

*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)*
*2014 with an opinion (n=164)*

*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

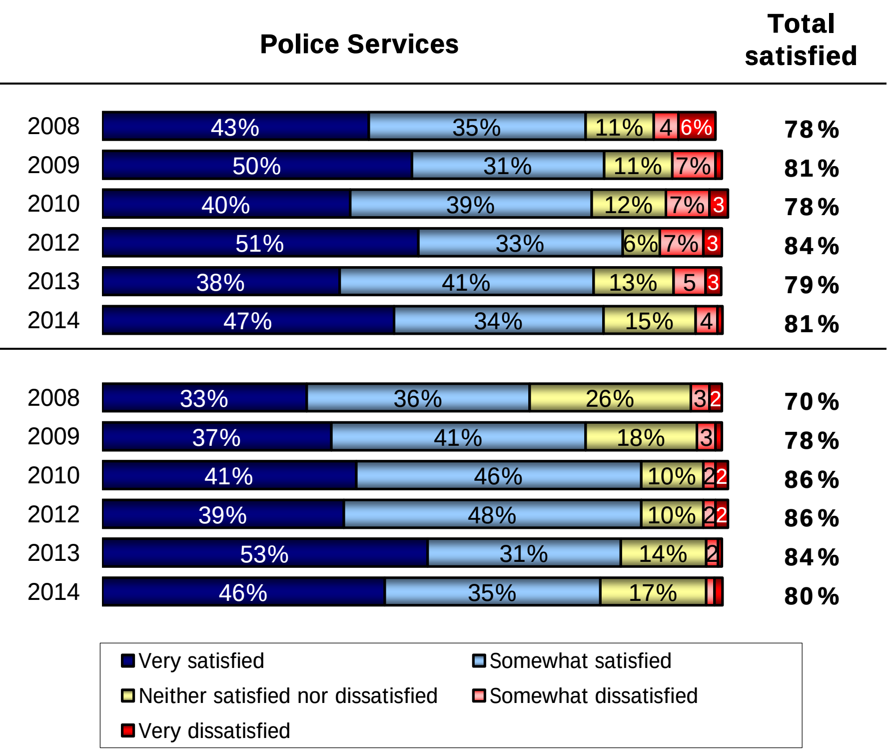
- Satisfaction with current municipal recreational facilities and programs remains strong among residents with nine-in-ten satisfied; virtually unchanged since 2013.

### Second Homeowners

- More than eight-in-ten second homeowners are satisfied with current municipal recreational facilities and programs, statistically unchanged from 2013.

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

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




*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)*
*2014 with an opinion (n=298)*

*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)*
*2014 with an opinion (n=158)*

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

### Permanent Residents

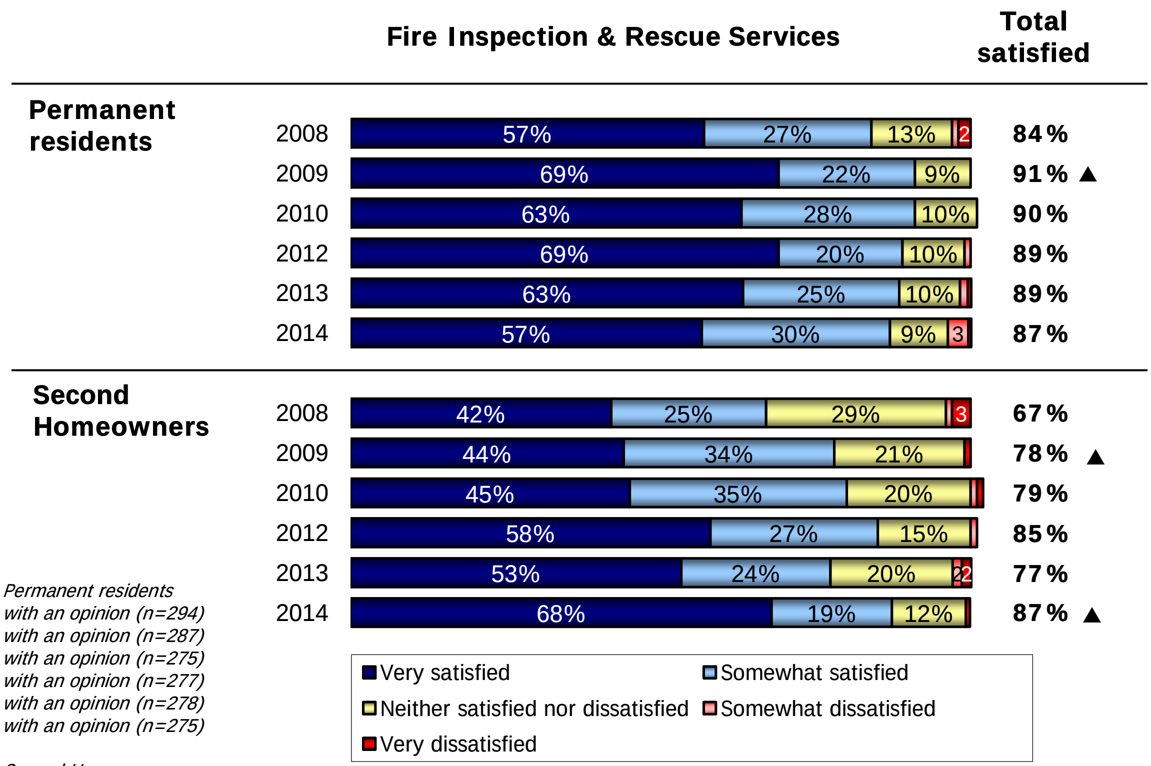
- The majority of permanent residents remain satisfied with the police services provided in Whistler; however the proportion of residents "very satisfied" increases this year compared with 2013 (up from 39% to 47% currently).

### Second Homeowners

- The majority of second homeowners also remain satisfied with police services in Whistler, with opinion statistically unchanged overall compared with 2013.

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

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




*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)*
*2014 with an opinion (n=275)*

*Total Second Homeowners*
*2008 with an opinion (n=184)*
*2009 with an opinion (n=154)*
*2010 with an opinion (n=148)*
*2012 with an opinion (n=124)*
*2013 with an opinion (n=137)*
*2014 with an opinion (n=134)*

*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

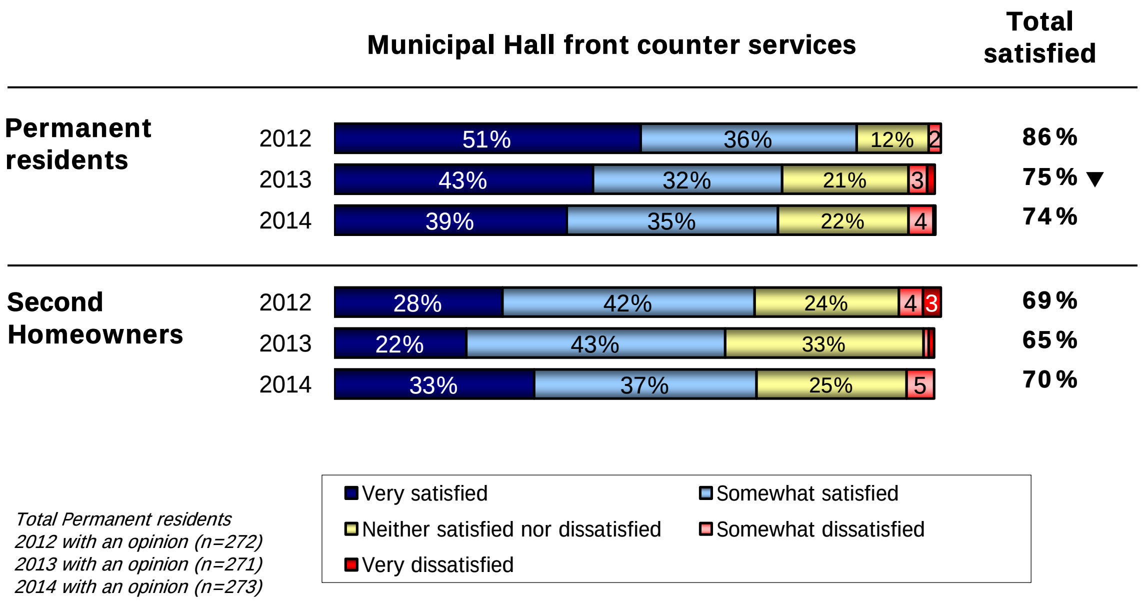
- The high level of satisfaction among permanent residents for the fire inspection and rescue services provided in Whistler is maintained this year, with more than half 'very' satisfied (57%).

### Second Homeowners

- The majority of all second homeowners remain satisfied with fire inspection and rescue services provided in Whistler, increasing significantly since 2013, with most of the remainder neutral on the subject.

## 6.8 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 (74%).
- More than two-thirds of all second homeowners (70%).




*Base: Total Permanent residents*
*2012 with an opinion (n=272)*
*2013 with an opinion (n=271)*
*2014 with an opinion (n=273)*

*Total Second Homeowners*
*2012 with an opinion (n=98)*
*2013 with an opinion (n=109)*
*2014 with an opinion (n=108)*

*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

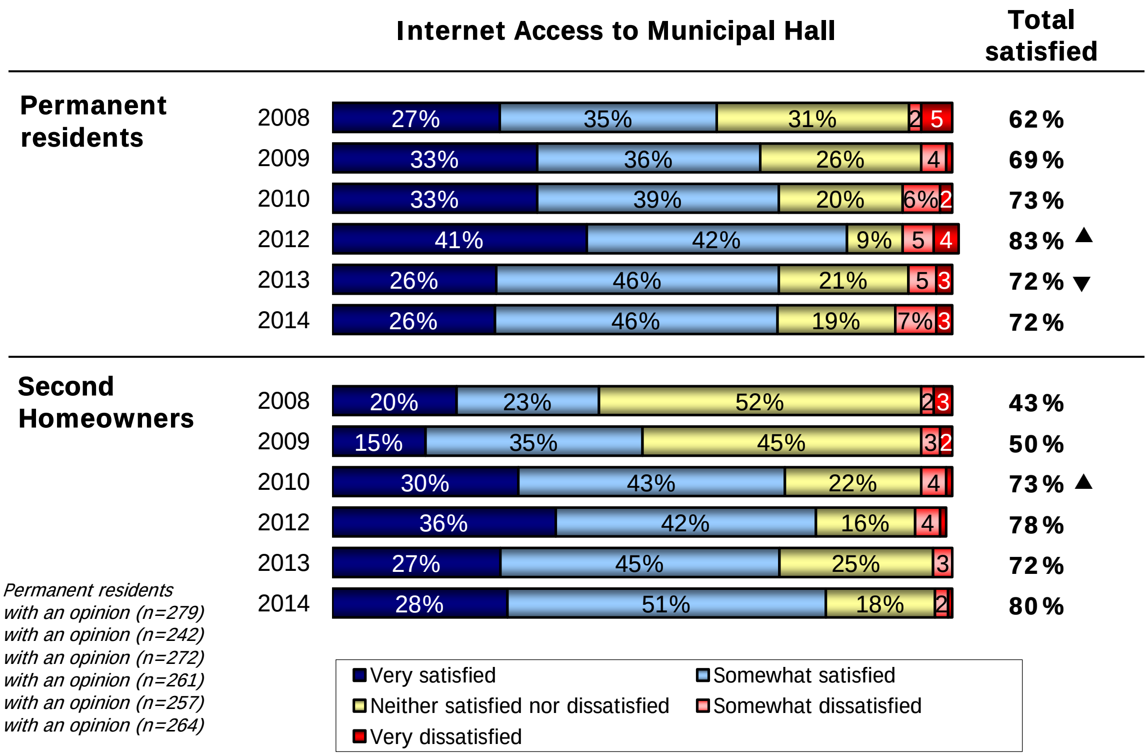
- Consistent with 2013, the majority of Whistler residents remain satisfied with front counter services provided at Municipal Hall, with about four-in-ten that are "very satisfied".

### Second Homeowners

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

### *6.9 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%).
- Eight-in-ten second homeowners (80%).




*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)*
*2014 with an opinion (n=264)*

*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)*
*2014 with an opinion (n=142)*

*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

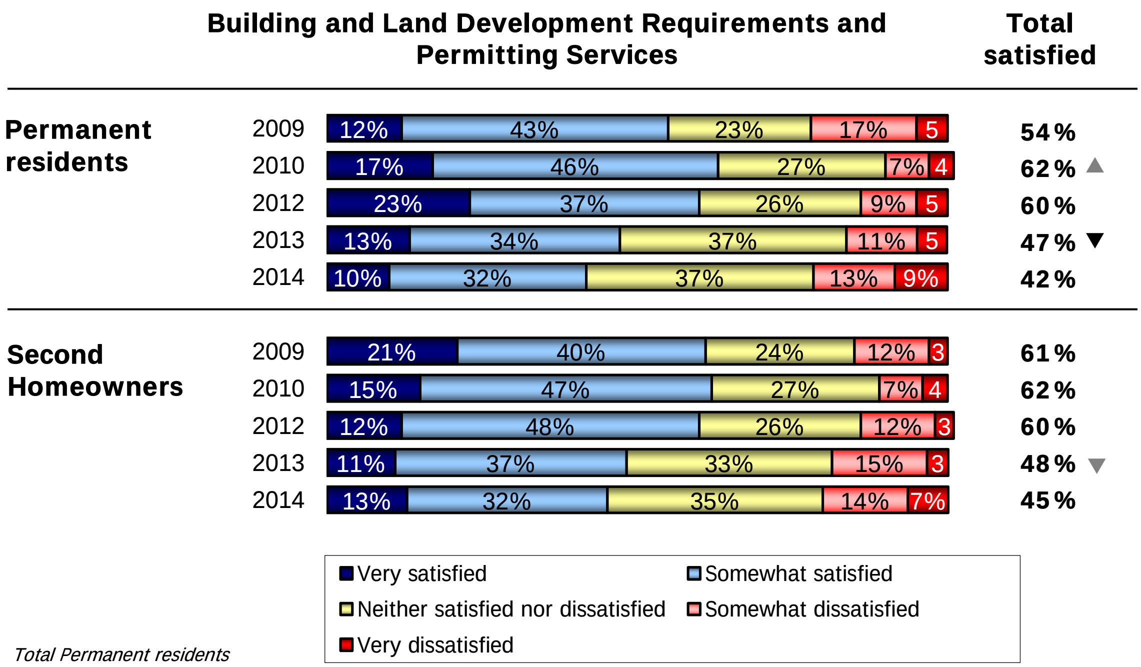
- The majority of permanent residents is satisfied with internet access to municipal hall, unchanged since 2013.

#### Second Homeowners

- Compared with a year ago satisfaction is statistically unchanged at these sample sizes. Eight-in-ten second homeowners are currently satisfied with internet access to municipal hall, with more than one-quarter "very" satisfied. Opinion is generally consistent amongst all segments.

### *6.10 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 (42%).
- Almost half of all second homeowners (45%).




*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)*
*2014 with an opinion (n=234)*

*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)*
*2014 with an opinion (n=124)*

*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**

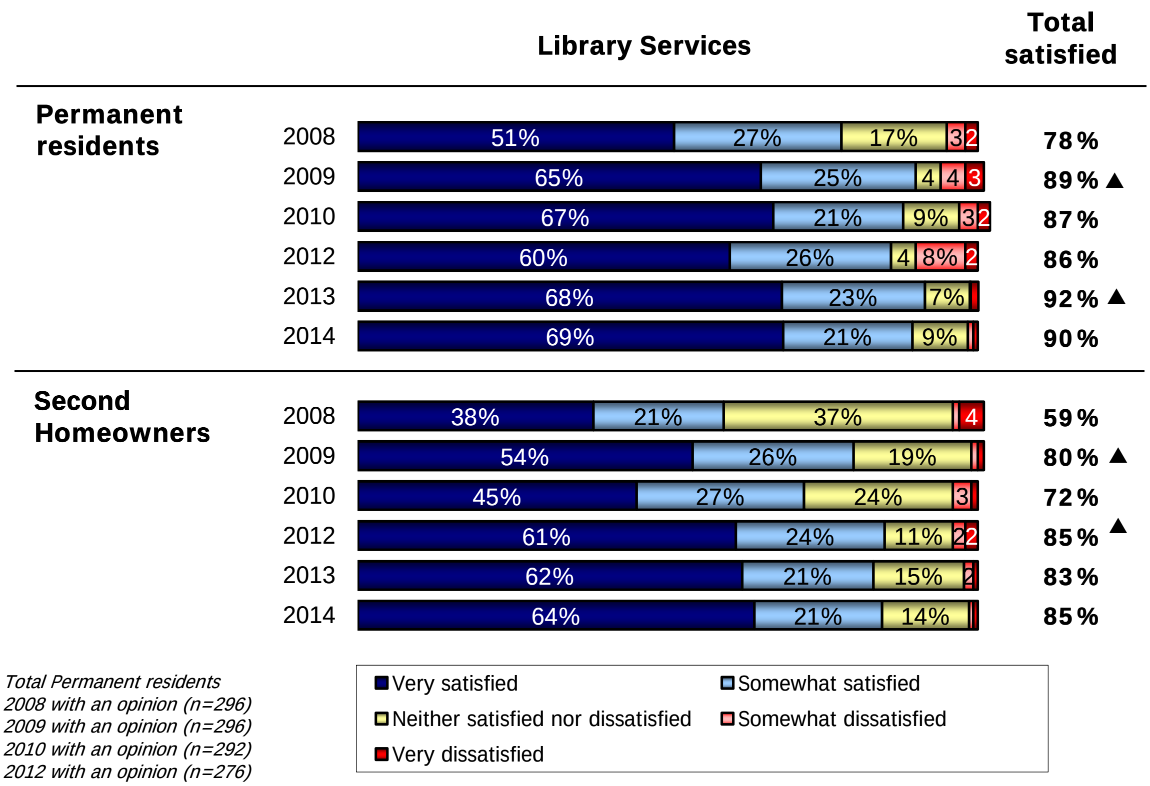
- About four-in-ten permanent residents with an opinion feel satisfied regarding building and land use development requirements and permitting services. While satisfaction appears to be trending downward since 2010, it remains important to note the change in wording that describes the service being rated (previously: "Land use and development services and building services") and the role this may play.

### Second Homeowners

- Interestingly satisfaction amongst second homeowners mirrors that of residents, decreasing from 60% in 2012 to 48% in 2013 and 45% currently, perhaps lending more weight to the impact upon satisfaction levels by the wording change of the service provided.

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

- Nine-in-ten permanent residents (90%).
- More than eight-in-ten second homeowners (85%).




*Base: Total Permanent residents*
*2008 with an opinion (n=296)*
*2009 with an opinion (n=296)*
*2010 with an opinion (n=292)*
*2012 with an opinion (n=276)*
*2013 with an opinion (n=283)*
*2014 with an opinion (n=293)*

*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)*
*2014 with an opinion (n=136)*

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

### Permanent Residents

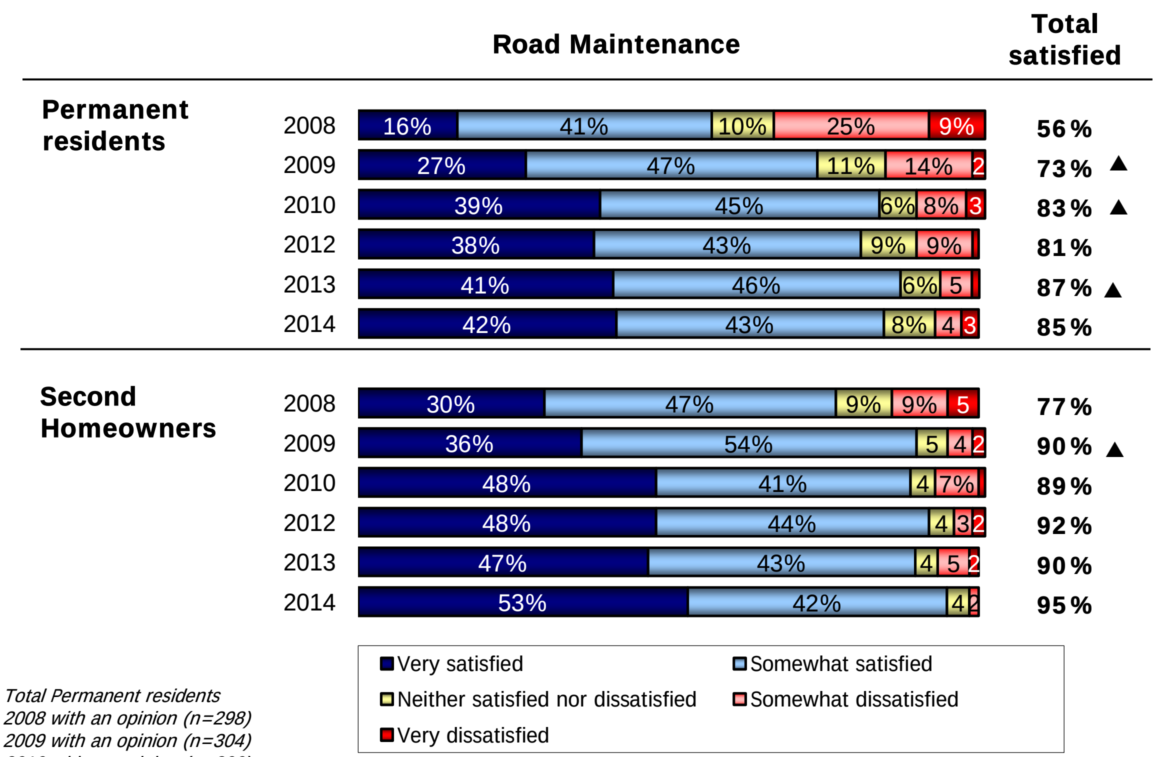
- Most permanent residents continue to be satisfied with their library services, with the proportion satisfied consistent with that reported a year ago. As in 2013, two-thirds of residents report being 'very' satisfied (69%), likely the continued appreciation of the library that opened in 2008.

### Second Homeowners

- The majority of second homeowners also remain satisfied with library services in Whistler, statistically unchanged compared with 2012 and 2013.

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

- More than eight-in-ten permanent residents (85%).
- More than nine-in-ten second homeowners (95%).




*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)*
*2014 with an opinion (n=299)*

*Total Second Homeowners*
*2008 with an opinion (n=204)*
*2009 with an opinion (n=200)*
*2010 with an opinion (n=197)*
*2012 with an opinion (n=189)*
*2013 with an opinion (n=197)*
*2014 with an opinion (n=196)*

*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**

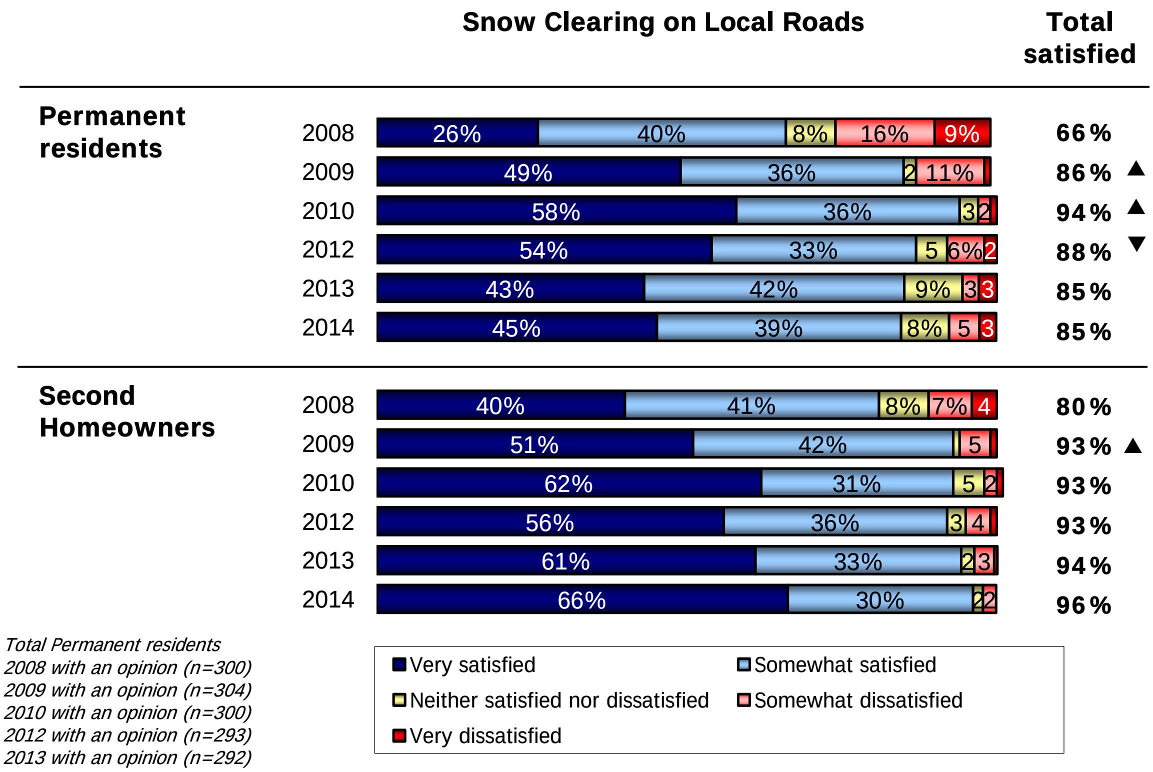
- Satisfaction with road maintenance on local roads remains strong among permanent residents, consistent amongst all demographic segments.

**Second Homeowners**

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

### 6.13 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 (96%).




*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)*
*2014 with an opinion (n=297)*

*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)*
*2014 with an opinion (n=187)*

*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

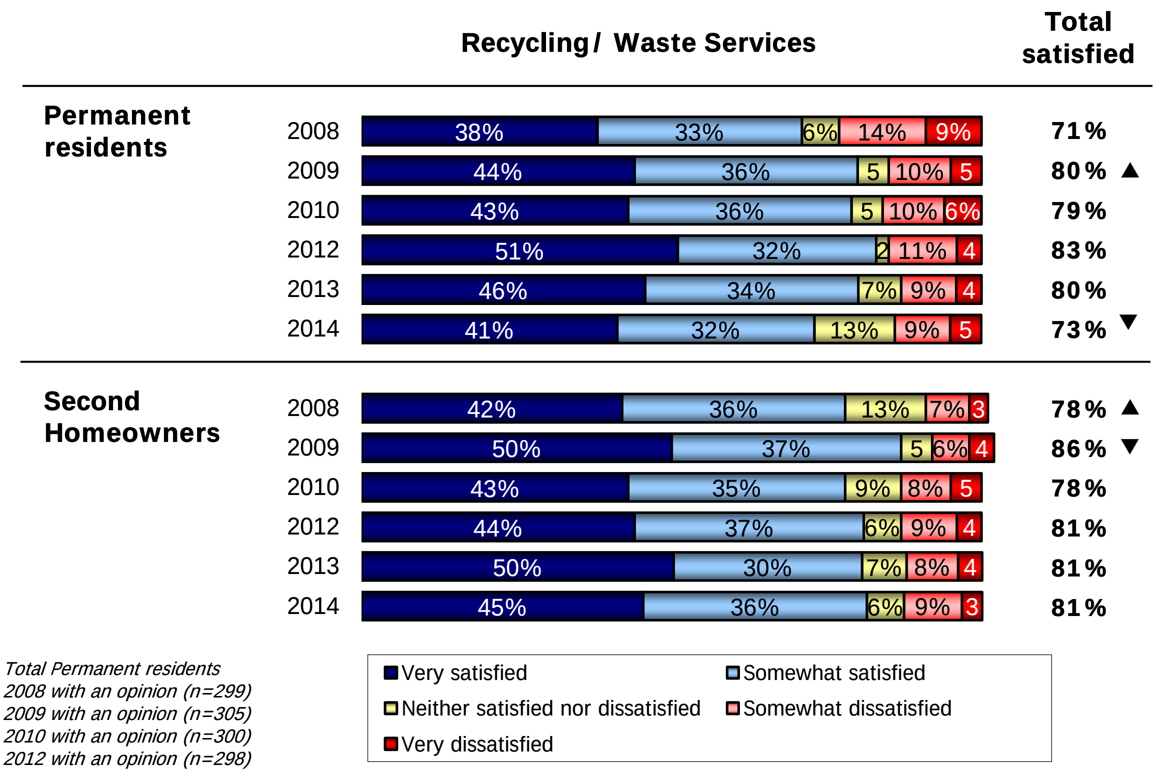
- The majority of permanent residents continues to be satisfied with snow clearing on local roads (85%), although the proportion of those "very" satisfied has not yet returned to the levels reported in 2010 and 2012.

#### Second Homeowners

- Satisfaction amongst second homeowners maintains the high level achieved in the previous two measures, appearing to trend upwards since 2012.

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

- Almost three-quarters of permanent residents (73%).
- 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)*
*2014 with an opinion (n=298)*

*Total Second Homeowners*
*2008 with an opinion (n=200)*
*2009 with an opinion (n=194)*
*2010 with an opinion (n=188)*
*2012 with an opinion (m=183)*
*2013 with an opinion (n=181)*
*2014 with an opinion (n=183)*

*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

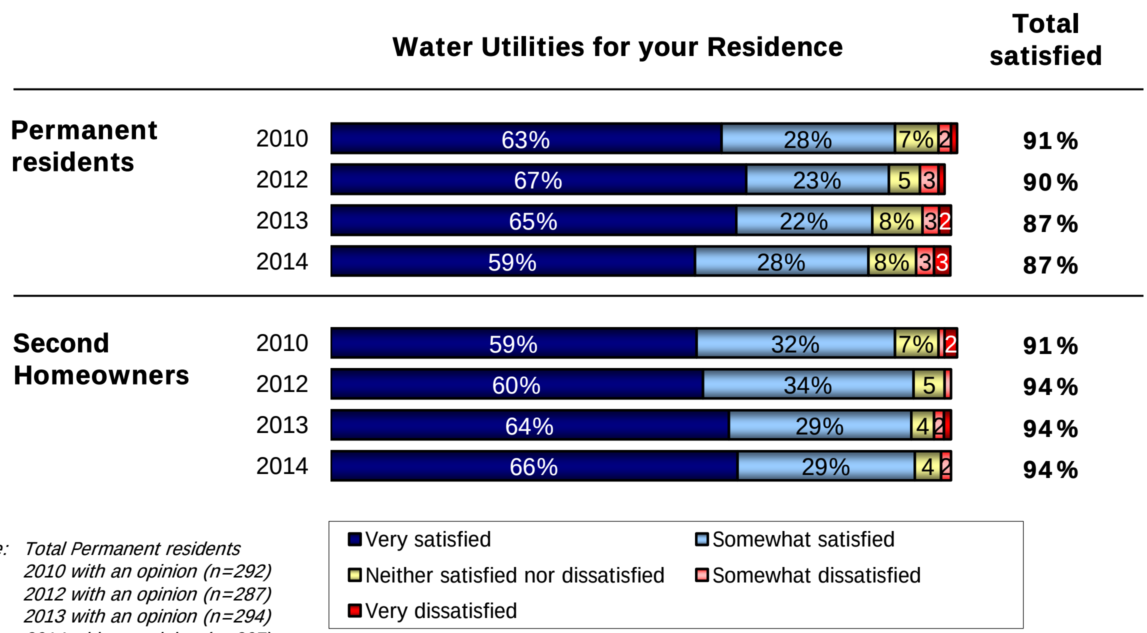
- Overall, most permanent residents are satisfied with the recycling and waste services provided by RMOW; however the overall proportion of those satisfied decreases compared with 2013. The proportion stating they are dissatisfied however sees no increase.

### Second Homeowners

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

## *6.15 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)*
*2014 with an opinion (n=297)*

*Total Second Homeowners*
*2010 with an opinion (n=192)*
*2012 with an opinion (n=193)*
*2013 with an opinion (n=187)*
*2014 with an opinion (n=189)*

*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 about six-in-ten "very satisfied" in 2014.

### Second Homeowners

- Satisfaction remains similarly high among second homeowners, with the majority also "very satisfied" (66%).

### 6.16 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

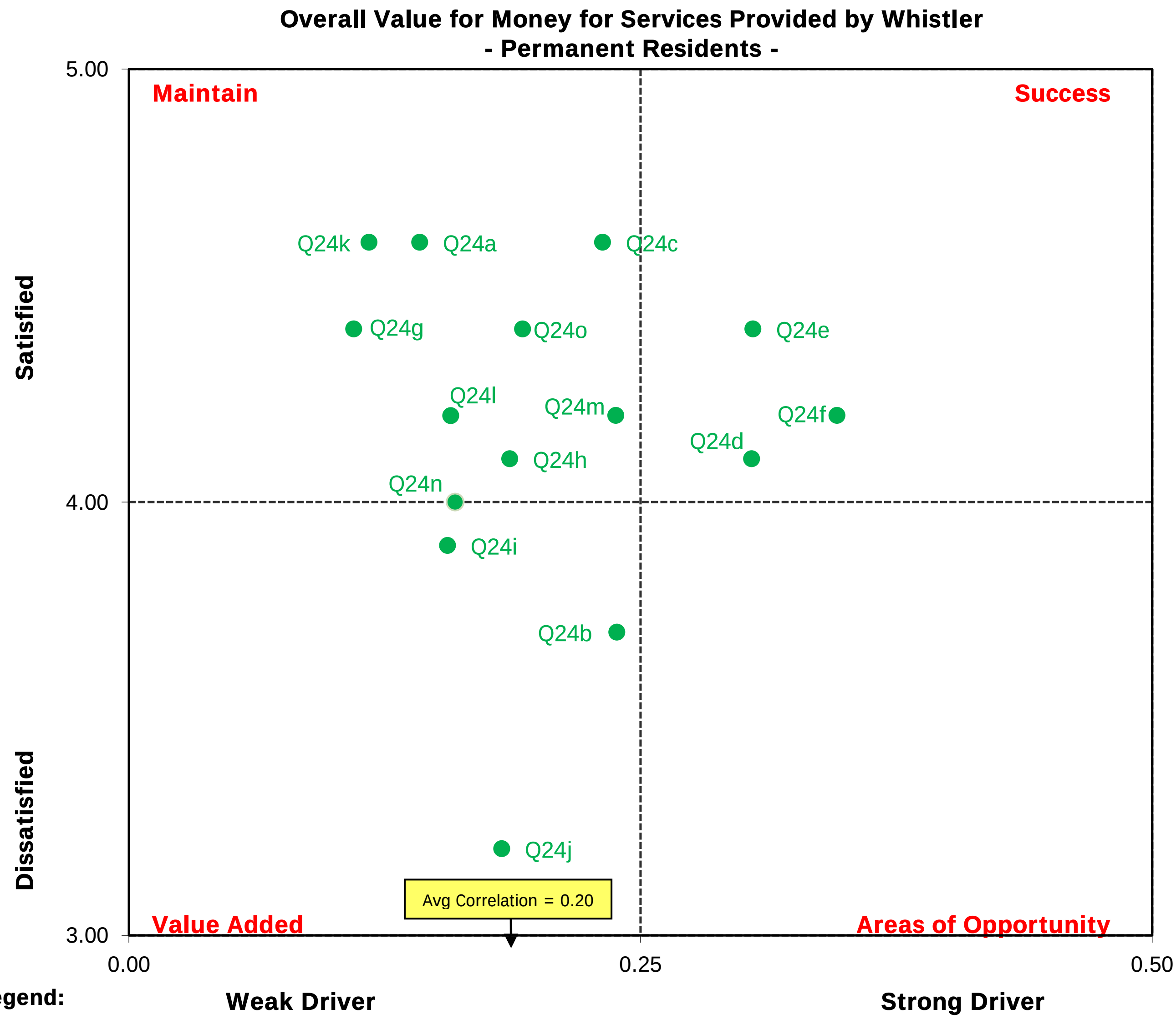
***Strong Driver - low satisfaction***, strongly correlated with overall perceived value for money - currently in need of attention

***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: 2014 vs. 2013**

| | **2014 Services** | **2013 Services** |
|---|---|---|
| **Success:** Services provided in Whistler with high satisfaction and the strongest correlation with overall perceived value for money | • Overall planning of resort community<br>• Municipal recreational programs and facilities<br>• Police services | • Police services<br>• Municipal Hall front counter services<br>• Waste, recycling and composting services |
| **Opportunity:** Services receiving low satisfaction while correlating more strongly with overall perceived value for money | | • Local Transit services (2013 only)<br>• Access to municipal information via the website |
| **Value Add:** Services receiving low satisfaction and not strongly correlated with overall perceived value for money | • Local Transit services<br>• Access to municipal information via the website<br>• Building and land development requirements and permitting services | • Building and land development requirements and permitting services |
| **Maintain:** Services receiving high satisfaction and not strongly correlated with overall perceived value for money | • Municipal Hall front counter services<br>• Waste, recycling and composting services<br>• Maintenance of community parks and trails<br>• Village maintenance<br>• Fire inspection & rescue services<br>• Library services<br>• Road maintenance on local roads (excl. Hwy99)<br>• Snow clearing on local roads (excl. Hwy99)<br>• Water utilities for your residence | • Maintenance of community parks and trails<br>• Village maintenance<br>• Overall planning of resort community<br>• Municipal recreational programs and facilities<br>• Fire inspection & rescue services<br>• Library services<br>• Road maintenance on local roads (excl. Hwy99)<br>• Snow clearing on local roads (excl. Hwy99)<br>• Water utilities for your residence |

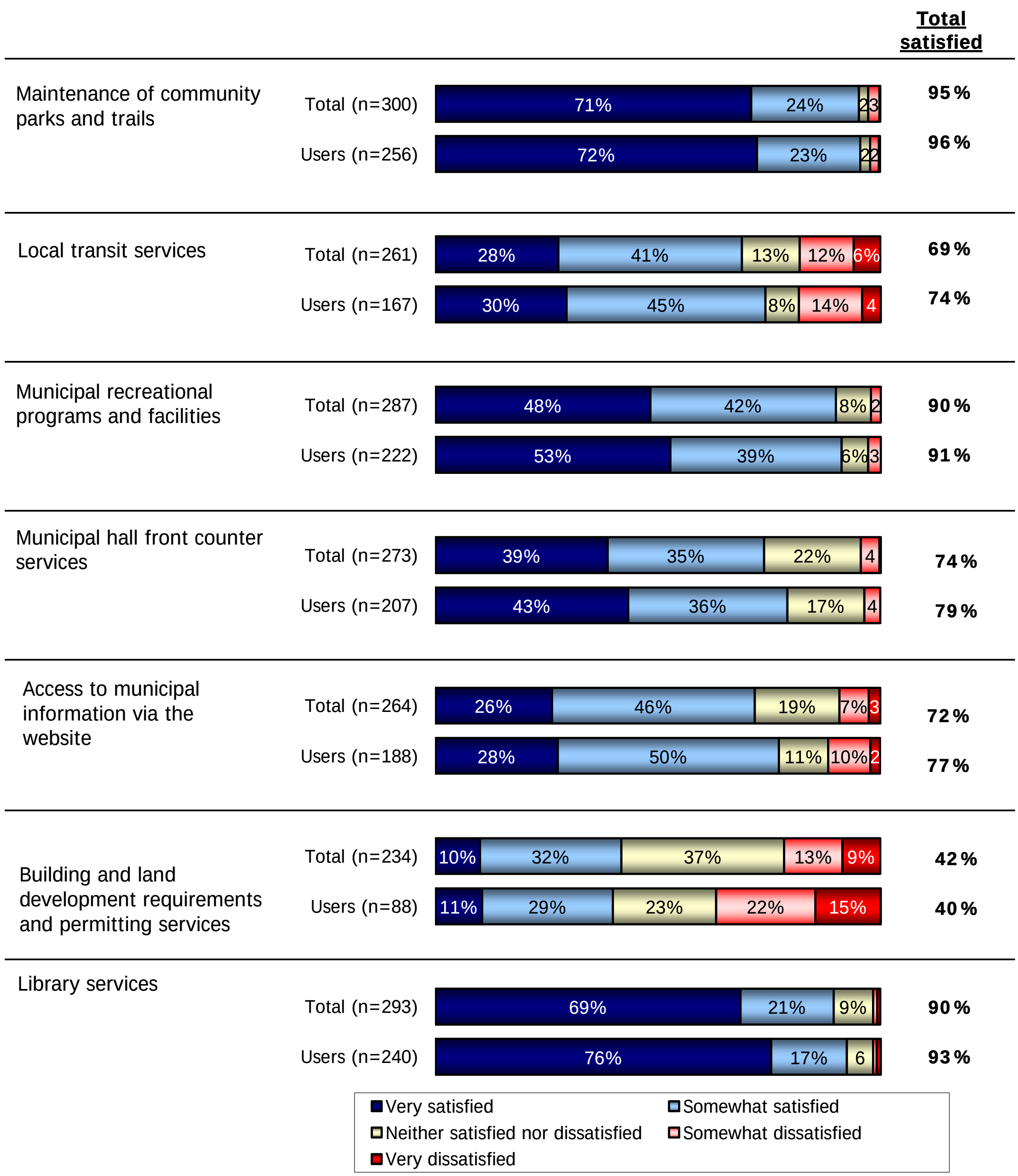



**Legend:**

Q24a. Maintenance of community parks and trails
Q24b. Local Transit Services
Q24c. Village maintenance
Q24d. The overall planning of the resort community
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

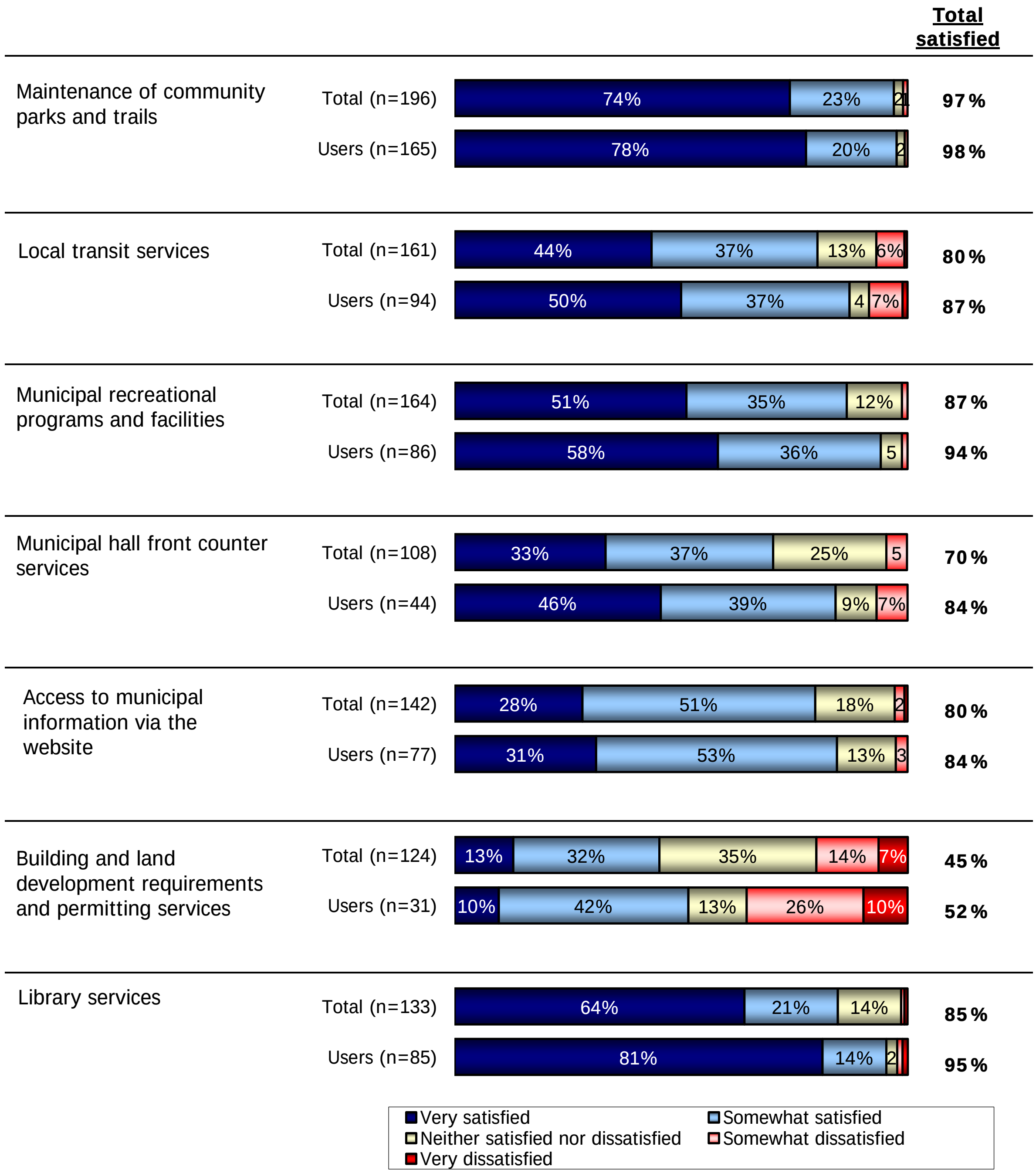
## *Summary of Satisfaction Amongst Permanent Residents:*
## *Total vs. Users of Select Services Provided by RMOW*

Comparisons between overall satisfaction levels and satisfaction amongst users only are illustrated in the chart below. Here we find if a difference occurs it is generally a slight increase in satisfaction amongst users compared with ratings by all residents, apart from in the area of "building and land development" where dissatisfaction is higher amongst users.



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

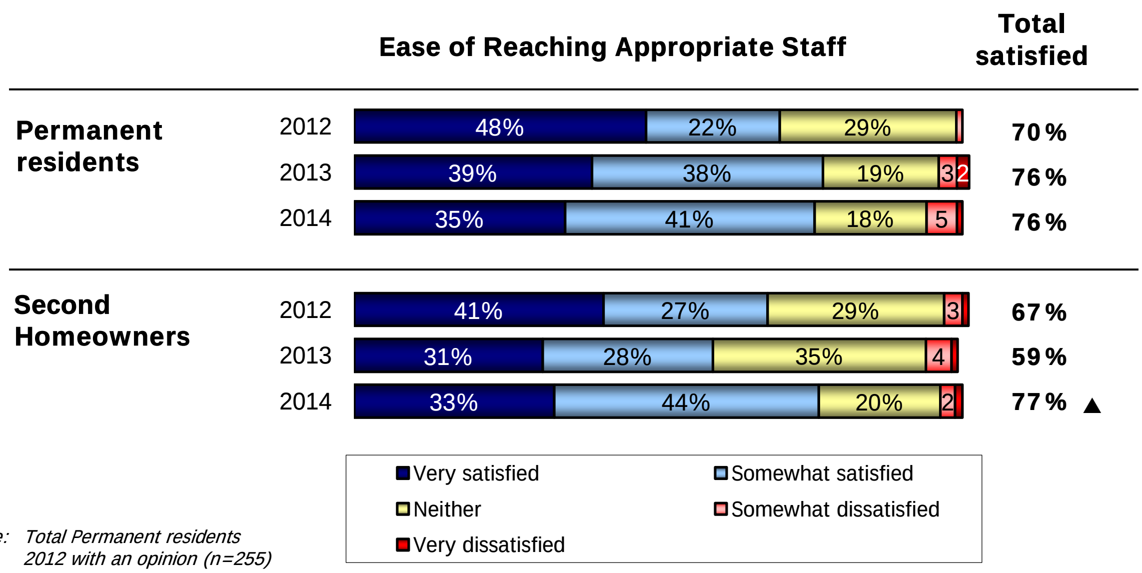
As with permanent residents, amongst second homeowner we find if a difference does occur, it is generally an increase in satisfaction amongst users with a corresponding decrease in those who rated the service as "neither satisfied nor dissatisfied". While dissatisfaction in the area of "building and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



## 7. Municipal Hall Front Counter Services

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

- Three-quarters of all permanent residents (76%).
- Three-quarters of all second homeowners (77%).




*Base: Total Permanent residents*
*2012 with an opinion (n=255)*
*2013 with an opinion (n=258)*
*2014 with an opinion (n=258)*

*Total Second Homeowners*
*2012 with an opinion (n=79)*
*2013 with an opinion (n=96)*
*2014 with an opinion (n=85)*

*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

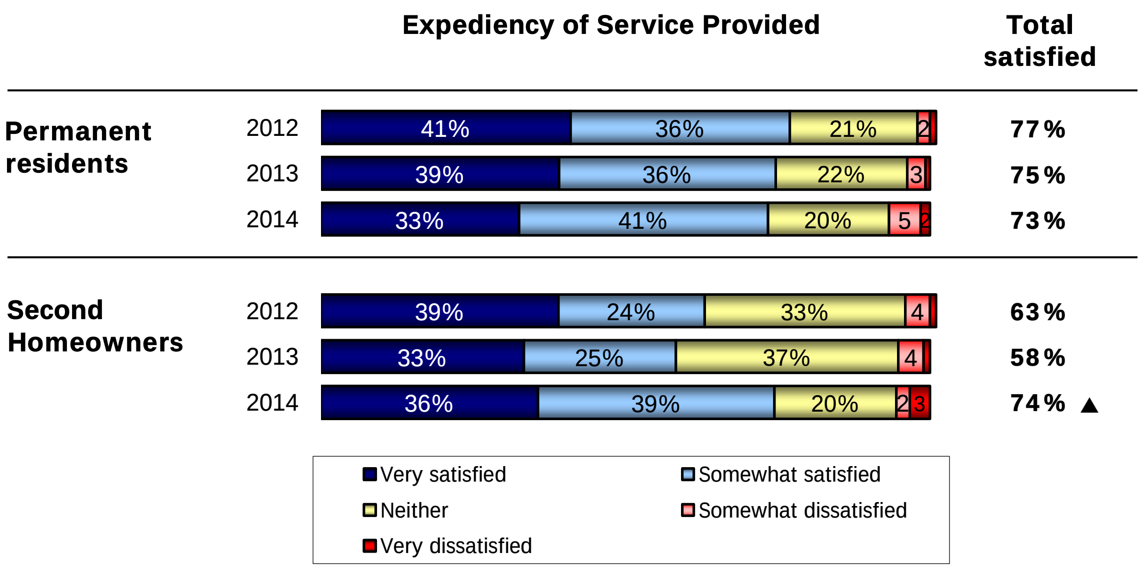
- Three-quarters of all Whistler residents are satisfied with the front counter or reception in terms of reaching the appropriate staff, with about one-third "very satisfied" (35%).

### Second Homeowners

- Among those second homeowners with an opinion the majority is also satisfied with the ease of reaching the appropriate staff (77%), increasing significantly compared with 2013; as found a year ago one-third is "very satisfied" (33%).

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

- Three-quarters of all permanent residents (73%).
- Almost six-in-ten second homeowners (74%).




*Base: Total Permanent residents*
*2012 with an opinion (n=258)*
*2013 with an opinion (n=253)*
*2014 with an opinion (n=260)*

*Total Second Homeowners*
*2012 with an opinion (n=80)*
*2013 with an opinion (n=96)*
*2014 with an opinion (n=90)*

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

### Permanent Residents

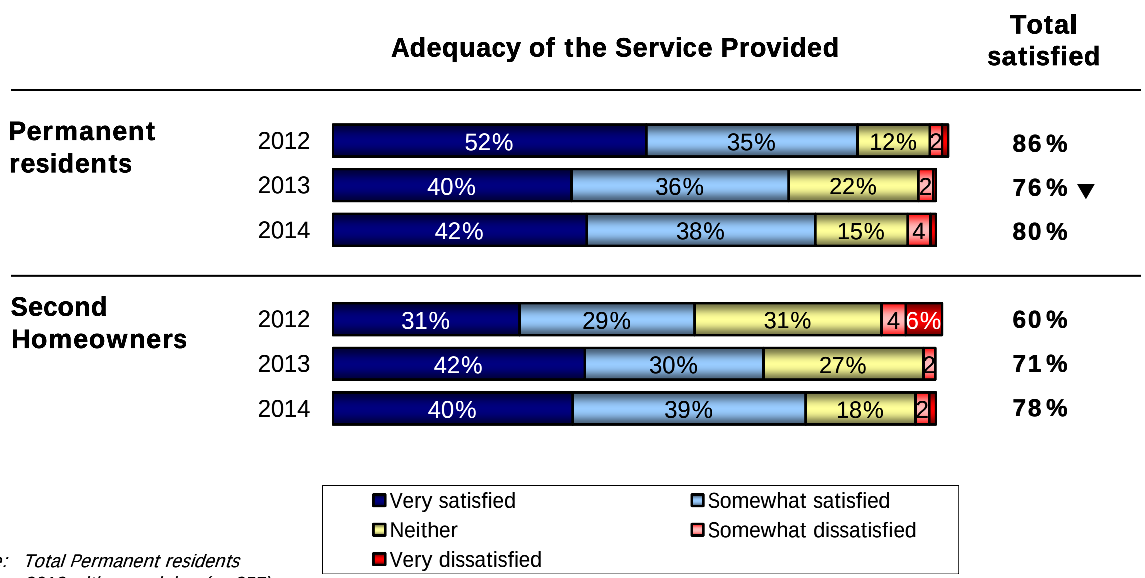
- Consistent with 2013 the majority of Whistler residents are satisfied with the expediency of service provided by front counter or reception with one-third "very satisfied" (33%).

### Second Homeowners

- Among those second homeowners with an opinion the majority is also satisfied with the expediency of the service they received, with satisfaction increasing significantly compared with a year ago; as found a year ago one-third is "very satisfied" (36%).

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

- Eight-in-ten permanent residents (80%).
- More than three-quarters of second homeowners (78%).




*Base: Total Permanent residents*
*2012 with an opinion (n=257)*
*2013 with an opinion (n=255)*
*2014 with an opinion (n=262)*

*Total Second Homeowners*
*2012 with an opinion (n=82)*
*2013 with an opinion (n=98)*
*2014 with an opinion (n=88)*

*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**

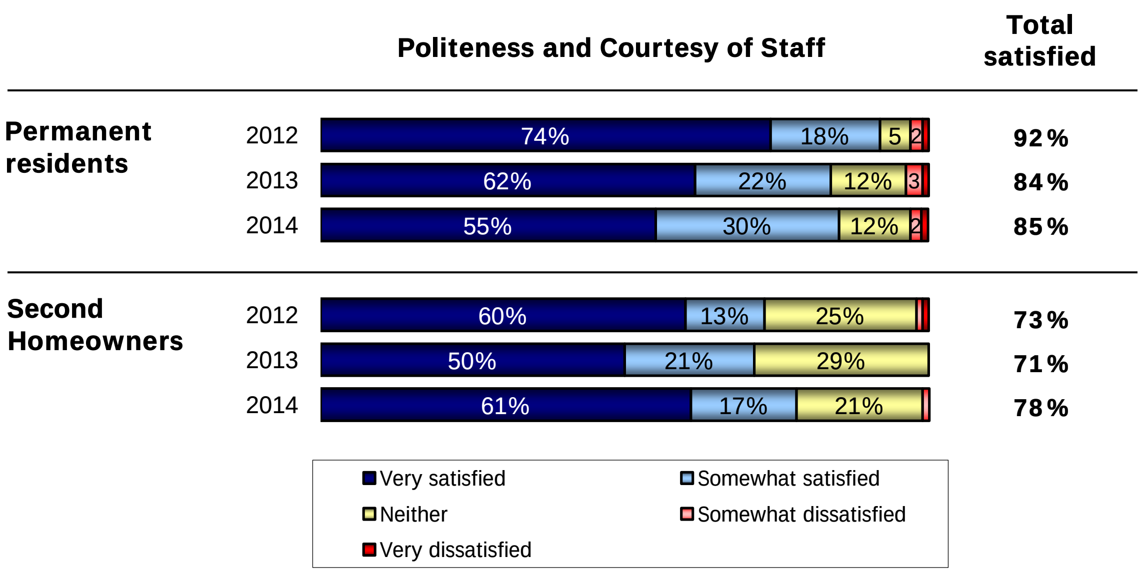
- The majority of Whistler residents remain satisfied with the adequacy of service provided by front counter or reception, with no significant changes compared with 2013.

**Second Homeowners**

- More than three-quarters of second homeowners with an opinion are satisfied with the adequacy of the service they received. Once again results are not significantly different from the level of satisfaction reported in 2013.

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

- More than eight-in-ten permanent residents (85%).
- More than three-quarters of second homeowners (78%).




*Base: Total Permanent residents*
*2012 with an opinion (n=261)*
*2013 with an opinion (n=261)*
*2014 with an opinion (n=263)*

*Total Second Homeowners*
*2012 with an opinion (n=85)*
*2013 with an opinion (n=94)*
*2014 with an opinion (n=92)*

*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, with no significant change compared with 2013.

**Second Homeowners**

- Among those second homeowners with an opinion the majority remains satisfied with the politeness and courtesy of staff, with no significant change compared with 2013.

## 7.5 *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 those related to their business, obtaining a license or permit, 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 |
|---|---|---|
| | 2014 (244) % | 2014 (107) % |
| Discuss/ Pay property taxes | **34** | **41** |
| Building and Land Development Services | **30** | **39** |
| Parking passes or tickets | **21** | **8** |
| Business purposes | 17 | 3 |
| Looking for information | 11 | 14 |
| Getting a license/ permit | 8 | 8 |
| Recreation programs and offerings | 7 | - |
| By-law complaints | 7 | 5 |
| Roads or snow clearing | 4 | 6 |
| Waste services | 3 | 3 |
| Paying a bill/fine | 2 | - |
| Bus tickets | 1 | - |
| Various Miscellaneous Reasons | 10 | - |

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

## 7.6 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 (70% and 67% respectively).
- The next most commonly suggested way to administer services is in person, put forward by about one-in-five residents and one-in-ten second homeowners.
- Few suggest using the telephone, with most of the other suggestions being for regular mail or a combination of approaches.

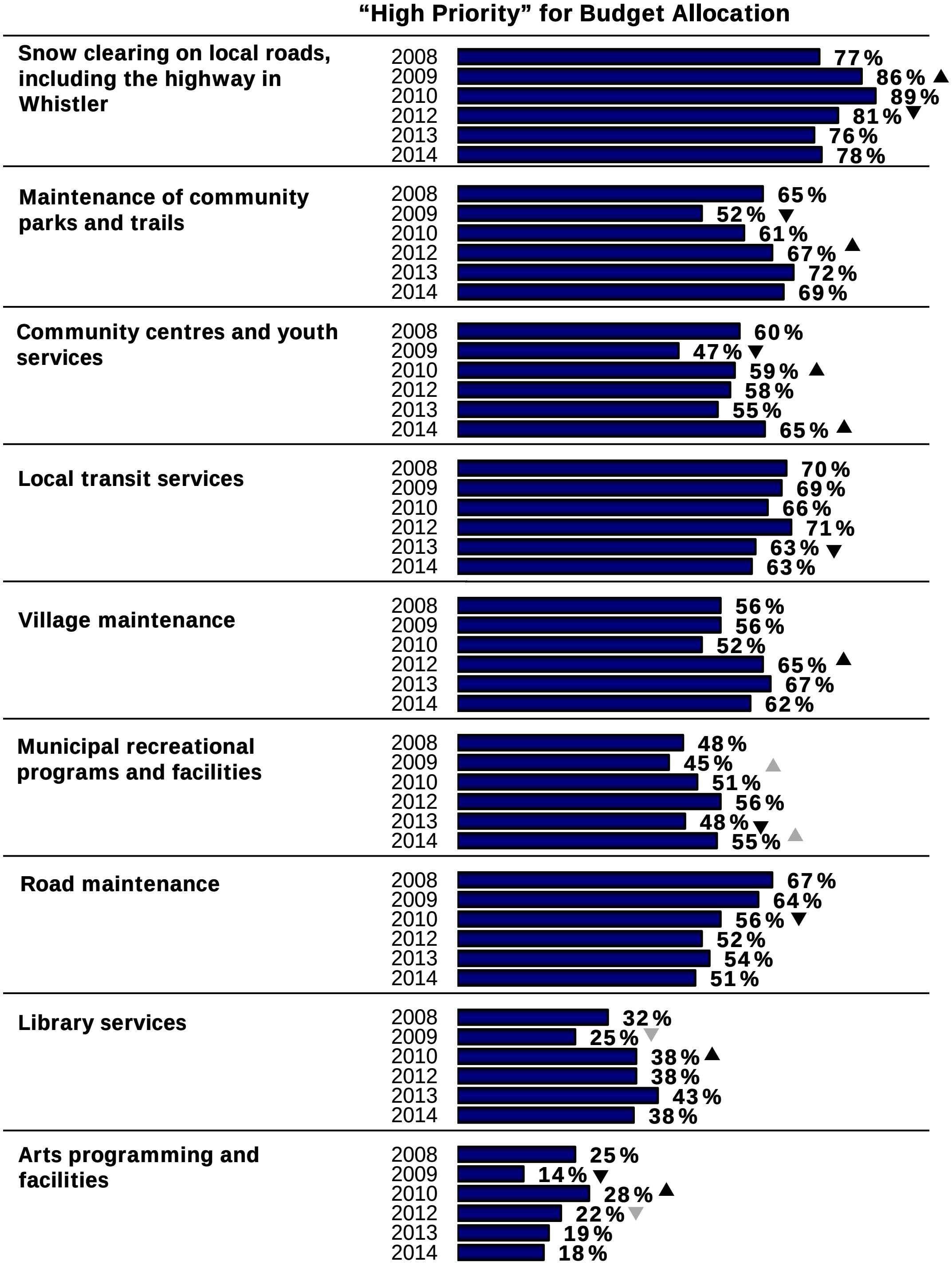
**Best Way for Municipal Hall to Provide Administrative Services**

| | Permanent Residents | Second Homeowners |
|---|---|---|
| | 2014 (301) % | 2014 (200) % |
| Online (web/email) | **70** | **67** |
| In person | **18** | **10** |
| Telephone | 3 | 9 |
| Miscellaneous other ways | 4 | 8 |
| Don't Know/ Not Interested | 6 | 7 |

*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)?*

# 8. Priorities for Budget Allocation

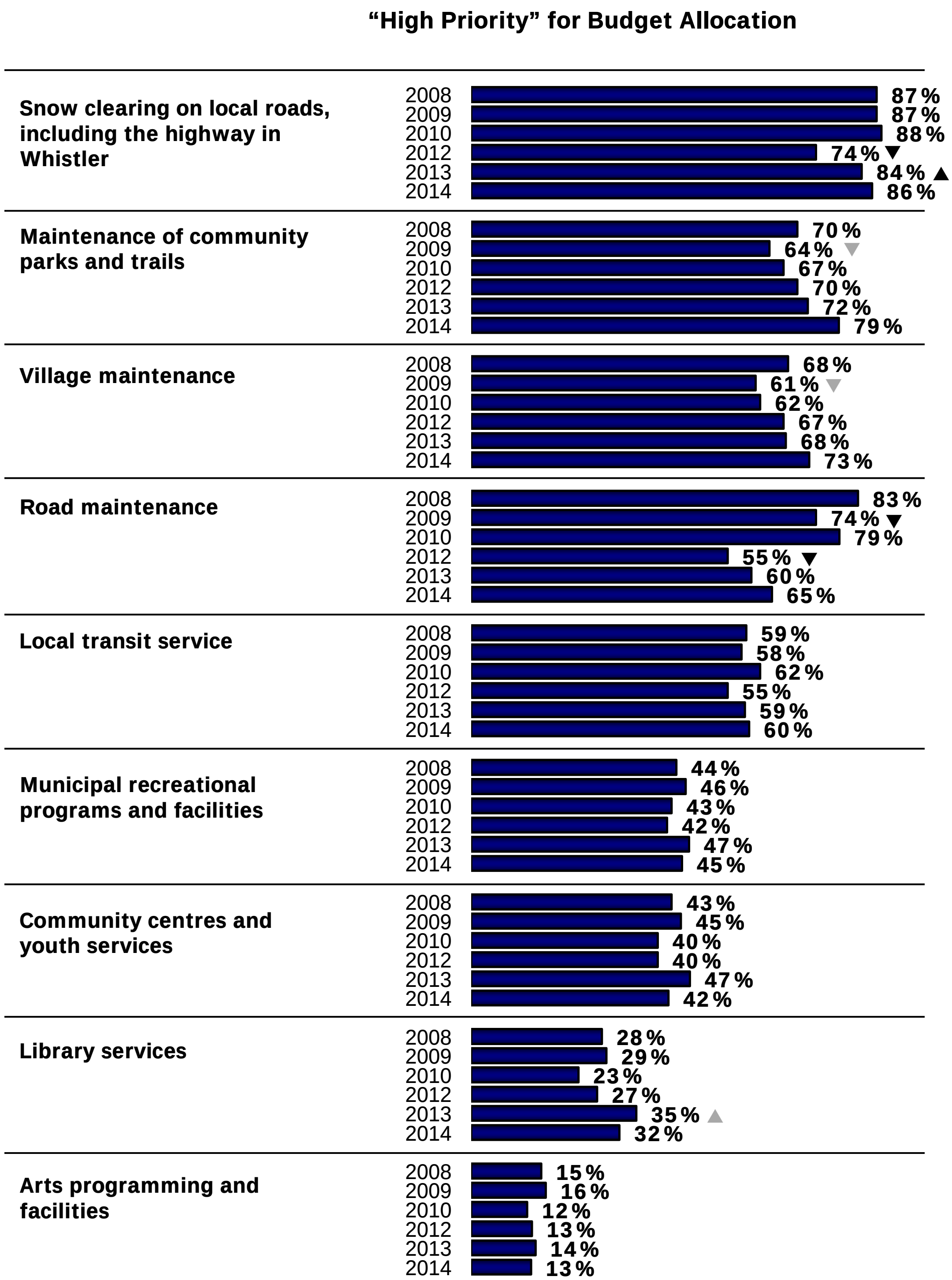
### *Summary of Services Rated a High Priority for Budget Allocation by* ***Permanent Residents***




*Base: Total Permanent residents with an opinion*

*Q.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>*

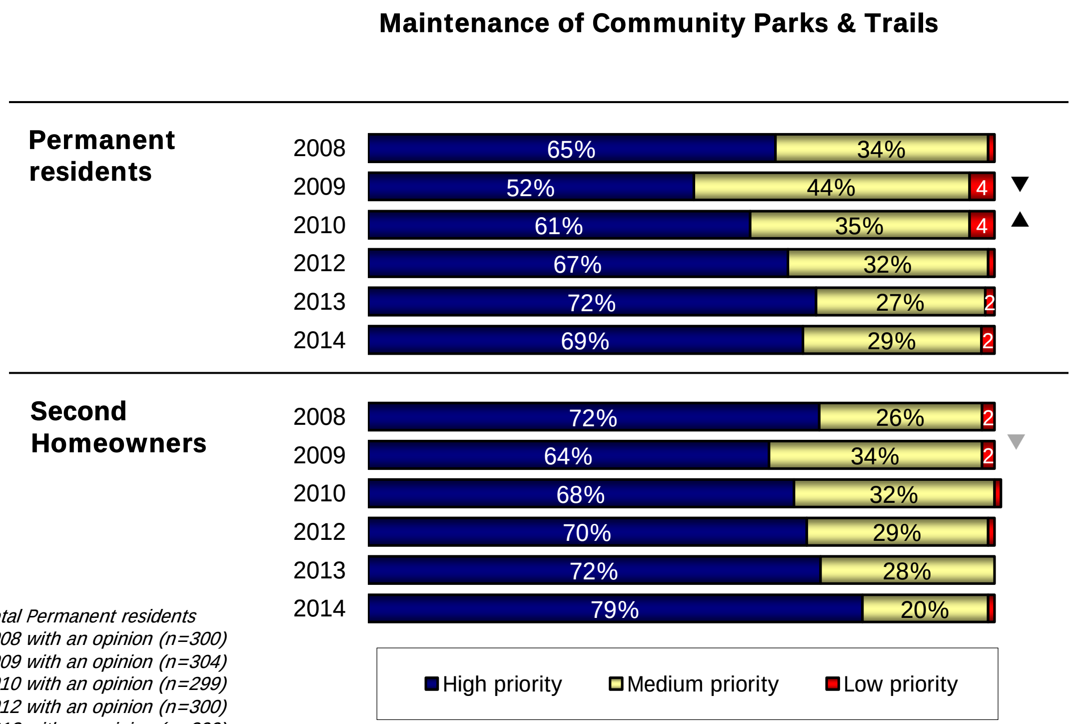



*Base: Total Second Homeowners with an opinion*

*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?*

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

- More than two-thirds of permanent residents (69%).
- Almost eight-in-ten second homeowners (79%).




*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=299)*
*2014 with an opinion (n=301)*

*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)*
*2014 with an opinion (n=199)*

*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

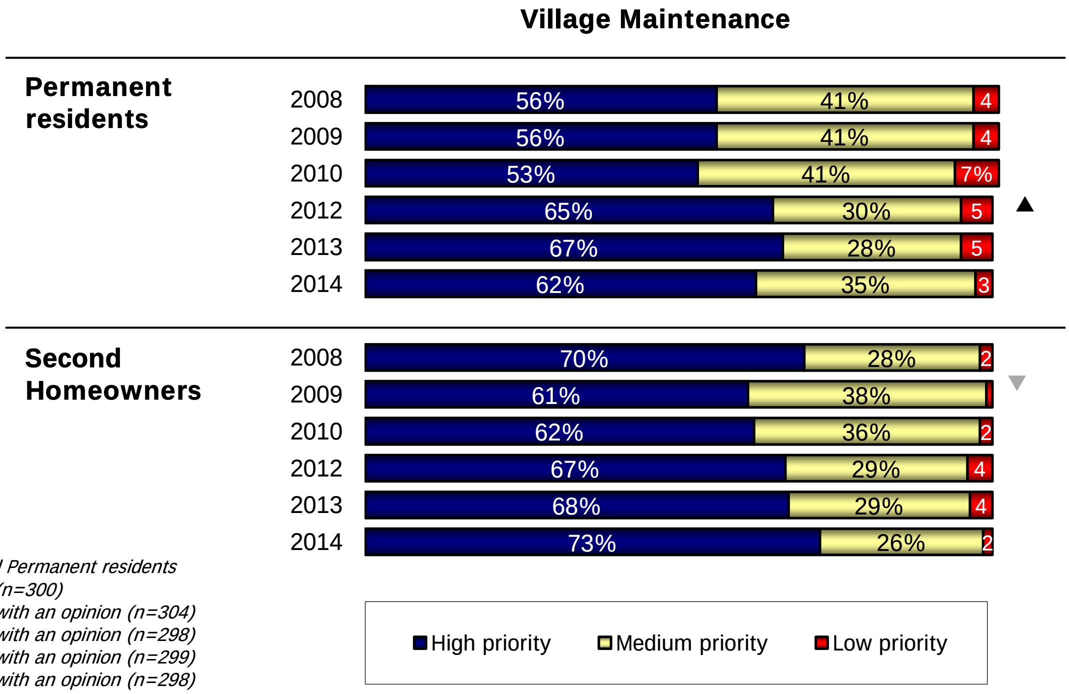
- With more than nine-in-ten permanent residents satisfied with current maintenance, the majority of residents continue to consider it a high priority for budget allocation. This opinion is consistent amongst all demographic segments.

### Second Homeowners

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

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

- More than six-in-ten permanent residents (62%).
- Almost three-quarters of all second homeowners (73%).




*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)*
*2014 with an opinion (n=300)*

*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)*
*2014 with an opinion (n=200)*

*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 residents (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 (62%, statistically unchanged from a year ago).

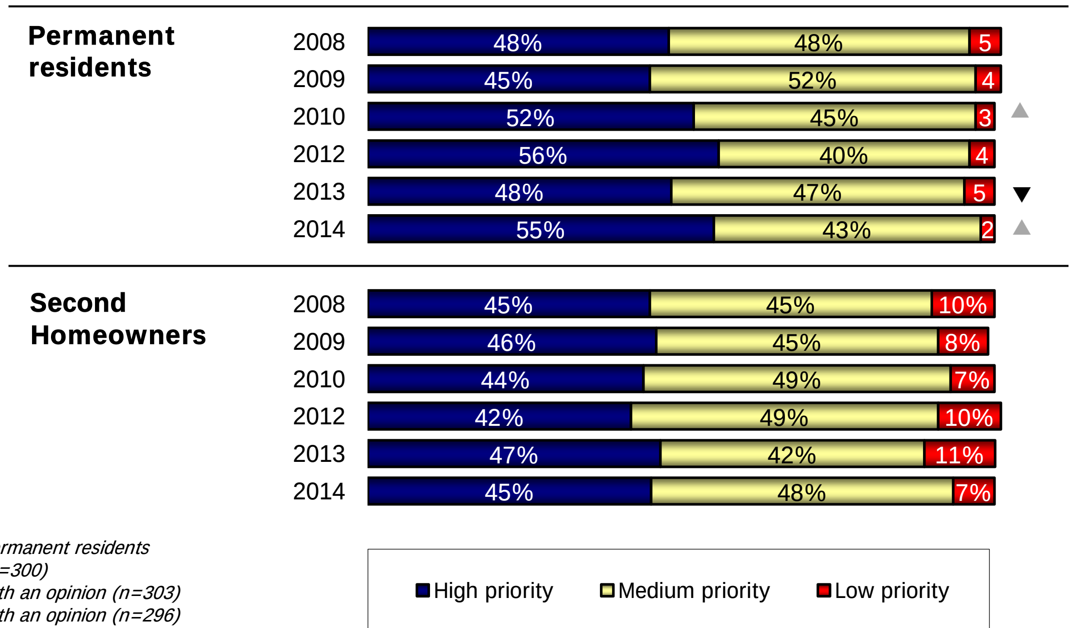
**Second Homeowners**

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

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

- More than half of all permanent residents (55%).
- More than four-in-ten second homeowners (45%).

**Municipal Recreational Programs & Facilities**




*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)*
*2014 with an opinion (n=301)*

*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)*
*2014 with an opinion (n=197)*

*Q.29c) 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**

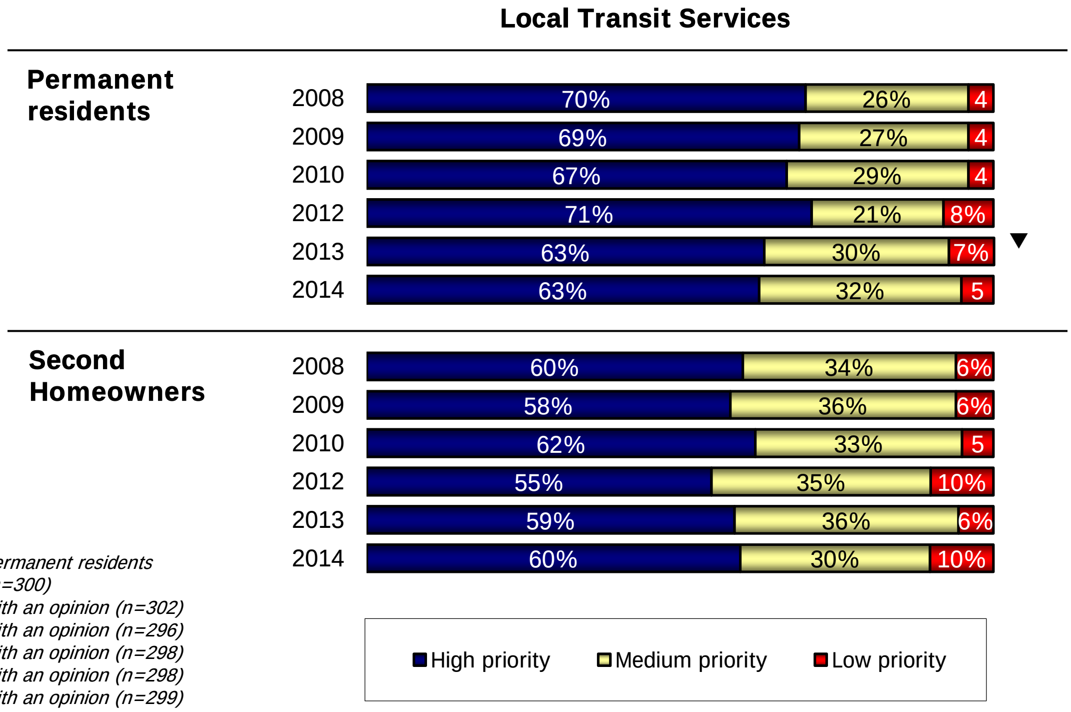
- While the majority of the population (90%) is satisfied with the current municipal recreational programs and facilities, opinion of it with regards to priority of budget allocation remains somewhat divided, with just more than half that considers it a high priority (55%) directionally higher than a year ago, with most others considering it a medium priority (43%).

**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 (45% vs. 48% a medium priority).

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

- More than six-in-ten permanent residents (63%).
- Six-in-ten second homeowners (60%).




*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)*
*2014 with an opinion (n=299)*

*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)*
*2014 with an opinion (n=198)*

*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

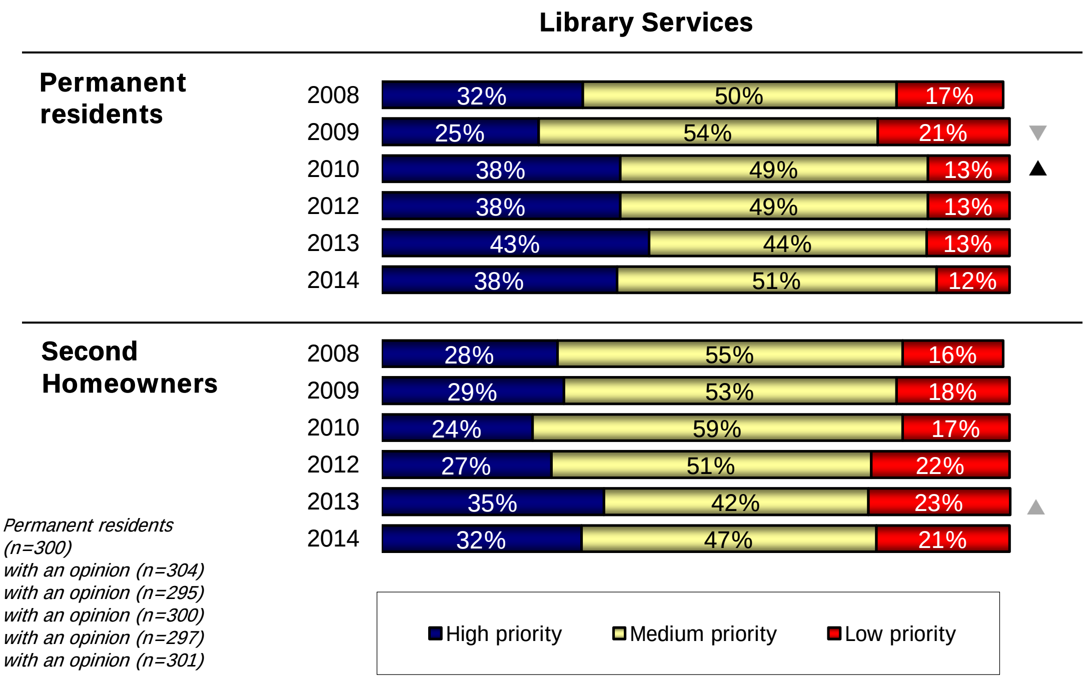
- The majority of residents continue to regard local transit services as a high priority for budget allocation (63%), with no significant change compared with a year ago.

### 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 2013.

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

- Almost four-in-ten permanent residents (38%).
- One-third of all second homeowners (32%).




*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)*
*2014 with an opinion (n=301)*

*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)*
*2014 with an opinion (n=198)*

*Q.29e) 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

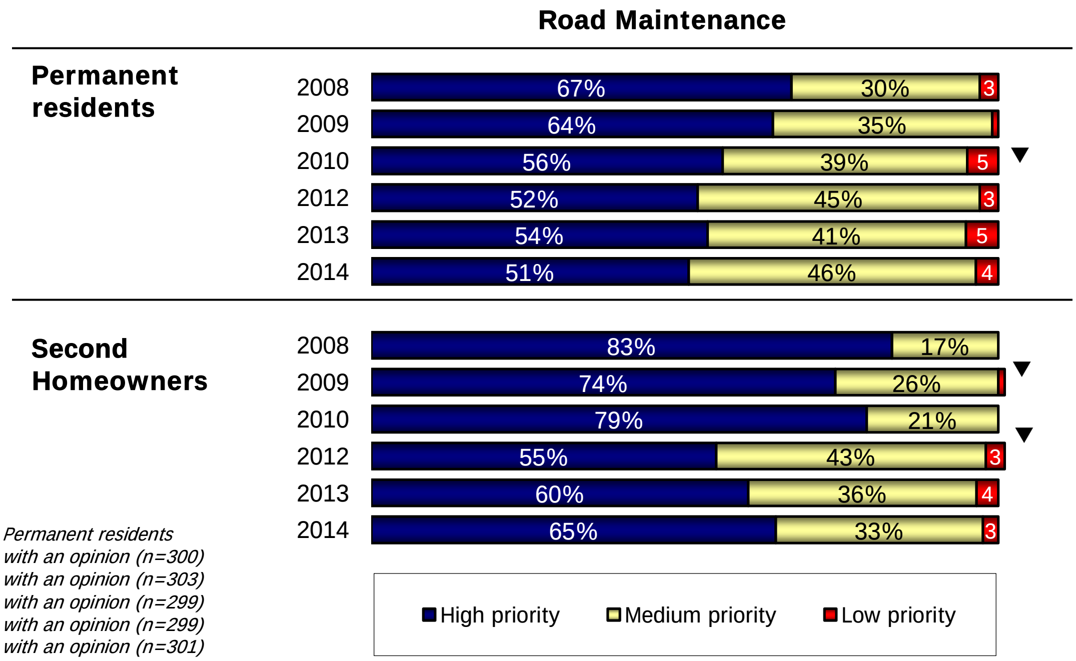
- With the large majority of permanent residents satisfied with library services in Whistler, opinions regarding its priority for budget allocation remain statistically unchanged from a year ago, with about one-third rating it a high priority (38%) and half a medium priority (51%).
- This year females are more likely than male residents to rate library services a high priority (49% versus 28% respectively), as do older residents (46% of those 35+ vs. 29% of the under 35's) and those with children (54% vs. 32% of those without).

### Second Homeowners

- Opinion amongst second homeowners is statistically unchanged from a year ago with one-third rating it a high priority versus almost half rating it a medium priority. Currently about one-in-five considers library services a low priority.

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

- About half of all permanent residents (51%).
- About two-thirds of second homeowners (65%).




*Base: Total Permanent residents*
*2008 with an opinion (n=300)*
*2009 with an opinion (n=303)*
*2010 with an opinion (n=299)*
*2013 with an opinion (n=299)*
*2014 with an opinion (n=301)*

*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)*
*2014 with an opinion (n=200)*

*Q.29f) 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 previous measures, more than half of all residents in 2014 regard road maintenance as a high priority for spending.

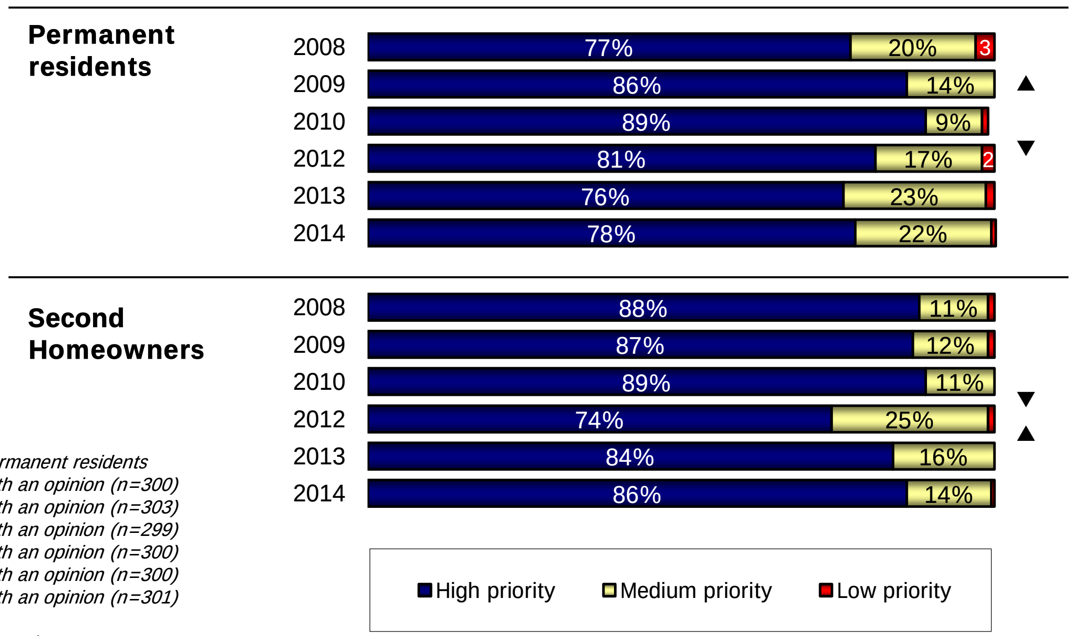
**Second Homeowners**

- The majority of second homeowners rate road maintenance a high priority for budget allocation (65%), with about one-third that considers it a medium priority, statistically unchanged from 2013, but appearing to trend up towards an increase in those considering it a high priority.

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

- More than three-quarters of all permanent residents (78%).
- More than eight-in-ten second homeowners (86%).

**Snow Clearing on Local Roads**




*Base: Total Permanent residents*
*2008 with an opinion (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)*
*2014 with an opinion (n=301)*

*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)*
*2014 with an opinion (n=200)*

*Q.29g) 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

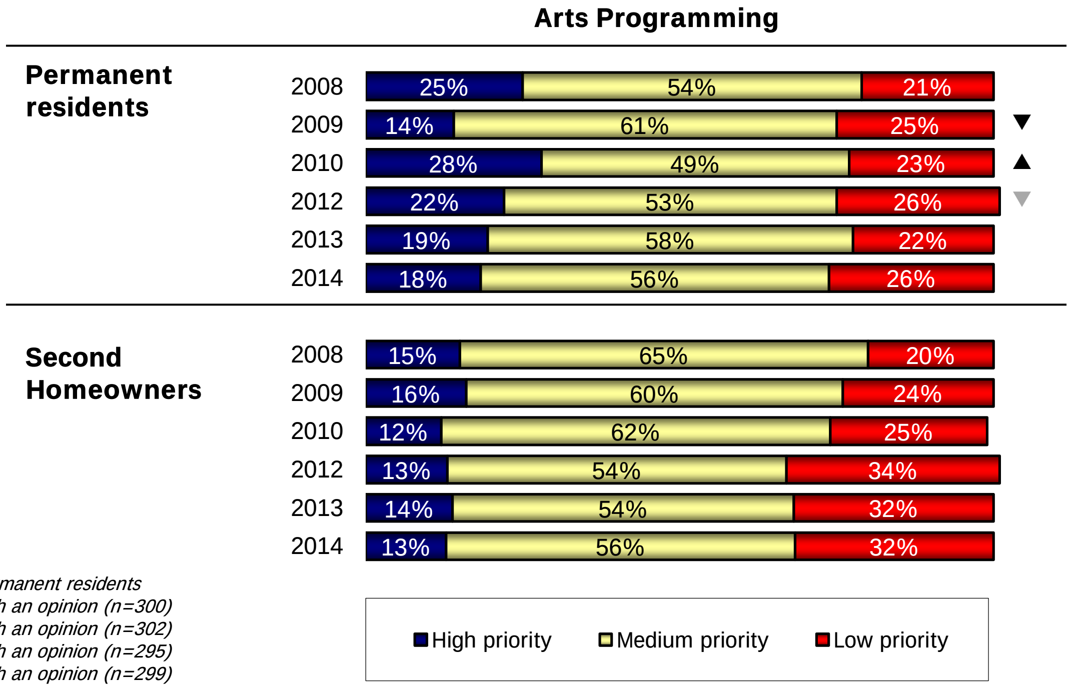
- With the large majority of permanent residents remaining satisfied with snow clearing services on local roads, opinions regarding its priority for budget allocation remain consistent with that seen in 2013 with the majority continuing to regard it as a high priority.

### Second Homeowners

- Similarly the majority of second homeowners continue to rates snow clearing on local roads a high priority this year largely unchanged from a year ago.

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

- About one-in-five permanent residents (18%).
- A total of 13% of second homeowners.




*Base: Total Permanent residents*
*2008 with an opinion (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)*
*2014 with an opinion (n=300)*

*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)*
*2014 with an opinion (n=196)*

*Q.29i) 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**

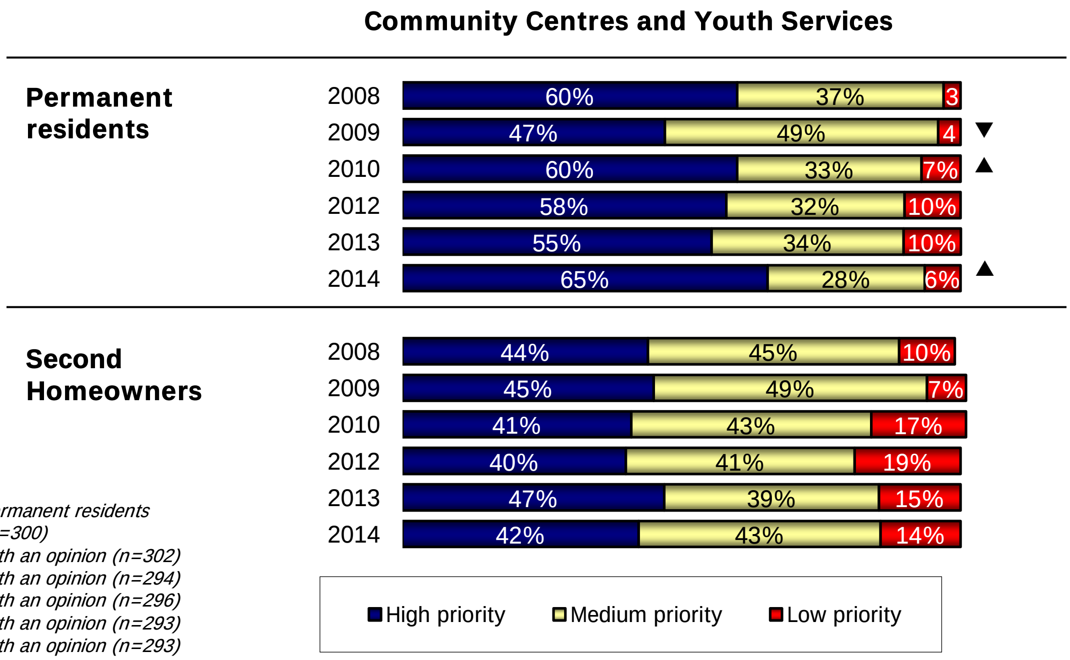
- Statistically unchanged compared with 2013, about one-in-five residents consider arts programming a high priority for budget allocation, with the majority regarding it a medium or low priority.

**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.

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

- Two-thirds of all permanent residents (65%).
- More than four-in-ten second homeowners (42%).




*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)*
*2013 with an opinion (n=293)*
*2014 with an opinion (n=296)*

*Total Second Homeowners*
*2008 with an opinion (n=201)*
*2009 with an opinion (n=198)*
*2010 with an opinion (n=194)*
*2012 with an opinion (n=193)*
*2012 with an opinion (n=192)*
*2013 with an opinion (n=192)*
*2014 with an opinion (n=196)*

*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

- Increasing significantly compared with 2013, two-thirds of all permanent residents currently consider community centre children's programs, youth services and facilities a high priority for budget allocation.
- Families are once again more likely to rate this service a high priority compared with couples without children (74% vs. 59%respectively); this year younger residents are more likely than their older counterparts to regard this as a high priority for spending (73% of those under 35 versus 59% of those 35+).

**Second Homeowners**

- Opinion among second homeowners is statistically unchanged from 2013, with about four-in-ten regarding the services as a high priority compared with a similar proportion regarding it as a medium priority.

# 9. Demographics

- Almost half of all permanent residents are under 35 years old, with two-thirds under 45 and 84% under 55 years of age. More than 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 majority of permanent residents are married or living as married (63%), and almost one-third have children living at home (30%).

**Demographics**

| | Permanent Residents (301) % | Second Homeowners (200) % |
|---|---|---|
| **Gender** | | |
| Male | 55 | 49 |
| Female | 46 | 51 |
| **Age** | | |
| 18-34 | 47 | 1 |
| 35-44 | 20 | 4 |
| 45-54 | 16 | 16 |
| 55-64 | 10 | 33 |
| 65+ | 6 | 46 |
| **Education** | | |
| Less than grade 12 | 1 | 1 |
| Grade 12 graduation | 12 | 7 |
| Some technical or vocational school | 2 | 1 |
| Some college | 4 | 3 |
| Some university | 5 | 4 |
| Diploma or certificate from a trade | 8 | 7 |
| Diploma or certificate from college | 17 | 11 |
| Bachelor or undergraduate degree | 38 | 30 |
| Post-graduate degree | 13 | 39 |
| **Marital Status** | | |
| Married/common-law | 63 | - |
| Single | 37 | - |
| **Presence of Children** | | |
| Under 5 years | 30 | - |
| 5-12 years | 62 | - |
| 13-17 years | 34 | - |
| 18 years or older | 16 | - |

*continued...*

- More than eight-in-ten permanent residents are currently employed or self-employed, compared with about four-in-ten second homeowners.
- Permanent residents are just somewhat more likely to be homeowners living in a single detached home, duplex or townhouse. In 2014 ownership among second homeowners is more evenly divided between a duplex or townhouse, a single detached home and an apartment.

**Demographics**

| | Permanent Residents (301) % | Second Homeowners (200) % |
|---|---|---|
| **Employment Status** | | |
| Employed | 65 | 24 |
| Self Employed | 23 | 15 |
| Student | 2 | 2 |
| Retired | 6 | 57 |
| Not Working (seeking/not seeking work) | 1 | 3 |
| **Home Tenure** | | |
| Own | 54 | 100 |
| Rent | 47 | - |
| **Type of Dwelling** | | |
| Single, detached house | 41 | 32 |
| Duplex or townhouse | 30 | 33 |
| Apartment/Condo | 18 | 34 |
| Suite in a house | 11 | - |
| Other | <1 | 1 |

*continued...*

- About one-in-five permanent residents states their home is in the pool of Whistler Housing Authority Resident Restricted Housing.
- About four-in-ten permanent residents have lived in Whistler for 11 years or more (41%), while almost one-quarter has been there between 5 and 10 years (24%) and one-third for 4 years or less.
- About two-thirds of all second homeowners have owned their property in Whistler for 11 years or more (68%), with about one-in-five that have owned for between 5 and 10 years (18%) and one-in-ten that have owned for 4 years or less (12%).

**Demographics**

| | Permanent Residents (301) % | Second Homeowners (200) % |
|---|---|---|
| **Whistler Resident Restricted Housing** | | |
| Yes | 21 | - |
| No | 71 | - |
| Don't know / Refused | 7 | - |
| **Years in Whistler** | | |
| 0 – 4 years | 34 | 12 |
| 5 – 10 years | 24 | 18 |
| 11 or more years | 41 | 68 |

*continued...*

## Demographics

| | Permanent Residents (301) % | Second Homeowners (200) % |
|---|---|---|
| **Neighbourhood** | | |
| **North** | | |
| Alpine Meadows | 19 | 7 |
| Emerald Estates | 6 | 6 |
| Whistler Cay Heights | 6 | 5 |
| Whistler Cay Estates | 4 | 3 |
| White Gold | 4 | 1 |
| Spruce Grove | 3 | - |
| Rainbow Park | 3 | - |
| Tapley's Farm | 3 | - |
| Nesters | 1 | 1 |
| Nicklaus North Estates | 1 | 1 |
| **South** | | |
| Whistler Creek / Creekside | 9 | 13 |
| Nordic Estates | 6 | 2 |
| Cheakamus | 5 | - |
| Brio | 4 | 2 |
| Bayshores | 4 | 4 |
| Spring Creek | 3 | 1 |
| Alta Vista | 3 | 5 |
| Blueberry Hill | 1 | 3 |
| Alta Lake Road | 1 | 4 |
| Function Junction | 1 | 1 |
| Millers Pond | <1 | 1 |
| Alpha Lake Village | <1 | - |
| Stonebridge | <1 | - |
| Twin Lakes | - | 2 |
| Wayside | - | 1 |
| Whistler Highlands | - | 1 |
| **Village +** | | |
| Village | 8 | 13 |
| Benchlands | 2 | 16 |
| Blackcomb | - | 2 |
| Other | 4 | 9 |