



# 2018 Community Life Satisfaction Survey

## Final Survey Results – Detailed Findings Report

Prepared for: **Resort Municipality of Whistler**

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## Table of Contents

Background and Research Objectives .....	4
Project Background .....	4
Research Objectives .....	4
Research Design and Key Dates .....	5
Margin of Error .....	5
Additional Methodological Considerations .....	5
Challenges Faced Finding Second Homeowners and Suggestions for Future Surveying .....	6
Questions and Analysis .....	7
Historical Tracking Questions .....	7
Derived Importance .....	7
Significance Testing .....	7
Executive Summary .....	8
Detailed Findings .....	9
Living in Whistler: Housing, Employment, and Income .....	9
Assessed Value of Whistler Residence .....	10
Income Spent on Housing – Permanent Residents .....	11
Employment and Median Income Levels – Personal and Household .....	12
Community Life .....	13
Whistler as a Place to Live/Spend Time .....	14
Opportunities Available for Recreational Physical Activities .....	15
Ability to Get Around by Bike and Foot .....	16
Recreation Trails for Hiking and Mountain Biking .....	17
Access to Parks such as Rainbow Park, Lakeside, Alpha Lake Park .....	18
Atmosphere and Ambiance .....	19
Selection of Arts, Culture and Heritage Opportunities .....	21
Career and Employment Opportunities .....	22
Ability to Travel to and from Whistler on Highway 99 .....	23
Ability to Get Around by Personal Automobile/Vehicle .....	24
Personal Opportunities for Formal Learning through Schools and Colleges with Accredited Courses in Whistler .....	25
Historical Comparison – Permanent Residents .....	26
Priorities for Improving Satisfaction with Whistler as a Place to Live – Permanent Residents .....	27

Mode of Transportation Travelling to and From Work – Permanent Residents .....	28
Trustworthiness of People living in Whistler .....	29
Quality of Tourist Interactions.....	30
Most Important Issues Facing Community.....	31
First Mention .....	31
Most important Issue Facing the Community of Whistler – First Mention .....	32
Local Decision Makers.....	33
Input into Decision Making .....	34
Satisfaction with Services .....	35
Maintenance of Community Parks and Trails .....	36
Village Maintenance.....	37
Library Services.....	38
Water Utilities for your Residence .....	39
Municipal Recreation Programs and Facilities .....	40
Snow Clearing on Local Roads (not including Highway 99) .....	41
Fire Inspection and Rescue Services .....	42
Police Services .....	43
Road Maintenance on Local Roads (not including Highway 99).....	44
Access to Municipal Information via the Website .....	45
The Overall Planning of the Resort Community.....	46
Waste, Recycling and Composite Services .....	47
Local Transit Services .....	48
Municipal Hall Main Customer Service Counter .....	49
Bylaw Officer Services.....	50
Parking Options .....	51
Building and Land Development Services .....	52
Historical Comparison – Permanent Residents.....	53
Historical Comparison – Second Homeowners .....	54
Priorities for Value for Money .....	55
Value of Services Received for Property Tax Dollars .....	56
Benchmark Comparison Table- Permanent Residents .....	57
Demographics.....	58
Main Questionnaire .....	59

## Background and Research Objectives

### Project Background

The Resort Municipality of Whistler has a comprehensive community strategic plan called 'Whistler 2020' and a comprehensive corporate plan. A monitoring and reporting program is a component of both plans, which includes numerous indicators of community life and the Resort Municipality of Whistler's 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 an annual basis. The study is conducted to monitor Whistler's success at meeting goals that relate to community life, economic success and partnerships, the corporate plan as well as annual municipal budgets.

### Research Objectives

The objectives of the 2018 Community Life Satisfaction Survey were to:

- Determine overall satisfaction with quality of life in Whistler;
- Determine the level of satisfaction and importance of services provided by the Resort Municipality of Whistler;
- Determine residents' perceptions when it comes to value for taxes paid, engagement and communication approaches,
- Benchmark the results of the 2018 Community Life Satisfaction Survey with those from 2008, 2009, 2010, 2012, 2013, 2014, 2015, 2016, and 2017; and,
- Benchmark key performance indicators (KPIs) with comparable communities in the province of British Columbia from 2017. Those communities are (with target completes):
  - Squamish: 100 completes
  - District of North Vancouver: 100 completes
  - City of North Vancouver: 100 completes
  - City of New Westminster: 100 completes
  - District of West Vancouver 100 completes

## Research Design and Key Dates

Similarly, to research completed in 2010 and between 2012-2015, 2018 focused on two key stakeholder groups. The research approach for these segments is detailed below.

1. **Permanent Residents** (those who own or rent property in Whistler and live there year-round)
  - Research was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI) of residents who lived in the Resort Municipality of Whistler on a year-round basis. Respondents were called between 5pm and 9pm from January 22nd, 2018 to February 11th, 2017. A total of 303 interviews were conducted, each approximately 14 minutes in length. Residents were reached either on a land line (34%) or cell phone (66%) using numbers generated by random digit dialing technology.
2. **Second Home Owners** (those who own property in Whistler but primarily live elsewhere)
  - Research among second home owners was conducted via live agent Computer-Assisted-Telephone Interviewing (CATI). Respondents were called between 5pm and 9pm from January 23rd, 2018 to February 11th, 2017. A total of 170 interviews were conducted, each approximately 12 minutes in length. Although a proportion of second homeowners were found in the process of random sampling, the Resort Municipality of Whistler supplied a copy of their database of Whistler property owners who were then contacted directly. Residents were reached either on a land line (92%) or cell phone (8%) using numbers generated by random digit dialing technology.

## Margin of Error

- The margin of error for a simple random sample of 303 interviews among permanent residents is +/- 6% at the 95% confidence level (or 19 times out of 20, if the study were to be repeated).

## Additional Methodological Considerations

- As previously stated, only permanent residents and second homeowners were included in the survey in 2010 and 2012-2015. The additional component of surveying seasonal residents was added in 2017. This year in 2018, only permanent residents and second homeowners were included in the survey.
- For the sample to be as representative as possible, CPO (cell phone only) households were included in the sample. Cell phone only households are those that no longer have landline, and therefore can only be contacted via cell phone. 66% of permanent residents were contacted by CPO and 8% of second homeowners were contacted by CPO.
- The additional online survey component was continued this year, where a version of the survey was made available online via theWhistler.ca website. Results of this survey are available separately.

## Challenges Faced Finding Second Homeowners and Suggestions for Future Surveying

In 2018, 200 second homeowners were not reached to complete the Community Life Satisfaction Survey. Challenges faced are listed below:

- **Number of useable records available in reverse look-up file provided by RMOW**
  - 10% of the sample provided by the RMOW was usable.
  - The original look-up file provided by RMOW contained 5779 records. Forum identified that roughly 40% of those numbers were businesses. The cleaned file that was loaded into the dialer for second homeowner surveying contained 1304 records. Of those 1304 records, 589 were usable because of duplicates in the sample already loaded.
- **Result of random-digit dialing**
  - Only 9% of the second homeowner survey sample was from CPO households. An increasing number of Canadians have opted to cancel their landline telephone service and use their cellphones exclusively. Increasing the amount of cell-only sample in proportion to the landline will be considered in the future.

To avoid this from occurring in the future, Forum suggests the following methods are considered for future surveying when attempting to reach second homeowners.

### 1. Interaction Voice Response Sample Collection

At the discretion of RMOW, Forum can conduct an IVR survey that can be used to collect the contact information of second homeowners in British Columbia. This survey can be run province-wide and contact information will be recorded for those participants who self-identify as second homeowners and who are willing to participate in future survey research. Sample collection can be scheduled in accordance with the 2019 CLS survey so all sample is collected prior to the survey launching.

### 2. Tablet Intercept Sample Collection

At the discretion of RMOW, Forum can conduct in-person tablet intercept sample collection around the Whistler area to identify second homeowners. For those who agree to participate in survey research, and are identified as second homeowners, contact information will be collected and recorded for future use. This sample collection can be scheduled in accordance with the 2019 CLS survey so all sample is collected prior to the survey launching. Forum can conduct this sample collection at various locations across the Whistler area where RMOW deems most appropriate.

## Questions and Analysis

### Historical Tracking Questions

There are 14 indicator questions that have been asked in the Community Satisfaction Survey for the Resort Municipality of Whistler historically; these remain unchanged for benchmarking purposes. All 'don't know' and 'no opinion' responses were removed from the analysis.

### Derived Importance

Forum Research introduced 'derived importance' to help determine strategic priorities for the Resort Municipality of Whistler. Derived importance is a statistical calculation based on the correlation between input variables (i.e. satisfaction with various aspects of life) and an outcome variable (i.e. overall satisfaction with Whistler as a place to live). Specifically, for this study, one of the questions trying to be answered was: How much impact does a change in satisfaction of a particular aspect of life in Whistler, have on satisfaction with life in Whistler overall? This correlation reveals the extent to which various aspects of life are related to, or drive, overall satisfaction. **Ultimately, driver analysis relies on a statistical predictive model to determine priorities for the Resort Municipality of Whistler moving forward and can help inform the allocation of municipal funding.**

### Significance Testing

Forum Research applied statistical significance testing to compare survey results for 2018 with previous years. Statistical significance testing tells us whether differences between the observed percentages are reflective of real differences in the population or are merely a chance occurrence. It is important to note that significance testing considers differences in percentage points and other factors such as sample size, distribution, percentage, etc. For this reason, it may be found given two sets of variables with the same percentage point difference that one reveals a statistically significant difference in the population, which the other does not. 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.

The following notations are used to identify significant differences in results throughout 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 the Resort Municipality of Whistler.

## Executive Summary

Overall, the results of the 2018 Community Life Satisfaction Survey were very positive:

- The majority of both permanent resident and second homeowner respondents said they are satisfied with,
  - community life in Whistler,
  - services offered by the Resort Municipality of Whistler, and
  - receiving good value for their property tax dollars.

### Permanent Residents

When it comes to life in Whistler, permanent resident respondents were most satisfied with the recreation trails for hiking and mountain biking (97%), the opportunities available for recreational activities (96%), as well as the ability to get around by bike and foot (94%). There were no significant increases in satisfaction levels between 2017 and 2018.

When reviewing next steps, the top priorities to improving overall satisfaction with aspects of life in the Resort Municipality of Whistler moving forward are: ability to travel to and from Whistler on Highway 99, ability to get around Whistler by personal automobile/vehicle, and career and employment opportunities.

Looking toward the future, a derived importance analysis reveals that the top priorities to improve overall value for taxes paid among permanent resident respondents are: building and land development services, parking options, the overall planning of the resort community, access municipal information via the website, and municipal hall main customer service counter.

### Second Homeowners

Almost all second homeowner respondents are satisfied (very/somewhat) with Whistler as a place to spend time (92%); the majority (60%) are “very satisfied”.

Second homeowner respondents were most satisfied with the opportunities available for recreational physical activities in Whistler (99%), the ability to get around by bike and foot (97%), and the recreation trails for hiking and mountain biking (96%).

Thinking about many of the services offered by the Resort Municipality of Whistler, second homeowner respondents are most satisfied with the maintenance of community parks and trails (96%), village maintenance (96%), as well as snow clearing on local roads (not including highway 99) (95%).



## Detailed Findings

### Living in Whistler: Housing, Employment, and Income

#### Permanent Residents

- The average self-assessed value of a permanent resident respondent's primary Whistler residence is over \$1.246 million dollars (up from \$1 million in 2017 and \$809k in 2015).
- 54% of permanent resident respondents spend less than 30% of their income on housing.
- 73% of permanent resident respondents pay less than 40% of their income on housing.
- Over 8-in-10 permanent resident respondents are either employed or self-employed (82%), 1-in-10 are retired (10%), while 4% are students. 3% are unemployed, and not seeking work.
- The median personal income among permanent resident respondents is \$55,000 to \$59,999. The median personal annual income in 2018 is \$55,000.
- The median household family income range is \$110,000 to \$114,999. The median annual household income is \$111,000.

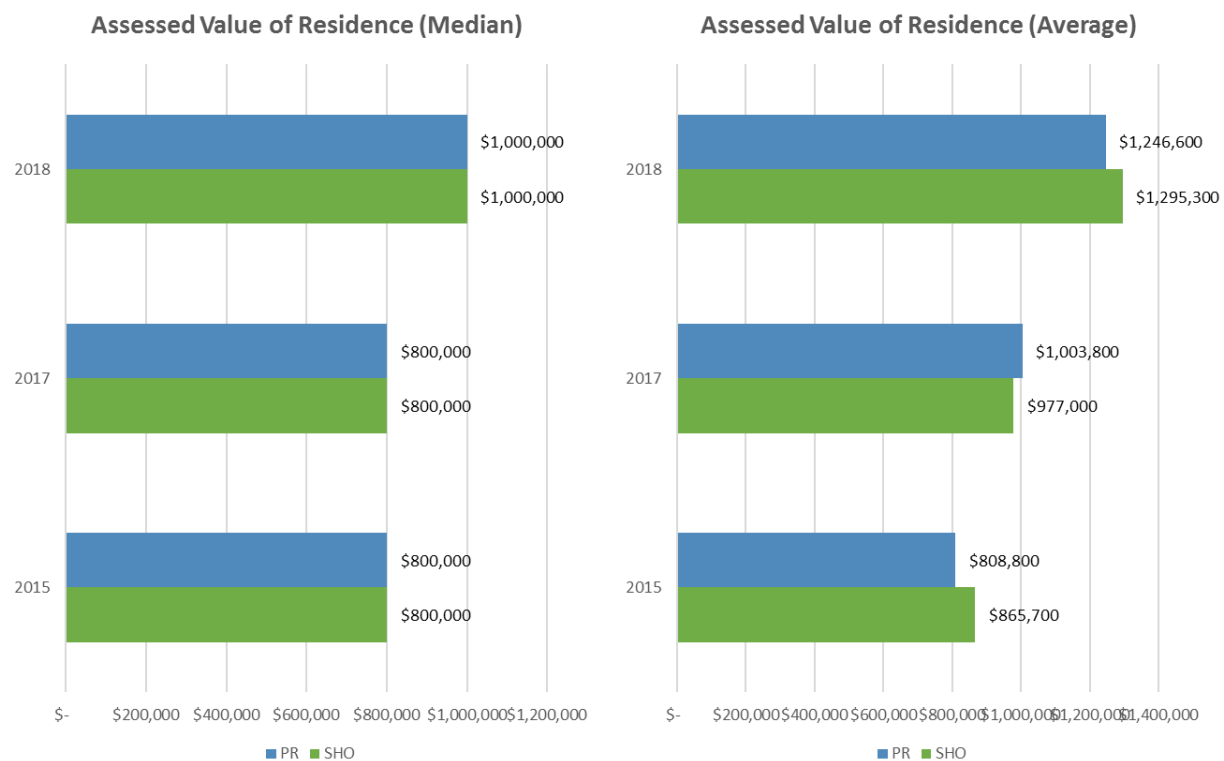
#### Second Homeowners

- The average self-assessed value of a second homeowner respondent's Whistler residence is \$1.295 million (up from \$977,000 in 2017 and \$866,000 in 2015).
- Over half of second homeowner respondents are either employed or self-employed (52%), over 2-in-5 are retired (45%). 2% are unemployed, and not seeking work, while 1% are students.

## Assessed Value of Whistler Residence

When it comes to their property, just over one-fifth (22%) of permanent resident respondents assessed the value at between \$200,000 and \$400,000, another fifth of respondents (23%) between \$600k and \$800k, and over half (55%) assessed at \$1 million dollars or more. The average assessed value by permanent resident respondents is over \$1.246 million dollars (up from \$1 million in 2017 and \$809k in 2015). **Significantly more permanent resident respondents assessed the value of their property to be over \$2 million (13%), when in comparison to previous years dating back to 2009, 2%-5% respondents valued their home at that amount.**

Of second homeowner respondents, 16% assessed their property between \$200,000 and \$400,000, 25% assessed between \$600,000 and \$800,000, and 59% at \$1 million dollars or more. On average, second homeowner respondents assessed the value of their property at \$1.295 million (up from \$977,000 in 2017 and \$866,000 in 2015).



Q4. What is the assessed value of your primary Whistler residence? Would it be closer to...?

BASE: Total Permanent Residents: 2015 (n=224), 2017 (n=178), 2018 (n=212)

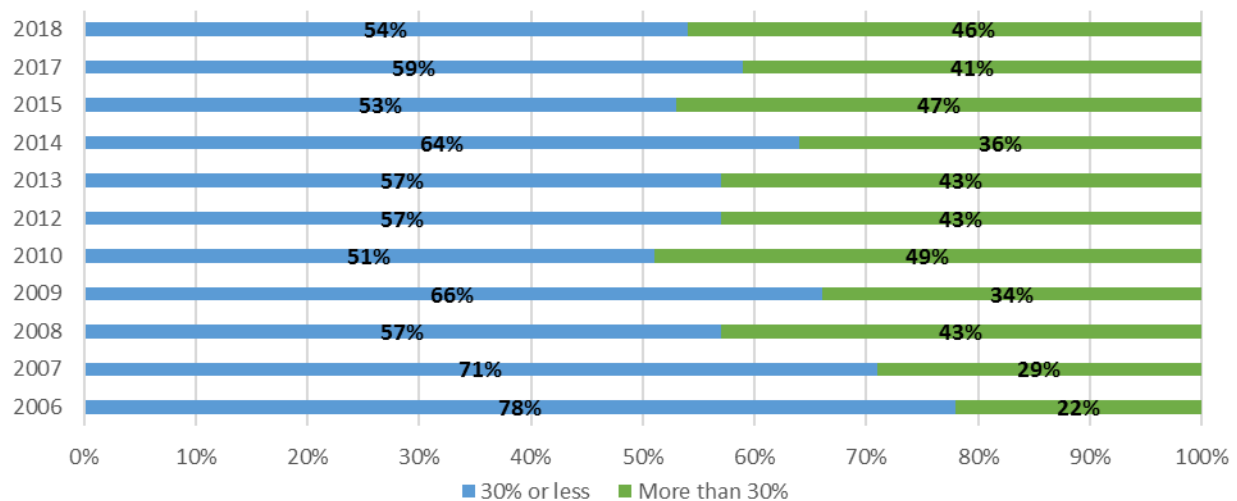
BASE: Total Second Homeowners: 2015 (n=201), 2017 (n=200), 2018 (n=170)

## Income Spent on Housing – Permanent Residents

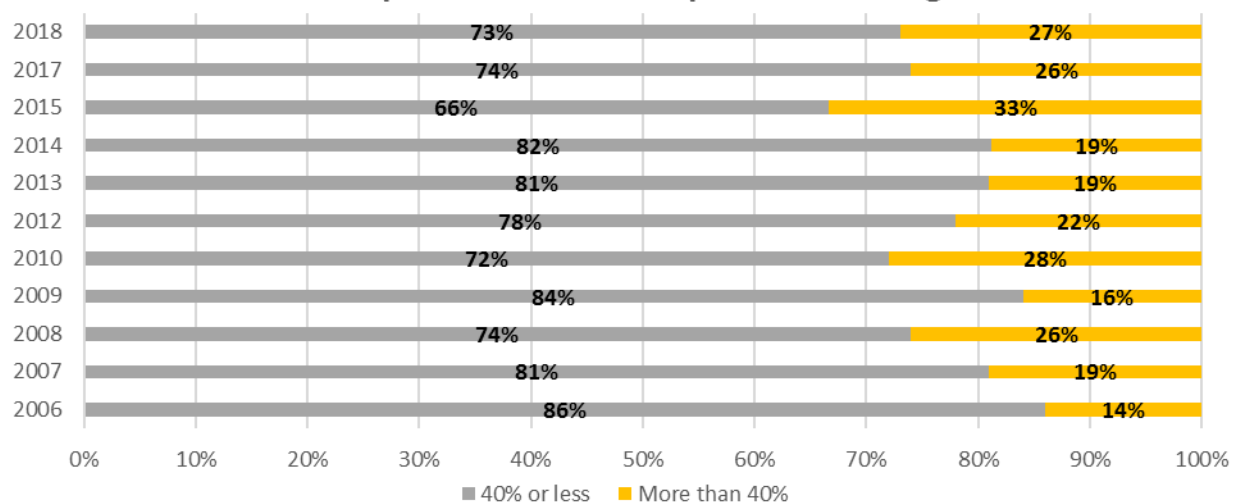
Of permanent resident respondents, 54% spend less than 30% of their income on housing. Permanent resident respondents spending less than 30% of their income on housing decreased by 5pp from 2017 (59%→54%).

Three-quarters of permanent resident respondents (73%) pay less than 40% of their income on housing. This is relatively consistent with historical scores for this measure and remains relatively unchanged from last year decreasing by 1pp (74%→73%).

### 30% - Proportion of Income Spent on Housing



### 40% - Proportion of Income Spent on Housing



## Employment and Median Income Levels – Personal and Household

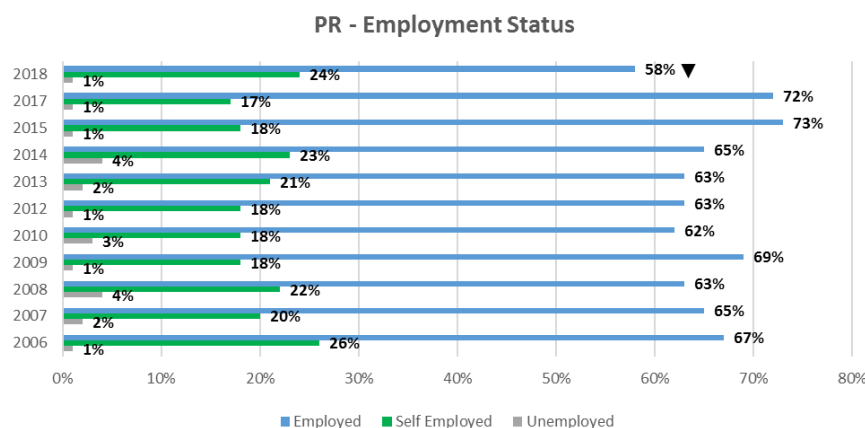
Permanent resident respondents are significantly more likely to be employed when compared to second homeowner respondents (58%, compared to 31%). Second homeowners are significantly more likely to be retired when compared to permanent resident respondents (45%, compared to 10%).

Employment Status		
	Permanent Residents n=303	Second Homeowners n=170
	%	%
Employed	58	31
Self Employed	24	21
Student	4	1
Retired	10	45
Unemployed (not seeking work)	3	2
Unemployed (seeking work)	1	1

Just under 6-in-10 permanent resident respondents are employed (58%), 1-in-4 are self-employed (24%), and 1% are unemployed, although seeking work. Significantly less respondents are employed when compared to historical findings in 2017; employment has significantly dropped by 14pp from the previous year while self-employment has increased by 6pp from 2017. Those identifying as unemployed, but seeking work, has remained a consistent score unchanged from previous years (1%).

The median personal income among permanent resident respondents is \$55,000 to \$59,999. This is up from \$50,000 to \$54,999 reported on in 2017 but is in line with levels reported in 2015 (\$50,000 to \$75,000) and up from \$40,000 to \$45,000 seen in 2014, 2013, 2012, 2010, and 2009. The median household family income range is \$110,000 to \$114,999. This is consistent with the household income reported on in 2015 and 2017. It is also up from \$90,000 to \$95,000 reported in 2014, 2013, and 2010.

The median personal annual income in 2018 is \$55,000 (up from \$52,000 in 2017). The median annual household income (respondents who are married or living common law or who are single with children living under the roof that are financially dependent on them) is \$111,000 (consistent with last year).



Q3) Are you currently...?

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), 2015 (n=257), 2017 (n=300), 2018 (n=303)

## Community Life

### Permanent Residents

- 88% of permanent resident respondents are satisfied (very/somewhat) with Whistler as a place to live; there was a significant drop in the proportion of permanent resident respondents that said they were “very satisfied” this year (decreasing 14pp from 61% in 2017 to 47% in 2018).
- Highest satisfaction ratings were recorded for:
  - recreation trails for hiking and mountain biking (97%; down 2pp from 2017),
  - opportunities available for recreational activities (96%; down 2pp from 2017), and
  - ability to get around by bike and foot (94%; down 4pp from 2017).
- Lowest satisfaction ratings were recorded for:
  - personal opportunities for formal learning through schools/colleges/other with accredited courses in Whistler/Sea-to-Sky corridor (42%; down 6pp from 2017),
  - ability to travel to and from Whistler on Highway 99 (64%; down 4pp from 2017), and
  - ability to get around Whistler by personal vehicle (69%; down 5pp from 2017).
- There were no significant increases in satisfaction levels between 2017 and 2018.
- The most popular mode of transportation permanent resident respondents indicated they employ for travelling to and from work is by vehicle, travelling alone in both the winter months (54%), and summer months (38%).
- Over half of all permanent resident respondents indicated almost all the people living in Whistler could be trusted (55%). Over one-third of respondents indicated just over half could be trusted (37%).
- 84% rated the overall quality of interactions with tourists in Whistler to be positive.

### Second Homeowners

- Nearly all second homeowner respondents are satisfied (very/somewhat) with Whistler as a place to spend time (92%); the majority (60%) was “very satisfied”.
- Highest satisfaction ratings were recorded for (changes in satisfaction noted below are not statistically significant):
  - opportunities available for recreational physical activities (99%; up 3pp from 2017),
  - recreation trails for hiking and mountain biking (97%; up 1pp from 2017), and
  - ability to get around by bike and foot (96%; down 2pp from 2017).
- Lowest satisfaction ratings were recorded for (changes in satisfaction noted below are not statistically significant):
  - ability to get around Whistler by personal automobile/vehicle (65%; down 3pp from 2017),
  - ability to travel to and from Whistler on Highway 99 (81%, up 1pp from 2017), and
  - health and medical services (88%, down 5pp from 2017).
- Second homeowner residents were most likely to say just over half of the people living in Whistler could be trusted (63%). One-third felt almost all could be trusted (32%).
- 86% of second homeowner respondents rated the overall quality of interactions with tourists in Whistler to be positive.

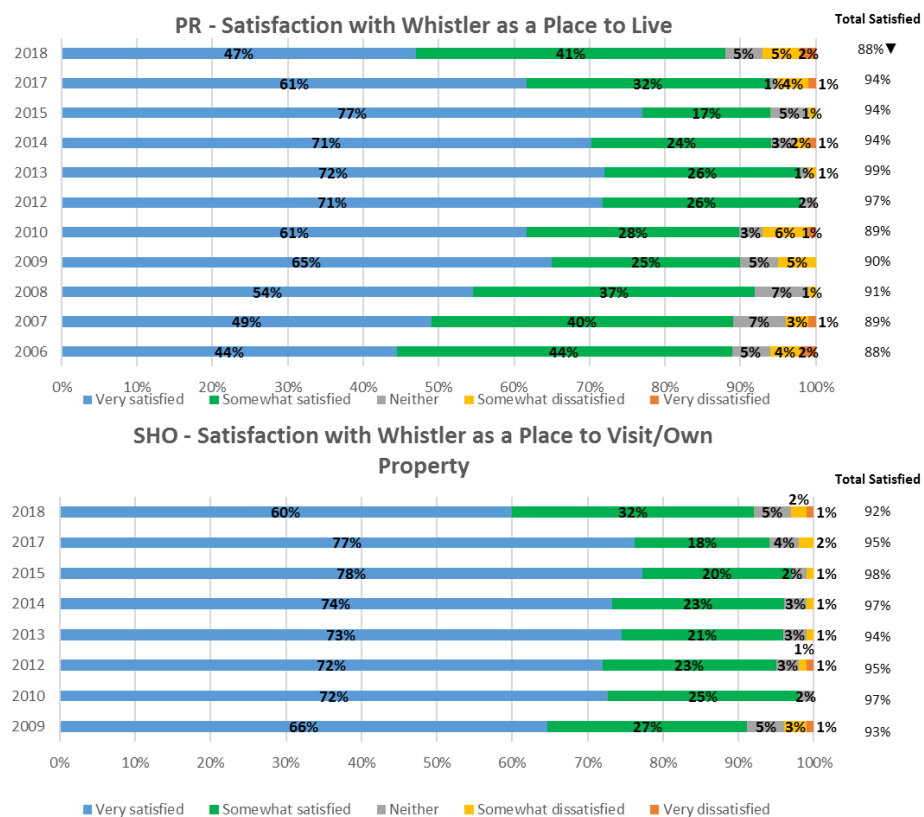
## Whistler as a Place to Live/Spend Time

The majority of permanent (88%) and second homeowner (92%) respondents were satisfied with Whistler as a place to live/spend time.

Permanent resident respondents were significantly less likely to be satisfied with Whistler as a place to live/spend time when compared to 2017 results dropping 6pp (94%→88%). Also, there was a significant drop in the proportion of permanent resident respondents who said they were “very satisfied” in 2018 (47%, down 14pp from 61% in 2017). This decline in satisfaction amongst permanent residents should be given serious consideration when reviewing the results of this aspect. However, when compared to the benchmark (82%), permanent resident respondents were significantly more satisfied (88%) with their community as a place to live.

Second homeowner respondents were significantly more likely to be “very satisfied” when compared to permanent residents (60%, compared to 47%) but were significantly less “very satisfied” when compared to 2017 results dropping by 17pp (77%→60%).

Top 2 Box %	Whistler n=303	Benchmark n=549
Very/Somewhat Satisfied with Community as a Place to Live	88%▲	82%



Q5. Overall, how satisfied are you with Whistler as a place to live (PR) / visit and own property (SHO)? Are you...?

BASE: Total Permanent Residents (with an opinion): 2006 (n=301), 2008 (n=300), 2009 (n=303), 2010 (n=300), 2012 (n=300), 2013 (n=299), 2014 (n=301), 2015 (n=257), 2017 (n=291), 2018 (n=303)

Total Second Homeowners (with an opinion): 2006 (n=200), 2008 (n=203), 2009 (n=197), 2010 (n=197), 2012 (n=197), 2013 (n=195), 2014 (n=197), 2015 (n=199), 2017 (n=199), 2018 (n=170)

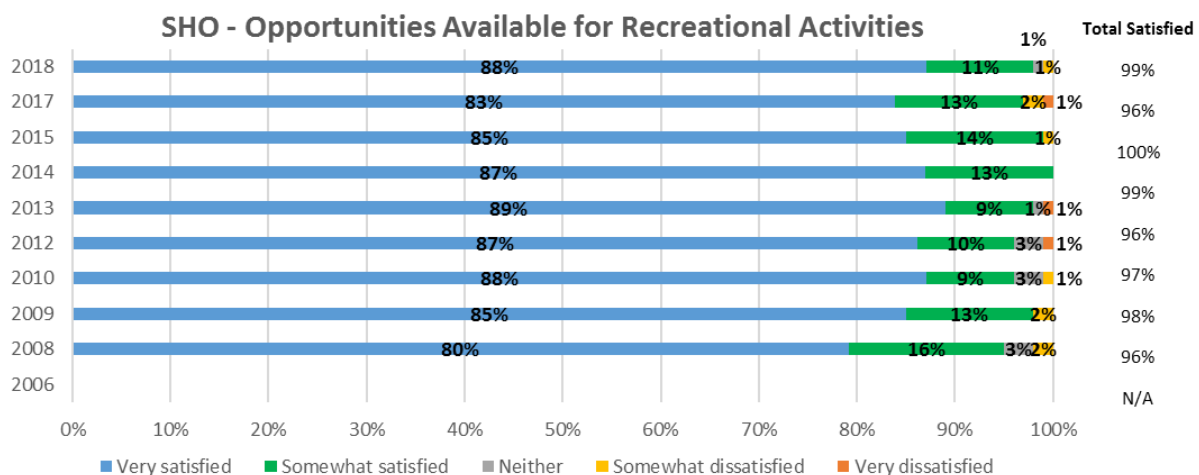
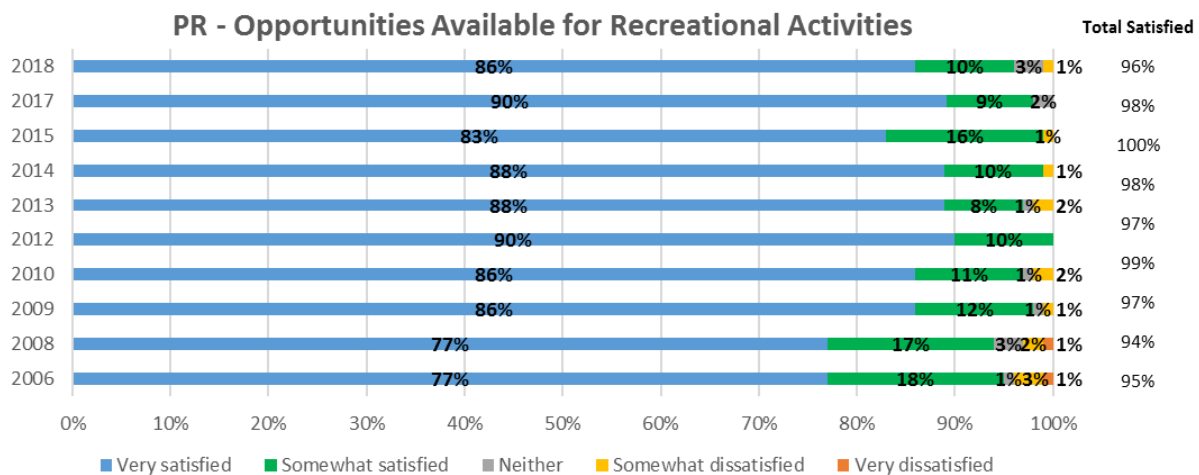
## Opportunities Available for Recreational Physical Activities

Nearly all permanent resident (96%) and second homeowner (99%) respondents were satisfied with the opportunities available for recreational physical activities in Whistler.

There are no significant differences between permanent resident and second homeowner respondent scores for this aspect of life in Whistler.

Permanent resident respondents in Whistler (96%) were significantly more satisfied with opportunities available for recreational physical activities compared to the normative benchmark (81%).

Top 2 Box %	Whistler n=303	Benchmark n=549
Very/Somewhat Satisfied with Opportunities Available for Physical Activities	96%▲	81%



Q6a. How satisfied are you with the following aspects of life in Whistler? Are you...? Opportunities available for recreational physical activities  
 BASE: Total Permanent Residents (with an opinion): 2006 (n=301), 2008 (n=300), 2009 (n=303), 2010 (n=300), 2012 (n=300), 2013 (n=299), 2014 (n=301), 2015 (n=255), 2017 (n=291), 2018 (n=303)

Total Second Homeowners (with an opinion): 2006 (n=200), 2008 (n=203), 2009 (n=197), 2010 (n=197), 2012 (n=197), 2013 (n=195), 2014 (n=197), 2015 (n=199), 2017 (n=197), 2018 (n=170)

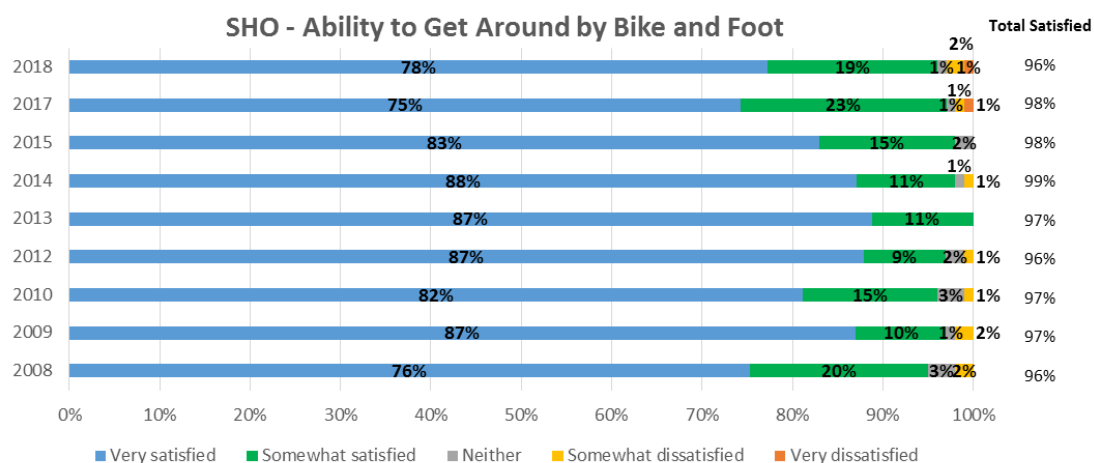
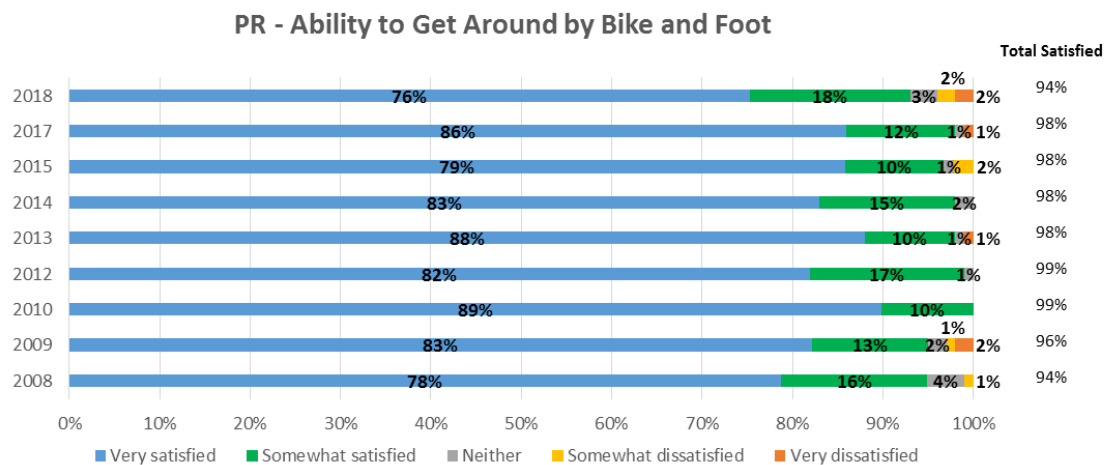
## Ability to Get Around by Bike and Foot

Satisfaction with the ability to get around by bike and foot in Whistler was high among both permanent resident (94%) and second homeowner (96%) respondents.

A significantly lower proportion of permanent residents were “very satisfied” in 2018 when compared to 2017 with results dropping by 10pp (86%→76%). However, satisfaction with the ability to get around by bike and foot was also significantly higher among Whistler’s permanent resident respondents when compared to the normative benchmark (94%, compared to 66%).

There are no significant differences between permanent resident and second homeowner respondents for this aspect of life in Whistler.

Top 2 Box %	Whistler n=303	Benchmark n=549
Very/Somewhat Satisfied with Ability to Get Around by Bike and Foot	94%▲	66%



Q.6c) How satisfied are you with the following aspects of life in Whistler? “Ability to get around by bike and foot”

BASE: Total Permanent Residents (with an opinion): 2008 (n=300), 2009 (n=304), 2010 (n=299), 2012 (n=300), 2013 (n=298), 2014 (n=298), 2015 (n=257), 2017 (n=290) 2018 (n=303)

Total Second Homeowners (with an opinion): 2008 (n=205), 2009 (n=198), 2010 (n=191), 2012 (n=199), 2013 (n=187), 2014 (n=198), 2015 (n=192), 2017 (n=198) 208 (n=170)

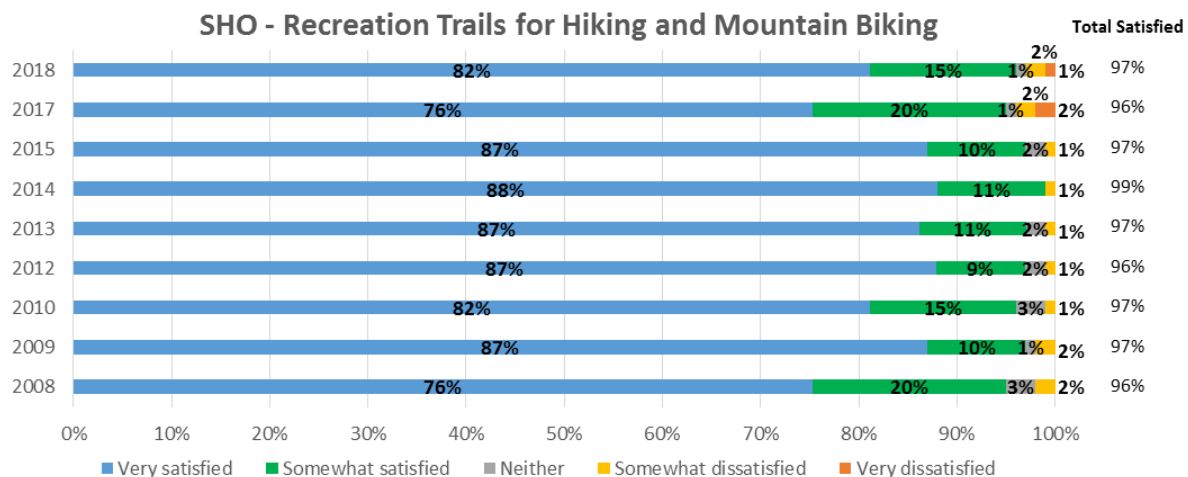
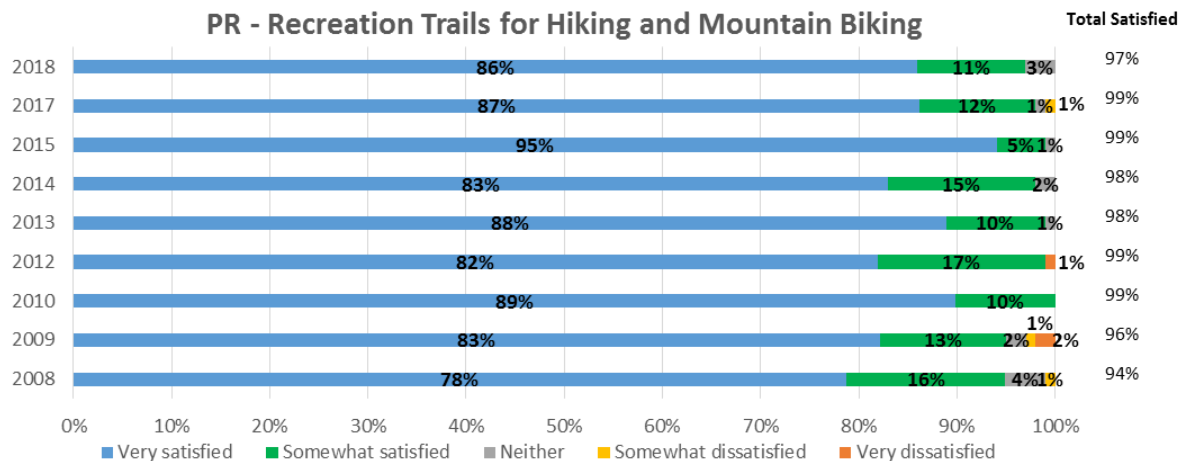


## Recreation Trails for Hiking and Mountain Biking

Nearly all permanent resident and second homeowner respondents said they were satisfied with recreation trails for hiking and mountain biking (97% for both).

There are no significant findings when looking at differences in satisfaction for this aspect between both permanent resident and second homeowner respondents.

Second homeowner respondents were significantly more likely to be “very satisfied” when comparing 2018 findings with 2017 results increasing by 6pp (76%→82%).



Q.6c) How satisfied are you with the following aspects of life in Whistler? “Recreation trails for hiking and mountain biking”

BASE: Total Permanent Residents (with an opinion): 2008 (n=300), 2009 (n=304), 2010 (n=299), 2012 (n=300), 2013 (n=298), 2014 (n=298), 2015 (n=257), 2017 (n=290), 2018 (n=294)

Total Second Homeowners (with an opinion): 2008 (n=205), 2009 (n=198), 2010 (n=191), 2012 (n=199), 2013 (n=187), 2014 (n=198), 2015 (n=192), 2017 (n=198), 2018 (n=168)

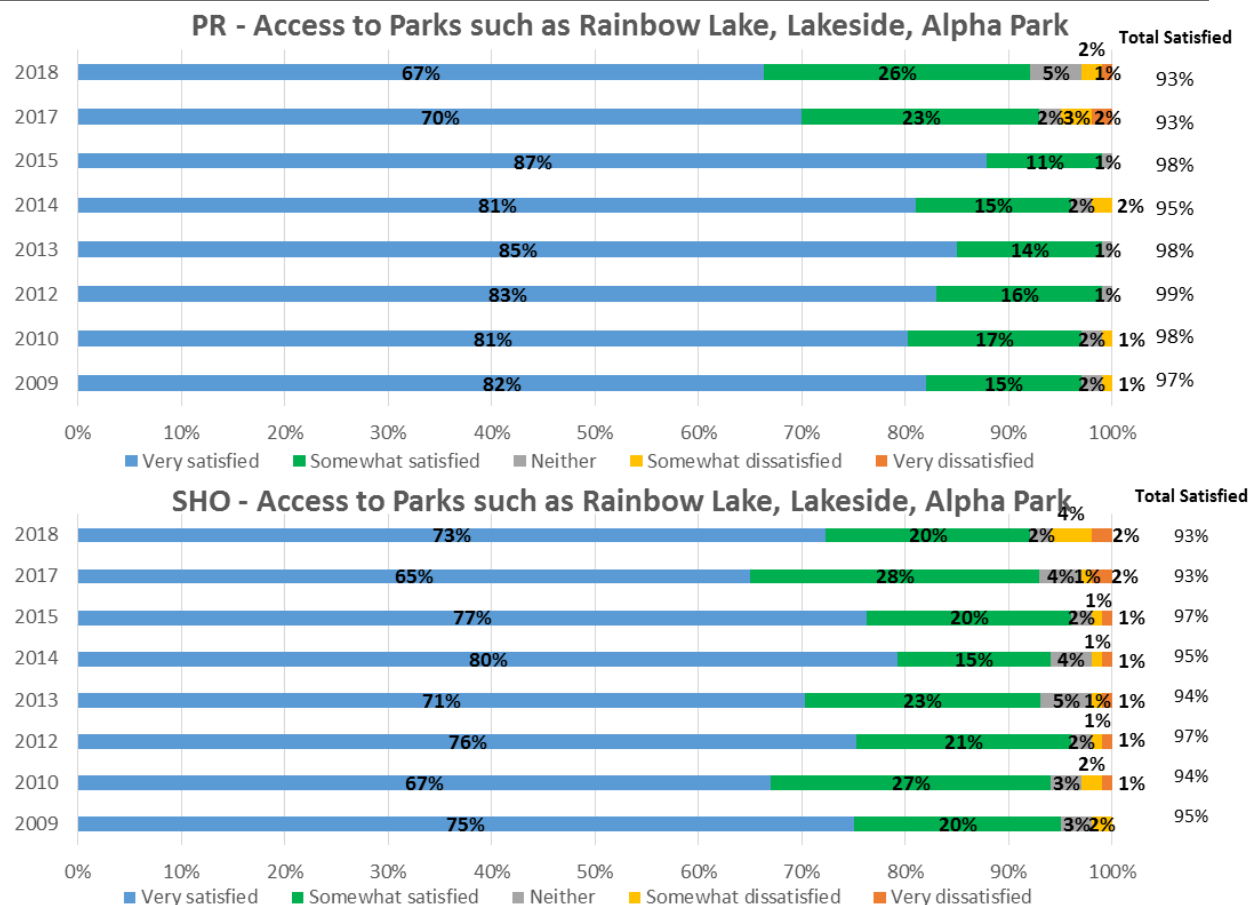
## Access to Parks such as Rainbow Park, Lakeside, Alpha Lake Park

The majority of permanent resident and second homeowner respondents were satisfied with access to parks such as Rainbow Park, Lakeside, and Alpha Lake (93% for both).

Second homeowners were significantly more likely to be “very satisfied” in 2018 when compared to 2017 increasing their score by 8pp (65%→73%) and when compared to permanent resident respondents (73%, compared to 67%).

Permanents resident respondents (93%) were significantly more satisfied with access to municipal parks compared to the normative benchmark (85%).

Top 2 Box %	Whistler n=303	Benchmark n=549
Very and Somewhat Satisfied with Access to Parks	93%▲	85%



Q.6c) How satisfied are you with the following aspects of life in Whistler? “Access to parks such as Rainbow Lake, Lakeside, Alpha Lake Park”

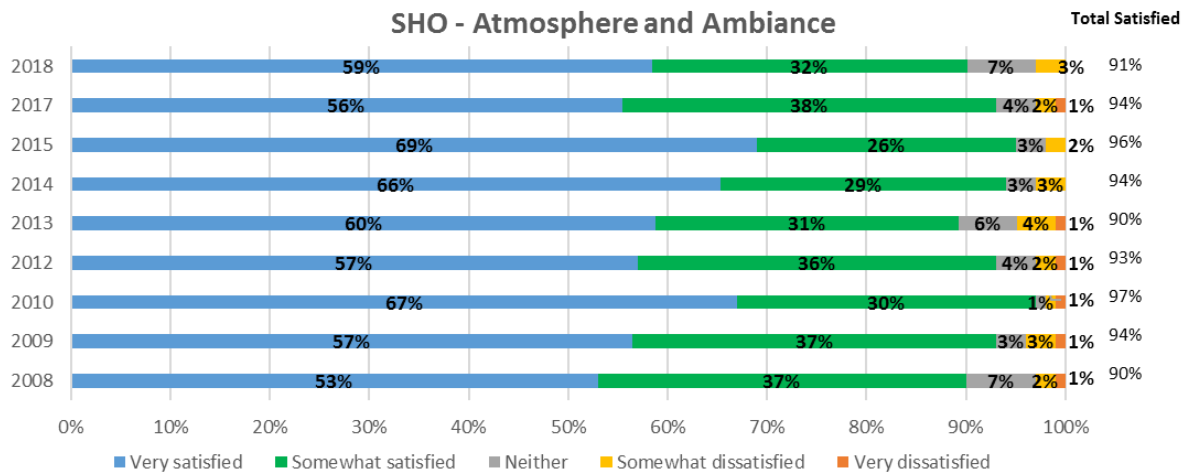
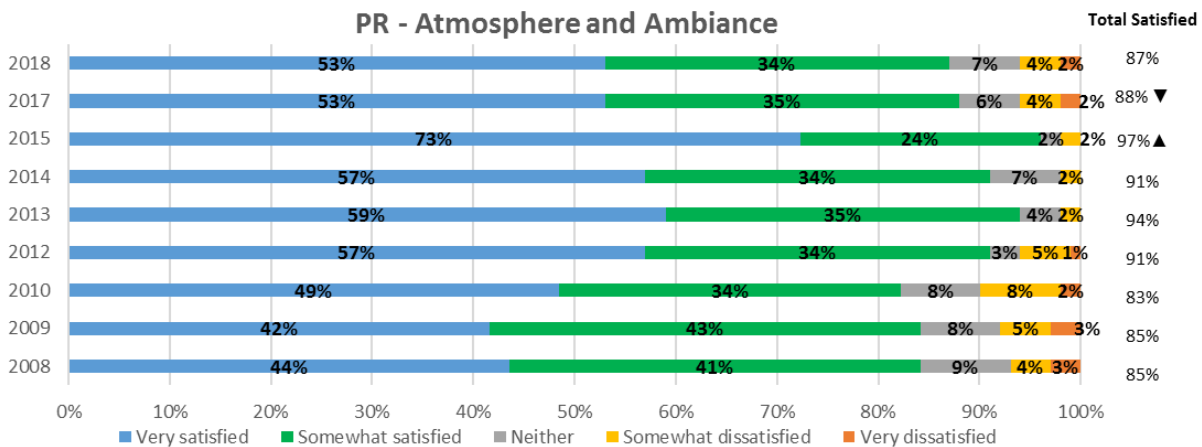
BASE: Total Permanent Residents (with an opinion): 2009 (n=304), 2010 (n=299), 2012 (n=299), 2013 (n=299), 2014 (n=297), 2015 (n=256); 2017 (n=284), 2018 (n=300)

Total Second Homeowners (with an opinion): 2009 (n=197), 2010 (n=189), 2012 (n=195), 2013 (n=191), 2014 (n=192), 2015 (n=195); 2017 (n=187), 2018 (n=168)

## Atmosphere and Ambiance

The majority of permanent resident (87%) and second homeowner (91%) respondents said they were satisfied (very/somewhat) with the atmosphere and ambiance in Whistler Village in 2018.

Second homeowner respondents were significantly more likely to be “very satisfied” with the atmosphere and ambiance in Whistler than were permanent resident respondents (59%, compared to 53%).



Q6g) How satisfied are you with the following aspects of life in Whistler? “Atmosphere and ambiance of Whistler Village”

Total Permanent Residents (with an opinion): 2008 (n=299), 2009 (n=300), 2010 (n=296), 2012 (n=299), 2013 (n=297), 2014 (n=300), 2015 (n=255); 2017 (n=287), 2018 (n=300)

Total Second Homeowners (with an opinion): 2008 (n=204), 2009 (n=199), 2010 (n=199), 2012 (n=195), 2013 (n=196), 2014 (n=199), 2015 (n=198), 2017 (n=198), 2018 (n=169)

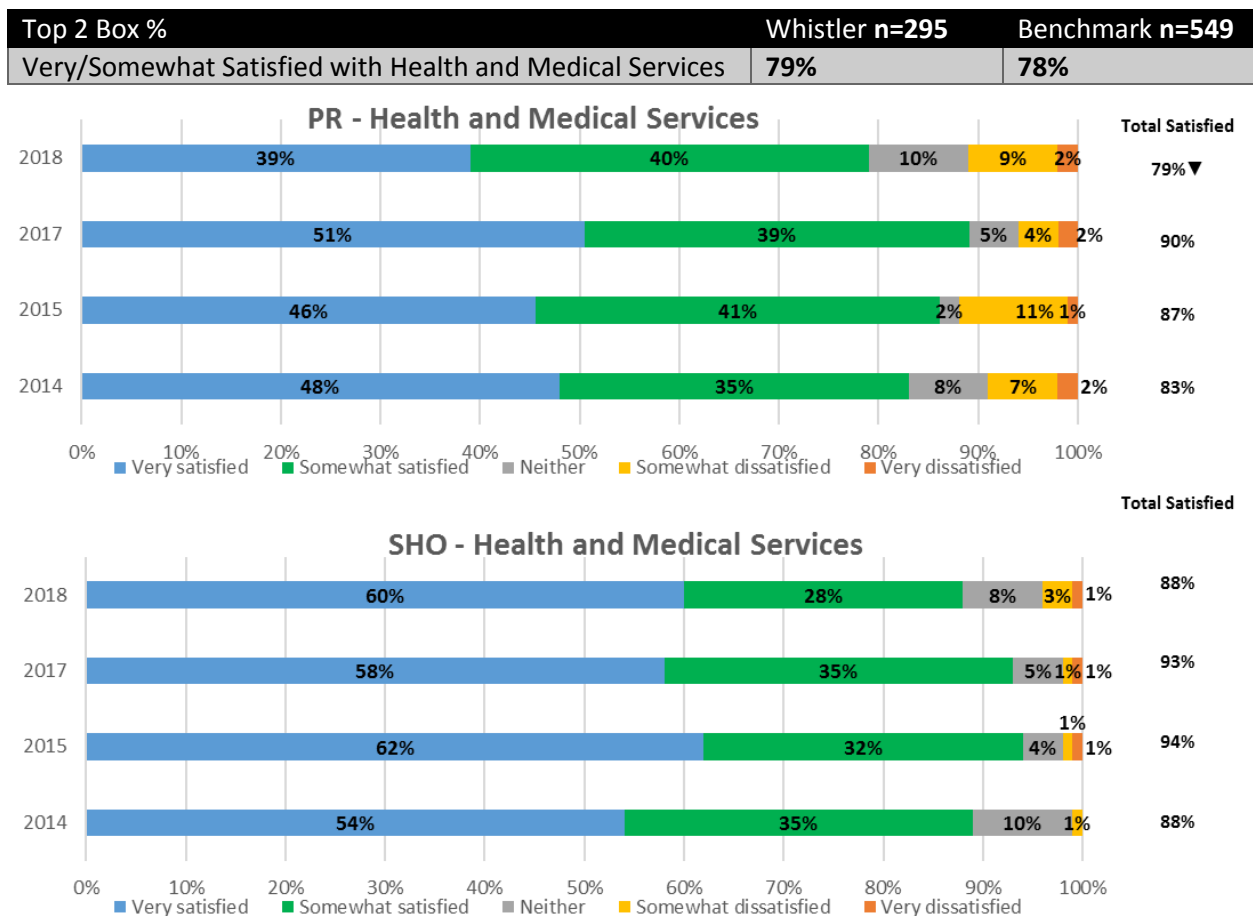
## Health and Medical Services

The majority of permanent resident (79%) and second homeowner (88%) respondents said they were satisfied (very/somewhat) with health and medical services in Whistler in 2017.

Second homeowner respondents (88%) were significantly more satisfied with health and medical services compared to permanent resident respondents (79%) whose score dropped significantly by 11pp from 2017 (90%→79%).

Second homeowner respondents were significantly more likely to be “very satisfied” when compared to permanent resident respondents (60%, compared to 39%).

Permanent resident respondents are consistent with the normative benchmark regarding satisfaction with health and medical services (79% vs. 78%).



Q6i) How satisfied are you with the following aspects of life in Whistler? “Health and medical services”

BASE: Total Permanent Residents (with an opinion): 2014 (n=297), 2015 (n=255), 2017 (n=278), 2018 (n=295)

Total Second Homeowners (with an opinion): 2014 (n=165), 2015 (n=170), 2017 (n=161) 2018 (n=150)

## Selection of Arts, Culture and Heritage Opportunities

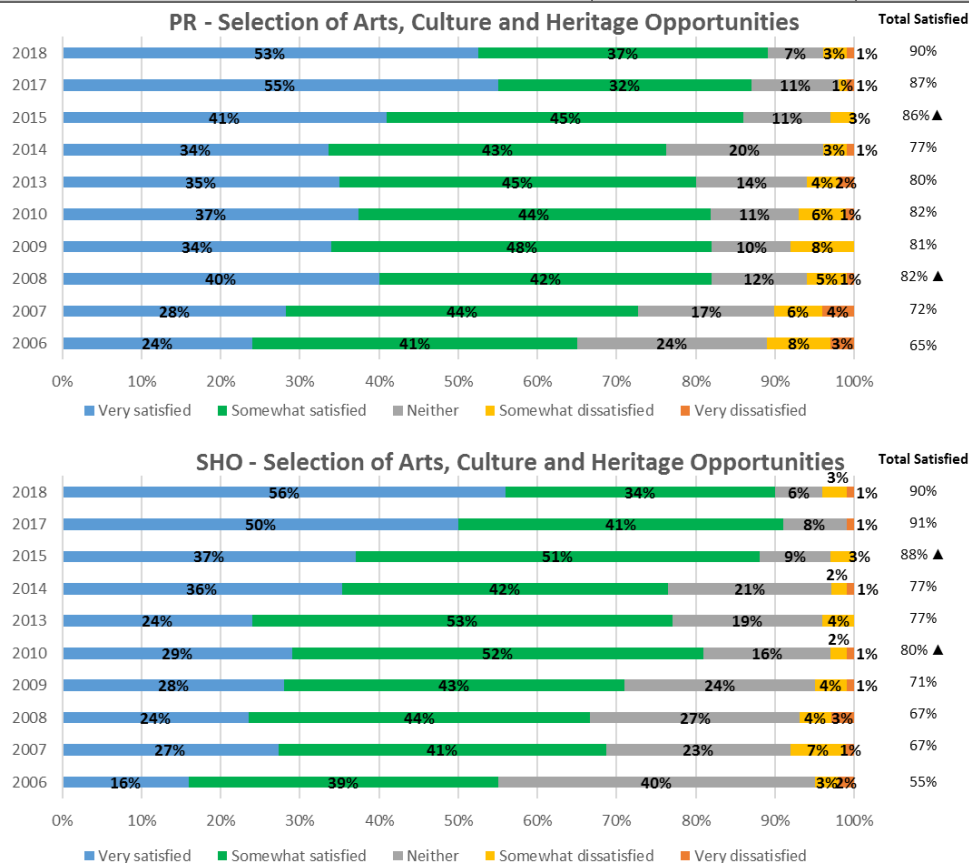
Nearly all permanent resident and second homeowner respondents said they were satisfied (very/somewhat) with the selection of Arts, Culture and Heritage opportunities in Whistler (90% for both).

Permanent resident respondents over 35 years of age were significantly more likely to indicate they were satisfied with the selection of Arts, Culture and Heritage opportunities when compared to younger respondents (94%, compared to 83%).

There are no significant differences when comparing permanent resident and second homeowner respondent results for this aspect of life in Whistler.

Permanent resident respondents (90%) were significantly more satisfied when compared to the normative benchmark (61%).

Top 2 Box %	Whistler n=296	Benchmark n=549
Very/Somewhat Satisfied with Arts, Culture & Heritage opportunities	90% ▲	61%



Q6b) How satisfied are you with the following aspects of life in Whistler? "Selection of arts, culture and heritage opportunities"

Total Permanent Residents (with an opinion): 2006 (n=292), 2007 (n=195), 2008 (n=297), 2009 (n=299), 2010 (n=293), 2013 (n=294), 2014 (n=295), 2015 (n=252), 2017 (n=279), 2018 (N=296)

Total Second Homeowners (with an opinion): 2006 (n=170), 2007 (n=173), 2008 (n=195), 2009 (n=185), 2010 (n=179), 2013 (n=168), 2014 (n=180), 2015 (n=178), 2017 (n=186), 2018 (N=164)

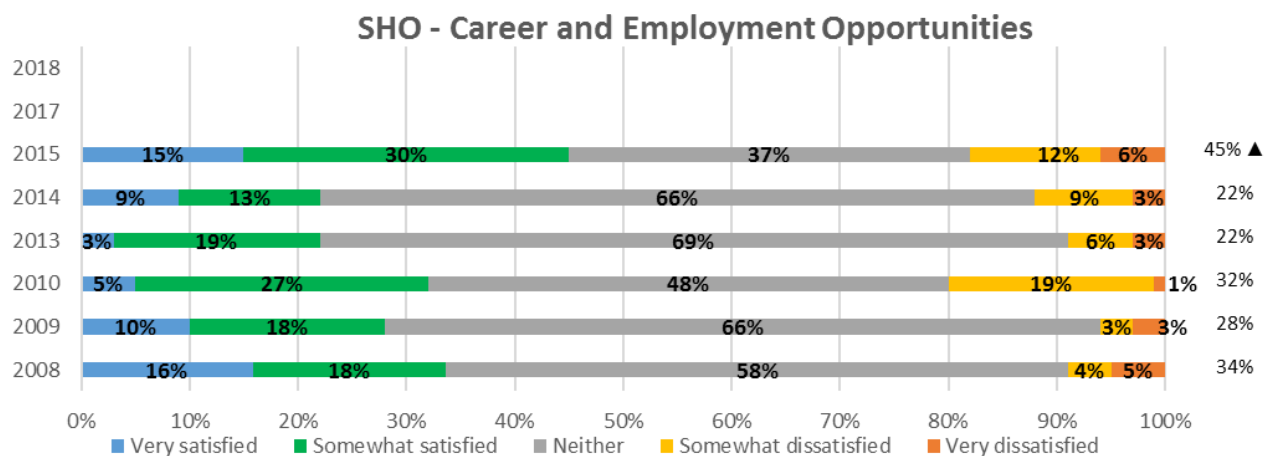
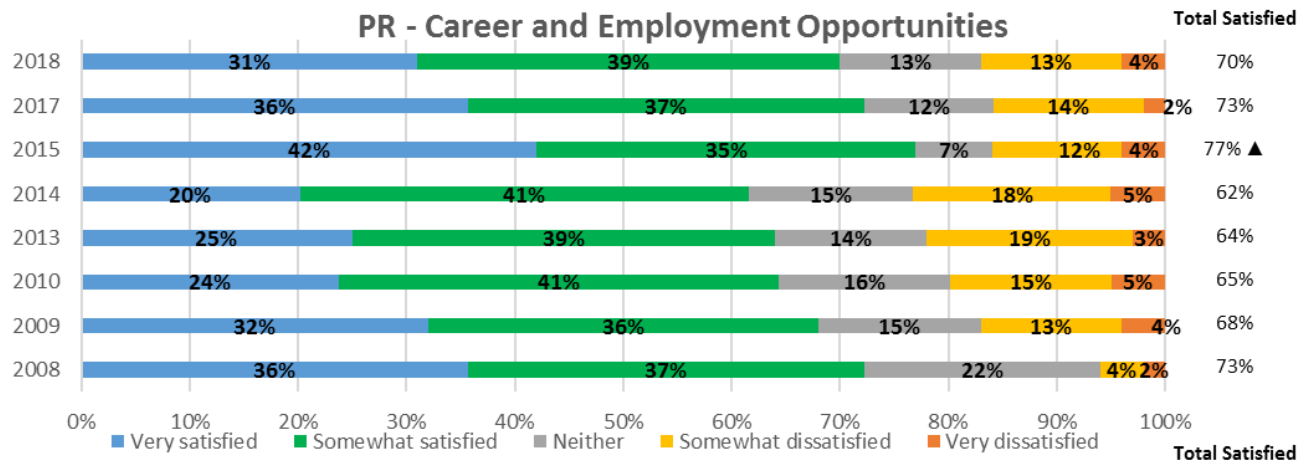
## Career and Employment Opportunities

Seven-in-ten permanent resident respondents said they are satisfied (very/somewhat) with career and employment opportunities in Whistler (70%). This score does not vary significantly from last year's results.

Second homeowners were not asked about this aspect in both 2017 and 2018.

When comparing satisfaction with career and employment opportunities in Whistler with the normative benchmark, permanent resident respondents in Whistler are significantly more satisfied (70% vs. 34%).

Top 2 Box %	Whistler n=283	Benchmark n=549
Very/Somewhat Satisfied with Career and Employment Opportunities	70% ▲	34%



Q6H) How satisfied are you with the following aspects of life in Whistler? "Career and employment opportunities"

Total Permanent Residents (with an opinion): 2008 (n=292), 2009 (n=273), 2010 (n=266), 2013 (n=267), 2014 (n=262), 2015 (n=244), 2017 (n=276), 2018 (N=283)

Total Second Homeowners (with an opinion): 2008 (n=168), 2009 (n=115), 2010 (n=98), 2013 (n=90), 2014 (n=88), 2015 (n=67), 2017 NA, 2018 NA

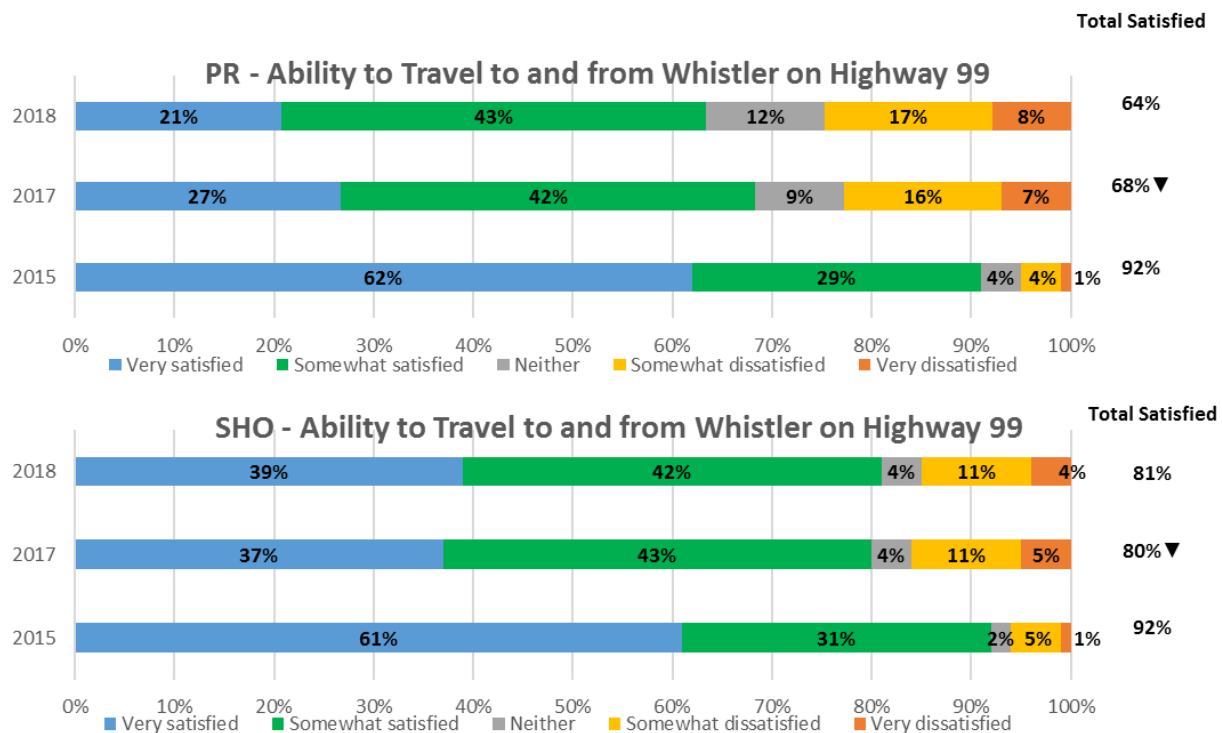
## Ability to Travel to and from Whistler on Highway 99

Roughly two-thirds of permanent residents (64%) and the majority of second homeowner (81%) respondents said they were satisfied (very/somewhat) with the ability to travel to and from Whistler on highway 99.

Second homeowner respondents (81%) were significantly more satisfied compared to permanent resident respondents (64%). However, female second homeowner respondents were significantly more likely to be dissatisfied with this aspect when compared to male respondents (20%, compared to 9%).

Permanent resident respondents were less satisfied with the ability to travel to and from Whistler on highway 99 when compared to 2017 scores dropping 4pp from 68% to 64%.

When compared to permanent resident respondents, second homeowner respondents were significantly more likely to be “very satisfied” in 2018 (39% vs. 21%).



Q6k) How satisfied are you with the following aspects of life in Whistler? “Ability to travel to and from Whistler on Highway 99”

BASE: Total Permanent Residents (with an opinion) 2015 (n=256), 2017 (n=286), 2018 (n=300)

Total Second Homeowners (with an opinion) 2015 (n=200), 2017 (n=196), 2018 (n=170)

## Ability to Get Around by Personal Automobile/Vehicle

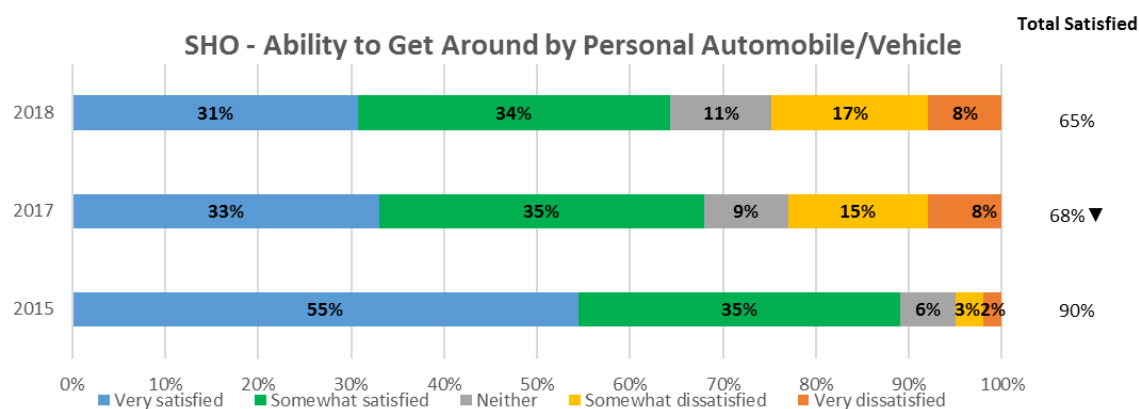
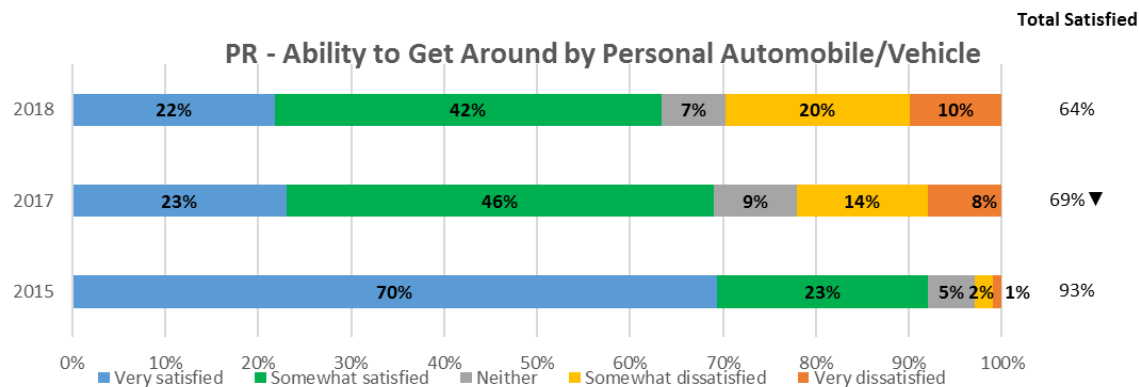
Roughly 3-in-5 permanent resident (64%) and second homeowner (65%) respondents said they were satisfied (very/somewhat) with the ability to get around by personal automobile/vehicle.

Permanent resident respondents were less satisfied with the ability to get around by personal automobile/vehicle when compared to 2017 scores dropping 5pp from 69% to 64%. Second homeowner respondents also experienced a slight decline in satisfaction from last year dropping 3pp from 68% to 65%.

Similarly, to other aspects, second homeowner respondents were significantly more likely to be “very satisfied” when compared to permanent resident respondents (31%, compared to 22%).

When comparing scores for this aspect to the normative benchmark, permanent resident respondents are still significantly more satisfied regardless of the decline in satisfaction this aspect has been experiencing (64%, compared to 54%).

Top 2 Box %	Whistler n=295	Benchmark n=549
Very/Somewhat Satisfied with ability to get around Whistler by personal automobile/ vehicle	64% ▲	54%



Q6j) How satisfied are you with the following aspects of life in Whistler? “Ability to get around Whistler by personal automobile / vehicle”

Total Permanent Residents (with an opinion): 2015 (n=253), 2017 (n=197), 2018 (n=295)

Total Second Homeowners (with an opinion): 2015 (n=199), 2017 (n=195), 2018 (n=169)



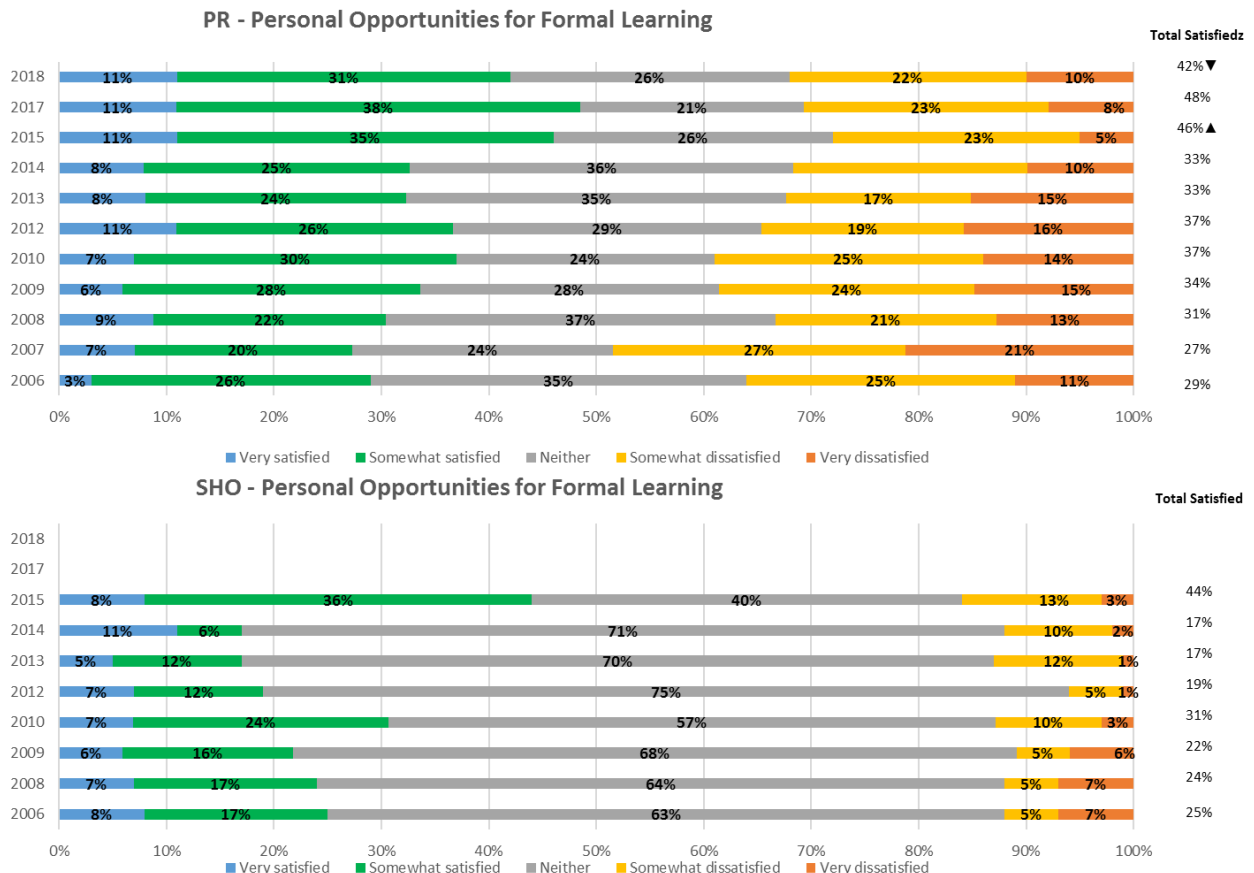
## Personal Opportunities for Formal Learning through Schools and Colleges with Accredited Courses in Whistler

When it comes to personal opportunities for formal learning through schools and colleges with accredited courses in Whistler, just over 2-in-5 permanent resident respondents were satisfied (42%). Satisfaction decreased by 7% for this measure when compared to 2017 scores (49%→42%).

Second homeowners were not asked about this aspect in both 2017 and 2018.

When compared to the normative benchmark, satisfaction among Whistler's permanent resident respondents is 7% lower (42% vs. 49%).

Top 2 Box %	Whistler n=295	Benchmark n=549
Very/Somewhat Satisfied with personal opportunities for formal learning	42% ▼	49%



Q6f) 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"

Total Permanent Residents (with an opinion): 2006 (n=280), 2007 (n=171), 2008 (n=287), 2009 (n=264), 2010 (n=266), 2012 (n=242), 2013 (n=252), 2014 (n=267), 2015 (n=238), 2017 (n=247), 2018 (n=240)

Total Second Homeowners (with an opinion): 2006 (n=200), 2007 (n=208), 2008 (n=149), 2009 (n=186), 2010 (n=92), 2012 (n=84), 2013 (n=93), 2014 (n=63), 2015 (n=62), 2017 NA, 2018 NA

## Historical Comparison – Permanent Residents

The following chart presents top two box percent satisfaction of permanent resident respondents for aspects of life in the Resort Municipality of Whistler for 2018 compared to 2010, 2012, 2013, 2014, 2015, and 2017. In other words, this chart indicates the total % of those permanent residents who indicated they were very or somewhat satisfied with various aspects of life in Whistler.

Aspect of Life	2010	2012	2013	2014	2015	2017	2018
	%						
Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and in the Sea-to-Sky corridor	37	37	33	33	46	48	42 ▼
Career and employment opportunities	65	-	64	62	77	73	70
Selection of Arts, Culture and Heritage opportunities	82	-	80	77	86	87	90
Health and medical services	-	-	-	83	87	90	79 ▼
Recreation trails for hiking and mountain biking	99	99	98	98	99	99	97
Ability to get around by bike and foot	99	99	98	98	98	98	94
<b>Whistler as a Place to Live/Spend Time</b>	<b>89</b>	<b>97</b>	<b>99</b>	<b>94</b>	<b>94</b>	<b>94</b>	<b>88 ▼</b>
Opportunities available for recreational physical activities	97	99	97	98	100	98	96
Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park	98	99	98	95	98	93	93
Atmosphere and ambiance of Whistler Village	83	91	94	91	97	88	87
Ability to travel to and from Whistler on Highway 99	-	-	-	-	92	68	64
Ability to get around Whistler by personal automobile/vehicle	-	-	-	-	93	69	64

## Suggested Priorities for Improving Satisfaction with Whistler as a Place to Live – Permanent Residents

The priority items displayed in the table below considers two important pieces of information. First, derived importance, which is the correlation of each community attribute with overall satisfaction with Resort Municipality of Whistler; and second, room for improvement in satisfaction scores (i.e. percentage of respondents who did not give a top 2 box score for that aspect of life in Whistler). By focusing on those aspects identified as the most important and have the most room for improvement, the Resort Municipality of Whistler can use this feedback to work towards improving overall satisfaction with Whistler as a place to live.

The priority table below reveals the top priorities to improving overall satisfaction with aspects of life in the Resort Municipality of Whistler moving forward are: **(1) ability to travel to and from Whistler on Highway 99, (2) ability to get around Whistler by personal automobile/vehicle, and (3) career and employment opportunities.**

High Priority
Medium Priority
Low Priority

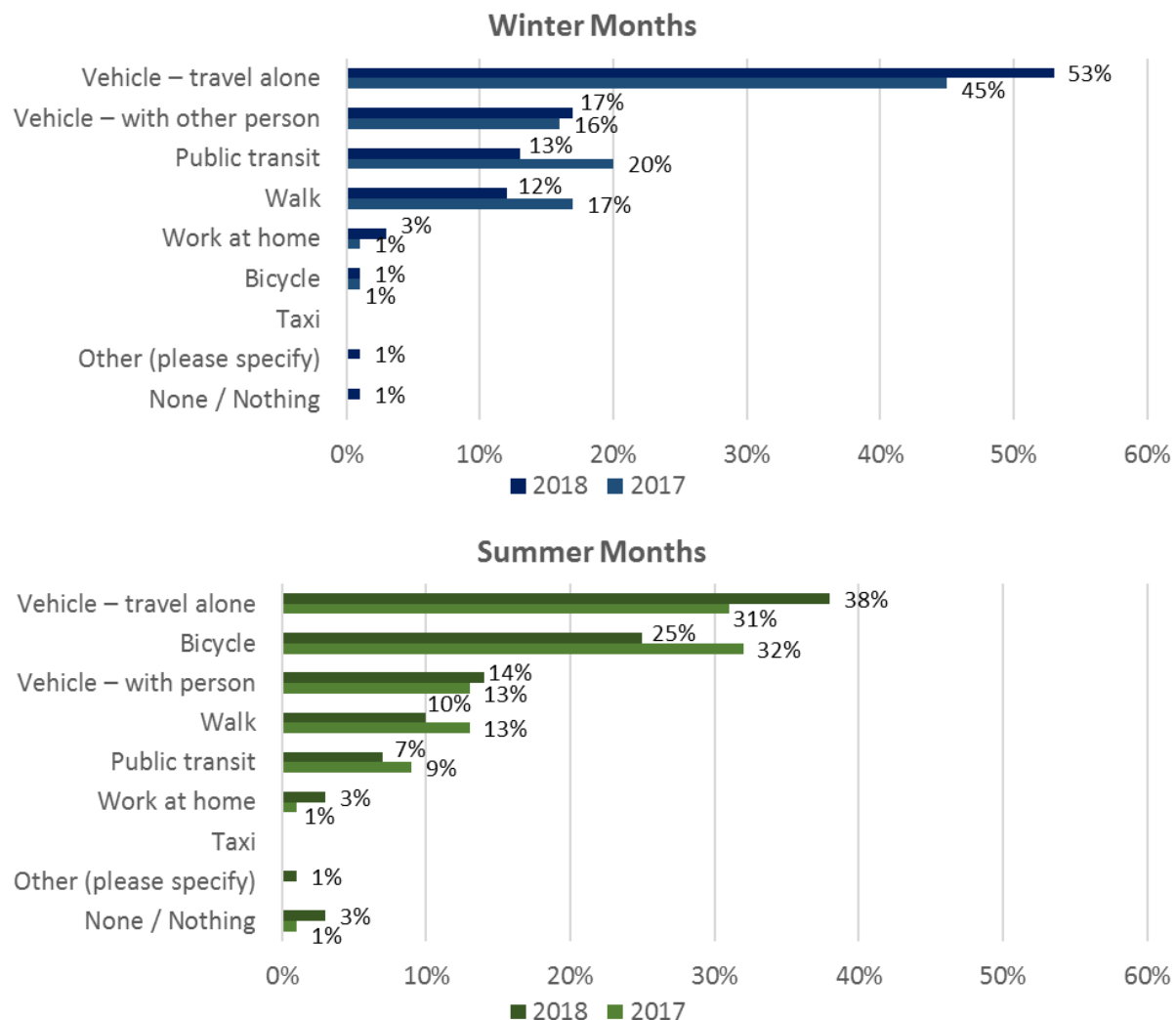
Priority	Aspect of Life	Performance	Importance
1	Ability to travel to and from Whistler on Highway 99	64	0.290
2	Ability to get around Whistler by personal automobile/vehicle	64	0.241
3	Career and employment opportunities	70	0.204
4	Personal opportunities for formal learning	42	0.075
5	Atmosphere and ambiance of Whistler Village	87	0.308
6	Health and medical services	79	0.190
7	Access to parks such as Rainbow Park, Lakeside, Alpha Lake Park	93	0.267
8	Opportunities available for recreational physical activities	96	0.301
9	Ability to get around by bike and foot	94	0.171
10	Selection of Arts, Culture and Heritage opportunities	90	0.088
11	Recreation trails for hiking and mountain biking	97	0.263

## Mode of Transportation Travelling to and From Work – Permanent Residents

The most popular mode of transportation permanent resident respondents indicated they employ for travelling to and from work is by vehicle, travelling alone in both the winter months (54%), and summer months (38%).

Traveling alone in a vehicle increased significantly for both the winter and summer months in 2018 when compared to 2017 (53% drove alone in the winter in 2018, compared to 45% who drove alone in the winter in 2017; 38% drove alone in the summer in 2018, compared to 31% who drove alone in the summer in 2017).

Public transit decreases significantly in the winter months in 2018 (20% in 2017 to 13% in 2018) and bicycle usage decreased significantly in the summer months in 2018 (32% in 2017 to 25% in 2018).



Q7. What mode of transportation do you tend to use most often to travel to and from work in Whistler during the winter months?

Q8. What mode of transportation do you tend to use most often to travel to and from work in Whistler during the summer months?

Permanent Residents (currently employed/self-employed): 2017 (n=257), 2018 (n=303)

## Trustworthiness of People living in Whistler

When asked whether the people of Whistler could be trusted, over half (55%) of all permanent resident respondents and one-third (33%) of second homeowner respondents indicated almost all people living in Whistler could be trusted.

Second homeowner residents were most likely to say just over half of the people living in Whistler could be trusted where alternatively, fewer permanent residents agreed (63%, compared to 37%).

This question was not asked in 2017 but results do not vary significantly from 2015 findings for either permanent residents or second homeowners.



Q9. In general would you say that...?

Permanent Resident: 2005 (n=301), 2007 (n=289), 2015 (n=257), 2018 (n=303)

Second Homeowner: 2005 (n=200), 2007 (n=192), 2015 (n=201), 2018 (n=170)

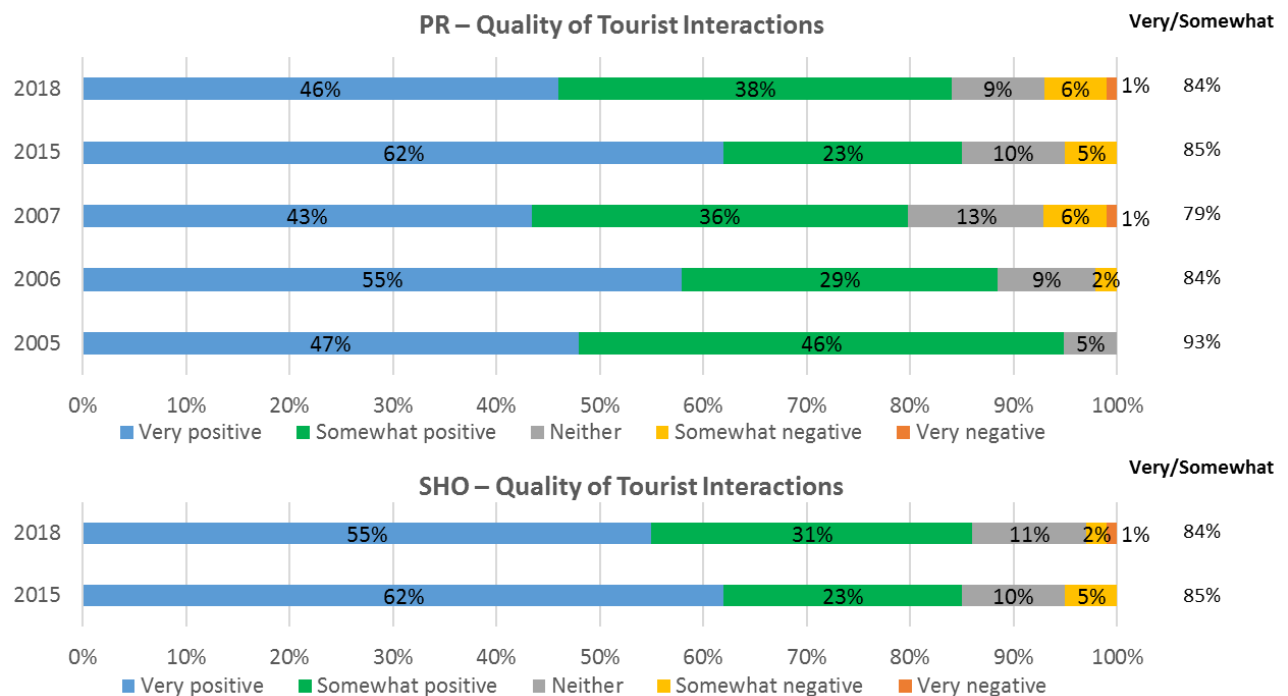
## Quality of Tourist Interactions

When asking respondents to rate the overall quality of their interactions with tourists in Whistler, the majority of permanent resident and second homeowner respondents considered them to be positive (84%, 86%).

Second homeowner respondents were significantly more likely to find the quality of interactions with tourists in Whistler to be “very positive” when compared to permanent residents (55%, compared to 46%).

Permanent resident respondents 55 years of age and over were significantly more likely to say interactions were “very positive” when compared to younger respondents (56%, compared to 45%).

This question was not asked in 2017 but when compared to 2015 results, positive interaction totals remain consistent from three years ago. However, “very positive” scores have decreased significantly for both permanent resident and second homeowner respondents. Permanent residents rating their interactions as “very positive” dropped by 16pp from 62% in 2015 to 46% in 2018. Furthermore, second homeowners rating their interactions as “very positive” dropped by 7pp from 62% in 2015 to 55% in 2018.



Q10. Overall, how would you rate the quality of your interactions with tourists in Whistler?

Permanent Resident: 2005 (n=301), 2006 (n=201), 2007 (n=300), 2015 (n=257), 2018 (n=303)

Second Homeowner: 2015 (n=201), 2018 (n=170)

## **Most Important Issues Facing Community**

### **First Mention**

Permanent resident respondents named housing as the most important issue facing their community that should receive the greatest attention from local leaders (57%). Transportation was considered the second most important issue facing the Whistler community by permanent residents, but a significantly smaller proportion of respondents voiced this as an issue when compared to last year (16% in 2018, compared to 26% in 2017).

Alternatively, second homeowner respondents named transportation as the most important issue facing their community that should receive the greatest attention from local leaders (37%). Housing was considered the second most important issue facing the Whistler community by second homeowner respondents (22%).

## Most important Issue Facing the Community of Whistler – First Mention

	Most Important Issue Facing the Community of Whistler: FIRST Mention																
	PR								SHO								
	'08	'09	'12	'13	'14	'15	'17	'18	'08	'09	'12	'13	'14	'15	'17	'18	
	301	305	300	300	301	257	291	303	200	200	200	200	200	200	200	200	170
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Housing</b>	45	41	5▼	12▲	19▲	41▲	49	57▲	22	19	7▼	9	7	16▲	19	22	
Housing (unspecified)	14	18	1▼	1	3▲	19▲	31▲	31	6	2▼	2	-	-	2	27▲	6▼	
Lack of affordable housing	20	19	3▲	8▲	13▲	16	12	21▲	4	6	3	6	4	4	2	7	
Lack of employee housing	11	5▼	<1	1	2	7▲	5	6	13	11	2▼	3	3	11▲	11	9	
Lack of seniors housing	-	-	1	1	<1	<1	<1	<1	-	-	-	1	1	-	-	-	
<b>Transportation</b>	4	2	10▲	10	7	2▼	26▲	16▼	10	9	11	10	9	9	41▲	37	
Traffic congestion	<1	<1	-	-	<1	<1	10	4▼	2	2	-	1	1	3	22	14▼	
Sea to Sky Highway improvements/needs better	1	-		<1	1	-	2	4	2	3	-	1	-	<1	6	4	
Transportation (unspecified)	1	-	<1	<1	2	-	5	2	-	2	3	-	-	-	5	4	
Charging for parking/ lack of free parking	-	1	3▲	3	2	<1	3	1	3	2	5	7	8	3▼	5	<1	
Needed improvements to public transit	2	<1	7▲	7	2▼	1	2	<1	2	1	4▲	2	1	1	3	2	
Road maintenance	1	1	-	<1	<1	-	3	<1	2	1	-	1	-	2▲	<1	3	
<b>RMOW Operational Concerns</b>	16	17	18	17	14	10	3▼	7	15	20	24	21	20	19	8▼	6	
Too focused on tourism and not the needs of residents	<1	2	2	1	3▲	<1	1	3	1	1	1	2	2	-	<1	3	
Lack of community services	3	<1	2	1	4▲	<1▼	<1	1	1	1	-	-	-	-	<1	-	
Lack of accountability to the public by RMOW council	2	3	-	2	1	<1	<1	1	1	2	-	-	1	-	1	-	
RMOW spending/ allocation of taxes for services/ budget	4	7	9	4▼	2	1	<1	<1	2	2	6▲	8	5	3	1	<1	
Taxes (unspecified)	4	1▼	2	3	2	<1	<1	<1	5	3	6	4	10▲	6	3	1	
Improvements to garbage collection/ recycling	-	1	-	1	1	<1	-	<1	-	1	-	1	-	-	<1	-	
Zoning regulations	1	1	-	1	1	-	<1	<1	4	4	2	2	1	-	-	-	
Not keeping up with infrastructure demands (i.e. sewers/water)	1	1	<1	1	1	7▲	<1	-	1	4▲	2	1	1	9▲	2▼	<1	
Property taxes	1	1	2	3	-	-	-	-	1	4▲	6	5	-	2	-	-	
Other	-	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	
<b>Environmental</b>	9	11	14	5▼	7	7	4	4	19	17	14	10	16▲	8▼	9	5	
Overdevelopment/Future Growth Plan	2	5▲	3	1	1	<1	2	3	15	13	10	6	12▲	2▼	7▲	3	
Sustainability	3	3	2	1	1	<1	-	<1	2	3	1	2	1	2	-	1	
Environment	5	3	6▲	3▼	5	5	2	-	3	2	3	3	4	5	3	<1	
Asphalt Plant Concerns	-	-	3	1	1	<1	-	-	-	-	1	-	-	-	-	-	
Logging	-	-	<1	-	-	<1	-	-	-	-	-	-	-	-	-	-	
<b>Other</b>	<1	<1	2	3	5	1▼	-	2	-	-	2	1	1	-	-	<1	
Lack of employment options	-	<1	<1	2	1	5▲	2▼	<1	2	5	2	3	2	▲6	-	3	
Safety/Crime	-	3	-	-	-	4▲	1	<1	-	-	-	-	-	-	<1	-	
Lack of childcare services	-	-	-	3	1▼	3	<1	<1	-	-	-	2	2	1	<1	1	
Rowdy/ drunk/ disruptive tourists/ not family friendly	1	1	1	2	2	1	1	<1	2	1	1	-	1	1	<1	<1	
Healthcare	-	2	2	1	2	1	-	<1	-	-	-	1	1	1	-	<1	
Education concerns/lack of schools	1	3	1▼	2	2	1	1	<1	-	1	1	3	5	1▼	<1	-	
Need more recreation facilities/improvements in parks and recreation	-	1	-	-	-	<1	1	<1	-	1	-	-	-	<1	2	-	
Losing the Whistler ambiance	2	-	-	1	2	1	-	-	1	-	-	-	3	-▼	-	<1	
Employee shortage	-	-	3	4	2	4	<1	-	-	-	9	6	4	4	<1	-	
Need to attract tourists/better promotion of Whistler	3	5	5	7	8	2▼	4	-▼	1	3	3	4	4	3	4	1	
Cost of living	-	-	9	6	7	1▼	<1	-	-	-	4	4	3	1	1	-	
Economic stability/ local business	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
Arts and cultural events	-	<1	-	-	<1	-	-	-	-	-	-	1	1	<1	-	-	
Need another gas station	-	-	1	1	<1	-	-	-	-	-	1	2	-	-	-	-	
Whistler University	3	6	-	-	-	-	-	-	2	4	-	-	-	-	-	-	
Concerns regarding the Olympics	-	<1	-	-	-	-	-	-	-	-	-	-	-	-	<1	-	
Not enough retail options for locals	4	3	3	1	2	11▲	1	4	4	5	3	1	2	14▲	1▼	7▲	
Miscellaneous issues	13	5▼	27▲	22	20	0▼	<1	2	22	17	25▲	25	24	1▼	<1	-	
No issues																	

Q11a. What is the most important issue facing your community that should receive the greatest attention from your local leaders?



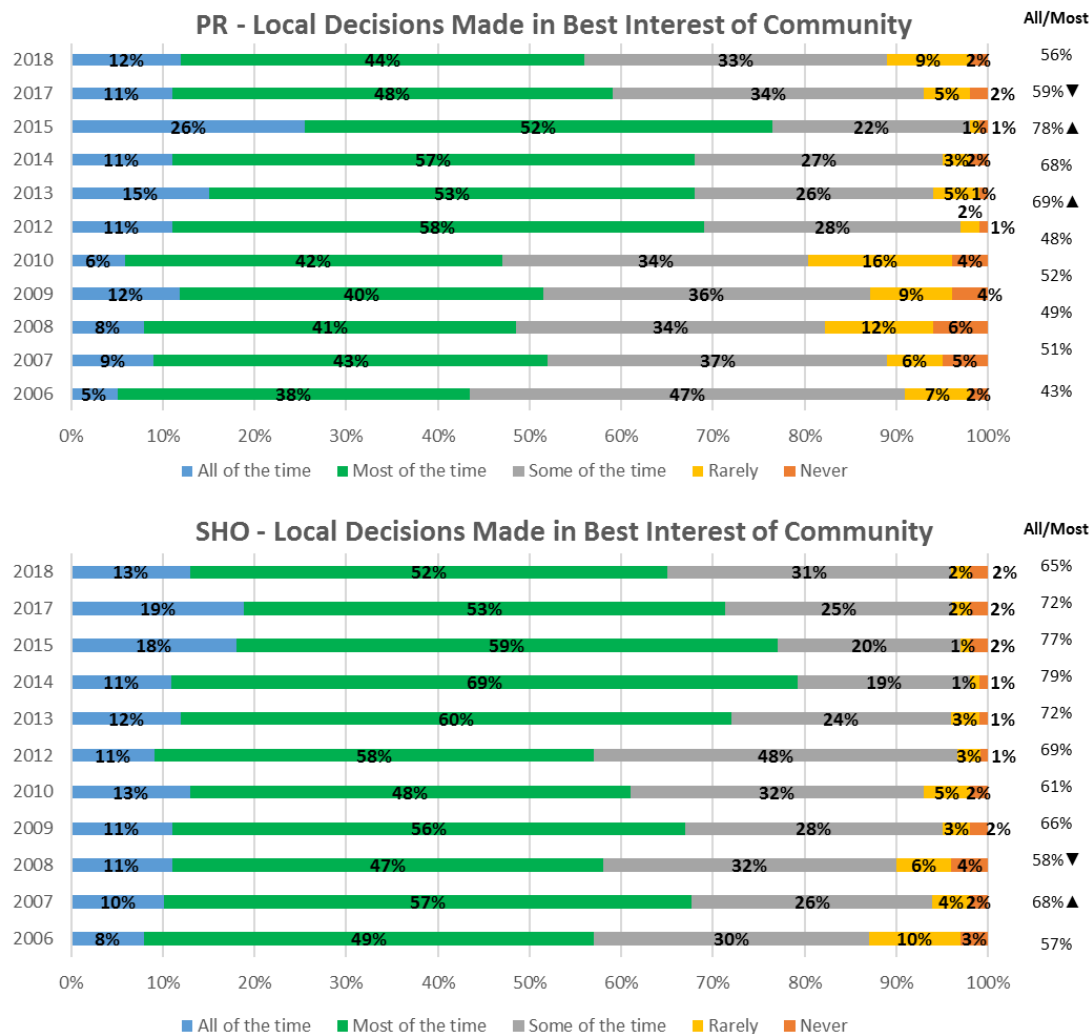
## Local Decision Makers

Second homeowner respondents were significantly more likely to say local decision makers have the resort community in mind when making decisions when compared to permanent resident respondents (65%, compared to 56%).

Permanent resident respondents were significantly more likely to be dissatisfied when compared to second homeowner respondents (11%, compared to 4%).

Among permanent resident respondents, respondents 35 years of age and older were significantly more optimistic when it came to local decision makers compared to younger respondents (64% vs. 45%).

Owners were also more positive about the decision makers (61%) than renters (48%).



Q11c. Would you say local decision makers in Whistler have the best interests of the resort community of Whistler in mind when making decisions...?

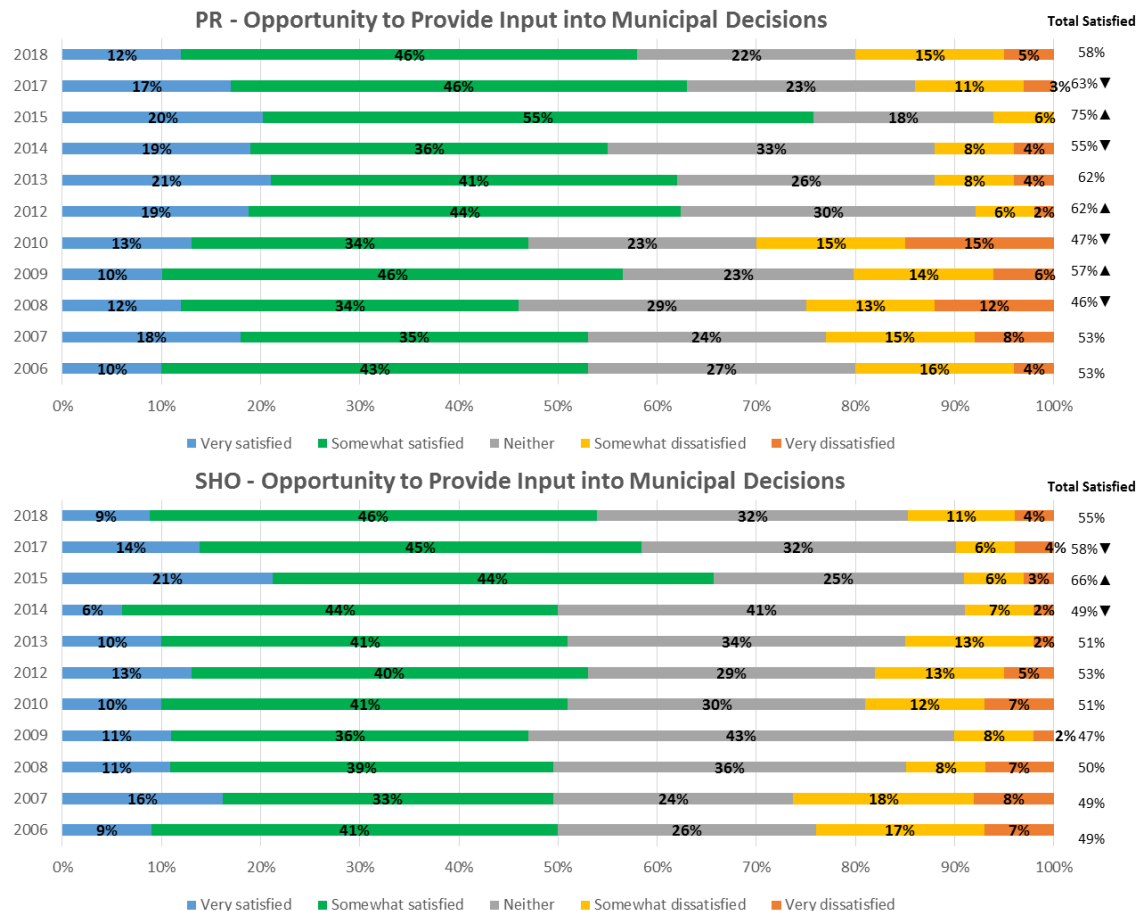
Total Permanent Residents (with an opinion): 2006 (n=289), 2007 (n=197), 2008 (n=300), 2009 (n=299), 2010 (n=298), 2012 (n=292), 2013 (n=293), 2014 (n=298), 2015 (n=257), 2017 (n=291), 2018 (n=303)

Total Second Homeowners (with an opinion): 2006 (n=192), 2007 (n=177), 2008 (n=197), 2009 (n=187), 2010 (n=196), 2012 (n=178), 2013 (n=174), 2014 (n=184), 2015 (n=201), 2017 (n=200), 2018 (n=170)

## Input into Decision Making

Over half of permanent resident and second homeowner respondents said they were satisfied with the existing opportunities to provide input into municipal decision making in Whistler (58%, 55%).

There were no significant differences between permanent resident and second homeowner respondents when comparing scores for this aspect.



Q12. How satisfied are you with the existing opportunities to provide input into municipal decision making in Whistler?

Total Permanent Residents (with an opinion):

2006 (n=295), 2007 (n=195), 2008 (n=299), 2009 (n=302), 2010 (n=295), 2012 (n=292), 2013 (n=288), 2014 (n=290), 2015 (n=248), 2017 (n=280), 2018 (n=303)

Total Second Homeowners (with an opinion): 2006 (n=190), 2007 (n=181), 2008 (n=196), 2009 (n=180), 2010 (n=179), 2012 (n=174), 2013 (n=165), 2014 (n=168), 2015 (n=171), 2017 (n=153), 2018 (n=170)

## Satisfaction with Services

### Permanent Residents

- Services receiving the highest overall satisfaction ratings among permanent resident respondents in 2018 included:
  - maintenance of community parks and trails (96%),
  - library services (94%), and
  - water utilities for residences (91%).
- Overall, satisfaction levels in 2018 largely remained at par with levels reported in 2017. A significant increase in satisfaction was recorded for:
  - Waste, recycling and composting services (77%→85%)
- There was a decrease in satisfaction for four services in 2018 when compared to 2017. They are:
  - Building and land development services (52→46%),
  - Snow clearing on local roads not including Hwy 99 (83%→77%),
  - Parking options (52%→27%), and
  - Bylaw Officer services (67%→55%).

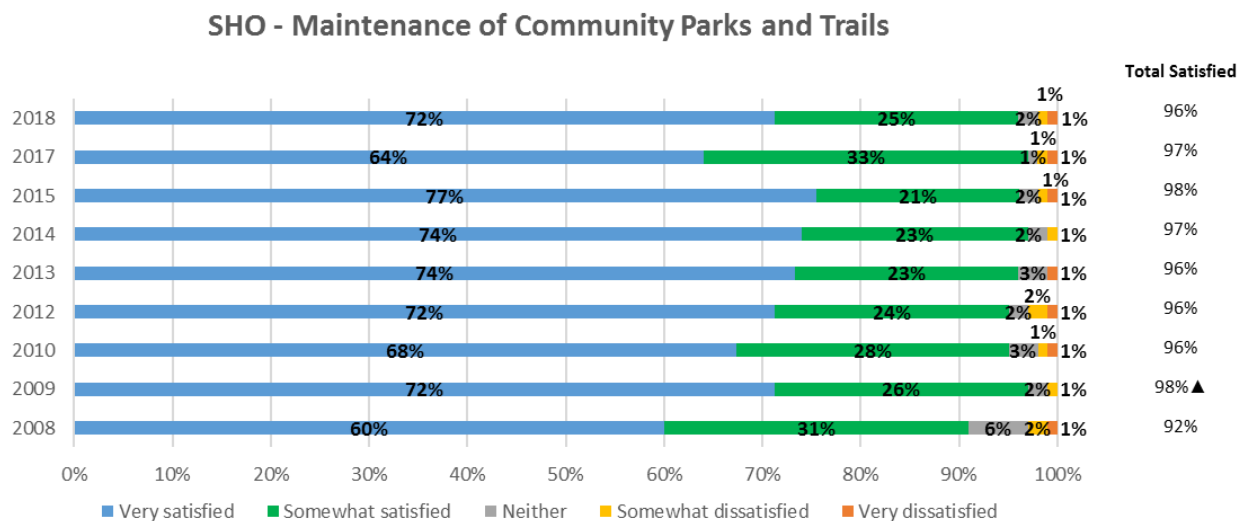
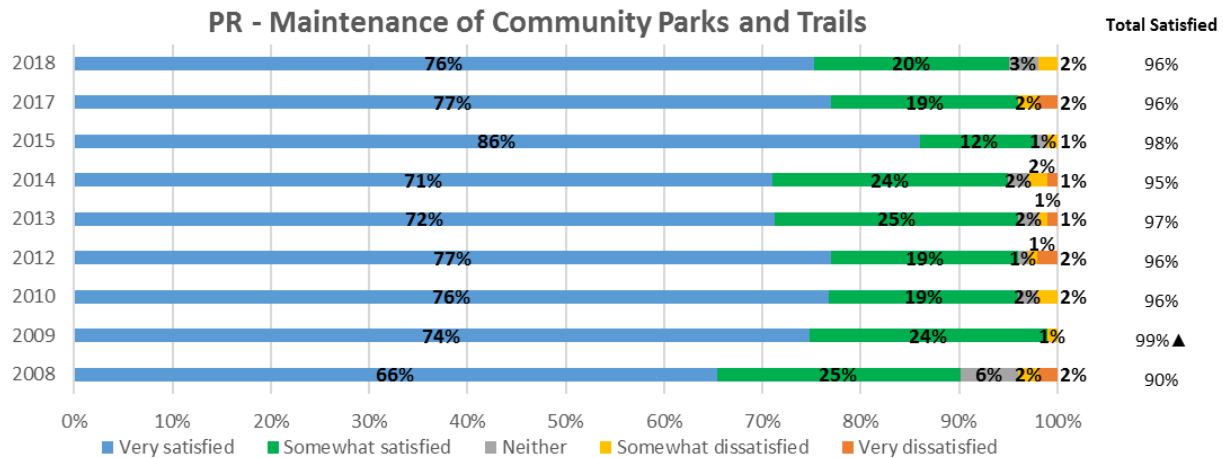
### Second Homeowners

- Services receiving the highest overall ratings among second homeowner respondents in 2018 included:
  - maintenance of community parks and trails (96%),
  - village maintenance (96%), as well as
  - snow clearing on local roads (not including highway 99) (95%).
- Significant satisfaction increases among second homeowner respondents was recorded for:
  - library services (up 6pp, 83%→89%),
  - waste, recycling, and composting services (up 6pp, 80%→86%),
  - snow clearing on local roads (not including highway 99) (up 6pp, 89%→95%),
  - fire inspection and rescue services (up 8pp, 82%→90%),
  - local transit services (up 11pp, 72%→83%), and
  - police services (up 13pp, 78%→91%).
- Significant satisfaction decreases among second homeowner respondents was recorded for:
  - Parking options (down 17pp, 58%→41%).

## Maintenance of Community Parks and Trails

Almost all permanent resident and second homeowner respondents said they are satisfied (very/somewhat) with the maintenance of community parks and trails in Whistler (96% for both).

There are no significant differences between the two groups surveyed regarding this service.



Q14a. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Maintenance of community parks and trails

Total Permanent Residents (with an opinion): 2008 (n=300), 2009 (n=303), 2010 (n=296), 2012 (n=300), 2013 (n=298), 2014 (n=300), 2015 (n=257), 2017 (n=291), 2018 (n=302)

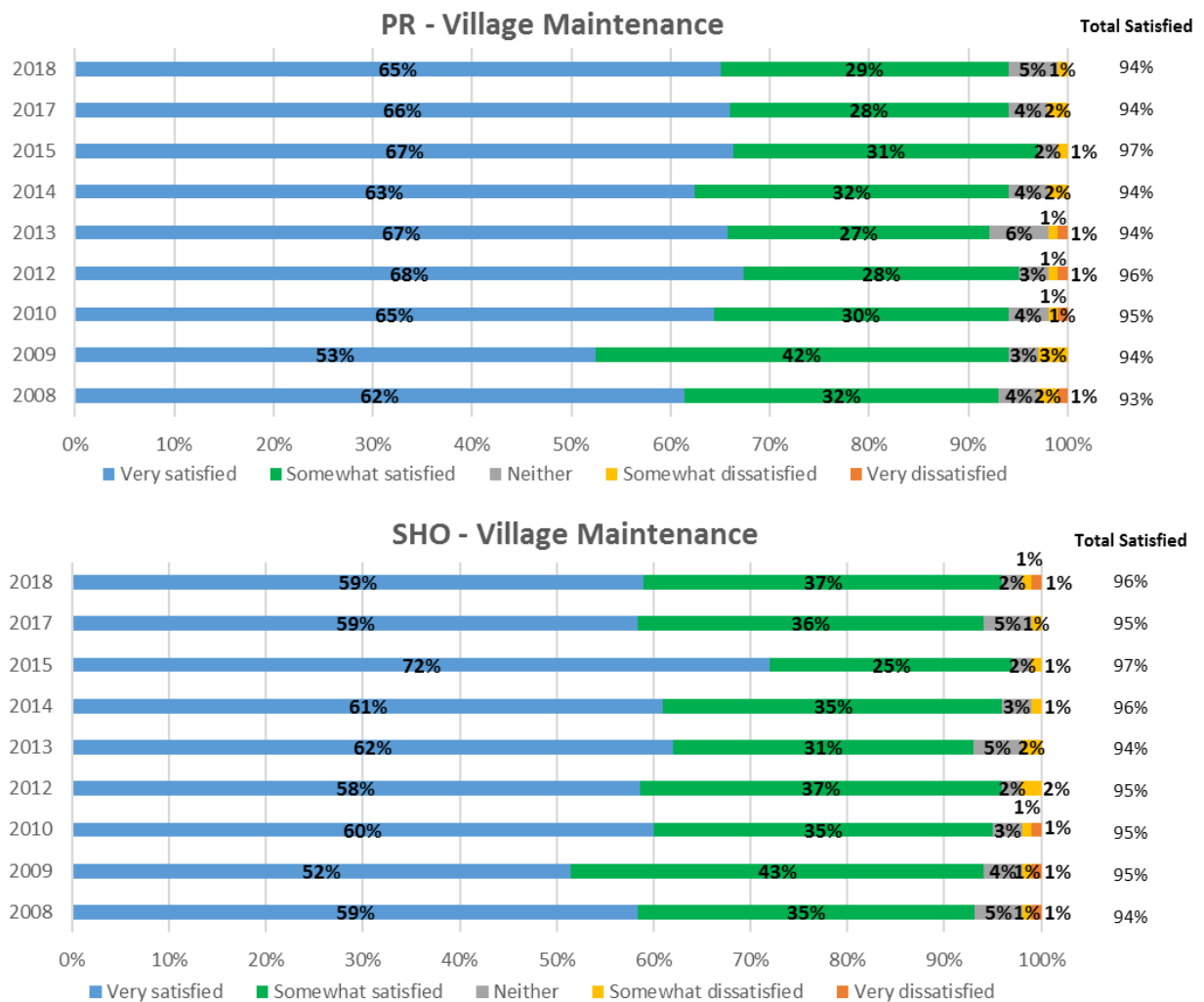
Total Second Homeowners (with an opinion): 2008 (n=202), 2009 (n=198), 2010 (n=196), 2012 (n=193), 2013 (n=193), 2014 (n=196), 2015 (n=197), 2017 (n=195), 2018 (n=170)

## Village Maintenance

Nearly all permanent resident (94%) and second homeowner (96%) respondents said they were satisfied (very/somewhat) with village maintenance.

Permanent resident respondents were significantly more likely to say they were “very satisfied” with village maintenance when compared to second homeowner respondents (65%, compared to 59%). This is one of three services where permanent residents are significantly more likely to be “very satisfied”.

There are no significant differences when comparing 2018 findings with historical results.



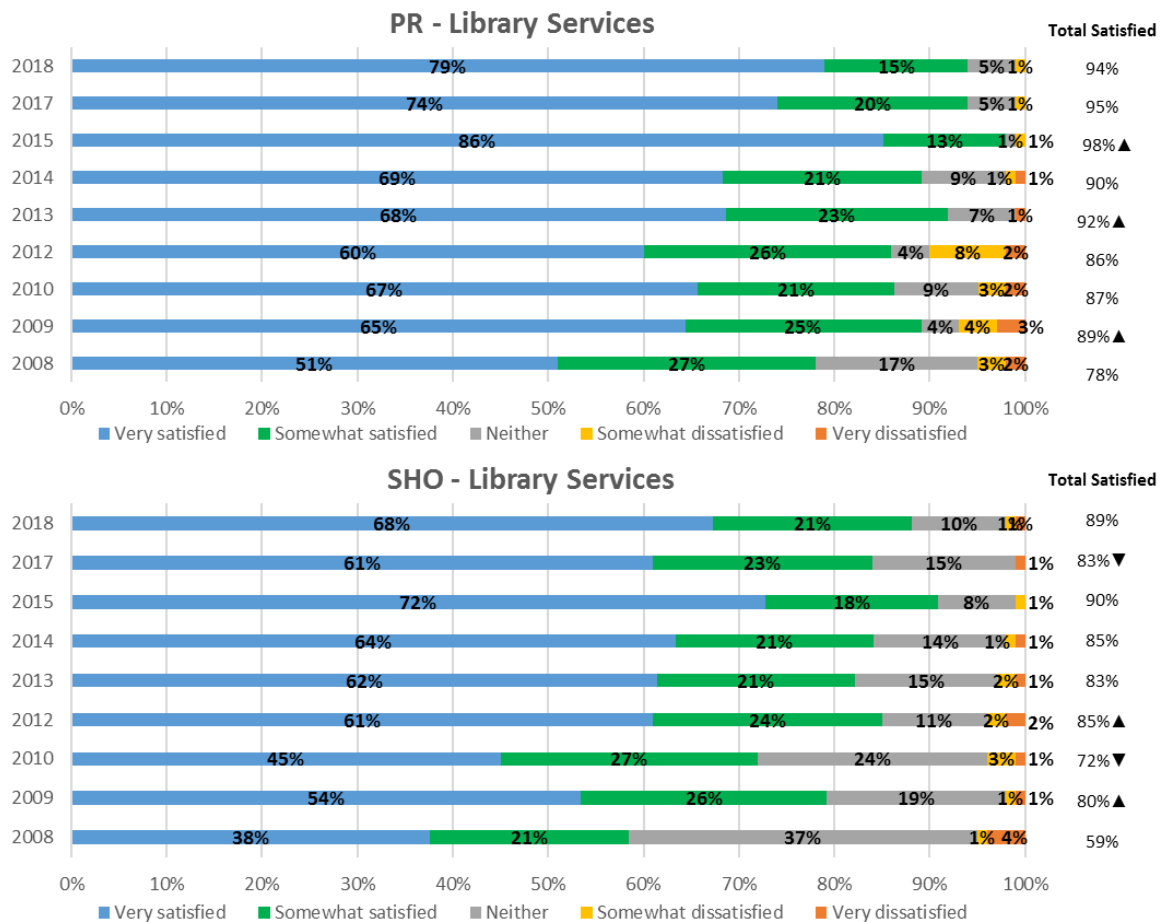
Q14c. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Village maintenance  
 BASE: Total Permanent Residents (with an opinion): 2008 (n=300), 2009 (n=301), 2010 (n=291), 2012 (n=299), 2013 (n=298), 2014 (n=299), 2015 (n=257), 2017 (n=290), 2018 (n=301)  
 Total Second Homeowners (with an opinion): 2008 (n=203), 2009 (n=193), 2010 (n=197), 2012 (n=190), 2013 (n=189), 2014 (n=195), 2015 (n=196), 2017 (n=194), 2018 (n=166)

## Library Services

The majority of permanent resident (94%) and second homeowner (89%) respondents said they were satisfied (very/somewhat) with the library services offered by the Resort Municipality of Whistler.

Permanent resident respondents were significantly more likely to be “very satisfied” with library services when compared to second homeowner residents (79%, compared to 68%). This is one of three services where permanent residents are significantly more likely to be “very satisfied”.

There are no differences when comparing 2018 findings with historical results for either group surveyed.

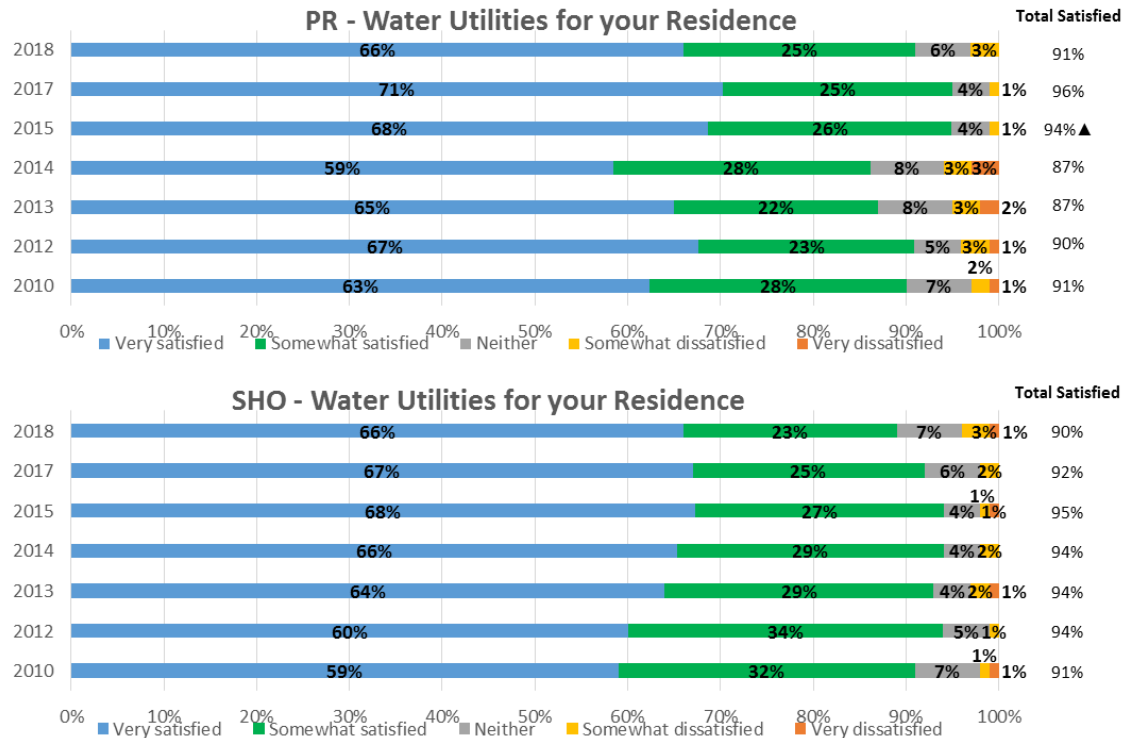


Q14k. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Library services  
 Base: Total Permanent Residents (with an opinion): 2008 (n=296), 2009 (n=296), 2010 (n=292), 2012 (n=276), 2013 (n=283), 2014 (n=293), 2015 (n=245); 2017 (n=265), 2018 (n=290)  
 Total Second Homeowners (with an opinion): 2008 (n=180), 2009 (n=161), 2010 (n=161), 2012 (n=126), 2013 (n=137), 2014 (n=136), 2015 (n=158), 2017 (n=136), 2018 (n=152)

## Water Utilities for your Residence

Nearly all permanent resident (91%) and second homeowner respondents (90%) said they were satisfied (very/somewhat) with water utilities for their residence.

There are no significant differences between second homeowner and permanent resident respondents and when comparing 2018 results with historical findings.



Q14o. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Water utilities for your residence

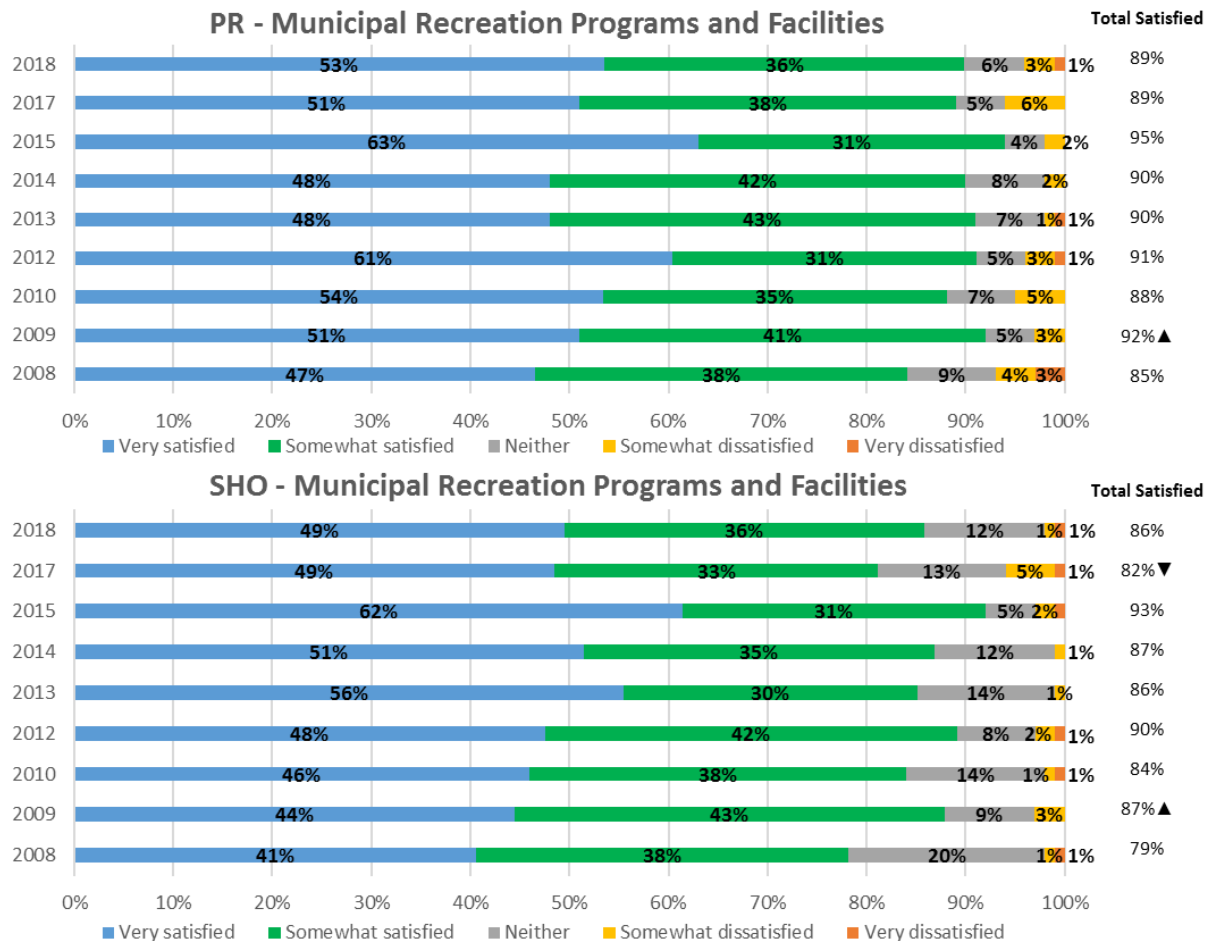
Base: Total Permanent Residents (with an opinion): 2010 (n=292), 2012 (n=287), 2013 (n=294), 2014 (n=297), 2015 (n=255), 2017 (n=X) 2018 (n=297)

Total Second Homeowners (with an opinion): 2010 (n=192), 2012 (n=193), 2013 (n=187), 2014 (n=189), 2015 (n=189), 2017 (n=X), 2018 (n=167)

## Municipal Recreation Programs and Facilities

The majority of permanent resident (89%) and second homeowner (86%) respondents said they are satisfied with municipal recreational programs and facilities offered by the Resort Municipality of Whistler.

There are no significant differences between second homeowner and permanent resident respondents and when comparing 2018 results with historical findings.



Q14e. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Municipal recreational programs and facilities

Base: Total Permanent Residents (with an opinion):

2008 (n=298), 2009 (n=297), 2010 (n=288), 2012 (n=289), 2013 (n=288), 2014 (n=287), 2015 (n=256), (n=285), 2018 (n=294)

Total Second Homeowners (with an opinion): 2008 (n=195), 2009 (n=183), 2010 (n=179), 2012 (n=165), 2013 (n=162), 2014 (n=164), 2015 (n=179), 2017 (n=174), 2018 (n=158)

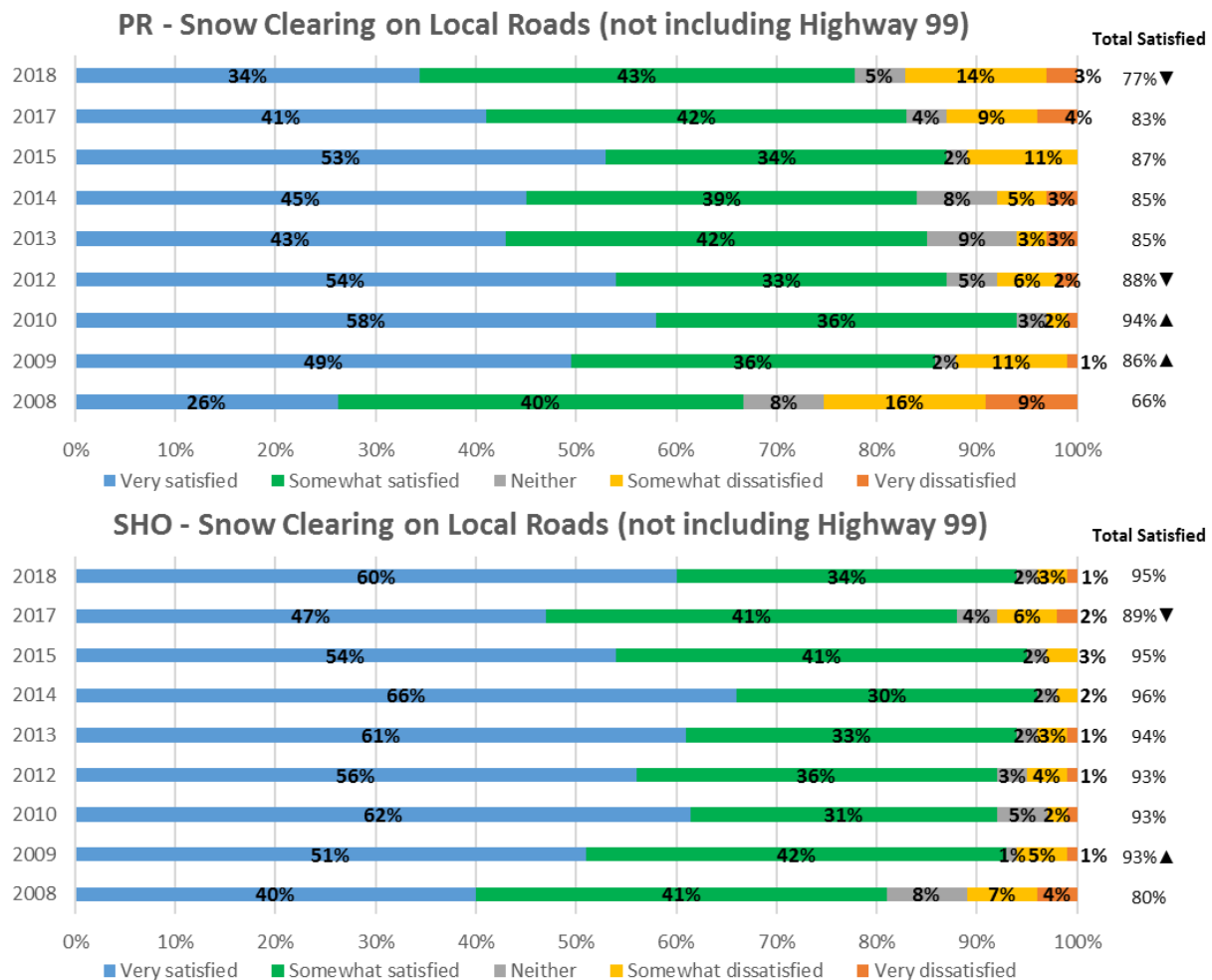


## Snow Clearing on Local Roads (not including Highway 99)

The majority of permanent resident (77%) and second homeowner (95%) respondents are satisfied with snow clearing on local roads in Whistler (not including Highway 99).

Second homeowner respondents were significantly more satisfied with snow clearing on local roads when compared to permanent resident respondents (95%, compared to 77%). There was a significant increase in the proportion of second homeowner respondents who said they were “very satisfied” with snow clearing when compared to 2017 results (up 13pp, 47%→60%).

Permanent resident respondents were significantly less likely to be satisfied with this service when compared to 2017 results dropping 6pp (83%→77%).



Q14m. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Snow clearing on local roads, not including HWY 99

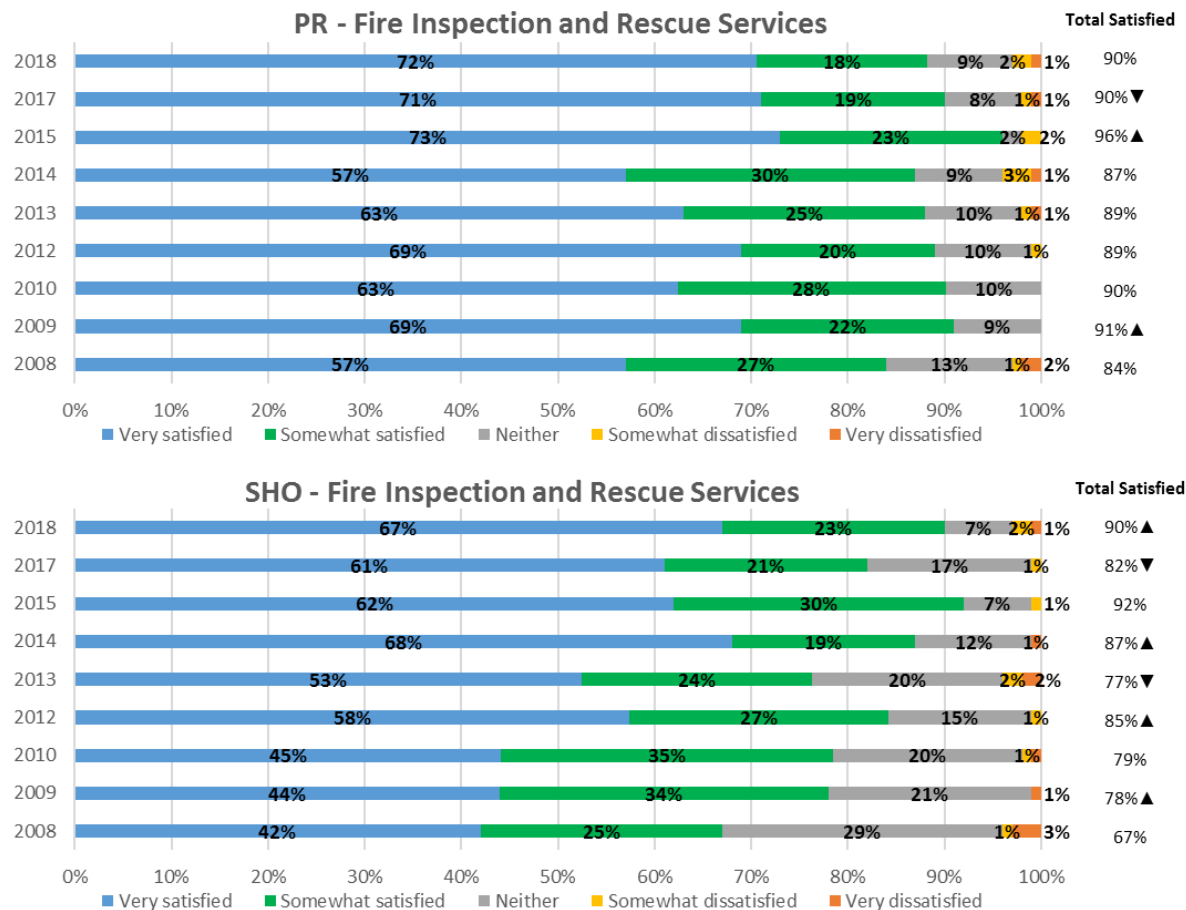
Base: Total Permanent Residents (with an opinion): 2008 (n=300), 2009 (n=304), 2010 (n=300), 2012 (n=293), 2013 (n=292), 2014 (n=297), 2015 (n=252), 2017 (n=240), 2018 (n=302)

Total Second Homeowners (with an opinion): 2008 (n=204), 2009 (n=196), 2010 (n=195), 2012 (n=190), 2013 (n=190), 2014 (n=187), 2015 (n=197), 2017 (n=170), 2018 (n=156)

## Fire Inspection and Rescue Services

Nearly all permanent resident and second homeowner respondents were satisfied (very/somewhat) with fire inspection and rescue services in Whistler (90% for both).

Although satisfaction scores for both groups are roughly the same, second homeowner respondents were significantly more likely to say they are “very satisfied” with fire inspection and rescue services in Whistler when compared to 2017 increasing by 6pp (61%→67%).



Q14g. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Fire inspections and rescue services

Base: Total Permanent Residents (with an opinion): 2008 (n=294), 2009 (n=287), 2010 (n=275), 2012 (n=277), 2013 (n=278), 2014 (n=275), 2015 (n=246), 2017 (n=272), 2018 (n=285)

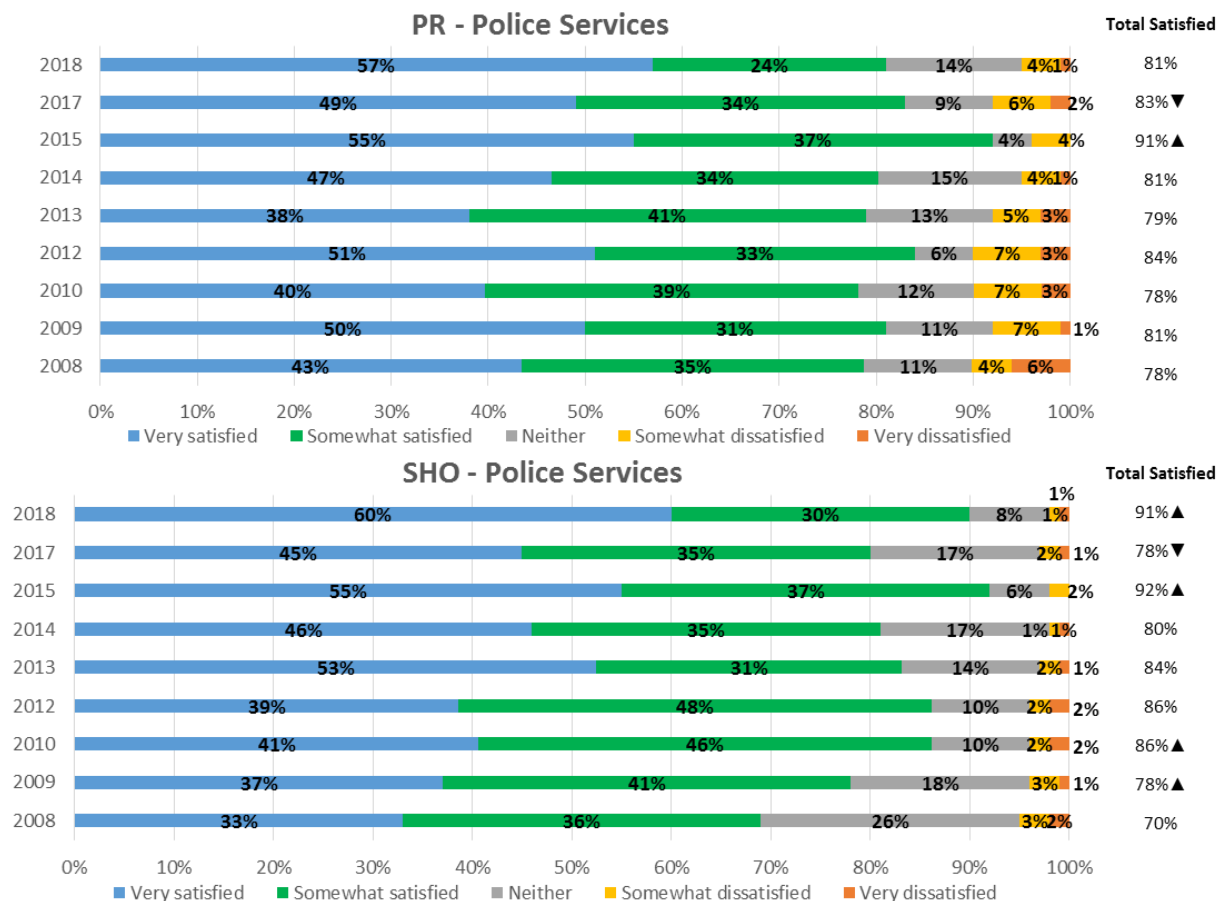
Total Second Homeowners (with an opinion): 2008 (n=184), 2009 (n=154), 2010 (n=148), 2012 (n=124), 2013 (n=137), 2014 (n=134), 2015 (n=161), 2017 (n=165), 2018 (n=150)

## Police Services

The majority of permanent resident respondents (81%) and second homeowner respondents (91%) were satisfied (very/somewhat) with police services in Whistler.

Second homeowner respondents were significantly more likely to say they were satisfied with police services in Whistler when compared to permanent resident respondents (91%, compared to 81%).

Both permanent resident and second homeowner respondents were significantly more likely to be “very satisfied” with police services in Whistler in 2018 when compared to 2017 results (PR: 49%→57%; SHO: 45%→60%).



Q14f. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Police services

Base: Total Permanent Residents (with an opinion): 2008 (n=296), 2009 (n=293), 2010 (n=292), 2012 (n=290), 2013 (n=287), 2014 (n=298), 2015 (n=251), 2017 (n=283), 2018 (n=293)

Total Second Homeowners (with an opinion): 2008 (n=198), 2009 (n=179), 2010 (n=175), 2012 (n=168), 2013 (n=160), 2014 (n=158), 2015 (n=181), 2017 (n=172), 2018 (n=149)

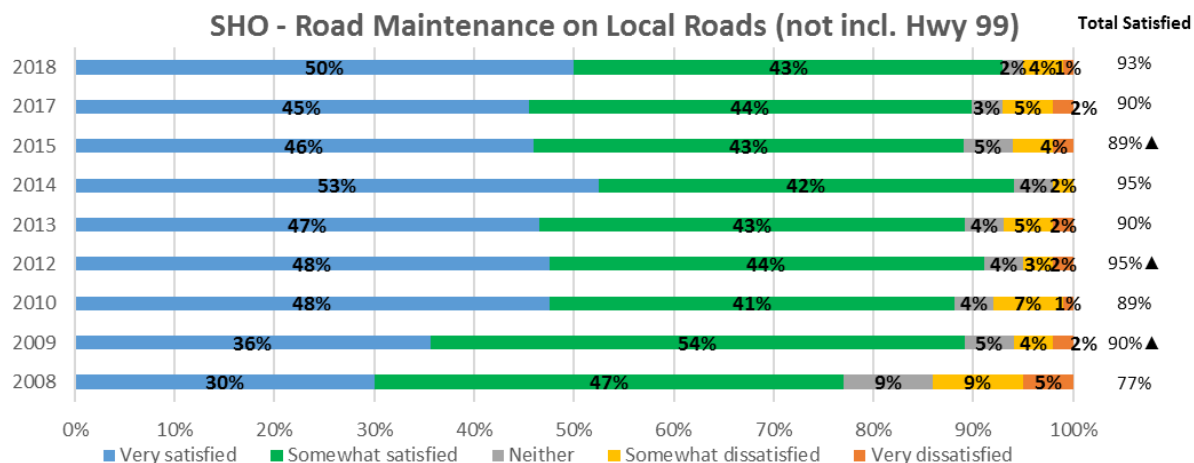
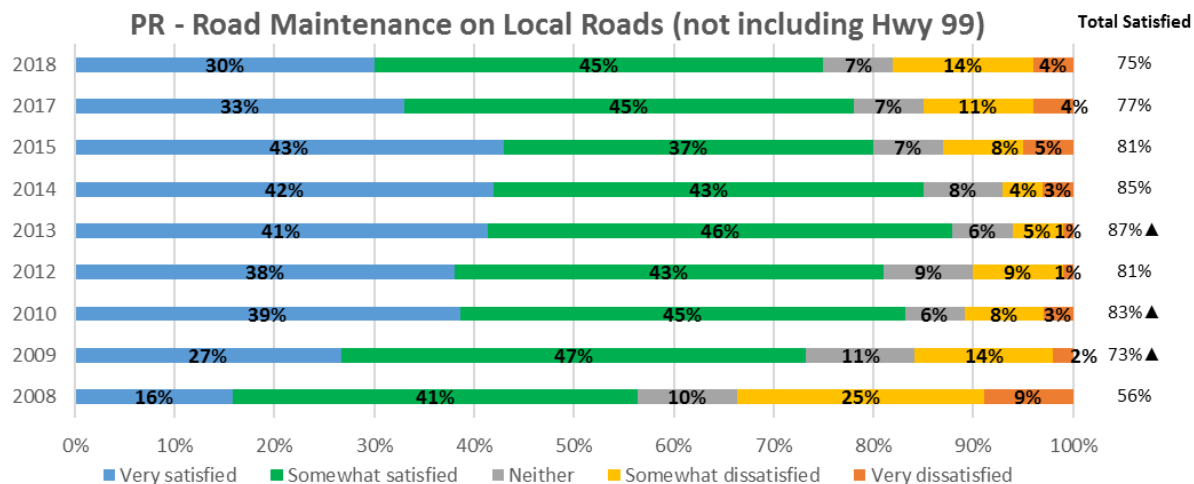
## Road Maintenance on Local Roads (not including Highway 99)

The majority of permanent resident (75%) and second homeowner (93%) respondents said they were satisfied (very/somewhat) with road maintenance on local roads in Whistler, not including highway 99.

Second homeowner respondents were significantly more satisfied with road maintenance compared to permanent resident respondents (93%, compared to 75%).

Second homeowner respondents were significantly more likely to say they were “very satisfied” when compared to permanent resident respondents (50%, compared to 30%).

Permanent respondents appear to be experiencing a decline in satisfaction with road maintenance on local roads in Whistler, not including Highway 99 since 2013. Satisfaction with has been slipping by 2pp-4pp year after year and has declined by 12pp in total (87%→85%→81%→77%→75%). This decline in satisfaction should be investigated further by the Resort Municipality of Whistler.



Q14I. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Road maintenance on local roads, not including HWY 99

Base: Total Permanent Residents (with an opinion): 2008 (n=298), 2009 (n=304), 2010 (n=300), 2012 (n=299), 2013 (n=300), 2014 (n=299), 2015 (n=257), 2017 (n=289), 2018 (n=293)

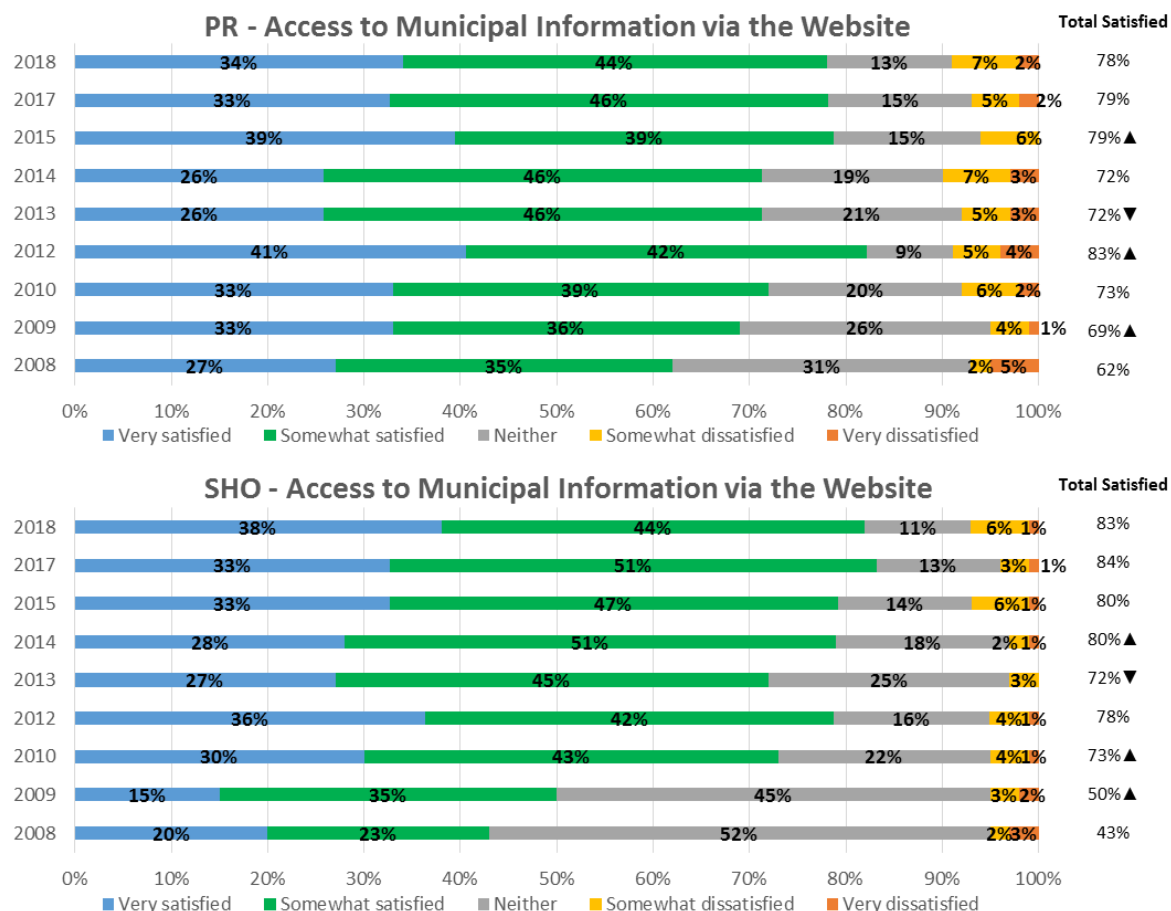
Total Second Homeowners (with an opinion): 2008 (n=204), 2009 (n=200), 2010 (n=197), 2012 (n=189), 2013 (n=197), 2014 (n=196), 2015 (n=197), 2017 (n=196), 2018 (n=168)

## Access to Municipal Information via the Website

The majority of permanent resident (78%) and second homeowner (83%) respondents said they were satisfied (very/somewhat) with access to municipal information via the Whistler website.

As with most of the other services provided by Whistler, second homeowner respondents continue to be significantly more satisfied. Second homeowners were significantly more satisfied with access to information via the Whistler website when compared to permanent residents (92%, compared to 78%).

Both permanent resident and second homeowner respondent scores have remained relatively unchanged since 2017 and there are no additional significant findings between the two groups.



Q14i. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Access to municipal information via the website

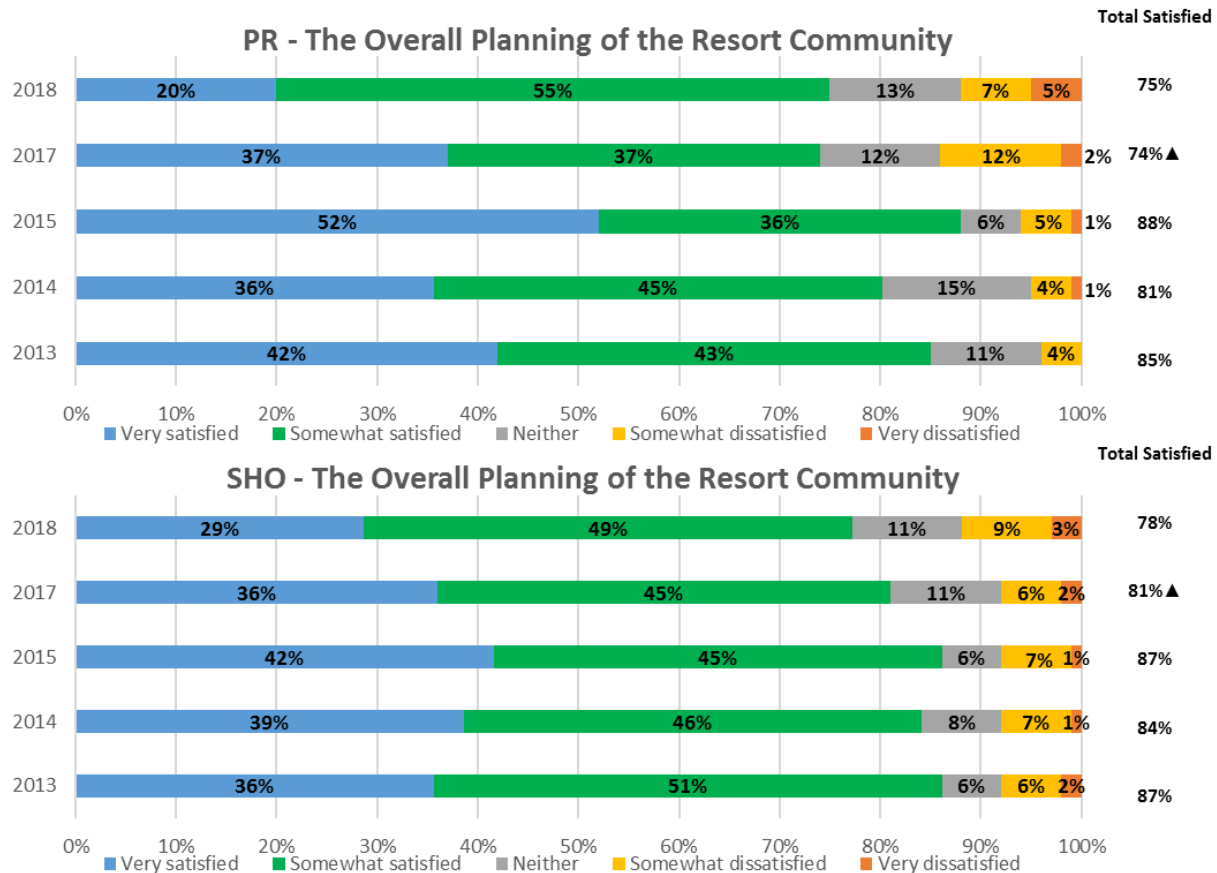
Base: Total Permanent Residents (with an opinion): 2008 (n=279), 2009 (n=242), 2010 (n=272), 2012 (n=261), 2013 (n=257), 2014 (n=264), 2015 (n=236), 2017 (n=257), 2018 (n=272)

Total Second Homeowners (with an opinion): 2008 (n=176), 2009 (n=127), 2010 (n=163), 2012 (n=146), 2013 (n=129), 2014 (n=142), 2015 (n=159), 2017 (n=151), 2018 (n=143)

## The Overall Planning of the Resort Community

The majority of permanent resident (75%) and second homeowner (78%) respondents said they were satisfied (very/somewhat) with the overall planning of the resort community.

Respondents being “very satisfied” with the overall planning of the resort community has decreased significantly from 2017 for both permanent residents and second homeowners. Permanent residents reporting they are “very” satisfied has decreased by 17pp (37% in 2017 to 20% in 2018) and second homeowners reporting they are “very” satisfied has decreased by 17pp (36% in 2017 to 29% in 2018).



Q14d. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Overall planning of the resort community

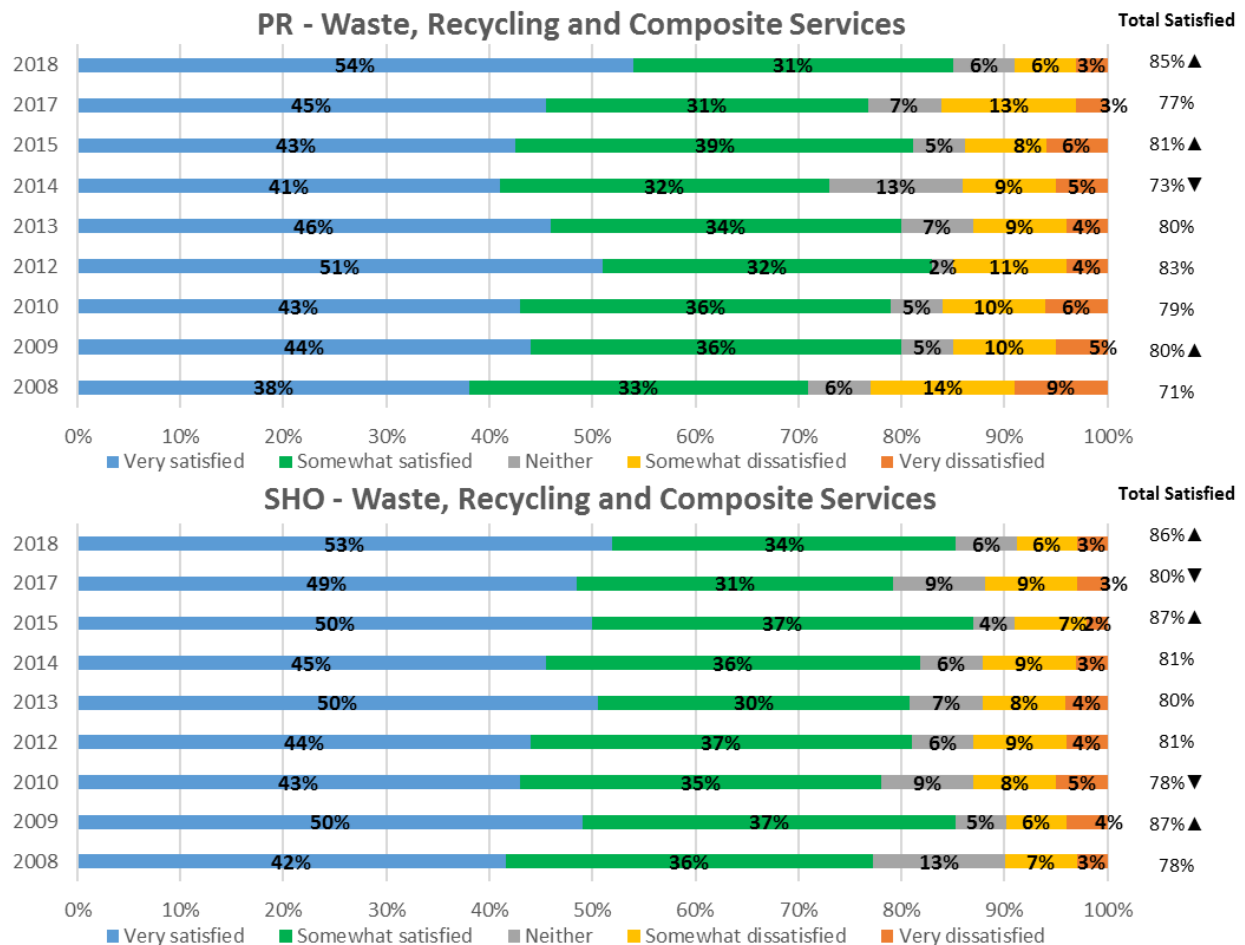
Base: Total Permanent Residents (with an opinion): 2013 (n=295), 2014 (n=296), 2015 (n=250), 2017 (n=285)

Total Second Homeowners (with an opinion): 2013 (n=188), 2014 (n=192), 2015 (n=197), 2017 (n=157), 2018 (n=168)

## Waste, Recycling and Composite Services

The majority of permanent resident (85%) and second homeowner (86%) respondents said they were satisfied (very/somewhat) with the waste, recycling and composite services offered by the Resort Municipality of Whistler.

Both permanent residents and second homeowners were significantly more likely to be satisfied with waste, recycling and composite services in 2018 when compared to last year's results (PR: up 8pp, 77%→85%; SHO: up 6pp, 80%→86%).



Q14n. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Waste, recycling and composting services

Base: Total Permanent Residents (with an opinion): 2008 (n=299), 2009 (n=305), 2010 (n=300), 2012 (n=298), 2013 (n=299), 2014 (n=298), 2015 (n=248), 2017 (n=288), 2018 (n=302)

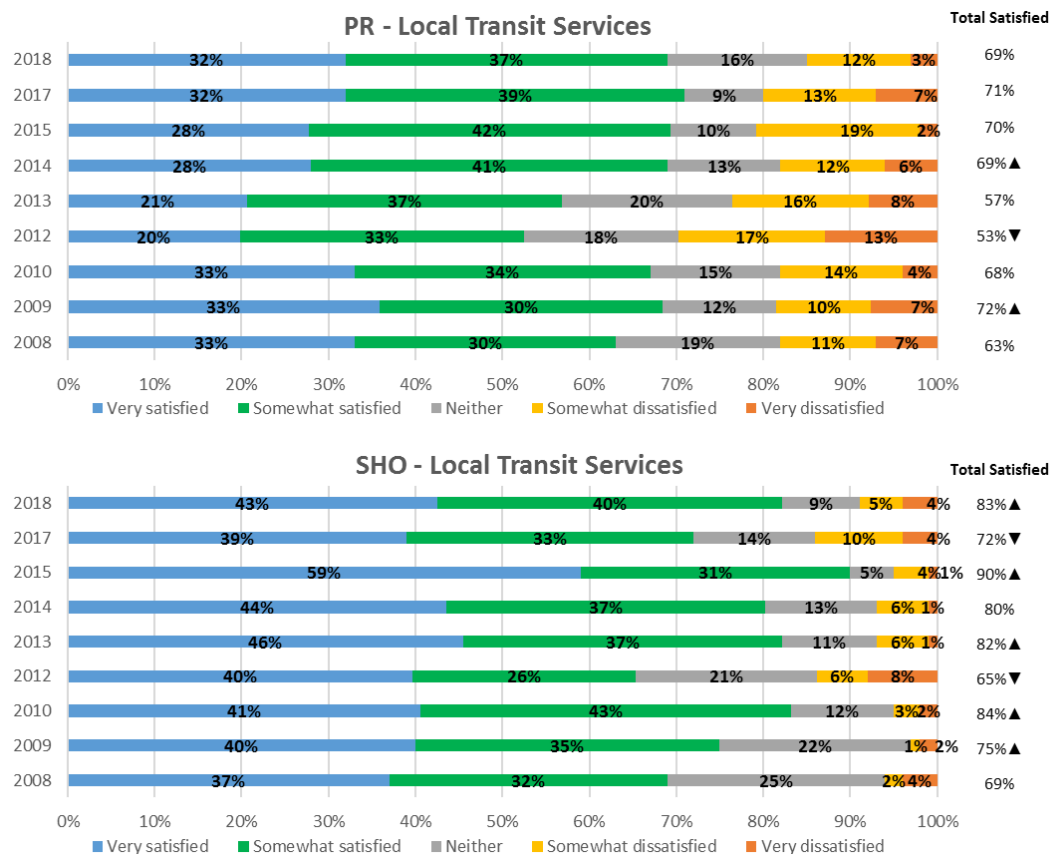
Total Second Homeowners (with an opinion): 2008 (n=200), 2009 (n=194), 2010 (n=188), 2012 (n=183), 2013 (n=181), 2014 (n=183), 2015 (n=188), 2017 (n=186), 2018 (n=167)

## Local Transit Services

The majority of permanent resident (69%) and second homeowner (83%) respondents said they were satisfied (very/somewhat) with local transit services in Whistler.

Significantly more second homeowner respondents were satisfied with local transit services in Whistler when compared to permanent resident respondents (83%, compared to 69%). Second homeowner respondents were significantly more likely to say they were “somewhat satisfied” when compared to permanent resident respondents (43%, compared to 32%).

Permanent resident respondents who are male and those who are above 35 years of age were significantly more satisfied with local transit services (75% male, 63% female; 75% 35+, 60% under 35).



Q14b. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Local transit services  
Base: Total Permanent Residents (with an opinion): 2008 (n=291), 2009 (n=280), 2010 (n=271), 2012 (n=257), 2013 (n=255), 2014 (n=261), 2015 (n=230), 2017 (n=275), 2018 (n=285)

Total Second Homeowners (with an opinion): 2008 (n=189), 2009 (n=166), 2010 (n=176), 2012 (n=152), 2013 (n=159), 2014 (n=161), 2015 (n=176), 2017 (n=168), 2018 (n=158)

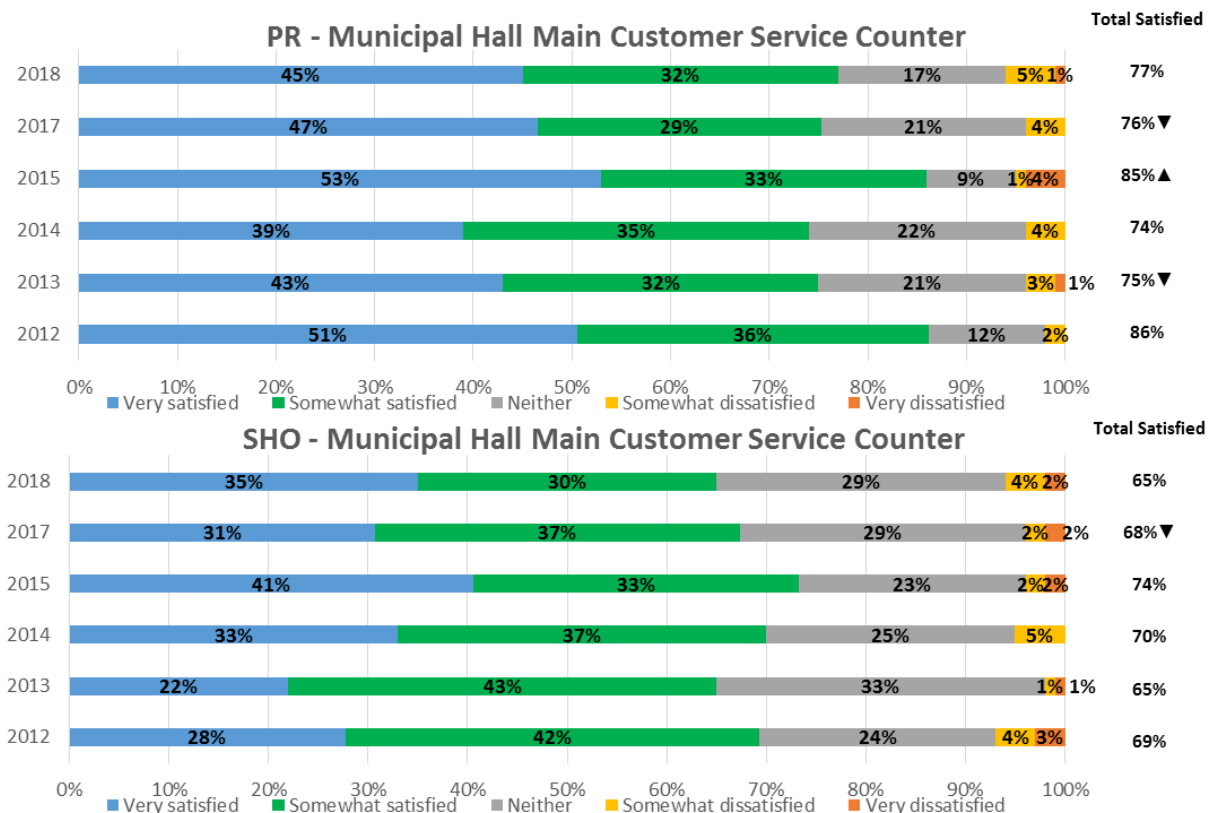


## Municipal Hall Main Customer Service Counter

The majority of permanent resident (77%) and second homeowner (65%) respondents said they were satisfied with the main customer service counter at Municipal Hall.

Permanent resident respondents were significantly more likely to be satisfied with the main customer service counter at Municipal Hall when compared to second homeowner respondents (77%, compared to 65%). Permanent resident respondents were also significantly more likely to say they were “very satisfied” (45%, compared to 35%). This is one of three services where permanent residents are significantly more likely to be “very satisfied”.

Respondents who were indicated a higher level of satisfaction with this service were: permanent resident respondents who were 55 years of age and over (89% vs. 79% for those 35 to 54 and 68% for those under 35).



Q14h. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Municipal Hall main customer service counter

Total Permanent Residents (with an opinion): 2012 (n=272), 2013 (n=271), 2014 (n=273), 2015 (n=224), 2017 (n=236), 2018 (n=274)

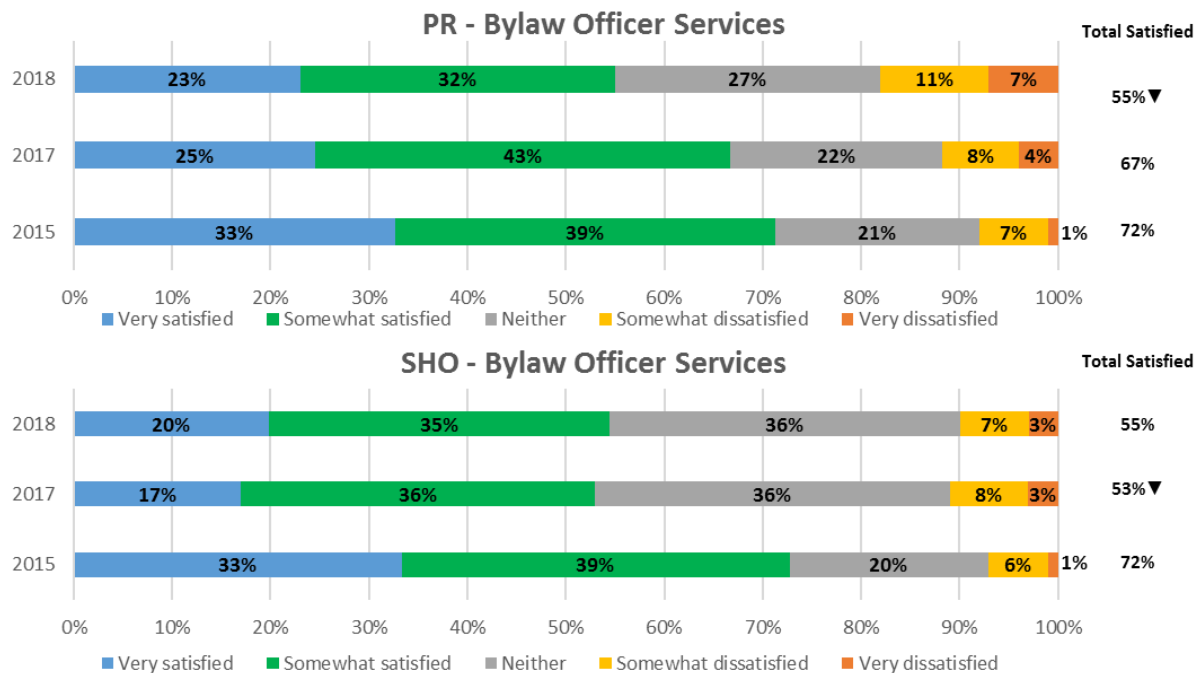
Total Second Homeowners (with an opinion): 2012 (n=98), 2013 (n=109), 2014 (n=108), 2015 (n=133), 2017 (n=123), 2018 (n=126)

## Bylaw Officer Services

When it comes to bylaw officer services, over half of both permanent resident and second homeowner respondents (55% for both) said they were satisfied (very/somewhat).

There are no significant differences when comparing permanent resident and second homeowner results.

Permanent resident responses are experiencing a decline in satisfaction with bylaw officer services in Whistler. Satisfaction has dropped 12pp from 2017 (67%→55%).



Q14q. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Bylaw officer services

Total Permanent Residents (with an opinion): 2015 (n=244), 2017 (n=271), 2018 (n=276)

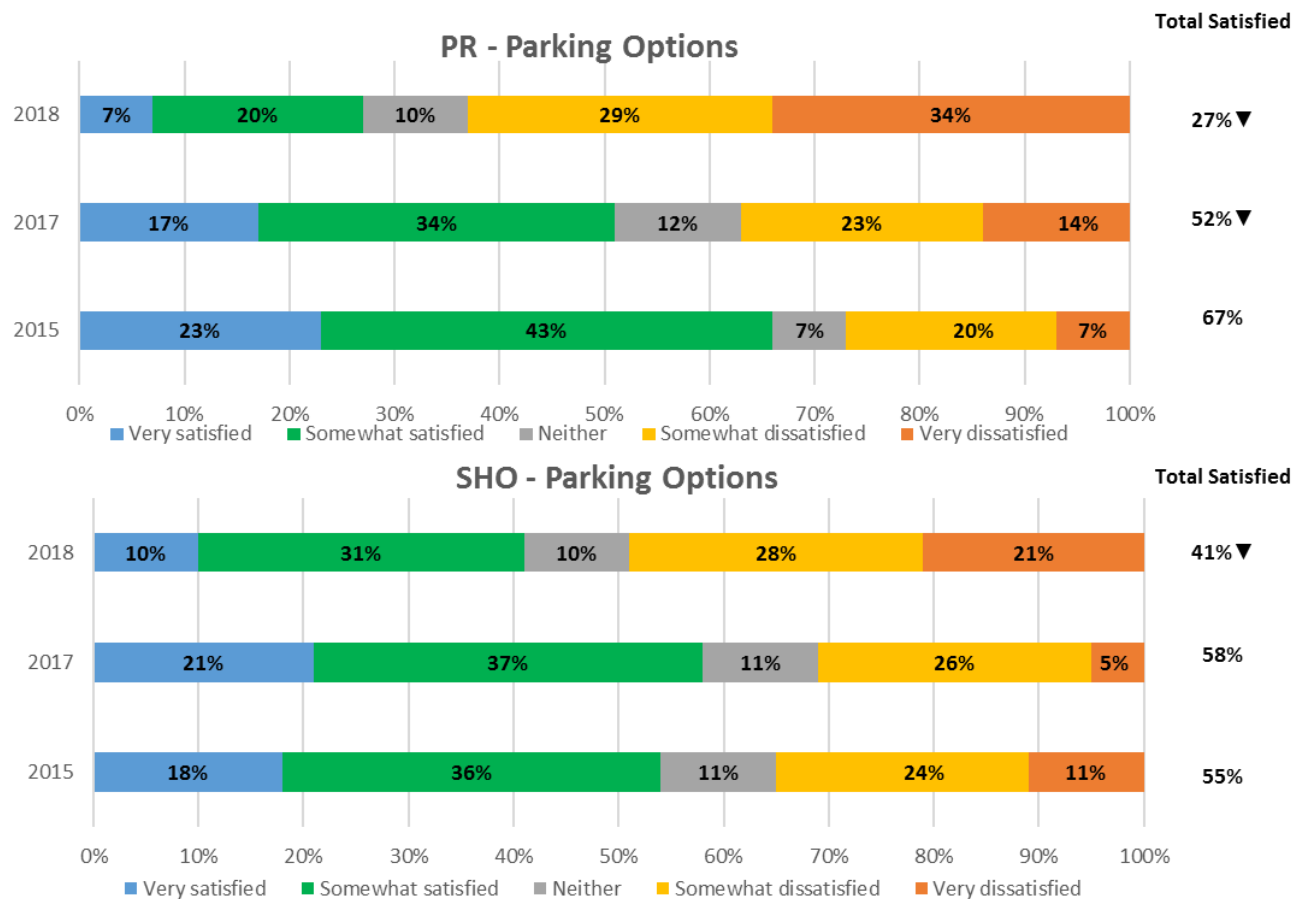
Total Second Homeowners (with an opinion): 2015 (n=145), 2017 (n=135), 2018 (n=140)

## Parking Options

Just over 1-in-4 permanent resident respondents (27%) and 2-in-5 second homeowner respondents (41%) said they were satisfied (very/somewhat) with parking options in Whistler.

Second homeowner respondents (41%) were significantly more satisfied with parking options compared to permanent resident respondents (27%).

Permanent resident respondents were the least “very satisfied” with parking options when compared to all other services offered by the Resort Municipality of Whistler in 2018 (7%). Satisfaction with this service amongst permanent resident respondents has decreased significantly by 25pp since 2017 (52%→27%).



Q14p. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Parking options

Total Permanent Residents (with an opinion): 2015 (n=253), 2017 (n=287), 2018 (n=294)

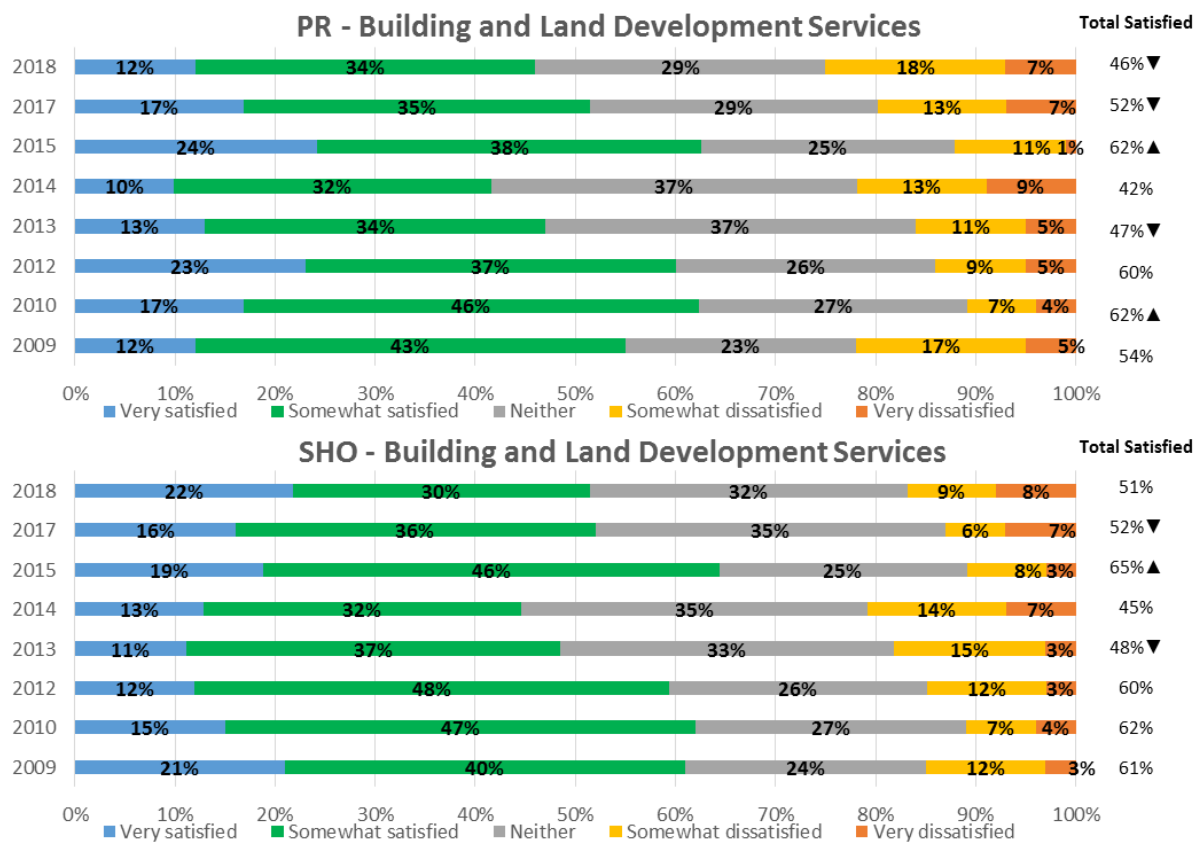
Total Second Homeowners (with an opinion): 2015 (n=196), 2017 (n=195), 2018 (n=168)

## Building and Land Development Services

Just under half of permanent resident respondents (46%) and over half of second homeowner respondents (51%) said they were satisfied with building and land development services in Whistler.

Satisfaction with this service amongst permanent resident respondents has decreased by 6pp since 2017 (52%→46%).

Second homeowner respondents were significantly more likely to say they are “very satisfied” with building and land development services in Whistler when compared to permanent resident respondents (22%, compared to 12%).



Q14j. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Building and land development services

Total Permanent Residents (with an opinion): 2009 (n=258), 2010 (n=271), 2012 (n=250), 2013 (n=242), 2014 (n=234), 2015 (n=216), 2017 (n=239), 2018 (n=256)

Total Second Homeowners (with an opinion): 2009 (n=161), 2010 (n=165), 2012 (n=141), 2013 (n=118), 2014 (n=124), 2015 (n=143), 2017 (n=131), 2018 (n=142)

## Historical Comparison – Permanent Residents

The following chart presents top two box satisfaction score (very/somewhat satisfied) of permanent resident respondents for services provided by the Resort Municipality of Whistler for 2018 compared to 2017, 2015, 2014, 2013, 2012, and 2010.

In 2018, satisfaction with all services stayed relatively the same from the previous year or decreased except for “waste, recycling, and composting services” which increased significantly in satisfaction by 8pp (77%→85%).

Satisfaction decreased significantly for parking options by 25% (52%→27%) and bylaw officer services also decreased significantly in satisfaction by 12pp from the previous year (67%→55%). Satisfaction with building and land development services (52%→46%) and snow clearing on local roads not including Hwy 99 (83%→77%) decreased by 6pp for both services.

Service Provided by the Resort Municipality of Whistler	2010	2012	2013	2014	2015	2017	2018
Building and Land Development services	62%	60%	47%	42%	62%	52%	46% ▼
Water utilities for your residence	91%	90%	87%	87%	94%	96%	91%
Access to municipal information via the website	73%	83%	72%	72%	79%	79%	78%
Library services	87%	86%	92%	90%	98%	95%	94%
Waste, recycling and composting services	79%	83%	80%	73%	81%	77%	85% ▲
Fire inspection and rescue services	90%	89%	89%	87%	96%	90%	90%
Municipal hall main customer service counter	-	86%	75%	74%	85%	76%	77%
Local transit services	68%	53%	57%	69%	70%	71%	69%
Police services	78%	84%	79%	81%	91%	83%	81%
Maintenance of community parks and trails	96%	96%	97%	95%	98%	96%	96%
Village maintenance	95%	96%	94%	94%	97%	94%	94%
Municipal recreational programs and facilities	88%	88%	90%	90%	95%	89%	89%
Snow clearing on local roads, not including HWY 99	94%	87%	85%	85%	87%	83%	77% ▼
The overall planning of the resort community	-	-	85%	81%	88%	74%	75%
Road maintenance on local roads, not including HWY 99	83%	81%	87%	85%	81%	77%	75%
Parking options	-	-	-	-	67%	52%	27% ▼
Bylaw Officer services	-	-	-	-	72%	67%	55% ▼

## Historical Comparison – Second Homeowners

The following chart presents top two box satisfaction score (very/somewhat satisfied) of second homeowner respondents for services provided by the Resort Municipality of Whistler for 2018 compared to 2017, 2015, 2014, 2013, 2012, and 2010.

In 2018, a significant increase in satisfaction among second homeowner respondents was recorded for library services (up 6pp, 83%→89%), waste, recycling, and composting services (up 6pp, 80%→86%), fire inspection and rescue services (up 8pp, 82%→90%), local transit services (up 11pp, 72%→83%), police services (up 13pp, 78%→91%), and snow clearing on local roads, not including HWY 99 (up 6pp, 89%→95%).

Also, a significant decrease in satisfaction among second homeowner respondents was recorded for parking options (down 17pp, 58%→41%).

Service Provided by the Resort Municipality of Whistler	2010	2012	2013	2014	2015	2017	2018
Building and Land Development services	62%	60%	48%	45%	65%	52%	51%
Water utilities for your residence	91%	94%	94%	94%	95%	92%	90%
Access to municipal information via the website	73%	78%	72%	80%	80%	84%	83%
Library services	72%	85%	83%	85%	90%	83%	89% ▲
Waste, recycling and composting services	78%	81%	81%	81%	87%	80%	86% ▲
Fire inspection and rescue services	79%	85%	77%	87%	92%	82%	90% ▲
Municipal hall main customer service counter	---	69%	65%	70%	74%	68%	65%
Local transit services	84%	65%	82%	80%	90%	72%	83% ▲
Police services	86%	86%	84%	80%	92%	78%	91% ▲
Maintenance of community parks and trails	96%	96%	96%	97%	98%	97%	96%
Village maintenance	95%	95%	94%	96%	97%	95%	96%
Municipal recreational programs and facilities	84%	90%	86%	87%	93%	82%	86%
Snow clearing on local roads, not including HWY 99	93%	93%	94%	96%	95%	89%	95% ▲
The overall planning of the resort community	---	---	87%	84%	87%	81%	78%
Road maintenance on local roads, not including HWY 99	89%	92%	90%	95%	89%	90%	93%
Parking options	---	---	---	---	55%	58%	41% ▼
Bylaw Officer services	---	---	---	---	72%	53%	55%

## Suggested Priorities for Value for Money

This derived importance analysis shows the correlation between satisfaction with discrete services offered by the Resort Municipality of Whistler and overall value for money for services provided by Whistler.

This analysis reveals that top priorities to improve overall value for money among permanent residents are: **(1) building and land development services, (2) parking options, (3) the overall planning of the resort community, (4) access municipal information via the website, and (5) municipal hall main customer service counter.**

High Priority
Medium Priority
Low Priority

Priority	Services	Performance	Importance
1	Building and Land Development services	46	0.195
2	Parking options	27	0.115
3	The overall planning of the resort community	75	0.202
4	Access to municipal information via the website	78	0.192
5	Municipal hall main customer service counter	77	0.159
6	Bylaw Officer services	55	0.081
7	Snow clearing on local roads, not including HWY 99	77	0.144
8	Waste, recycling and composting services	85	0.219
9	Police services	81	0.149
10	Local transit services	69	0.072
11	Library services	94	0.324
12	Fire inspection and rescue services	90	0.136
13	Water utilities for your residence	91	0.100
14	Maintenance of community parks and trails	96	0.220
15	Road maintenance on local roads, not including HWY 99	75	0.031
16	Municipal recreational programs and facilities	89	0.066
17	Village maintenance	94	0.038

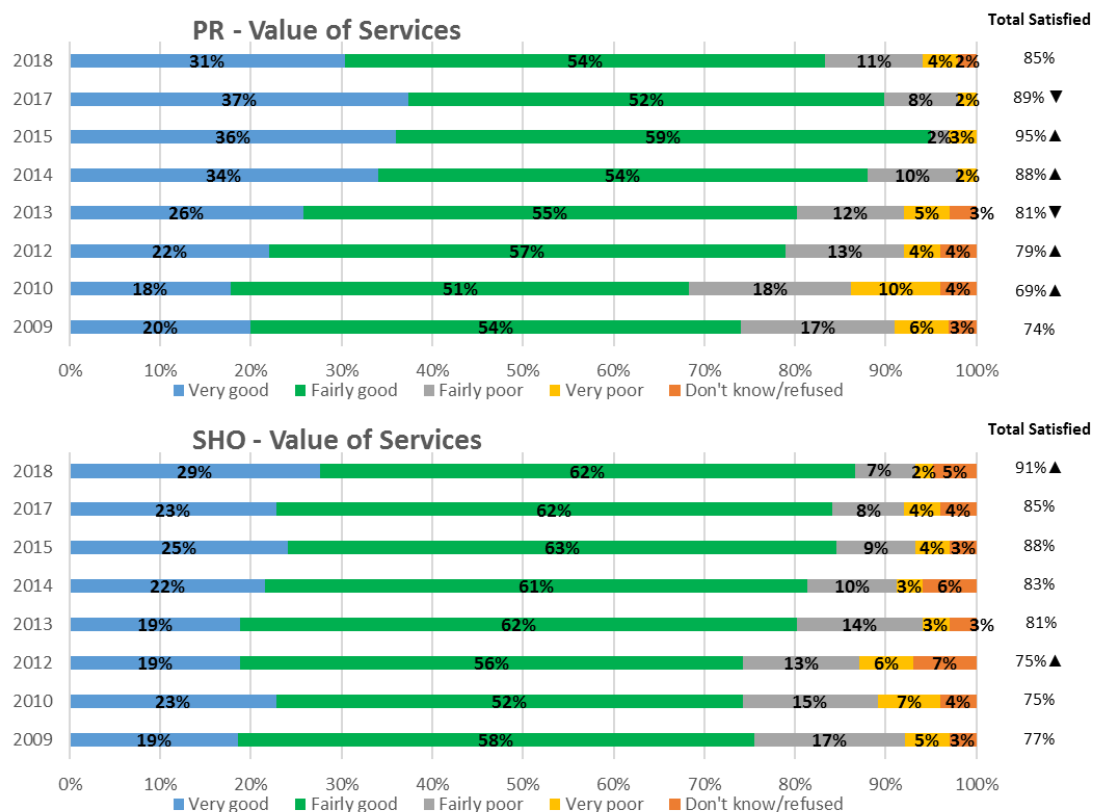
## Value of Services Received for Property Tax Dollars

The majority of permanent resident (85%) and second homeowner (91%) respondents said they receive good value (very/fairly) for their property tax dollars.

Permanent resident respondents were significantly less likely to feel that they received “very good” value for their tax dollars in 2018 when compared to 2017 results (31%, compared to 37%).

There was also a significant increase in the proportion of second homeowner respondents who said they received “very good” value for their property tax dollars when compared to 2017 (up 6pp, 23%→29%).

When considering all permanent resident respondents, those aged 35 and older were significantly more likely to say they receive good value for their property tax dollars when compared to younger respondents (89%, compared to 65%).



Q16. As you may be aware, about 1/3 of the property tax you pay goes directly to the provincial government, the other portion, estimated at approximately \$\_\_\_\_\_ goes to the municipality of Whistler in order to fund all the services you receive. Thinking about all the services provided by the municipality, would you say that over all you get good value or poor value for that portion of your property tax dollar?

BASE: Total Permanent Residents (property owners): 2009 (n=211), 2010 (n=236), 2012 (n=233), 2013 (n=194), 2014 (n=202), 2015 (n=223), 2017 (n=169), 2018 (n=172)

Total Second Homeowners (property owners): 2009 (n=200), 2010 (n=200), 2012 (n=200), 2013 (n=200), 2014 (n=200), 2015 (n=195), 2017 (n=200), 2018 (n=162)



## Appendix

### Benchmark Comparison Table- Permanent Residents

The following chart presents a summary of Whistler satisfaction scores (very/somewhat satisfied) for key questions compared to the normative benchmark.

Item	2018 Whistler (n=303)	Benchmark (n=594)
Overall satisfaction with community as a place to live/spend time	88% ▲	82%
Satisfaction with "Opportunities available for recreational physical activities"	96% ▲	81%
Satisfaction with "Selection of Arts, Culture and Heritage opportunities"	90% ▲	61%
Satisfaction with "Ability to get around by bike and by foot"	94% ▲	66%
Satisfaction with "Access to municipal parks"	93% ▲	85%
Satisfaction with "Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses"	42% ▼	49%
Satisfaction with "Career and employment opportunities"	70% ▲	34%
Satisfaction with "Health and Medical Services"	79%	78%
Satisfaction with "Ability to get around by personal automobile/vehicle"	64% ▲	54%
Satisfied with current housing arrangement	N/A	81%

## Demographics

Permanent resident responses were weighted to reflect Canada's most recent census statistics.  
Second homeowner responses were left unweighted.

Demographics		
	Permanent Residents n=303 %	Second Homeowners n=170 %
<b>Gender</b>		
Male	53	51
Female	47	49
<b>Age</b>		
18-34	42	1
35-44	19	5
45-54	16	21
55-64	11	29
65+	8	41
<b>Marital Status</b>		
Married/Common-law	60	N/A
Single	40	N/A
<b>Dependent Children</b>		
None	63	N/A
1	10	N/A
2	18	N/A
3	4	N/A
4+	3	N/A
<b>Employment Status</b>		
Employed	58	31
Self-Employed	24	21
Student	4	1
Retired	10	45
Not working (seeking/not seeking work)	4	3
<b>Home Tenure</b>		
Own	58	100
Rent	42	0

## Main Questionnaire

### Resort Municipality of Whistler 2018 CLS Survey **Final**

Forum Research Inc.

February 2018

**N=500**  
**Permanent Resident Survey n=300 ((Q1=1 OR Q1A=2) & Q2=1)**  
**Second Homeowner n=200 (Q1=1 & Q2=2 OR 3)**

### Section 1 – INTRODUCTION

Hello, I'm \_\_\_\_\_ from Forum Research, a professional opinion research firm and I am conducting an annual community satisfaction and budget survey on behalf of the Resort Municipality of Whistler.

The survey will only take about 12 minutes to complete and is conducted annually to monitor Whistler's success at meeting goals that relate to community life, economic success and partnerships, the corporate plan as well as annual municipal budgets. This is strictly an opinion survey; we are not selling or soliciting anything.

May I please speak to the person in your household that is 18 years of age or older and has celebrated the most recent birthday?

#### INTERVIEW INSTRUCTIONS:

*IF ASKED, PROVIDE THE ANSWERS BELOW.*

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

01	Yes, will do survey now	→ <b>CONTINUE</b>
02	Yes, will do survey later	→ <b>RESCHEDULE</b>
T2	No	→ <b>THANK AND TERMINATE</b>

**IF NOT A GOOD TIME:** I would like to arrange a time that would be more convenient. When would that be?

## RESCHEDULE (DATE/TIME)

---

INTRO1. Before we start, have I reached you on a cellular device or landline?

- a. Cellular device
- b. Landline

**ASK IF INTRO1=1. IF NOT, SKIP**

INTRO2. Do you own a landline?

- a. Yes
- b. No

**→ CPO CATEGORY**

## Section 2 – SURVEY

### A. Main

1. a. To begin, do you own or rent this residence that I am calling you at in Whistler? Or if Cell: do you own or rent a residence in Whistler?

- |   |  |                          |
|---|--|--------------------------|
| 1 | Own  | <b>→ CONTINUE TO Q2</b>  |
| 2 | Rent   | <b>→ CONTINUE TO Q2</b>  |
| 3 | Just visiting                                  | <b>→ TERMINATE</b>       |
| 4 | It's a business                                | <b>→ TERMINATE</b>       |
| 5 | Not reached at Whistler residence, not on cell | <b>→ CONTINUE TO Q1B</b> |

1. b. Can you confirm that you currently own a property in Whistler?

- |   |     |                         |
|---|-----|-------------------------|
| 1 | Yes | <b>→ CONTINUE TO Q2</b> |
| 2 | No  | <b>→ TERMINATE</b>      |

2. Are you currently living in Whistler...? **READ LIST [ONE ANSWER ONLY]**

- |   |                                    |                              |
|---|------------------------------------|------------------------------|
| 1 | Full-time, permanently year-round  |                              |
| 2 | Full-time for just a season or two | <b>→ IF Q1A=2, TERMINATE</b> |
| 3 | Live full-time elsewhere           | <b>→ IF Q1A=2, TERMINATE</b> |

3. Are you currently...? **READ LIST [ONE ANSWER ONLY]**

- 1 Employed
- 2 Self-employed
- 3 Not working – seeking work
- 4 Not working – not seeking work
- 5 Student
- 6 Retired

4. **IF Q1=1:**

What is the assessed value of your primary Whistler residence? Would it be closer to...?

**READ LIST [IF MORE THAN ONE, MOST FREQUENTED]**

*NOTE: If sensitive to providing an answer, state the figure is used later in the survey.*

- 1      \$200,000
- 2      \$400,000
- 3      \$600,000
- 4      \$800,000
- 5      \$1,000,000
- 6      \$1,500,000
- 7      \$2,000,000
- 8      \$2,500,000
- 9      \$3,000,000
- 10     \$3,500,000
- 11     \$4,000,000

## B. Community Life

5. Overall, how satisfied are you with Whistler as a place to live/own property/visit for 2<sup>nd</sup> homeowners ? Are you ...? **[READ LIST]**

- 5      Very satisfied
- 4      Somewhat satisfied
- 3      Neither satisfied nor dissatisfied
- 2      Somewhat dissatisfied
- 1      Very dissatisfied
- 9      Don't Know **[DO NOT READ]**

6. How satisfied are you with the following aspects of life in Whistler? Are you...? **[ROTATE, READ]**

	Very satisfied	Somewhat Satisfied	Neither Satisfied not dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know/NA
a. Opportunities available for recreational physical activities	5	4	3	2	1	9
b. Selection of Arts, Culture and Heritage opportunities	5	4	3	2	1	9
c. Ability to get around by bike and by foot	5	4	3	2	1	9
d. Recreational trails for hiking and mountain biking	5	4	3	2	1	9
e. Access to parks such as Rainbow Lake, Lakeside, Alpha Lake Park	5	4	3	2	1	9
f. Personal opportunities for formal learning through schools and colleges and other organizations with	5	4	3	2	1	9

	accredited courses in Whistler and the Sea-to-Sky corridor						
g.	Atmosphere and ambiance of Whistler Village	5	4	3	2	1	9
h.	Career and employment opportunities (PR ONLY)	5	4	3	2	1	9
i.	Health and Medical Services	5	4	3	2	1	9
j.	Ability to get around Whistler by personal automobile / vehicle	5	4	3	2	1	9
k.	Ability to travel to and from Whistler on Highway 99	5	4	3	2	1	9

7. **DON'T NEED 2<sup>nd</sup> homeowners (Ask if Employed Q3=1-2)** What mode of transportation do you tend to use most often to travel to and from work in Whistler during the winter months?

- 1 Vehicle – travel alone
- 2 Vehicle – travel with another person
- 3 Public transit
- 4 Taxi
- 5 Walk
- 6 Bicycle
- 7 Other **SPECIFY, RECORD** \_\_\_\_\_

8. **DON'T NEED 2<sup>nd</sup> homeowners (Ask if Employed Q3=1-2)** And the summer months...?

- 1 Vehicle – travel alone
- 2 Vehicle – travel with another person
- 3 Public transit
- 4 Taxi
- 5 Walk
- 6 Bicycle
- 7 Other **SPECIFY, RECORD** \_\_\_\_\_

### C. Health and Community Relationships

9. In general, would you say that...

- 1 Almost all people living in Whistler can be trusted?
- 2 Just over half of people living in Whistler can be trusted?
- 3 Just under half of people living in Whistler can be trusted?
- 4 Almost no one living in Whistler can be trusted?

10. Overall, how would you rate the quality of your interactions with tourists in Whistler...?  
**[READ LIST]**

- 5 Very positive
- 4 Somewhat positive
- 3 Neither positive nor negative
- 2 Somewhat negative
- 1 Very negative

#### D. Community Issues and Decisions

- 11a. What is the most important issue facing your community that should receive the greatest attention from your local leaders? **RECORD**

---



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- 11b. Would you say local decision makers in Whistler have the best interests of the resort community of Whistler in mind when making decisions...? **READ**

- 1 All the time
- 2 Most of the time
- 3 Some of the time
- 4 Rarely
- 5 Never

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

*READ IF NECESSARY: Examples include decisions to: plan for the resort's future, make decisions regarding land use, or decide on investments for resort community amenities, programs and services.*

- 5 Very satisfied
- 4 Somewhat satisfied
- 3 Neither satisfied nor dissatisfied
- 2 Somewhat dissatisfied
- 1 Very dissatisfied
- 9 Don't Know **[DO NOT READ]**

14. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? **[ROTATE, READ]**

	Very satisfied	Somewhat Satisfied	Neither Satisfied not dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know/NA
a. Maintenance of community parks and trails	5	4	3	2	1	9
b. Local transit services	5	4	3	2	1	9
c. Village maintenance	5	4	3	2	1	9
d. The overall planning of the resort community	5	4	3	2	1	9

e. Municipal recreational programs and facilities	5	4	3	2	1	9
f. Police services	5	4	3	2	1	9
g. Fire inspections and rescue services	5	4	3	2	1	9
h. Municipal hall main customer service counter	5	4	3	2	1	9
i. Access to municipal Information via the website	5	4	3	2	1	9
j. Building and land development services	5	4	3	2	1	9
k. Library services	5	4	3	2	1	9
l. Road maintenance on local roads, <b>not</b> including HWY 99	5	4	3	2	1	9
m. Snow clearing on local roads, <b>not</b> including HWY 99	5	4	3	2	1	9
n. Waste, recycling and composting services	5	4	3	2	1	9
o. Water utilities for your residence	5	4	3	2	1	9
p. Parking options	5	4	3	2	1	9
q. Bylaw Officer services	5	4	3	2	1	9

**IF Q1=1:**

16. As you may be aware, about 1/3 of the property tax you pay goes directly to the provincial government, the other portion, estimated at approximately \$\_\_\_ goes to the municipality of Whistler in order to fund all the services you receive. Thinking about all the services provided by the municipality, would you say that over all you get good value or poor value for that portion of your property tax dollar?

- 4 Very good value
- 3 Fairly good value
- 2 Fairly poor value
- 1 Very poor value

**E. Demographics**

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

Are you living as a single adult or with a partner in a married/common law relationship?

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

- 1 Single
- 2 Married / Common law
- 3 Refused (DO NOT READ)



19. How many children or adults living under the same roof that are financially dependent on you?
- 

**20. SKIP IF 18 is 2 or 19 is more than 0**

Which of the following categories best describes your personal annual income, before taxes, including all sources of income such as wages, tips, investment income, rental revenue and social assistance?

- 1 Less than \$25,000
  - a. Is that...?
    - i. Less than \$15,000
    - ii. \$15,000 to \$19,999
    - iii. \$20,000 or more
    - iv. Refused
    - v. Don't know
- 2 \$25,000 to less than \$50,000
  - a. Is that...?
    - i. Less than \$30,000
    - ii. \$30,000 to \$34,999
    - iii. \$35,000 to \$39,999
    - iv. \$40,000 to \$44,999
    - v. \$40,000 to \$44,999
    - vi. Refused
    - vii. Don't know
- 3 \$50,000 to less than \$75,000
  - a. Is that...?
    - i. Less than \$55,000
    - ii. \$55,000 to \$59,999
    - iii. \$60,000 to \$64,999
    - iv. \$65,000 to \$69,999
    - v. \$70,000 or more
    - vi. Refused
    - vii. Don't know
- 4 \$75,000 to less than \$100,000
  - a. Is that...?
    - i. Less than \$80,000
    - ii. \$80,000 to \$84,999
    - iii. \$85,000 to \$89,999
    - iv. \$90,000 to \$94,999
    - v. \$95,000 or more
    - vi. Refused
    - vii. Don't know
- 5 \$100,000 to less than \$125,000
  - a. Is that...?

- i. Less than \$105,000
  - ii. \$105,00 to \$109,999
  - iii. \$110,000 to \$114,999
  - iv. \$115,000 to \$119,999
  - v. \$120,000 or more
  - vi. Refused
  - vii. Don't know
- 6 \$125,000 or more
  - a. Is that...?
    - i. Less than \$130,000
    - ii. \$130,000 to \$134,999
    - iii. \$135,000 to \$139,999
    - iv. \$140,000 to \$144,999
    - v. \$145,000 to \$149,999
    - vi. \$150,000 or more
    - vii. Refused
    - viii. Don't know
- 7 Refused
- 8 Don't know

**[SKIP IF Q18=1 and Q19= 0 or none]**

21. Which of the following categories best describes your annual 'GROSS' household income, including all sources of income such as wages, tips, investment income, rental revenue and social assistance from yourself, your partner, and any children living under the same roof.

- 1 Less than \$25,000
  - a. Is that...?
    - i. Less than \$15,000
    - ii. \$15,000 to \$19,999
    - iii. \$20,000 or more
    - iv. Refused
    - v. Don't know
- 2 \$25,000 to less than \$50,000
  - a. Is that...?
    - i. Less than \$30,000
    - ii. \$30,000 to \$34,999
    - iii. \$35,000 to \$39,999
    - iv. \$40,000 to \$44,999
    - v. \$40,000 to \$44,999
    - vi. Refused
    - vii. Don't know
- 3 \$50,000 to less than \$75,000
  - a. Is that...?
    - i. Less than \$55,000
    - ii. \$55,000 to \$59,999
    - iii. \$60,000 to \$64,999
    - iv. \$65,000 to \$69,999
    - v. \$70,000 or more

- vi. Refused
  - vii. Don't know
- 4      \$75,000 to less than \$100,000
- a. Is that...?
    - i. Less than \$80,000
    - ii. \$80,000 to \$84,999
    - iii. \$85,000 to \$89,999
    - iv. \$90,000 to \$94,999
    - v. \$95,000 or more
    - vi. Refused
    - vii. Don't know
- 5      \$100,000 to less than \$125,000
- a. Is that...?
    - i. Less than \$105,000
    - ii. \$105,00 to \$109,999
    - iii. \$110,000 to \$114,999
    - iv. \$115,000 to \$119,999
    - v. \$120,000 or more
    - vi. Refused
    - vii. Don't know
- 6      \$125,000 or more
- a. Is that...?
    - i. Less than \$130,000
    - ii. \$130,000 to \$134,999
    - iii. \$135,000 to \$139,999
    - iv. \$140,000 to \$144,999
    - v. \$145,000 to \$149,999
    - vi. \$150,000 or more
    - vii. Refused
    - viii. Don't know
- 7      Refused
- 8      Don't know

**[ASK IF Q1=2 and Q18=1] DON'T NEED 2<sup>nd</sup> homeowners**

22a. Approximately how much in total do you spend per month on housing, including your portion of the rent, electricity and heating?

- 1      \_\_\_\_\_ Record \$ per month
- 2      Don't know
- 3      Refused

**[ASK IF Q1=1 and Q18=1] DON'T NEED 2<sup>nd</sup> homeowners**

22b. Excluding property taxes approximately how much in total do you spend per month on housing, including mortgage payments, electricity and heating?

- 1      \_\_\_\_\_ Record \$ per month
- 2      Don't know
- 3      Refused

**[ASK IF Q1=2 and Q18=2] DON'T NEED 2<sup>nd</sup> homeowners**

22c. Approximately how much in total do you estimate you and your partner spend per month on housing, including rent, electricity and heating?

- 4        \_\_\_\_\_ Record \$ per month
- 5        Don't know
- 6        Refused

**[ASK IF Q1=1 and Q18=2] DON'T NEED 2<sup>nd</sup> homeowners**

22d. Excluding property taxes approximately how much in total do you and your partner estimate you spend per month on housing, including mortgage payments, electricity and heating?

- 4        \_\_\_\_\_ Record \$ per month
- 5        Don't know
- 6        Refused

23. In what year were you born?

- 1        \_\_\_\_\_ Record year
- 2        Refused

24. Record gender. DO NOT ASK.

- 1        Female
- 2        Male

***THANK AND TERMINATE***