



# 2020 Community Life Satisfaction Survey

## Final Survey Results – Detailed Findings Report

Prepared for: Resort Municipality of Whistler

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**12 May 2020**

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# Background and Research Objectives

## Project Background

The Resort Municipality of Whistler has a comprehensive Official Community Plan 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 2020 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, community engagement and communication approaches, and
- Benchmark the results of the 2020 Community Life Satisfaction Survey with those from 2008, 2009, 2010, 2012, 2013, 2014, 2015, 2016, 2017, 2018, and 2019
- New for 2020 was the addition of objectives:
  - Determine the proportion of permanent residents directly employed in the local economy;
  - Determine residents' perceptions of visitors and their relationship with the community,
  - Determine the time spent in Whistler by second homeowners and how that impacts their satisfaction levels.

## Research Design and Key Dates

Similar to research completed in 2010, between 2012-2015, 2018, and 2019, 2020 surveying 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 or predominantly in Whistler and part of the year elsewhere)
  - Research was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI) of residents who live in the Resort Municipality of Whistler on a year-round basis. Respondents were called between 5pm and 9pm from January 16th, 2020 to February 2nd, 2020. A total of 307 interviews were conducted, each approximately 15 minutes in length. Residents were reached either on a land line (17%) or cell phone (83%) using numbers generated by random digit dialing technology.
2. **Second Homeowners** (those who own property in Whistler but primarily live elsewhere)
  - Research among second homeowners was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI). Respondents were called between 5pm and 9pm from January 16th, 2020 to February 9th, 2020. A total of 200 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 (95%) or cell phone (5%) using numbers generated by random digit dialing technology.

## Margin of Error

- The margin of error for a simple random sample of 307 interviews among permanent residents is **+/- 5.28%** at the 95% confidence level (or 19 times out of 20, if the study were to be repeated).
- The margin of error among second homeowners cannot be calculated due to the unknown population of this group.

## Additional Methodological Considerations

- As previously stated, only permanent residents and second homeowners were included in the survey in 2010, between 2012-2015, and 2018-2020. The additional component of surveying seasonal residents was added in 2017 but surveying with this group was not included this year.
- 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 a landline, and therefore can only be contacted via cell phone.
- The additional online survey component was continued this year, where a version of the survey was made available online via the Whistler.ca website. Results of this survey are available separately.

# Questions and Analysis

## Historical Tracking Questions

There are 14 indicator questions that have been asked in the Community Life 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 is: 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 possibly 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 policy or funding.**

## Significance Testing

Forum Research applied statistical significance testing to compare survey results for 2020 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 2020 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 are receiving good value for their property tax dollars.

In terms of tourism, this was the first year residents were asked about their perceptions of tourism both permanent residents and second homeowners generally enjoy their interactions with visitors in Whistler, though second homeowners tend to be more satisfied than permanent residents on this aspect. 70% of permanent residents find their interactions with visitors very or somewhat enjoyable during summer, 67% during winter, and 69% during shoulder seasons. In comparison, 74% of second homeowners find their interactions with visitors very or somewhat enjoyable during summer, 80% during winter, and 76% during shoulder seasons.

There is a larger gap in opinions between permanent residents and second homeowners on whether they feel visitors appreciate and respect Whistler's mountain culture, 46% of permanent residents feel visitors somewhat or strongly believe visitors appreciate and respect Whistler's mountain culture, compared to 67% of second homeowners.

### Permanent Residents

The majority of permanent resident respondents were satisfied with Whistler as a place to live/spend time (84%), although this has dropped by 5% from April 2019 (89%).

When it came to life in Whistler, permanent resident respondents were most satisfied with atmosphere and ambiance of Whistler Village (88%), health and medical services (73%), as well as career and employment opportunities (72%).

Regarding next steps, a derived importance analysis reveals that the top priorities to improving overall satisfaction with aspects of life in the Resort Municipality of Whistler moving forward are the personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and the Sea-to-Sky corridor, number of people visiting Whistler, and health and medical services.

Looking towards the future, a derived importance analysis reveals that the top priorities to improve overall value for taxes paid among permanent resident respondents are water utilities for your residence, and the overall planning of the resort community.

### Second Homeowners

Almost all second homeowner respondents are satisfied (very/somewhat) with Whistler as a place to spend time (90%) a drop from 94% from the 2019 survey; the majority (55%) are "very satisfied", compared to 60% from previous year. Second homeowner respondents were most satisfied with atmosphere and ambiance of Whistler Village (92%) and health and medical services (90%).

Thinking about the services offered by the Resort Municipality of Whistler, second homeowner respondents are most satisfied with the village maintenance (93%), village activities (92%), as well as water utilities for residences (92%).

Second homeowners were more likely to spend more time in Whistler during the winter with 45% staying more than 20 days, compared to 24% in summer and 14% over shoulder seasons. Summer was the most visited season with only 10% of respondents having not visited at all, compared to 13% for both winter and shoulder seasons.

Satisfaction with Whistler as a place to live was highest with those that stayed between 10 and 20 days during the summer and winter (93% and 91% respectively). Of those that stayed more than 20 days during the summer, 15% were somewhat or very dissatisfied, this number was 7% over winter and 14% over the shoulder seasons.

## 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 \$1,632,700, (up from \$1,253,000 in April 2019 up from \$1,246,000 in 2018).
- 60% of permanent resident respondents spend 30% or less of their income on housing.
- 76% of permanent resident respondents spend 40% or less of their income on housing.
- Over 8-in-10 permanent resident respondents are either employed or self-employed (86%), 8% are retired, while 3% are students. Two percent (2%) are unemployed, and not seeking work.
- The median personal income range among permanent resident respondents is \$40,000 to \$45,000. The median personal annual income in 2020 is \$43,000., up from \$42,000 in April 2019.
- The median household family income range is \$110,000 to \$114,999. The median annual household income is \$103,000.
- The median number of years spent in Whistler for Permanent Resident respondents is 9
- 76% of permanent resident respondents are living and working in Whistler for a for a business that provides goods to locals and/or tourists

#### Second Homeowners

- The average self-assessed value of a second homeowner respondent's Whistler residence is \$1,277,000 (up from \$1,138,000 in 2019 but down from \$1,295,000 in 2018).
- 40% of second homeowner respondents are either employed or self-employed, up from 32% in 2019, over half are retired (55% - down 6% from 2019). Two percent (2%) are unemployed, and not seeking work, while 3% are students.
- Second homeowners are more likely to visit Whistler during peak summer with most (37%) staying less than 10 days and only 10% having not visited in 2019.
- Second homeowners are more likely to stay in Whistler for longer visits during winter with 46% spending more than 20 days in peak winter season and only 13% having not visited during winter.

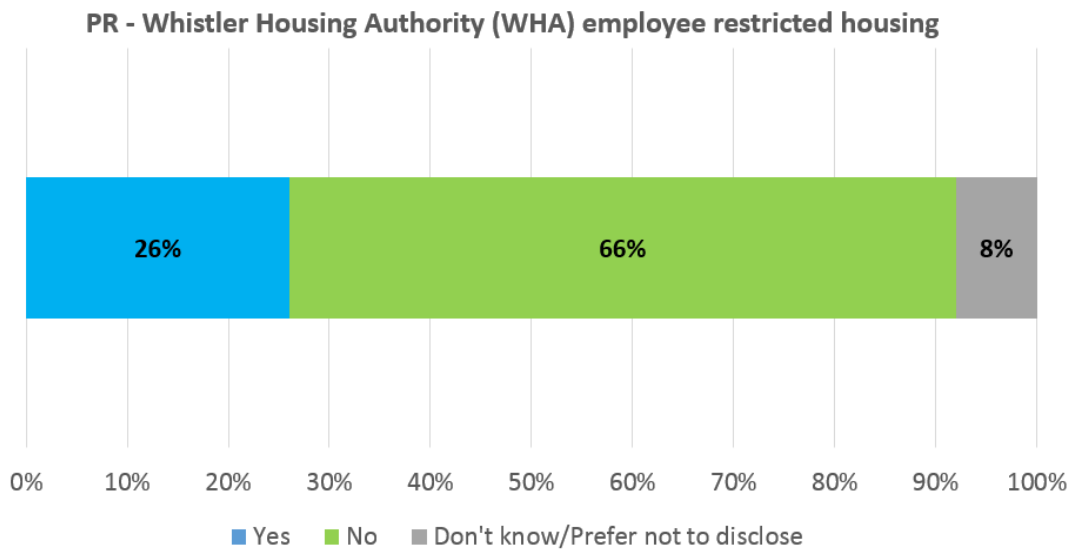


**Whistler Housing Authority (WHA) employee restricted housing**

About one in four permanent residents live in a property considered in the pool of Whistler Housing Authority (WHA) employee restricted housing (26%).

Those who are younger are significantly more likely to live in a residence as part of the WHA employee restricted housing, with 23% of those 35 years old and younger, 39% of those between 35 and 54 years old who responded ‘Yes’ to the question, compared to 11% of respondents 55 years and older.

Of the respondents living in WHA employee restricted housing, 54% were owners and 45% were renters.

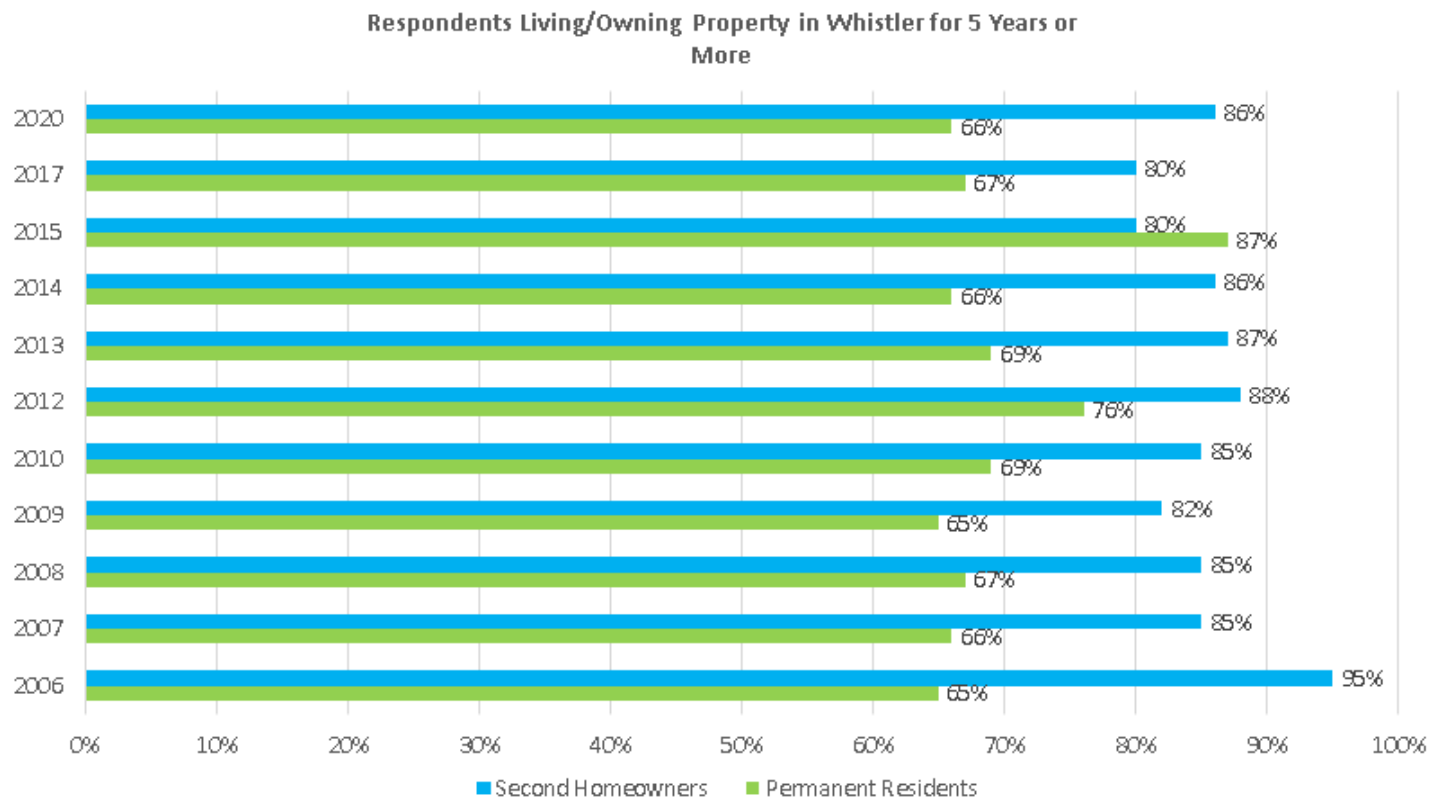


Q3b. Is your residence in the pool of Whistler Housing Authority (WHA) employee restricted housing?, 2020 (n=305).

## Number of Years Living/owning a Property in Whistler

Similar to previous years, Second Homeowners continue to have owned properties in Whistler for a longer time period compared to the number of years Permanent Residents have lived in Whistler. Among Permanent Residents, the average number of years of living in Whistler is 13 (unchanged since 2017), compared to an average of 21 years (19 in 2017) of owning property among Second Homeowners.

66% of permanent residents indicated that they have lived in Whistler for more than 5 years and 86% of second homeowners have owned property in Whistler for over 5 years.



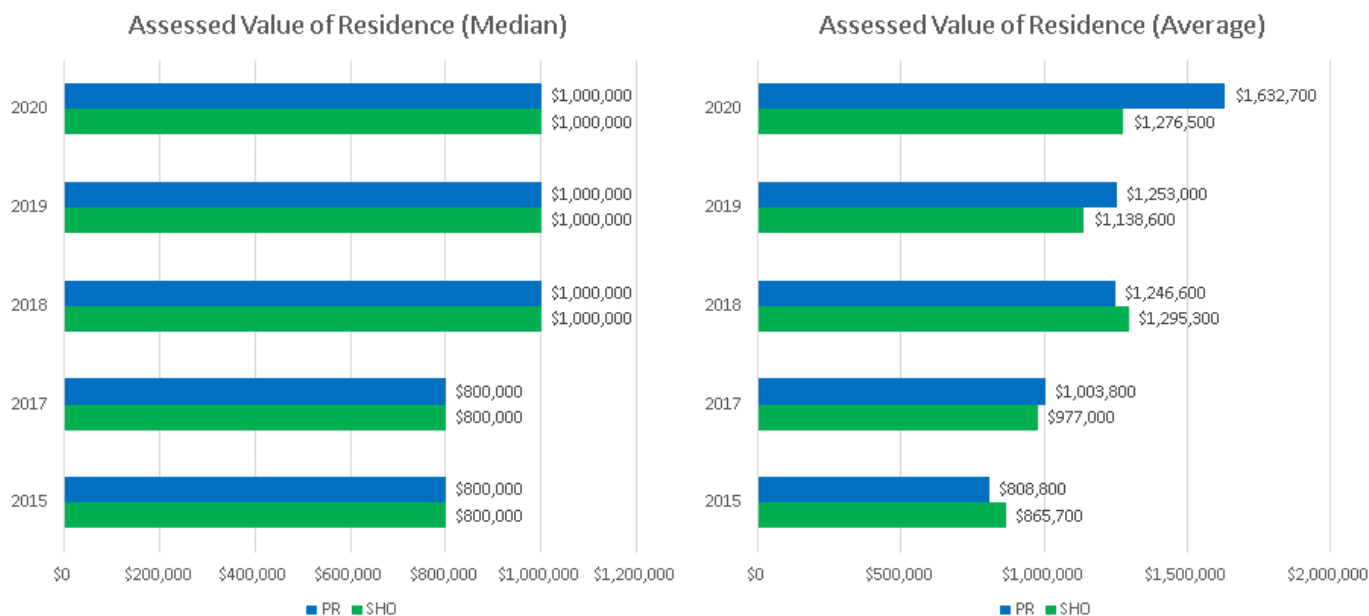
Q4a. How long have you lived as a permanent resident in Whistler?, PR: 2006 (n=301), 2007 (n=201), 2008 (n=300), 2009 (n=305), 2010 (n=300), 2012 (n=300), 2013 (n=300), 2014 (n=301), 2015 (n=257), 2017 (n=300), 2020 (n=307).

Q4b. How long have you owned property in Whistler? SHO: 2006 (n=200), 2007 (n=192), 2008 (n=206), 2009 (n=200), 2010 (n=200), 2012 (n=200), 2013 (n=200), 2014 (n=200), 2015 (n=201), 2017 (n=200), 2020 (n=200)

## Assessed Value of Whistler Residence

Roughly one in five (21%) permanent resident respondents assessed the value of their property between \$200,000 and \$400,000, another fifth of respondents (21%) between \$600k and \$800k, and half (58%) assessed at \$1 million dollars or more, up from 50% in 2019. The average assessed value by permanent resident respondents is \$1,633,000, (up from \$1,253,000 in 2019 and \$1,246,000 in 2018). 34% of permanent resident respondents assessed the value of their property to be over \$2 million, a 7% increase from 2019 (27%), and more than doubles the same figure from 2017 (13%).

Of second homeowner respondents, 22% assessed their property between \$200,000 and \$400,000, 19% assessed between \$600,000 and \$800,000, 37% at \$1 - 2 million dollars, 16% at \$2 - 3 million and 7% over \$3million. On average, second homeowner respondents assessed the value of their property at \$1,277,000 (up from \$1,138,000 in 2019, but down from \$1,295,000 in 2018).



Q3C. 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), 2019 (n=300), 2020 (n=204)

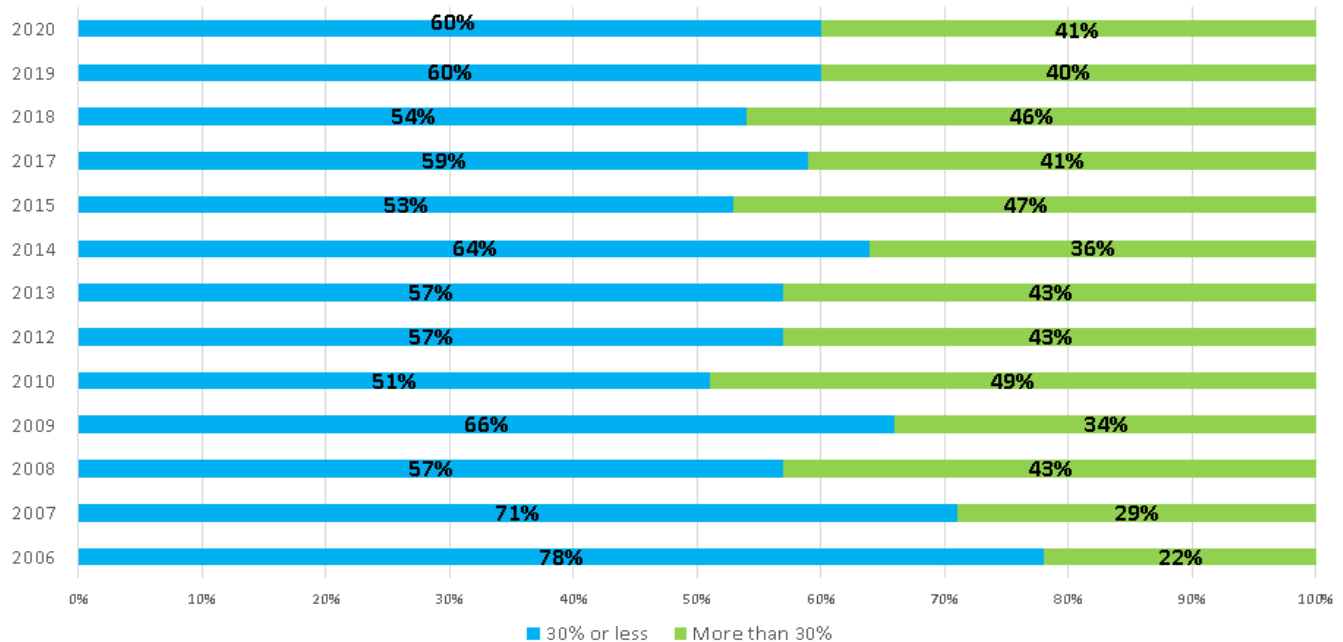
BASE: Total Second Homeowners: 2015 (n=201), 2017 (n=200), 2018 (n=170), 2019 (n=202), 2020 (n=200)

## Income Spent on Housing – Permanent Residents

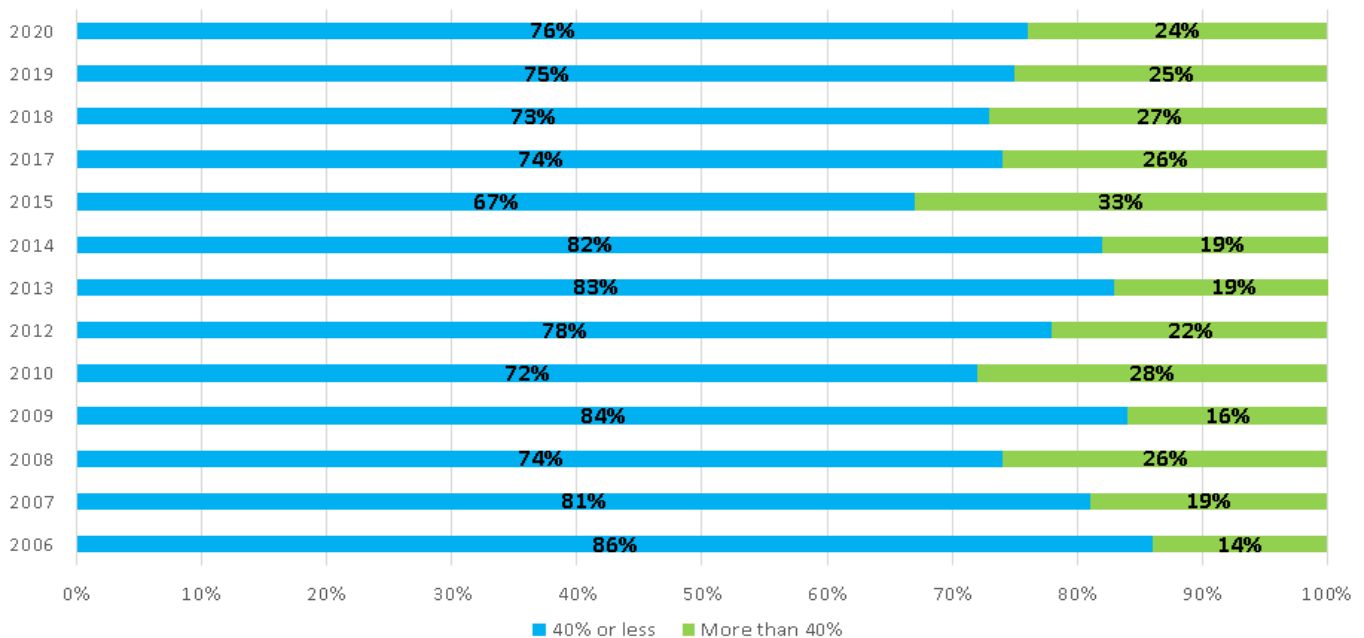
When looking at only permanent resident respondents, 41% spend more than 30% of their income on housing. This is relatively unchanged from 2019 (40%), but a 5% drop from 2018 (46%).

Furthermore, one quarter of permanent resident respondents (24%) pay more 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 (25%→24%).

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



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



## Employment and Median Income Levels – Personal and Household

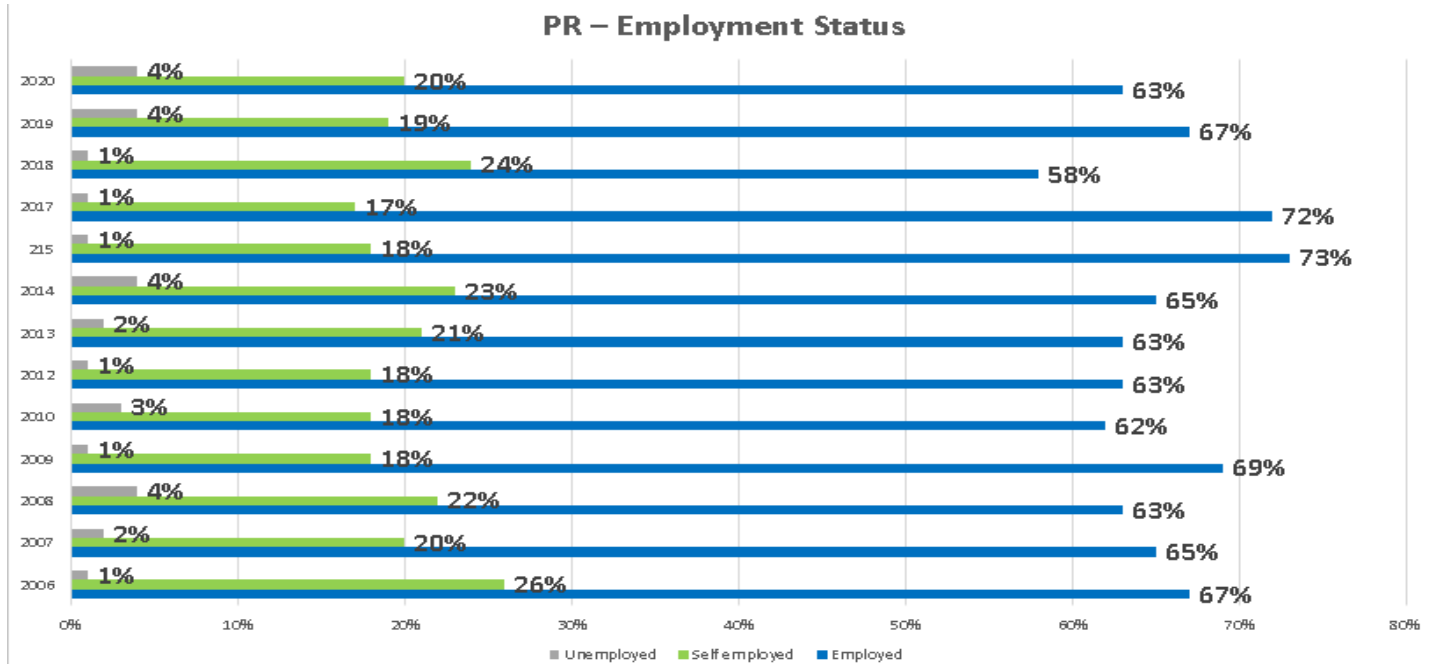
Permanent resident respondents are significantly more likely to be employed when compared to second homeowner respondents (63%, compared to 23%), while second homeowners are significantly more likely to be retired (55%, compared to 8%).

Employment Status		
	PR (N=307) %	SHO (N=200) %
Employed	63	23
Self Employed	20	17
Student	3	3
Retired	8	55
Unemployed (not seeking work)	4	2
Unemployed (seeking work)	2	0

About 6-in-10 permanent resident respondents are employed (63%), 1-in-5 are self-employed (20%), and 2% are unemployed, although seeking work. 2020's employment rate has dropped by 3pp from 2019 (86%), but a 1% increase from 2018 (82%). Those identifying as unemployed, but seeking work, has remained a consistent score unchanged from previous years (2%). The number of permanent residents identifying as unemployed and not seeking work has doubled from 2019 (2%) to 4%.

The median personal income range among permanent resident respondents is \$40,000 to \$45,000 in 2020, unchanged from 2019 but down from \$55,000 to \$59,999 reported in 2018 and \$50,000 to \$54,999 reported on in 2017, along with levels reported in 2015 (\$50,000 to \$75,000). However, this is in line with levels reported in 2014, 2013, 2012, 2010, and 2009 (\$40,000 to \$45,000). The median household family income range is \$100,000 to \$104,999 in 2020, down from \$105,000 to \$109,999 in 2019. This is also down from \$110,000 to \$114,999 reported in 2018, 2017, and 2015. However, it remains higher than those incomes reported in 2014, 2013, and 2010 (\$90,000 to \$95,000).

The median personal annual income in 2020 is \$43,000, a \$1000 increase from 2019 (\$42,000), but down significantly from 2018 at \$55,000 and \$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 \$103,000, a \$6,700 drop from 2019's \$109,700. It should be noted that both employment rate and income levels have dropped from the previous year.



## Employment Situation/Location

Among permanent residents who are either employed or self-employed, 76% work for a business located in Whistler that provides goods or services to locals and/or tourists. 14% work for a business located in Whistler that provides goods or services to clients (mostly) located outside of Whistler. And 8% work for a business located outside of Whistler. This is a new indicator this year, and provides an overview of the proportion of permanent residents working directly in the local economy.



Q5A) 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) 2019 (n=300), 2020 (n=307). Note this question was first asked in 2020.

Q5b. Which of the following best describes your employment situation?

BASE: Total Employed/Self-Employed Permanent Residents: 2020=237

## Community Life

### Permanent Residents

- 84% of permanent resident respondents are satisfied (very/somewhat) with Whistler as a place to live, a 5% drop from 2019 (89%); one in two are “very satisfied” this year (48%, a 2% drop from 50% in 2019).
- Highest satisfaction ratings were recorded for:
  - Atmosphere and ambiance of Whistler Village (88%),
  - Health and medical services (73%), and
  - Career and employment opportunities (72%).
- Lowest satisfaction ratings (very/ somewhat) were recorded for:
  - Personal opportunities for formal learning through schools/colleges/other with accredited courses in Whistler/Sea-to-Sky corridor (43%; up 9pp from 2019), and
  - Number of people visiting Whistler (60%).
- 70% of permanent residents found interactions with tourists enjoyable (very or somewhat) during the summer, compared to 67% during the winter, and 69% during shoulder seasons.

- Only 46% somewhat or strongly believed that visitors appreciate and respect Whistler's mountain culture. 49% of respondents defined mountain culture as mountain activities, adrenalin and adventure with a further 14% defining the culture as friendly and positive.
- 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 (56%), and summer months (43%). These numbers have not changed significantly from 2019 (56% and 43% respectively).

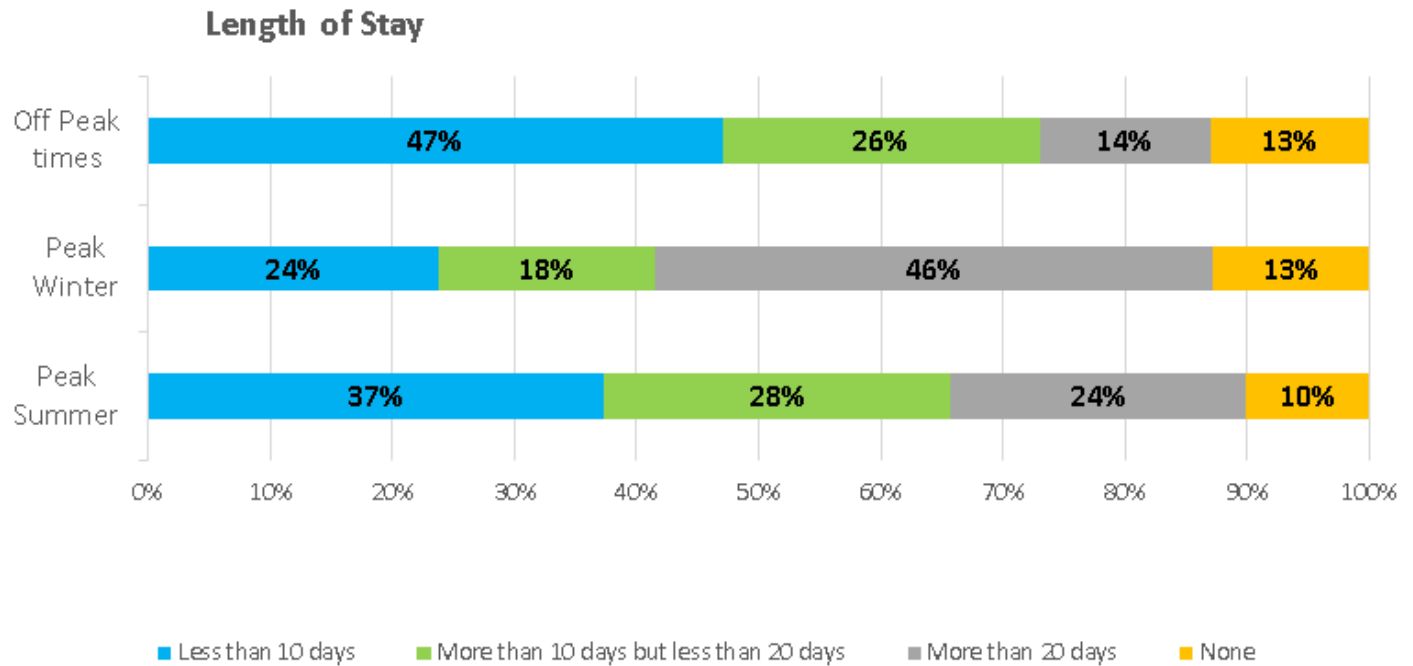
## **Second Homeowners**

- 9 out of 10 second homeowner respondents are satisfied (very/somewhat) with Whistler as a place to spend time (90%) a 4% drop from 2019 (94%); 55% was "very satisfied", a 5% drop from 2019 (60%).
- Highest satisfaction ratings were recorded for (changes in satisfaction noted below are not statistically significant):
  - Atmosphere and ambiance of Whistler (92%), and
  - Health and medical services (90%).
- Lowest satisfaction ratings (very/somewhat) were recorded for (changes in satisfaction noted below are not statistically significant), although all of these are still positive:
  - Number of people visiting Whistler (69%), and
  - Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and in the Sea-to-Sky corridor (53%, a 10% increase from 43% in 2019).
- Second homeowner respondents are more likely to visit their property in Whistler for less days per in off peak times and summer with 47% and 37% staying less than 10 days respectively. In contrast, during peak winter 46% of second homeowner respondents spend more than 20 days in Whistler.
- During their time in Whistler, 74% of second homeowners found interactions with tourists enjoyable during summer, compared to 80% during winter, and 76% during shoulder seasons.
- Among Second Homeowners, 67% somewhat or strongly believe that visitors appreciate and respect Whistler's mountain culture, which is significantly higher compared to permanent residents (46%). While 43% of second homeowners respondents defined mountain culture as mountain activities, adrenalin and adventure.

## Number of days visited during each season – Second Homeowners

Peak winter is the season when second homeowners stay in Whistler for the most days, in comparison to peak summer and off-peak times.

Approximately 46% of second homeowners indicated they spend more than 20 days in Whistler during peak winter, compared to 24% during peak summer, 14% during off-peak seasons with 5% not visiting Whistler at all.



Q6A, 6B, 6C) SHO: In the last year, how many days did you stay in Whistler in the following seasons? BASE: Total Second Homeowners: 2020 (n=200)



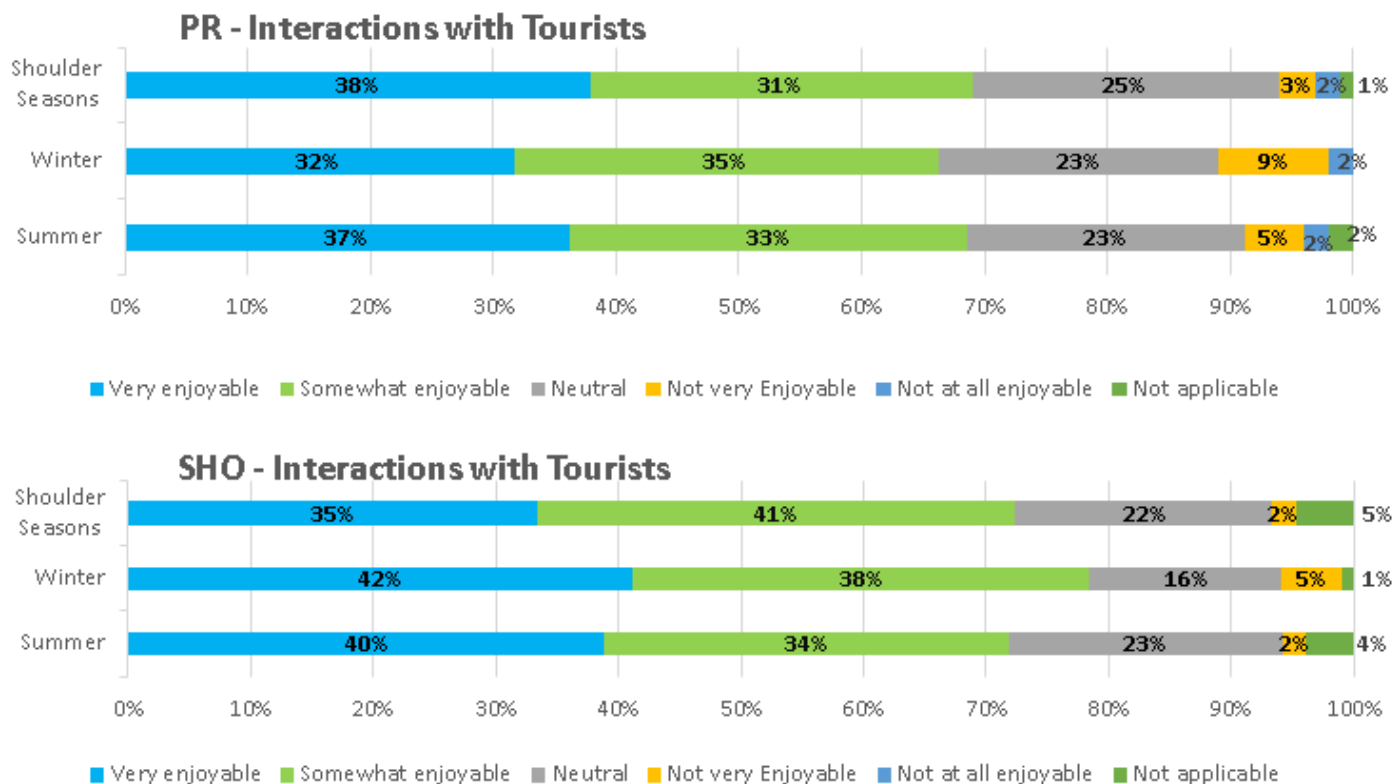
## Interaction with tourists

Permanent residents and second homeowners generally have enjoyable interactions with tourists in Whistler, although second homeowners are more likely to find interactions with tourists enjoyable than permanent residents.

70% of permanent residents found interactions with tourists enjoyable (very or somewhat) during the summer, compared to 67% during the winter, and 69% during shoulder seasons.

During summer, permanent residents tend to enjoy their interactions with visitors less the longer they have lived in Whistler (with the exception of those who have lived in Whistler for less than 1 year), 73% of permanent residents who have lived in Whistler for less than 1 year find their interactions with visitors somewhat or very enjoyable, compared to 81% for those who have lived in Whistler between 1-2 years, 74% for those between 3-5 years, 70% of those between 6-10 years, 66% of those between 11-20 years, and 66% of those who have lived in Whistler for more than 21 years.

In addition, during summer, permanent residents aged between 35 to 54 years old are significantly more likely to find interactions with tourists more enjoyable (77%), compared to those under 35 years old (67%) and 55 years and older (66%).



Q9a, 9b, 9c Overall, how would you rate the quality of your interactions with visitors in Whistler?? BASE: Total PR/SHO: PR 2020 (n=303), SHO (n=165)

During shoulder seasons, 69% of permanent residents who have lived in Whistler for less than 1 year find their interactions with tourists enjoyable, compared to 73% of those between 1-2 years, 49% of those between 3-5 years, 77% of those between 6-10 years, 67% of those between 11-20 years, and 73% of those who have lived in Whistler for more than 21 years.

Similarly, during winter, permanent residents aged between 35 to 54 years old are significantly more likely to find interactions with tourists more enjoyable (78%), compared to those under 35 years old (57%) and 55 years and older (69%).

During off-peak seasons, permanent residents aged 35 years or younger are significantly less likely to find interactions with tourists enjoyable (61%), compared to respondents aged between 35 to 54 years old (76%) and 55 years and older (75%).

In comparison, 74% of second homeowners found interactions with tourists enjoyable during summer, compared to 80% during winter, and 76% during shoulder seasons. Those that visited between 10 and 20 days had the best interactions with tourists, with 83% of those visiting in summer and 81% of those visiting in winter and shoulder seasons having somewhat and very enjoyable interactions with tourists.

Second homeowners were more likely to have interactions that were not very or not at all enjoyable the longer they spent in Whistler. Of the negative respondents, 75% spent more than 20 days in Whistler over winter, 63% over summer and 67% over shoulder seasons.

Among second homeowners, respondents who have owned property in Whistler for between 6 and 10 years were most likely to enjoy their interactions with tourists during the summer with 85%, followed by 80% of second homeowners who owned property in Whistler for less than 1 year, 75% for 21 years and more, 73% for those between 11-20 years, 71% for those between 1-2 years, and 57% for those between 3-5 years.

During winter, 100% of second homeowners who owned property in Whistler for between 1-2 years enjoyed their interactions with tourists, followed by 80% of those for less than 1 year, 79% for all other second homeowners.

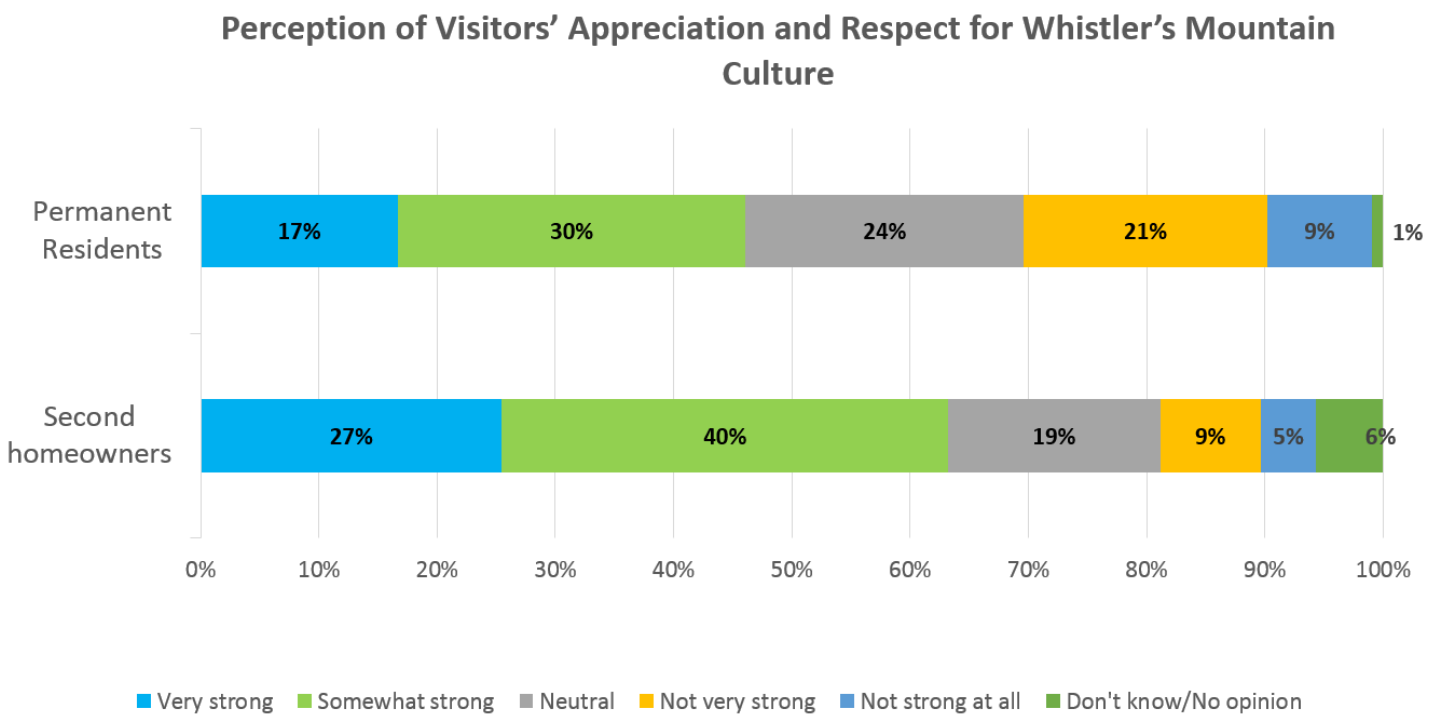
During shoulder seasons, 88% of second homeowners who owned property in Whistler for between 1-2 years enjoyed their interactions with tourists, followed by 80% of those between 6-10 years, 77% of those for more than 21 years, 73% of those for between 11-20 years, 67% of those between 3-5 years, and 60% of those for less than 1 year.

## Perception of Visitor’s Appreciation and Respect for Local Culture

Permanent residents are significantly less likely to find visitors appreciate and respect Whistler’s mountain culture (46%) compared to second homeowners (67%).

Among permanent residents, female respondents are significantly more likely to feel that visitors appreciate and respect Whistler’s mountain culture (52%) compared to male respondents (41%). Permanent residents that own property are also more likely to feel visitors’ appreciation for Whistler’s mountain culture than those who rent (53% and 40%, respectively).

Permanent residents who have lived in Whistler for between 1-2 years are most likely to find visitors appreciate and respect Whistler’s mountain culture, at 63%, followed by those who have lived in Whistler for more than 21 years at 52% and 51% for those between 11-20 years. Permanent residents that have lived in Whistler for under 1 year were less likely to believe visitors appreciate and respect Whistler’s mountain culture at 44%, and of those that have resided in Whistler between 3-5 and 6-10 years, only 35% agree.



Q10a. How strongly do you feel visitors appreciate and respect Whistler’s mountain culture? BASE: Total PR/SHO: PR 2020 (n=303), SHO (n=188)

## How Whistler Mountain Culture is Defined

Among permanent residents, 32% defined Whistler's mountain culture as 'Mountain/Outdoor activities and including skiing, mountain biking,', 14% defined it as 'Adventurous/Exciting/Fun/Vibrant', 13% defined it as 'Friendly/Positive', 10% defined it as 'Commercial/Expensive', 7% defined it as 'Community Oriented/Lifestyle culture', 6% for 'Diversity', 6% defined it as 'Special/unique/Interesting'.

Among permanent residents, respondents would be more likely to define Whistler's mountain culture as 'Mountain/Outdoor activities' the older they get, starting with 27% for those under 35 years old, 37% for those between 35-54, and 42% for those 55 years old and over. Permanent residents between 35 and 54 years old are most likely to define the culture as 'Too commercial/expensive' at 18%, compared to 7% for both 35 years and younger and 2% for 55 years and older.

Permanent residents between ages 35 and 54 were most likely to define Whistler's mountain culture as 'Adventurous/Exciting/Fun' at 15%, compared to 12% of those below the age of 35, as well as for those over the age of 55.

The longer that permanent residents have lived in Whistler, the more likely they were to associate Whistler's culture with 'Mountain/Outdoor activities'. 31% of respondents that have lived in Whistler for 6-10 years, 33% for those who have lived in Whistler for 11-20 years agreed, and 26% of those who have lived in Whistler for 21+ years. Interestingly, the longer that respondents have lived in Whistler, the more negative references to culture were made. 10% of those residing in Whistler for 21+ years and 16% of those living for 11-20 years claimed that Whistler's culture is changing and was "better before". Of the same demographics 7% and 23% said Whistler's culture had become "too commercial and too expensive" respectively.

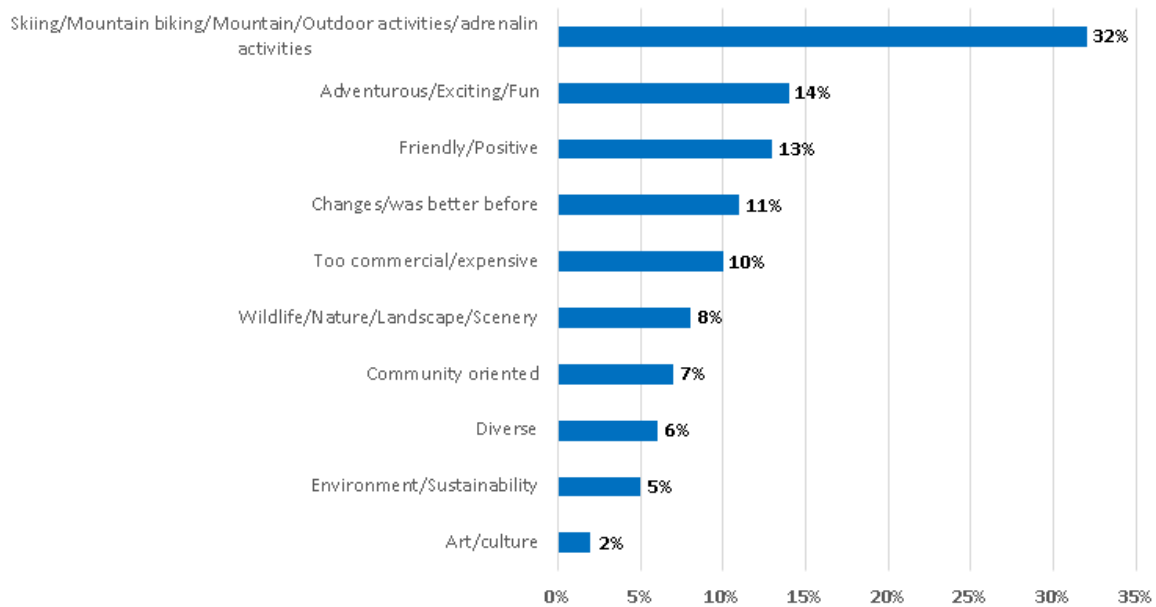
Permanent residents who have lived in Whistler for between 3-5 years were most likely to define Whistler's culture as 'Wildlife-Nature/Landscape/Scenery' at 19%, followed by 11% of those between 1-2 years, 9% of those for more than 21 years, 6% of those between 11-20 years, 5% of those for less than 1 year, and 4% of those between 6-10 years.

Among Second homeowners, 25% of those younger than 35 years old define Whistler's culture as 'Mountain/Outdoor activities', 22% of those between 35 and 54 years old, and 33% of those 55 years and older.

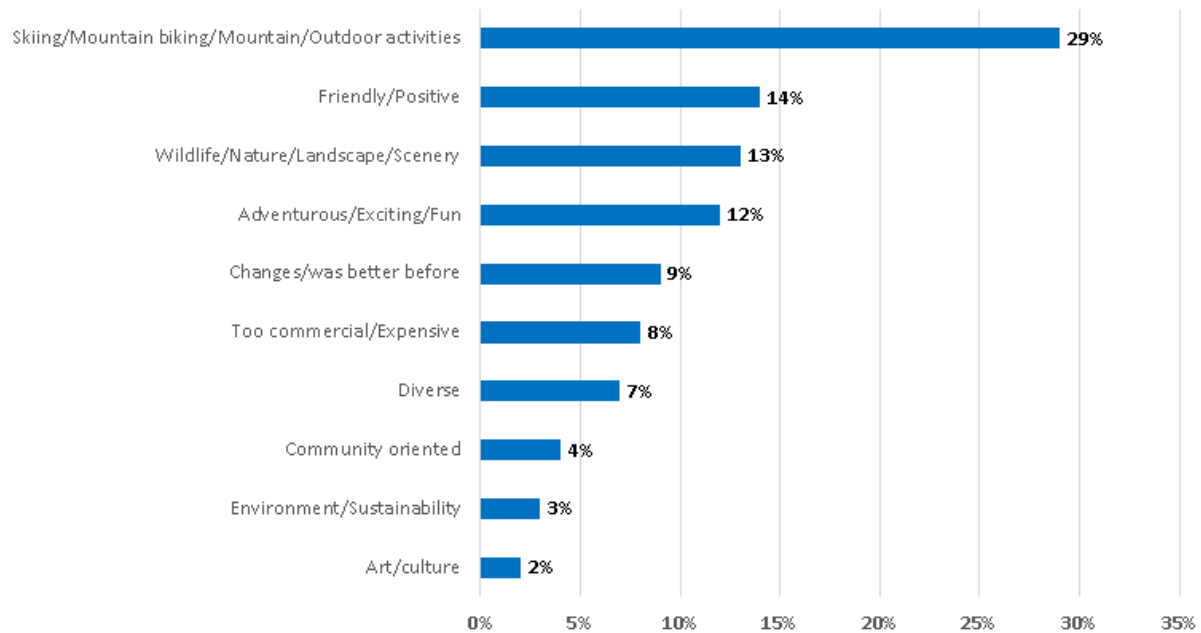
Conversely, second homeowners are less likely to define Whistler's culture as 'Friendly/Positive' the older they get, starting with 25% of those under the age of 35, 30% of those between 35 and 54, and 11% of those 55 years and older.

33% of second homeowners who have owned property in Whistler for between 3-5 years defined Whistler's culture as 'Mountain/Outdoor activities', compared to 31% of those between 6-10 years, 18% of those between 11-20 years, and 39% of those for over 21 years.

### PR - How Whistler's Culture is Defined



### SHO - How Whistler's Culture is Defined



Q10b. How would you describe Whistler's mountain culture? (i.e., What makes Whistler unique?) BASE: Total PR/SHO. PR 2020 (n=307), SHO (n=200).

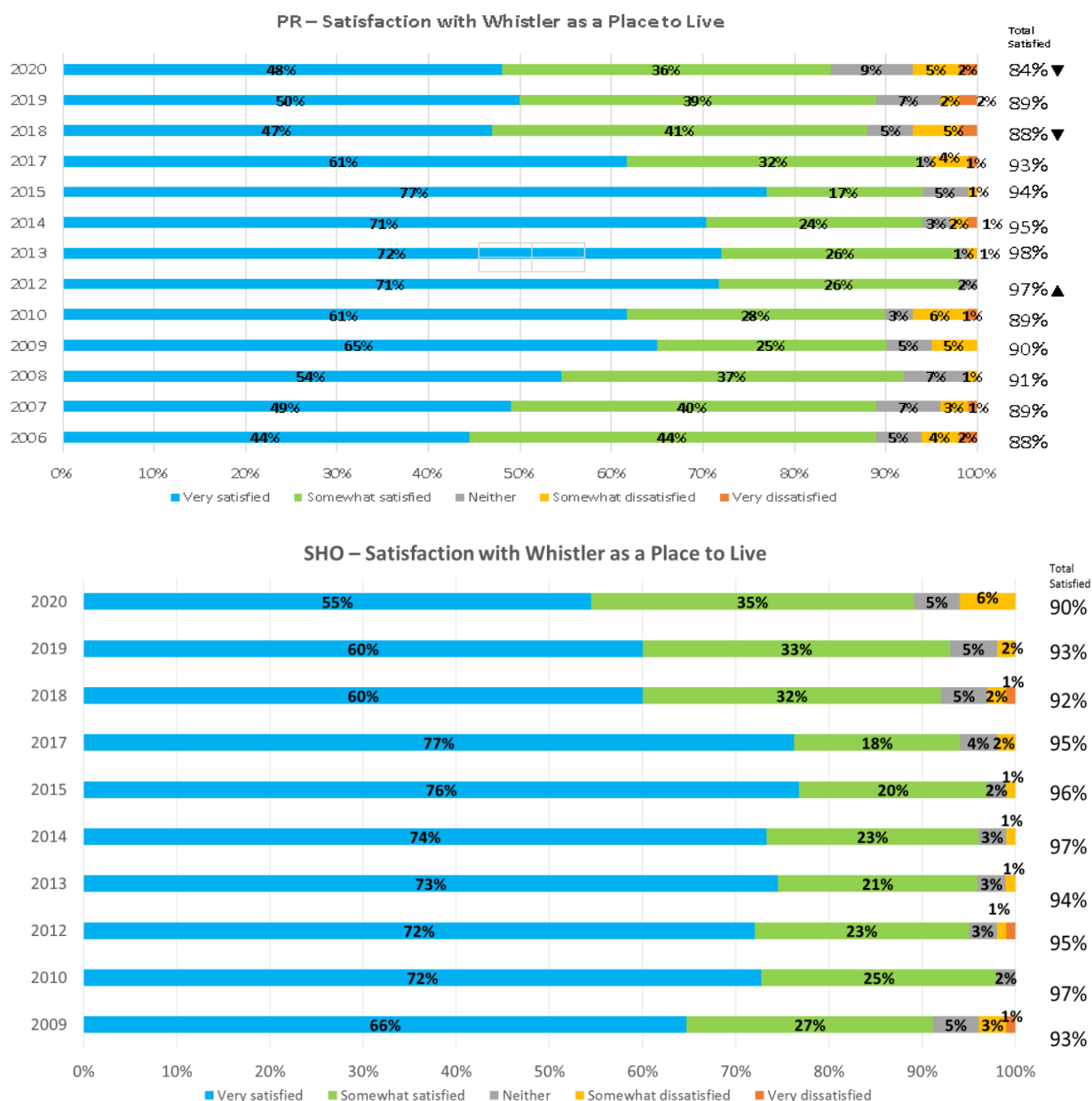
## Whistler as a Place to Live/Spend Time

The majority of permanent (84%) and second homeowner (90%) respondents were satisfied with Whistler as a place to live/spend time. Compared to April 2019, these numbers have seen a 5% drop for permanent residents and 4% for second homeowner respondents, which is not statistically significant.

Second homeowner respondents continued to be significantly more likely to be “very satisfied” when compared to permanent residents (55%, compared to 48%). This aligns with 2018 and 2019 scores.

Permanent residents between 35-54 years old (90%) are more likely to be satisfied with Whistler as a place to live/spend time when compared to those who were under 35 years old (78%) and 55 years and older (86%).

Permanent residents are significantly more likely to choose ‘Very satisfied’ with Whistler as a place to live/spend time if they’ve spent more time living in Whistler. 42% of those who have lived in Whistler for less than 1 year are ‘very satisfied’, compared to 38% for those between 1-2 years, 21% for those between 3-5 years, 58% for those between 6-10 years, 55% for people between 11-20 years, and 55% for those who have lived in Whistler for more than 20 years.



Q7. 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), 2019 (n=300), 2020 (n=306). 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), 2019 (n=202), 2020 (n=198)

## Number of People Visiting Whistler

60% of permanent residents and 69% of second homeowners were satisfied (very/somewhat) with the number of people visiting Whistler. As can be seen in the data, second homeowners were more likely to be satisfied for this aspect of life in Whistler.

Among both permanent residents and second homeowners, people aged 55 years or older are much more likely to be dissatisfied (both somewhat dissatisfied and very dissatisfied) with the number of people visiting Whistler.

For permanent residents, 28% of those aged 55 years or older were dissatisfied, compared with 15% for residents aged 35 and younger, and 17% for those between 35 and 54 years old.

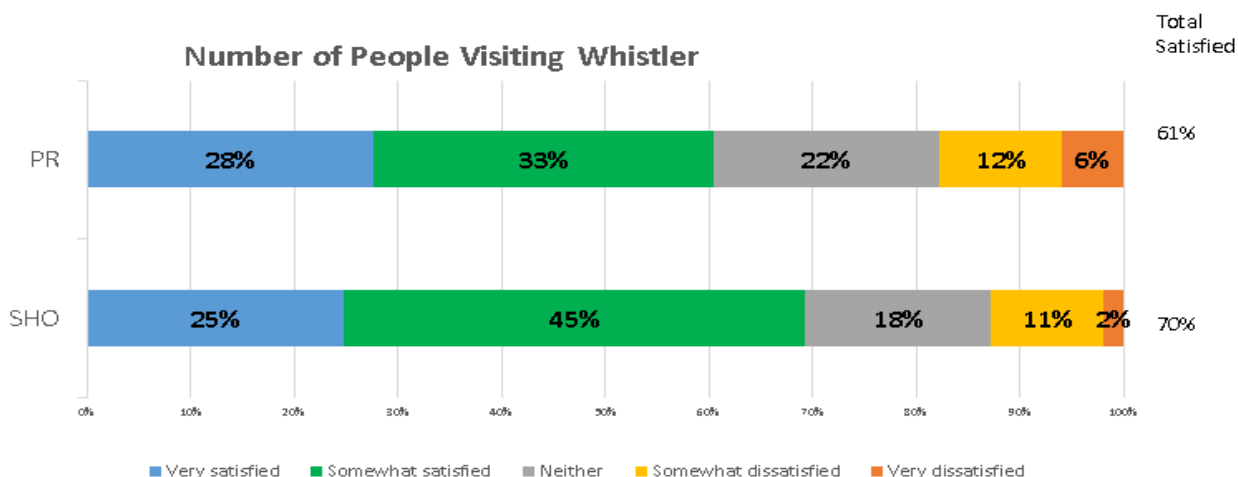
For second homeowners, 15% of those aged 55 years or older were dissatisfied, compared with 0% for those aged 35 and under, and 4% for those aged between 35 and 54 years old.

Among permanent residents, people who have lived in Whistler between 1-2 years are significantly more likely to be satisfied with the number of people visiting Whistler than others (79%).

People who have lived in Whistler for more than 6 years are significantly more likely to be dissatisfied with this metric, with 20% of those who have lived in Whistler between 6-10 years are dissatisfied, 21% of those between 11-20 years, and 24% of those who have lived in Whistler for more than 21 years. In contrast, 15% of those who lived in Whistler for less than 1 year were dissatisfied, 6% of those between 1-2 years, and 14% of those between 6-10 years are dissatisfied.

Among second homeowners, in contrast, the satisfaction levels are fairly consistent regardless of how many years a person has owned property in Whistler, with notable exception for people who have owned property in Whistler for more than 21 years.

75% of people who have owned property in Whistler for less than 2 years are satisfied with this metric, compared to 79% of those between 3-5 years, 70% of those between 6-10 years, 74% of those between 11-20 years, and 65% of those who have owned property for more than 21 years.



Q8a. How satisfied are you with the following aspects of life in Whistler? Are you...? Number of people visiting Whistler

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), 2019 (n=300), 2020 (n=302)

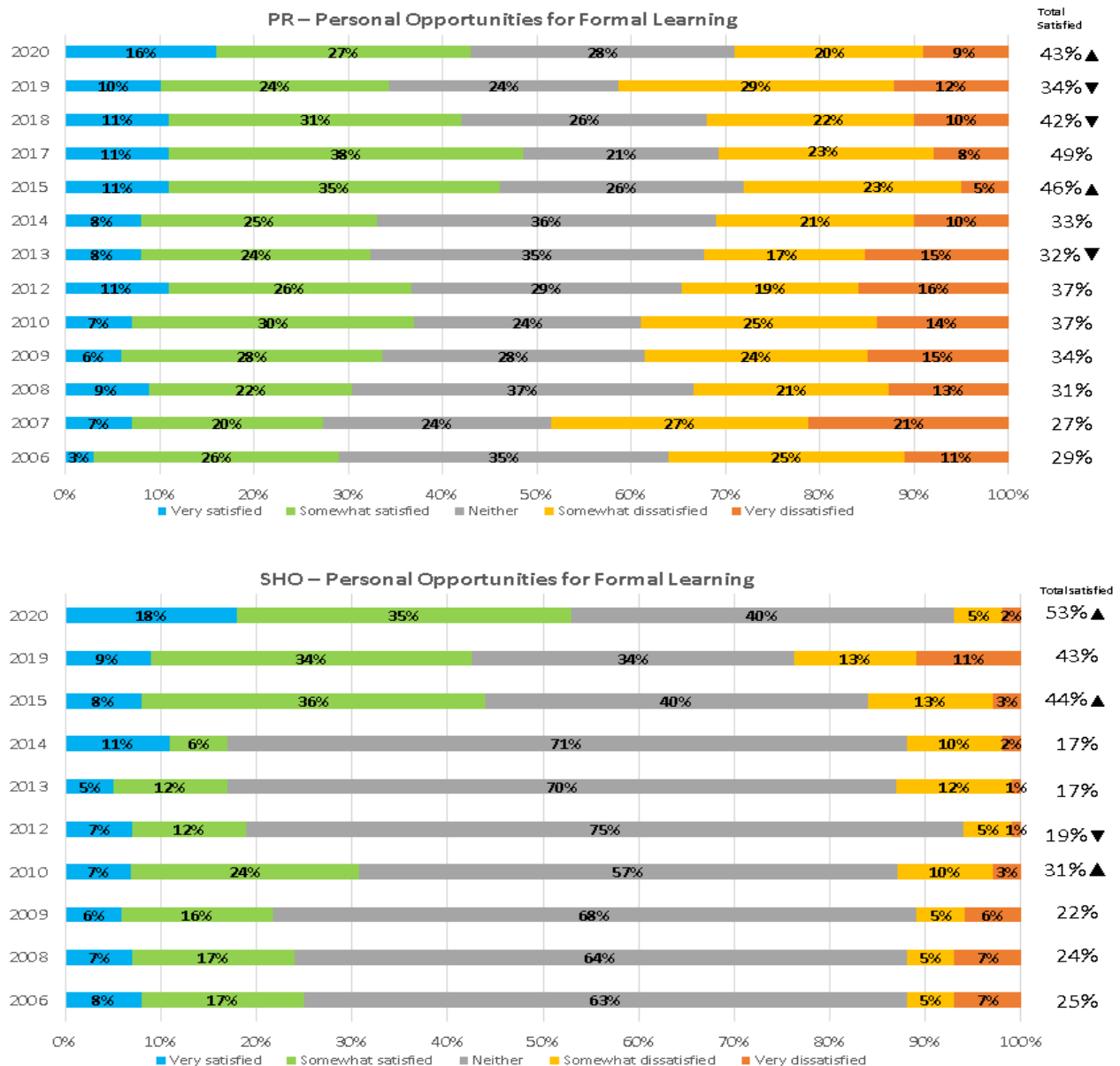
Total Second Homeowners (with an opinion): 2006 (n=200), 2008 (n=203), 2009 (n=197), 2010 (n=197), 2012 (n=197), 2013 (n=195), 2014 (n=197), 2015 (n=199), 2017 (n=199), 2018 (n=170), 2019 (n=202), 2020 (n=193)

## Personal Opportunities for Formal Learning through schools, colleges, and other organizations with Accredited Courses in Whistler and the Sea-to-Sky corridor

When it comes to personal opportunities for formal learning through schools and colleges with accredited courses in Whistler, about two out of five of permanent resident respondents were satisfied 43%.

This is an increase of 9% from 2019 (34%) after two consecutive years of decreasing satisfaction, and is 5% lower than the 2017 score.

Second homeowners were not asked about this aspect in both 2017 and 2018. In 2020 however, scores ran parallel with 2015 and 2019 results – when this question was last asked.



Q8EHow 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), 2019 (n=300), 2020 (n=264)

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, 2019 (n=202), 2020 (n=87)

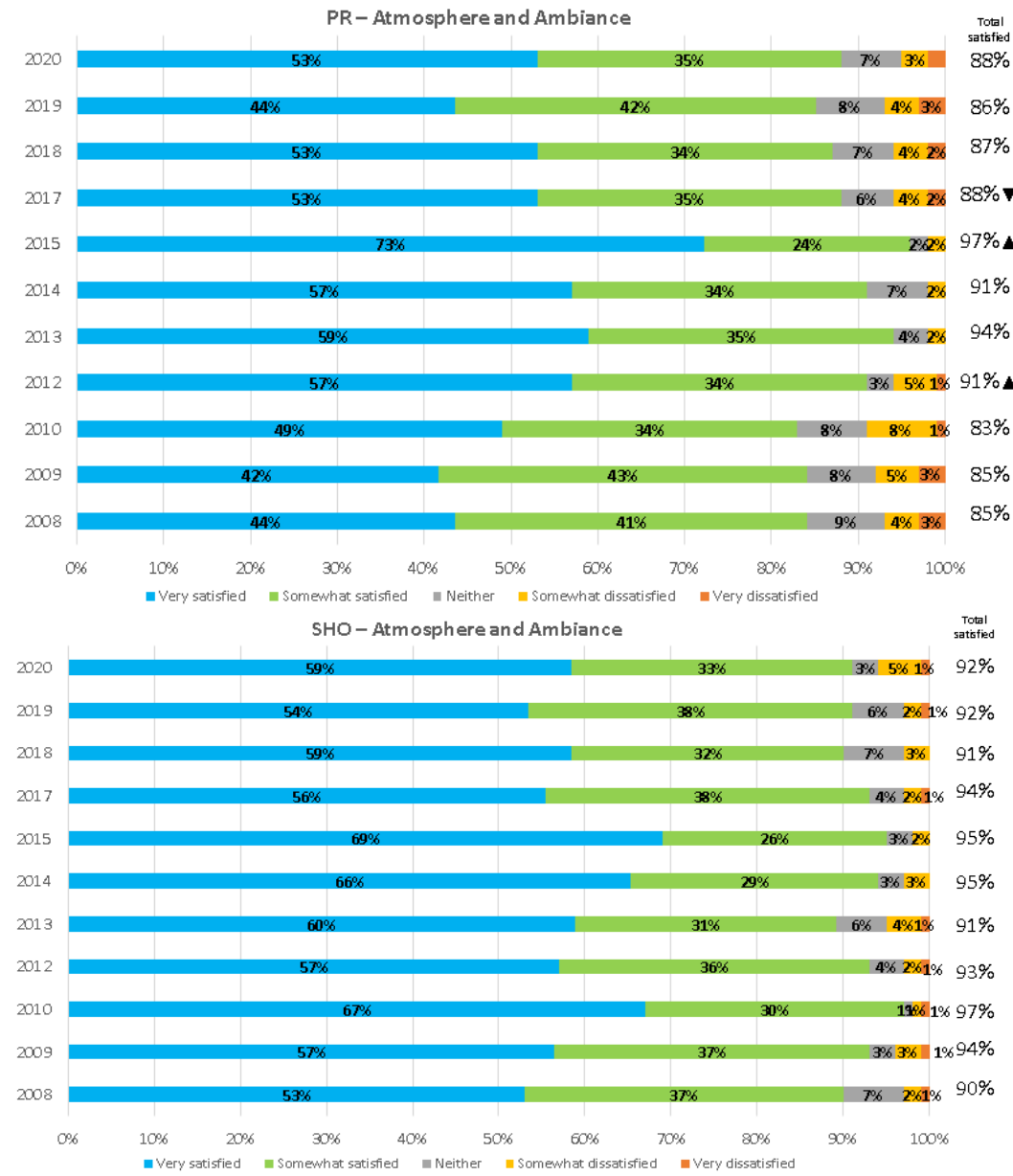


## Atmosphere and Ambiance of Whistler Village

Atmosphere and Ambiance of Whistler Village has the highest satisfaction levels from both permanent residents and second homeowners. The majority of permanent resident (88%) and second homeowner (92%) respondents said they were satisfied (very/somewhat) with the atmosphere and ambiance in Whistler Village in 2020.

Second homeowner respondents continue to be significantly more likely to be “very satisfied” with the atmosphere and ambiance in Whistler than were permanent resident respondents (59%, compared to 53%), and both numbers have seen a sizable increase from 54% and 44% since 2019, respectively.

Permanent resident respondents aged 54 and under were significantly more likely to be very satisfied when compared to older respondents (90%, compared to 80%).



Q8F) 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), 2019 (n=300), 2020 (n=302)

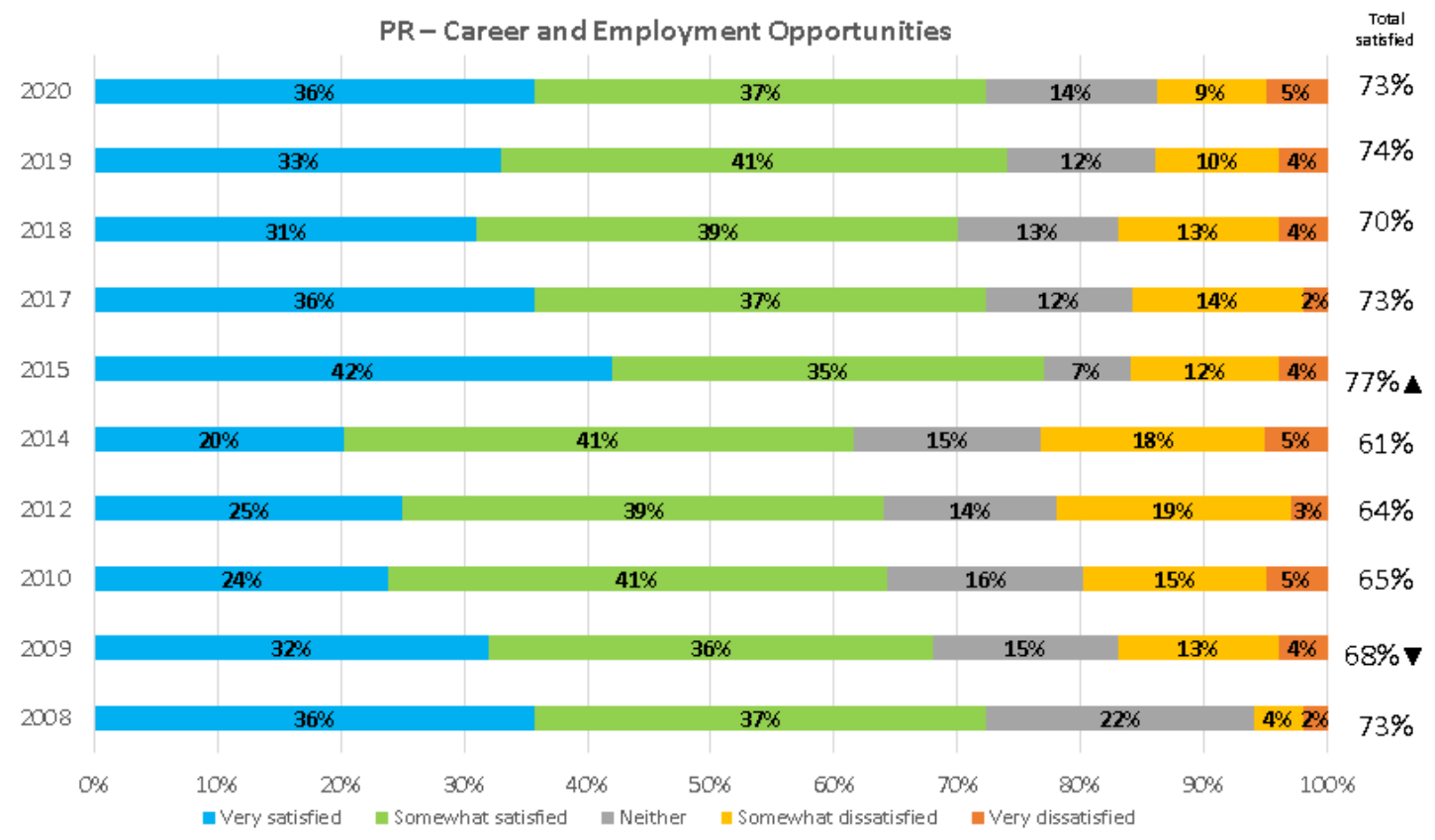
Total Second Homeowners (with an opinion): 2008 (n=204), 2009 (n=199), 2010 (n=199), 2012 (n=195), 2013 (n=196), 2014 (n=199), 2015 (n=198), 2017 (n=198), 2018 (n=169), 2019 (n=202), 2020 (n=197)

## Career and Employment Opportunities

Roughly three-quarters of permanent resident respondents said they were satisfied (very/somewhat) with career and employment opportunities in Whistler (73%). This score does not vary significantly from year to year.

Second homeowners were not asked about this aspect in 2017, 2018, 2019, and 2020.

One thing to note is that there is relative gender parity in terms of satisfaction on this aspect in 2020, with 71% satisfaction rate for male respondents and 73% for female. This is despite the fact that in the previous year, male permanent resident respondents were significantly more satisfied with career and employment opportunities in Whistler when compared to female respondents (79%, compared to 67%).



Q8G) How satisfied are you with the following aspects of life in Whistler? "Career and employment opportunities"

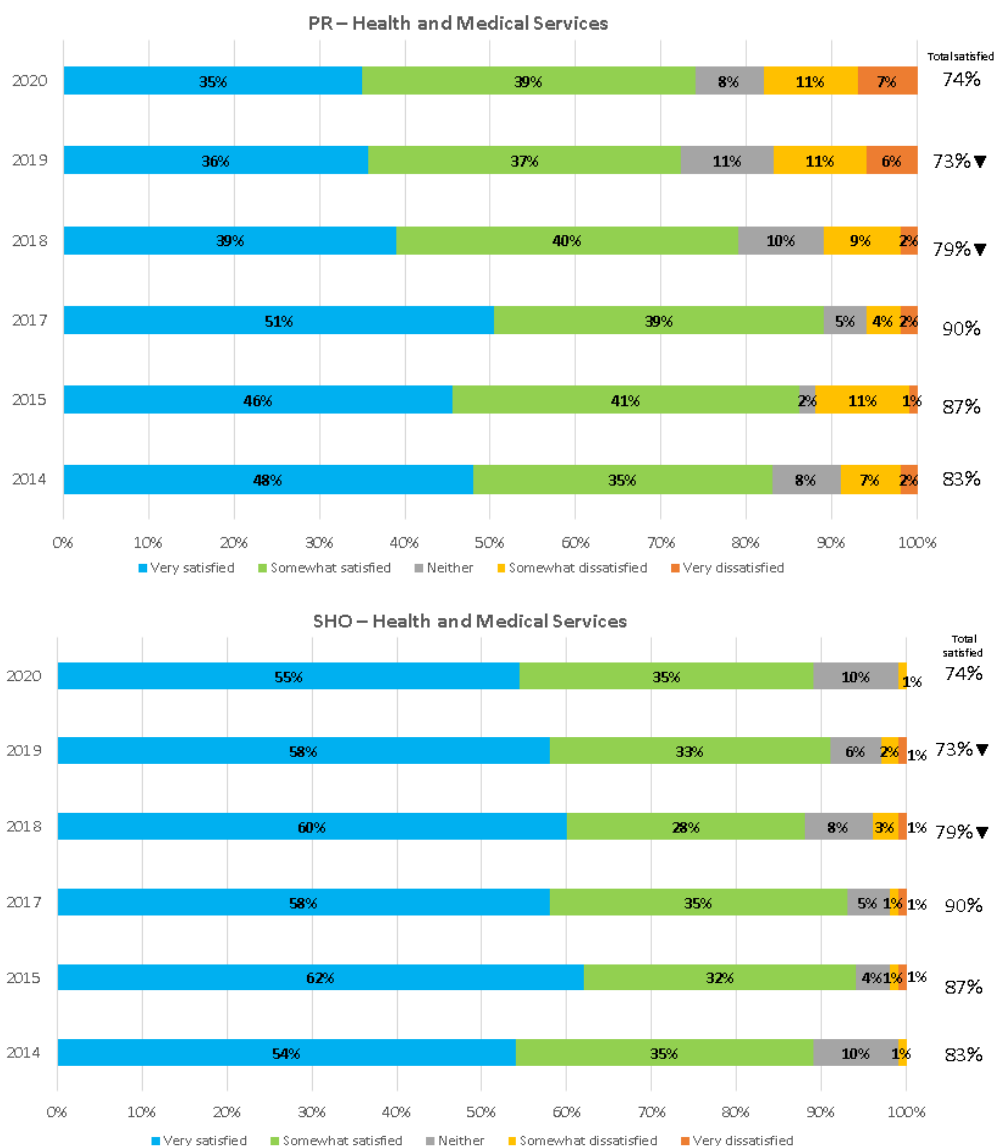
Total Permanent Residents (with an opinion): 2008 (n=292), 2009 (n=273), 2010 (n=266), 2013 (n=267), 2014 (n=262), 2015 (n=244), 2017 (n=276), 2018 (N=283), 2019 (n=300), 2020 (N=288)

## Health and Medical Services

Roughly three-quarters of permanent resident (73%) and the majority of second homeowner (90%) respondents said they were satisfied (very/somewhat) with health and medical services in Whistler. This number has remained relatively unchanged from 2019 with 72% and 91%, respectively, following the downward trend between 2017 and 2019.

Second homeowner respondents (90%) were significantly more satisfied with health and medical services compared to permanent resident respondents (73%). Among permanent residents, respondents tend to be more satisfied with medical services the older they were, as 69% of those who were aged 35 and younger were satisfied, compared to 72% for those between 35 and 54 years old, and 85% for those who were 55 years and older. Respondents in the higher personal income brackets were significantly less satisfied, with 37% very/somewhat dissatisfied for those with a personal income of \$75k+, 36% for \$50k-\$75k, compared to 5% for \$25k-49k, and 18% for \$25k and under.

Second homeowner respondents continued to be significantly more likely to be “very satisfied” when compared to permanent resident respondents (55%, compared to 35%). Second homeowner scores remain consistent year over year for this aspect of life in Whistler.



Q8H) 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), 2019 (n=300), 2020 (n=294)

Total Second Homeowners (with an opinion): 2014 (n=165), 2015 (n=170), 2017 (n=161), 2018 (n=150), 2019 (n=202), 2020 (n=168)

## 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 2020 compared to 2007, 2008, 2009, 2010, 2012, 2013, 2014, 2015, 2017, 2018, and 2019. 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	2007	2008	2009	2010	2012	2013	2014	2015	2017	2018	2019	2020
				%								
Whistler as a Place to Live/Spend Time	89	92	90	89	97▲	99	94	94	94	88▼	89	84
Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and in the Sea-to-Sky corridor	27	30	34	37	37	33	33	46▲	48	42▼	34▼	43▲
Career and employment opportunities	-	73	68▼	65	-	64	62	77▲	73	70	74	72
Health and medical services	-	93	91	-	-	-	83▼	87	90	79▼	72▼	73
Atmosphere and ambiance of Whistler Village	-	84	85	83	91▲	94	91	97▲	88▼	87	86	88
Number of people visiting Whistler	-	-	-	-	-	-	-	-	-	-	-	60

## 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 that the top priorities to improve overall satisfaction with aspects of life in the Resort Municipality of Whistler moving forward are: **(1)** Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and the Sea-to-Sky corridor, **(2)** Number of people visiting Whistler, and **(3)** Health and Medical Services.

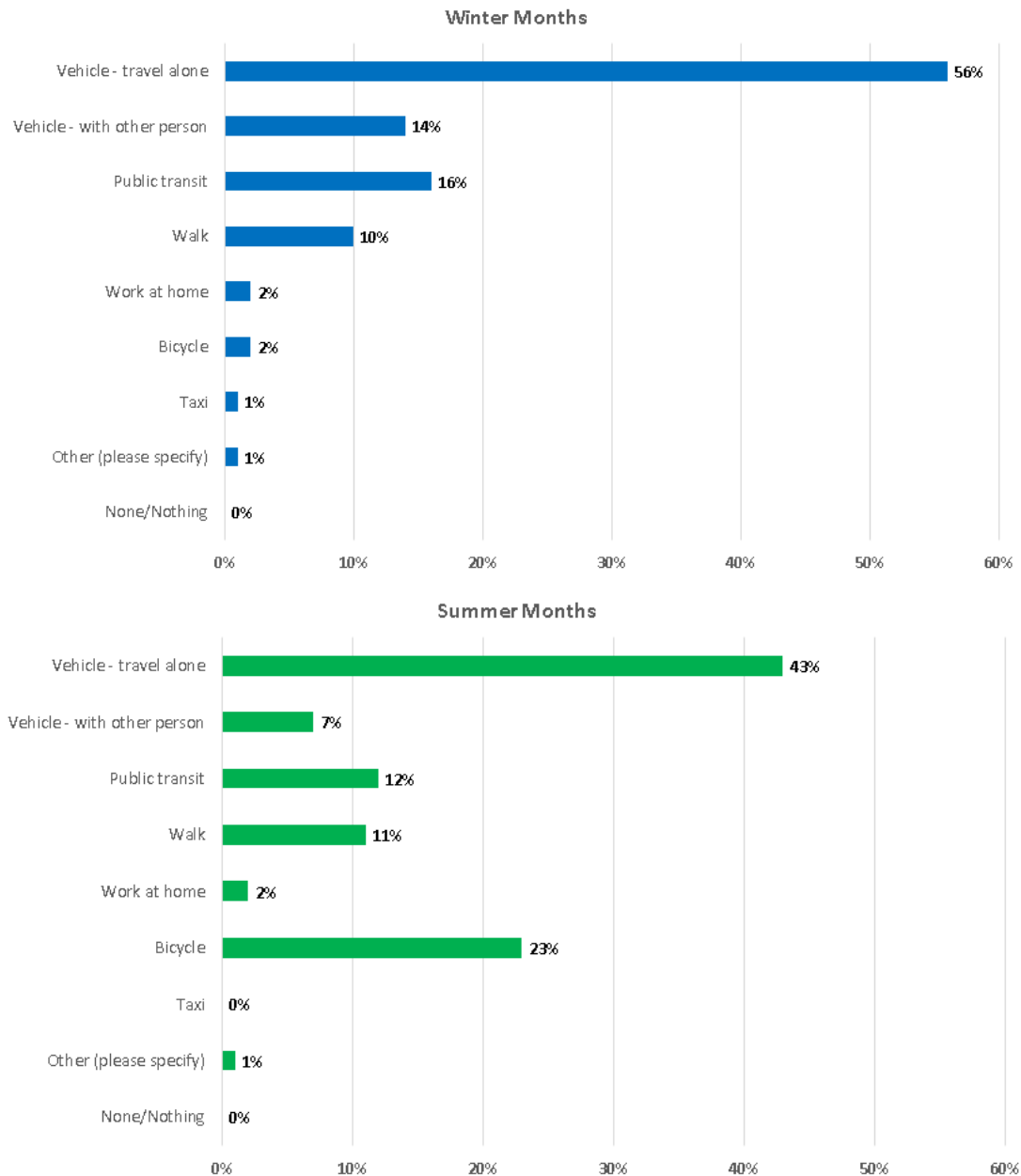
High Priority
Medium Priority
Low Priority

Priority	Aspect of Life	Performance	Importance
1	Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and the Sea-to-Sky corridor	43	0.151
2	Number of people visiting Whistler	60	0.214
3	Health and Medical Services	73	0.293
4	Career and employment opportunities	72	0.179
5	Atmosphere and ambiance of Whistler Village	88	0.336

## 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 (56%), and summer months (43%).

Scores remained relatively consistent across the winter month scores except for walking which saw an increase of 4% (7%→11%). Scores also remained relatively consistent across the summer month scores except for bicycling which dropped by 7% from the previous year (30%→23%).



Q11. What mode of transportation do you tend to use most often to travel to and from work in Whistler during the winter months?

Permanent Residents (currently employed/self--employed): 2017 (n=257), 2018 (n=303), 2019 (n=300), 2020 (n=237)

## **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 municipal leaders (46%). This issue has remained as the number 1 issue since 2014, though it has seen a 6% drop from 2019 (52%). Transportation was considered the second most important issue facing the Whistler community by permanent residents (11%), this has also seen a 7% drop from 2019 (18%).

Of the 46% that named housing as the most important issue, 63% specifically faced the issue themselves, compared to transportation, where 89% of respondents experienced it personally.

Second homeowner respondents named transportation as the most important issue facing their community that should receive the greatest attention from municipal leaders (22%), and housing as the second most important issue facing the Whistler community by second homeowner respondents (21.5%).

	PR									SHO									
	<u>-09</u> 305 %	<u>-12</u> 300 %	<u>-13</u> 300 %	<u>-14</u> 301 %	<u>-15</u> 257 %	<u>-17</u> 291 %	<u>-18</u> 303 %	<u>-19</u> 300 %	<u>2020</u> 307 %	<u>-08</u> 200 %	<u>-09</u> 200 %	<u>-12</u> 200 %	<u>-13</u> 200 %	<u>-14</u> 200 %	<u>-15</u> 201 %	<u>-17</u> 201 %	<u>-18</u> 170 %	<u>-19</u> 202 %	<u>2020</u> 200 %
<b>Housing</b>	<b>41</b>	<b>5▼</b>	<b>12▲</b>	<b>19▲</b>	<b>41▲</b>	<b>49</b>	<b>57▲</b>	<b>52</b>	<b>46</b>	<b>22</b>	<b>19</b>	<b>7▼</b>	<b>9</b>	<b>7</b>	<b>16▲</b>	<b>19</b>	<b>22</b>	<b>24</b>	<b>22</b>
Housing (unspecified)	18	1▼	1	3▲	19▲	31▲	31	30	27	6	2▼	2	-	-	2	27▲	6▼	5	5
Lack of affordable housing	19	3▲	8▲	13▲	16	12	21	19	13	4	6	3	6	4	4	2	7	6	6
Lack of employee housing	5▼	<1	1	2	7▲	5	6	4	5	13	11	2▼	3	3	11▲	11	9	12	11
Lack of seniors housing	-	1	1	<1	<1	<1	<1	<1	<1	-	-	-	1	1	-	-	-	-	0
<b>Transportation</b>	<b>2</b>	<b>10▲</b>	<b>10</b>	<b>7</b>	<b>2▼</b>	<b>26▲</b>	<b>16▼</b>	<b>18</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>41▲</b>	<b>37</b>	<b>23</b>	<b>22</b>
Needed improvements to public transit	<1	7▲	7	2▼	1	2	<1	3	2	2	1	4▲	2	1	1	3	2	<1	0
Charging for parking/ lack of free parking	1	3▲	3	2	<1	3	1	<1	<1	3	2	5	7	8	3▼	5	<1	2	<1
Traffic congestion	<1	-	-	<1	<1	10	4	6	3	2	2	-	1	1	3	22	14	9	12
Sea to Sky Highway	1	-	-	<1	-	2	4	2	1	1	3	-	1	-	<1	6	4	3	<1
Road maintenance	1	-	<1	<1	-	3	<1	2	1	2	1	-	1	-	2▲	<1	3	2	2
Transportation (unspecified)	-	<1	<1	2	-	5	4	6	4	-	2	3	-	-	-	5	4	2	2
<b>Environmental</b>	<b>11</b>	<b>14</b>	<b>5▼</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>19</b>	<b>17</b>	<b>14</b>	<b>10</b>	<b>16▲</b>	<b>8▼</b>	<b>9</b>	<b>5</b>	<b>12</b>	<b>6</b>
Environment	3	6▲	3▼	5	5	2	-	2	7	3	2	3	3	4	5	3	<1	5▲	3
Overdevelopment / future growth plan	5▲	3	1	1	<1	2	3	1	<1	15	13	10	6	12▲	2▼	7▲	3	7	3
Sustainability	3	2	1	1	<1	-	<1	<1	<1	2	3	1	2	1	2	-	1	1	1
<b>RMOW Operational Concerns</b>	<b>17</b>	<b>18</b>	<b>17</b>	<b>14</b>	<b>10</b>	<b>3</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>15</b>	<b>20</b>	<b>24</b>	<b>21</b>	<b>20</b>	<b>19</b>	<b>8▼</b>	<b>6</b>	<b>9</b>	<b>6</b>
Not keeping up with infrastructure demands	1	<1	1	1	7▲	<1	-	<1	0	1	4▲	2	1	1	9▲	2▼	<1	<1	0
RMOW spending/ allocation of taxes for services/ budget	7	9	4▼	2	1	<1	<1	<1	<1	2	2	6▲	8	5	3	1	<1	1	0
Lack of community services	<1	2	1	4▲	<1▼	<1	<1	1	<1	1	1	-	-	-	-	<1	3-	-	-
Too focused on tourism and not the needs of residents	2	2	1	3▲	<1	1	3	2	1	1	1	1	2	2	-	<1	3	1	2
Taxes	2	4	6	2▼	<1	<1	1	1	1	6	7	12▲	9	10	8	3▼	1	5▲	4
Improvements to garbage collection/ recycling	1	-	1	1	<1	-	<1	<1	0	-	1	-	1	-	-	<1	-	1	1
Lack of accountability to the public by RMOW council	3	-	2	1	<1	<1	1	-	<1	1	2	-	-	1	-	1	-	-	0
Zoning regulations	1	-	1	1	-	<1	<1	-	<1	4	4	2	2	1	-	-	-	<1	<1

Q13a. What is the most important issue facing your community that should receive the greatest attention from your local leaders?

BASE: Total Permanent Residents (with an opinion): 2014 (n=297), 2015 (n=255), 2017 (n=278), 2018 (n=295), 2019 (n=300), 2020 (n=283)

Total Second Homeowners (with an opinion): 2014 (n=165), 2015 (n=170), 2017 (n=161) 2018 (n=150), 2019 (n=202), 2020 (n=162)



## Engagement with Municipal Planning and Decision Processes

Permanent residents are significantly more likely to participate in a municipal planning or decision process compared to second homeowners. More than half (55%) of second homeowners did not participate in any local political processes in the past year, compared to 35% of permanent residents.

Among permanent residents, respondents aged 35 years or younger were significantly more likely to have not participated in any political processes compared to older demographics (44%), where 25% respondents aged between 35 to 54 and 29% of those aged 55 years or older did not participate.

Among permanent residents, the shorter time period respondents have lived in Whistler, the more likely they are to have not participated in municipal planning or decision making. 50% of respondents who have lived in Whistler less than a year, 51% of those between 1-2 years and 36% of those between 3-5 years have not participated politically, compared to 26% of those between 6-10 years, 40% of those between 11-20 years, and 23% of those for more than 21 years.

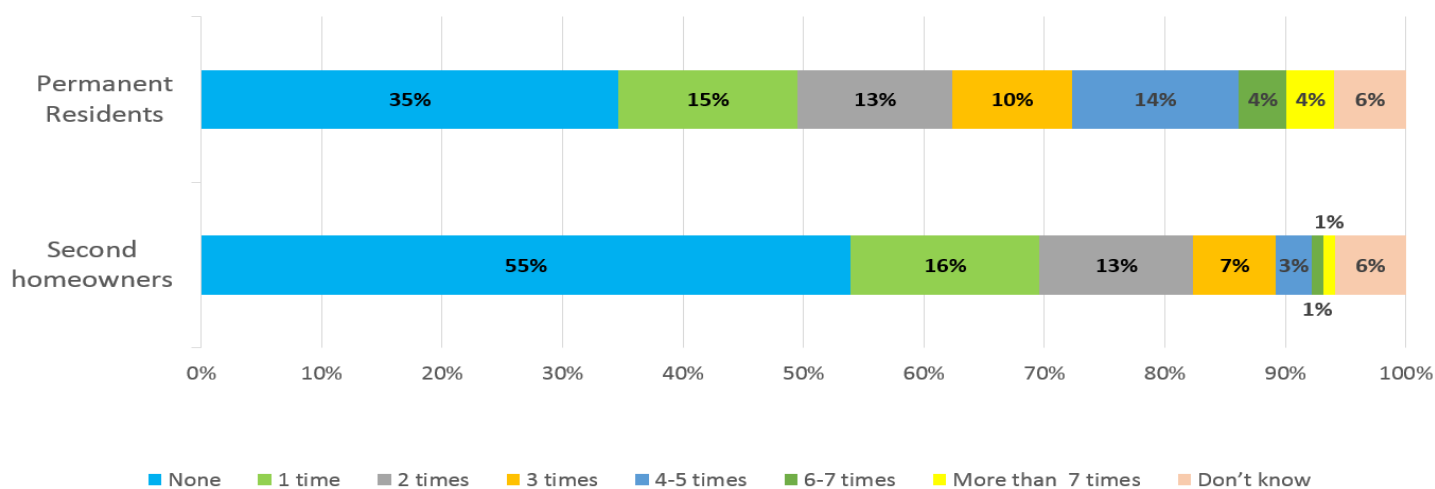
Permanent residents who have lived in Whistler for between 1-2 years were most likely to say 'Too busy/no time' as a reason for low political participation at 48%, compared 26% of those less than 1 year, 15% of those between 3-5 years, 29% for those between 6-10 years, 22% of those between 11-20 years, and 20% of those for more than 21 years.

Permanent residents who have lived in Whistler for between 3-5 years are most likely to say they don't trust the political process/decision makers at 17%, followed by those for more than 21 years at 15%, 8% of those for less than 1 year, 5% of those for between 1-2 years, and 4% of those for between 11-20 years.

For those who have participated less than 2 times in the past year, respondents were asked the reasons why they haven't engaged more often. 26% of permanent residents listed 'Too busy' as the biggest reason, compared to 8% who indicated that they don't trust the process or decision makers, 7% indicated they have no interest in doing so.

In contrast, for second homeowners, the biggest reasons are: inconvenient locations (22%), too busy (16%), not interested (9%), opportunities aren't engaging enough/boring 9%.

### Engagement with Municipal Planning and Decision Processes



Reasons For Low Engagement		
	Participating Less Than 2 Times in Past Year (%)	
	PR	SHO
Too busy/no time/not a priority	26	16
<b>Lack of trust:</b> I don't trust the process/decision-makers/decisions are already made; don't want to waste my time/my input won't make a difference/my input won't influence the decision	8	1
<b>Inconvenient times:</b> events are held during inconvenient times during the day or week/during work/during evenings when I have kids or other commitments	5	4
<b>I'm not informed:</b> I feel that others are more informed and will provide the input needed	4	8
<b>Not interested/don't care:</b> I'm not really interested/only interested when the issue/topic is closely connected to me/my property	7	9
<b>Trust direction/decision-makers:</b> I trust that decision-makers will make the best decision on behalf of the community/I feel that Whistler is in good hands/happy with direction/don't need my input	4	2
<b>Inconvenient locations:</b> events are held at inconvenient locations/hard for me to get to	2	22
<b>Information:</b> too much/too confusing/I don't have time/capacity to read it all	0	0
<b>Quality of engagement:</b> opportunities aren't engaging enough/boring	1	9
Other	21	27
Don't know/no opinion	27	7

Q16a, Q16b. In the past year, how many times have you participated in a municipal planning or decision process through activities such as taking a survey, emailing Council, or attending an open house, committee meeting or Council meeting?

BASE: Total Permanent Residents (with an opinion): 2020 PR: (n=287), SHO (n=88).

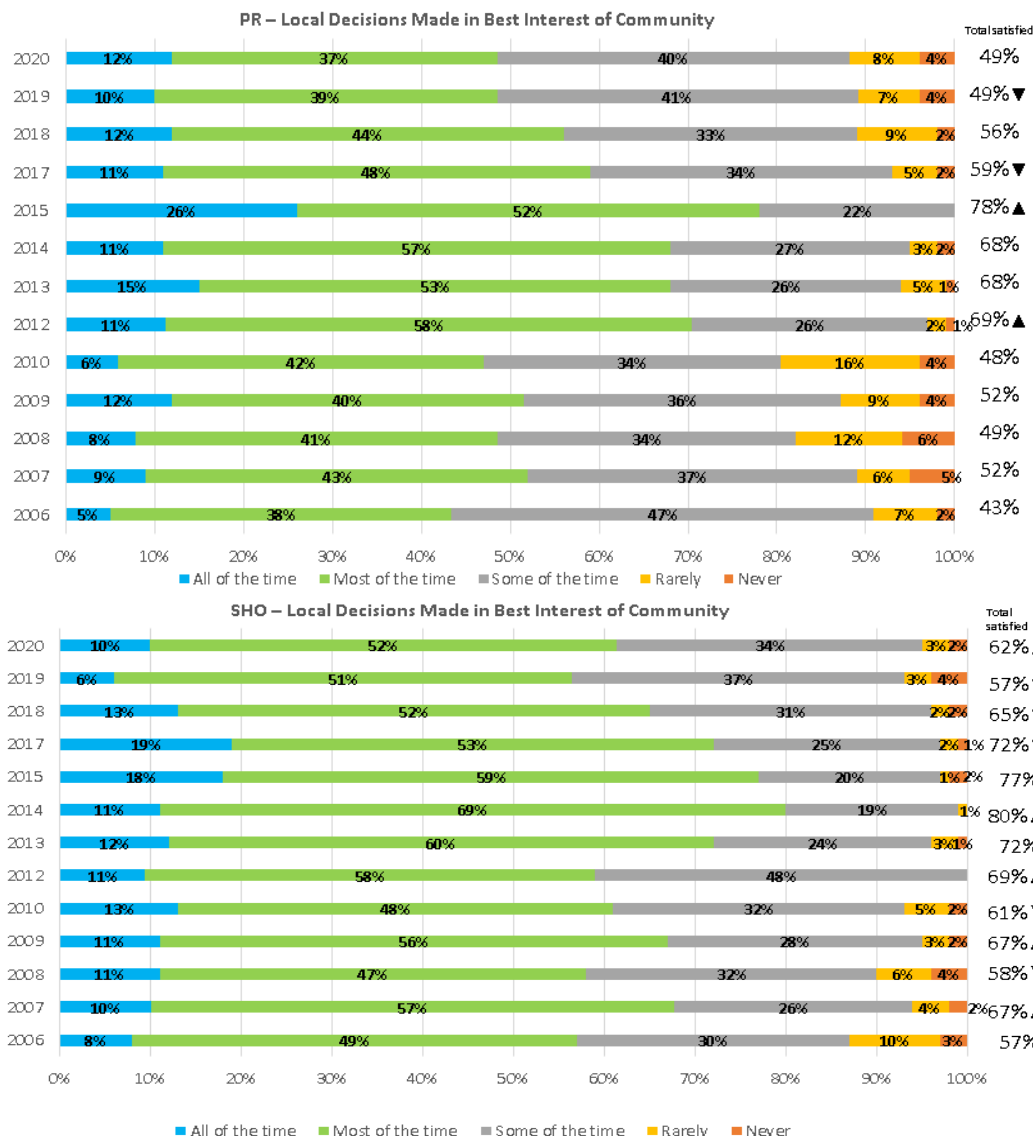
## Municipal Decision Makers (Previously, “Local” Decision Makers)

Second homeowner respondents were significantly more likely to say municipal decision makers have the resort community in mind when making decisions when compared to permanent resident respondents (62%, compared to 48%).

It is worth noting that second homeowners’ satisfaction with municipal decision makers has seen a 5% increase from 2019 (57%), while permanent residents’ satisfaction with municipal decision makers remains unchanged, although it has dropped by 8% from 2018.

Furthermore, for second homeowners, after a 7% drop from 2018 (13%) to 2019 (6%) on whether municipal decision makers have the resort community in mind when making decisions “all the time”, the 2020 score climbed back to 10%.

Historically, this question was framed as asking about “local” decision makers, rather than “municipal” which was introduced in 2019.



Q14. Would you say municipal 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), 2019 (n=300), 2020 (n=299)

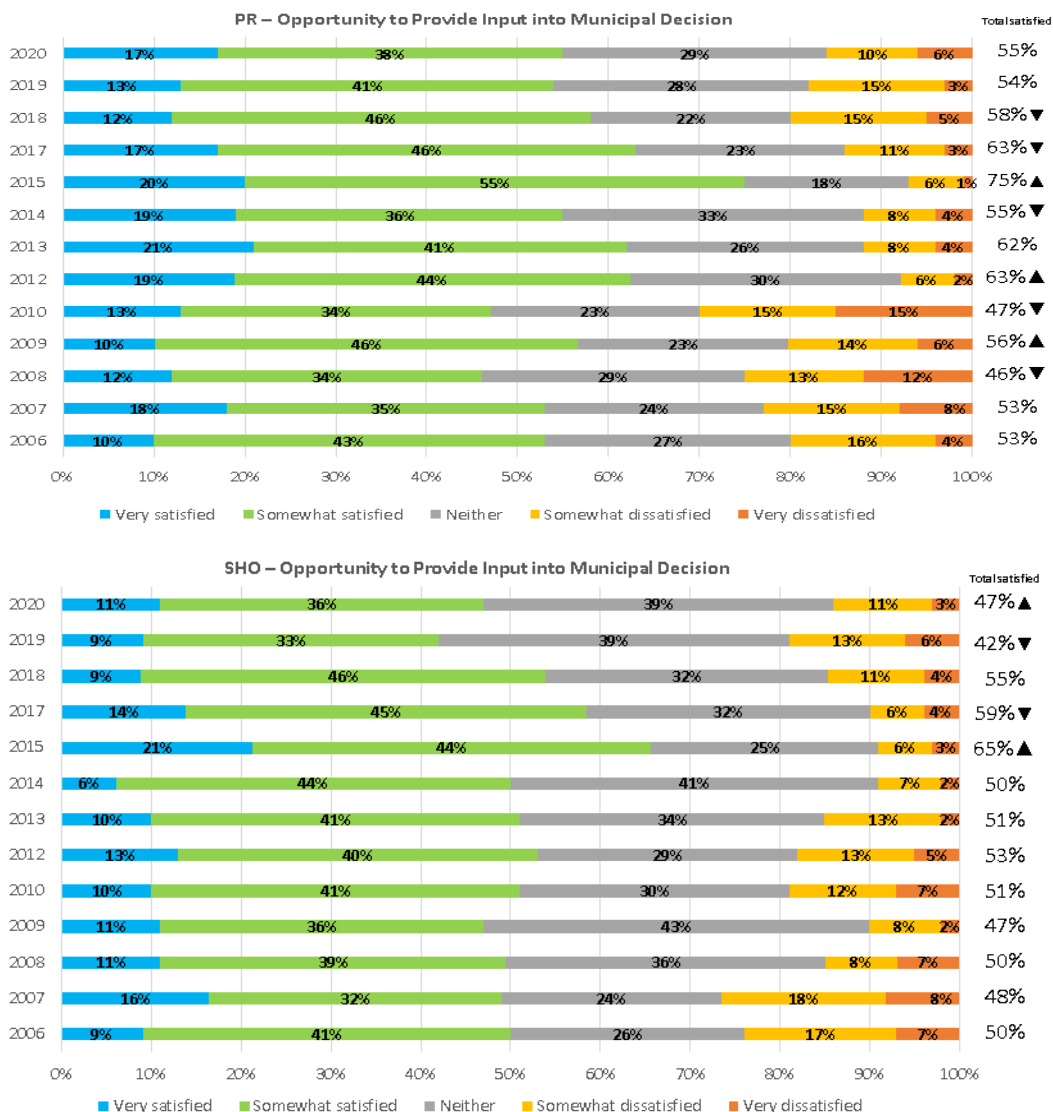
Total Second Homeowners (with an opinion): 2006 (n=192), 2007 (n=177), 2008 (n=197), 2009 (n=187), 2010 (n=196), 2012 (n=178), 2013 (n=174), 2014 (n=184), 2015 (n=201), 2017 (n=200), 2018 (n=170), 2019 (n=202), 2020 (n=188)

## Input into Decision Making

Over half of permanent residents and two in five second homeowner respondents said they were satisfied with the existing opportunities to provide input into municipal decision making in Whistler (55%, 47%, respectively). While this number for permanent residents have remained relatively unchanged from 2019, second homeowners had a 5% increase in terms of their overall satisfaction (42% to 47%).

Second homeowner respondents who were “Somewhat satisfied” is at 36%, a 3% increase from 2019, but still a significant drop from 2018 (46%).

Satisfaction amongst both permanent resident and second homeowner respondents has been trending downward for both groups since 2015, although the downward trend has stabilized in 2020 as the satisfaction levels increased by 1% for permanent residents and 5% for second homeowners. Satisfaction has dropped 22pp since 2015 amongst permanent residents (75%→63%→58%→54%→55%), while satisfaction has dropped 24pp since 2015 amongst second homeowners (65%→59%→55%→42%→47%).



Q15A. 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), 2020 (n=293)

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), 2019 (n=202), 2020 (n=176)

## Satisfaction with Services

### Permanent Residents

- Services receiving the highest overall satisfaction ratings among permanent resident respondents in 2020 included:
  - Village maintenance (89%, a 6% drop from 95% in 2019),
  - Village activities, including festivals and events (85%), and
  - Waste, recycling and composting services (85% compared to 86% in 2019).
- Overall, satisfaction levels in 2020 have dropped almost across the board compared to 2019. Some of the largest decreases include:
  - Water utilities for your residence, (90%-80%),
  - Access to the municipal information via the website, (81%-72%),
  - Overall planning of the resort community (71%-63%),
  - Local transit services, (79%-71%),

### Second Homeowners

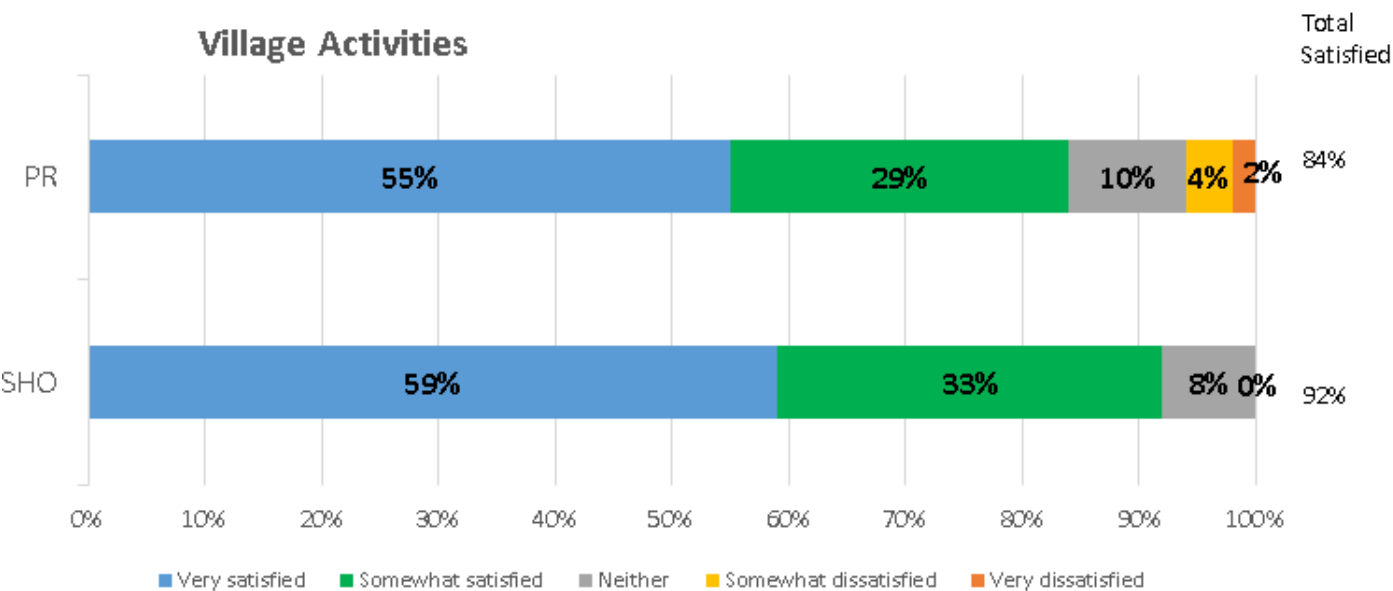
- Services receiving the highest overall ratings among second homeowner respondents in 2020 included:
  - Village maintenance (94%),
  - Village activities, including festivals and events (92%), as well as
  - Water utilities for residences (92%).
- Similar to permanent residents, satisfaction levels have dropped almost across the board compared to 2019 levels, the only notable increase was:
  - Bylaw officer services, (51%-56%)
- Compared to permanent residents, the decreases in second homeowners' satisfaction levels with services are smaller, services that received the sharpest decreases include:
  - Access to municipal information via the website, (84%-70%),
  - Building and land development services, (56%-47%).
  - Overall planning of the resort community, (78%-72%).

Village Activities (including festivals and events)

The majority of permanent residents (85%) and second homeowners (92%) are satisfied with village activities in Whistler.

Among permanent residents, respondents aged 55 years and over (43%) and significantly less likely to be ‘Very satisfied’ with this service compared to people aged 35 years and under (57%) and those aged between 35 and 54 years old (61%).However, respondents aged 55 years and over (39%) were more likely to be ‘Somewhat satisfied’ compared to those aged under 35 years old (29%) and those aged between 35 and 54 years old (25%).

Among second homeowners, female respondents are significantly more likely to be satisfied with village activities compared to their male counterparts (66% and 52%, respectively).



Q17D. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Village activities (including festivals and events)  
BASE: Total Permanent Residents (with an opinion): n=298. Second homeowners: n=197.

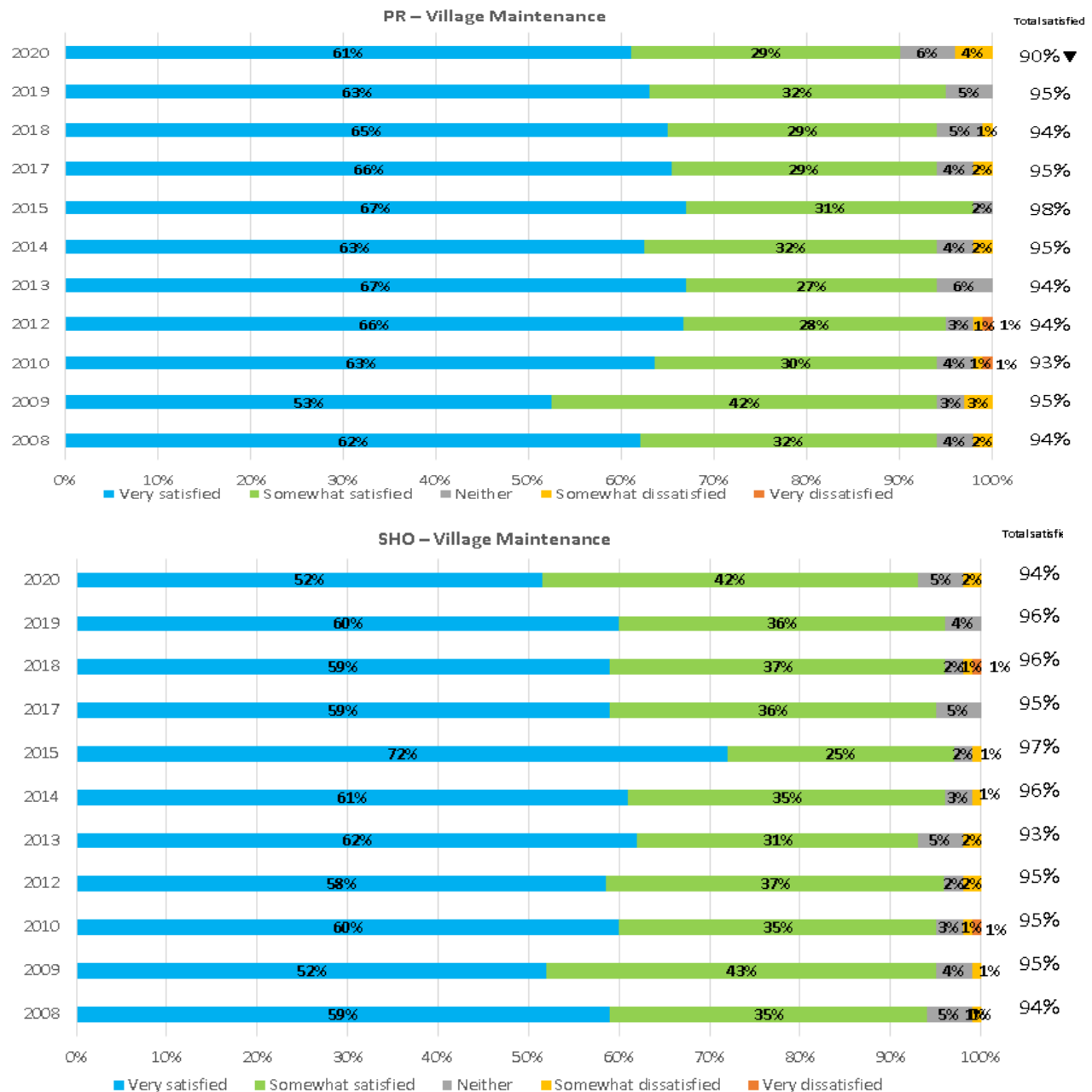
## Village Maintenance

Nearly all permanent resident (90%) and second homeowner (94%) respondents said they were satisfied (very/somewhat) with village maintenance.

Second homeowners were 7% more likely to be satisfied with village maintenance than permanent residents.

Permanent residents' satisfaction levels on this service have dropped by 5% from 2019 (95%).

Female permanent resident respondents were significantly more satisfied with village maintenance when compared to males (93%, compared to 87%).



Q17D. 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), 2019 (n=300), 2020 (n=303)

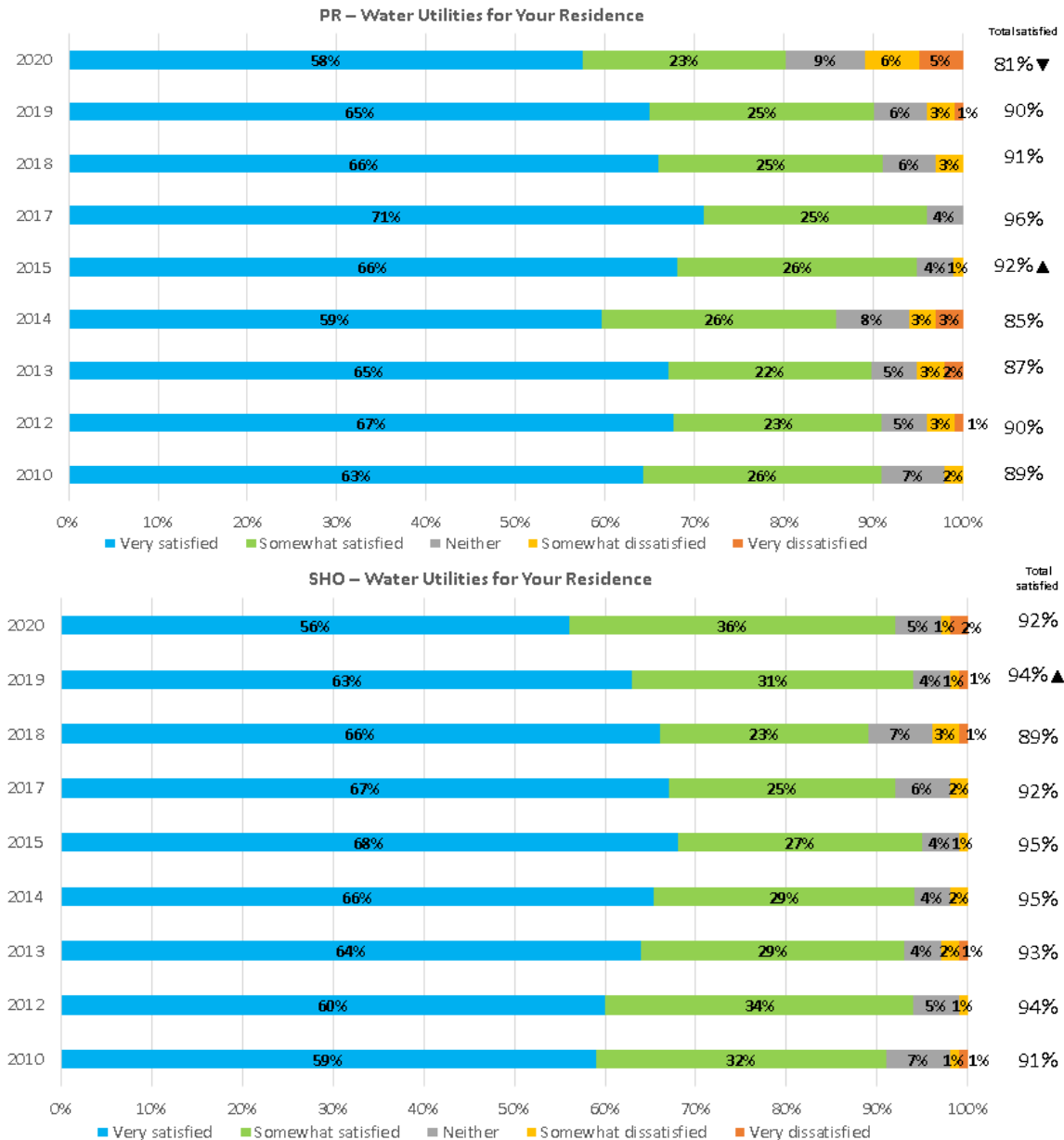
Total Second Homeowners (with an opinion): 2008 (n=203), 2009 (n=193), 2010 (n=197), 2012 (n=190), 2013 (n=189), 2014 (n=195), 2015 (n=196), 2017 (n=194), 2018 (n=166), 2019 (n=202), 2020 (n=197)

## Water Utilities for your Residence

The majority of permanent resident (80%) and second homeowner respondents (92%) said they were satisfied (very/somewhat) with water utilities for their residence.

Second homeowners were significantly more likely to be satisfied with this service compared to permanent residents (92%-80%).

While second homeowners' satisfaction with this service has remained relatively stable (95%-92%), permanent residents' satisfaction has dropped by 10% (90%-80%).



Q17M. 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), 2019 (n=300), 2020 (n=303)

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), 2019 (n=202), 2020 (n=195)



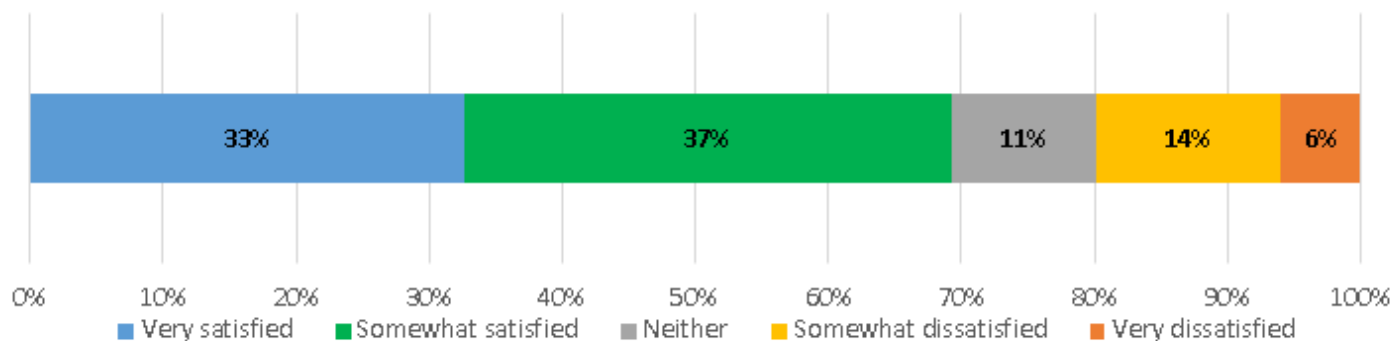
## Road maintenance and snow clearing on local roads, not including HWY 99.

For the questionnaire in 2020, it was decided that the questions ‘Snow clearing on local roads (not including Highway 99)’ and ‘Road maintenance on Local Roads (not including Highway 99)’ from previous surveys were to be combined into one question, named ‘Road maintenance and snow clearing on local roads, not including HWY 99’.

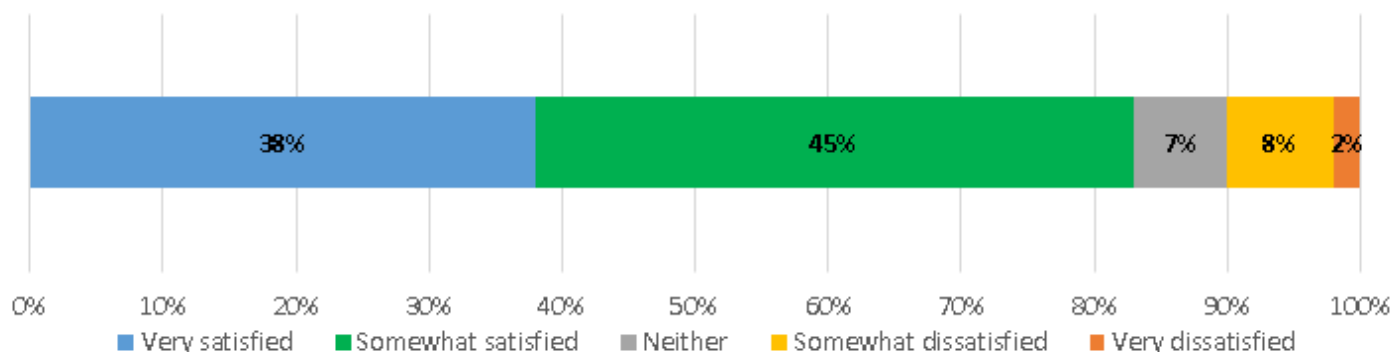
70% of permanent residents and were satisfied with this service, an increase from 2019 where snow clearing scored 67% satisfaction and road maintenance scored 64%. For second homeowners, 83% were satisfied with this service which is a decrease from 2019 where snow clearing scored 92% satisfaction and road maintenance scored 87%.

Among permanent residents, older respondents were much more likely to be satisfied with this service compared to younger respondents (81% for 55+, compared to 71% for <35 and 64% for 35-54).

**PR – Road maintenance and snow Clearing on Local Roads, not including HWY 99**



**SHO – Road maintenance and snow Clearing on Local Roads, not including HWY 99**



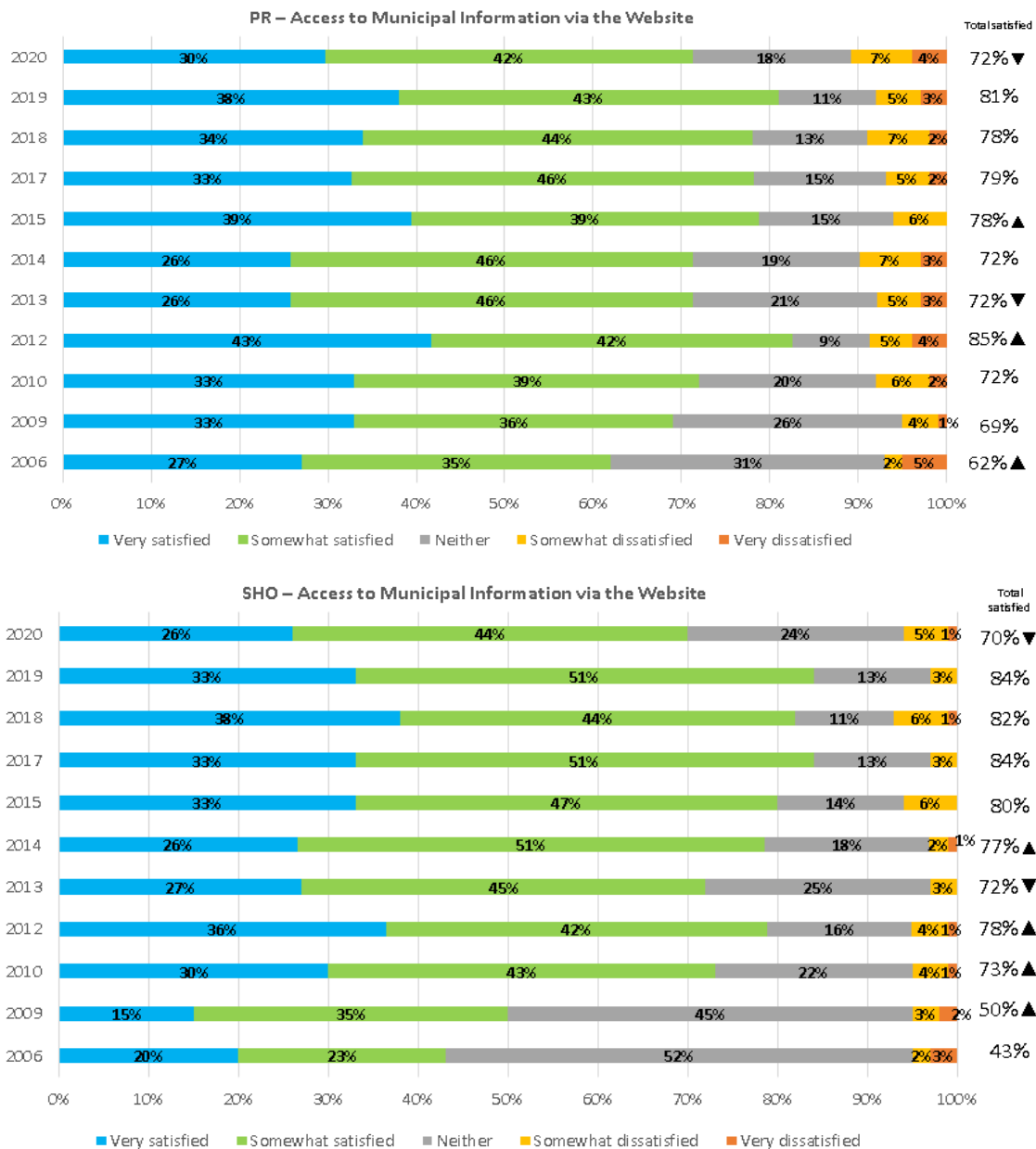
Q17J. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Snow clearing on local roads, not including HWY 99  
 Base: Total Permanent Residents (with an opinion): 2008 (n=300), 2009 (n=304), 2010 (n=300), 2012 (n=293), 2013 (n=292), 2014 (n=297), 2015 (n=252), 2017 (n=240), 2018 (n=302), 2019 (n=300), 2020 (n=304)  
 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), 2019 (n=202), 2020 (n=192)

## Access to Municipal Information via the Website

About seven in ten permanent resident (72%) and second homeowner (70%) respondents said they were satisfied (very/somewhat) with access to municipal information via the Whistler website.

Both permanent residents' and second homeowners' satisfaction levels on this service have dropped significantly from the previous year. Permanent residents' satisfaction rate on this service dropped by 9% from 81% in 2019, and second homeowners' satisfaction rate has dropped by 14% from 84% in 2019.

As with most of the other services provided by Whistler, permanent resident respondents were more satisfied (72%, compared to 70%). Permanent residents respondents were more likely to report that they were "very satisfied" with access to information via the Whistler website when compared to second homeowners (30%, compared to 26%).

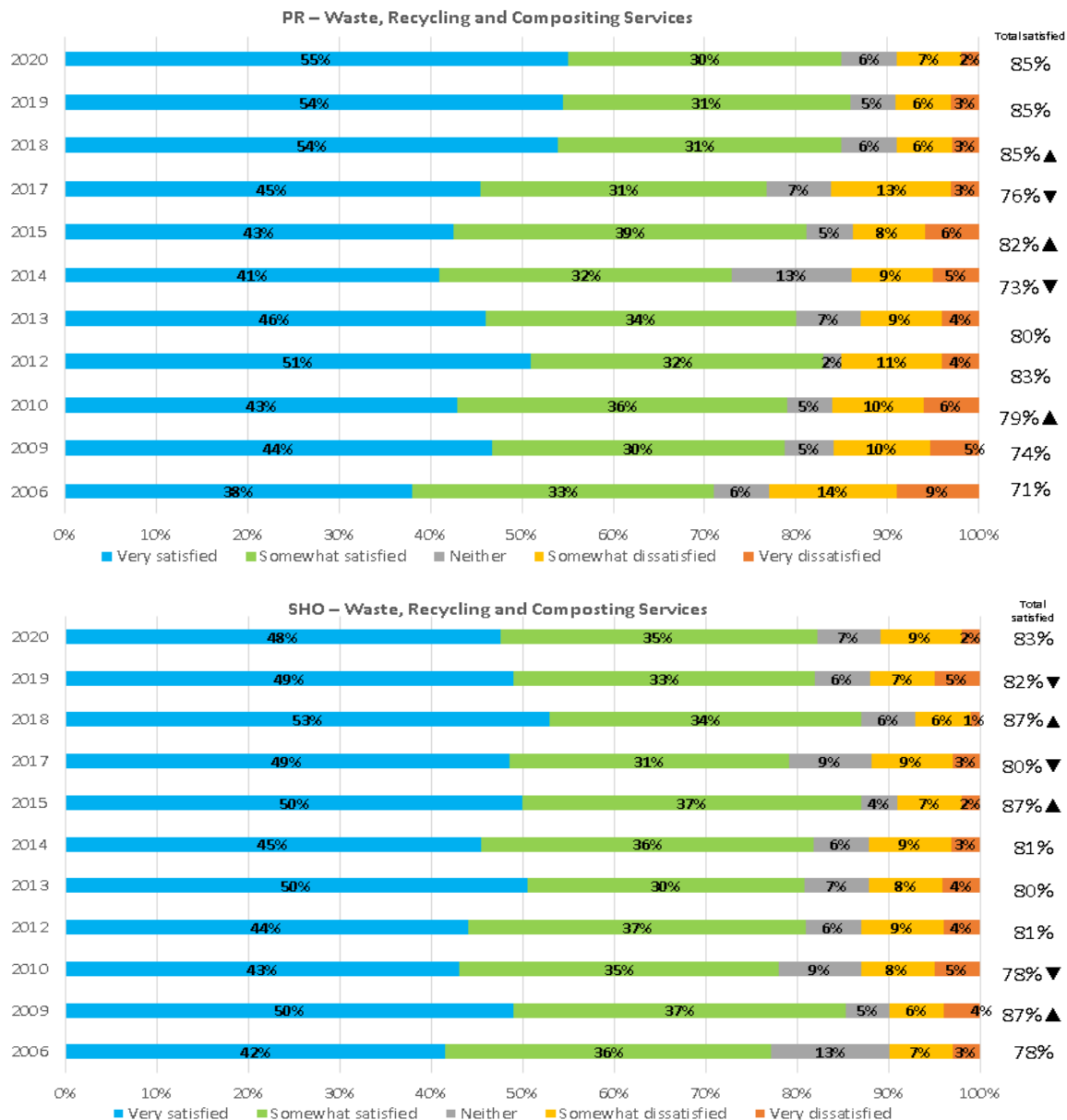


Q17H. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Access to municipal information via the website  
Base: Total Permanent Residents (with an opinion): 2008 (n=279), 2009 (n=242), 2010 (n=272), 2012 (n=261), 2013 (n=257), 2014 (n=264), 2015 (n=236), 2017 (n=257), 2018 (n=272), 2019 (n=300), 2020 (n=283)

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), 2019 (n=202), 2020 (n=156)

## Waste, Recycling and Composting Services

About seven in ten permanent resident (65%) and eight in ten second homeowner (83%) respondents said they were satisfied (very/somewhat) with the waste, recycling and composting services offered by the Resort Municipality of Whistler. Second homeowners' satisfaction rate has remained relatively steady from 2019 (82%), however this number has dropped significantly for permanent residents (69% to 86%).



Q17L. 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), 2019 (n=300), 2020 (n=304)

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), 2019 (n=202), 2020 (n=188)

## Local Transit Services

The majority of permanent resident (71%) and second homeowner (84%) 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 (84%, compared to 71%).

It is worth noting that permanent residents' satisfaction on this service has dropped by 8%, from 79% in 2019 to 71% in 2020, while second homeowners have also dropped by 3% from 2019 (87%) to 2020 (84%).



Q17c. 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), 2019 (n=300), 2020 (n=289)

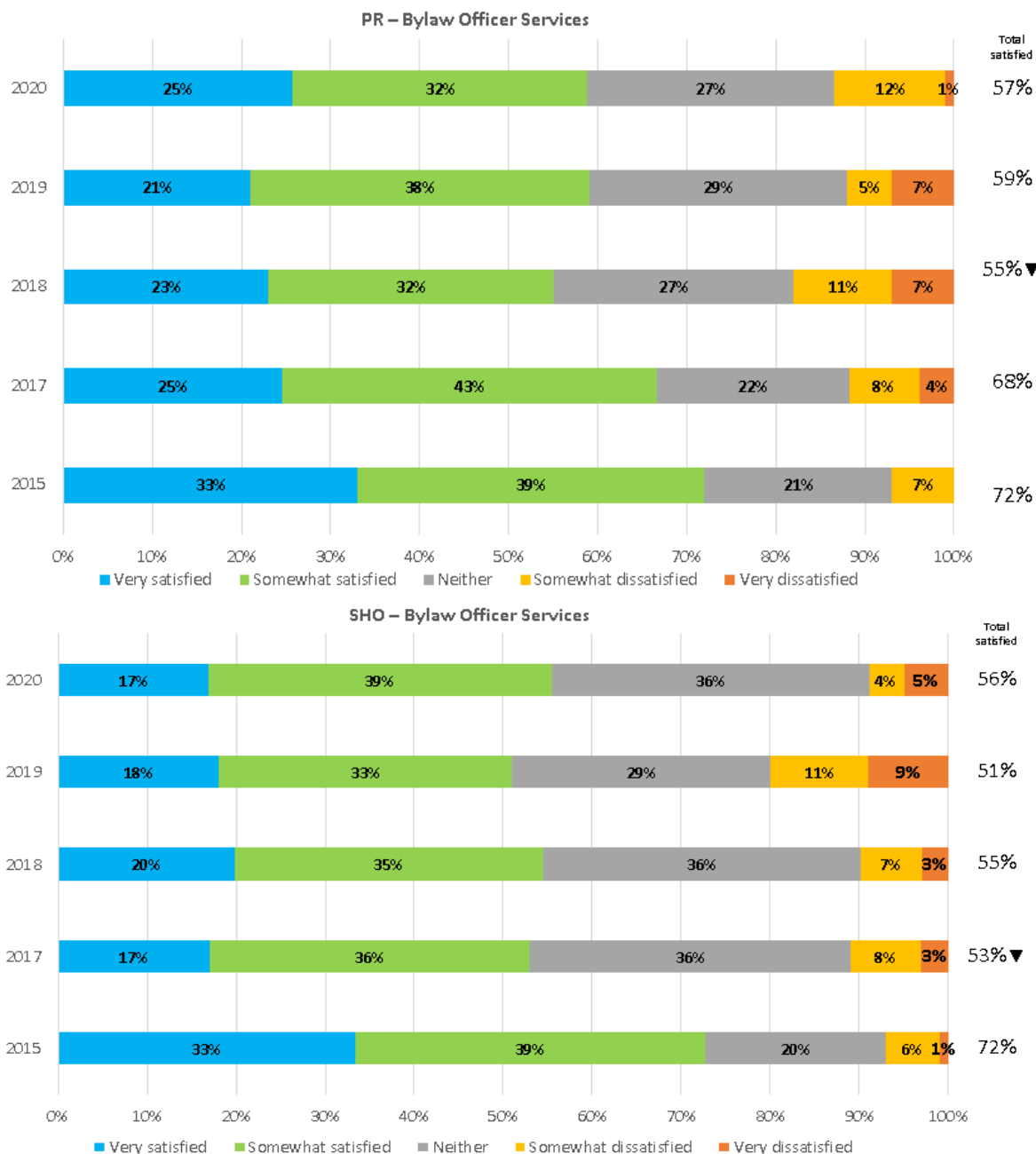
Total Second Homeowners (with an opinion): 2008 (n=189), 2009 (n=166), 2010 (n=176), 2012 (n=152), 2013 (n=159), 2014 (n=161), 2015 (n=176), 2017 (n=168), 2018 (n=158), 2019 (n=202), 2020 (n=184)

## Bylaw Officer Services

When it comes to bylaw officer services, over half of both permanent resident and second homeowner respondents said they were satisfied (very/somewhat) (57% for permanent residents and 56% for second homeowners).

In contrast to other services, permanent and second homeowners have the same satisfaction ratings for bylaw officer services, whereas normally permanent residents tend to be significantly less satisfied in various services compared to second homeowners.

Second homeowner satisfaction with this service increased by 5% compared to 2018 (51%).



Q170. 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), 2019 (n=300), 2020 (n=292)

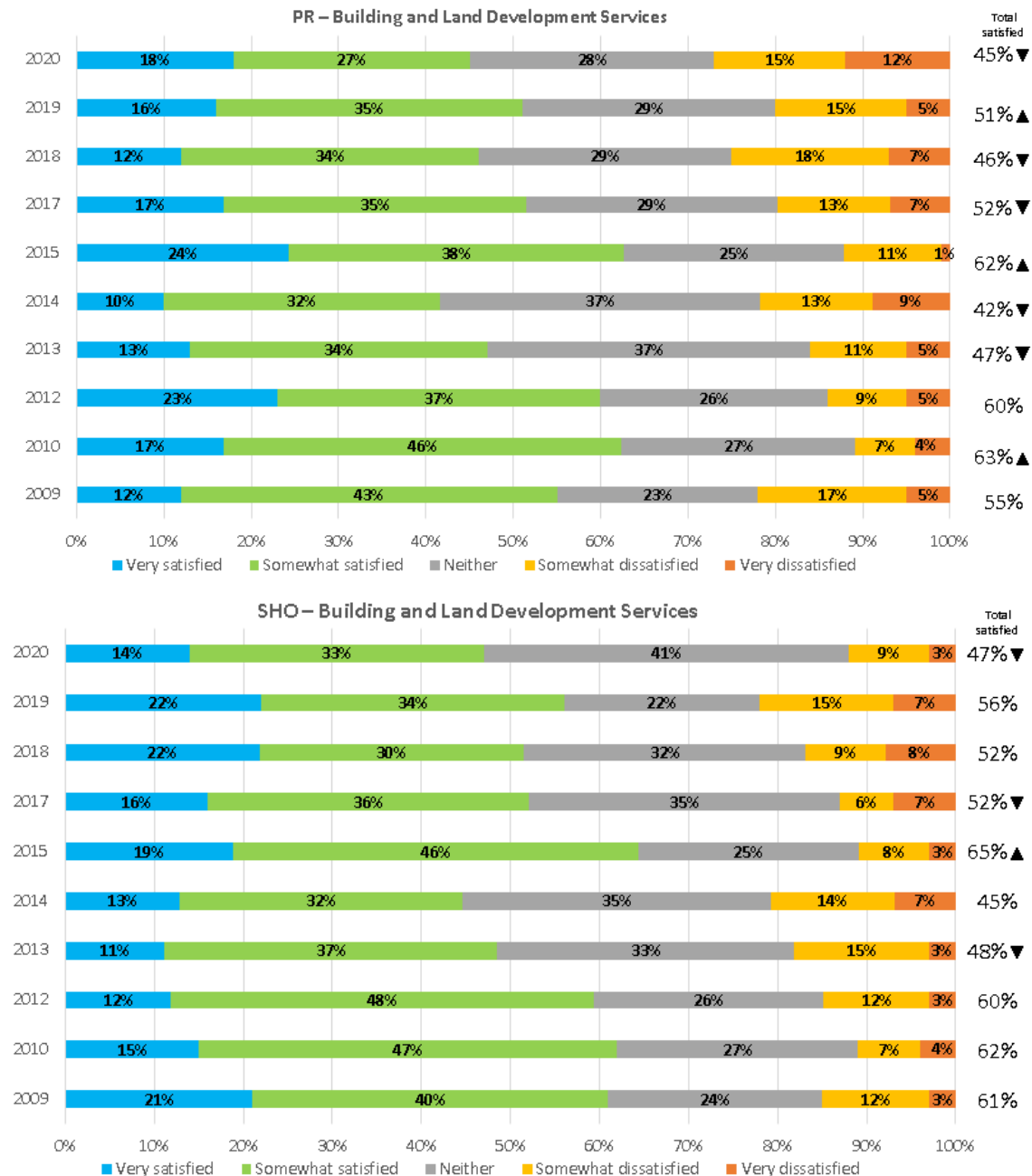
Total Second Homeowners (with an opinion): 2015 (n=145), 2017 (n=135), 2018 (n=140), 2019 (n=202), 2020 (n=150)

## Building and Land Development Services

Less than half of all permanent resident respondents (45%) and second homeowner respondents (47%) said they were satisfied with building and land development services in Whistler.

Satisfaction with this service amongst permanent resident respondents has decreased by 7pp since 2019 (52%).

Satisfaction scores amongst second homeowners with building and land development services in Whistler decreased by 9pp from the previous year (56%→47%).



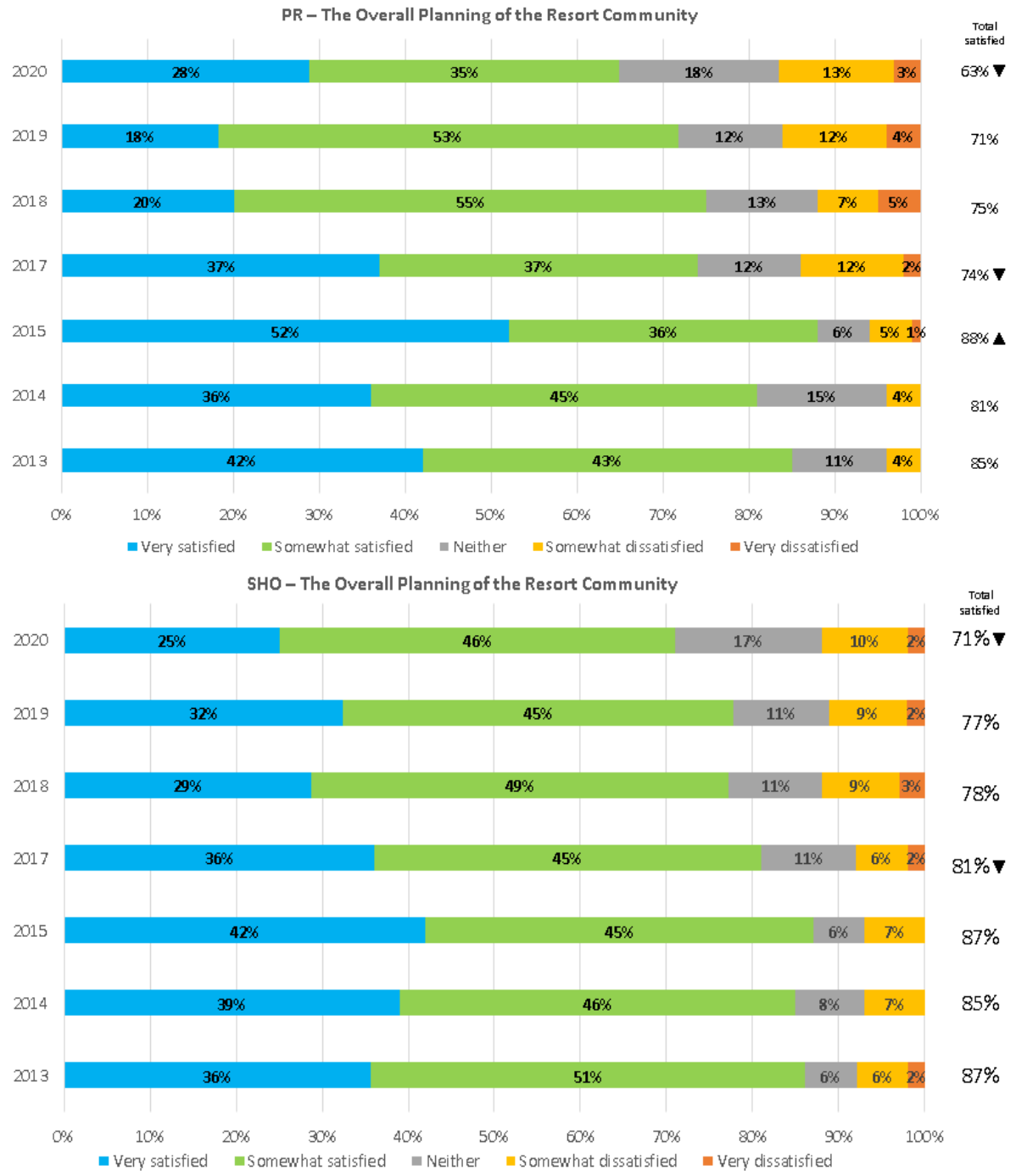
Q17I. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Building and land development services  
Total Permanent Residents (with an opinion): 2009 (n=258), 2010 (n=271), 2012 (n=250), 2013 (n=242), 2014 (n=234), 2015 (n=216), 2017 (n=239), 2018 (n=256), 2019 (n=300), 2020 (n=269)

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), 2019 (n=202), 2020 (n=153)

## The Overall Planning of the Resort Community

The majority of permanent resident (63%) and second homeowner (72%) respondents said they were satisfied (very/somewhat) with the overall planning of the resort community.

Permanent residents' satisfaction on this service dropped by 8% compared to 2019 (71%), and second homeowners satisfaction dropped by 6% from 2019 (78%).



Q17E. How satisfied are you with each of the following services provided by the Resort Municipality of Whistler? Overall planning of the resort community

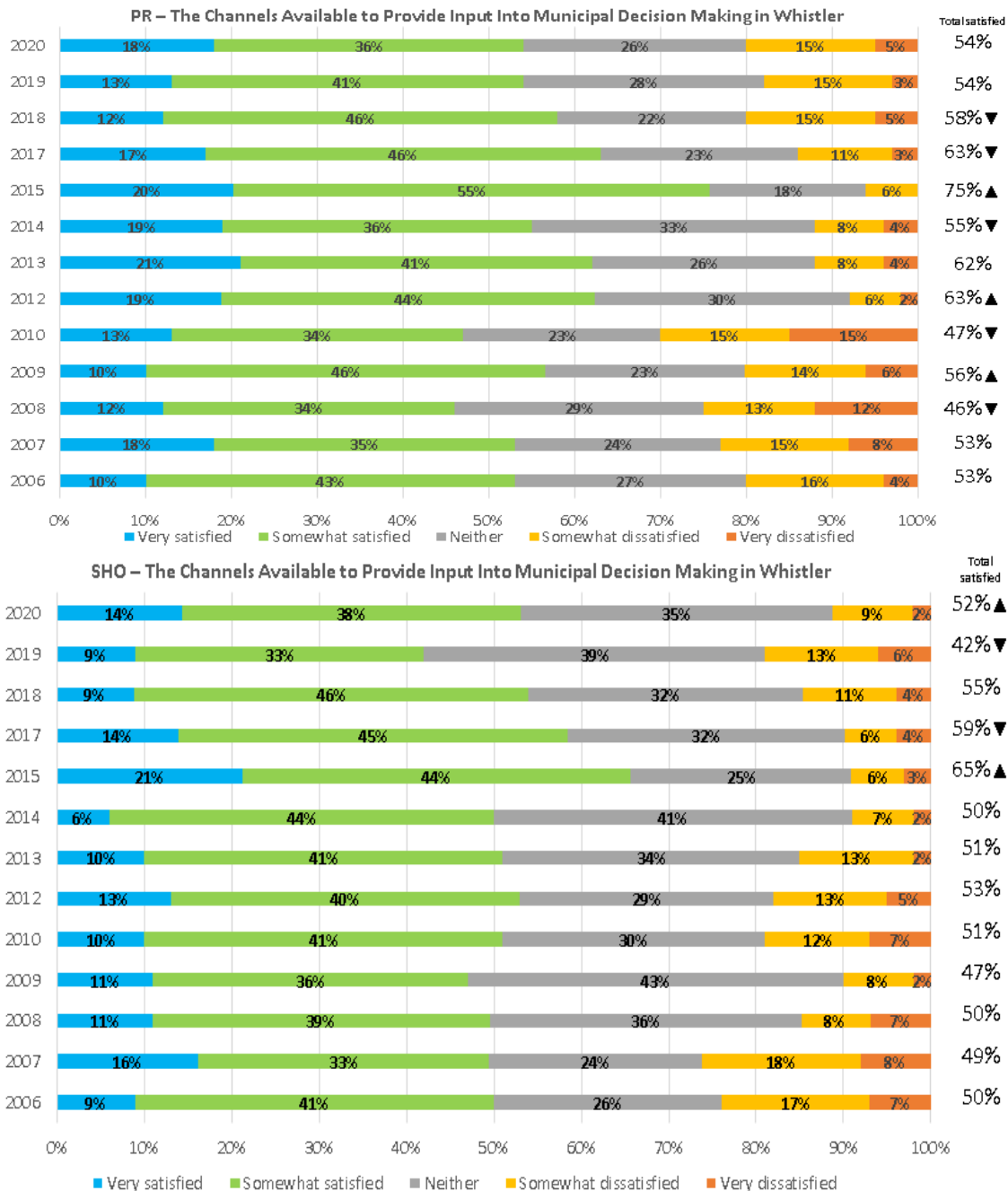
Base: Total Permanent Residents (with an opinion): 2013 (n=295), 2014 (n=296), 2015 (n=250), 2017 (n=285), 2019 (n=300), 2020 (n=301)

Total Second Homeowners (with an opinion): 2013 (n=188), 2014 (n=192), 2015 (n=197), 2017 (n=157), 2018 (n=168), 2019 (n=202), 2020 (n=194)

## The channels available to provide input into municipal decision making in Whistler

Approximately half of permanent resident (53%) and second homeowner (52%) respondents were satisfied (very/somewhat) with existing channels to provide input into municipal decision making in Whistler.

Although total satisfaction scores for both groups were roughly the same, permanent resident respondents were significantly more likely to be dissatisfied in the channels available to provide input into municipal decision making in Whistler compared to second homeowners (21% and 13%, respectively).



Q17B. 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), 2019 (n=300), 2020 (n=284)

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), 2019 (n=202), 2020 (n=161)



## 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 2020 compared to 2019, 2018, 2017, 2015, 2014, 2013, 2012, and 2010.

In 2020, satisfaction with services saw dropped across most service aspects, some dropped significantly.

Service Provided by the Resort Municipality of Whistler	2010	2012	2013	2014	2015	2017	2018	2019	2020
Building and Land Development services	62%	60%	47%▼	42%▼	62%▲	52%▼	46%▼	52%▲	45%▼
Water utilities for your residence	91%	90%	87%	87%	94%▲	96%	91%▼	90%	80%▼
Access to municipal information via the website	73%	83%▲	72%▼	72%	79%▲	79%	78%	81%	72%▼
Waste, recycling and composting services	79%	83%	80%	73%▼	81%▲	77%	85%▲	86%	85%
Local transit services	68%	53%▼	57%	69%▲	70%	71%	69%	79%▲	71%▼
Village maintenance	95%	96%	94%	94%	97%	94%	94%	95%	89%▼
Road maintenance and Snow clearing on local roads, not including HWY 99	-	-	-	-	-	-	-	-	69%
Snow clearing on local roads, not including HWY 99	94%	87%	85%	85%	87%	83%	77%	67%	-
Road maintenance on local roads, not including HWY 99	83%	81%	87%	85%	81%	77%	75%	64%	-
The overall planning of the resort community	-	-	85%	81%	88%▲	74%▼	75%	71%	63%▼
Bylaw Officer services	-	-	-	-	72%	67%▼	55%▼	59%	56%
Village activities (including festivals and events)	-	-	-	-	-	-	-	-	85%
The channels available to provide input into municipal decision making in Whistler	-	-	-	-	-	-	-	-	53%

## Historical Comparison – Second Homeowners

The following chart presents top two box satisfaction scores (very/somewhat satisfied) of second homeowner respondents for services provided by the Resort Municipality of Whistler for 2019 compared to 2018, 2017, 2015, 2014, 2013, 2012, and 2010.

In 2019, satisfaction with services stayed relatively static for all except for two services that experienced significant increases in satisfaction scores. Satisfaction with municipal hall main customer service counter increased by 13% (65%→78%) and parking option satisfaction increased by 9% (41%→50%).

Service Provided by the Resort Municipality of Whistler	2010	2012	2013	2014	2015	2017	2018	2019	2020
Building and Land Development services	62%	60%	48% ▼	45%	65% ▲	52% ▼	51%	56% ▲	47% ▼
Water utilities for your residence	91%	94%	94%	94%	95%	92%	90%	95%	92%
Waste, recycling and composting services	78%	81%	81%	81%	87% ▲	80% ▼	86% ▲	82%	82%
Local transit services	84%	65% ▼	82% ▲	80%	90% ▲	72% ▼	83% ▲	87%	84%
Village maintenance	95%	95%	94%	96%	97%	95%	96%	96%	93%
Snow clearing on local roads, not including HWY 99	94%	87% ▼	85%	85%	87%	83%	77% ▼	67% ▼	---
Road maintenance on local roads, not including HWY 99	83%	81%	87% ▲	85%	81%	77% ▼	75%	64% ▼	---
Snow clearing and road maintenance on local roads, not including HWY 99	---	---	---	---	---	---	---	---	83%
The overall planning of the resort community	---	---	87%	84%	87%	81% ▼	78%	78%	72% ▼
Bylaw Officer services	---	---	---	---	72%	53% ▼	55%	51%	56% ▲
Access to municipal information via the website	73% ▲	78%	72% ▼	80% ▲	80%	84%	83%	---	70% ▼
The overall planning of the resort community	---	---	87%	84%	87%	81% ▼	78%	78%	72% ▼

## 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) water utilities for your residence, and, (2) the overall planning of the resort community.** These two priorities are consistent with 2019, however, it suggests a decrease in importance of village maintenance, waste, recycling and composting which were both high priority in 2019.

High Priority
Medium Priority
Low Priority

Priority	Services	Performance	Importance
1	Water utilities for your residence	80	0.314
2	The overall planning of the resort community	63	0.384
3	Local transit services	71	0.204
4	Access to municipal information via the website	72	0.200
5	Village activities (including festivals and events)	85	0.163
6	Waste, recycling and composting services	85	0.142
7	Road maintenance and snow clearing on local roads, not including HWY 99	69	0.155
8	The channels available to provide input into municipal decision making in Whistler	53	0.196
9	Bylaw Officer services	56	0.126
10	Building and land development services	45	0.106
11	Village maintenance	89	0.047

This analysis reveals that top priorities to improve overall value for money among second homeowners are: **(1) village activities (including festivals and events), and, (2) village maintenance.**

Priority	Services	Performance	Importance
1	Village activities (including festivals and events)	92	0.160
2	Village maintenance	93	0.122
3	Waste, recycling and composting services	82	0.138
4	Bylaw Officer services	56	0.201
5	Road maintenance and snow clearing on local roads, not including HWY 99	83	0.099
6	The overall planning of the resort community	72	0.099
7	Water utilities for your residence	92	0.061
8	The channels available to provide input into municipal decision making in Whistler	52	0.073
9	Building and land development services	47	0.066
10	Local transit services	84	0.016
11	Access to municipal information via the website	70	0.010

## Value of Services Received for Property Tax Dollars

Most of permanent resident (76%) and second homeowner (89%) respondents said they receive good value (very/fairly) for their property tax dollars.

Despite the fact that second homeowners' satisfaction on their perceived value of services for property tax dollars remain relatively unchanged from 2019 (1% drop from 90%), there was a significant drop in satisfaction from permanent resident respondents, a 10% drop from 86% in 2019. 26% of permanent resident respondents said they received 'very good value' for their tax a 9% drop from 35% in 2019.

Second homeowner respondents were significantly more likely to feel they received "fairly good" value for their tax dollars in contrast to permanent resident respondents (66% and 50%, respectively) Permanent residents were significantly more likely to feel they received "very good" value for their tax dollars when compared to second homeowners (35%, compared to 20%).



Q18. 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), 2019 (n=300), 2020 (n=144)

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), 2019 (n=202), 2020 (n=194)

## Demographics

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

Demographics		
	Permanent Residents n=307 %	Second Homeowners n=200 %
<b>Gender</b>		
Male	54	50
Female	46	50
<b>Age</b>		
18-34	41	5
35-44	19	4
45-54	16	11
55-64	11	26
65+	8	48
<b>Marital Status</b>		
Married/Common-law	60	N/A
Single	38	N/A
<b>Dependent Children</b>		
None	62	N/A
1	14	N/A
2	10	N/A
3	6	N/A
4+	6	N/A
<b>Employment Status</b>		
Employed	63	23
Self-Employed	20	17
Student	3	3
Retired	8	55
Not working (seeking/not seeking work)	2	2
<b>Home Tenure</b>		
Own	50	100
Rent	51	0

# Main Questionnaire

## Resort Municipality of Whistler 2020 CLS Survey

Forum Research Inc.

Jan 2020

**N=500**  
**Permanent Resident n=300 ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4))**  
**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 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. Richard Kemble: RMOW 604-935-8116.*

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)

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

- Cellular device
- Landline

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

INTRO2. Do you own a landline?

- a. Yes
- b. No

→ CPO CATEGORY

## Section 2 – SURVEY

### A. Main

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

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

- 1. Yes → CONTINUE TO Q2
- 2. No → TERMINATE

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 → IF Q1A=B, TERMINATE
- 3. Live full-time elsewhere → IF Q1A=B, TERMINATE
- 4. Predominantly in Whistler and part of the year elsewhere

3a. What type of dwelling is your Whistler residence? **READ LIST [ONE ANSWER ONLY]**

- 1. Single, detached house
- 2. Duplex or row townhouse
- 3. Apartment style
- 4. Suite in house
- 5. Condo
- 6. Vehicle camper/van
- 7. Staff housing, dorm style (e.g. Whistler Blackcomb or Fairmont @ Glacier Drive)
- 8. Other (please specify)

**SKIP IF Q3a=6:**

3b. Is your residence in the pool of Whistler Housing Authority (WHA) employee restricted housing?

- 1. Yes
- 2. No
- 9. Don't Know

**IF Q1a=1:**

3c. 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 for a question related to property taxes..*

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
12. \$4,500,000
13. \$5,000,000
14. \$5,500,000
15. \$6,000,000
16. Over \$6m...

**(PR) – IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)), ask 4a**

4a. How long have you lived as a permanent resident in Whistler?

**[DO NOT READ]**

0. Less than 1 year
1. Record number of years

**(SHO) – If ((Q1a=1) & (Q2=2 OR 3)), ask 4b**

4b. How long have you owned property in Whistler?

**[DO NOT READ]**

0. Less than 1 year
1. Record number of years



**(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),**

**(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 5a**

5a. 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

**5b. (PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)), & Q5A=1,2**

Which of the following best describes your employment situation?

1. Work for a business located in Whistler that provides goods or services to locals and/or tourists
2. Work for a business located in Whistler that provides goods or services to clients (mostly) located outside of Whistler
3. Work for a business located outside of Whistler (either travel to work place or work from home/remotely) – e.g. Pemberton, Squamish, Vancouver, US.
4. Other (please specify)

**If 5b = 3, ask 5c**

5c. if working for a business located outside of Whistler, where is your employer's business located?

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## **B. Community Life**

**(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 6a, 6b and 6c.**

In the last year, how many days did you stay in Whistler in the following seasons?

6a. Peak Summer

1. Less than 10 days
2. More than 10 days but less than 20
3. More than 20 days
4. None

6b. Peak Winter

1. Less than 10 days
2. More than 10 days but less than 20
3. More than 20 days
4. None

6c. Shoulder or off-peak times

1. Less than 10 days
2. More than 10 days but less than 20
3. More than 20 days

4. None

**(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),**

**(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 7**

7. 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]**

**(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),**

**(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 8**

8. 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. Number of people visiting Whistler	5	4	3	2	1	9
e. Personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and the Sea-to-Sky corridor	5	4	3	2	1	9
f. Atmosphere and ambience of Whistler Village	5	4	3	2	1	9
g. Career and employment opportunities <b>(PR ONLY)</b>	5	4	3	2	1	9
h. Health and Medical Services	5	4	3	2	1	9

**(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),**

**(SHO) - IF ((Q1a=1) & (Q2=2 OR 3)), ask 9a, 9b and 9c**

Overall, how would you rate the quality of your interactions with visitors in Whistler?

**(SHO) SKIP IF 6a = 4**

9a. Summer

- 5. Very enjoyable

4. Somewhat enjoyable
3. Neutral
2. Not very enjoyable
1. Not at all enjoyable
9. Not applicable

**(SHO) SKIP IF 6b = 4**

9b. Winter

5. Very enjoyable
4. Somewhat enjoyable
3. Neutral
2. Not very enjoyable
1. Not at all enjoyable
9. Not applicable

**(SHO) SKIP IF 6c = 4**

9c. Shoulder seasons

5. Very enjoyable
4. Somewhat enjoyable
3. Neutral
2. Not very enjoyable
1. Not at all enjoyable
9. Not applicable

**(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),**

**(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 10a and 10b**

10a. How strongly do you feel visitors appreciate and respect Whistler's mountain culture?

1. Not strong at all
2. Not very strong
3. Neutral
4. Somewhat strong
5. Very strong

10b How would you describe Whistler's mountain culture

**[Open Question]**

- (not read) Categorize answers into
  - o Skiing
  - o Mountain biking
  - o Mountain/ outdoor activities
  - o Hiking
  - o Adrenalin activities
  - o Art & culture
  - o Festival & events
  - o Landscape scenery
  - o Wildlife – nature
  - o Other

**Skip if SHO (If (Q1=1) & (Q2=2 OR 3))**  
**Only ask 11 and 12 if employed (Q5a=1 or 2)**

**11. DON'T NEED 2<sup>nd</sup> homeowners** 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 Please **Specify** \_\_\_\_\_

**12. DON'T NEED 2<sup>nd</sup> homeowners** 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 Please **Specify** \_\_\_\_\_

### **C. Community Issues and Decisions**

**(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),**

**(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 13a and 13b**

**13a.** What is the most important issue facing your community that should receive the greatest attention from your local leaders? **RECORD**

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**Skip IF Q13a=dk:**

**13b.** Do you specifically face this issue yourself?

- 1. Yes
- 2. No

(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),

(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 14

14. Would you say municipal 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
9. Don't Know [**DO NOT READ**]

(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),

(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 15

15a. 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**]

(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),

(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 16a

16a. In the past year, how many times have you participated in a municipal planning or decision process through activities such as taking a survey, emailing Council, or attending an open house, committee meeting or Council meeting?

**If 16a < 2, ask 16b**

16b. What are the reasons you haven't engaged more often? Open question

(not read) Categorize answer into the following:

- **Too busy/no time/not a priority:** I don't have time; too busy to participate
- **Not interested/don't care:** I'm not really interested; only interested when the issue/topic is closely connected to me/my property
- **Inconvenient times** – events are held during inconvenient times during the day or week/during work/during evenings when I have kids or other commitments
- **Inconvenient locations** – events are held at inconvenient locations; hard for me to get to
- **Information** - too much, too confusing; I don't have time/capacity to read it all

- **I'm not informed:** I feel that others are more informed and will provide the input needed
- **Trust direction/decision-makers:** I trust that decision-makers will make the best decision on behalf of the community; I feel that Whistler is in good hands; happy with direction; don't need my input
- **Don't trust:** I don't trust the process/decision-makers; decisions are already made; don't want to waste my time; my input won't make a difference; my input won't influence the decision
- **Quality of engagement:** opportunities aren't engaging enough; boring

**(PR) - IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)),**

**(SHO) - If ((Q1a=1) & (Q2=2 OR 3)), ask 17**

17. 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. Village activities (including festivals and events)	5	4	3	2	1	9
b. The channels available to provide input into municipal decision making in Whistler.	5	4	3	2	1	9
c. Local transit services	5	4	3	2	1	9
d. Village maintenance	5	4	3	2	1	9
e. The overall planning of the resort community	5	4	3	2	1	9
h. Access to municipal Information via the website	5	4	3	2	1	9
i. Building and land development services	5	4	3	2	1	9
j. Road maintenance and snow clearing on local roads, <b>not</b> including HWY 99	5	4	3	2	1	9
l. Waste, recycling and composting services	5	4	3	2	1	9
m. Water utilities for your residence	5	4	3	2	1	9
o. Bylaw Officer services	5	4	3	2	1	9

IF Q1=A:

For blank space, enter:

\$1,500 if 3c=\$200,000  
\$1,900 if 3c=\$400,000  
\$2,200 if 3c=\$600,000  
\$2,600 if 3c=\$800,000  
\$2,900 if 3c=\$1,000,000  
\$3,800 if 3c=\$1,500,000  
\$4,700 if 3c=\$2,000,000  
\$5,600 if 3c=\$2,500,000  
\$6,500 if 3c=\$3,000,000  
\$7,300 if 3c=\$3,500,000  
\$8,200 if 3c=\$4,000,000  
\$9,100 if 3c=\$4,500,000  
\$10,000 if 3c=\$5,000,000  
\$10,900 if 3c=\$5,500,000  
\$11,800 if 3c=\$6,000,000  
\$12,000 if 3c=\$6M and above

18. 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 \$ [redacted] 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 overall 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

#### D. Demographics

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

**(PR) – IF ((Q1A=1,2 OR Q1B=1) & (Q2=1 OR 4)), ask 19 to 23**

19. 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
9. Refused (DO NOT READ)

20b. How many children or adults living under the same roof are financially dependent on you?

\_\_\_\_\_

**SKIP IF Q19=2 or Q20 is more than 0**

21. 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. \$45,000 or more
    - 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 to \$200,000
    - vii. \$200,000 or more
    - viii. Refused
    - ix. Don't know
- 8      Refused
- 9.      Don't know

**SKIP IF 19 is 1 AND 20 = 0**

22. 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. \$45,000 or more
    - 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 to \$200,000
    - vii. \$200,000 or more
    - viii. Refused
    - ix. Don't know
- 8.      Refused
- 9.      Don't know

**[ASK IF Q1a=2 and Q19=1]**

**DON'T NEED 2<sup>nd</sup> homeowners**

23a.    Approximately how much in total do you spend per month on housing, including your portion of the rent, electricity and heating?

\_\_\_\_\_ Record \$ per month  
 Don't know  
 Refused

**[ASK IF Q1a=1 and Q19=1] skip if (Q1a=1 & Q2=2 or Q2=4)**

**DON'T NEED 2<sup>nd</sup> homeowners**

23b.    Excluding property taxes approximately how much in total do you spend per month on housing, including mortgage payments, electricity and heating?

\_\_\_\_\_ Record \$ per month  
 Don't know  
 Refused

**[ASK IF Q1a=2 and Q19=2]**

**DON'T NEED 2<sup>nd</sup> homeowners**

23c.    Approximately how much in total do you estimate you and your partner spend per month on housing, including rent, electricity and heating?

\_\_\_\_\_ Record \$ per month  
Don't know  
Refused

**[ASK IF Q1a=1 and Q19=2] skip If (Q1a=1 & Q2=2 or Q2=3)**

**DON'T NEED 2<sup>nd</sup> homeowners**

23d. 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?

\_\_\_\_\_ Record \$ per month  
Don't know  
Refused

24. In what year were you born?

\_\_\_\_\_ Record year  
Refused

25. Record gender. DO NOT ASK.

1. Female
2. Male

***THANK AND TERMINATE***