



MUSTEL GROUP
MARKET RESEARCH

RMOW Community Life Tracking Survey

February 2006

Presented to:



Resort Municipality of Whistler
Whistler, BC

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Executive Overview

Introduction

The Resort Municipality of Whistler has developed a comprehensive sustainability plan called 'Whistler 2020'. One of the components of the plan is a comprehensive monitor and reporting program, which includes numerous indicators of community life that measure Whistler's success and sustainability. While many different sources (but primarily Statistics Canada) are available to measure social and economic indicators of success, there are also many gaps, necessitating the need for a community survey that captures the information on a yearly basis. The annual survey will also be used to measure attitudes towards current policies and policy options.

This year, a total of 700 random telephone interviews were completed between January 18 and February 13, 2006. Key findings are summarized briefly in this Executive Overview. Further details are presented in the Detailed Findings section.

Key Indicator Findings

Living in Whistler

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

- Two-thirds of permanent residents (65%).
- Four-in-ten seasonal residents (40%).
- More than nine-in-ten second home owners (95%).

Proportion of residents satisfied with Whistler as a place to live

- Almost nine-in-ten permanent residents (88%).
- A little more than nine-in-ten seasonal residents (92%).

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

- One-in-five permanent residents (22%).
- A total of 41% of seasonal residents.

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

- A total of 14% of permanent residents.
- Almost one-third of seasonal residents (30%).

Median Income Levels – Personal and Household

Permanent Residents

- Median Personal Income Range: \$30,000 to less than \$35,000
- Median Household Family Income Range: \$55,000 to less than \$60,000

Seasonal Residents

- Median Personal Income Range: \$25,000 to less than \$30,000
- Median Household Family Income Range: \$30,000 to less than \$35,000

Arts, Culture and Recreation

Proportion of residents attending any arts, culture or heritage offering at least once a month

- Six-in-ten permanent residents (60%).
- At least seven-in-ten seasonal residents (72%).
- Less than one-quarter (23%) of second home owners.

Proportion of residents satisfied with Whistler's arts, culture and heritage offerings

- Approximately six-in-ten permanent residents.
- Six-in-ten seasonal residents.

Proportion of residents participating in physical recreational activities on more than three days a week

- Two-thirds of permanent residents (66%) and two-thirds of seasonal residents (69%).

Proportion of residents stating they are satisfied with opportunities for physical recreation in Whistler

- Almost all permanent (95%) and seasonal (98%) residents feel satisfied with the opportunities for recreational physical activities in Whistler.

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

- More than eight-in-ten permanent residents (85%).
- About three-quarters of seasonal residents (77%).

Education

Proportion of residents who have completed a post secondary education program

- A majority of permanent residents (71%).
- Approximately three-quarters of seasonal residents (74%).

Proportion of residents satisfied with their opportunities for formal and informal learning in the Sea-to-Sky Corridor

- Only 27% of permanent residents say they are satisfied with their personal opportunities for *formal* learning with 61% satisfied with their personal opportunities for *informal* learning.
- 20% of seasonal residents express satisfaction with their personal opportunities for *formal* learning with 51% who feel satisfied with their personal opportunities for *informal* learning.

Work and Transportation

Proportion of residents satisfied with their work environment

- Of those permanent residents currently employed or self-employed almost nine-in-ten (88%) are currently satisfied with their work environment.
- The same proportion of seasonal residents express satisfaction with their work environment with somewhat more saying they are 'very satisfied'

Proportion of Whistler residents travelling to work via carpool, public transit, walking or biking

- Half of all permanent residents (51%) use an alternative mode of transportation when travelling to and from work in the winter months, increasing to 62% in the summer months with a number of residents switching to use of a bicycle.
- Eight-in-ten seasonal residents (82%) use alternative modes of transportation in the winter months, the majority using public transit (47%). With the number of commuters falling by half in the summer months, of those remaining 73% use alternative modes of transportation to get to and from work.

Proportion satisfied with alternative transport options

- The majority of both permanent and seasonal residents feel satisfied with the transportation alternatives on offer in Whistler (93% and 94% respectively) with about two-thirds in each case who say they are 'very satisfied'.

Community Living

Proportion of residents who feels a sense of belonging to Whistler

- More than eight-in-ten permanent residents (85%).
- Two-thirds of seasonal residents (68%).
- Less than half of all second home owners (43%).

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

- A total of 42% of permanent residents.
- Just 16% of seasonal residents and 13% of second home owners.

Proportion of residents and second home owners who feel that just over half or more people living in Whistler can be trusted

- Almost nine-in-ten (89%) of permanent residents.
- The same proportion of seasonal residents (89%).
- Somewhat fewer second home owners (79%).

Proportion of residents satisfied with the quality of interactions with tourists

- More than nine-in-ten permanent residents (94%).
- Almost as many seasonal residents (91%).

Community Decision Making

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

- Half of all permanent residents (52%).
- Less than half of all seasonal residents (43%).
- Almost half of all second home owners (48%).

Proportion of community members satisfied with the quality of information available about community decisions

- Half of all permanent residents (51%).
- Six-in-ten seasonal residents (63%).
- Half of all second home owners (49%).

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

- A total of 42% of permanent residents.
- Half of all seasonal residents (49%).
- More than half of all second home owners (55%).

Proportion of community members who voted in the last municipal election (among eligible voters)

- 78% of permanent residents
- 45% of seasonal residents
- 43% of second homeowners

Foreword

Background and Research Objectives

The Resort Municipality of Whistler has developed a comprehensive sustainability plan called 'Whistler 2020'. One of the components of the plan is a comprehensive monitor and reporting program, which includes numerous indicators of community life that measure Whistler's success and sustainability. While many different sources (but primarily Statistics Canada) are available to measure social and economic indicators of success, there are also many gaps, necessitating the need for a community survey that captures the information on a yearly basis. The annual survey will also be used to measure attitudes towards current policies and policy options.

Some of the indicators for measurement in the survey include areas such as:

- Satisfaction with life in Whistler.
- Frequency of recreating.
- Satisfaction with educational opportunities.
- Satisfaction with work environment and transportation alternatives.
- Sense of belonging to the community.
- Satisfaction with the decision making process.

In designing the research a number of key issues and needs were considered including a requirement for reliable, projectable data, creating a survey design that is replicable, and the need to include all stakeholders.

The key stakeholder groups included:

- **Permanent residents:** those who own or rent property in Whistler and live there year-round
- **Seasonal residents:** those who do not own property in Whistler and live there for only part of the year
- **Second home owners:** those who do own property in Whistler but live elsewhere

Methodology

The primary methodology for this survey was the use of random telephone interviews conducted among the three key stakeholders groups in Whistler. A total of 700 interviews were completed, 300 with permanent residents, 200 with second-home owners and 200 with seasonal residents. Fieldwork was conducted between January 18 and February 13, 2006, with one day of on-site interviewing completed February 24.

A telephone methodology is the most effective method to interview a representative cross-section of stakeholders. With this methodology, we can use techniques to ensure the sample is randomly selected and results projectable to the entire stakeholder group. Results from alternative methodologies such as mail surveys or internet surveys are not necessarily projectable to the population, as they tend to suffer from low response rates, and response bias, as respondents are often self-selected on the basis of the topic area. In addition, self administered questionnaires have numerous limitations on questionnaire design and tend to be quite poor for open-ended questions.

The key limitation of a telephone approach is reaching households that do not have landlines, an issue that although was anticipated did not appear to be an issue in the initial stages of the survey. Having completed the majority of target interviews amongst the 'seasonal residents' via the telephone this group did pose a challenge towards the end of the fieldwork period. With little time remaining and 27 surveys still to complete the decision was made with the client to complete the remaining surveys on-site as intercept (paper assisted personal interviews) at the Village in Whistler. These final 27 surveys were completed in one day and the resulting data was combined with the 173 surveys completed on the telephone.

Sampling

Permanent Residents

Households were randomly selected using an up-to-date database of published, residential listings. The database Mustel employs is updated regularly to ensure the inclusion of the most recent listings. Once contacted, the individual within the household is also selected at random.

A minimum of six attempts were made to obtain an interview with the selected household/individual to minimize potential bias due to non-response.

At the data processing stage, minor weighting adjustments on the basis of age within gender were made to match the sample to the most recent Statistics Canada census data for the area.

Sample Distribution Permanent Residents		
	<u>Actual</u> (301) %	<u>Weighted</u> (301) %
Gender		
Male	54	55
Female	46	45
Age		
18-34	21	53
35-44	27	23
45-54	30	14
55-64	15	7
65 and over	6	3

Seasonal Residents

The same approach was used to reach seasonal residents with the exception of the final 27 surveys as detailed earlier.

Second Home Owners

Although a proportion of second home owners are located in the process of sampling for residents, due to their more limited chance of being at their Whistler residence during the survey period, additional methods to reach this group were required. As such RMOV supplied a copy of their database of Whistler property owners. From this list, Mustel Group contacted a random selection of those households with a different mailing address (outside of Whistler, excluding business investors and foreign owners) from their property address. First, the telephone number of the primary residence (if published) was located and then the property owner was contacted at their home.

With no data available for population distribution of second-home owners or seasonal residents no weighting factor is applied.

Sample Distribution Second-Home Owners & Seasonal Residents		
	Second-Home <u>Owners</u> (200) %	Seasonal <u>Residents</u> (200) %
Gender		
Male	49	59
Female	51	41
Age		
18-34	2	54
35-44	12	9
45-54	25	6
55-64	33	15
65 and over	26	13

Data Collection

All telephone interviewing was conducted from Mustel Group’s central location telephone facility in Vancouver, where trained telephone interviewers are continuously supervised and monitored.

Results

The results are presented here in the format of an Executive Overview, summarizing the key findings, and a more comprehensive Detailed Findings section.

Statistical tolerance limits (or sampling margin of error) for a simple random sample of 300 interviews are +/- 5.7% at the 95% confidence level (or 19 times out of 20, if the study were to be repeated). For a random sample of 200 interviews the tolerance limits are +/- 6.9% at the 95% confidence level.

Recommendations

On completion of the 2006 Community Life Tracking Survey the following recommendations can be made in terms of planning and implementation of future waves of tracking.

- Although it is important for tracking purposes that future waves be conducted at the same or similar time of year, some minor steps should be taken in order to abate the effects of response bias due to over-surveying¹ of the resort municipality. This would simply be done by inquiring what, if any, other surveys are being conducted at the time by the RMOW.
- Use of the RMOW database of property owners to target second homeowners was particularly effective in adding to those picked up when calling from the published listing of Whistler residents and completing the overall quota more efficiently and cost effectively.
- As with second home owners, a proportion of seasonal residents were found while calling Whistler published residential listings, however it was necessary to complete the quota for this group by sending interviewers on-site. The on-site approach was found to be very effective and it is therefore recommended, that for future waves, an on-site method of data collection should make up the lion's share of seasonal resident interviews, complemented by those picked up while calling the published residential numbers.
- Finally, in terms of the questionnaire itself, prior to future tracking surveys, it would be most beneficial for RMOW and Mustel Group representatives to review certain questions included in the survey, particularly those regarding family type, income, benefits and expenditure, in order to tailor the resulting data to more precisely what is required for analysis purposes.

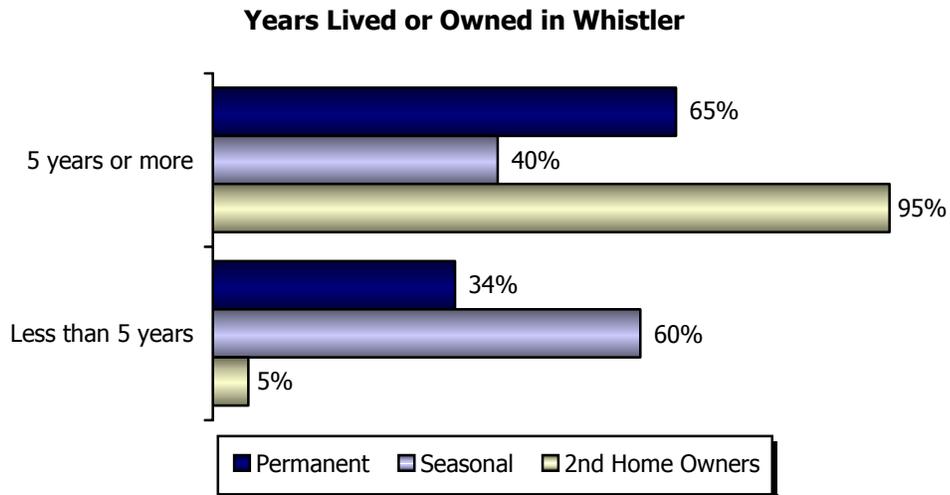
¹ Although residents of Whistler are known to be generally cooperative when it comes to market research and in particular express interest in surveys relating to the municipality, it was discovered that several surveys were being conducted around the time of the 2006 Community Life Tracking Survey. In light of several factors, not least of all the 2010 Winter Olympics, this level of interest in surveying residents of Whistler is likely to continue.

Detailed Findings

1. Living in Whistler

1.1 *Proportion of residents living in the community full-time, seasonally or owning property for at least 5 years.*

- Two-thirds of permanent residents (65%).
- Four-in-ten seasonal residents (40%).
- More than nine-in-ten second home owners (95%).



*Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)*

Q.1a) Approximately how many years have you lived as a year round resident in Whistler?

Q.1b) Approximately how many years have you come to live in Whistler for the season?

Q.1c) Approximately how many years have you owned property in Whistler?

Permanent Residents

- Those aged less than 35 and those who currently rent have lived in Whistler on average approximately 5 years compared with the over 35's and those who own their property who have spent on average between 12 and 15 years living in the community.
- Just over one third of residents currently live in a single detached home with a further one-quarter who live in a duplex or townhouse. One quarter live in an apartment or condo with a further 15% who rent a suite in a house.
- The dwellings of one-quarter of residents are in the pool of Whistler Housing Authority Restricted Housing.

Seasonal Residents

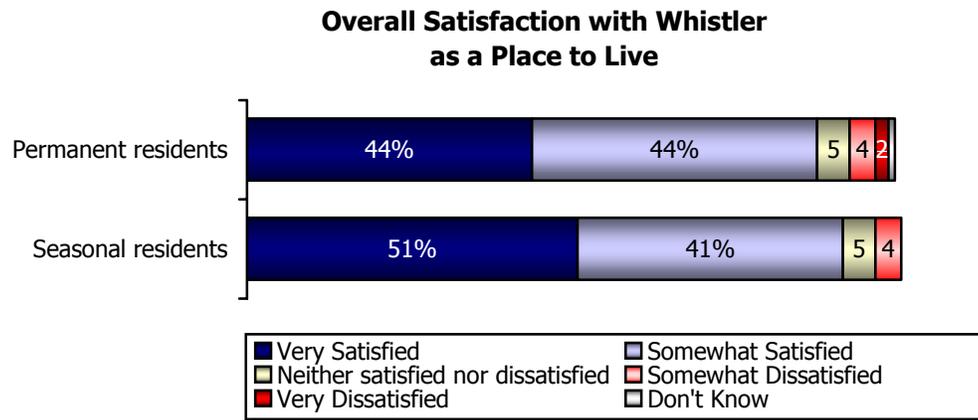
- On average those aged younger than 35 and those who currently rent have come to live in Whistler for the season for approximately 2 years compared with the over 35's and those who own property who have spent on average between 8 and 14 years living seasonally in the community.
- Just over one third of seasonal residents (35%) live in a single detached home with a further one-quarter (26%) who live in a duplex or townhouse. Close to one-third (31%) live in an apartment or condo with a further 9% who rent a suite in a house.
- The dwellings of 13% of seasonal residents are in the pool of Whistler Housing Authority Restricted Housing, two-thirds are not, while 21% say they do not know.

Second Home Owners

- On average second home owners (excluding foreign and business owners) spend approximately sixty days a year at their property in Whistler.
- The majority own a duplex or townhouse (41%), with one-third (32%) who own a condominium or apartment and approximately one-quarter (27%) who own a single, detached house.

1.2 *Proportion of residents satisfied with Whistler as a place to live*

- Almost nine-in-ten permanent residents (88%).
- A little more than nine-in-ten seasonal residents (92%).



Base: Total Permanent Residents (n=301)
Total Seasonal Residents (n=200)

Q.6) Overall how satisfied are you with Whistler as a place to live? Are you:

Permanent Residents

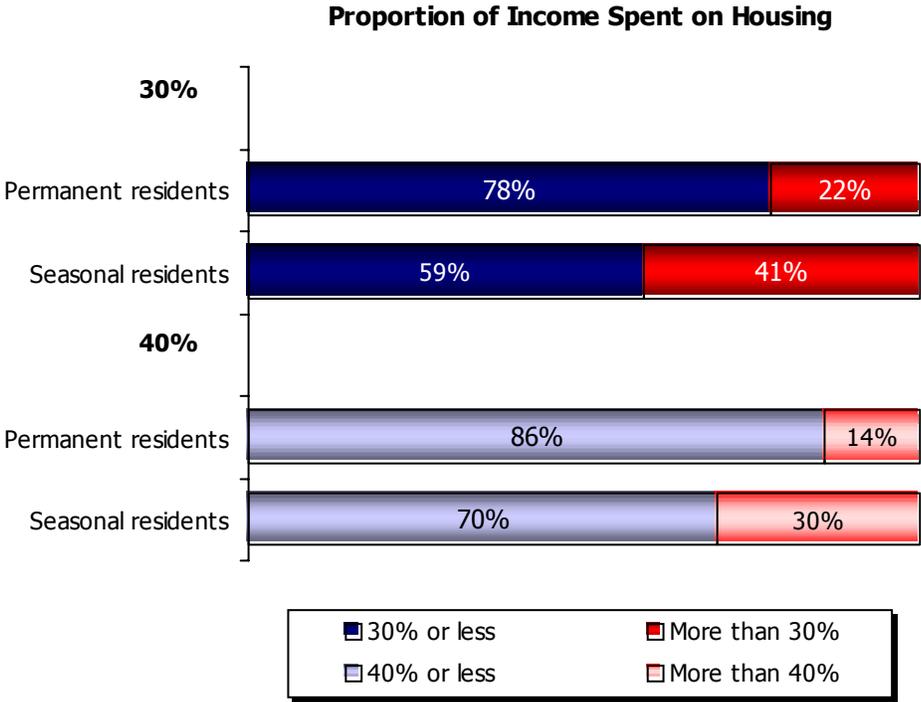
- Home owners register the overall highest level of satisfaction (94% versus 84% for renters) amongst permanent residents.
- A larger proportion of female residents say they are 'very satisfied' (51% versus 38% of males).

Seasonal Residents

- Satisfaction is consistent across all demographic sub-groups amongst the seasonal residents.

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

- Approximately one-in-five permanent residents (22%) pay more than 30% of their income on housing with 14% who pay more than 40% of their income.
- A total of 41% of seasonal residents pay more than 30% of their income on housing while 30% pay more than 40% of their income.



*Base: Permanent Residents Who Gave an Answer (n=232)
Seasonal Residents Who Gave an Answer (n=140)*

Q.38a) Approximately how much in total do you spend per month on housing including [your portion of the rent, electricity, heating and water] / [your mortgage payments, heating, electricity, water but excluding property taxes and any rental income] ?

Q38e) And approximately how much are your annual property taxes?

Permanent Residents

- A greater proportion of those who currently rent (29%) versus home owners (6%), pay more than 30% of their income on housing.
- This is also the case for single residents (33%) and those with a family (21%) compared to those living as a couple with no children (8%).

Seasonal Residents

- Amongst seasonal residents those younger than 35 years are more likely than their older counterparts to spend more than 30% of their income on housing, as are renters (53%) versus owners (11%) and single residents (54%) versus those living as a couple (33%).

1.4 *Median Income Levels – Personal and Household*

Permanent Residents

- Median Personal Income Range: \$30,000 to less than \$35,000
- Median Household Family Income Range: \$55,000 to less than \$60,000

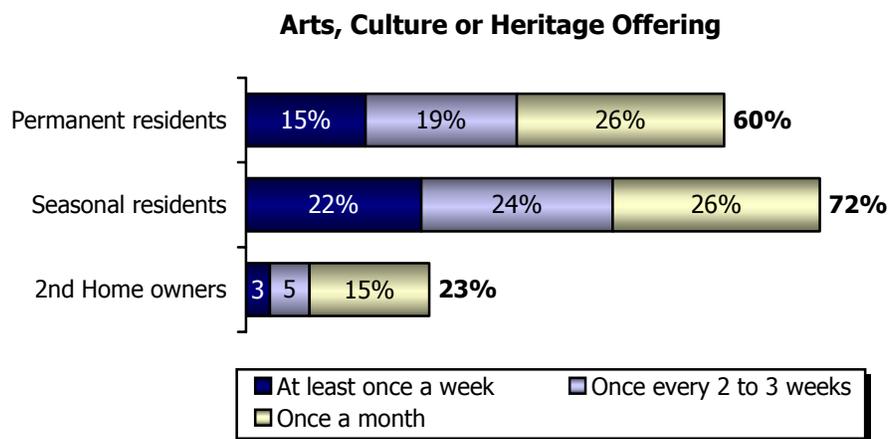
Seasonal Residents

- Median Personal Income Range: \$25,000 to less than \$30,000
- Median Household Family Income Range: \$30,000 to less than \$35,000

2. Arts, Culture and Recreation

2.1 *Proportion of residents attending any arts, culture or heritage offering at least once a month*

- Six-in-ten permanent residents (60%).
- At least seven-in-ten seasonal residents (72%).
- Less than one-quarter (23%) of second home owners.



*Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)*

Q.9a-c) How often do you attend the following types of arts and cultural events or displays in whistler?

Permanent Residents

- Those permanent residents more likely to attend arts and cultural events or displays at least once a month include renters, those aged less than 35 years, those who are currently single, those who have lived in the community for less than 5 years and those with a personal income of between \$30,000 and \$50,000 or household income of less than \$50,000 per year.

Seasonal Residents

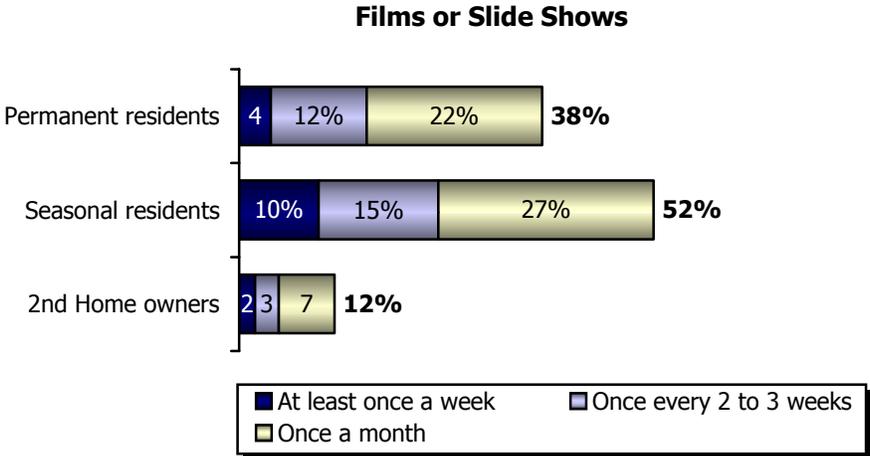
- A similar pattern exists for the seasonal residents in so far as arts and cultural activities are more popular amongst the younger residents (18 to 34 year olds), renters and singles.

Second Home Owners

- There are no significant demographic skews among this group.

2.1.1 Proportion of residents attending films or slide shows

- About one-third (38%) of permanent residents attend a film or slide-show at least once a month with 53% who say less often and 9% 'never'.
- Seasonal residents are more likely to attend films or slide shows with 52% doing so at least once a month, a quarter less often and 22% never.
- Second home owners attend films or slide shows most infrequently with just 12% doing so once a month or more.

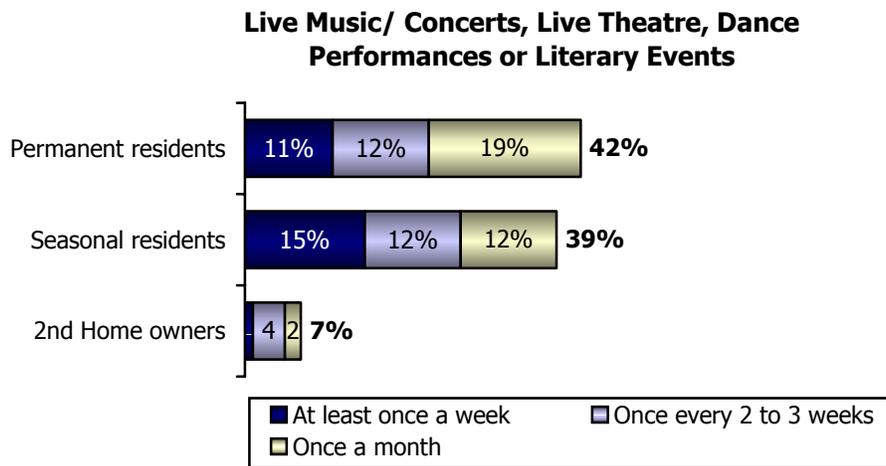


*Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)*

*Q.9a) How often do you attend the following types of arts and cultural events or displays in whistler?
 A) Films or slide shows*

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

- Somewhat more popular than films and slide shows, 42% of permanent residents attend live music/concerts, live theatre, dance performances or literary events at least once a month with 48% who say less often and 10% 'never'.
- A similar proportion of seasonal residents attend live music/concerts, live theatre, dance performances or literary events at least once a month, with one-third who say less often and one-quarter never.
- Less than one-in-ten second home owners (7%) do so at least once a month, with about half who do so less often and 39% who say never.



*Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)*

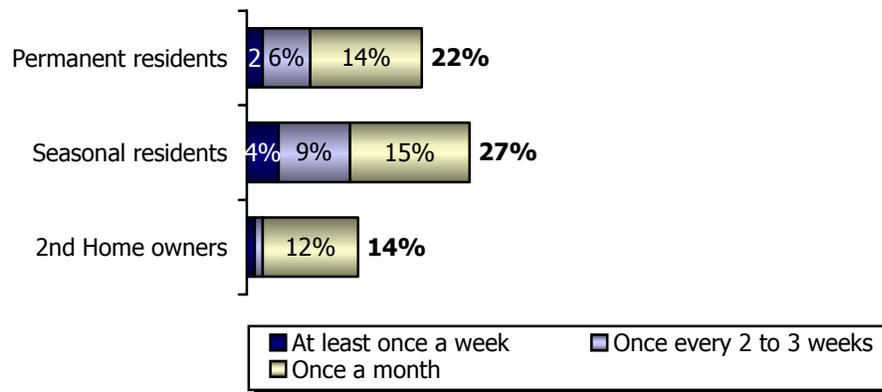
Q.9b) How often do you attend the following types of arts and cultural events or displays in whistler?

B) Live music/ concerts, live theatre, dance performances or literary events

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

- Less than one-quarter of all permanent residents (22%) visit art galleries, art displays, museums or heritage displays in Whistler at least once a month with 62% who say less often and 16% 'never'.
- The pattern is similar amongst seasonal residents (27%) but with 32% saying less often and 41% never.
- With 14% of second home owners doing so at least once a month, 61% say less often and 25% never.

Art Galleries, Art Displays, Museums or Heritage Displays

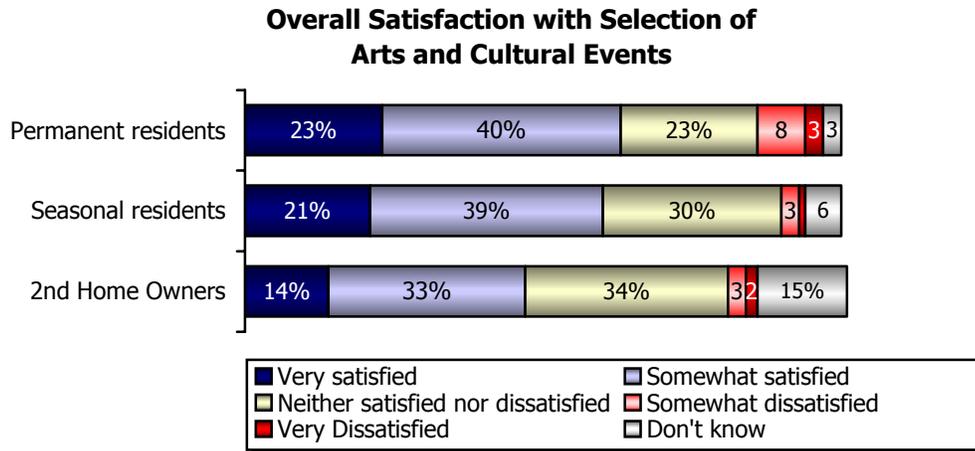


Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)

Q.9c) How often do you attend the following types of arts and cultural events or displays in whistler?
 C) Art galleries, art displays, museums or heritage displays

2.2 Proportion of residents satisfied with Whistler’s arts, culture and heritage offerings

- Approximately six-in-ten permanent residents.
- Six-in-ten seasonal residents.



Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)

Q.10) Overall, how satisfied are you with the selection of arts and cultural events in Whistler? Are you:

Permanent Residents

- A larger proportion of female residents say they are satisfied (70%) compared to males (56%). Also more satisfied are those residents with a family (73%) compared with single residents (55%). The least likely to say they are satisfied with the offering (though also more likely to attend) are those who have lived in Whistler for the shortest time (less than 5 years), though rather than dissatisfied they are more likely to say they are neither satisfied nor dissatisfied (37%).

Seasonal Residents

- The level of satisfaction is consistent across all demographic subgroups of the seasonal residents.

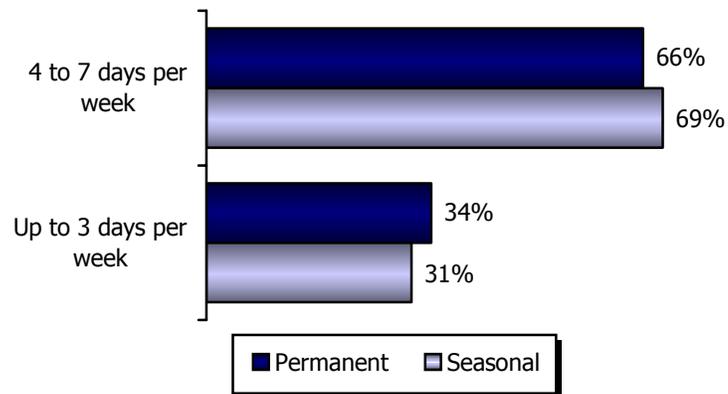
Second Home Owners

- The level of satisfaction is consistent across all demographic sub-groups of second home owners.

2.3 Proportion of residents participating in physical recreational activities on more than three days a week

- Two-thirds of permanent residents (66%) and two-thirds of seasonal residents (69%).

Number of Days Residents Participate in Recreational Activities



Base: Total Permanent Residents (n=301)
Total Seasonal Residents (n=200)

Q.7) Approximately how many days during the typical week do you participate in some form of recreational physical activities or exercise such as skiing, weight training, cycling, aerobics, hiking, team sports etc.: If less than once per week, please let me know.

Permanent Residents

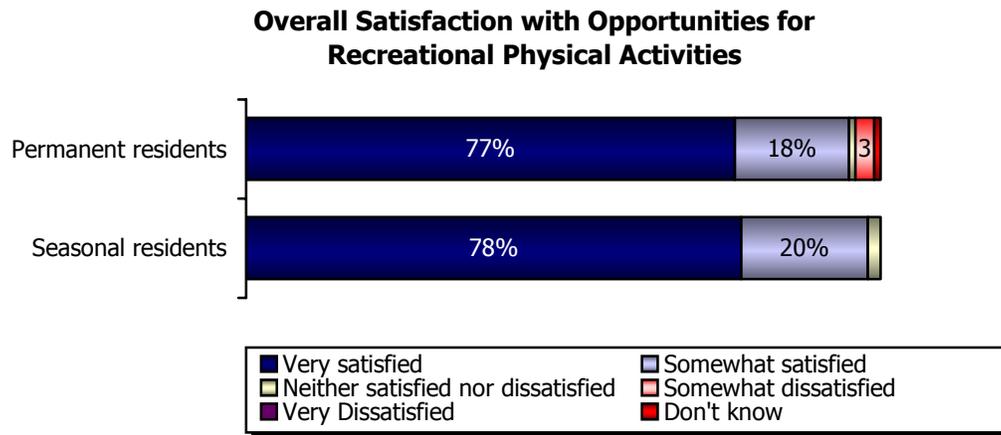
- All demographic sub-groups average approximately four days per week of recreational physical activity with those aged 35 years or older and those with a family having a somewhat lower average of just less than four days a week.

Seasonal Residents

- The average is consistent for seasonal residents also.

2.4 Proportion of residents stating they are satisfied with opportunities for physical recreation in Whistler

- Almost all permanent (95%) and seasonal (98%) residents feel satisfied with the opportunities for recreational physical activities in Whistler.



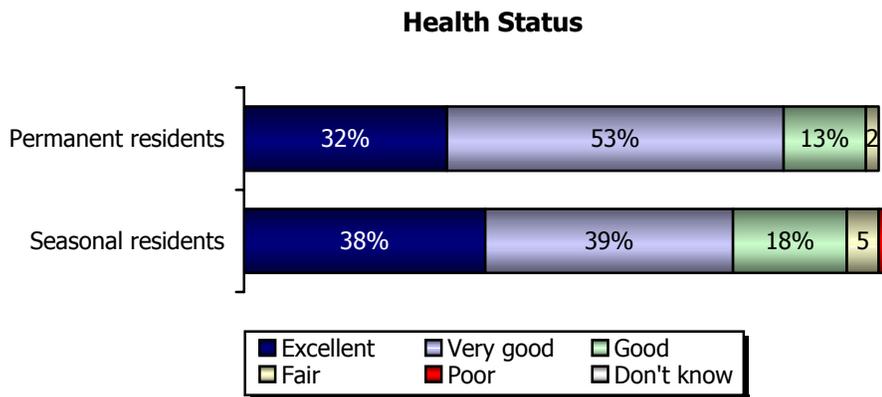
Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)

Q.8) Overall, how satisfied are you with the opportunities available in Whistler for recreational physical activities? Are you:

- There are no significant demographic differences in ratings with the exception that the younger residents are slightly more inclined to be 'very' satisfied than their older counterparts.

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

- More than eight-in-ten permanent residents (85%).
- About three-quarters of seasonal residents (77%).



Base: Total Permanent Residents (n=301)
Total Seasonal Residents (n=200)

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

Permanent Residents

- This perception is consistent across all demographic sub-groups with somewhat more males than females rating their health as *less* than 'very good' (20% versus 10% respectively).

Seasonal Residents

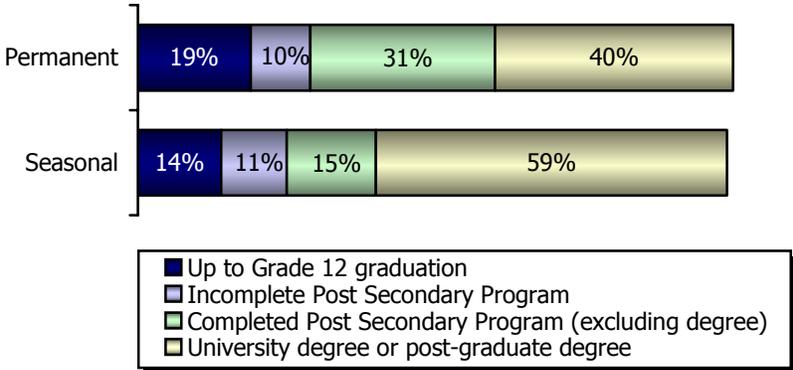
- The same applies to seasonal residents amongst whom a higher proportion of males than females also report their health as less than 'very good' (30% versus 13% respectively).

3. Education

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

- A majority of permanent residents (71%).
- Approximately three-quarters of seasonal residents (74%).

Highest Level of Completed Education



*Base: Total Permanent Residents (n=301)
Total Seasonal Residents (n=200)*

Q.40) What is the highest level of school/ education that you have had the opportunity to complete?

Permanent Residents

- Female residents are somewhat more likely than males to have completed a bachelor or undergraduate degree (39% versus 22% respectively).

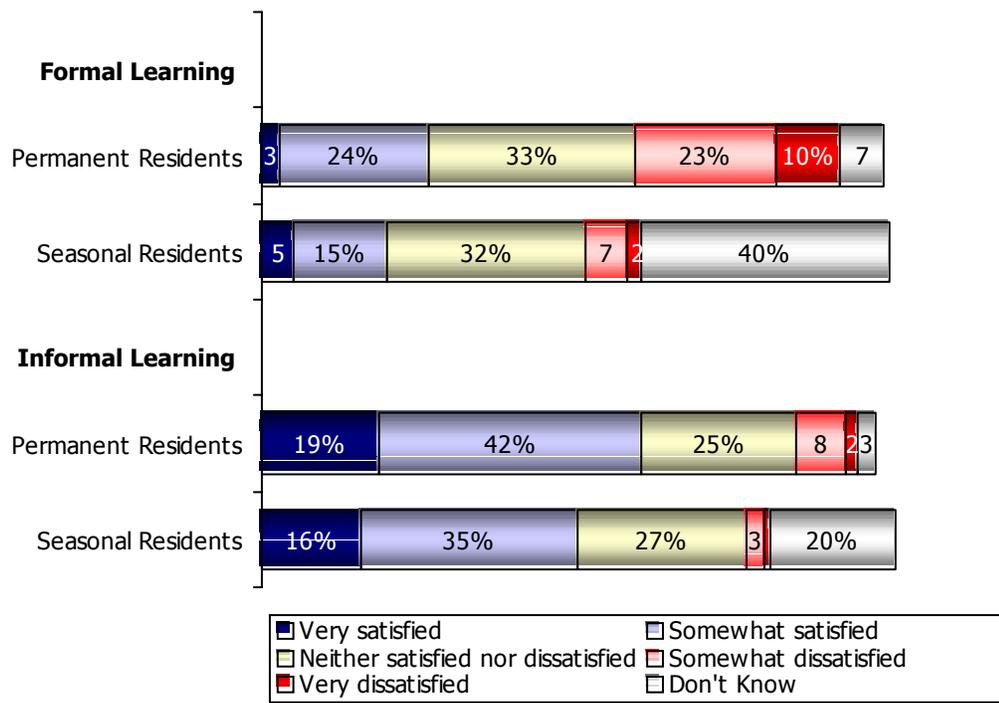
Seasonal Residents

- The same applies to seasonal residents with 49% females versus 31% males.

3.2 Proportion of residents satisfied with their opportunities for formal and informal learning in the Sea-to-Sky Corridor

- Only 27% of permanent residents say they are satisfied with their personal opportunities for *formal* learning with 61% satisfied with their personal opportunities for *informal* learning.
- 20% of seasonal residents express satisfaction with their personal opportunities for *formal* learning with 51% who feel satisfied with their personal opportunities for *informal* learning.

Overall Satisfaction with Learning Opportunities



Base: Total Permanent Residents (n=301)
Total Seasonal Residents (n=200)

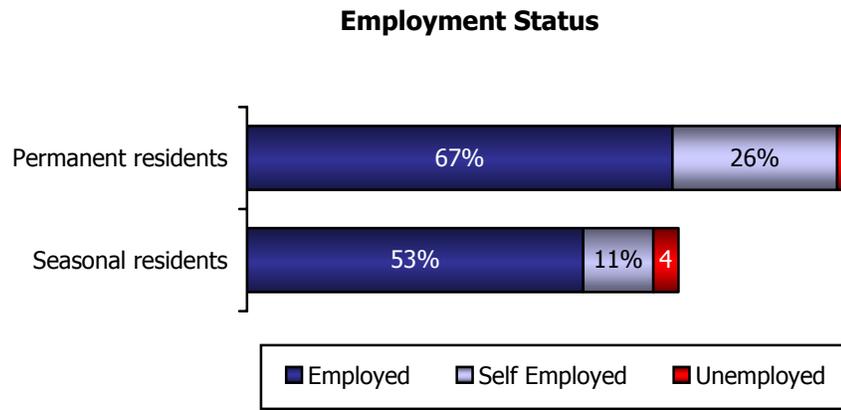
Q.11) How satisfied are you with your personal opportunities for formal learning through schools and colleges and other organizations with accredited courses in Whistler and in the Sea-to-Sky corridor?
Q.12) And how about your opportunities for informal learning? Includes speakers, luncheons, dialogue events, newspaper articles and community centre courses.

- No demographic groups stand out significantly in terms of dissatisfaction with opportunities for formal or informal learning amongst either permanent or seasonal residents.

4. Work and Transportation

4.1 Proportion of residents currently unemployed

- Just 1% of permanent residents are currently unemployed.
- A total of 4% of seasonal residents are currently unemployed.



*Base: Total Permanent Residents working or actively seeking work (n=282)
Total Seasonal Residents working or actively seeking work (n=132)*

Q.18) Are you currently employed, self-employed, not currently working, a student, or are you retired?

Permanent Residents

- A full two-thirds of permanent residents (67%) are currently employed for pay with an additional 26% who say they are self-employed. Just 2% say they are 'not working' with 5% who are retired.
- Those who are self-employed are more likely to be made up of those aged over 35 years with a family.
- Less than 2% of residents who are currently working for an employer do so from home, while almost half of those who are self-employed (47%) work from home.
- The majority of those not working are actively looking for work.

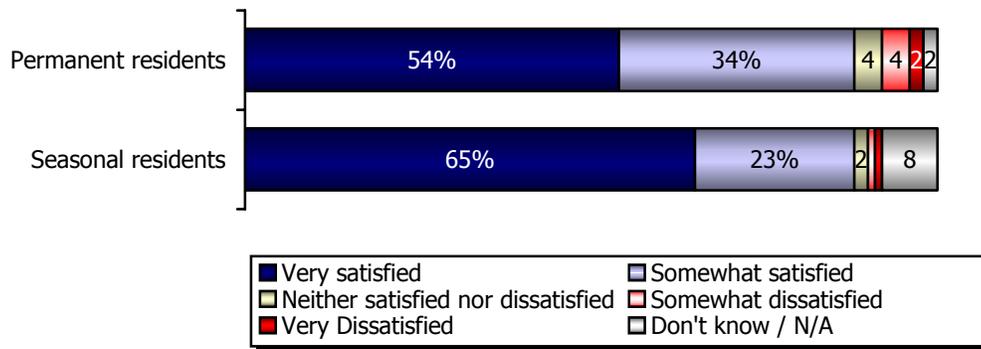
Seasonal Residents

- Approximately half of all seasonal residents (53%) are employed for pay with about one-in-ten who are self employed (11%). A similar proportion again (12%) are not working and one quarter are retired.
- 3% of those working for an employer do so from home, while 55% of self-employed work from home.
- Only about one-in-five of those seasonal residents not currently working are actively looking for work.

4.2 Proportion of residents satisfied with their work environment

- Of those permanent residents currently employed or self-employed almost nine-in-ten (88%) are currently satisfied with their work environment.
- The same proportion of seasonal residents express satisfaction with their work environment with somewhat more saying they are 'very satisfied'.

Overall Satisfaction with Work Environment



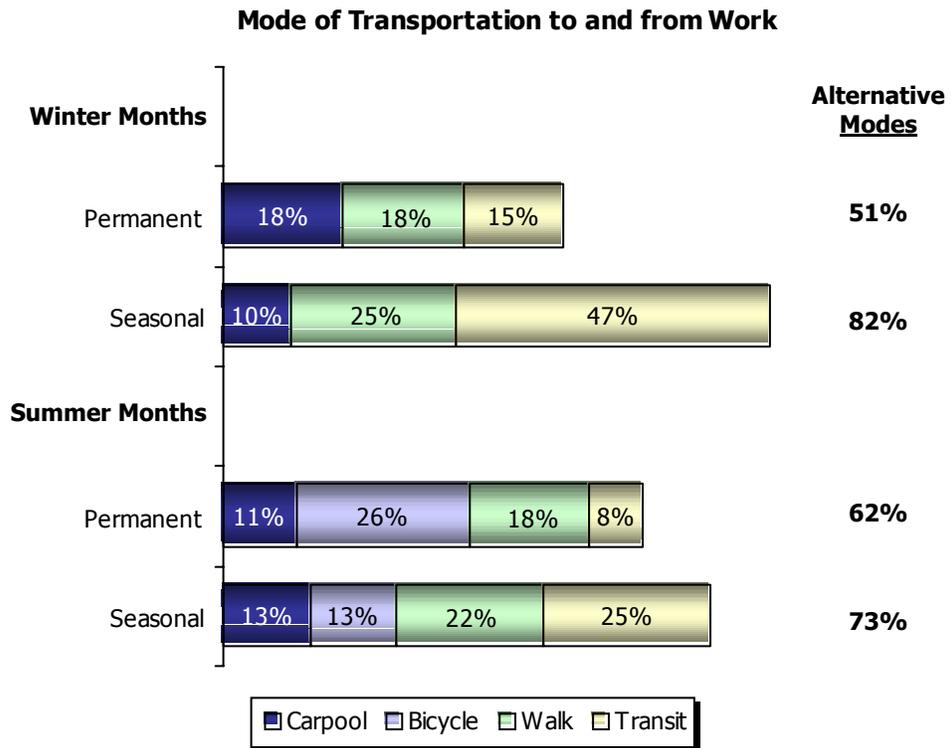
*Base: Total employed/ self-employed residents
 Permanent Residents (n=258)
 Seasonal Residents (n=127)*

Q.19) Thinking about your working conditions and relations with co-workers and management, how satisfied are you overall with your work environment? Are you:

- Satisfaction is highest amongst those living in Whistler for less than 5 years (94% satisfied).

4.3 Proportion of Whistler commuters travelling to work via carpool, public transit, walking or biking

- Half of all permanent residents (51%) use an alternative mode of transportation when travelling to and from work in the winter months, increasing to 62% in the summer months with a number of residents switching to use of a bicycle.
- Eight-in-ten seasonal residents (82%) use alternative modes of transportation in the winter months, the majority using public transit (47%). With the number of commuters falling by half in the summer months, of those remaining 73% use alternative modes of transportation to get to and from work.



Base: Total employed/ self-employed residents who commute to work

Winter: Permanent Residents (n=263)
Seasonal Residents (n=113)

Summer: Permanent Residents (n=251)
Seasonal Residents (n=64)

Q.21/22) What mode of transportation do you tend to use most often to travel to and from work in Whistler during the winter/summer months?

Permanent Residents

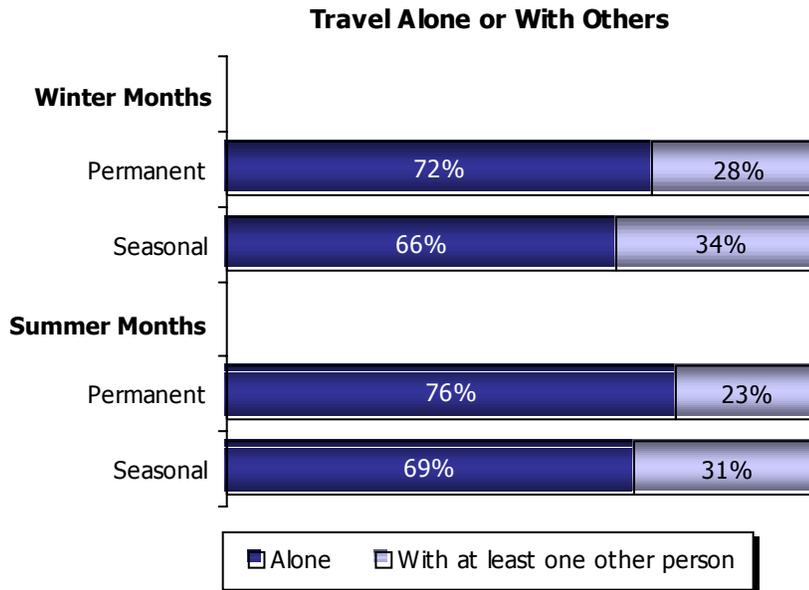
- Those newer to the community are more likely than longer term residents to make use of public transit, as are those without a family and those with an income less than \$50,000.
- In the summer months cycling appears to be most popular amongst those living as a couple without children and those in the \$30,000 to \$50,000 personal income bracket, with the use of a private most common amongst those in the \$50,000+ personal income bracket.

Seasonal Residents

- Public transit is least popular amongst home owners, couples with or without children and those in the household upper income bracket.
- Males (27%) are more likely than females (11%) to use private vehicles in the summer months as are couples without children compared with single residents.

Carpooling amongst private vehicle users

- When commuting in a private vehicle, permanent residents most commonly travel alone in both the winter (72%) and the summer months (76%).
- The same is also true of seasonal residents but to a slightly lesser extent than the permanent residents.



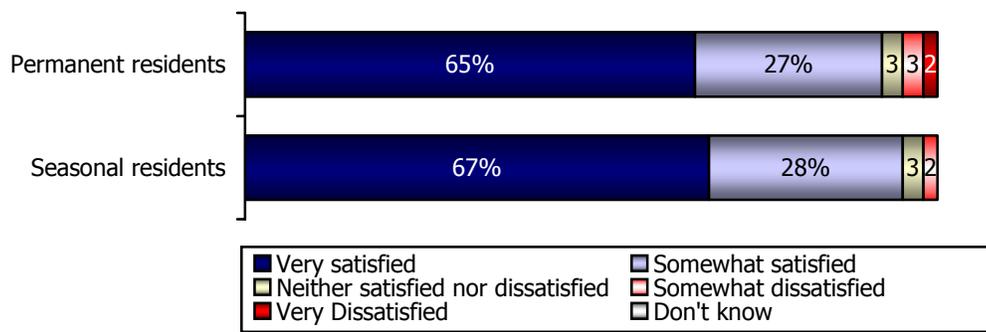
*Base: Total employed/ self-employed residents who use a vehicle
 Permanent Residents (n=166 and n=127)
 Seasonal Residents (n=32 and n=26)*

Q.21a/22a) Do you tend to travel alone or with at least one other person when traveling to or from?

4.4 *Proportion satisfied with alternative transport options*

- The majority of both permanent and seasonal residents feel satisfied with the transportation alternatives on offer in Whistler (93% and 94% respectively) with about two-thirds in each case who say they are 'very satisfied'.

Satisfaction with Transportation Alternatives



Base: Total Permanent Residents (n=301)
Total Seasonal Residents (n=200)

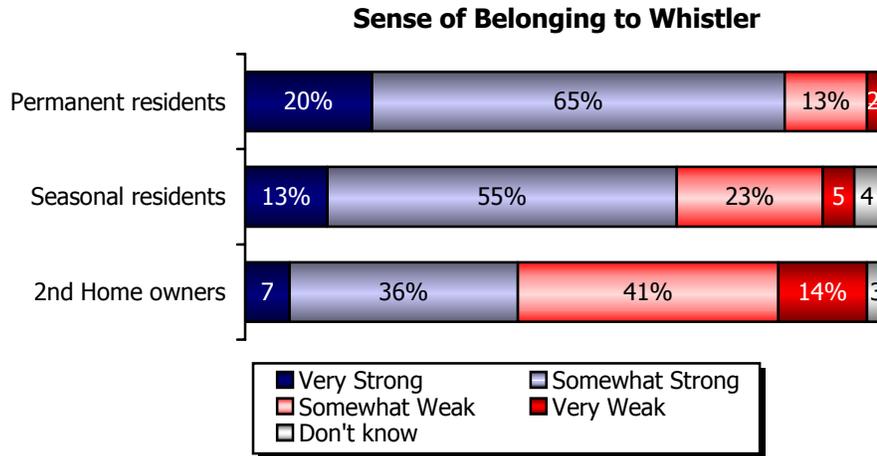
Q.23) Overall, how satisfied are you with the transportation alternatives to private vehicles that are available in Whistler, for example biking, walking and public transit etc....? Are you:

- The level of satisfaction with transportation alternatives in Whistler is similar for all demographic sub-groups.
- Just 5% of single occupancy vehicle (SOV) users amongst permanent residents express dissatisfaction with alternative transport options in Whistler.

5. Community Living

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

- More than eight-in-ten permanent residents (85%).
- Two-thirds of seasonal residents (68%).
- Less than half of all second home owners (43%).



*Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)*

Q.26) How would you describe your sense of belonging to your local community, Whistler? Would you say it is:

Permanent Residents

- Perhaps not surprisingly those who have lived longer in Whistler (11 or more years) and those who own their residence are more likely to say they have a 'very strong' sense of belonging.

Seasonal Residents

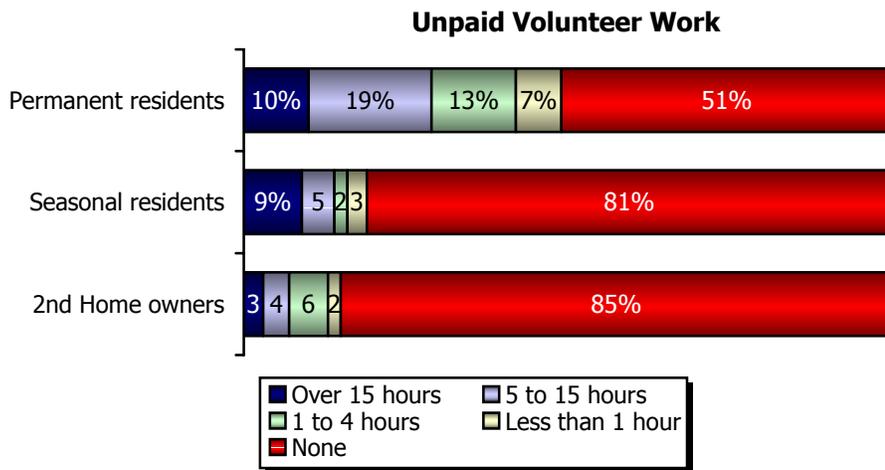
- Amongst the seasonal residents those aged 55 or older, in the upper income bracket (either personal or combined) and not currently working are more likely than their younger counterparts to feel a somewhat or very weak sense of belonging to Whistler.

Second Home Owners

- The more time second home owners have spent in Whistler each year the stronger their sense of belonging. Just 23% of those who spend 30 days or less feel a strong sense of belonging compared with more than half of those who spend 31 days or more per year.

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

- A total of 42% of permanent residents.
- Just 16% of seasonal residents.
- And 13% of second home owners.



Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)

Q.25a/b) In the past 12 months did you do any unpaid voluntary work for any organization or group in Whistler, for example: social services groups, schools, arts and culture groups, business associations, municipal affairs, etc.? And on average, about how many hours per month did you volunteer in Whistler?

Permanent Residents

- Volunteers amongst permanent residents are more likely to be female, over 35 years old and longer term residents of Whistler (11+ years). They are also more likely to be home owners and have a family.

Seasonal Residents

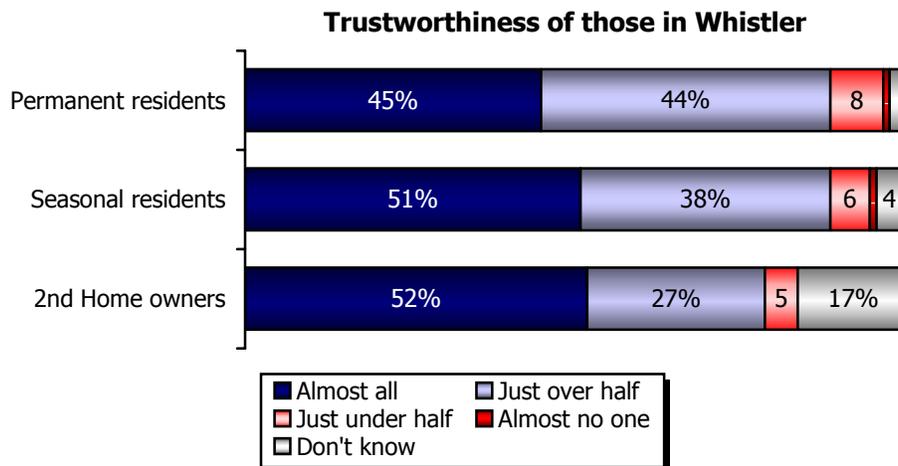
- Volunteers amongst seasonal residents are more likely to be female, 55 years of age or over and longer term residents of Whistler (17+ years).

Second Home Owners

- There are no significant demographic skews among second home owners.

5.3 Proportion of residents and second home owners who feel that just over half or more people living in Whistler can be trusted

- Almost nine-in-ten (89%) of permanent residents.
- The same proportion of seasonal residents (89%).
- Somewhat fewer second home owners (79%).



Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)

Q.27b) In general would you say that almost all people, just over half, just under half or that almost no one living in Whistler can be trusted:

Permanent Residents

- This perception is shared by most demographic subgroups with female permanent residents being just somewhat more trusting than males.

Seasonal Residents

- The findings are relatively consistent among all sub-groups.

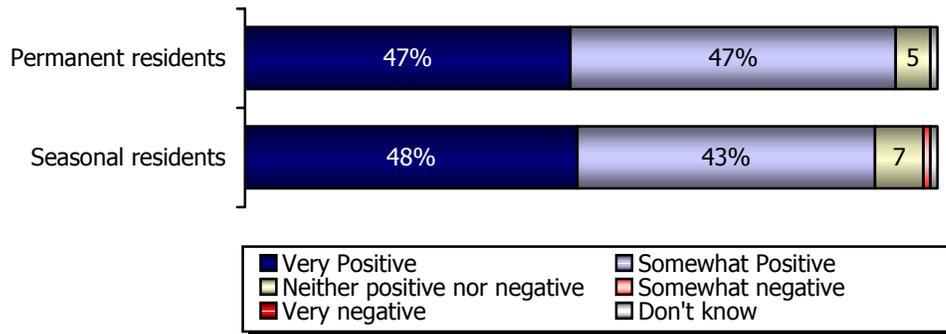
Second Home Owners

- Males and those who have owned property for 20 years or more are the most likely amongst second home owners to say 'don't know'.

5.4 Proportion of residents satisfied with the quality of interactions with tourists

- More than nine-in-ten permanent residents (94%).
- Almost as many seasonal residents (91%).

Overall Experience of Interactions With Tourists



Base: Total Permanent Residents (n=301)
Total Seasonal Residents (n=200)

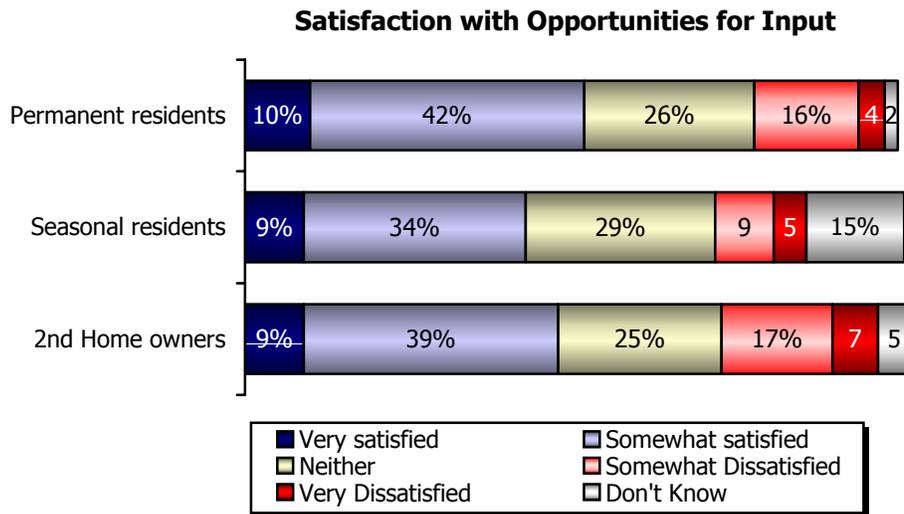
Q.24) Overall, how would you rate the quality of your interactions with tourists in Whistler?

- A clear majority of permanent and seasonal residents rate their interaction with tourists in Whistler as positive, and in each case are split quite evenly between a very positive and somewhat positive experience. This rating is consistent across all demographic sub-groups.

6. Community Decision Making

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

- Half of all permanent residents (52%).
- Less than half of all seasonal residents (43%).
- Almost half of all second home owners (48%).



Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)

Q.14) The next set of questions relate to community decision making. Examples include decisions to rezone land, provide infrastructure and amenities, support resort-wide events, conferences and festivals, build a new development, change or create by-laws.

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

Permanent Residents

- A larger proportion of long term residents (11 or more years in Whistler) express dissatisfaction (25%) compared to those living there less than 5 years (12%), and the same applies to home owners (27%) versus renters (16%).
- Those aged 35 years and older are more likely to be satisfied than their younger counterparts, as are those with a family (64%) compared with single residents (43%).

Seasonal Residents

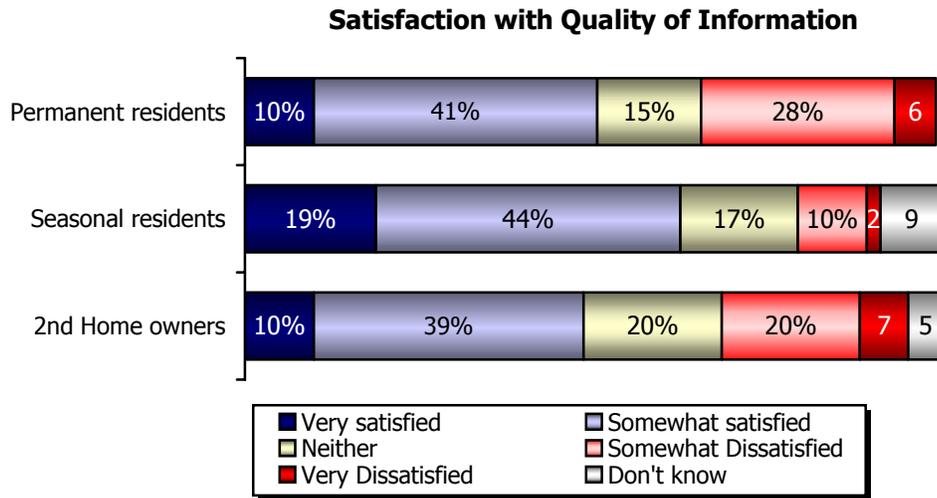
- A higher proportion of those aged 35 or older (22%) expressing some level of dissatisfaction compared with their younger counterparts (4%). The same applies to those who have been coming to Whistler for the season for 11 or more years (43% dissatisfied) compared to those who have been coming for less than 5 years (3%).

Second Home Owners

- The reverse is the case among second home owners with a greater proportion of older owners being satisfied (55%) compared with than their younger counterparts (36% satisfied).

6.2 Proportion of community members satisfied with the quality of information available about community decisions

- Half of all permanent residents (51%).
- Six-in-ten seasonal residents (63%).
- Half of all second home owners (49%).



Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)

Q.15) Thinking about accuracy, timeliness and completeness of information that is provided about decisions being made in Whistler are you...

[Accuracy means unbiased and objective. Timeliness means adequate time to review the information and respond. Completeness means all relevant information is available to form an opinion.]

Permanent Residents

- In terms of the accuracy, timeliness and completeness of information supplied about decisions being made, somewhat more dissatisfaction exists amongst permanent residents overall (34% either very or somewhat dissatisfied).
- Dissatisfaction is highest amongst home owners and those who have lived in Whistler for 11 or more years.

Seasonal Residents

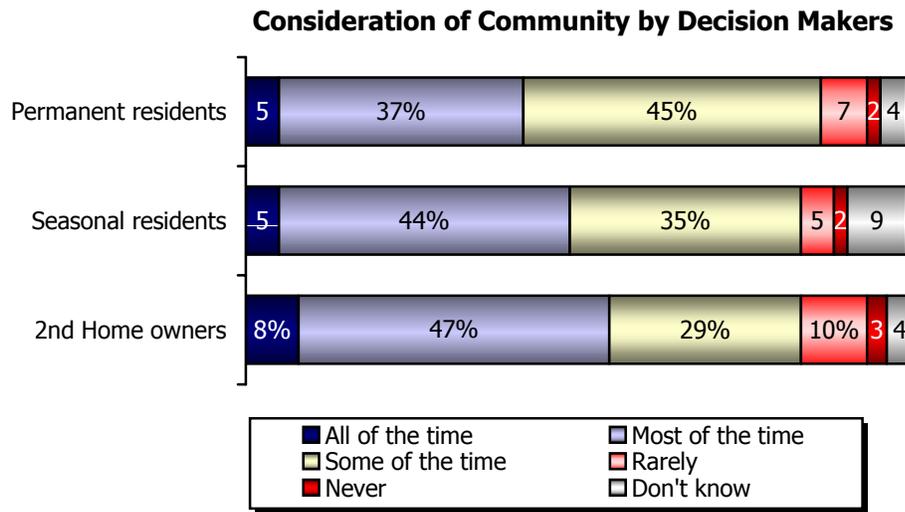
- Those aged 35 years or older are more likely than younger residents to express dissatisfaction (22% versus 4%), as are those in the personal or combined upper income bracket.

Second Home Owners

- For this group it is the under 55's who are more likely to be dissatisfied than those over 55.

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

- A total of 42% of permanent residents.
- Half of all seasonal residents (49%).
- More than half of all second home owners (55%).



Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)

Q.16) Do you believe that local decision makers have the best interests of the resort community in mind when making decisions all of the time, most of the time, some of the time, rarely or never?

Permanent Residents

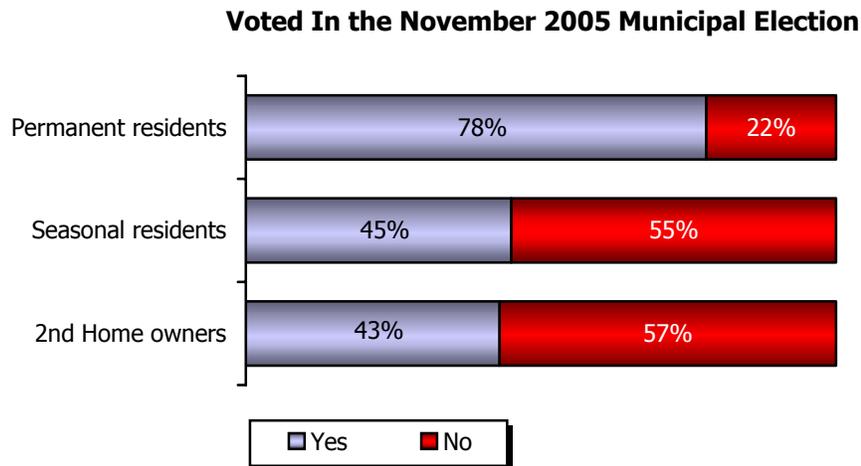
- Those with a family are more likely than those who are single or without children to feel it is the case at least most of the time (56% versus 35% and 40% respectively).
- Those in the personal lower income bracket are somewhat more cynical in their perception of decision makers than their better-off counterparts.

Seasonal Residents and Second Home Owners

- There are no demographic differences in responses.

6.4 Proportion of community members who voted in the last municipal election (among eligible voters)

- 78% of permanent residents
- 45% of seasonal residents.
- 43% of second homeowners



Base: Total Eligible Permanent Residents (n=267)
Total Eligible Seasonal Residents (n=67)
Total Eligible 2nd Home Owners (n=115)

Q.17a) Did you vote in the last Whistler municipal election in November 2005?

Permanent Residents

- Males, younger residents and recent residents are less likely to have voted.

Seasonal Residents

- A majority of seasonal residents say they were not eligible to vote in the last municipal election, but among those that were eligible, younger residents and recent residents were less likely to have voted.

Second Home Owners

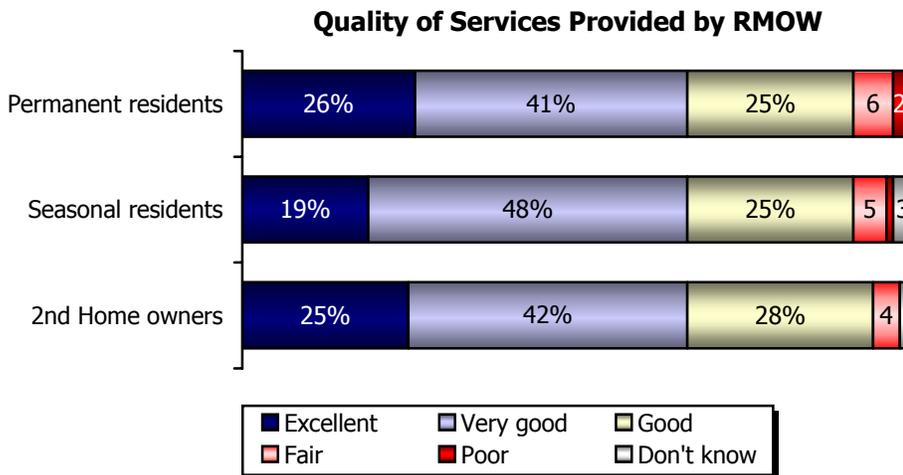
- Long time property owners are more inclined to report to be eligible to vote and in fact voted.

7. Services

Additional measures were taken in the survey to track community residents opinions of services provided specifically by the Resort Municipality of Whistler. Comparisons to past data are made where possible.

7.1 Rating the quality of services provided by RMOW

- The same proportion of residents, either permanent or seasonal, and second home owners feel the quality of services provided by RMOW is at least very good (67% in all cases). The same proportional similarity is true for those rating the services as 'good' (approximately one-quarter of each group), as well as for those least impressed by the services.



Base: Total Permanent Residents (n=301)
 Total Seasonal Residents (n=200)
 Total 2nd Home Owners (n=200)

Q.28) Now we have a few questions about the services provided by the Resort Municipality of Whistler. The services include: maintenance of parks, village maintenance, recreation programming and facilities, police services, parking enforcement, fire inspection, transit, library services and road maintenance.

Overall, how would you rate the quality of services provided by RMOW?

- Amongst permanent residents the only difference found between demographic subgroups appears to be a more favourable rating from those residents living as a couple or as a family (72% very good or excellent) compared with single residents (58% very good or excellent).
- This measure was last take in 2003 among permanent residents and second home owners. The findings are not significantly different.

7.2 Preferred ways to pay for RMOW Service Improvements

- Permanent and seasonal residents tend to equally support financing improvements to services provided by the Resort Municipality of Whistler by increasing user fees and charges, and reducing spending (in 2003 there was a slight preference for reducing spending).
- Among second home owners, as in 2003, increasing user fees and charges is the preferred method.

Preferred ways to pay for RMOW Service Improvements			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Increased user fees and charges	29	28	42
Reduce spending on capital projects or facilities	28	21	24
Increase property taxes	13	17	11
Reduce other services	6	5	4
Increase borrowing	6	6	4
Increase taxes on tourists/ tourist dependent businesses	2	1	1
More efficient use of current revenue	1	1	1
More funding from provincial/ federal government	1	1	1
No change, keep things the way they are	1	-	-
Don't know	14	23	13

Q.29) Which of the following ways to pay for RMOW service improvements do you prefer?

Permanent Residents

- 'Increased user fees' is particularly popular amongst 35 to 54 year olds, those who have lived in Whistler 11 or more years and own their residence. Females are more likely than males to support a reduction in spending on capital projects or facilities.

Seasonal Residents

- Amongst seasonal residents those aged 55 or older and property owners are those most likely to favour increased user fees.

Second Home Owners

- Results are consistent across all demographic sub-groups.

7.3 Preferred On-line Services for the RMOW Website

- With slightly varying priorities four main on-line services stand out amongst all three community groups:
 - Track development and building permit progress.
 - Access property information.
 - Discussion groups or blogs.
 - Pay for and download zoning and civic mapping.
 - Video Streaming of council meetings.

Preferred On-line Services for the RMOW Website			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Track development and building permit progress	46	29	39
Access property information	40	38	47
Discussion groups or blogs	33	31	24
Pay for and download zoning and civic mapping	30	21	32
Video streaming of council meetings	30	20	21
General information (bylaws, planning etc.)	2	2	5
On-line payment options (fees, taxes, parking tickets, etc.)	1	1	-
Council meeting minutes/transcripts/reports	1	1	6
No internet access	8	2	4
Don't know	25	34	32
<i>Q.32) What on-line services would you like to be added or like to have on RMOW's website?</i>			

7.4 Preferred Method for Accommodating a Budget Shortfall

- In terms of accommodating a budget shortfall two preferred approaches stand out amongst all three community groups:
 - Reduce spending on capital projects or facilities.
 - Increased user fees and charges.

Preferred Method for Accommodating a Budget Shortfall			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Reduce spending on capital projects or facilities	43	27	39
Increased user fees and charges	22	19	29
Property tax increase	13	15	7
Increased borrowing	8	13	7
Reduced services	4	9	8
More funding from provincial/ federal government	1	-	1
More efficient use of current revenue	<1	1	3
Increase taxes on tourists/ tourist dependent businesses	<1	1	-
Miscellaneous	1	-	-
Don't know	8	18	7
<i>Q.30) If the municipality had a budget shortfall, how would you prefer it be accommodated?</i>			

- These priorities are shared quite evenly across the demographic sub-groups.
- Amongst permanent residents, those aged younger than 35 years and those who have lived in Whistler less than five years favour an increase in property taxes somewhat more than their older, more established counterparts who favour reduced spending on capital projects somewhat more strongly.

7.5 Preferred Channels of Communication from RMOW

- Newspaper inserts or ads (57%), public forums (45%) and an emailed newsletter (41%) are most popular amongst permanent residents.
- Seasonal residents favour newspaper inserts or ads (55%).
- Second home owners most commonly mention a mailed newsletter (57%) or an emailed newsletter (50%).

Preferred Channels of Communication from RMOW			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Newspaper inserts or ads	57	55	40
Open house/public forums	45	24	32
Emailed newsletter	41	34	50
Website	38	32	36
Mailed newsletter	31	32	57
Printed brochures	19	21	17
Radio	2	-	-
Posters/billboards	1	1	-
TV	<1	1	-
Don't know / Not Interested	1	4	2
<i>Q.31) How do you prefer to receive information from the RMOW?</i>			

7.6 Preferred News and Media Sources

- Pique news magazine is the most commonly used media source amongst all three community groups, this is followed by Whistler Question for the permanent and seasonal residents, and the Vancouver Sun for second home owners.
- These findings are consistent with past research but we do note higher readership of the two local newspapers in this measure among second home owners.

News and Media Sources			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Pique news magazine	97	92	78
Whistler Question	75	59	61
Mountain FM	41	39	53
Cable 6	29	24	11
Vancouver Sun	25	24	69
Vancouver Province	23	11	24
None of the above	<1	1	3
<i>Q.33) Which of the following do you read, listen to or watch on a regular basis?</i>			

8. Demographics

- More than half of all permanent and seasonal residents are under 35 years old, with 90% of permanent resident under 55 years of age. More than half of all second home owners on the other hand (59%) are over 55 years.
- Permanent and seasonal residents share similarities in terms of educational achievement with seasonal residents somewhat more likely to have achieved a university degree with somewhat more permanent residents having attained a college diploma or certificate. Second home owners are heavily skewed towards having achieved a university degree.

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Gender			
Male	55	59	49
Female	45	41	51
Age			
18-34	53	54	2
35-44	23	9	12
45-54	14	6	25
55-64	7	15	33
65+	3	13	26
Education			
Up to grade 12 graduation	19	14	6
Incomplete post secondary	10	11	3
Diploma or certificate from a trade	3	4	2
Diploma or certificate from college	28	12	9
Bachelor or Undergraduate Degree	30	39	40
Post-graduate Degree	11	20	38

Cont'd...

- Permanent residents are more likely to be married or living as married than seasonal residents, and are far more likely to have children living at home.
- A greater proportion of permanent residents are also employed or self employed compared with seasonal residents, amongst whom there is a greater proportion of those who are retired.
- The rate of unemployment is also somewhat higher amongst seasonal residents with 1% of permanent residents (that is not working and actively seeking work) and 4% of seasonal residents.

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Marital Status			
Married/common-law	57	47	n/a
Single	43	53	n/a
Presence of Children			
Under 5 years	10	3	n/a
5-12 years	14	3	n/a
13-17 years	10	2	n/a
18 years or older	5	2	n/a
Employment Status			
Employed	67	53	n/a
Self Employed	26	11	n/a
Student	<1	-	n/a
Not Working	2	12	n/a
Retired	5	25	n/a
Occupation Type			
Professional Technical	23	19	n/a
Sales and Supervisory	21	36	n/a
Executive and Managerial	17	8	n/a
Skilled	14	16	n/a
Semi-Skilled	14	20	n/a
Craftsman	6	6	n/a
Trained Clerical	6	2	n/a
Refused	1	2	n/a

Cont'd...

- The level of home ownership similar amongst both permanent and seasonal residents, as is the distribution of dwelling type with the majority in each case living in single, detached homes followed by a duplex or townhouse then an apartment or condo. The majority of second home owner dwellings are duplex or townhouses followed by condos and then single detached homes.
- One quarter of permanent resident homes are in the pool of Whistler Housing Authority Resident Restricted Housing compared with 13% of seasonal resident homes, although one-in-five seasonal residents did not know either way.
- Permanent residents are quite evenly distributed when it comes to the length of time they have lived there with one-third of all residents having lived there 4 years or less, one-third between 5 and 10 years and one third 11 years or more. The majority of seasonal residents (60%) have been spending the season in Whistler for 4 years or less, while the majority of second home owners (65%) have owned their property there for 11 years or more.

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Home Tenure			
Own	40	37	100
Rent	60	62	-
Type of Dwelling			
Single, detached house	39	35	27
Duplex or townhouse	23	26	41
Suite in a house	15	9	-
Apartment	15	20	2
Condominium	8	11	31
Whistler Resident Restricted Housing			
Yes	25	13	n/a
No	70	67	n/a
Don't know	5	20	n/a
Years in Whistler			
0 – 4 years	34	60	5
5 – 10 years	33	20	30
11 or more years	33	20	65

Cont'd...

- On average second home owners (excluding foreign and business owners) spend approximately 60 days per year in Whistler.
- Approximately half of all seasonal residents are from BC (31%) or other parts of Canada (18%), with one-in-five coming from Australia and 15% from various parts of Europe.

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Days Spent in Whistler per Year			
Up to 14 days	n/a	n/a	8
15 to 30 days	n/a	n/a	24
31 to 60 days	n/a	n/a	29
61 to 90 days	n/a	n/a	11
91 to 120 days	n/a	n/a	16
121 days or more	n/a	n/a	8
Average: 60.8			
Home Residence of Seasonal Residents			
BC	n/a	31	n/a
Australia	n/a	21	n/a
Other Canada	n/a	18	n/a
Europe	n/a	15	n/a
US	n/a	7	n/a
New Zealand	n/a	3	n/a
Japan	n/a	2	n/a
Hong Kong	n/a	2	n/a
No permanent address/constant travel	n/a	1	n/a
Cayman Islands	n/a	1	n/a
South Africa	n/a	1	n/a
<i>Cont'd...</i>			

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Neighbourhood			
Alpine Meadows	18	9	8
Whistler Creekside	10	19	30
Emerald Estates	7	6	3
Alta Vista	7	4	7
White Gold	7	3	2
Nordic Estates	5	8	8
Bayshores	5	4	6
Whistler Cay Heights	5	9	7
Spruce Grove	4	2	1
Brio	4	3	2
Nesters	4	1	1
Tapley's Farm	4	-	1
Whistler Cay Estates	4	3	3
Village	3	10	5
Blueberry Hill	3	6	5
Blackcomb Benchlands	3	6	8
Nicklaus North Estates	1	2	1
Spring Creek	1	-	1
Millers Pond	1	1	
Twin Lakes	<1	-	2
Whistler Highlands	<1	-	1
Old Gravel Road	<1	-	-
Cheakamus	-	1	-
Stonebridge	-	1	-
			<i>Cont'd...</i>

Demographics			
	<u>Permanent Residents</u> (301) %	<u>Seasonal Residents</u> (200) %	<u>Second Home Owners</u> (200) %
Neighbourhood			
Barnfield	1	-	-
19 Mile Creek	1	-	-
Pine Crest Estates	<1	-	-
Lorimar Ridge	<1	-	-
Pinnacle Ridge	<1	-	-
Tamarisk	<1	1	1
Snow Ridge Circle	<1	-	-
Cedar Ridge	<1	-	-
Base II / Glacier Lane	-	2	-
Northland Blvd	-	1	-
Sunridge Plateau	-	1	-
Horstman	-	1	-
Toni Sailor Lane	-	1	-
Powderwood	-	1	-
Bear Creek	-	1	-
Stoney Creek	-	1	-
Spearhead Drive	-	1	-
Taluswood	-	-	1
Timberidge	-	-	1
Telemark Place	-	-	1
Montobello	-	-	1
Northern Lights	-	-	1
Forest Trails	-	-	1

Appendix

Questionnaire