

**Visit Sun Valley
Resident Survey 2022**

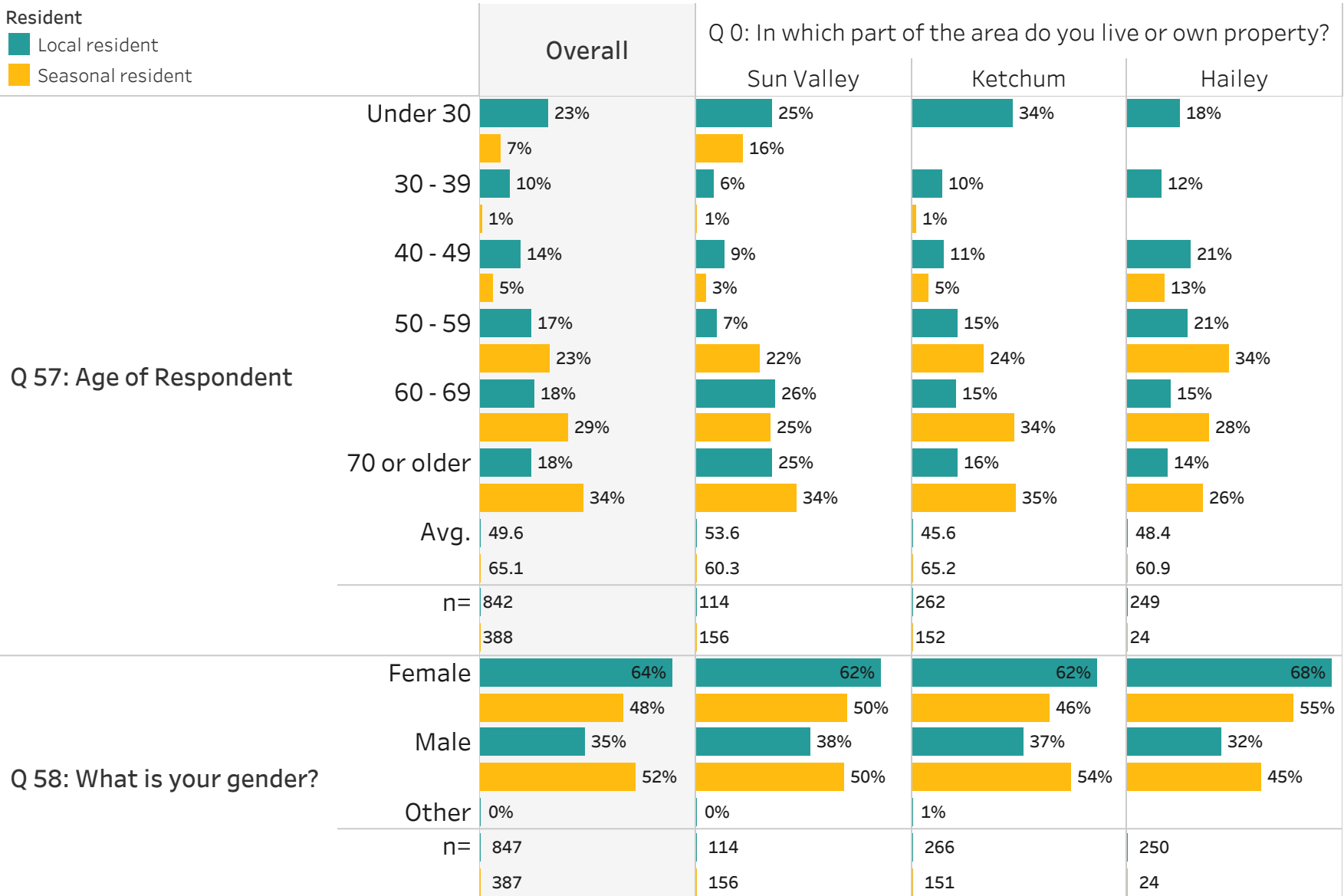
First, a few questions about you...

Age and Gender

Resident

- Local resident
- Seasonal resident

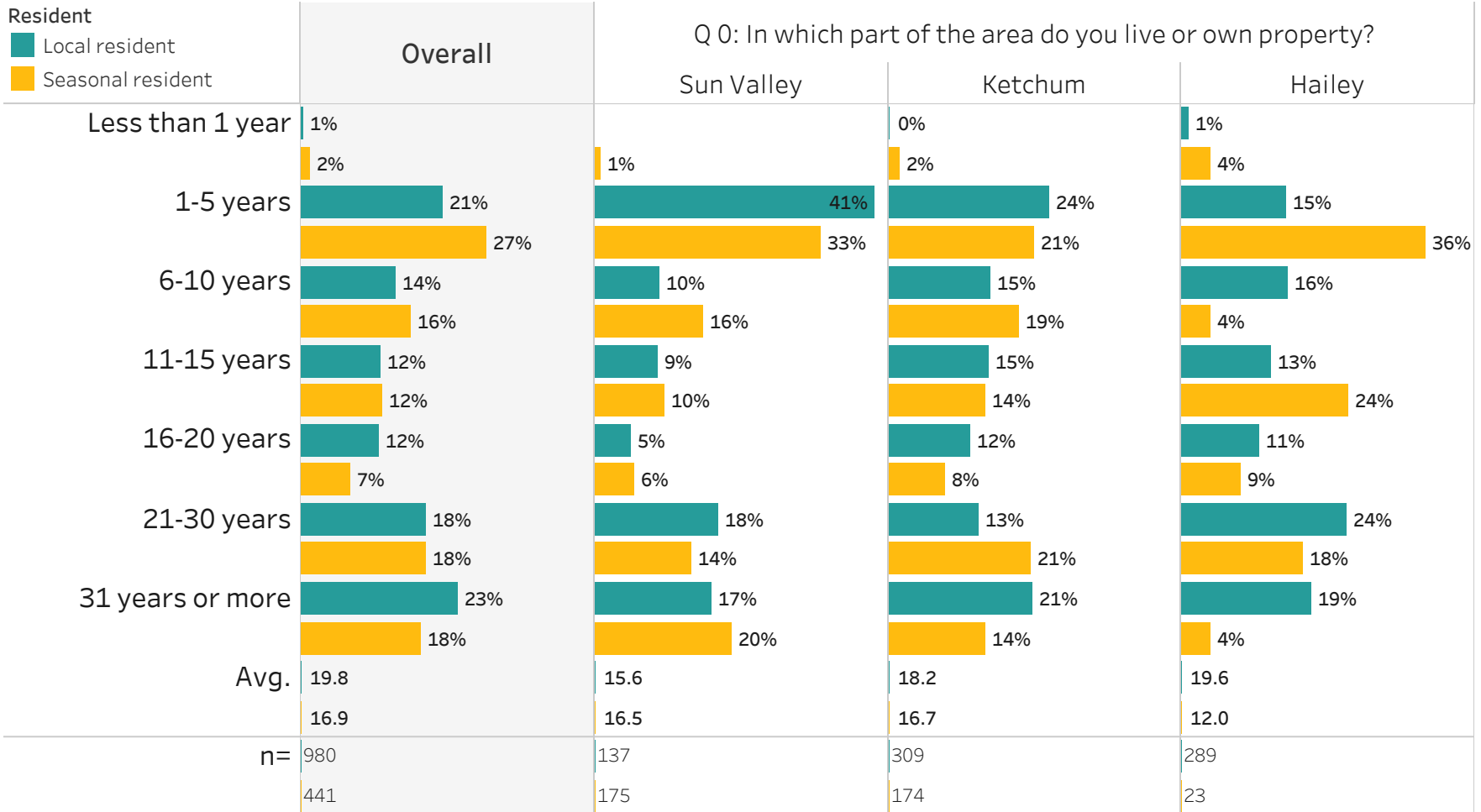
Q 0: In which part of the area do you live or own property?



Race/Ethnicity and Household Income

Resident		Q 0: In which part of the area do you live or own property?				
		Overall	Sun Valley	Ketchum	Hailey	
Q 59: Which race or ethnicity do you most identify with? (Select all that apply)	White	97%	97%	98%	98%	
		97%	97%	97%	96%	
	American Indian or Alaska Native	0%	0%	0%		
	Asian	1%	1%	0%	1%	
	Hispanic or Latino	1%	0%	0%	1%	
	More than one race	1%	2%	1%	0%	
	Black or African American	0%	0%	1%		
	Hawaiian/Pacific Islander	0%	0%		0%	
	Other race/ethnicity	1%	1%	2%	1%	
		2%	2%	1%	4%	
	n=	842	112	265	250	
		375	151	147	23	
	Q 60: Which of these categories best describes the total gross annual income of your household (before taxes)?	Less than \$25,000	1%	0%	1%	2%
		\$25,000-\$49,999	13%	2%	18%	17%
		1%	1%	1%		
\$50,000-\$99,999		28%	22%	31%	26%	
		3%	2%	4%	7%	
\$100,000-\$149,999		22%	17%	22%	23%	
		11%	9%	14%	15%	
\$150,000-\$199,999		13%	24%	10%	13%	
		9%	11%	7%	15%	
\$200,000-\$299,999		10%	13%	8%	14%	
		16%	12%	22%	29%	
\$300,000-\$499,999	7%	8%	6%	3%		
	20%	28%	15%	5%		
\$500,000 or more	5%	13%	3%	1%		
	39%	38%	36%	29%		
Avg.	111,313.8	150,649.4	99,253.8	96,236.7		
	245,292.2	248,398.7	231,576.8	207,774.9		
n=	702	88	206	234		
	274	114	96	21		

Q 3: How long have you lived or owned property in Blaine County?



In Blaine County...

Resident

Local resident

Seasonal resident

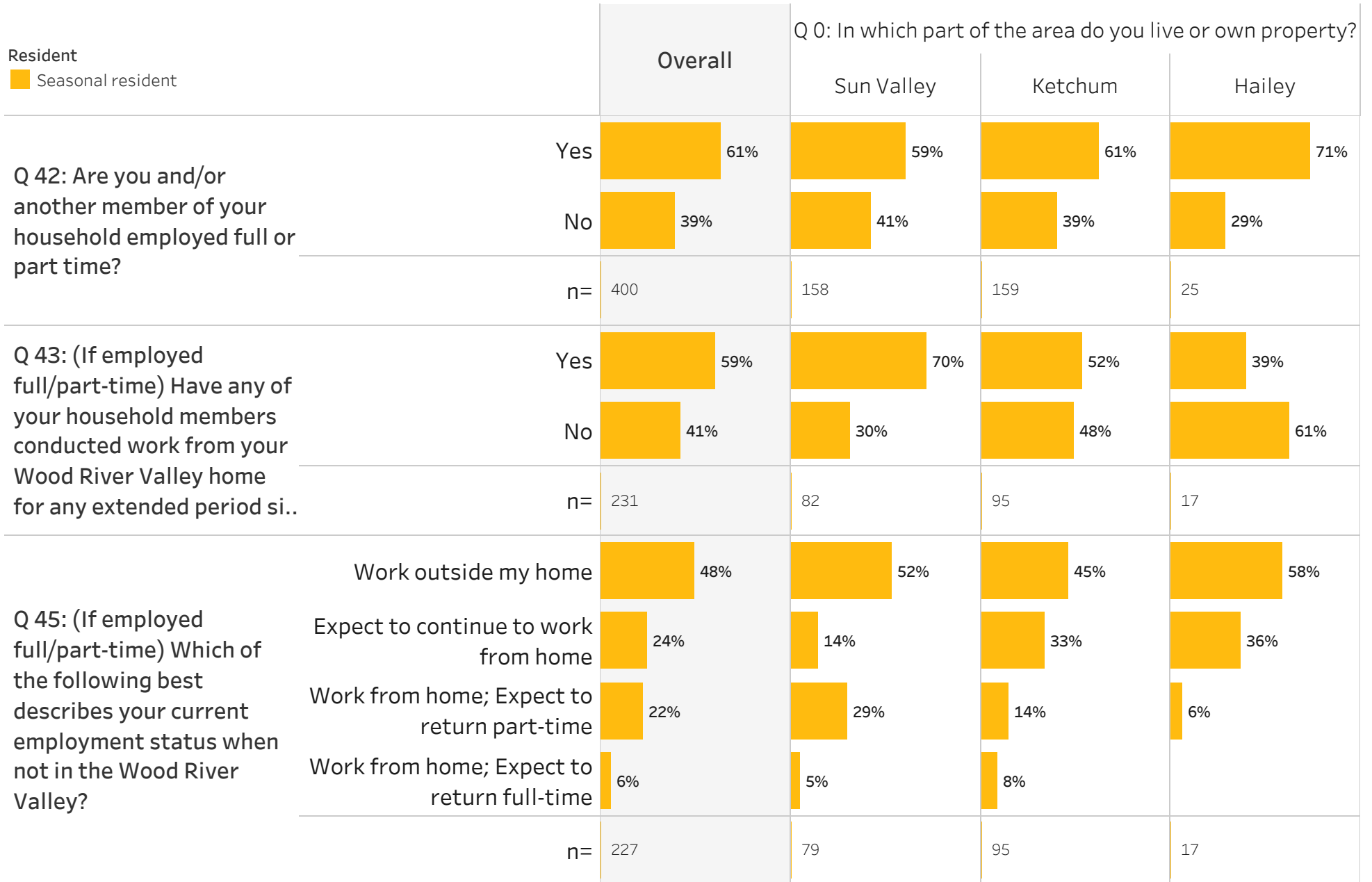
Q 0: In which part of the area do you live or own property?

		Overall	Sun Valley	Ketchum	Hailey
Q 4: Are you registered to vote in Blaine County?	Yes	92%	88%	90%	93%
	No	8%	12%	10%	7%
	n=	961	133	304	284
<hr/>					
		Overall	Sun Valley	Ketchum	Hailey
Q 50: Do you rent or own your residence in Blaine County?	Own	79%	81%	65%	86%
		100%	99%	100%	98%
	Rent	15%	7%	25%	13%
	Other - Write In	6%	12%	10%	1%
		0%	1%		2%
n=	866	116	272	257	
	399	158	160	24	
<hr/>					
Q 51: Do you own or operate a business in Blaine County?	No	75%	78%	76%	77%
		97%	98%	96%	100%
	Yes	25%	22%	24%	23%
	3%	2%	4%		
n=	858	115	269	254	
	396	158	156	24	

Seasonal Resident Employment

Resident

■ Seasonal resident

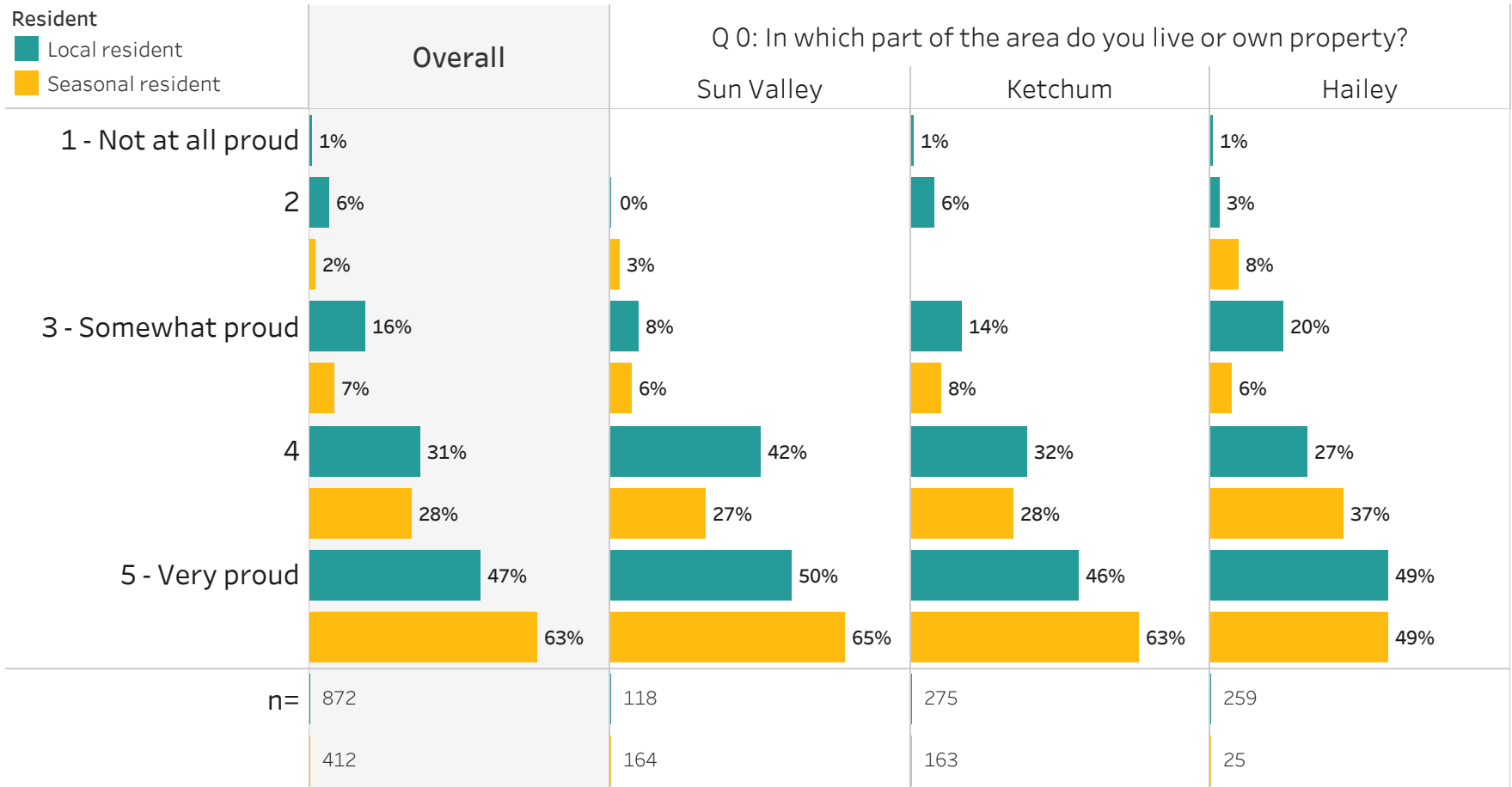


Local Resident Employment

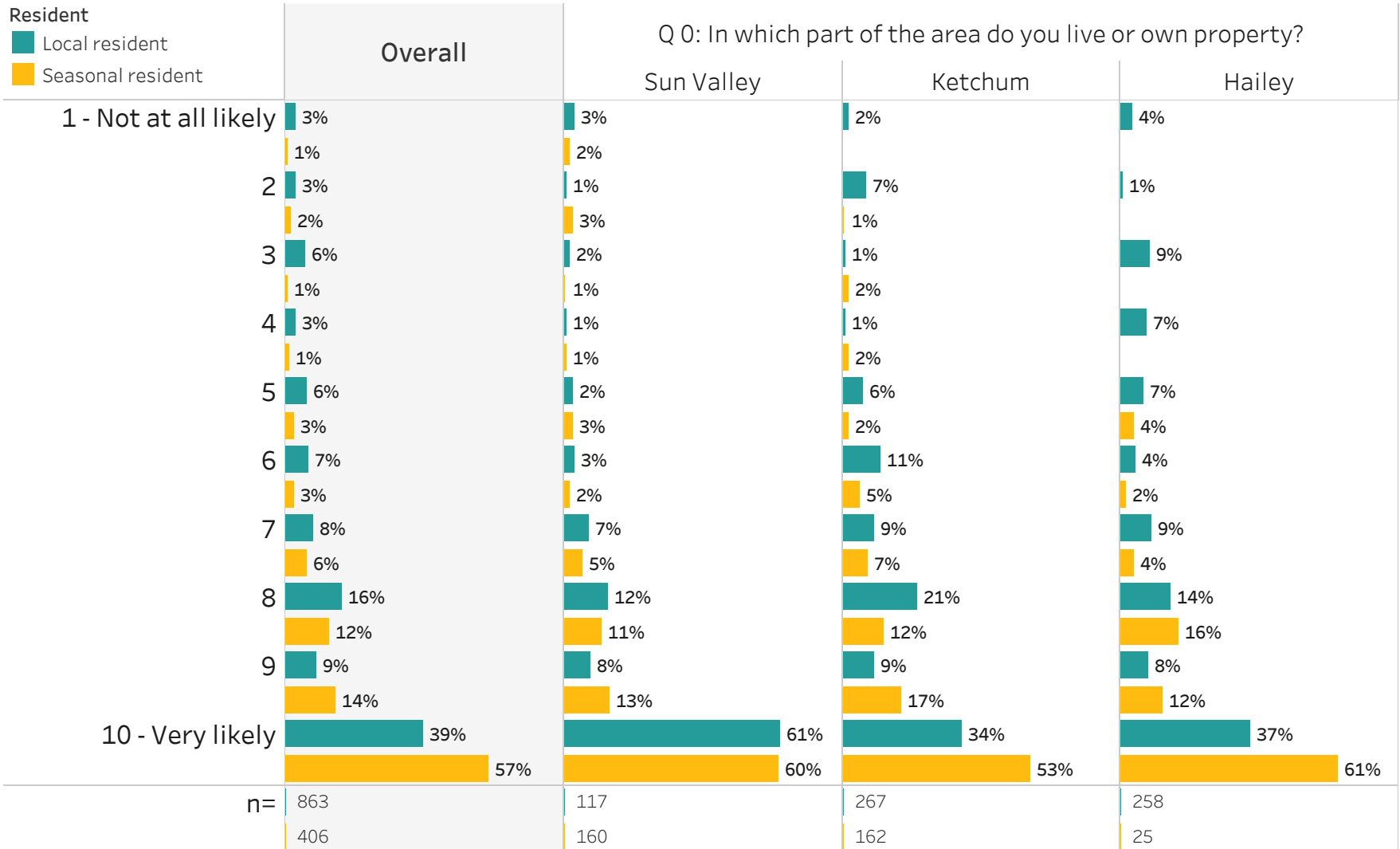
Resident		Overall	Q 0: In which part of the area do you live or own ..		
			Sun Valley	Ketchum	Hailey
Q 46: Are you employed?	Yes	74%	63%	83%	76%
	No	26%	37%	17%	24%
	n=	852	114	268	252
Q 47: (If employed full/part-time) Which of the following best describes your employment status?	Work outside my home	79%	80%	84%	76%
	Expect to continue to work from home	18%	20%	14%	19%
	Work from home; Expect to return part-time	2%		2%	4%
	Work from home; Expect to return full-time	1%		0%	1%
	n=	560	54	187	181
Q 48: (If employed full/part-time) Is your employer based outside of the Wood River Valley?	No	85%	83%	89%	83%
	Yes	15%	17%	11%	17%
	n=	562	54	188	182
Q 49: (If employed full/part-time) Is your employer based outside of Idaho?	No	89%	82%	92%	88%
	Yes	11%	18%	8%	12%
	n=	560	54	188	182

The General State of Things

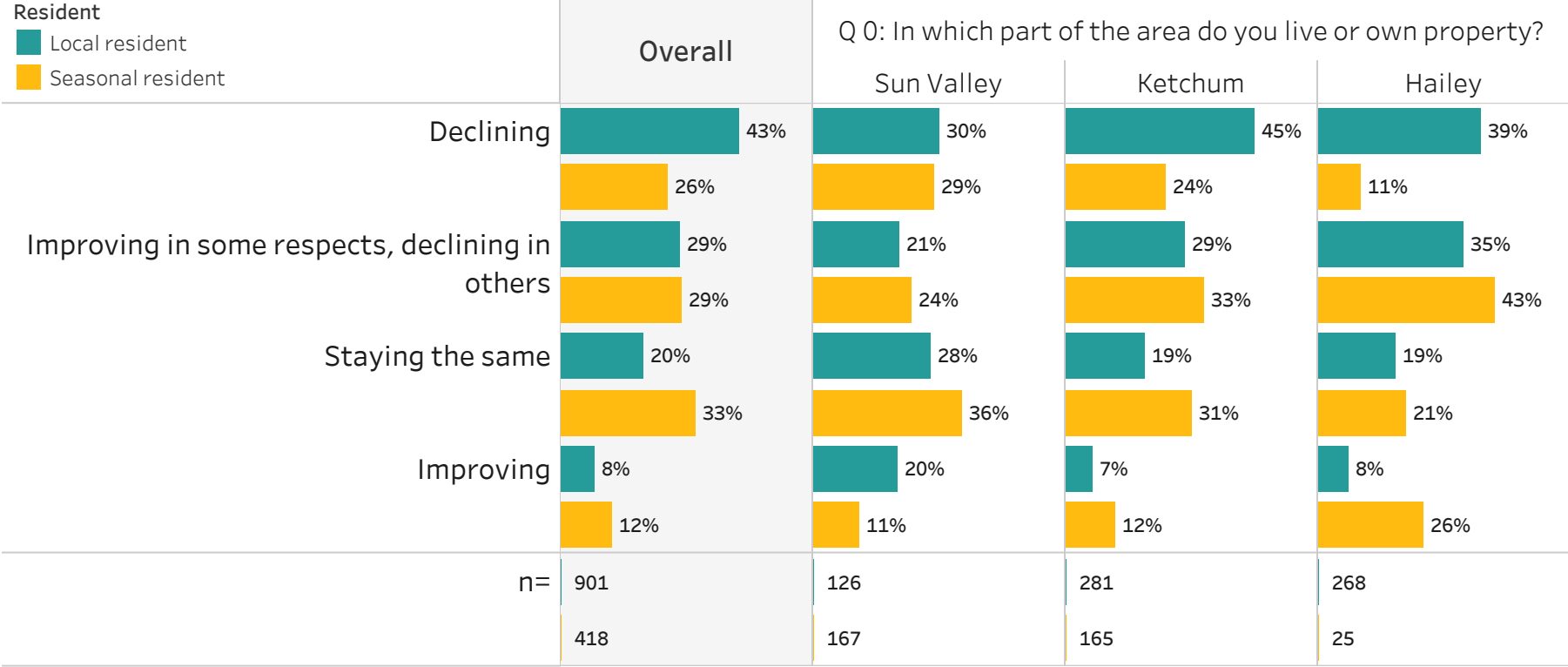
Q 18: In talking with friends and visitors, how would you describe your level of pride in the Wood River Valley as a place to live?



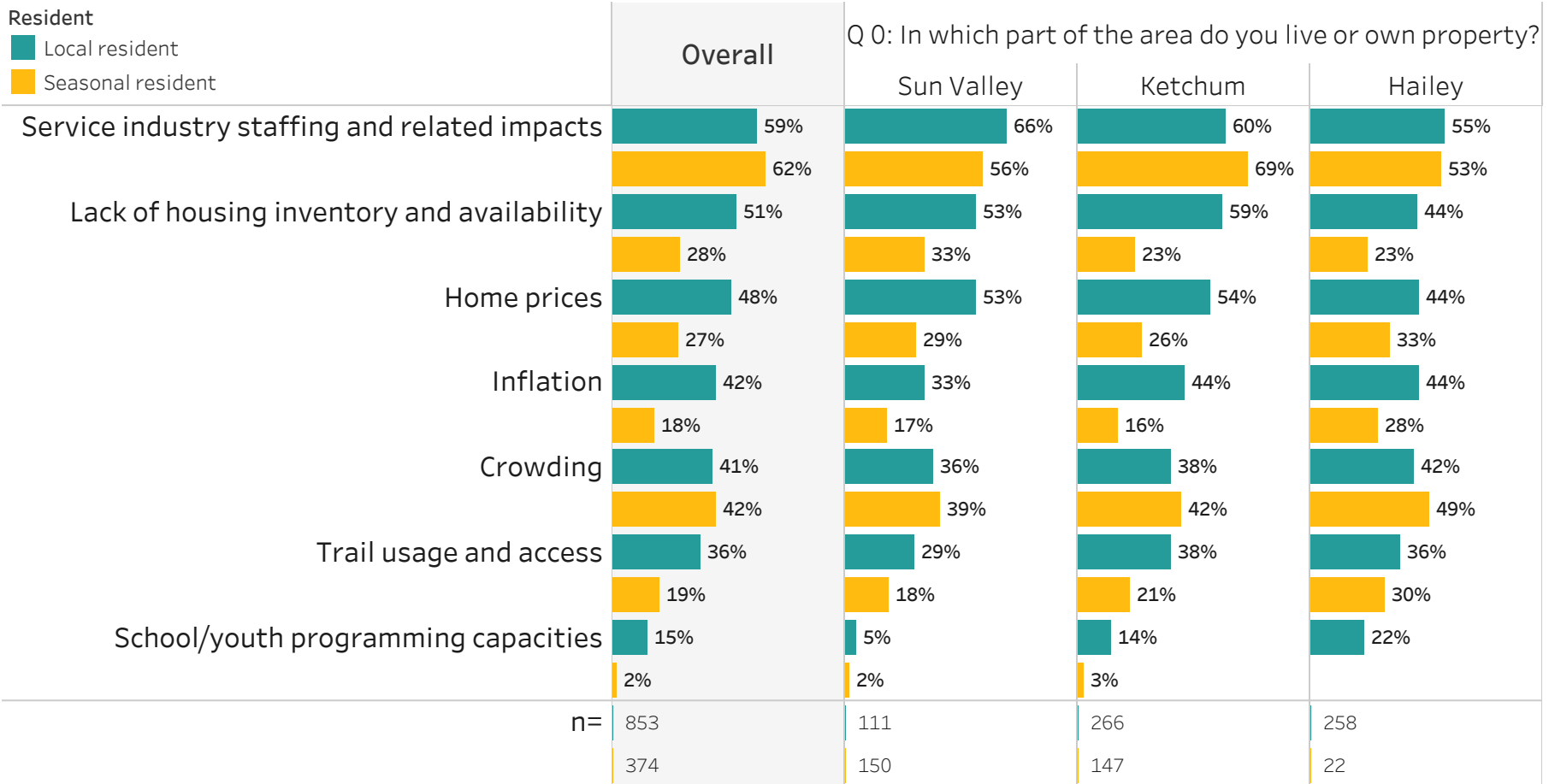
Q 29: How likely are you to recommend the Wood River Valley to friends and acquaintances as a place to visit?



Q 10: Over the past few years, would you say your overall quality of life in the Wood River Valley has been:

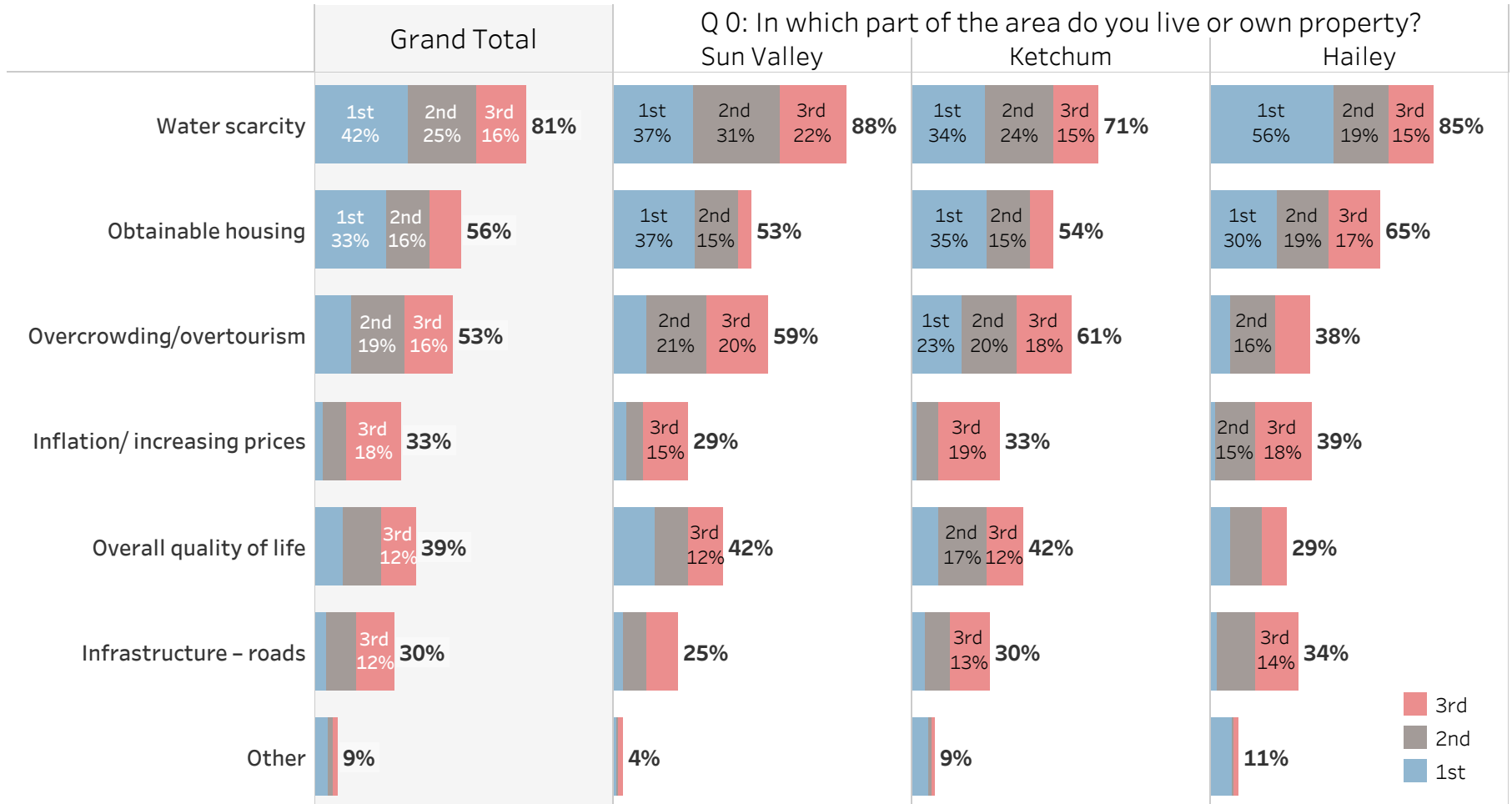


Q 25: What are the biggest impacts or challenges currently affecting you personally and professionally in the Valley? (Check all that apply)



Q 27: Looking to the future, what are the three challenges that you believe should receive attention from local officials and decision-makers?

Top 3 Choices for All Residents



Q 20: How much do you agree or disagree that...

Higher Among Local Residents

1 = Strongly disagree; 5 = Strongly agree

Rating Category	Avg.	Crosstab by:	n=	1 & 2	3	4 & 5
The quality of life in the Wood River Valley is changing in ways that concern me	3.7	Sun Valley	272	13% 15%	27%	34% 24% 59%
	4.0	Ketchum	427	11% 14%	16%	26% 43% 69%
	3.9	Hailey	264	9% 12%	17%	34% 37% 71%
How much do you agree that: the Wood River Valley area is overcrowded because of too many visitors	3.2	Sun Valley	280	18% 23%	41%	25% 36%
	3.5	Ketchum	431	17% 22%	26%	29% 23% 52%
	3.4	Hailey	279	19% 21%	34%	21% 23% 44%
I would be willing to pay more taxes for local public services if it meant fewer visitors in the area	3.3	Sun Valley	268	14% 18% 32%	18%	28% 22% 50%
	3.0	Ketchum	416	18% 17% 34%	27%	21% 17% 39%
	3.1	Hailey	272	14% 19% 33%	33%	16% 18% 35%

Q 20: How much do you agree or disagree that...

Higher Among Seasonal Residents

1 = Strongly disagree; 5 = Strongly agree

Rating Category	Avg.	Crosstab by:	n=	1 & 2	3	4 & 5
Taxes collected and revenues generated from the visitor economy help to sustain the quality of life of Wood River Valley residents	4.1	Sun Valley	264	6%	12%	46% 35% 81%
	3.7	Ketchum	410	16%	21%	32% 31% 63%
	3.9	Hailey	277	9%	23%	40% 29% 68%
Our arts organizations, cultural attractions, hospital/medical services, and festivals benefit from visitors to the Wood River Valley	3.9	Sun Valley	266	7%	19%	47% 26% 74%
	3.9	Ketchum	413	10%	19%	44% 28% 71%
	3.8	Hailey	277	7%	30%	40% 23% 63%
In general, the benefits of a visitor economy outweigh the drawbacks in the Wood River Valley	3.5	Sun Valley	270	14% 19%	21%	42% 18% 60%
	3.4	Ketchum	420	21% 27%	21%	36% 17% 53%
	3.2	Hailey	280	24% 33%	21%	34% 46%

Q 20: How much do you agree or disagree that...

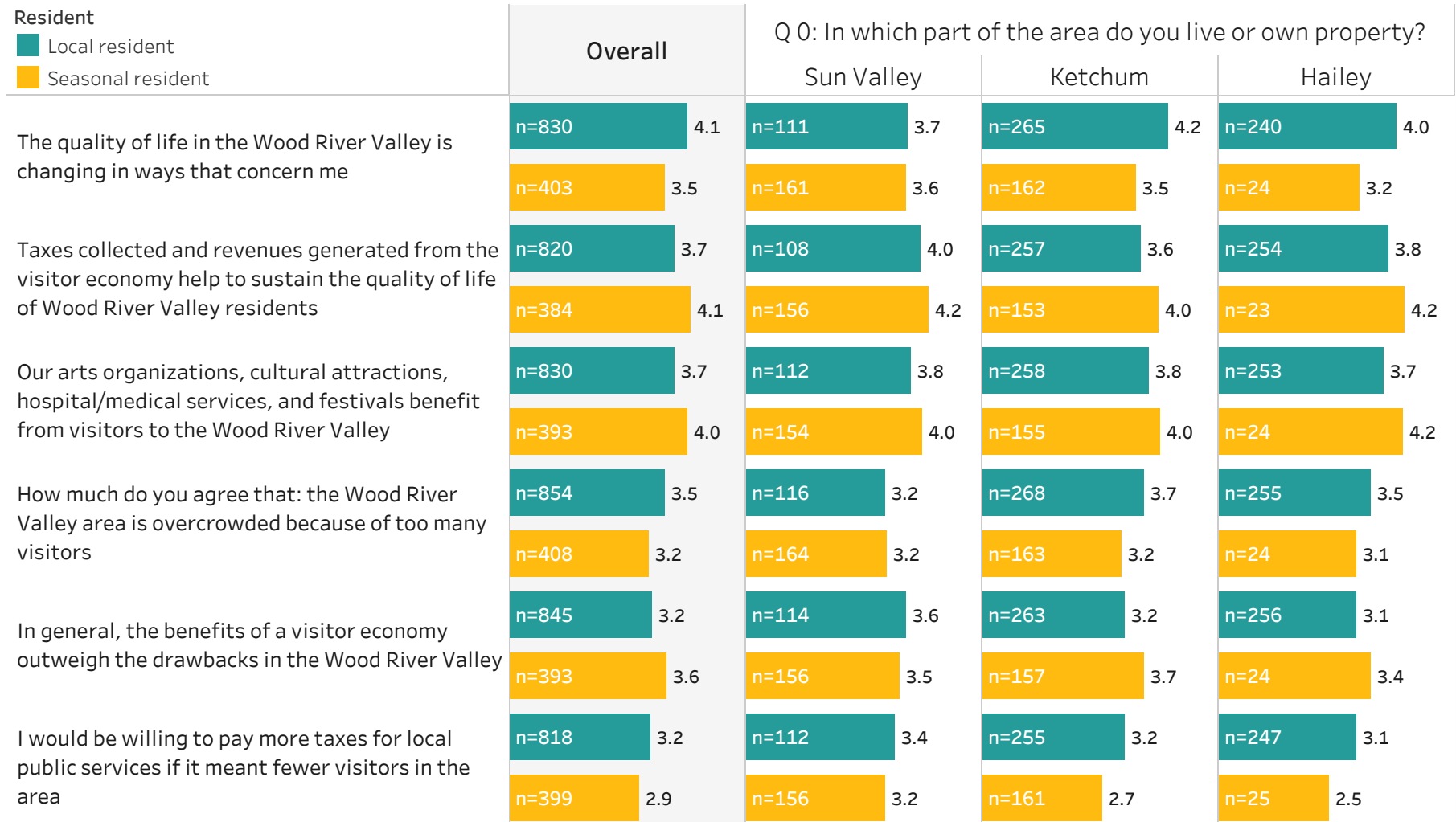
Average Rating

1 = Strongly disagree; 5 = Strongly agree

Resident

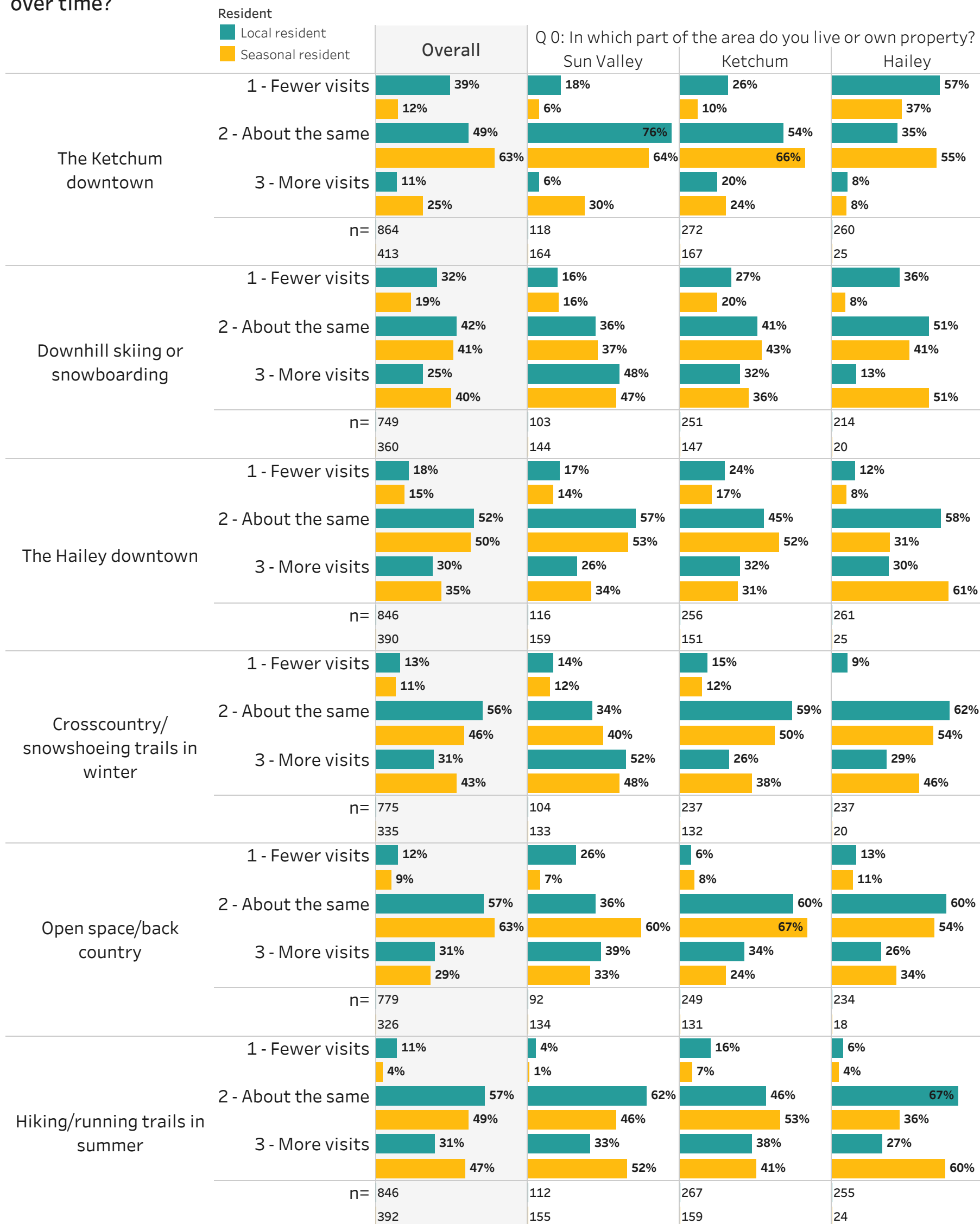
Local resident

Seasonal resident



The Blaine County Area

Q 14: To what extent has your visitation/use of various locations in the Wood River Valley changed over time?



Visitors

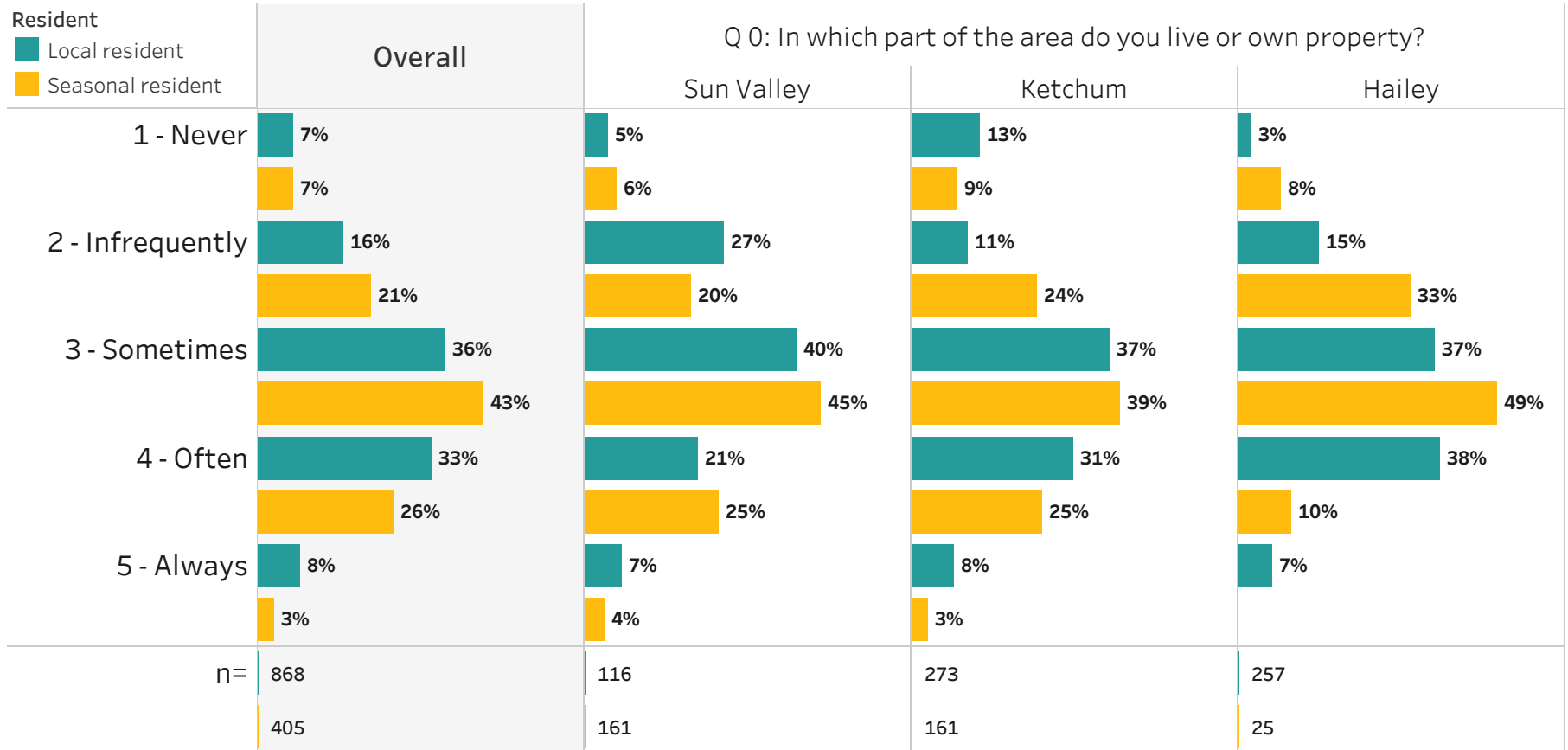
Resident

- Local resident
- Seasonal resident

Q 0: In which part of the area do you live or own property?

		Overall	Sun Valley	Ketchum	Hailey
Q 16: How often have you had visitors (friends/family/business contacts) over the past 3 years?	Never	3% 2%	3% 1%	5% 2%	1% 4%
	A few times per month	5% 8%	5% 5%	3% 7%	4% 22%
	A few times per season	62% 76%	82% 79%	59% 77%	53% 61%
	Once a year	26% 13%	6% 13%	30% 14%	37% 12%
	n=	874 416	119 166	276 166	261 25
Q 17: Thinking about your visitors over the past 3 years (friends/family/business contacts), did they typically stay:	In your home while you are there	80% 76%	79% 73%	79% 75%	78% 85%
	In a hotel/motel/lodge	8% 5%	8% 4%	5% 7%	10% 6%
	In another type of commercial property	8% 5%	8% 8%	9% 3%	9% 4%
	In your home when you are not there	1% 11%	0% 12%	1% 10%	1% 4%
	They didn't stay overnight	1% 1%	1% 1%	1% 2%	0% 0%
	n=	852 406	114 162	272 163	257 24

Q 23: Thinking about your overall experience with vehicles and traffic in area, how frequently do you experience challenges getting around the towns or parking in the Wood River Valley?

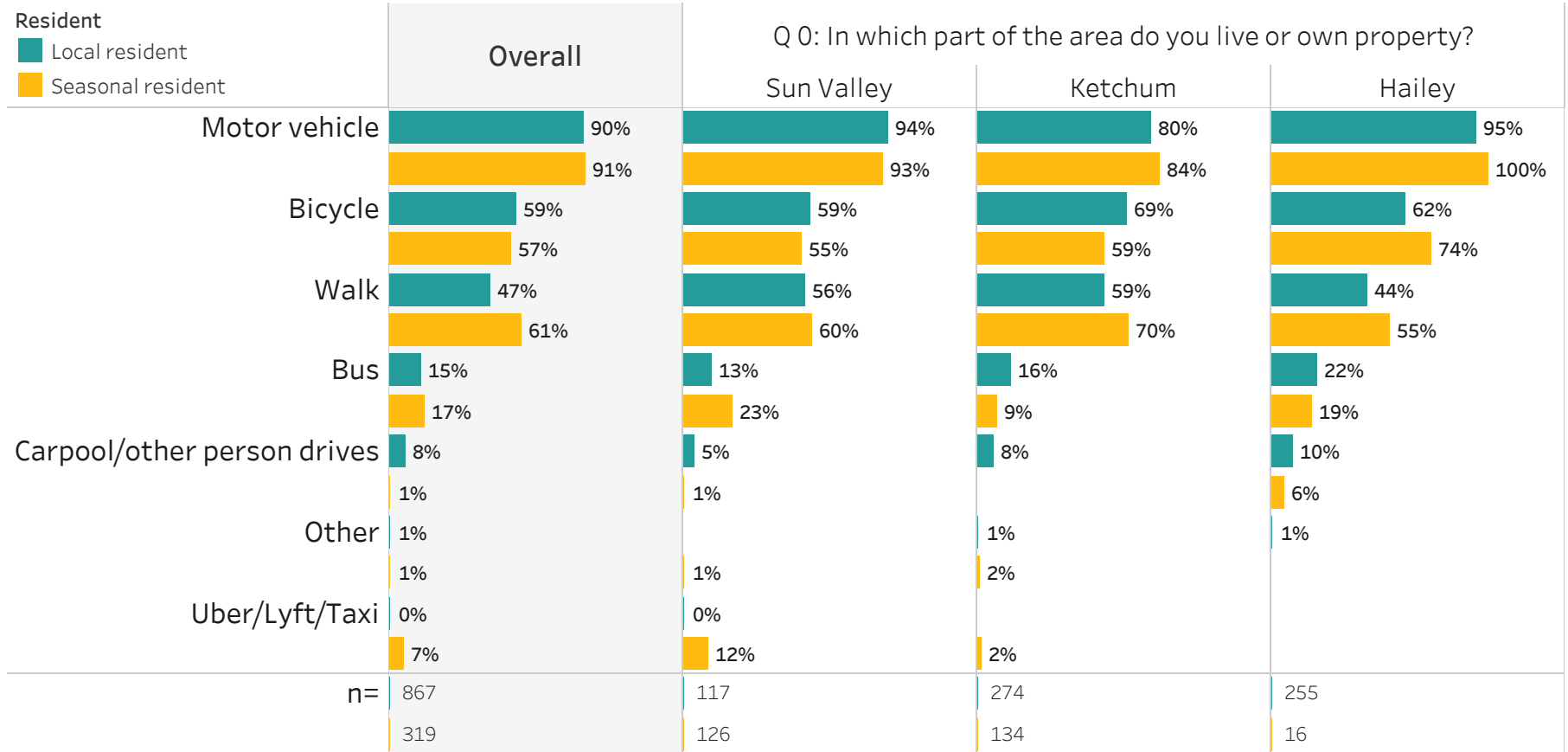


Q 54: How do you typically get around the Wood River Valley in the summer? (Check all that apply)

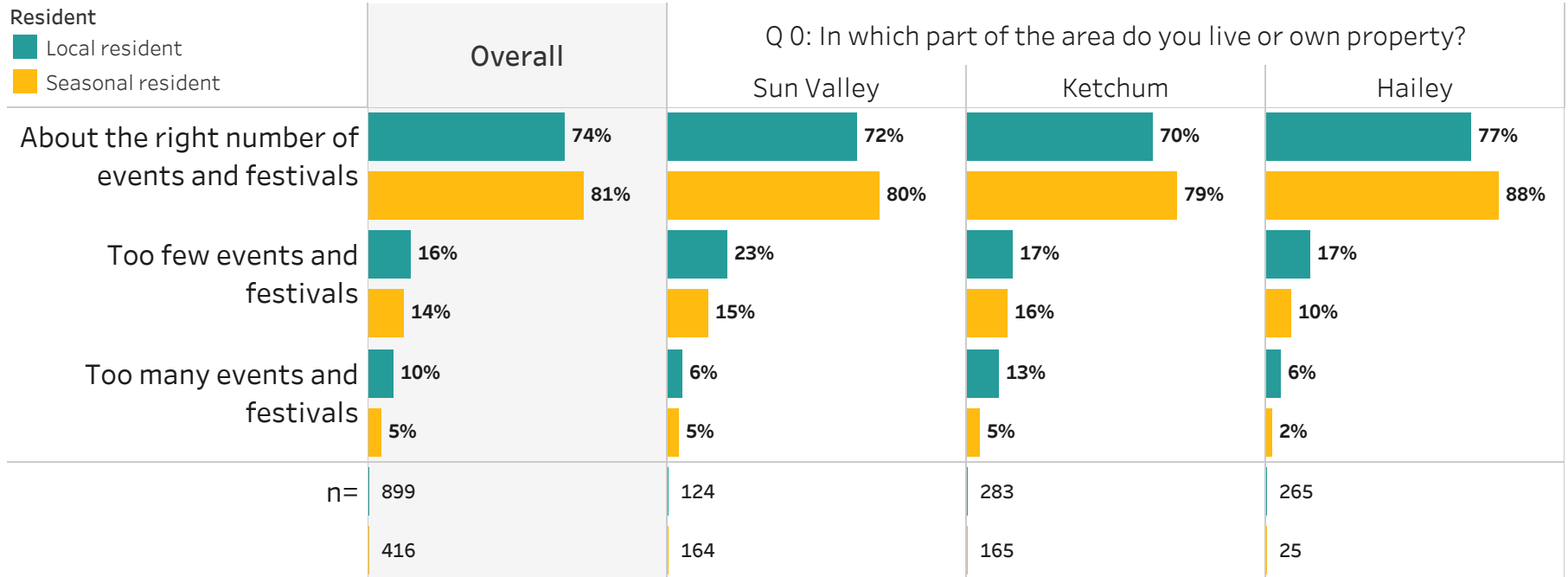
Resident

Local resident

Seasonal resident



Q 12: With respect to the number of larger events and festivals in the Wood River Valley area, do you think there are:



















Your Home/Property

Use Patterns

Resident

 Seasonal resident

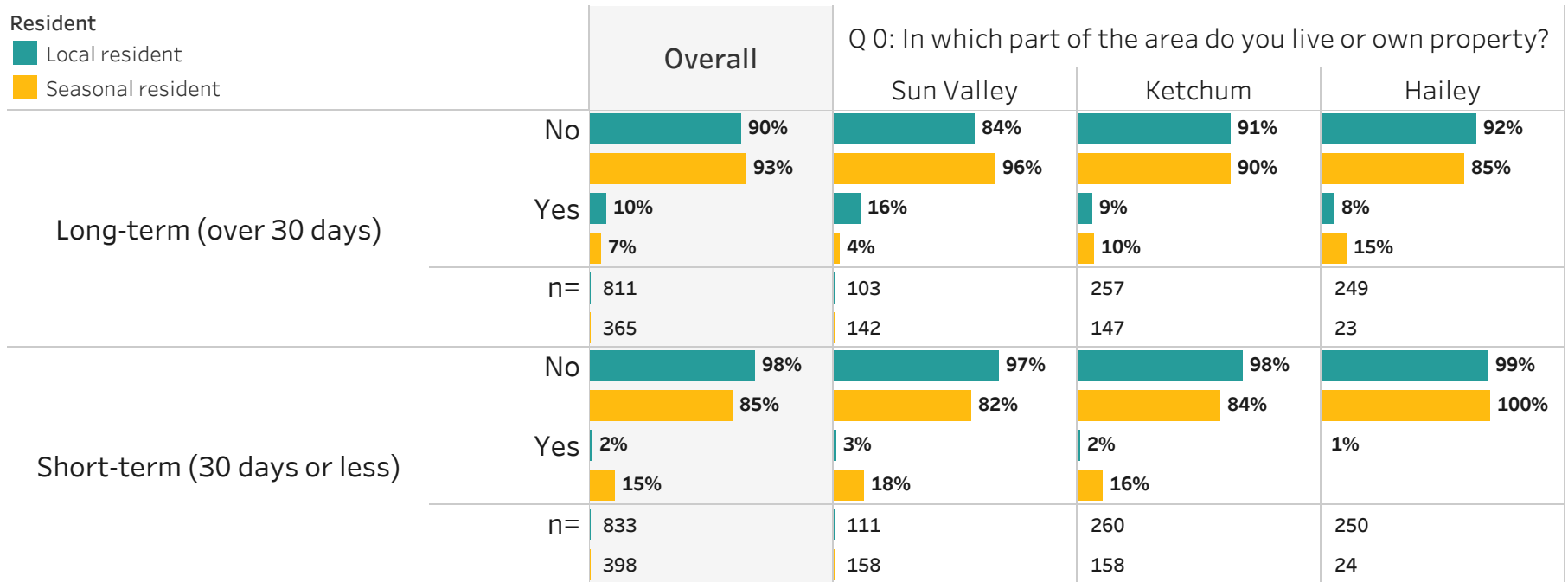
		Overall	Q 0: In which part of the area do you live or own property?		
			Sun Valley	Ketchum	Hailey
Q 32: Over the past two summers (2020 and/or 2021), did you change your use patterns at your residence in the Wood River ..	Yes	 57%	 65%	 53%	 39%
	No	 43%	 35%	 47%	 61%
	n=	400	157	160	25
Q 33: (If use patterns changed) Did your use:	Increase	 61%	 69%	 54%	 84%
	Decrease	 39%	 31%	 46%	 16%
	n=	210	90	81	10

Q35: Do you rent your Wood River Valley home(s) primary or secondary to others:

Resident

Local resident

Seasonal resident



Q 41: How do you expect to be using your home over the next two years from now? (Check all that apply)

