

Which of the following best describes you?

		Hailey	Ketchum	Sun Valley
Year-round resident	2026	94%	71%	53%
	2022	92%	64%	44%
Part-time/seasonal resident (second homeowner)	2026	6%	29%	47%
	2022	8%	36%	56%
n=	2026	459	455	286
	2022	316	486	313

How many years have you lived or owned property in Blaine County?

		Hailey	Ketchum	Sun Valley
Less than 1 year	2026	1%	1%	
	2022	1%	1%	1%
1-5 years	2026	14%	13%	14%
	2022	18%	17%	23%
6-10 years	2026	16%	23%	25%
	2022	17%	16%	16%
11-15 years	2026	13%	10%	15%
	2022	10%	11%	11%
16-20 years	2026	10%	8%	6%
	2022	13%	10%	7%
21-30 years	2026	21%	16%	16%
	2022	17%	20%	20%
31 years or more	2026	26%	30%	24%
	2022	24%	25%	23%
Avg.	2026	21.7	22.3	20.0
	2022	19.9	20.5	19.2
n=	2026	455	454	285
	2022	312	483	312

Were you a visitor of Sun Valley prior to moving to Blaine County?

		Hailey	Ketchum	Sun Valley
Yes	2026	59%	78%	90%
No	2026	41%	22%	10%
n=	2026	455	452	285

If you were a visitor prior to moving, what was the purpose of your visit? (CHECK ALL THAT APPLY)

		Hailey	Ketchum	Sun Valley
Vacation	2026	60%	76%	81%
Visit friends & family	2026	49%	34%	28%
Work	2026	12%	9%	6%
Other	2026	9%	7%	6%
n=	2026	266	352	255

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

		Hailey	Ketchum	Sun Valley
Hailey	2026	100%		
	2022	100%		
Ketchum	2026		100%	
	2022		100%	
Sun Valley	2026			100%
	2022			100%
Mid Valley	2026			
	2022			
Bellevue	2026			
	2022			
North of Ketchum	2026			
	2022			
South of Bellevue	2026			
	2022			
Other	2026			
	2022			
n=	2026	459	455	286
	2022	316	486	313

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

		Hailey	Ketchum	Sun Valley
Very proud - 5	2026	49%	60%	68%
	2022	46%	55%	66%
4	2026	30%	23%	24%
	2022	32%	27%	23%
Somewhat proud - 3	2026	15%	13%	6%
	2022	17%	15%	9%
2	2026	4%	3%	1%
	2022	4%	2%	2%
Not at all proud - 1	2026	2%	1%	1%
	2022	1%	1%	
Avg.	2026	4.2	4.4	4.6
	2022	4.2	4.3	4.5
n=	2026	459	453	286
	2022	284	438	282

Please rate how important the following factors are to your quality of life in the Valley.

2026 Only - Top 12 of 24 factors, ranked by average				Percent Responding:			
				1 & 2	3	4 & 5	
Access to trails and outdoor spaces	Hailey	Avg. 4.7	n=413	2%	5%	84%	93%
	Ketchum	Avg. 4.8	n=411	1%	1%	87%	97%
	Sun Valley	Avg. 4.9	n=262	0%	1%	90%	99%
Small town/sense of community	Hailey	Avg. 4.6	n=416	1%	7%	74%	92%
	Ketchum	Avg. 4.7	n=411	2%	4%	76%	95%
	Sun Valley	Avg. 4.7	n=262	0%	4%	76%	96%
Quality Healthcare	Hailey	Avg. 4.6	n=415	1%	6%	69%	93%
	Ketchum	Avg. 4.5	n=414	5%	8%	66%	88%
	Sun Valley	Avg. 4.6	n=264	2%	8%	68%	90%
Safety and security	Hailey	Avg. 4.6	n=415	1%	6%	71%	92%
	Ketchum	Avg. 4.5	n=413	4%	9%	66%	87%
	Sun Valley	Avg. 4.6	n=265	0%	10%	68%	90%
Quality of recreation facilities and programs	Hailey	Avg. 4.3	n=415	5%	13%	54%	82%
	Ketchum	Avg. 4.3	n=411	5%	11%	32%	52%
	Sun Valley	Avg. 4.5	n=262	2%	8%	62%	90%
Internet coverage	Hailey	Avg. 4.2	n=415	7%	14%	52%	79%
	Ketchum	Avg. 4.3	n=410	4%	14%	57%	82%
	Sun Valley	Avg. 4.4	n=264	4%	13%	61%	83%
Character of new buildings	Hailey	Avg. 4.0	n=413	11%	17%	42%	72%
	Ketchum	Avg. 4.3	n=413	5%	12%	55%	83%
	Sun Valley	Avg. 4.2	n=263	6%	18%	48%	76%
Flow of traffic on Valley roadways	Hailey	Avg. 4.3	n=415	4%	13%	53%	82%
	Ketchum	Avg. 4.1	n=412	6%	17%	32%	45%
	Sun Valley	Avg. 4.1	n=264	4%	24%	31%	41%
A community that places value on history	Hailey	Avg. 3.8	n=416	12%	25%	32%	30%
	Ketchum	Avg. 4.1	n=414	9%	16%	33%	42%
	Sun Valley	Avg. 4.0	n=265	6%	25%	32%	37%
Variety of restaurants	Hailey	Avg. 3.9	n=415	8%	22%	38%	33%
	Ketchum	Avg. 4.1	n=412	5%	18%	36%	42%
	Sun Valley	Avg. 4.1	n=262	5%	18%	33%	43%
Family-friendly opportunities	Hailey	Avg. 4.1	n=417	9%	16%	52%	75%
	Ketchum	Avg. 3.9	n=413	14%	18%	41%	68%
	Sun Valley	Avg. 4.0	n=264	11%	17%	47%	72%
Arts/culture/entertainment	Hailey	Avg. 3.9	n=415	10%	22%	34%	34%
	Ketchum	Avg. 4.0	n=410	7%	21%	32%	39%
	Sun Valley	Avg. 4.2	n=264	4%	19%	32%	45%

Please rate how important the following factors are to your quality of life in the Valley.

2026 Only - Bottom 12 of 24 factors, ranked by average				Percent Responding:				
				1 & 2	3	4 & 5		
Quality and frequency of events and festivals	Hailey	Avg. 3.7	n=415	12%	25%	36%	28%	63%
	Ketchum	Avg. 3.9	n=412	8%	22%	36%	34%	70%
	Sun Valley	Avg. 3.9	n=263	6%	24%	39%	31%	70%
Public transit services	Hailey	Avg. 3.9	n=415	12%	20%	31%	37%	68%
	Ketchum	Avg. 3.9	n=412	13%	22%	28%	38%	65%
	Sun Valley	Avg. 3.8	n=265	14%	22%	31%	32%	64%
Educational opportunities	Hailey	Avg. 4.1	n=414	8%	19%	27%	45%	72%
	Ketchum	Avg. 3.6	n=412	21%	23%	23%	33%	56%
	Sun Valley	Avg. 3.5	n=263	19%	28%	30%	53%	
Parking availability	Hailey	Avg. 3.7	n=413	17%	25%	29%	29%	58%
	Ketchum	Avg. 3.8	n=413	15%	23%	25%	37%	62%
	Sun Valley	Avg. 3.8	n=261	8%	29%	36%	26%	62%
Relatively low/ attractive tax rates	Hailey	Avg. 3.9	n=413	11%	23%	27%	38%	65%
	Ketchum	Avg. 3.9	n=412	14%	22%	23%	41%	64%
	Sun Valley	Avg. 4.0	n=263	6%	27%	27%	40%	66%
Economic opportunities	Hailey	Avg. 3.9	n=415	10%	21%	31%	38%	69%
	Ketchum	Avg. 3.6	n=411	18%	25%	27%	31%	57%
	Sun Valley	Avg. 3.5	n=261	19%	29%	28%	23%	52%
Airport/availability of flights	Hailey	Avg. 3.6	n=415	20%	24%	33%	56%	
	Ketchum	Avg. 3.9	n=413	11%	23%	44%	66%	
	Sun Valley	Avg. 3.8	n=264	16%	21%	40%	63%	
Senior Care	Hailey	Avg. 3.9	n=415	14%	21%	24%	41%	65%
	Ketchum	Avg. 3.5	n=412	25%	21%	25%	30%	55%
	Sun Valley	Avg. 3.4	n=263	21%	27%	25%	27%	52%
Affordable housing availability	Hailey	Avg. 4.0	n=414	11%	18%	27%	43%	70%
	Ketchum	Avg. 3.6	n=412	21%	21%	36%	58%	
	Sun Valley	Avg. 3.6	n=263	13%	33%	28%	27%	55%
Diversity of the community (age, race, gender, etc.)	Hailey	Avg. 3.8	n=416	16%	22%	24%	38%	61%
	Ketchum	Avg. 3.5	n=413	22%	22%	26%	31%	56%
	Sun Valley	Avg. 3.4	n=263	21%	30%	25%	24%	49%
Variety of shopping choices	Hailey	Avg. 3.3	n=415	22%	37%	24%	40%	
	Ketchum	Avg. 3.4	n=412	22%	32%	26%	46%	
	Sun Valley	Avg. 3.4	n=263	17%	37%	28%	47%	
Childcare	Hailey	Avg. 3.2	n=411	33%	21%	28%	46%	
	Ketchum	Avg. 2.7	n=410	34%	48%	30%		
	Sun Valley	Avg. 2.5	n=260	37%	51%	25%		












Now please rate how satisfied you are with current status of the same factors and how they meet the needs of the community.

2026 Only - Top 12 of 24 factors, ranked by average				Percent Responding:		
				1 & 2	3	4 & 5
Access to trails and outdoor spaces	Hailey	Avg. 4.5	n=409	1%	6%	64% 92%
	Ketchum	Avg. 4.6	n=404	1%	4%	68% 95%
	Sun Valley	Avg. 4.6	n=259	1%	2%	69% 97%
Safety and security	Hailey	Avg. 4.3	n=404	3%	9%	42% 46% 88%
	Ketchum	Avg. 4.4	n=395	3%	8%	31% 58% 89%
	Sun Valley	Avg. 4.6	n=245	1%	3%	30% 67% 97%
Arts/culture/entertainment	Hailey	Avg. 4.0	n=399	6%	21%	38% 36% 73%
	Ketchum	Avg. 4.2	n=410	3%	16%	41% 41% 81%
	Sun Valley	Avg. 4.3	n=259	2%	14%	38% 46% 84%
Quality of recreation facilities and programs	Hailey	Avg. 4.0	n=395	7%	21%	38% 35% 72%
	Ketchum	Avg. 4.2	n=387	4%	12%	40% 45% 85%
	Sun Valley	Avg. 4.3	n=250	3%	12%	39% 47% 86%
Quality and frequency of events and festivals	Hailey	Avg. 3.9	n=397	6%	28%	37% 29% 66%
	Ketchum	Avg. 4.0	n=400	6%	21%	37% 36% 73%
	Sun Valley	Avg. 4.3	n=251	3%	14%	37% 46% 83%
Airport/availability of flights	Hailey	Avg. 4.0	n=409	7%	20%	40% 33% 73%
	Ketchum	Avg. 3.9	n=405	8%	23%	36% 34% 70%
	Sun Valley	Avg. 3.9	n=253	7%	20%	46% 27% 73%
Public transit services	Hailey	Avg. 4.0	n=373	6%	22%	41% 31% 72%
	Ketchum	Avg. 4.0	n=365	6%	20%	36% 38% 74%
	Sun Valley	Avg. 4.0	n=235	4%	25%	35% 37% 72%
Family-friendly opportunities	Hailey	Avg. 3.8	n=374	9%	26%	41% 65%
	Ketchum	Avg. 4.0	n=373	5%	24%	36% 35% 71%
	Sun Valley	Avg. 4.2	n=234	3%	17%	42% 39% 80%
Small town/sense of community	Hailey	Avg. 3.9	n=406	10%	21%	36% 34% 70%
	Ketchum	Avg. 3.8	n=400	16%	18%	30% 36% 66%
	Sun Valley	Avg. 4.1	n=252	4%	16%	38% 42% 79%
Internet coverage	Hailey	Avg. 3.7	n=392	14%	24%	35% 63%
	Ketchum	Avg. 3.7	n=388	13%	27%	32% 28% 60%
	Sun Valley	Avg. 4.0	n=241	5%	23%	39% 33% 72%
A community that places value on history	Hailey	Avg. 3.7	n=395	12%	26%	37% 61%
	Ketchum	Avg. 3.8	n=404	11%	24%	36% 29% 65%
	Sun Valley	Avg. 3.9	n=254	8%	22%	37% 33% 70%
Quality Healthcare	Hailey	Avg. 3.5	n=399	17%	29%	36% 54%
	Ketchum	Avg. 3.6	n=392	16%	25%	36% 59%
	Sun Valley	Avg. 3.9	n=236	5%	26%	42% 27% 69%































Now please rate how satisfied you are with current status of the same factors and how they meet the needs of the community.

2026 Only - Bottom 12 of 24 factors, ranked by average				Percent Responding:		
				1 & 2	3	4 & 5
Variety of restaurants	Hailey	Avg. 3.1	n=406	20% 29%	33%	24% 38%
	Ketchum	Avg. 3.5	n=405	20%	28%	33% 19% 52%
	Sun Valley	Avg. 3.6	n=257	11%	32%	37% 20% 57%
Relatively low/ attractive tax rates	Hailey	Avg. 3.3	n=375	24%	32%	30% 44%
	Ketchum	Avg. 3.2	n=375	25%	32%	27% 42%
	Sun Valley	Avg. 3.4	n=248	17%	37%	29% 46%
Educational opportunities	Hailey	Avg. 3.3	n=379	21%	39%	27% 40%
	Ketchum	Avg. 3.4	n=352	20%	34%	30% 47%
	Sun Valley	Avg. 3.6	n=227	10%	38%	30% 22% 52%
Diversity of the community (age, race, gender, etc.)	Hailey	Avg. 3.2	n=400	19% 26%	37%	23% 37%
	Ketchum	Avg. 3.3	n=400	19% 26%	35%	20% 20% 40%
	Sun Valley	Avg. 3.4	n=253	19% 22%	33%	26% 18% 44%
Variety of shopping choices	Hailey	Avg. 3.0	n=397	27% 35%	33%	23% 31%
	Ketchum	Avg. 3.3	n=401	22%	34%	27% 44%
	Sun Valley	Avg. 3.5	n=249	17%	32%	33% 51%
Parking availability	Hailey	Avg. 3.2	n=400	18% 27%	30%	28% 43%
	Ketchum	Avg. 3.2	n=402	20% 30%	29%	26% 42%
	Sun Valley	Avg. 3.3	n=257	19% 24%	35%	25% 40%
Childcare	Hailey	Avg. 2.9	n=260	25% 35%	35%	21% 30%
	Ketchum	Avg. 3.1	n=224	20% 28%	43%	29%
	Sun Valley	Avg. 3.2	n=138	21%	45%	21% 34%
Economic opportunities	Hailey	Avg. 3.1	n=387	20% 25%	43%	23% 32%
	Ketchum	Avg. 3.1	n=368	20% 26%	41%	33%
	Sun Valley	Avg. 3.3	n=228	19%	44%	25% 37%
Senior Care	Hailey	Avg. 2.8	n=287	29% 43%	33%	25%
	Ketchum	Avg. 3.2	n=255	22% 30%	31%	23% 39%
	Sun Valley	Avg. 3.1	n=155	28%	40%	21% 32%
Flow of traffic on Valley roadways	Hailey	Avg. 2.5	n=405	20% 29% 50%	32%	18%
	Ketchum	Avg. 2.8	n=405	26% 41%	30%	21% 29%
	Sun Valley	Avg. 3.0	n=259	20% 27%	48%	25%
Character of new buildings	Hailey	Avg. 2.6	n=398	28% 46%	32%	22%
	Ketchum	Avg. 2.6	n=401	22% 27% 48%	30%	22%
	Sun Valley	Avg. 2.8	n=250	26% 38%	36%	26%
Affordable housing availability	Hailey	Avg. 2.3	n=378	28% 35% 63%	24%	12%
	Ketchum	Avg. 2.5	n=360	28% 26% 54%	26%	20%
	Sun Valley	Avg. 2.4	n=213	25% 31% 55%	29%	16%














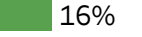
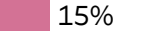















How would you describe the overall quality of life in the Wood River Valley?

		Hailey	Ketchum	Sun Valley
Excellent - 5	2026	 41%	 52%	 58%
Good - 4	2026	 52%	 39%	 38%
Fair - 3	2026	 6%	 8%	 3%
Poor - 2	2026	 2%	 2%	0%
Not Sure - 1	2026	0%	0%	
n=	2026	415	412	262

Over the last three years, would you say the overall quality of life in the area has:

		Hailey	Ketchum	Sun Valley
Improved	2026	 6%	 6%	 6%
	2022	 10%	 10%	 13%
Stayed the same	2026	 24%	 25%	 41%
	2022	 22%	 21%	 27%
Improved in some ways and declined in others	2026	 26%	 24%	 23%
	2022	 29%	 29%	 27%
Declined	2026	 40%	 41%	 28%
	2022	 37%	 37%	 30%
Don't know/no opinion	2026	 4%	 2%	 3%
	2022	 3%	 2%	 3%
n=	2026	415	411	264
	2022	293	446	293

How often have you had visitors (friends/family) over the past 3 years?

		Hailey	Ketchum	Sun Valley
A few times per month	2026	 6%	 6%	 6%
	2022	 7%	 5%	 6%
A few times per season	2026	 61%	 75%	 75%
	2022	 63%	 75%	 76%
Once per year	2026	 27%	 16%	 15%
	2022	 23%	 16%	 12%
Never	2026	 4%	 1%	 2%
	2022	 1%	 1%	 2%
Other	2026	 2%	 3%	 3%
	2022	 6%	 2%	 3%
n=	2026	415	408	263
	2022	286	442	285

Thinking about your visitors over the past 3 years (friends/family/business contacts), did they typically stay:

		Hailey	Ketchum	Sun Valley
In your home while you are there	2026	76%	73%	80%
	2022	75%	73%	71%
In another type of commercial property (Airbnb, VRBO, etc.)	2026	10%	9%	9%
	2022	10%	8%	10%
In a hotel/motel/lodge	2026	9%	10%	4%
	2022	12%	7%	7%
In your home while you are not there	2026	1%	4%	5%
	2022	1%	5%	9%
They don't stay overnight	2026	0%	0%	0%
	2022	1%	1%	1%
Other	2026	4%	3%	2%
	2022	1%	5%	3%
n=	2026	398	401	261
	2022	281	435	276

Overall, how important do you feel that tourism is to the Valley's:

2026 Only

		Percent Responding:			
		1 & 2	3	4 & 5	
Healthy local economy	Hailey	Avg. 4.2 n=393	3%	19% 19%	31% 48% 78%
	Ketchum	Avg. 4.3 n=383	5%	17% 17%	25% 54% 79%
	Sun Valley	Avg. 4.4 n=246	3%	15% 15%	25% 57% 82%
Quality of life	Hailey	Avg. 3.9 n=403	8%	27% 27%	32% 33% 65%
	Ketchum	Avg. 3.9 n=395	11%	25% 25%	23% 42% 64%
	Sun Valley	Avg. 4.0 n=250	5%	26% 26%	30% 38% 69%

How much do you agree or disagree that...

				Percent Responding:		
				1 & 2	3	4 & 5
2026 Only						
I feel proud to share the Valley with visitors	Hailey	Avg. 3.9	n=402	4%	24%	72%
	Ketchum	Avg. 4.0	n=392	4%	22%	74%
	Sun Valley	Avg. 4.1	n=248	4%	16%	37% 81%
Our cultural attractions, restaurants, trails, medical facilities, etc. benefit from the visitor economy	Hailey	Avg. 3.8	n=392	11%	17%	72%
	Ketchum	Avg. 4.0	n=388	10%	14%	76%
	Sun Valley	Avg. 4.1	n=245	7%	12%	37% 81%
Tourism adds to local traffic and parking challenges	Hailey	Avg. 3.8	n=396	12%	17%	71%
	Ketchum	Avg. 3.7	n=394	16%	16%	68%
	Sun Valley	Avg. 3.8	n=247	11%	20%	69%
Taxes collected and revenues generated from the visitor economy help to sustain the quality of life of local residents	Hailey	Avg. 3.8	n=383	12%	22%	66%
	Ketchum	Avg. 3.6	n=378	18%	21%	61%
	Sun Valley	Avg. 4.0	n=239	9%	18%	36% 72%
The quality of life in the Valley is changing in ways that concern me	Hailey	Avg. 3.7	n=399	13%	22%	65%
	Ketchum	Avg. 3.7	n=390	16%	21%	62%
	Sun Valley	Avg. 3.4	n=242	15%	38%	47%
In general, the benefits of a visitor economy outweigh the drawbacks in the Wood River Valley	Hailey	Avg. 3.6	n=393	13%	25%	62%
	Ketchum	Avg. 3.6	n=388	17%	21%	61%
	Sun Valley	Avg. 3.8	n=244	13%	17%	70%
The Wood River Valley area is overcrowded because of too many visitors	Hailey	Avg. 2.8	n=402	33% 40%	37%	23%
	Ketchum	Avg. 2.9	n=393	38%	36%	26%
	Sun Valley	Avg. 2.8	n=247	37%	43%	20%
I would be willing to pay more taxes for local public services if it meant fewer visitors in the area	Hailey	Avg. 2.7	n=394	49%	25%	25%
	Ketchum	Avg. 2.5	n=384	34% 57%	22%	20%
	Sun Valley	Avg. 2.5	n=243	53%	28%	19%
Tourism limits my access to trails and outdoor spaces	Hailey	Avg. 2.5	n=395	40% 58%	21%	21%
	Ketchum	Avg. 2.5	n=385	42% 59%	20%	21%
	Sun Valley	Avg. 2.4	n=246	41% 60%	25%	14%

What type of visitor profiles do you believe best align with the Valley's values? (CHECK ALL THAT APPLY)

		Hailey	Ketchum	Sun Valley
Outdoor recreation visitors	2026	88%	91%	92%
Families	2026	65%	63%	72%
Arts & culture visitors	2026	49%	51%	66%
Small to mid-size events	2026	46%	43%	44%
Wellness / relaxation travelers	2026	42%	44%	44%
Youth sports	2026	37%	27%	31%
Corporate or retreat groups	2026	28%	28%	32%
High-end leisure travelers	2026	33%	38%	39%
Other	2026	2%	2%	1%
Not sure	2026	2%	2%	1%
None – prefer reduced visitation	2026	5%	4%	4%
n=	2026	401	394	250

How would you describe visitor behavior overall?

		Hailey	Ketchum	Sun Valley
Very respectful	2026	5%	7%	4%
Mostly respectful	2026	10%	10%	11%
Mixed	2026	37%	39%	26%
Occasionally disrespectful	2026	40%	36%	49%
Often disrespectful	2026	6%	7%	7%
Not sure	2026	3%	1%	3%
Avg.	2026	2.7	2.7	2.5
n=	2026	392	392	245

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









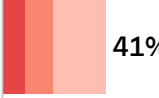
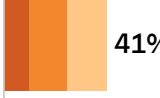
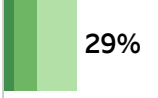
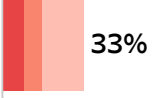
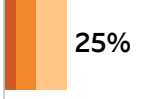
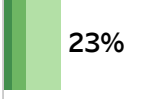
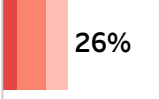
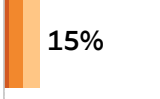
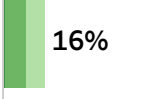
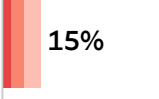
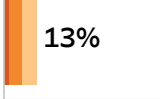
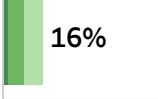
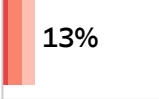
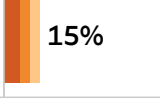
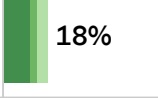
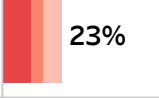
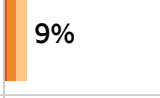
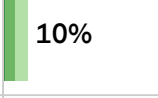
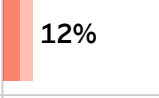
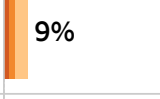
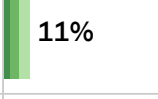
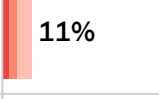
		Hailey	Ketchum	Sun Valley
1 - Not at all likely	2026	3%	4%	1%
	2022	4%	2%	3%
2	2026	2%	1%	1%
	2022	1%	2%	2%
3	2026	1%	1%	1%
	2022	4%	2%	1%
4	2026	2%	1%	1%
	2022	2%	1%	1%
5	2026	8%	6%	4%
	2022	8%	6%	4%
6	2026	5%	3%	3%
	2022	5%	7%	3%
7	2026	11%	10%	7%
	2022	10%	6%	7%
8	2026	16%	13%	14%
	2022	17%	16%	14%
9	2026	11%	14%	12%
	2022	11%	14%	14%
10 - Very likely	2026	41%	46%	55%
	2022	39%	43%	52%
Avg.	2026	8.0	8.2	8.7
	2022	7.9	8.2	8.5
n=	2026	404	395	249
	2022	283	429	277

Net Promotor Category/Score

		Hailey	Ketchum	Sun Valley
Promotor	2026	52%	60%	68%
	2022	49%	57%	65%
Passive	2026	28%	23%	21%
	2022	27%	22%	21%
Detractor	2026	21%	17%	11%
	2022	24%	21%	14%
NPS	2026	30.8	42.8	56.3
	2022	25.8	36.6	51.6
n=	2026	404	395	249
	2022	283	429	277

Which of the following should Visit Sun Valley's top priorities be? Please choose your top three.

2026 Only

		Hailey	Ketchum	Sun Valley
Managing tourism in a way that protects quality of life	2026	 60%	 59%	 64%
Preserving the character and values of the community	2026	 56%	 62%	 52%
Supporting local businesses	2026	 44%	 43%	 41%
Promoting outdoor recreation responsibly	2026	 41%	 29%	 33%
Supporting local events and festivals	2026	 25%	 23%	 26%
Attracting visitors during shoulder seasons (spring & fall)	2026	 15%	 16%	 15%
Providing tourism related information - Visitor Center, website, calendar, weekly newsletters, etc.	2026	 13%	 16%	 13%
Promoting Sun Valley as a visitor destination	2026	 15%	 18%	 23%
Supporting visitors with information that makes their stay more enjoyable.	2026	 9%	 10%	 12%
Communicating with local residents about tourism efforts	2026	 9%	 11%	 11%
	n= 2026	387	373	245

*Darker colors indicate a higher rating

Once complete, how do you feel the significant road construction in the Valley will impact traffic?

		Hailey	Ketchum	Sun Valley
Drastically Improve - 5	2026	19%	13%	10%
Somewhat Improve - 4	2026	50%	55%	61%
No Measurable Impact - 3	2026	17%	17%	15%
Somewhat Worsen - 2	2026	7%	8%	4%
Drastically Worsen - 1	2026	2%	4%	2%
No Opinion	2026	5%	3%	7%
Avg.	2026	3.8	3.7	3.8
n=	2026	361	362	225

There have been ongoing conversations about the parking challenges in Ketchum. How would you best summarize the parking situation there?

		Hailey	Ketchum	Sun Valley
Parking is always a challenge	2026	24%	22%	17%
Seasonal challenge	2026	54%	59%	67%
Not a problem	2026	15%	17%	14%
Not sure	2026	7%	1%	2%
n=	2026	381	379	242

What are the biggest impacts or challenges currently affecting you personally and professionally in the Valley? (CHECK ALL THAT APPLY)

		Hailey	Ketchum	Sun Valley
Crowding	2026	75%	68%	68%
Overall inflation/high prices	2026	58%	55%	52%
Climate change	2026	45%	36%	40%
Home prices	2026	42%	39%	29%
Service industry staffing & related impacts on the overall experience	2026	27%	40%	42%
Lack of housing inventory & availability	2026	29%	30%	19%
Trail usage and access	2026	20%	17%	18%
School/youth programming capacities	2026	14%	5%	4%
n=	2026	373	355	235

Do you rent or own your residence in Blaine County?

		Hailey	Ketchum	Sun Valley
Own	2026	91%	87%	96%
	2022	91%	90%	96%
Rent	2026	7%	12%	4%
	2022	7%	9%	4%
Other	2026	1%	1%	0%
	2022	2%	1%	1%
n=	2026	384	380	243
	2022	281	432	274

Do you rent your Wood River Valley home(s) primary or secondary to others short-term (30 days or less)?

		Hailey	Ketchum	Sun Valley
No	2026	98%	87%	86%
	2022	99%	92%	86%
Yes	2026	2%	13%	14%
	2022	1%	8%	14%
n=	2026	338	322	227
	2022	274	418	269

Do you rent your Wood River Valley home(s) primary or secondary to others long-term (over 30 days)?

		Hailey	Ketchum	Sun Valley
No	2026	91%	88%	92%
	2022	90%	88%	95%
Yes	2026	9%	12%	8%
	2022	10%	12%	5%
n=	2026	347	321	225
	2022	272	404	245

How do you expect to be using your home over the next two years from now? (CHECK ALL THAT APPLY)

		Hailey	Ketchum	Sun Valley
As a primary residence for my household; the owner	2026	90%	66%	55%
	2022	83%	60%	46%
I intend to retire to/in Wood River Valley and use home as retirement residence full-time	2026	9%	9%	13%
	2022	6%	7%	12%
A vacation home for owner or guests of owner	2026	3%	22%	29%
	2022	7%	27%	41%
I intend to sell my home in the next two years and will not purchase another property in the area	2026	2%	2%	3%
	2022	2%	2%	1%
Rented long-term to local resident (long-term, more than 30 days)	2026	3%	4%	3%
	2022	4%	4%	2%
Vacation rental to visitors/tourists (short-term less than 30 days)	2026	1%	7%	7%
	2022	1%	5%	6%
I intend to sell my home within the next two years but will likely buy other property in the area	2026	2%	2%	2%
	2022	1%	3%	0%
Other	2026	1%	4%	3%
	2022	2%	4%	5%
Don't know uncertain	2026	0%	1%	0%
	2022	3%	2%	4%
n=	2026	350	324	229
	2022	281	430	276

How supportive are you of this tax continuing at its current rate (0.5%)?

		Hailey	Ketchum	Sun Valley
Strongly supportive - 5	2026	42%	41%	48%
Somewhat supportive - 4	2026	23%	23%	25%
Neutral - 3	2026	17%	13%	19%
Somewhat oppose - 2	2026	8%	11%	4%
Strongly oppose - 1	2026	10%	12%	4%
Avg.	2026	3.8	3.7	4.1
n=	2026	374	368	239

How much of the total Local Option Tax for Air do you estimate is paid by visitors?

	Hailey	Ketchum	Sun Valley
None, or less than 1% 2026	4%	2%	6%
1 - 24% 2026	12%	8%	7%
25 - 49% 2026	13%	14%	18%
50 - 74% 2026	41%	47%	39%
75 - 99% 2026	27%	26%	28%
100% 2026	3%	3%	1%
Avg. 2026	55.5	55.7	52.8
n= 2026	199	202	132

What change, if any, would you like to see to this tax rate?

	Hailey	Ketchum	Sun Valley
Decrease the tax rate 2026	6%	9%	3%
Eliminate the tax 2026	8%	15%	5%
Increase the tax rate 2026	15%	10%	8%
Keep it the same 2026	45%	42%	56%
Unsure 2026	26%	24%	29%
n= 2026	370	362	236

Please rate your satisfaction with the following aspects of flight service to SUN and the Friedman Memorial Airport (SUN).

2026 Only

				Percent Responding:		
				1 & 2	3	4 & 5
Airline staff	Hailey	Avg. 4.4	n=318	3%	12%	57% 84%
	Ketchum	Avg. 4.5	n=339	3%	10%	64% 87%
	Sun Valley	Avg. 4.5	n=201	2%	10%	66% 88%
Airport passenger terminal	Hailey	Avg. 4.1	n=337	6%	18%	46% 77%
	Ketchum	Avg. 4.3	n=346	5%	15%	55% 80%
	Sun Valley	Avg. 4.3	n=211	5%	13%	57% 83%
TSA staff	Hailey	Avg. 4.2	n=317	6%	17%	51% 78%
	Ketchum	Avg. 4.3	n=336	5%	16%	56% 79%
	Sun Valley	Avg. 4.3	n=198	6%	9%	58% 84%
Overall airport experience	Hailey	Avg. 4.0	n=339	6%	20%	44% 31% 75%
	Ketchum	Avg. 4.1	n=344	4%	20%	41% 36% 76%
	Sun Valley	Avg. 4.1	n=209	3%	22%	41% 34% 75%
Vehicle parking	Hailey	Avg. 3.9	n=337	14%	21%	38% 66%
	Ketchum	Avg. 4.0	n=342	7%	21%	40% 72%
	Sun Valley	Avg. 4.0	n=210	11%	17%	41% 73%
Flight service to/from SUN	Hailey	Avg. 3.9	n=341	8%	21%	39% 32% 71%
	Ketchum	Avg. 3.9	n=339	10%	21%	34% 35% 69%
	Sun Valley	Avg. 3.9	n=215	5%	25%	42% 70%
Food and beverage concessions	Hailey	Avg. 3.0	n=278	31%	36%	33%
	Ketchum	Avg. 3.1	n=295	30%	36%	34%
	Sun Valley	Avg. 3.1	n=174	26%	43%	31%
Ground transport options to/from airport (shuttle, rideshare, etc.)	Hailey	Avg. 3.0	n=262	33%	32%	35%
	Ketchum	Avg. 2.9	n=293	34%	36%	31%
	Sun Valley	Avg. 3.0	n=188	34%	34%	32%
Cost of airfare to/from SUN	Hailey	Avg. 2.8	n=342	40%	31%	29%
	Ketchum	Avg. 2.8	n=338	42%	33%	25%
	Sun Valley	Avg. 2.9	n=215	34%	35%	31%

How important is it to have a strong air service program serving our Valley?

		Hailey	Ketchum	Sun Valley
Not at all important - 1	2026	5%	3%	2%
2	2026	5%	6%	3%
3	2026	18%	16%	16%
4	2026	25%	23%	23%
Very important - 5	2026	46%	52%	56%
Avg.	2026	4.0	4.2	4.3
n=	2026	374	368	238

How often do you fly out of the Sun Valley (SUN) airport?

		Hailey	Ketchum	Sun Valley
More than 2x per month	2026	2%	5%	6%
Once per month	2026	9%	14%	10%
Once every three months	2026	32%	32%	37%
Once every six months	2026	20%	24%	21%
Once a year	2026	29%	18%	12%
Never	2026	9%	6%	13%
n=	2026	374	368	239

Which of the following best describes your employment status?

		Hailey	Ketchum	Sun Valley
Work 8 months or more a year in the local Wood River Valley area	2026	54%	30%	15%
Retired	2026	32%	36%	44%
My employer is outside of the local area, but I work remotely from the Wood River Valley	2026	8%	16%	17%
Homemaker	2026	1%	2%	3%
Work 7 or fewer months a year in the local Wood River Valley Area	2026	1%	5%	4%
Unemployed and/or looking for work	2026	0%	1%	1%
Other	2026	4%	10%	16%
n=	2026	372	362	236

Including yourself, how many people live in your household?

		Hailey	Ketchum	Sun Valley
1 person	2026	17%	19%	14%
	2022	13%	20%	13%
2 people	2026	48%	56%	56%
	2022	51%	60%	61%
3-5 people	2026	34%	24%	29%
	2022	34%	20%	25%
6-8 people	2026	1%	1%	0%
	2022	1%		1%
9 or more people	2026			
	2022	0%	0%	
Avg.	2026	2.4	2.2	2.4
	2022	2.5	2.2	2.4
n=	2026	328	330	218
	2022	279	431	274

Are there children in your household under 18 years old?

		Hailey	Ketchum	Sun Valley
No	2026	63%	80%	77%
	2022	68%	84%	81%
Yes	2026	37%	20%	23%
	2022	32%	16%	19%
n=	2026	270	269	193
	2022	280	432	274

How do you typically get around the Wood River Valley? CHECK ALL THAT APPLY

		Hailey	Ketchum	Sun Valley
Motor Vehicle (car, truck, motorcycle)	2026	96%	93%	96%
	2022	99%	95%	97%
Walk	2026	40%	63%	50%
	2022	49%	66%	53%
Bicycle	2026	45%	45%	44%
	2022	61%	63%	59%
E-bike	2026			
	2022			
Bus	2026	23%	25%	30%
	2022	16%	22%	27%
Carpool/other person drives	2026	9%	3%	5%
	2022	6%	4%	4%
Uber/Lyft/Taxi	2026	0%	3%	4%
	2022		1%	2%
Other	2026	1%	0%	1%
	2022	1%	2%	1%
n=	2026	374	365	241
	2022	271	410	244

Age of Respondent

		Hailey	Ketchum	Sun Valley
Under 30	2026	1%	2%	1%
	2022	1%	2%	1%
30 - 39	2026	11%	4%	4%
	2022	10%	8%	3%
40 - 49	2026	19%	14%	9%
	2022	19%	9%	6%
50 - 59	2026	23%	26%	27%
	2022	24%	22%	18%
60 - 69	2026	22%	24%	24%
	2022	24%	29%	33%
70 or older	2026	24%	30%	35%
	2022	22%	30%	39%
Avg.	2026	57.5	61.1	63.4
	2022	57.0	60.9	65.3
n=	2026	353	342	224
	2022	273	414	270

Please indicate the gender with which you identify:

		Hailey	Ketchum	Sun Valley
Female	2026	56%	50%	50%
	2022	61%	53%	51%
Male	2026	44%	50%	50%
	2022	39%	46%	49%
Non-binary / Other	2026	0%	0%	0%
	2022		0%	0%
n=	2026	367	359	233
	2022	274	417	270

Which race or ethnicity do you most identify with? (CHECK ALL THAT APPLY)

		Hailey	Ketchum	Sun Valley
White	2026	96%	96%	98%
	2022	97%	97%	97%
American Indian or Alaska Native	2026	1%	1%	
	2022		0%	1%
Asian	2026	1%	1%	1%
	2022	1%	1%	2%
Hispanic or Latino	2026	1%	2%	1%
	2022	1%	0%	1%
Black or African American	2026		0%	
	2022		0%	1%
Native Hawaiian or Other Pacific Islander	2026		0%	
	2022	0%		0%
More than one race	2026	1%	1%	
	2022	0%	1%	2%
Other race/ethnicity	2026	1%	2%	2%
	2022	1%	2%	2%
n=	2026	351	342	225
	2022	273	412	263

Which of these categories best describes the total gross annual income of your household (before taxes)?

		Hailey	Ketchum	Sun Valley
Under \$25,000	2026	1%	2%	1%
	2022	2%	0%	0%
\$25,000 - \$49,999	2026	7%	2%	1%
	2022	5%	6%	1%
\$50,000 - \$99,999	2026	20%	12%	7%
	2022	27%	12%	5%
\$100,000 - \$149,999	2026	20%	15%	14%
	2022	24%	15%	12%
\$150,000 - \$199,999	2026	15%	12%	13%
	2022	13%	9%	11%
\$200,000 - \$299,999	2026	16%	12%	9%
	2022	16%	11%	12%
\$300,000 - \$499,999	2026	6%	11%	12%
	2022	3%	8%	13%
\$500,000 or more	2026	3%	12%	22%
	2022	3%	12%	21%
Prefer not to respond	2026	12%	22%	21%
	2022	7%	27%	24%
n=	2026	370	360	231
	2022	274	414	266