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2026 RESIDENT SENTIMENT SURVEY

VISIT **SUN VALLEY**

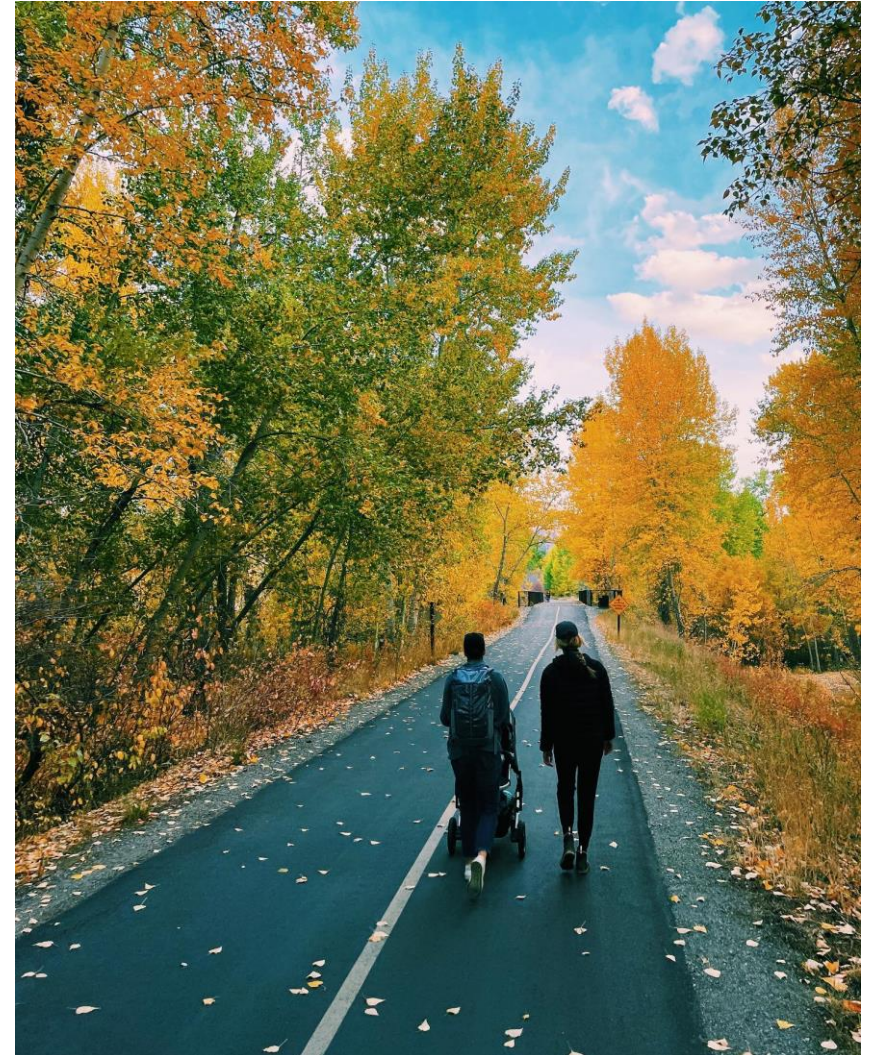
TABLE OF CONTENTS



	<i>Slide Number</i>
Introduction	3
Methodology	4
Key Findings	6
Living in Sun Valley	12
Quality of Life in the Wood River Valley	17
Visitors in and Around the Area	29
Tourism and its Role in the Valley	32
Challenges in the Valley	41
Housing in the Valley	47
Local Option Tax and Flight Access	51
Additional Comments	58
Demographics	60

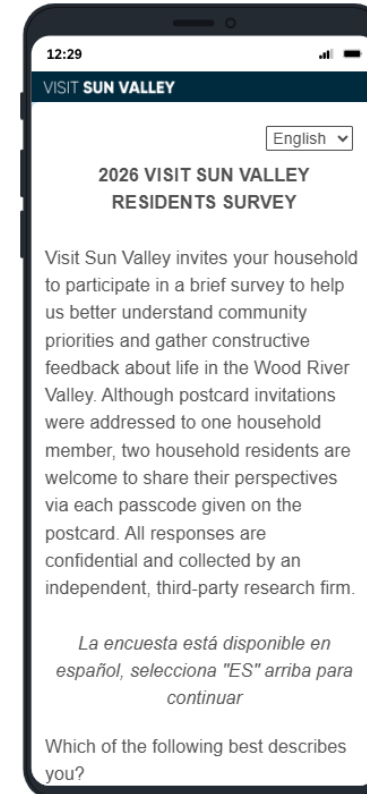
INTRODUCTION

- The 2026 Visit Sun Valley Resident Survey builds upon the foundation established in the 2022 Resident Survey, providing updates into resident perspectives on tourism, air service and quality of life in the Wood River Valley.
- This research was conducted to better understand how both primary and seasonal residents perceive the impacts of visitation on the local economy, community character, and daily life.
- Findings will guide Visit Sun Valley's ongoing work to support a balanced approach to tourism that promotes the local economy while preserving the Valley's quality of life and unique character.
- By capturing current resident sentiment, this study ensures that future strategies and initiatives remain aligned with community priorities.



The survey was conducted by RRC and all responses were completed online.

- Statistically valid survey links were distributed via 7,000 postcards mailed to residents and 2nd homeowners. 1,327 surveys were completed for a 19% response rate.
- Postcards were mailed February 3rd and responses collected through March 16th.
- In addition, an open survey was made available to any Valley resident who wanted to share input. 200 surveys were completed via the open link.
- This report focuses on the statistically valid results from residents and second homeowners. The open link results are presented in a separate appendix to the main report.

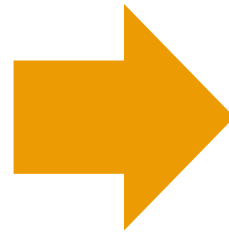


1,527

Total Surveys Completed from early February to mid March

WEIGHTING THE DATA

The demographic profile of the sample is compared to known statistics of Blaine County residents using 2024 data provided by the U.S. Census Bureau.



Underlying data from the invitation survey is weighted by the age (under/over 65), and presence of children in household to ensure appropriate representation.

The weighting process changes the results only slightly and ultimately makes the results more accurate and representative of the population.

* 2024 ACS 5-Year Estimates, U.S. Census Department (<https://data.census.gov/>)



Galena Lodge

KEY FINDINGS

KEY FINDINGS – LIVING HERE

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Similar to the survey in 2022, 60% of respondents are permanent residents and 40% are second homeowners. On average, local respondents have been in the Valley for 24 years and part-timers for nearly 18 years.



Six in ten permanent residents live in Hailey (34%) or Ketchum (26%). Seasonal residents are concentrated in Sun Valley (43%) and Ketchum (39%). Ketchum appears to be the most balanced community in terms of primary versus part-time residents.



Residents are proud of the Valley. Eight in ten primary residents and 94% of part-timers rate their level of pride at 4 or 5 on a scale of 1-5. For Net Promoter Score, both groups rated the Valley higher as a place to visit this year compared to 2022. However, part-time residents were much more positive, providing an NPS of 60 versus a score of 33 from locals. Note that 2nd homeowners are generally happier than residents in mountain resort research across the Western U.S.

KEY FINDINGS – QUALITY OF LIFE

VISIT **SUN VALLEY**



Consistent with NPS, seasonal residents are more positive on quality of life in the Valley than locals. A total of 42% of primary residents say quality of life has declined in recent years compared 5% who say it has improved. Just a quarter of part-timers say QOL has declined.



The most important factors that influence quality of life are trails/outdoor access, small town character, public safety, and quality healthcare. Predictably, seasonal respondents placed higher value on amenities like shopping and special events, while locals are more concerned with services such as child and senior care.



In terms of meeting needs, the top-rated quality of life factors are outdoor access, public safety, arts & cultural offerings and quality recreation facilities. The lowest rated factors in the Valley are traffic, affordable housing and the character of new development.

KEY FINDINGS – CHALLENGES



When asked about challenges facing the Valley, residents across the board are most concerned with crowding and congestion, followed by inflation and the overall cost of living. These concerns jumped sharply compared to the 2022 resident survey results.



While traffic is considered a problem in the Valley, more than 70% of both primary and seasonal residents expect the large road construction projects to improve the situation when they are completed.



Parking in Ketchum is seen as a challenge, but a majority of both permanent and part-time residents perceive it as a seasonal versus year-round problem. Locals are slightly more negative with a quarter believing parking is always an issue compared to 16% of part-timers.

KEY FINDINGS – TOURISM



Both year-round and seasonal residents play an important role in generating visitation to the Valley. About 72% of year-round residents and 85% of seasonal residents report hosting guests at least a few times per season. Guests of local residents are more likely to stay in paid lodging (18%) compared with guests of second homeowners (10%).



Both seasonal and primary residents agree tourism is important to the Valley's economy and quality of life. Predictably, second homeowners are slightly more positive than locals. Neither group would support higher taxes as a tradeoff for fewer visitors and neither feels that tourism limits their access to outdoor amenities.



Valley residents are split in how they feel about visitor behavior. Over half of locals feel behavior is mixed or disrespectful while nearly 70% of part-time residents describe visitor behavior as mostly or very respectful.



Both primary and seasonal residents think that Visit Sun Valley should prioritize managing tourism and preserving community character more than investing in tourism promotion and marketing.

KEY FINDINGS – AIR SERVICE

VISIT **SUN VALLEY**



Nearly two thirds of locals are supportive of continuing the Local Option Tax (LOT) at the current rate. However, just 40% “strongly support” the tax, suggesting that passage of the LOT extension is not a certainty.



When asked to be more specific on raising or lowering the tax, 44% of locals favor keeping the same rate while 11% think it should be raised. Note that just 11% said the LOT should be eliminated while a quarter are unsure.



Nearly half of respondents report flying at least every three months and 91% take a flight at least once a year. Three-quarters of the overall sample of residents say that strong air service to the Valley is important.



Residents are generally quite happy with the airport facilities and the air service in the Valley. They are less positive in rating ground transportation to the airport and the cost of airfares in and out of SUN.



LIVING IN SUN VALLEY

RESIDENT TYPE

About 60% of respondents are primary residents of the Valley and 40% are seasonal. Two-thirds of locals and nearly all seasonal residents visited the Valley prior to moving or purchasing a second home. Most of those visits were leisure focused.

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

	Year-round Residents	Part-time / Seasonal Residents	Overall
Yes 2026	67%	95%	73%
No 2026	33%	5%	27%
n= 2026	1,037	289	1,326

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

	Year-round Residents	Part-time / Seasonal Residents	Overall
Vacation 2026	64%	85%	70%
Visit friends & family 2026	39%	32%	37%
Work 2026	11%	6%	10%
Other (please specify):2026	10%	6%	9%
n= 2026	691	270	961

YEARS IN BLAINE COUNTY

Similar to 2022, respondents have a long history in Blaine County with locals living here more than 24 years on average. Part-timers have lived or owned property in the Valley for an average of nearly 17 years.

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

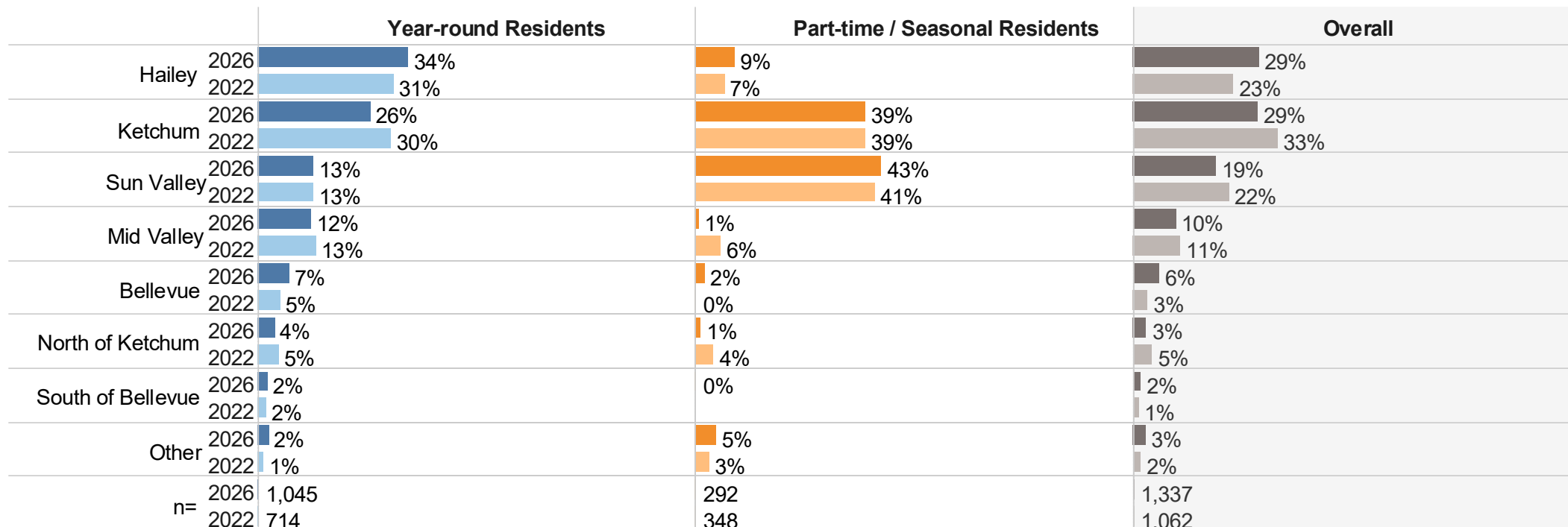
		Year-round Residents	Part-time / Seasonal Residents	Overall
Less than 1 year	2026	1%		0%
	2022	1%	2%	1%
1-5 years	2026	12%	16%	13%
	2022	14%	24%	17%
6-10 years	2026	16%	30%	19%
	2022	14%	15%	15%
11-15 years	2026	10%	15%	11%
	2022	9%	13%	10%
16-20 years	2026	8%	11%	8%
	2022	10%	6%	9%
21-30 years	2026	19%	12%	18%
	2022	20%	20%	20%
31 years or more	2026	35%	16%	31%
	2022	32%	19%	28%
Avg.	2026	24.4	16.7	22.8
	2022	23.2	17.7	21.4
n=	2026	1,038	289	1,327
	2022	719	349	1,068

Source: RRC | Visit Sun Valley Resident Survey 2026

LOCATION

The distribution of respondents by location remains generally consistent with 2022, with Hailey representing the largest share of year-round residents (34%), while part-time and seasonal residents remain concentrated in Sun Valley (43%) and Ketchum (39%). Compared to 2022, the share of year-round residents living in Hailey increased slightly, while the share living in Ketchum declined. This continued shift toward Hailey among full-time residents may be driven by housing economics.

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



Source: RRC | Visit Sun Valley Resident Survey 2026

LEVEL OF PRIDE

Pride in the Wood River Valley remains strong, with a majority of respondents indicating they are “very proud” to live in the area. Compared to 2022, “very proud” ratings increased slightly for both year-round and part-time residents, indicating sustained positive sentiment. Part-timers continue to report higher levels of pride than year-round residents, consistent with 2022.

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

		Year-round Residents	Part-time / Seasonal Residents	Overall
Not at all proud - 1	2026	1%		1%
	2022	2%		1%
2	2026	2%	2%	2%
	2022	4%	2%	3%
Somewhat proud - 3	2026	16%	4%	14%
	2022	17%	9%	14%
4	2026	27%	27%	27%
	2022	28%	26%	28%
Very proud - 5	2026	53%	67%	56%
	2022	49%	62%	54%
Avg.	2026	4.3	4.6	4.3
	2022	4.2	4.5	4.3
n=	2026	1,045	292	1,337
	2022	647	329	976

Source: RRC | Visit Sun Valley Resident Survey 2026

QUALITY OF LIFE IN THE WOOD RIVER VALLEY



QUALITY OF LIFE OVER TIME

Primary residents continue to be more negative than seasonal residents on the trend in quality of life. Three in ten locals say it is stable or improving compared to 45% of part-timers. A total of 42% of locals think that quality of life is declining compared to just a quarter of part-time residents.

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

		Year-round Residents	Part-time / Seasonal Residents	Overall
Improved	2026	5%	8%	6%
	2022	7%	11%	9%
Stayed the same	2026	25%	37%	28%
	2022	18%	30%	22%
Declined	2026	42%	25%	38%
	2022	45%	25%	38%
Improved in some ways and declined in others	2026	25%	26%	25%
	2022	27%	29%	28%
Don't know/no opinion	2026	3%	4%	3%
	2022	2%	5%	3%
n=	2026	939	267	1,206
	2022	663	337	1,000

Source: RRC | Visit Sun Valley Resident Survey 2026

IMPORTANCE TO QUALITY OF LIFE

In terms of importance to residents, the highest priority quality of life factors are trails and outdoor access, small-town character, safety, healthcare, internet, and quality recreation facilities. These factors were all rated 4 or 5 by over 80% of respondents.

Please rate how important the following factors are to your quality of life in the Valley.
2026 Overall - Top 12 of 24 factors, ranked by Average

	Average Rating	n	Percent Responding:			
			1 & 2	3	4 & 5	
Access to trails and outdoor spaces	Avg. 4.8	n=1,203	1%	3%	85%	96%
Small town/sense of community	Avg. 4.7	n=1,206	1%	6%	18%	93%
Safety and security	Avg. 4.6	n=1,207	2%	7%	21%	90%
Quality Healthcare	Avg. 4.5	n=1,207	2%	8%	23%	90%
Internet coverage	Avg. 4.3	n=1,204	5%	14%	25%	82%
Quality of recreation facilities and programs	Avg. 4.3	n=1,206	5%	11%	31%	85%
Flow of traffic on Valley roadways	Avg. 4.2	n=1,207	5%	16%	30%	79%
Character of new buildings	Avg. 4.2	n=1,206	7%	15%	28%	77%
Variety of restaurants	Avg. 4.1	n=1,206	6%	21%	35%	74%
Family-friendly opportunities	Avg. 4.0	n=1,209	11%	17%	25%	72%
Arts/culture/entertainment	Avg. 4.0	n=1,205	8%	21%	32%	71%
Relatively low/attractive tax rates	Avg. 3.9	n=1,203	11%	22%	26%	67%

1 - Not at all important 2 3 4 5 - Very important

Source: RRC | Visit Sun Valley Resident Survey 2026

IMPORTANCE TO QUALITY OF LIFE

Only shopping and childcare rated below average for importance by more than half of respondents. This is consistent with nearly three-quarters reporting no children at home and more than half falling into the 60+ age category.

Please rate how important the following factors are to your quality of life in the Valley.
2026 Overall - Bottom 12 of 24 factors, ranked by Average

Factor	Avg.	n	Percent Responding:						
			1 & 2	3	4 & 5				
A community that places value on history	3.9	n=1,211	8%	10%	22%	30%	37%	68%	
Public transit services	3.8	n=1,209	7%	12%	22%	30%	36%	66%	
Quality and frequency of events and festivals	3.8	n=1,206	7%	10%	24%	36%	30%	66%	
Affordable housing availability	3.8	n=1,205	7%	14%	23%	24%	39%	63%	
Airport/availability of flights	3.8	n=1,207	9%	15%	23%	23%	38%	61%	
Educational opportunities	3.8	n=1,204	7%	7%	15%	22%	25%	38%	63%
Parking availability	3.7	n=1,203	8%	13%	26%	31%	30%	61%	
Economic opportunities	3.8	n=1,207	6%	8%	14%	24%	30%	33%	62%
Senior Care	3.7	n=1,201	11%	7%	18%	22%	26%	34%	60%
Diversity of the community (age, race, gender, etc.)	3.6	n=1,206	11%	9%	20%	22%	26%	32%	58%
Variety of shopping choices	3.4	n=1,206	15%	20%	36%	26%	19%	44%	
Childcare	2.9	n=1,197	28%	13%	40%	23%	15%	22%	37%

1 - Not at all important 2 3 4 5 - Very important

Source: RRC | Visit Sun Valley Resident Survey 2026

IMPORTANCE - YOY

- Overall, ratings of importance for quality of life factors were similar to 2022 preferences. Outdoor access, and small-town character remained most important, while safety and healthcare edged up slightly.
- Importance ratings increased for several factors since 2022, including healthcare, tax rates, and airport service.
- Seasonal residents assigned higher importance to amenities such as events and shopping while locals placed greater priority on everyday needs like child and senior care, reflecting differences in reliance on local services.

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

		Year-round Residents	Part-time / Seasonal Residents	Grand Total
Access to trails and outdoor spaces	2026	4.8n=937	4.9n=266	4.8
	2022	4.9n=673	4.9n=342	4.9
Small town/sense of community	2026	4.7n=938	4.6n=268	4.7
	2022	4.7n=670	4.7n=339	4.7
Safety and security	2026	4.6n=938	4.5n=269	4.6
	2022	4.5n=670	4.6n=341	4.5
Quality Healthcare	2026	4.6n=939	4.3n=268	4.5
	2022	4.5n=666	4.2n=338	4.4
Quality of recreation facilities and programs	2026	4.3n=938	4.4n=268	4.3
	2022	4.3n=669	4.4n=339	4.3
Internet coverage	2026	4.3n=935	4.4n=269	4.3
Flow of traffic on Valley roadways	2026	4.2n=939	4.2n=268	4.2
Character of new buildings	2026	4.1n=939	4.3n=267	4.2
Variety of restaurants	2026	4.0n=939	4.3n=267	4.1
	2022	4.0n=667	4.3n=340	4.1
Family-friendly opportunities	2026	4.0n=941	4.1n=268	4.0
	2022	3.9n=666	4.0n=339	3.9
Arts/culture/entertainment	2026	3.9n=937	4.2n=268	4.0
	2022	3.9n=669	4.0n=338	3.9
Relatively low/attractive tax rates	2026	3.9n=935	4.0n=268	3.9
	2022	3.7n=664	3.8n=339	3.7
A community that places value on history	2026	3.9n=941	4.0n=270	3.9
	2022	3.9n=670	3.9n=336	3.9
Public transit services	2026	3.9n=939	3.8n=270	3.8
Affordable housing availability	2026	3.9n=937	3.5n=268	3.8
Quality and frequency of events and festivals	2026	3.8n=940	4.1n=266	3.8
	2022	3.7n=669	4.0n=337	3.8
Educational opportunities	2026	3.9n=936	3.3n=268	3.8
	2022	3.8n=667	3.1n=340	3.6
Airport/availability of flights	2026	3.8n=938	3.8n=269	3.8
	2022	3.4n=669	3.7n=336	3.5
Economic opportunities	2026	3.9n=940	3.3n=267	3.8
2022	3.8n=663	3.0n=332	3.6	
Parking availability	2026	3.7n=934	3.7n=269	3.7
Senior Care	2026	3.8n=935	3.1n=266	3.7
Diversity of the community (age, race, gender, etc.)	2026	3.7n=938	3.3n=268	3.6
	2022	3.8n=669	3.1n=335	3.5
Variety of shopping choices	2026	3.3n=937	3.6n=269	3.4
Childcare	2026	3.1n=934	2.2n=263	2.9

Source: RRC | Visit Sun Valley Resident Survey 2026

SATISFACTION

Residents feel very strongly that living in the Valley offers great access to the outdoors and a safe environment. They are also quite satisfied with cultural offerings, recreation facilities, special events, transit and airport service.

Now please rate how satisfied you are with current status of the same factors and how they meet the needs of the community.
2026 Overall - Top 12 of 24 factors, ranked by Average

	Avg.	n	1	Percent Responding:			
				1 & 2	3	4 & 5	
Access to trails and outdoor spaces	4.6	n=1,186	1%	5%	28%	65%	94%
Safety and security	4.4	n=1,152	3%	8%	36%	54%	90%
Arts/culture/entertainment	4.1	n=1,184	3%	18%	39%	40%	79%
Quality of recreation facilities and programs	4.1	n=1,152	5%	16%	40%	40%	79%
Quality and frequency of events and festivals	4.0	n=1,157	6%	22%	39%	34%	73%
Public transit services	4.0	n=1,066	6%	24%	38%	33%	71%
Airport/availability of flights	3.9	n=1,184	6%	22%	42%	30%	72%
Family-friendly opportunities	3.9	n=1,084	6%	23%	39%	31%	70%
Small town/sense of community	3.9	n=1,164	11%	21%	34%	34%	68%
A community that places value on history	3.8	n=1,164	11%	25%	35%	29%	64%
Internet coverage	3.8	n=1,128	12%	26%	35%	27%	63%
Quality Healthcare	3.7	n=1,138	13%	27%	38%	22%	60%

1 - Not at satisfied 2 3 4 5 - Very satisfied

Source: RRC | Visit Sun Valley Resident Survey 2026



SATISFACTION

Residents are generally not satisfied with the affordability of housing, the aesthetics of new buildings or the traffic situation in the Valley.

Now please rate how satisfied you are with current status of the same factors and how they meet the needs of the community.
2026 Overall - Bottom 12 of 24 factors, ranked by Average

Factor	Average	n	Percent Responding:						
			1 & 2	3	4 & 5				
Educational opportunities	Avg. 3.4	n=1,080	13%	17%	37%	30%	16%	46%	
Variety of restaurants	Avg. 3.4	n=1,181	16%	21%	32%	29%	17%	46%	
Relatively low/attractive tax rates	Avg. 3.3	n=1,114	7%	15%	23%	35%	28%	15%	43%
Diversity of the community (age, race, gender, etc.)	Avg. 3.2	n=1,161	20%	26%	34%	23%	17%	39%	
Variety of shopping choices	Avg. 3.2	n=1,160	21%	26%	35%	25%	14%	39%	
Parking availability	Avg. 3.2	n=1,171	8%	20%	28%	32%	26%	15%	40%
Economic opportunities	Avg. 3.1	n=1,100	20%	25%	42%	22%	11%	33%	
Senior Care	Avg. 3.0	n=793	10%	23%	34%	36%	19%	12%	31%
Childcare	Avg. 3.0	n=708	10%	19%	29%	41%	19%	11%	30%
Flow of traffic on Valley roadways	Avg. 2.7	n=1,185	16%	27%	42%	35%	17%	23%	
Character of new buildings	Avg. 2.6	n=1,161	19%	27%	46%	31%	16%	6%	23%
Affordable housing availability	Avg. 2.3	n=1,065	28%	31%	60%	25%	9%	7%	16%

1 - Not at satisfied 2 3 4 5 - Very satisfied

Source: RRC | Visit Sun Valley Resident Survey 2026



LOCAL VS. SEASONAL

- Residents report the highest satisfaction with access to trails and outdoor spaces, safety, and recreation facilities, all receiving average ratings above 4.0. Seasonal residents tend to rate many services slightly higher than year-round residents.
- There is general dissatisfaction with affordable housing, traffic and the character of new buildings, highlighting concerns about growth and development pressures in the Valley.

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

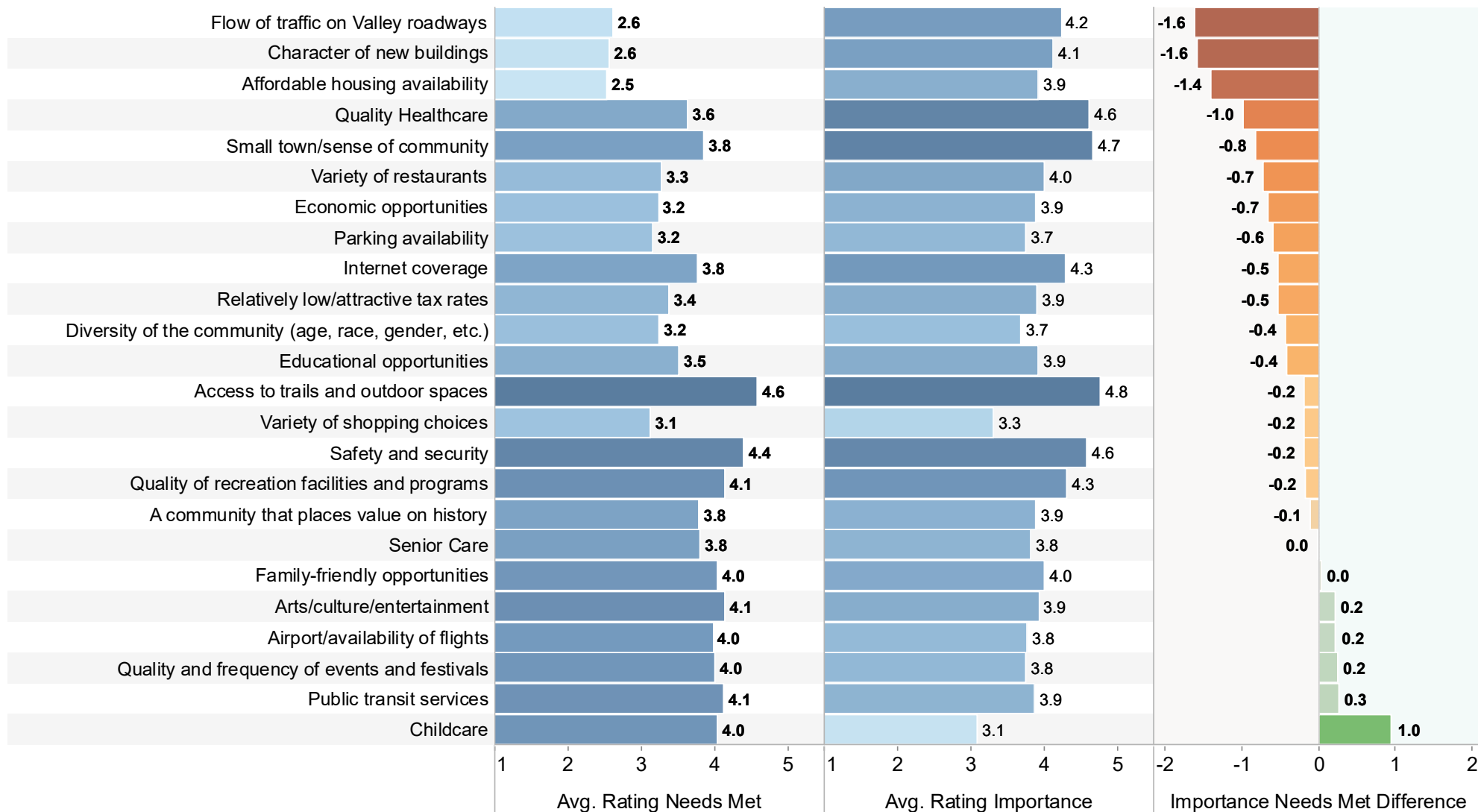
		Year-round Residents	Part-time / Seasonal Residents	Grand Total
Access to trails and outdoor spaces	2026	4.6n=940	4.6n=266	4.6
Safety and security	2026	4.4n=928	4.7n=262	4.5
Childcare	2026	4.0n=922	5.0n=264	4.2
Public transit services	2026	4.1n=926	4.4n=263	4.2
Quality of recreation facilities and programs	2026	4.1n=928	4.4n=262	4.2
Arts/culture/entertainment	2026	4.1n=937	4.3n=268	4.2
Family-friendly opportunities	2026	4.0n=926	4.4n=263	4.1
Quality and frequency of events and festivals	2026	4.0n=927	4.2n=263	4.1
Senior Care	2026	3.8n=922	4.8n=262	4.0
Airport/availability of flights	2026	4.0n=942	3.9n=264	4.0
Small town/sense of community	2026	3.8n=927	4.2n=260	3.9
Internet coverage	2026	3.8n=922	4.2n=259	3.9
A community that places value on history	2026	3.8n=936	4.0n=265	3.8
Quality Healthcare	2026	3.6n=931	4.4n=265	3.8
Educational opportunities	2026	3.5n=925	4.3n=264	3.7
Relatively low/attractive tax rates	2026	3.4n=923	3.7n=265	3.5
Variety of restaurants	2026	3.3n=927	3.8n=263	3.4
Economic opportunities	2026	3.2n=929	3.9n=265	3.4
Diversity of the community (age, race, gender, etc.)	2026	3.2n=930	3.5n=265	3.3
Variety of shopping choices	2026	3.1n=922	3.8n=261	3.3
Parking availability	2026	3.2n=922	3.4n=263	3.2
Affordable housing availability	2026	2.5n=925	3.5n=264	2.7
Flow of traffic on Valley roadways	2026	2.6n=926	3.1n=265	2.7
Character of new buildings	2026	2.6n=927	3.3n=261	2.7

RESIDENT QOL ALIGNMENT

VISIT SUN VALLEY

- The biggest gaps in importance versus satisfaction relate to traffic, new building aesthetics, cost of housing and the quality of healthcare.
- Locals' priorities and satisfaction are most closely aligned around transit, special events, airport service and arts and cultural offerings.

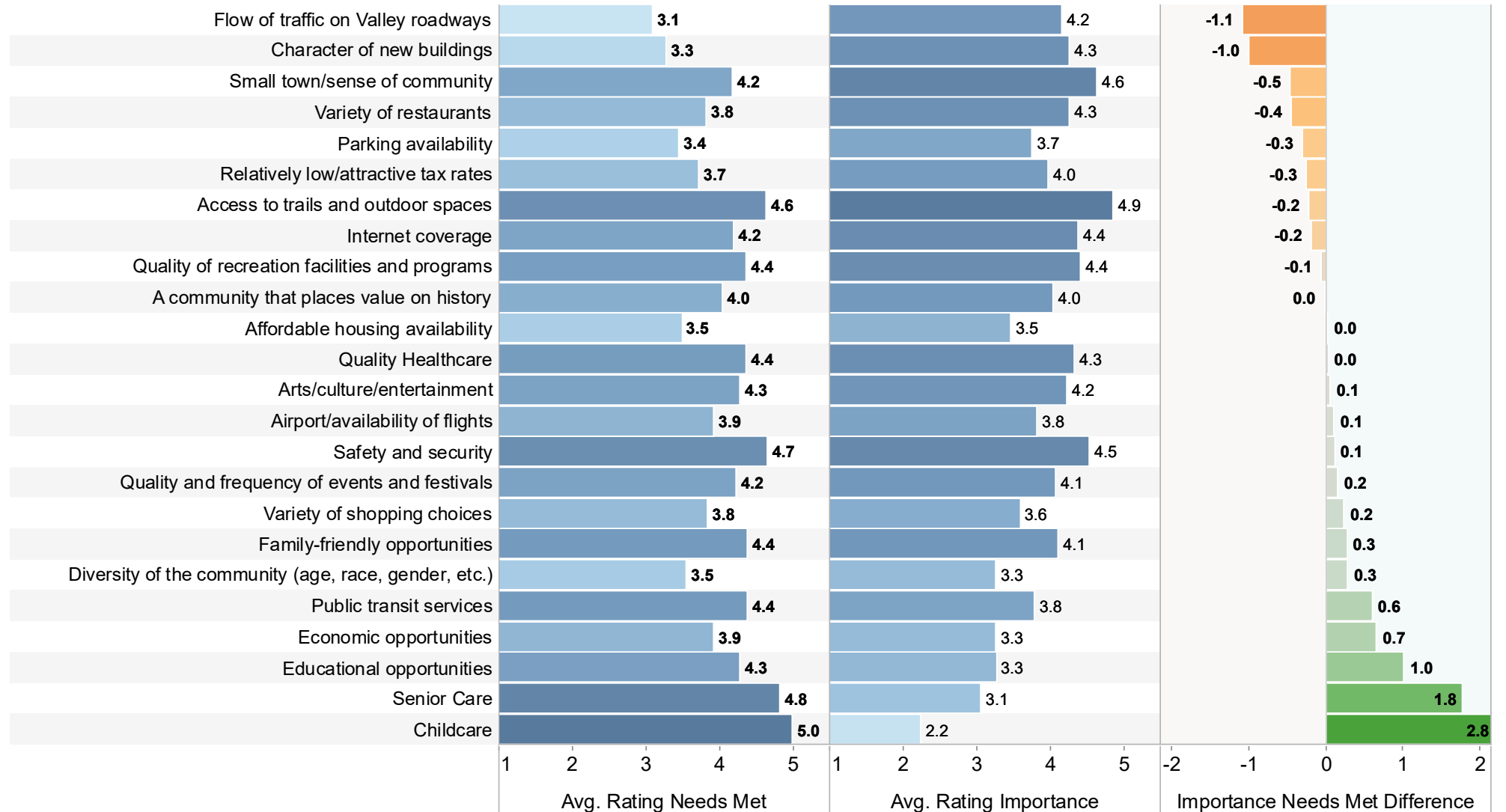
Year-round Residents



SEASONAL QOL ALIGNMENT

- Part-timers' priorities and satisfaction are least aligned related to traffic and building aesthetics.

Part-time / Seasonal Residents



COMMENTS ON QUALITY OF LIFE

Respondents had an opportunity to describe any additional thought factors contributing to quality of life in the Valley. A total of 406 comments were collected from the statistically valid sample, and common themes are highlighted below.

Housing affordability and the cost of living are the most significant factors affecting quality of life.

- Many residents say housing costs are too high for workers and families.
- Everyday expenses such as groceries and utilities are increasing.
- Concerns focus on retaining the local workforce and younger residents

Growth and development are widely seen as changing the character of the community.

- Residents expressed concern about building size, density, and design.
- Many feel the small-town feel is being lost.
- Stronger planning and growth management were commonly suggested.

Access to outdoor recreation and natural amenities remains a defining strength of the Valley.

- Residents value trails, open space, and year-round recreation.
- Outdoor access is a major reason people choose to live here.
- Preserving natural resources is seen as essential to quality of life.

Traffic and infrastructure challenges are ongoing concerns as the community grows.

- Residents report increasing traffic and congestion.
- Road construction and commuting were common frustrations.
- Improvements to transit and parking were frequently suggested.

Maintaining a strong sense of community is important, but many feel it has become more difficult over time.

- Residents described changes in community cohesion.
- Economic divides and population growth were common concerns.
- Many emphasized the importance of preserving community character.

Many residents continue to express strong appreciation for living in the Valley.

- Residents frequently described the area as beautiful and desirable.
- Recreation, culture, and lifestyle were often highlighted.
- Positive comments were common even when concerns were noted.

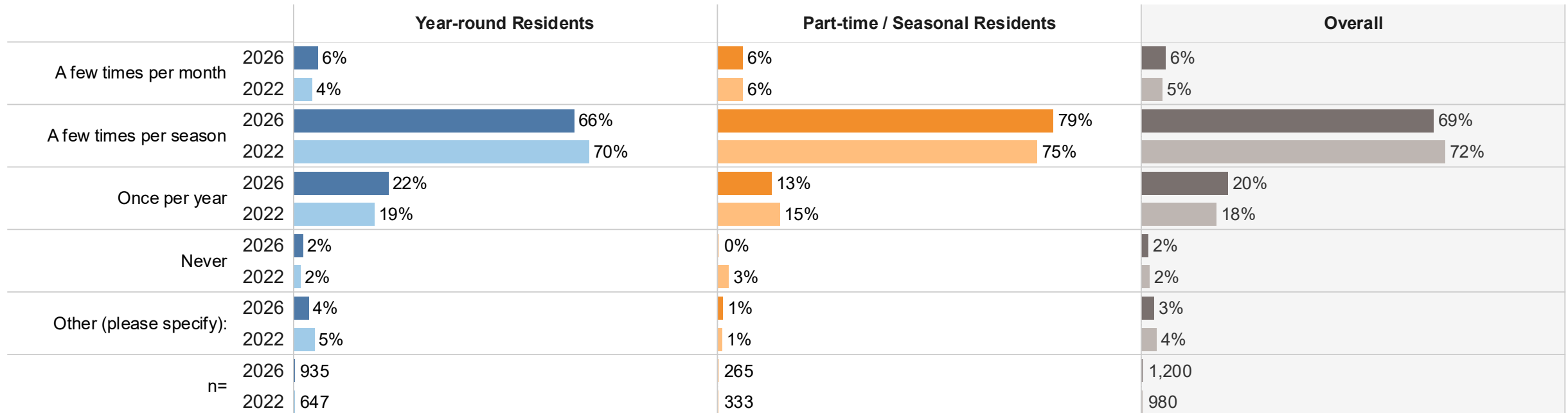


VISITORS IN & AROUND THE AREA

FREQUENCY OF VISITATION

Most respondents in both groups continue to host visitors a few times per season. Predictably, part-time residents remain more likely to host visitors more often than locals. Overall visitation patterns have remained very stable over time.

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



Over three-quarters of visitors stay with residents in their homes followed by paid lodging (hotels and vacation rentals).

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

		Year-round Residents	Part-time / Seasonal Residents	Overall
In your home while you are there	2026	77%	78%	78%
	2022	75%	73%	74%
In a hotel/motel/lodge	2026	9%	3%	8%
	2022	10%	5%	8%
In another type of commercial property (Airbnb, VRBO, etc.)	2026	9%	7%	8%
	2022	10%	5%	8%
In your home while you are not there	2026	1%	10%	3%
	2022	1%	14%	5%
They don't stay overnight	2026	0%	1%	0%
	2022	1%	1%	1%
Other (please specify):	2026	4%	1%	3%
	2022	3%	3%	3%
n=	2026	911	263	1,174
	2022	631	324	955

Source: RRC | Visit Sun Valley Resident Survey 2026



Sun Valley Center for the Arts

THE
CENTER

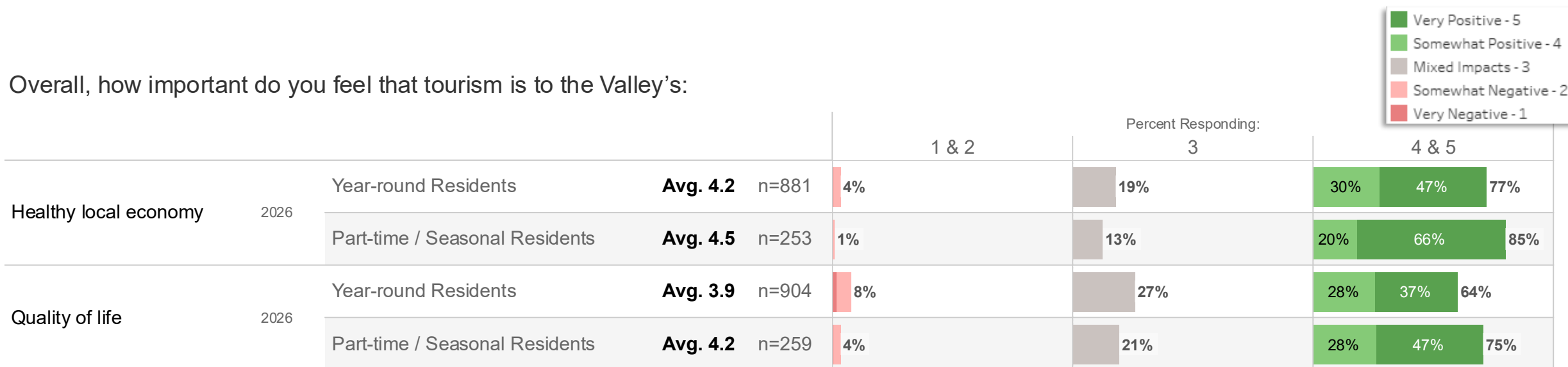
THE
CENTER

TOURISM AND ITS ROLE IN THE VALLEY

IMPORTANCE OF TOURISM

Both resident groups view tourism as important to a healthy local economy, though part-time and seasonal residents express stronger support. Tourism is also widely seen as important to quality of life, but year-round residents report somewhat lower ratings than part-timers.

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



Source: RRC | Visit Sun Valley Resident Survey 2026

RATINGS OF TOURISM

- While both groups agree that local businesses and attractions benefit from tourism, seasonal residents tend to be more positive than locals.
- Conversely, locals are more likely to have concerns about the impacts of visitors on traffic and quality of life.
- In good news for tourism, most respondents disagree that tourism limits trail access or causes overcrowding.
- Respondents are generally not interested in paying more taxes for public services as a tradeoff for fewer visitors in the area.

How much do you agree or disagree that...

				5 - Strongly agree					1 & 2		Percent Responding:		3		4 & 5				
				4					3		2		1 - Strongly disagree						
I feel proud to share the Valley with visitors	2026	Year-round Residents	Avg. 3.9	n=899	4%					25%		45%		26%		71%			
		Part-time / Seasonal Residents	Avg. 4.2	n=255	2%					15%		41%		42%		83%			
Our cultural attractions, restaurants, trails, medical facilities, etc. benefit from the visitor economy	2026	Year-round Residents	Avg. 3.9	n=881	9%					19%		46%		26%		72%			
		Part-time / Seasonal Residents	Avg. 4.3	n=256	4%					10%		43%		44%		86%			
	2022	Year-round Residents	Avg. 3.7	n=619	13%					22%		45%		20%		65%			
		Part-time / Seasonal Residents	Avg. 4.0	n=312	4%					20%		50%		26%		77%			
Taxes collected and revenues generated from the visitor economy help to sustain the quality of life of local residents	2026	Year-round Residents	Avg. 3.8	n=870	12%					24%		37%		27%		64%			
		Part-time / Seasonal Residents	Avg. 4.0	n=243	8%					17%		41%		34%		75%			
	2022	Year-round Residents	Avg. 3.7	n=608	18%					19%		33%		30%		63%			
		Part-time / Seasonal Residents	Avg. 4.0	n=310	7%					20%		36%		37%		73%			
The quality of life in the Valley is changing in ways that concern me	2026	Year-round Residents	Avg. 3.8	n=889	12%					22%		39%		27%		66%			
		Part-time / Seasonal Residents	Avg. 3.3	n=252	20%					37%		33%		43%					
	2022	Year-round Residents	Avg. 4.1	n=612	8%					15%		32%		44%		76%			
		Part-time / Seasonal Residents	Avg. 3.5	n=322	16%					31%		33%		20%		53%			
Tourism adds to local traffic and parking challenges	2026	Year-round Residents	Avg. 3.8	n=895	12%					16%		46%		25%		72%			
		Part-time / Seasonal Residents	Avg. 3.7	n=257	13%					22%		46%		19%		65%			
In general, the benefits of a visitor economy outweigh the drawbacks in the Wood River Valley	2026	Year-round Residents	Avg. 3.6	n=886	16%					24%		41%		19%		60%			
		Part-time / Seasonal Residents	Avg. 3.9	n=255	8%					19%		44%		28%		72%			
	2022	Year-round Residents	Avg. 3.2	n=629	19%					29%		23%		36%		48%			
		Part-time / Seasonal Residents	Avg. 3.6	n=313	14%					29%		40%				57%			
The Wood River Valley area is overcrowded because of too many visitors	2026	Year-round Residents	Avg. 2.8	n=897	29%					37%		39%		18%		24%			
		Part-time / Seasonal Residents	Avg. 2.7	n=257	30%					42%		41%				17%			
	2022	Year-round Residents	Avg. 3.5	n=631	18%					33%		25%		24%		49%			
		Part-time / Seasonal Residents	Avg. 3.2	n=327	18%					24%		38%		26%		38%			
I would be willing to pay more taxes for local public services as a tradeoff for fewer visitors in the area	2026	Year-round Residents	Avg. 2.6	n=880	19%					33%		51%		26%		23%			
		Part-time / Seasonal Residents	Avg. 2.3	n=250	26%					38%		64%		21%		15%			
	2022	Year-round Residents	Avg. 3.1	n=605	23%					34%		25%		20%		20%		40%	
		Part-time / Seasonal Residents	Avg. 2.8	n=318	19%					19%		39%		30%		24%		32%	
Tourism limits my access to trails and outdoor spaces	2026	Year-round Residents	Avg. 2.6	n=888	38%					54%		22%				24%			
		Part-time / Seasonal Residents	Avg. 2.1	n=249	23%					50%		73%		19%		8%			

VISITOR PROFILE PREFERENCE

Both local and part-time residents strongly agree that outdoor recreation visitors are the best fit for the Valley. Next in line are families, followed by arts and culture patrons. Just 4% of respondents say they prefer reduced visitation.

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

	Year-round Residents	Part-time / Seasonal Residents	Overall
Outdoor recreation visitors 2026	89%	92%	89%
Families 2026	64%	74%	66%
Arts & culture visitors 2026	51%	67%	54%
Small to mid-size events 2026	45%	49%	46%
Wellness / relaxation travelers 2026	44%	48%	45%
High-end leisure travelers 2026	33%	51%	37%
Youth sports 2026	36%	22%	33%
Corporate or retreat groups 2026	27%	34%	29%
Other 2026	2%	1%	2%
Not sure 2026	2%	1%	2%
None – prefer reduced visitation 2026	4%	4%	4%
n= 2026	897	259	1,156

Source: RRC | Visit Sun Valley Resident Survey 2026

VISITOR BEHAVIOR

Seasonal residents hold a more positive view of visitor behavior than locals. Nearly seven out of ten part-timers think that visitors are mostly or very respectful compared to 42% of primary residents. Slightly over half (56%) of locals think behavior is mixed or disrespectful versus just 28% of seasonal residents.

How would you describe visitor behavior overall?

	Year-round Residents	Part-time / Seasonal Residents	Overall
Very respectful 2026	5%	10%	6%
Mostly respectful 2026	37%	59%	42%
Mixed 2026	39%	20%	35%
Occasionally disrespectful 2026	12%	7%	11%
Often disrespectful 2026	5%	1%	4%
Not sure 2026	2%	3%	2%
Avg. 2026	2.8	2.4	2.7
n= 2026	901	259	1,160

Source: RRC | Visit Sun Valley Resident Survey 2026

NET PROMOTER SCORE

Consistent with their more positive views on quality of life, seasonal residents give the Valley a much higher Net Promoter Score than locals – 60 vs. 33. Note that NPS for both groups has improved measurably since 2022.

Net Promotor Category/Score

		Year-round Residents	Part-time / Seasonal Residents	Overall
Promotor	2026	53%	69%	56%
	2022	50%	67%	56%
Passive	2026	28%	22%	26%
	2022	23%	21%	22%
Detractor	2026	20%	9%	17%
	2022	27%	12%	22%
NPS	2026	33.0	60.0	38.8
	2022	23.6	55.5	34.4
n=	2026	904	258	1,162
	2022	639	326	965

Source: RRC | Visit Sun Valley Resident Survey 2026

TOP PRIORITIES FOR VSV

- The top priorities of residents focus on managing tourism to protect quality of life and preserving the character and values of the community, each selected by about six in ten residents. These priorities rank highest for both year-round and seasonal residents.
- Supporting local businesses and promoting responsible outdoor recreation are also important.
- Residents do not place a high priority on marketing, promotion and communication functions that are traditional roles for a DMO.

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

	Year-round Residents	Part-time / Seasonal Residents	Overall
Managing tourism in a way that protects quality of life 2026	21% 26% 11% 59%	23% 30% 12% 65%	22% 27% 11% 60%
Preserving the character and values of the community 2026	39% 11% 8% 58%	34% 11% 10% 54%	38% 11% 9% 58%
Supporting local businesses 2026	11% 14% 17% 41%	8% 13% 17% 38%	10% 17% 40%
Promoting outdoor recreation responsibly 2026	8% 13% 16% 37%	7% 14% 27%	8% 12% 35%
Supporting local events and festivals 2026	5% 23%	6% 11% 28%	8% 24%
Promoting Sun Valley as a visitor destination 2026	8% 17%	13% 4% 24%	5% 18%
Attracting visitors during shoulder seasons (spring & fall) 2026	2% 13%	4% 20%	15%
Providing tourism related information – Visitor Center, website, calendar, weekly newsletters, etc. 2026	2% 12%	5% 17%	13%
Supporting visitors with information that makes their stay more enjoyable. 2026	5% 12%	1% 10%	11%
Communicating with local residents about tourism efforts 2026	12%	8%	11%
n= 2026	858	251	

Source: RRC | Visit Sun Valley Resident Survey 2026

CHALLENGES IN THE VALLEY



ROAD CONSTRUCTION

Primary and seasonal residents are aligned in their optimism about road construction impacts with 71% of both groups thinking the construction will improve traffic conditions once it is complete.

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

	Year-round Residents	Part-time / Seasonal Residents	Overall
Drastically Improve - 5	18%	7%	16%
Somewhat Improve - 4	53%	64%	56%
No Measurable Impact - 3	16%	13%	15%
Somewhat Worsen - 2	6%	7%	6%
Drastically Worsen - 1	4%	0%	3%
No Opinion	3%	8%	4%
Avg.	3.8	3.8	3.8
n=	821	223	1,044

Source: RRC | Visit Sun Valley Resident Survey 2026

PARKING CHALLENGES

Most residents view the parking challenges in Ketchum as a seasonal problem. Consistent with their generally more positive views, part-timers are somewhat more upbeat than full-time residents.

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

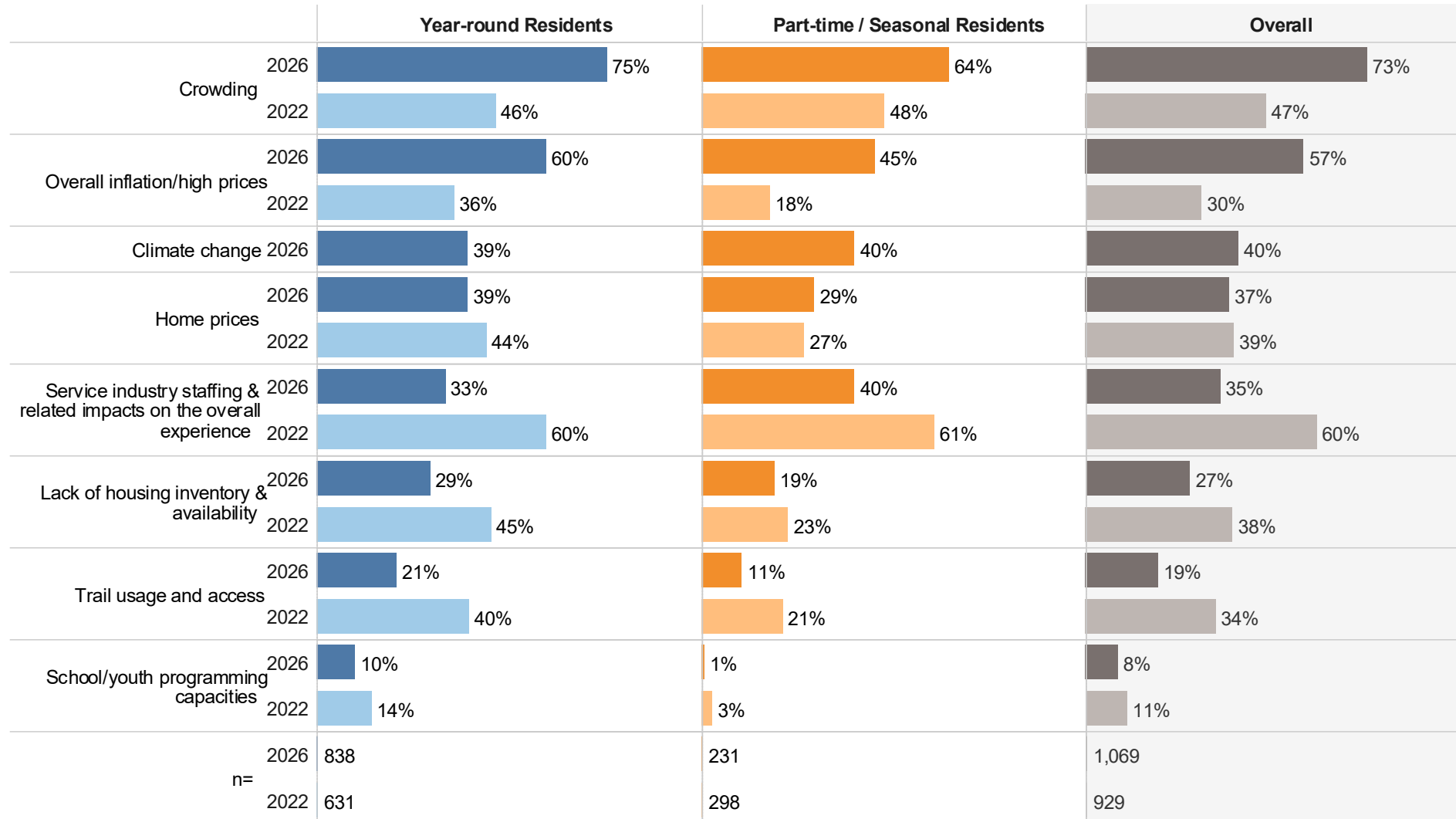
	Year-round Residents	Part-time / Seasonal Residents	Overall
Not a problem 2026	14%	12%	13%
Seasonal challenge 2026	57%	70%	60%
Parking is always a challenge 2026	25%	16%	23%
Not sure 2026	4%	2%	4%
n= 2026	856	249	1,105

Source: RRC | Visit Sun Valley Resident Survey 2026

CURRENT CHALLENGES

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

- Crowding and inflation have both risen sharply since 2022 as concerns for Valley residents.
- Fewer residents this year identified housing availability, service staffing, and trail access as challenges than in 2022.
- Primary residents were generally more concerned about challenges in the Valley than seasonal residents.



Respondents were asked to elaborate on any of the challenges listed in the previous question. A total of 207 comments were collected, and a description of common themes are shown below.



Housing affordability and the high cost of living are widely viewed as the most significant challenges facing residents.

- Many residents said housing prices and rent make it difficult for workers and families to remain in the Valley.
- Rising costs for groceries, childcare, and everyday services were also frequently mentioned.
- Workforce shortages were often linked to the lack of affordable housing.



Growth and development are raising concerns about long-term sustainability and maintaining community character.

- Residents expressed concern about rapid development and the increasing presence of second homes and seasonal residents.
- Many emphasized the importance of balancing growth with preserving the Valley's small-town feel.
- Some residents called for stronger planning and limits on future development.



Environmental conditions—particularly water supply, drought, and wildfire risk—are emerging as long-term concerns.

- Residents frequently referenced water scarcity and the need for conservation.
- Concerns about warmer winters and changing climate conditions were also noted.
- Wildfire risk and resource management were described as important future challenges



HOUSING IN THE VALLEY

HOME OWNERSHIP

The vast majority of both primary and seasonal respondents own their own homes in the Valley.

Do you rent or own your residence in Blaine County?

	Year-round Residents	Part-time / Seasonal Residents	Overall
Own	2026 89%	99%	92%
	2022 90%	99%	93%
Rent	2026 9%	0%	7%
	2022 9%		6%
Other	2026 2%	1%	1%
	2022 1%	1%	1%
n=	2026 860	250	1,110
	2022 641	325	966

Source: RRC | Visit Sun Valley Resident Survey 2026

HOME RENTALS

Not surprisingly, seasonal residents are far more likely to use their homes as vacation rentals than those who live in the Valley permanently.

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

		Year-round Residents	Part-time / Seasonal Residents	Overall
No	2026	96%	75%	91%
	2022	97%	82%	92%
Yes	2026	4%	25%	9%
	2022	3%	18%	8%
n=	2026	738	239	977
	2022	618	320	938

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

		Year-round Residents	Part-time / Seasonal Residents	Overall
No	2026	92%	86%	91%
	2022	89%	90%	89%
Yes	2026	8%	14%	9%
	2022	11%	10%	11%
n=	2026	749	236	985
	2022	605	293	898

Source: RRC | Visit Sun Valley Resident Survey 2026

FUTURE PROPERTY USE

- Most year-round residents expect to continue using their home as their primary residence (93%), a slight increase from 2022.
- Among part-time and seasonal residents, use as a vacation home remains the most common plan, though this share declined from 69% to 61%.
- Intentions to use homes for short-term rentals increased among seasonal residents, while relatively few residents in either group expect to sell their home in the next two years.

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

		Year-round Residents	Part-time / Seasonal Residents	Overall
As a primary residence for my household; the owner	2026	93%	18%	75%
	2022	90%	10%	63%
A vacation home for owner or guests of owner	2026	0%	61%	14%
	2022	1%	69%	24%
I intend to retire to/in Wood River Valley and use home as retirement residence full-time	2026	7%	18%	10%
	2022	5%	15%	8%
Rented long-term to local resident (long-term, more than 30 days)	2026	4%	6%	4%
	2022	4%	3%	4%
Vacation rental to visitors/tourists (short-term less than 30 days)	2026	1%	15%	4%
	2022	1%	10%	4%
I intend to sell my home in the next two years and will not purchase another property in the area	2026	2%	2%	2%
	2022	3%	3%	3%
I intend to sell my home within the next two years but will likely buy other property in the area	2026	3%	2%	3%
	2022	1%	2%	1%
Other	2026	1%	4%	2%
	2022	4%	5%	4%
Don't know uncertain	2026	0%	1%	1%
	2022	3%	4%	3%
n=	2026	764	239	1,003
	2022	640	324	964





LOCAL OPTION TAX & FLIGHT ACCESS

SUPPORT FOR LOCAL OPTION TAX

Most respondents support continuing the Local Option Tax at its current rate, with 64% of year-round residents and 73% of part-timers indicating they are somewhat or strongly supportive.

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

	Year-round Residents	Part-time / Seasonal Residents	Overall
Strongly supportive - 5	40%	48%	42%
Somewhat supportive - 4	24%	25%	24%
Neutral - 3	18%	18%	18%
Somewhat oppose - 2	7%	6%	7%
Strongly oppose - 1	10%	3%	9%
Avg.	3.8	4.1	3.8
n=	840	242	1,082

Source: RRC | Visit Sun Valley Resident Survey 2026

PERCENTAGE OF TAX PAID BY VISITORS

On average, residents estimate that visitors pay more than half of the Local Option Tax. Only 29% of respondents think that travelers are paying less than half.

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

	Year-round Residents	Part-time / Seasonal Residents	Overall
None, or less than 1% 2026	5%	4%	5%
1 - 24% 2026	11%	9%	10%
25 - 49% 2026	13%	16%	14%
50 - 74% 2026	46%	37%	44%
75 - 99% 2026	22%	31%	24%
100% 2026	3%	3%	3%
Avg. 2026	53.1	56.3	53.9
n= 2026	428	138	566

Source: RRC | Visit Sun Valley Resident Survey 2026

CHANGES TO TAX RATE

Among primary residents, 55% support either maintaining or increasing the tax rate, while just 17% favor a reduction or elimination.

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

	Year-round Residents	Part-time / Seasonal Residents	Overall
Increase the tax rate 2026	11%	14%	12%
Keep it the same 2026	44%	48%	45%
Decrease the tax rate 2026	6%	5%	6%
Eliminate the tax 2026	11%	6%	10%
Unsure 2026	27%	27%	27%
n= 2026	830	239	1,069

Source: RRC | Visit Sun Valley Resident Survey 2026

SATISFACTION WITH SUN

- People are generally very happy with the airport facility and staffing as well as flight service to SUN.
- Reviews are more negative on food choices, ground transportation and the cost of flights in and out of SUN.

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

				Percent Responding:				
				1 & 2	3	4 & 5		
Airline staff	Part-time / Seasonal Residents	Avg. 4.4	n=187	3%	12%	64%	85%	
	Year-round Residents	Avg. 4.4	n=752	2%	11%	26%	60%	86%
Airport passenger terminal	Part-time / Seasonal Residents	Avg. 4.3	n=199	6%	13%	25%	56%	81%
	Year-round Residents	Avg. 4.2	n=783	5%	15%	29%	51%	80%
TSA staff	Part-time / Seasonal Residents	Avg. 4.3	n=182	5%	14%	25%	56%	81%
	Year-round Residents	Avg. 4.2	n=749	6%	15%	28%	52%	79%
Overall airport experience	Part-time / Seasonal Residents	Avg. 4.0	n=196	3%	22%	47%	28%	75%
	Year-round Residents	Avg. 4.0	n=786	4%	20%	42%	34%	76%
Vehicle parking	Part-time / Seasonal Residents	Avg. 4.2	n=197	5%	17%	28%	50%	78%
	Year-round Residents	Avg. 3.9	n=784	12%	20%	31%	37%	68%
Flight service to/from SUN	Part-time / Seasonal Residents	Avg. 3.8	n=202	9%	26%	39%	26%	65%
	Year-round Residents	Avg. 3.9	n=787	8%	22%	40%	30%	70%
Food and beverage concessions	Part-time / Seasonal Residents	Avg. 3.0	n=149	26%	45%	28%		
	Year-round Residents	Avg. 3.0	n=668	32%	34%	34%		
Ground transport options to/from airport (bus, shuttle, rideshare, etc.)	Part-time / Seasonal Residents	Avg. 3.2	n=170	23%	39%	24%	38%	
	Year-round Residents	Avg. 2.9	n=632	25%	39%	31%		
Cost of airfare to/from SUN	Part-time / Seasonal Residents	Avg. 2.8	n=202	28%	39%	35%		
	Year-round Residents	Avg. 2.8	n=787	26%	40%	33%		

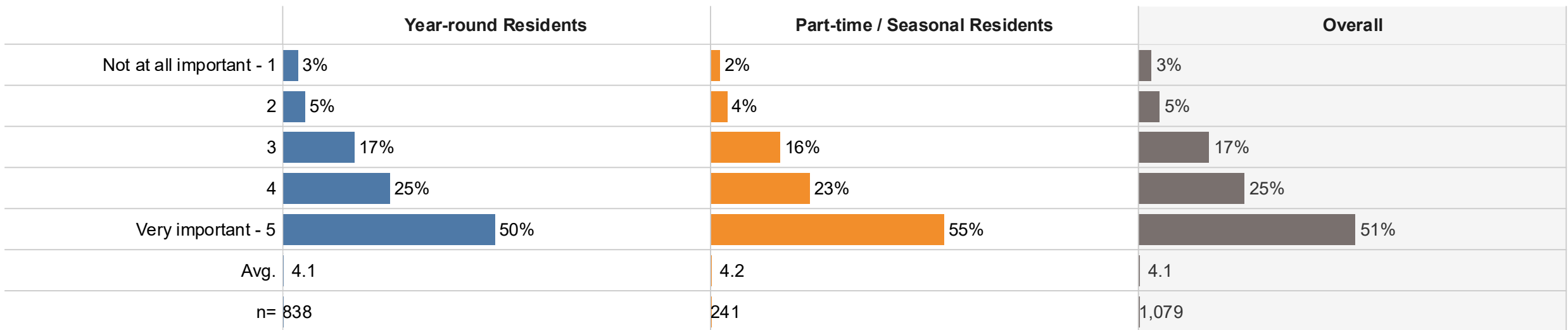


Source: RRC | Visit Sun Valley Resident Survey 2026

AIR SERVICE IMPORTANCE

Access to flights is important to Valley residents. Three-quarters of respondents say that strong air service is important to the region.

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



Source: RRC | Visit Sun Valley Resident Survey 2026

FREQUENCY OF FLYING

Overall, about half of respondents report they fly at least every three months. Not surprisingly, full-time residents are heavier users of the airport than those who are in the Valley part-time.

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

	Year-round Residents	Part-time / Seasonal Residents	Overall
More than 2x per month 2026	4%	6%	4%
Once per month 2026	10%	10%	10%
Once every three months 2026	34%	26%	33%
Once every six months 2026	25%	21%	24%
Once a year 2026	21%	19%	20%
Never 2026	6%	18%	9%
n= 2026	838	241	1,079

Source: RRC | Visit Sun Valley Resident Survey 2026

ADDITIONAL COMMENTS



OPEN-ENDED COMMENTS

At the end of the survey, respondents were provided space to add any additional comments about tourism, events, or other aspects of community life in the Valley. A total of 207 comments were collected from the statistically valid sample, and a description of common themes are shown below.



Growth

- Many residents expressed concern about continued development and crowding.
- Comments often focused on maintaining the Valley's character and small-town feel.
- Several residents said future growth should be managed more carefully.



E-Bikes

- Safety concerns about e-bikes on the bike path were raised.
- Residents suggested stronger rules, enforcement, or separation from pedestrians.
- Some comments also highlighted the benefits of e-bikes for mobility, commuting and recreation.



Transportation

- Residents frequently mentioned the need for better transit and transportation options.
- Improving bus service, airport access, and connections between communities were common suggestions.
- Some noted challenges getting around without a car.



Community

- Residents emphasized the importance of supporting local businesses and year-round residents.
- Many comments focused on preserving a strong sense of community.
- Maintaining the character of the Valley was cited often.
- Several residents expressed concern about rising costs and affordability.



Airport

- Feedback on air service was mixed, with support for reliable flights but some concern about noise.
- Some residents supported airport improvements, while others suggested relocation.
- Flight costs and service reliability were mentioned multiple times.



Appreciation of Life in the Valley

- Many residents shared positive comments about living in the Valley.
- Residents highlighted outdoor recreation, culture, and community amenities.
- Overall, comments reflected strong pride in the region despite ongoing challenges.



DEMOGRAPHICS

EMPLOYMENT & BUSINESS OWNERSHIP

Employment patterns differ notably between year-round and seasonal residents, reflecting different roles in the local economy. Year-round residents are more likely to work locally (44%), while seasonal residents are more likely to be retired (41%) or work remotely for employers outside the area (25%).

Which of the following best describes your employment status?

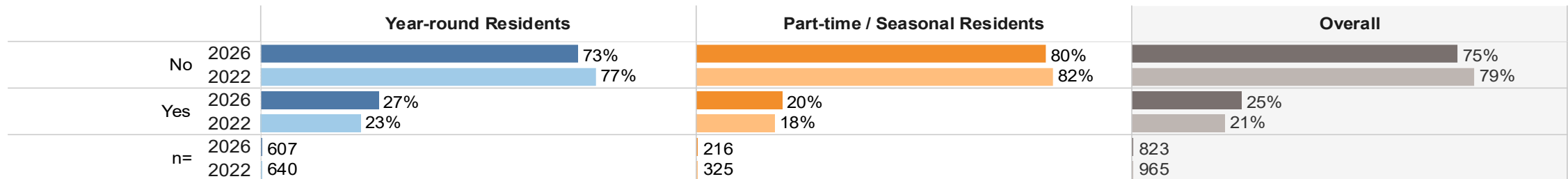
		Year-round Residents	Part-time / Seasonal Residents	Overall
Retired	2026	37%	41%	38%
Work 8 months or more a year in the local Wood River Valley area	2026	44%		35%
My employer is outside of the local area, but I work remotely from the Wood River Valley	2026	8%	25%	12%
Other	2026	6%	22%	9%
Work 7 or fewer months a year in the local Wood River Valley Area	2026	3%	7%	3%
Homemaker	2026	1%	5%	2%
Unemployed and/or looking for work	2026	0%	1%	1%
n=	2026	833	235	1,068

Source: RRC | Visit Sun Valley Resident Survey 2026

HOUSEHOLD MAKEUP

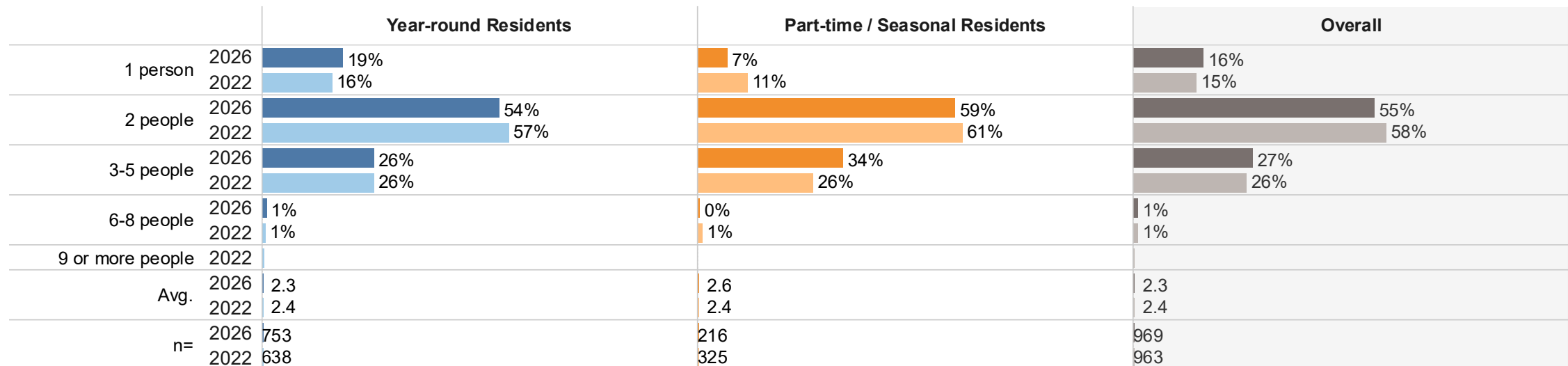
The bulk of households in both respondent groups do not have children living at home.

Are there children in your household under 18 years old?



Source: RRC | Visit Sun Valley Resident Survey 2026

Including yourself, how many people live in your household?



Source: RRC | Visit Sun Valley Resident Survey 2026

TRANSPORTATION

Personal vehicles remain the dominant form of transportation in the Valley; however, many residents are multi-modal and choose to walk, bike and use transit for some portion of their transportation needs.

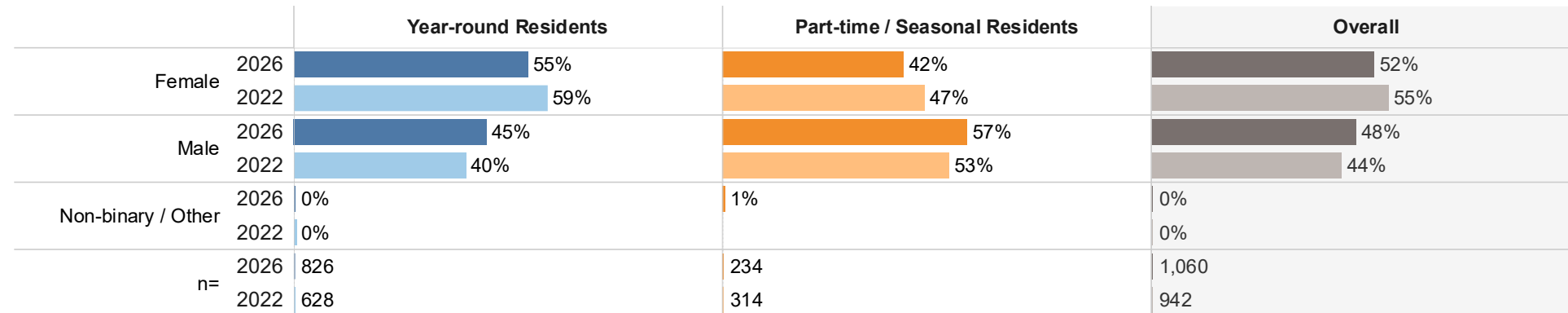
How do you typically get around the Wood River Valley? CHECK ALL THAT APPLY

		Year-round Residents	Part-time / Seasonal Residents	Overall
Motor Vehicle (car, truck, motorcycle)	2026	97%	94%	96%
	2022	98%	97%	97%
Walk	2026	42%	56%	45%
	2022	46%	62%	50%
Bicycle	2026	39%	49%	41%
	2022	58%	55%	57%
E-bike	2026	22%	20%	22%
Bus	2026	20%	28%	22%
	2022	17%	25%	19%
Carpool/other person drives	2026	5%	3%	5%
	2022	6%	2%	5%
Uber/Lyft/Taxi	2026	1%	3%	2%
	2022	1%	3%	1%
Other	2026	1%	0%	1%
	2022	1%	2%	1%
n=	2026	841	239	1,080
	2022	641	247	888

Source: RRC | Visit Sun Valley Resident Survey 2026

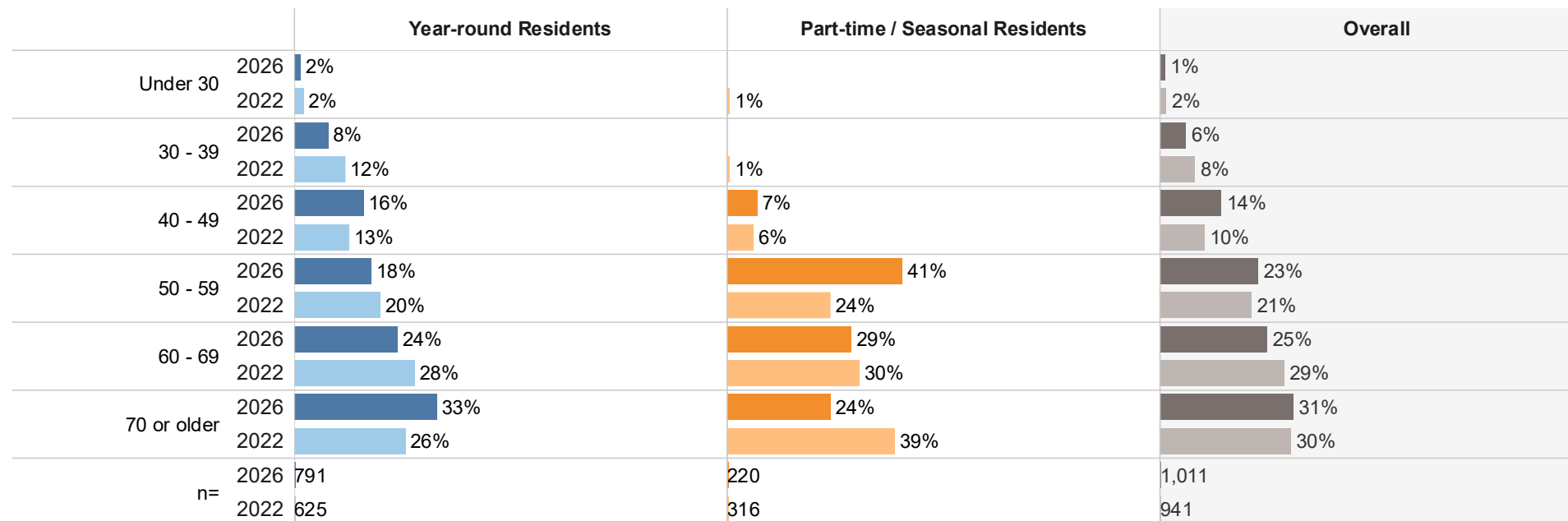
GENDER & AGE

Please indicate the gender with which you identify:



- Respondents skew older with 79% reporting they are 50+ and more than half age 60 or higher.

Age of Respondent



RACE & ETHNICITY

- Typical of mountain resort areas, Valley respondents are not a diverse group.

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

		Year-round Residents	Part-time / Seasonal Residents	Overall
White	2026	96%	96%	96%
	2022	97%	97%	97%
Asian	2026	1%	3%	1%
	2022	1%	1%	1%
Hispanic or Latino	2026	1%	2%	1%
	2022	1%	1%	1%
More than one race	2026	1%	0%	1%
	2022	1%	1%	1%
American Indian or Alaska Native	2026	1%	0%	1%
	2022	0%	0%	0%
Black or African American	2026	0%	0%	0%
	2022	0%	1%	0%
Native Hawaiian or Other Pacific Islander	2026	0%	1%	0%
	2022	0%	0%	0%
Other race/ethnicity	2026	1%	2%	1%
	2022	1%	2%	1%
n=	2026	796	221	1,017
	2022	625	303	928

Source: RRC | Visit Sun Valley Resident Survey 2026

INCOME

- Similar to 2022, respondents are high income with nearly 60% of locals earning more than \$100,000 per year.
- Part-timers are more affluent with roughly half reporting incomes higher than \$300,000.

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

		Year-round Residents	Part-time / Seasonal Residents	Overall
Under \$25,000	2026	1%	1%	1%
	2022	1%		1%
\$25,000 - \$49,999	2026	6%	0%	4%
	2022	6%	0%	4%
\$50,000 - \$99,999	2026	18%	1%	14%
	2022	22%	3%	16%
\$100,000 - \$149,999	2026	19%	7%	16%
	2022	20%	9%	17%
\$150,000 - \$199,999	2026	15%	9%	14%
	2022	12%	9%	11%
\$200,000 - \$299,999	2026	12%	12%	12%
	2022	10%	12%	11%
\$300,000 - \$499,999	2026	7%	18%	10%
	2022	6%	13%	8%
\$500,000 or more	2026	5%	30%	11%
	2022	5%	27%	12%
Prefer not to respond	2026	16%	22%	18%
	2022	17%	27%	21%
n=	2026	825	233	1,058
	2022	626	310	936

Source: RRC | Visit Sun Valley Resident Survey 2026



RESEARCH CONDUCTED FOR:

VISIT **SUN VALLEY**

RESEARCH CONDUCTED BY:



RRC ASSOCIATES

1401 Walnut Street, Suite 220

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www.rrcassociates.com

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%














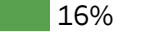
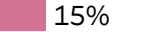

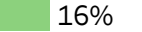
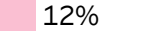












How would you describe the overall quality of life in the Wood River Valley?

		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?









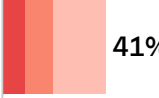
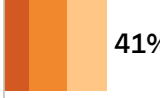
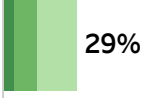
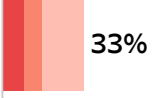
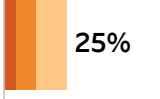
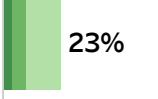
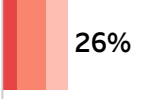
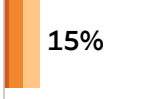
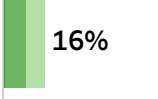
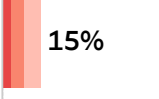
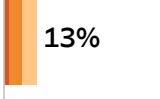
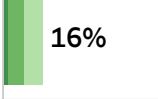
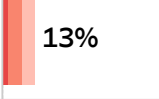
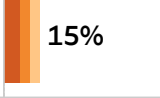
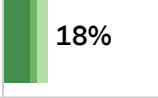
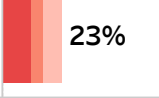
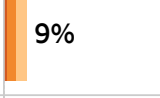
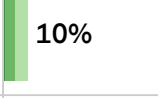
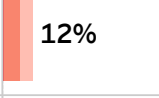
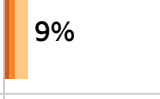
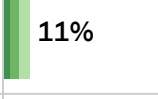
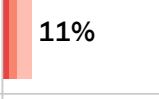
		Hailey	Ketchum	Sun Valley
1 - Not at all likely	2026	3%	4%	1%
	2022	4%	2%	3%
2	2026	2%	1%	1%
	2022	1%	2%	2%
3	2026	1%	1%	1%
	2022	4%	2%	1%
4	2026	2%	1%	1%
	2022	2%	1%	1%
5	2026	8%	6%	4%
	2022	8%	6%	4%
6	2026	5%	3%	3%
	2022	5%	7%	3%
7	2026	11%	10%	7%
	2022	10%	6%	7%
8	2026	16%	13%	14%
	2022	17%	16%	14%
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

Which of the following best describes you?

		Open Link	Postcard
Year-round resident	2026	80%	79%
	2022	74%	67%
Part-time/seasonal resident (second homeowner)	2026	20%	21%
	2022	26%	33%
n=	2026	232	1,338
	2022	357	1,076

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

		Open Link	Postcard
Less than 1 year	2026	1%	0%
	2022	1%	1%
1-5 years	2026	16%	13%
	2022	17%	17%
6-10 years	2026	20%	19%
	2022	17%	15%
11-15 years	2026	11%	11%
	2022	9%	10%
16-20 years	2026	5%	8%
	2022	12%	9%
21-30 years	2026	20%	18%
	2022	19%	20%
31 years or more	2026	27%	31%
	2022	25%	28%
Avg.	2026	21.4	22.8
	2022	20.8	21.4
n=	2026	231	1,327
	2022	353	1,068

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

		Open Link	Postcard
Yes	2026	67%	73%
No	2026	33%	27%
n=	2026	230	1,326

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

		Open Link	Postcard
Vacation	2026	72%	70%
Visit friends & family	2026	39%	37%
Work	2026	4%	10%
Other	2026	8%	9%
n=	2026	151	961

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

		Open Link	Postcard
Hailey	2026	32%	29%
	2022	20%	23%
Ketchum	2026	33%	29%
	2022	38%	33%
Sun Valley	2026	14%	19%
	2022	23%	22%
Mid Valley	2026	12%	10%
	2022	7%	11%
Bellevue	2026	4%	6%
	2022	3%	3%
North of Ketchum	2026	3%	3%
	2022	6%	5%
South of Bellevue	2026	1%	2%
	2022	2%	1%
Other	2026	2%	3%
	2022	2%	2%
n=	2026	229	1,337
	2022	355	1,062

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

		Open Link	Postcard
Very proud - 5	2026	52%	56%
	2022	57%	54%
4	2026	25%	27%
	2022	28%	28%
Somewhat proud - 3	2026	14%	14%
	2022	13%	14%
2	2026	6%	2%
	2022	1%	3%
Not at all proud - 1	2026	3%	1%
	2022	0%	1%
Avg.	2026	4.2	4.3
	2022	4.4	4.3
n=	2026	230	1,337
	2022	308	976

VISIT SUN VALLEY 2026 Resident Survey | Appendix: Open Link vs. Postcard Invite Responses

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	Open Link	Avg. 4.8	n=216	0%	4%	8% 87% 96%
	Postcard	Avg. 4.8	n=1,203	1%	3%	11% 85% 96%
Small town/sense of community	Open Link	Avg. 4.7	n=215	2%	4%	15% 80% 94%
	Postcard	Avg. 4.7	n=1,206	1%	6%	18% 75% 93%
Quality Healthcare	Open Link	Avg. 4.5	n=217	4%	7%	22% 67% 89%
	Postcard	Avg. 4.5	n=1,207	2%	8%	23% 67% 90%
Safety and security	Open Link	Avg. 4.5	n=217	3%	10%	23% 65% 87%
	Postcard	Avg. 4.6	n=1,207	2%	7%	21% 69% 90%
Quality of recreation facilities and programs	Open Link	Avg. 4.2	n=215	8%	16%	26% 50% 76%
	Postcard	Avg. 4.3	n=1,206	5%	11%	31% 54% 85%
Internet coverage	Open Link	Avg. 4.1	n=216	10%	14%	29% 48% 77%
	Postcard	Avg. 4.3	n=1,204	5%	14%	25% 57% 82%
Character of new buildings	Open Link	Avg. 4.1	n=215	8%	20%	27% 45% 73%
	Postcard	Avg. 4.2	n=1,206	7%	15%	28% 49% 77%
Flow of traffic on Valley roadways	Open Link	Avg. 4.1	n=217	5%	18%	34% 43% 77%
	Postcard	Avg. 4.2	n=1,207	5%	16%	30% 49% 79%
A community that places value on history	Open Link	Avg. 4.0	n=215	7%	20%	41% 32% 73%
	Postcard	Avg. 3.9	n=1,211	10%	22%	30% 37% 68%
Variety of restaurants	Open Link	Avg. 4.0	n=214	9%	19%	36% 36% 72%
	Postcard	Avg. 4.1	n=1,206	6%	21%	35% 39% 74%
Family-friendly opportunities	Open Link	Avg. 3.9	n=217	11%	20%	25% 43% 68%
	Postcard	Avg. 4.0	n=1,209	11%	17%	25% 47% 72%
Arts/culture/entertainment	Open Link	Avg. 3.8	n=215	11%	23%	35% 30% 66%
	Postcard	Avg. 4.0	n=1,205	8%	21%	32% 38% 71%

VISIT SUN VALLEY 2026 Resident Survey | Appendix: Open Link vs. Postcard Invite Responses

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	Open Link	Avg. 3.7	n=216	13%	26%	36% 26% 62%
	Postcard	Avg. 3.8	n=1,206	10%	24%	36% 30% 66%
Public transit services	Open Link	Avg. 3.6	n=216	12% 19%	25%	27% 29% 56%
	Postcard	Avg. 3.8	n=1,209	12%	22%	30% 36% 66%
Educational opportunities	Open Link	Avg. 3.7	n=215	16%	25%	23% 35% 58%
	Postcard	Avg. 3.8	n=1,204	7% 15%	22%	25% 38% 63%
Parking availability	Open Link	Avg. 3.7	n=215	15% 18%	22%	26% 34% 59%
	Postcard	Avg. 3.7	n=1,203	8% 13%	26%	31% 30% 61%
Relatively low/ attractive tax rates	Open Link	Avg. 3.7	n=215	11% 18%	25%	24% 34% 57%
	Postcard	Avg. 3.9	n=1,203	11%	22%	26% 41% 67%
Economic opportunities	Open Link	Avg. 3.6	n=213	17%	28%	25% 31% 55%
	Postcard	Avg. 3.8	n=1,207	8% 14%	24%	30% 33% 62%
Airport/availability of flights	Open Link	Avg. 3.6	n=216	21%	25%	19% 35% 54%
	Postcard	Avg. 3.8	n=1,207	9% 15%	23%	23% 38% 61%
Senior Care	Open Link	Avg. 3.6	n=215	12% 22%	21%	24% 32% 57%
	Postcard	Avg. 3.7	n=1,201	7% 18%	22%	26% 34% 60%
Affordable housing availability	Open Link	Avg. 3.5	n=216	12% 22%	22%	27% 30% 56%
	Postcard	Avg. 3.8	n=1,205	14%	23%	24% 39% 63%
Diversity of the community (age, race, gender, etc.)	Open Link	Avg. 3.5	n=217	17%	30%	26% 26% 53%
	Postcard	Avg. 3.6	n=1,206	9% 20%	22%	26% 32% 58%
Variety of shopping choices	Open Link	Avg. 3.2	n=214	17% 24%	35%	26% 15% 41%
	Postcard	Avg. 3.4	n=1,206	15% 20%	36%	26% 19% 44%
Childcare	Open Link	Avg. 2.8	n=213	27% 15% 42%	26%	14% 18% 32%
	Postcard	Avg. 2.9	n=1,197	28% 13% 40%	23%	15% 22% 37%

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	Open Link	Avg. 4.6	n=213	2%	5%	22% 72% 93%
	Postcard	Avg. 4.6	n=1,186	1%	5%	28% 65% 94%
Safety and security	Open Link	Avg. 4.5	n=206	1%	9%	30% 59% 89%
	Postcard	Avg. 4.4	n=1,152	3%	8%	36% 54% 90%
Arts/culture/entertainment	Open Link	Avg. 4.2	n=210	5%	13%	38% 44% 82%
	Postcard	Avg. 4.1	n=1,184	3%	18%	39% 40% 79%
Quality of recreation facilities and programs	Open Link	Avg. 4.2	n=199	6%	12%	41% 41% 82%
	Postcard	Avg. 4.1	n=1,152	5%	16%	40% 40% 79%
Quality and frequency of events and festivals	Open Link	Avg. 4.1	n=207	5%	22%	32% 42% 73%
	Postcard	Avg. 4.0	n=1,157	6%	22%	39% 34% 73%
Airport/availability of flights	Open Link	Avg. 3.9	n=207	9%	22%	31% 37% 69%
	Postcard	Avg. 3.9	n=1,184	6%	22%	42% 30% 72%
Public transit services	Open Link	Avg. 4.0	n=193	8%	22%	35% 36% 70%
	Postcard	Avg. 4.0	n=1,066	6%	24%	38% 33% 71%
Family-friendly opportunities	Open Link	Avg. 3.9	n=192	7%	25%	39% 29% 68%
	Postcard	Avg. 3.9	n=1,084	6%	23%	39% 31% 70%
Small town/sense of community	Open Link	Avg. 3.9	n=211	17%	14%	27% 42% 69%
	Postcard	Avg. 3.9	n=1,164	11%	21%	34% 34% 68%
Internet coverage	Open Link	Avg. 3.8	n=211	10%	27%	33% 30% 62%
	Postcard	Avg. 3.8	n=1,128	12%	26%	35% 27% 63%
A community that places value on history	Open Link	Avg. 3.7	n=208	13%	24%	34% 29% 63%
	Postcard	Avg. 3.8	n=1,164	11%	25%	35% 29% 64%
Quality Healthcare	Open Link	Avg. 3.5	n=212	19%	24%	38% 19% 57%
	Postcard	Avg. 3.7	n=1,138	13%	27%	38% 22% 60%

VISIT SUN VALLEY 2026 Resident Survey | Appendix: Open Link vs. Postcard Invite Responses

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	Open Link	Avg. 3.4	n=211	17%	22%		27%		35%	16%	51%	
	Postcard	Avg. 3.4	n=1,181	16%	21%		32%		29%	17%	46%	
Relatively low/ attractive tax rates	Open Link	Avg. 3.4	n=200	9%	9%	18%		31%		32%	18%	50%
	Postcard	Avg. 3.3	n=1,114	7%	15%	23%		35%		28%	15%	43%
Educational opportunities	Open Link	Avg. 3.2	n=191	10%	14%	24%		32%		29%	15%	43%
	Postcard	Avg. 3.4	n=1,080	13%	17%			37%		30%	16%	46%
Diversity of the community (age, race, gender, etc.)	Open Link	Avg. 3.2	n=208		20%	25%		39%		19%	17%	36%
	Postcard	Avg. 3.2	n=1,161		20%	26%		34%		23%	17%	39%
Variety of shopping choices	Open Link	Avg. 3.2	n=205		17%	24%		37%		27%	13%	40%
	Postcard	Avg. 3.2	n=1,160		21%	26%		35%		25%	14%	39%
Parking availability	Open Link	Avg. 3.1	n=211	12%	17%	29%		28%		30%	13%	43%
	Postcard	Avg. 3.2	n=1,171	8%	20%	28%		32%		26%	15%	40%
Childcare	Open Link	Avg. 3.1	n=124		25%	30%		35%		24%	10%	34%
	Postcard	Avg. 3.0	n=708	10%	19%	29%		41%		19%	11%	30%
Economic opportunities	Open Link	Avg. 3.1	n=197		19%	26%		44%		19%	10%	30%
	Postcard	Avg. 3.1	n=1,100		20%	25%		42%		22%	11%	33%
Senior Care	Open Link	Avg. 3.1	n=143		21%	31%		33%		25%	11%	36%
	Postcard	Avg. 3.0	n=793	10%	23%	34%		36%		19%	12%	31%
Flow of traffic on Valley roadways	Open Link	Avg. 2.6	n=212	20%	25%	46%		32%		15%	7%	22%
	Postcard	Avg. 2.7	n=1,185	16%	27%	42%		35%		17%		23%
Character of new buildings	Open Link	Avg. 2.5	n=208	26%	25%	51%		31%		10%	8%	18%
	Postcard	Avg. 2.6	n=1,161	19%	27%	46%		31%		16%		23%
Affordable housing availability	Open Link	Avg. 2.4	n=189	27%	31%	58%		26%		10%		16%
	Postcard	Avg. 2.3	n=1,065	28%	31%	60%		25%		9%	7%	16%

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

		Open Link	Postcard
Excellent - 5	2026	45%	47%
Good - 4	2026	40%	46%
Fair - 3	2026	11%	6%
Poor - 2	2026	3%	1%
Not Sure - 1	2026	0%	0%
n=	2026	216	1,206























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

		Open Link	Postcard
Improved	2026	4%	6%
	2022	13%	9%
Stayed the same	2026	27%	28%
	2022	23%	22%
Improved in some ways and declined in others	2026	24%	25%
	2022	29%	28%
Declined	2026	43%	38%
	2022	33%	38%
Don't know/no opinion	2026	2%	3%
	2022	2%	3%
n=	2026	217	1,206
	2022	319	1,000

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





















		Open Link	Postcard
A few times per month	2026	5%	6%
	2022	12%	5%
A few times per season	2026	68%	69%
	2022	69%	72%
Once per year	2026	20%	20%
	2022	14%	18%
Never	2026	4%	2%
	2022	2%	2%
Other	2026	3%	3%
	2022	4%	4%
n=	2026	216	1,200
	2022	310	980

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

		Open Link		Postcard	
In your home while you are there	2026		77%		78%
	2022		78%		74%
In another type of commercial property (Airbnb, VRBO, etc.)	2026		8%		8%
	2022		8%		8%
In a hotel/motel/lodge	2026		7%		8%
	2022		9%		8%
In your home while you are not there	2026		1%		3%
	2022		1%		5%
They don't stay overnight	2026		0%		0%
	2022		1%		1%
Other	2026		6%		3%
	2022		4%		3%
n=	2026		204		1,174
	2022		303		955

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	Open Link	Avg. 4.1	n=206			  
	Postcard	Avg. 4.3	n=1,134			  
Quality of life	Open Link	Avg. 3.6	n=209			  
	Postcard	Avg. 4.0	n=1,163			  

How much do you agree or disagree that...

2026 Only				Percent Responding:		
				1 & 2	3	4 & 5
I feel proud to share the Valley with visitors	Open Link	Avg. 3.9	n=210	8%	23%	41% 29% 70%
	Postcard	Avg. 4.0	n=1,154	4%	23%	44% 29% 73%
Our cultural attractions, restaurants, trails, medical facilities, etc. benefit from the visitor economy	Open Link	Avg. 3.6	n=205	15% 20%	18%	34% 28% 62%
	Postcard	Avg. 4.0	n=1,137	8%	17%	45% 30% 75%
Tourism adds to local traffic and parking challenges	Open Link	Avg. 3.9	n=209	11%	16%	39% 35% 73%
	Postcard	Avg. 3.8	n=1,152	12%	18%	46% 24% 70%
Taxes collected and revenues generated from the visitor economy help to sustain the quality of life of local residents	Open Link	Avg. 3.5	n=204	12% 17% 29%	13%	27% 31% 58%
	Postcard	Avg. 3.8	n=1,113	11%	22%	38% 29% 67%
The quality of life in the Valley is changing in ways that concern me	Open Link	Avg. 3.9	n=210	13%	21%	31% 35% 66%
	Postcard	Avg. 3.7	n=1,141	14%	25%	38% 24% 61%
In general, the benefits of a visitor economy outweigh the drawbacks in the Wood River Valley	Open Link	Avg. 3.3	n=203	26%	20%	36% 19% 55%
	Postcard	Avg. 3.7	n=1,141	15%	23%	42% 21% 63%
The Wood River Valley area is overcrowded because of too many visitors	Open Link	Avg. 3.2	n=209	27% 32%	31%	22% 37%
	Postcard	Avg. 2.8	n=1,154	29% 38%	39%	16% 22%
I would be willing to pay more taxes for local public services if it meant fewer visitors in the area	Open Link	Avg. 2.9	n=206	21% 23% 43%	19%	21% 17% 38%
	Postcard	Avg. 2.5	n=1,130	20% 34% 54%	25%	14% 21%
Tourism limits my access to trails and outdoor spaces	Open Link	Avg. 2.8	n=208	16% 32% 48%	23%	15% 15% 29%
	Postcard	Avg. 2.5	n=1,137	17% 41% 58%	22%	15% 21%

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

		Open Link	Postcard
Outdoor recreation visitors	2026	89%	89%
Families	2026	65%	66%
Arts & culture visitors	2026	46%	54%
Small to mid-size events	2026	42%	46%
Wellness / relaxation travelers	2026	33%	45%
Youth sports	2026	33%	33%
Corporate or retreat groups	2026	27%	29%
High-end leisure travelers	2026	25%	37%
Other	2026	2%	2%
Not sure	2026	1%	2%
None – prefer reduced visitation	2026	8%	4%
n=	2026	210	1,156

How would you describe visitor behavior overall?

		Open Link	Postcard
Very respectful	2026	12%	4%
Mostly respectful	2026	13%	11%
Mixed	2026	34%	35%
Occasionally disrespectful	2026	35%	42%
Often disrespectful	2026	6%	6%
Not sure	2026	1%	2%
Avg.	2026	2.9	2.6
n=	2026	208	1,140

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

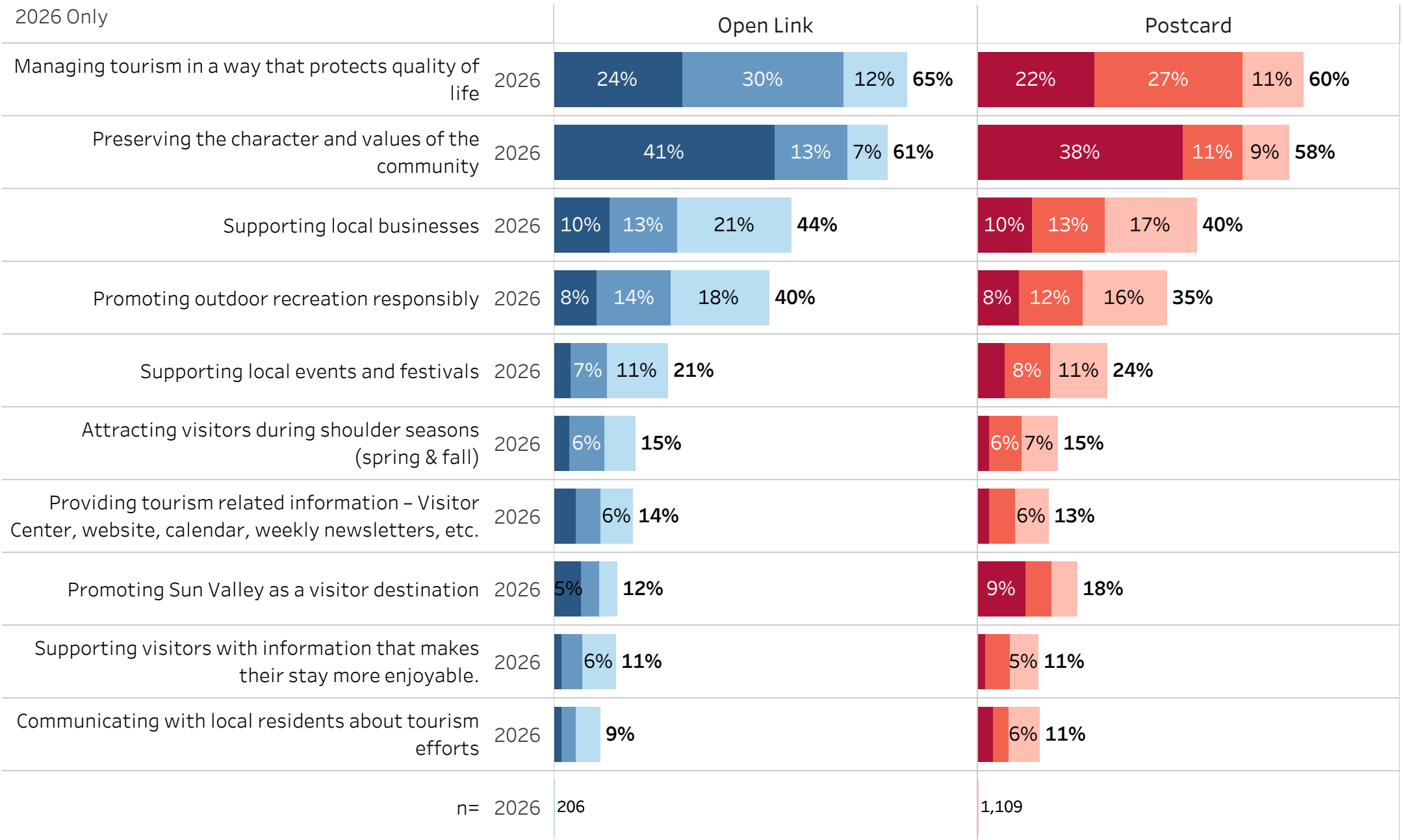
		Open Link	Postcard
1 - Not at all likely	2026	6%	2%
	2022	2%	3%
2	2026	2%	2%
	2022	1%	2%
3	2026	2%	1%
	2022	2%	3%
4	2026	3%	2%
	2022	2%	2%
5	2026	7%	6%
	2022	5%	7%
6	2026	2%	4%
	2022	6%	5%
7	2026	8%	11%
	2022	9%	7%
8	2026	14%	16%
	2022	14%	16%
9	2026	14%	12%
	2022	10%	14%
10 - Very likely	2026	41%	45%
	2022	49%	42%
Avg.	2026	7.8	8.2
	2022	8.3	8.0
n=	2026	210	1,162
	2022	304	965

Net Promotor Category/Score

		Open Link	Postcard
Promotor	2026	55%	56%
	2022	59%	56%
Passive	2026	22%	26%
	2022	23%	22%
Detractor	2026	23%	17%
	2022	18%	22%
NPS	2026	31.9	38.8
	2022	40.8	34.4
n=	2026	210	1,162
	2022	304	965

2026 Resident Survey | Appendix: Open Link vs. Postcard Invite Responses

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



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

		Open Link	Postcard
Drastically Improve - 5	2026	14%	16%
Somewhat Improve - 4	2026	46%	56%
No Measurable Impact - 3	2026	19%	15%
Somewhat Worsen - 2	2026	11%	6%
Drastically Worsen - 1	2026	6%	3%
No Opinion	2026	4%	4%
Avg.	2026	3.5	3.8
n=	2026	196	1,044

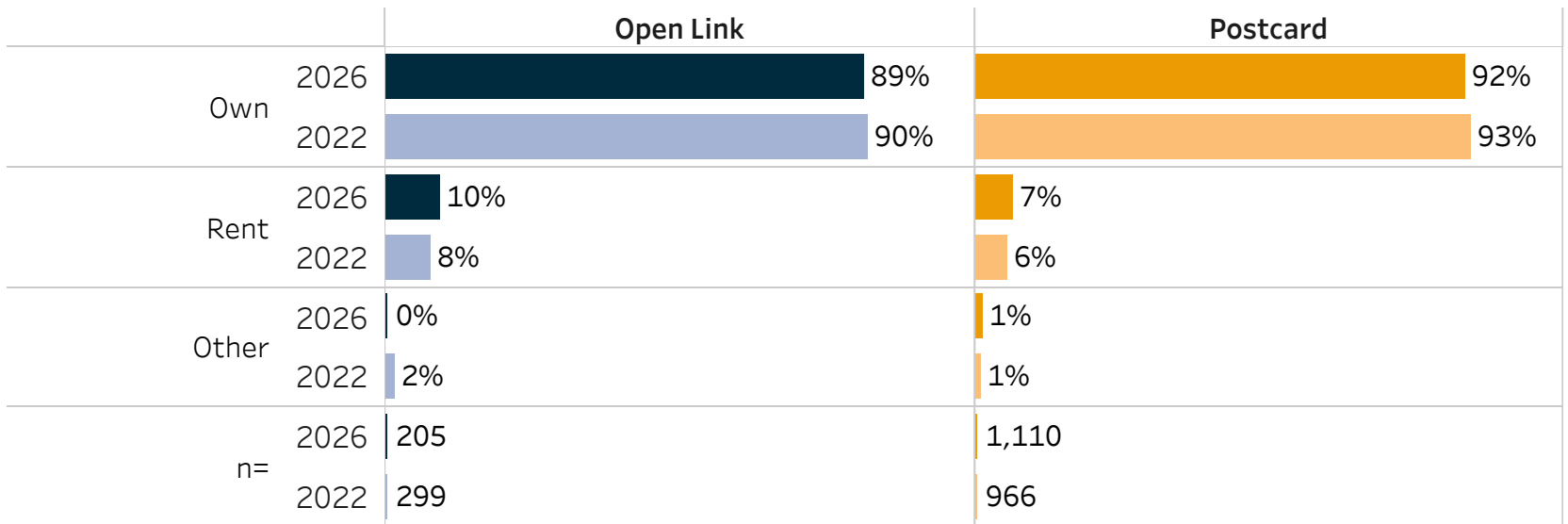
There have been ongoing conversations about the parking challenges in Ketchum. How would you best summarize the parking situation there?

		Open Link	Postcard
Parking is always a challenge	2026	24%	23%
Seasonal challenge	2026	53%	60%
Not a problem	2026	20%	13%
Not sure	2026	3%	4%
n=	2026	206	1,105

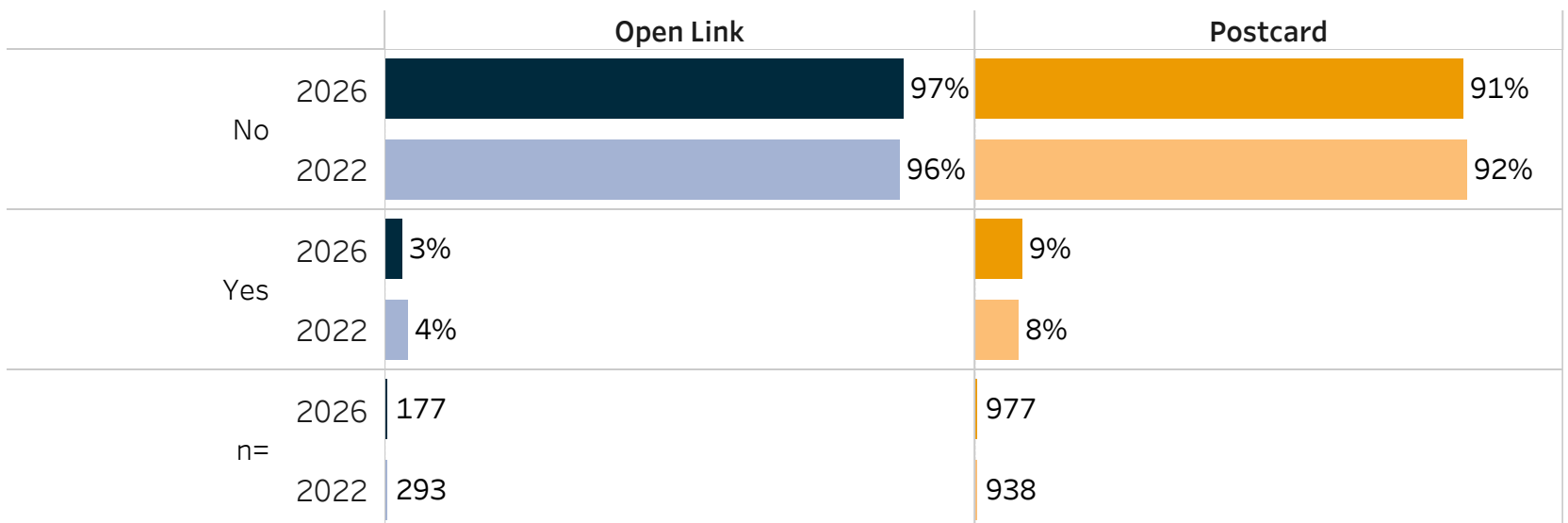
What are the biggest impacts or challenges currently affecting you personally and professionally in the Valley? (CHECK ALL THAT APPLY)

		Open Link	Postcard
Crowding	2026	79%	73%
Overall inflation/high prices	2026	53%	57%
Climate change	2026	43%	40%
Home prices	2026	38%	37%
Service industry staffing & related impacts on the overall experience	2026	38%	35%
Lack of housing inventory & availability	2026	28%	27%
Trail usage and access	2026	22%	19%
School/youth programming capacities	2026	8%	8%
n=	2026	203	1,069

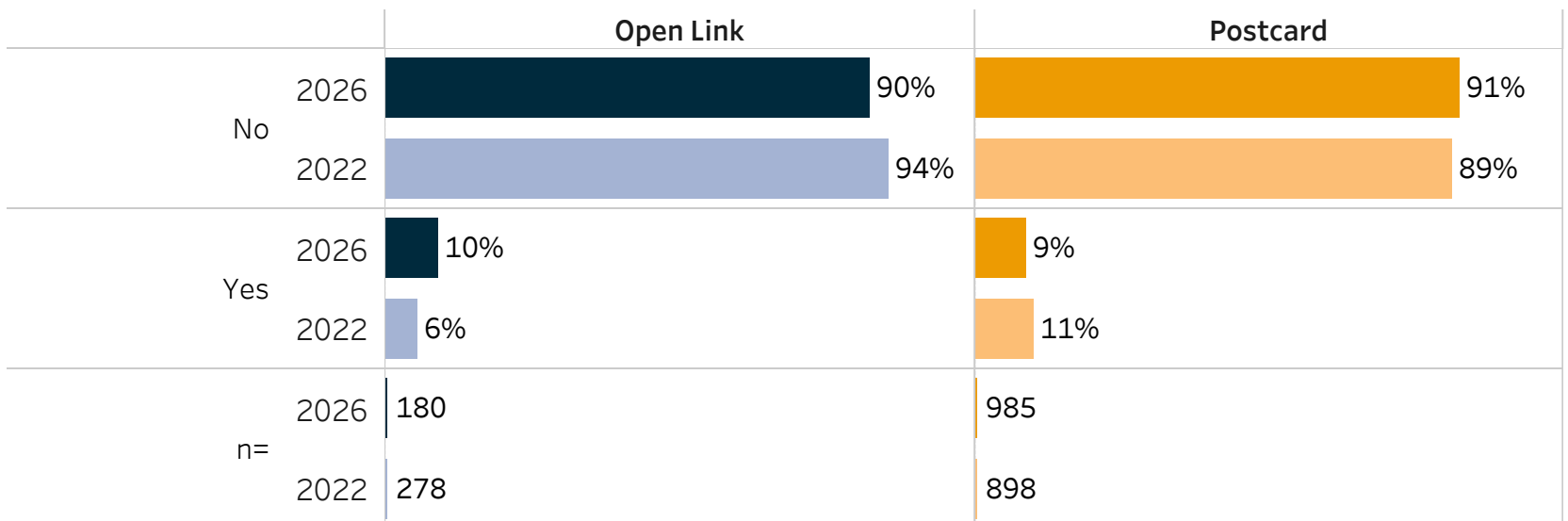
Do you rent or own your residence in Blaine County?



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



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



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

		Open Link	Postcard
As a primary residence for my household; the owner	2026	78%	75%
	2022	74%	63%
I intend to retire to/in Wood River Valley and use home as retirement residence full-time	2026	13%	10%
	2022	8%	8%
A vacation home for owner or guests of owner	2026	10%	14%
	2022	17%	24%
I intend to sell my home in the next two years and will not purchase another property in the area	2026	4%	2%
	2022	2%	3%
Rented long-term to local resident (long-term, more than 30 days)	2026	2%	4%
	2022	1%	4%
Vacation rental to visitors/tourists (short-term less than 30 days)	2026	2%	4%
	2022	2%	4%
I intend to sell my home within the next two years but will likely buy other property in the area	2026	1%	3%
	2022	2%	1%
Other	2026	4%	2%
	2022	4%	4%
Don't know uncertain	2026	1%	1%
	2022	2%	3%
n=	2026	181	1,003
	2022	302	964

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

		Open Link	Postcard
Strongly supportive - 5	2026	39%	42%
Somewhat supportive - 4	2026	18%	24%
Neutral - 3	2026	14%	18%
Somewhat oppose - 2	2026	11%	7%
Strongly oppose - 1	2026	18%	9%
Avg.	2026	3.5	3.8
n=	2026	201	1,082

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

		Open Link	Postcard
None, or less than 1%	2026	2%	5%
1 - 24%	2026	8%	10%
25 - 49%	2026	11%	14%
50 - 74%	2026	43%	44%
75 - 99%	2026	32%	24%
100%	2026	4%	3%
Avg.	2026	58.4	53.9
n=	2026	133	566

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

		Open Link	Postcard
Decrease the tax rate	2026	7%	6%
Eliminate the tax	2026	15%	10%
Increase the tax rate	2026	12%	12%
Keep it the same	2026	44%	45%
Unsure	2026	21%	27%
n=	2026	197	1,069

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	Open Link	Avg. 4.5	n=183	4%	10%	63% 86%
	Postcard	Avg. 4.4	n=939	3%	12%	61% 86%
Airport passenger terminal	Open Link	Avg. 4.2	n=189	5%	21%	50% 74%
	Postcard	Avg. 4.3	n=982	5%	15%	52% 80%
TSA staff	Open Link	Avg. 4.3	n=181	4%	18%	59% 78%
	Postcard	Avg. 4.2	n=931	6%	15%	52% 79%
Overall airport experience	Open Link	Avg. 4.0	n=186	6%	21%	38% 35% 73%
	Postcard	Avg. 4.0	n=982	4%	20%	43% 33% 76%
Vehicle parking	Open Link	Avg. 3.9	n=187	10%	24%	36% 66%
	Postcard	Avg. 3.9	n=981	10%	20%	40% 70%
Flight service to/from SUN	Open Link	Avg. 4.0	n=188	10%	21%	40% 69%
	Postcard	Avg. 3.9	n=989	8%	23%	40% 69%
Food and beverage concessions	Open Link	Avg. 3.0	n=152	10% 33%	38%	29%
	Postcard	Avg. 3.0	n=817	9% 31%	36%	33%
Ground transport options to/fro..	Open Link	Avg. 2.9	n=147	16% 39%	30%	31%
	Postcard	Avg. 3.0	n=802	12% 36%	32%	32%
Cost of airfare to/from SUN	Open Link	Avg. 2.8	n=187	17% 43%	25%	32%
	Postcard	Avg. 2.8	n=989	14% 40%	33%	27%

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

		Open Link	Postcard
Not at all important - 1	2026	8%	3%
2	2026	8%	5%
3	2026	20%	17%
4	2026	21%	25%
Very important - 5	2026	44%	51%
Avg.	2026	3.8	4.1
n=	2026	203	1,079

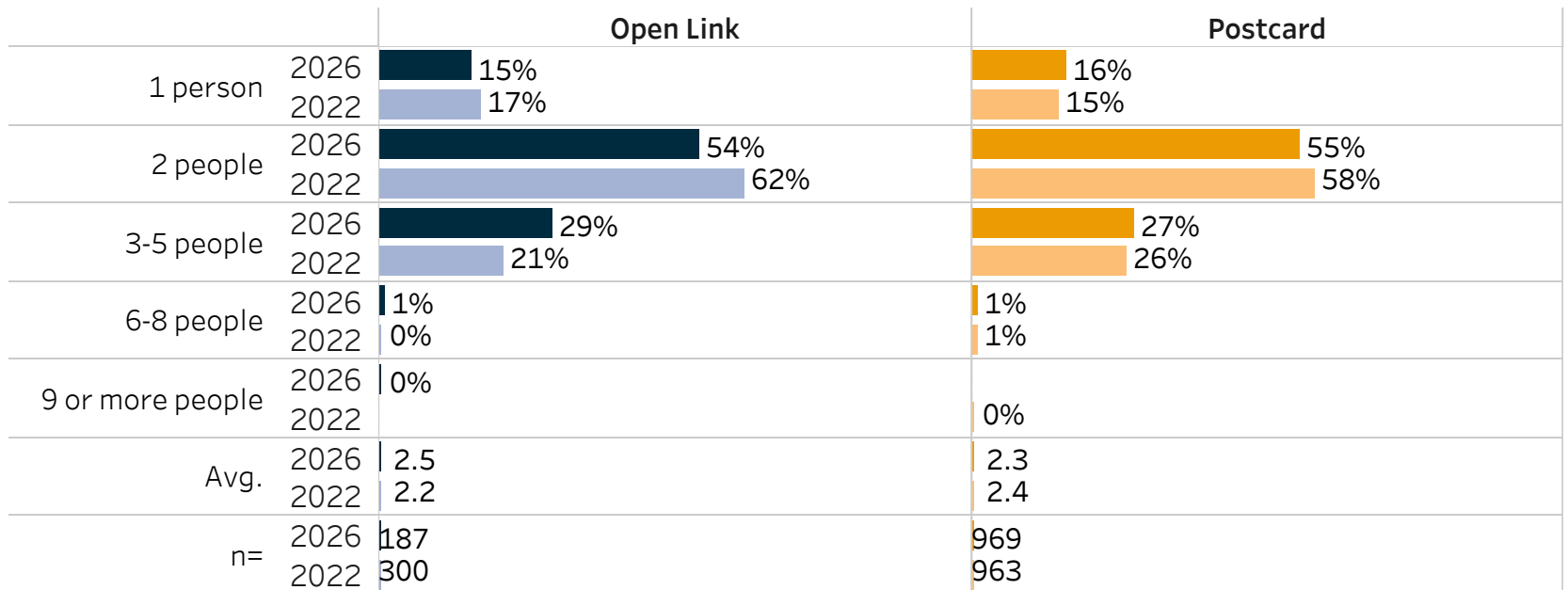
How often do you fly out of the Sun Valley (SUN) airport?

		Open Link	Postcard
More than 2x per month	2026	2%	4%
Once per month	2026	12%	10%
Once every three months	2026	40%	33%
Once every six months	2026	14%	24%
Once a year	2026	25%	20%
Never	2026	6%	9%
n=	2026	203	1,079

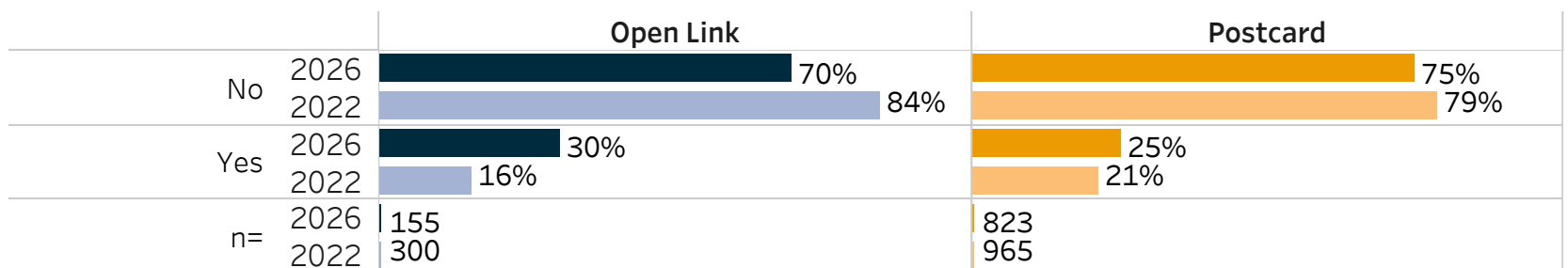
Which of the following best describes your employment status?

		Open Link	Postcard
Work 8 months or more a year in the local Wood River Valley area	2026	45%	35%
Retired	2026	30%	38%
My employer is outside of the local area, but I work remotely from the Wood River Valley	2026	12%	12%
Homemaker	2026	4%	2%
Work 7 or fewer months a year in the local Wood River Valley Area	2026	3%	3%
Unemployed and/or looking for work	2026	0%	1%
Other	2026	5%	9%
n=	2026	202	1,068

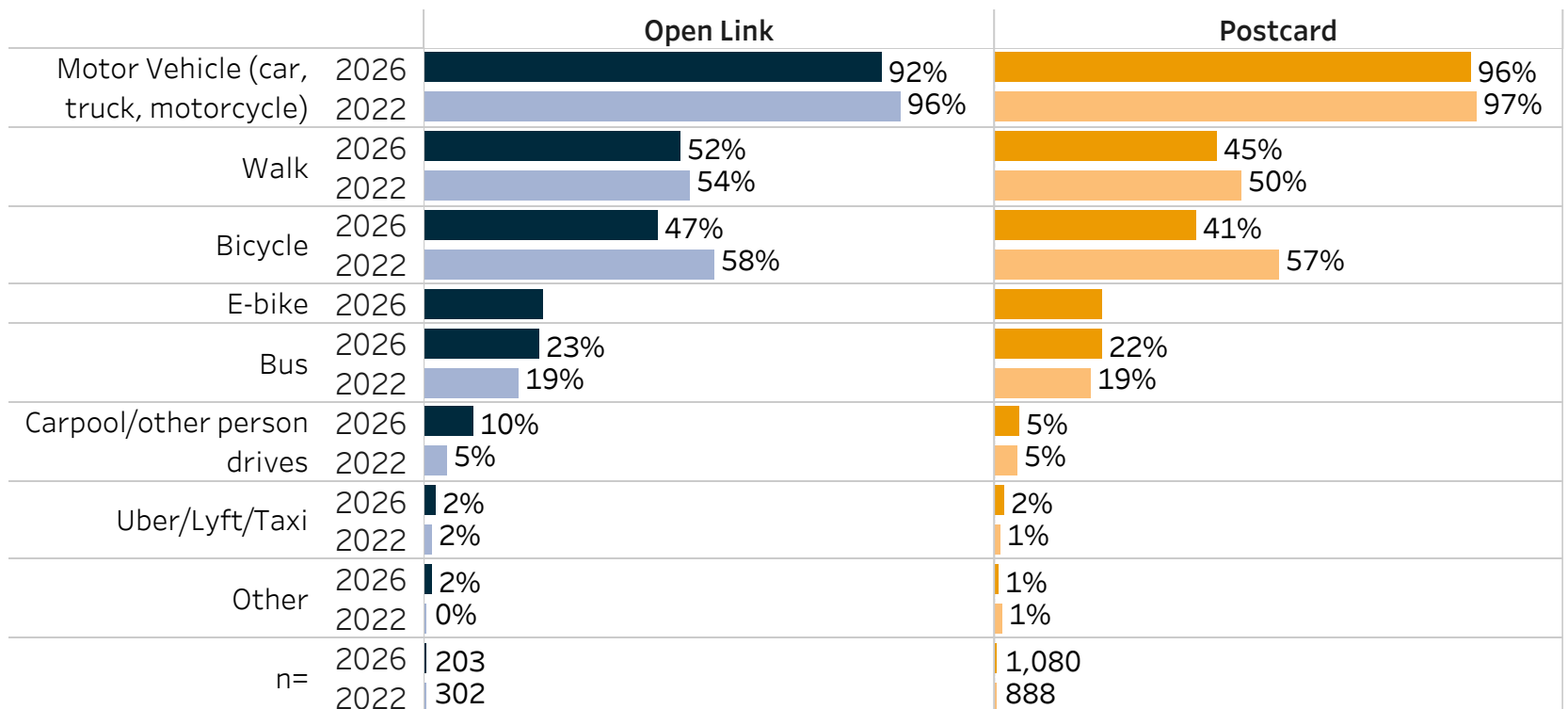
Including yourself, how many people live in your household?



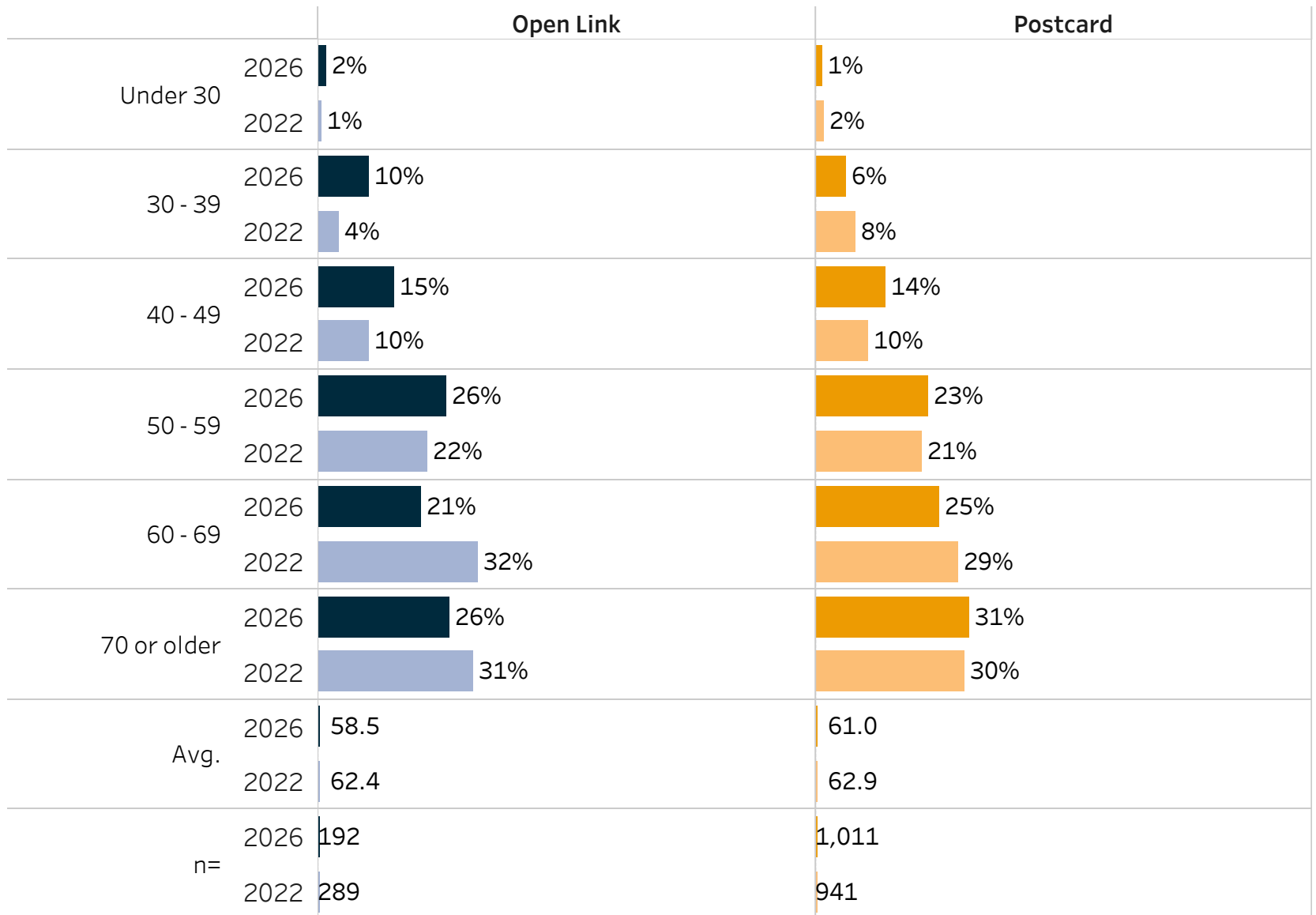
Are there children in your household under 18 years old?



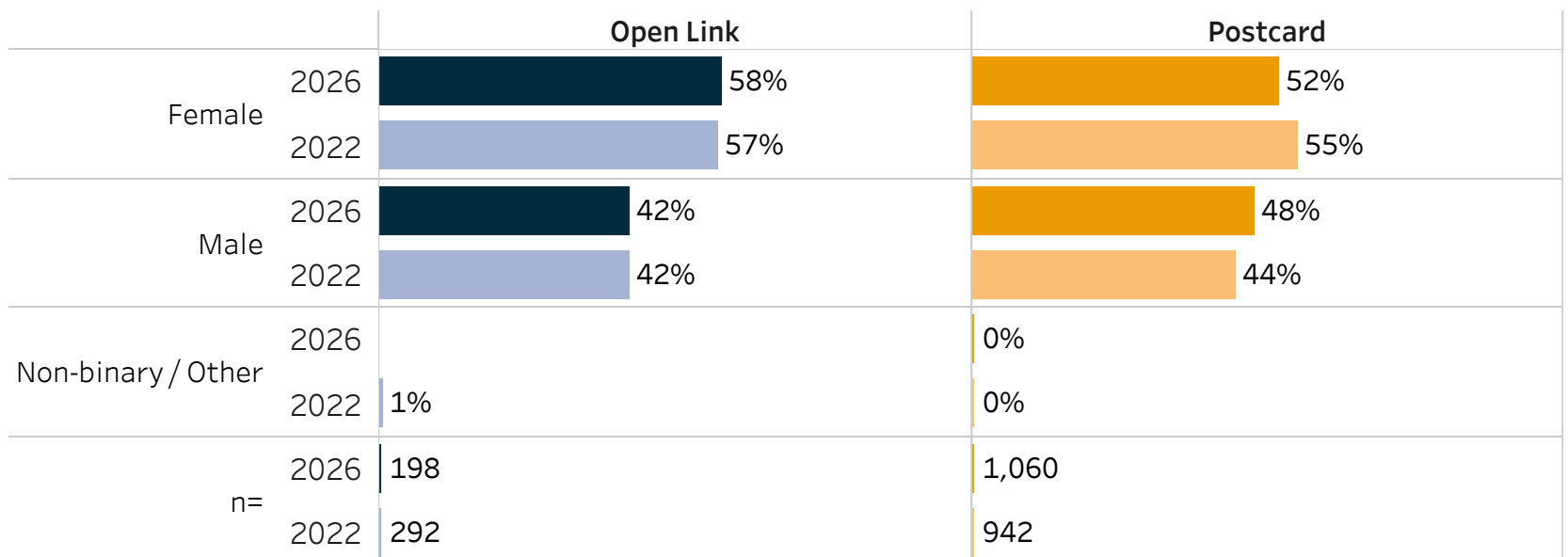
How do you typically get around the Wood River Valley? CHECK ALL THAT APPLY



Age of Respondent



Please indicate the gender with which you identify:



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

		Open Link		Postcard	
White	2026	96%	96%	96%	96%
	2022	96%	96%	97%	97%
American Indian or Alaska Native	2026	2%	2%	1%	1%
	2022	1%	1%	0%	0%
Asian	2026	1%	1%	1%	1%
	2022	1%	1%	1%	1%
Hispanic or Latino	2026	1%	1%	1%	1%
	2022	0%	0%	1%	1%
Black or African American	2026	0%	0%	0%	0%
	2022	0%	0%	0%	0%
Native Hawaiian or Other Pacific Islander	2026	0%	0%	0%	0%
	2022	0%	0%	0%	0%
More than one race	2026	2%	2%	1%	1%
	2022	1%	1%	1%	1%
Other race/ethnicity	2026	1%	1%	1%	1%
	2022	3%	3%	1%	1%
n=	2026	187	187	1,017	1,017
	2022	289	289	928	928

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

		Open Link		Postcard	
Under \$25,000	2026	0%	0%	1%	1%
	2022	1%	1%	1%	1%
\$25,000 - \$49,999	2026	3%	3%	4%	4%
	2022	5%	5%	4%	4%
\$50,000 - \$99,999	2026	13%	13%	14%	14%
	2022	12%	12%	16%	16%
\$100,000 - \$149,999	2026	17%	17%	16%	16%
	2022	19%	19%	17%	17%
\$150,000 - \$199,999	2026	16%	16%	14%	14%
	2022	9%	9%	11%	11%
\$200,000 - \$299,999	2026	16%	16%	12%	12%
	2022	14%	14%	11%	11%
\$300,000 - \$499,999	2026	6%	6%	10%	10%
	2022	8%	8%	8%	8%
\$500,000 or more	2026	9%	9%	11%	11%
	2022	14%	14%	12%	12%
Prefer not to respond	2026	20%	20%	18%	18%
	2022	19%	19%	21%	21%
n=	2026	199	199	1,058	1,058
	2022	288	288	936	936