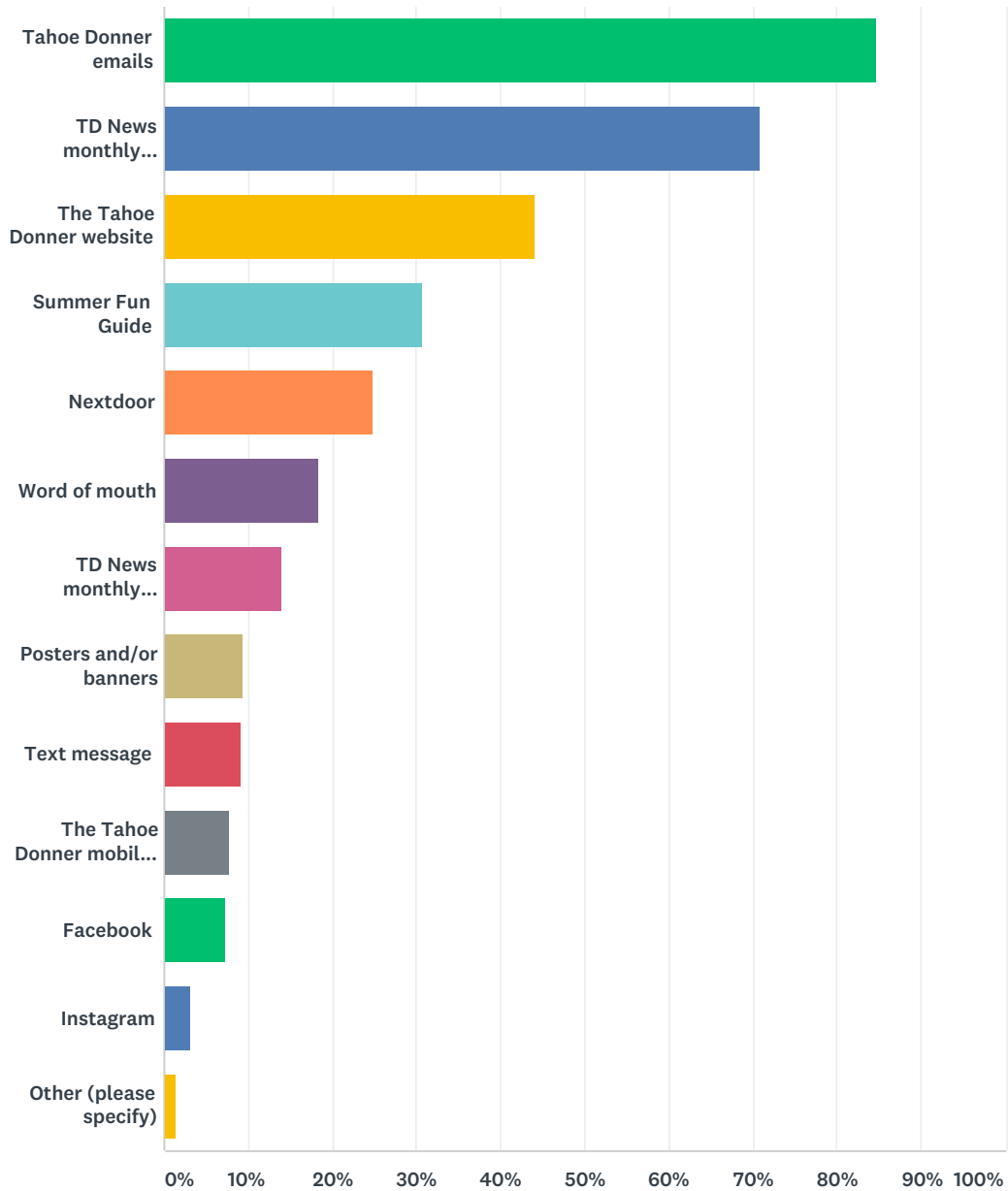


# Q1 How do you currently get information about Tahoe Donner? (Check all that apply)

Answered: 1,919 Skipped: 1



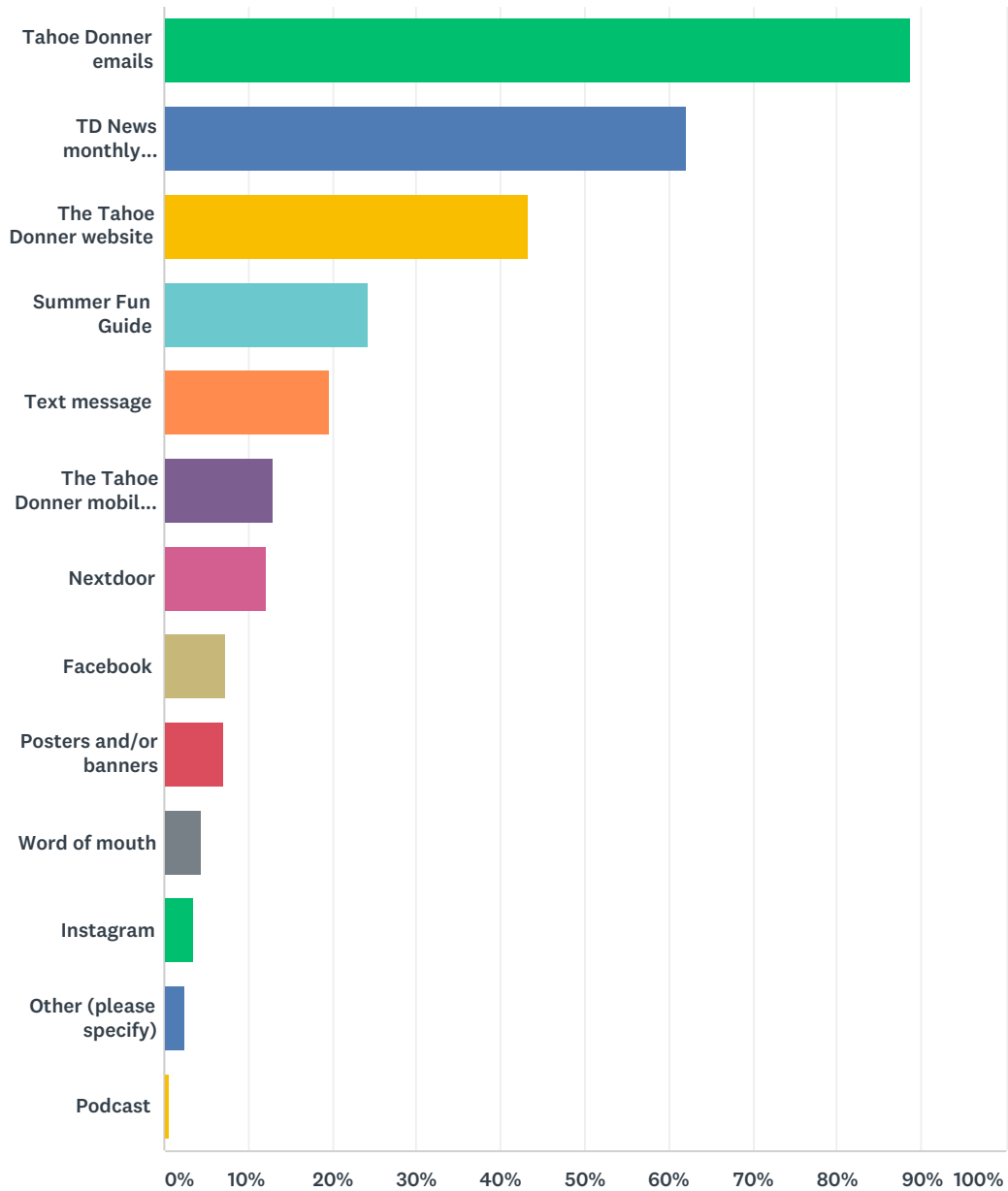
ANSWER CHOICES	RESPONSES	
Tahoe Donner emails	84.68%	1,625
TD News monthly magazine IN PRINT	70.92%	1,361
The Tahoe Donner website	44.24%	849
Summer Fun Guide	30.85%	592
Nextdoor	24.96%	479

## Communication Preferences Survey

Word of mouth	18.39%	353
TD News monthly magazine DIGITALLY/ONLINE	14.02%	269
Posters and/or banners	9.33%	179
Text message	9.12%	175
The Tahoe Donner mobile app	7.76%	149
Facebook	7.40%	142
Instagram	3.13%	60
Other (please specify)	1.46%	28
Total Respondents: 1,919		

## Q2 How do you prefer to receive communications from Tahoe Donner? (Check all that apply)

Answered: 1,916 Skipped: 4



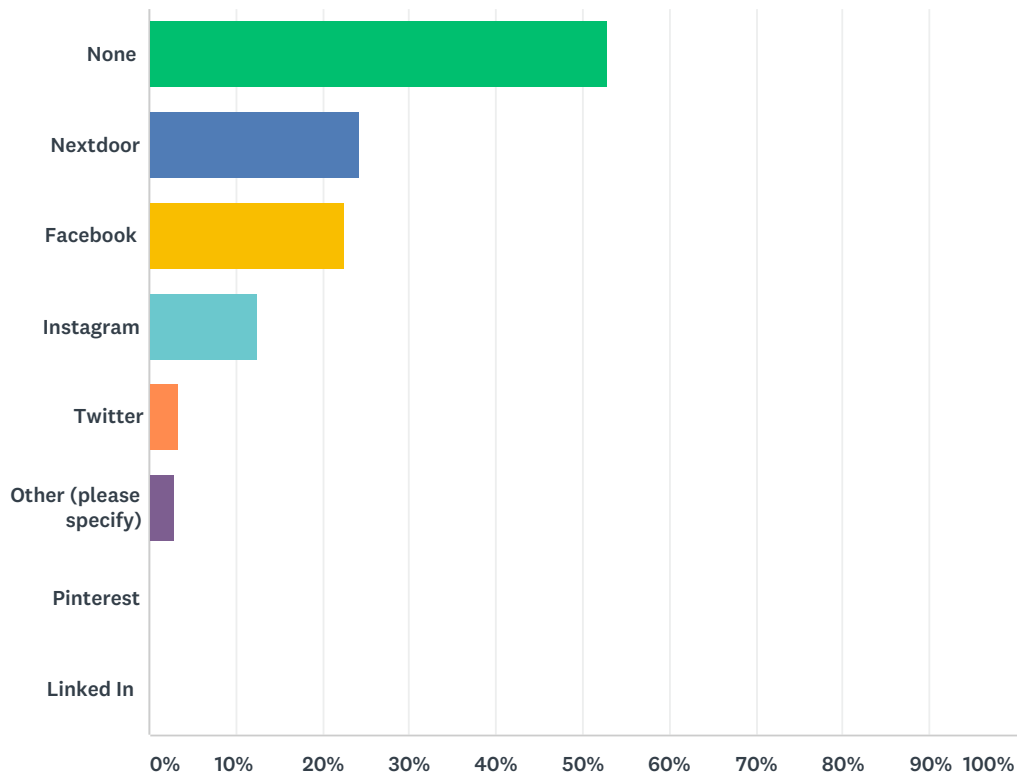
ANSWER CHOICES	RESPONSES	
Tahoe Donner emails	88.73%	1,700
TD News monthly magazine	62.11%	1,190
The Tahoe Donner website	43.22%	828
Summer Fun Guide	24.32%	466
Text message	19.62%	376

## Communication Preferences Survey

The Tahoe Donner mobile app	12.94%	248
Nextdoor	12.06%	231
Facebook	7.36%	141
Posters and/or banners	7.05%	135
Word of mouth	4.49%	86
Instagram	3.65%	70
Other (please specify)	2.56%	49
Podcast	0.68%	13
Total Respondents: 1,916		

### Q3 On which social media channels would you like to receive information about Tahoe Donner?

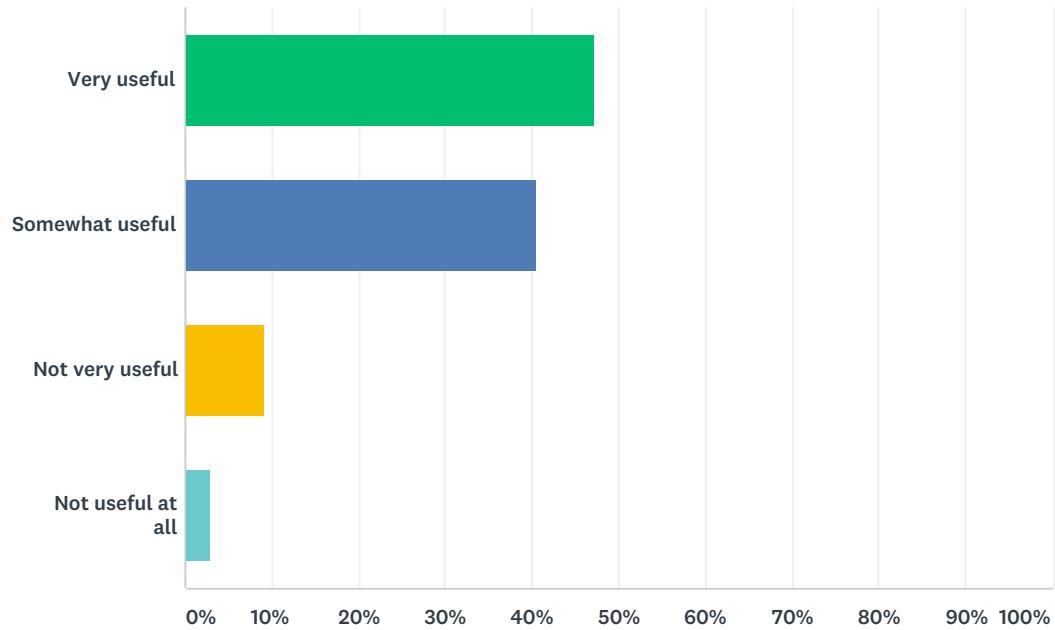
Answered: 1,890 Skipped: 30



ANSWER CHOICES	RESPONSES	
None	52.91%	1,000
Nextdoor	24.23%	458
Facebook	22.70%	429
Instagram	12.54%	237
Twitter	3.44%	65
Other (please specify)	2.91%	55
Pinterest	0.00%	0
Linked In	0.00%	0
Total Respondents: 1,890		

## Q4 How useful is TD News (magazine) to you?

Answered: 1,884 Skipped: 36



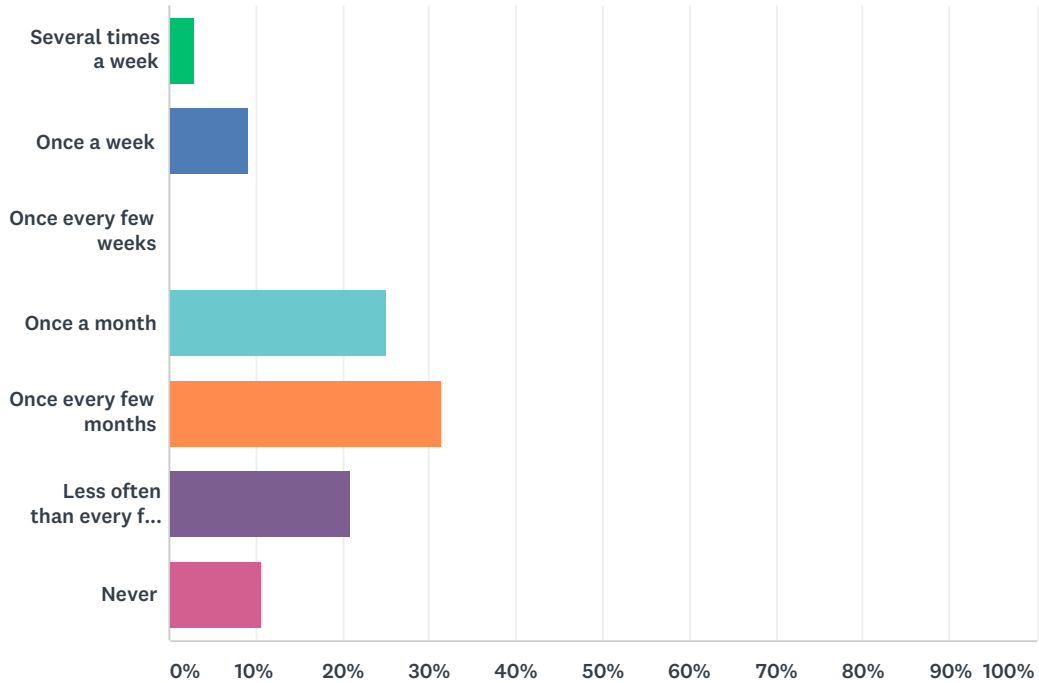
ANSWER CHOICES	RESPONSES	
Very useful	47.19%	889
Somewhat useful	40.61%	765
Not very useful	9.24%	174
Not useful at all	2.97%	56
TOTAL		1,884

## Q5 What changes would you like to see, if any, in the TD News magazine?

Answered: 878 Skipped: 1,042

## Q6 How often do you visit the Tahoe Donner website? (check one)

Answered: 1,878 Skipped: 42

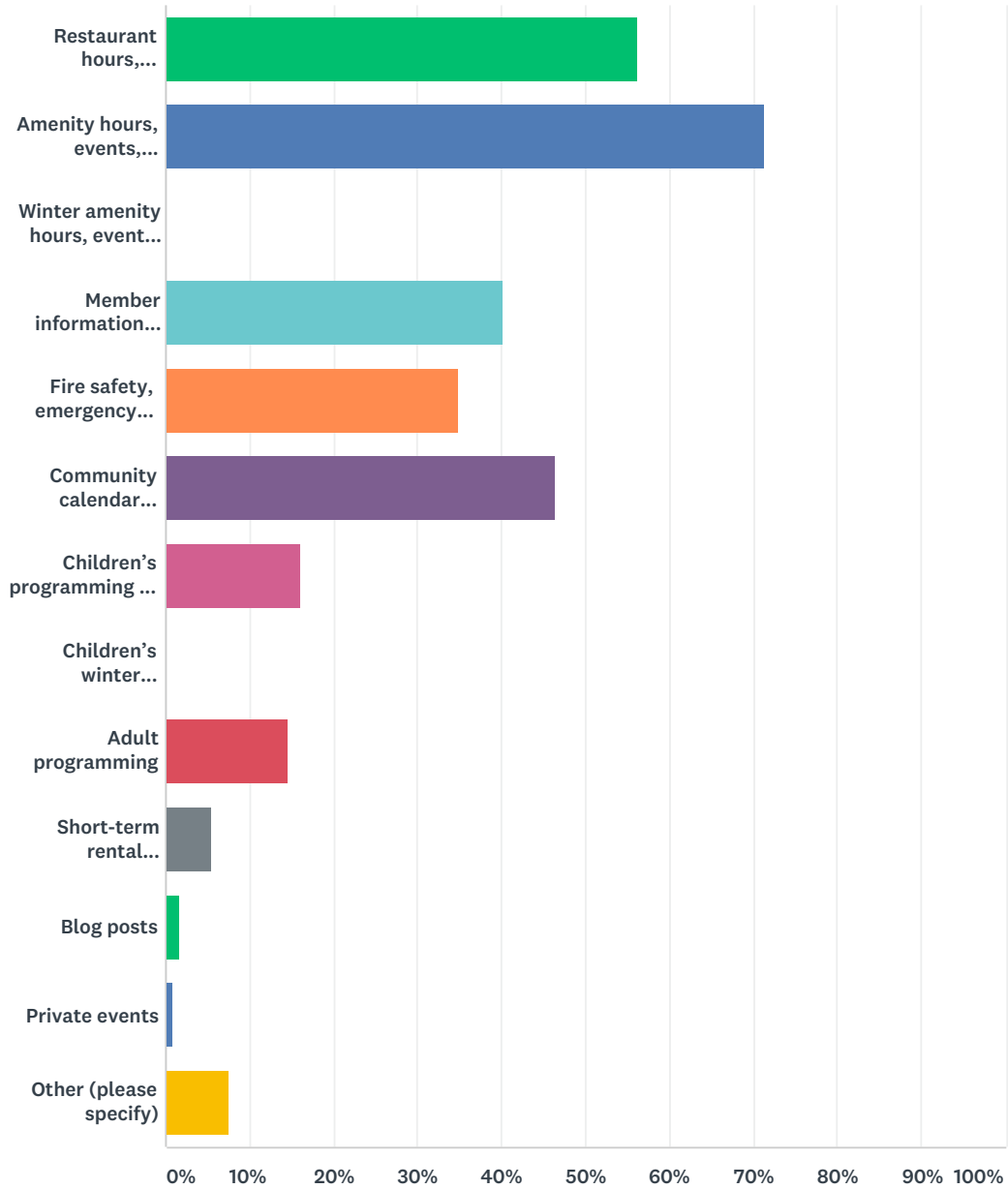


ANSWER CHOICES	RESPONSES	
Several times a week	2.98%	56
Once a week	9.11%	171
Once every few weeks	0.00%	0
Once a month	25.03%	470
Once every few months	31.36%	589
Less often than every few months	20.93%	393
Never	10.60%	199
<b>TOTAL</b>		<b>1,878</b>



## Q7 What do you look for most often on the Tahoe Donner website?

Answered: 1,644 Skipped: 276



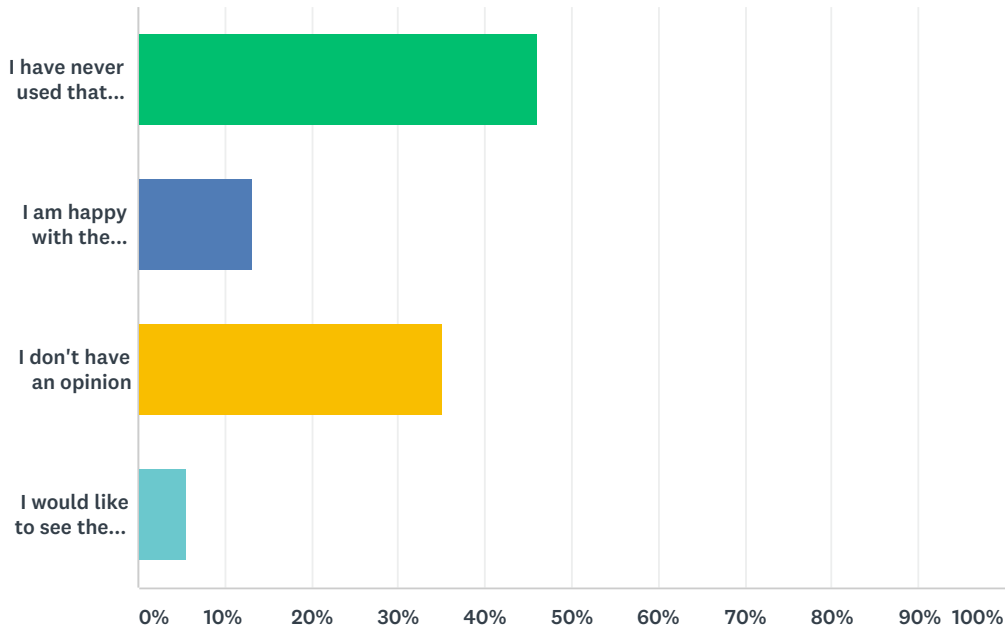
ANSWER CHOICES	RESPONSES	
Restaurant hours, specials, menus, events, etc.	56.20%	924
Amenity hours, events, programs, etc.	71.35%	1,173
Winter amenity hours, events, programs, etc.	0.12%	2
Member information (board meetings, board of directors, covenants, committees, capital projects, etc.)	40.27%	662
Fire safety, emergency preparedness, forestry (defensible space, chipping, fire preparedness)	35.04%	576
Community calendar (news/events)	46.53%	765

## Communication Preferences Survey

Children's programming + camps	16.06%	264
Children's winter programming	0.06%	1
Adult programming	14.66%	241
Short-term rental information	5.35%	88
Blog posts	1.64%	27
Private events	0.91%	15
Other (please specify)	7.60%	125
Total Respondents: 1,644		

## Q8 How can Tahoe Donner improve the Architectural Standards and Covenants sections of the website?

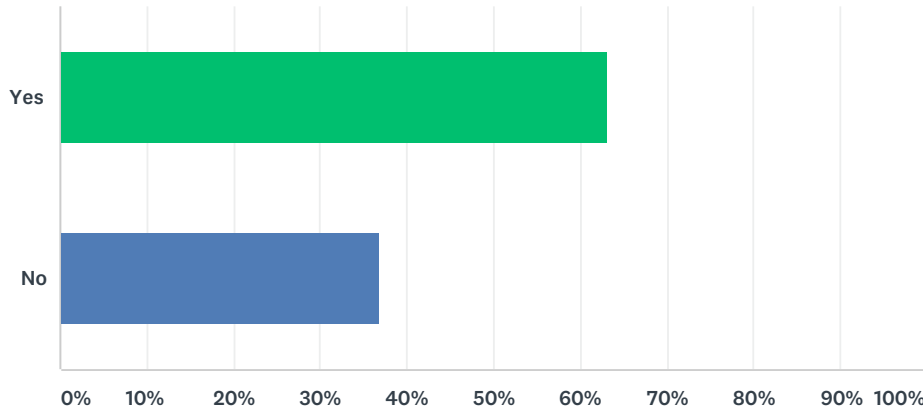
Answered: 1,651 Skipped: 269



ANSWER CHOICES	RESPONSES	
I have never used that section of the website	45.97%	759
I am happy with the current way information is organized	13.14%	217
I don't have an opinion	35.19%	581
I would like to see the following (please specify)	5.69%	94
<b>TOTAL</b>		<b>1,651</b>

Q9 A virtual (online) Town Hall would share progress updates on current developments and hear from the community about issues. Would you be interested in a virtual (online) Town Hall as another method of communication?

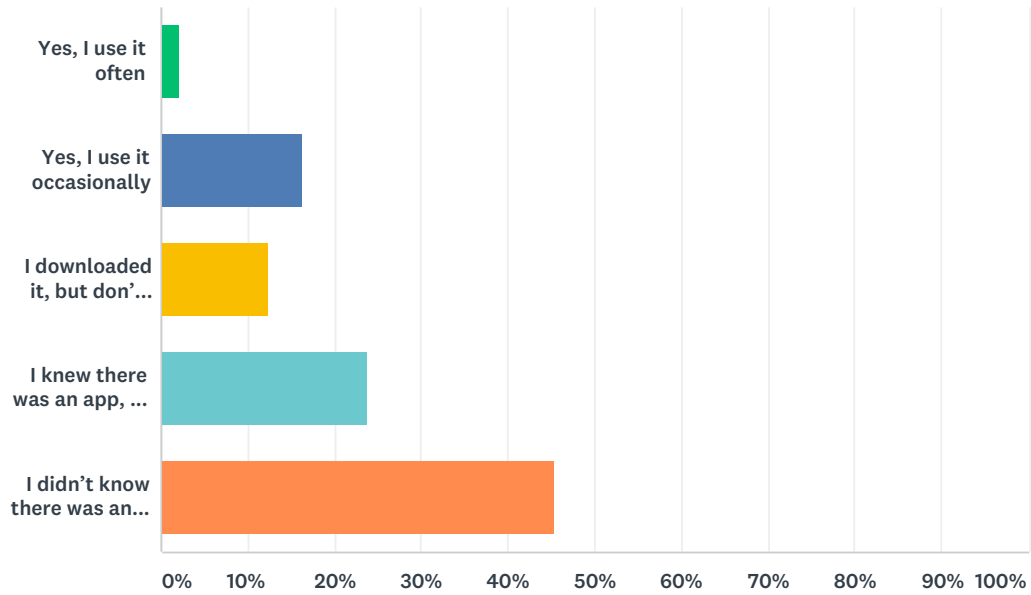
Answered: 1,818 Skipped: 102



ANSWER CHOICES	RESPONSES
Yes	63.09% 1,147
No	36.91% 671
TOTAL	1,818

## Q10 Do you use the Tahoe Donner mobile app?

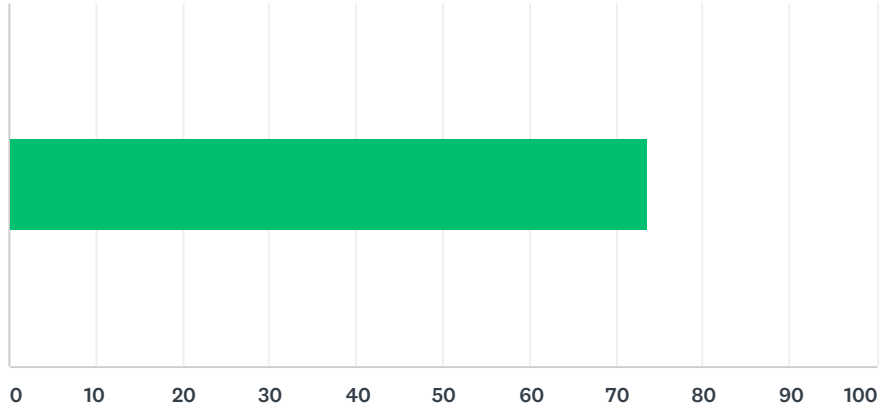
Answered: 1,836 Skipped: 84



ANSWER CHOICES	RESPONSES	
Yes, I use it often	2.18%	40
Yes, I use it occasionally	16.23%	298
I downloaded it, but don't use it	12.25%	225
I knew there was an app, but haven't downloaded it	23.86%	438
I didn't know there was an app	45.48%	835
<b>TOTAL</b>		<b>1,836</b>

# Q11 How would you rate current Tahoe Donner communication efforts?

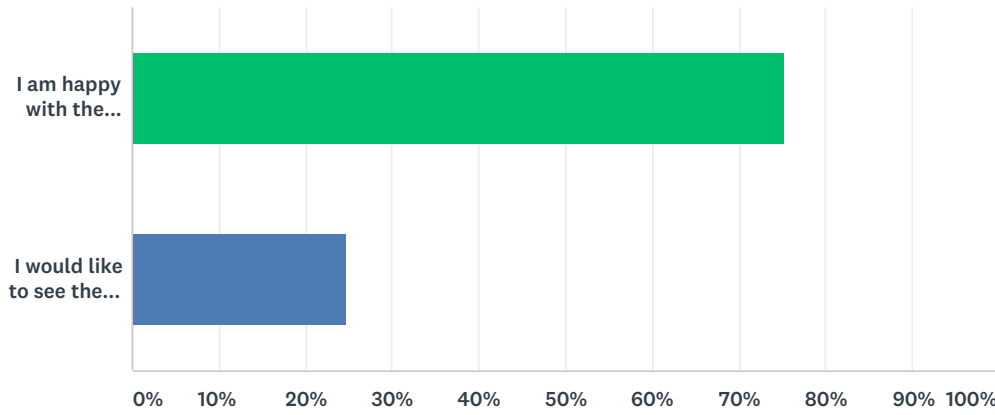
Answered: 1,808 Skipped: 112



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	74	133,159	1,808
Total Respondents: 1,808			

## Q12 How can Tahoe Donner improve communications?

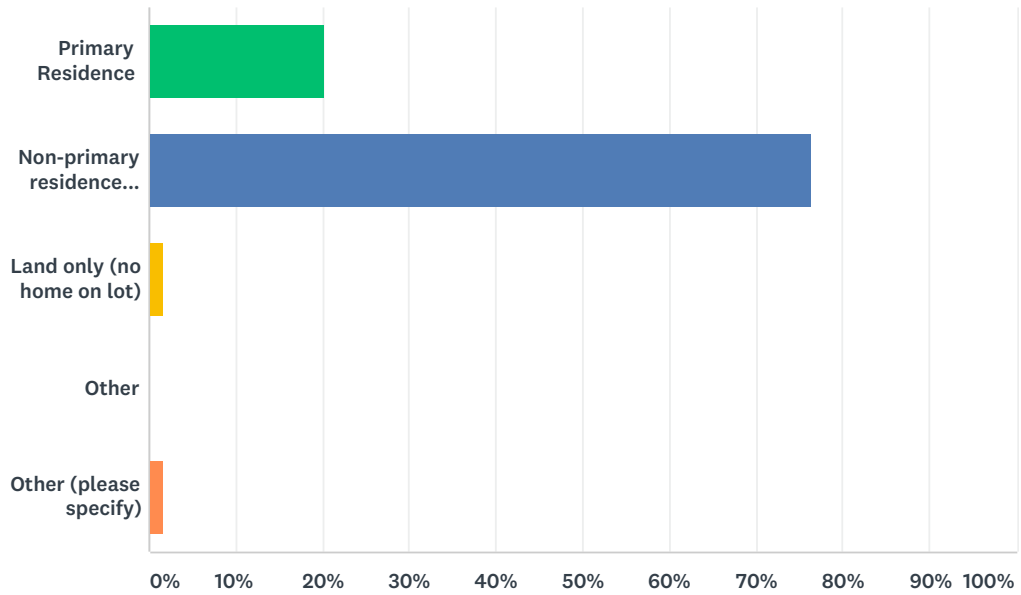
Answered: 1,715 Skipped: 205



ANSWER CHOICES	RESPONSES	
I am happy with the current communications	75.22%	1,290
I would like to see the following (please specify)	24.78%	425
TOTAL		1,715

### Q13 Is your Tahoe Donner property/home your:

Answered: 1,834 Skipped: 86

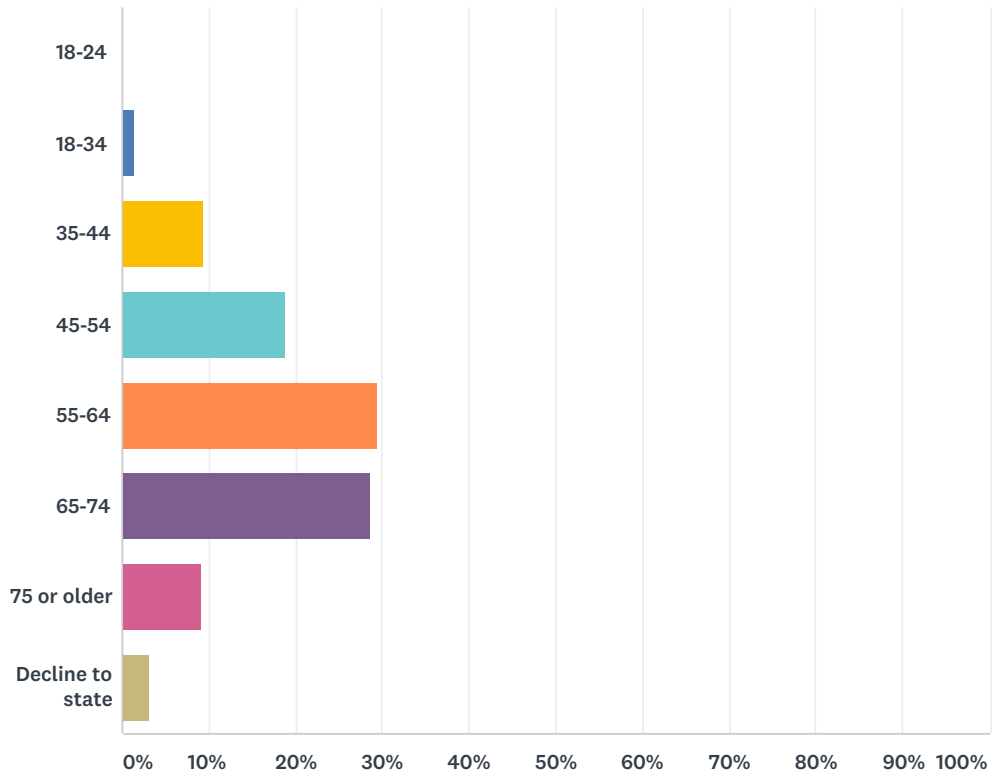


ANSWER CHOICES	RESPONSES	
Primary Residence	20.34%	373
Non-primary residence (additional home or vacation property)	76.28%	1,399
Land only (no home on lot)	1.74%	32
Other	0.05%	1
Other (please specify)	1.58%	29
<b>TOTAL</b>		<b>1,834</b>



## Q14 What is your age?

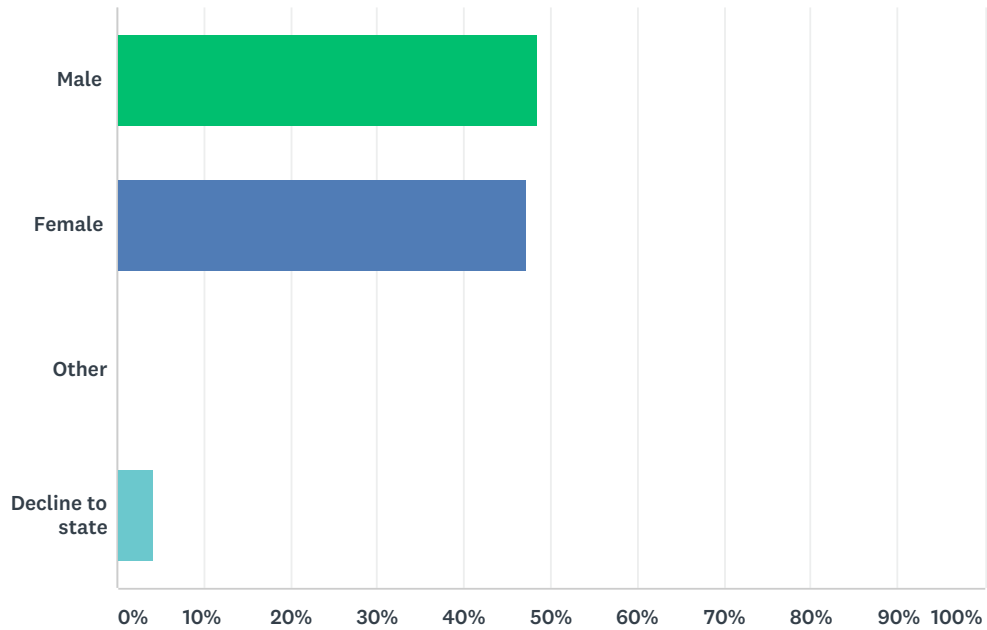
Answered: 1,838 Skipped: 82



ANSWER CHOICES	RESPONSES	
18-24	0.00%	0
18-34	1.52%	28
35-44	9.47%	174
45-54	18.82%	346
55-64	29.43%	541
65-74	28.56%	525
75 or older	9.14%	168
Decline to state	3.05%	56
<b>TOTAL</b>		<b>1,838</b>

## Q15 What is your gender?

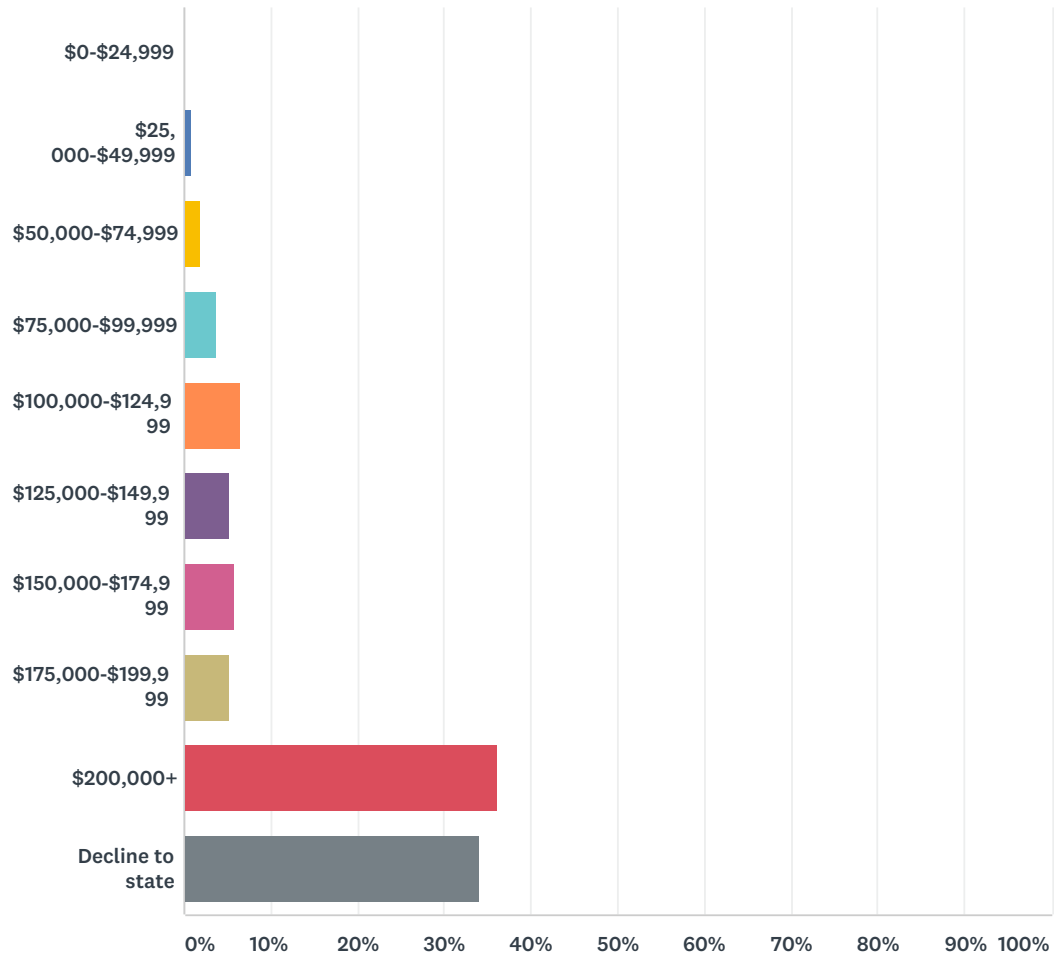
Answered: 1,835 Skipped: 85



ANSWER CHOICES	RESPONSES
Male	48.56% 891
Female	47.36% 869
Other	0.00% 0
Decline to state	4.09% 75
TOTAL	1,835

## Q16 What is your approximate average household income?

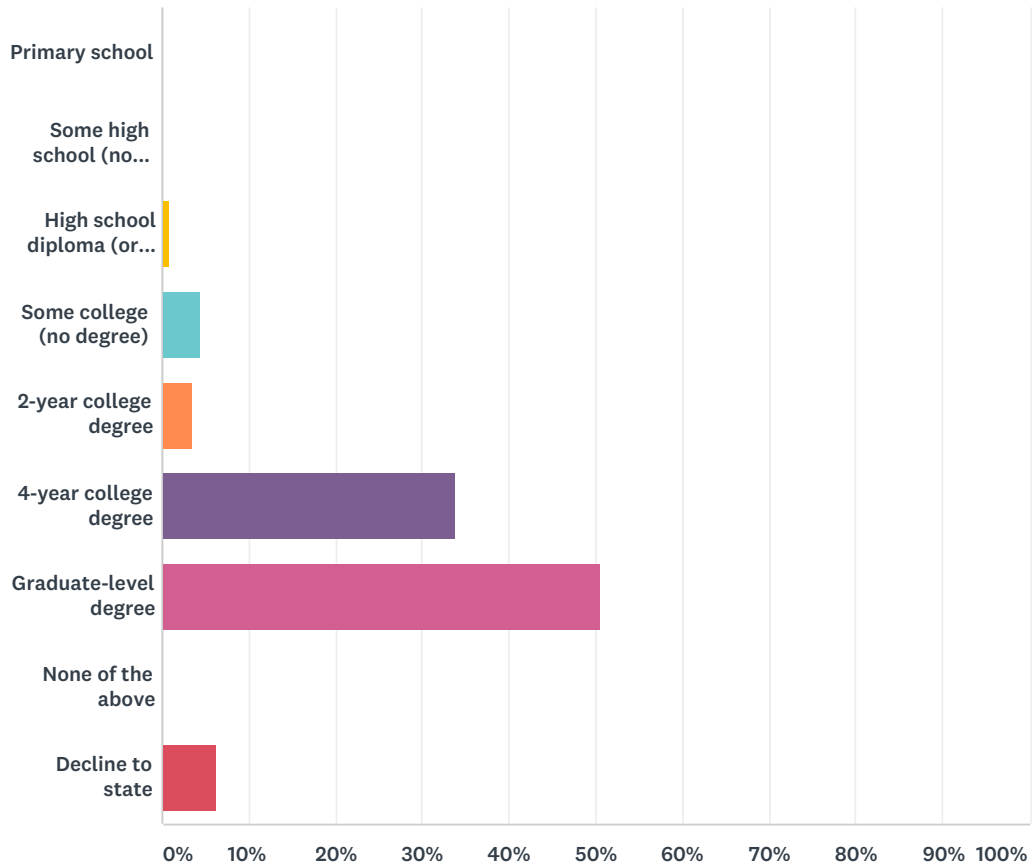
Answered: 1,832 Skipped: 88



ANSWER CHOICES	RESPONSES	
\$0-\$24,999	0.22%	4
\$25,000-\$49,999	0.87%	16
\$50,000-\$74,999	1.97%	36
\$75,000-\$99,999	3.71%	68
\$100,000-\$124,999	6.55%	120
\$125,000-\$149,999	5.29%	97
\$150,000-\$174,999	5.90%	108
\$175,000-\$199,999	5.13%	94
\$200,000+	36.24%	664
Decline to state	34.12%	625
<b>TOTAL</b>		<b>1,832</b>

## Q17 What is your highest level of education?

Answered: 1,838 Skipped: 82



ANSWER CHOICES	RESPONSES	
Primary school	0.05%	1
Some high school (no diploma)	0.05%	1
High school diploma (or GED)	0.92%	17
Some college (no degree)	4.46%	82
2-year college degree	3.54%	65
4-year college degree	33.95%	624
Graduate-level degree	50.65%	931
None of the above	0.11%	2
Decline to state	6.26%	115
<b>TOTAL</b>		<b>1,838</b>