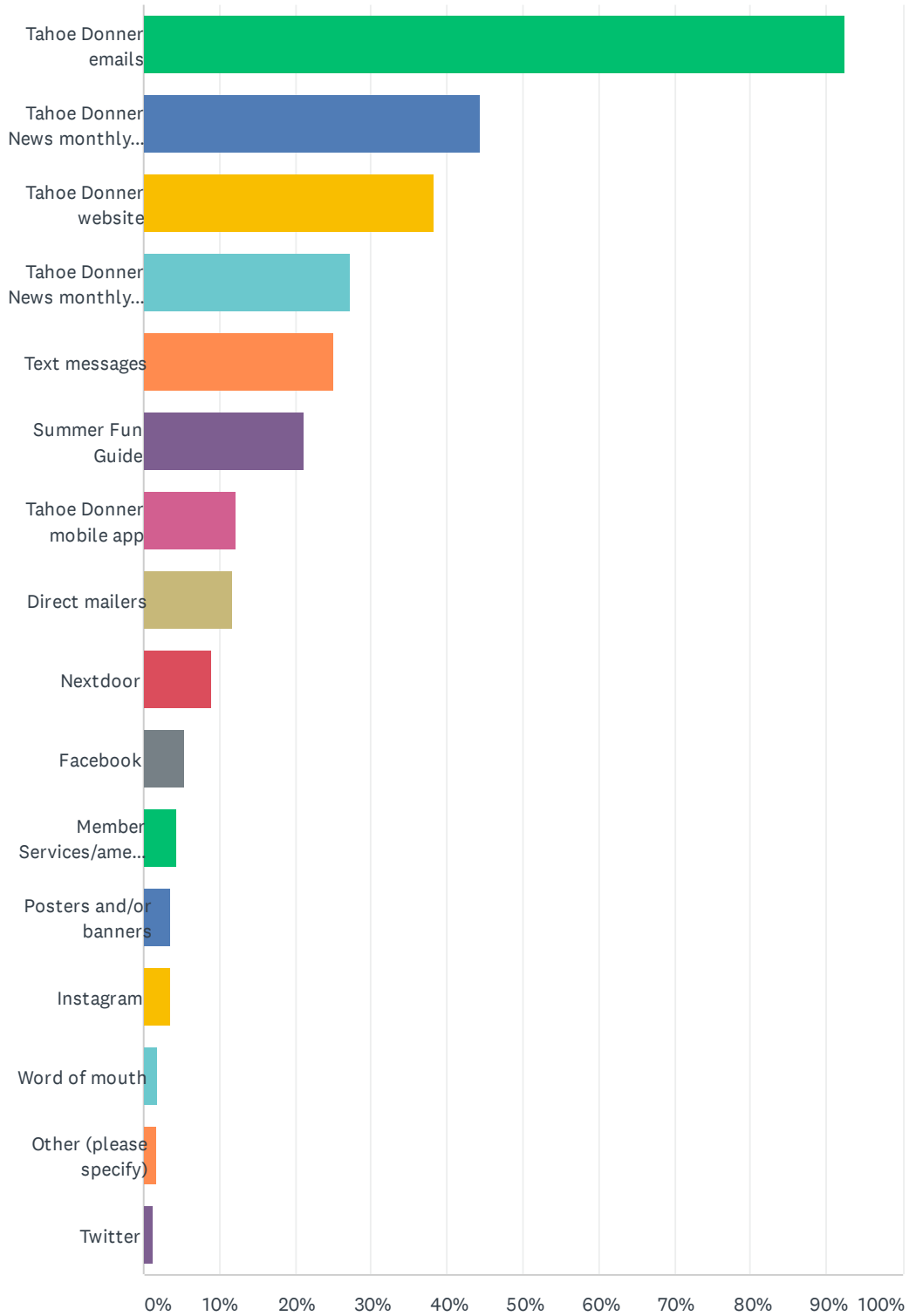


# Q1 How do you prefer to receive communications from Tahoe Donner? Check all that apply.

Answered: 1,975 Skipped: 4

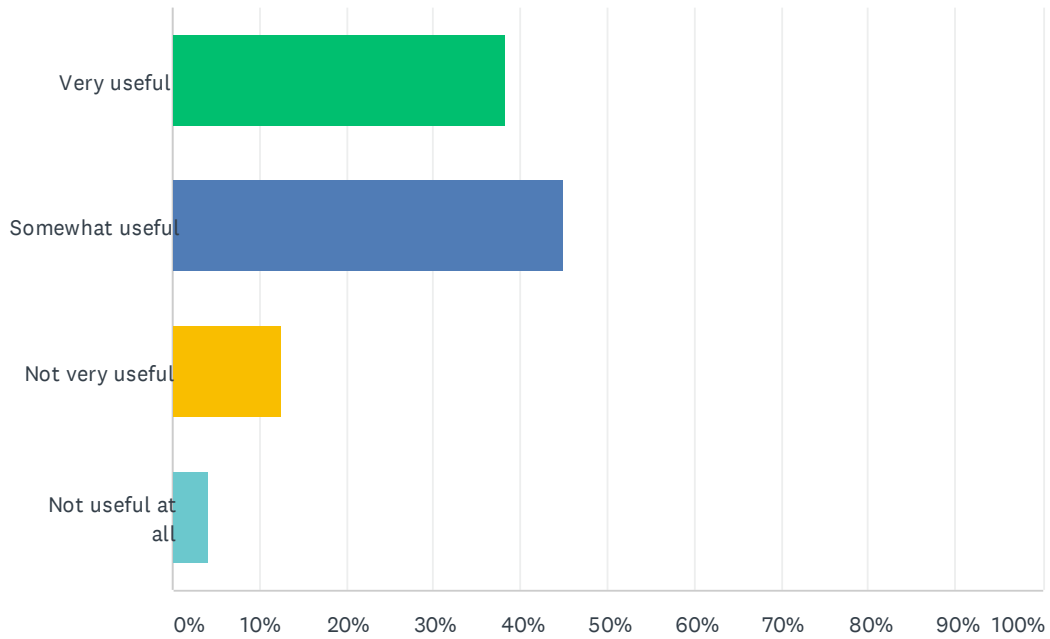


## 2021 Communications Preferences Survey

ANSWER CHOICES	RESPONSES	
Tahoe Donner emails	92.51%	1,827
Tahoe Donner News monthly magazine IN PRINT	44.30%	875
Tahoe Donner website	38.38%	758
Tahoe Donner News monthly magazine DIGITALLY/ONLINE	27.19%	537
Text messages	25.11%	496
Summer Fun Guide	21.11%	417
Tahoe Donner mobile app	12.10%	239
Direct mailers	11.80%	233
Nextdoor	8.91%	176
Facebook	5.37%	106
Member Services/amenity hosts	4.35%	86
Posters and/or banners	3.65%	72
Instagram	3.54%	70
Word of mouth	1.92%	38
Other (please specify)	1.57%	31
Twitter	1.32%	26
Total Respondents: 1,975		

## Q2 How useful is the Tahoe Donner News magazine to you?

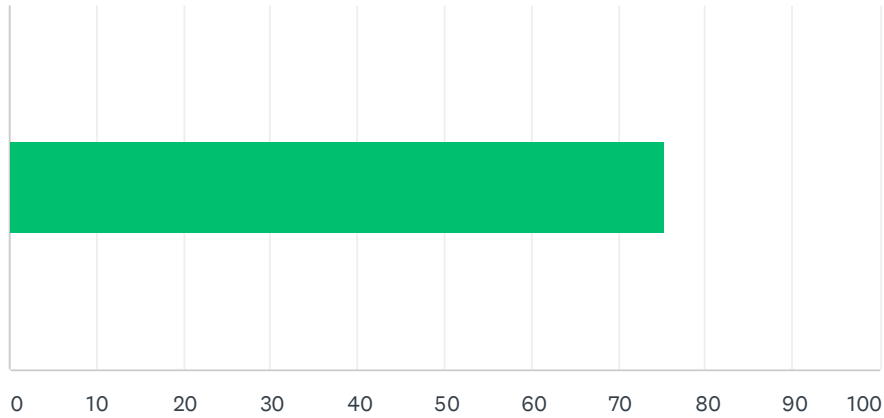
Answered: 1,973 Skipped: 6



ANSWER CHOICES	RESPONSES	
Very useful	38.22%	754
Somewhat useful	45.01%	888
Not very useful	12.57%	248
Not useful at all	4.21%	83
<b>TOTAL</b>		<b>1,973</b>

### Q3 Thinking generally about how well you are kept informed about Tahoe Donner matters that are important to you, how would you rate current Tahoe Donner communication efforts?

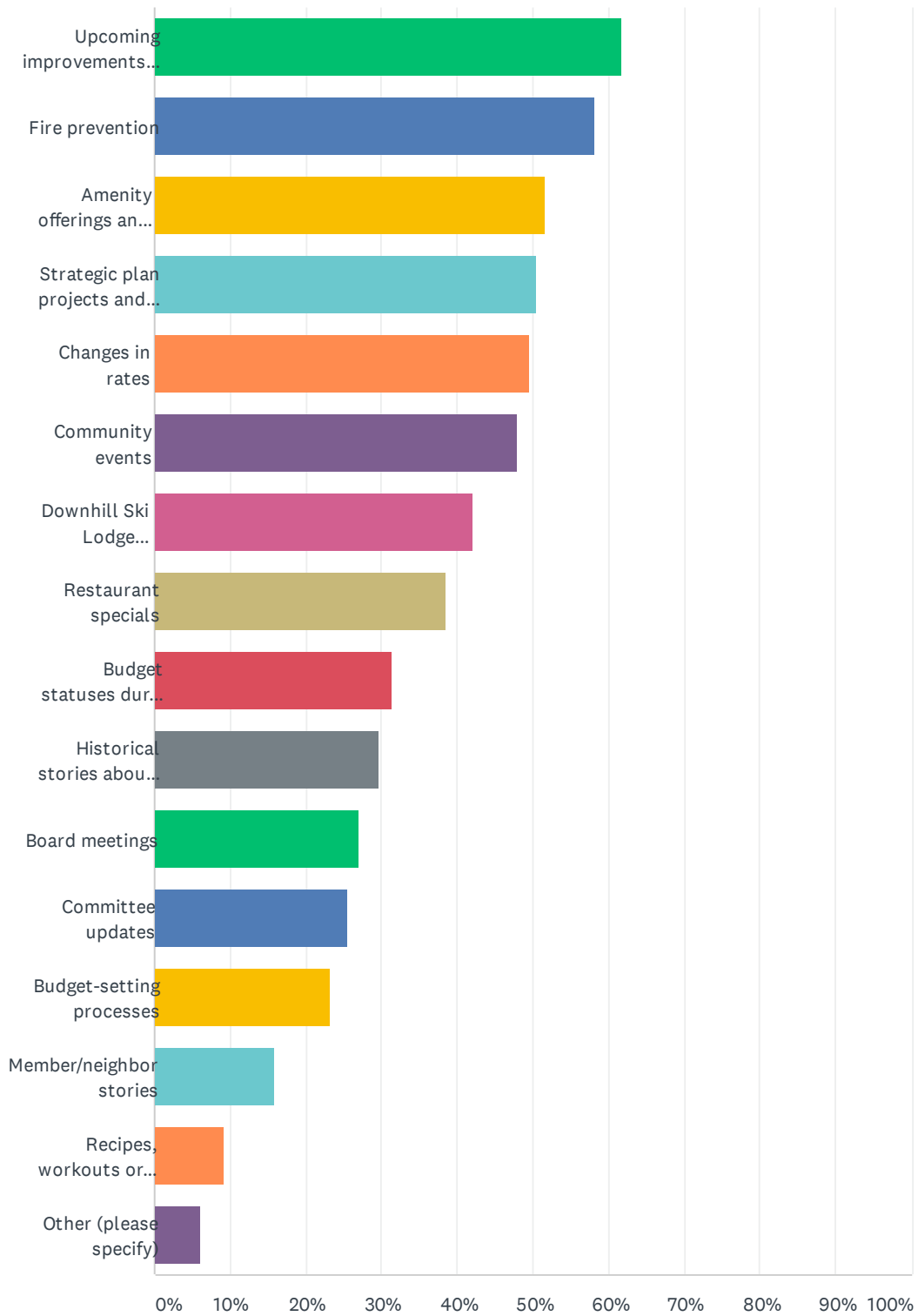
Answered: 1,834 Skipped: 145



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	75	138,135	1,834
Total Respondents: 1,834			

### Q4 In what aspects of Tahoe Donner would you like to see MORE communication? Check all that apply.

Answered: 1,828 Skipped: 151

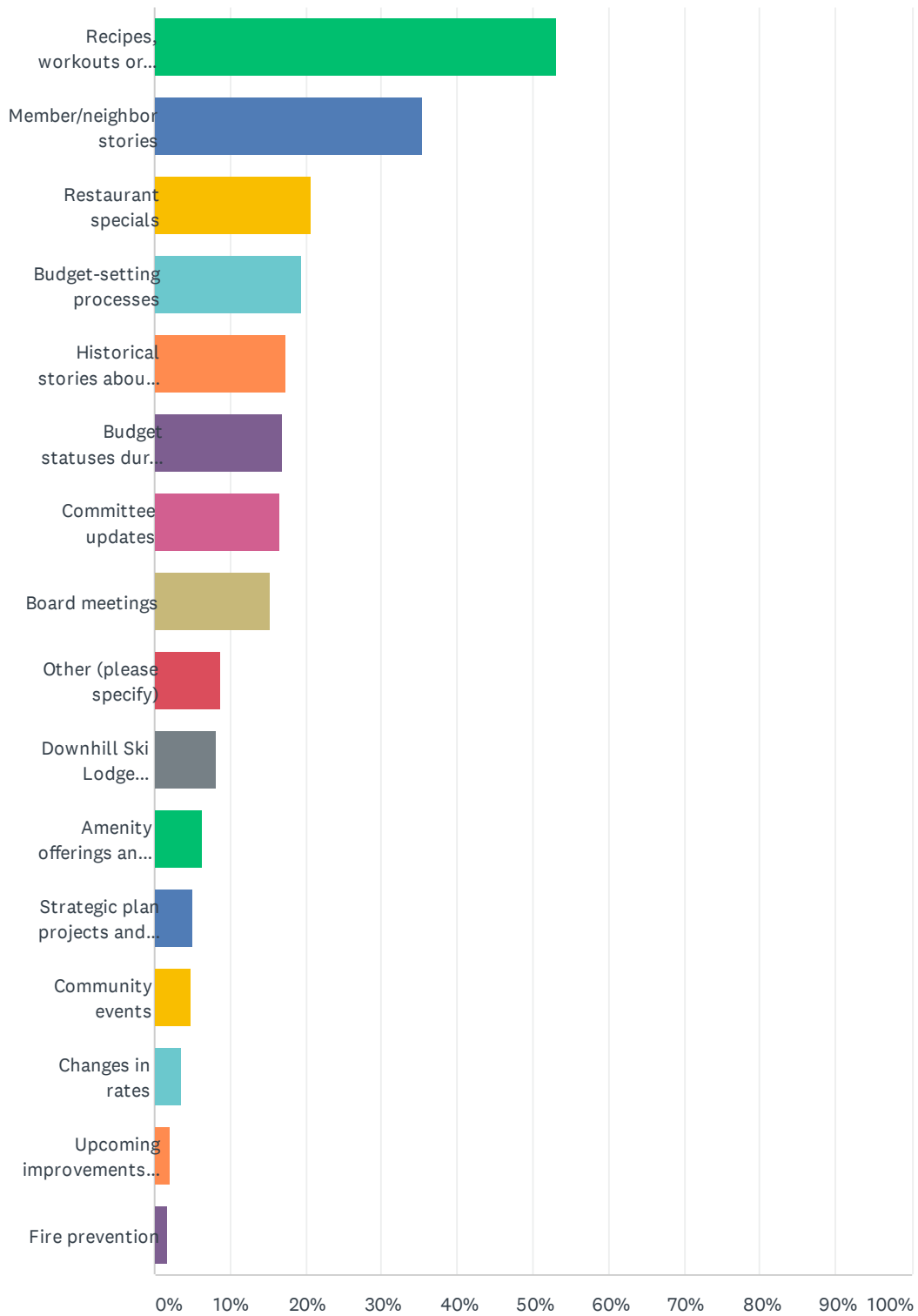


## 2021 Communications Preferences Survey

ANSWER CHOICES	RESPONSES	
Upcoming improvements to the community	61.71%	1,128
Fire prevention	58.26%	1,065
Amenity offerings and hours	51.59%	943
Strategic plan projects and progresses	50.44%	922
Changes in rates	49.51%	905
Community events	47.98%	877
Downhill Ski Lodge Replacement Project	41.96%	767
Restaurant specials	38.57%	705
Budget statuses during the year	31.35%	573
Historical stories about the community	29.76%	544
Board meetings	27.02%	494
Committee updates	25.55%	467
Budget-setting processes	23.30%	426
Member/neighbor stories	15.92%	291
Recipes, workouts or sporting tips	9.14%	167
Other (please specify)	6.13%	112
Total Respondents: 1,828		

### Q5 In what aspects of Tahoe Donner would you like to see LESS communication? Check all that apply.

Answered: 1,197 Skipped: 782



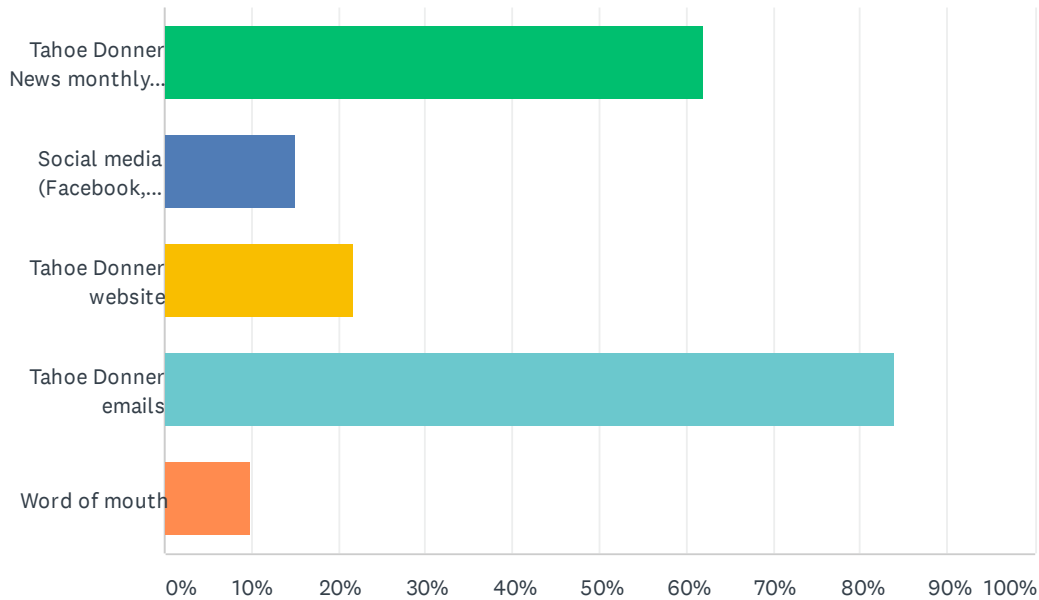
## 2021 Communications Preferences Survey

ANSWER CHOICES	RESPONSES	
Recipes, workouts or sporting tips	53.13%	636
Member/neighbor stories	35.25%	422
Restaurant specials	20.72%	248
Budget-setting processes	19.55%	234
Historical stories about the community	17.46%	209
Budget statuses during the year	16.96%	203
Committee updates	16.46%	197
Board meetings	15.20%	182
Other (please specify)	8.69%	104
Downhill Ski Lodge Replacement Project	8.19%	98
Amenity offerings and hours	6.35%	76
Strategic plan projects and progresses	4.93%	59
Community events	4.85%	58
Changes in rates	3.51%	42
Upcoming improvements to the community	2.17%	26
Fire prevention	1.59%	19
Total Respondents: 1,197		



**Q6 How do you consume news or learn about board meetings, proposed rule changes, budget processes and/or other important information about your community? Check all that apply.**

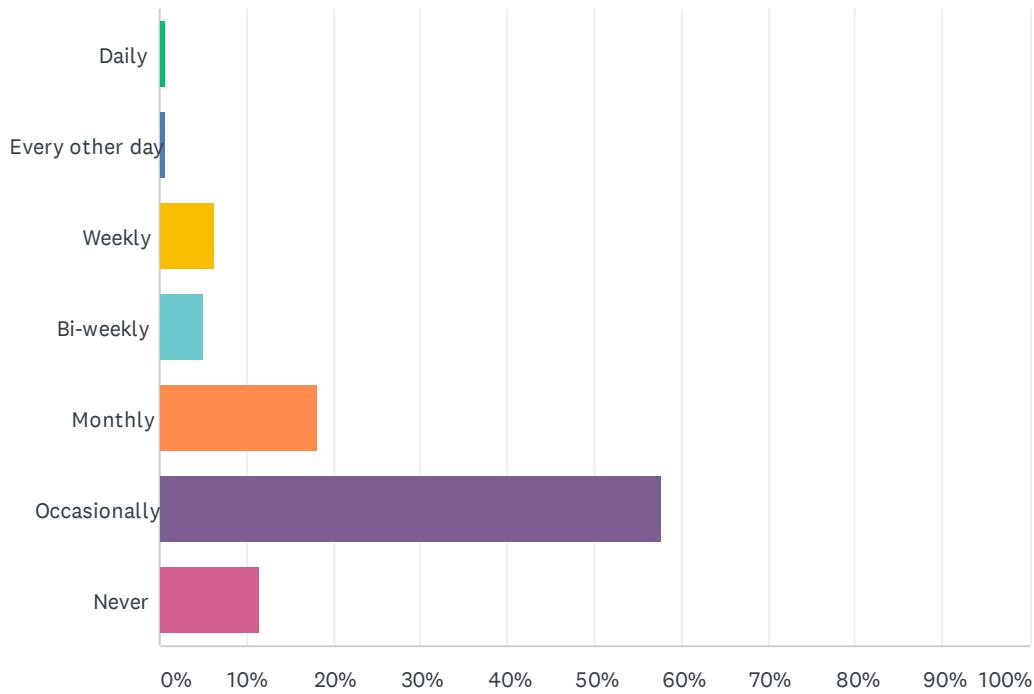
Answered: 1,711 Skipped: 268



ANSWER CHOICES	RESPONSES	
Tahoe Donner News monthly magazine	61.95%	1,060
Social media (Facebook, Nextdoor, etc.)	15.08%	258
Tahoe Donner website	21.86%	374
Tahoe Donner emails	83.87%	1,435
Word of mouth	9.94%	170
Total Respondents: 1,711		

## Q7 Do you access Tahoe Donner governance-related information regularly?

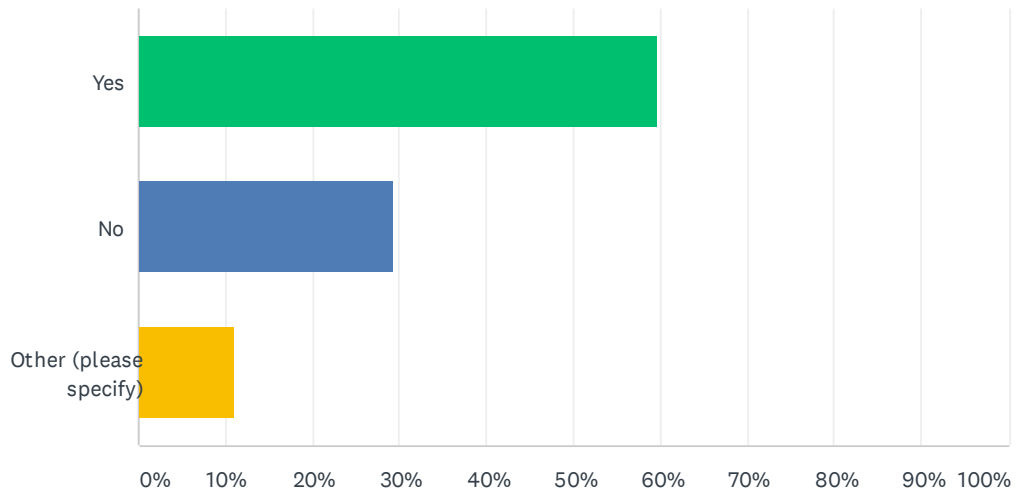
Answered: 1,715 Skipped: 264



ANSWER CHOICES	RESPONSES
Daily	0.70% 12
Every other day	0.52% 9
Weekly	6.24% 107
Bi-weekly	5.01% 86
Monthly	18.19% 312
Occasionally	57.73% 990
Never	11.60% 199
<b>TOTAL</b>	<b>1,715</b>

## Q8 Do you feel that governance-related information about your community is easy, convenient and pleasant to access?

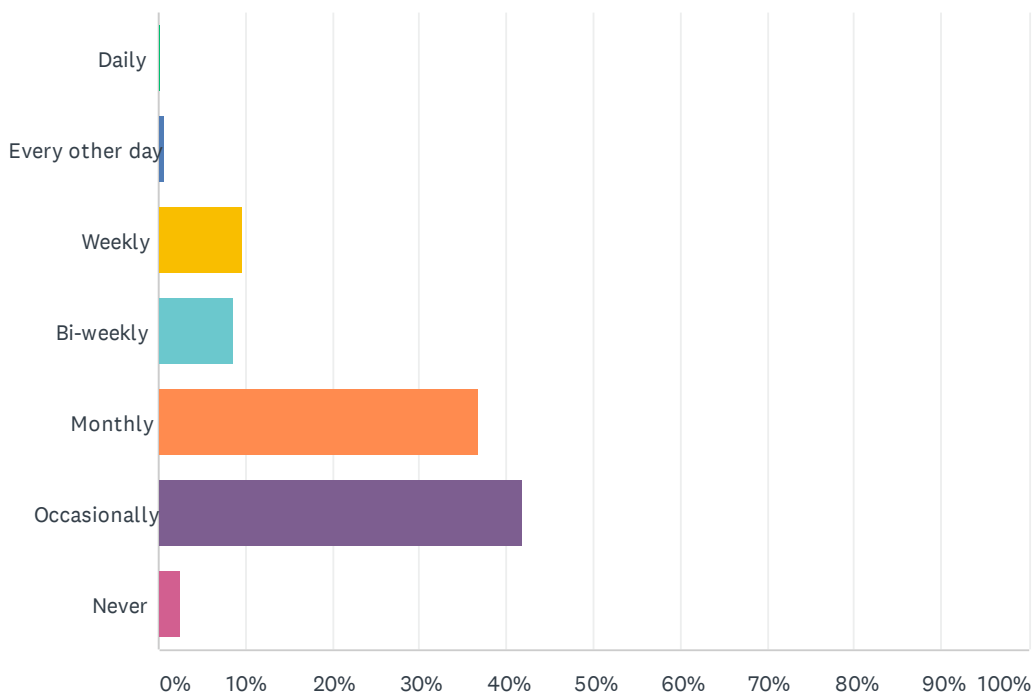
Answered: 1,696 Skipped: 283



ANSWER CHOICES	RESPONSES	
Yes	59.61%	1,011
No	29.30%	497
Other (please specify)	11.08%	188
TOTAL		1,696

## Q9 How frequently would you say that you receive important governance-related communications from Tahoe Donner?

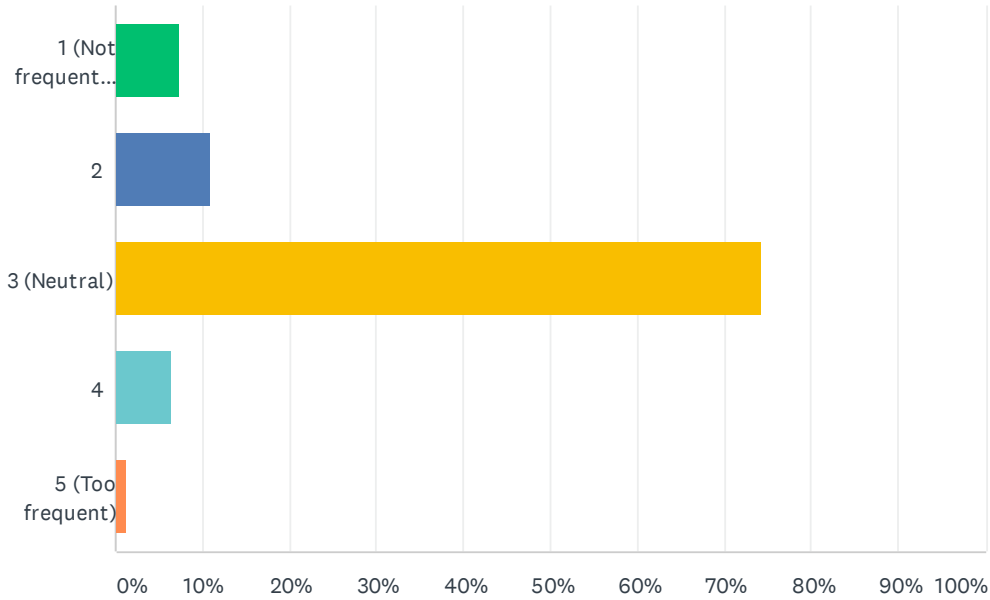
Answered: 1,710 Skipped: 269



ANSWER CHOICES	RESPONSES
Daily	0.18% 3
Every other day	0.58% 10
Weekly	9.53% 163
Bi-weekly	8.48% 145
Monthly	36.78% 629
Occasionally	41.87% 716
Never	2.57% 44
<b>TOTAL</b>	<b>1,710</b>

Q10 On a scale from 1 to 5, with 1 being "not frequent enough" and 100 being "too frequent," finish this sentence: Governance-related communications from Tahoe Donner are...

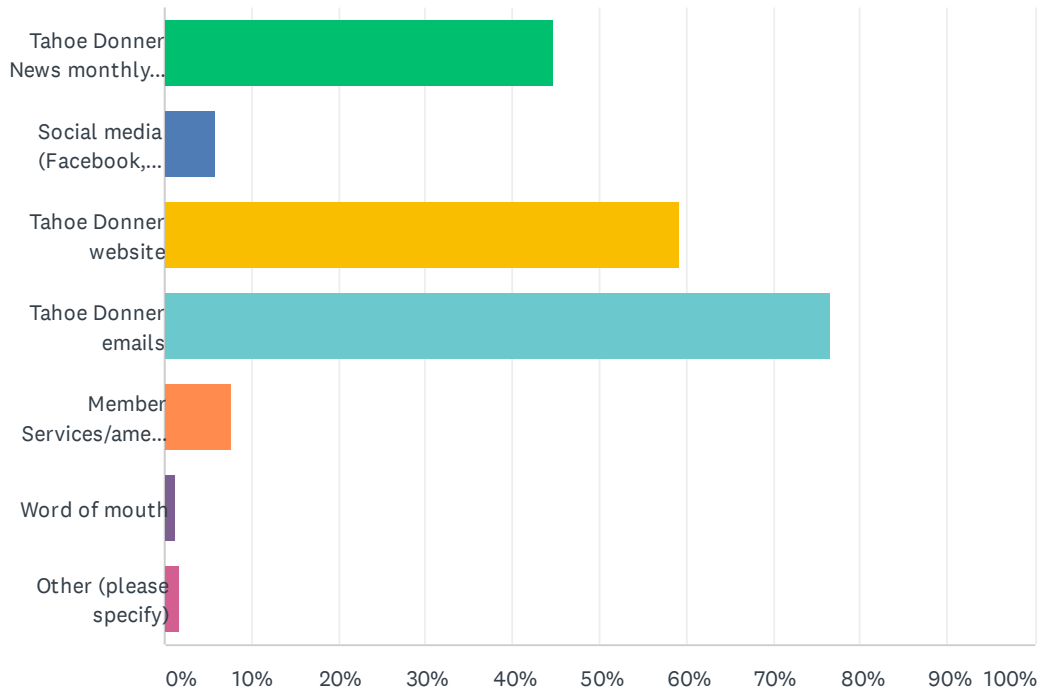
Answered: 1,710 Skipped: 269



ANSWER CHOICES	RESPONSES	
1 (Not frequent enough)	7.25%	124
2	10.88%	186
3 (Neutral)	74.27%	1,270
4	6.43%	110
5 (Too frequent)	1.17%	20
TOTAL		1,710

**Q11 When you need to access information about governance matters pertaining to Tahoe Donner (such as rate increases), where would you PREFER to access it? Check all that apply.**

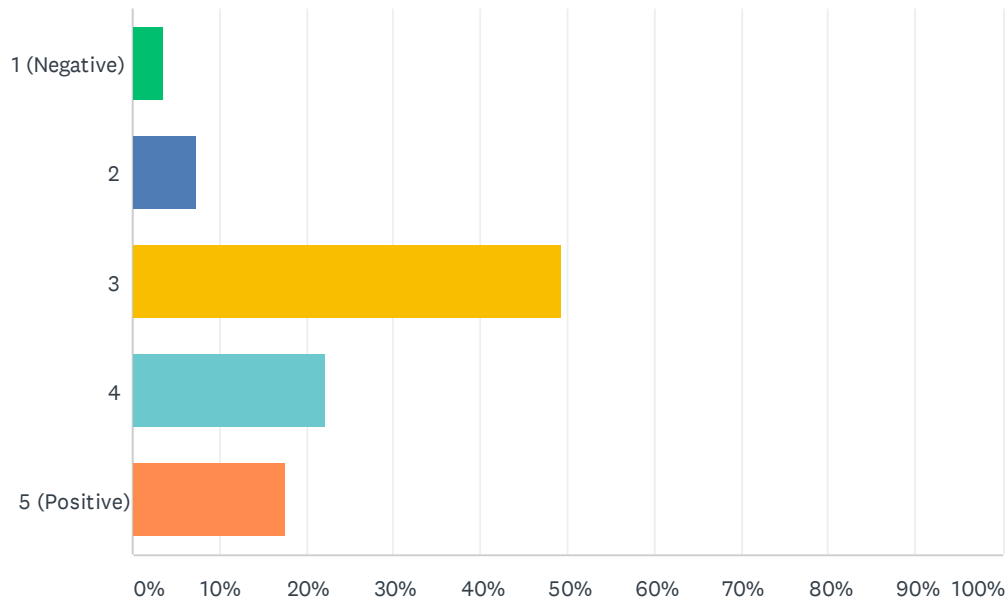
Answered: 1,715 Skipped: 264



ANSWER CHOICES	RESPONSES
Tahoe Donner News monthly magazine	44.78% 768
Social media (Facebook, Nextdoor, etc.)	5.77% 99
Tahoe Donner website	59.18% 1,015
Tahoe Donner emails	76.62% 1,314
Member Services/amenity hosts	7.64% 131
Word of mouth	1.17% 20
Other (please specify)	1.57% 27
Total Respondents: 1,715	

## Q12 Regarding governance topics, do you experience a positive or negative impression of Tahoe Donner when they contact you?

Answered: 1,693 Skipped: 286



ANSWER CHOICES	RESPONSES	
1 (Negative)	3.60%	61
2	7.32%	124
3	49.32%	835
4	22.21%	376
5 (Positive)	17.54%	297
TOTAL		1,693

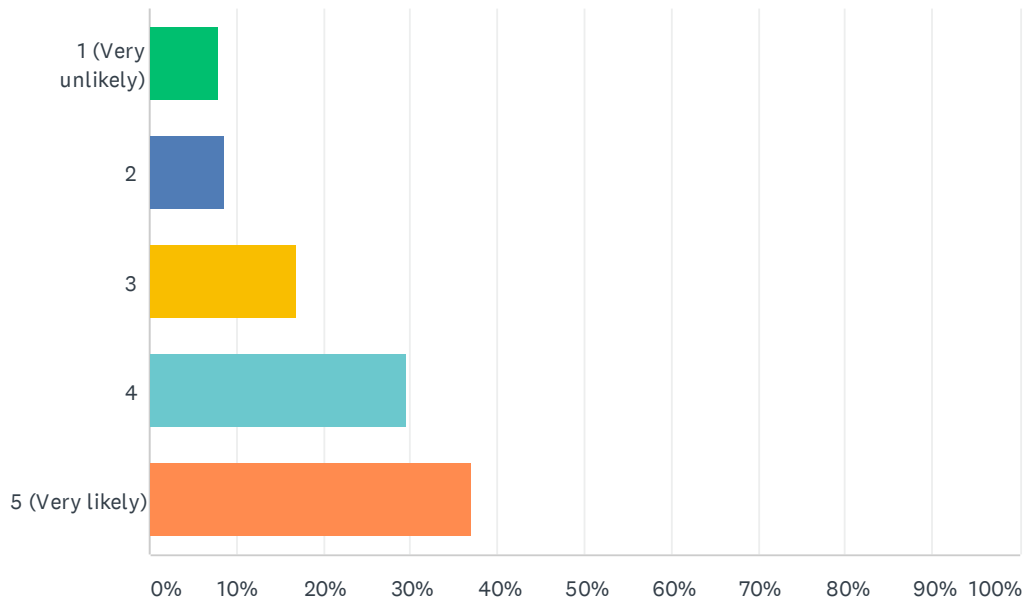
**Q13 What, if anything, would you change about the way Tahoe Donner communicates important governance-related community news to you?  
Why, or to what purpose, would these changes serve you?**

Answered: 750 Skipped: 1,229



## Q14 How likely are you to read information about key governance issues like rate increases, budget matters and capital projects?

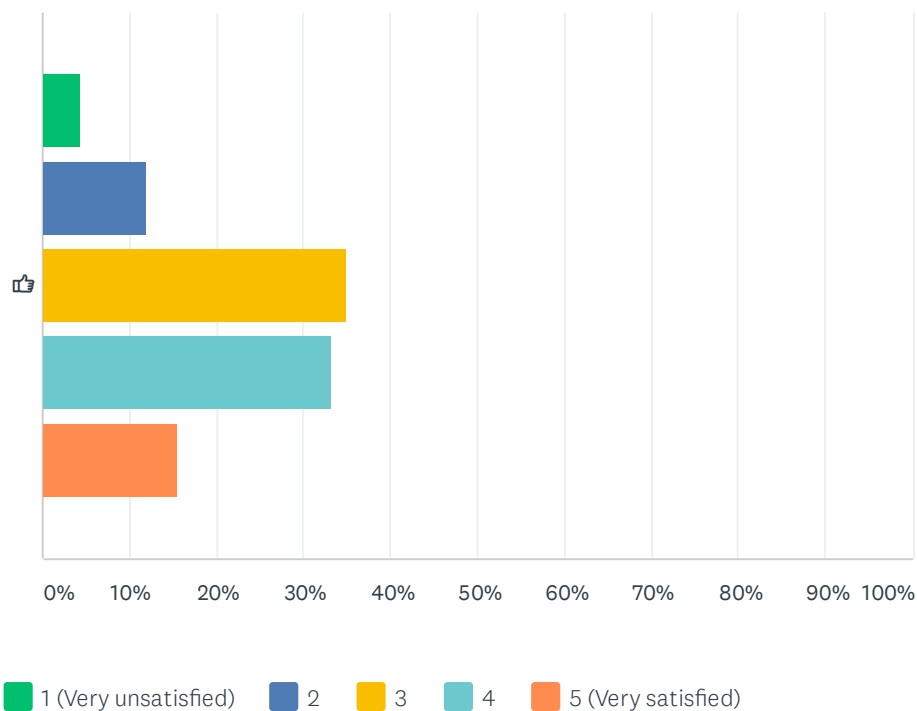
Answered: 1,707 Skipped: 272



ANSWER CHOICES	RESPONSES	
1 (Very unlikely)	7.97%	136
2	8.61%	147
3	16.93%	289
4	29.53%	504
5 (Very likely)	36.97%	631
TOTAL		1,707

### Q15 How satisfied are you with the amount of information you receive from Tahoe Donner about key governance issues like board meetings, rule changes, rate increases, budget matters and capital projects?

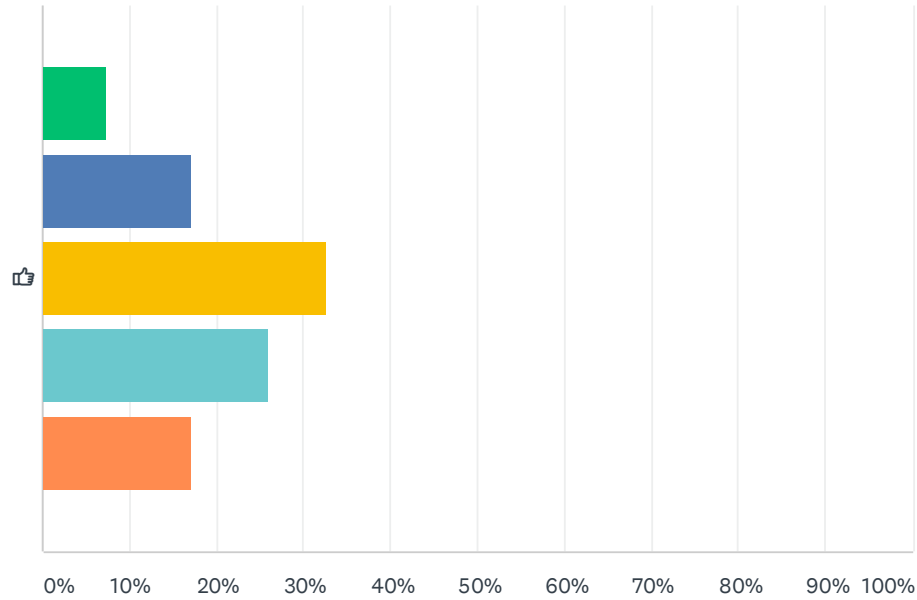
Answered: 1,705 Skipped: 274



	1 (VERY UNSATISFIED)	2	3	4	5 (VERY SATISFIED)	TOTAL	WEIGHTED AVERAGE
👍	4.40%	11.91%	34.96%	33.20%	15.54%	1,705	3.44
	75	203	596	566	265		

### Q16 Do you feel like you are adequately informed about ways to give feedback to Tahoe Donner about key governance issues like rule changes, rate increases, budget matters and capital projects?

Answered: 1,692 Skipped: 287

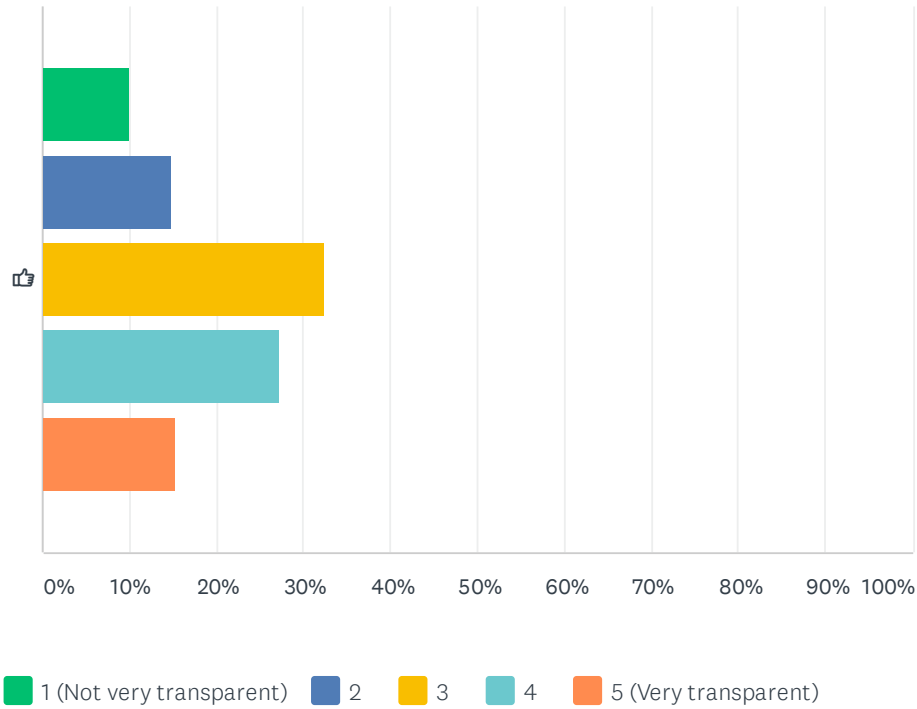


■ 1 (Inadequately informed) 
 ■ 2 
 ■ 3 
 ■ 4 
 ■ 5 (Adequately informed)

	1 (INADEQUATELY INFORMED)	2	3	4	5 (ADEQUATELY INFORMED)	TOTAL	WEIGHTED AVERAGE
👍	7.33% 124	17.08% 289	32.57% 551	25.89% 438	17.14% 290	1,692	3.28

Q17 On a scale from 1 to 5, with 1 being “not very transparent” and 5 being “very transparent,” how would you describe Tahoe Donner's transparency related to key governance issues like rate increases, budget matters and capital projects?

Answered: 1,697 Skipped: 282



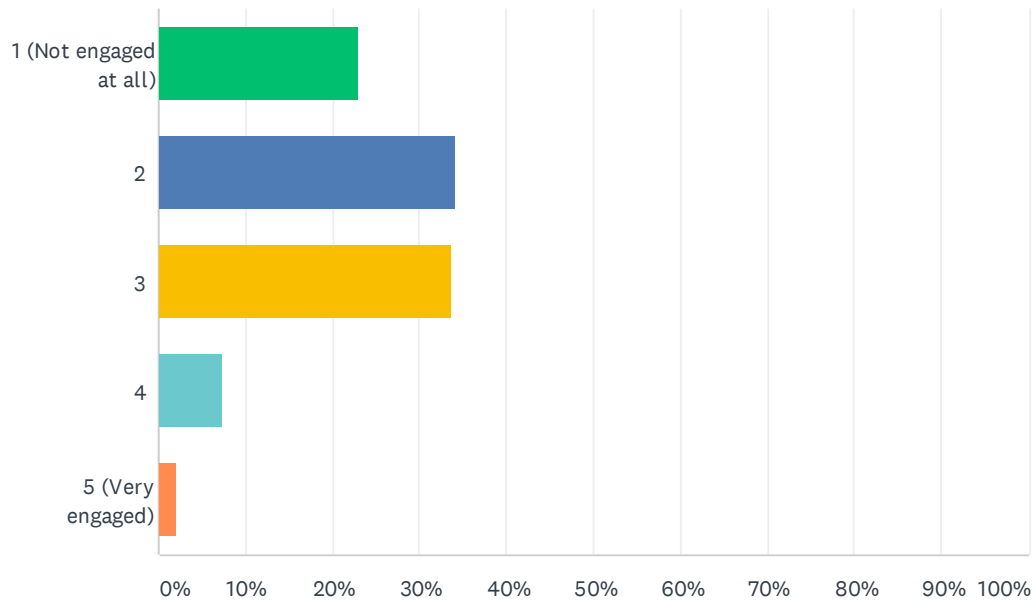
	1 (NOT VERY TRANSPARENT)	2	3	4	5 (VERY TRANSPARENT)	TOTAL	WEIGHTED AVERAGE
👍	10.08%	14.91%	32.47%	27.22%	15.32%	1,697	3.23
	171	253	551	462	260		

**Q18 In what ways do you feel Tahoe Donner could be more transparent in communications relating to key governance issues like rate increases, budget matters and capital projects?**

Answered: 731 Skipped: 1,248

## Q19 How would you describe your level of engagement in governance issues with Tahoe Donner?

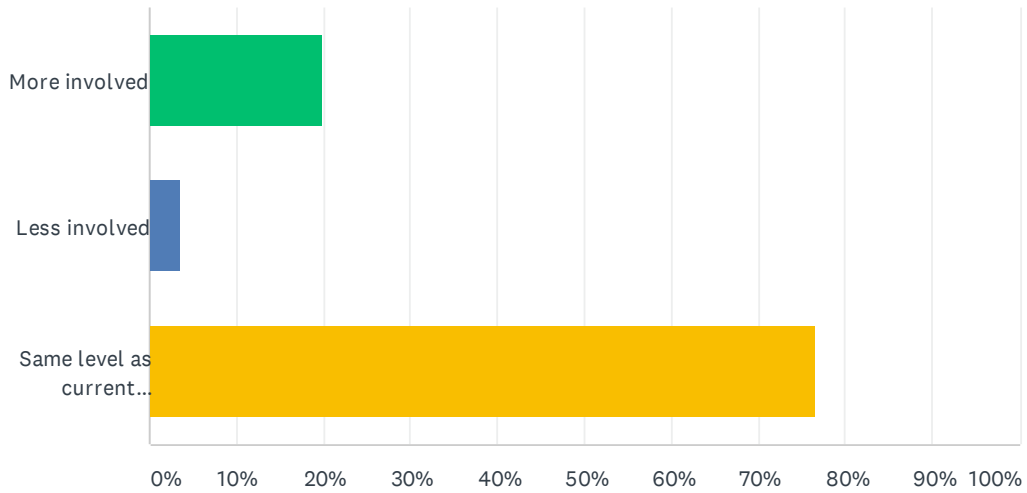
Answered: 1,700 Skipped: 279



ANSWER CHOICES	RESPONSES	
1 (Not engaged at all)	23.00%	391
2	34.00%	578
3	33.59%	571
4	7.24%	123
5 (Very engaged)	2.18%	37
TOTAL		1,700

## Q20 Concerning involvement with Tahoe Donner's governance matters, would you like to be more involved, less involved or stay as involved as you currently are?

Answered: 1,700 Skipped: 279



ANSWER CHOICES	RESPONSES	
More involved	19.88%	338
Less involved	3.47%	59
Same level as current involvement	76.65%	1,303
<b>TOTAL</b>		<b>1,700</b>

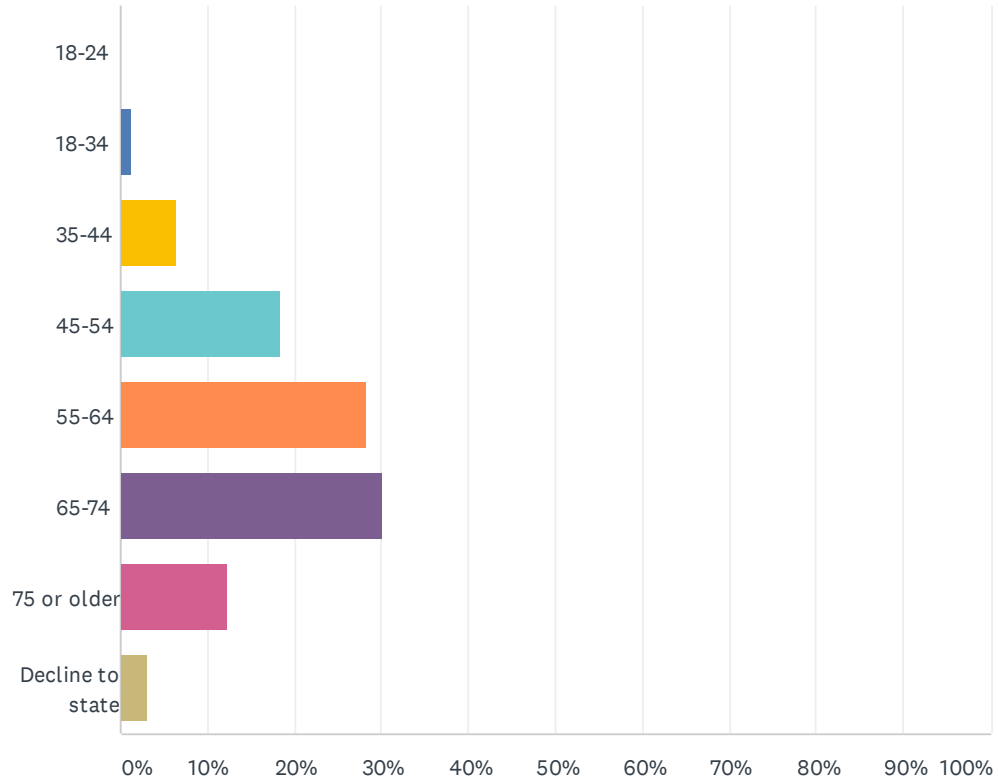
**Q21 Please share any additional thoughts you have about how Tahoe Donner communicates its governance matters.**

Answered: 413 Skipped: 1,566



## Q22 What is your age?

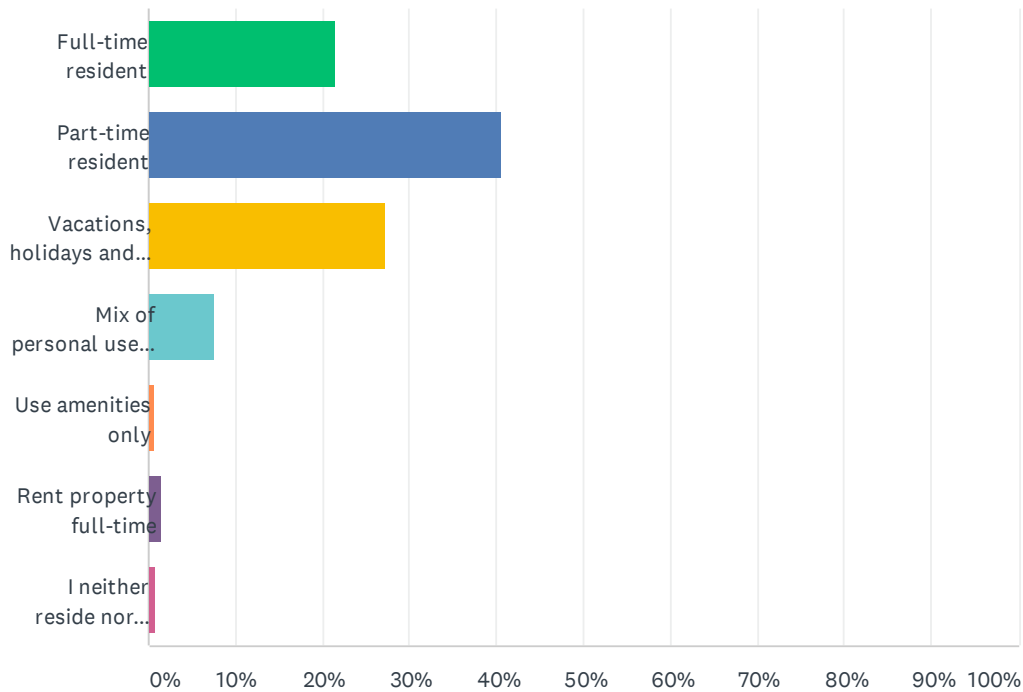
Answered: 1,708 Skipped: 271



ANSWER CHOICES	RESPONSES	
18-24	0.00%	0
18-34	1.35%	23
35-44	6.38%	109
45-54	18.50%	316
55-64	28.16%	481
65-74	30.04%	513
75 or older	12.35%	211
Decline to state	3.22%	55
<b>TOTAL</b>		<b>1,708</b>

## Q23 Which best describes the use of your home(s) or property(ies) in Tahoe Donner?

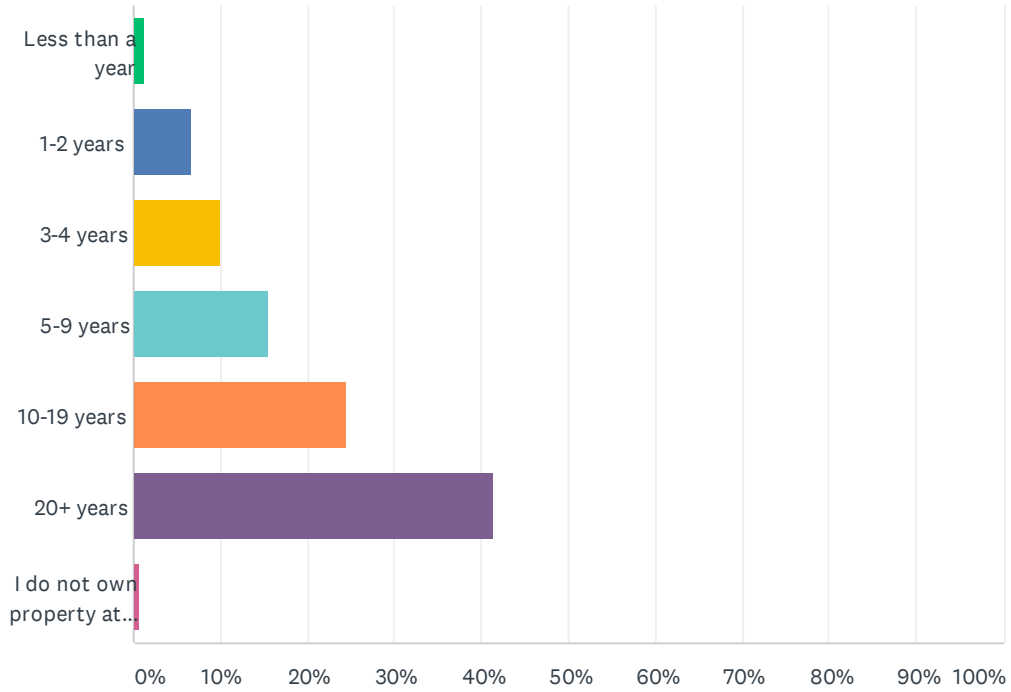
Answered: 1,702 Skipped: 277



ANSWER CHOICES	RESPONSES	
Full-time resident	21.56%	367
Part-time resident	40.66%	692
Vacations, holidays and/or long weekends	27.20%	463
Mix of personal use and STR	7.58%	129
Use amenities only	0.71%	12
Rent property full-time	1.53%	26
I neither reside nor visit in Tahoe Donner	0.76%	13
<b>TOTAL</b>		<b>1,702</b>

## Q24 How long have you had a property in Tahoe Donner?

Answered: 1,715 Skipped: 264



ANSWER CHOICES	RESPONSES	
Less than a year	1.34%	23
1-2 years	6.65%	114
3-4 years	10.03%	172
5-9 years	15.45%	265
10-19 years	24.43%	419
20+ years	41.40%	710
I do not own property at Tahoe Donner	0.70%	12
<b>TOTAL</b>		<b>1,715</b>