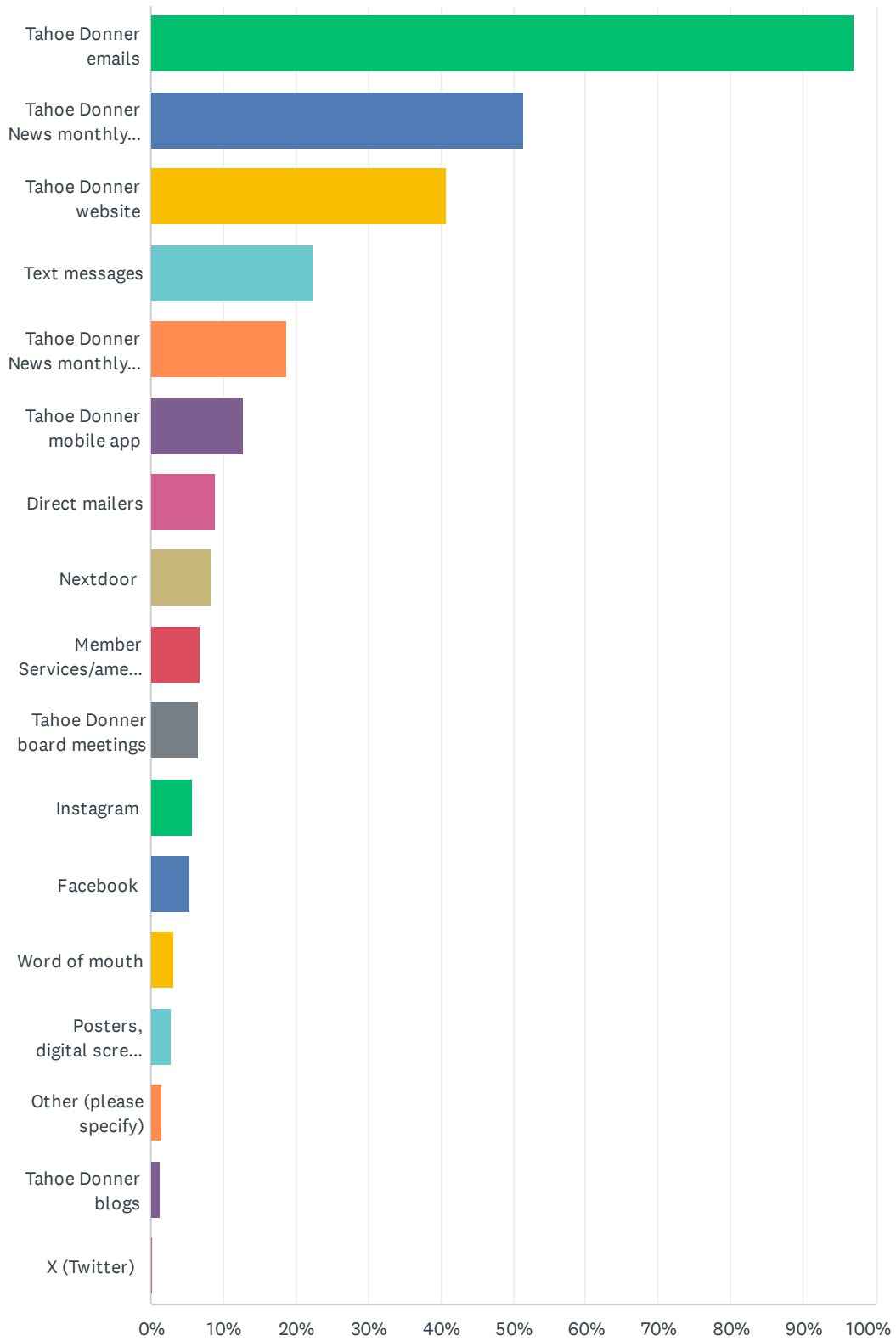


**Q1 How do you prefer to receive communications from Tahoe Donner?
Check all that apply.**

Answered: 970 Skipped: 0

2023 Communications Preferences Survey

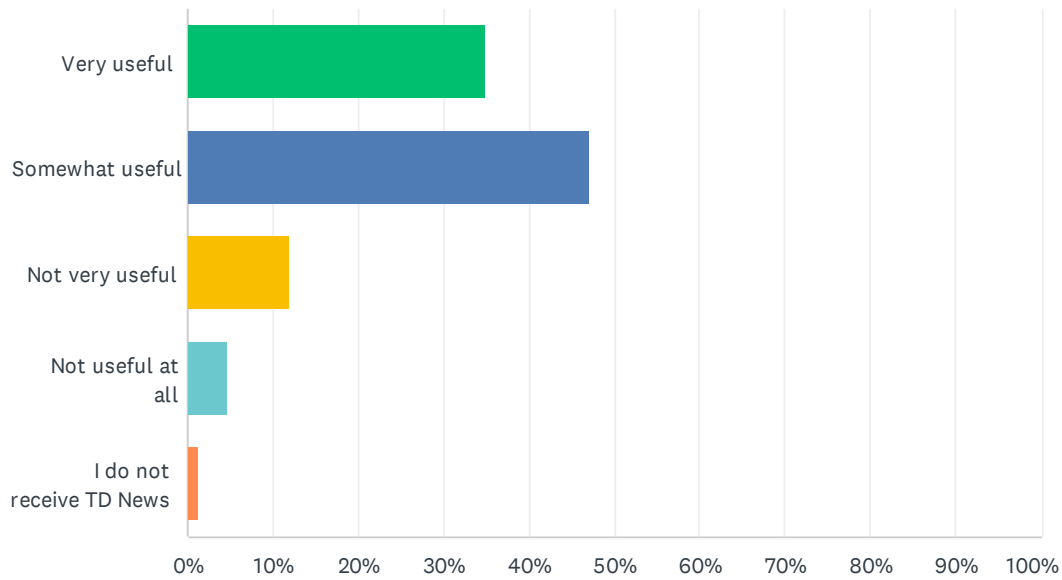


2023 Communications Preferences Survey

ANSWER CHOICES	RESPONSES	
Tahoe Donner emails	97.01%	941
Tahoe Donner News monthly magazine IN PRINT	51.34%	498
Tahoe Donner website	40.82%	396
Text messages	22.37%	217
Tahoe Donner News monthly magazine DIGITALLY/ONLINE	18.66%	181
Tahoe Donner mobile app	12.89%	125
Direct mailers	8.87%	86
Nextdoor	8.25%	80
Member Services/amenity hosts	6.91%	67
Tahoe Donner board meetings	6.70%	65
Instagram	5.67%	55
Facebook	5.36%	52
Word of mouth	3.09%	30
Posters, digital screens and/or banners	2.68%	26
Other (please specify)	1.44%	14
Tahoe Donner blogs	1.34%	13
X (Twitter)	0.31%	3
Total Respondents: 970		

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

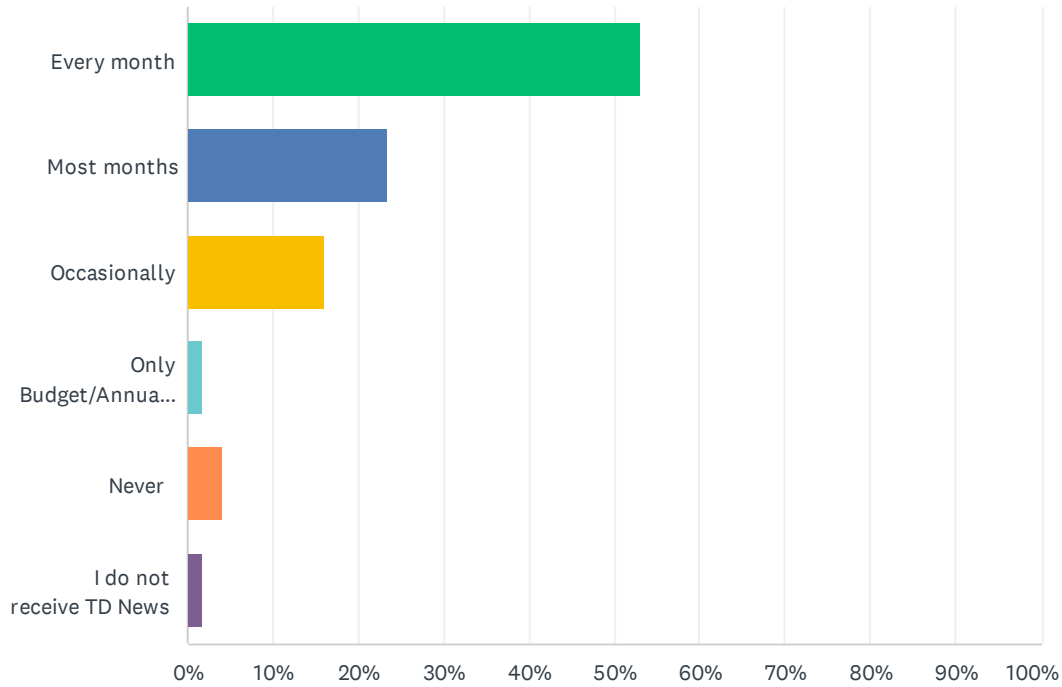
Answered: 966 Skipped: 4



ANSWER CHOICES	RESPONSES	
Very useful	34.89%	337
Somewhat useful	47.10%	455
Not very useful	12.01%	116
Not useful at all	4.66%	45
I do not receive TD News	1.35%	13
TOTAL		966

Q3 How often do you read the Tahoe Donner magazine, Tahoe Donner News?

Answered: 968 Skipped: 2



ANSWER CHOICES	RESPONSES	
Every month	53.10%	514
Most months	23.45%	227
Occasionally	15.91%	154
Only Budget/Annual Report issues	1.65%	16
Never	4.13%	40
I do not receive TD News	1.76%	17
TOTAL		968


Q4 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: 948 Skipped: 22

3.8


average rating




	1 (UNSATISFIED)	2	3	4	5 (VERY SATISFIED)	TOTAL	WEIGHTED AVERAGE
	3.48% 33	6.96% 66	24.89% 236	36.29% 344	28.38% 269	948	3.79

Q5 How would you describe Tahoe Donner's transparency related to key governance issues like rate increases, budget matters and capital projects?

Answered: 943 Skipped: 27

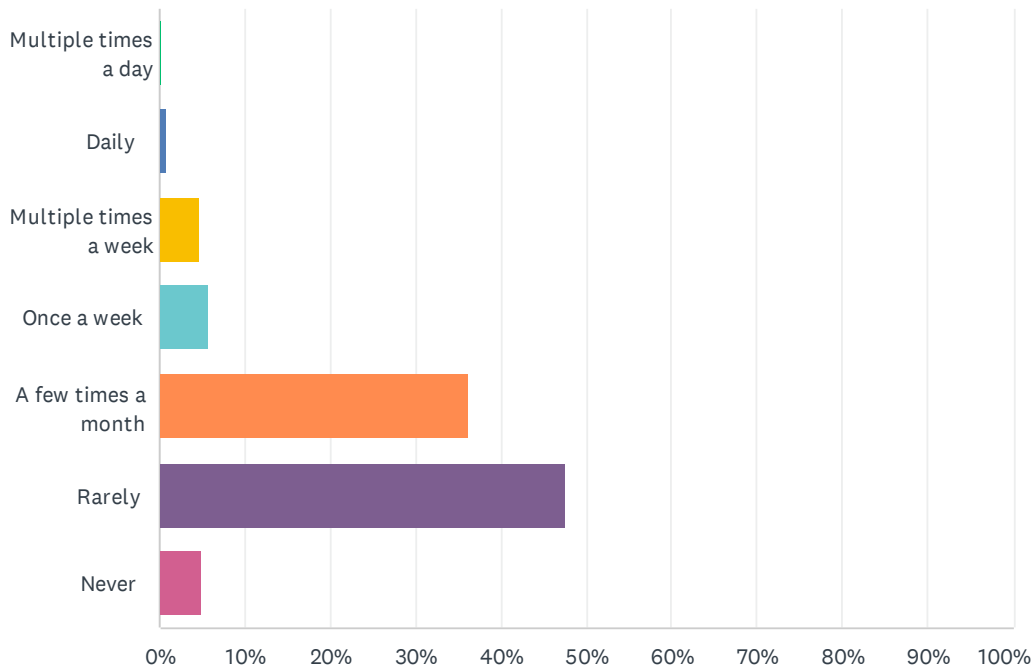
3.4 
average rating



	1 (NOT TRANSPARENT)	2	3	4	5 (VERY TRANSPARENT)	TOTAL	WEIGHTED AVERAGE
	9.01% 85	13.57% 128	24.81% 234	30.01% 283	22.59% 213	943	3.44

Q6 How often do you visit the Tahoe Donner website?

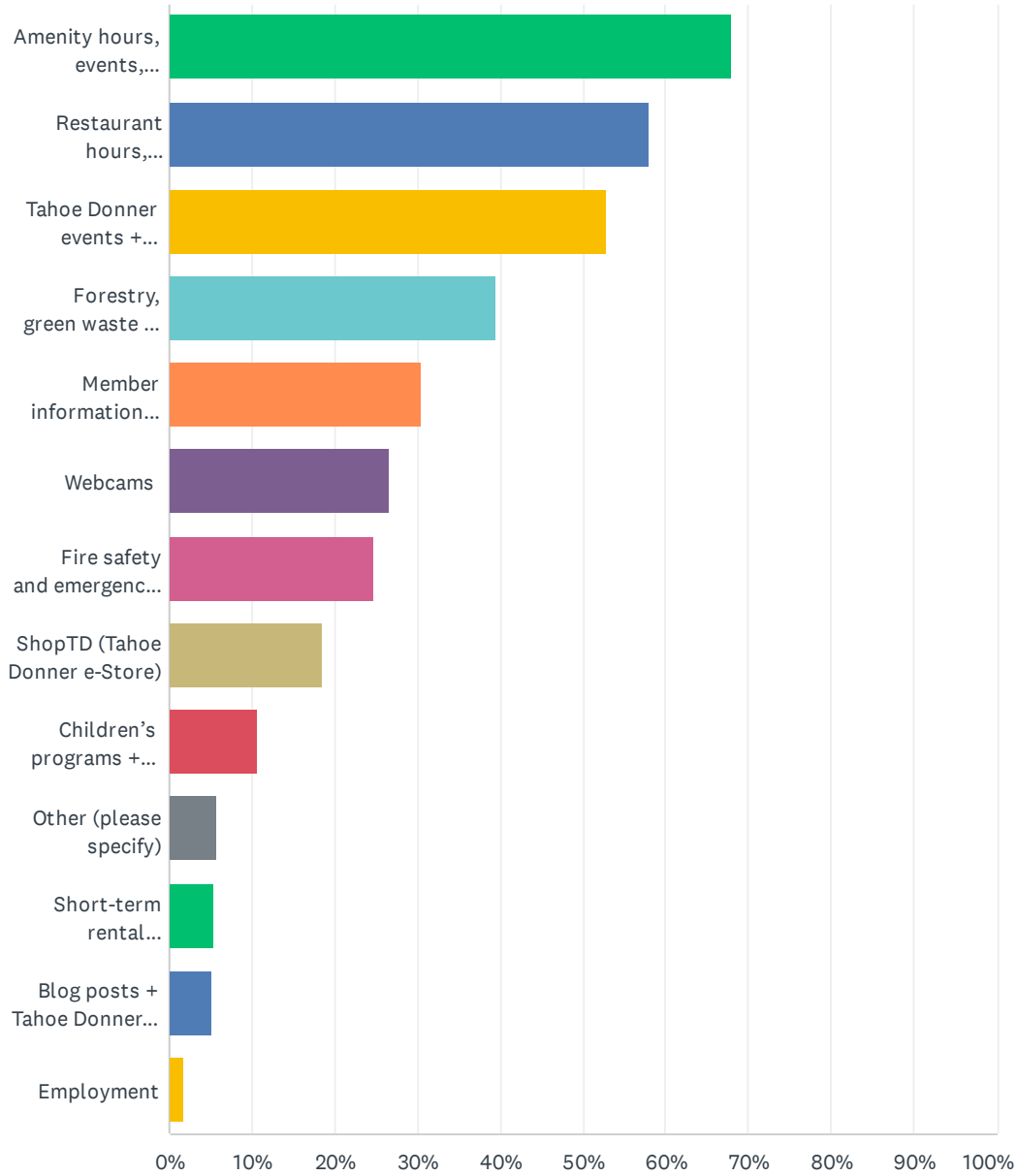
Answered: 915 Skipped: 55



ANSWER CHOICES	RESPONSES	
Multiple times a day	0.22%	2
Daily	0.77%	7
Multiple times a week	4.59%	42
Once a week	5.68%	52
A few times a month	36.28%	332
Rarely	47.54%	435
Never	4.92%	45
TOTAL		915

Q7 What do you look for most often on the Tahoe Donner website? Select all that apply.

Answered: 898 Skipped: 72



2023 Communications Preferences Survey

ANSWER CHOICES	RESPONSES	
Amenity hours, events, programs, etc.	67.93%	610
Restaurant hours, specials, menus, events, etc.	57.91%	520
Tahoe Donner events + community calendar	52.90%	475
Forestry, green waste + chipping	39.42%	354
Member information (board meetings, board of directors, covenants, committees, capital projects, etc.)	30.40%	273
Webcams	26.61%	239
Fire safety and emergency preparedness	24.83%	223
ShopTD (Tahoe Donner e-Store)	18.60%	167
Children's programs + camps	10.58%	95
Other (please specify)	5.68%	51
Short-term rental information	5.23%	47
Blog posts + Tahoe Donner News	5.01%	45
Employment	1.78%	16
Total Respondents: 898		

Q8 What do you like about the current Tahoe Donner website?

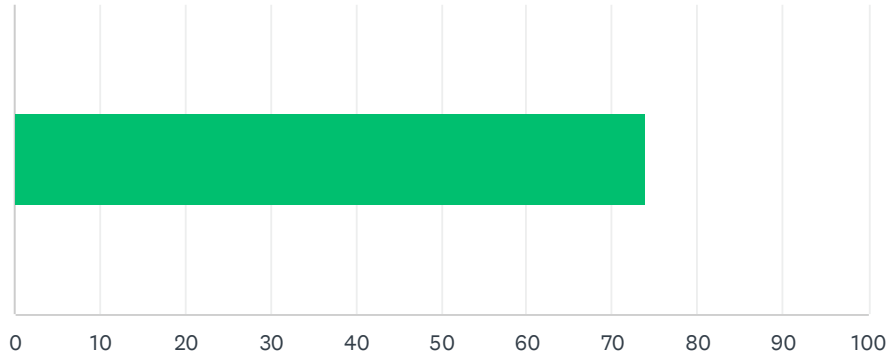
Answered: 577 Skipped: 393

Q9 Are there any areas of the website that could be improved?

Answered: 500 Skipped: 470

Q10 How would you rate Tahoe Donner Association communication efforts?

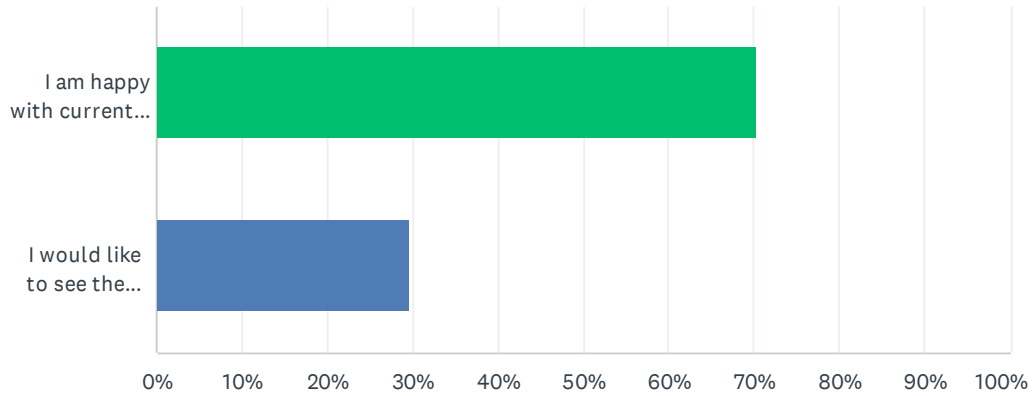
Answered: 868 Skipped: 102



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	74	64,253	868
Total Respondents: 868			

Q11 How can Tahoe Donner improve communications?

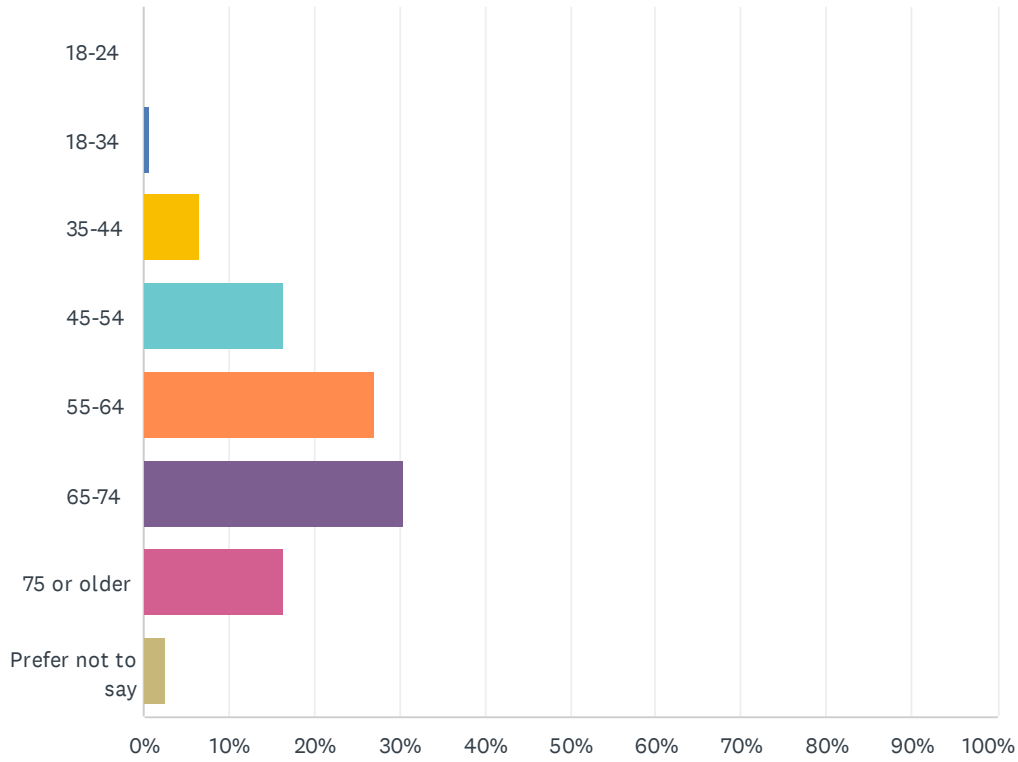
Answered: 825 Skipped: 145



ANSWER CHOICES	RESPONSES	
I am happy with current communications	70.42%	581
I would like to see the following (please specify)	29.58%	244
TOTAL		825

Q12 What is your age?

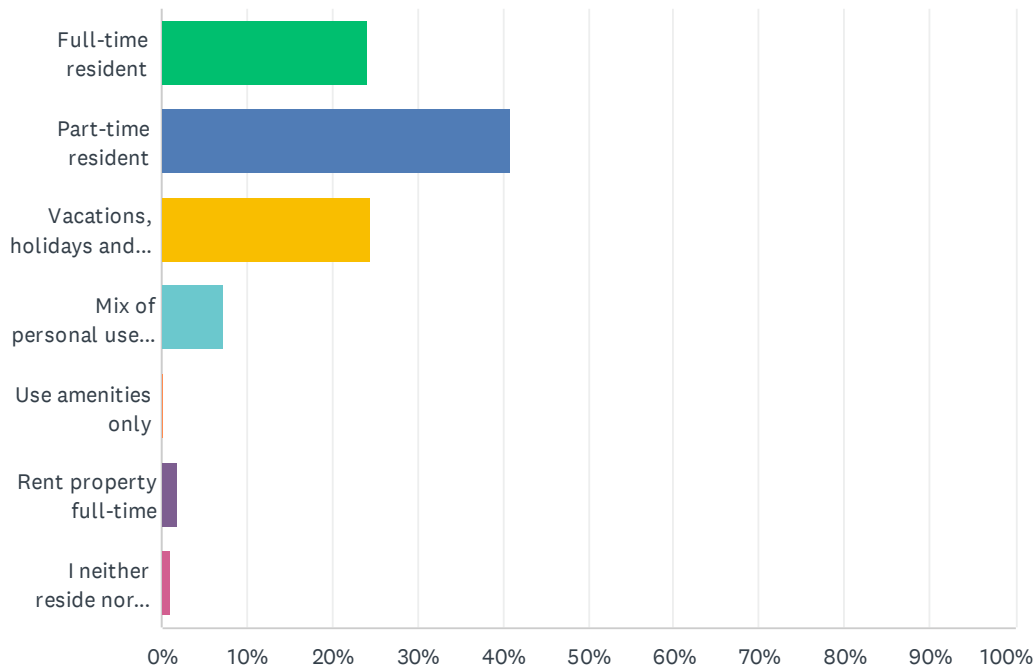
Answered: 904 Skipped: 66



ANSWER CHOICES	RESPONSES
18-24	0.00% 0
18-34	0.55% 5
35-44	6.53% 59
45-54	16.37% 148
55-64	27.10% 245
65-74	30.53% 276
75 or older	16.37% 148
Prefer not to say	2.54% 23
TOTAL	904

Q13 Which best describes the use of your home(s) or property(ies) in Tahoe Donner?

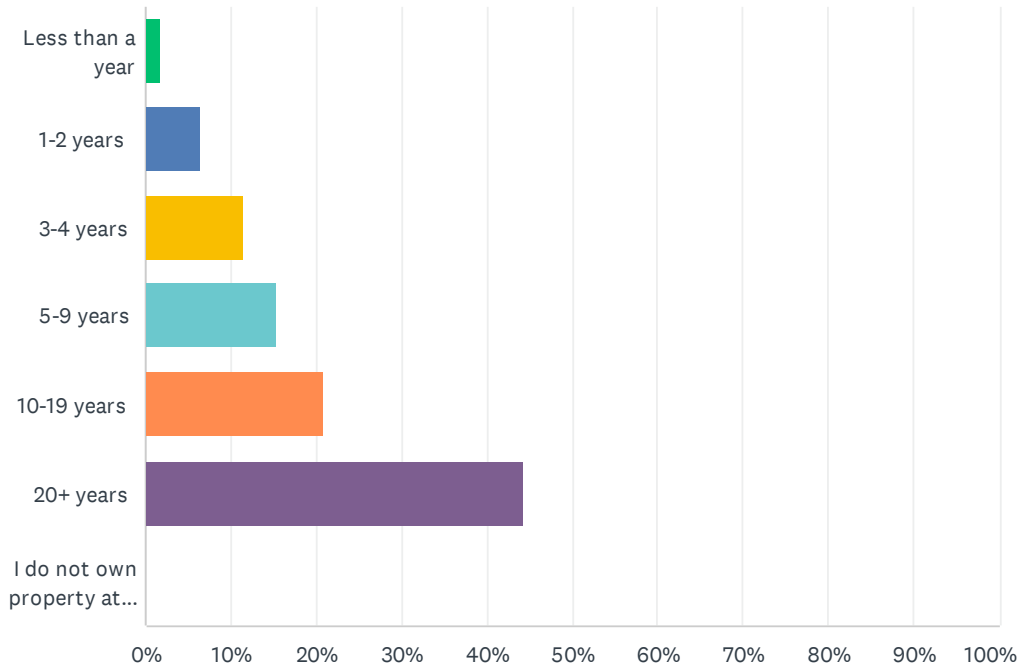
Answered: 900 Skipped: 70



ANSWER CHOICES	RESPONSES	
Full-time resident	24.00%	216
Part-time resident	41.00%	369
Vacations, holidays and/or long weekends	24.56%	221
Mix of personal use and STR	7.22%	65
Use amenities only	0.11%	1
Rent property full-time	2.00%	18
I neither reside nor visit in Tahoe Donner	1.11%	10
TOTAL		900

Q14 How long have you had a property in Tahoe Donner?

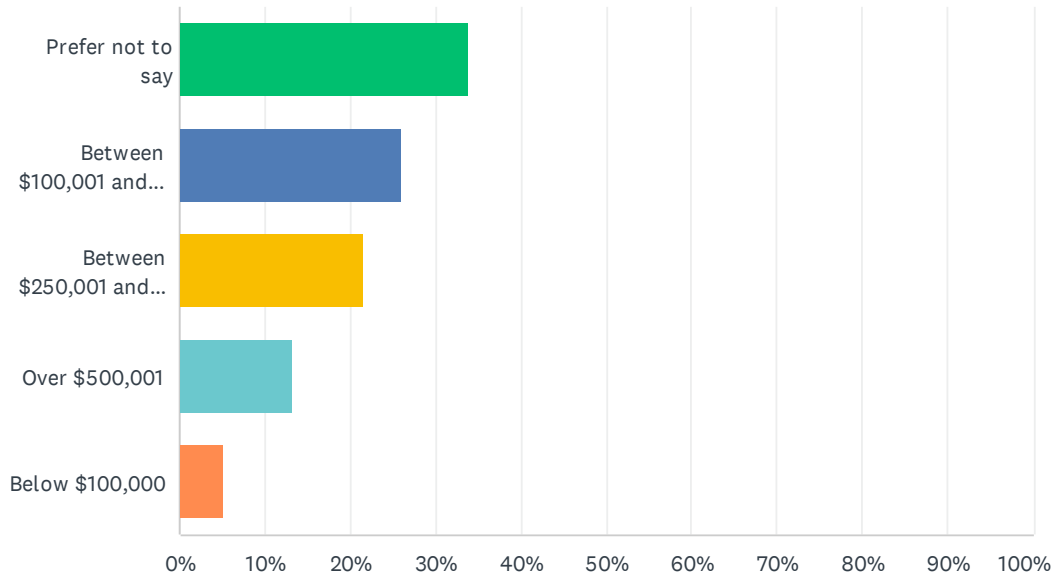
Answered: 904 Skipped: 66



ANSWER CHOICES	RESPONSES	
Less than a year	1.66%	15
1-2 years	6.31%	57
3-4 years	11.62%	105
5-9 years	15.38%	139
10-19 years	20.80%	188
20+ years	44.25%	400
I do not own property at Tahoe Donner	0.00%	0
TOTAL		904

Q15 What is your approximate household income?

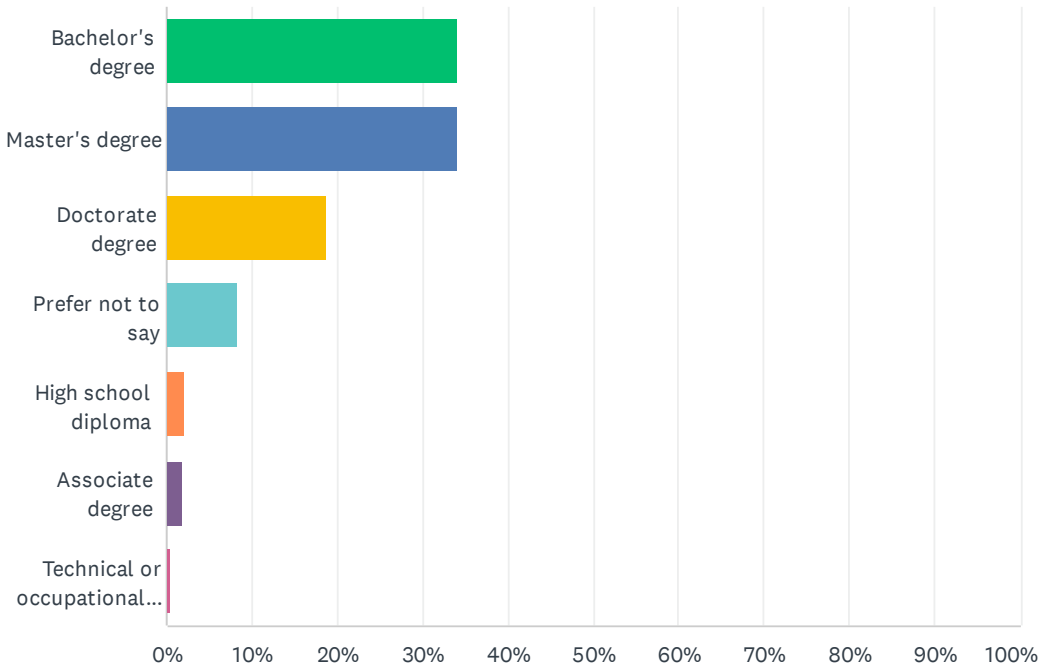
Answered: 894 Skipped: 76



ANSWER CHOICES	RESPONSES	
Prefer not to say	34.00%	304
Between \$100,001 and \$250,000	26.06%	233
Between \$250,001 and \$500,000	21.59%	193
Over \$500,001	13.31%	119
Below \$100,000	5.03%	45
TOTAL		894

Q16 What is your highest level of education?

Answered: 906 Skipped: 64



ANSWER CHOICES	RESPONSES	
Bachelor's degree	34.22%	310
Master's degree	34.11%	309
Doctorate degree	18.76%	170
Prefer not to say	8.28%	75
High school diploma	2.21%	20
Associate degree	1.99%	18
Technical or occupational certificate	0.44%	4
TOTAL		906