

2025 Communications Preferences Survey Results & Biennial Member Survey Preview

JUNE 27, 2025

TODAY'S PRESENTATION WILL COVER

**2025
COMMUNICATION
PREFERENCES
SURVEY RESULTS**

**TRENDING DATA
FROM PREVIOUS
COMMUNICATION
PREFERENCE
SURVEYS**

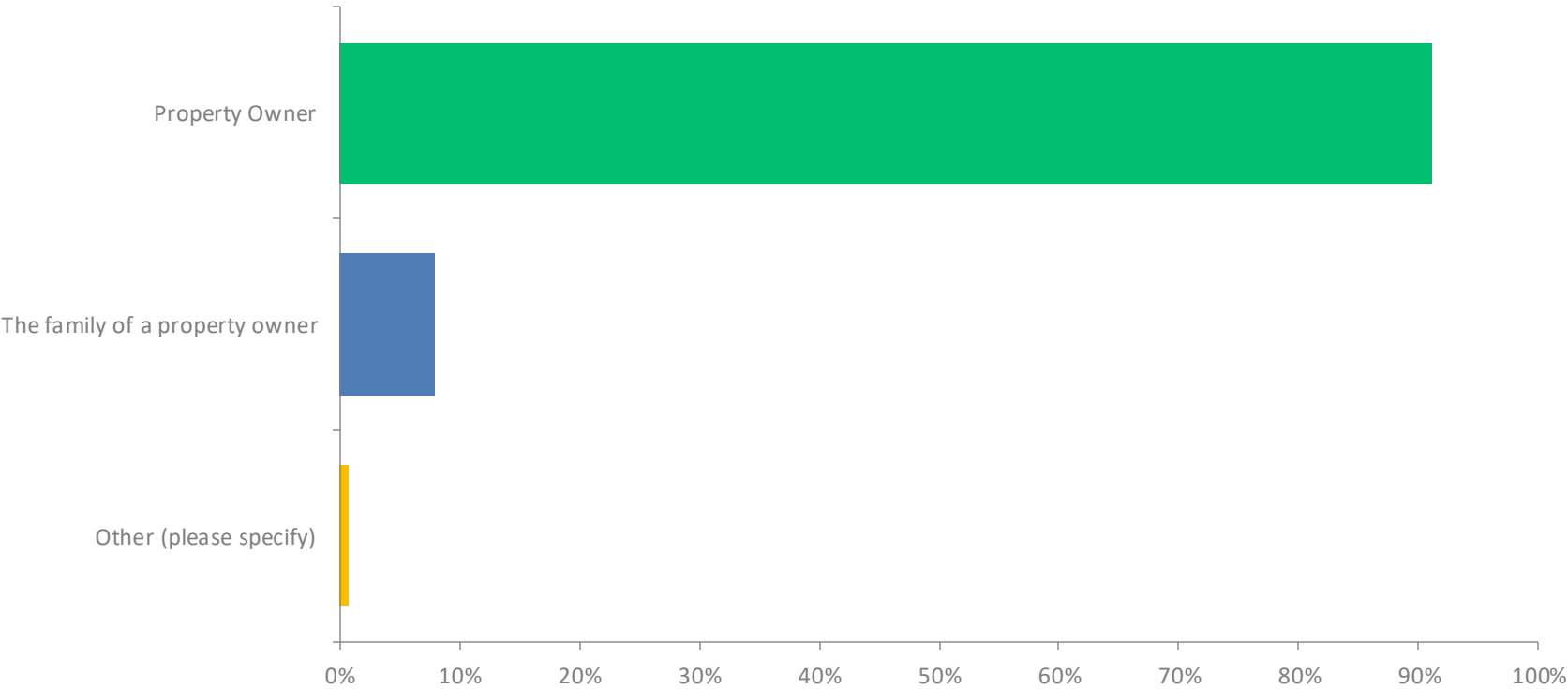
**2025 MEMBER
USAGE AND
SATISFACTION
SURVEY**



2025 COMMUNICATION PREFERENCES SURVEY

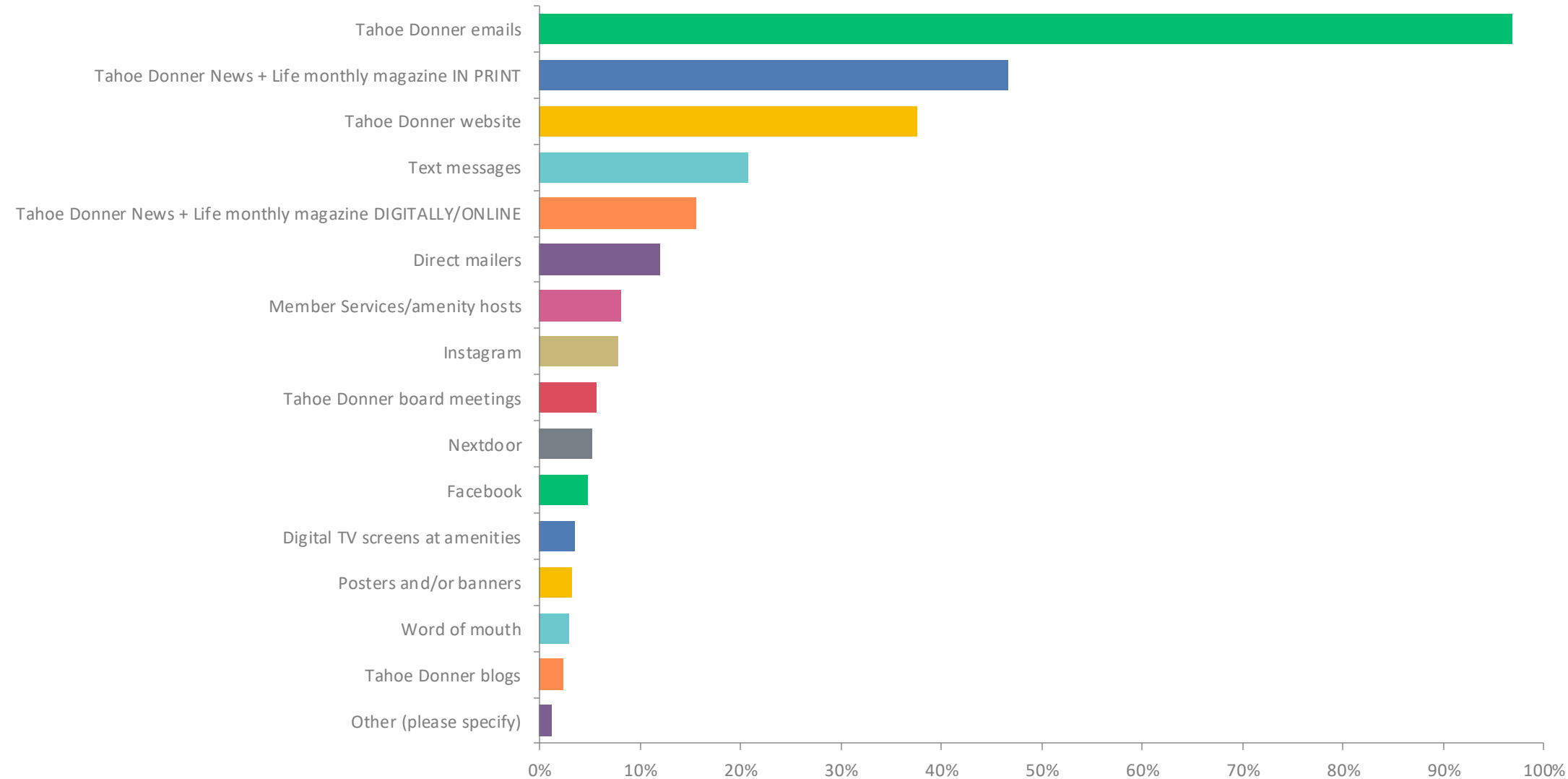
- **PURPOSE:** Understand how members want to learn about TD-related information, what they want to know and a general benchmark of communication efforts
- **FREQUENCY:** Every two years since 2017, 5 years of trending data
- **AUDIENCE:** TD Owners and adult members
- **RUN DATES:** April 21-29, 2025
- **RESPONSES:** 1,965

Q1: ARE YOU A TAHOE DONNER:



ANSWER CHOICES	RESPONSES	
Property Owner	91.20%	1792
The family of a property owner	7.99%	157
Other (please specify)	0.81%	16
TOTAL		1965

Q2: HOW DO YOU PREFER TO RECEIVE COMMUNICATIONS FROM TAHOE DONNER? CHECK ALL THAT APPLY.



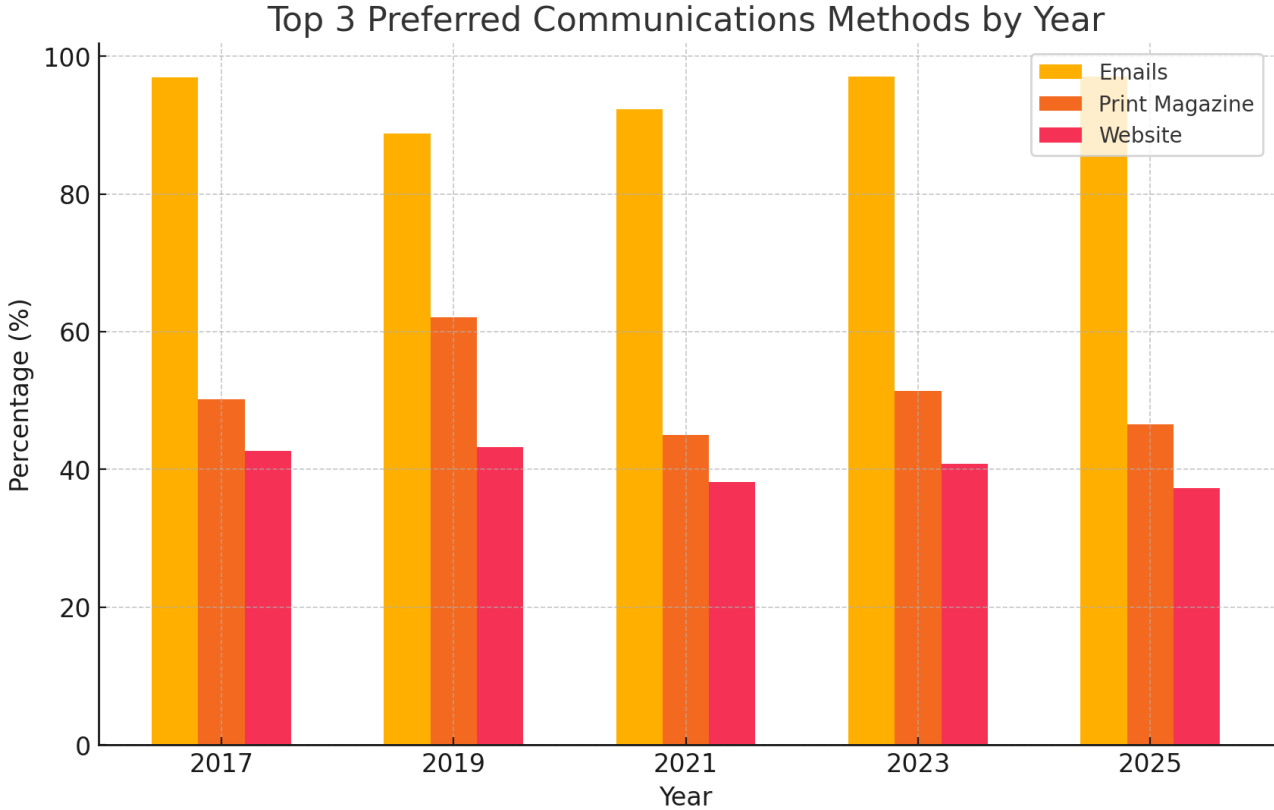
Q2: HOW DO YOU
PREFER TO RECEIVE
COMMUNICATIONS
FROM TAHOE
DONNER? CHECK
ALL THAT APPLY.

ANSWER CHOICES	RESPONSES	
Tahoe Donner emails	96.96%	1912
Tahoe Donner News + Life IN PRINT	46.75%	922
Tahoe Donner website	37.63%	742
Text messages	20.84%	411
Tahoe Donner News + Life DIGITALLY/ONLINE	15.67%	309
Direct mailers	11.97%	236
Member Services/amenity hosts	8.06%	159
Instagram	7.81%	154
Tahoe Donner board meetings	5.73%	113
Nextdoor	5.27%	104
Facebook	4.77%	94
Digital TV screens at amenities	3.55%	70
Posters and/or banners	3.25%	64
Word of mouth	2.94%	58
Tahoe Donner blogs	2.38%	47
Other (please specify)	1.22%	24
TOTAL	5419 ₆	

TRENDING

COMPARABLE

DATA



Year	Emails (%)	Print Magazine (%)	Website (%)
2017	96.91	50.19	42.66
2019	88.73	62.11	43.22
2021	92.29	44.99	38.22
2023	97.02	51.34	40.84
2025	96.96	46.75	37.63

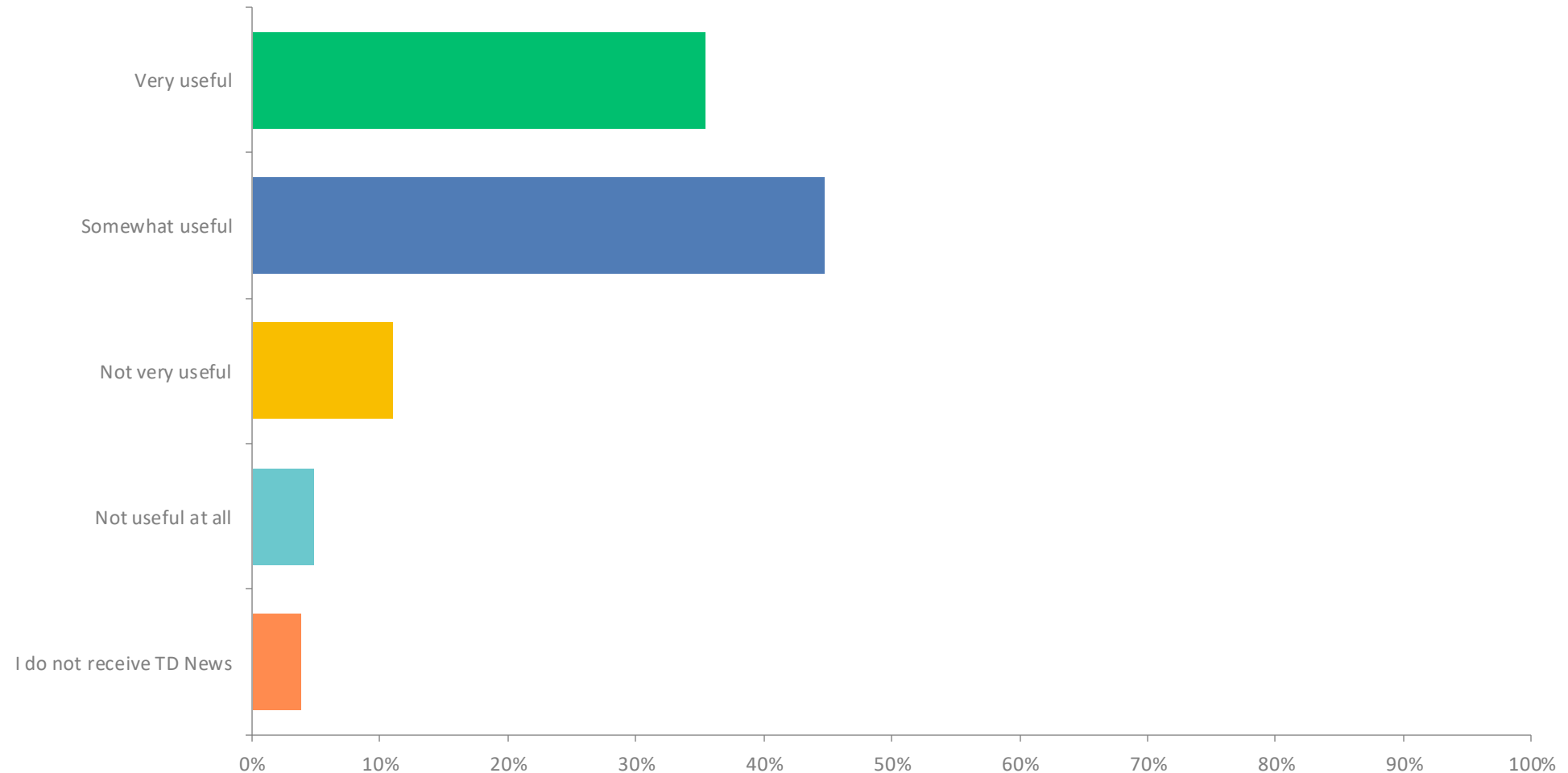
Q3: ARE THERE ANY OTHER WAYS YOU WANT TO RECEIVE COMMUNICATION?

ANSWER CHOICES	RESPONSES	
No	95.66%	1852
Yes (please specify)	4.34%	84
TOTAL		1936

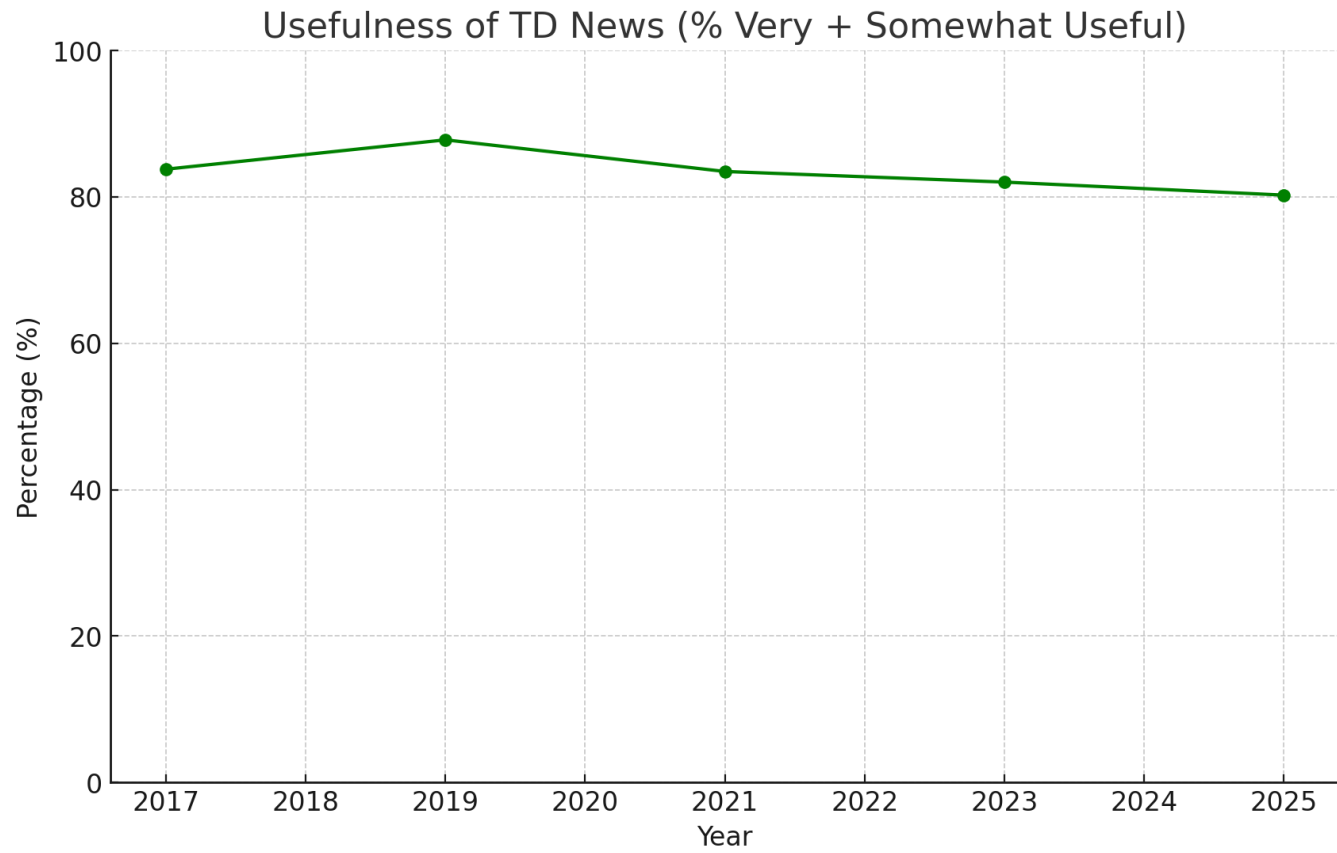
Summary of open-ended answers of what else they would like:

- 32% text for emergencies (currently doing)
- 15% email
- 8% magazine
- 6% direct mail
- ~40% other comments

Q4: HOW USEFUL IS THE TAHOE DONNER NEWS + LIFE MAGAZINE TO YOU?



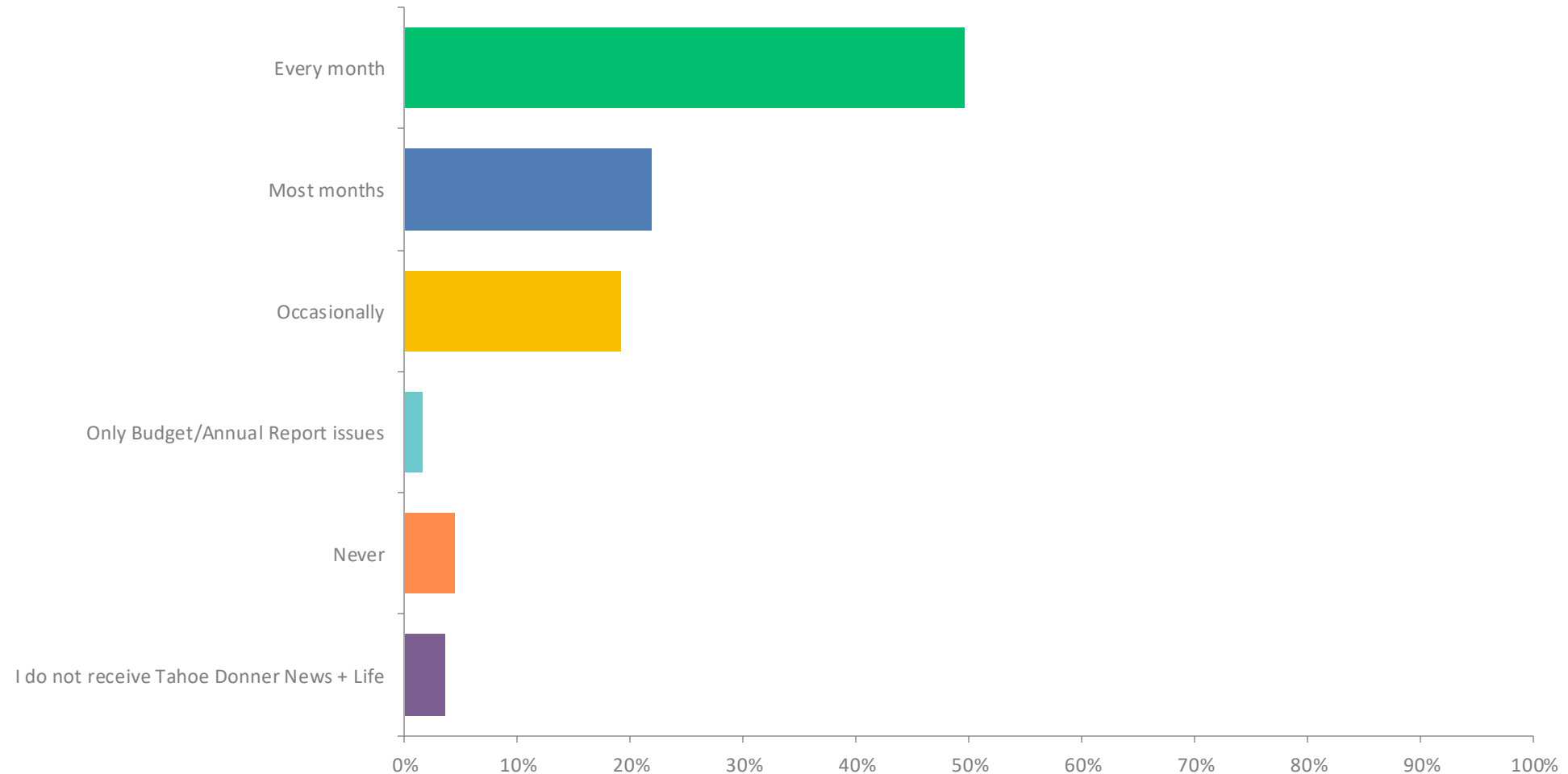
TRENDING
COMPARABLE
DATA



USEFULNESS OF TD NEWS | Average 83.47%

Year	Very + Somewhat Useful (%)
2017	83.79
2019	87.80
2021	83.48
2023	82.03
2025	80.23

Q5: HOW OFTEN DO YOU READ THE TAHOE DONNER MAGAZINE, TAHOE DONNER NEWS + LIFE?



Q6: 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?



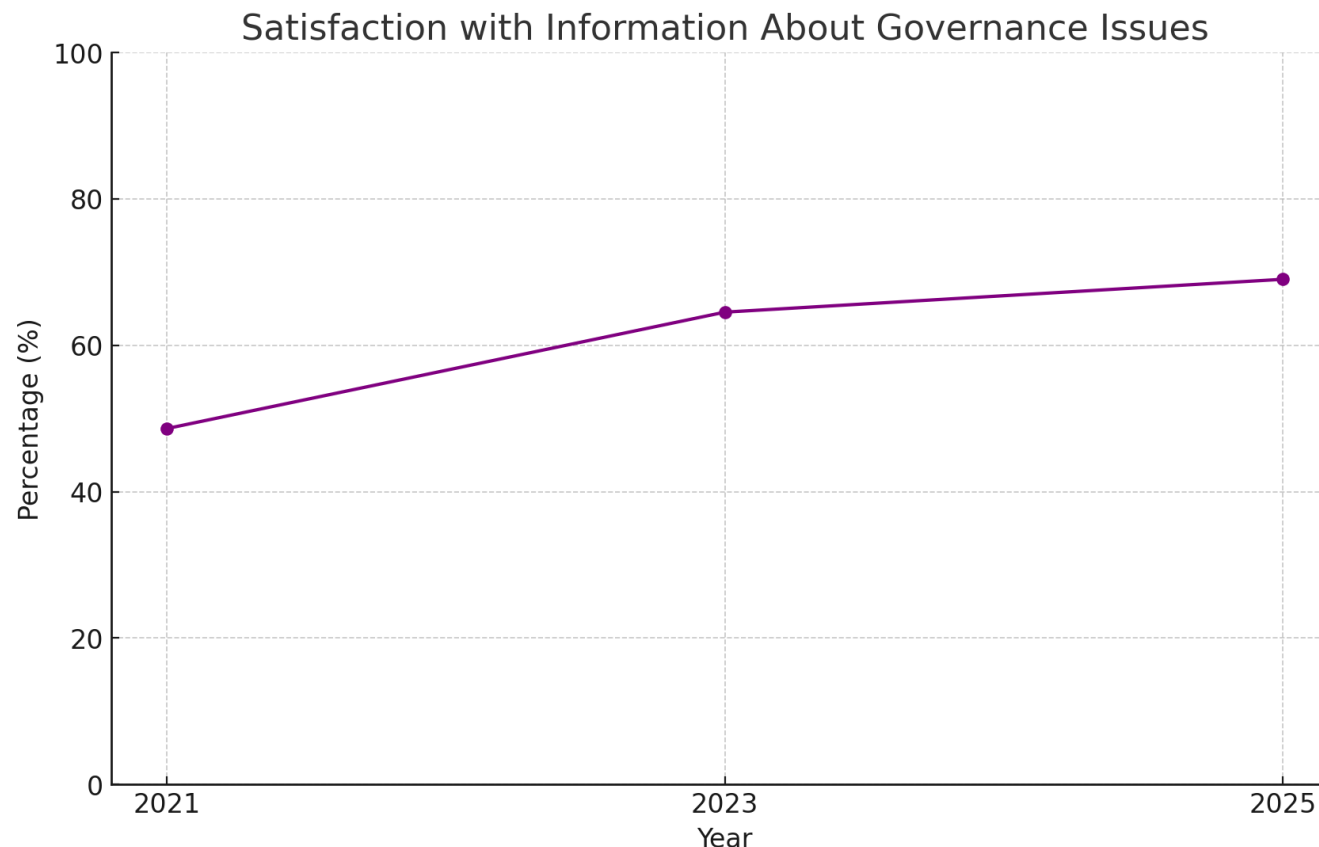
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
👍	2.74% 54	4.67% 92	23.53% 464	37.32% 736	31.74% 626	1972	3.91

TRENDING

COMPARABLE

DATA

**WHAT HAS BEEN
DONE TO IMPROVE
THIS SCORE?**



**SATISFACTION WITH INFORMATION ABOUT GOVERNANCE ISSUES|
AVERAGE 60.74%**

Year	Very + Somewhat Satisfied (%)
2021	48.62
2023	64.53
2025	69.06

Q7: HOW WOULD YOU RATE TAHOE DONNER'S
TRANSPARENCY RELATED TO KEY GOVERNANCE
ISSUES LIKE RATE INCREASES, BUDGET MATTERS
AND CAPITAL PROJECTS?

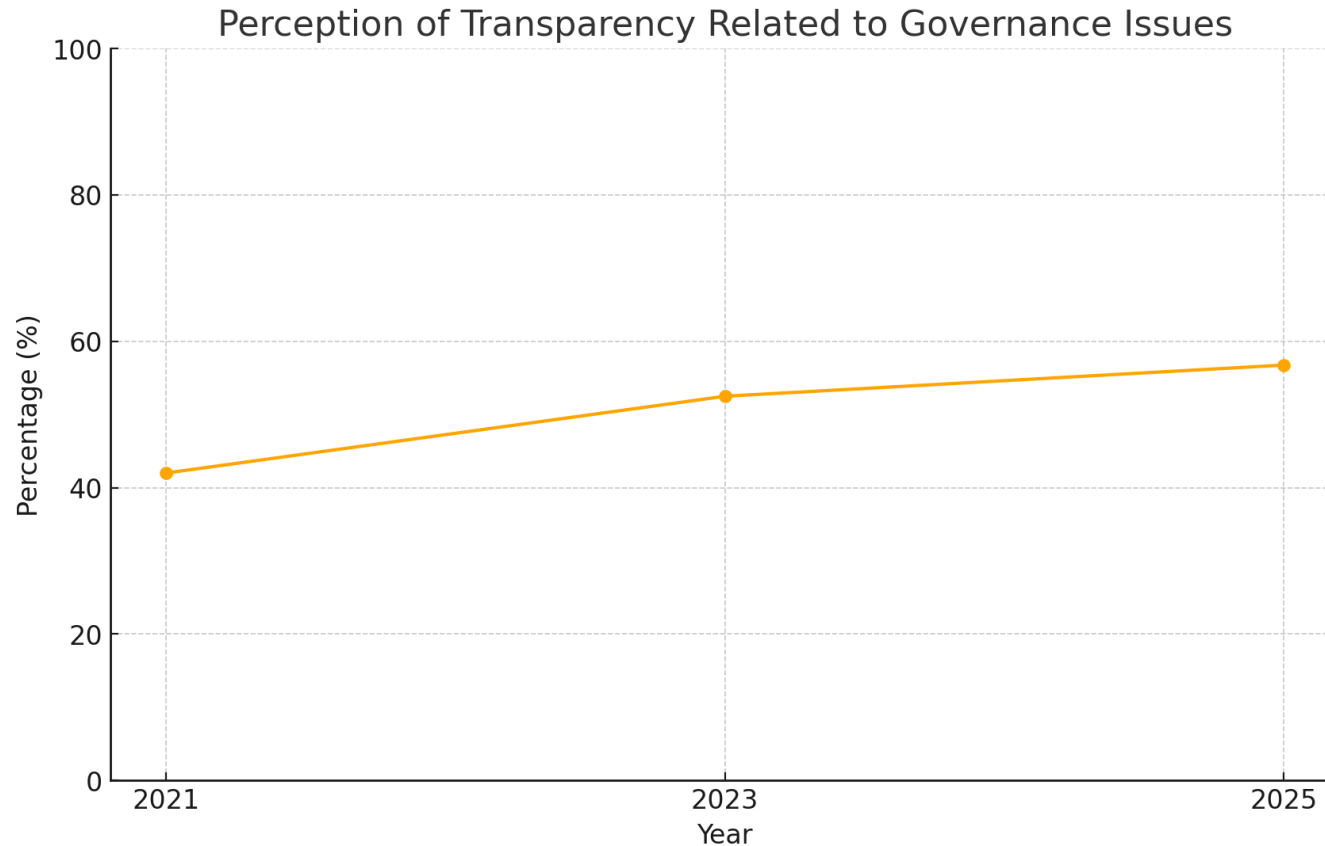


	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
👍	5.83% 115	9.89% 195	27.59% 544	30.68% 605	26.01% 513	1972	3.61

TRENDING

COMPARABLE

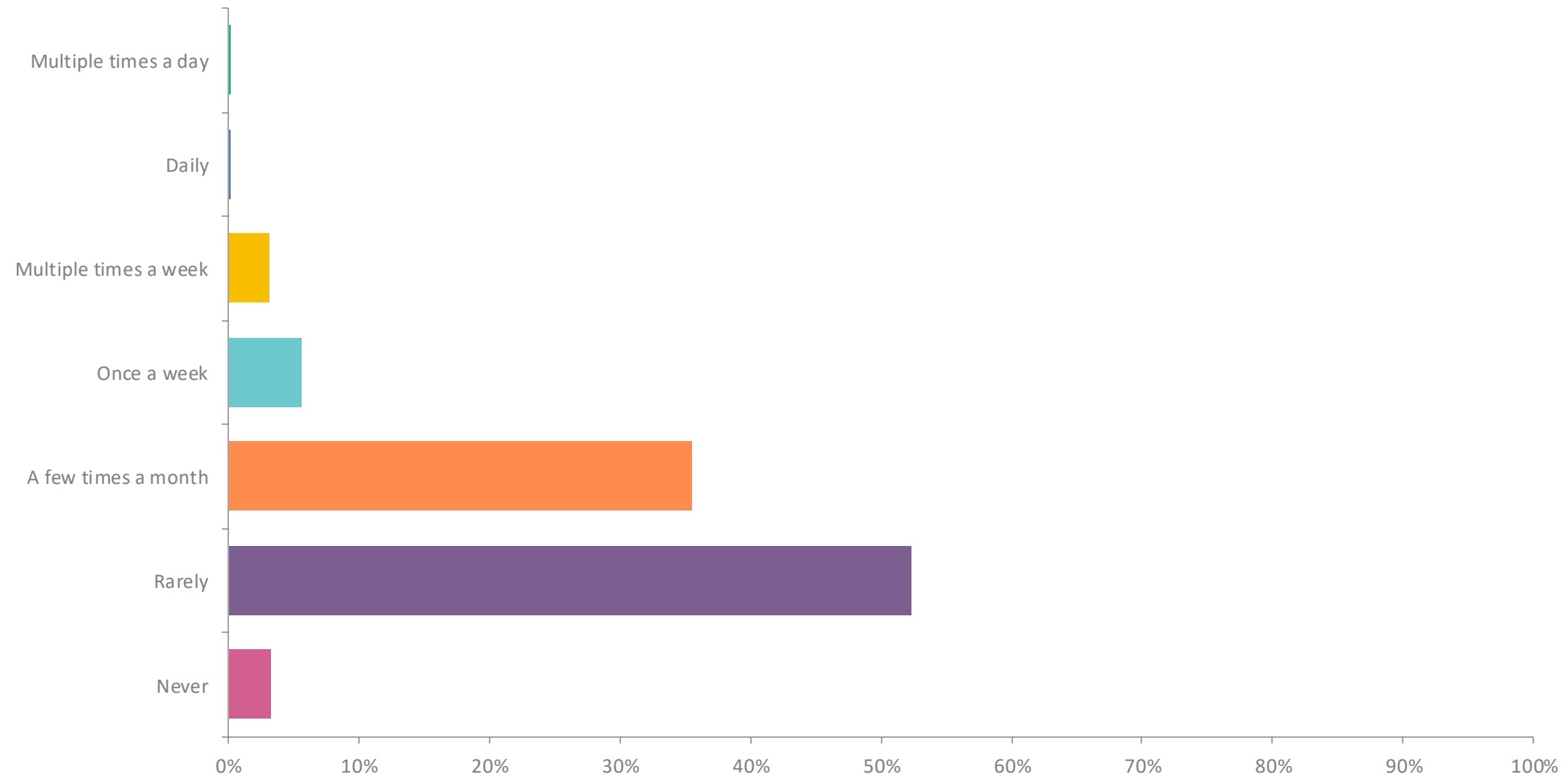
DATA



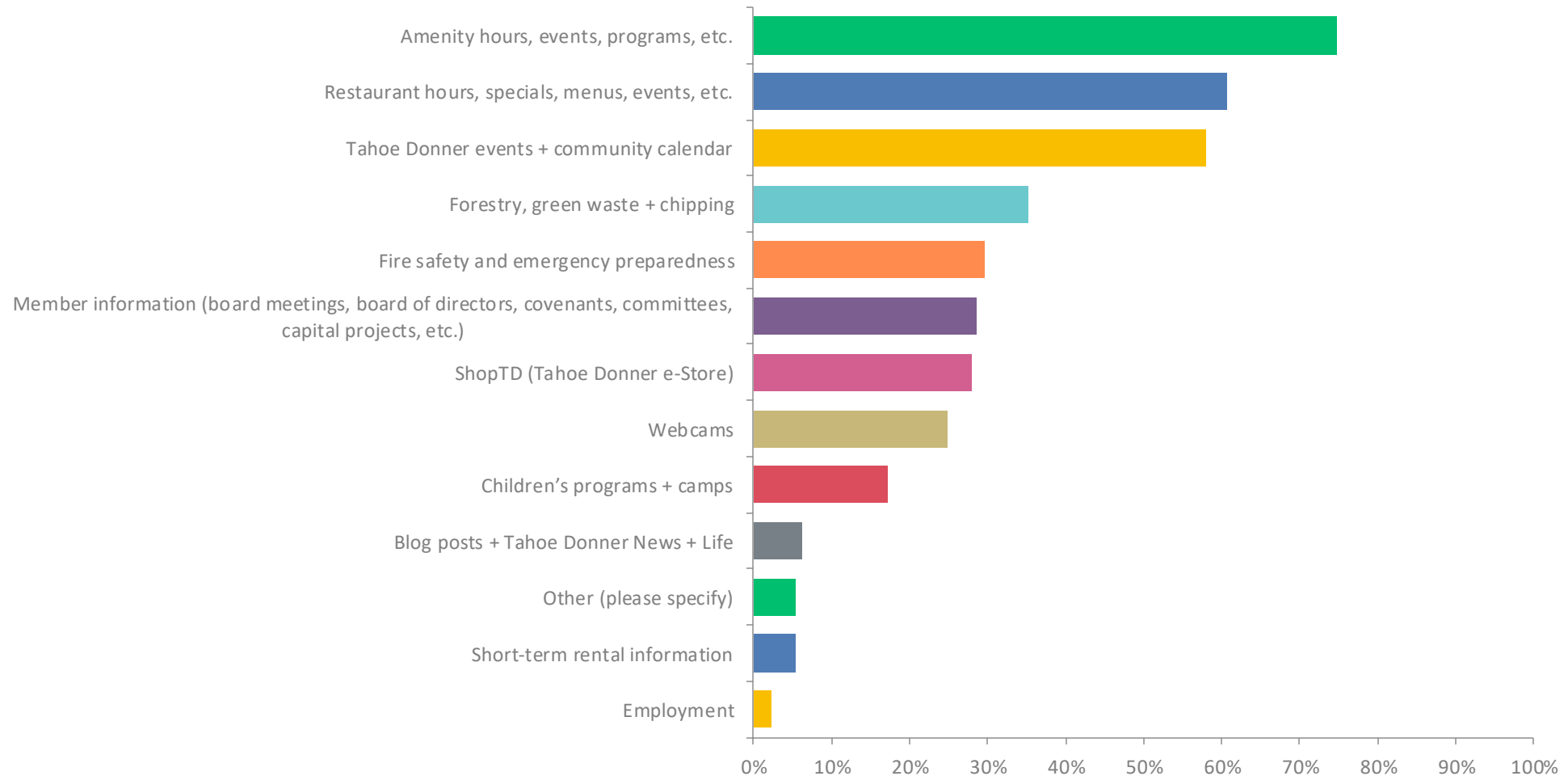
**PERCEPTION OF TRANSPARENCY ABOUT GOVERNANCE ISSUES|
AVERAGE 50.58%**

Year	Very + Somewhat Transparent (%)
2021	42.66
2023	52.49
2025	56.69

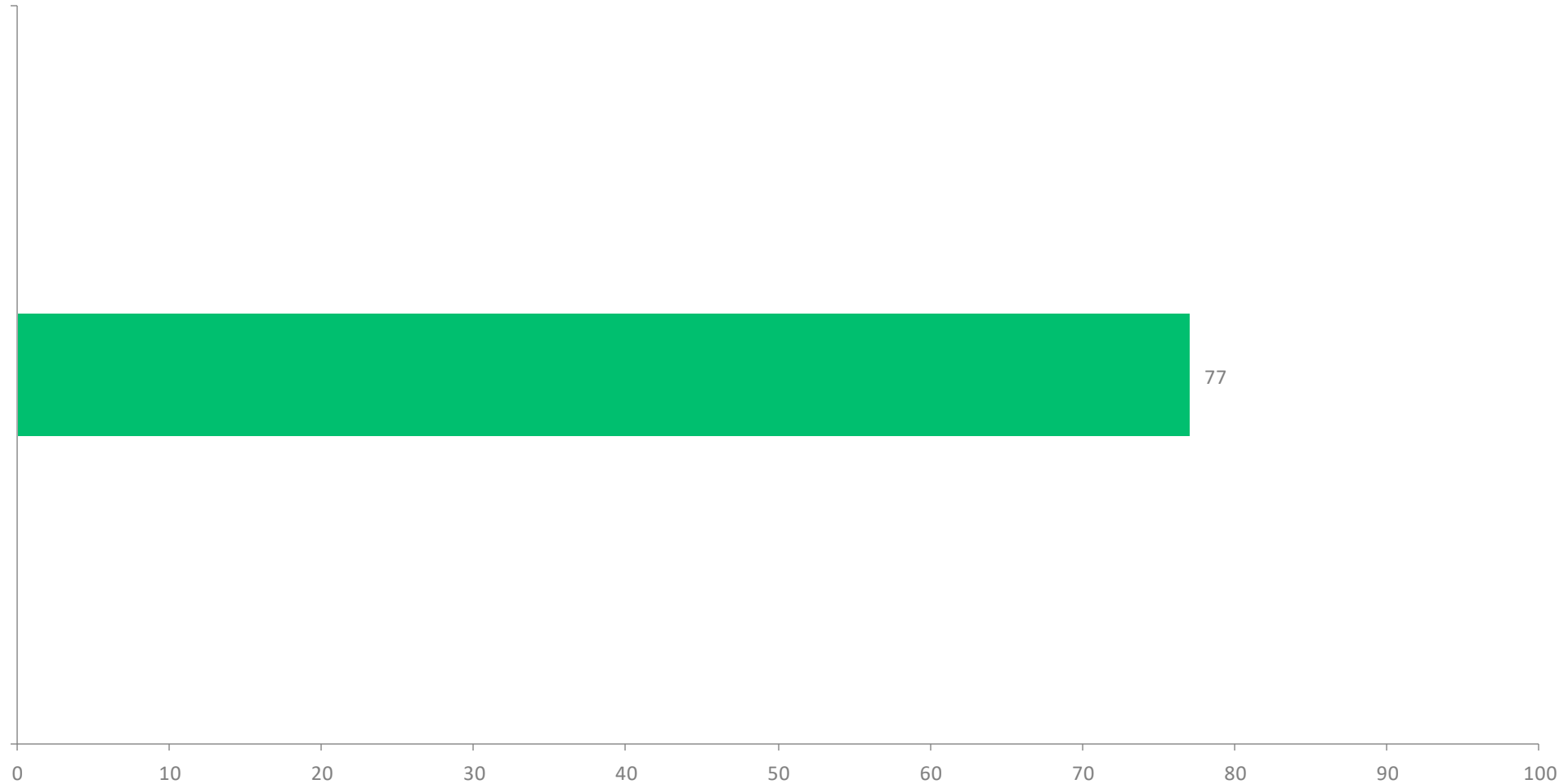
Q8: HOW OFTEN DO YOU VISIT THE TAHOE DONNER WEBSITE?



Q9: WHAT DO YOU LOOK FOR MOST OFTEN ON THE TAHOE DONNER WEBSITE? SELECT ALL THAT APPLY.



Q12: HOW WOULD YOU RATE TAHOE DONNER ASSOCIATION COMMUNICATION EFFORTS?



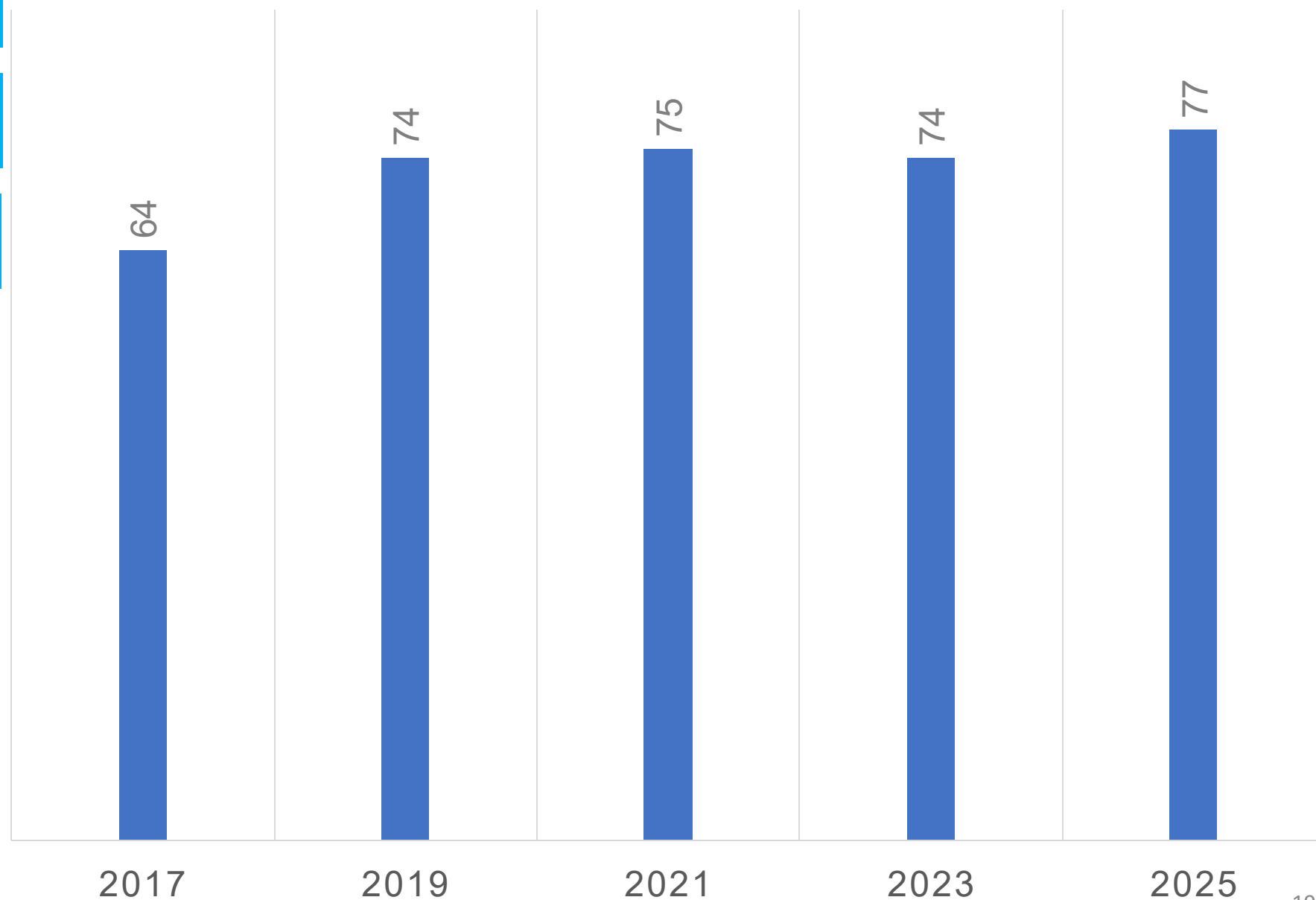
TRENDING

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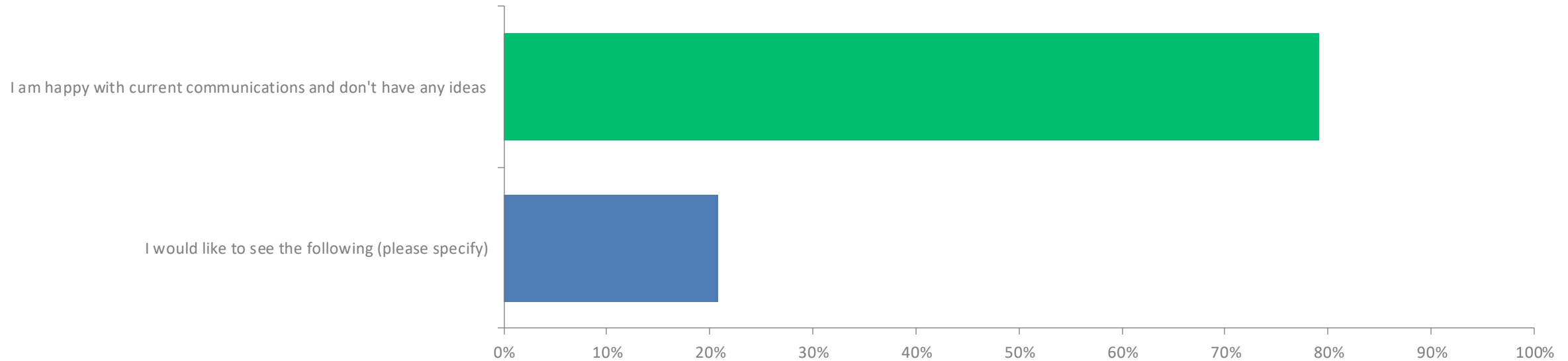
DATA

**RATE TO
COMMUNICATION
EFFORTS?**

IN % SATISFACTION



Q13: HOW CAN TAHOE DONNER IMPROVE COMMUNICATIONS?

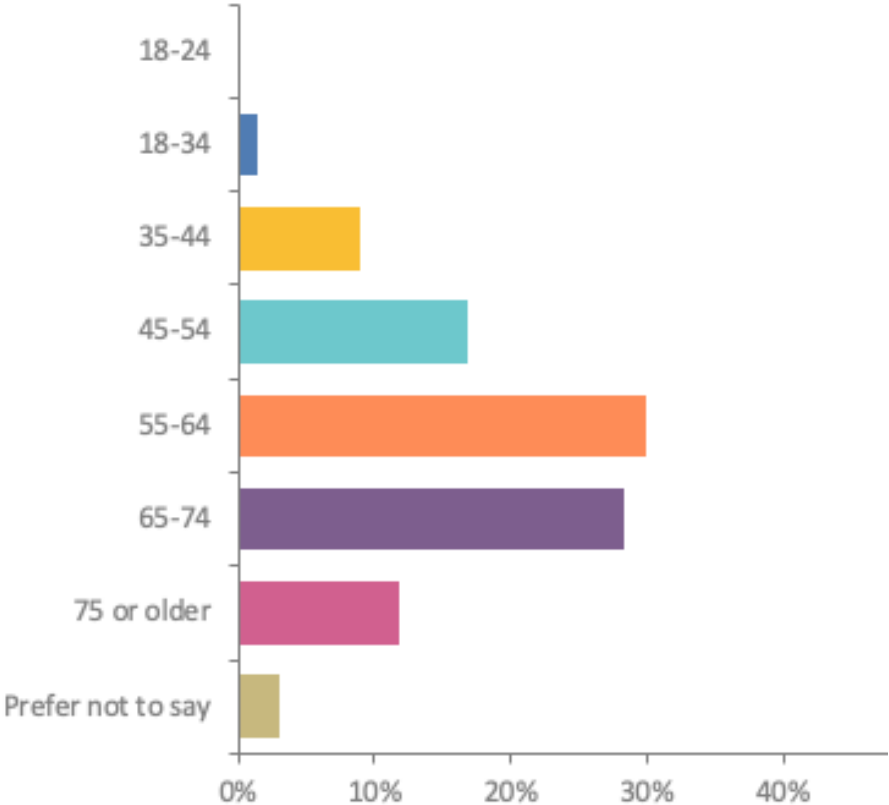


Summary of open-ended answers of what else they would like:

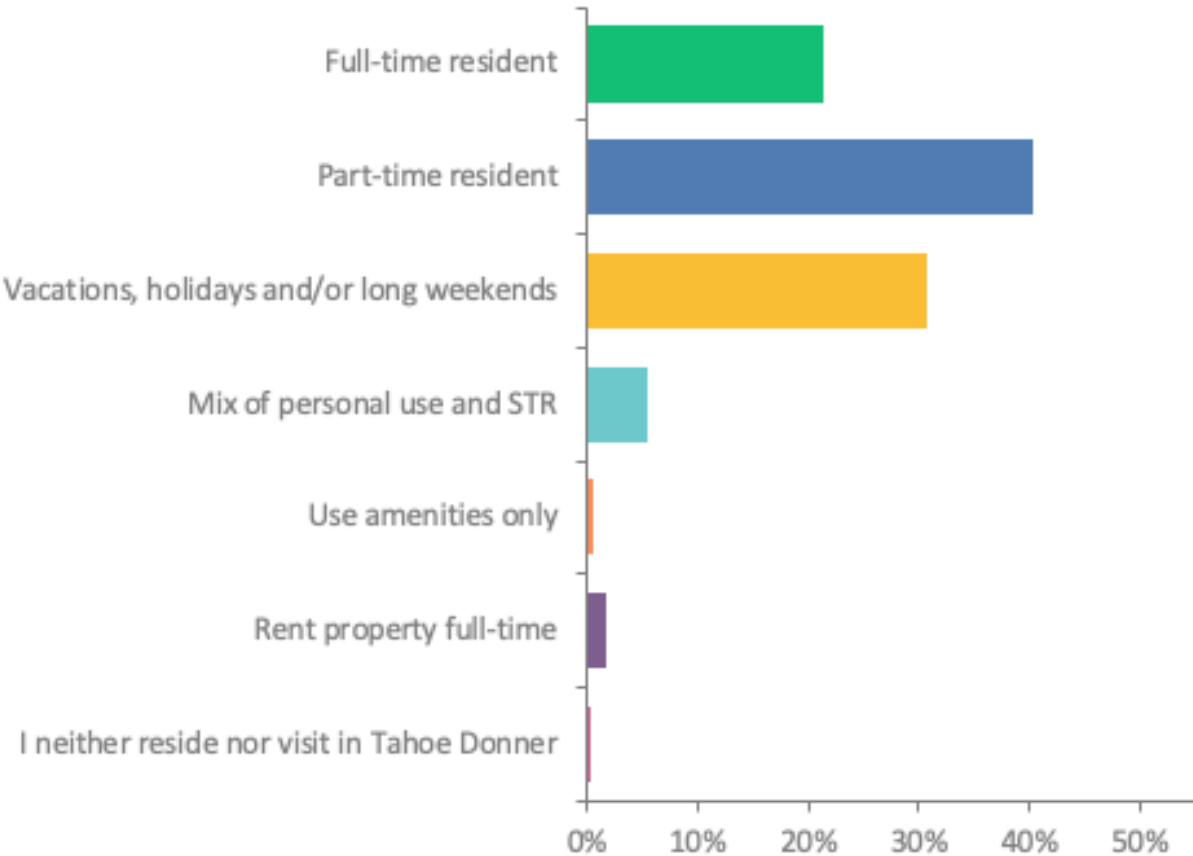
- Concern over the costs of TD News printing and other expenses
- Increase transparency on board decisions, including budget and ski lodge
- Improve website, including ShopTD, search, calendar of events and navigation
- Fewer but more relevant emails
- More timely responses to communication, replies to emails

DEMOGRAPHICS

Q16: What is your age?

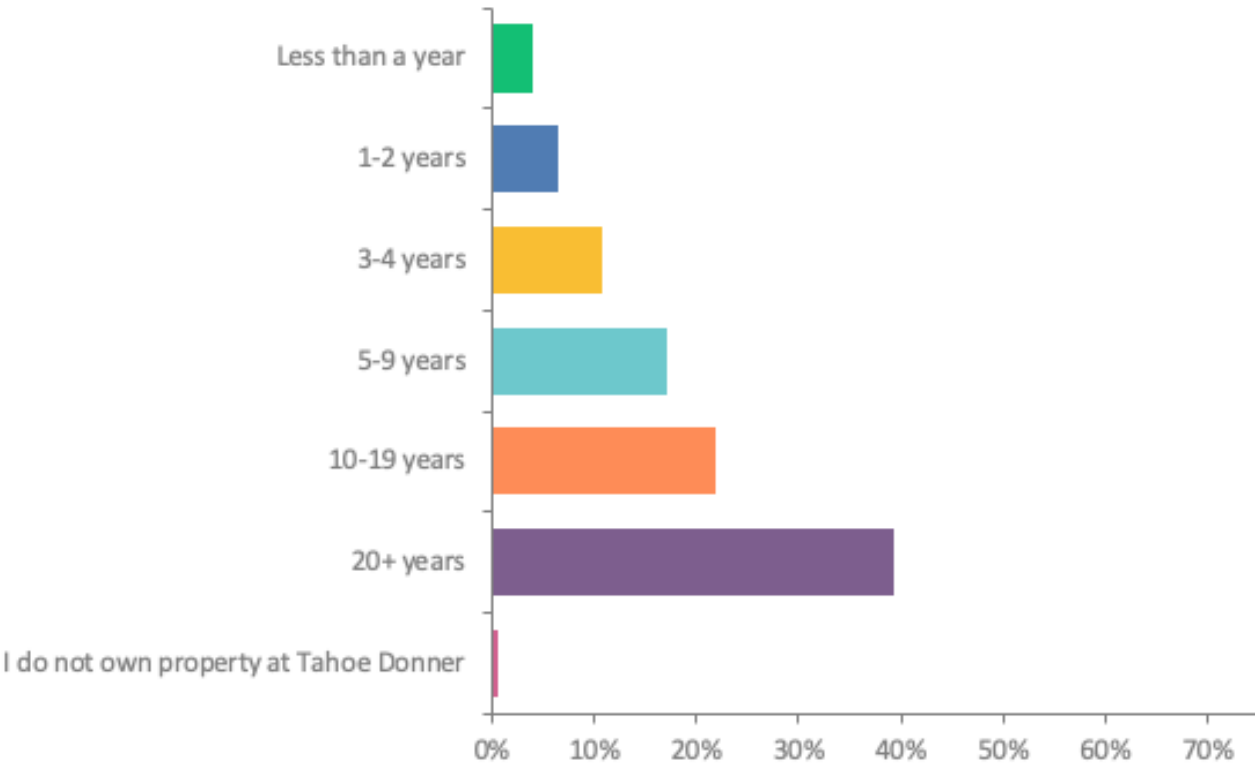


Q17: Which best describes the use of your home(s) or property(ies) in Tahoe Donner?

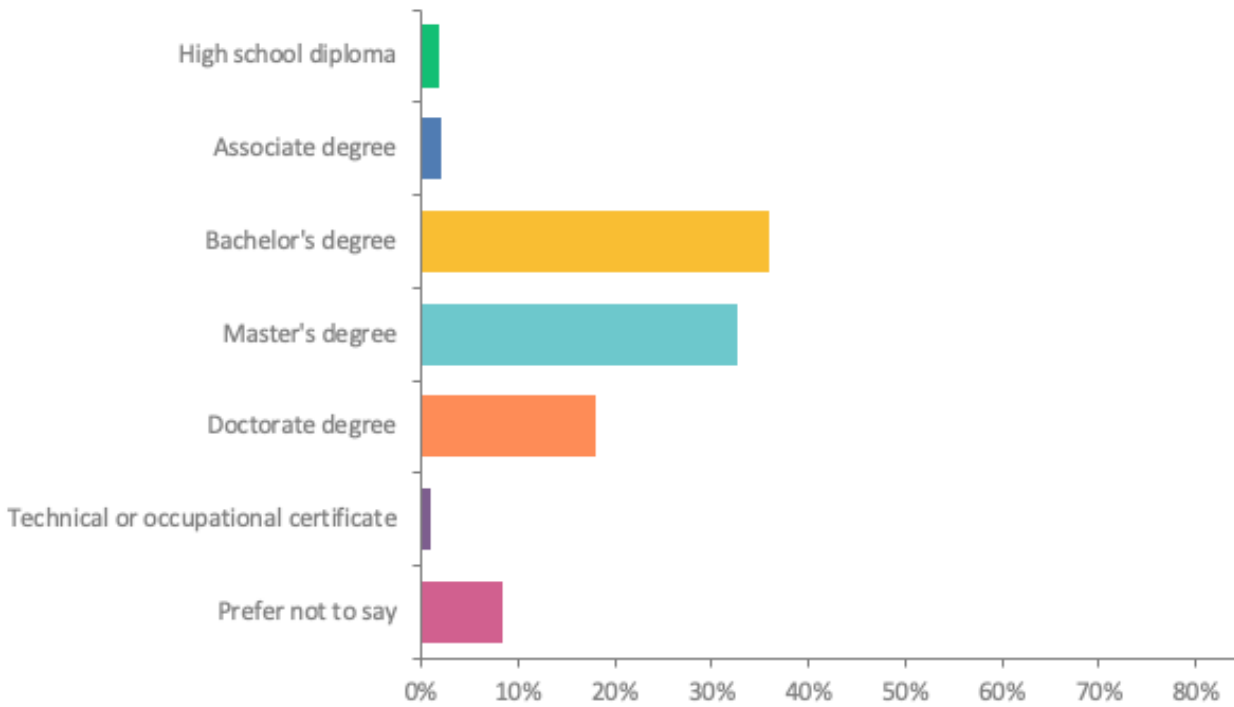


DEMOGRAPHICS

Q18: How long have you had a property in Tahoe Donner?



Q20: What is your highest level of education?



2025 MEMBER USAGE AND SATISFACTION SURVEY PREVIEW

- **PURPOSE:** Measure opinions among Tahoe Donner homeowners to understand
 - New residents – who are they
 - Property usage
 - Member attitudes toward amenities
 - Satisfaction and value of TD
 - Opportunities for improvement
- **FREQUENCY:** Previously completed in 2023, 2021, 2019 and 2015 (minimal in 2015)
- **AUDIENCE:** TD Homeowners
- **RUN DATES:** Sept/Oct 2025 – 5th time completing
- **WHO:** Third-party consultant: The F'inn Group

**Past member surveys available at tahoedonner.com/survey/*





THIS SURVEY WILL BE SUCCESSFUL IF:

- We learn about member usage and satisfaction of amenities, rates and ways to improve
- We continue to analyze data trends and assess if the efforts implemented are making a difference
- Learn new information or perspectives to help support continuous improvements and drive future planning and decisions
- *New Section:* Learn what the members identify as strengths, prevailing challenges, and what values are important in planning the future of Tahoe Donner (precursor for a future survey)
- Reduce the “total-time-to-complete” average

QUESTIONS?