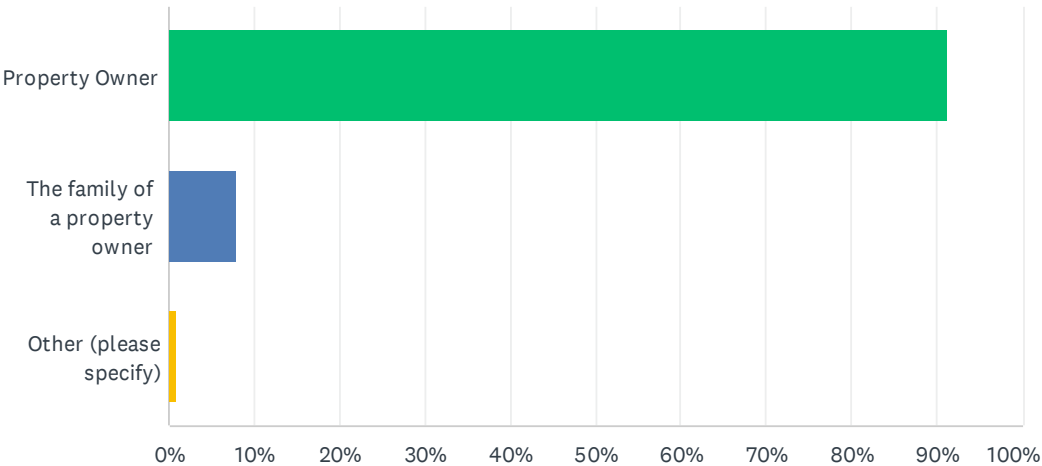


Q1 Are you a Tahoe Donner:

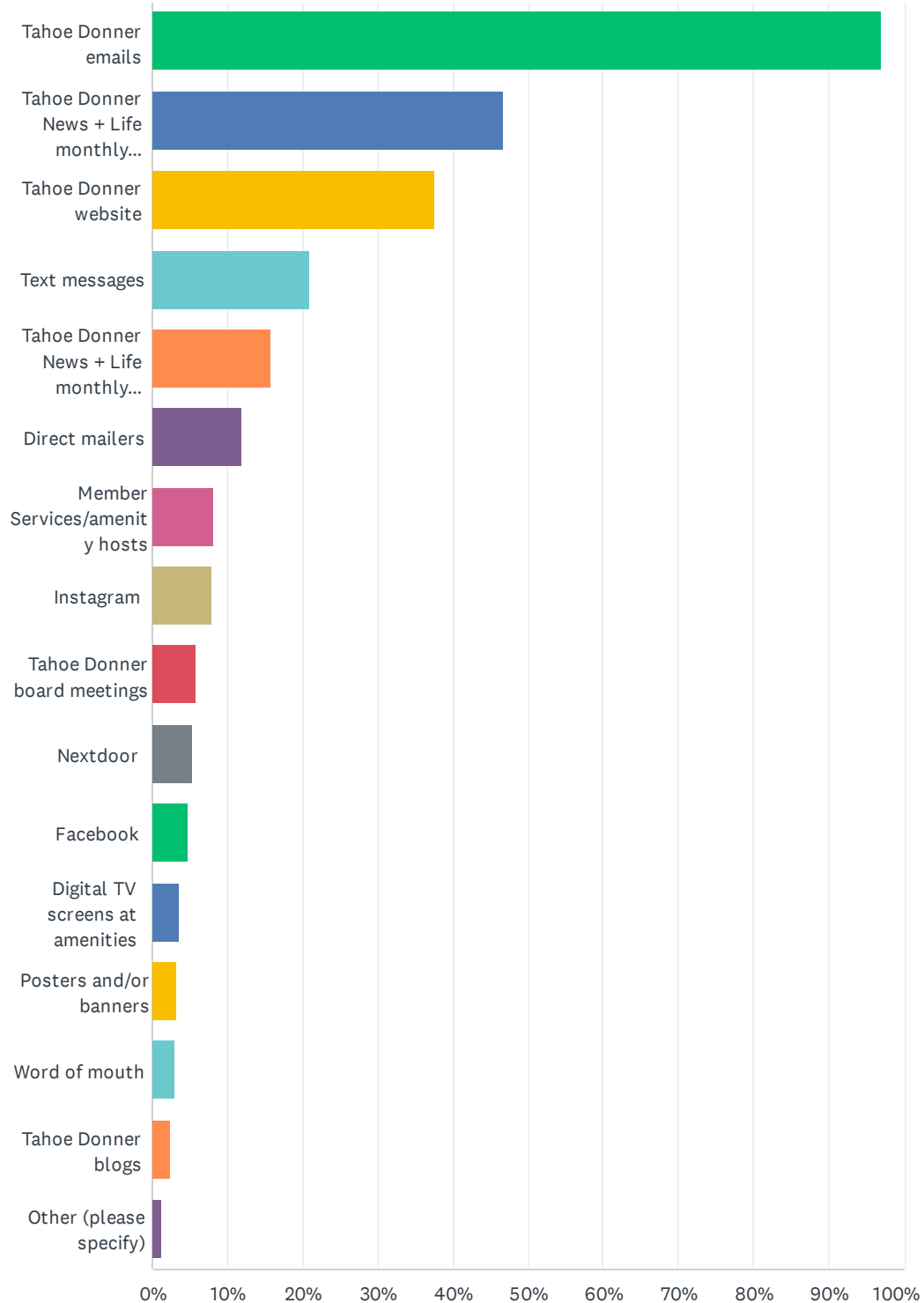
Answered: 1,977 Skipped: 7



ANSWER CHOICES		RESPONSES	
Property Owner		91.20%	1,803
The family of a property owner		7.99%	158
Other (please specify)		0.81%	16
TOTAL			1,977

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

Answered: 1,984 Skipped: 0

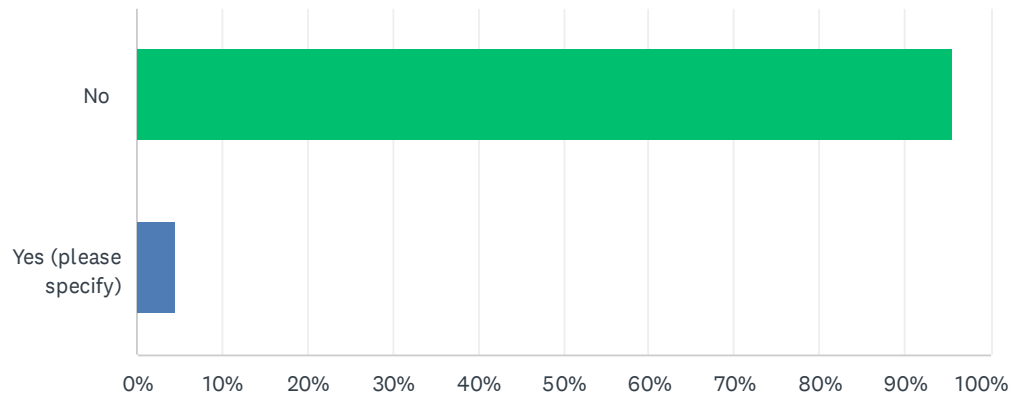


2025 Communications Preferences Survey

ANSWER CHOICES	RESPONSES	
Tahoe Donner emails	96.93%	1,923
Tahoe Donner News + Life monthly magazine IN PRINT	46.72%	927
Tahoe Donner website	37.55%	745
Text messages	20.82%	413
Tahoe Donner News + Life monthly magazine DIGITALLY/ONLINE	15.73%	312
Direct mailers	11.95%	237
Member Services/amenity hosts	8.06%	160
Instagram	7.86%	156
Tahoe Donner board meetings	5.75%	114
Nextdoor	5.24%	104
Facebook	4.74%	94
Digital TV screens at amenities	3.53%	70
Posters and/or banners	3.23%	64
Word of mouth	2.92%	58
Tahoe Donner blogs	2.37%	47
Other (please specify)	1.21%	24
Total Respondents: 1,984		

Q3 Are there any other ways you want to receive communication?

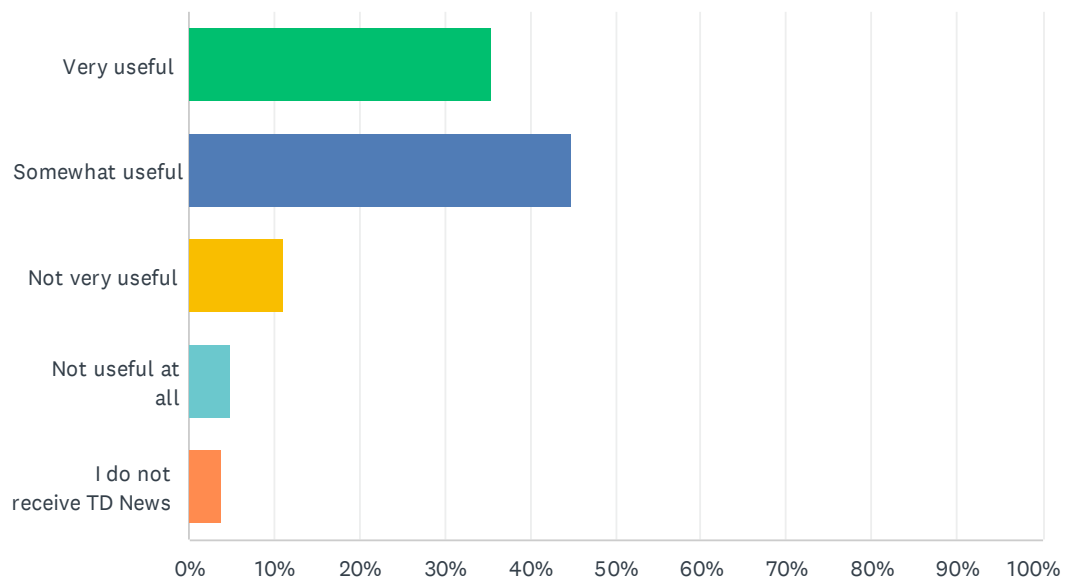
Answered: 1,948 Skipped: 36



ANSWER CHOICES	RESPONSES	
No	95.59%	1,862
Yes (please specify)	4.41%	86
TOTAL		1,948

Q4 How useful is the Tahoe Donner News + Life magazine to you?

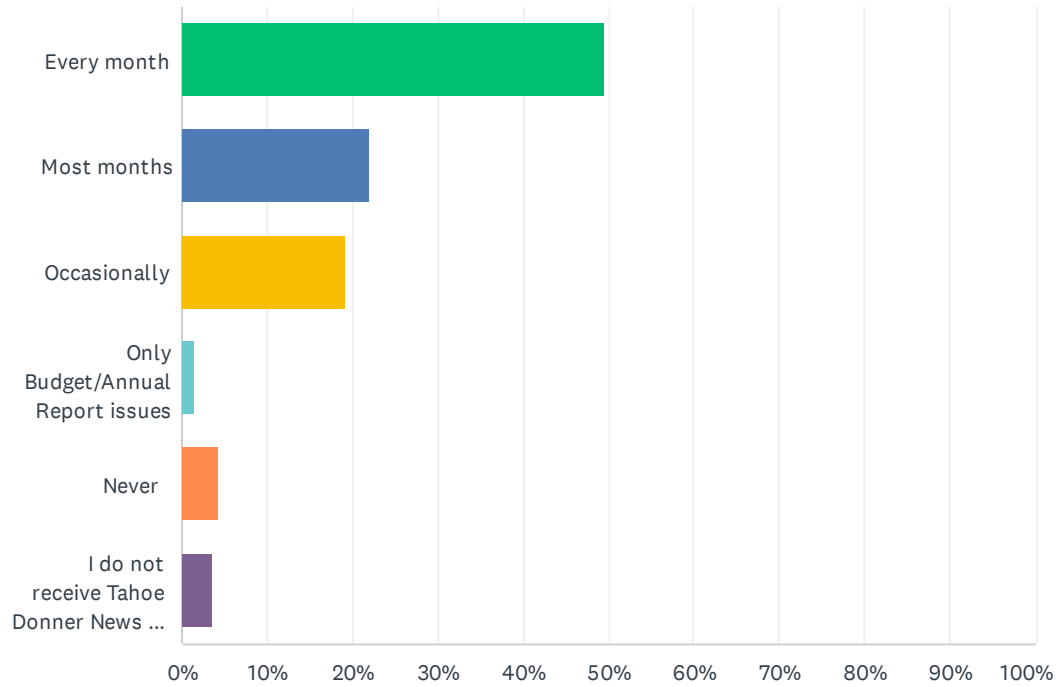
Answered: 1,984 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very useful	35.43%	703
Somewhat useful	44.86%	890
Not very useful	11.04%	219
Not useful at all	4.84%	96
I do not receive TD News	3.83%	76
TOTAL		1,984

Q5 How often do you read the Tahoe Donner magazine, Tahoe Donner News + Life?

Answered: 1,984 Skipped: 0



ANSWER CHOICES	RESPONSES	
Every month	49.50%	982
Most months	21.88%	434
Occasionally	19.25%	382
Only Budget/Annual Report issues	1.51%	30
Never	4.33%	86
I do not receive Tahoe Donner News + Life	3.53%	70
TOTAL		1,984

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?

Answered: 1,984 Skipped: 0

3.9




average rating




	1 (UNSATISFIED)	2	3	4	5 (VERY SATISFIED)	TOTAL	WEIGHTED AVERAGE
👍	2.82% 56	4.64% 92	23.49% 466	37.35% 741	31.70% 629	1,984	3.90

Q7 How would you describe Tahoe Donner's transparency related to key governance issues like rate increases, budget matters and capital projects?

Answered: 1,984 Skipped: 0

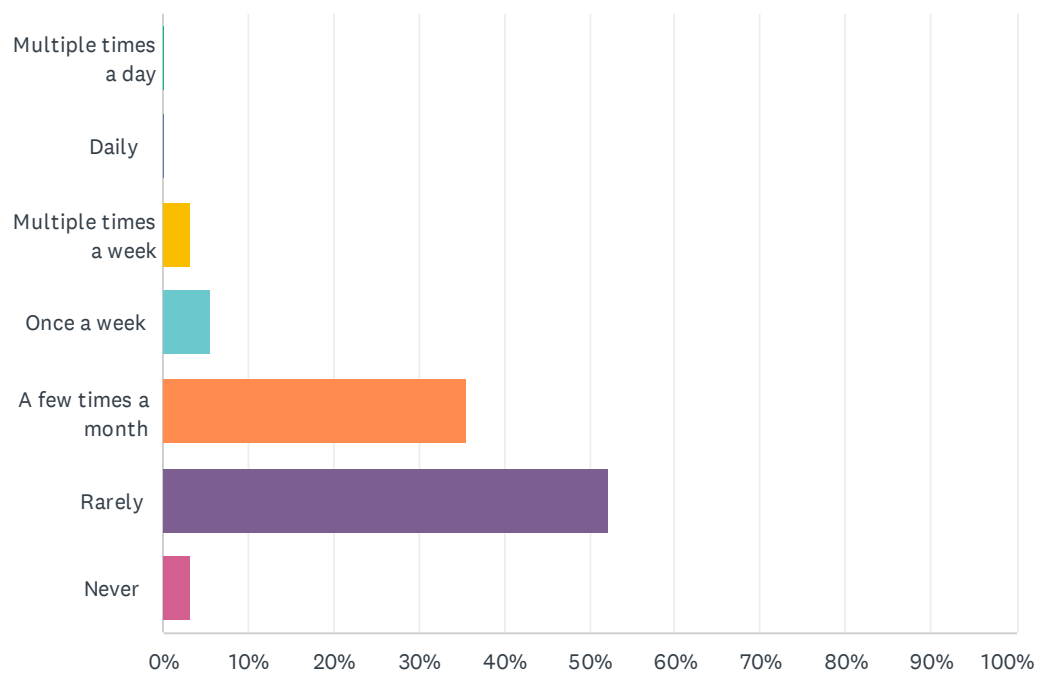
3.6 
average rating



	1 (NOT TRANSPARENT)	2	3	4	5 (VERY TRANSPARENT)	TOTAL	WEIGHTED AVERAGE
	5.90% 117	9.88% 196	27.52% 546	30.70% 609	26.01% 516	1,984	3.61

Q8 How often do you visit the Tahoe Donner website?

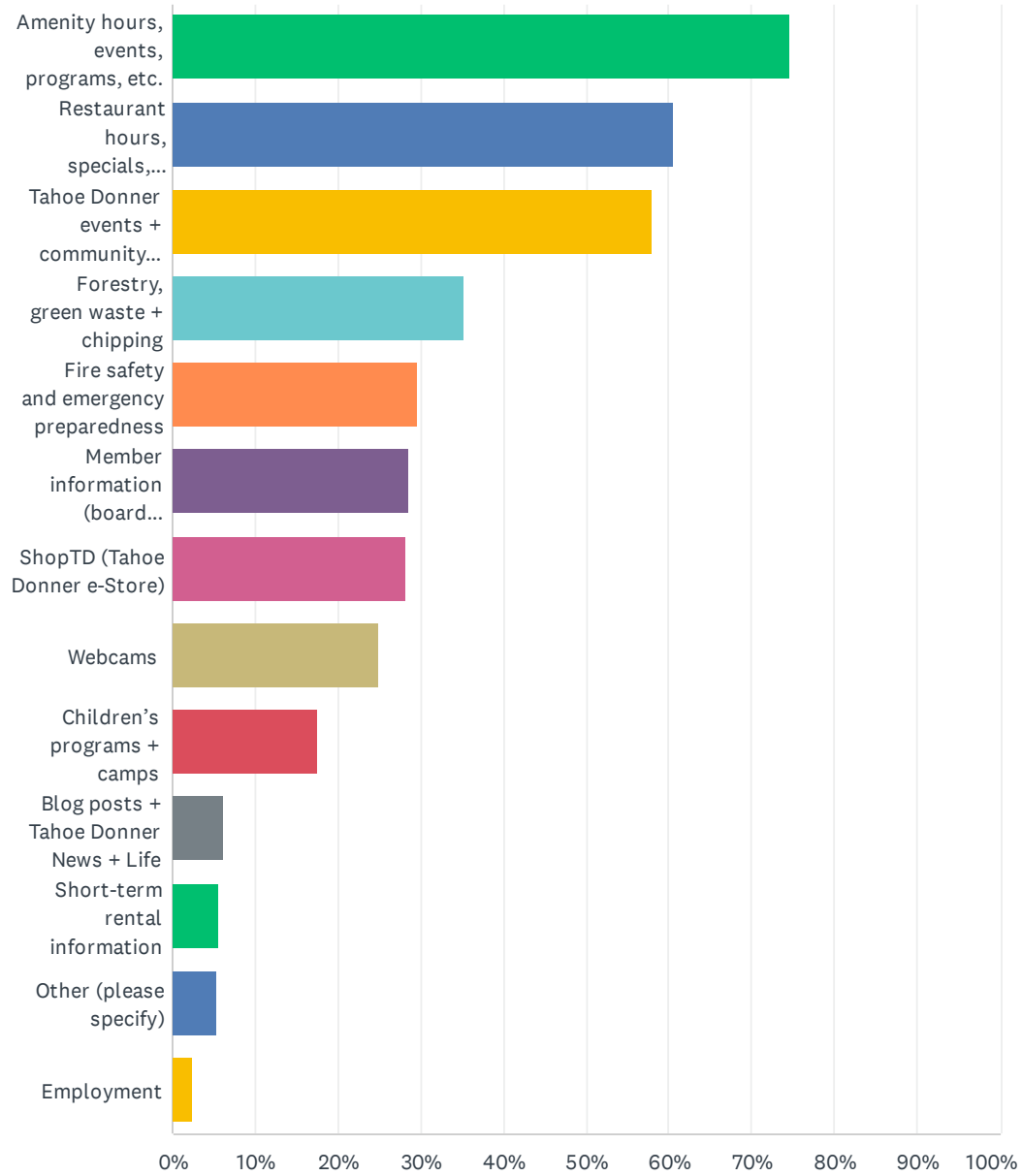
Answered: 1,767 Skipped: 217



ANSWER CHOICES	RESPONSES	
Multiple times a day	0.17%	3
Daily	0.11%	2
Multiple times a week	3.17%	56
Once a week	5.55%	98
A few times a month	35.54%	628
Rarely	52.18%	922
Never	3.28%	58
TOTAL		1,767

Q9 What do you look for most often on the Tahoe Donner website? Select all that apply.

Answered: 1,733 Skipped: 251



2025 Communications Preferences Survey

ANSWER CHOICES	RESPONSES	
Amenity hours, events, programs, etc.	74.67%	1,294
Restaurant hours, specials, menus, events, etc.	60.65%	1,051
Tahoe Donner events + community calendar	57.99%	1,005
Forestry, green waste + chipping	35.26%	611
Fire safety and emergency preparedness	29.66%	514
Member information (board meetings, board of directors, covenants, committees, capital projects, etc.)	28.62%	496
ShopTD (Tahoe Donner e-Store)	28.10%	487
Webcams	24.99%	433
Children's programs + camps	17.43%	302
Blog posts + Tahoe Donner News + Life	6.17%	107
Short-term rental information	5.54%	96
Other (please specify)	5.42%	94
Employment	2.25%	39
Total Respondents: 1,733		

Q10 What do you like about the current Tahoe Donner website?

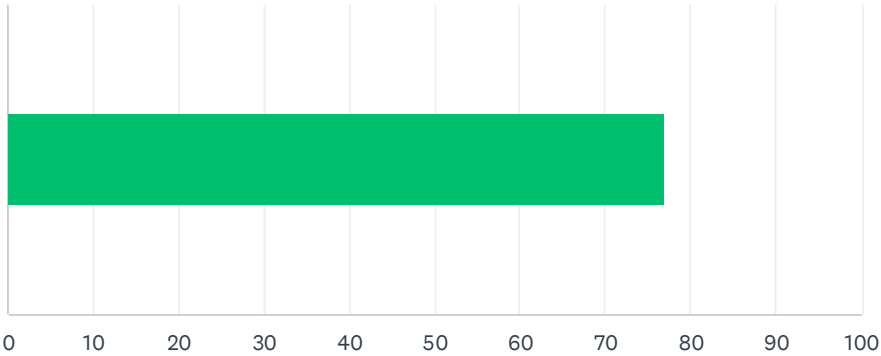
Answered: 959 Skipped: 1,025

Q11 Are there any areas of the website that could be improved?

Answered: 885 Skipped: 1,099

Q12 How would you rate Tahoe Donner Association communication efforts?

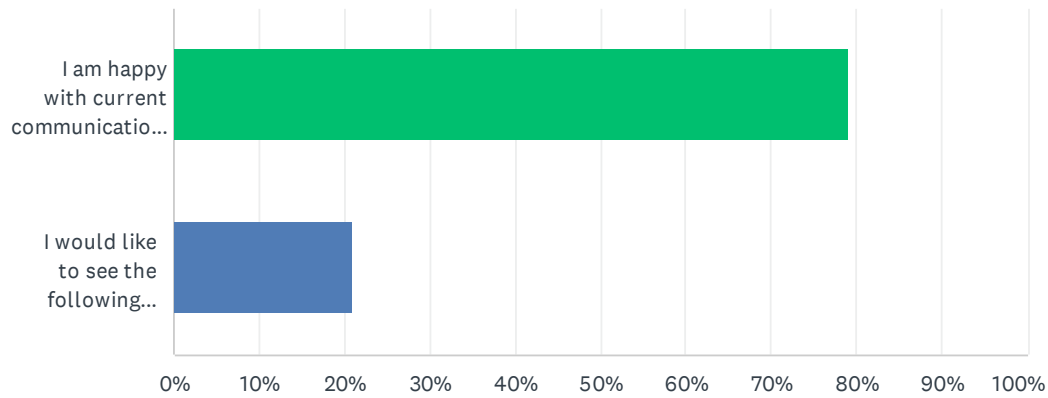
Answered: 1,772 Skipped: 212



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	77	136,536	1,772
Total Respondents: 1,772			

Q13 How can Tahoe Donner improve communications?

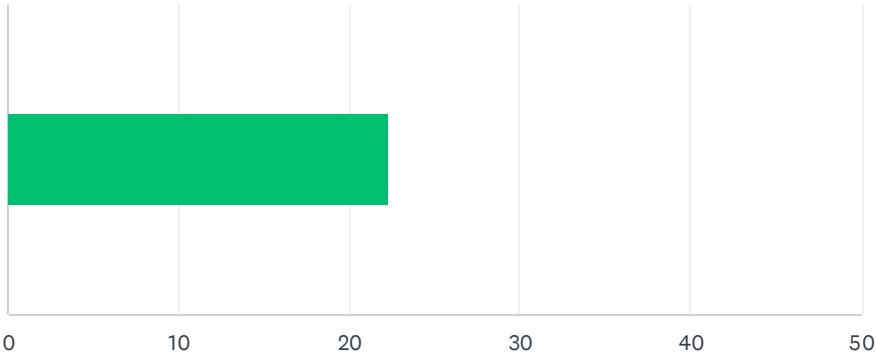
Answered: 1,772 Skipped: 212



ANSWER CHOICES	RESPONSES	
I am happy with current communications and don't have any ideas	79.12%	1,402
I would like to see the following (please specify)	20.88%	370
TOTAL		1,772

Q14 On a scale of 1-10, How interested are you in receiving communication from Tahoe Donner in the form of short podcasts?

Answered: 1,668 Skipped: 316



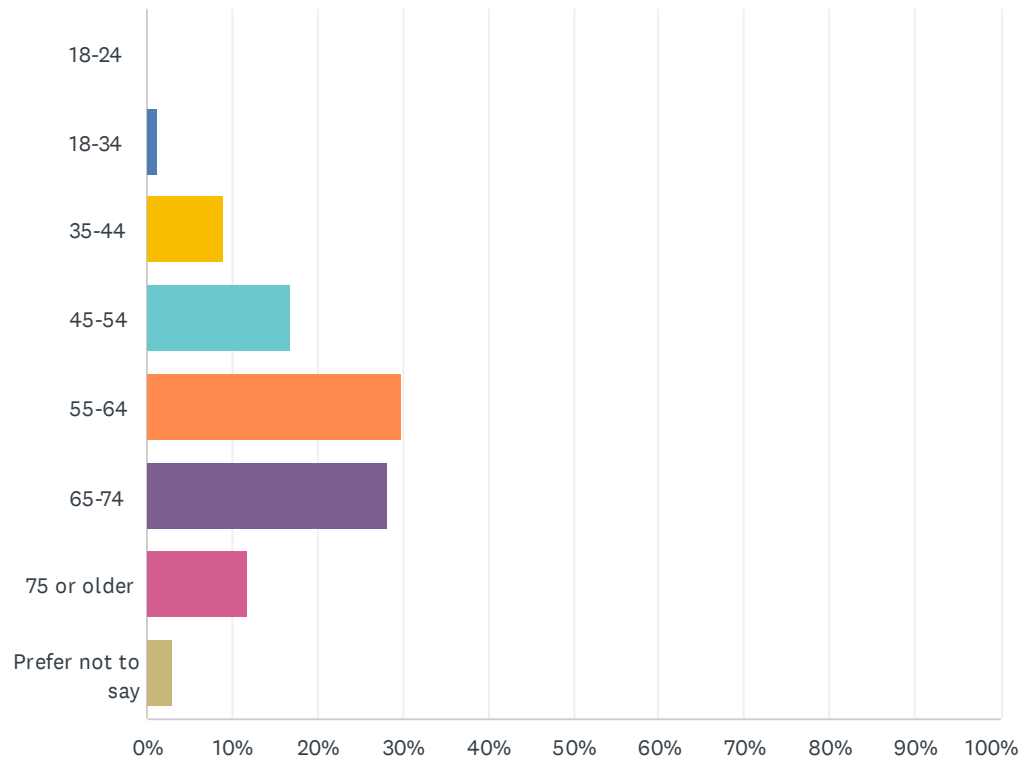
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	22	37,203	1,668
Total Respondents: 1,668			

Q15 What would you like to see more communication about?

Answered: 822 Skipped: 1,162

Q16 What is your age?

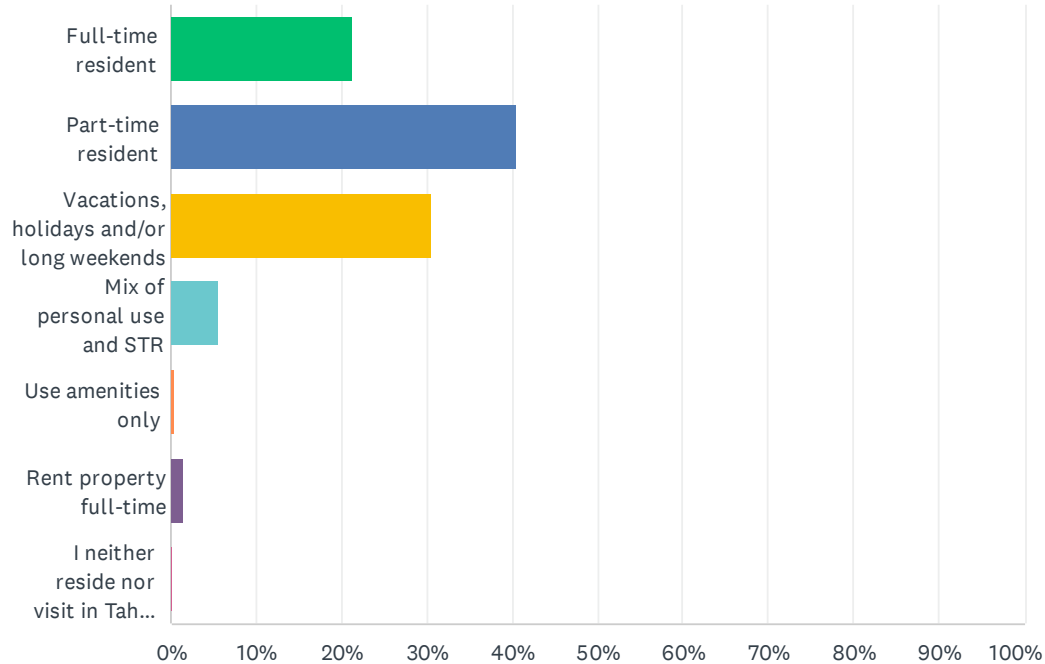
Answered: 1,760 Skipped: 224



ANSWER CHOICES	RESPONSES	
18-24	0.00%	0
18-34	1.31%	23
35-44	8.92%	157
45-54	16.93%	298
55-64	29.83%	525
65-74	28.13%	495
75 or older	11.82%	208
Prefer not to say	3.07%	54
TOTAL		1,760

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

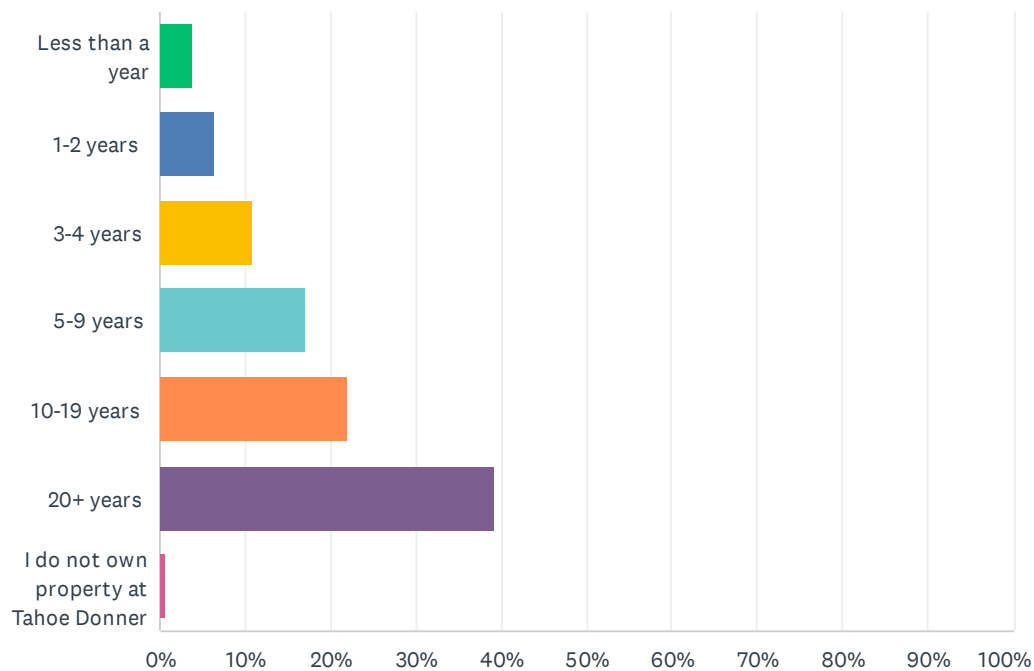
Answered: 1,753 Skipped: 231



ANSWER CHOICES	RESPONSES	
Full-time resident	21.28%	373
Part-time resident	40.44%	709
Vacations, holidays and/or long weekends	30.52%	535
Mix of personal use and STR	5.53%	97
Use amenities only	0.51%	9
Rent property full-time	1.60%	28
I neither reside nor visit in Tahoe Donner	0.11%	2
TOTAL		1,753

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

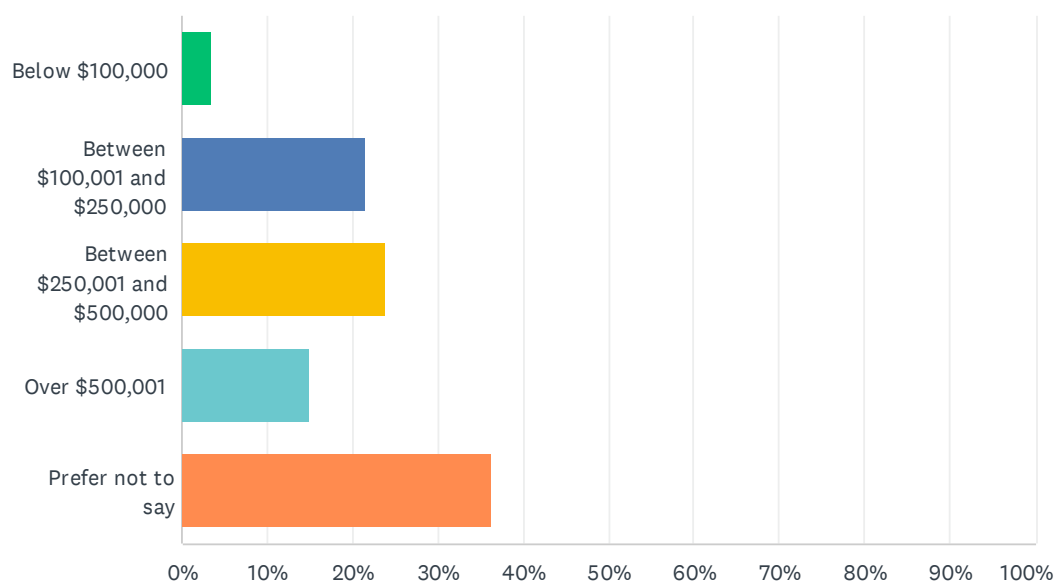
Answered: 1,755 Skipped: 229



ANSWER CHOICES	RESPONSES	
Less than a year	3.93%	69
1-2 years	6.50%	114
3-4 years	10.77%	189
5-9 years	17.09%	300
10-19 years	21.88%	384
20+ years	39.26%	689
I do not own property at Tahoe Donner	0.57%	10
TOTAL		1,755

Q19 What is your approximate household income?

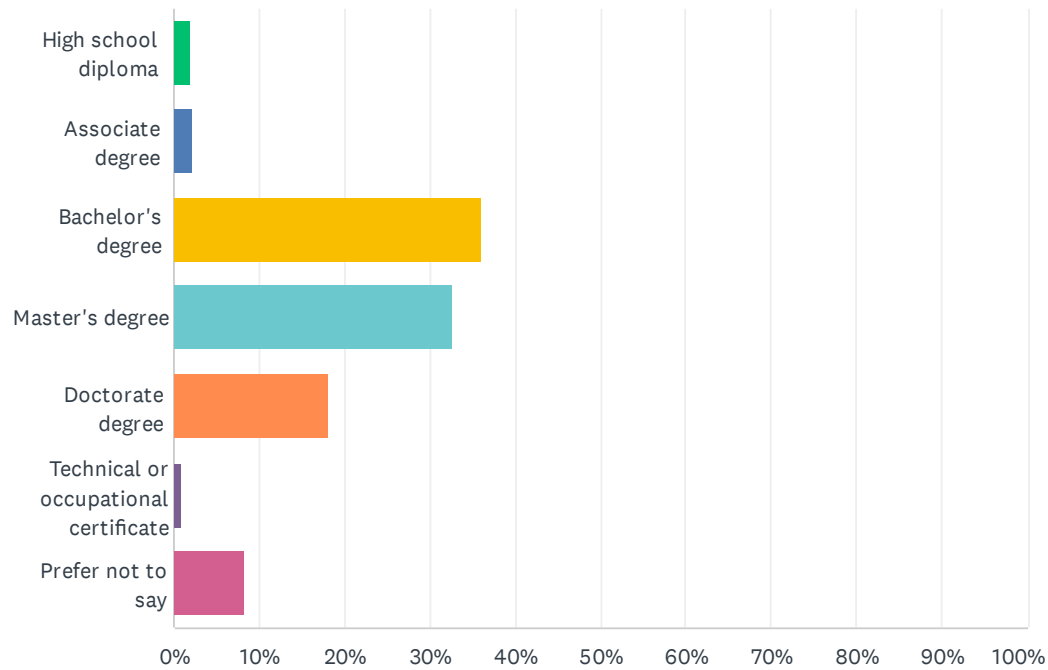
Answered: 1,745 Skipped: 239



ANSWER CHOICES	RESPONSES	
Below \$100,000	3.38%	59
Between \$100,001 and \$250,000	21.55%	376
Between \$250,001 and \$500,000	23.90%	417
Over \$500,001	14.84%	259
Prefer not to say	36.33%	634
TOTAL		1,745

Q20 What is your highest level of education?

Answered: 1,755 Skipped: 229



ANSWER CHOICES	RESPONSES	
High school diploma	1.94%	34
Associate degree	2.11%	37
Bachelor's degree	35.95%	631
Master's degree	32.59%	572
Doctorate degree	18.12%	318
Technical or occupational certificate	0.91%	16
Prefer not to say	8.38%	147
TOTAL		1,755