



Agenda Item No. 17

455 Mountain Village Blvd.
Mountain Village, CO 81435

TO: Mountain Village Town Council
FROM: Kathrine Warren, Communications Manager
DATE: March 13, 2025
RE: 2025 Community Survey Results

Background

In early 2025, the Town of Mountain Village retained Corona Insights to conduct a comprehensive survey with residents, property owners and members of the workforce. The purpose of this research was to gain a deeper understanding of community members' perceptions of the Town of Mountain Village across several key areas.

Survey Methodology

Corona Insights conducted an online survey using email contact lists provided by the Town with the following parameters:

- The survey was offered in both English and Spanish (though no Spanish responses were collected)
- A total of 365 completed surveys were analyzed
- Responses were collected between February 11 and March 3, 2025

Survey Focus Areas

The survey collected information about community perceptions across eight key areas:

- Overall quality of life
- Town services
- The environment
- Recreation
- Public safety
- Transportation/Parking
- Communications
- Business development

The survey analysis from Corona Insights and a summary of answers to three of the open-ended questions are attached. Representatives from Corona Insights will present an overview of findings to council and be available for any further questions regarding methodology and their analysis.

**2025 Community Survey Open-Ended Questions
Overview:**

Q6a. The greatest thing about Mountain Village is:

Natural Environment (110+ mentions)

- **Views/Scenery/Beauty:** Approximately 60+ mentions specifically about views, scenery, natural beauty
- **Mountains:** 10+ specific mentions
- **Open Space:** 10+ mentions valuing open spaces and low density
- **Quietness/Peacefulness:** 14+ mentions appreciating the quiet, peaceful atmosphere

Access & Recreation (90+ mentions)

- **Outdoor Activities/Recreation:** 35+ mentions of general outdoor recreation
- **Ski Access:** 30+ specific mentions about proximity to skiing, ski-in/ski-out
- **Hiking/Biking Trails:** 15+ mentions
- **Nature Access:** 10+ mentions about access to nature

Transportation & Accessibility (60+ mentions)

- **Gondola:** 20+ specific mentions
- **Transportation System:** 15+ mentions of the general transportation system
- **Walkability/Pedestrian-Friendly:** 15+ mentions
- **Dial-A-Ride:** 5+ specific mentions
- **Convenience/Ease of Movement:** 15+ mentions

Community Characteristics (40+ mentions)

- **People/Neighbors/Community:** 20+ mentions
- **Safety/Cleanliness:** 12+ mentions
- **Small Town Feel:** 8+ mentions about small size, village feel
- **Services/Amenities:** Mentions of businesses, stores, grocery store

Village Design (25+ mentions)

- **Village Core/Plaza:** 10+ mentions
- **Location:** 15+ general mentions about location (beyond natural setting)

Government & Services (10+ mentions)

- **Town Staff/Government:** Several positive mentions
- **Police/Fire:** A few specific mentions of responsive services

Notable Unique Values

- "Swiss mountain town appeal"
- "It is not (currently) overbuilt - the last real mountain town with community and connection"
- "No chain stores"

- "Telluride without the density or festival chaos of town"
- "The weather/sunshine"
- "Flexible deed restrictions"

Q6b. The thing that needs the most improvement in Mountain Village is:

Dining & Retail (60+ mentions)

- **More/Better Restaurants:** 40+ mentions specifically requesting more restaurants or better dining options
- **Retail/Shopping Options:** 15+ mentions wanting more stores or retail variety
- **Core Vibrancy:** 10+ mentions about making the village core more vibrant/active

Housing & Affordability (50+ mentions)

- **Affordable/Workforce Housing:** 25+ specific mentions
- **Cost of Living:** 15+ mentions about general affordability issues
- **Rental Policies:** Several mentions about rental regulations and policies

Parking & Transportation (45+ mentions)

- **Parking:** 30+ mentions specifically about parking needs/issues
- **Transportation Improvements:** 10+ mentions about gondola, shuttle services
- **Roads & Walkways:** 8+ mentions about pedestrian infrastructure, road maintenance

Local Government & Management (40+ mentions)

- **Governance/Town Management:** 15+ mentions about transparency, priorities
- **Taxes:** 10+ mentions about tax burden or tax allocation
- **Bureaucracy/Approvals:** 8+ mentions about slow processes, excessive regulation
- **TMVOA Issues:** 5+ mentions specifically about TMVOA (Telluride Mountain Village Owners Association)

Ski Resort Concerns (25+ mentions)

- **Ski Area Ownership/Management:** 15+ mentions
- **Resort Improvements:** 5+ mentions about facilities/services
- **Balancing Resort vs. Community Needs:** 5+ mentions

Amenities & Services (25+ mentions)

- **Basic Services:** 10+ mentions (post office, medical, etc.)
- **Recreation Facilities:** 10+ mentions (rec center, parks, etc.)
- **Events/Activities:** 5+ mentions wanting more community events

Development Concerns (20+ mentions)

- **Less/Controlled Development:** 12+ mentions about limiting growth/development
- **Infrastructure:** 8+ mentions about infrastructure needs

Community Building (15+ mentions)

- **Sense of Community:** 8+ mentions
- **Local/Resident Focus:** 7+ mentions about prioritizing locals over visitors

Environmental Concerns (10+ mentions)

- **Fire Mitigation/Prevention:** 7+ mentions
- **Open Space Protection:** Several mentions

Notable Unique Responses

- "Shared strategic plan to ensure we don't just become another over-crowded, over-developed mountain town"
- "Supporting locals rather than bowing to second homeowners"
- "The core needs a complete facelift"
- "Year-round vibrancy" (seasonal inconsistency)
- "Need to resolve role of Town vs TMVOA"
- "Honest town staff"

Q45. (Optional) What, if anything, could the resort leadership do to improve relationships with the community?

Resort Management & Investment (60+ mentions)

- **Capital Improvements Needed** (30+ mentions):
 - Upgrade aging lifts, especially Lift 10
 - Improve infrastructure
 - Address maintenance issues
- **On-Mountain Dining** (25+ mentions):
 - Reopen Giuseppe's restaurant (frequently mentioned)
 - More dining options on the mountain
 - Better quality food service
- **New Ownership/Leadership** (15+ mentions):
 - Numerous calls for current ownership to sell
 - Need for professional management
 - Desire for leadership that understands resort operations

Community Relations (50+ mentions)

- **Local Discounts & Benefits** (35+ mentions):
 - Restore senior/80+ ski passes (extremely frequent request)
 - More affordable passes for locals/homeowners

- Better local discounts
- **Communication & Transparency (15+ mentions):**
 - More open dialogue
 - Better information sharing
 - Clearer long-term plans

Golf Course Access (15+ mentions)

- Allow non-members some access to golf course
- Improve golf course maintenance
- Return to pre-COVID public access options

Employee Treatment (15+ mentions)

- Better housing for employees
- Improved working conditions
- Better pay and training for staff

Governance Concerns (15+ mentions)

- Too much influence over TMVOA (Telluride Mountain Village Owners Association)
- Imbalance of power in decision-making
- Perceived conflicts of interest

Notable Unique Comments

- "Telski appears to be in it for themselves."
- "We're the folk who've routinely funded them for years and they eliminate senior pass discounts!?! Utah is skiing very well this year!"
- Actually have a relationship with the community and offer products and services geared for the locals that keep this community and the ski resort going.
- Actually listen to the local community and not totally shut them down. nobody feels like Chuck listens or cares about locals/employees
- Actually start considering the needs of the local TMV and Telluride communities. Stop making short-sighted, bad decisions and choices. Provide housing for Telski workers! Stop talking about it and do it! If Telski truly wanted to, they could provide housing for all of their employees. The current Telski ownership has done very little, almost nothing to alleviate work force housing.
- "eliminate the guaranteed seats on the TMVOA Board of Directors. TSG acts like Trump, do what they want to do without regard to the Town government. The Council members bend over backwards to please TSG. Greater separation is needed."
- It feels like both Mountain Village and the Town of Telluride are building and planning like crazy right now, and I'm not sure Telski has put forth the same effort or planning. It'd be good to see them putting more effort into housing development, new lifts, new restaurants, etc. and work with the town as a partner.
- "The resort is a joke! This place is no longer world class. The grooming sucks. The lifts are ancient and always broken. The food on the resort is disgusting. The resort doesn't even open on a power day. There is no marketing. There is no

customer service. We're lucky Telluride is pretty because the economy is crashing thanks to an irrelevant ski resort owner."

- "Get rid of Chuck. He is a major obstacle to any improvement. He is self-serving to say the least."
- "In my 30+ years of being around the ski industry I've never experienced such vitriol about an owner in my 40+ years of being in and around the ski industry."
- "Frankly it feels like the Hornings sit around and think up the worse possible actions they could take with the community and then implement them. Crazy. The perception is they are just greedy."
- "Chuck promised \$100m investment if he got the hot beds approved. The beds were approved. Now he needs to step up or sell. Not having Guiseppes open and selling gas station burritos at high camp are just a sign of his bad management."
- "Telski is antiquated and not trusted by residents. Please sell it and get new management. Club is never meaningfully improved and offers little value."
- "TSG is a disaster and needs to be replaced by an ownership group that has a vision more in line with the Telluride region's goals/values"
- "Run the Horning family out of the state!"
- "The lack of capital improvements in the ski resort is unacceptable... The resort is going downhill relative to its competition. If not for the incredible beauty it would be losing skier visits rapidly."
- "They view everyone as a profit opportunity as opposed to their position as a steward of the community."
- "They raised ticket prices, then had broken lifts, resulting in long lift lines, angry people, etc. You cannot raise prices to a luxury level and provide a low budget experience."
- "Nothing is going to change with the Horning's in place... Chuck's personality is one of chaos and conflict and there is no compromise in relationships."
- "Give us value. Telski has raised prices and has not offered any additional value or improvements for the money. Telski needs to improve the overall experience on the mountain. The lifts, restaurants and shops are in serious decline. Telluride was once rated #1 by Conde Naste for several years running. Now I don't think we are even in the top 10. I once was an advocate for Telluride and talked to out of town visitors about the restaurants, ski experience and how thrilled I was to live here. Telski has changed all of that over the last few years and I now remain silent. Telski needs to Improve the food at Gorrinos. My friends and I just don't go there any more. I think Alpino Vino and Bon Vivant are great but they are understandably expensive. Telski needs to reopen Giuseppes. What a disaster, inexcusable! The Peaks Altezza restaurant was excellent last year and we went there frequently for breakfast, lunch and dinner. They must have lost their chef because this year it's just not very good and we no longer go there. Most of my friends no longer go because they don't want to take off their ski boots. This is a ski area, why don't they put rugs on the floor or replace the floor with some type of non slip surface. Bottom line is, I don't think Telski is willing to put any money back into this resort. What a shame. What's wrong with Telski???? If they can't get their act together, they should sell this resort to someone that cares."

2025 FINDINGS

**The Town of
Mountain Village
Community Survey**

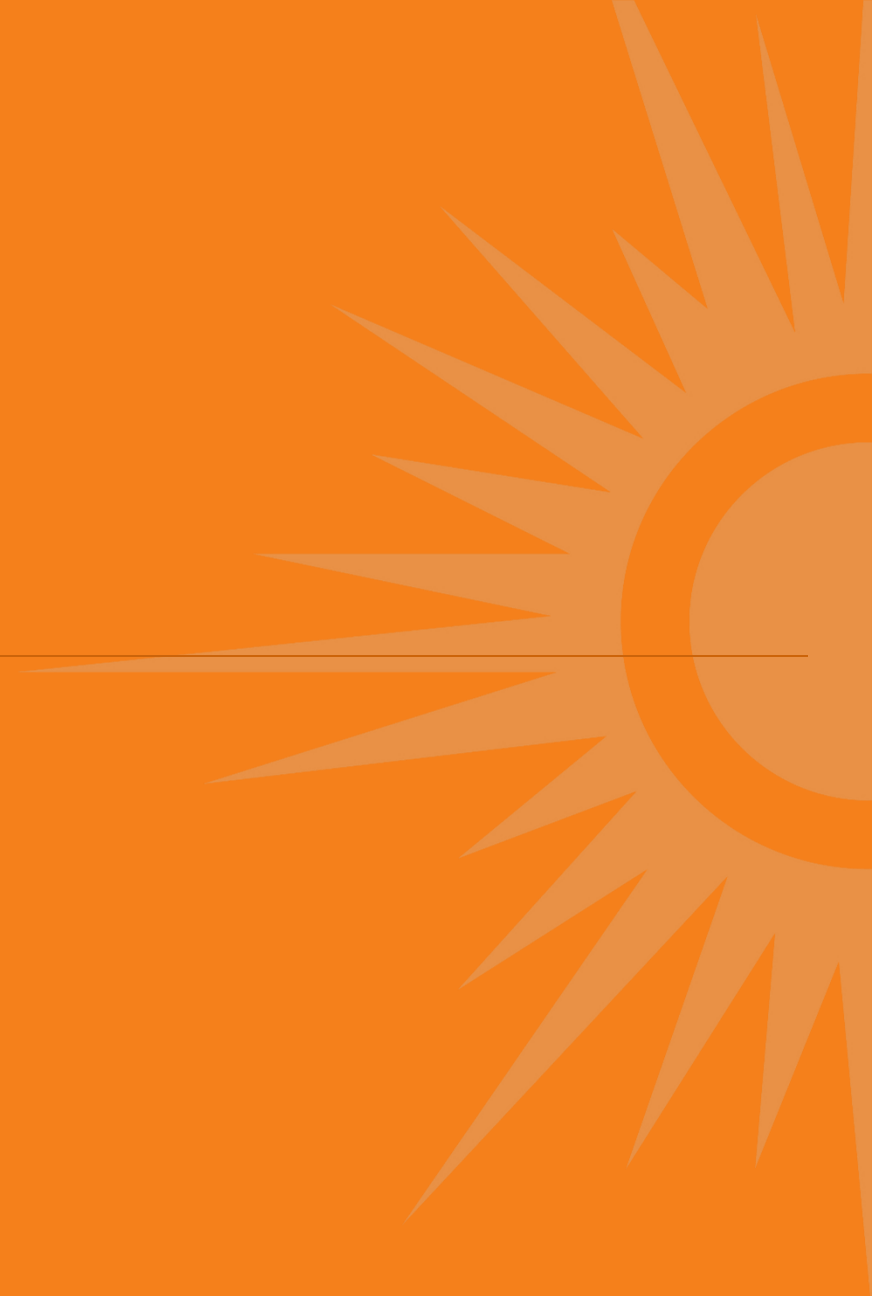
Prepared by:

CORONAINSIGHTS

CONTENTS

Executive Summary	<u>3</u>	Detailed Findings	
Executive Summary		Recreation	<u>30</u>
Introduction	<u>4</u>	Detailed Findings	
Executive Summary		Public Safety	<u>32</u>
Respondent Profile	<u>5</u>	Detailed Findings	
Executive Summary		Bus Service	<u>34</u>
Key Findings	<u>6</u>	Detailed Findings	
Detailed Findings	<u>14</u>	Communications	<u>37</u>
Detailed Findings		Detailed Findings	
Quality of Life	<u>15</u>	Business Development	<u>41</u>
Detailed Findings		Detailed Findings	
Town Services	<u>20</u>	Resort Relations	<u>46</u>
Detailed Findings		Appendix	<u>48</u>
Environment	<u>24</u>		

SECTION 1
EXECUTIVE SUMMARY



INTRODUCTION

Corona Insights was retained by the Town of Mountain Village in early 2025 to conduct research with residents, property owners, and members of the workforce in order to understand community members' perceptions of the Town of Mountain Village. To do so, we collected information about the following topics:

- Overall quality of life
- Town services
- The environment
- Recreation
- Public safety
- Transportation/Parking
- Communications
- Business development

Methodology

- > The survey was conducted online using contact lists provided by the Town.
- > The survey was offered in English and Spanish (though no Spanish responses were collected).
- > 365 completed surveys were analyzed.
- > Responses were collected between February 11th and March 3rd, 2025.

Additional information on the methodology can be found in the [Appendix](#).

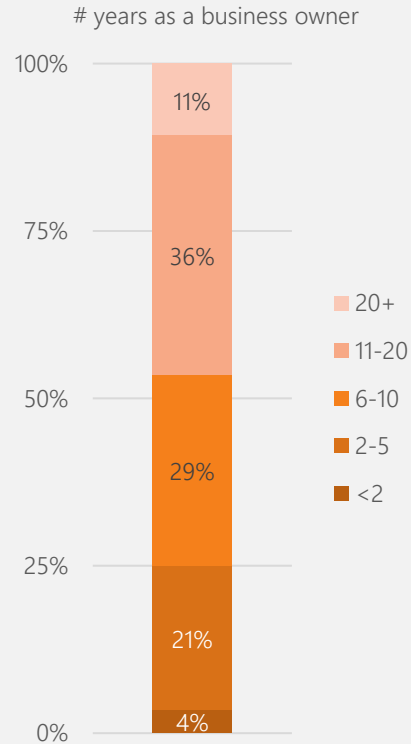
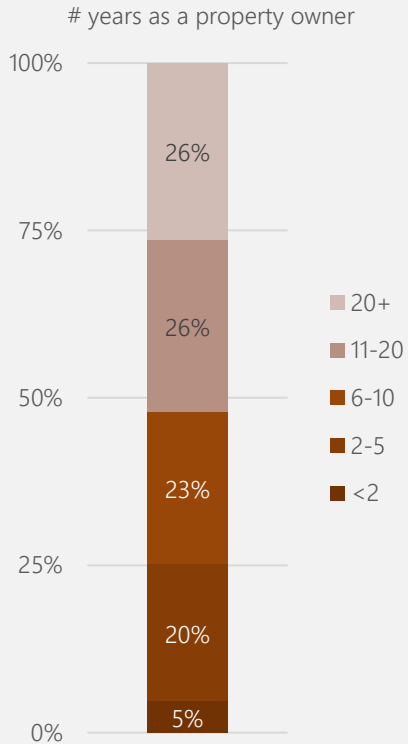
RESPONDENT PROFILE



46% own property



8% own a business



31% are full-time residents



44% are part-time residents



86% live here in the winter



20% live here in the spring



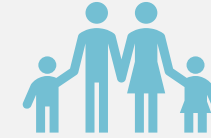
91% live here in the summer



53% live here in the fall

51% have lived here for 10 years or less

49% have lived here for 11 years or more



43% live with children under 18



40% are employed for pay

35% work full-time
5% work part-time



42% work in person in MV

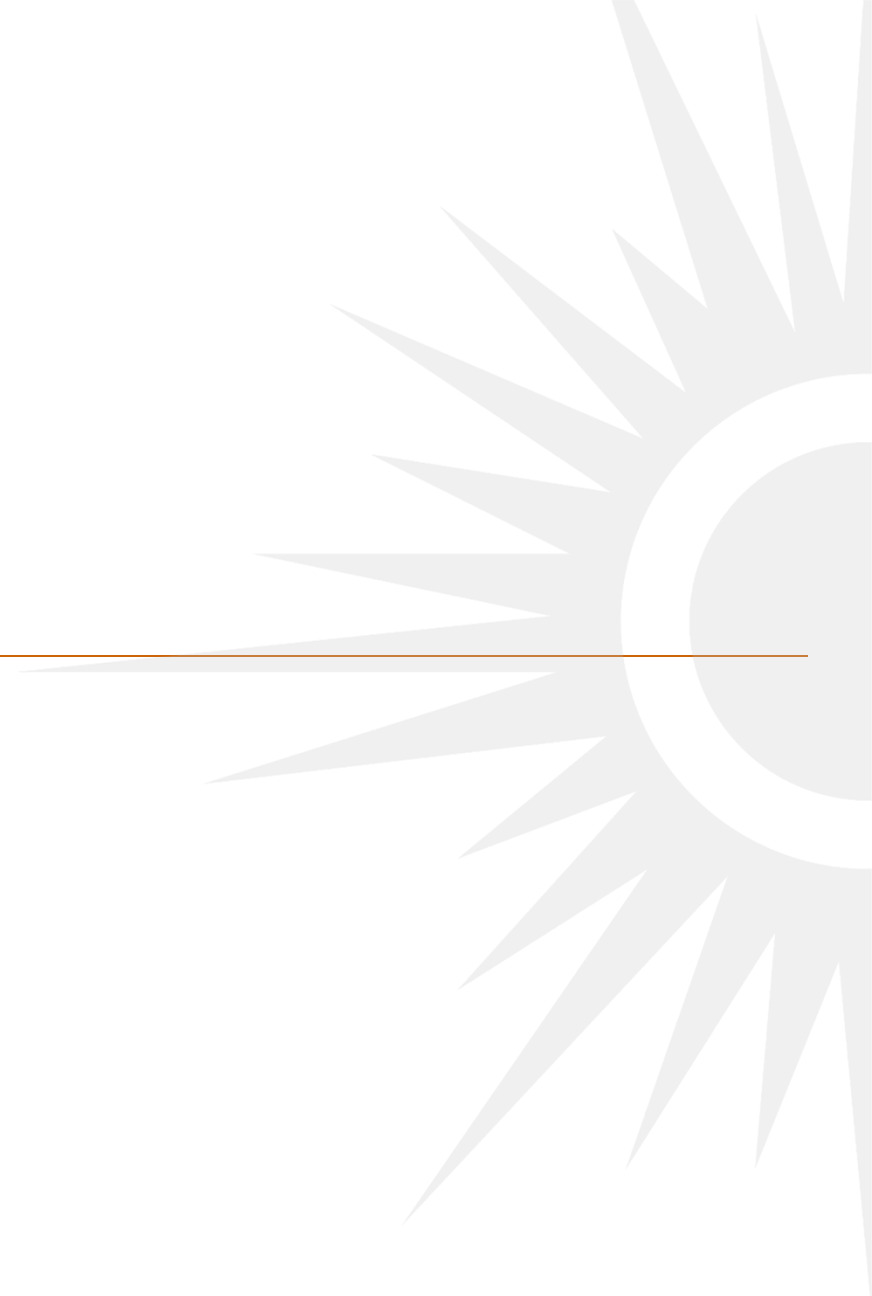


32% work hybrid or from home

60% have worked here for 10 years or less

40% have worked here for 11 years or more

EXECUTIVE SUMMARY
KEY FINDINGS



01

In general, people are satisfied living in Mountain Village.
On a scale of 0 to 10, where 10 is very satisfied, respondents rated Mountain Village a 7.9 as a place to live and a 7.6 as a place to work. They appreciate the beauty of the Town, as well as the walkability and easy access to all that the Town has to offer.

02

The natural environment is very important to people in Mountain Village.

Three quarters of respondents agreed that the health of the natural environment in Mountain Village was directly tied to the health of the economy. Additionally, when asked to describe the greatest thing about Mountain Village, more than two fifths cited the beauty and scenery. From a list of environmental priorities, including things like wildfire mitigation and green energy, respondents ranked protecting the natural environment, including open space, natural habitats, dark sky, wildlife and ecosystems, as most important.

03

However, some residents are not totally clear on the policies that impact the natural environment.

More than one in four respondents do not have a good understanding of Mountain Village's environmental policies. And while the majority recycle at their residences or workplaces, a fifth also said that they do not know what can and cannot be recycled. Additionally, more than a quarter of residents and property/business owners were not aware of any environmental incentive programs offered by the Town.

04

Respondents are very aware of the high cost of living in Mountain Village.

More than half reported being dissatisfied with the availability of affordable housing in the region. Fifteen percent of respondents said that cost was the thing that needed the most improvement in Mountain Village. In terms of business development, maintaining affordable dining and retail options was ranked most important; the majority of respondents said they shop outside of Mountain Village because of the price. Additionally, many mentioned cost as a reason why they have not taken advantage of the various incentive programs offered by the Town, like the Solar incentive.

05

People want to see more dining options in Mountain Village. The most commonly cited aspect of Mountain Village that needed improvement was restaurants and nightlife. Similarly, when respondents were asked to suggest improvements that would enhance the resident experience in the Village Center, restaurants and cafes were identified most frequently.

06

Respondents were well informed about Mountain Village news.

More than four fifths of respondents said they feel well informed regarding current Mountain Village news and information. Most people reported being satisfied with both the timeliness and amount of communication from the Town. Also, the majority read Town ads in the Daily Planet and access the Town website at least quarterly. The Town email newsletter was the preferred source of information, and the source from which most residents receive their news.

07

Most people felt that the relationship between Telluride Ski & Golf Company leadership and the community needs improvement.

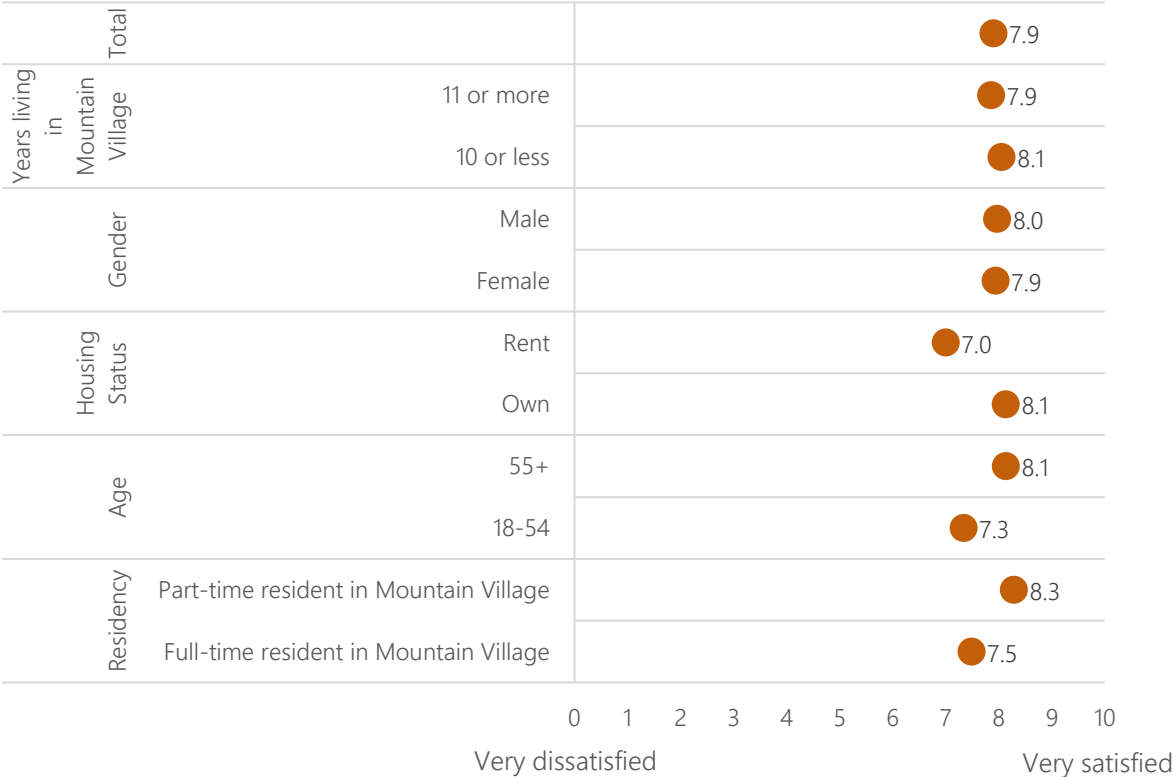
While more than half of respondents said the on-mountain experience at Telluride and the off-mountain experience in Mountain Village was acceptable or excellent, one in ten respondents said the relationship between resort owners and the community was acceptable. When asked how resort leadership could improve the relationship, respondents most often suggested better amenities, cheaper ski passes, and prioritizing residents and employees.

DETAILED FINDINGS

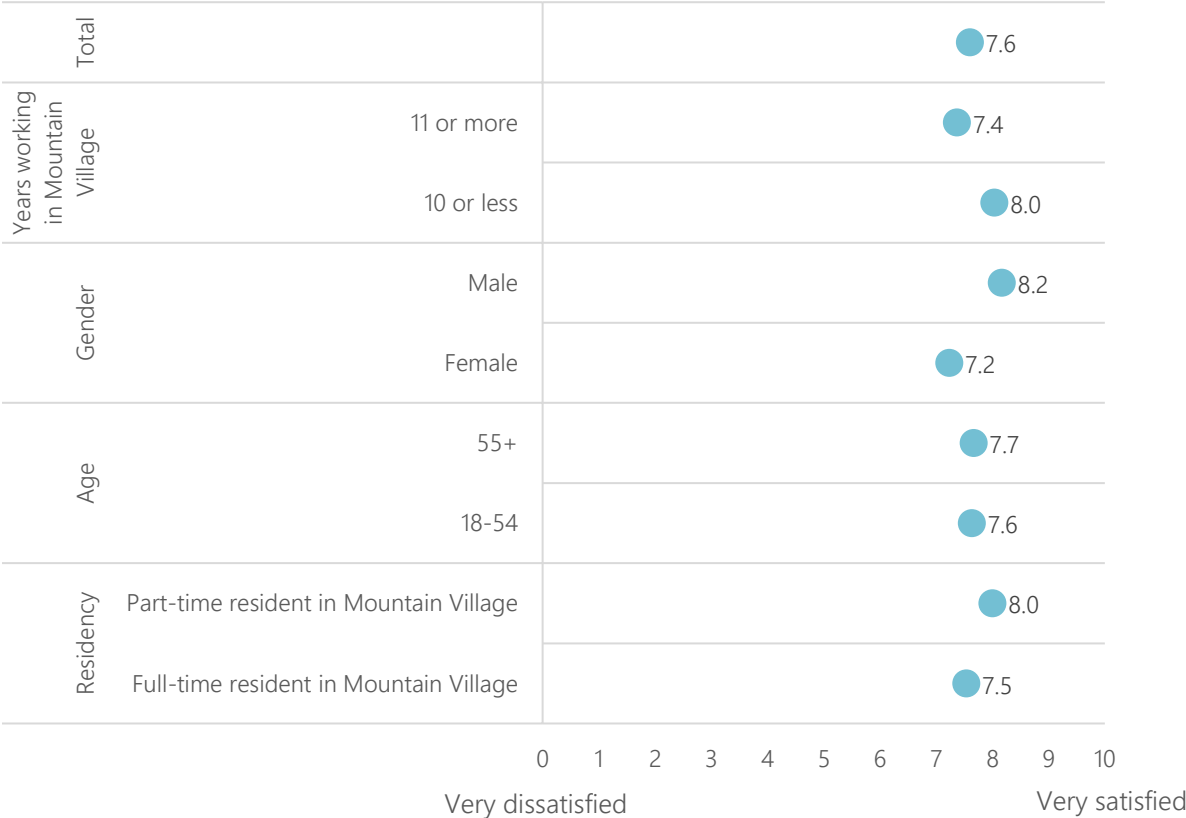
DETAILED FINDINGS
QUALITY OF LIFE

Overall, people are satisfied with Mountain Village as a place to both live and work.

Level of Satisfaction with MV as a Place to Live
(Among full- and part-time residents, n=29-327)



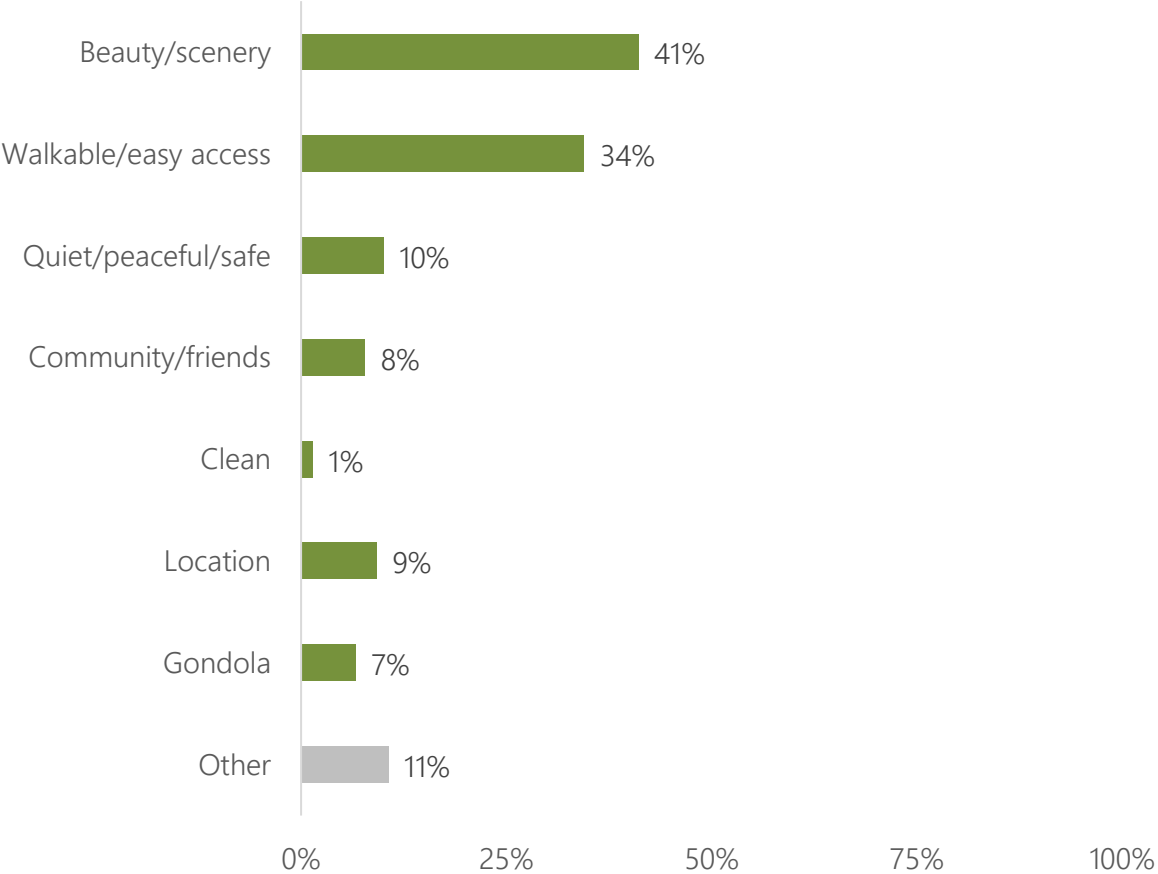
Level of Satisfaction with MV as a Place to Work
(Among employees/business owners, n=19-71)



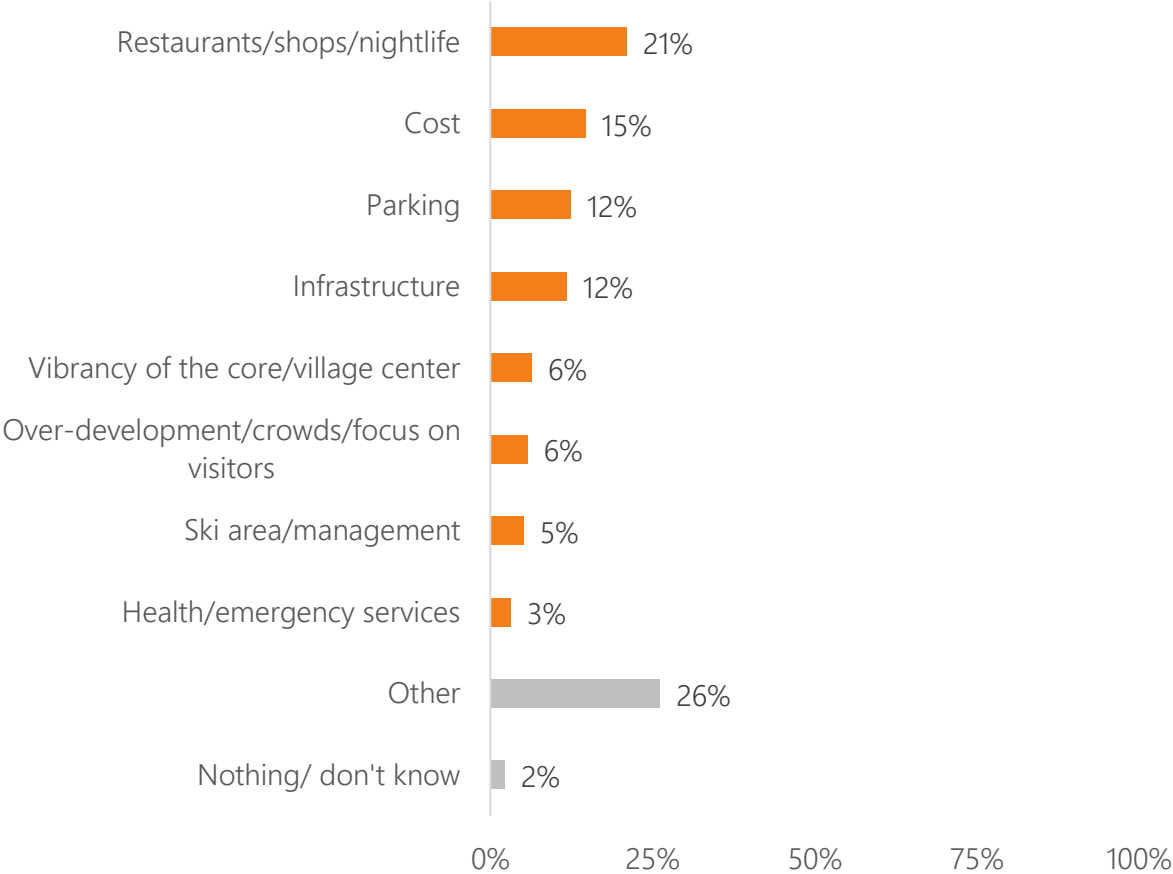
Q5. On a scale of 0-10, where 0 is very dissatisfied and 10 is very satisfied, please rate your overall satisfaction with Mountain Village as a place to...Live, Work

People appreciate the beauty and accessibility of Mountain Village but would like to see improved restaurants/shops/nightlife.

Greatest Thing About Mountain Village



Things that Need Most Improvement in Mountain Village

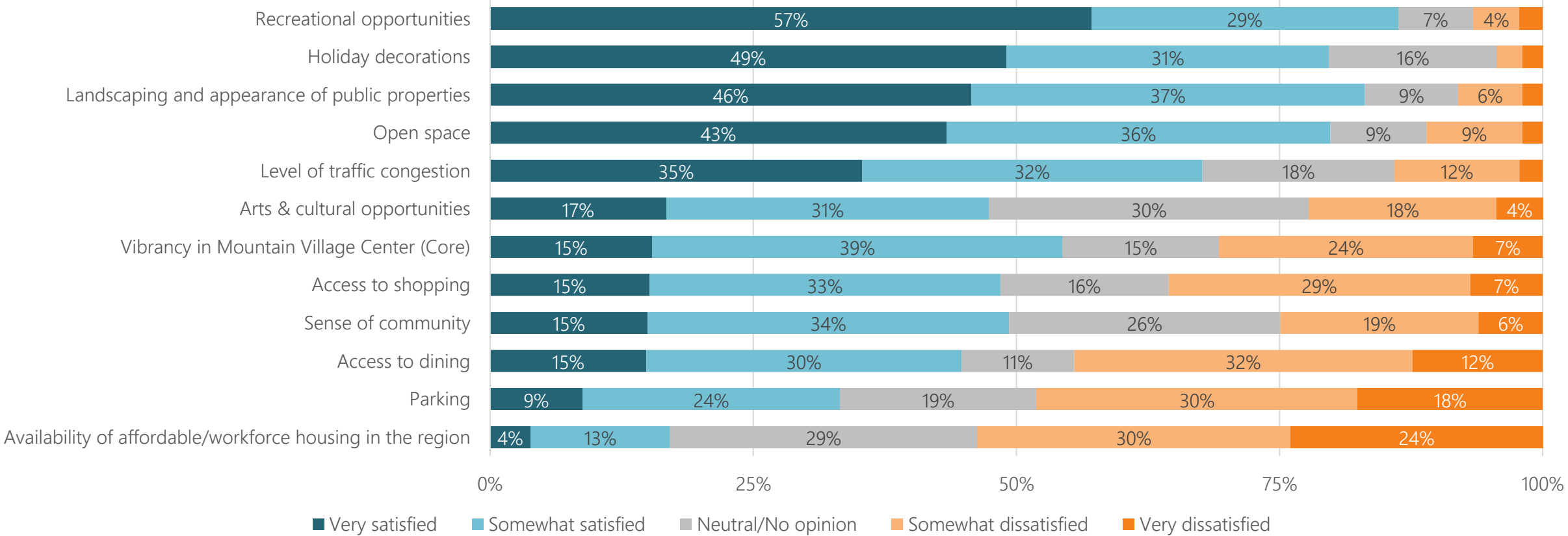


Q6. Please complete the following sentences:
 The greatest thing about Mountain Village is...
 The thing that needs the most improvement in Mountain Village is:...

Open ended questions. Responses were coded into non-exclusive common themes shown here. Full verbatim comments can be found in an accompanying data file.

Respondents were generally happy with recreation and the visual appearance of Mountain Village. Affordable/workforce housing had the lowest satisfaction.

Satisfaction with Aspects of Mountain Village



A greater proportion of people agree with the listed positive statements about the Town Council than disagree; however, many neither agree nor disagreed or did not know.

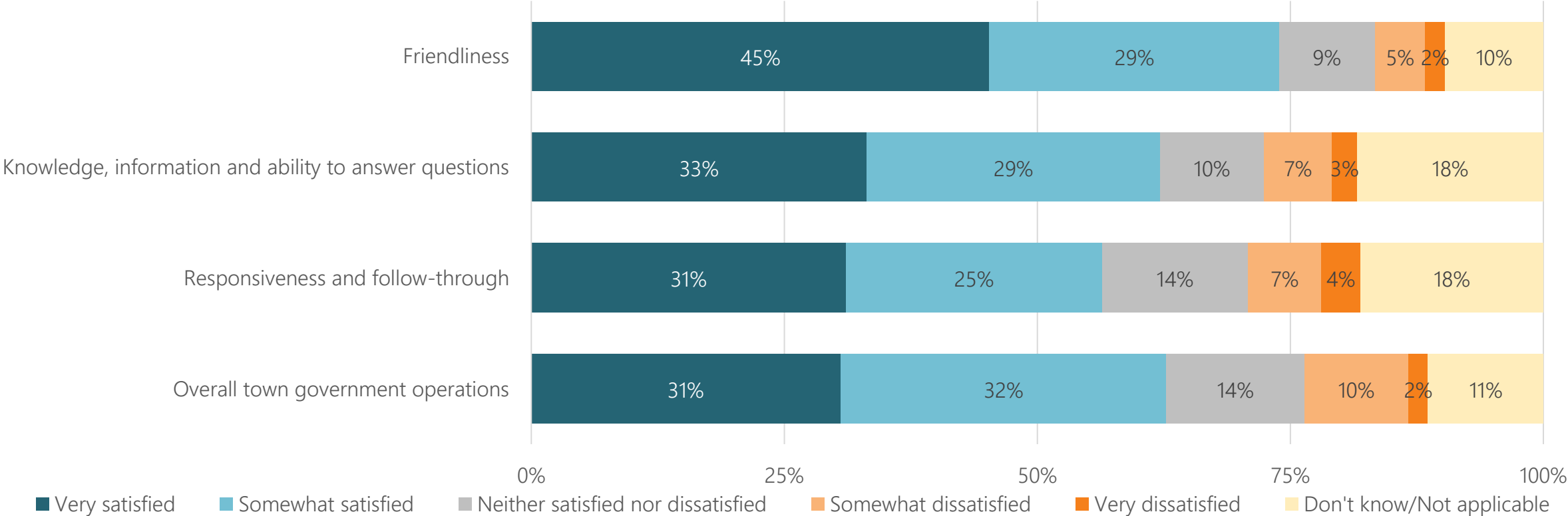
Agreement with Statements



DETAILED FINDINGS
TOWN SERVICES

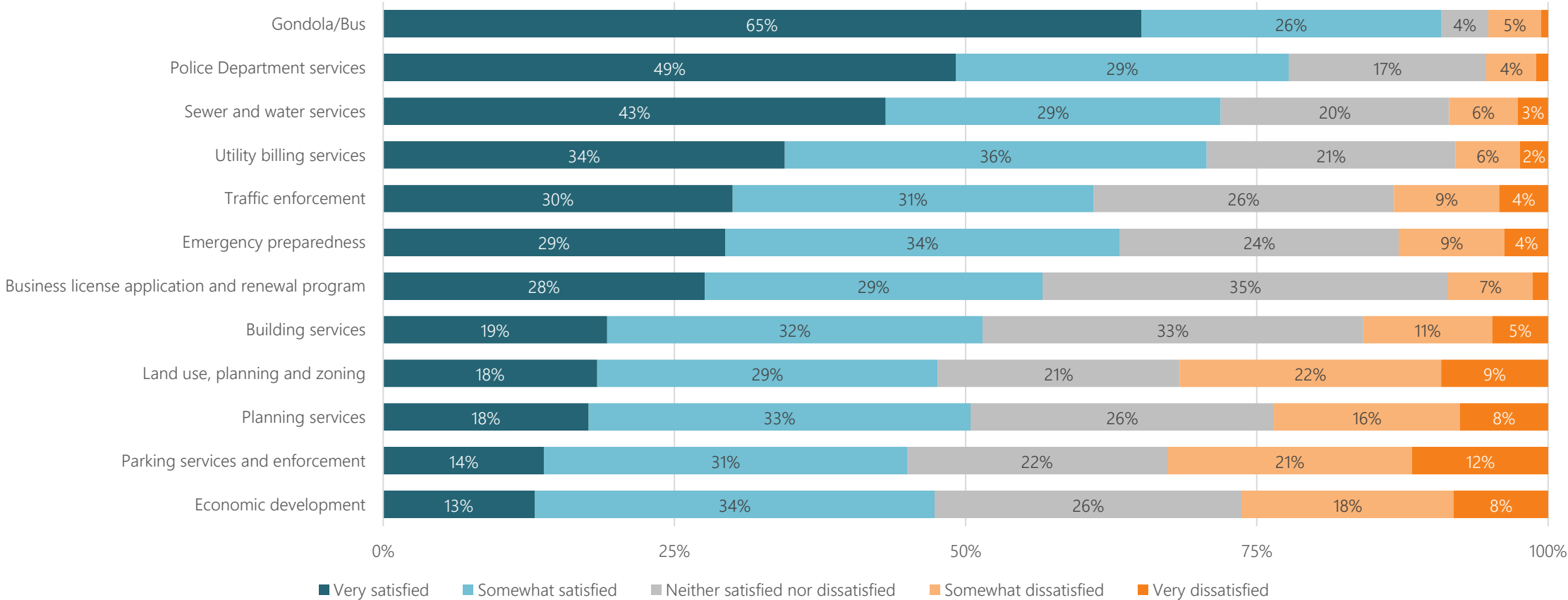
The majority of respondents were satisfied with all listed aspects of Town staff and departments.

Satisfaction with Town Staff and Departments



The majority of respondents were satisfied with the gondola/bus, police, water services, utilities, and traffic enforcement.

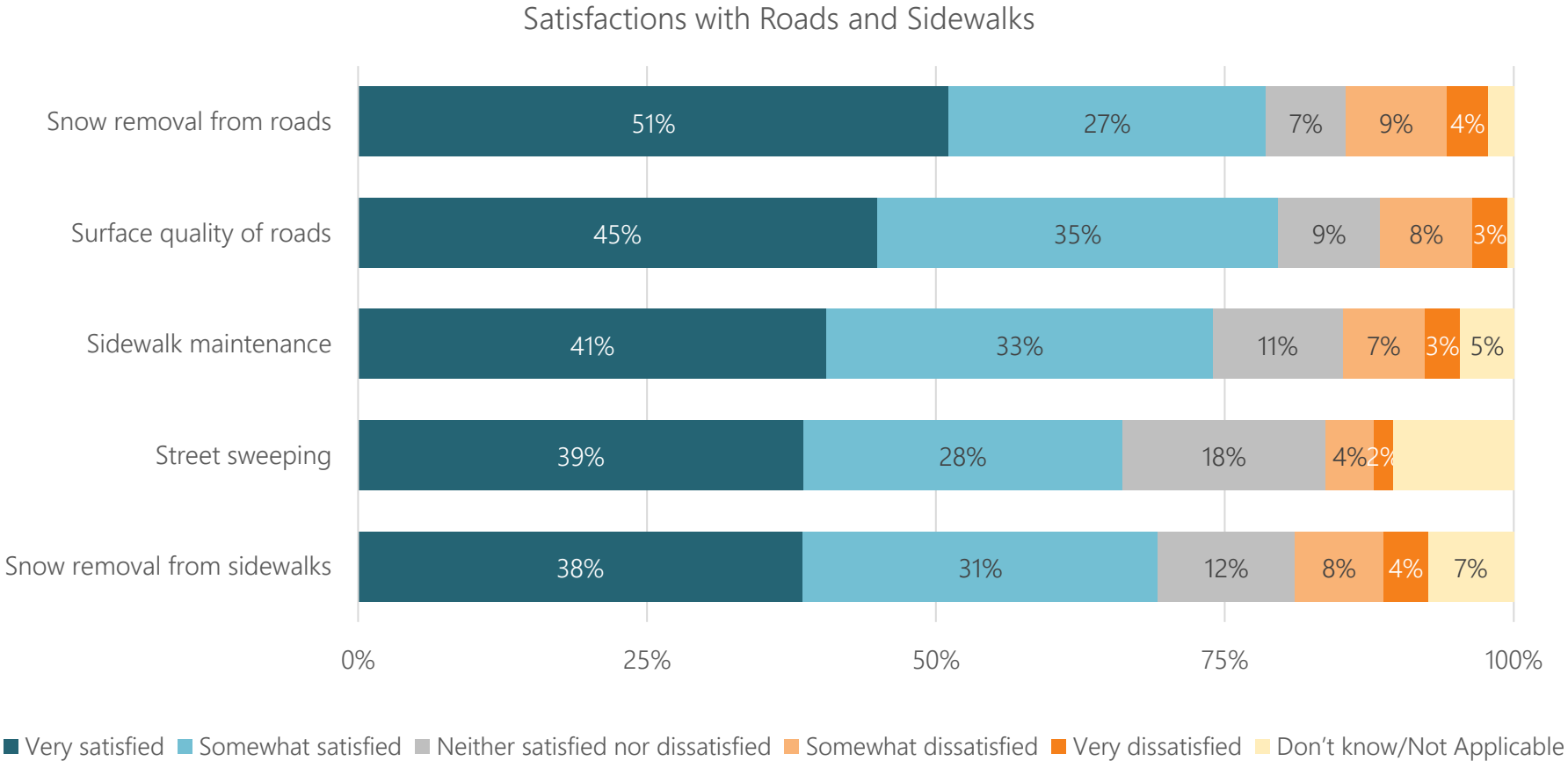
Satisfaction with Town Services and Programs*



*Excluding those that didn't know or for whom it was not applicable.

The majority of respondents were satisfied with the listed aspects of roads and sidewalks in Mountain Village.

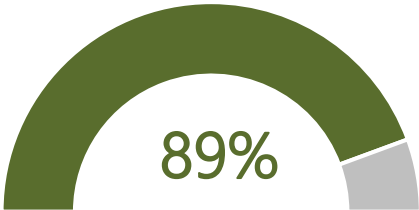
> More than one in ten respondents were dissatisfied with snow removal from roads and sidewalks and the surface quality of roads.



DETAILED FINDINGS
ENVIRONMENT

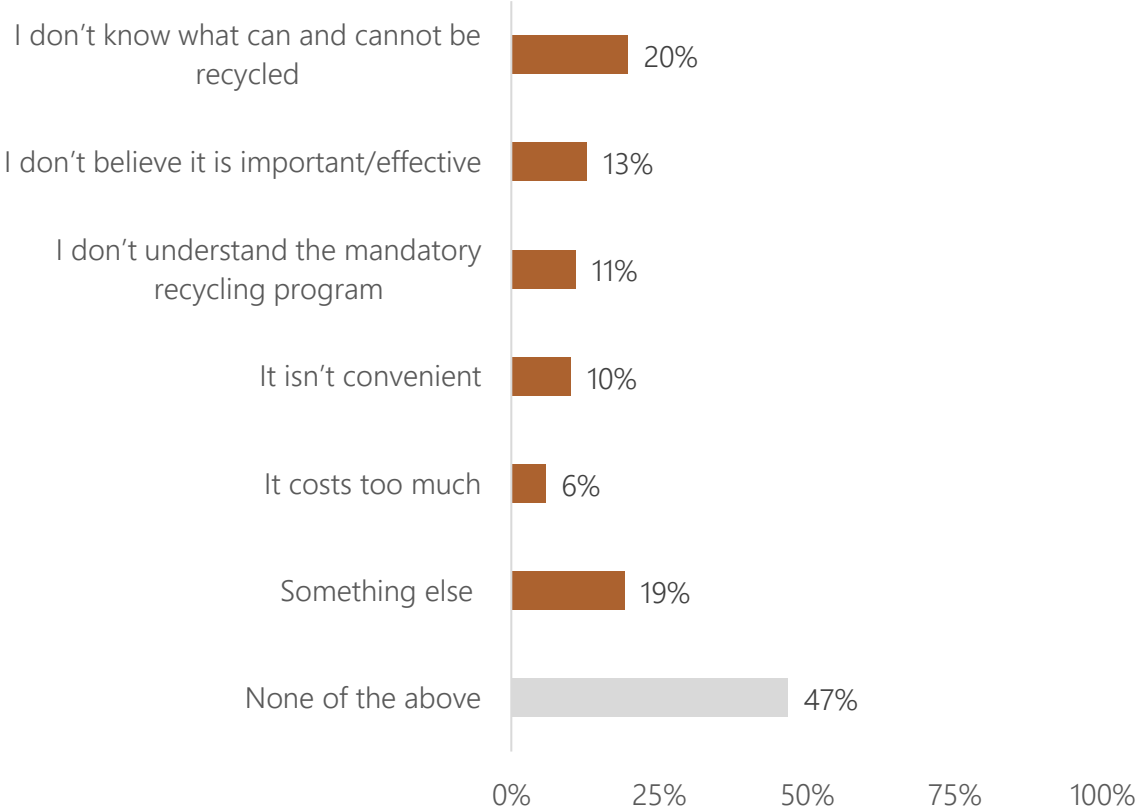
The majority of respondents recycle.

Percentage of respondents that recycle at their residence or workplace:



- > While nearly half of respondents faced no challenges while recycling, a fifth said they didn't know what could and could not be recycled.
- > Less than one in ten respondents felt that recycling cost too much.

Challenges While Recycling

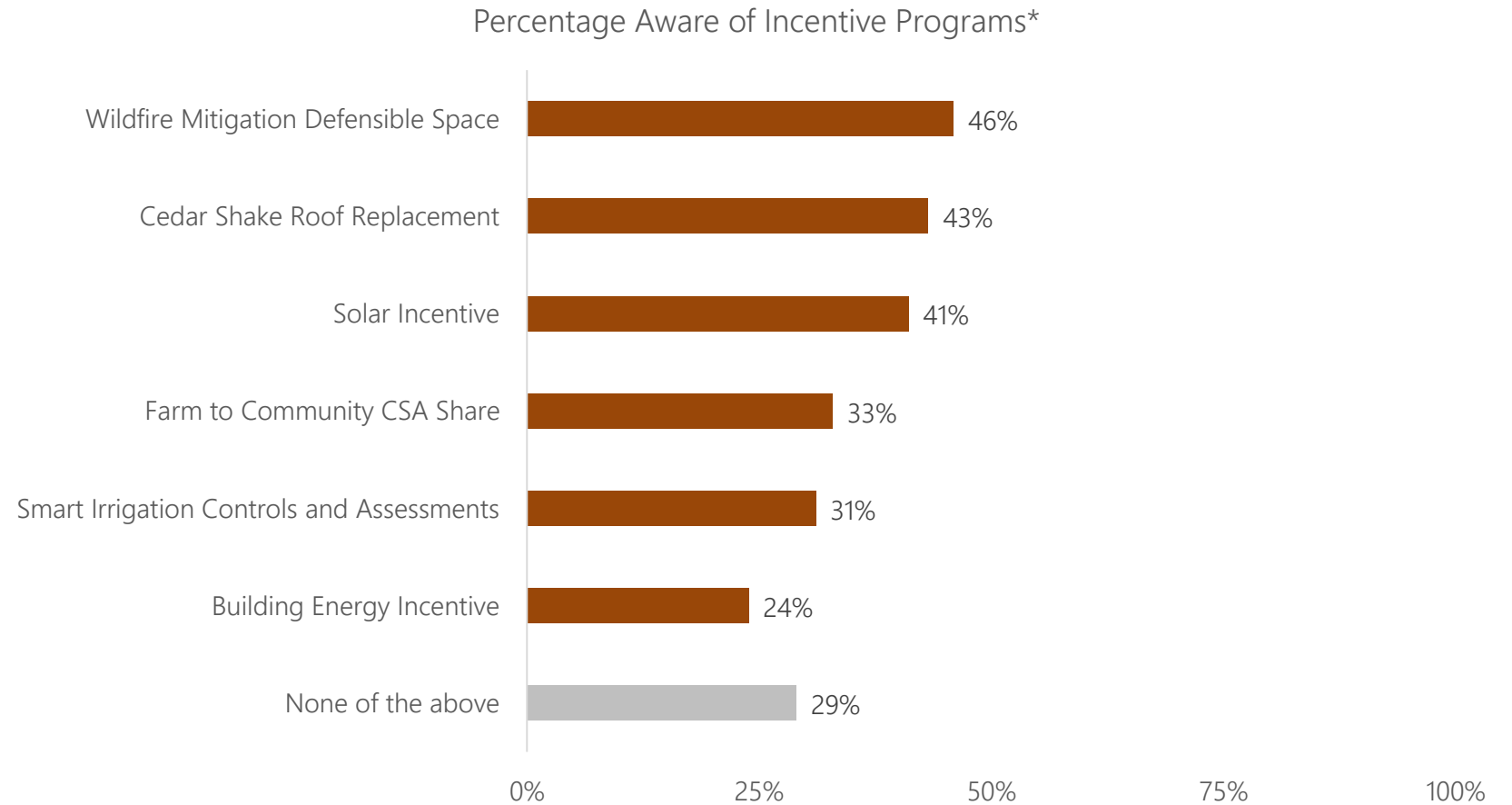


Q12. Do you currently recycle at your Mountain Village residence or place of work?

Q13. What challenges, if any, do you face while recycling? Select all that apply

Wildfire Mitigation Defensible Space was the most recognized incentive program, with nearly half being aware.

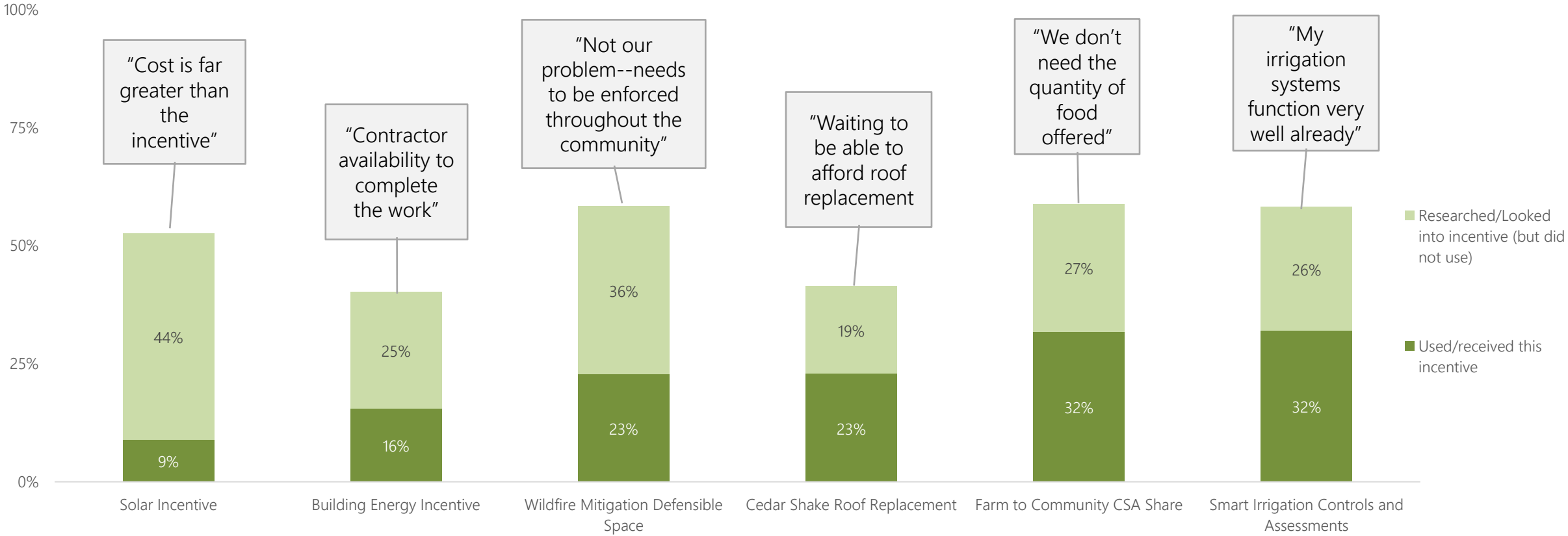
- > Twenty-nine percent of respondents were not aware of any incentive programs.
- > *Not shown:*
 - Renters and younger people (ages 44 and younger) were more aware of the CSA program than homeowners and older adults.



*This question was only asked of residents, property owners, and business owners.

More than three in ten of those aware of the CSA program and Smart Irrigation program had used those incentives, the highest among tested programs.

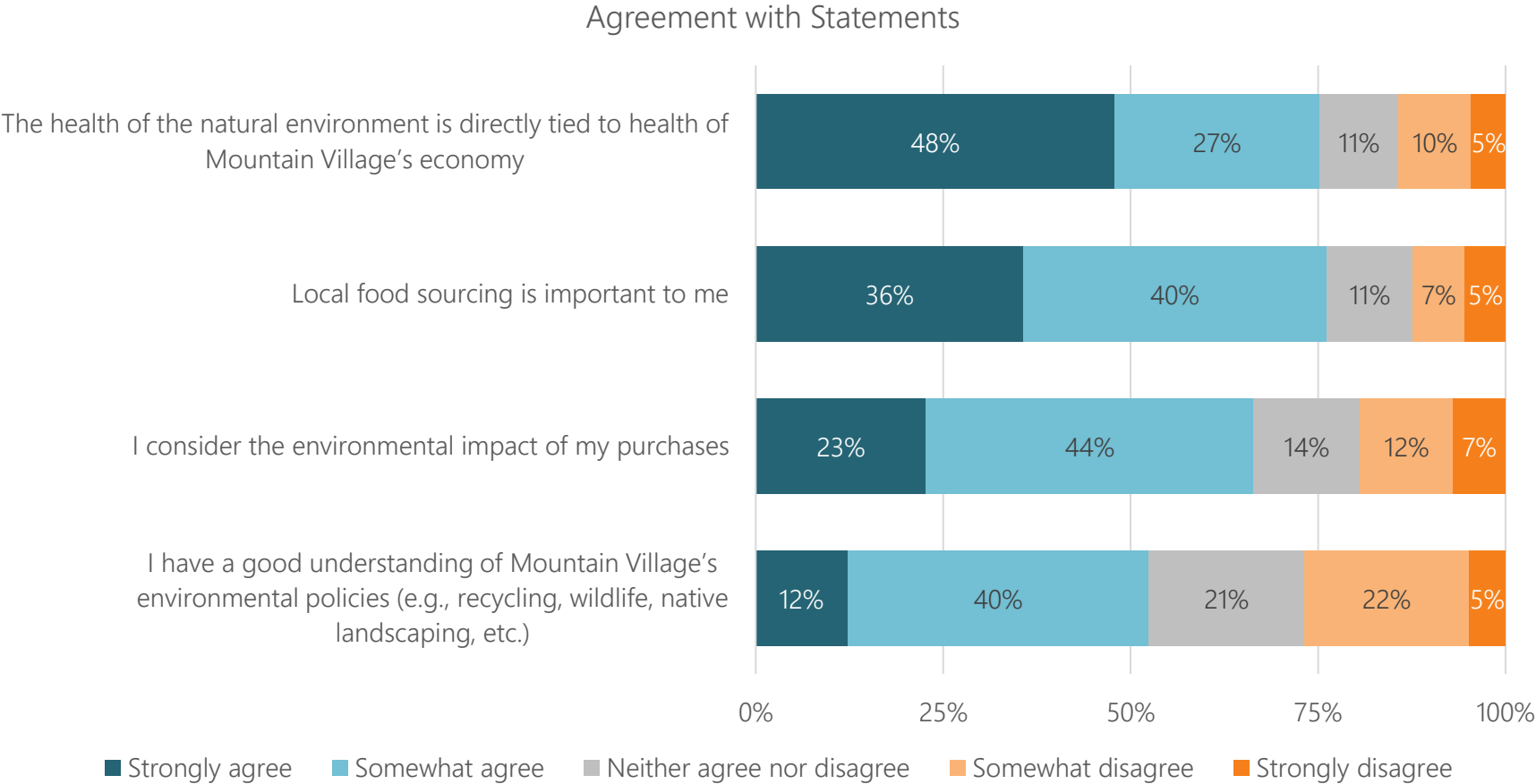
Use of Incentive Programs Among Those Aware



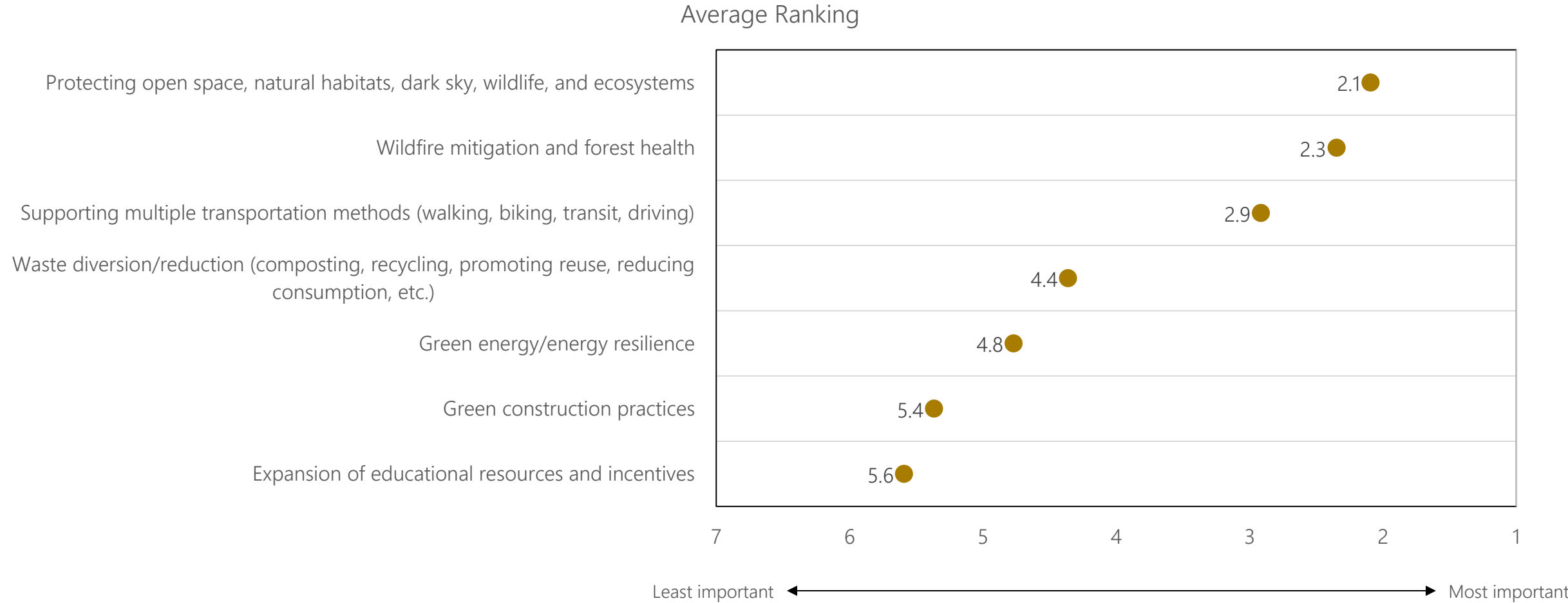
Q15. Have you looked into or used any of these incentive programs?
 Q16. What has prevented you from applying for or using this incentive?

Nearly half of respondents strongly agree that the health of the natural environment is directly tied to Mountain Village’s economy.

- > More than three-quarters of respondents agreed that local food sourcing is important.
- > More than a quarter of people do not have a good understanding of Mountain Village’s environmental policies.



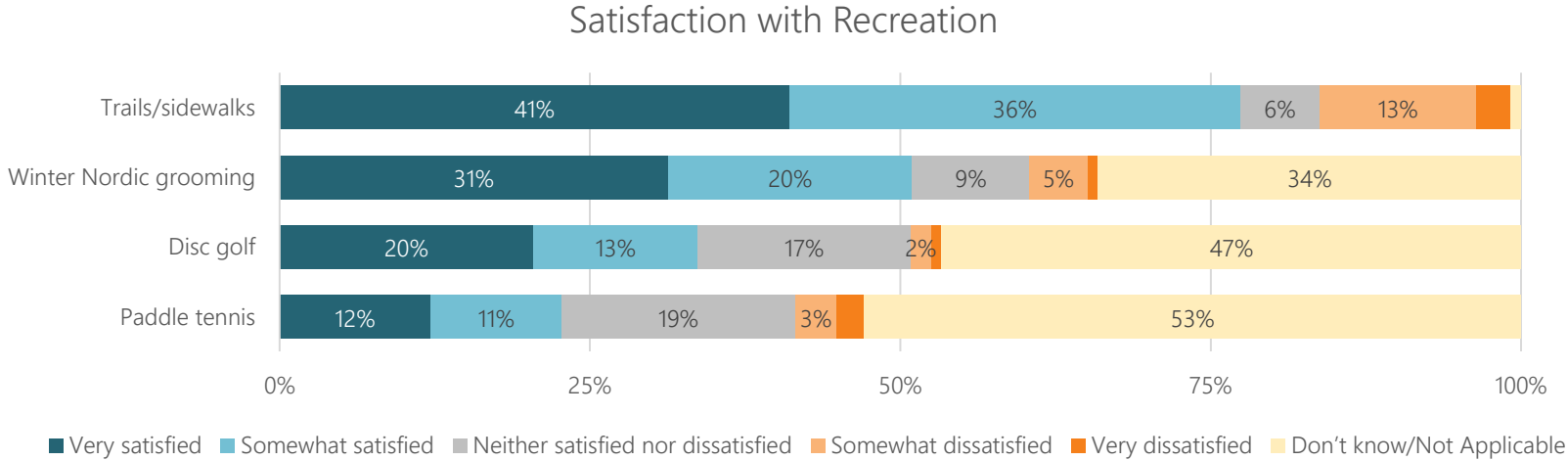
Overall, protecting open space, natural habitats, dark sky, wildlife and ecosystems was ranked most important.



Q18. Please rank the following in order of importance to you (feel free to skip if you feel you cannot answer)

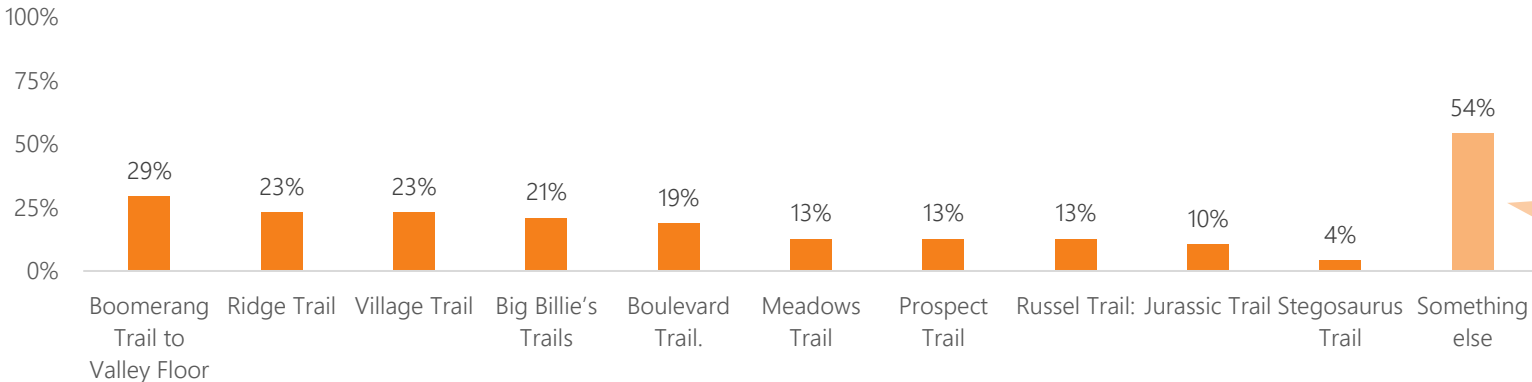
DETAILED FINDINGS
RECREATION

The vast majority were satisfied with Mountain Village’s trails and sidewalks.



- > Over half were similarly satisfied with winter Nordic grooming.
- > More than half of respondents were unsure about their satisfaction with paddle tennis.
- > Of those that were dissatisfied with the trails, more than a quarter wanted to see improvements to the Boomerang Trail.

Trails Needing Improvement Among Those Dissatisfied (n=48)



"Each of the major roads need bike/walking paths that are paved"

"Safe crossing over highway"

"We need more trails that are pedestrian only"

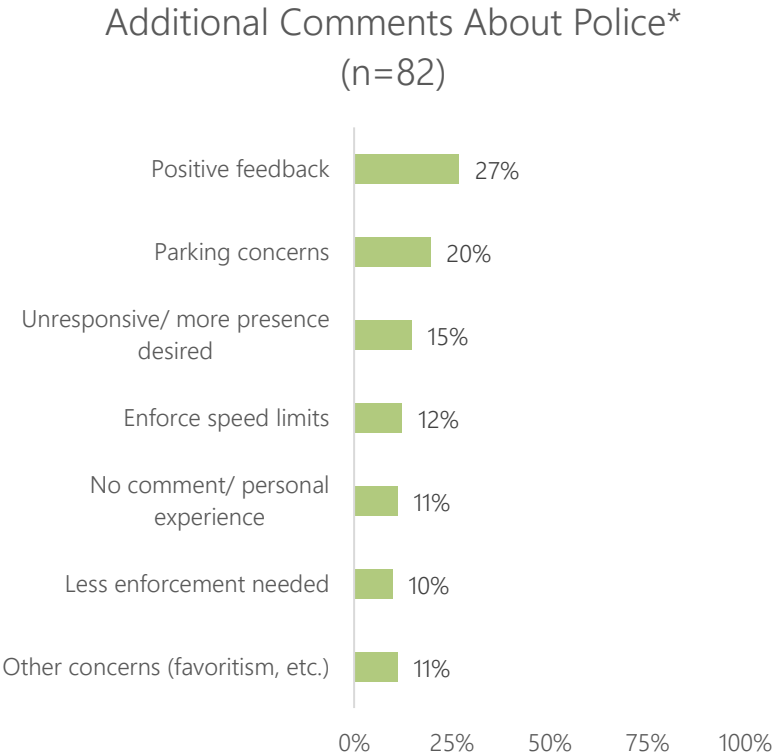
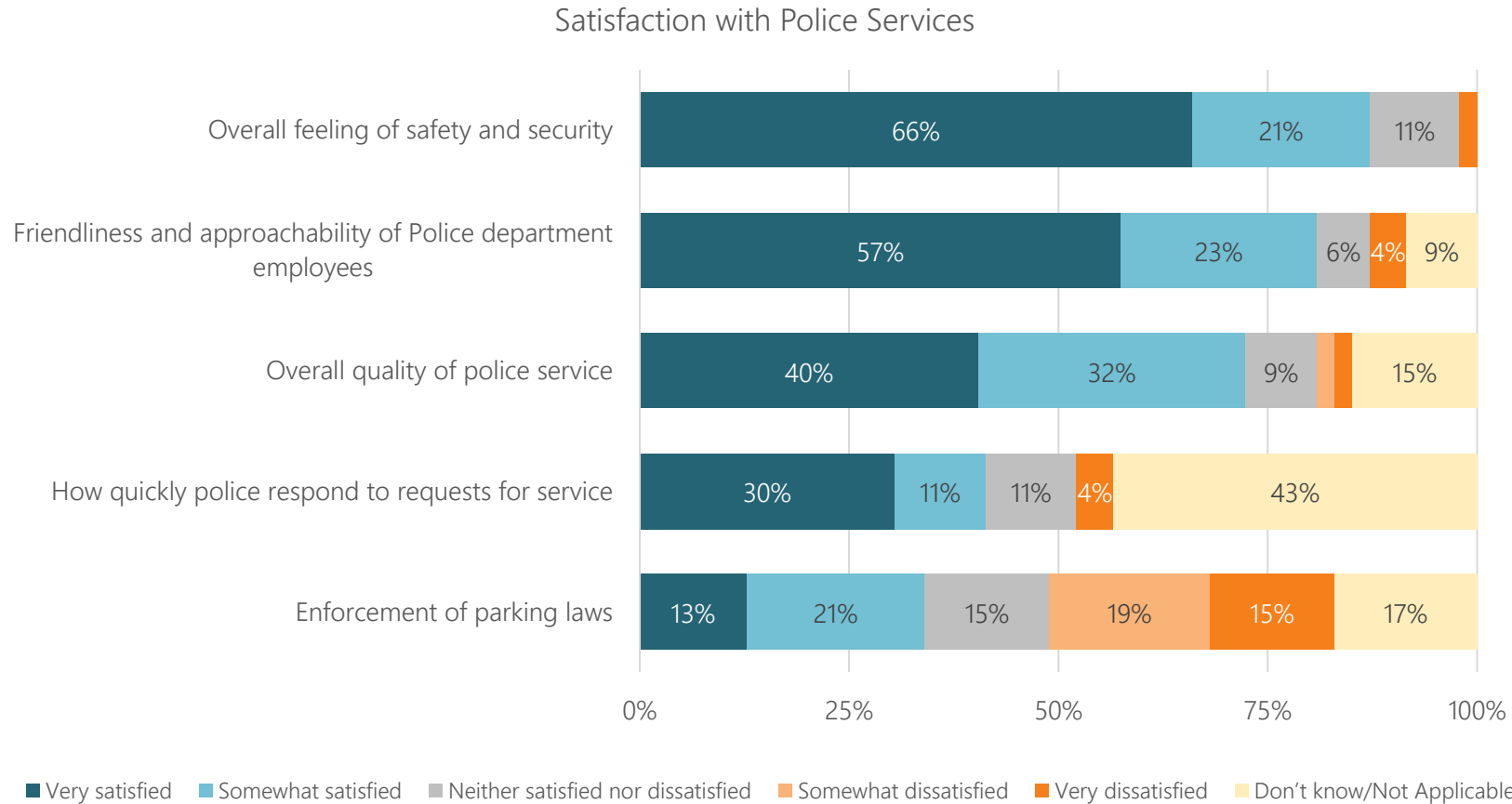
"Need better capability to walk through Adams Ranch area during golf season"

Q19. Please rate your level of satisfaction with the recreation in Mountain Village.

Q20. You noted being dissatisfied with trails within Mountain Village. Please tell us which trail(s) you feel need improvement.

DETAILED FINDINGS
PUBLIC SAFETY

Over half of respondents were very satisfied with the feeling of safety in Mountain Village and the friendliness of police.

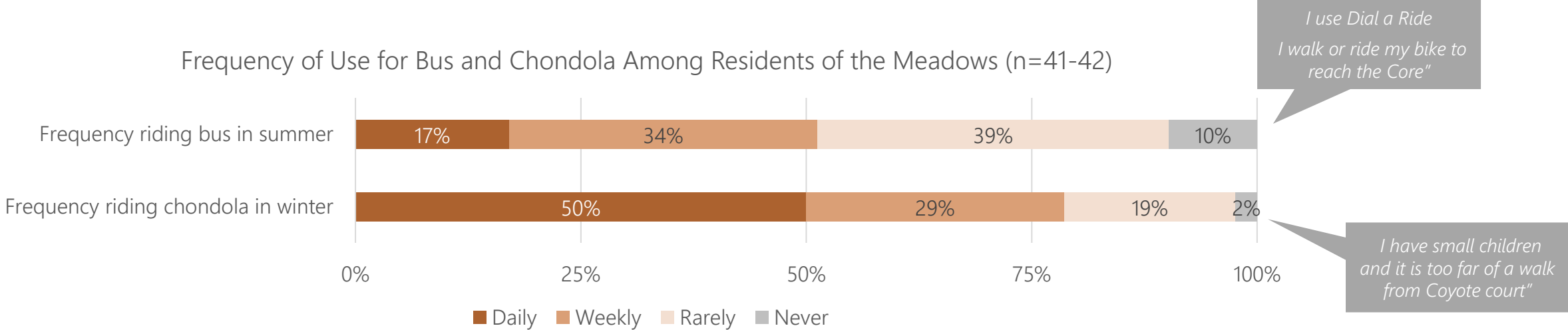
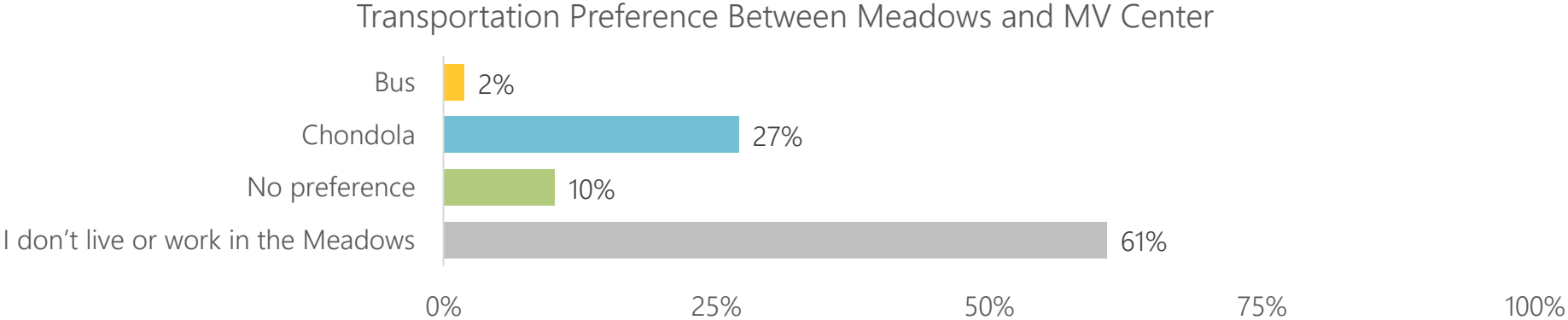


Q21. Please rate your satisfaction with the following aspects of police services in the Town of Mountain Village
 Q22. (Optional) Do you have any comments or suggestions concerning police services in the Town?

*Open ended question. Responses were coded into non-exclusive common themes shown here. Full verbatim comments can be found in an accompanying data file.

DETAILED FINDINGS
BUS SERVICE

The chondola is more popular than the bus.



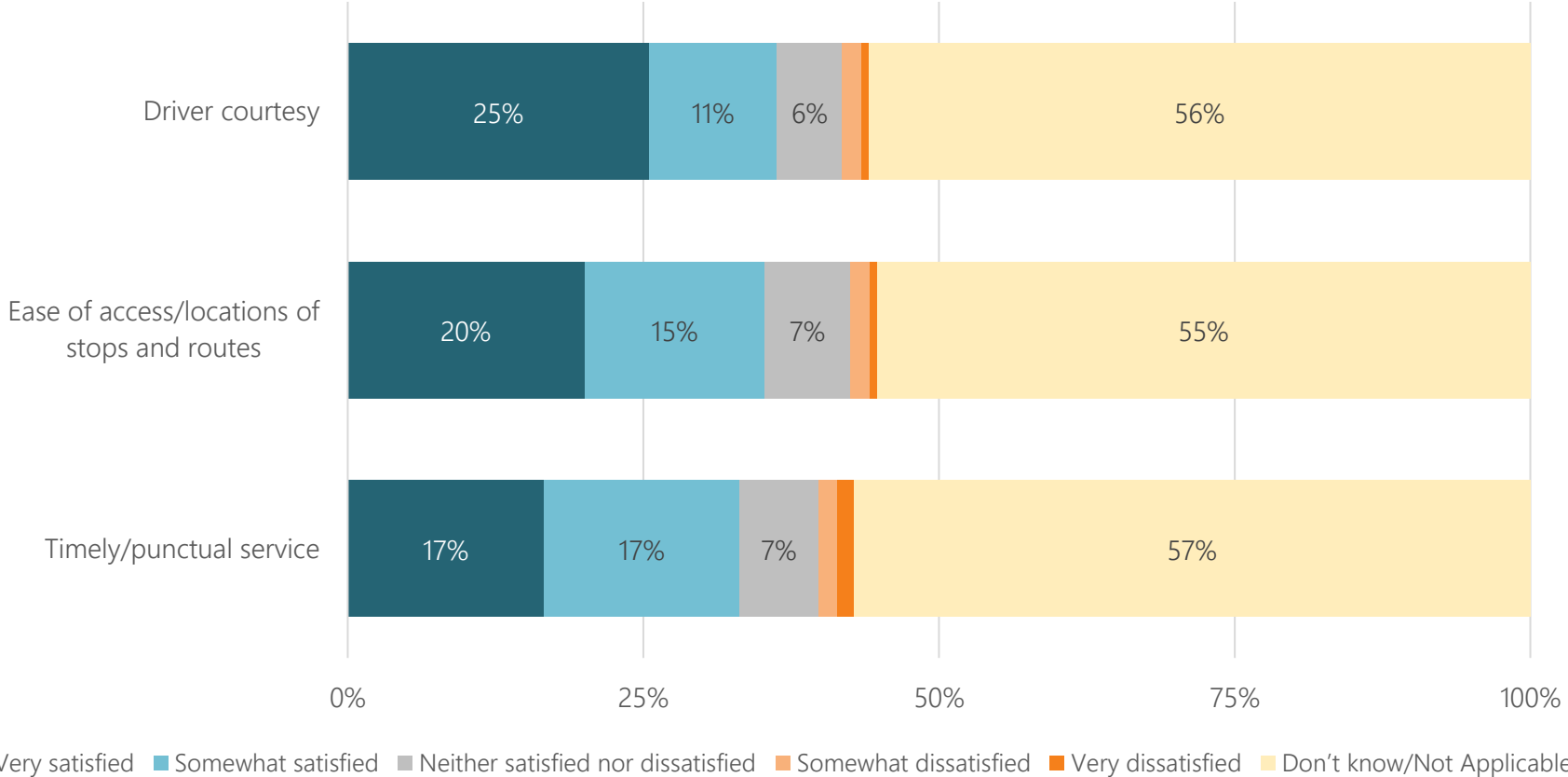
Q23. Do you prefer to ride the chondola or the bus for transit between the Meadows and Mountain Village Center?

Q24. How often do you ride the chondola in the winter?

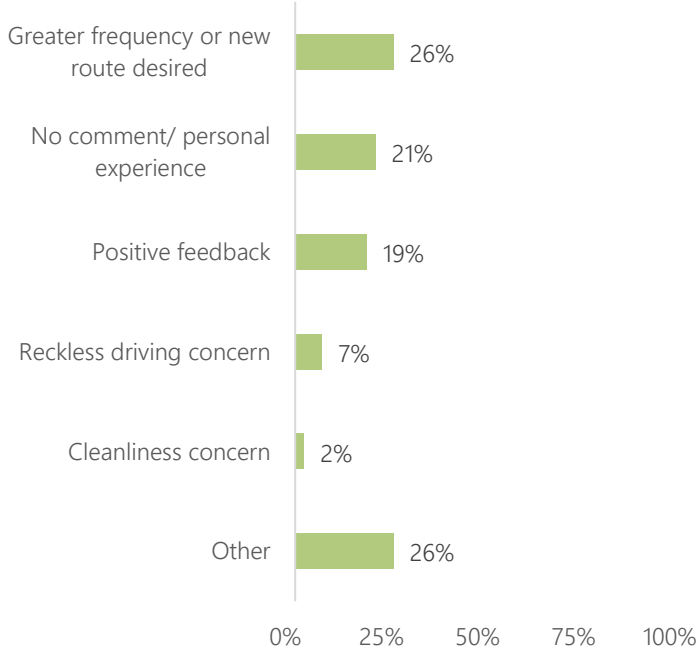
Q26. How often do you ride the bus in the summer?

The majority of respondents said they didn't know about various aspects of the bus service, but very few said they were dissatisfied.

Satisfaction with Aspects of Bus Service



Additional Comments About Bus Service* (n=43)



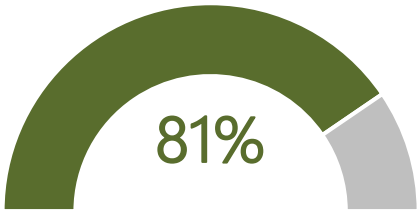
Q28. Please rate your satisfaction with the following aspects of the Mountain Village bus service.
 Q29. (Optional) Do you have any comments or suggestions regarding bus service?

*Open ended question. Responses were coded into non-exclusive common themes shown here. Full verbatim comments can be found in an accompanying data file.

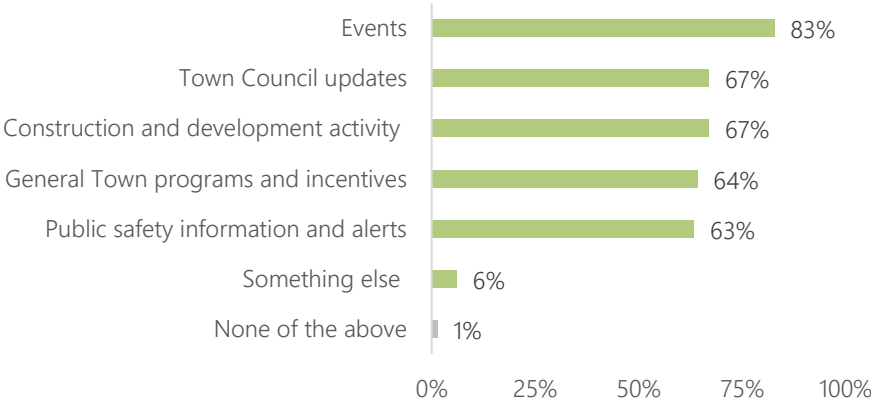
DETAILED FINDINGS
COMMUNICATIONS

The majority of respondents feel well informed about Mountain Village news, and are especially interested in Town events.

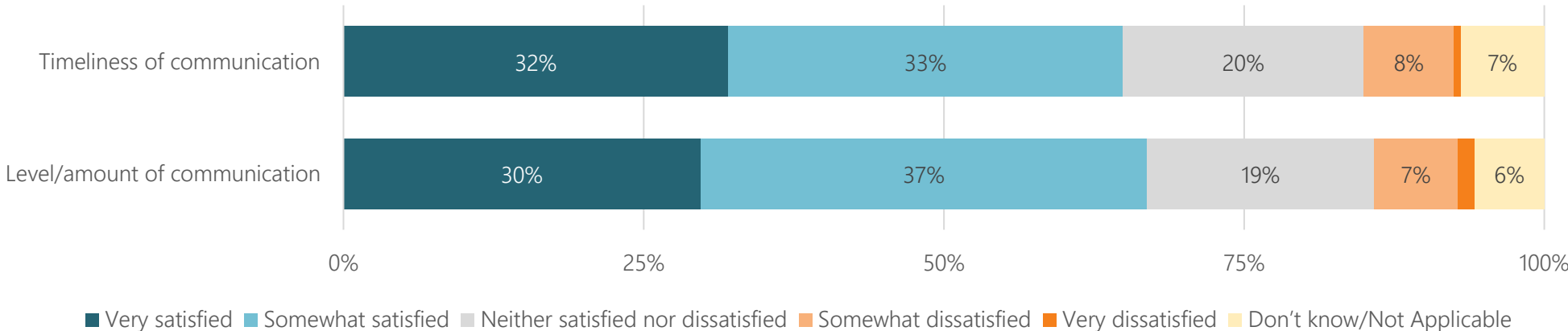
Percentage of respondents well informed about MV news and information:



Interest in MV Information



Satisfaction with MV Communications



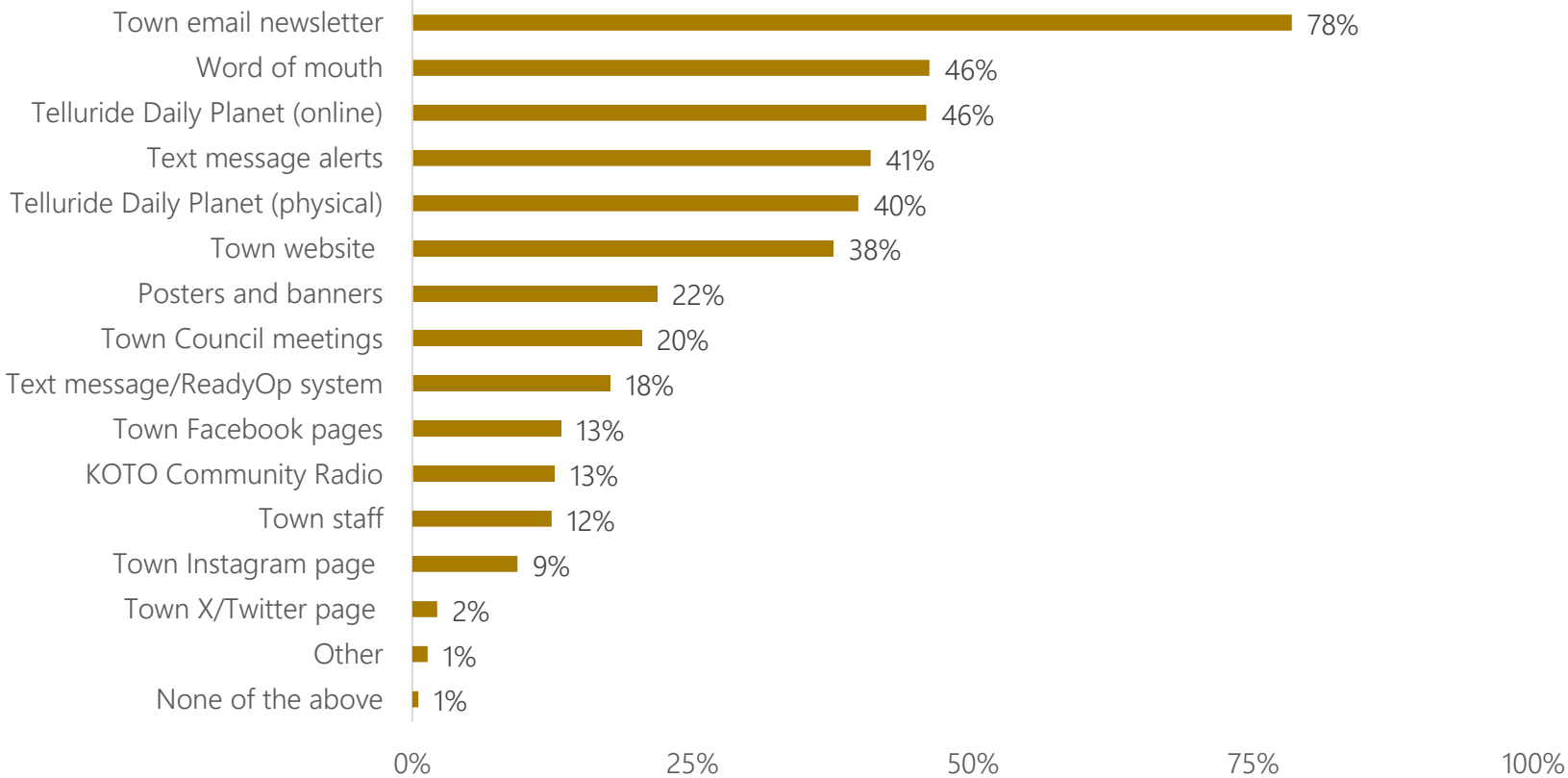
Q30. Do you feel well informed regarding current Mountain Village news and info?

Q31. What type of Mountain Village information are you most interested in? Select all that apply.

Q36. How would you rate the following aspects of Mountain Village communications?

More than three quarters of respondents receive news and information from the Town email newsletter.

News and Information Sources



> The town email newsletter, text alerts, and the town website were most commonly selected as a preferred source of information about Mountain Village.

It should be noted, however, that the survey sample was collected from the Town email newsletter list, which could be a reason for this result.

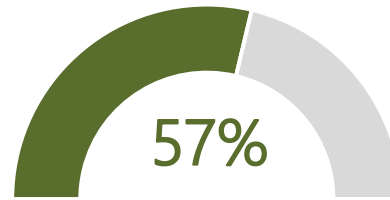
> Few respondents get their news and information about Mountain Village from social media sites.

Q32. From what sources do you receive your news and information about Mountain Village? Select all that apply.

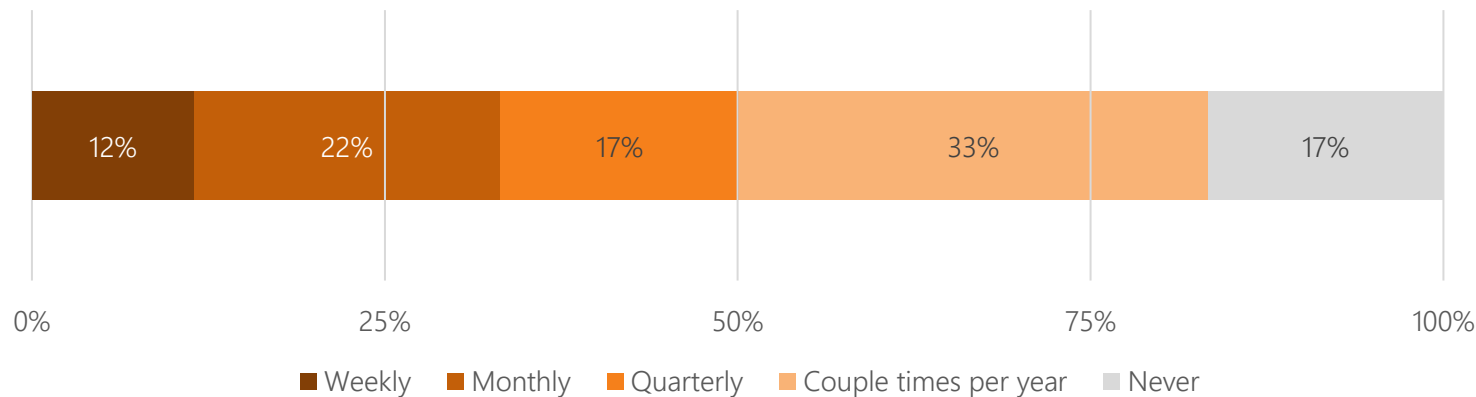
Q33. What are your three most preferred sources for information about Mountain Village?

Over half of respondents read Town ads in the paper, and half access the Town website at least once per quarter.

Percentage of respondents that read Town ads in the Daily Planet:



Frequency of Accessing the Town Website



Not shown:

- > Full-time residents accessed the Town's website more frequently than part-time residents.
- > Older MV residents were more likely to report reading Town ads in the local newspaper than younger adults.

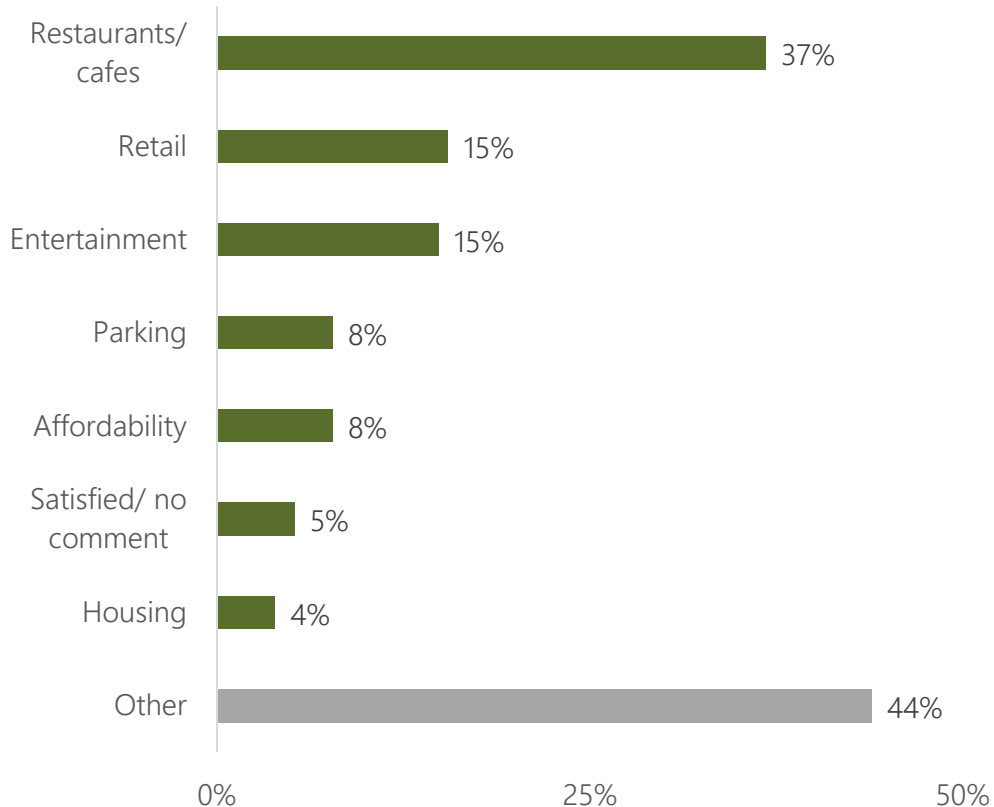
Q34. How often do you access the Town's website (townofmountainvillage.com) in a 12-month period?

Q35. Do you read Town ads in the local newspaper, the Telluride Daily Planet?

DETAILED FINDINGS
BUSINESS DEVELOPMENT

More than a third of respondents would like to see more restaurants and cafes in the Village Center.

Suggested Improvements to Enhance Resident Experience in Village Center



A variety of food choices and options for dining. The options have gotten pretty stale over the years.



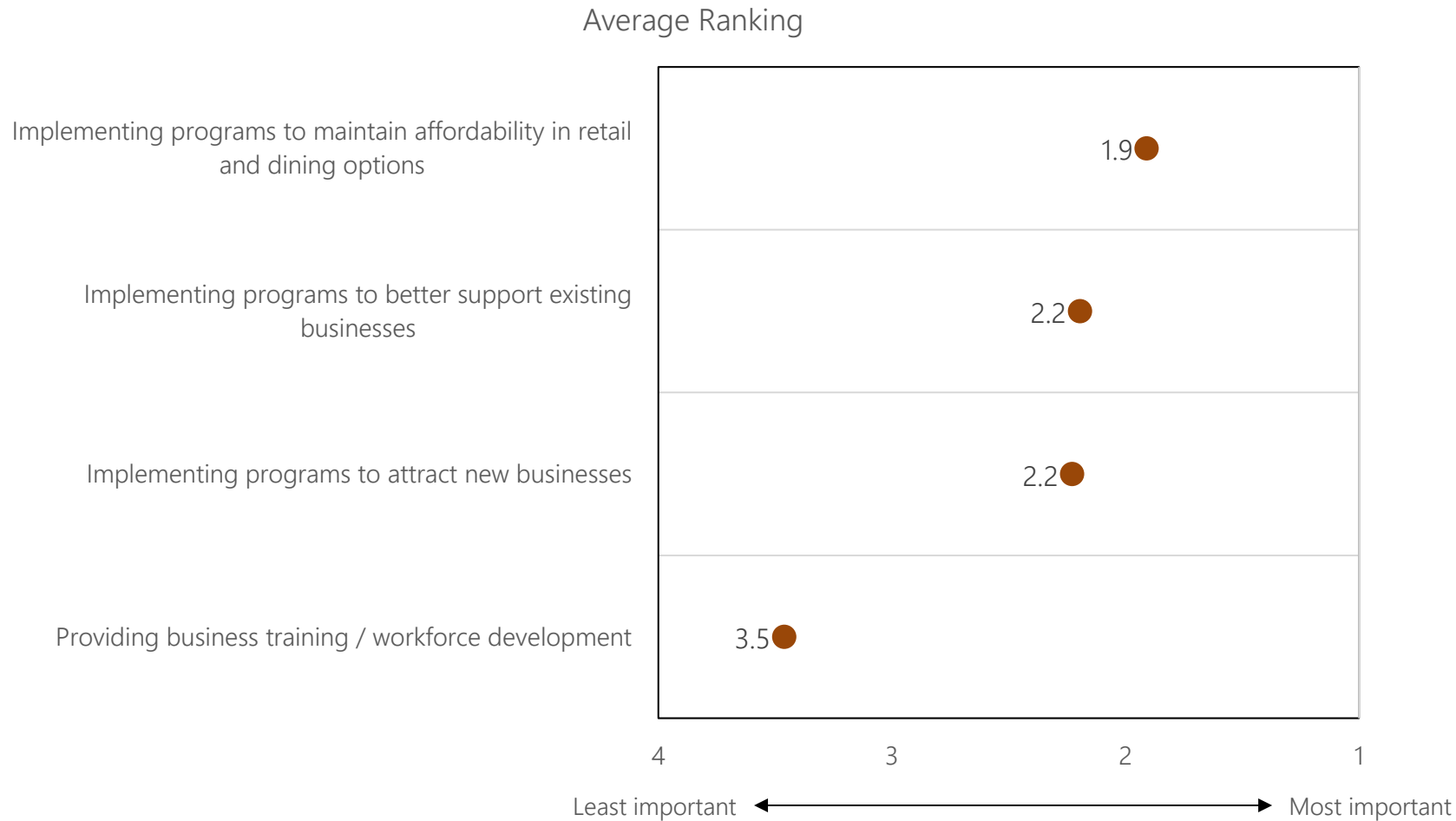
More festive Apres options in winter, ice rink events/shows, small village General Store.



Creation of more town-owned commercial space for business owners to lease and create more business - especially food and drinks.

Examples of verbatim responses

On average, maintaining affordability was ranked as more important than providing business training/workforce development.

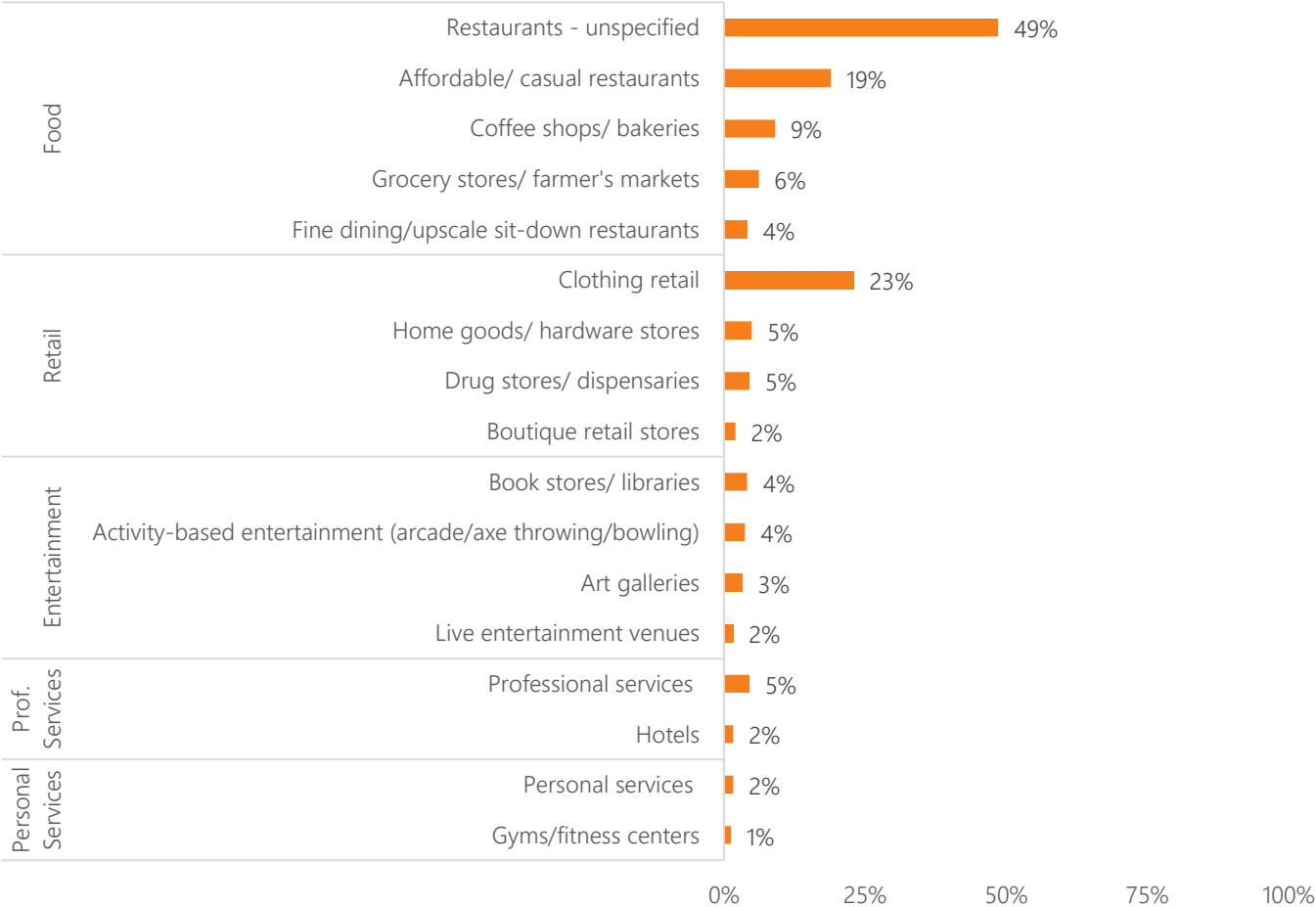


Not shown:

- > Younger people (18-34) ranked business training/workforce development higher than older adults.
- > Those very satisfied with Mountain Village as a place to live thought attracting new businesses was most important, whereas people less satisfied thought maintaining affordability in retail and dining was most important.

Nearly half of respondents would like to see more restaurants in Mountain Village.

Desired Businesses in Mountain Village



“
No more t-shirt/ski shops - we need some real stores - ones that scream affordability.
 ~
A true coffee shop with a vibe that promotes hanging out, having casual meetings, getting work done.
 ~
More Restaurants that are professionally managed.”

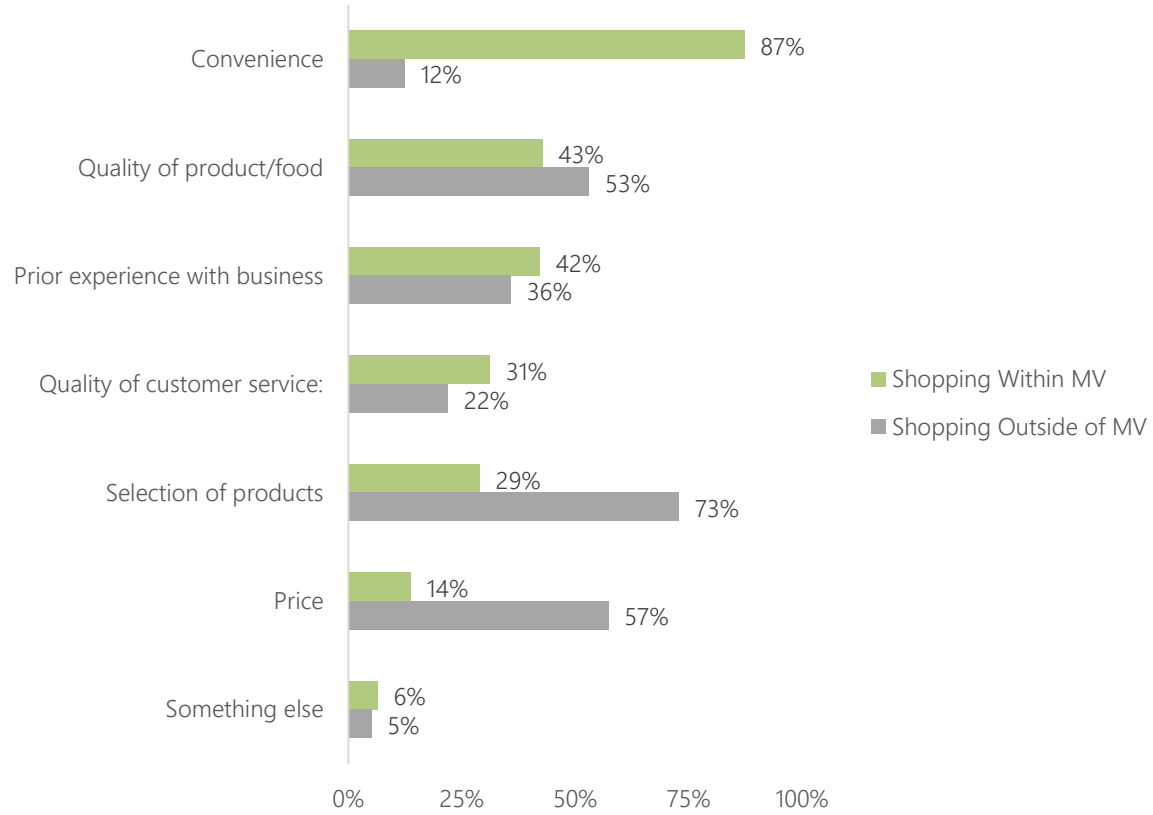
Examples of verbatim responses

Q39. Which types of businesses, if any, would you like to see more of in Mountain Village?

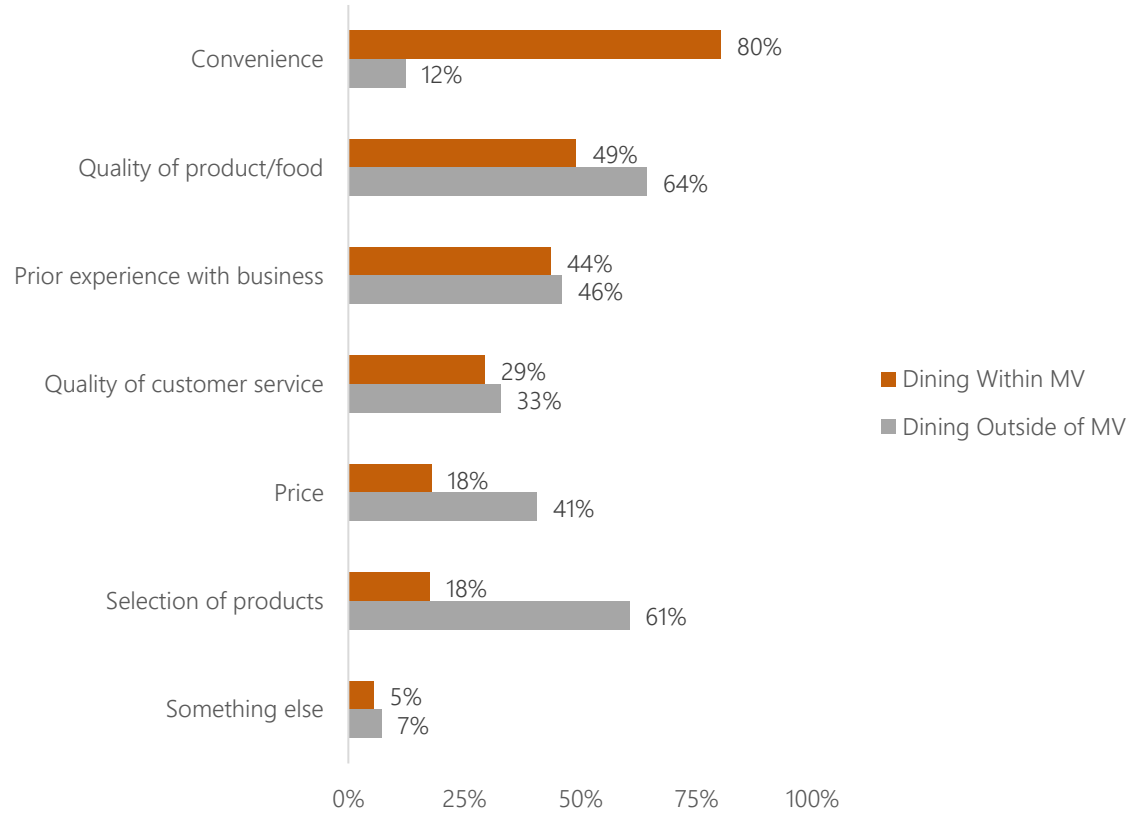
Open ended question. Responses were coded into non-exclusive common themes shown here. Full verbatim comments can be found in an accompanying data file.

For both shopping and dining, people usually stay within MV for convenience and go outside of MV for selection and quality of products and price.

Reasons for Shopping Within/Outside of MV



Reasons for Dining Within/Outside of MV

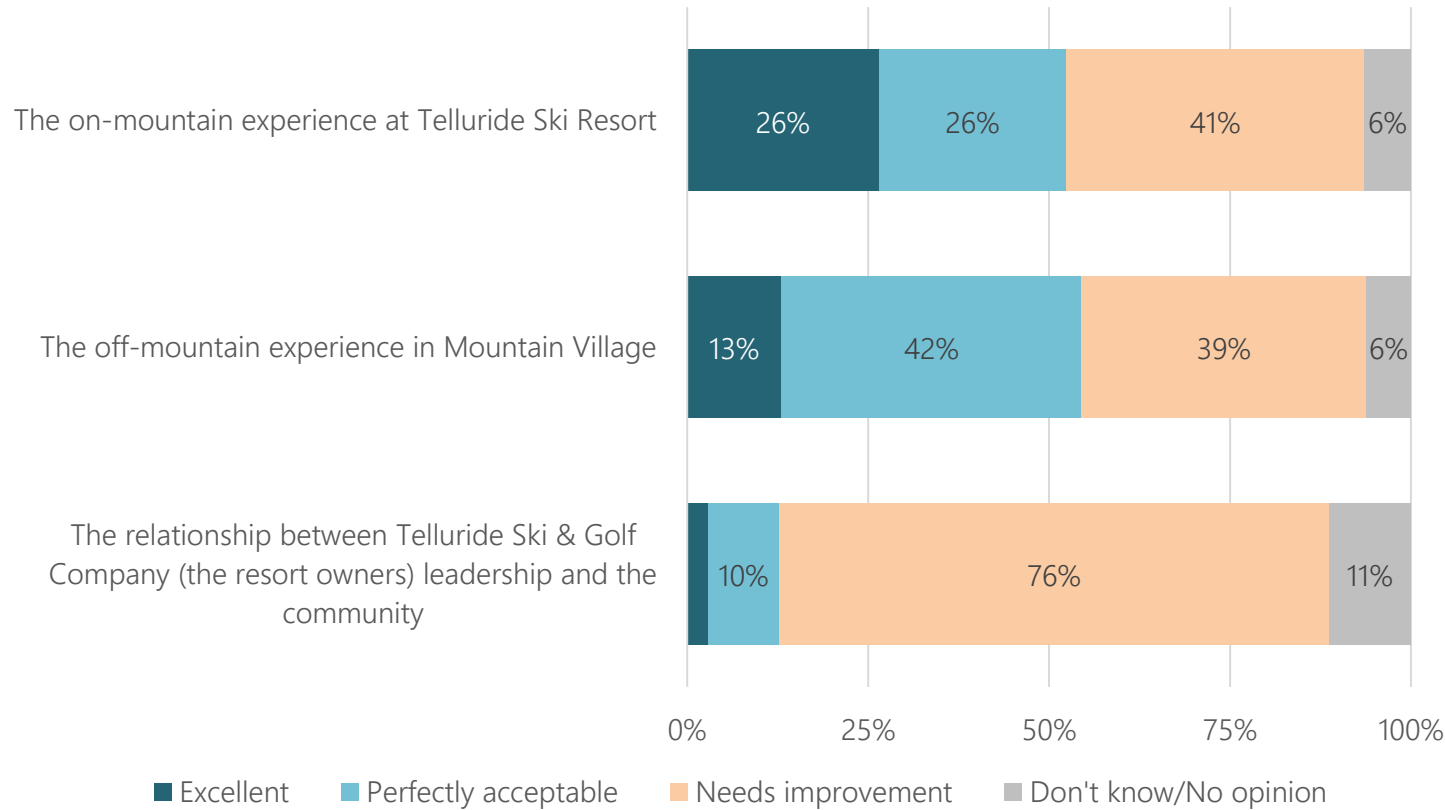


Q40 & Q41. Which of the following factors are the most common reasons you may shop/dine locally within Mountain Village? Please select all that apply.
 Q42 & Q43. Next, which of the following factors are the most common reasons you may shop/dine outside of Mountain Village? Please select all that apply.

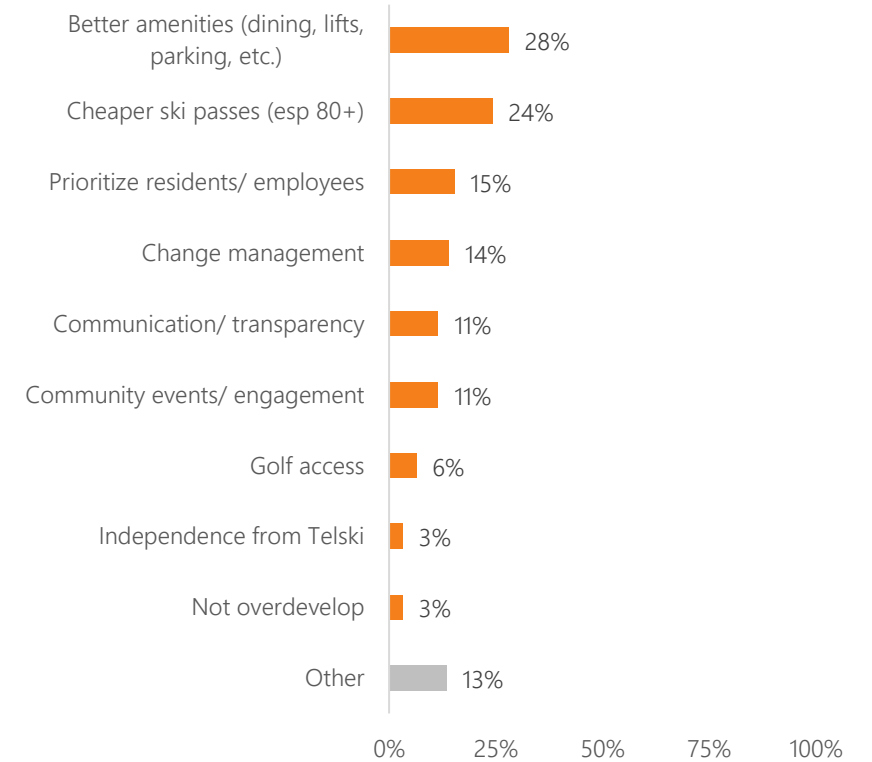
DETAILED FINDINGS
RESORT RELATIONS

People are happy with the on- and off-mountain experience, but dissatisfied with the relationship between the resort owners and the community.

Ratings of Resort Relations



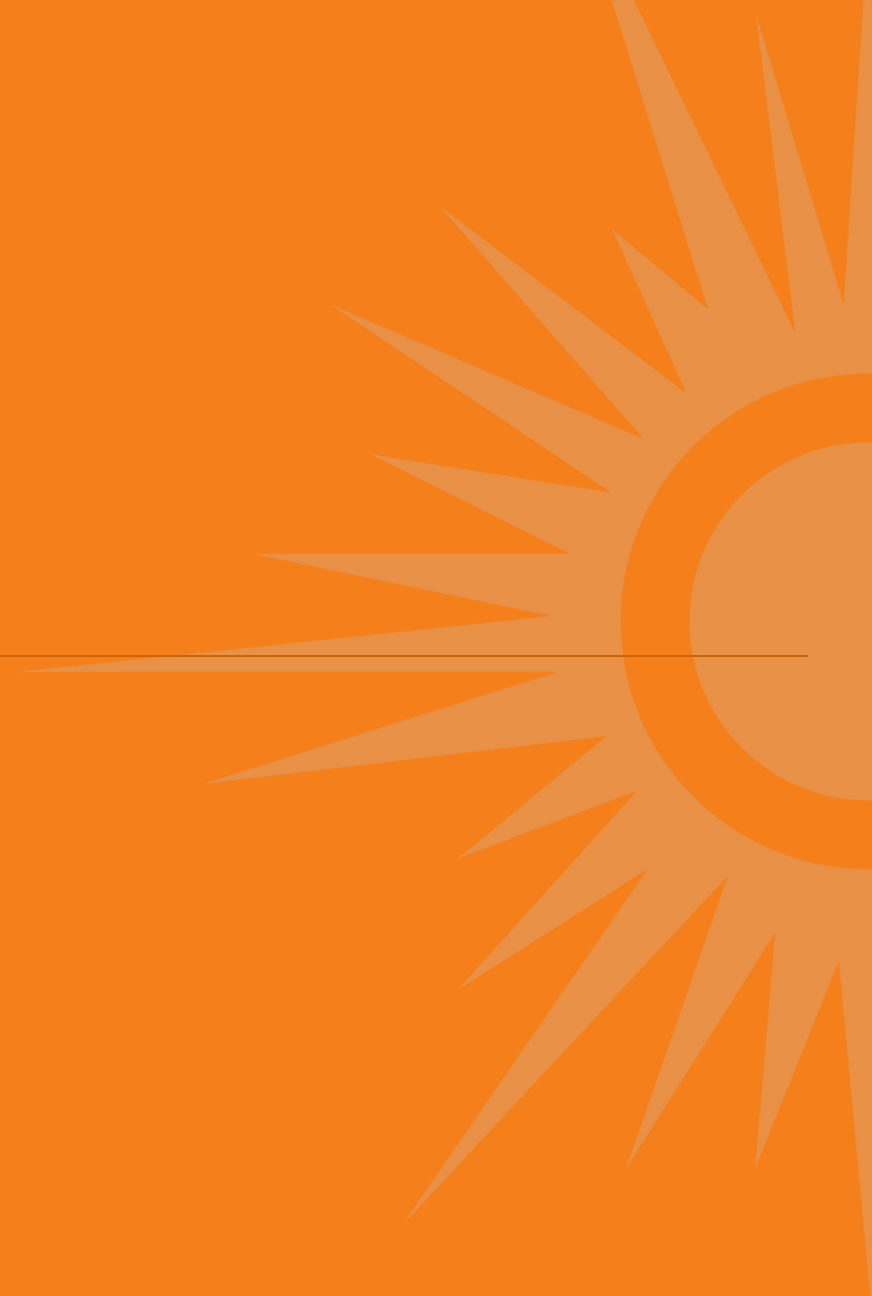
How Resort Leadership Could Improve Relations with Community* (n=157)



Q44. How would you rate each of the following?
 Q45. (Optional) What, if anything, could the resort leadership do to improve relationships with the community?

*Open ended question. Responses were coded into non-exclusive common themes shown here. Full verbatim comments can be found in an accompanying data file.

APPENDIX



RESPONDENT PROFILE

Total Respondents: 365

Gender		Work Status		Language Spoken at Home	
Male	58%	Employed (full-time)	35%	English	99%
Female	42%	Employed (part-time)	5%	Spanish	4%
Prefer to self-describe	1%	Self-employed	26%	Other	2%
Retired		38%		Age Category	
Race/Ethnicity		Residency		18-34	4%
American Indian/Alaska Native/Native American	0%	Other	5%	35-44	11%
African American/Black	0%	Full-time resident	44%	45-54	15%
Asian, Asian Indian, Native Hawaiian or Pacific Islander	1%	Part-time resident	31%	55-64	29%
Hispanic, Spanish/Latino/x	3%	Home Status		65 or older	42%
White/Caucasian	90%	Rent	11%		
Some other race	2%	Own	88%		
		Something else	1%		

METHODOLOGY

Survey Mode The survey was administered online, with both desktop and mobile versions available. The survey was offered in English and Spanish (though no Spanish responses were collected).

Sampling and Execution Corona Insights programmed and hosted the online survey. Mountain Village provided a contact list of 5,981 residents to Corona Insights. Mountain Village sent an announcement email to members and Corona sent email invites to all contacts as well as reminders to non-participants.

Incentive Participants could enter into a drawing and have an opportunity to win one of ten \$100 gift cards to a Mountain Village business.

Survey Period All responses were collected between February 11th and March 3rd, 2025.

Survey Length The survey was 59 questions long, and the median time for survey completion was 19 minutes.

Total Completes After data cleaning, the survey had 365 usable responses, representing a 6% response rate.

Analysis Data were cleaned, analyzed, and reported as percentages and averages. Results were tabulated overall and by primary residence. Open-ended responses were reviewed, and if appropriate, coded.

1401 Lawrence Street
Suite 1600
Denver, CO 80202
303.894.8246
CoronaInsights.com

