



Shingle Springs – Cameron Park Online Survey Results

Appendix A

A community survey was made available to people who live and/or work in the Shingle Springs and Cameron Park areas. 790 Participants completed the survey online through the Shingle Springs-Cameron Park Web site (www.sscpchamber.org) from March 15, 2006 through May 15, 2006.

The complete data was analyzed to make the survey results are valid. The following entries were deleted:

- Deleting 2 entries for IP address: 24.7.186.16 – exact duplicate info in 100% of the fields
- Deleting 1 entry for IP address: 206.13.125.54 – exact duplicate info in 100% of the fields
- Deleting 1 entry for IP address: 24.23.54.118– exact duplicate info in 100% of the fields
- Deleting 1 entry for IP address: 24.7.132.55 – exact duplicate info in 100% of the fields until question 12. Second entry 2 minutes later changed this comment, then gave complete info for name, phone & demographic info which was not in entry one. Determined that respondent did not wish to include comment in first entry: “Elegence in the Foothills”. This was deleted.
- Deleting 1 entry for IP address: 66.122.28.109 – exact duplicate info in 100% of the fields
- Deleting 1 entry for IP address: 66.81.46.141 – exact duplicate info in 100% of the fields
- Deleting 1 entry for IP address: 69.108.239.241 – exact duplicate info in 100% of the fields
- Deleting 1 entry for IP address: 71.136.181.234 – exact duplicate info in 100% of the fields until question 15 where a comment was added in the 2nd entry where there was none if the first. First entry was deleted
- Deleting 2 entries for IP address: 71.155.147.41 – exact duplicate info in 100% of the fields
- Deleting 1 entry for IP address: 64.160.117.139 – respondent stated they were under age 17
- Deleting 1 entry for IP address: 206.171.56.158 – respondent stated they were under age 17
- Deleting 1 entry for IP address: 4.131.214.113 – respondent stated they were under age 17

The comments for those respondents under age 17 did remain so that they could be taken in consideration. Only the data fields were eliminated.

After all deletions were performed 776 respondents were deemed as valid and counted fully in the survey results. Listed below for each item, the first number represents the number of responses and the second number represents the percent of the responses.

1. Do you live in either Shingle Springs or Cameron Park?

Yes – 722, 93.0% No – 54, 7.0%

If yes, number of years?

0-2 years – 89, 12.4% 3-5 years – 133, 18.5% 6-10 years – 191, 26.6% 11+ years – 305, 42.5%

If yes, do you own your home or rent?

Own – 676, 94.6% Rent – 39, 5.4%

2. Do you work in either Shingle Springs or Cameron Park?

Yes – 553, 71.3% No – 223, 28.7%

3. Your Occupation:

Retail Sales/Service – 34, 4.4% Technical – 60, 7.7% Clerical – 36, 4.6% Skilled Labor – 10, 1.3% Manager/Supervisor – 94, 12.1% Sales/Marketing – 63, 8.1% Professional – 193, 24.9% Craftsman – 10, 1.3% Retired – 137, 17.7% Other – 139, 17.9%

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4. Do you own a business in Shingle Springs or Cameron Park?

Yes – 142, 18.0% No – 636, 82.0%

5. Do you own a business outside Shingle Springs or Cameron Park?

Yes – 66, 8.5% No – 710, 91.5% (15 (1.9%) of the respondents indicated that they own a business both in Shingle Springs/Cameron Park and outside Shingle Springs/Cameron Park)

6. How well are the following items or services currently meeting your needs in Shingle Springs – Cameron Park?

	Exceeds My needs	Meets my needs	Does not meet my needs	Doesn't apply
Commuter transit	5, 0.6%	88, 11.3%	180, 23.2%	503, 64.8%
Local bus transit	4, 0.5%	56, 7.2%	191, 24.6%	525, 67.7%
Condition of highways & roads	7, 0.9%	336, 43.3%	427, 55.0%	6, 0.8%
Accessibility/traffic flow of highways & roads	10, 1.3%	402, 51.8%	360, 46.4%	4, 0.5%
Availability of Internet services	45, 5.8%	591, 76.2%	115, 14.8%	25, 3.2%
Availability of cable television services	41, 5.3%	411, 53.0%	163, 21.0%	161, 20.7%
Adequate water & sewer services	49, 6.3%	573, 73.8%	93, 12.0%	61, 7.9%
Quality of public safety services	36, 4.6%	609, 78.5%	98, 12.6%	33, 4.3%
Accessibility for pedestrians	12, 1.5%	248, 32.0%	432, 55.7%	84, 10.8%
Outdoor hiking/running/biking trails	31, 4.0%	220, 28.4%	428, 55.2%	97, 12.5%

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7. How important is it to have each of the following in Shingle Springs/Cameron Park?

	Very Important	Important	Not Important	Don't know
More offices	37, 4.8%	168, 21.6%	509, 65.6%	62, 8.0%
More grocery stores	32, 4.1%	124, 16.0%	610, 78.6%	10, 1.3%
More Pharmacies	27, 3.5%	131, 16.9%	603, 77.7%	15, 1.9%
More retail stores	126, 16.2%	305, 39.3%	336, 43.3%	9, 1.2%
More fast food	24, 3.1%	92, 11.9%	654, 84.3%	6, 0.8%
More family dining	209, 26.9%	355, 45.7%	208, 26.8%	4, 0.5%
More fine dining	202, 26.0%	313, 40.3%	254, 32.7%	7, 0.9%
More auto dealers	6, 0.8%	40, 5.2%	721, 92.9%	9, 1.2%
More auto service facilities	13, 1.7%	166, 21.4%	582, 75.0%	15, 1.9%
More banks	24, 3.1%	135, 17.4%	603, 77.7%	14, 1.8%
A movie theater	92, 11.9%	239, 30.8%	440, 56.7%	5, 0.6%
Live theater	93, 12.0%	282, 36.3%	387, 49.9%	14, 1.8%
Art museum	68, 8.8%	227, 29.3%	470, 60.6%	11, 1.4%
More hotels/motels	53, 6.8%	188, 24.2%	516, 66.5%	19, 2.4%
More multi family housing	34, 4.4%	92, 11.9%	622, 80.2%	28, 3.6%
More condo housing	39, 5.0%	144, 18.6%	566, 72.9%	27, 3.5%
More seniors housing	82, 10.6%	301, 38.8%	328, 42.4%	65, 8.4%
More senior services	102, 13.1%	346, 44.6%	243, 31.3%	85, 11.0%
More daycare providers	45, 5.8%	206, 26.5%	403, 51.9%	122, 15.7%
More private schools	54, 7.0%	179, 23.1%	447, 57.6%	96, 12.4%
Higher education	198, 25.5%	337, 43.4%	214, 27.6%	27, 3.5%
More medical facilities	150, 19.3%	356, 45.9%	245, 31.6%	25, 3.2%
More parks	275, 35.4%	369, 47.6%	119, 15.3%	13, 1.7%
More recreational programs	262, 24.6%	332, 42.8%	150, 19.3%	32, 4.1%
More indoor sport facilities	191, 24.6%	262, 33.8%	285, 36.7%	38, 4.9%
More churches/synagogues	40, 5.2%	163, 21.0%	521, 67.1%	52, 6.7%



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8. For each store type or service below, please indicate where you normally shop:

	Shingle Springs Cameron Park	El Dorado Hills	Placerville	Folsom	Elsewhere in Sacramento County	Online	Other/doesn't Apply
Groceries	655, 84.4%	21, 2.7%	39, 5.0%	45, 5.8%	11, 1.4%	1, 0.1%	4, 0.5%
Clothing	7, 0.9%	3, 0.4%	37, 4.8%	509, 65.6%	163, 21.0%	44, 5.7%	13, 1.7%
Hardware	246, 31.7%	4, 0.5%	124, 16.0%	382, 49.2%	15, 1.9%	1, 0.1%	4, 0.5%
Appliances	12, 1.5%	1, 0.1%	117, 15.1%	365, 47.0%	226, 29.1%	11, 1.4%	44, 5.7%
Furniture	25, 3.2%	0, 0.0%	49, 6.3%	142, 18.3%	485, 62.5%	3, 0.4%	72, 9.3%
Other Retail	67, 8.6%	1, 0.1%	61, 7.9%	353, 45.5%	206, 26.5%	50, 6.4%	38, 4.9%
Car/Truck purchase	116, 14.9%	6, 0.8%	97, 12.5%	164, 21.1%	229, 29.5%	29, 3.7%	135, 17.4%
Auto service	439, 56.6%	19, 2.4%	112, 14.4%	103, 13.3%	79, 10.2%	1, 0.1%	23, 3.0%
Gasoline	383, 49.4%	18, 2.3%	31, 4.0%	283, 36.5%	56, 7.2%	1, 0.1%	4, 0.5%
Banking	501, 64.6%	49, 6.3%	89, 11.5%	56, 7.2%	38, 4.9%	32, 4.1%	11, 1.4%
Fast food dining	445, 57.3%	22, 2.8%	55, 7.1%	69, 8.9%	26, 3.4%	0, 0.0%	159, 20.5%
Family dining	327, 42.1%	8, 1.0%	47, 6.1%	318, 41.0%	43, 5.5%	0, 0.0%	33, 4.3%
Fine dining	71, 9.1%	49, 6.3%	56, 7.2%	261, 33.6%	228, 29.4%	0, 0.0%	111, 14.3%
Pharmacies	470, 60.6%	26, 3.4%	42, 5.4%	174, 22.4%	15, 1.9%	19, 2.4%	30, 3.9%
Doctor offices	208, 26.8%	20, 2.6%	107, 13.8%	354, 45.6%	74, 9.5%	0, 0.0%	13, 1.7%
Urgent care	197, 25.4%	5, 0.6%	115, 14.8%	244, 31.4%	95, 12.2%	0, 0.0%	120, 15.5%
Dental	329, 42.4%	67, 8.6%	146, 18.8%	98, 12.6%	107, 13.8%	0, 0.0%	29, 3.7%
Insurance	209, 26.9%	21, 2.7%	119, 15.3%	40, 5.2%	154, 19.8%	74, 9.5%	159, 20.5%
Entertainment	26, 3.4%	164, 21.1%	107, 13.8%	163, 21.0%	210, 27.1%	2, 0.3%	104, 13.4%
Video rental	480, 61.9%	14, 1.8%	27, 3.5%	7, 0.9%	5, 0.6%	106, 13.7%	137, 17.7%
Sporting goods	18, 2.3%	4, 0.5%	148, 19.1%	418, 53.9%	59, 7.6%	16, 2.1%	113, 14.6%

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9. Please rank the type of stores/services you would like to see more of in Shingle Springs/Cameron Park or list those that you would like to see that are not currently available. You may use those same stores/services listed in the above questions or give us your own by typing your choice in column B

#1 Ranking	#2 Ranking	#3 Ranking	#4 Ranking	#5 Ranking
No answer – 143	No answer – 190	No answer – 249	No answer – 332	No answer - 385
Clothing – 117	Family dining – 92	Clothing – 75	Entertainment – 55	Other retail - 57
Family Dining – 104	Clothing – 75	Entertainment – 71	Other retail – 49	Entertainment - 43
Fine dining – 96	Entertainment – 67	Fine Dining – 53	Clothing – 44	Sporting goods - 35
Entertainment – 49	Fine dining – 67	Other retail – 49	One time answer – 39	Family dining - 31
One time answer – 42	One time answer - 42	Family dining – 39	Family dining – 37	1 time answer - 26
Grocery – 24	Other Retail – 36	One time answer – 31	Sporting goods – 26	Clothing - 22
Other retail – 19	Sporting goods – 30	Dr. offices – 22	Fine dining – 25	Hardware - 20
Hardware – 17	Hardware – 20	Sporting goods – 22	Furniture – 21	Fine dining - 18
Dr. offices – 16	Dr. offices – 13	Appliances – 17	Appliances – 18	Furniture - 17
Trader Joes – 13	Furniture – 12	Hardware – 16	Hardware – 16	Dr. offices - 13
Indoor rec/sports – 12	Grocery – 11	Furniture – 15	Fast food – 14	Gasoline - 13
Urgent care – 12	Fast food – 10	Gasoline – 13	Dr. offices – 13	Urgent care - 13
Target – 11	Urgent Care – 10	Dental – 12	Urgent care – 13	Banking - 10
Sporting goods – 10	Banking – 9	Fast food – 12	Dental – 11	Dental - 10
Banking – 8	Appliances – 8	Grocery – 11	Grocery – 10	Fast food - 10
Big box/dept stores – 7	Big box/Dept stores – 8	Big box/dept stores – 10	Auto service – 8	Appliances - 9
Nat/organic food – 7	Trader Joes – 7	Auto service – 9	Banking – 7	Big box/dept - 8
Gasoline – 6	Gasoline – 6	Indoor rec/sports – 8	Big box/Dept – 7	Auto service - 5
Bookstore – 5	Auto Service – 6	Urgent care – 7	Gasoline – 6	Pharmacies - 5
Dog park – 5	Indoor rec/sports – 5	Banking – 5	Outdoor rec/trails – 4	Video stores - 5
Don't need more – 5	Pharmacies – 5	Nat/organic food – 5	Car/truck purch – 3	Grocery - 4
Furniture – 5	Target – 5	Outdoor rec/trails 3	Indoor rec/sports – 3	Outdoor rec/trail - 3
Costco – 4	Outdoor rec/trails – 5	Pharmacies – 3	Kaiser – 3	Car truck purch - 2
Teen center – 4	Chilies – 4	Trader Joes – 3	Trader Joes – 3	Farmers market - 2
Fast food – 3	Fabric store – 3	Video stores - 3	Video store – 3	Health/veg restrnt - 2
Health club/gym – 3	Health/Veg restrnt – 3	Book stores – 2	Movie theater – 2	Indoor rec/sports - 2
Pharmacies – 3	Live theater – 3	Concert venue – 2	Pharmacies – 2	Shoe store - 2
Pizza Hut – 3	Art gallery/studio – 2	In & Out Burger – 2	Teen center – 2	Teen center - 2
Shoes – 3	Car/truck purchase – 2	Jamba Juice – 2	Nat/organic food – 2	Trader Joes - 2
Appliances – 2	Dental – 2	Movie theater - 2		
Auto service – 2	In & Out Burger - 2			
Jamba Juice – 2	Movie theater - 2			
Kaiser Permanente – 2	Nat/organic food - 2			
Lowe's – 2	Office Supply - 2			
Miniature golf – 2	Sam's Club - 2			
Outback Steakhouse – 2	Senior services - 2			
Outdoor Rec/trails – 2	Video Rental - 2			
Washington Mutual – 2	Winco - 2			
Wendy's – 2				



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10. Regarding businesses that are currently in Shingle Springs/Cameron Park, what changes are necessary for them to get more of your business? Select up to 5 changes below and mark them 1 – 5 with 1 being your highest priority and 5 being your lowest priority.

	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority	Total Ranked
More competitive pricing	290, 37.4%	130, 16.8%	92, 11.9%	64, 8.2%	55, 7.1%	631, 81.3%
Better quality	87, 11.2%	136, 17.5%	128, 16.5%	80, 10.3%	50, 6.4%	481, 62.0%
Larger selection	171, 22.0%	197, 25.4%	140, 18.0%	73, 9.4%	33, 4.3%	614, 79.1%
Longer hours open	31, 4.0%	51, 6.6%	67, 8.6%	76, 9.8%	67, 8.6%	292, 37.6%
Improved parking	14, 1.8%	20, 2.6%	23, 3.0%	35, 4.5%	47, 6.1%	139, 17.9%
Better customer service	40, 5.2%	53, 6.8%	61, 7.9%	59, 7.6%	66, 8.5%	279, 36.0%
Better atmosphere	30, 3.9%	44, 5.7%	61, 7.9%	71, 9.1%	69, 8.9%	275, 35.4%
More special events	26, 3.4%	29, 3.7%	37, 4.8%	44, 5.7%	61, 7.9%	197, 25.4%
More advertising	12, 1.5%	9, 1.2%	14, 1.8%	26, 3.4%	42, 5.4%	103, 13.3%

(Please see comments for questions 11 & 12)

13. (Business owners only) What attracted or would attract your company to locate its business in Shingle Springs/Cameron Park? Select up to 5 choices below and mark them 1 – 5 with 1 being your most important choice. (193 Total Business Owners)

	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority	Total Ranked
Short commute	18, 9.3%	18, 9.3%	13, 6.7%	7, 3.6%	11, 5.7%	67, 34.7%
Proximity to target market	26, 13.5%	13, 6.7%	13, 6.7%	2, 1.0%	4, 2.1%	58, 30.1%
Safety/security	10, 5.2%	10, 5.2%	11, 5.7%	12, 6.2%	6, 3.1%	49, 25.4%
Open space	15, 7.8%	18, 9.3%	3, 1.6%	7, 3.6%	4, 2.1%	47, 24.4%
Lease rates	9, 4.7%	11, 5.7%	13, 6.7%	6, 3.1%	5, 2.6%	44, 22.8%
Land affordability	14, 7.3%	9, 4.7%	9, 4.7%	6, 3.1%	6, 3.1%	44, 22.8%
Geographically desirable For employees	6, 3.1%	10, 5.2%	11, 5.7%	11, 5.7%	5, 2.6%	43, 22.3%
Air quality	6, 3.1%	4, 2.1%	6, 3.1%	9, 4.7%	7, 3.6%	32, 16.6%
Traffic flow	5, 2.6%	1, 0.5%	11, 5.7%	5, 2.6%	9, 4.7%	31, 16.1%
County incentives/tax codes	7, 3.6%	3, 1.6%	8, 4.1%	7, 3.6%	4, 2.1%	29, 15.0%
Available Labor pool	2, 1.0%	3, 1.6%	3, 1.6%	9, 4.7%	5, 2.6%	22, 11.4%
Labor Costs	1, 0.5%	3, 1.6%	4, 2.1%	6, 3.1%	7, 3.6%	21, 10.9%
Permitting & review process	3, 1.6%	7, 3.6%	1, 0.5%	4, 2.1%	5, 2.6%	20, 10.4%
Public transportation	0, 0.0%	4, 2.1%	1, 0.5%	0, 0.0%	0, 0.0%	5, 2.6%



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14. (Business owners only) What does your business need in order to grow and remain in Shingle Springs/Cameron Park? Please check all that apply.

More customers in Shingle Springs/Cameron Park area:	58, 30.1%
Reliable data/telecommunication	49, 25.4%
Affordable office space	43, 22.3%
Affordable housing for employees	28, 14.5%
More convenient access to amenities	26, 13.5%
More conference room space	25, 13.0%
Additional office space	23, 11.9%
Temporary housing	1, 0.5%

Demographic Information

Female: 445, 62.0%	Male: 273, 38.0%	Did not answer: 58
Married: 556, 83.4%	Single: 111, 16.6%	Did not answer: 109

What is your age?

18-24	9, 1.2%	55-64	149, 19.9%
25-34	60, 8%	65+	98, 13.1%
35-44	196, 26.1%	Did not answer	26
45-54	238, 31.7%		

What is your annual household income?

Under \$25,000	13, 1.9%	\$75,000+	432, 63.6%
\$25,000-49,000	93, 13.7%	Did not answer	97
\$50,000-74,999	141, 20.8%		



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Survey Comments

Need to add bike trails, walking/jogging paths and sidewalks 61

Keep the area rural; keep open space; slow down growth 37

Traffic is getting worse; need to focus on improving traffic flows/safety in many areas 33

Love the community; love living here; residents & businesses are friendly 32

Happy that the community center is coming; Need something like the community center with pool, etc 32

The road conditions are terrible/need maintenance 30

The community should have an identity; there should be consistency in the town's look; a "downtown" area should be developed 28

Do not want to see the casino 27

Business areas don't look clean; Businesses' buildings need to have their look upgraded 25

More places for teens/youth to hang out 24

Neighborhoods don't look clean; the CC&Rs need to be enforced for variety of issues 22

Would like more and/or better retail (non grocery) 22

Need more parks and/or parks with more amenities, beautification, lighted ball fields, etc. 20

Need a dog park 19

Don't want to see any more apartments; too much affordable housing in the area 19

Need more local events and/or programs that are family/community oriented; More events like Summer Spectacular 15

Need better/more restaurants 14

Cameron Park Drive should be landscaped 10

Need more entertainment in general 9

Would rather continue to do their shopping where they drive to out of this area 8

Better speed and/or traffic enforcement is needed 8

Need live music events and/or live theater 8

More activities and events for small children 7



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Survey Comments Continued

Shingle Springs residents want to have access to CPCSD with the same resident privileges 6

There needs to be more affordable housing here 6

Would like to see a bowling ally, movie theater and/or miniature golf 6

Need more community involvement from residents 6

Need to improve street lighting 5

Need to improve public transit 5

Get poor service from utilities/pay to high for utilities 5

Need more senior activities and/or senior events 5

Don't like all the signs that are randomly placed everywhere 5

Theme

Family-friendly/family oriented 85

Rural 34

Small town community 32

Country atmosphere 32

Continuity/town focal point 15

Quiet community 13

Theme acknowledging history such as railroad or gold rush 11

Upscale/modern 11

Friendly home town 6

Like the Town Center in El Dorado Hills 5

Need to have two separate communities 5



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The results of the Shingle Springs/Cameron Park on-line survey reveal that our residents have a central theme: Community.

Community Events

Music/Entertainment in the Park (year-around concerts, live music, Friday night music events) (128)

Art/Wine Events (72)

Farmers Market/Street Fair/Flea Market (59 citations)

Seasonal Events (i.e. Christmas Parade, Spring Fling, Spring in the Foothills, Autumn in Cameron, Easter Egg Hunt) (50)

Annual Summer Spectacular (49)

Theater (47)

Outdoor Activities (5/10k runs, bicycle events, swimming events, sports related fundraisers) (43)

Parade/Fair (37)

Shingle Springs/Cameron Park Historical/Cultural activities (18)

Air Park Activities (Show n' Shine, air shows) (13)

Community Pride Day (11)

Community Classroom including ROP showcase (11)

Annual Car Show (4)

Community Talent Show (2)

Crab Feed (7)

Dances/Home Coming/Graduation Event (3)

Science Fair (2)

Cowboy Poetry

Western Days/Jubilee/Gold Rush Celebration

Fishing Derby

Cook-Offs/BBQ's

Cameron Park Day

Balloon Races

Pet Related Events

Garden Events

Talent Shows