



## Folsom Workers Survey Summary

The Folsom Workers Survey was conducted in June and July 2014 in conjunction with the Folsom General Plan Update designed to help City staff and consultants better understand the values and needs of Folsom’s workers. Respondents answered questions about Folsom’s amenities and housing, as well as questions about who the respondents are and where they live. The survey was distributed by the Folsom Chamber of Commerce in their weekly email newsletter on June 16 and by Intel in their “Folsom Employee Forum” online newsletter on June 23. The survey was open from June 15 to July 22 and it elicited 202 responses during that time period.

### Key Takeaways

- Housing is a barrier to attracting new residents to Folsom. Respondents reported a lack of affordable housing and a lack of desirable housing types as a barrier to moving to Folsom. Many respondents cited a desire for a more rural environment as a reason for living somewhere other than Folsom.
- Transportation and traffic were key themes in the survey results. Some respondents felt Folsom had too much traffic. Many respondents who left written comments suggested more bike lanes and transit options.
- Respondents who do not live in Folsom frequently patronize Folsom’s restaurants for lunch, grocery stores, and retail stores weekly. Most respondents never patronized a gym or fitness club in Folsom.
- Respondents who live in Folsom want more recreational opportunities and entertainment and nightlife options.

### The Respondents

- The survey was targeted at people who work in Folsom. Of the 202 respondents, 63 percent lived and work in Folsom, while 37 percent work in Folsom and live somewhere else. Of the people who live somewhere else, the most common place of residence by far was El Dorado Hills. Sacramento, Rancho Cordova, and Orangevale were also common responses.
- The majority of respondents were employed in the technology sector, and only one respondent reported working in the retail sector.
- Respondents were 63 percent male and 35 percent female.
- Respondents were well-distributed among working-age age groups. About 35 percent of respondents were age 30 to 40 and 32 percent of respondents were age 40 to 50.
- A large majority of respondents (77 percent) were married or in a domestic partnership. Over half had children under the age of 18 living at home.
- Over 80 percent of respondents owned their home, while 20 percent rent.



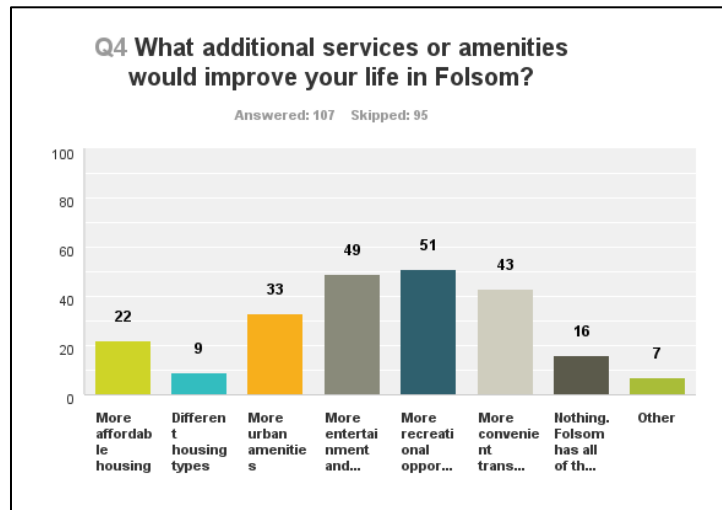
## The Results

The survey divided respondents by place of residence. The survey asked residents of Folsom one set of questions and asked non-residents another set of questions.

### Workers living in Folsom

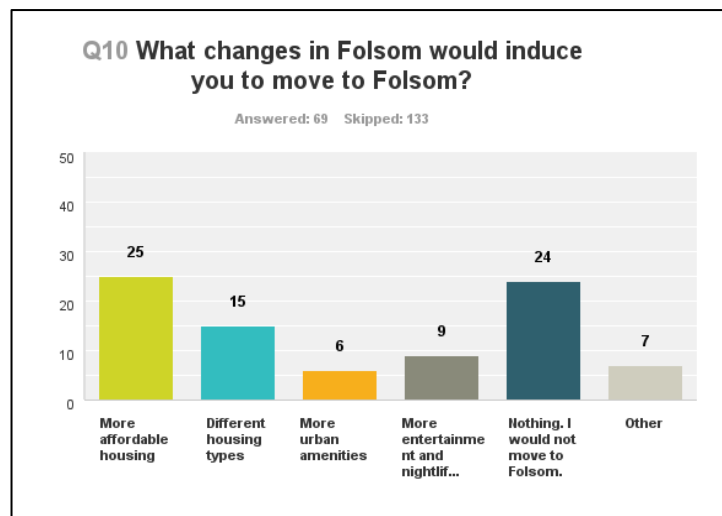
The survey asked Folsom residents an open-ended question, “What services or amenities would make your working in Folsom more convenient, comfortable, or attractive?” Respondents believe more transportation options and facilities are needed in Folsom. Many of the responses suggested more transit and bike lanes. Residents also suggested more park facilities, including a larger dog park, another golf course, and a sports complex. Other respondents suggested improving traffic and signal timing and adding more shopping.

The survey then asked Folsom residents to choose as many responses they would like to the question, “What additional services or amenities would improve your life in Folsom?” “More recreational opportunities” and “More entertainment and nightlife options” were the most popular responses, with 51 and 49 votes, respectively. “More convenient transportation options” and “More urban amenities” were the next most popular responses.



### Workers not living in Folsom

The survey asked Folsom residents, “What types and about how much do you patronize Folsom businesses?” Respondents could choose “daily,” “weekly,” “monthly,” “infrequently,” or “never” for several types of businesses. Respondents were most likely to patronize a restaurant for lunch daily, while a majority never patronize a gym/fitness club in Folsom. About half of respondents patronize grocery stores and retail stores weekly.





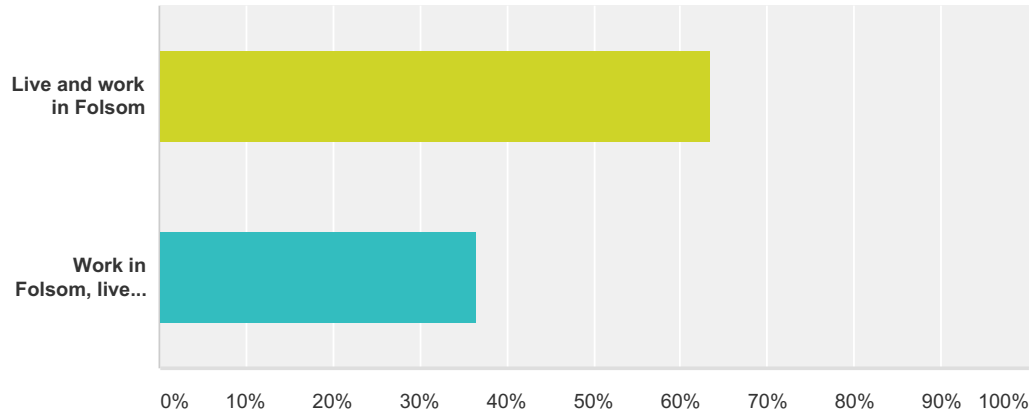
The survey also asked workers not living in Folsom the open-ended question, “What services or amenities would make your working in Folsom more convenient, comfortable, or attractive?” Many responses suggested more restaurants and shopping options are needed in Folsom. Transportation was another popular topic, with respondents suggesting improvements to the transportation network.

The survey asked residents, “What factors influenced your decision to live somewhere other than Folsom? Choose as many as apply.” Respondents chose “the cost of housing” most often, followed by a “desire for a more rural environment.” Only one respondent chose “Folsom doesn’t have the amenities I want.” Unsurprisingly, when asked the follow-up question, “What changes in Folsom would induce you to move to Folsom,” respondents chose “more affordable housing” most often. The response “Nothing. I would not move to Folsom” was a close second.

# Folsom Workers Survey

## Q1 Which of the following describes you?

Answered: 202 Skipped: 0

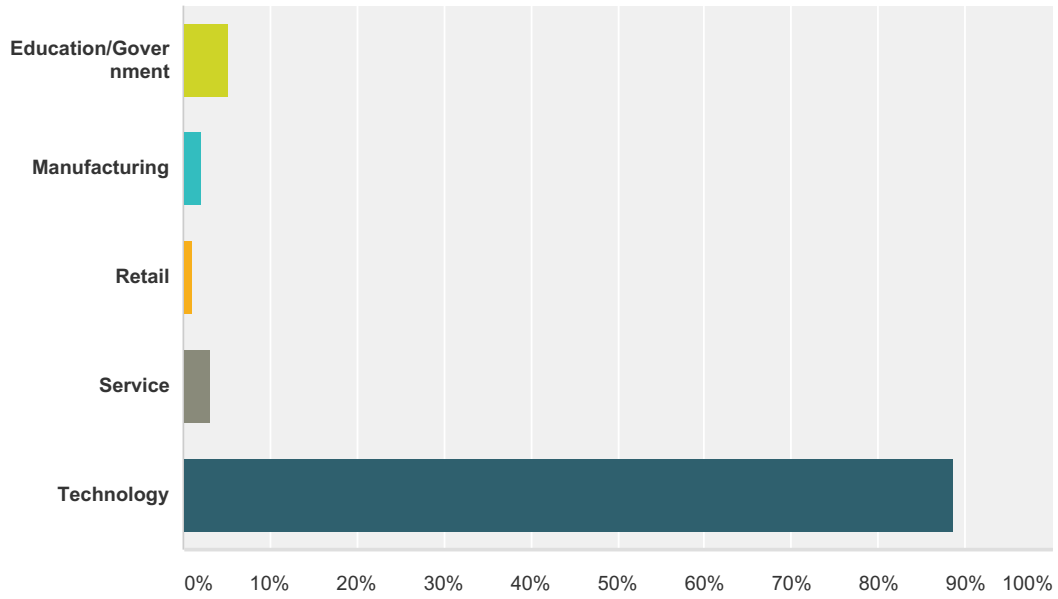


Answer Choices	Responses	
Live and work in Folsom	63.37%	128
Work in Folsom, live outside Folsom	36.63%	74
<b>Total</b>		<b>202</b>

# Folsom Workers Survey

## Q2 In which industry are you employed?

Answered: 97 Skipped: 105



Answer Choices	Responses
Education/Government	5.15% 5
Manufacturing	2.06% 2
Retail	1.03% 1
Service	3.09% 3
Technology	88.66% 86
<b>Total</b>	<b>97</b>

Folsom Workers Survey

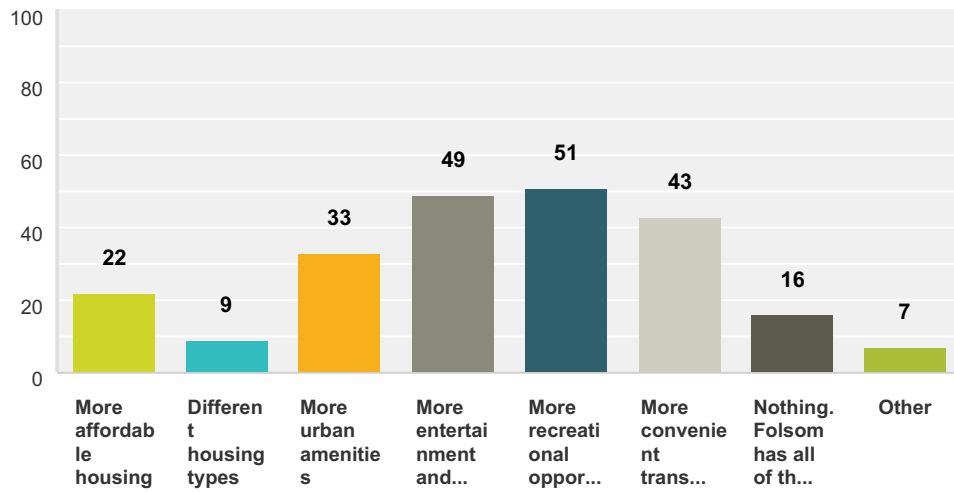
**Q3 What services or amenities would make your working in Folsom more convenient, comfortable, or attractive?**

Answered: 64 Skipped: 138

# Folsom Workers Survey

## Q4 What additional services or amenities would improve your life in Folsom?

Answered: 107 Skipped: 95

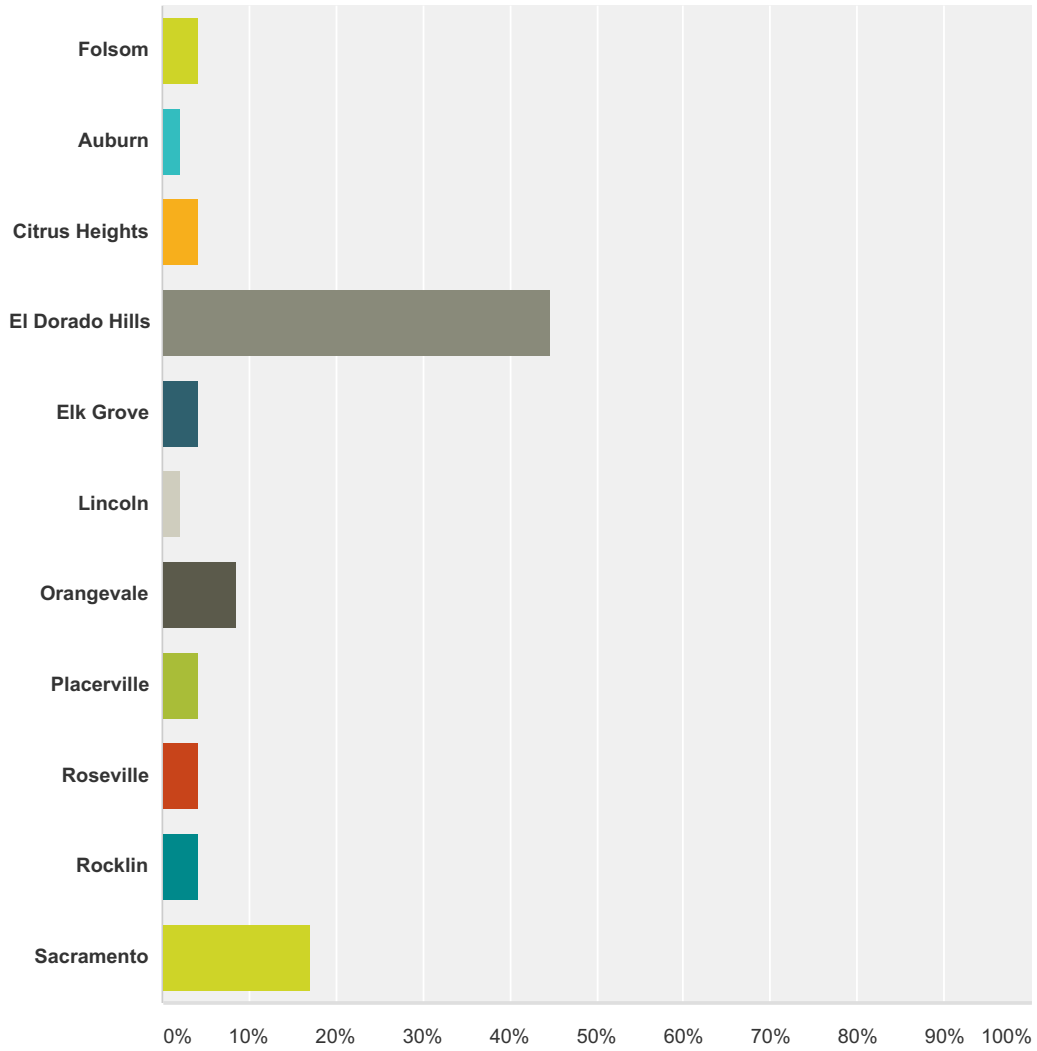


Answer Choices	Responses
More affordable housing	20.56% 22
Different housing types	8.41% 9
More urban amenities	30.84% 33
More entertainment and nightlife options	45.79% 49
More recreational opportunities	47.66% 51
More convenient transportation options	40.19% 43
Nothing. Folsom has all of the services and amenities I need or want	14.95% 16
Other	6.54% 7
<b>Total Respondents: 107</b>	

# Folsom Workers Survey

## Q5 Where do you live?

Answered: 47 Skipped: 155



Answer Choices	Responses
Folsom	4.26% 2
Auburn	2.13% 1
Citrus Heights	4.26% 2
El Dorado Hills	44.68% 21
Elk Grove	4.26% 2
Lincoln	2.13% 1
Orangevale	8.51% 4
Placerville	4.26% 2
Roseville	4.26% 2

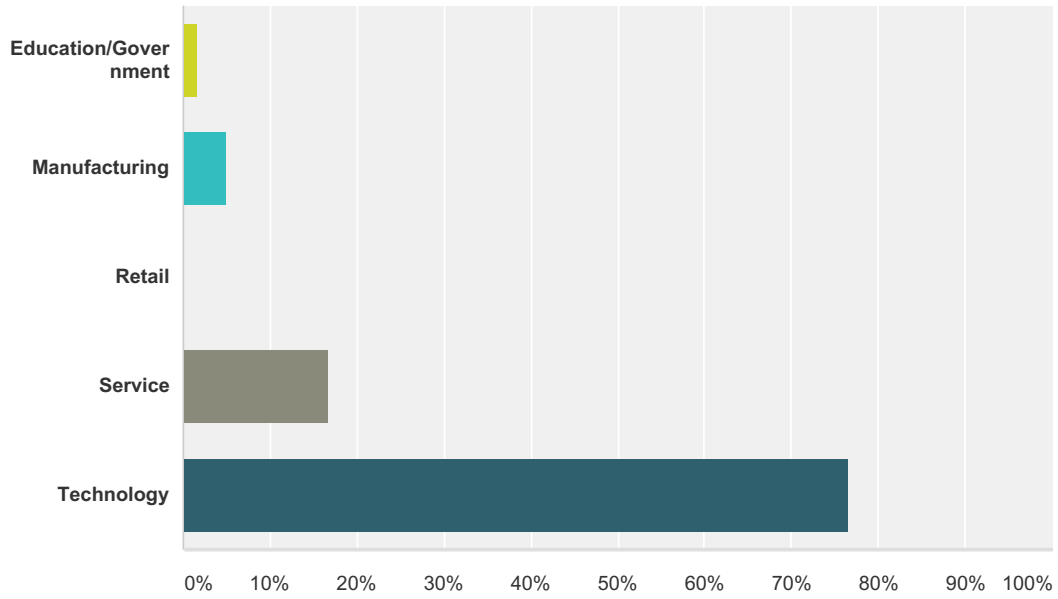


## Folsom Workers Survey

Rocklin	4.26%	2
Sacramento	17.02%	8
<b>Total</b>		<b>47</b>

### Q6 In which industry are you employed?

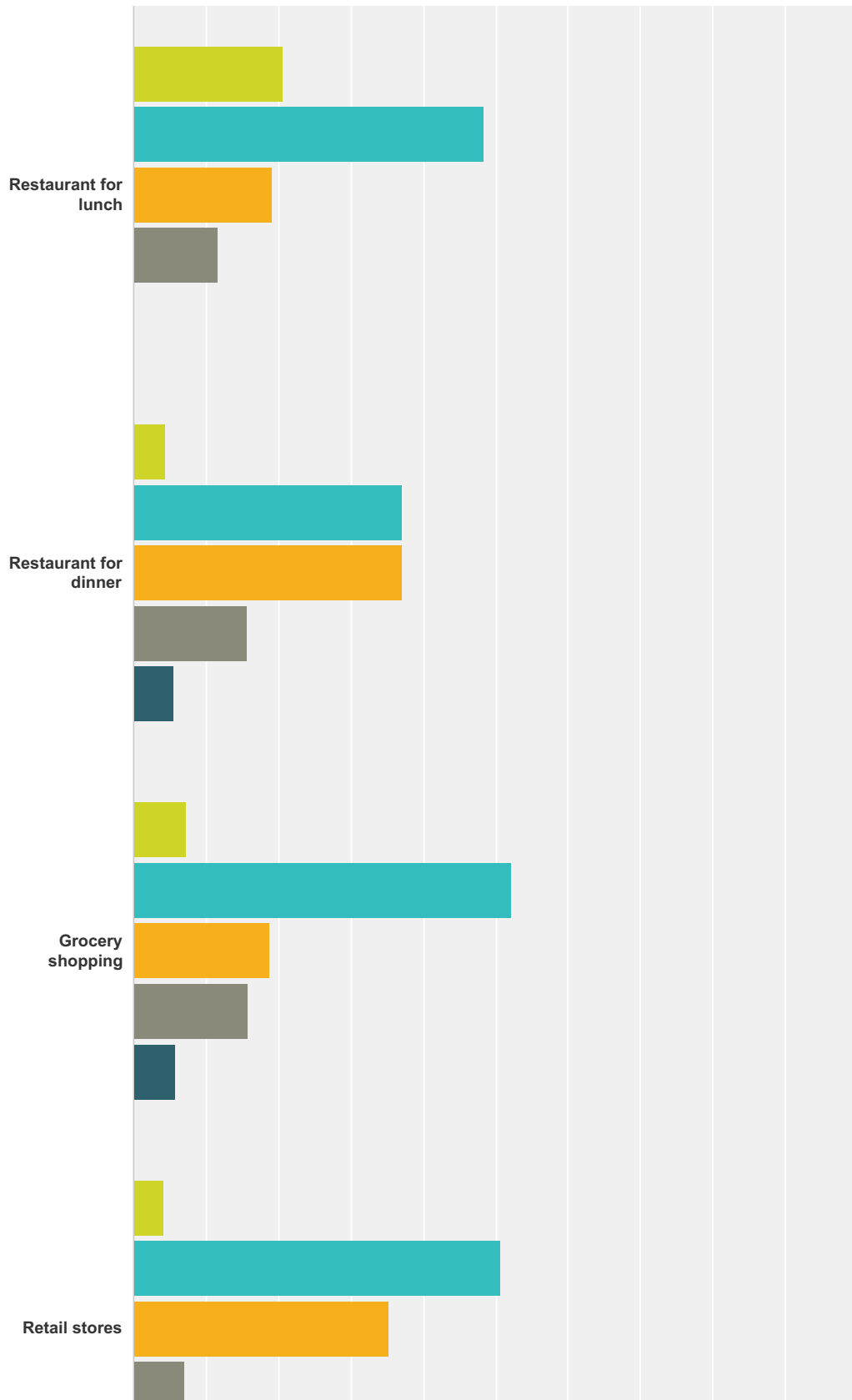
Answered: 60 Skipped: 142



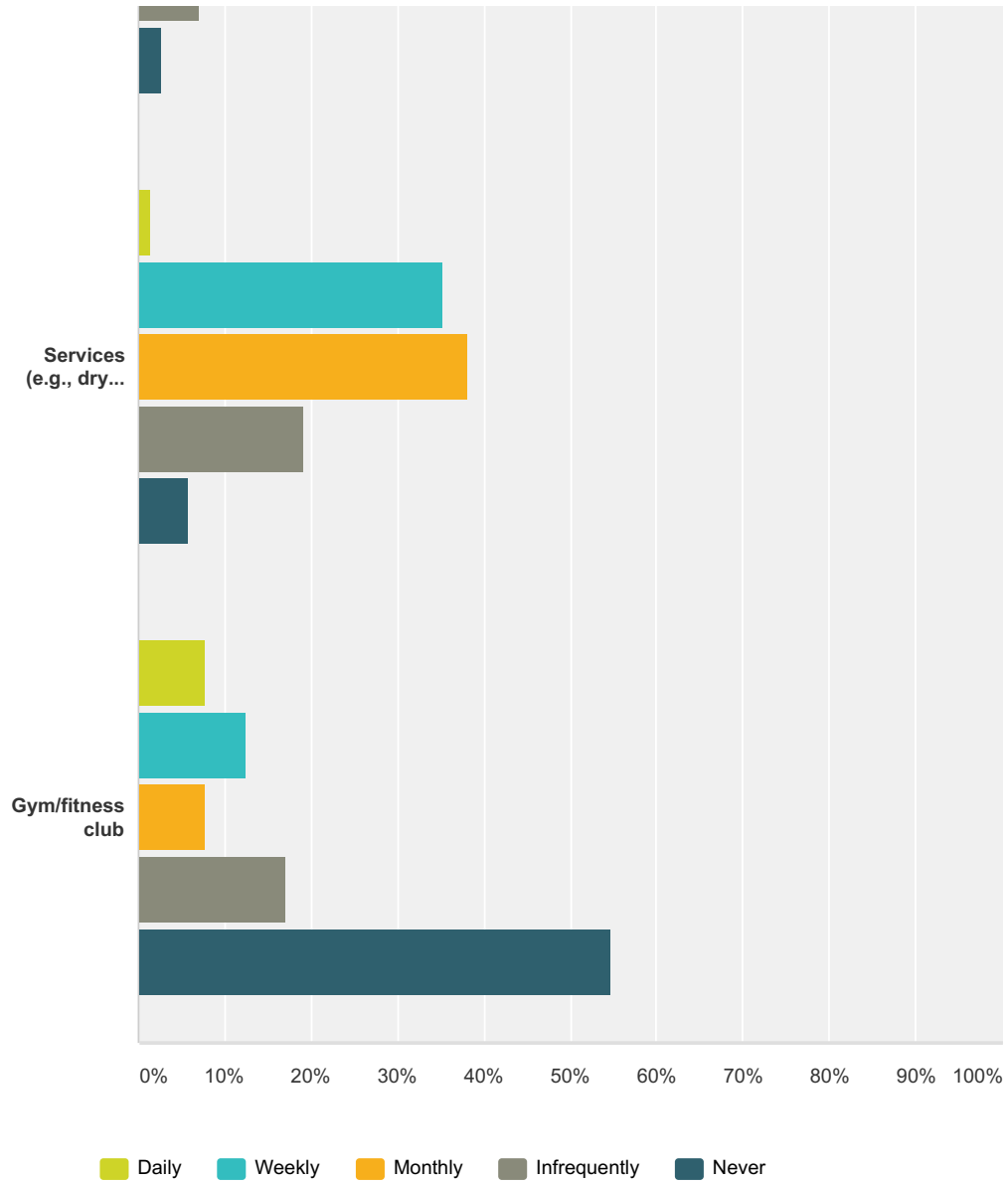
Answer Choices	Responses
Education/Government	1.67% 1
Manufacturing	5.00% 3
Retail	0.00% 0
Service	16.67% 10
Technology	76.67% 46
<b>Total</b>	<b>60</b>

### Q7 What types and about how much do you patronize Folsom businesses?

Answered: 71 Skipped: 131



# Folsom Workers Survey



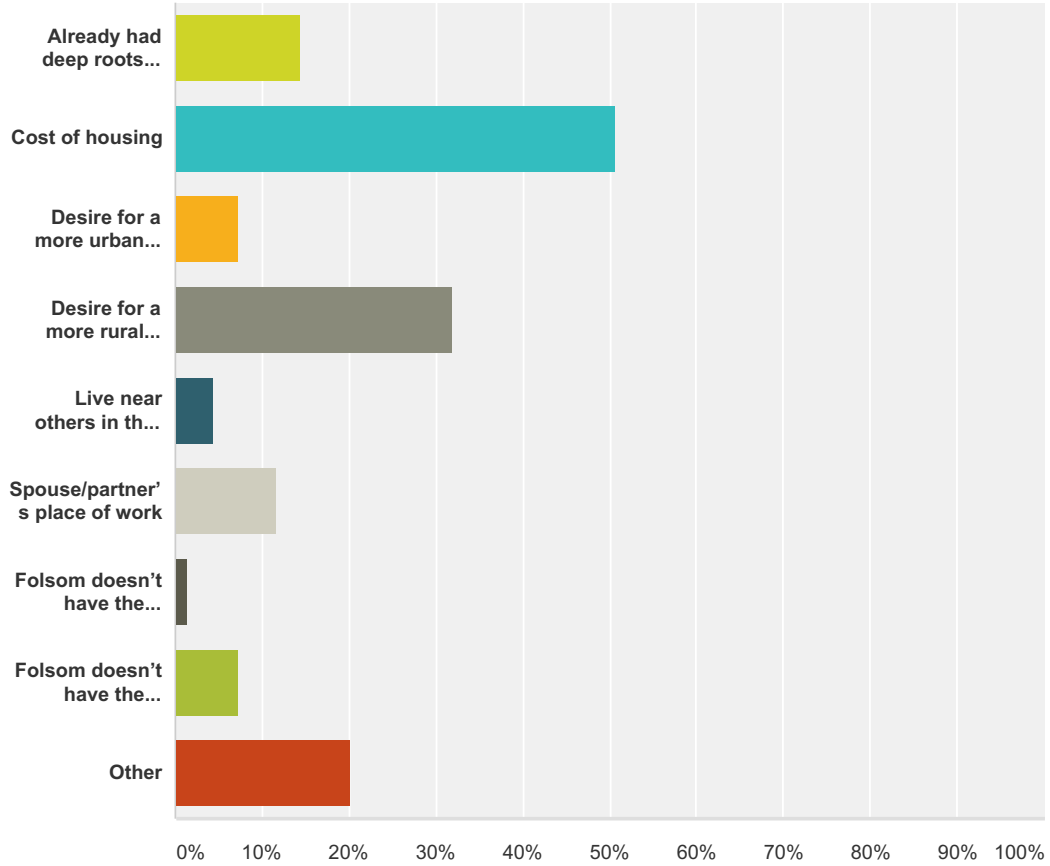
	Daily	Weekly	Monthly	Infrequently	Never	Total
Restaurant for lunch	20.59% 14	48.53% 33	19.12% 13	11.76% 8	0.00% 0	68
Restaurant for dinner	4.29% 3	37.14% 26	37.14% 26	15.71% 11	5.71% 4	70
Grocery shopping	7.25% 5	52.17% 36	18.84% 13	15.94% 11	5.80% 4	69
Retail stores	4.23% 3	50.70% 36	35.21% 25	7.04% 5	2.82% 2	71
Services (e.g., dry cleaning, banking, hair cut)	1.47% 1	35.29% 24	38.24% 26	19.12% 13	5.88% 4	68
Gym/fitness club	7.81% 5	12.50% 8	7.81% 5	17.19% 11	54.69% 35	64

**Q8 What services or amenities would make your working in Folsom more convenient, comfortable, or attractive?**

Answered: 27 Skipped: 175

**Q9 What factors influenced your decision to live somewhere other than Folsom?  
Choose as many as apply.**

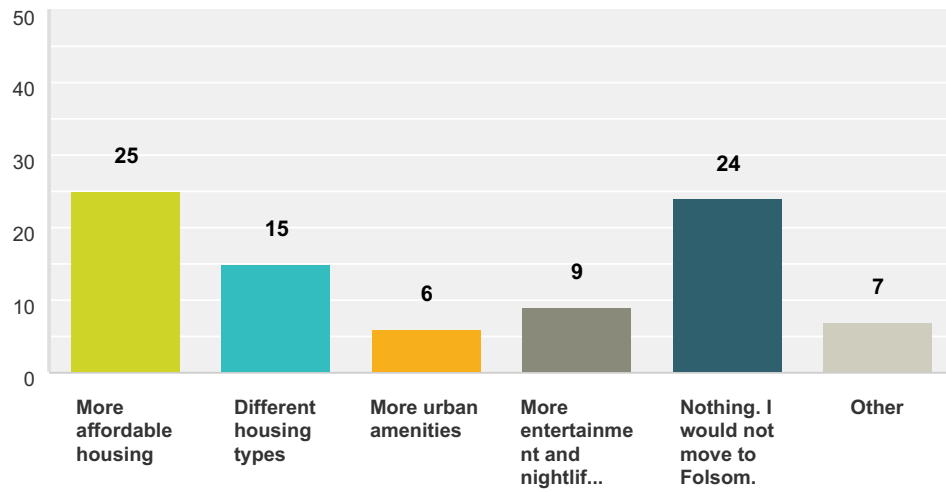
Answered: 69 Skipped: 133



Answer Choices	Responses
Already had deep roots elsewhere	14.49% 10
Cost of housing	50.72% 35
Desire for a more urban environment	7.25% 5
Desire for a more rural environment	31.88% 22
Live near others in the same peer group	4.35% 3
Spouse/partner's place of work	11.59% 8
Folsom doesn't have the amenities I want	1.45% 1
Folsom doesn't have the housing type I want	7.25% 5
Other	20.29% 14
<b>Total Respondents: 69</b>	

### Q10 What changes in Folsom would induce you to move to Folsom?

Answered: 69 Skipped: 133

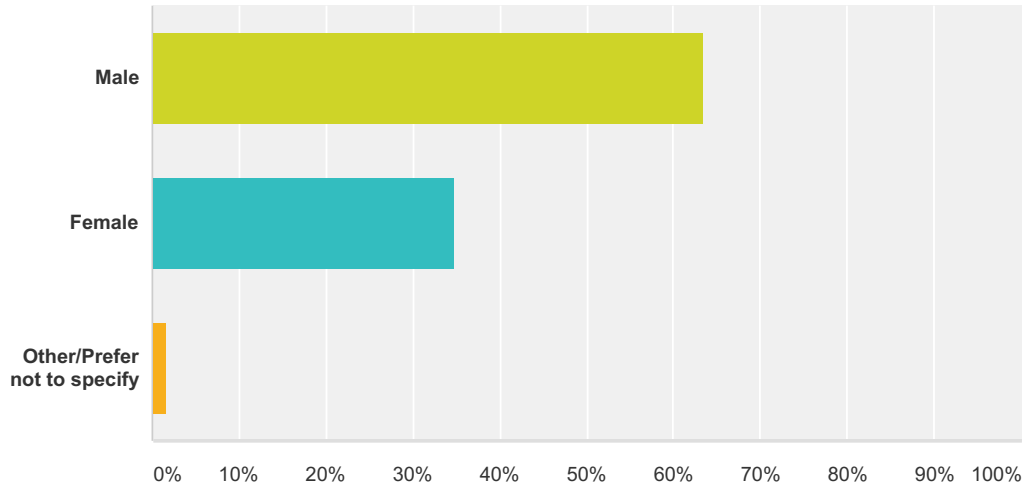


Answer Choices	Responses
More affordable housing	36.23% 25
Different housing types	21.74% 15
More urban amenities	8.70% 6
More entertainment and nightlife options	13.04% 9
Nothing. I would not move to Folsom.	34.78% 24
Other	10.14% 7
<b>Total Respondents: 69</b>	

# Folsom Workers Survey

## Q11 How do you identify yourself?

Answered: 178 Skipped: 24



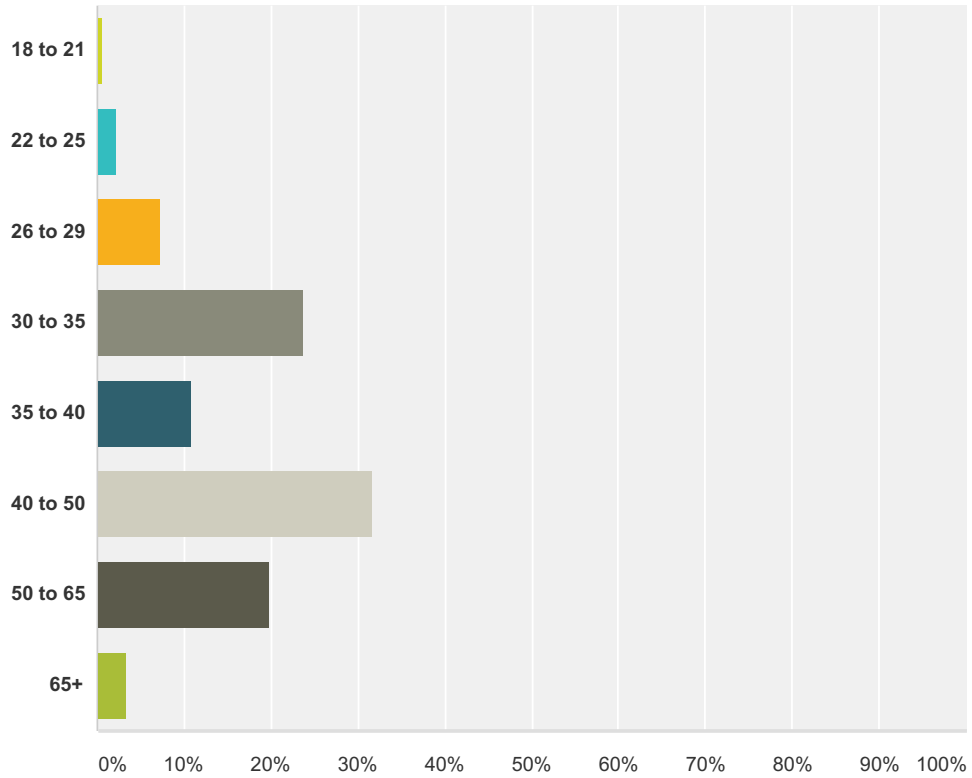
Answer Choices	Responses	
Male	63.48%	113
Female	34.83%	62
Other/Prefer not to specify	1.69%	3
<b>Total</b>		<b>178</b>



# Folsom Workers Survey

## Q12 What is your age?

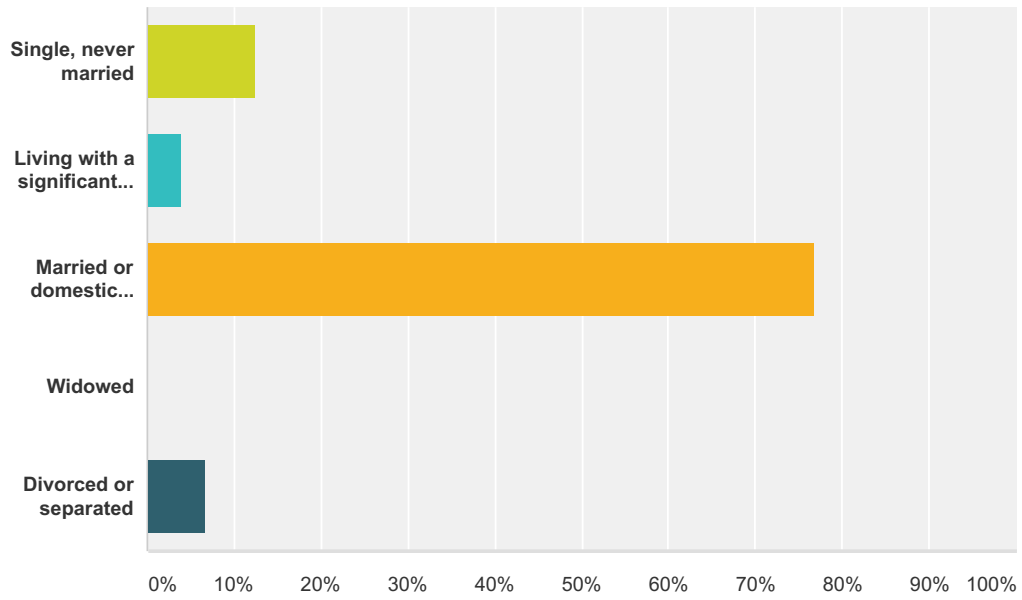
Answered: 176 Skipped: 26



Answer Choices	Responses	Count
18 to 21	0.57%	1
22 to 25	2.27%	4
26 to 29	7.39%	13
30 to 35	23.86%	42
35 to 40	10.80%	19
40 to 50	31.82%	56
50 to 65	19.89%	35
65+	3.41%	6
<b>Total</b>		<b>176</b>

### Q13 Which of the following best describes your current relationship status?

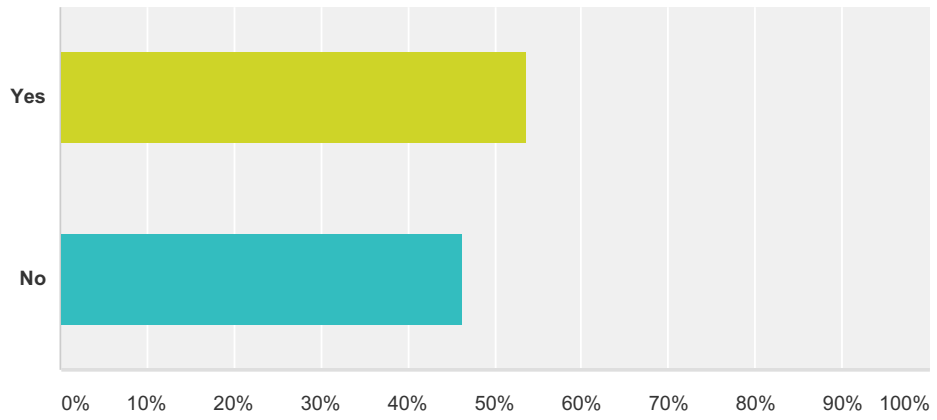
Answered: 177 Skipped: 25



Answer Choices	Responses
Single, never married	12.43% 22
Living with a significant other (not married)	3.95% 7
Married or domestic partnership	76.84% 136
Widowed	0.00% 0
Divorced or separated	6.78% 12
<b>Total</b>	<b>177</b>

**Q14 Do you have any children under 18 living with you?**

Answered: 177 Skipped: 25

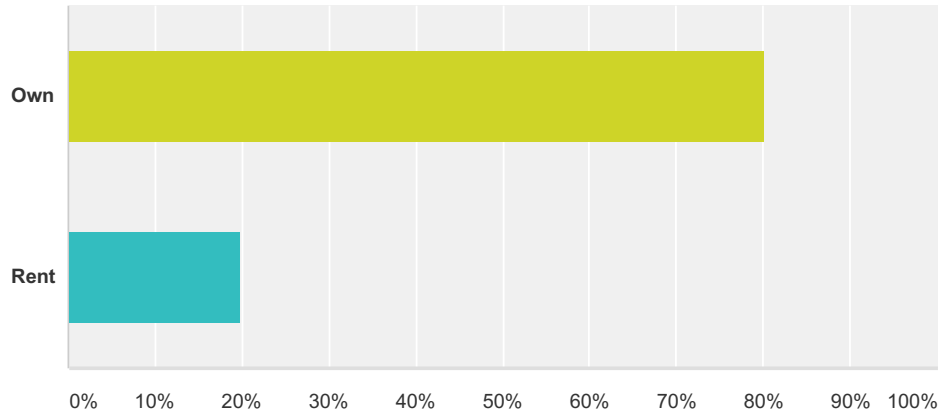


Answer Choices	Responses	
Yes	53.67%	95
No	46.33%	82
<b>Total</b>		<b>177</b>

# Folsom Workers Survey

## Q15 Do you own or rent?

Answered: 176 Skipped: 26



Answer Choices	Responses	
Own	80.11%	141
Rent	19.89%	35
<b>Total</b>		<b>176</b>