



2024

City of Kings Mountain, NC

Community Survey

Findings Report



ETC
INSTITUTE

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Executive Summary

2024 City of Kings Mountain Community Survey Executive Summary

Overview

ETC Institute administered a community survey for Kings Mountain during the months of winter 2024. This survey will be used to gather input to help determine parks and recreation priorities for the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Kings Mountain. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at *MarcolIslandSurvey.org*.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Kings Mountain from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to collect a minimum of 300 surveys from residents. This goal was met with 305 surveys collected. The overall results for the sample of 305 surveys has a precision of at least +/- 5.4 at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 2)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 3)
- Benchmarks comparing data from Kings Mountain to national averages (Section 4)
- Importance-Satisfaction analysis that sets priorities for City services (Section 5)
- Tabular data showing the overall results for all questions on the survey (Section 6)
- Answers to open-ended questions (Section 7)
- A copy of the cover letter and survey instrument (Section 8)

The major findings of the survey are summarized in the following pages.

Kings Mountain Parks, Facilities, and Programs Use

Use of Facilities. Respondents were asked to select all the facilities their household has visited over the past year. Patriots Park (70%), Kings Mountain Gateway Trail (62%), and Mauney Memorial Library (46%) were visited most often by respondents in the last year. Most respondents (81%) rated the overall quality of parks/facilities as either “good” (55%) or “excellent” (26%).

Recreation Classes and Programs Use. The highest percentage of respondents (43%) felt either “satisfied” (30%) or “very satisfied” (13%) with recreation classes and programs.

Interest in Recreation Department. Most respondents (82%) agree that the City should have a recreation department that provides recreational programming apart from the YMCA.

Organizations Used. Respondents were asked to select all the organizations their household has used for parks, trails, and recreation activities in the past year. State parks of North Carolina (39%), the YMCA (36%), and schools (28%) were used most often. When asked to select just the top two organizations their household uses, state parks of North Carolina (27%) and the YMCA (26%) were selected most often.

Communication Methods. Respondents were asked to select all the ways they currently learn about Kings Mountain and their parks and recreation offerings. Social media (70%), word of mouth (62%), and the Kings Mountain website (44%) were selected most often. These were also the three methods respondents most prefer that the City use.

Barriers to Use. Respondents were asked to select all the reasons that prevent their household from using facilities, amenities, and programs more often. Not knowing what is available (20%) was selected most followed by busy schedule (17%) and lack of parking (13%).

Satisfaction with Value. The highest percentage of respondents (37%) felt “neutral” regarding their satisfaction with the overall value their household receives from Kings Mountain Park and Recreation services.

Kings Mountain Services, Improvements, and Benefits

Satisfaction with Services. Respondents were asked to rate their satisfaction with recreation, parks, and cultural services. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the maintenance of parks and other facilities (64%), the variety of different types of parks in the system (54%), and the number of parks in the City (47%). The three services respondents think should receive the most emphasis from the City over the next five years are the security at parks and facilities (45%), the maintenance of parks and other facilities (43%), and the variety of parks in the system (35%). These services were further compared in the “Importance-Satisfaction” analysis section of this report (section 5).

Use of Open Spaces. Respondents were provided with a list of six options for things that could be done with open spaces in Kings Mountain. Respondents most supported “rating “somewhat supportive” or “very supportive”) developing some existing undeveloped open space that has been acquired over the years for passive uses (74%), acquiring additional open space areas and developing for passive uses (70%), and acquiring additional open space areas and developing for active facilities (60%). These are also the three options respondents think are most important.

Benefits of Parks and Recreation. Respondents were provided with a list of 11 potential benefits of parks and recreation and asked to rate their level of agreement. Respondents most often agreed (rating “agree” or “strongly agree”) that parks and recreation improves physical health and fitness (70%), makes the City a more desirable place to live (69%), and improves mental health and reduces stress (65%). The three benefits most important to households are improving physical health and fitness (41%), making the City a more desirable place to live (36%), and helping to reduce crime (28%).

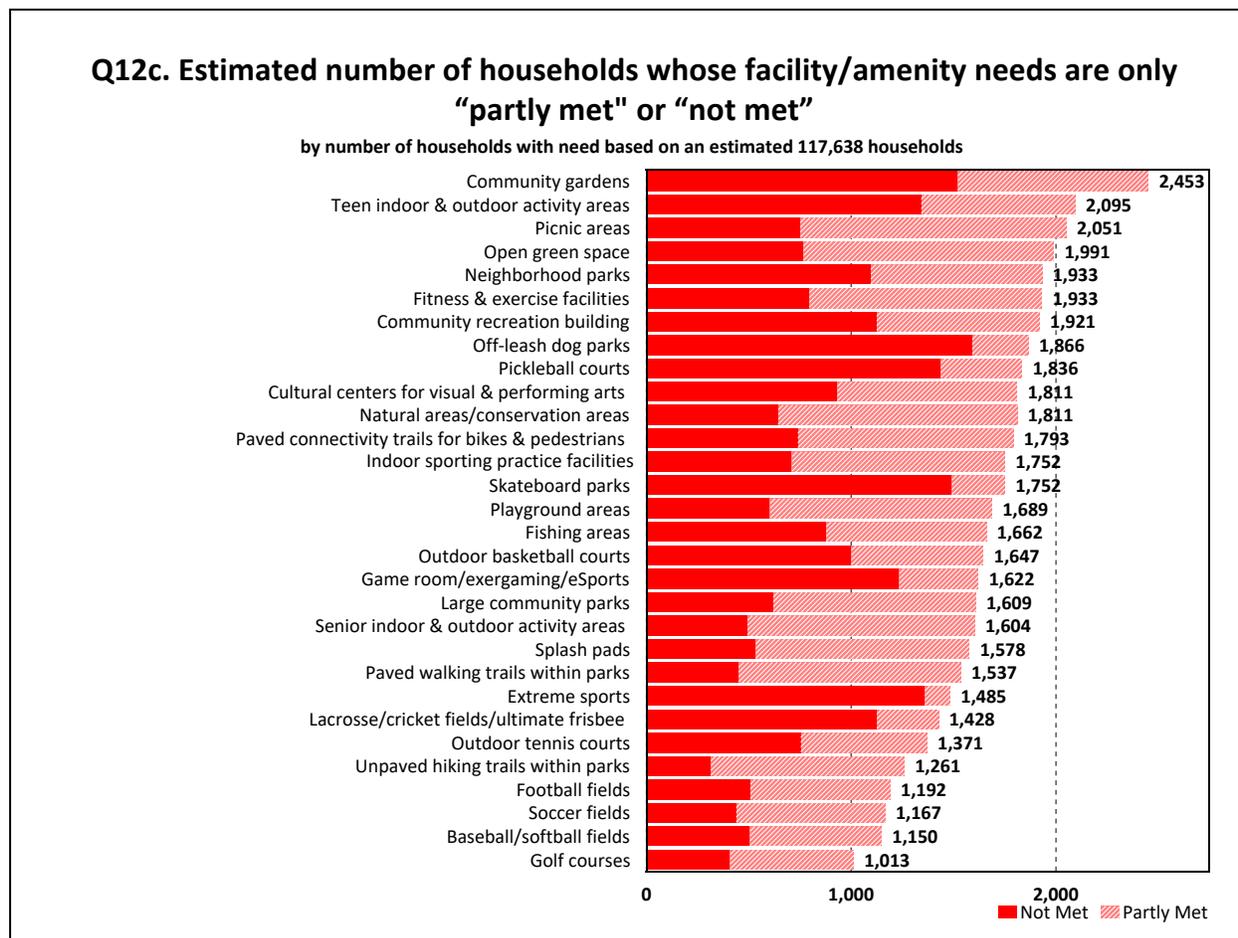
Recreation Facilities/Amenities Needs and Priorities

Amenity/Facility Needs: Respondents were asked to identify if their household had a need for 30 facilities/amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities.

The three amenities/facilities with the highest percentage of households that have an unmet need:

1. Community gardens – 2,453 households
2. Teen indoor and outdoor activity areas – 2,095 households
3. Picnic areas – 2,051 households

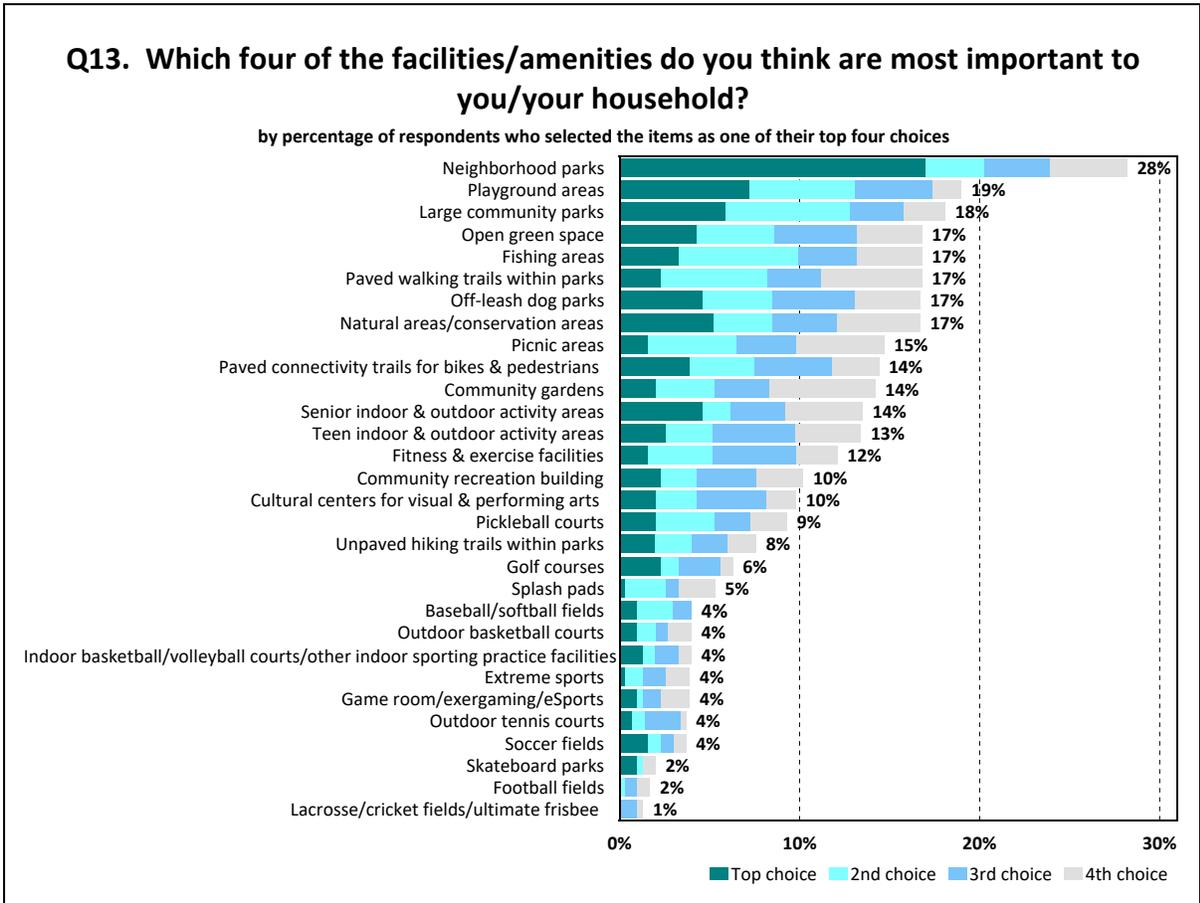
The estimated number of households that have unmet needs for each of the 30 facilities/amenities assessed is shown in the chart below.



Amenities/Facilities Importance: In addition to assessing the needs for each amenity/facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four amenities/facilities ranked most important to residents:

1. Neighborhood parks (28%)
2. Playground areas (19%)
3. Large community parks (18%)
4. Open green space (17%), fishing areas (17%), paved walking trails (17%), off-leash dog parks (17%), and natural areas/conservation areas (17%)

The percentage of residents who selected each amenity/facility as one of their top four choices is shown in the chart below.

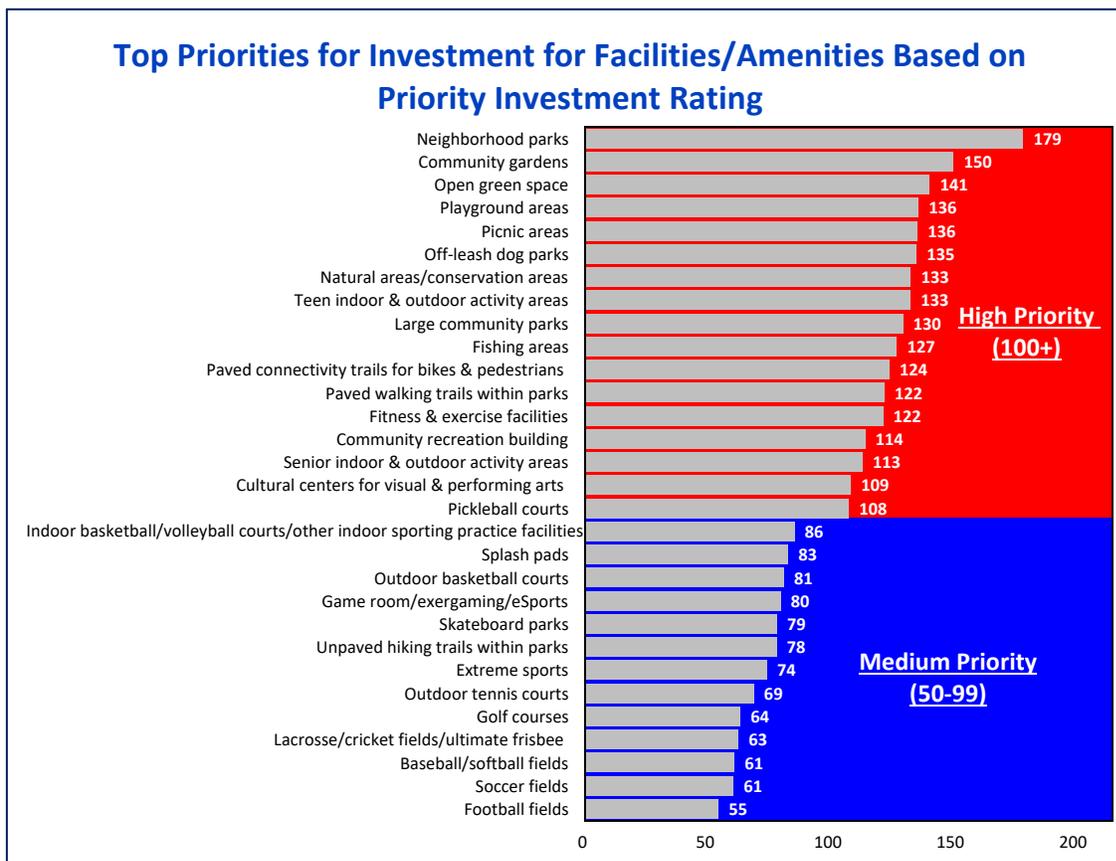


Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on amenities/facilities and (2) how many residents have unmet needs for the amenity/facility. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following amenities/facilities were rated as high priorities for investment:

- Neighborhood parks (PIR= 179)
- Community gardens (PIR= 150)
- Open green space (PIR= 141)
- Playground areas (PIR= 136)
- Picnic areas (PIR= 136)
- Off-leash dog parks (PIR= 135)
- Natural areas/conservation areas (PIR= 133)
- Teen indoor & outdoor activity areas (PIR= 133)
- Large community parks (PIR= 130)
- Fishing areas (PIR= 127)
- Paved connectivity trails for bikes & pedestrians (PIR= 124)
- Paved walking trails within parks (PIR= 122)
- Fitness & exercise facilities (PIR= 122)
- Community recreation building (PIR= 114)
- Senior indoor & outdoor activity areas (PIR= 113)
- Cultural centers for visual & performing arts (PIR= 109)
- Pickleball courts (PIR= 109)

The chart below shows the Priority Investment Rating for each of the 30 activities/programs assessed on the survey.



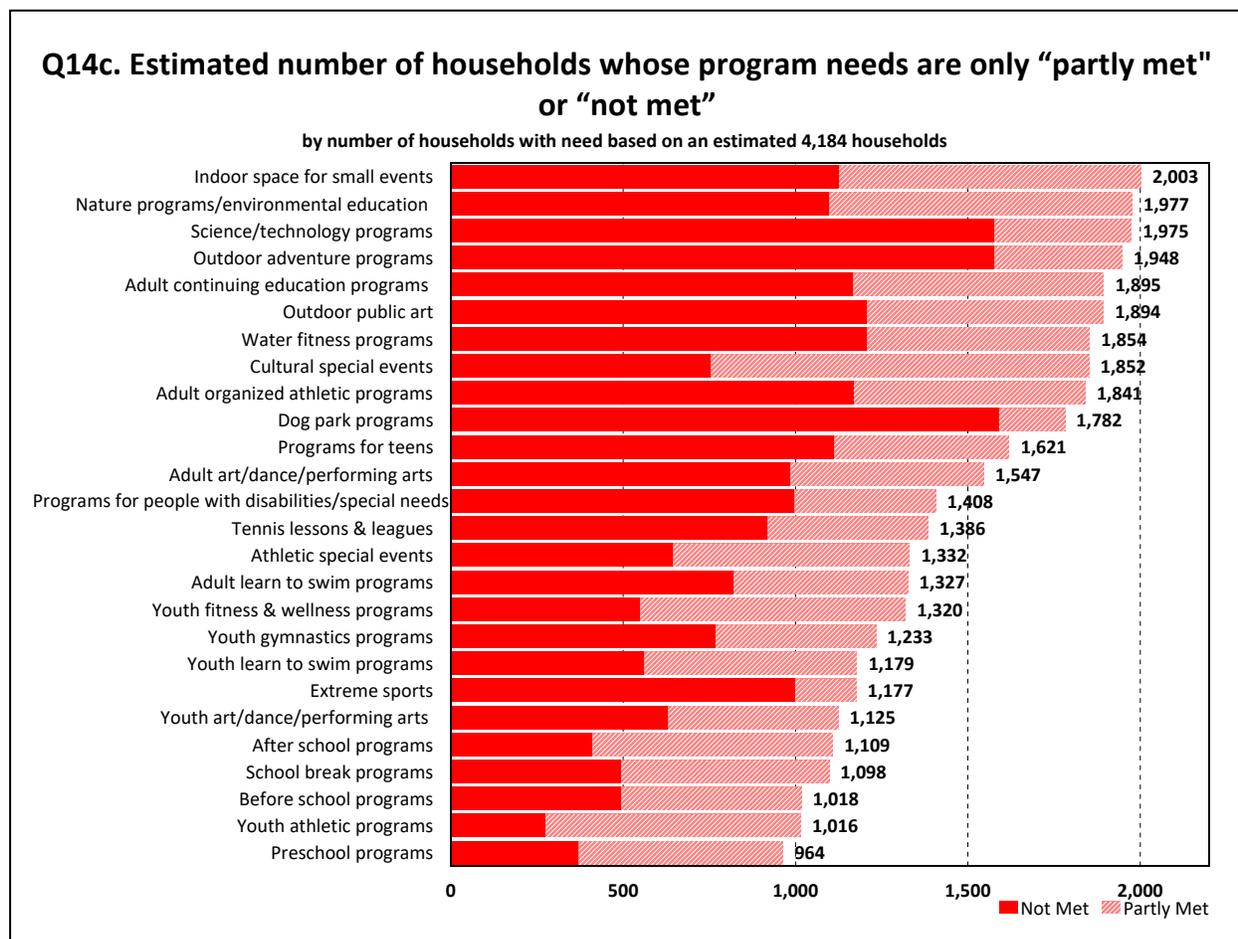
Recreation Program Needs and Priorities

Program/Activity Needs: Respondents were asked to identify if their household had a need for 26 recreation programs/activities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs.

The three programs with the highest number of households that have an unmet need:

1. Indoor space for small events – 2,003 households
2. Nature programs/environmental education –1,977 households
3. Science/technology programs – 1,975 households

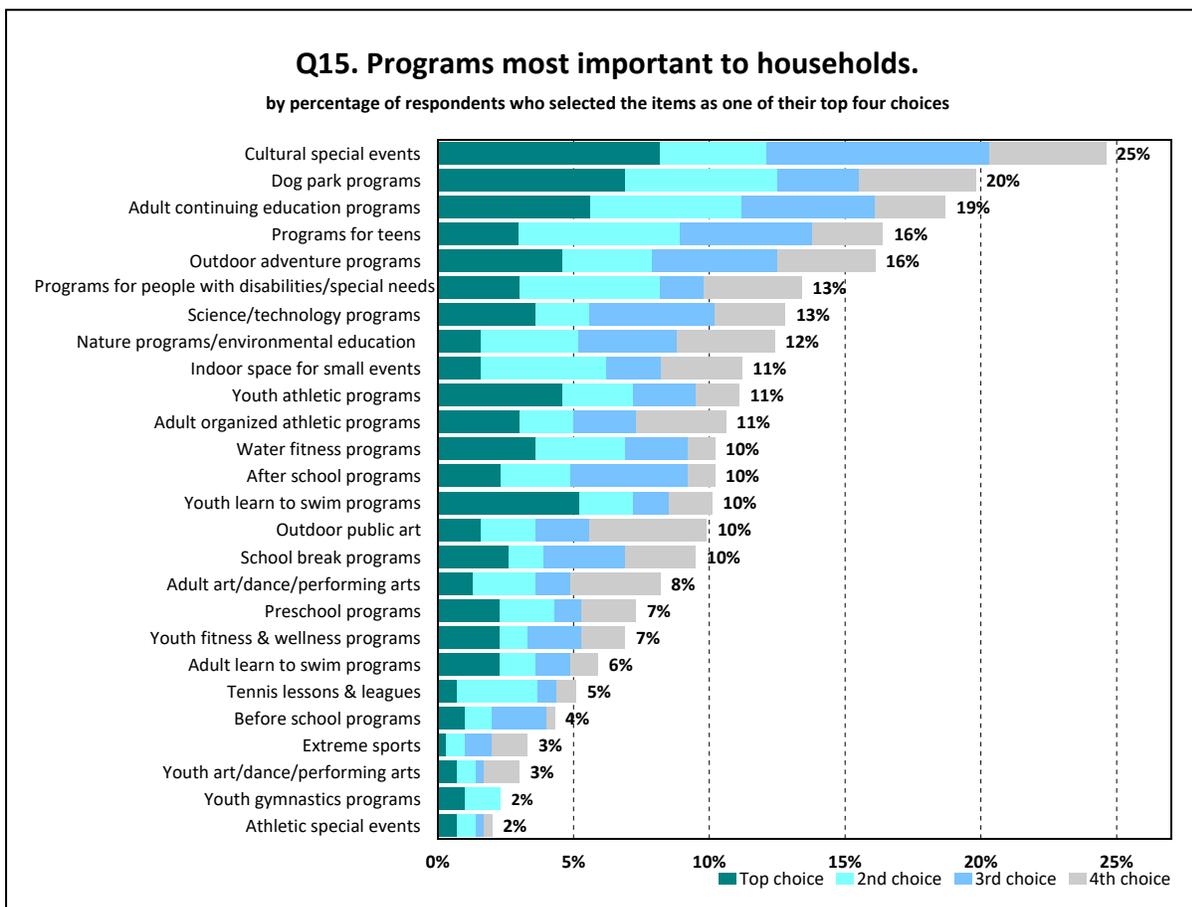
The estimated number of households that have unmet needs for each of the 26 programs assessed is shown in the chart below.



Programs Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four programs/activities ranked most important to residents:

1. Cultural special events (25%)
2. Dog park programs (20%)
3. Adult continuing education programs (19%)
4. Programs for teens (16%) and Outdoor adventure programs (16%)

The percentage of residents who selected each program as one of their top four choices is shown in the chart below.

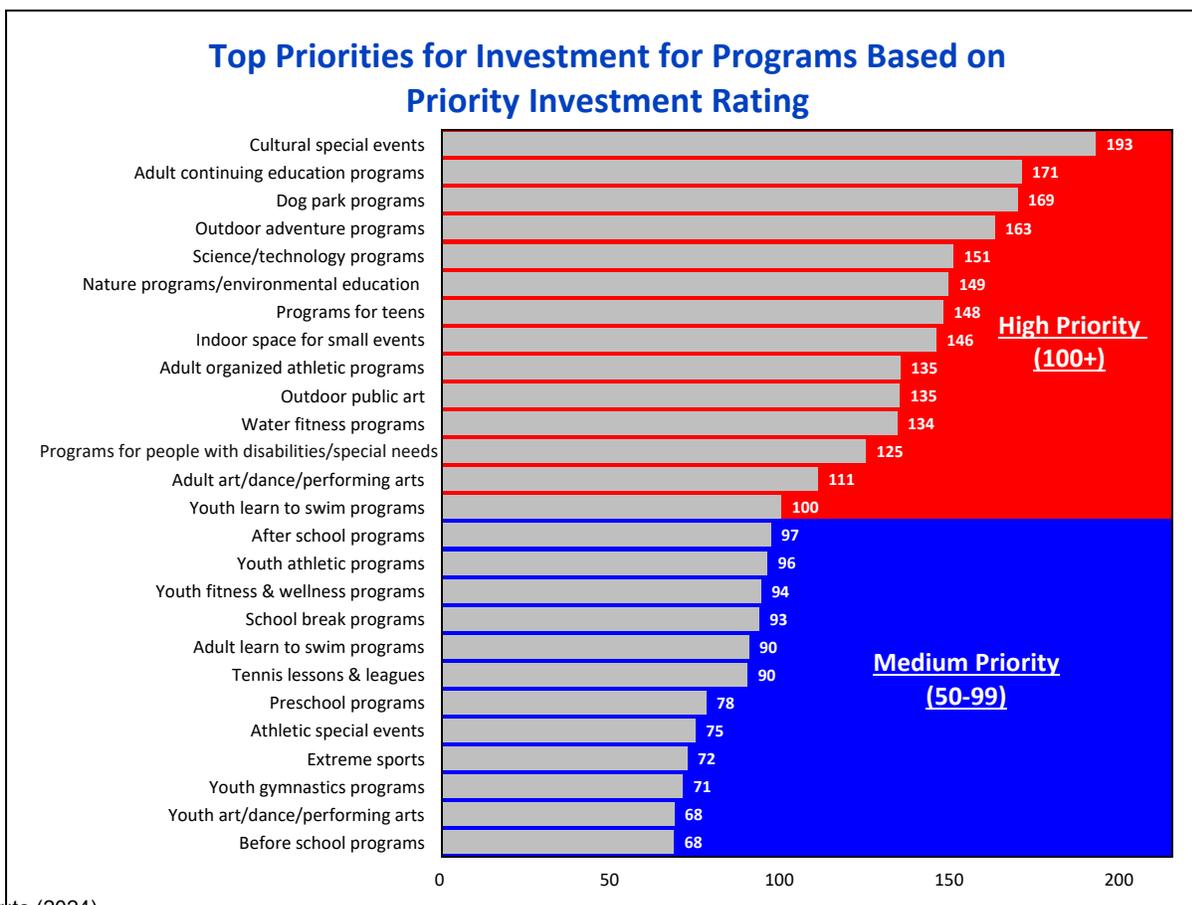


Priorities for Program Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the program. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following activities/programs were rated as high priorities for investment:

- Cultural special events (PIR= 193)
- Adult continuing education programs (PIR= 171)
- Dog park programs (PIR= 169)
- Outdoor adventure programs (PIR= 163)
- Science/technology programs (PIR= 151)
- Nature programs/environmental education (PIR= 149)
- Programs for teens (PIR= 148)
- Indoor space for small events (PIR= 146)
- Adult organized athletic programs (PIR= 135)
- Outdoor public art (PIR= 135)
- Water fitness programs (PIR= 134)
- Programs for people with disabilities/special needs (PIR= 125)
- Adult art/dance/performing arts (PIR= 111)
- Youth learn to swim programs (PIR=100)

The chart below shows the Priority Investment Rating for each of the 26 programs/activities assessed on the survey.

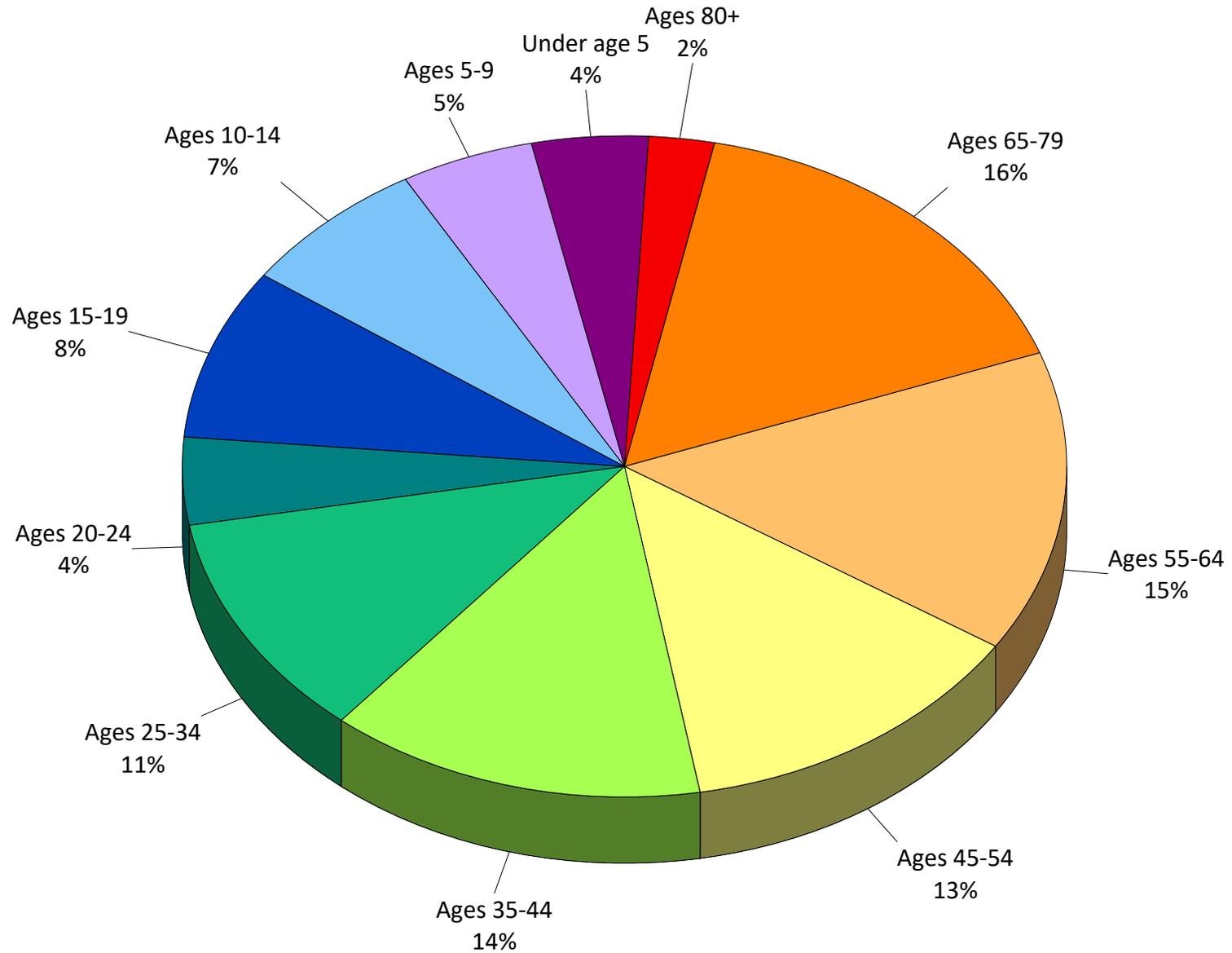


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Charts & Graphs

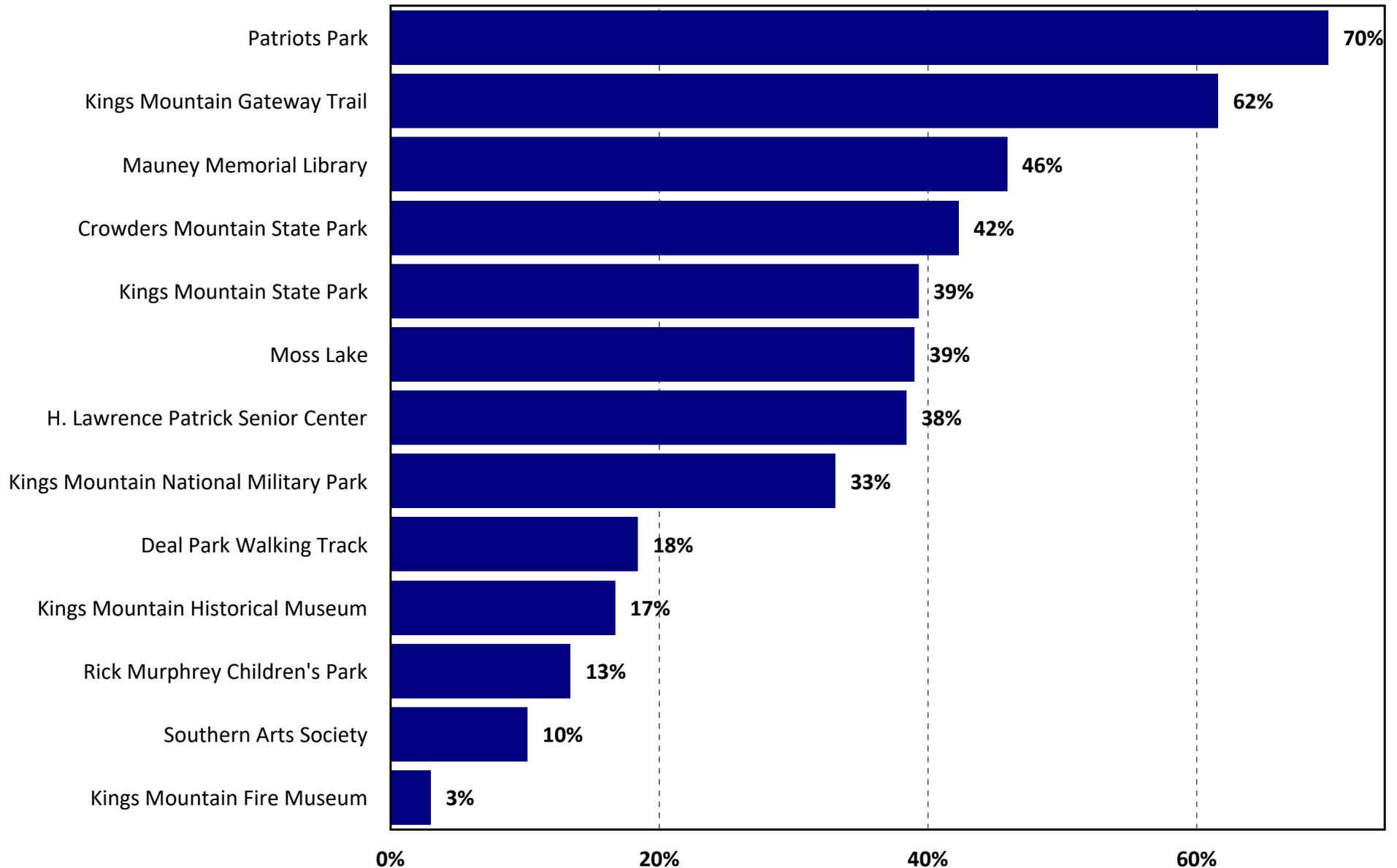
Q1. Counting yourself, how many people in your household are...

by percentage of persons in household



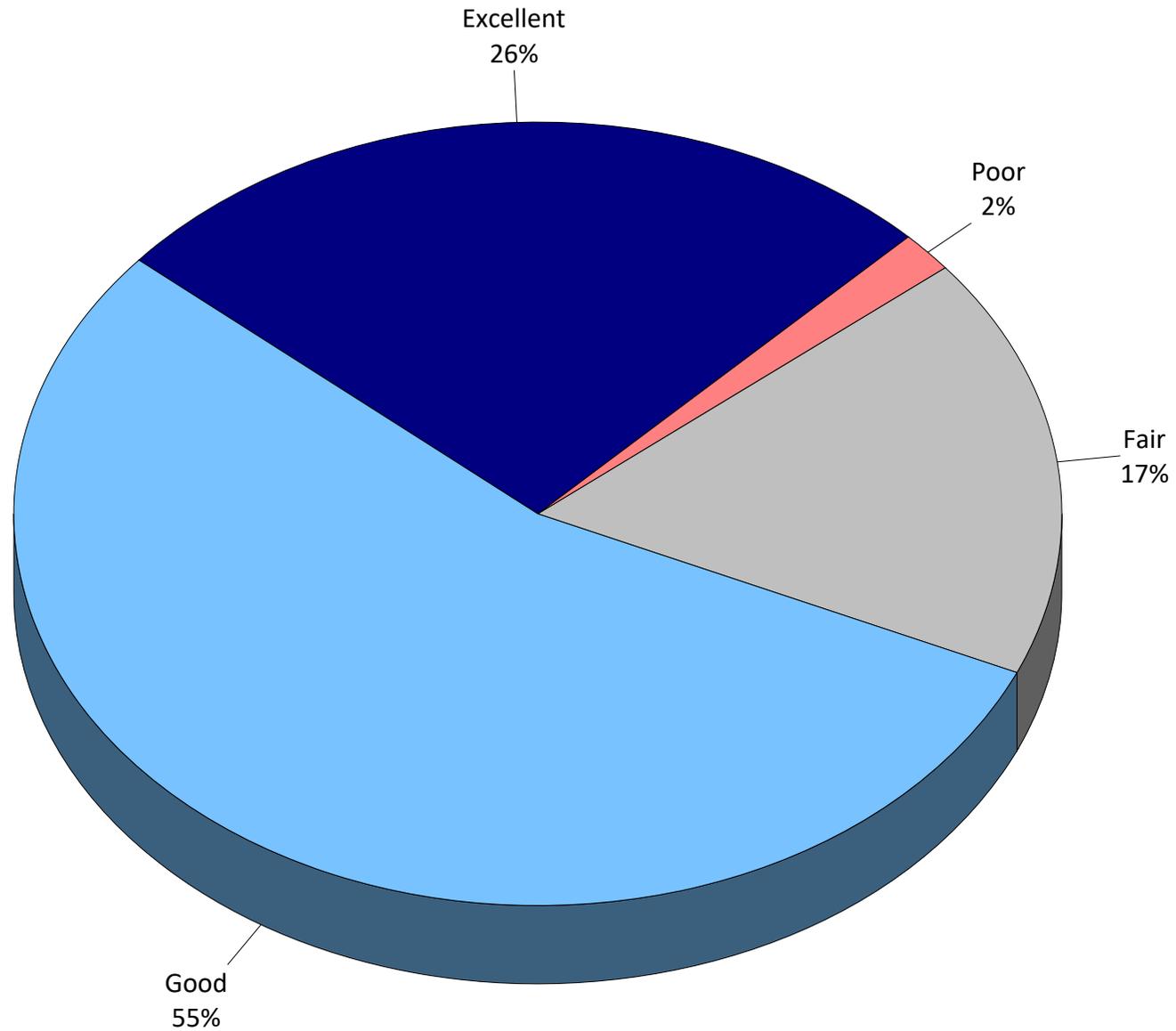
Q2. Please check all the facilities that you/your household have visited over the past year.

by percentage of respondents (multiple selections could be made)



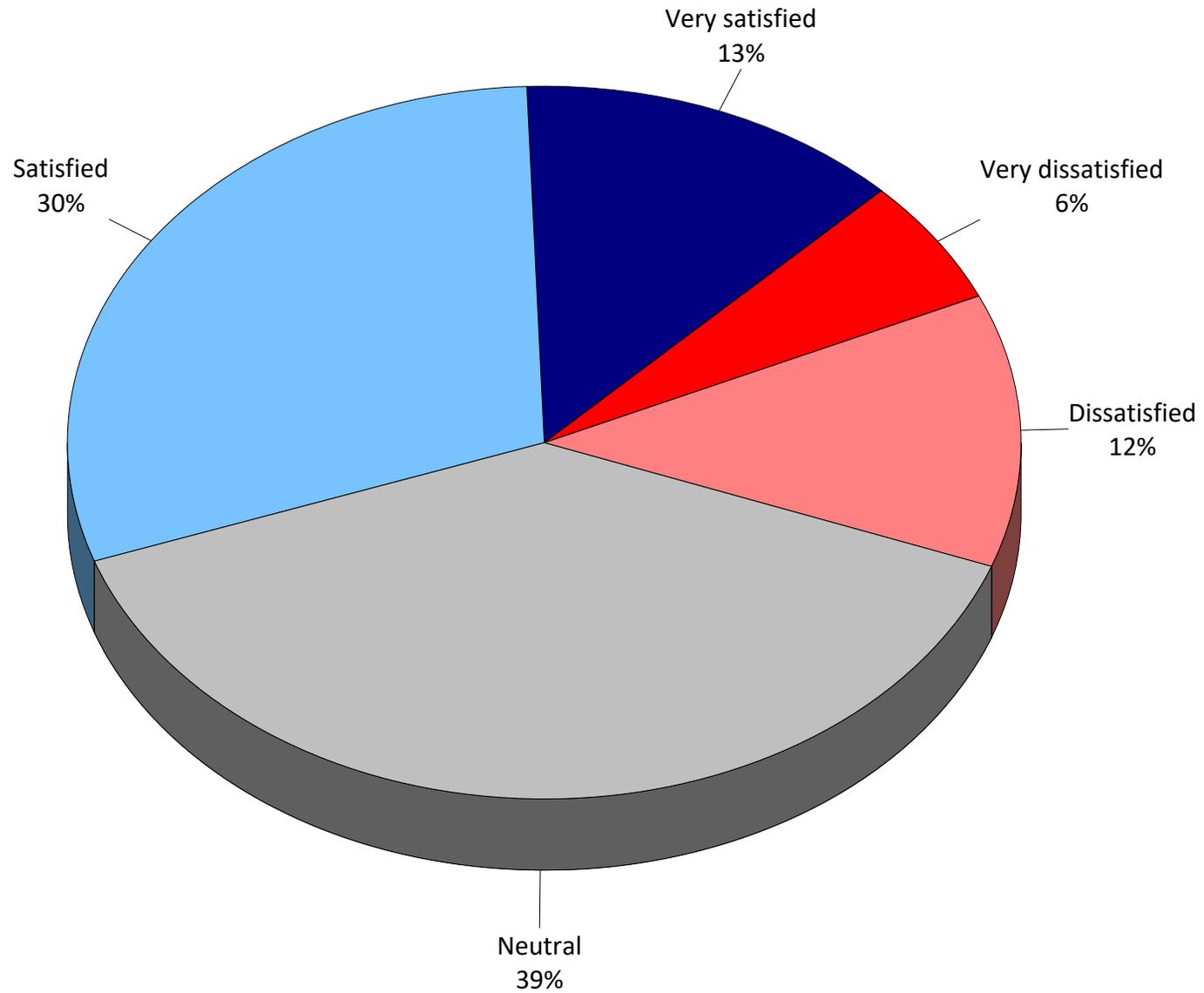
Q3. How would you rate the physical condition of all the parks/facilities?

by percentage of respondents (excluding "not provided")



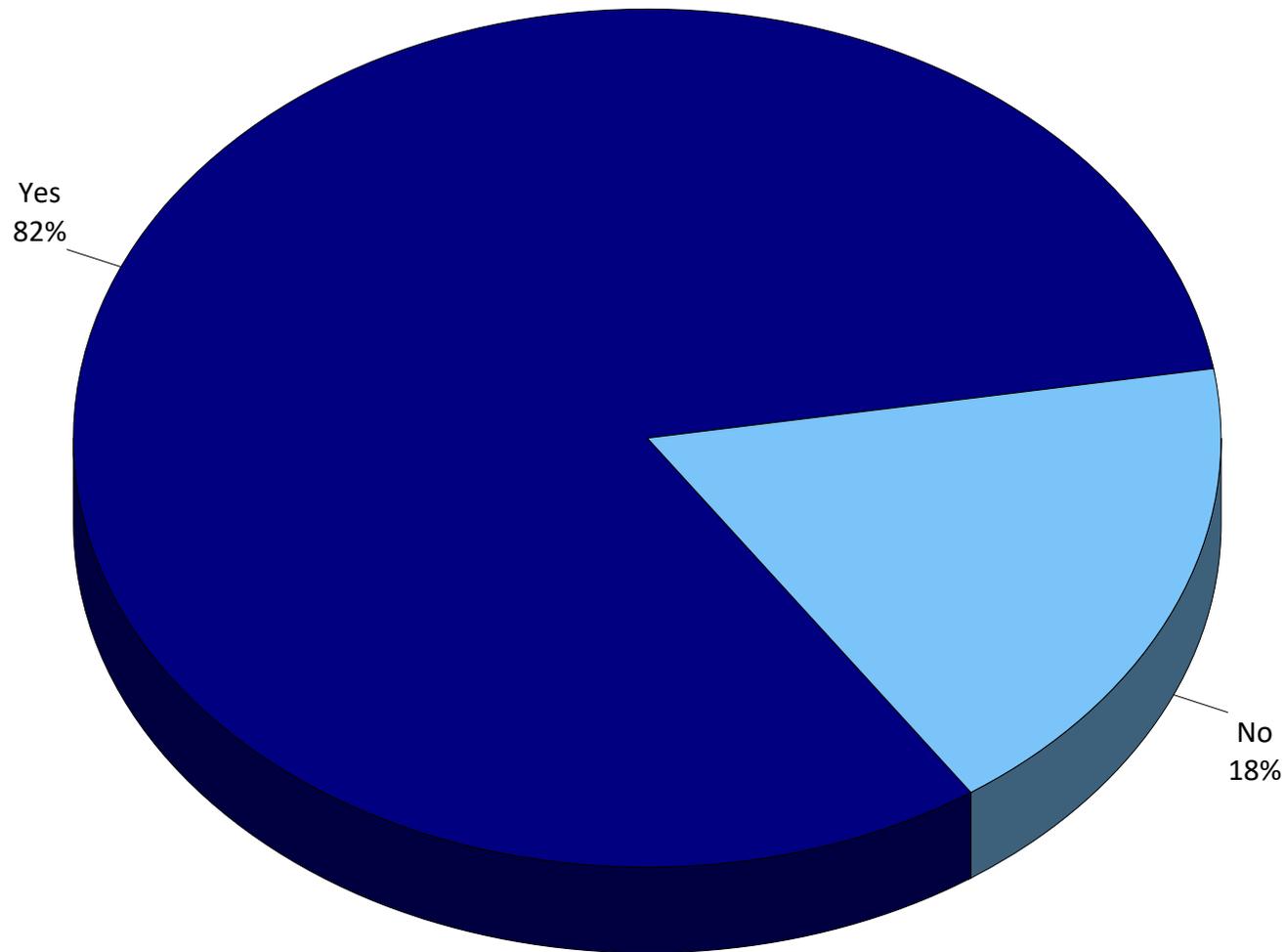
Q4. How satisfied are you/your household with the recreation classes and programs?

by percentage of respondents (excluding "don't know")



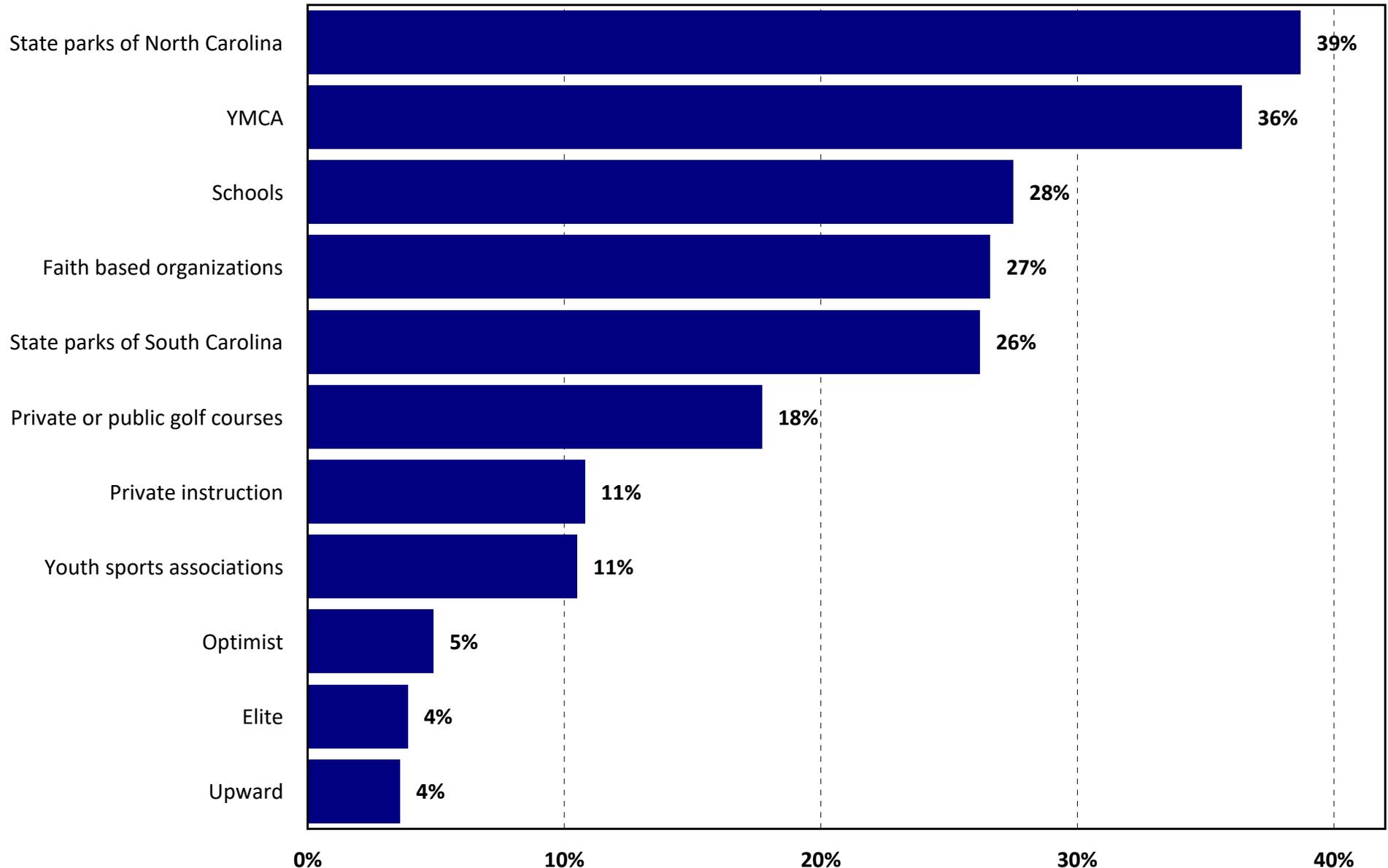
Q4a. Should the City have a recreation department that provides recreational programming apart from the YMCA?

by percentage of respondents (excluding "don't know")



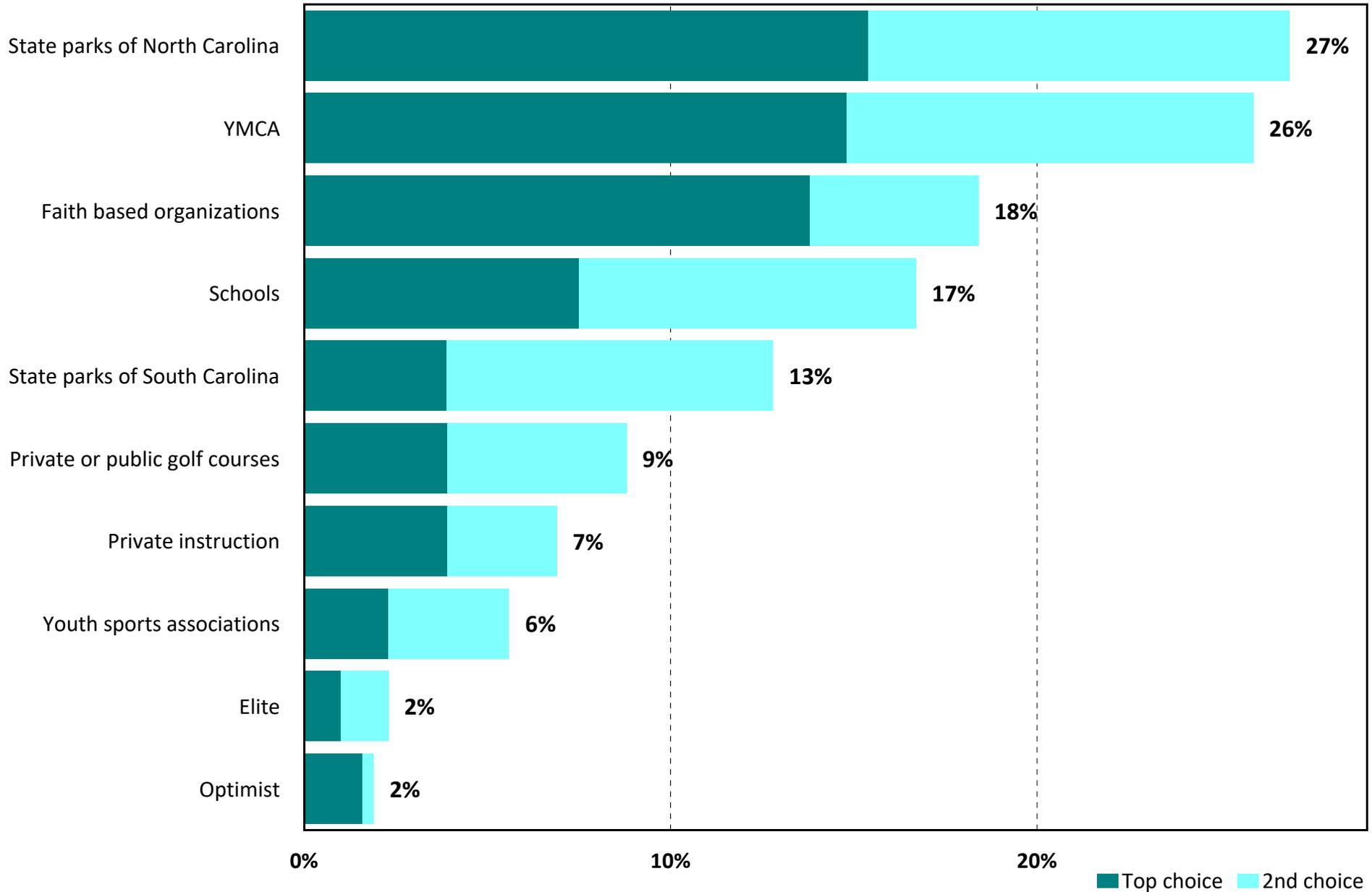
Q5. Please check all of the organizations that you/your household have used for parks, trails, and recreation activities in the past year.

by percentage of respondents (multiple selections could be made)



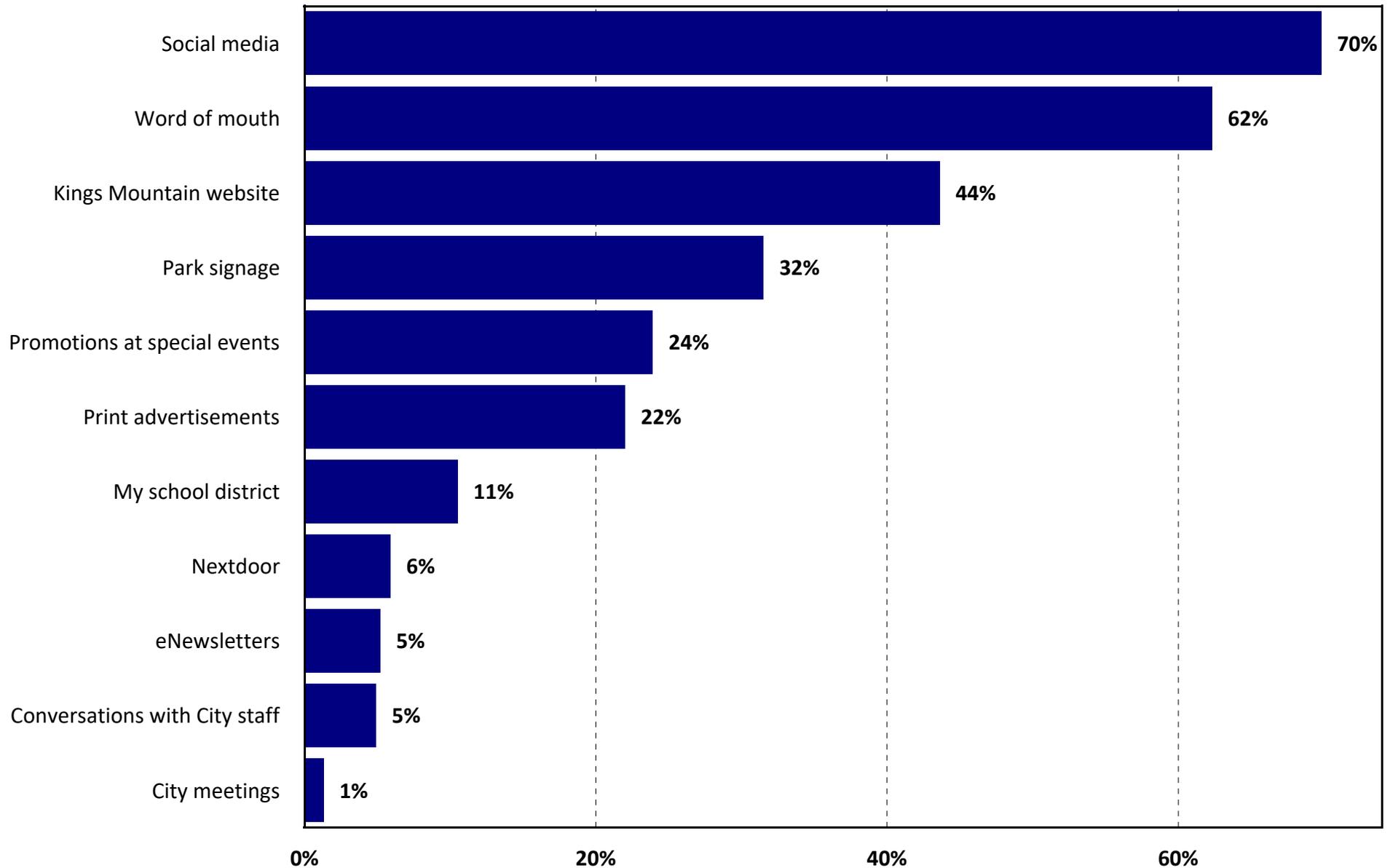
Q6. Which two of the organizations do you/your household use most?

by percentage of respondents who selected the items as one of their top two choices



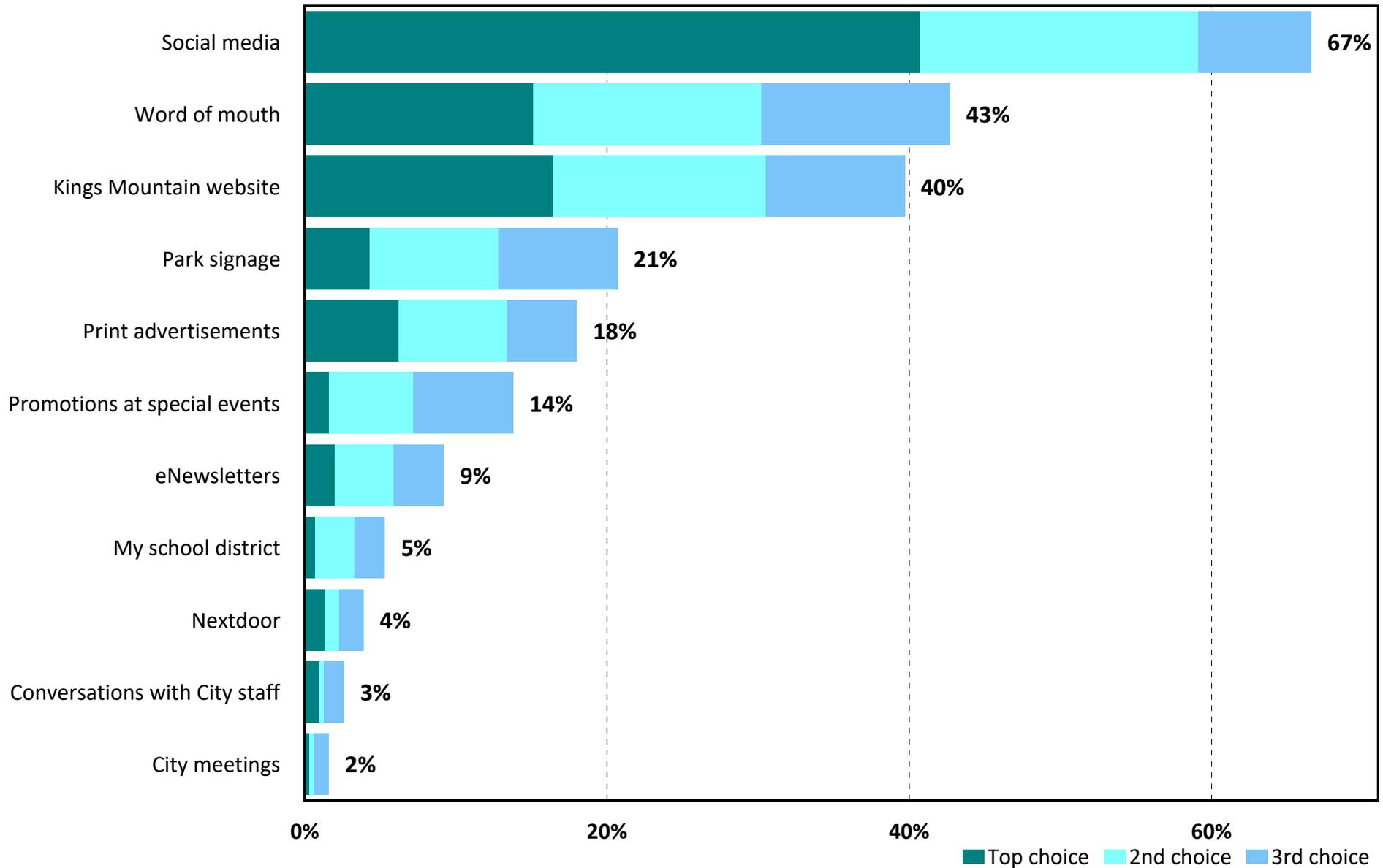
Q7. Please check all of the following ways you currently use to learn about Kings Mountain and their parks and recreation offerings.

by percentage of respondents (multiple selections could be made)



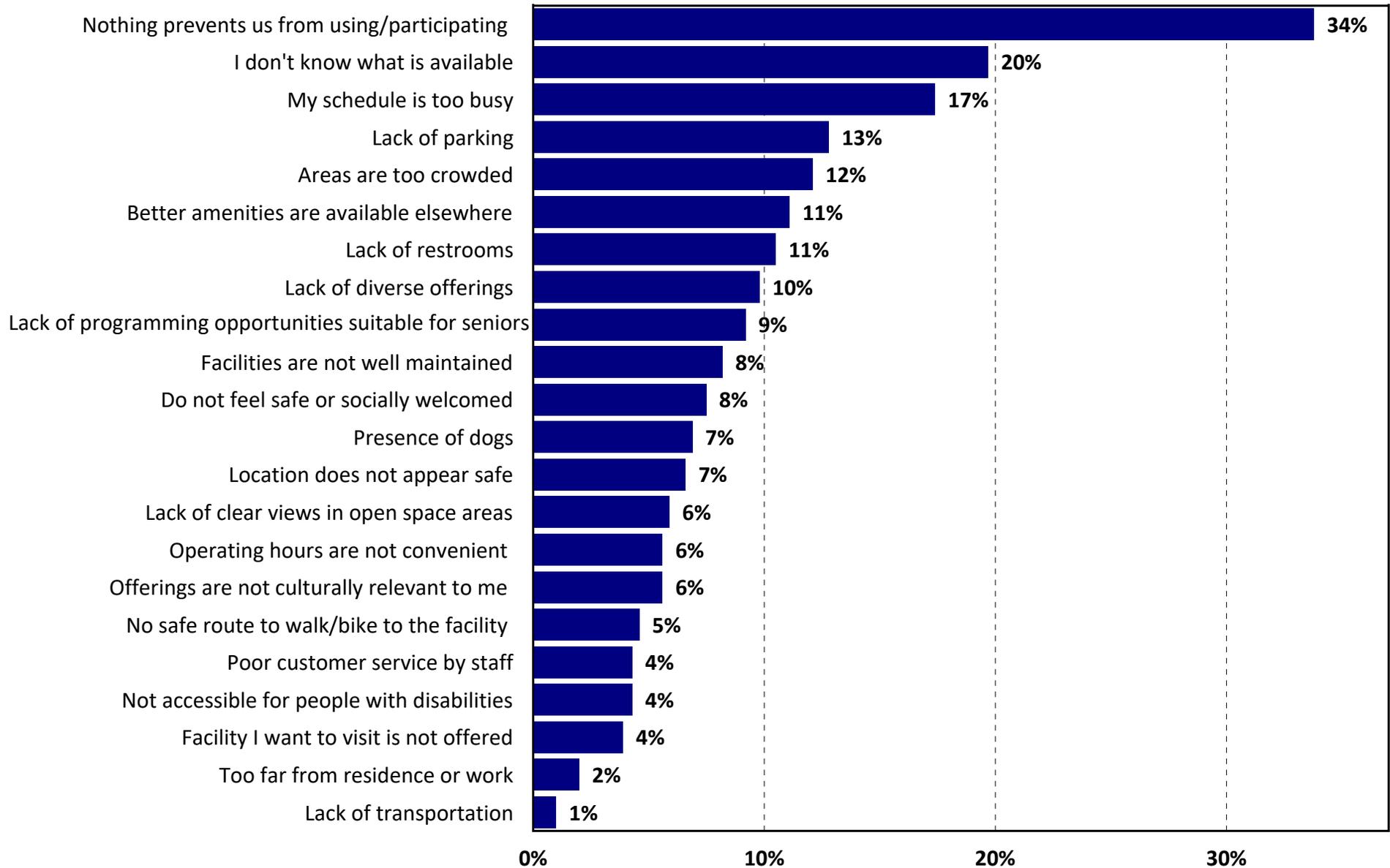
Q8. Which three sources are your most preferred sources for learning about King Mountain's recreation offerings?

by percentage of respondents who selected the items as one of their top three choices



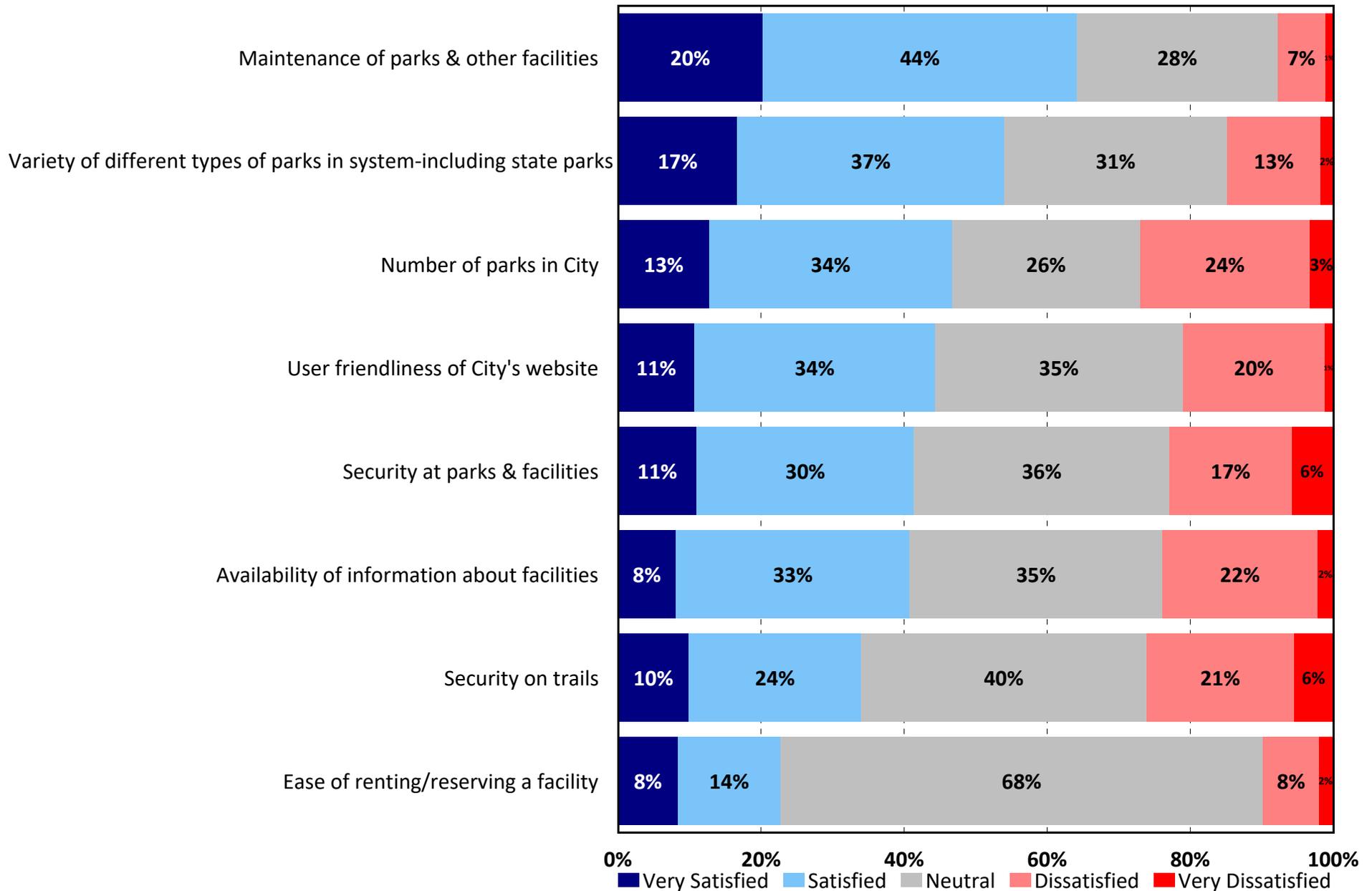
Q9. Please check all the reasons why you/your household currently do not facilities/amenities/programs more often.

by percentage of respondents (multiple selections could be made)



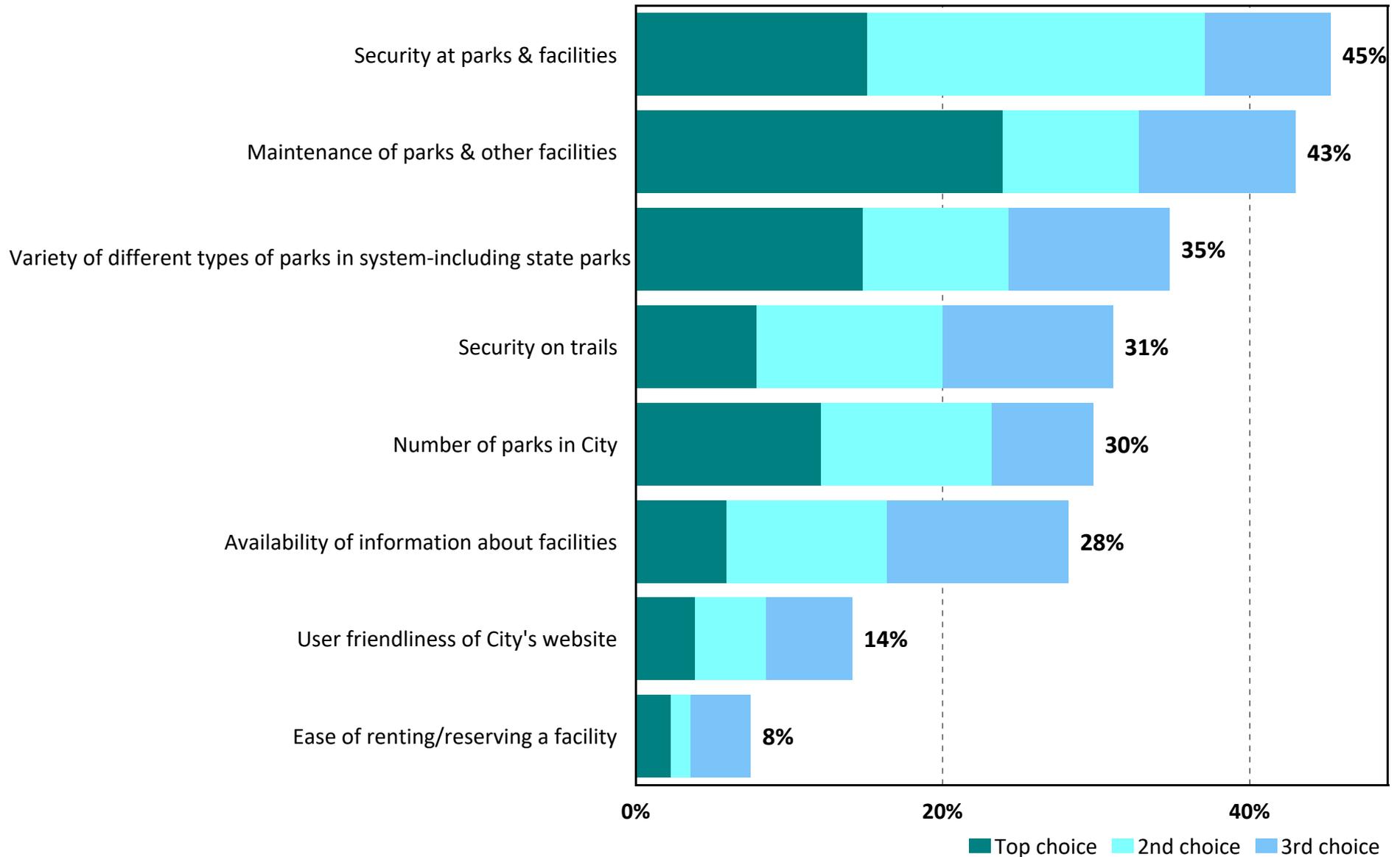
Q10. Please rate your satisfaction with recreation, parks, and cultural services.

by percentage of respondents (excluding "don't know")



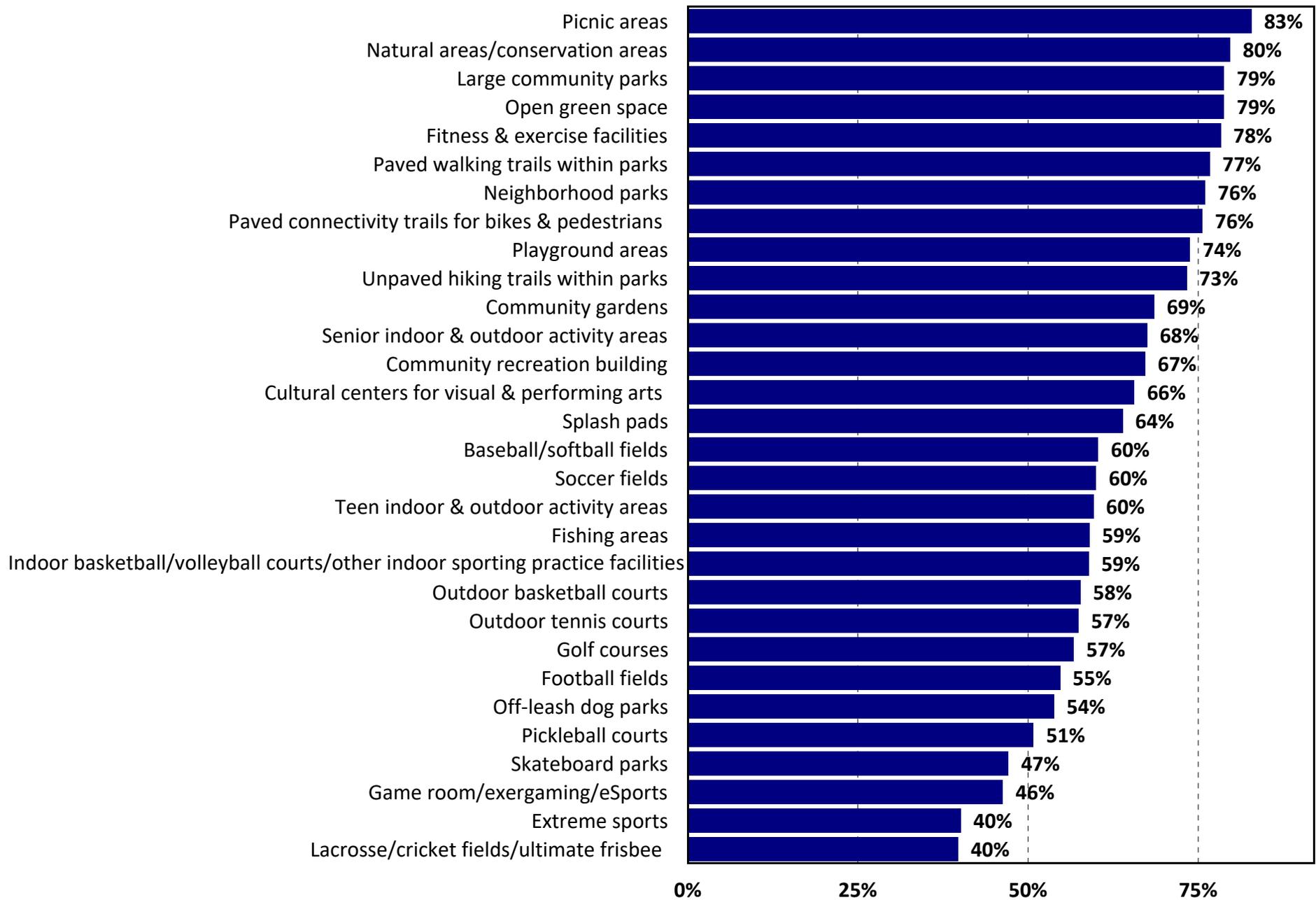
Q11. Which three of the items should receive the most emphasis over the next five years?

by percentage of respondents who selected the items as one of their top three choices



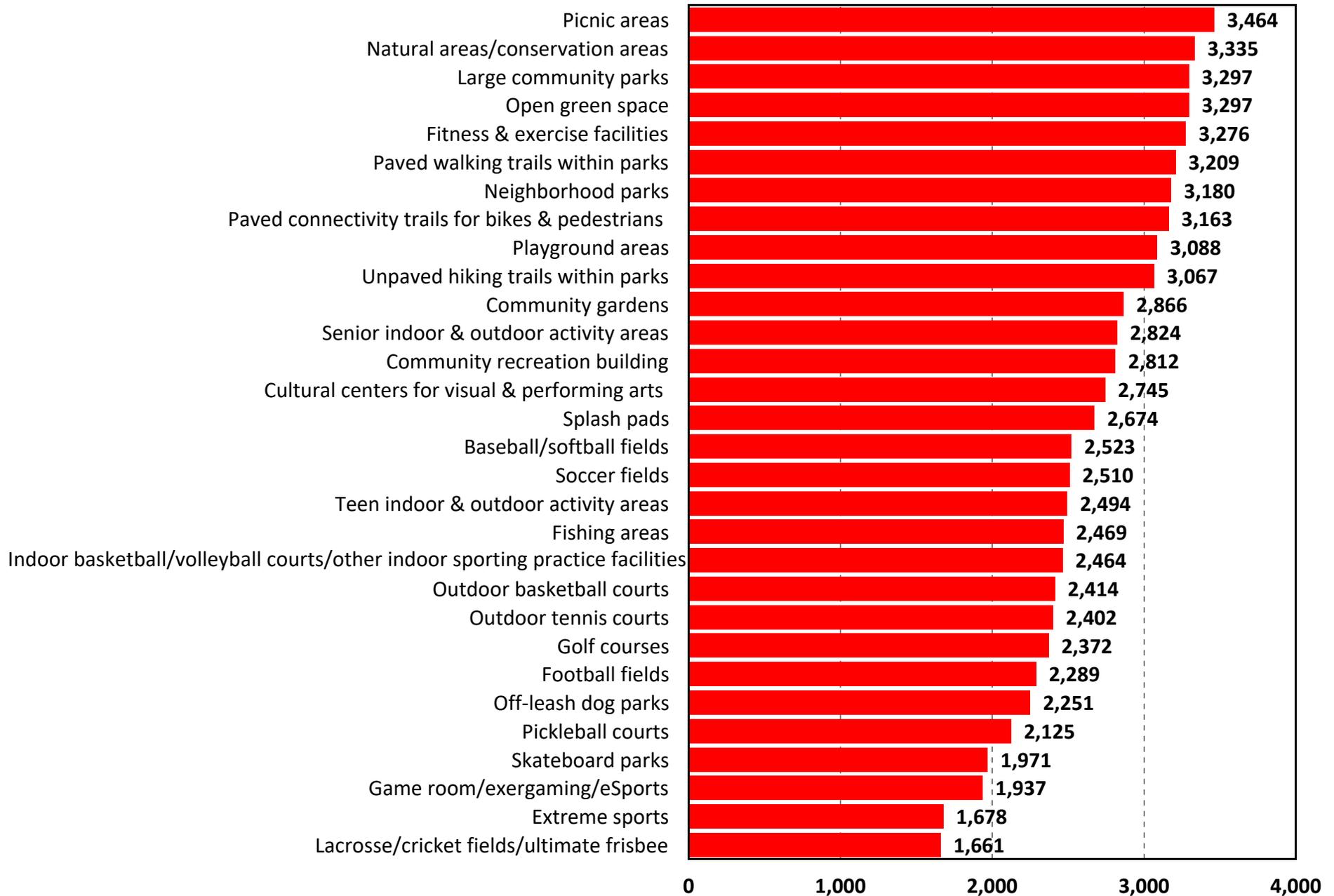
Q12. Need for recreation facilities/amenities.

by percentage of respondents who indicated need



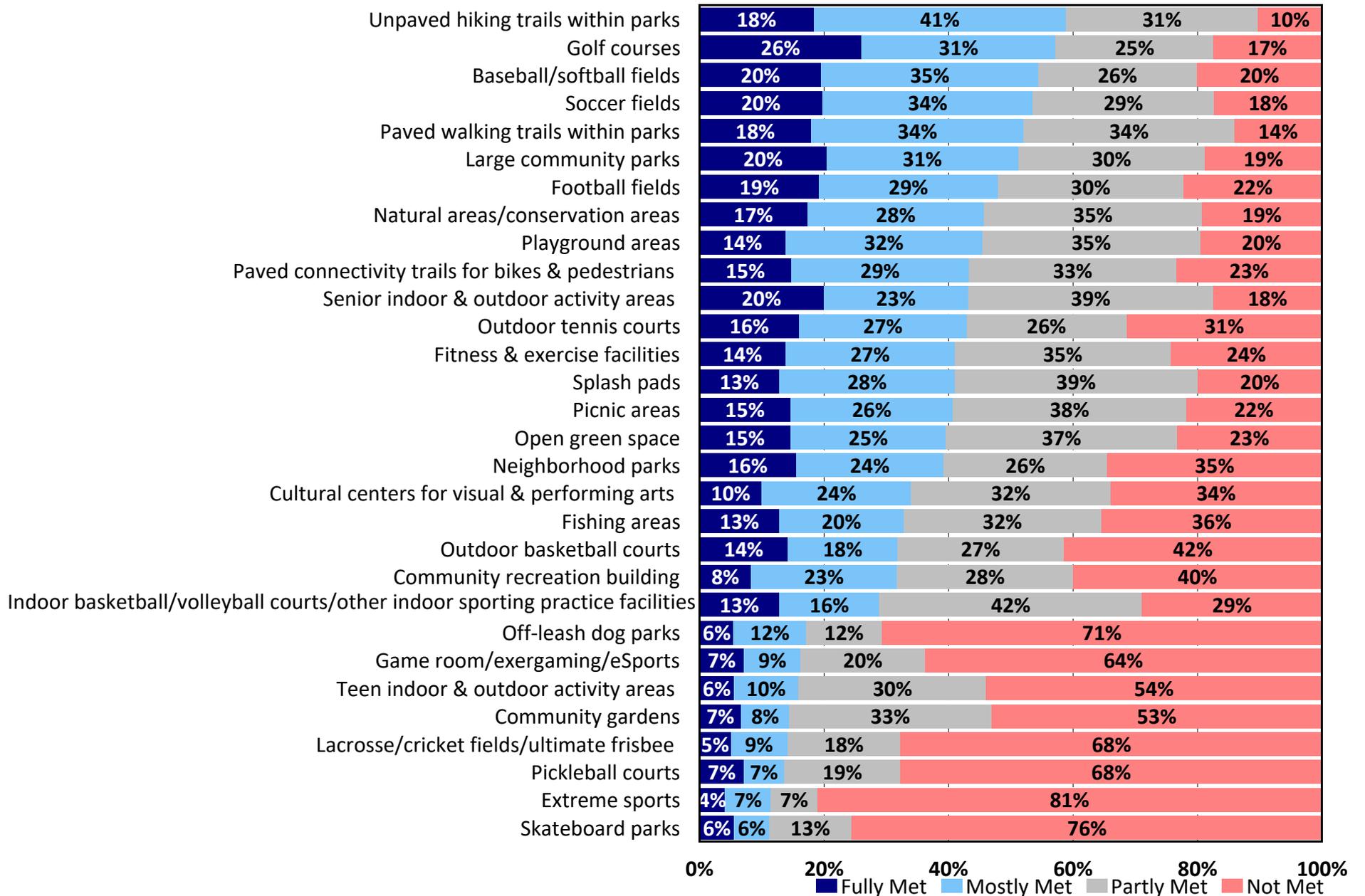
Q12. Estimated number of households who have a need for facilities/amenities

by number of households based on an estimated 4,184 households



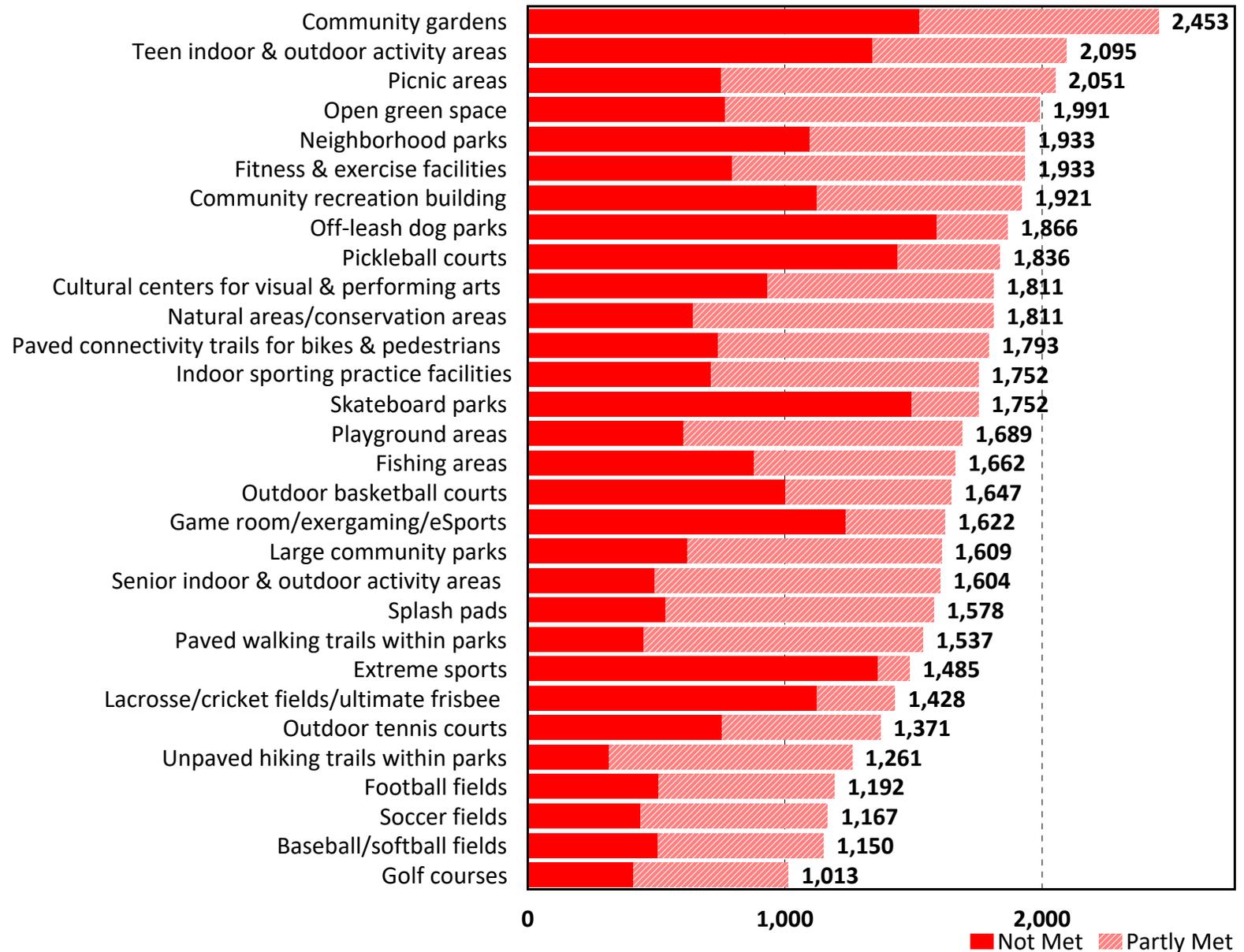
Q12. Please indicate how well your needs are met for facilities/amenities.

by percentage of respondents (excluding "no need")



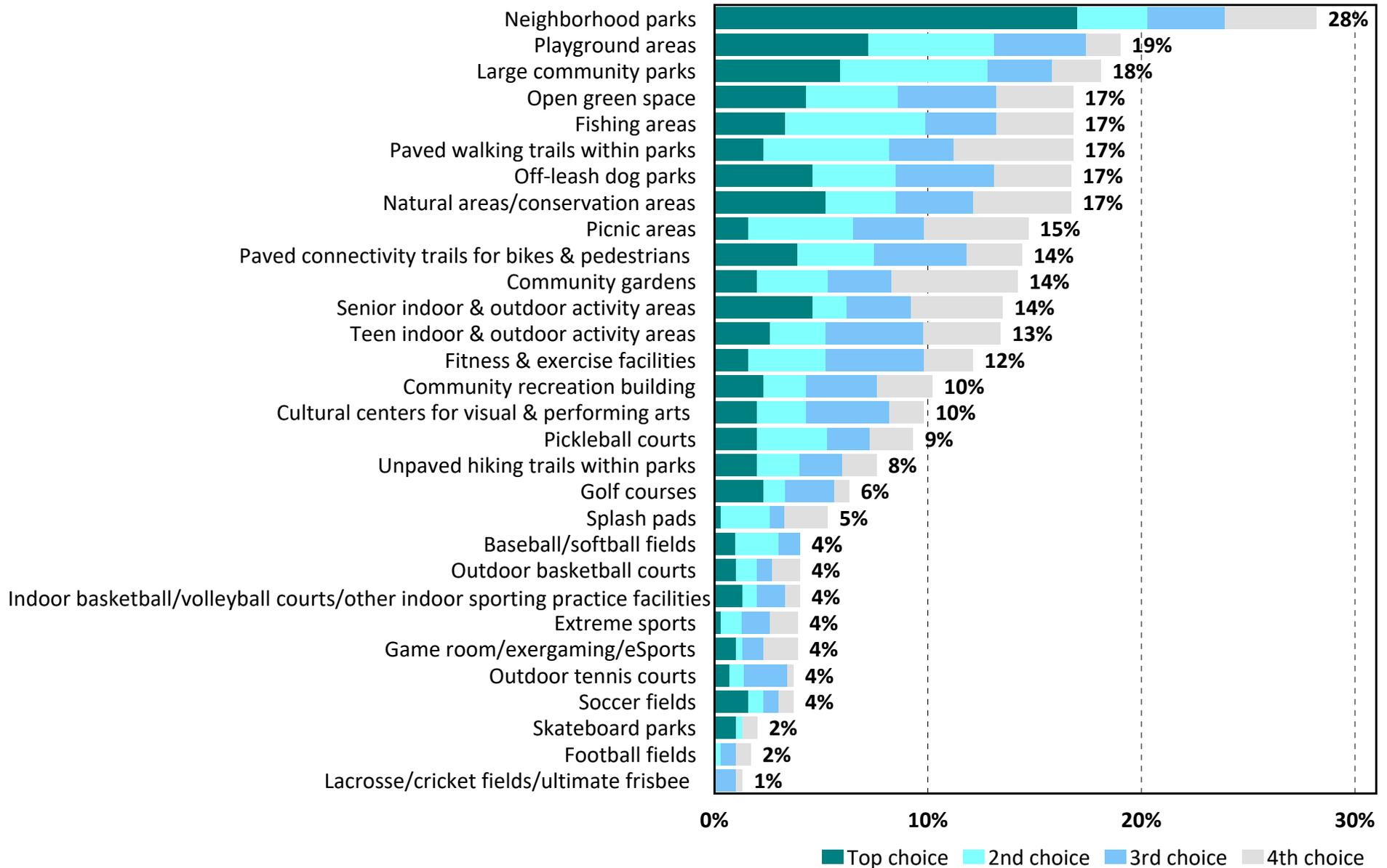
Q12c. Estimated number of households whose facility/amenity needs are only “partly met” or “not met”

by number of households with need based on an estimated 117,638 households



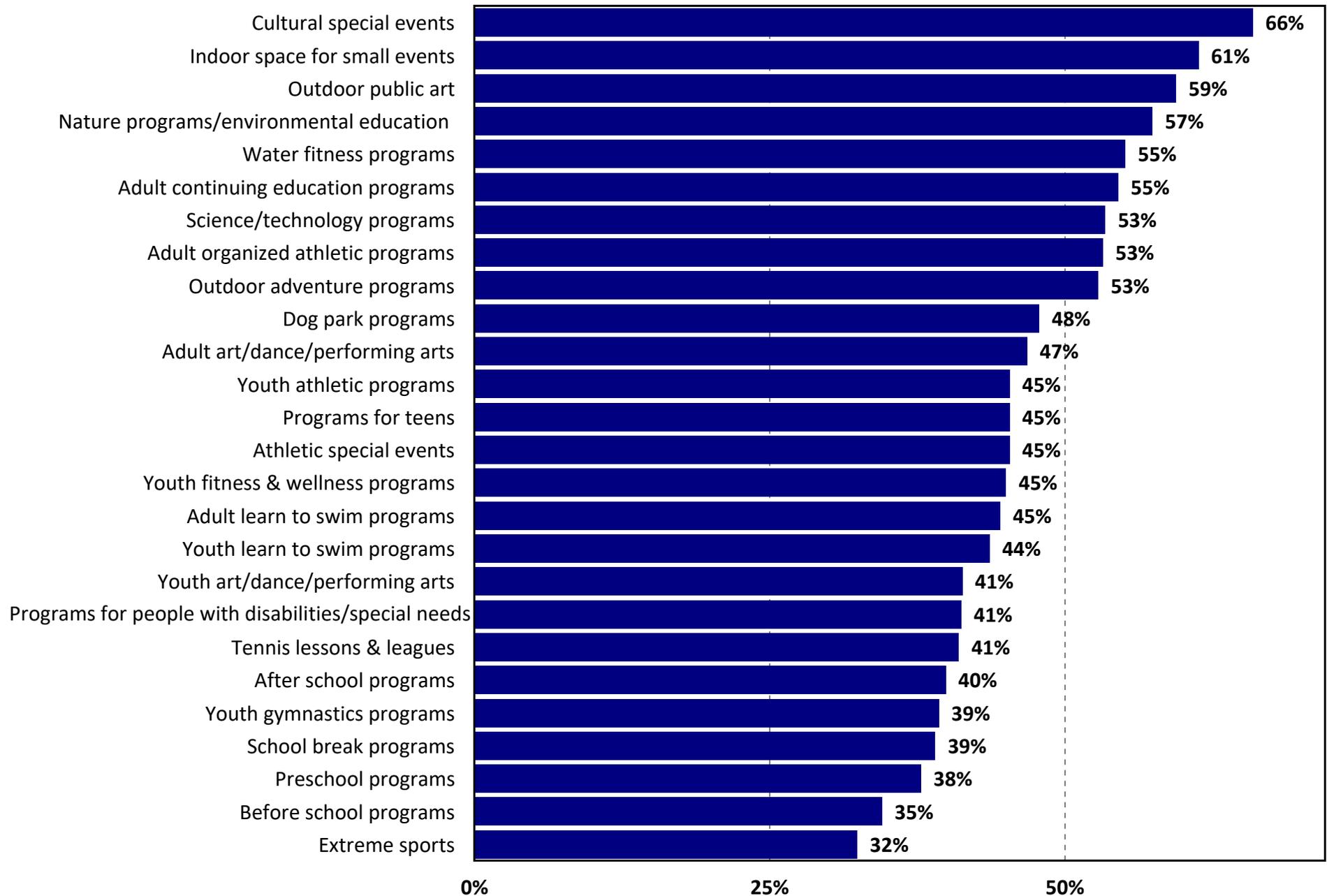
Q13. Which four of the facilities/amenities do you think are most important to you/your household?

by percentage of respondents who selected the items as one of their top four choices



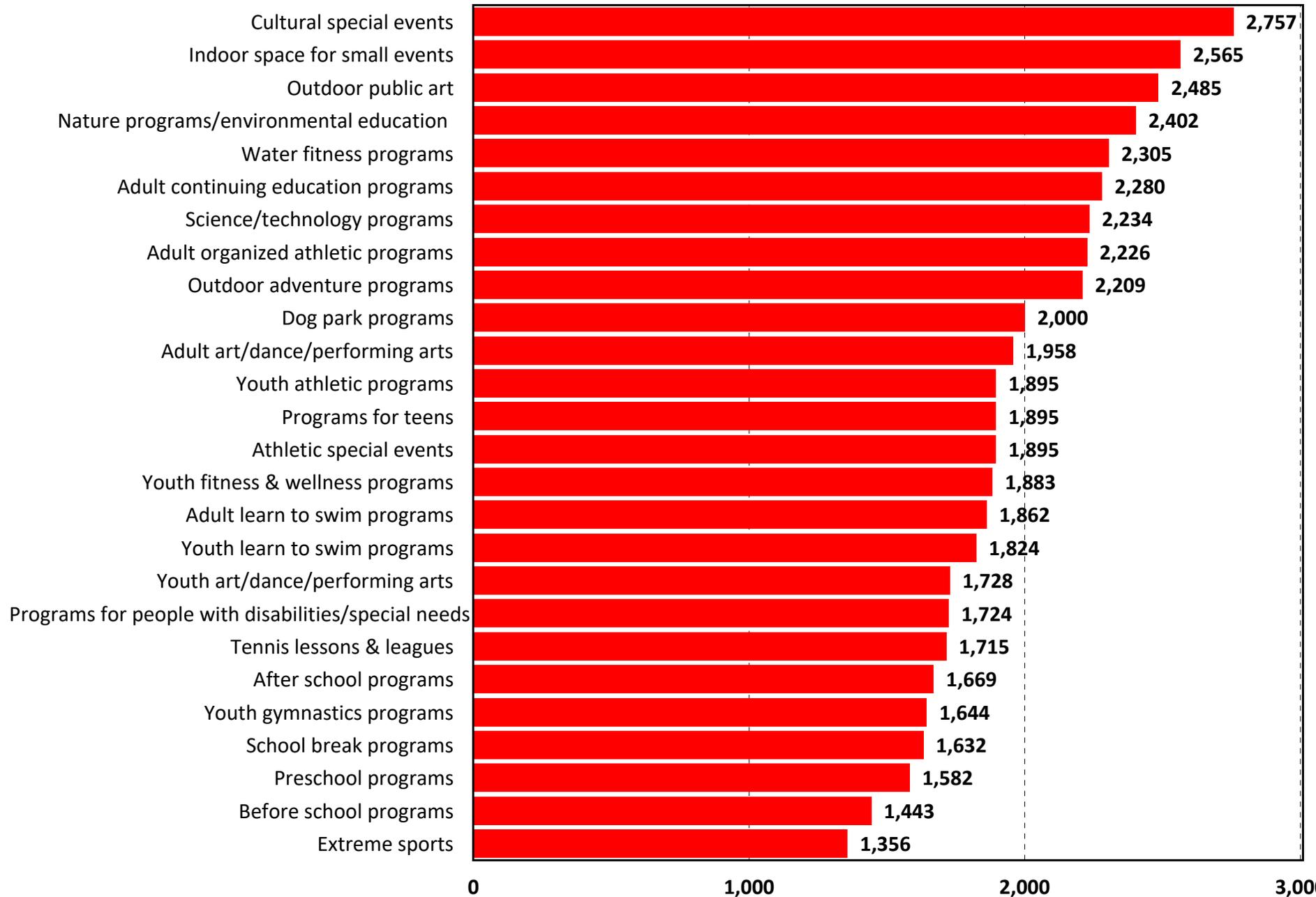
Q14. Need for recreation programs.

by percentage of respondents who indicated need



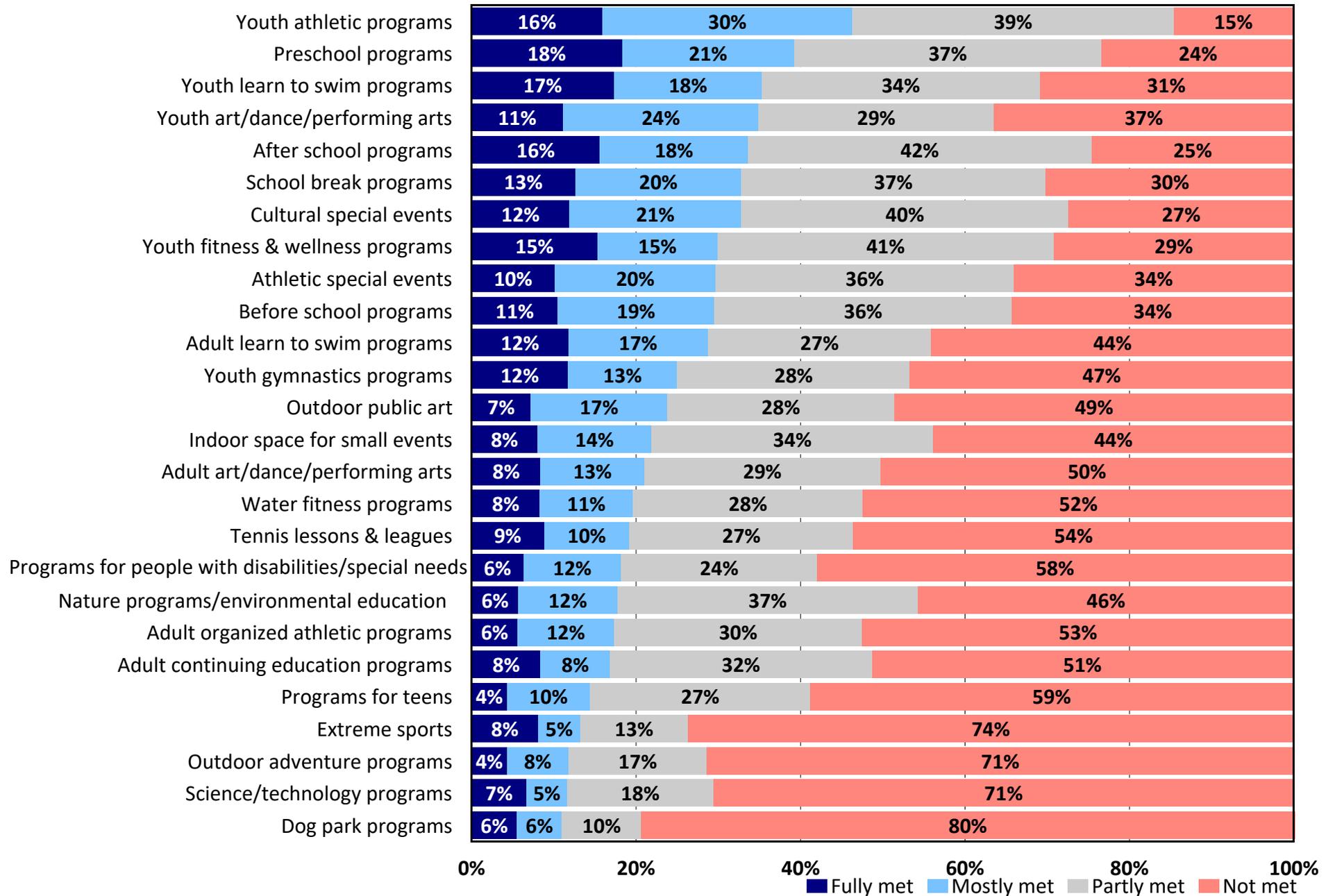
Q14. Estimated number of households who have a need for programs

by number of households based on an estimated 4,184 households



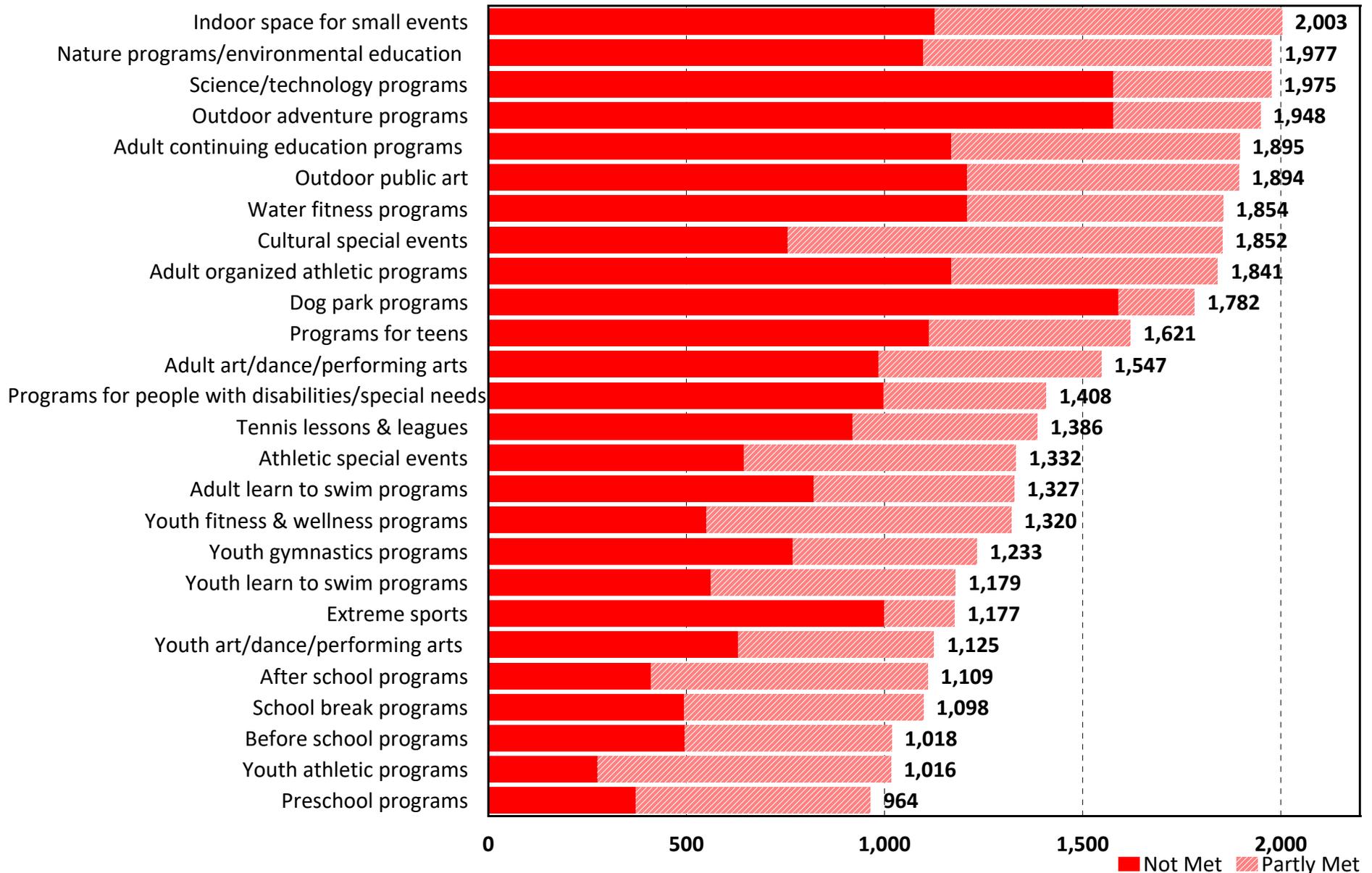
Q14b. How well needs are met for programs

by percentage of respondents



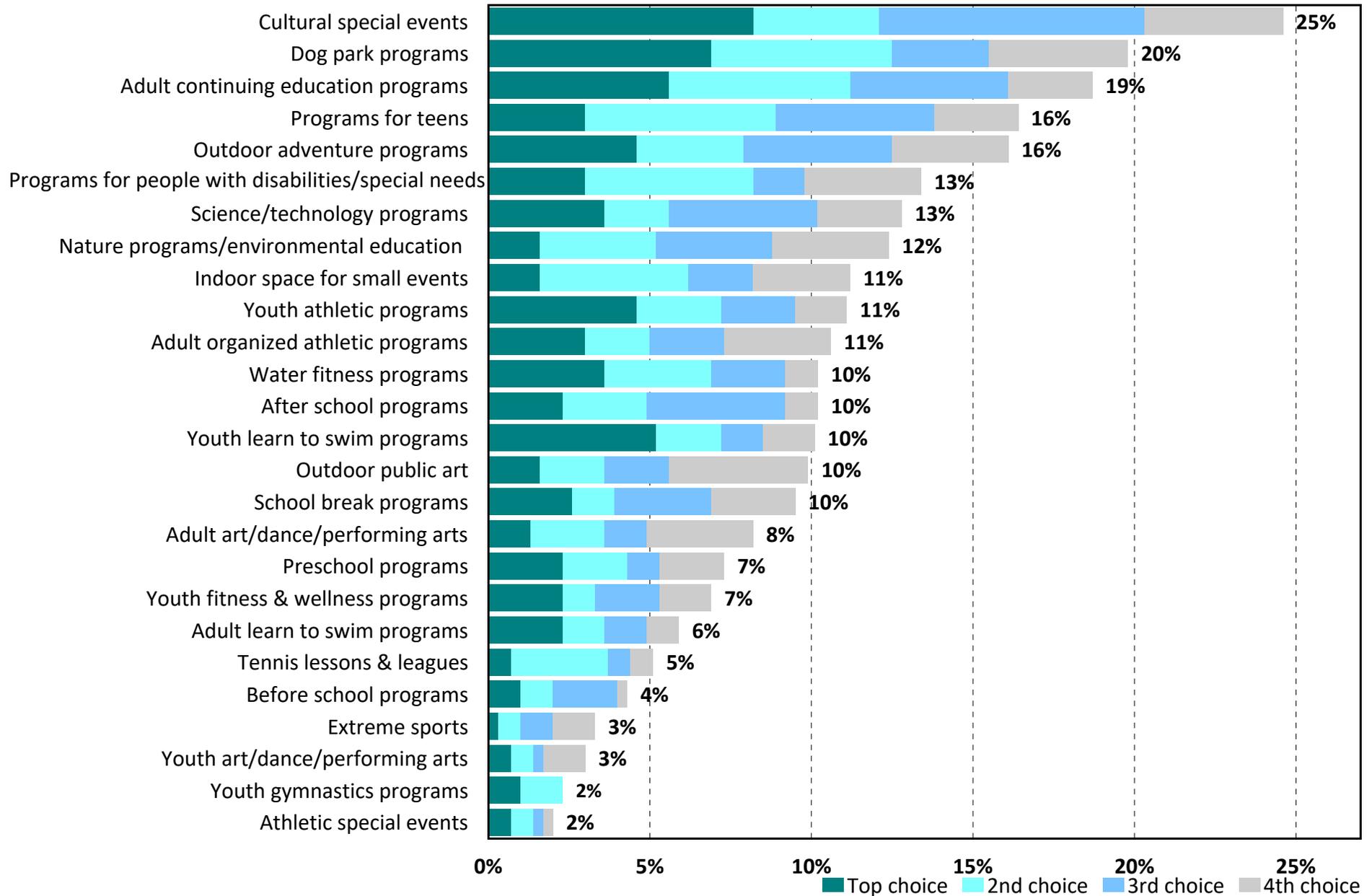
Q14c. Estimated number of households whose program needs are only “partly met” or “not met”

by number of households with need based on an estimated 4,184 households



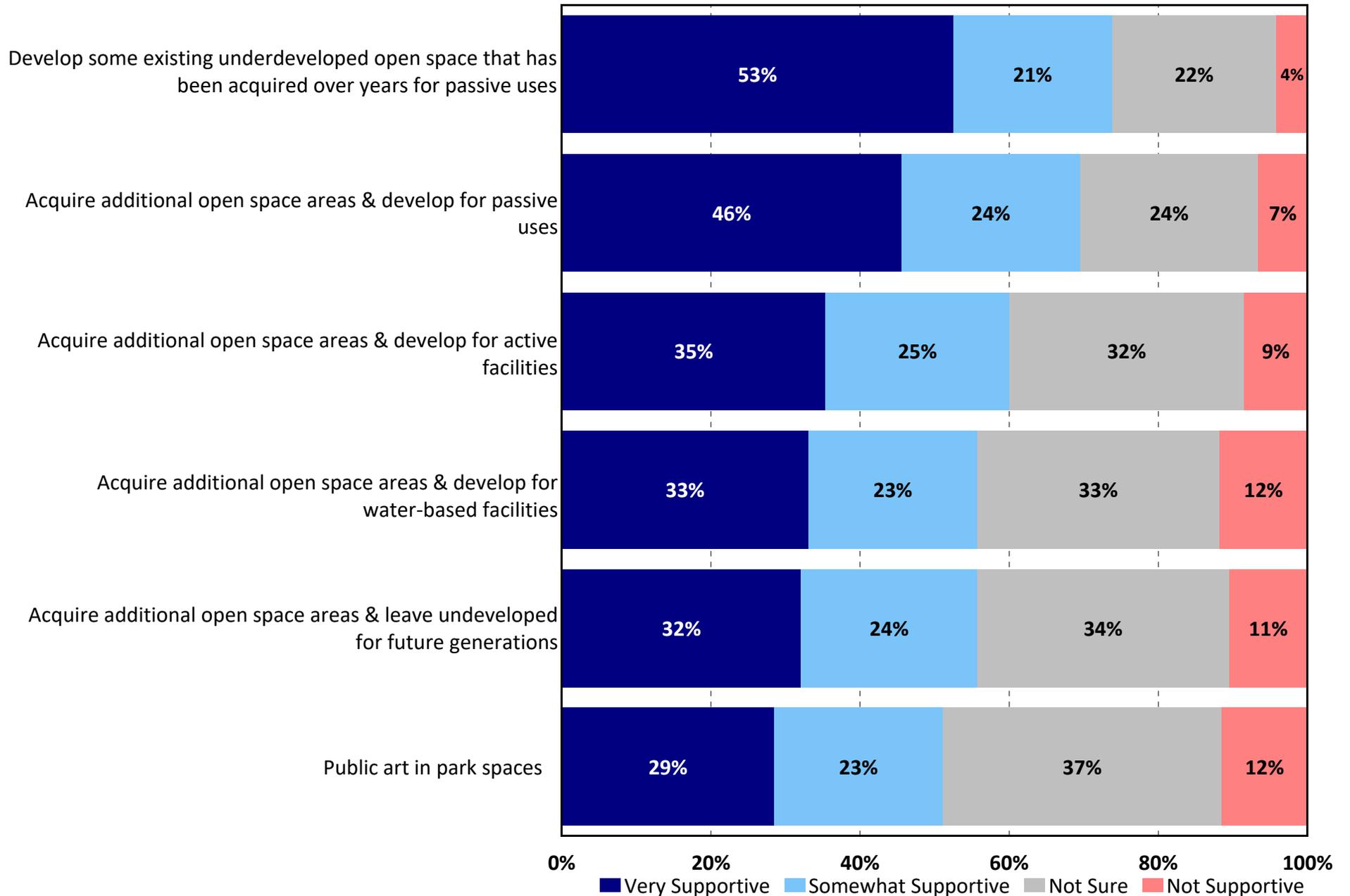
Q15. Programs most important to households.

by percentage of respondents who selected the items as one of their top four choices



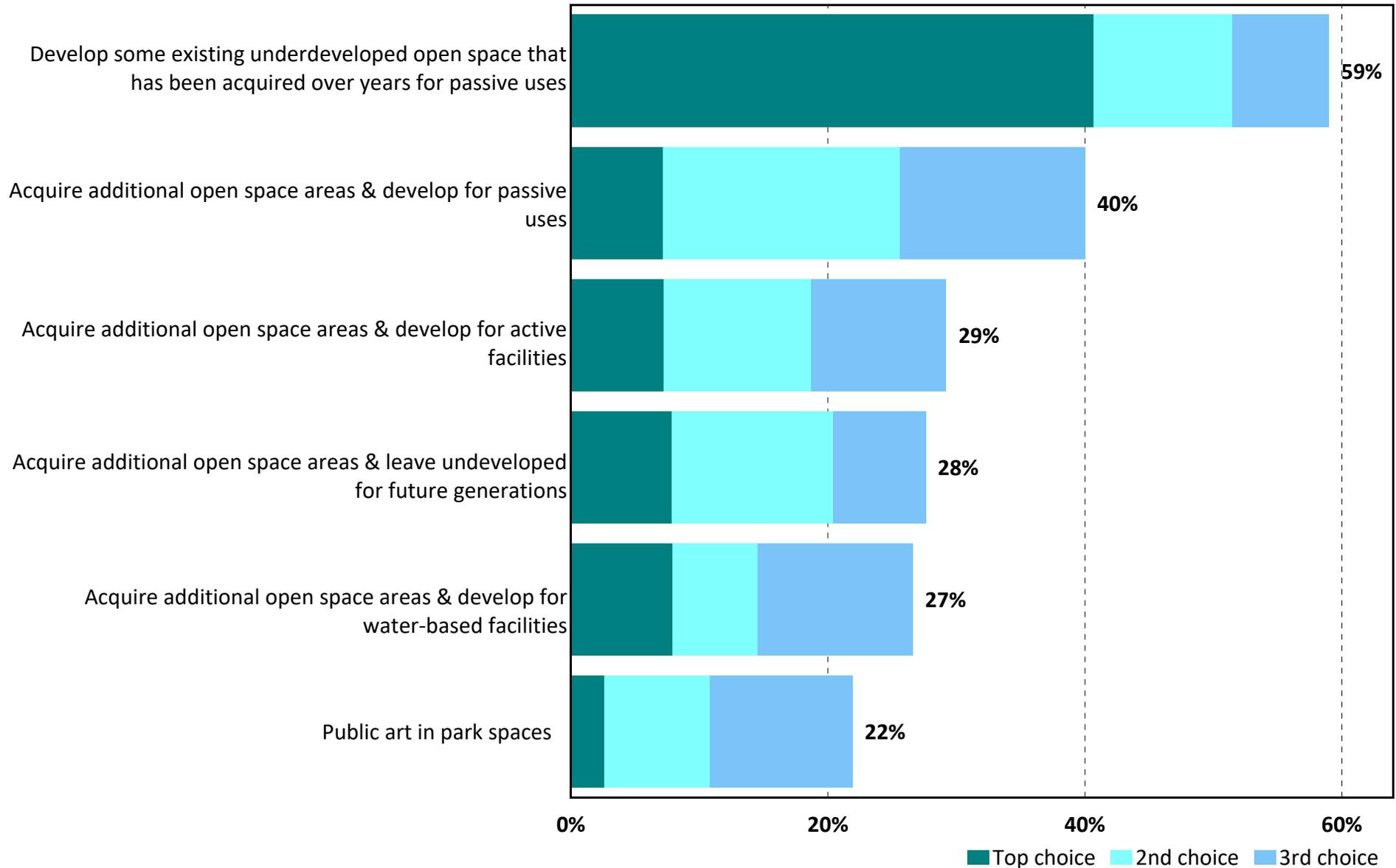
Q16. Support for Open Space Options

by percentage of respondents



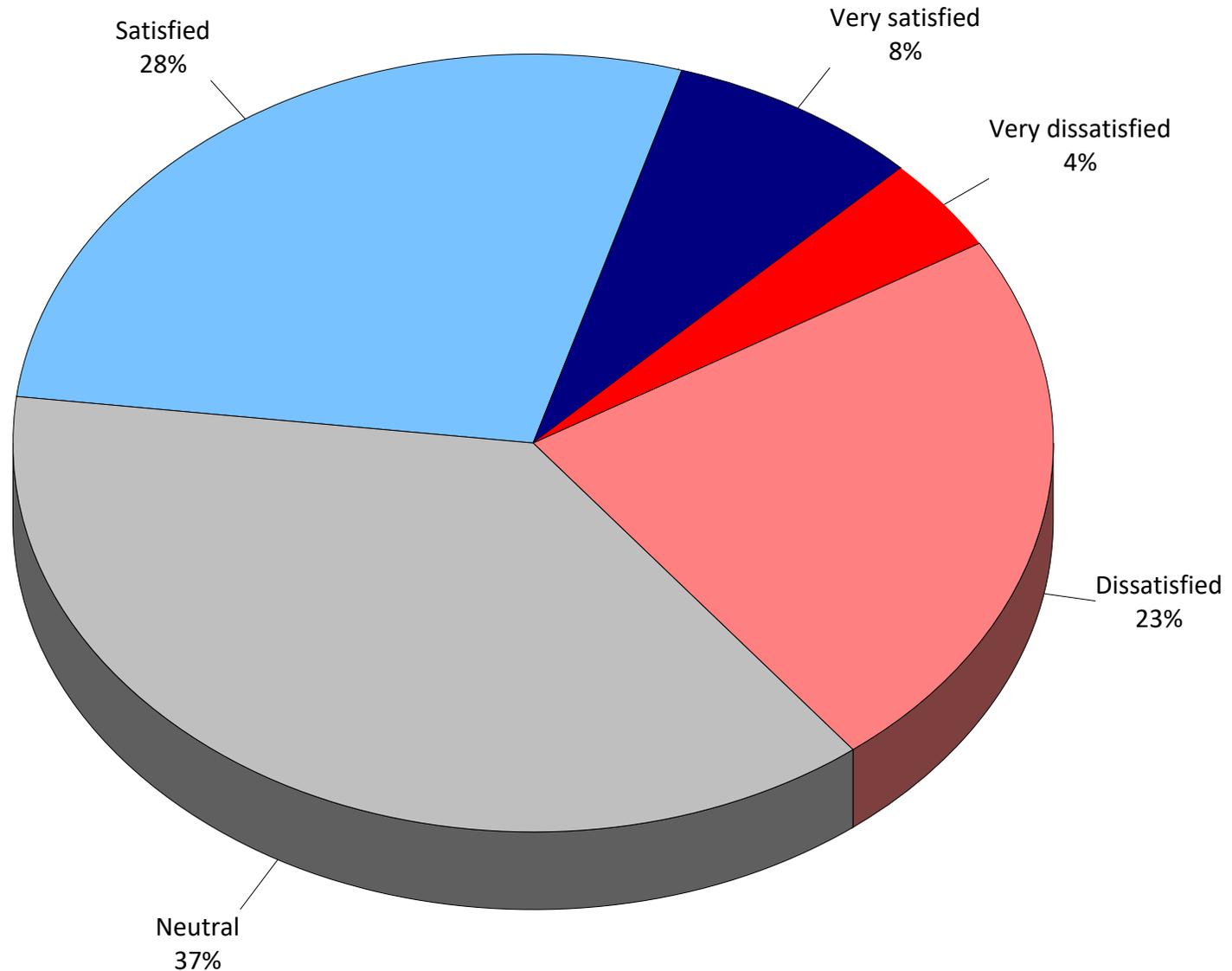
Q17. Which three of the options for open space do you think should be most important for Kings Mountain to take?

by percentage of respondents who selected the items as one of their top three choices



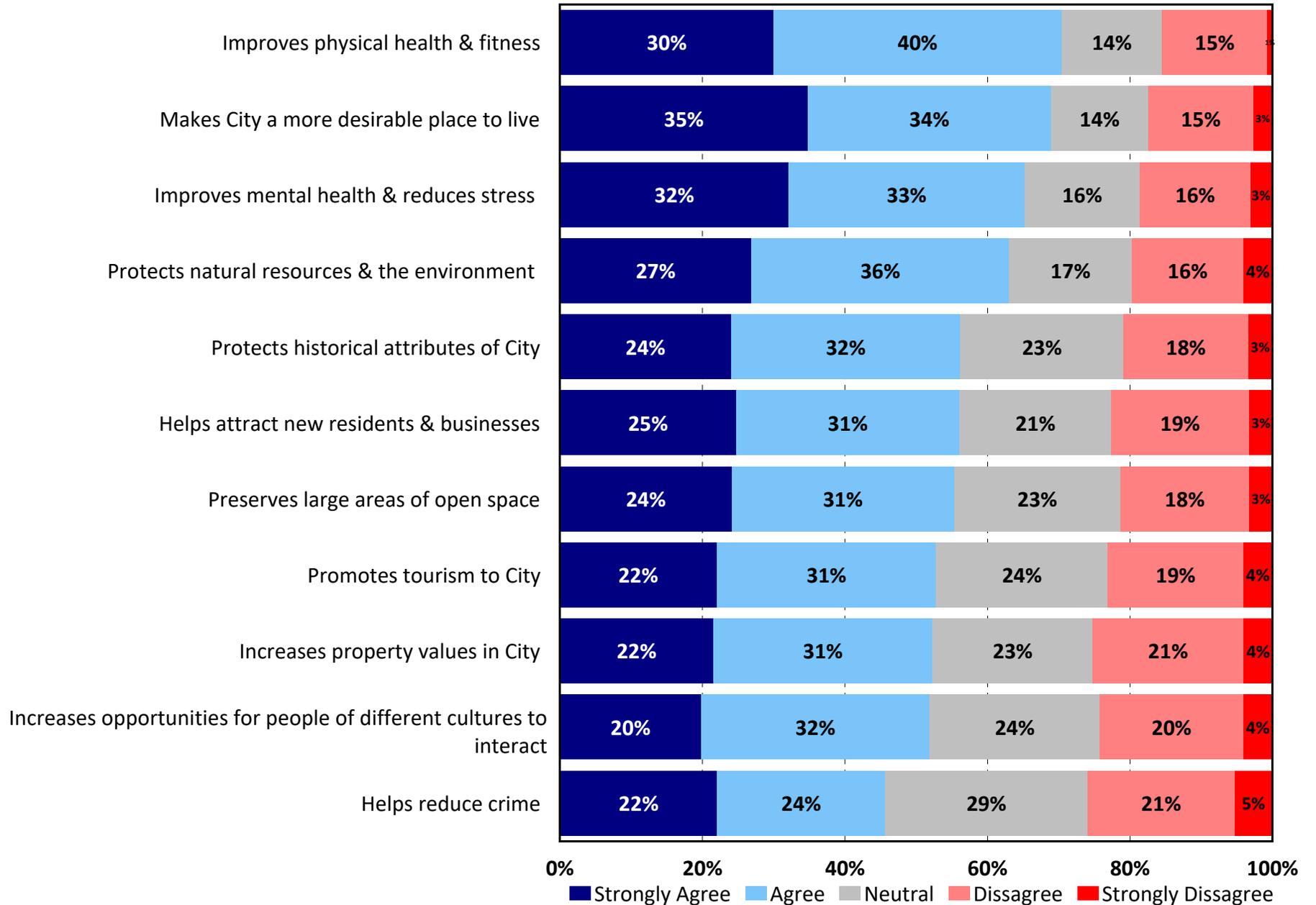
Q18. How satisfied are you with the overall value your household receives from Kings Mountain Park and Recreation services?

by percentage of respondents (excluding "not provided")



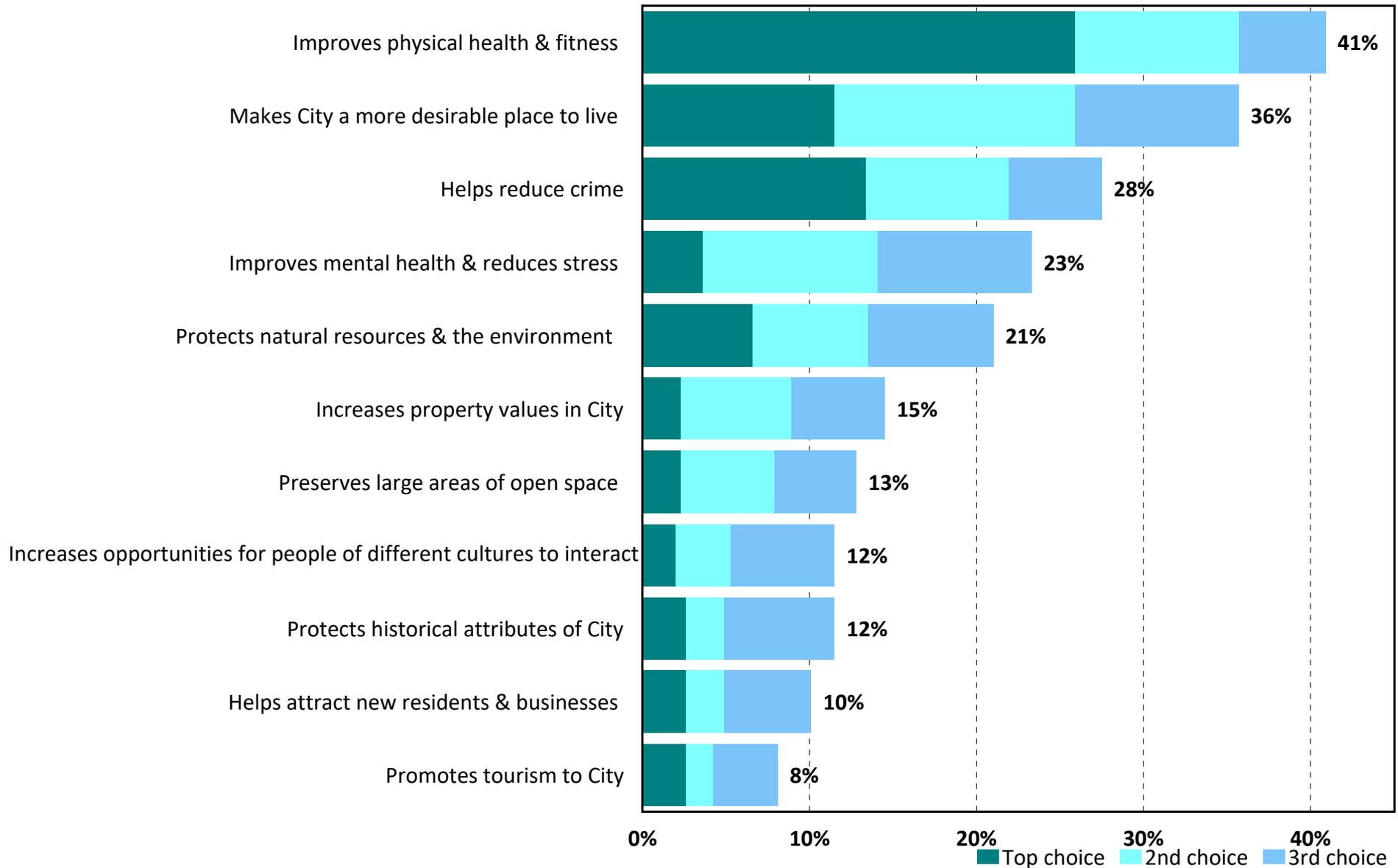
Q19. Please indicate your level of agreement with these benefits.

by percentage of respondents (excluding "don't know")



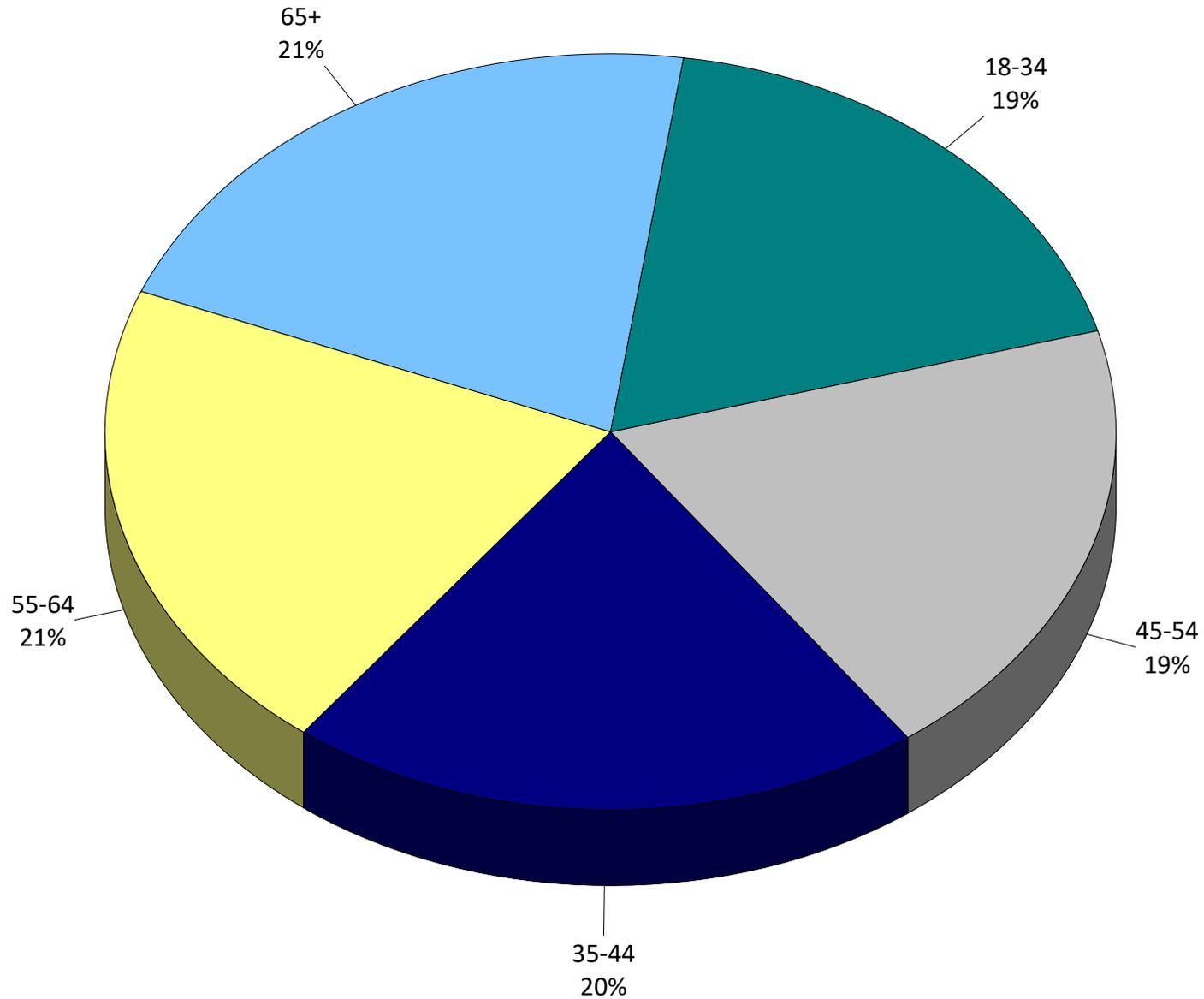
Q20. Which three of the potential benefits are most important to you/your household?

by percentage of respondents who selected the items as one of their top three choices



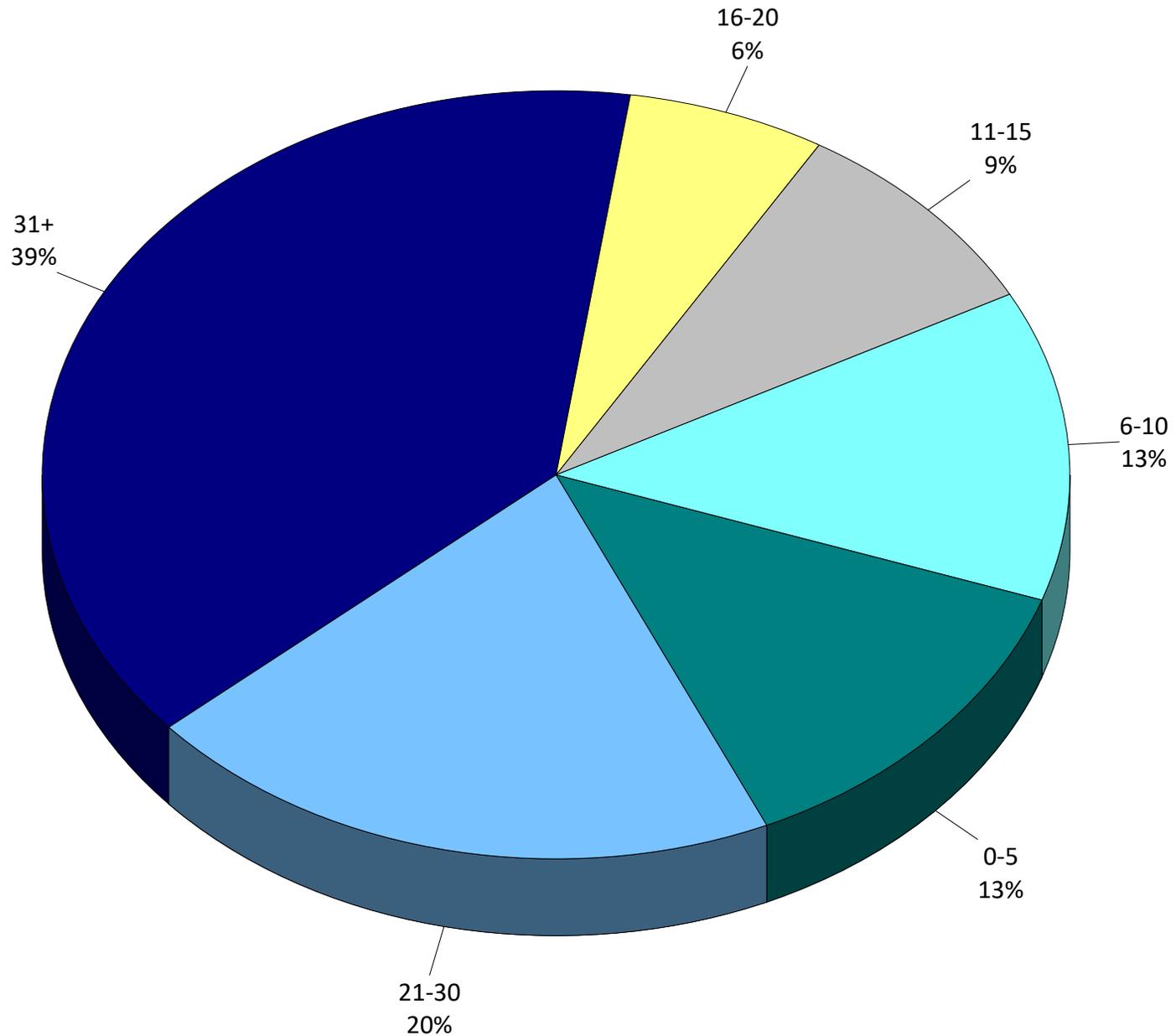
Q21. What is your age?

by percentage of respondents (excluding "not provided")



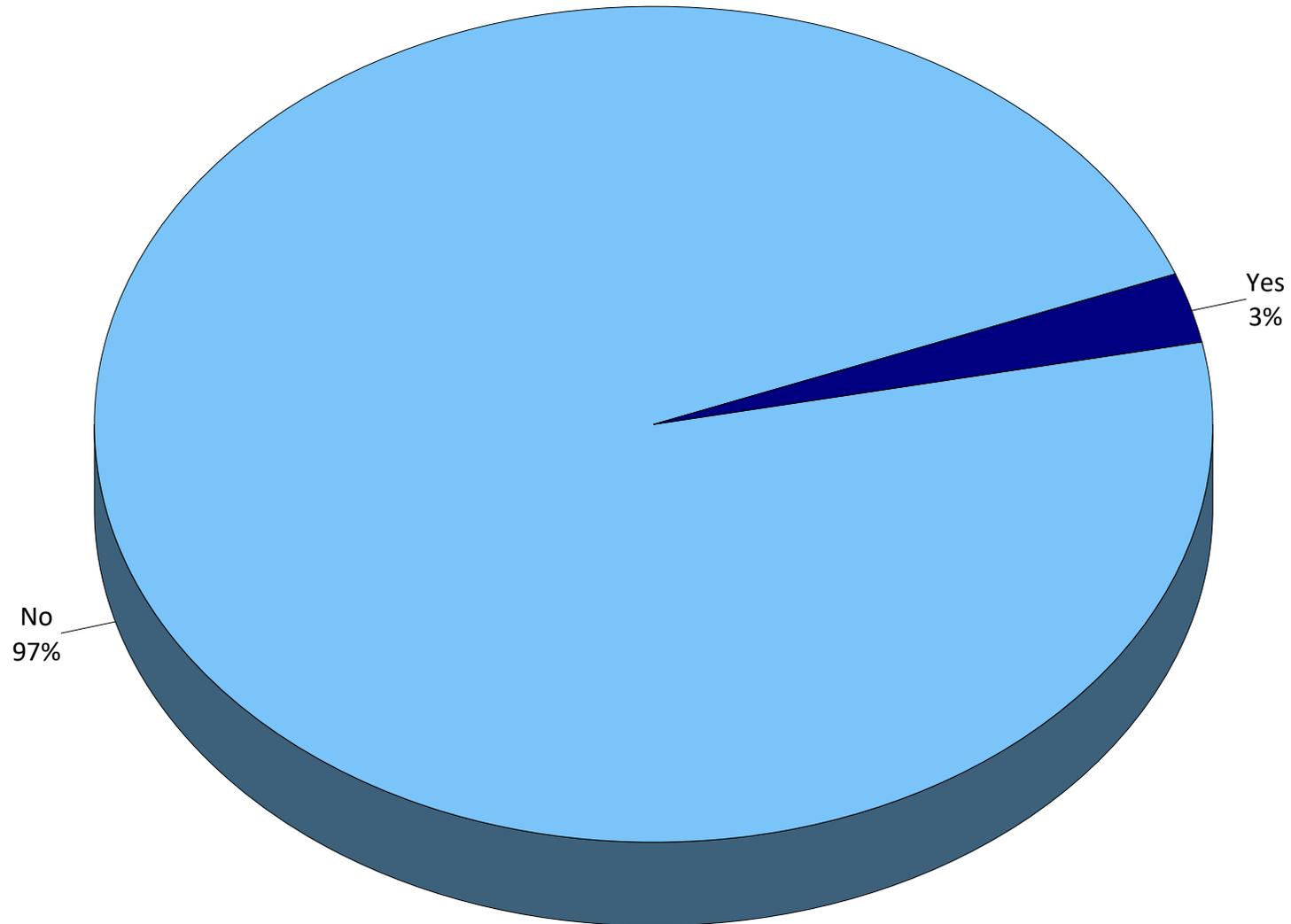
Q22. How many years have you lived in Kings Mountain?

by percentage of respondents (excluding "not provided")



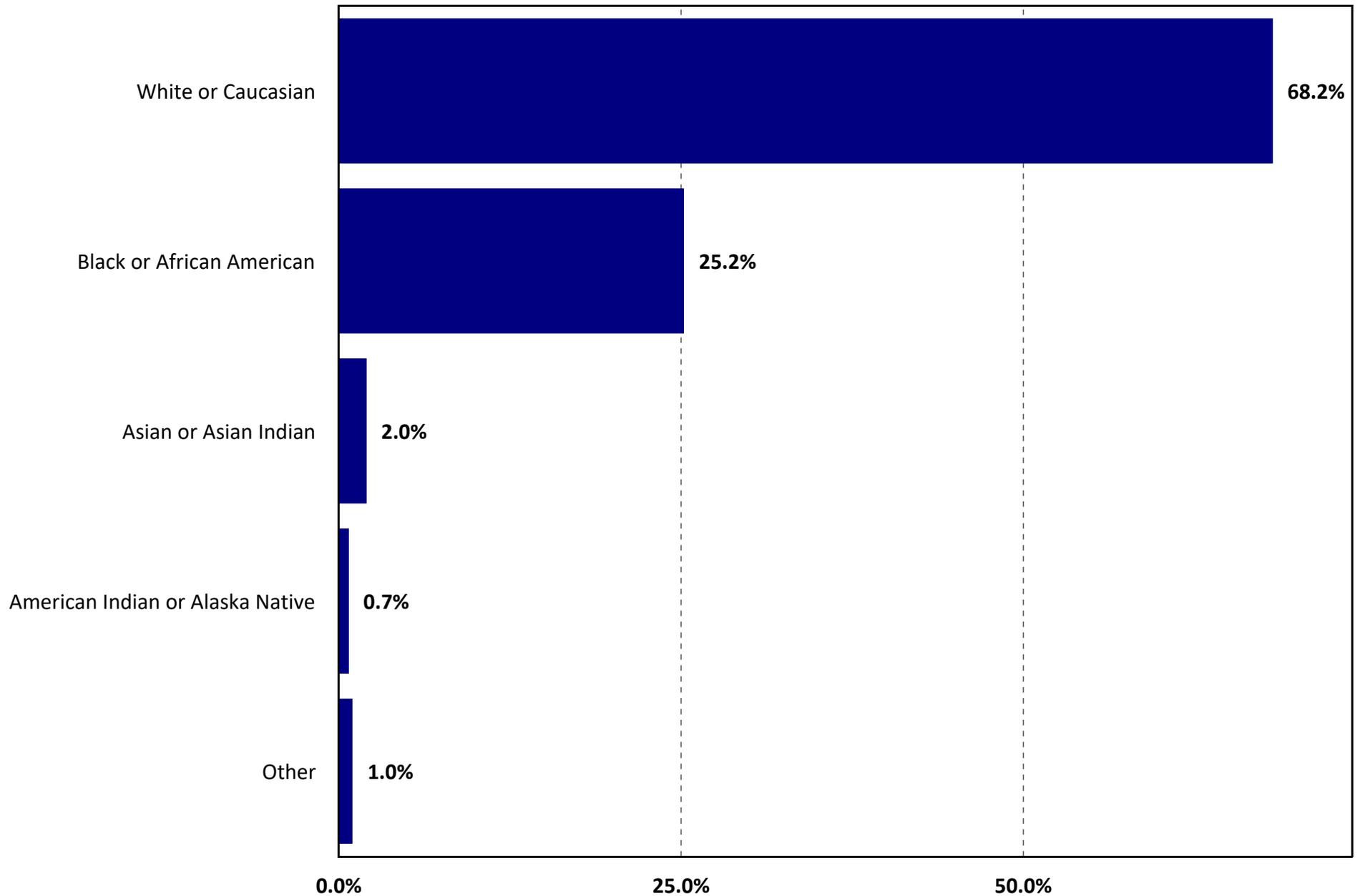
Q23. Are you or any members of your family of Hispanic, Latino, or Spanish ancestry?

by percentage of respondents (excluding "not provided")



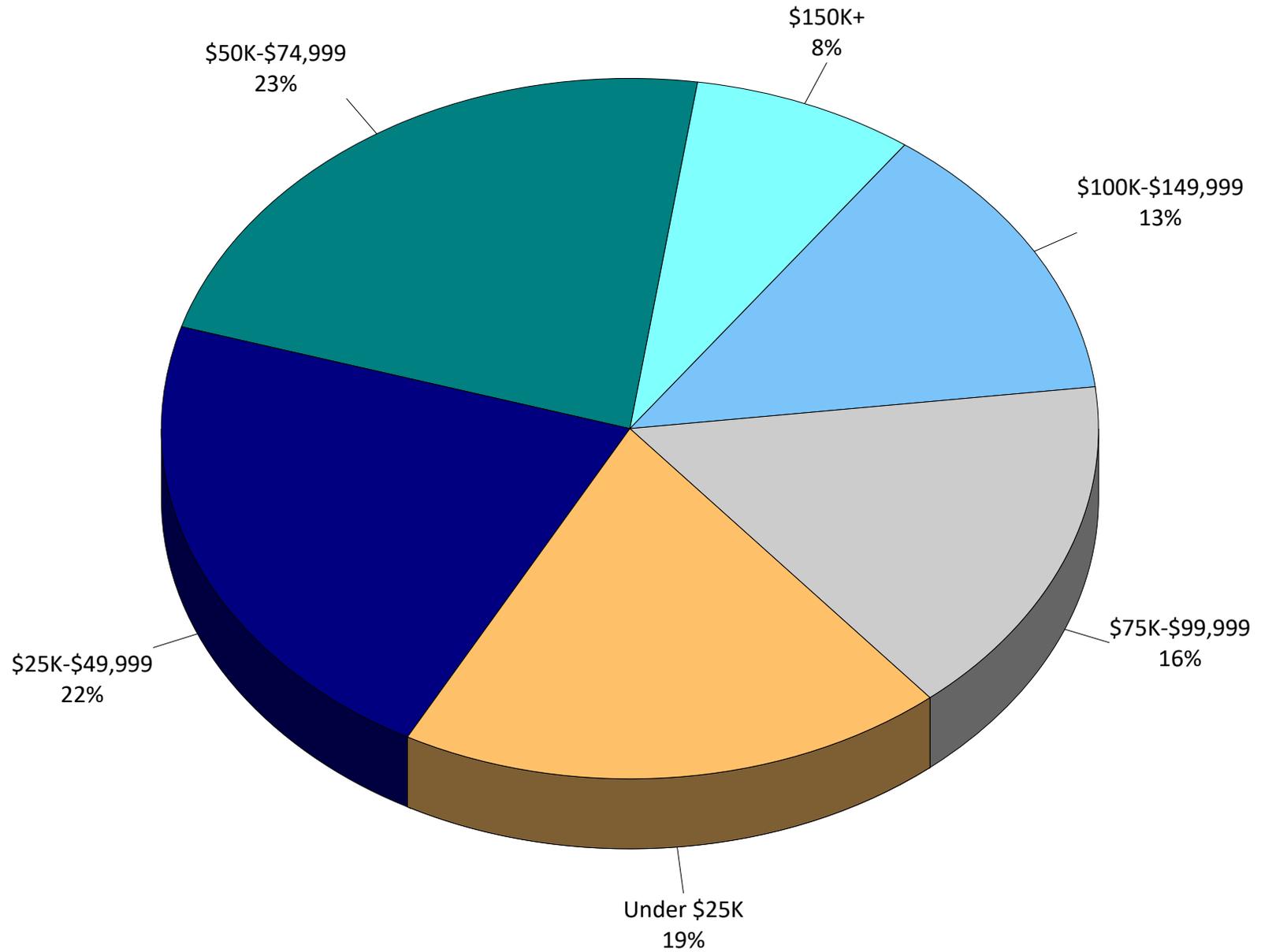
Q24. Which of the following best describes your race?

by percentage of respondents



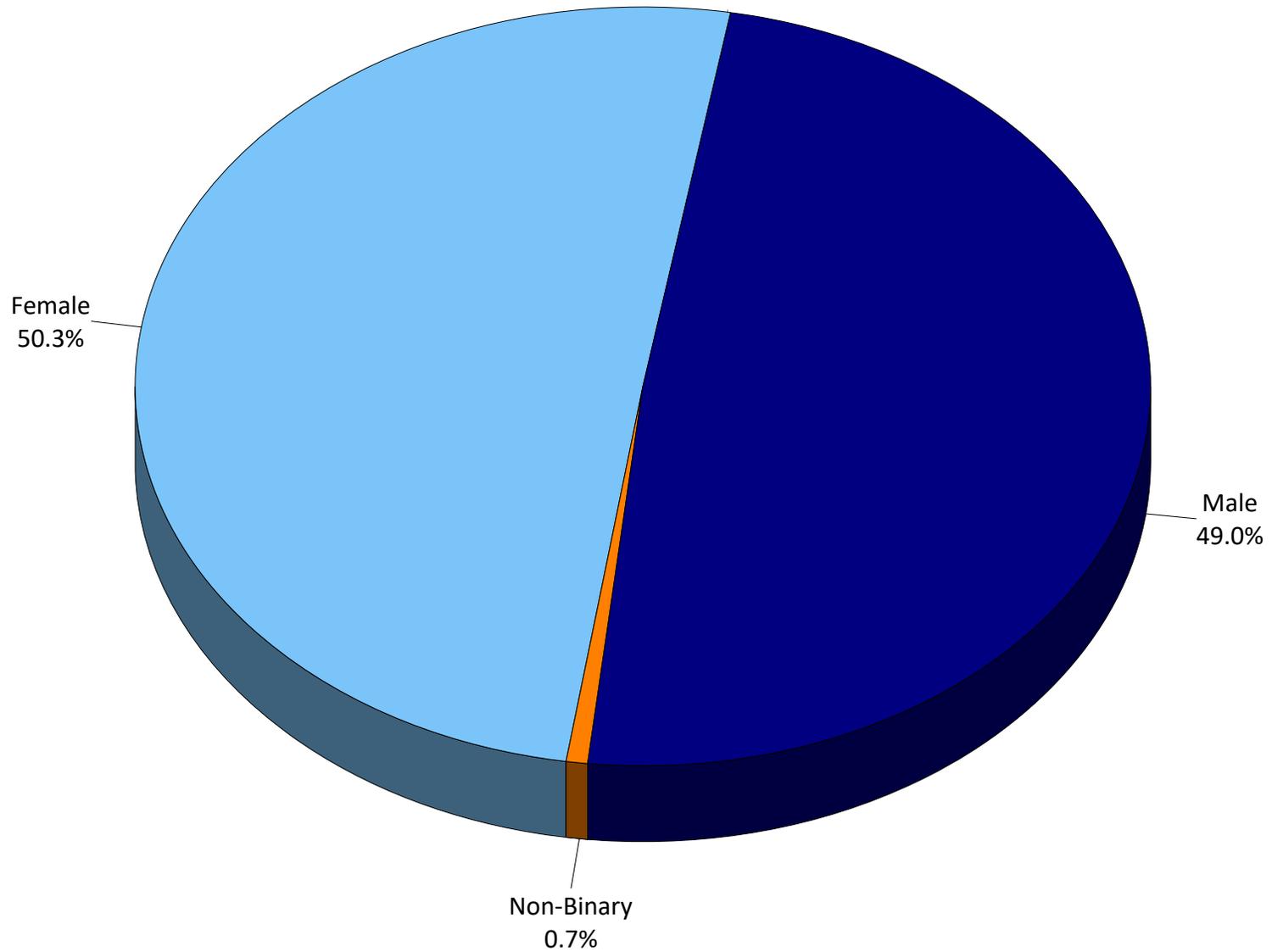
Q25. What is your household income?

by percentage of respondents (excluding "not provided")



Q26. Your gender:

by percentage of respondents (excluding "prefer not to answer")



3

**Priority Investment
Rating**

Priority Investment Rating

Kings Mountain, NC

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 3 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, if the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

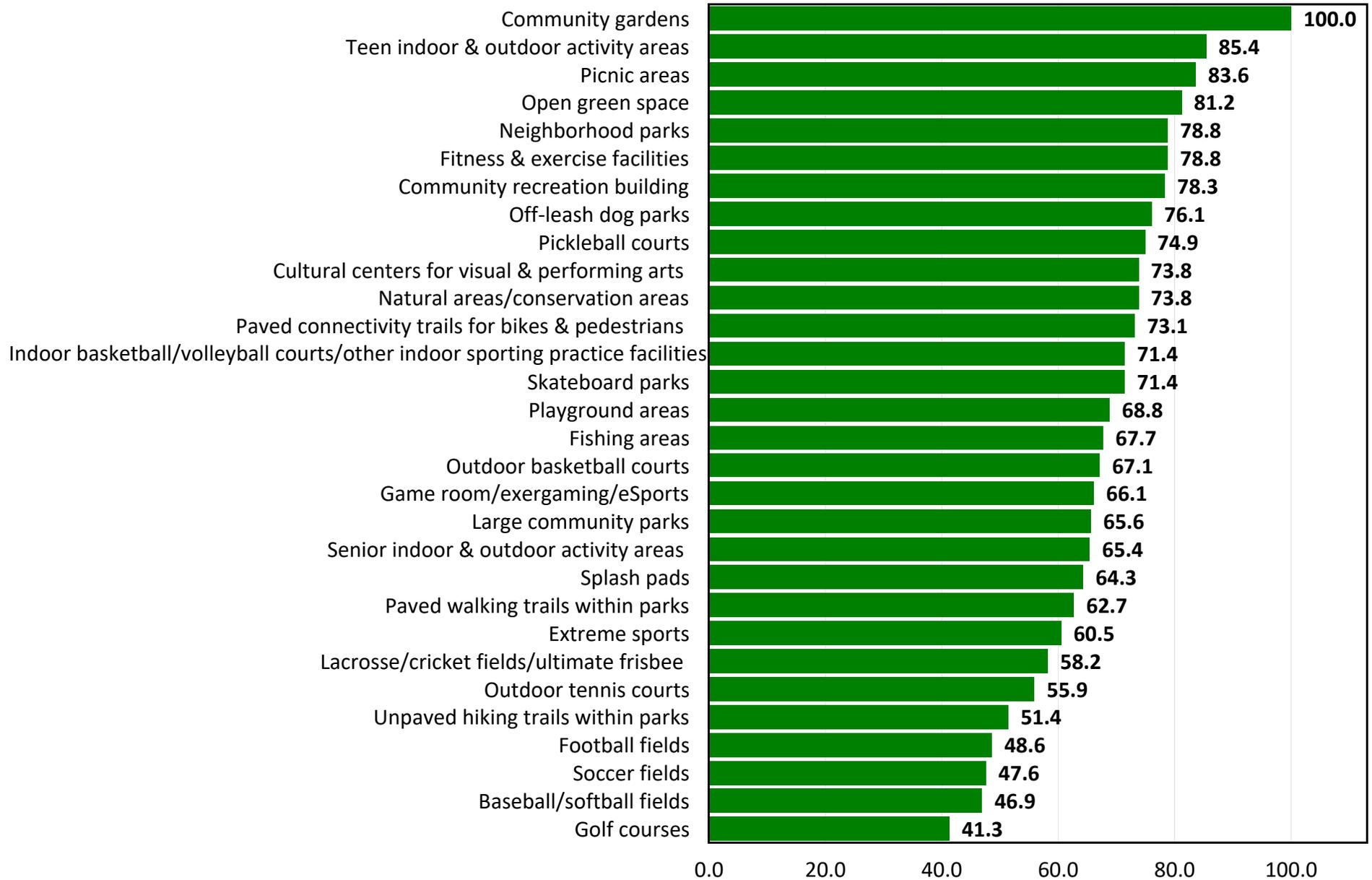
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



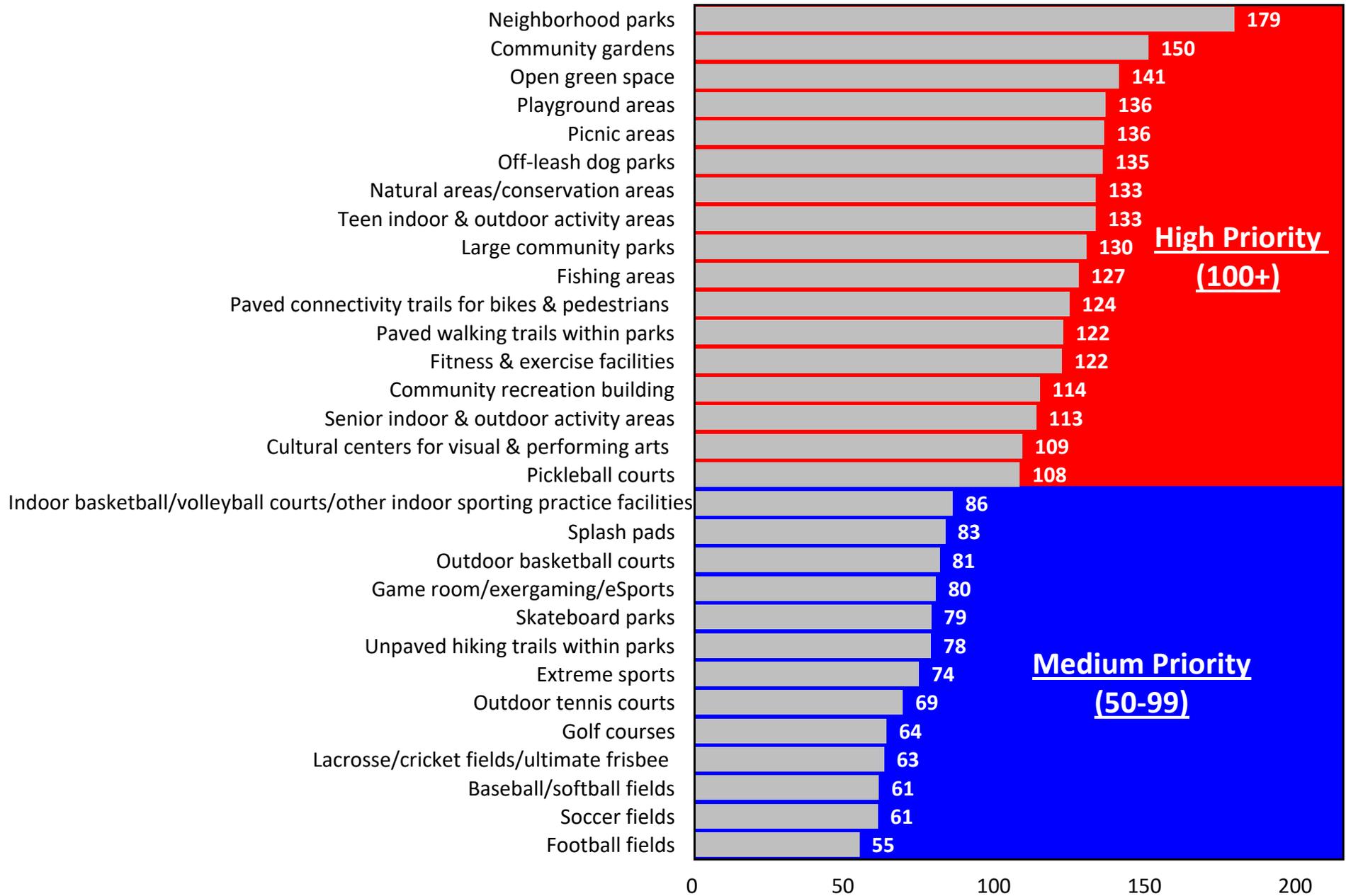
Importance Rating for Facilities/Amenities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



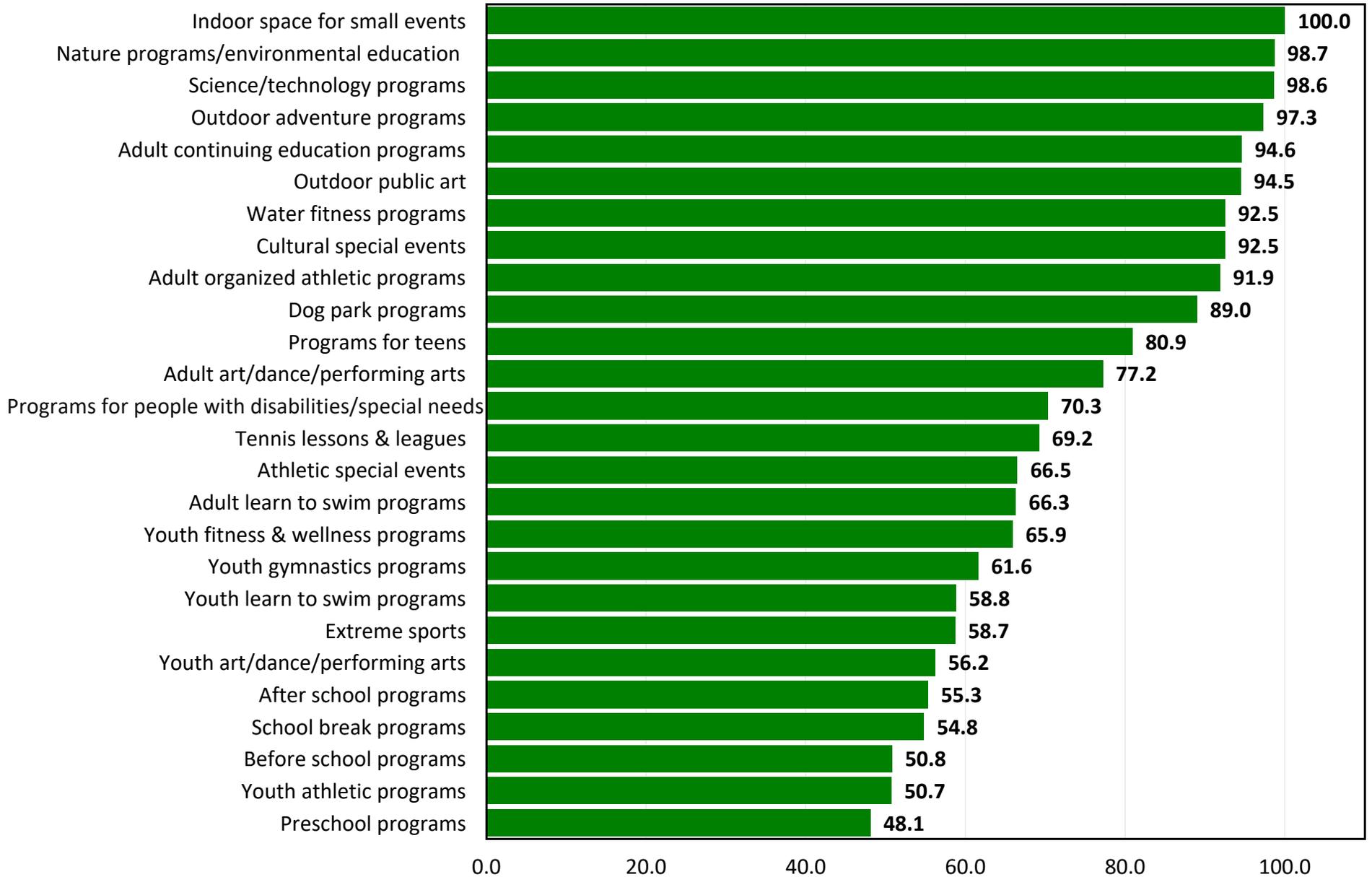
Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

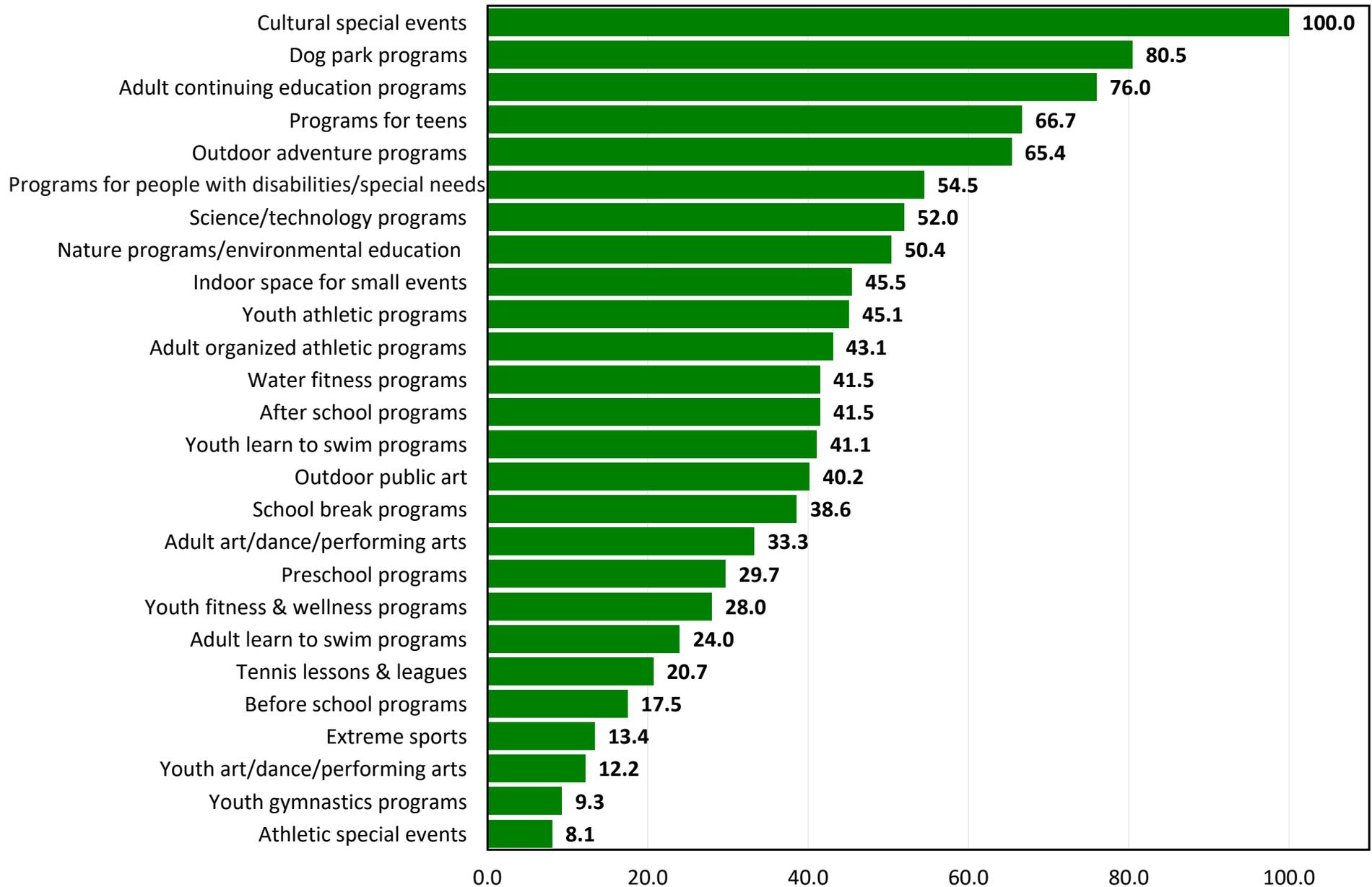
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



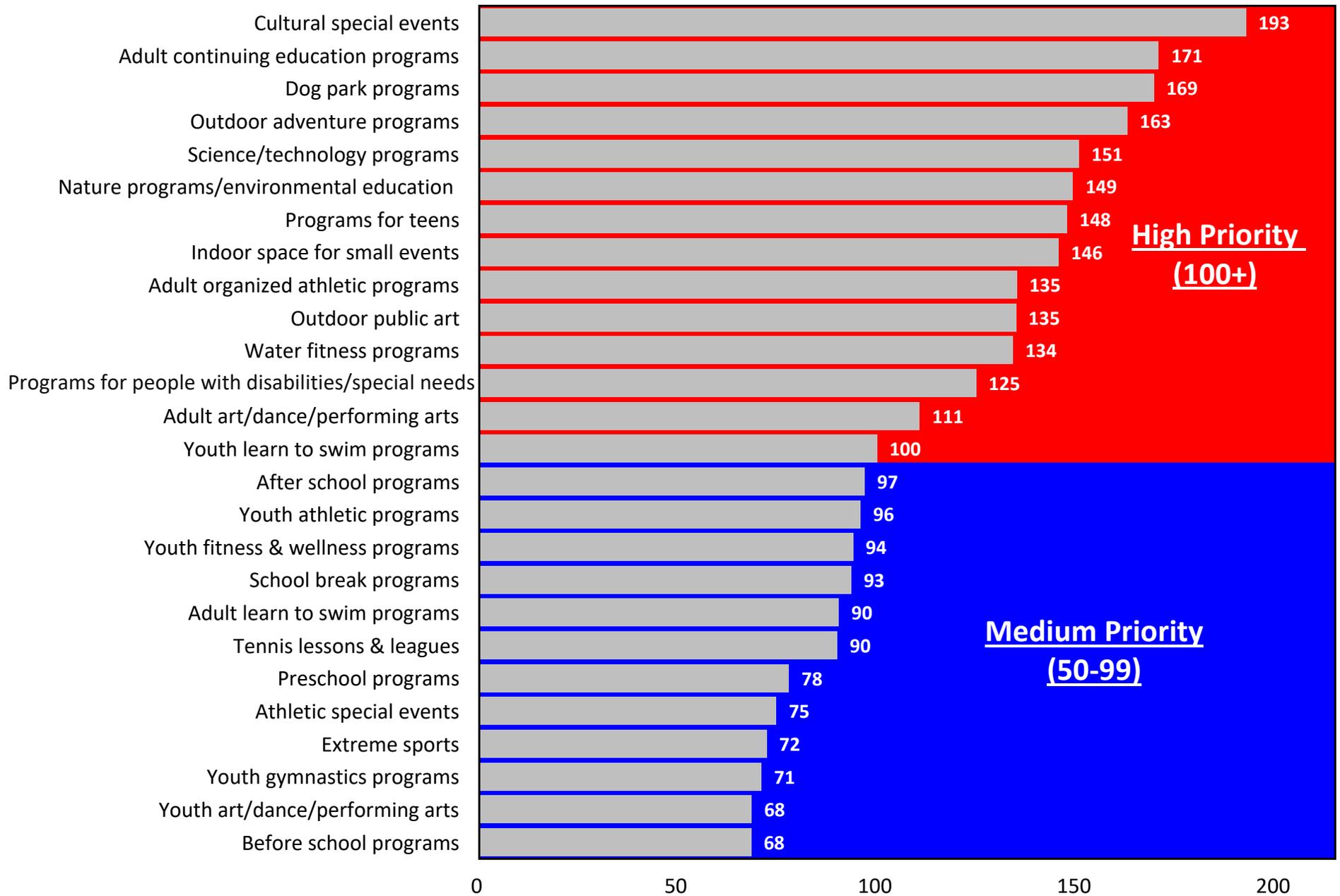
Importance Rating for Programs

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Top Priorities for Investment for Programs Based on Priority Investment Rating



4

Benchmarks

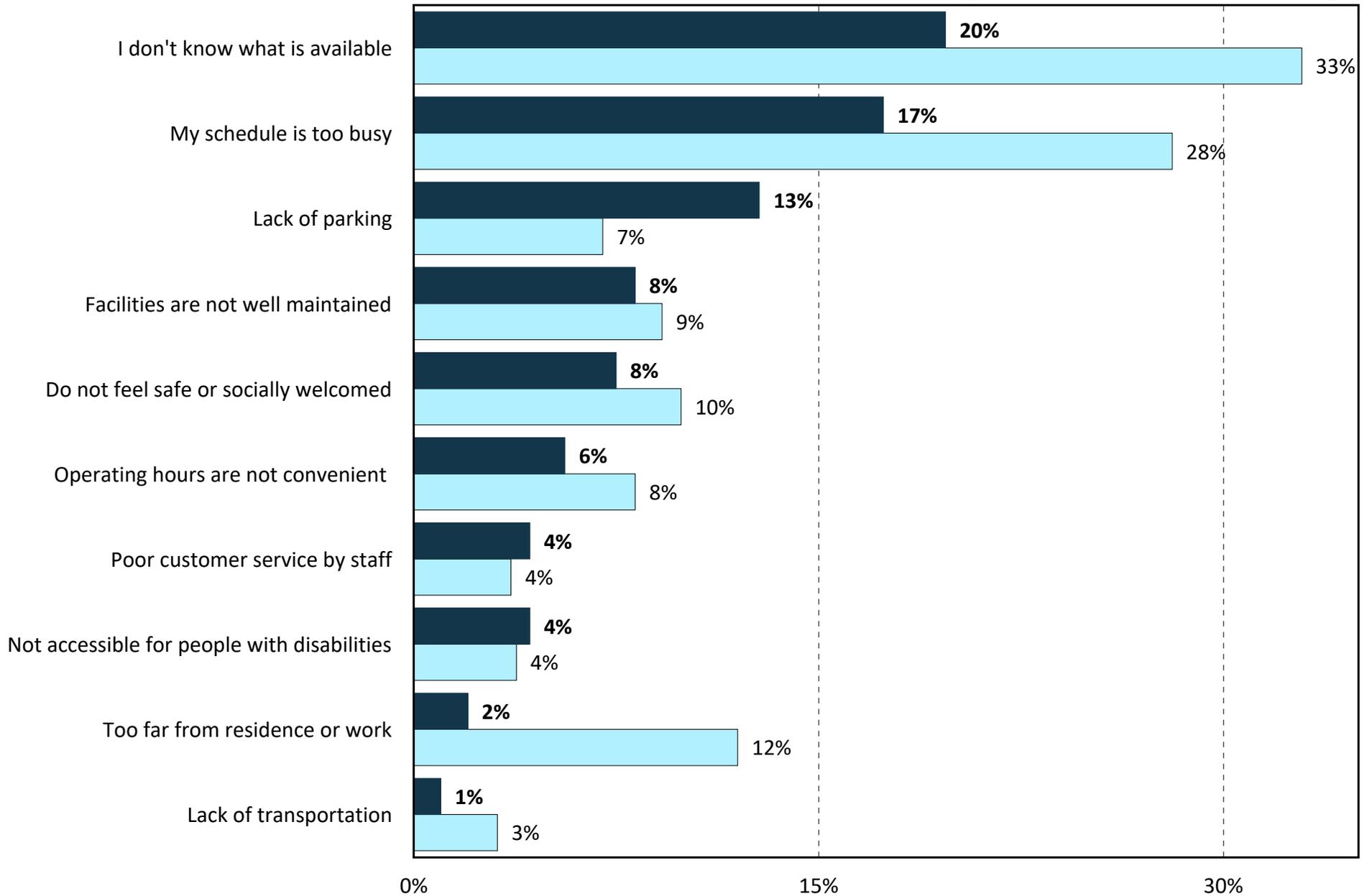
National Benchmarks

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Barriers

by % of respondents

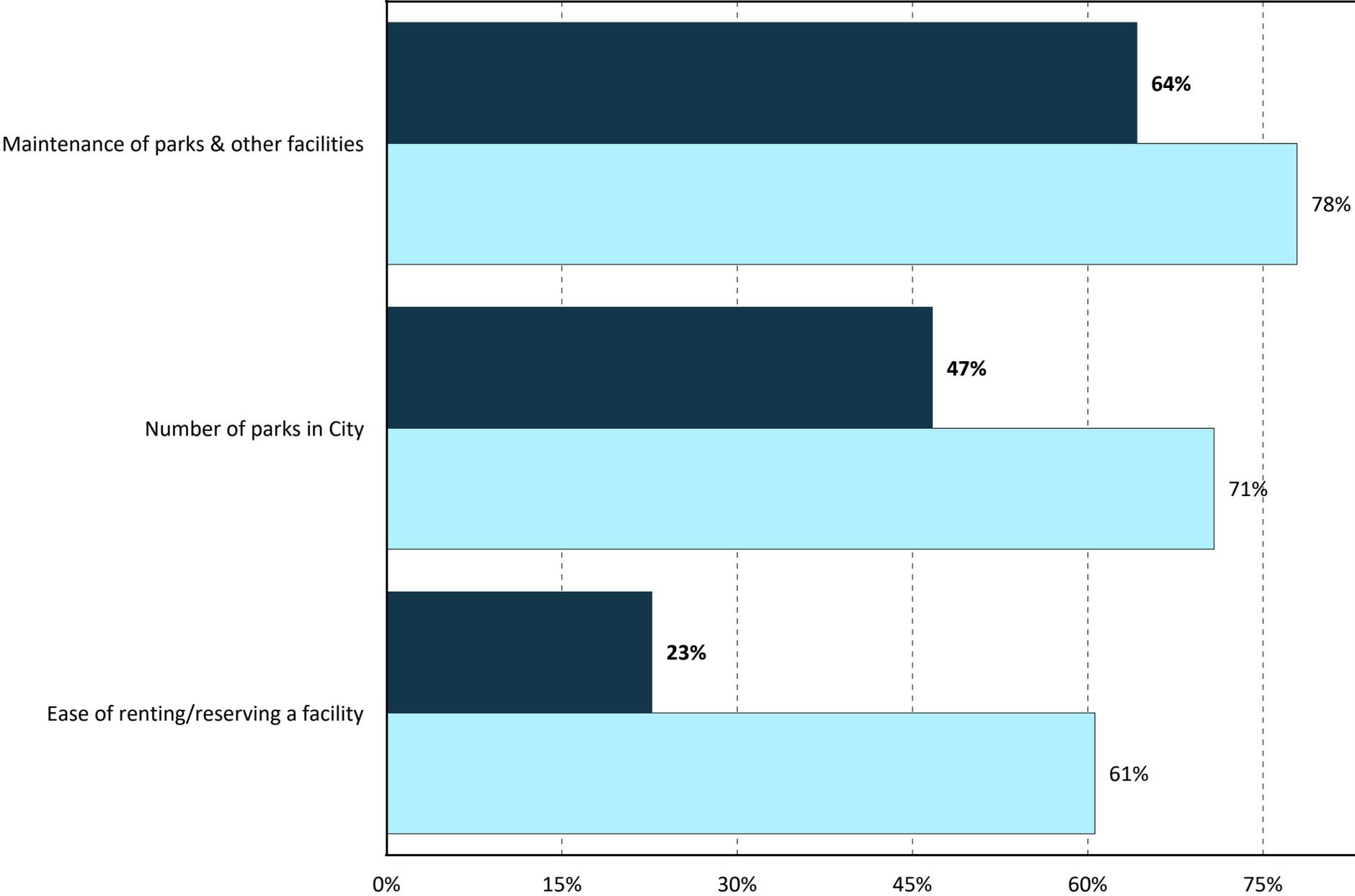
■ Kings Mountain (2024) ■ National Average



Satisfaction

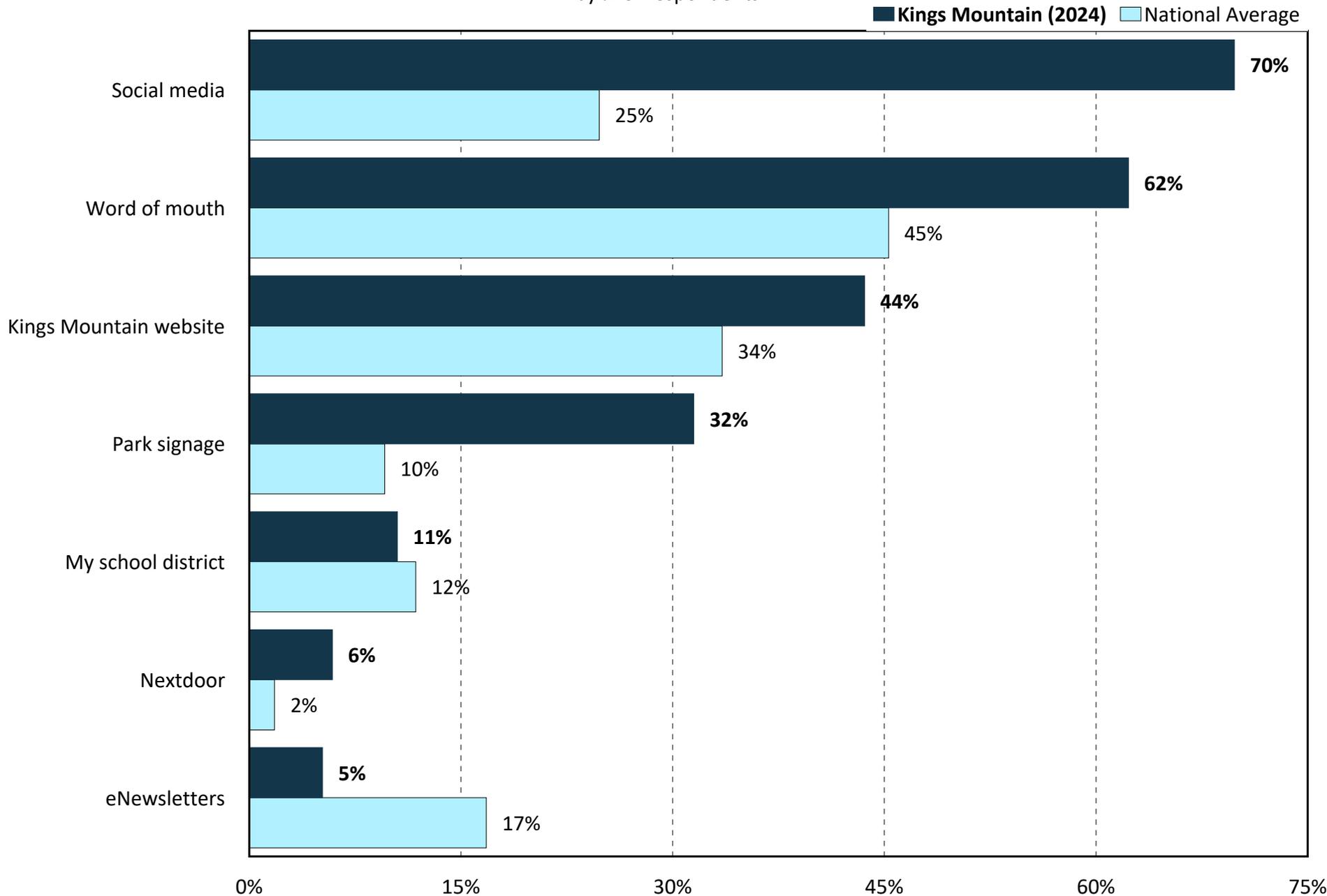
by % of respondents

■ Kings Mountain (2024) ■ National Average



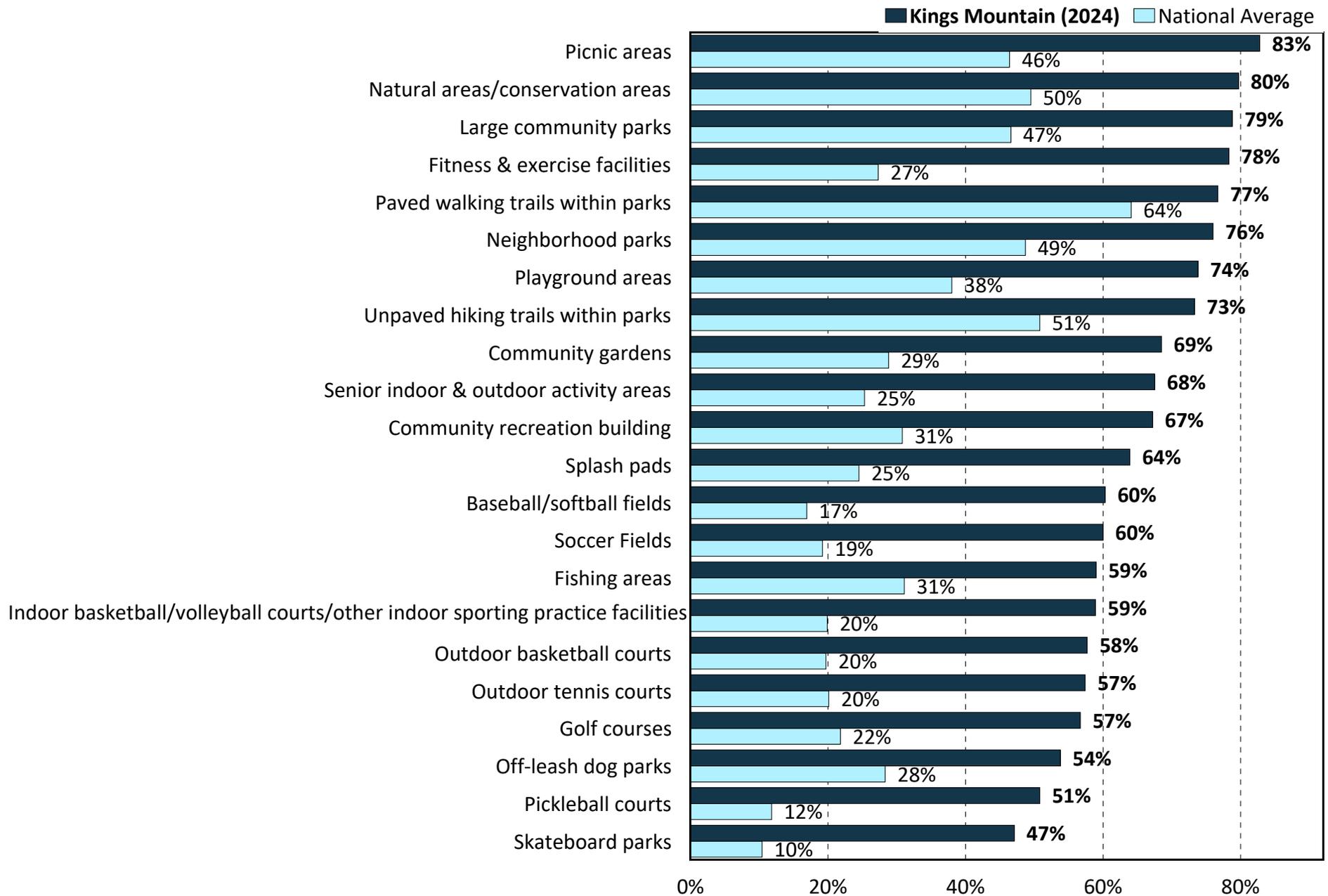
Sources Used for Information about Parks and Recreation

by % of respondents



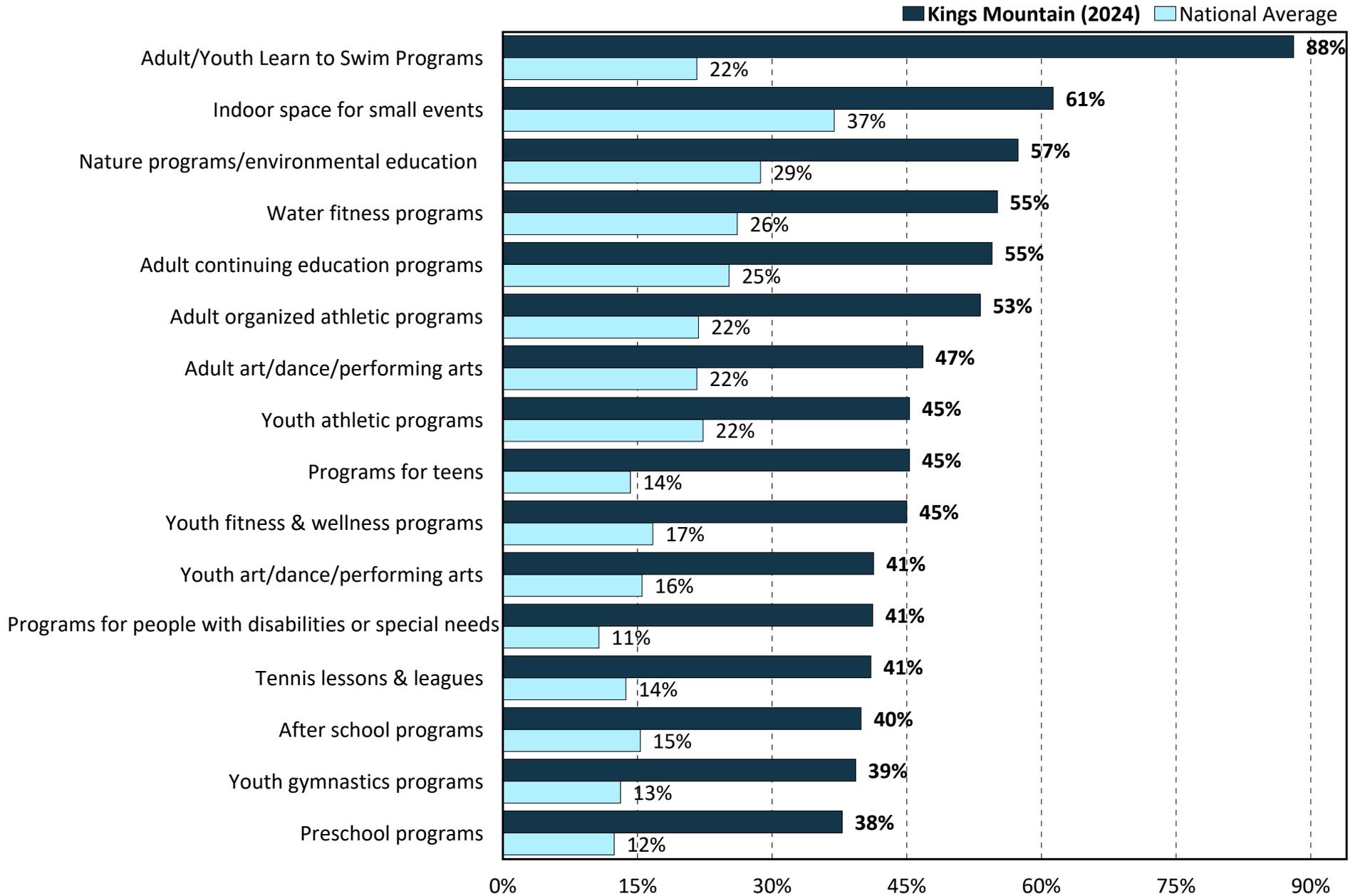
Respondents with Need for Facilities and Amenities

by percentage of respondents



Respondents with Need for Recreation Programs

by percentage of respondents



5

**Importance-
Satisfaction Rating**

Importance-Satisfaction Analysis

Kings Mountain, NC

Overview

Today, city officials have limited resources which need to be targeted to actions that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important items for the city to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the city's performance in the related area (the sum of the ratings of 4 ("good") and 5 ("excellent") on a 5-point scale excluding "don't know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: In an example scenario, respondents were asked to rate their satisfaction parks and facilities then select the top three most important aspects to their household. In this example, twenty-eight percent (28%) of respondents selected *quality/number of outdoor amenities* as one of the most important services.

Regarding satisfaction, 73% of respondents rated the city's overall performance in the *quality/number of outdoor amenities* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *quality/number of outdoor amenities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 28% was multiplied by 51% (1-0.73). This calculation yielded an I-S rating of 0.0750 which ranked 3rd out of 15 city services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the city to emphasize over the next five years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for the City of Kings Mountain are provided on the following pages.

2024 Importance-Satisfaction Rating

City of Kings Mountain, NC

Recreation, Parks, and Cultural Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Security at parks and facilities	45%	1	41%	5	0.2649	1
Security on trails	31%	4	34%	7	0.2053	2
High Priority (IS .10-.20)						
Availability of information about facilities	28%	6	41%	6	0.1669	3
Variety of different types of parks in system -including state parks	35%	3	54%	2	0.1601	4
Number of parks in the City	30%	5	47%	3	0.1588	5
Maintenance of parks and other facilities	43%	2	64%	1	0.1539	6
Medium Priority (IS <.10)						
User friendliness of the City's website	14%	7	44%	4	0.0785	7
Ease of renting/reserving a facility	8%	8	23%	8	0.0580	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City leaders over the next five years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Tabular Data

Q1. Counting yourself, how many people in your household are...

	Mean	Sum
number	2.64	776
Under age 5	0.11	32
Ages 5-9	0.13	38
Ages 10-14	0.19	55
Ages 15-19	0.22	65
Ages 20-24	0.11	32
Ages 25-34	0.30	87
Ages 35-44	0.36	106
Ages 45-54	0.35	103
Ages 55-64	0.38	113
Ages 65-79	0.43	127
Ages 80+	0.06	18

Q2. From the following list, please check the following recreation facilities available to residents within the City of Kings Mountain that you or members of your household have visited over the past 12 months.

Q2. All the recreation facilities available to residents within City your household has visited over past 12 months

	Number	Percent
Crowders Mountain State Park	129	42.3 %
Deal Park Walking Track	56	18.4 %
H. Lawrence Patrick Senior Center	117	38.4 %
Kings Mountain Fire Museum	9	3.0 %
Kings Mountain Gateway Trail	188	61.6 %
Kings Mountain Historical Museum	51	16.7 %
Kings Mountain National Military Park	101	33.1 %
Kings Mountain State Park	120	39.3 %
Mauney Memorial Library	140	45.9 %
Moss Lake	119	39.0 %
Patriots Park	213	69.8 %
Rick Murphrey Children's Park	41	13.4 %
Southern Arts Society	31	10.2 %
Other	8	2.6 %
None. We have not visited any sites listed above during past 12 months	15	4.9 %
Total	1338	

Q2-14. Other:

Q2-14. Other	Number	Percent
YMCA	3	37.5 %
Thombs walking track	2	25.0 %
Kings Mountain Little Theatre	1	12.5 %
Lithium Campus	1	12.5 %
YMCA Park, Baseball Fields, Soccer Field	1	12.5 %
Total	8	100.0 %

Q3. Overall, how would you rate the physical condition of ALL the parks and recreation facilities offered by Kings Mountain that you and members of your household have visited?

Q3. How would you rate physical condition of all parks & recreation facilities

	Number	Percent
Excellent	76	24.9 %
Good	158	51.8 %
Fair	50	16.4 %
Poor	5	1.6 %
Not provided	16	5.2 %
Total	305	100.0 %

WITHOUT NOT PROVIDED

Q3. Overall, how would you rate the physical condition of ALL the parks and recreation facilities offered by Kings Mountain that you and members of your household have visited? (without "not provided")

Q3. How would you rate physical condition of all parks & recreation facilities

	Number	Percent
Excellent	76	26.3 %
Good	158	54.7 %
Fair	50	17.3 %
Poor	5	1.7 %
Total	289	100.0 %

Q4. How satisfied are you and members of your household with the recreation classes and programs offered in the City of Kings Mountain by other providers such as the YMCA?

Q4. How satisfied are you with recreation classes & programs	Number	Percent
Very satisfied	29	9.5 %
Satisfied	66	21.6 %
Neutral	87	28.5 %
Dissatisfied	27	8.9 %
Very dissatisfied	13	4.3 %
Don't know	83	27.2 %
Total	305	100.0 %

WITHOUT DON'T KNOW

Q4. How satisfied are you and members of your household with the recreation classes and programs offered in the City of Kings Mountain by other providers such as the YMCA? (without "don't know")

Q4. How satisfied are you with recreation classes & programs	Number	Percent
Very satisfied	29	13.1 %
Satisfied	66	29.7 %
Neutral	87	39.2 %
Dissatisfied	27	12.2 %
Very dissatisfied	13	5.9 %
Total	222	100.0 %

Q4a. Should the City of Kings Mountain have a City Recreation Department that provides recreational programming apart from the YMCA?

Q4a. Should City have a City Recreation Department	Number	Percent
Yes	182	59.7 %
No	40	13.1 %
Don't know	83	27.2 %
Total	305	100.0 %

WITHOUT DON'T KNOW

Q4a. Should the City of Kings Mountain have a City Recreation Department that provides recreational programming apart from the YMCA? (without "don't know")

Q4a. Should City have a City Recreation Department	Number	Percent
Yes	182	82.0 %
No	40	18.0 %
Total	222	100.0 %

Q5. Please check ALL of the organizations below that you or members of your household have used for parks, trails, and recreation activities during the past 12 months?

Q5. All the organizations your household has used for parks, trails, & recreation activities	Number	Percent
Faith based organizations	81	26.6 %
Elite	12	3.9 %
Optimist	15	4.9 %
Upward	11	3.6 %
Private or public golf courses	54	17.7 %
Private instruction (gymnastics, dance, martial arts)	33	10.8 %
Schools	84	27.5 %
State parks of North Carolina	118	38.7 %
State parks of South Carolina	80	26.2 %
YMCA	111	36.4 %
Youth sports associations	32	10.5 %
Other	14	4.6 %
None. Do not use any organizations	78	25.6 %
Total	723	

Q6. Which TWO of the organizations listed in Question 5 do you and the members of your household use most?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Faith based organizations	42	13.8 %
Elite	3	1.0 %
Optimist	5	1.6 %
Private or public golf courses	12	3.9 %
Private instruction (gymnastics, dance, martial arts)	12	3.9 %
Schools	23	7.5 %
State parks of North Carolina	47	15.4 %
State parks of South Carolina	12	3.9 %
YMCA	45	14.8 %
Youth sports associations	7	2.3 %
Other	9	3.0 %
None chosen	88	28.9 %
Total	305	100.0 %

Q6. Which TWO of the organizations listed in Question 5 do you and the members of your household use most?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Faith based organizations	14	4.6 %
Elite	4	1.3 %
Optimist	1	0.3 %
Private or public golf courses	15	4.9 %
Private instruction (gymnastics, dance, martial arts)	9	3.0 %
Schools	28	9.2 %
State parks of North Carolina	35	11.5 %
State parks of South Carolina	27	8.9 %
YMCA	34	11.1 %
Youth sports associations	10	3.3 %
Other	1	0.3 %
None chosen	127	41.6 %
Total	305	100.0 %

SUM OF TOP 2 CHOICES

Q6. Which TWO of the organizations listed in Question 5 do you and the members of your household use most? (top 2)

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Faith based organizations	56	18.4 %
Elite	7	2.3 %
Optimist	6	2.0 %
Private or public golf courses	27	8.9 %
Private instruction (gymnastics, dance, martial arts)	21	6.9 %
Schools	51	16.7 %
State parks of North Carolina	82	26.9 %
State parks of South Carolina	39	12.8 %
YMCA	79	25.9 %
Youth sports associations	17	5.6 %
Other	10	3.3 %
<u>None chosen</u>	<u>88</u>	<u>28.9 %</u>
Total	483	

Q7. From the following list, please check ALL of the following ways you currently use to learn about Kings Mountain and their parks and recreation offerings.

Q7. All the ways you currently use to learn about Kings

<u>Mountain & their parks & recreation offerings</u>	<u>Number</u>	<u>Percent</u>
Kings Mountain website	133	43.6 %
Word of mouth	190	62.3 %
Park signage	96	31.5 %
Conversations with City staff	15	4.9 %
Print advertisements	67	22.0 %
eNewsletters	16	5.2 %
Social media (Facebook, X, Instagram)	213	69.8 %
Nextdoor	18	5.9 %
My school district	32	10.5 %
City meetings	4	1.3 %
Promotions at special events	73	23.9 %
<u>Other</u>	<u>9</u>	<u>3.0 %</u>
Total	866	

Q7-12. Other:

<u>Q7-12. Other</u>	<u>Number</u>	<u>Percent</u>
Kings Mountain Herald	2	22.2 %
Texts	1	11.1 %
Ring app	1	11.1 %
Letter with power bill	1	11.1 %
Google	1	11.1 %
Davidson School Association	1	11.1 %
Utility newsletter	1	11.1 %
<u>Online searches</u>	<u>1</u>	<u>11.1 %</u>
Total	9	100.0 %

Q8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Kings Mountain's recreation offerings?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Kings Mountain website	50	16.4 %
Word of mouth	46	15.1 %
Park signage	13	4.3 %
Conversations with City staff	3	1.0 %
Print advertisements	19	6.2 %
eNewsletters	6	2.0 %
Social media (Facebook, X, Instagram)	124	40.7 %
Nextdoor	4	1.3 %
My school district	2	0.7 %
City meetings	1	0.3 %
Promotions at special events	5	1.6 %
None chosen	32	10.5 %
Total	305	100.0 %

Q8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Kings Mountain's recreation offerings?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Kings Mountain website	43	14.1 %
Word of mouth	46	15.1 %
Park signage	26	8.5 %
Conversations with City staff	1	0.3 %
Print advertisements	22	7.2 %
eNewsletters	12	3.9 %
Social media (Facebook, X, Instagram)	56	18.4 %
Nextdoor	3	1.0 %
My school district	8	2.6 %
City meetings	1	0.3 %
Promotions at special events	17	5.6 %
None chosen	70	23.0 %
Total	305	100.0 %

Q8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Kings Mountain's recreation offerings?

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Kings Mountain website	28	9.2 %
Word of mouth	38	12.5 %
Park signage	24	7.9 %
Conversations with City staff	4	1.3 %
Print advertisements	14	4.6 %
eNewsletters	10	3.3 %
Social media (Facebook, X, Instagram)	23	7.5 %
Nextdoor	5	1.6 %
My school district	6	2.0 %
City meetings	3	1.0 %
Promotions at special events	20	6.6 %
None chosen	130	42.6 %
Total	305	100.0 %

SUM OF TOP 3 CHOICES

Q8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Kings Mountain's recreation offerings? (top 3)

<u>Q8. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Kings Mountain website	121	39.7 %
Word of mouth	130	42.6 %
Park signage	63	20.7 %
Conversations with City staff	8	2.6 %
Print advertisements	55	18.0 %
eNewsletters	28	9.2 %
Social media (Facebook, X, Instagram)	203	66.6 %
Nextdoor	12	3.9 %
My school district	16	5.2 %
City meetings	5	1.6 %
Promotions at special events	42	13.8 %
None chosen	32	10.5 %
Total	715	

Q9. Please check ALL the reasons why you or members of your household currently DO NOT use recreation facilities, amenities, and parks or participate in programs offered by Kings Mountain MORE OFTEN.

Q9. All the reasons why your household currently does not use recreation facilities, amenities, & parks or participate in programs more often

	Number	Percent
Nothing prevents us from using/participating	103	33.8 %
Lack of clear views in open space areas (sightlines)	18	5.9 %
I don't know what is available	60	19.7 %
Operating hours are not convenient	17	5.6 %
Areas are too crowded	37	12.1 %
Poor customer service by staff	13	4.3 %
Lack of restrooms	32	10.5 %
Better amenities are available elsewhere	34	11.1 %
Facility I want to visit is not offered	12	3.9 %
Facilities are not well maintained	25	8.2 %
Location does not appear safe	20	6.6 %
My schedule is too busy	53	17.4 %
Not accessible for people with disabilities	13	4.3 %
Lack of programming opportunities suitable for seniors	28	9.2 %
Lack of parking	39	12.8 %
Presence of dogs	21	6.9 %
Too far from residence or work	6	2.0 %
Lack of transportation	3	1.0 %
Lack of diverse offerings	30	9.8 %
Do not feel safe or socially welcomed	23	7.5 %
Offerings are not culturally relevant to me	17	5.6 %
No safe route to walk/bike to the facility	14	4.6 %
Other	18	5.9 %
Total	636	

Q10. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recreation, parks, and cultural services provided in the area.

(N=305)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know/not applicable
Q10-1. Maintenance of parks & other facilities	18.7%	40.7%	25.9%	6.2%	1.0%	7.5%
Q10-2. Number of parks in City	11.5%	30.5%	23.6%	21.3%	3.0%	10.2%
Q10-3. Variety of different types of parks in system-including state parks	15.1%	33.8%	28.2%	11.8%	1.6%	9.5%
Q10-4. Security at parks & facilities	9.5%	26.2%	30.8%	14.8%	4.9%	13.8%
Q10-5. Security on trails	8.2%	20.0%	33.1%	17.0%	4.6%	17.0%
Q10-6. Availability of information about facilities	7.2%	29.2%	31.5%	19.3%	2.0%	10.8%
Q10-7. User friendliness of City's website	9.2%	28.9%	29.8%	17.0%	1.0%	14.1%
Q10-8. Ease of renting/reserving a facility	4.3%	7.2%	34.1%	3.9%	1.0%	49.5%

WITHOUT DON'T KNOW

Q10. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recreation, parks, and cultural services provided in the area. (without "don't know/not applicable")

(N=305)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of parks & other facilities	20.2%	44.0%	28.0%	6.7%	1.1%
Q10-2. Number of parks in City	12.8%	33.9%	26.3%	23.7%	3.3%
Q10-3. Variety of different types of parks in system-including state parks	16.7%	37.3%	31.2%	13.0%	1.8%
Q10-4. Security at parks & facilities	11.0%	30.4%	35.7%	17.1%	5.7%
Q10-5. Security on trails	9.9%	24.1%	39.9%	20.6%	5.5%
Q10-6. Availability of information about facilities	8.1%	32.7%	35.3%	21.7%	2.2%
Q10-7. User friendliness of City's website	10.7%	33.6%	34.7%	19.8%	1.1%
Q10-8. Ease of renting/reserving a facility	8.4%	14.3%	67.5%	7.8%	1.9%

Q11. Which THREE of the items from the list in Question 10 should receive the MOST EMPHASIS over the next five years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks & other facilities	73	23.9 %
Number of parks in City	37	12.1 %
Variety of different types of parks in system-including state parks	45	14.8 %
Security at parks & facilities	46	15.1 %
Security on trails	24	7.9 %
Availability of information about facilities	18	5.9 %
User friendliness of City's website	12	3.9 %
Ease of renting/reserving a facility	7	2.3 %
None chosen	43	14.1 %
Total	305	100.0 %

Q11. Which THREE of the items from the list in Question 10 should receive the MOST EMPHASIS over the next five years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks & other facilities	27	8.9 %
Number of parks in City	34	11.1 %
Variety of different types of parks in system-including state parks	29	9.5 %
Security at parks & facilities	67	22.0 %
Security on trails	37	12.1 %
Availability of information about facilities	32	10.5 %
User friendliness of City's website	14	4.6 %
Ease of renting/reserving a facility	4	1.3 %
None chosen	61	20.0 %
Total	305	100.0 %

Q11. Which THREE of the items from the list in Question 10 should receive the MOST EMPHASIS over the next five years?

Q11. 3rd choice	Number	Percent
Maintenance of parks & other facilities	31	10.2 %
Number of parks in City	20	6.6 %
Variety of different types of parks in system-including state parks	32	10.5 %
Security at parks & facilities	25	8.2 %
Security on trails	34	11.1 %
Availability of information about facilities	36	11.8 %
User friendliness of City's website	17	5.6 %
Ease of renting/reserving a facility	12	3.9 %
None chosen	98	32.1 %
Total	305	100.0 %

SUM OF TOP 3 CHOICESD

Q11. Which THREE of the items from the list in Question 10 should receive the MOST EMPHASIS over the next five years? (top 3)

Q11. Sum of Top 3 Choices	Number	Percent
Maintenance of parks & other facilities	131	43.0 %
Number of parks in City	91	29.8 %
Variety of different types of parks in system-including state parks	106	34.8 %
Security at parks & facilities	138	45.2 %
Security on trails	95	31.1 %
Availability of information about facilities	86	28.2 %
User friendliness of City's website	43	14.1 %
Ease of renting/reserving a facility	23	7.5 %
None chosen	43	14.1 %
Total	756	

Q12. A variety of recreation FACILITIES AND AMENITIES are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.

(N=305)

	Fully met	Mostly met	Partly met	Not met	No need
Q12-1. Neighborhood parks (smaller parks within 10 minute walking distance)	11.8%	18.0%	20.0%	26.2%	23.9%
Q12-2. Large community parks (regional attractions that draw in users)	16.1%	24.3%	23.6%	14.8%	21.3%
Q12-3. Natural areas/conservation areas	13.8%	22.6%	27.9%	15.4%	20.3%
Q12-4. Open green space	11.5%	19.7%	29.2%	18.4%	21.3%
Q12-5. Picnic areas	12.1%	21.6%	31.1%	18.0%	17.0%
Q12-6. Playground areas	10.2%	23.3%	25.9%	14.4%	26.2%
Q12-7. Fishing areas	7.5%	11.8%	18.7%	21.0%	41.0%
Q12-8. Paved connectivity trails for bikes & pedestrians (greenways)	11.1%	21.6%	25.2%	17.7%	24.3%
Q12-9. Unpaved hiking trails within parks	13.4%	29.8%	22.6%	7.5%	26.6%
Q12-10. Paved walking trails within parks	13.8%	26.2%	25.9%	10.8%	23.3%
Q12-11. Off-leash dog parks	3.0%	6.2%	6.6%	38.0%	46.2%
Q12-12. Baseball/softball fields	11.8%	21.0%	15.4%	12.1%	39.7%
Q12-13. Outdoor basketball courts	8.2%	10.2%	15.4%	23.9%	42.3%
Q12-14. Soccer fields	11.8%	20.3%	17.4%	10.5%	40.0%
Q12-15. Football fields	10.5%	15.7%	16.4%	12.1%	45.2%
Q12-16. Skateboard parks	2.6%	2.6%	6.2%	35.7%	52.8%
Q12-17. Outdoor tennis courts	9.2%	15.4%	14.8%	18.0%	42.6%
Q12-18. Golf courses	14.8%	17.7%	14.4%	9.8%	43.3%
Q12-19. Lacrosse/cricket fields/ultimate frisbee	2.0%	3.6%	7.2%	26.9%	60.3%
Q12-20. Extreme sports (i.e., zipline, BMX)	1.6%	3.0%	3.0%	32.5%	60.0%
Q12-21. Pickleball courts	3.6%	3.3%	9.5%	34.4%	49.2%
Q12-22. Splash pads	8.2%	18.0%	24.9%	12.8%	36.1%

Q12. A variety of recreation FACILITIES AND AMENITIES are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q12-23. Community recreation building	5.6%	15.7%	19.0%	26.9%	32.8%
Q12-24. Fitness & exercise facilities (indoor or outdoor)	10.8%	21.3%	27.2%	19.0%	21.6%
Q12-25. Indoor basketball/volleyball courts or other indoor sporting practice facilities	7.5%	9.5%	24.9%	17.0%	41.0%
Q12-26. Game room/exergaming/eSports	3.3%	4.3%	9.2%	29.5%	53.8%
Q12-27. Cultural centers for visual & performing arts	6.6%	15.7%	21.0%	22.3%	34.4%
Q12-28. Senior indoor & outdoor activity areas	13.4%	15.7%	26.6%	11.8%	32.5%
Q12-29. Teen indoor & outdoor activity areas	3.3%	6.2%	18.0%	32.1%	40.3%
Q12-30. Community gardens	4.6%	5.2%	22.3%	36.4%	31.5%

ONLY HOUSEHOLDS THAT HAVE A NEED

Q12. A variety of recreation FACILITIES AND AMENITIES are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")

(N=305)

	Fully met	Mostly met	Partly met	Not met
Q12-1. Neighborhood parks (smaller parks within 10 minute walking distance)	15.5%	23.7%	26.3%	34.5%
Q12-2. Large community parks (regional attractions that draw in users)	20.4%	30.8%	30.0%	18.8%
Q12-3. Natural areas/conservation areas	17.3%	28.4%	35.0%	19.3%
Q12-4. Open green space	14.6%	25.0%	37.1%	23.3%
Q12-5. Picnic areas	14.6%	26.1%	37.5%	21.7%
Q12-6. Playground areas	13.8%	31.6%	35.1%	19.6%
Q12-7. Fishing areas	12.8%	20.0%	31.7%	35.6%
Q12-8. Paved connectivity trails for bikes & pedestrians (greenways)	14.7%	28.6%	33.3%	23.4%
Q12-9. Unpaved hiking trails within parks	18.3%	40.6%	30.8%	10.3%
Q12-10. Paved walking trails within parks	17.9%	34.2%	33.8%	14.1%
Q12-11. Off-leash dog parks	5.5%	11.6%	12.2%	70.7%
Q12-12. Baseball/softball fields	19.6%	34.8%	25.5%	20.1%
Q12-13. Outdoor basketball courts	14.2%	17.6%	26.7%	41.5%
Q12-14. Soccer fields	19.7%	33.9%	29.0%	17.5%
Q12-15. Football fields	19.2%	28.7%	29.9%	22.2%
Q12-16. Skateboard parks	5.6%	5.6%	13.2%	75.7%
Q12-17. Outdoor tennis courts	16.0%	26.9%	25.7%	31.4%
Q12-18. Golf courses	26.0%	31.2%	25.4%	17.3%
Q12-19. Lacrosse/cricket fields/ultimate frisbee	5.0%	9.1%	18.2%	67.8%
Q12-20. Extreme sports (i.e., zipline, BMX)	4.1%	7.4%	7.4%	81.1%
Q12-21. Pickleball courts	7.1%	6.5%	18.7%	67.7%
Q12-22. Splash pads	12.8%	28.2%	39.0%	20.0%

ONLY HOUSEHOLDS THAT HAVE A NEED

Q12. A variety of recreation FACILITIES AND AMENITIES are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q12-23. Community recreation building	8.3%	23.4%	28.3%	40.0%
Q12-24. Fitness & exercise facilities (indoor or outdoor)	13.8%	27.2%	34.7%	24.3%
Q12-25. Indoor basketball/volleyball courts or other indoor sporting practice facilities	12.8%	16.1%	42.2%	28.9%
Q12-26. Game room/exergaming/eSports	7.1%	9.2%	19.9%	63.8%
Q12-27. Cultural centers for visual & performing arts	10.0%	24.0%	32.0%	34.0%
Q12-28. Senior indoor & outdoor activity areas	19.9%	23.3%	39.3%	17.5%
Q12-29. Teen indoor & outdoor activity areas	5.5%	10.4%	30.2%	53.8%
Q12-30. Community gardens	6.7%	7.7%	32.5%	53.1%

Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and members of your household?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood parks (smaller parks within 10 minute walking distance)	52	17.0 %
Large community parks (regional attractions that draw in users)	18	5.9 %
Natural areas/conservation areas	16	5.2 %
Open green space	13	4.3 %
Picnic areas	5	1.6 %
Playground areas	22	7.2 %
Fishing areas	10	3.3 %
Paved connectivity trails for bikes & pedestrians (greenways)	12	3.9 %
Unpaved hiking trails within parks	6	2.0 %
Paved walking trails within parks	7	2.3 %
Off-leash dog parks	14	4.6 %
Baseball/softball fields	3	1.0 %
Outdoor basketball courts	3	1.0 %
Soccer fields	5	1.6 %
Skateboard parks	3	1.0 %
Outdoor tennis courts	2	0.7 %
Golf courses	7	2.3 %
Extreme sports (i.e., zipline, BMX)	1	0.3 %
Pickleball courts	6	2.0 %
Splash pads	1	0.3 %
Community recreation building	7	2.3 %
Fitness & exercise facilities (indoor or outdoor)	5	1.6 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	4	1.3 %
Game room/exergaming/eSports	3	1.0 %
Cultural centers for visual & performing arts	6	2.0 %
Senior indoor & outdoor activity areas	14	4.6 %
Teen indoor & outdoor activity areas	8	2.6 %
Community gardens	6	2.0 %
None chosen	46	15.1 %
Total	305	100.0 %

Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and members of your household?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood parks (smaller parks within 10 minute walking distance)	10	3.3 %
Large community parks (regional attractions that draw in users)	21	6.9 %
Natural areas/conservation areas	10	3.3 %
Open green space	13	4.3 %
Picnic areas	15	4.9 %
Playground areas	18	5.9 %
Fishing areas	20	6.6 %
Paved connectivity trails for bikes & pedestrians (greenways)	11	3.6 %
Unpaved hiking trails within parks	6	2.0 %
Paved walking trails within parks	18	5.9 %
Off-leash dog parks	12	3.9 %
Baseball/softball fields	6	2.0 %
Outdoor basketball courts	3	1.0 %
Soccer fields	2	0.7 %
Football fields	1	0.3 %
Skateboard parks	1	0.3 %
Outdoor tennis courts	2	0.7 %
Golf courses	3	1.0 %
Extreme sports (i.e., zipline, BMX)	3	1.0 %
Pickleball courts	10	3.3 %
Splash pads	7	2.3 %
Community recreation building	6	2.0 %
Fitness & exercise facilities (indoor or outdoor)	11	3.6 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	2	0.7 %
Game room/exergaming/eSports	1	0.3 %
Cultural centers for visual & performing arts	7	2.3 %
Senior indoor & outdoor activity areas	5	1.6 %
Teen indoor & outdoor activity areas	8	2.6 %
Community gardens	10	3.3 %
None chosen	63	20.7 %
Total	305	100.0 %

Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and members of your household?

<u>Q13. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood parks (smaller parks within 10 minute walking distance)	11	3.6 %
Large community parks (regional attractions that draw in users)	9	3.0 %
Natural areas/conservation areas	11	3.6 %
Open green space	14	4.6 %
Picnic areas	10	3.3 %
Playground areas	13	4.3 %
Fishing areas	10	3.3 %
Paved connectivity trails for bikes & pedestrians (greenways)	13	4.3 %
Unpaved hiking trails within parks	6	2.0 %
Paved walking trails within parks	9	3.0 %
Off-leash dog parks	14	4.6 %
Baseball/softball fields	3	1.0 %
Outdoor basketball courts	2	0.7 %
Soccer fields	2	0.7 %
Football fields	2	0.7 %
Outdoor tennis courts	6	2.0 %
Golf courses	7	2.3 %
Lacrosse/cricket fields/ultimate frisbee	3	1.0 %
Extreme sports (i.e., zipline, BMX)	4	1.3 %
Pickleball courts	6	2.0 %
Splash pads	2	0.7 %
Community recreation building	10	3.3 %
Fitness & exercise facilities (indoor or outdoor)	14	4.6 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	4	1.3 %
Game room/exergaming/eSports	3	1.0 %
Cultural centers for visual & performing arts	12	3.9 %
Senior indoor & outdoor activity areas	9	3.0 %
Teen indoor & outdoor activity areas	14	4.6 %
Community gardens	9	3.0 %
None chosen	73	23.9 %
Total	305	100.0 %

Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and members of your household?

Q13. 4th choice	Number	Percent
Neighborhood parks (smaller parks within 10 minute walking distance)	13	4.3 %
Large community parks (regional attractions that draw in users)	7	2.3 %
Natural areas/conservation areas	14	4.6 %
Open green space	11	3.6 %
Picnic areas	15	4.9 %
Playground areas	5	1.6 %
Fishing areas	11	3.6 %
Paved connectivity trails for bikes & pedestrians (greenways)	8	2.6 %
Unpaved hiking trails within parks	5	1.6 %
Paved walking trails within parks	17	5.6 %
Off-leash dog parks	11	3.6 %
Outdoor basketball courts	4	1.3 %
Soccer fields	2	0.7 %
Football fields	2	0.7 %
Skateboard parks	2	0.7 %
Outdoor tennis courts	1	0.3 %
Golf courses	2	0.7 %
Lacrosse/cricket fields/ultimate frisbee	1	0.3 %
Extreme sports (i.e., zipline, BMX)	4	1.3 %
Pickleball courts	6	2.0 %
Splash pads	6	2.0 %
Community recreation building	8	2.6 %
Fitness & exercise facilities (indoor or outdoor)	7	2.3 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	2	0.7 %
Game room/exergaming/eSports	5	1.6 %
Cultural centers for visual & performing arts	5	1.6 %
Senior indoor & outdoor activity areas	13	4.3 %
Teen indoor & outdoor activity areas	11	3.6 %
Community gardens	18	5.9 %
None chosen	89	29.2 %
Total	305	100.0 %

SUM OF TOP 4 CHOICES**Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and members of your household? (top 4)**

<u>Q13. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Neighborhood parks (smaller parks within 10 minute walking distance)	86	28.2 %
Large community parks (regional attractions that draw in users)	55	18.0 %
Natural areas/conservation areas	51	16.7 %
Open green space	51	16.7 %
Picnic areas	45	14.8 %
Playground areas	58	19.0 %
Fishing areas	51	16.7 %
Paved connectivity trails for bikes & pedestrians (greenways)	44	14.4 %
Unpaved hiking trails within parks	23	7.5 %
Paved walking trails within parks	51	16.7 %
Off-leash dog parks	51	16.7 %
Baseball/softball fields	12	3.9 %
Outdoor basketball courts	12	3.9 %
Soccer fields	11	3.6 %
Football fields	5	1.6 %
Skateboard parks	6	2.0 %
Outdoor tennis courts	11	3.6 %
Golf courses	19	6.2 %
Lacrosse/cricket fields/ultimate frisbee	4	1.3 %
Extreme sports (i.e., zipline, BMX)	12	3.9 %
Pickleball courts	28	9.2 %
Splash pads	16	5.2 %
Community recreation building	31	10.2 %
Fitness & exercise facilities (indoor or outdoor)	37	12.1 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	12	3.9 %
Game room/exergaming/eSports	12	3.9 %
Cultural centers for visual & performing arts	30	9.8 %
Senior indoor & outdoor activity areas	41	13.4 %
Teen indoor & outdoor activity areas	41	13.4 %
Community gardens	43	14.1 %
None chosen	46	15.1 %
Total	995	

Q14. A variety of recreation PROGRAMS are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.

(N=305)

	Fully met	Mostly met	Partly met	Not met	No need
Q14-1. Youth learn to swim programs	7.5%	7.9%	14.8%	13.4%	56.4%
Q14-2. Adult learn to swim programs	5.2%	7.5%	12.1%	19.7%	55.4%
Q14-3. Water fitness programs	4.6%	6.2%	15.4%	28.9%	44.9%
Q14-4. Tennis lessons & leagues	3.6%	4.3%	11.1%	22.0%	59.0%
Q14-5. Preschool programs	6.9%	7.9%	14.1%	8.9%	62.3%
Q14-6. Before school programs	3.6%	6.6%	12.5%	11.8%	65.6%
Q14-7. After school programs	6.2%	7.2%	16.7%	9.8%	60.0%
Q14-8. School break programs (fall/winter/spring)	4.9%	7.9%	14.4%	11.8%	61.0%
Q14-9. Youth athletic programs	7.2%	13.8%	17.7%	6.6%	54.8%
Q14-10. Youth fitness & wellness programs	6.9%	6.6%	18.4%	13.1%	55.1%
Q14-11. Youth gymnastics programs	4.6%	5.2%	11.1%	18.4%	60.7%
Q14-12. Programs for teens	2.0%	4.6%	12.1%	26.6%	54.8%
Q14-13. Youth art/dance/performing arts	4.6%	9.8%	11.8%	15.1%	58.7%
Q14-14. Adult art/dance/performing arts	3.9%	5.9%	13.4%	23.6%	53.1%
Q14-15. Adult organized athletic programs	3.0%	6.2%	16.1%	27.9%	46.9%
Q14-16. Adult continuing education programs	4.6%	4.6%	17.4%	27.9%	45.6%
Q14-17. Programs for people with disabilities or special needs	2.6%	4.9%	9.8%	23.9%	58.7%
Q14-18. Indoor space for small events (i.e., parties, meetings)	4.9%	8.5%	21.0%	26.9%	38.7%
Q14-19. Cultural special events (e.g., concerts, movies, history programs, & cultural events)	7.9%	13.8%	26.2%	18.0%	34.1%
Q14-20. Outdoor public art	4.3%	9.8%	16.4%	28.9%	40.7%
Q14-21. Athletic special events (i.e., cross-country or running races)	4.6%	8.9%	16.4%	15.4%	54.8%
Q14-22. Nature programs/environmental education	3.3%	6.9%	21.0%	26.2%	42.6%
Q14-23. Extreme sports	2.6%	1.6%	4.3%	23.9%	67.5%

Q14. A variety of recreation PROGRAMS are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q14-24. Dog park programs	2.6%	2.6%	4.6%	38.0%	52.1%
Q14-25. Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	2.3%	3.9%	8.9%	37.7%	47.2%
Q14-26. Science/technology programs (kids outdoor science programs/computer classes, etc.)	3.6%	2.6%	9.5%	37.7%	46.6%

ONLY HOUSEHOLDS THAT HAVE A NEED

Q14. A variety of recreation PROGRAMS are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")

(N=305)

	Fully met	Mostly met	Partly met	Not met
Q14-1. Youth learn to swim programs	17.3%	18.0%	33.8%	30.8%
Q14-2. Adult learn to swim programs	11.8%	16.9%	27.2%	44.1%
Q14-3. Water fitness programs	8.3%	11.3%	28.0%	52.4%
Q14-4. Tennis lessons & leagues	8.8%	10.4%	27.2%	53.6%
Q14-5. Preschool programs	18.3%	20.9%	37.4%	23.5%
Q14-6. Before school programs	10.5%	19.0%	36.2%	34.3%
Q14-7. After school programs	15.6%	18.0%	41.8%	24.6%
Q14-8. School break programs (fall/winter/spring)	12.6%	20.2%	37.0%	30.3%
Q14-9. Youth athletic programs	15.9%	30.4%	39.1%	14.5%
Q14-10. Youth fitness & wellness programs	15.3%	14.6%	40.9%	29.2%
Q14-11. Youth gymnastics programs	11.7%	13.3%	28.3%	46.7%
Q14-12. Programs for teens	4.3%	10.1%	26.8%	58.7%
Q14-13. Youth art/dance/performing arts	11.1%	23.8%	28.6%	36.5%
Q14-14. Adult art/dance/performing arts	8.4%	12.6%	28.7%	50.3%
Q14-15. Adult organized athletic programs	5.6%	11.7%	30.2%	52.5%
Q14-16. Adult continuing education programs	8.4%	8.4%	31.9%	51.2%
Q14-17. Programs for people with disabilities or special needs	6.3%	11.9%	23.8%	57.9%
Q14-18. Indoor space for small events (i.e., parties, meetings)	8.0%	13.9%	34.2%	43.9%
Q14-19. Cultural special events (e.g., concerts, movies, history programs, & cultural events)	11.9%	20.9%	39.8%	27.4%
Q14-20. Outdoor public art	7.2%	16.6%	27.6%	48.6%
Q14-21. Athletic special events (i.e., cross-country or running races)	10.1%	19.6%	36.2%	34.1%
Q14-22. Nature programs/environmental education	5.7%	12.0%	36.6%	45.7%

ONLY HOUSEHOLDS THAT HAVE A NEED

Q14. A variety of recreation PROGRAMS are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q14-23. Extreme sports	8.1%	5.1%	13.1%	73.7%
Q14-24. Dog park programs	5.5%	5.5%	9.6%	79.5%
Q14-25. Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	4.3%	7.5%	16.8%	71.4%
Q14-26. Science/technology programs (kids outdoor science programs/computer classes, etc.)	6.7%	4.9%	17.8%	70.6%

Q15. Which FOUR of the facilities and amenities listed in Question 14 do you think are MOST IMPORTANT to you and members of your household?

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	16	5.2 %
Adult learn to swim programs	7	2.3 %
Water fitness programs	11	3.6 %
Tennis lessons & leagues	2	0.7 %
Preschool programs	7	2.3 %
Before school programs	3	1.0 %
After school programs	7	2.3 %
School break programs (fall/winter/spring)	8	2.6 %
Youth athletic programs	14	4.6 %
Youth fitness & wellness programs	7	2.3 %
Youth gymnastics programs	3	1.0 %
Programs for teens	9	3.0 %
Youth art/dance/performing arts	2	0.7 %
Adult art/dance/performing arts	4	1.3 %
Adult organized athletic programs	9	3.0 %
Adult continuing education programs	17	5.6 %
Programs for people with disabilities or special needs	9	3.0 %
Indoor space for small events (i.e., parties, meetings)	5	1.6 %
Cultural special events (e.g., concerts, movies, history programs, & cultural events)	25	8.2 %
Outdoor public art	5	1.6 %
Athletic special events (i.e., cross-country or running races)	2	0.7 %
Nature programs/environmental education	5	1.6 %
Extreme sports	1	0.3 %
Dog park programs	21	6.9 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	14	4.6 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	11	3.6 %
<u>None chosen</u>	<u>81</u>	<u>26.6 %</u>
Total	305	100.0 %

Q15. Which FOUR of the facilities and amenities listed in Question 14 do you think are MOST IMPORTANT to you and members of your household?

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	6	2.0 %
Adult learn to swim programs	4	1.3 %
Water fitness programs	10	3.3 %
Tennis lessons & leagues	9	3.0 %
Preschool programs	6	2.0 %
Before school programs	3	1.0 %
After school programs	8	2.6 %
School break programs (fall/winter/spring)	4	1.3 %
Youth athletic programs	8	2.6 %
Youth fitness & wellness programs	3	1.0 %
Youth gymnastics programs	4	1.3 %
Programs for teens	18	5.9 %
Youth art/dance/performing arts	2	0.7 %
Adult art/dance/performing arts	7	2.3 %
Adult organized athletic programs	6	2.0 %
Adult continuing education programs	17	5.6 %
Programs for people with disabilities or special needs	16	5.2 %
Indoor space for small events (i.e., parties, meetings)	14	4.6 %
Cultural special events (e.g., concerts, movies, history programs, & cultural events)	12	3.9 %
Outdoor public art	6	2.0 %
Athletic special events (i.e., cross-country or running races)	2	0.7 %
Nature programs/environmental education	11	3.6 %
Extreme sports	2	0.7 %
Dog park programs	17	5.6 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	10	3.3 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	6	2.0 %
<u>None chosen</u>	<u>94</u>	<u>30.8 %</u>
Total	305	100.0 %

Q15. Which FOUR of the facilities and amenities listed in Question 14 do you think are MOST IMPORTANT to you and members of your household?

<u>Q15. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	4	1.3 %
Adult learn to swim programs	4	1.3 %
Water fitness programs	7	2.3 %
Tennis lessons & leagues	2	0.7 %
Preschool programs	3	1.0 %
Before school programs	6	2.0 %
After school programs	13	4.3 %
School break programs (fall/winter/spring)	9	3.0 %
Youth athletic programs	7	2.3 %
Youth fitness & wellness programs	6	2.0 %
Programs for teens	15	4.9 %
Youth art/dance/performing arts	1	0.3 %
Adult art/dance/performing arts	4	1.3 %
Adult organized athletic programs	7	2.3 %
Adult continuing education programs	15	4.9 %
Programs for people with disabilities or special needs	5	1.6 %
Indoor space for small events (i.e., parties, meetings)	6	2.0 %
Cultural special events (e.g., concerts, movies, history programs, & cultural events)	25	8.2 %
Outdoor public art	6	2.0 %
Athletic special events (i.e., cross-country or running races)	1	0.3 %
Nature programs/environmental education	11	3.6 %
Extreme sports	3	1.0 %
Dog park programs	9	3.0 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	14	4.6 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	14	4.6 %
<u>None chosen</u>	<u>108</u>	<u>35.4 %</u>
Total	305	100.0 %

Q15. Which FOUR of the facilities and amenities listed in Question 14 do you think are MOST IMPORTANT to you and members of your household?

<u>Q15. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	5	1.6 %
Adult learn to swim programs	3	1.0 %
Water fitness programs	3	1.0 %
Tennis lessons & leagues	2	0.7 %
Preschool programs	6	2.0 %
Before school programs	1	0.3 %
After school programs	3	1.0 %
School break programs (fall/winter/spring)	8	2.6 %
Youth athletic programs	5	1.6 %
Youth fitness & wellness programs	5	1.6 %
Programs for teens	8	2.6 %
Youth art/dance/performing arts	4	1.3 %
Adult art/dance/performing arts	10	3.3 %
Adult organized athletic programs	10	3.3 %
Adult continuing education programs	8	2.6 %
Programs for people with disabilities or special needs	11	3.6 %
Indoor space for small events (i.e., parties, meetings)	9	3.0 %
Cultural special events (e.g., concerts, movies, history programs, & cultural events)	13	4.3 %
Outdoor public art	13	4.3 %
Athletic special events (i.e., cross-country or running races)	1	0.3 %
Nature programs/environmental education	11	3.6 %
Extreme sports	4	1.3 %
Dog park programs	13	4.3 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	11	3.6 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	8	2.6 %
<u>None chosen</u>	<u>130</u>	<u>42.6 %</u>
Total	305	100.0 %

SUM OF TOP 4 CHOICES**Q15. Which FOUR of the facilities and amenities listed in Question 14 do you think are MOST IMPORTANT to you and members of your household? (top 4)**

<u>Q15. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	31	10.2 %
Adult learn to swim programs	18	5.9 %
Water fitness programs	31	10.2 %
Tennis lessons & leagues	15	4.9 %
Preschool programs	22	7.2 %
Before school programs	13	4.3 %
After school programs	31	10.2 %
School break programs (fall/winter/spring)	29	9.5 %
Youth athletic programs	34	11.1 %
Youth fitness & wellness programs	21	6.9 %
Youth gymnastics programs	7	2.3 %
Programs for teens	50	16.4 %
Youth art/dance/performing arts	9	3.0 %
Adult art/dance/performing arts	25	8.2 %
Adult organized athletic programs	32	10.5 %
Adult continuing education programs	57	18.7 %
Programs for people with disabilities or special needs	41	13.4 %
Indoor space for small events (i.e., parties, meetings)	34	11.1 %
Cultural special events (e.g., concerts, movies, history programs, & cultural events)	75	24.6 %
Outdoor public art	30	9.8 %
Athletic special events (i.e., cross-country or running races)	6	2.0 %
Nature programs/environmental education	38	12.5 %
Extreme sports	10	3.3 %
Dog park programs	60	19.7 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	49	16.1 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	39	12.8 %
None chosen	81	26.6 %
Total	888	

Q16. For each of the following open space options, please rate how supportive you are of Kings Mountain pursuing each option on a scale of 4 to 1, where 4 means "Very Supportive," and 1 means "Not Supportive."

(N=305)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q16-1. Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	52.5%	21.3%	22.0%	4.3%
Q16-2. Acquire additional open space areas & leave undeveloped for future generations	32.1%	23.6%	33.8%	10.5%
Q16-3. Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	45.6%	23.9%	23.9%	6.6%
Q16-4. Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	35.4%	24.6%	31.5%	8.5%
Q16-5. Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	33.1%	22.6%	32.5%	11.8%
Q16-6. Public art in park spaces	28.5%	22.6%	37.4%	11.5%

Q17. Which THREE of the options for open space listed in Question 16 do you think should be most important for Kings Mountain to take?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	124	40.7 %
Acquire additional open space areas & leave undeveloped for future generations	24	7.9 %
Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	22	7.2 %
Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	22	7.2 %
Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	24	7.9 %
Public art in park spaces	8	2.6 %
<u>None chosen</u>	<u>81</u>	<u>26.6 %</u>
Total	305	100.0 %

Q17. Which THREE of the options for open space listed in Question 16 do you think should be most important for Kings Mountain to take?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	33	10.8 %
Acquire additional open space areas & leave undeveloped for future generations	38	12.5 %
Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	56	18.4 %
Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	35	11.5 %
Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	20	6.6 %
Public art in park spaces	25	8.2 %
<u>None chosen</u>	<u>98</u>	<u>32.1 %</u>
Total	305	100.0 %

Q17. Which THREE of the options for open space listed in Question 16 do you think should be most important for Kings Mountain to take?

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	23	7.5 %
Acquire additional open space areas & leave undeveloped for future generations	22	7.2 %
Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	44	14.4 %
Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	32	10.5 %
Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	37	12.1 %
Public art in park spaces	34	11.1 %
None chosen	113	37.0 %
Total	305	100.0 %

SUM OF TOP 3 CHOICES

Q17. Which THREE of the options for open space listed in Question 16 do you think should be most important for Kings Mountain to take? (top 3)

<u>Q17. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	180	59.0 %
Acquire additional open space areas & leave undeveloped for future generations	84	27.5 %
Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	122	40.0 %
Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	89	29.2 %
Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	81	26.6 %
Public art in park spaces	67	22.0 %
None chosen	81	26.6 %
Total	704	

Q18. How satisfied are you with the overall value your household receives from Kings Mountain Park and Recreation services?

Q18. How satisfied are you with overall value your household receives from Kings Mountain Park &

Recreation services	Number	Percent
Very satisfied	24	7.9 %
Satisfied	83	27.2 %
Neutral	112	36.7 %
Dissatisfied	69	22.6 %
Very dissatisfied	12	3.9 %
Not provided	5	1.6 %
Total	305	100.0 %

WITHOUT NOT PROVIDED

Q18. How satisfied are you with the overall value your household receives from Kings Mountain Park and Recreation services? (without "not provided")

Q18. How satisfied are you with overall value your household receives from Kings Mountain Park &

Recreation services	Number	Percent
Very satisfied	24	8.0 %
Satisfied	83	27.7 %
Neutral	112	37.3 %
Dissatisfied	69	23.0 %
Very dissatisfied	12	4.0 %
Total	300	100.0 %

Q19. The following are some benefits that you and your household may receive from Kings Mountain. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, and recreation facilities.

(N=305)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q19-1. Improves physical health & fitness	29.2%	39.3%	13.8%	14.4%	0.7%	2.6%
Q19-2. Helps reduce crime	20.3%	21.6%	26.2%	19.0%	4.9%	7.9%
Q19-3. Makes City a more desirable place to live	34.1%	33.4%	13.4%	14.4%	2.6%	2.0%
Q19-4. Protects natural resources & the environment	25.9%	34.8%	16.7%	15.1%	3.9%	3.6%
Q19-5. Increases property values in City	20.3%	29.2%	21.3%	20.0%	3.9%	5.2%
Q19-6. Improves mental health & reduces stress	31.1%	32.1%	15.7%	15.1%	3.0%	3.0%
Q19-7. Increases opportunities for people of different cultures to interact	19.0%	30.8%	23.0%	19.3%	3.9%	3.9%
Q19-8. Helps attract new residents & businesses	23.9%	30.5%	20.7%	18.7%	3.3%	3.0%
Q19-9. Protects historical attributes of City	23.0%	30.8%	22.0%	16.7%	3.3%	4.3%
Q19-10. Preserves large areas of open space	23.3%	30.2%	22.6%	17.4%	3.3%	3.3%
Q19-11. Promotes tourism to City	21.3%	29.8%	23.3%	18.4%	3.9%	3.3%

WITHOUT DON'T KNOW

Q19. The following are some benefits that you and your household may receive from Kings Mountain. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, and recreation facilities. (without "don't know")

(N=305)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q19-1. Improves physical health & fitness	30.0%	40.4%	14.1%	14.8%	0.7%
Q19-2. Helps reduce crime	22.1%	23.5%	28.5%	20.6%	5.3%
Q19-3. Makes City a more desirable place to live	34.8%	34.1%	13.7%	14.7%	2.7%
Q19-4. Protects natural resources & the environment	26.9%	36.1%	17.3%	15.6%	4.1%
Q19-5. Increases property values in City	21.5%	30.8%	22.5%	21.1%	4.2%
Q19-6. Improves mental health & reduces stress	32.1%	33.1%	16.2%	15.5%	3.0%
Q19-7. Increases opportunities for people of different cultures to interact	19.8%	32.1%	23.9%	20.1%	4.1%
Q19-8. Helps attract new residents & businesses	24.7%	31.4%	21.3%	19.3%	3.4%
Q19-9. Protects historical attributes of City	24.0%	32.2%	22.9%	17.5%	3.4%
Q19-10. Preserves large areas of open space	24.1%	31.2%	23.4%	18.0%	3.4%
Q19-11. Promotes tourism to City	22.0%	30.8%	24.1%	19.0%	4.1%

Q20. Which THREE of the potential benefits listed in Question 19 are most important to you and members of your household?

<u>Q20. Top choice</u>	<u>Number</u>	<u>Percent</u>
Improves physical health & fitness	79	25.9 %
Helps reduce crime	41	13.4 %
Makes City a more desirable place to live	35	11.5 %
Protects natural resources & the environment	20	6.6 %
Increases property values in City	7	2.3 %
Improves mental health & reduces stress	11	3.6 %
Increases opportunities for people of different cultures to interact	6	2.0 %
Helps attract new residents & businesses	8	2.6 %
Protects historical attributes of City	8	2.6 %
Preserves large areas of open space	7	2.3 %
Promotes tourism to City	8	2.6 %
None chosen	75	24.6 %
Total	305	100.0 %

Q20. Which THREE of the potential benefits listed in Question 19 are most important to you and members of your household?

<u>Q20. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Improves physical health & fitness	30	9.8 %
Helps reduce crime	26	8.5 %
Makes City a more desirable place to live	44	14.4 %
Protects natural resources & the environment	21	6.9 %
Increases property values in City	20	6.6 %
Improves mental health & reduces stress	32	10.5 %
Increases opportunities for people of different cultures to interact	10	3.3 %
Helps attract new residents & businesses	7	2.3 %
Protects historical attributes of City	7	2.3 %
Preserves large areas of open space	17	5.6 %
Promotes tourism to City	5	1.6 %
None chosen	86	28.2 %
Total	305	100.0 %

Q20. Which THREE of the potential benefits listed in Question 19 are most important to you and members of your household?

Q20. 3rd choice	Number	Percent
Improves physical health & fitness	16	5.2 %
Helps reduce crime	17	5.6 %
Makes City a more desirable place to live	30	9.8 %
Protects natural resources & the environment	23	7.5 %
Increases property values in City	17	5.6 %
Improves mental health & reduces stress	28	9.2 %
Increases opportunities for people of different cultures to interact	19	6.2 %
Helps attract new residents & businesses	16	5.2 %
Protects historical attributes of City	20	6.6 %
Preserves large areas of open space	15	4.9 %
Promotes tourism to City	12	3.9 %
None chosen	92	30.2 %
Total	305	100.0 %

SUM OF TOP 3 CHOICES

Q20. Which THREE of the potential benefits listed in Question 19 are most important to you and members of your household? (top 3)

Q20. Sum of Top 3 Choices	Number	Percent
Improves physical health & fitness	125	41.0 %
Helps reduce crime	84	27.5 %
Makes City a more desirable place to live	109	35.7 %
Protects natural resources & the environment	64	21.0 %
Increases property values in City	44	14.4 %
Improves mental health & reduces stress	71	23.3 %
Increases opportunities for people of different cultures to interact	35	11.5 %
Helps attract new residents & businesses	31	10.2 %
Protects historical attributes of City	35	11.5 %
Preserves large areas of open space	39	12.8 %
Promotes tourism to City	25	8.2 %
None chosen	75	24.6 %
Total	737	

Q21. What is your age?

<u>Q21. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	55	18.0 %
35-44	60	19.7 %
45-54	57	18.7 %
55-64	61	20.0 %
65+	63	20.7 %
Not provided	9	3.0 %
Total	305	100.0 %

WITHOUT NOT PROVIDED

Q21. What is your age? (without "not provided")

<u>Q21. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	55	18.6 %
35-44	60	20.3 %
45-54	57	19.3 %
55-64	61	20.6 %
65+	63	21.3 %
Total	296	100.0 %

Q22. How many years have you lived in Kings Mountain?

Q22. How many years have you lived in Kings Mountain		
Mountain	Number	Percent
0-5	36	11.8 %
6-10	35	11.5 %
11-15	24	7.9 %
16-20	17	5.6 %
21-30	55	18.0 %
31+	105	34.4 %
Not provided	33	10.8 %
Total	305	100.0 %

WITHOUT NOT PROVIDED**Q22. How many years have you lived in Kings Mountain? (without "not provided")**

Q22. How many years have you lived in Kings Mountain		
Mountain	Number	Percent
0-5	36	13.2 %
6-10	35	12.9 %
11-15	24	8.8 %
16-20	17	6.3 %
21-30	55	20.2 %
31+	105	38.6 %
Total	272	100.0 %

Q23. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?

Q23. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry	Number	Percent
Yes	8	2.6 %
No	290	95.1 %
Not provided	7	2.3 %
Total	305	100.0 %

WITHOUT NOT PROVIDED

Q23. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry? (without "not provided")

Q23. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry	Number	Percent
Yes	8	2.7 %
No	290	97.3 %
Total	298	100.0 %

Q24. Which of the following best describes your race?

Q24. Your race	Number	Percent
Asian or Asian Indian	6	2.0 %
Black or African American	77	25.2 %
American Indian or Alaska Native	2	0.7 %
White or Caucasian	208	68.2 %
Other	3	1.0 %
Total	296	

Q24-5. Self-describe your race:

Q24-5. Self-describe your race	Number	Percent
Mixed	2	66.7 %
Multi-racial	1	33.3 %
Total	3	100.0 %

Q25. What is your household income?

Q25. Your household income	Number	Percent
Under \$25K	44	14.4 %
\$25K-\$49,999	51	16.7 %
\$50K-\$74,999	53	17.4 %
\$75K-\$99,999	37	12.1 %
\$100K-\$149,999	31	10.2 %
\$150K+	18	5.9 %
Not provided	71	23.3 %
Total	305	100.0 %

WITHOUT NOT PROVIDED

Q25. What is your household income? (without "not provided")

Q25. Your household income	Number	Percent
Under \$25K	44	18.8 %
\$25K-\$49,999	51	21.8 %
\$50K-\$74,999	53	22.6 %
\$75K-\$99,999	37	15.8 %
\$100K-\$149,999	31	13.2 %
\$150K+	18	7.7 %
Total	234	100.0 %

Q26. Your gender:

Q26. Your gender	Number	Percent
Male	146	47.9 %
Female	150	49.2 %
Non-Binary	2	0.7 %
Prefer not to answer	7	2.3 %
Total	305	100.0 %

WITHOUT NOT PROVIDED

Q26. Your gender: (without "prefer not to answer")

Q26. Your gender	Number	Percent
Male	146	49.0 %
Female	150	50.3 %
Non-Binary	2	0.7 %
Total	298	100.0 %



Open-Ended Responses

Open-Ended Question Responses

Q5—"Please check ALL of the organizations below that you or members of your household have used for parks, trails, and recreation activities during the past 12 months."

- | | |
|--|-------------------------|
| • Boy Scouts | • Patrick |
| • CITY PARKS | • Patrick senior center |
| • Civil Air Patrol | • Pop dog training |
| • Disc Golf at Rankin Lake in Gastonia,
Broad River Greenway, Boiling Springs | • Shelby city park |
| • Gateway Trail | • Thombs walking track |
| • gym | • Thombs walking track |
| • Legion | • Walking tracks |

Q9—"Please check ALL the reasons why you or members of your household currently DO NOT use recreation facilities, amenities, and parks or participate in programs offered by Kings Mountain MORE OFTEN."

- Delayed notification about event
- disabled
- DONT CARE TO USE
- Events during working hours.
- Health
- homeless people
- Homeless persons make me nervous. There is a growing homeless population and constant drug deals around the YMCA. Litter is dumped everywhere and the roads are a mess. Safety needs to be addressed first.
- Lack of programing for adults which is not focused on alcohol or seniors. Our household does not drink alcohol and we are not seniors. We have no small children which the programing for children/families looks great from the outside. The senior programing also looks great, but we are not in that age group either. We have tried to attend various events at the Mauney Library, but these events are often during work hours. The YMCA has classes, but they are sparse as well. Our household utilizes the YMCA but not the classes or programs due to lack of content we are interested in or the lack of times the classes are offered. We do utilize the parks (thank you) often but again not the programs offered.
- More recreation is needed.
- Murphy park is disgusting and unsafe
- Need more bike trails
- No indoor pool at the YMCA
- not able
- Not able to use it due to family illness
- not enough events
- Physical
- poor health
- TOO EXPENSIVE



Survey Instrument

**A Few Minutes of Your Time
Will Help Make Kings Mountain
a Better Place to Live, Work and Play!**



Dear Kings Mountain Resident:

Your response to the enclosed survey is extremely important...

The City of Kings Mountain is conducting a Community Survey to help determine park and recreation priorities for our community.

Your household is one of a limited number selected at random to receive this survey, and it is very important that you participate.

We appreciate your time...

We realize this survey will take approximately 12-15 minutes to complete, and each question is important. The time you invest in completing this survey will aid the City in taking a resident-driven and data-based approach to making decisions. This will enrich the future of our community and positively affect the quality of life for our residents.

Please complete and return your survey within the next two weeks...

We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the City. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you would like to take the survey over the web, the address is **KingsMountainSurvey.org**.

If you have any questions, please feel free to contact ETC Institute's Project Manager, Ryan Murray at: 913-254-4598 or at Ryan.Murray@etcinstitute.com. This Community Survey is a tool that will benefit all Kings Mountain residents.

Please take this opportunity to let your voice be heard!

2024 Kings Mountain Community Survey

The City of Kings Mountain would like your input to help determine park and recreation priorities for our community. This survey will take 12-15 minutes to complete. We greatly appreciate your time. If you would prefer to complete the survey online, please go to KingsMountainSurvey.org.

1. Counting yourself, how many people in your household are...

Under age 5: ____ Ages 15-19: ____ Ages 35-44: ____ Ages 65-79: ____
 Ages 5-9: ____ Ages 20-24: ____ Ages 45-54: ____ Ages 80+: ____
 Ages 10-14: ____ Ages 25-34: ____ Ages 55-64: ____

2. From the following list, please check the following recreation facilities available to residents within the City of Kings Mountain that you or the members of your household have visited over the past 12 months.

____(01) Crowders Mountain State Park	____(09) Mauney Memorial Library
____(02) Deal Park Walking Track	____(10) Moss Lake
____(03) H. Lawrence Patrick Senior Center	____(11) Patriots Park
____(04) Kings Mountain Fire Museum	____(12) Rick Murphrey Children's Park
____(05) Kings Mountain Gateway Trail	____(13) Southern Arts Society
____(06) Kings Mountain Historical Museum	____(14) Other: _____
____(07) Kings Mountain National Military Park	____(15) None, we have not visited any of the sites listed above during the past 12 months <i>[Skip to Q4.]</i>
____(08) Kings Mountain State Park	

3. Overall, how would you rate the physical condition of ALL the parks and recreation facilities offered by Kings Mountain that you and the members of your household have visited?

____(4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor

4. How satisfied are you and the members of your household with the recreation classes and programs offered in the City of Kings Mountain by other providers such as the YMCA?

____ (5) Very satisfied ____ (3) Neutral ____ (1) Very dissatisfied
 ____ (4) Satisfied ____ (2) Dissatisfied ____ (9) Don't know

4a. Should the City of Kings Mountain have a City Recreation Department that provides recreational programming apart from the YMCA?

____ (1) Yes ____ (2) No ____ (9) Don't know

5. Please check ALL of the organizations below that you or members of your household have used for parks, trails, and recreation activities during the past 12 months?

____ (01) Faith based organizations	____ (08) State parks of North Carolina
____ (02) Elite	____ (09) State parks of South Carolina
____ (03) Optimist	____ (10) YMCA
____ (04) Upward	____ (11) Youth sports associations
____ (05) Private or public golf courses	____ (12) Other: _____
____ (06) Private instruction (gymnastics, dance, martial arts)	____ (13) None, do not use any organizations <i>[Skip to Q7.]</i>
____ (07) Schools	

6. Which TWO of the organizations listed in Question 5 do you and the members of your household use most? *[Write-in your answers below using the numbers from the list in Question 5.]*

1st: ____ 2nd: ____

7. From the following list, please check ALL of the following ways you currently use to learn about Kings Mountain and their parks and recreation offerings. [Check all that apply.]

- (01) Kings Mountain website
- (02) Word of mouth
- (03) Park signage
- (04) Conversations with City staff
- (05) Print advertisements
- (06) E-newsletters
- (07) Social media (Facebook, X, Instagram)
- (08) Nextdoor
- (09) My school district
- (10) City meetings
- (11) Promotions at special events
- (12) Other: _____

8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Kings Mountain's recreation offerings? [Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

9. Please check ALL the reasons why you or members of your household currently DO NOT use recreation facilities, amenities, and parks or participate in programs offered by Kings Mountain MORE OFTEN. [Check ALL that apply.]

- (01) Nothing prevents us from using/participating
- (02) Lack of clear views in the open space areas (sightlines)
- (03) I don't know what is available
- (04) Operating hours are not convenient
- (05) Areas are too crowded
- (06) Poor customer service by staff
- (07) Lack of restrooms
- (08) Better amenities are available elsewhere
- (09) Facility I want to visit is not offered
- (10) Facilities are not well maintained
- (11) Location does not appear safe
- (12) My schedule is too busy
- (13) Not accessible for people with disabilities
- (14) Lack of programming opportunities suitable for seniors
- (15) Lack of parking
- (16) Presence of dogs
- (17) Too far from residence or work
- (18) Lack of transportation
- (19) Lack of diverse offerings
- (20) Do not feel safe or socially welcomed
- (21) Offerings are not culturally relevant to me
- (22) No safe route to walk/bike to the facility
- (23) Other: _____

10. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recreation, parks, and cultural services provided in the area.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know / Not Applicable
1. Maintenance of parks and other facilities	5	4	3	2	1	9
2. Number of parks in the City	5	4	3	2	1	9
3. Variety of different types of parks in system - including state parks	5	4	3	2	1	9
4. Security at parks and facilities	5	4	3	2	1	9
5. Security on trails	5	4	3	2	1	9
6. Availability of information about facilities	5	4	3	2	1	9
7. User friendliness of the City's website	5	4	3	2	1	9
8. Ease of renting/reserving a facility	5	4	3	2	1	9

11. Which THREE of the items from the list in Question 10 should receive the MOST EMPHASIS over the next five years? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

12. A variety of recreation **FACILITIES AND AMENITIES** are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. If you do not have a need for one of the items listed, please circle "9" for "No Need."

Facilities and Amenities	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Neighborhood parks (smaller parks within 10 minute walking distance)	4	3	2	1	9
02. Large community parks (regional attractions that draw in users)	4	3	2	1	9
03. Natural areas/conservation areas	4	3	2	1	9
04. Open green space	4	3	2	1	9
05. Picnic areas	4	3	2	1	9
06. Playground areas	4	3	2	1	9
07. Fishing areas	4	3	2	1	9
08. Paved connectivity trails for bikes and pedestrians (greenways)	4	3	2	1	9
09. Unpaved hiking trails within parks	4	3	2	1	9
10. Paved walking trails within parks	4	3	2	1	9
11. Off-leash dog parks	4	3	2	1	9
12. Baseball/softball fields	4	3	2	1	9
13. Outdoor basketball courts	4	3	2	1	9
14. Soccer fields	4	3	2	1	9
15. Football fields	4	3	2	1	9
16. Skateboard parks	4	3	2	1	9
17. Outdoor tennis courts	4	3	2	1	9
18. Golf courses	4	3	2	1	9
19. Lacrosse/cricket fields/ultimate frisbee	4	3	2	1	9
20. Extreme sports (i.e., zipline, BMX)	4	3	2	1	9
21. Pickleball courts	4	3	2	1	9
22. Splash pads	4	3	2	1	9
23. Community recreation building	4	3	2	1	9
24. Fitness and exercise facilities (indoor or outdoor)	4	3	2	1	9
25. Indoor basketball/volleyball courts or other indoor sporting practice facilities	4	3	2	1	9
26. Game room/exergaming/Esports	4	3	2	1	9
27. Cultural centers for visual and performing arts	4	3	2	1	9
28. Senior indoor and outdoor activity areas	4	3	2	1	9
29. Teen indoor and outdoor activity areas	4	3	2	1	9
30. Community gardens	4	3	2	1	9

13. Which **FOUR** of the facilities and amenities listed in Question 12 do you think are **MOST IMPORTANT** to you and the members of your household? *[Write in your answers below using the numbers from the list in Question 12. If you don't believe any of these are important, circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

14. A variety of recreation **PROGRAMS** are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. If you do not have a need for one of the items listed, please circle "9" for "No Need."

Programs	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Youth learn to swim programs	4	3	2	1	9
02. Adult learn to swim programs	4	3	2	1	9
03. Water fitness programs	4	3	2	1	9
04. Tennis lessons and leagues	4	3	2	1	9
05. Preschool programs	4	3	2	1	9
06. Before school programs	4	3	2	1	9
07. After school programs	4	3	2	1	9
08. School break programs (fall/winter/spring)	4	3	2	1	9
09. Youth athletic programs	4	3	2	1	9
10. Youth fitness and wellness programs	4	3	2	1	9
11. Youth gymnastics programs	4	3	2	1	9
12. Programs for teens	4	3	2	1	9
13. Youth art/dance/performing arts	4	3	2	1	9
14. Adult art/dance/performing arts	4	3	2	1	9
15. Adult organized athletic programs	4	3	2	1	9
16. Adult continuing education programs	4	3	2	1	9
17. Programs for people with disabilities or special needs	4	3	2	1	9
18. Indoor space for small events (i.e., parties, meetings)	4	3	2	1	9
19. Cultural special events (e.g., concerts, movies, history programs, and cultural events)	4	3	2	1	9
20. Outdoor public art	4	3	2	1	9
21. Athletic special events (i.e., cross-country or running races)	4	3	2	1	9
22. Nature programs/environmental education	4	3	2	1	9
23. Extreme sports	4	3	2	1	9
24. Dog park programs	4	3	2	1	9
25. Outdoor adventure programs (rock climbing/hikes/paddling and kayaking, etc.)	4	3	2	1	9
26. Science/technology programs (kids outdoor science programs/ computer classes, etc.)	4	3	2	1	9

15. Which **FOUR** of the facilities and amenities listed in Question 14 do you think are **MOST IMPORTANT** to you and the members of your household? *[Write in your answers below using the numbers from the list in Question 14. If you don't believe any of these are important, circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

16. For each of the following open space options, please rate how supportive you are of Kings Mountain pursuing each option on a scale of 4 to 1, where 4 means "Very Supportive," and 1 means "Not Supportive."

Options	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
1. Develop some of the existing underdeveloped open space that has been acquired over the years for passive uses (trails, picnic areas, playgrounds)	4	3	2	1
2. Acquire additional open space areas and leave undeveloped for future generations	4	3	2	1
3. Acquire additional open space areas and develop for passive uses (greenways, trails, picnic areas, playgrounds)	4	3	2	1
4. Acquire additional open space areas and develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	4	3	2	1
5. Acquire additional open space areas and develop for water-based facilities (fishing, boating, beach areas)	4	3	2	1
6. Public Art in park spaces	4	3	2	1

17. Which THREE of the options for open space listed in Question 16 do you think should be most important for Kings Mountain to take? [Write-in your answers below using the numbers from the list in Question 16, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

18. How satisfied are you with the overall value your household receives from Kings Mountain Park and Recreation services?

____(5) Very satisfied ____ (3) Neutral ____ (1) Very dissatisfied
 ____ (4) Satisfied ____ (2) Dissatisfied

19. The following are some benefits that you and your household may receive from Kings Mountain. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, and recreation facilities by circling the corresponding number.

Recreation and Park Offerings in Kings Mountain...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Improves physical health and fitness	5	4	3	2	1	9
02. Helps reduce crime	5	4	3	2	1	9
03. Makes the City a more desirable place to live	5	4	3	2	1	9
04. Protects natural resources and the environment	5	4	3	2	1	9
05. Increases property values in the City	5	4	3	2	1	9
06. Improves mental health and reduces stress	5	4	3	2	1	9
07. Increases opportunities for people of different cultures to interact	5	4	3	2	1	9
08. Helps attract new residents and businesses	5	4	3	2	1	9
09. Protects historical attributes of the City	5	4	3	2	1	9
10. Preserves large areas of open space	5	4	3	2	1	9
11. Promotes tourism to the City	5	4	3	2	1	9

20. Which THREE of the potential benefits listed in Question 19 are most important to you and the members of your household? [Write-in your answers below using the numbers from the list in Question 19, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

Demographics

21. **What is your age?** _____ years
22. **How many years have you lived in Kings Mountain?** _____ years
23. **Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?**
 ____ (1) Yes ____ (2) No
24. **Which of the following best describes your race? [Check all that apply.]**
 ____ (01) Asian or Asian Indian ____ (04) White or Caucasian
 ____ (02) Black or African American ____ (05) Native Hawaiian or other Pacific Islander
 ____ (03) American Indian or Alaska Native ____ (99) Other: _____
25. **What is your household income?**
 ____ (1) Under \$25,000 ____ (3) \$50,000-\$74,999 ____ (5) \$100,000-\$149,999
 ____ (2) \$25,000-\$49,999 ____ (4) \$75,000-\$99,999 ____ (6) \$150,000 or more
26. **Your gender:** ____ (1) Male ____ (2) Female ____ (3) Non-Binary ____ (4) Prefer not to answer
27. **Would you be willing to participate in future surveys sponsored by the City of Kings Mountain?**
 ____ (1) Yes [Answer Q27a.] ____ (2) No
- 27a. **Please provide your contact information.**
 Mobile Phone Number: _____
 Email Address: _____

This concludes the survey. Thank you for your time!
 Please return your completed survey in the enclosed return-reply envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your response will remain completely confidential.
 The address information printed to the right will
 ONLY be used to help identify areas with special
 interests. Thank you.