City of Albemarle Parks, Recreation Greenways and Open Space Survey
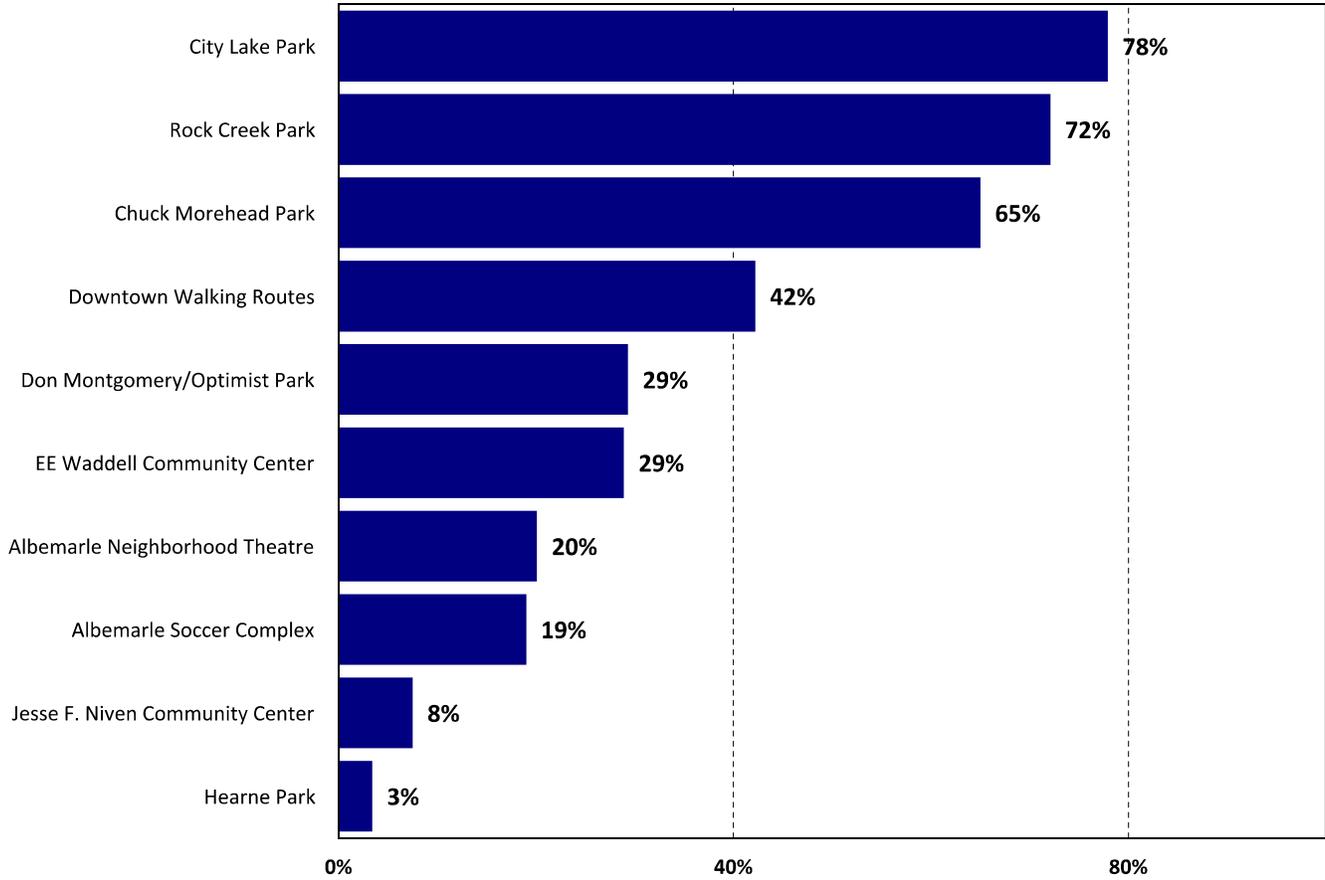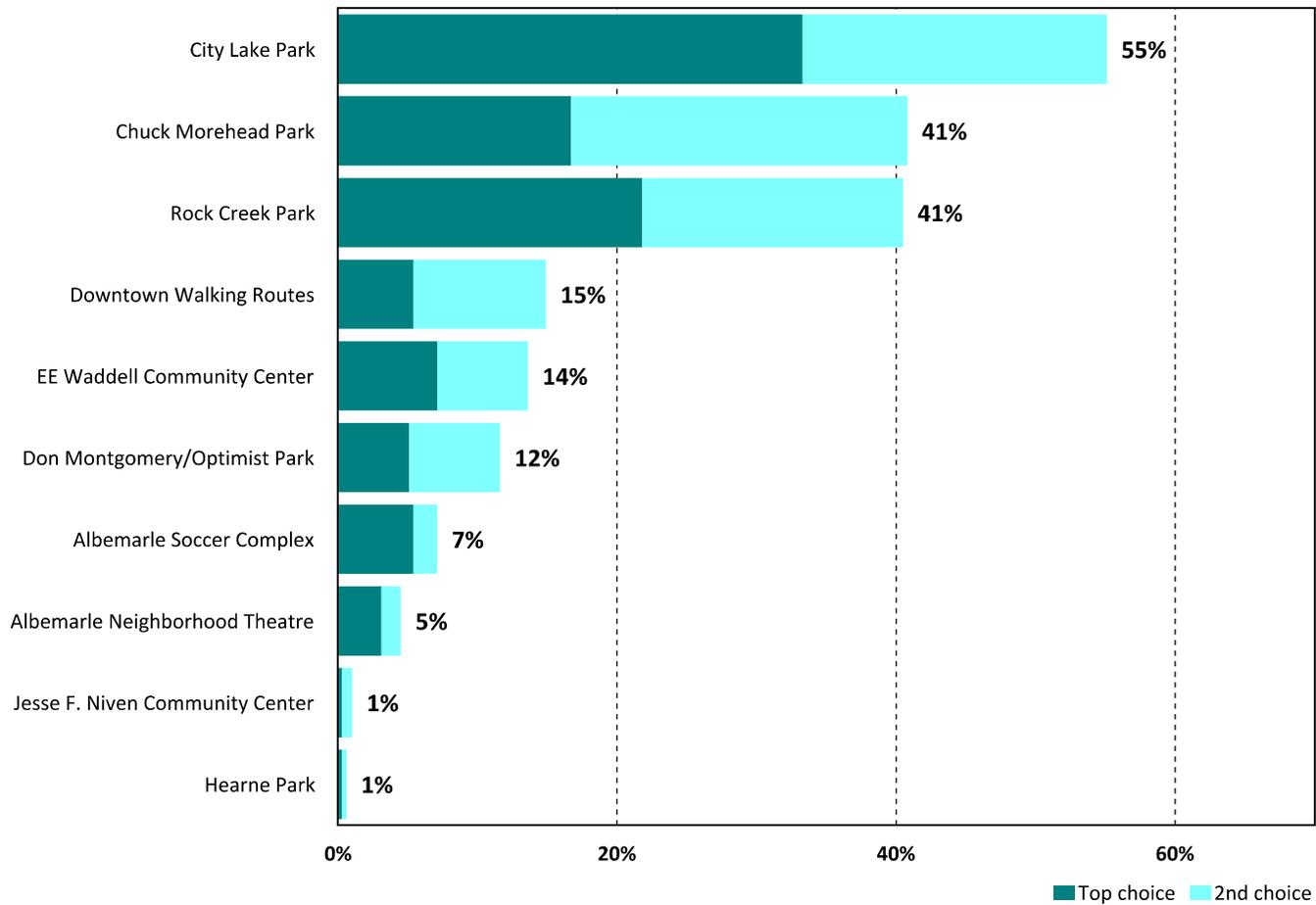
2

Charts and Graphs

Q1. Please check all the parks/facilities you/your household have used during the past year.

by percentage of respondents (multiple selections could be made; excluding "none")

Park/Facility	Percentage
City Lake Park	78%
Rock Creek Park	72%
Chuck Morehead Park	65%
Downtown Walking Routes	42%
Don Montgomery/Optimist Park	29%
EE Waddell Community Center	29%
Albemarle Neighborhood Theatre	20%
Albemarle Soccer Complex	19%
Jesse F. Niven Community Center	8%
Hearne Park	3%

ETC Institute (2024)   9
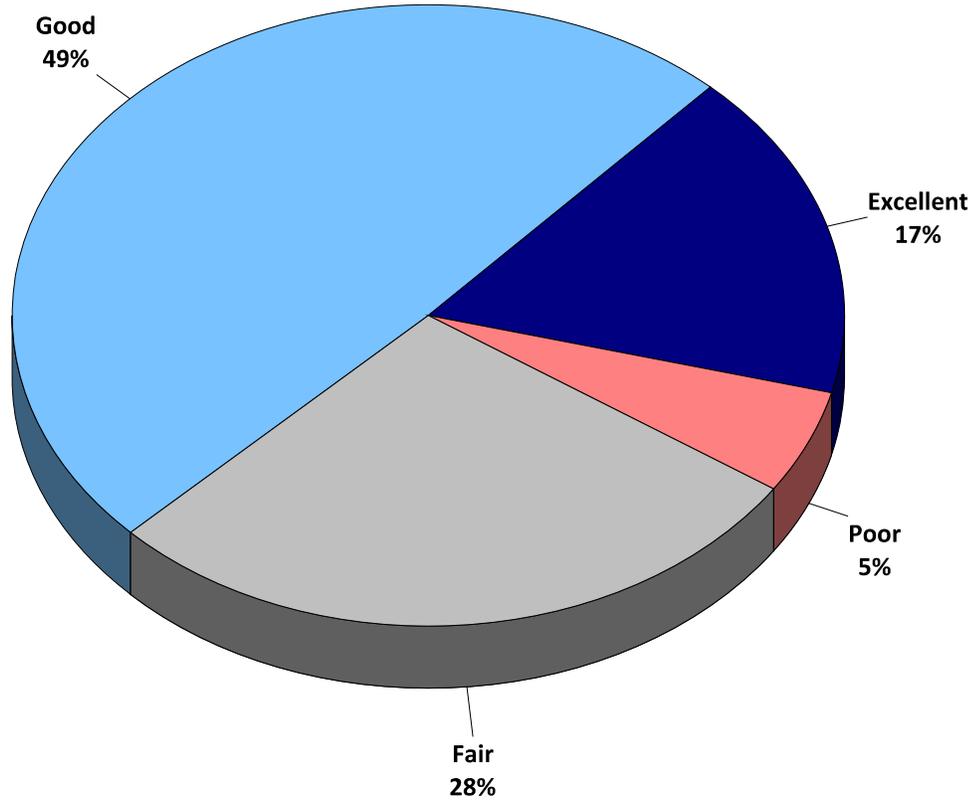
Q1a. Which two of the parks do you/your household visit most often?

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

Park	Percentage
City Lake Park	55%
Chuck Morehead Park	41%
Rock Creek Park	41%
Downtown Walking Routes	15%
EE Waddell Community Center	14%
Don Montgomery/Optimist Park	12%
Albemarle Soccer Complex	7%
Albemarle Neighborhood Theatre	5%
Jesse F. Niven Community Center	1%
Hearne Park	1%

■ Top choice ■ 2nd choice

ETC Institute (2024)   10

Q1b. How would you rate the overall quality of all the parks/facilities you/your household have used during the past year?

by percentage of respondents (excluding "not provided")

Good
49%

Excellent
17%

Poor
5%

Fair
28%

ETC Institute (2024)

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City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q1c. In the past year, approximately how often have you/your household visited any parks/facilities?

by percentage of respondents (excluding "not provided")

Once a week
15%

2-3 times a week
22%

Daily
4%

Every couple of months
18%

Once a month
7%

A few times a month
34%
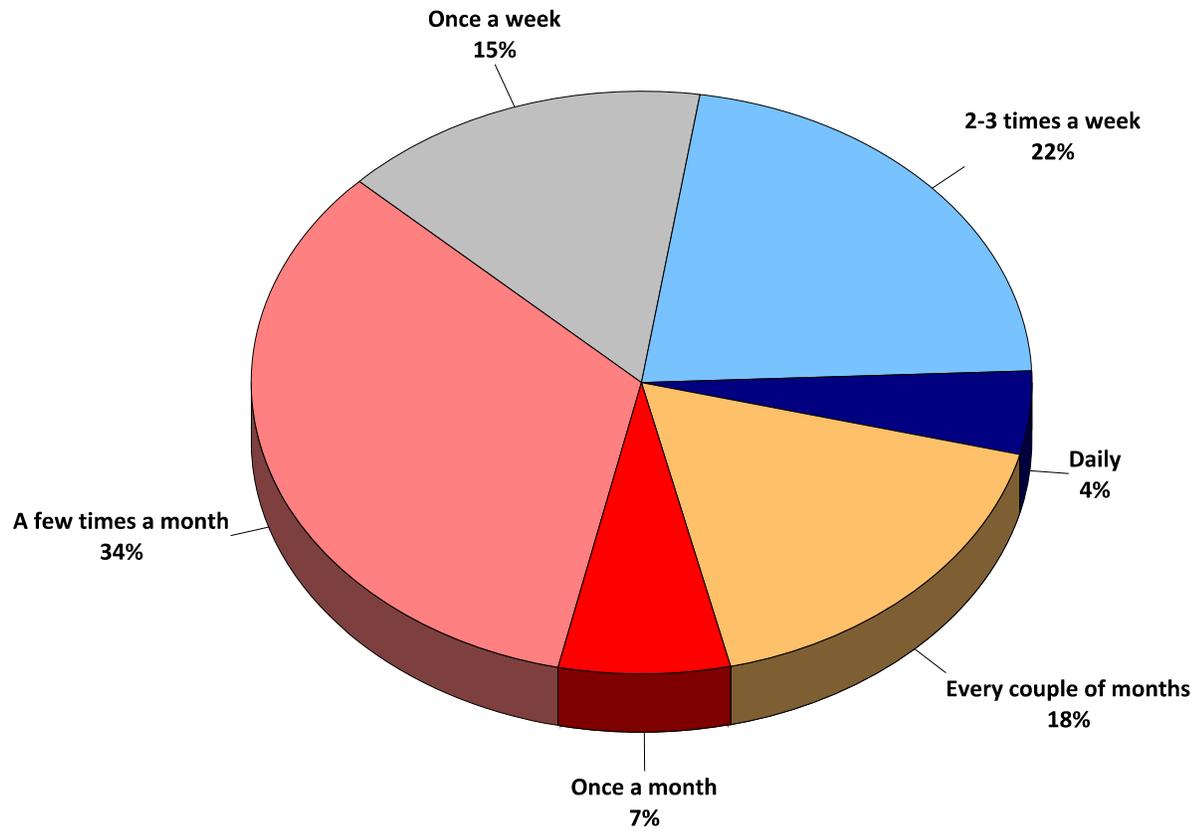
ETC Institute (2024)

12

Q2. How do you most often access greenways/parks?

by percentage of respondents (excluding "not provided")

Drive
76%

Other
1%

Walk
21%

Bike
2%

City of Albemarle Parks, Recreation Greenways and Open Space Survey
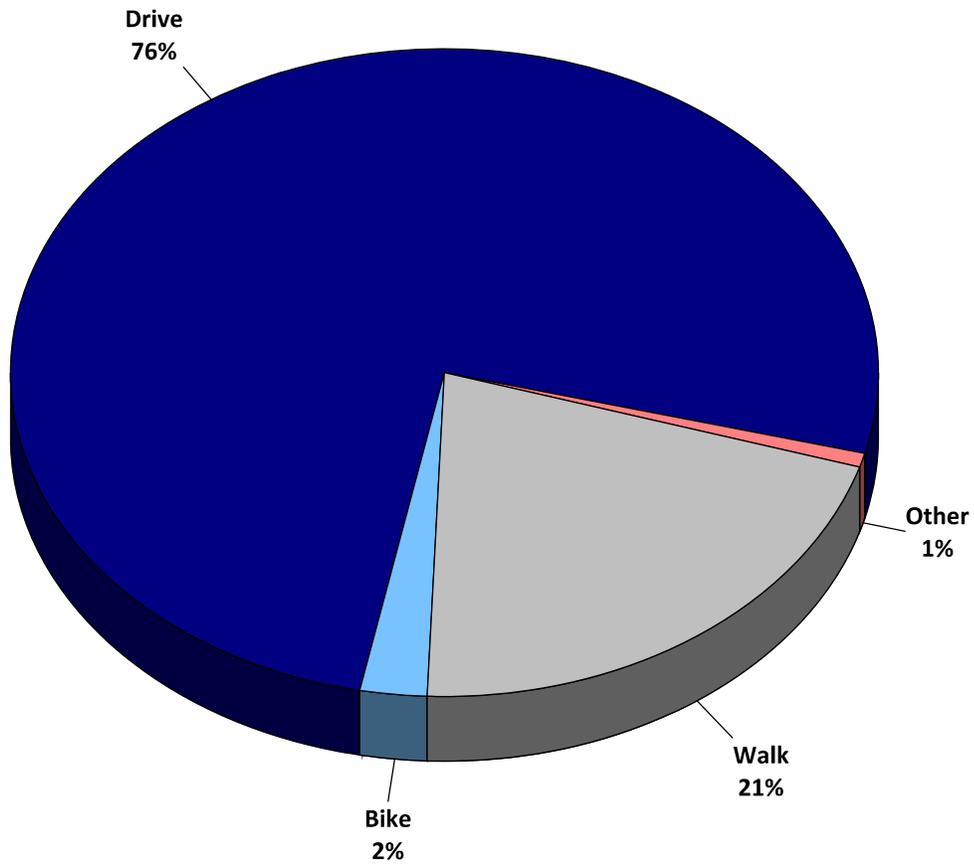
Q3. In the past year, have you/your household participated in any programs/special events?

by percentage of respondents

No
45%

Yes
55%

ETC Institute (2024)

14
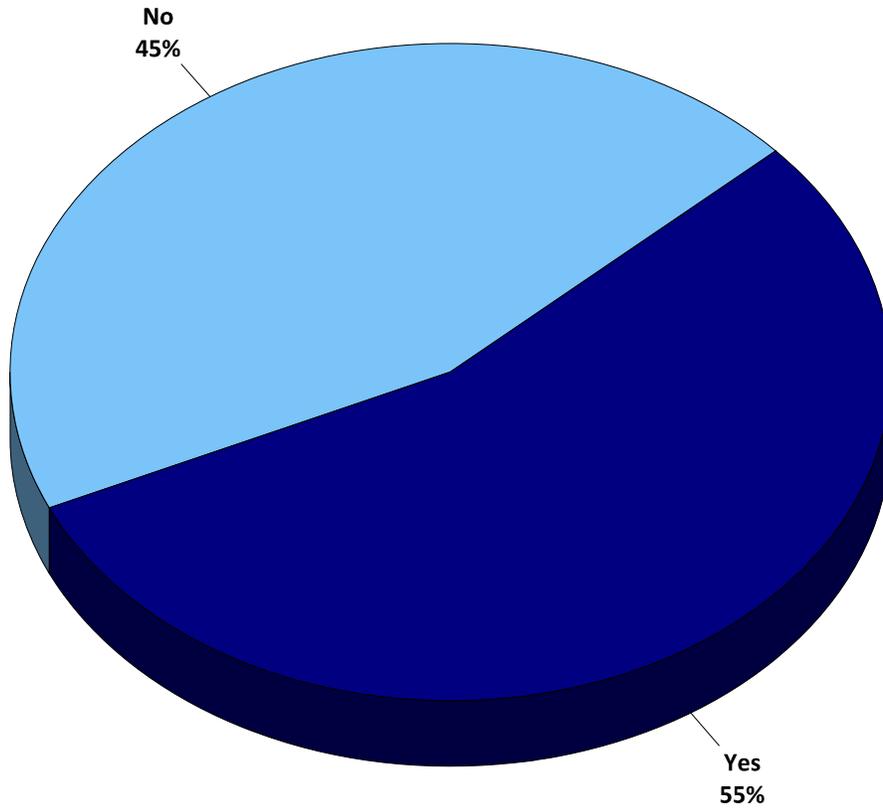
Q3a. How would you rate the overall quality of programs/special events that you/your household have participated in?

by percentage of respondents

Excellent
28%

Poor
1%

Fair
8%

Good
64%

ETC Institute (2024)   15

City of Albemarle Parks, Recreation Greenways and Open Space Survey
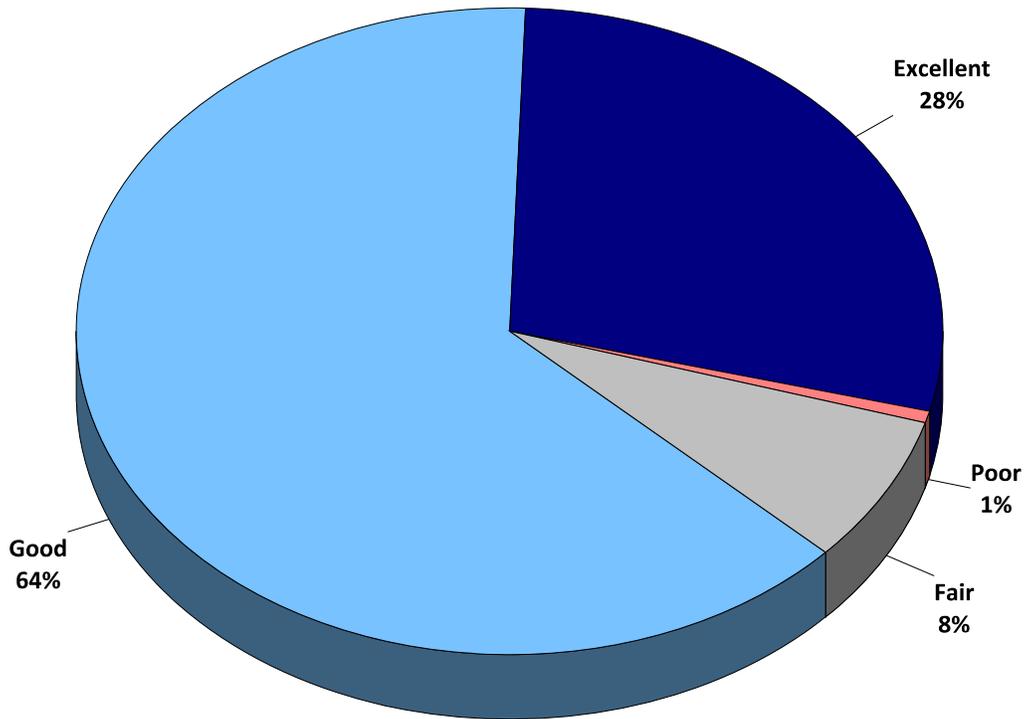
Q4. Households that have a need for various facilities/amenities.

by percentage of respondents who indicated need

Facility/Amenity	Percentage
Picnic shelters	81%
Greenway & trails with trailheads	78%
Outdoor athletic fields	69%
Open space/unprogrammed play fields	68%
Multifunctional space	64%
Accessible/inclusive play spaces	64%
Indoor multi-use gym	63%
Large amphitheater	63%
Outdoor water feature or splash pad	62%
Nature play area	62%
Water sports access	62%
Aquatics facility	62%
Miniature golf	58%
Environmental conservation, restoration & enhancement	58%
Outdoor basketball court	57%
Outdoor pickleball court	55%
Indoor playground	54%
Environmental education center	53%
Outdoor tennis	52%
Ropes course/climbing wall	51%
Community garden	50%
Mountain biking trails	50%
Outdoor programmable fitness equipment	50%
Large auditorium	48%
Fine arts studio	46%
Maker space studio	35%
Pump track	32%

ETC Institute (2024)

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City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q4b. Estimated number of households who have a need for facilities/amenities.

by number of households based on an estimated 6,722 households in the City of Albermarle

Facility/Amenity	Households
Picnic shelters	5,445
Greenway & trails with trailheads	5,236
Outdoor athletic fields	4,652
Open space/unprogrammed play fields	4,537
Multifunctional space	4,302
Accessible/inclusive play spaces	4,282
Indoor multi-use gym	4,262
Large amphitheater	4,201
Outdoor water feature or splash pad	4,195
Nature play area	4,174
Water sports access	4,168
Aquatics facility	4,168
Miniature golf	3,892
Environmental conservation, restoration & enhancement	3,872
Outdoor basketball court	3,832
Outdoor pickleball court	3,663
Indoor playground	3,596
Environmental education center	3,536
Outdoor tennis	3,489
Ropes course/climbing wall	3,408
Community garden	3,341
Mountain biking trails	3,334
Outdoor programmable fitness equipment	3,334
Large auditorium	3,233
Fine arts studio	3,106
Maker space studio	2,353
Pump track	2,158

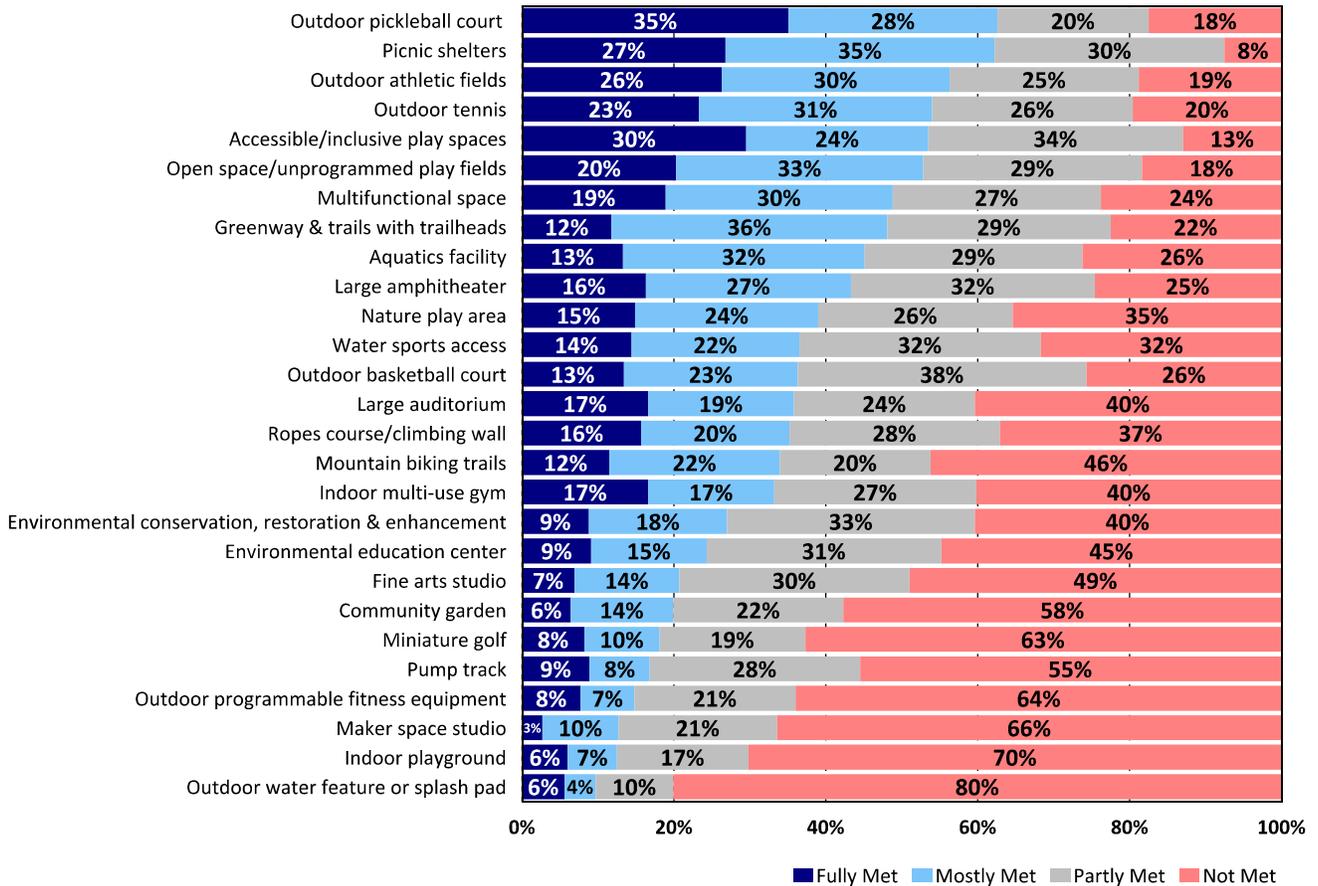ETC Institute (2024)   17

Q10c. How well needs are being met for various facilities/amenities.

by percentage of respondents (excluding "no need")

Facility/Amenity	Fully Met	Mostly Met	Partly Met	Not Met
Outdoor pickleball court	35%	28%	20%	18%
Picnic shelters	27%	35%	30%	8%
Outdoor athletic fields	26%	30%	25%	19%
Outdoor tennis	23%	31%	26%	20%
Accessible/inclusive play spaces	30%	24%	34%	13%
Open space/unprogrammed play fields	20%	33%	29%	18%
Multifunctional space	19%	30%	27%	24%
Greenway & trails with trailheads	12%	36%	29%	22%
Aquatics facility	13%	32%	29%	26%
Large amphitheater	16%	27%	32%	25%
Nature play area	15%	24%	26%	35%
Water sports access	14%	22%	32%	32%
Outdoor basketball court	13%	23%	38%	26%
Large auditorium	17%	19%	24%	40%
Ropes course/climbing wall	16%	20%	28%	37%
Mountain biking trails	12%	22%	20%	46%
Indoor multi-use gym	17%	17%	27%	40%
Environmental conservation, restoration & enhancement	9%	18%	33%	40%
Environmental education center	9%	15%	31%	45%
Fine arts studio	7%	14%	30%	49%
Community garden	6%	14%	22%	58%
Miniature golf	8%	10%	19%	63%
Pump track	9%	8%	28%	55%
Outdoor programmable fitness equipment	8%	7%	21%	64%
Maker space studio	3%	10%	21%	66%
Indoor playground	6%	7%	17%	70%
Outdoor water feature or splash pad	6%	4%	10%	80%

Legend: ■ Fully Met ■ Mostly Met ■ Partly Met ■ Not Met

ETC Institute (2024)   18

City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q4d. Estimated number of households in Albermarle whose facility/amenity needs are only "partly met" or "not met".
by number of households with need based on an estimated 6,722 households

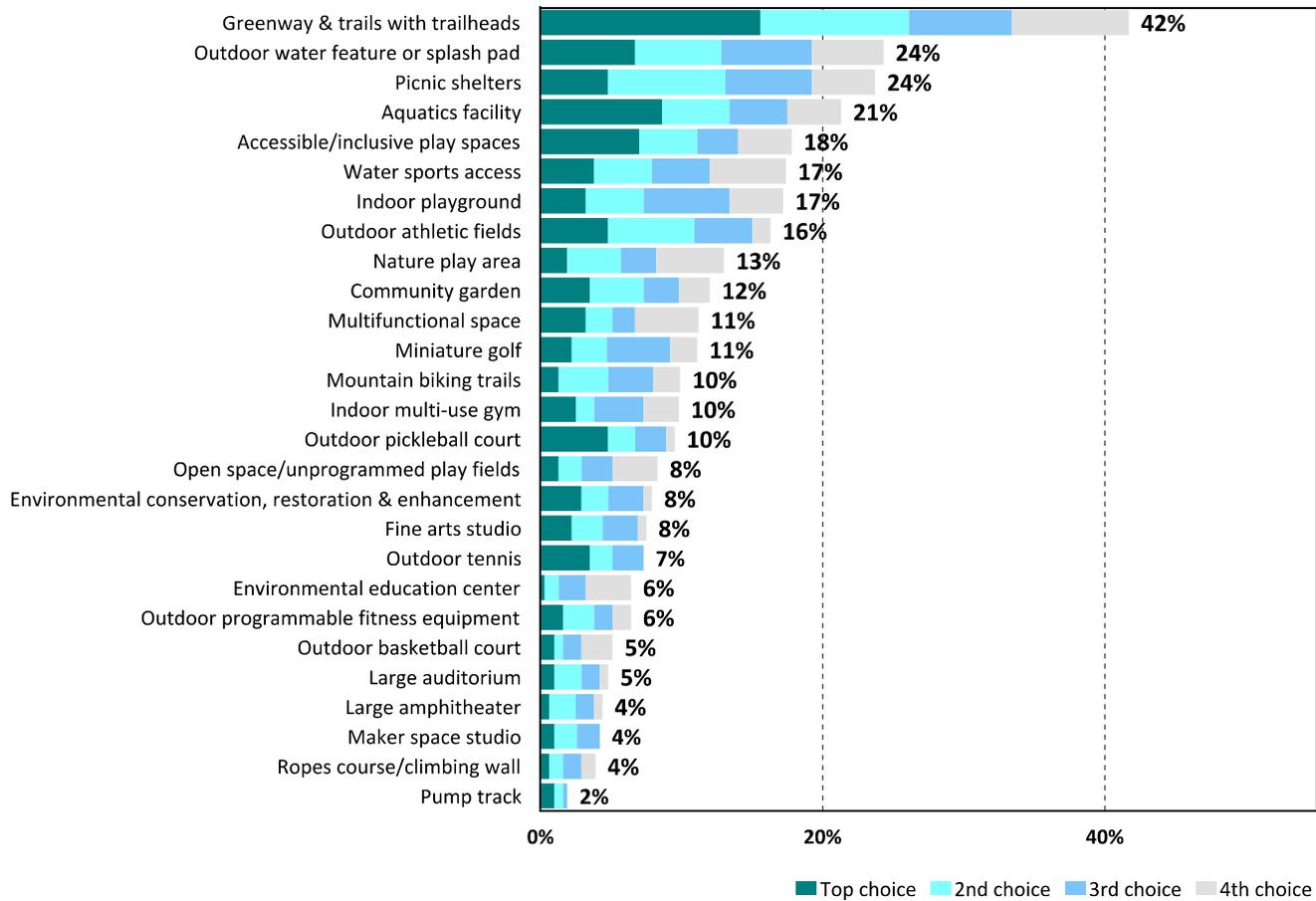| Facility/Amenity	Total
Outdoor water feature or splash pad	3,788
Miniature golf	3,183
Indoor playground	3,147
Indoor multi-use gym	2,847
Outdoor programmable fitness equipment	2,844
Environmental conservation, restoration & enhancement	2,822
Greenway & trails with trailheads	2,713
Environmental education center	2,677
Community garden	2,676
Water sports access	2,650
Nature play area	2,547
Fine arts studio	2,463
Outdoor basketball court	2,441
Large amphitheater	2,378
Aquatics facility	2,288
Ropes course/climbing wall	2,208
Multifunctional space	2,207
Mountain biking trails	2,203
Open space/unprogrammed play fields	2,142
Large auditorium	2,076
Picnic shelters	2,058
Maker space studio	2,054
Outdoor athletic fields	2,037
Accessible/inclusive play spaces	1,991
Pump track	1,793
Outdoor tennis	1,605
Outdoor pickleball court	1,370

Legend: ■ Not Met ▨ Partly Met

ETC Institute (2024)   19

City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q5. Which four of the facilities/amenities are most important to your household?

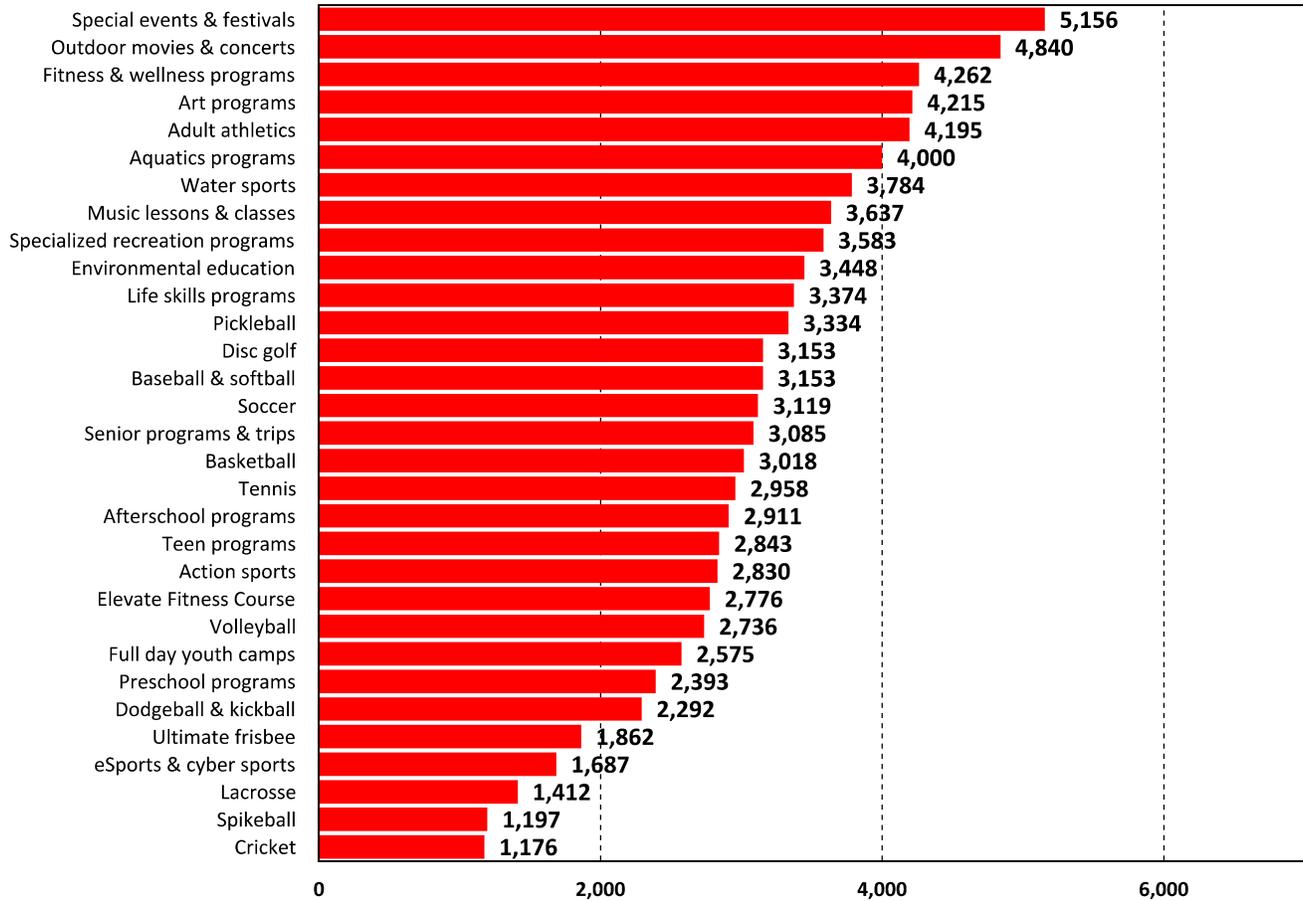**by percentage of respondents who selected the items as one of their top four choices**

	Top choice	2nd choice	3rd choice	4th choice

ETC Institute (2024)

20

City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q6. Households that have a need for programs/activities.

by percentage of respondents who indicated need

Program/Activity	Percentage
Special events & festivals	77%
Outdoor movies & concerts	72%
Fitness & wellness programs	63%
Art programs	63%
Adult athletics	62%
Aquatics programs	60%
Water sports	56%
Music lessons & classes	54%
Specialized recreation programs	53%
Environmental education	51%
Life skills programs	50%
Pickleball	50%
Disc golf	47%
Baseball & softball	47%
Soccer	46%
Senior programs & trips	46%
Basketball	45%
Tennis	44%
Afterschool programs	43%
Teen programs	42%
Action sports	42%
Elevate Fitness Course	41%
Volleyball	41%
Full day youth camps	38%
Preschool programs	36%
Dodgeball & kickball	34%
Ultimate frisbee	28%
eSports & cyber sports	25%
Lacrosse	21%
Spikeball	18%
Cricket	18%

ETC Institute (2024)   21

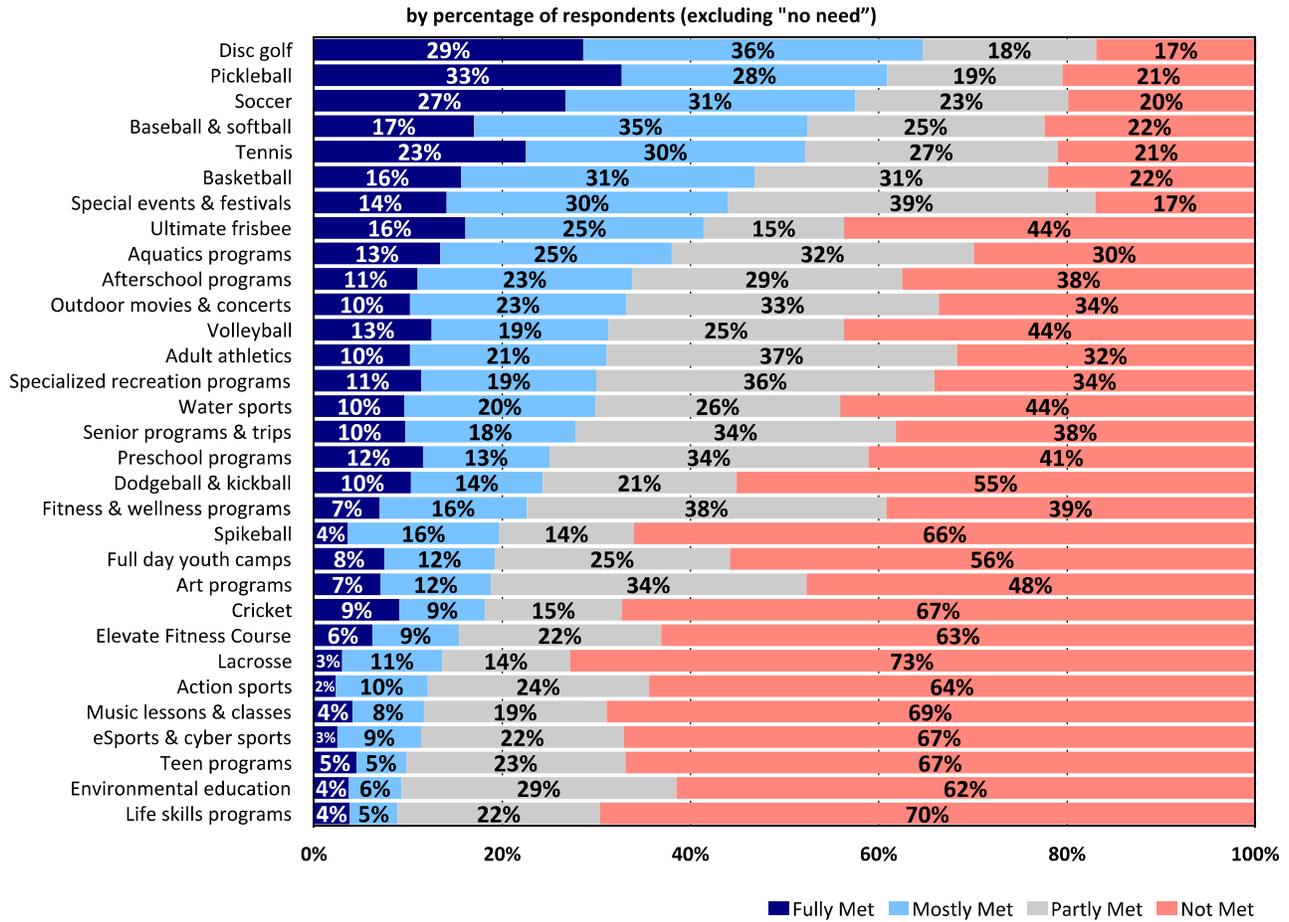City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q6b. Estimated number of households who have a need for programs/activities.

by number of households based on an estimated 6,722 households in Albermarle

Program/Activity	Households
Special events & festivals	5,156
Outdoor movies & concerts	4,840
Fitness & wellness programs	4,262
Art programs	4,215
Adult athletics	4,195
Aquatics programs	4,000
Water sports	3,784
Music lessons & classes	3,637
Specialized recreation programs	3,583
Environmental education	3,448
Life skills programs	3,374
Pickleball	3,334
Disc golf	3,153
Baseball & softball	3,153
Soccer	3,119
Senior programs & trips	3,085
Basketball	3,018
Tennis	2,958
Afterschool programs	2,911
Teen programs	2,843
Action sports	2,830
Elevate Fitness Course	2,776
Volleyball	2,736
Full day youth camps	2,575
Preschool programs	2,393
Dodgeball & kickball	2,292
Ultimate frisbee	1,862
eSports & cyber sports	1,687
Lacrosse	1,412
Spikeball	1,197
Cricket	1,176

ETC Institute (2024)

22

Q6c. How well needs are being met for various programs/activities.

by percentage of respondents (excluding "no need")

Program/Activity	Fully Met	Mostly Met	Partly Met	Not Met
Disc golf	29%	36%	18%	17%
Pickleball	33%	28%	19%	21%
Soccer	27%	31%	23%	20%
Baseball & softball	17%	35%	25%	22%
Tennis	23%	30%	27%	21%
Basketball	16%	31%	31%	22%
Special events & festivals	14%	30%	39%	17%
Ultimate frisbee	16%	25%	15%	44%
Aquatics programs	13%	25%	32%	30%
Afterschool programs	11%	23%	29%	38%
Outdoor movies & concerts	10%	23%	33%	34%
Volleyball	13%	19%	25%	44%
Adult athletics	10%	21%	37%	32%
Specialized recreation programs	11%	19%	36%	34%
Water sports	10%	20%	26%	44%
Senior programs & trips	10%	18%	34%	38%
Preschool programs	12%	13%	34%	41%
Dodgeball & kickball	10%	14%	21%	55%
Fitness & wellness programs	7%	16%	38%	39%
Spikeball	4%	16%	14%	66%
Full day youth camps	8%	12%	25%	56%
Art programs	7%	12%	34%	48%
Cricket	9%	9%	15%	67%
Elevate Fitness Course	6%	9%	22%	63%
Lacrosse	3%	11%	14%	73%
Action sports	2%	10%	24%	64%
Music lessons & classes	4%	8%	19%	69%
eSports & cyber sports	3%	9%	22%	67%
Teen programs	5%	5%	23%	67%
Environmental education	4%	6%	29%	62%
Life skills programs	4%	5%	22%	70%

■ Fully Met　■ Mostly Met　■ Partly Met　■ Not Met

ETC Institute (2024)　　　　　　　　　　　　　　　　　　　　　　　　　23
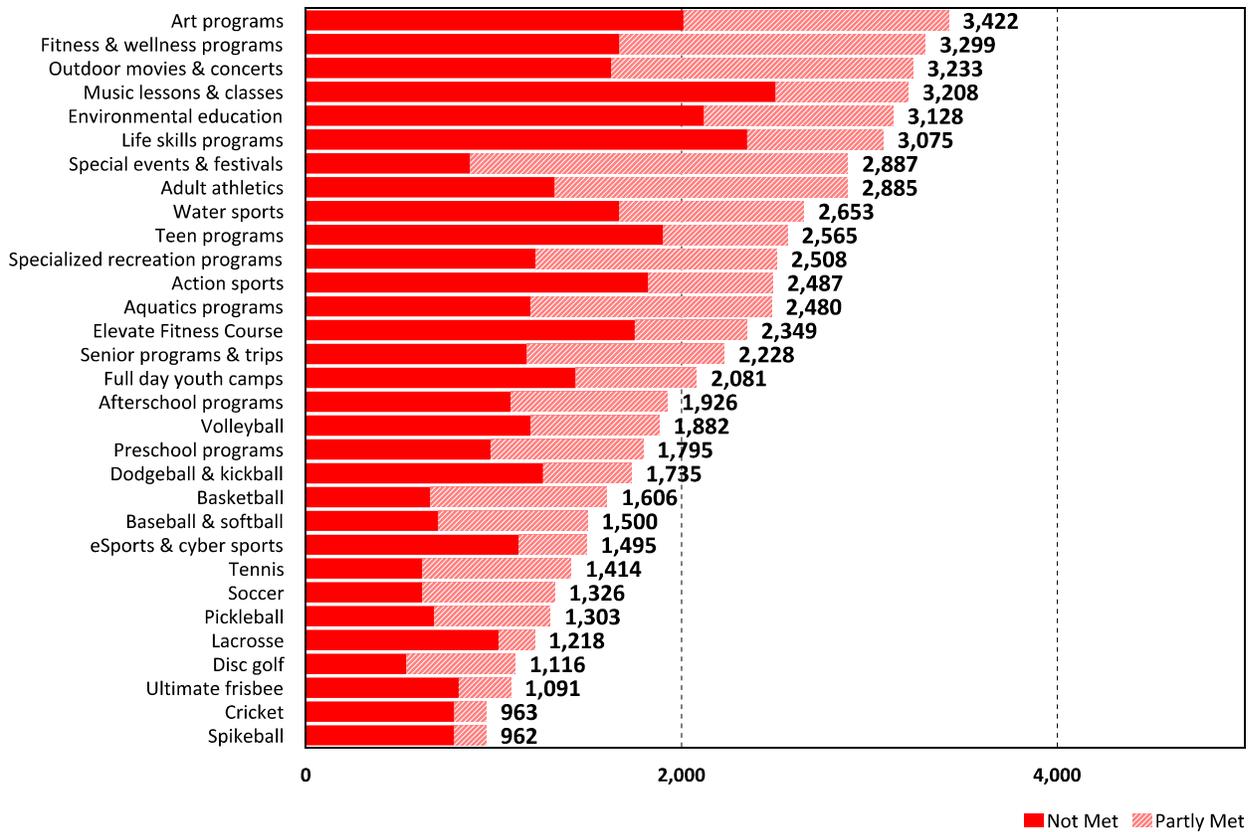
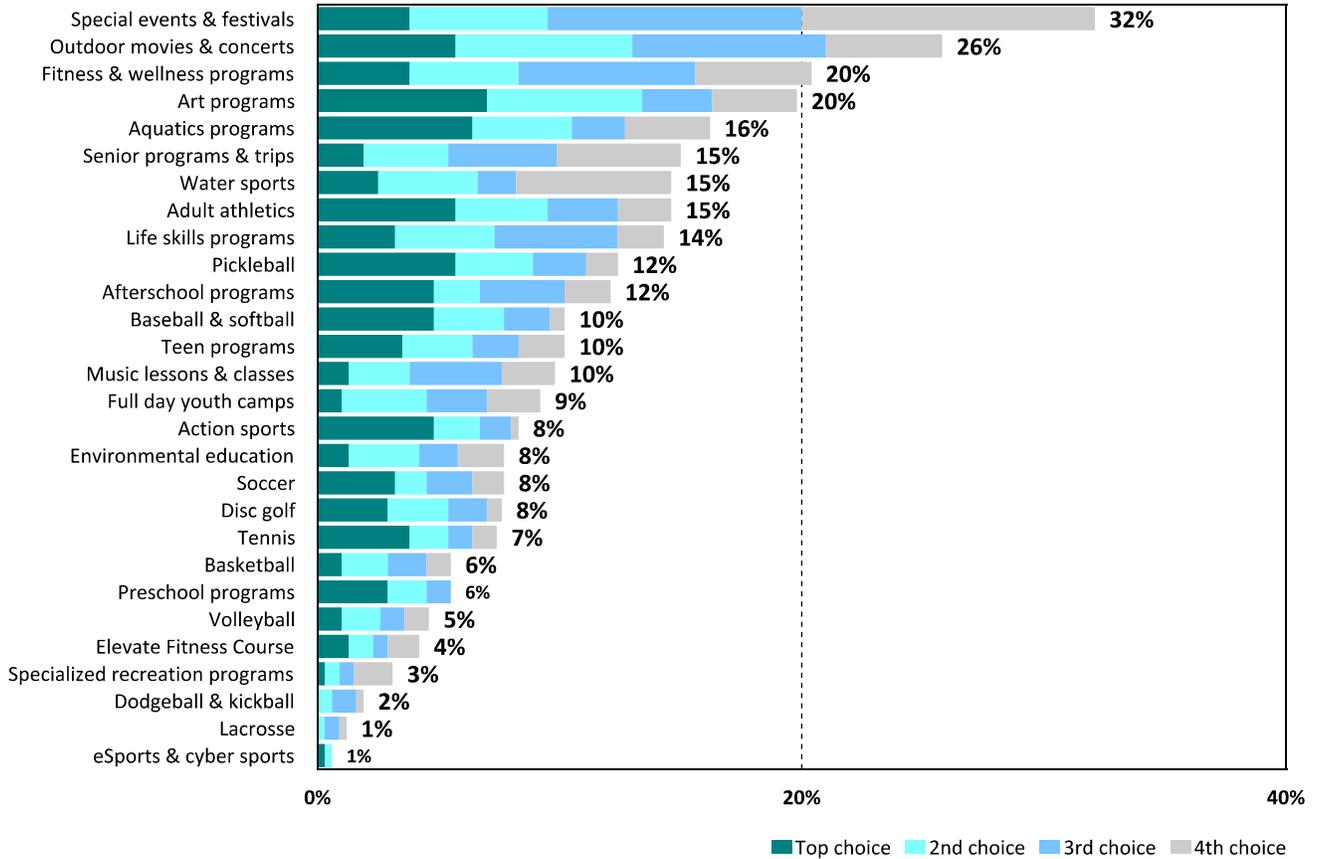City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q6d. Estimated number of households in Albermarle whose program/activity needs are only "partly met" or "not met".

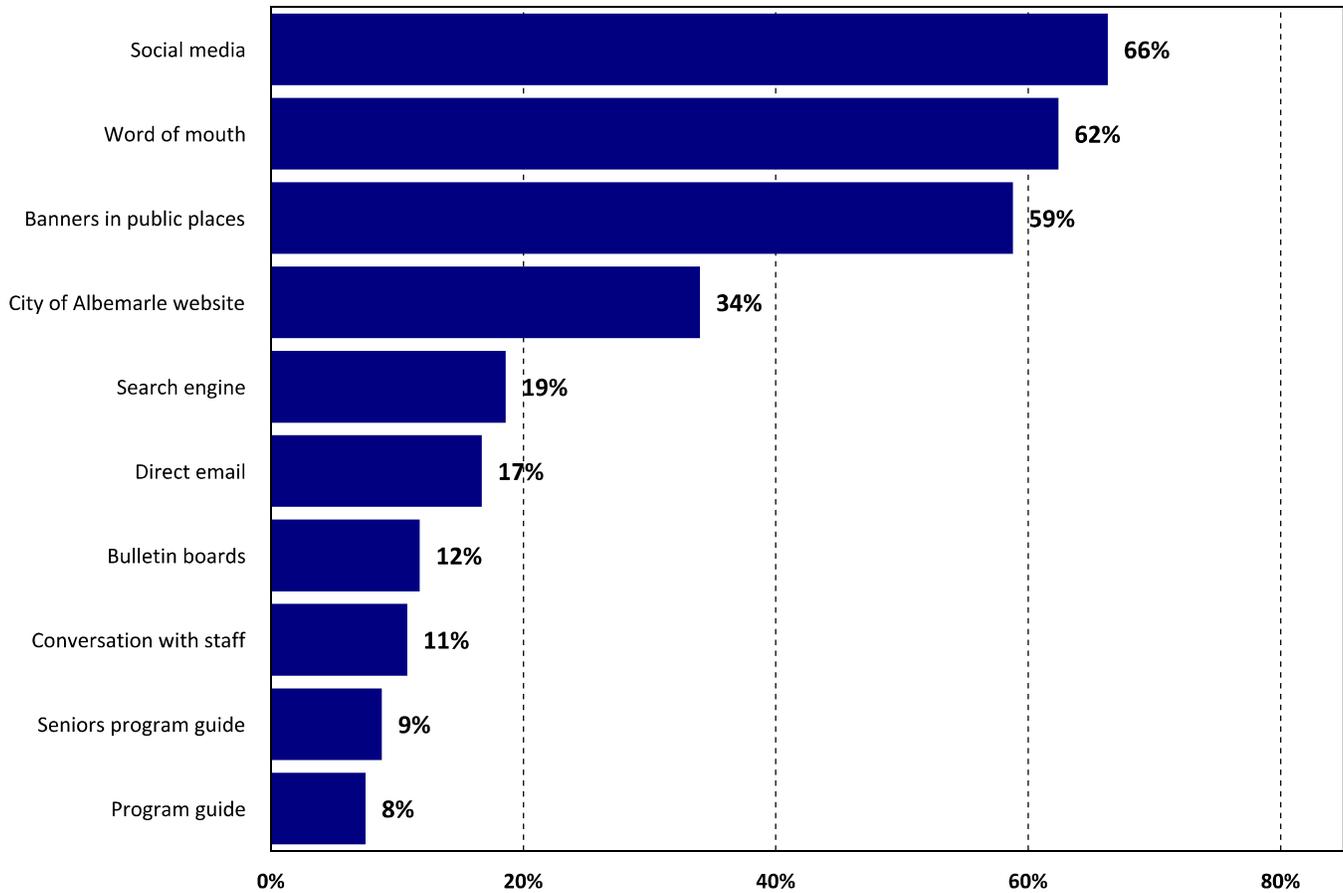**by number of households with need based on an estimated 6,722 households in Albermarle**

Program	Value
Art programs	3,422
Fitness & wellness programs	3,299
Outdoor movies & concerts	3,233
Music lessons & classes	3,208
Environmental education	3,128
Life skills programs	3,075
Special events & festivals	2,887
Adult athletics	2,885
Water sports	2,653
Teen programs	2,565
Specialized recreation programs	2,508
Action sports	2,487
Aquatics programs	2,480
Elevate Fitness Course	2,349
Senior programs & trips	2,228
Full day youth camps	2,081
Afterschool programs	1,926
Volleyball	1,882
Preschool programs	1,795
Dodgeball & kickball	1,735
Basketball	1,606
Baseball & softball	1,500
eSports & cyber sports	1,495
Tennis	1,414
Soccer	1,326
Pickleball	1,303
Lacrosse	1,218
Disc golf	1,116
Ultimate frisbee	1,091
Cricket	963
Spikeball	962

Legend: ■ Not Met ▨ Partly Met

ETC Institute (2024)

24

City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q7. Which four of the programs/activities do you think are most important to your household?

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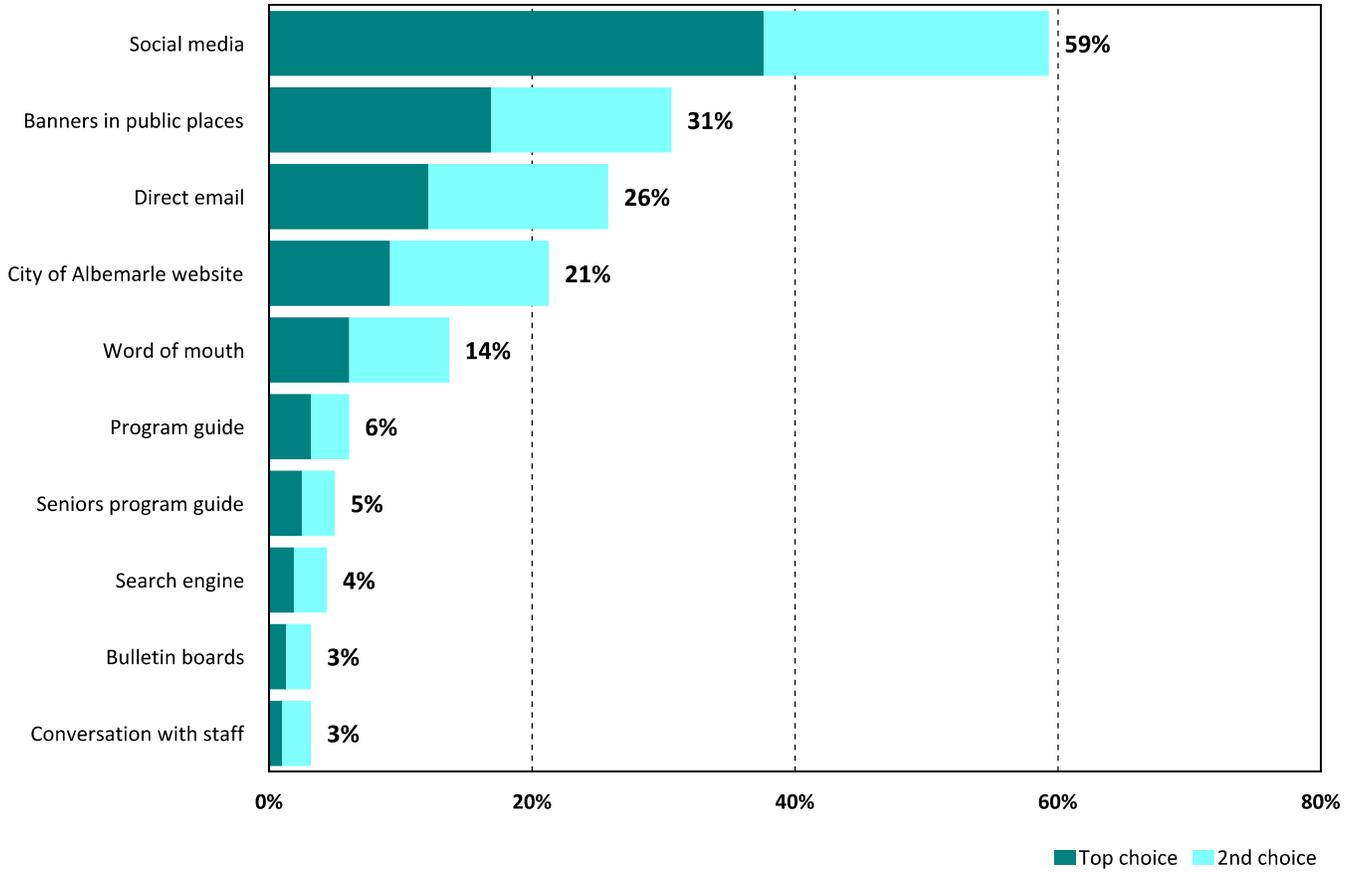

Special events & festivals	32%
Outdoor movies & concerts	26%
Fitness & wellness programs	20%
Art programs	20%
Aquatics programs	16%
Senior programs & trips	15%
Water sports	15%
Adult athletics	15%
Life skills programs	14%
Pickleball	12%
Afterschool programs	12%
Baseball & softball	10%
Teen programs	10%
Music lessons & classes	10%
Full day youth camps	9%
Action sports	8%
Environmental education	8%
Soccer	8%
Disc golf	8%
Tennis	7%
Basketball	6%
Preschool programs	6%
Volleyball	5%
Elevate Fitness Course	4%
Specialized recreation programs	3%
Dodgeball & kickball	2%
Lacrosse	1%
eSports & cyber sports	1%

■ Top choice ■ 2nd choice ■ 3rd choice ■ 4th choice

ETC Institute (2024)   25

City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q8. From the following list, please check all the ways you learn about the City's parks, facilities, and special events.

by percentage of respondents (multiple selections could be made; excluding "none")

Category	Percentage
Social media	66%
Word of mouth	62%
Banners in public places	59%
City of Albemarle website	34%
Search engine	19%
Direct email	17%
Bulletin boards	12%
Conversation with staff	11%
Seniors program guide	9%
Program guide	8%

ETC Institute (2024)   26

City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q9. Which two of the sources of information do you most prefer to use to learn about the City's parks, facilities, and special events?

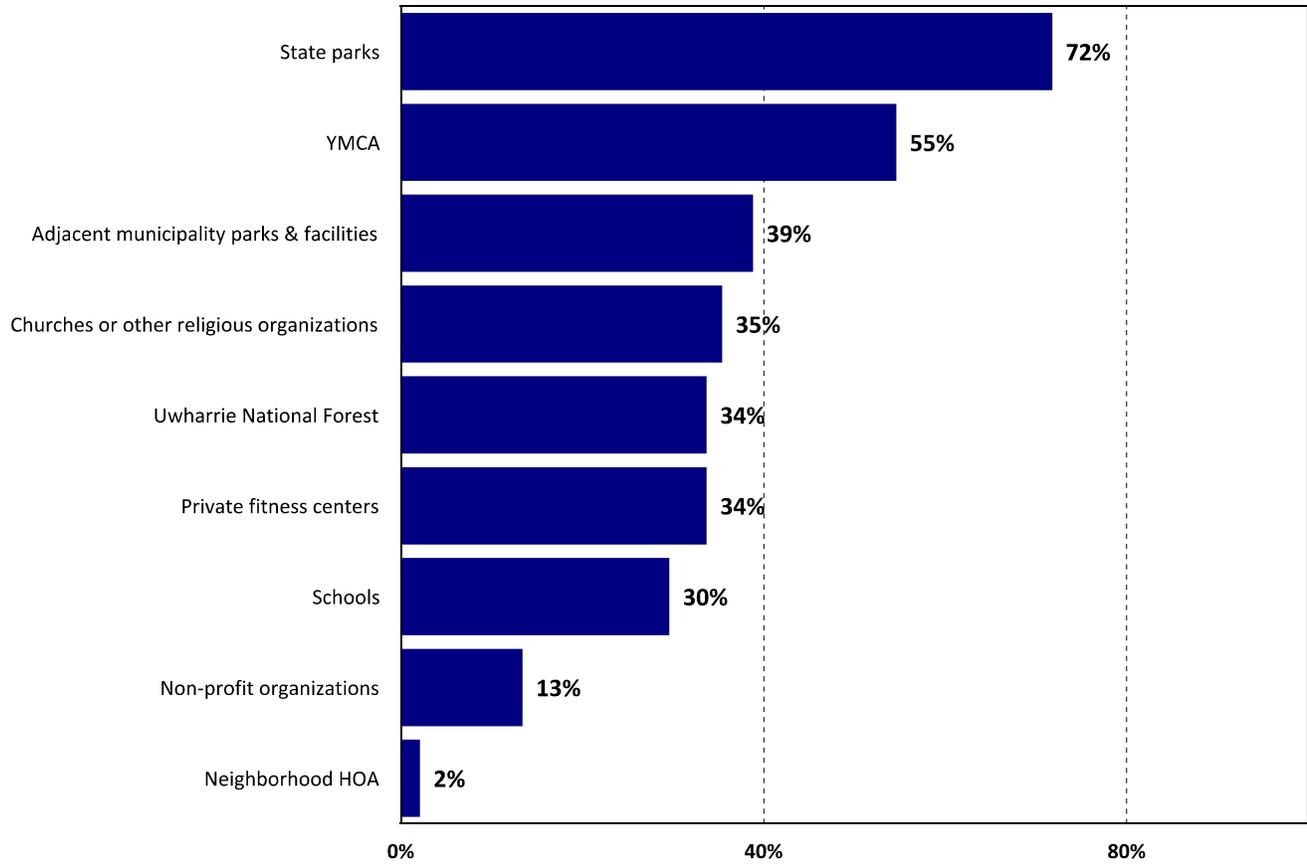**by percentage of respondents who selected the items as one of their top two choices**

Social media	59%
Banners in public places	31%
Direct email	26%
City of Albemarle website	21%
Word of mouth	14%
Program guide	6%
Seniors program guide	5%
Search engine	4%
Bulletin boards	3%
Conversation with staff	3%

■ Top choice ■ 2nd choice

ETC Institute (2024)   27

City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q10. Please check all the following reasons that may prevent you/your household from using the parks and facilities (or, if you currently use them, what prevents you from using them more often).

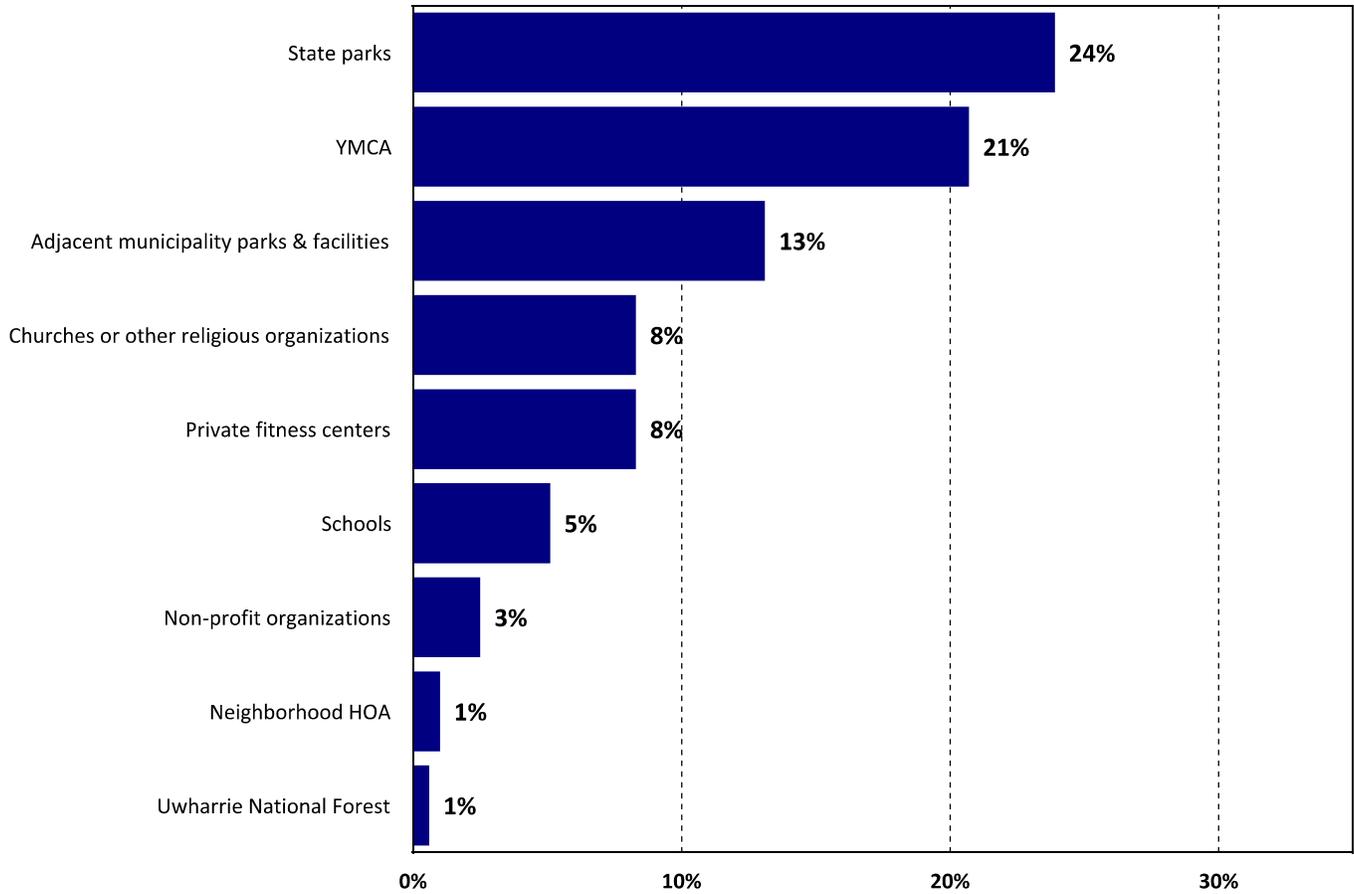**by percentage of respondents (multiple selections could be made)**

Category	Percentage
Lack of information/don't know what is offered	40%
Lack of maintenance	27%
Lack of cleanliness	22%
Safety at facilities	20%
Not enough time/too busy	19%
Cost of participation	18%
Not interested in what is provided	16%
Inconvenient hours of operation	15%
Nothing. I am actively using City's parks & facilities	14%
Lack of access for people with disabilities	9%
Lack of parking	8%
Overcrowding	7%
Facilities are too far from home	7%
Lack of transportation	4%
Information is only available in English	2%

ETC Institute (2024)   28

Q11. Please check all the following organizations that provide the parks and facilities that you/your household use for recreation.

by percentage of respondents (multiple selections could be made; excluding "none of these")
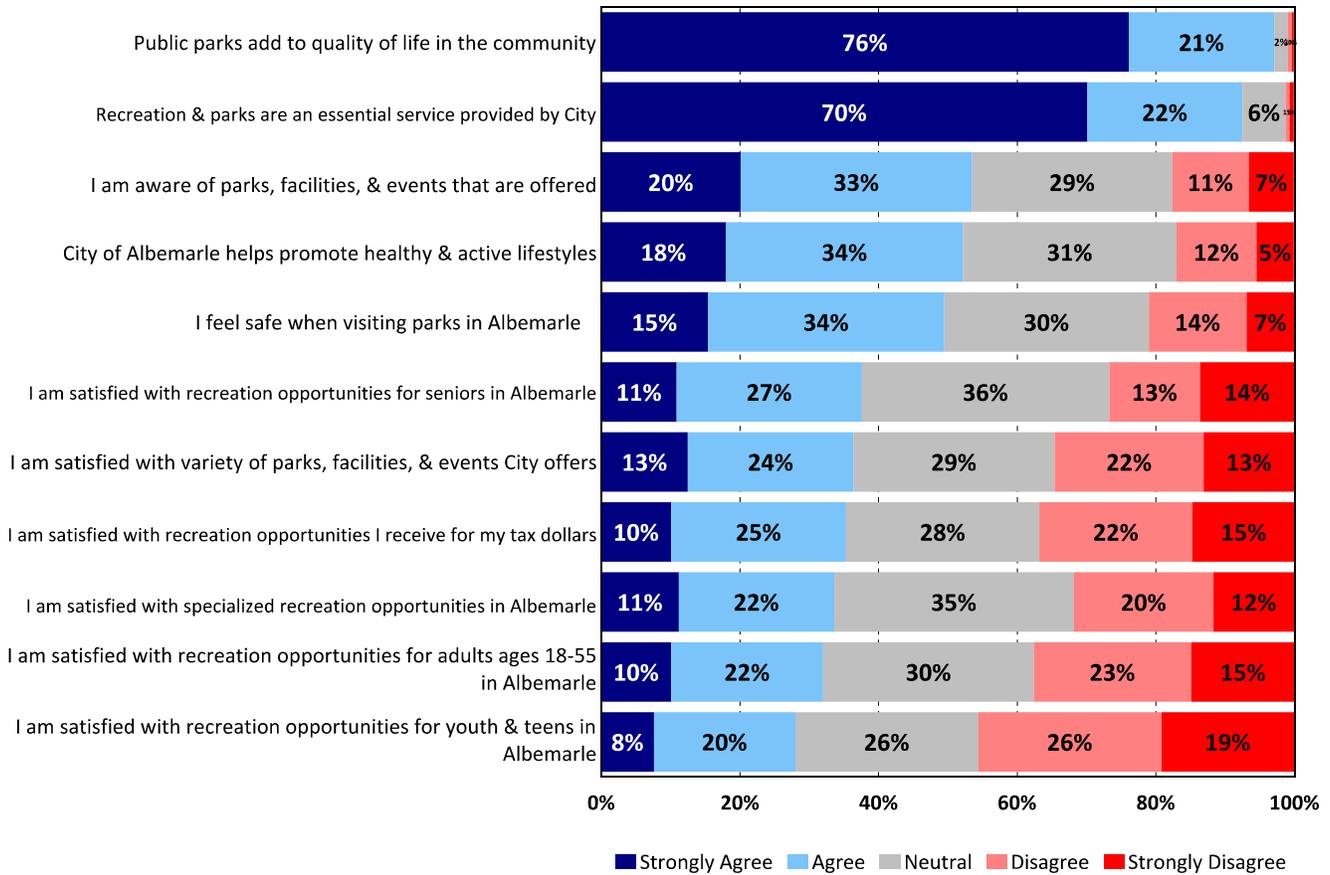
Organization	Percentage
State parks	72%
YMCA	55%
Adjacent municipality parks & facilities	39%
Churches or other religious organizations	35%
Uwharrie National Forest	34%
Private fitness centers	34%
Schools	30%
Non-profit organizations	13%
Neighborhood HOA	2%

ETC Institute (2024)

29

Q11a. Of the organizations, which one do you use most for your household's recreation needs?

by percentage of respondents (multiple selections could be made)

Organization	Percentage
State parks	24%
YMCA	21%
Adjacent municipality parks & facilities	13%
Churches or other religious organizations	8%
Private fitness centers	8%
Schools	5%
Non-profit organizations	3%
Neighborhood HOA	1%
Uwharrie National Forest	1%

ETC Institute (2024)

30

Q12. Please indicate your level of agreement with each of the following statements regarding the parks and recreation system.
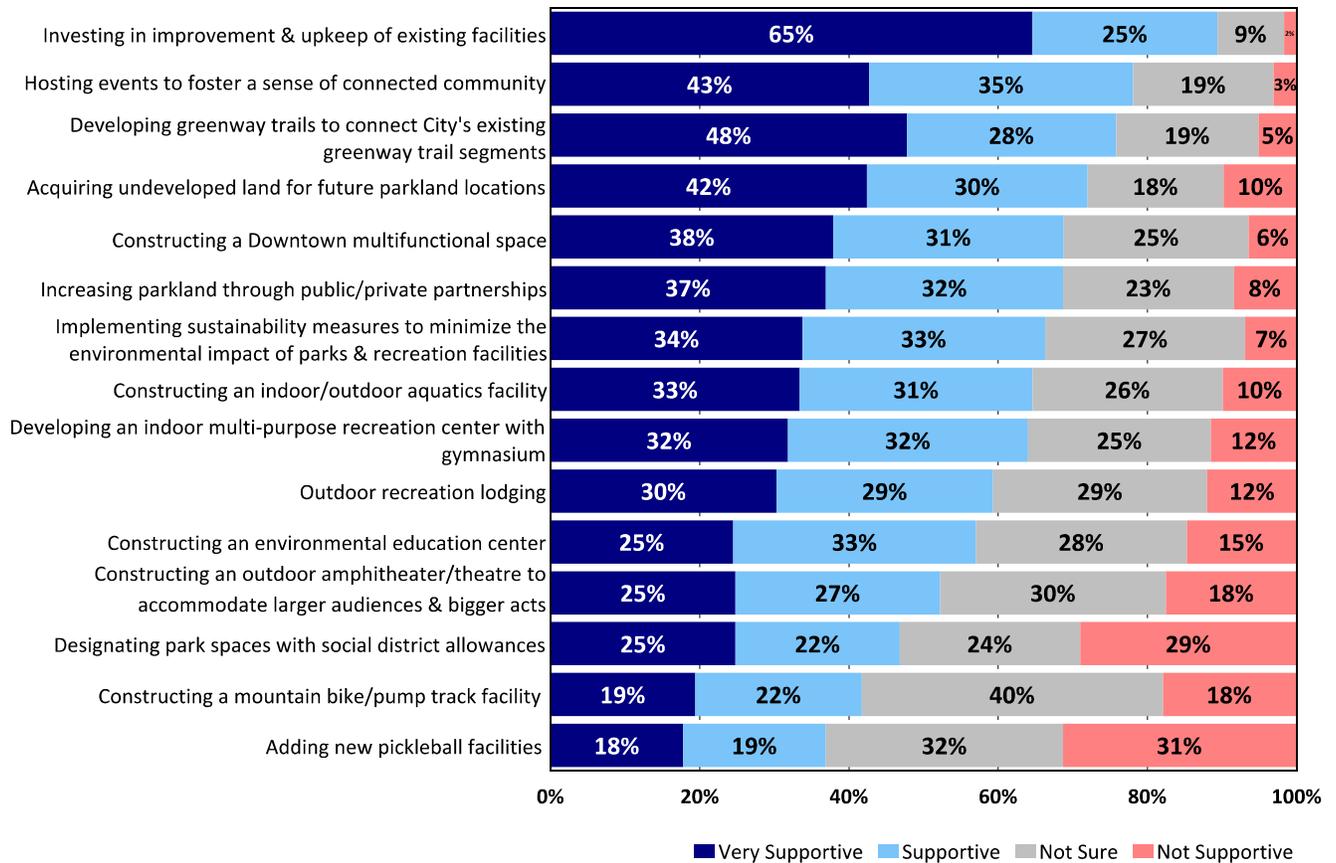
by percentage of respondents (excluding "don't know")

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Public parks add to quality of life in the community	76%	21%	2%		
Recreation & parks are an essential service provided by City	70%	22%	6%		
I am aware of parks, facilities, & events that are offered	20%	33%	29%	11%	7%
City of Albemarle helps promote healthy & active lifestyles	18%	34%	31%	12%	5%
I feel safe when visiting parks in Albemarle	15%	34%	30%	14%	7%
I am satisfied with recreation opportunities for seniors in Albemarle	11%	27%	36%	13%	14%
I am satisfied with variety of parks, facilities, & events City offers	13%	24%	29%	22%	13%
I am satisfied with recreation opportunities I receive for my tax dollars	10%	25%	28%	22%	15%
I am satisfied with specialized recreation opportunities in Albemarle	11%	22%	35%	20%	12%
I am satisfied with recreation opportunities for adults ages 18-55 in Albemarle	10%	22%	30%	23%	15%
I am satisfied with recreation opportunities for youth & teens in Albemarle	8%	20%	26%	26%	19%

Legend: ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

ETC Institute (2024)   31

Q13. Please indicate how supportive you would be of the City of Albemarle taking the following actions to improve the parks and recreation system in the City.
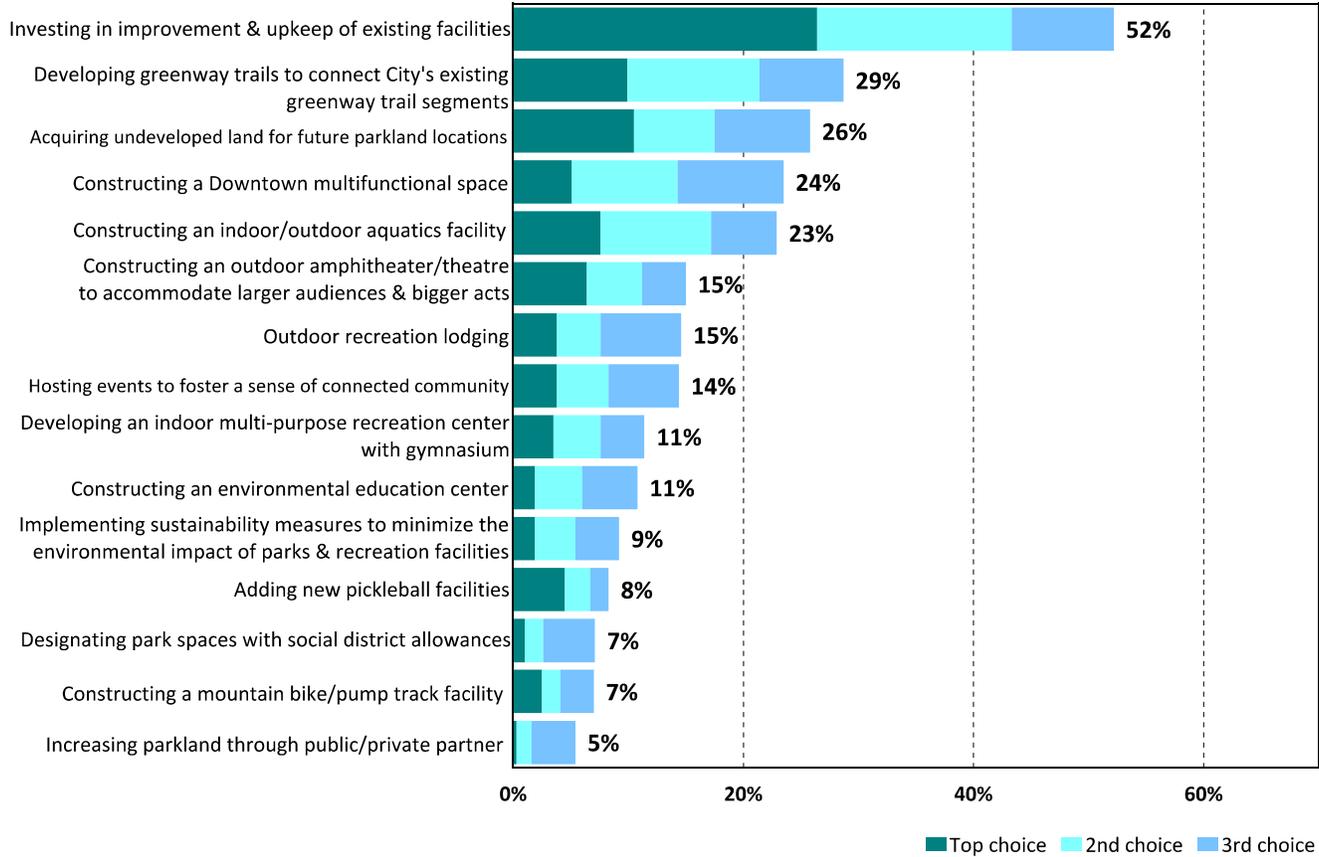
by percentage of respondents

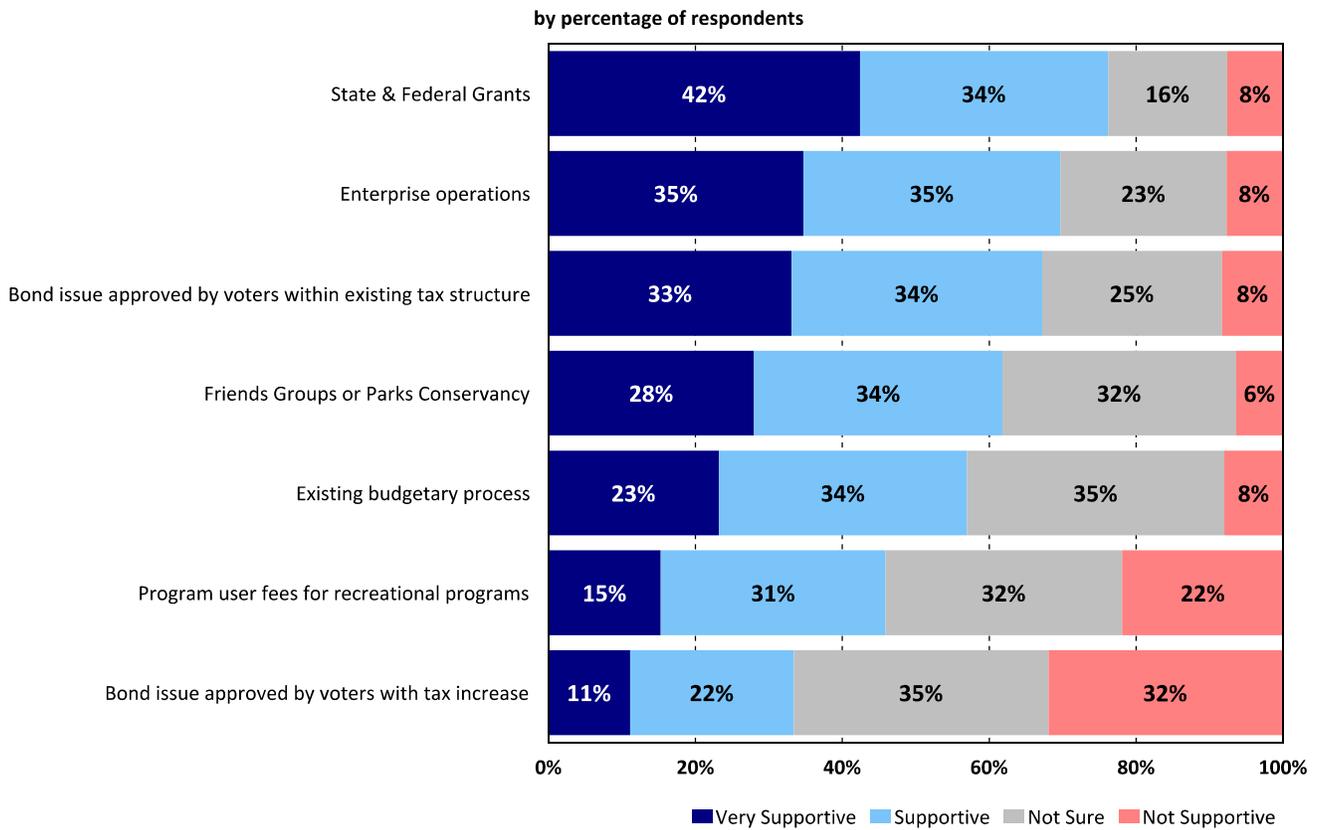| Action	Very Supportive	Supportive	Not Sure	Not Supportive
Investing in improvement & upkeep of existing facilities	65%	25%	9%	2%
Hosting events to foster a sense of connected community	43%	35%	19%	3%
Developing greenway trails to connect City's existing greenway trail segments	48%	28%	19%	5%
Acquiring undeveloped land for future parkland locations	42%	30%	18%	10%
Constructing a Downtown multifunctional space	38%	31%	25%	6%
Increasing parkland through public/private partnerships	37%	32%	23%	8%
Implementing sustainability measures to minimize the environmental impact of parks & recreation facilities	34%	33%	27%	7%
Constructing an indoor/outdoor aquatics facility	33%	31%	26%	10%
Developing an indoor multi-purpose recreation center with gymnasium	32%	32%	25%	12%
Outdoor recreation lodging	30%	29%	29%	12%
Constructing an environmental education center	25%	33%	28%	15%
Constructing an outdoor amphitheater/theatre to accommodate larger audiences & bigger acts	25%	27%	30%	18%
Designating park spaces with social district allowances	25%	22%	24%	29%
Constructing a mountain bike/pump track facility	19%	22%	40%	18%
Adding new pickleball facilities	18%	19%	32%	31%

Legend: ■ Very Supportive ■ Supportive ■ Not Sure ■ Not Supportive

City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q14. Which three of the items would you be most willing to support with your tax dollars?

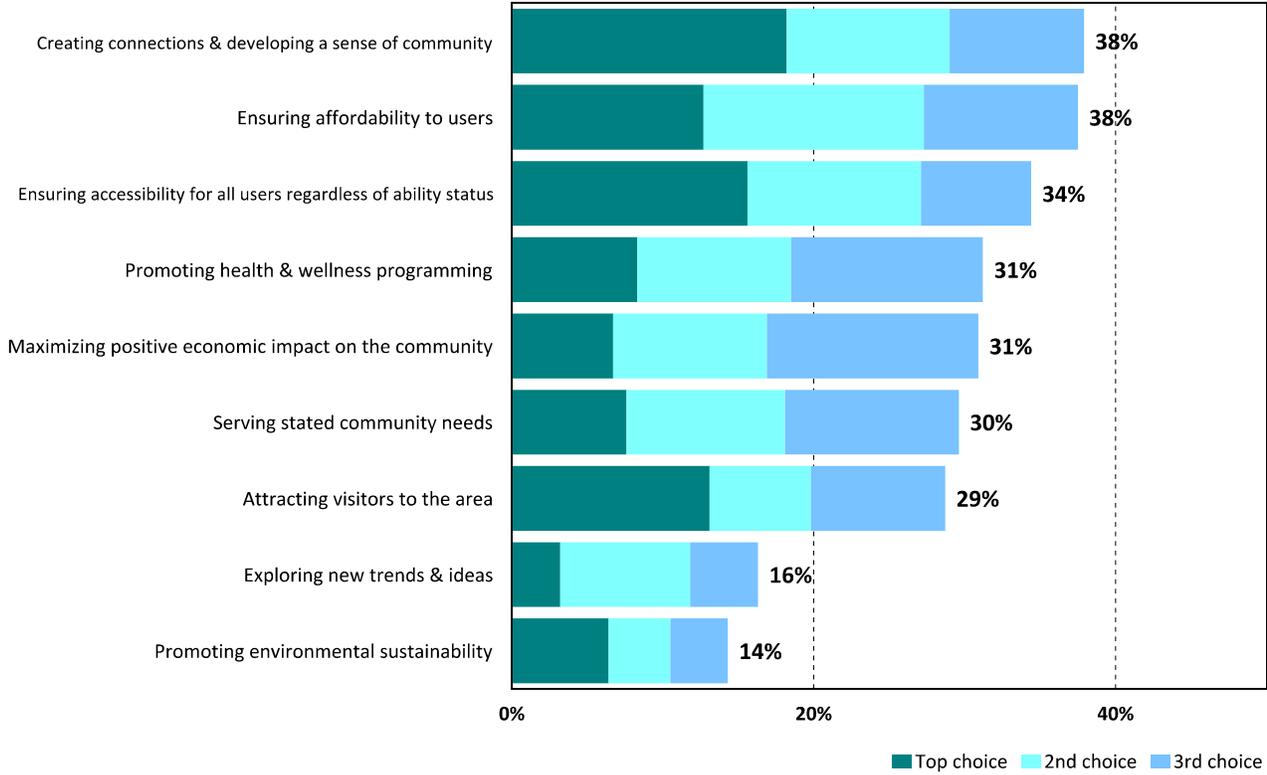**by percentage of respondents who selected the items as one of their top three choices**

Investing in improvement & upkeep of existing facilities	52%
Developing greenway trails to connect City's existing greenway trail segments	29%
Acquiring undeveloped land for future parkland locations	26%
Constructing a Downtown multifunctional space	24%
Constructing an indoor/outdoor aquatics facility	23%
Constructing an outdoor amphitheater/theatre to accommodate larger audiences & bigger acts	15%
Outdoor recreation lodging	15%
Hosting events to foster a sense of connected community	14%
Developing an indoor multi-purpose recreation center with gymnasium	11%
Constructing an environmental education center	11%
Implementing sustainability measures to minimize the environmental impact of parks & recreation facilities	9%
Adding new pickleball facilities	8%
Designating park spaces with social district allowances	7%
Constructing a mountain bike/pump track facility	7%
Increasing parkland through public/private partner	5%

■ Top choice ■ 2nd choice ■ 3rd choice

ETC Institute (2024)

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Q15. Listed below are the potential funding mechanisms that could be used to pay for the actions you indicated you most support. Please rate your level of support for each of the following funding mechanisms.

by percentage of respondents

Funding Mechanism	Very Supportive	Supportive	Not Sure	Not Supportive
State & Federal Grants	42%	34%	16%	8%
Enterprise operations	35%	35%	23%	8%
Bond issue approved by voters within existing tax structure	33%	34%	25%	8%
Friends Groups or Parks Conservancy	28%	34%	32%	6%
Existing budgetary process	23%	34%	35%	8%
Program user fees for recreational programs	15%	31%	32%	22%
Bond issue approved by voters with tax increase	11%	22%	35%	32%

Legend: ■ Very Supportive ■ Supportive ■ Not Sure ■ Not Supportive

ETC Institute (2024)   34

Q16. The planning process balances many priorities. Which three items listed below do you think should be the most important considerations for the department when prioritizing parks and recreation investments?

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

Item	Percentage
Creating connections & developing a sense of community	38%
Ensuring affordability to users	38%
Ensuring accessibility for all users regardless of ability status	34%
Promoting health & wellness programming	31%
Maximizing positive economic impact on the community	31%
Serving stated community needs	30%
Attracting visitors to the area	29%
Exploring new trends & ideas	16%
Promoting environmental sustainability	14%

Legend: ■ Top choice ■ 2nd choice ■ 3rd choice

ETC Institute (2024)   35

Q17. In the past year, approximately how many times have you/your household visited any greenway trail?

by percentage of respondents (excluding "not provided")

A few times a month
22%

A few times a year
30%

A few times a week
8%

Daily
3%

Never
38%

ETC Institute (2024)   36
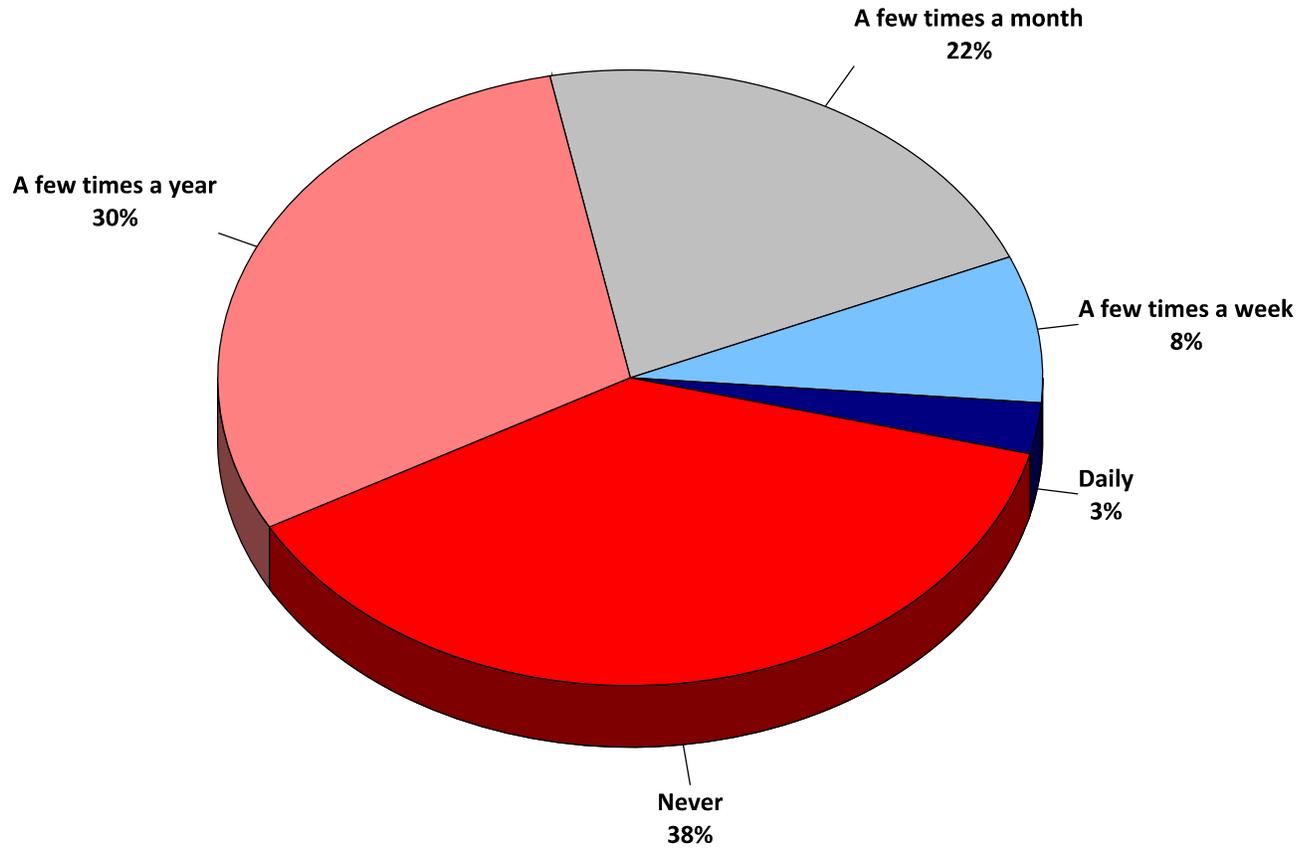
Q18. How often do you/your household want to use greenway trails?

by percentage of respondents (excluding "not provided")

A few times a week
28%

Daily
12%

A few times a month
24%

Never
16%

A few times a year
20%

ETC Institute (2024)   37

City of Albemarle Parks, Recreation Greenways and Open Space Survey
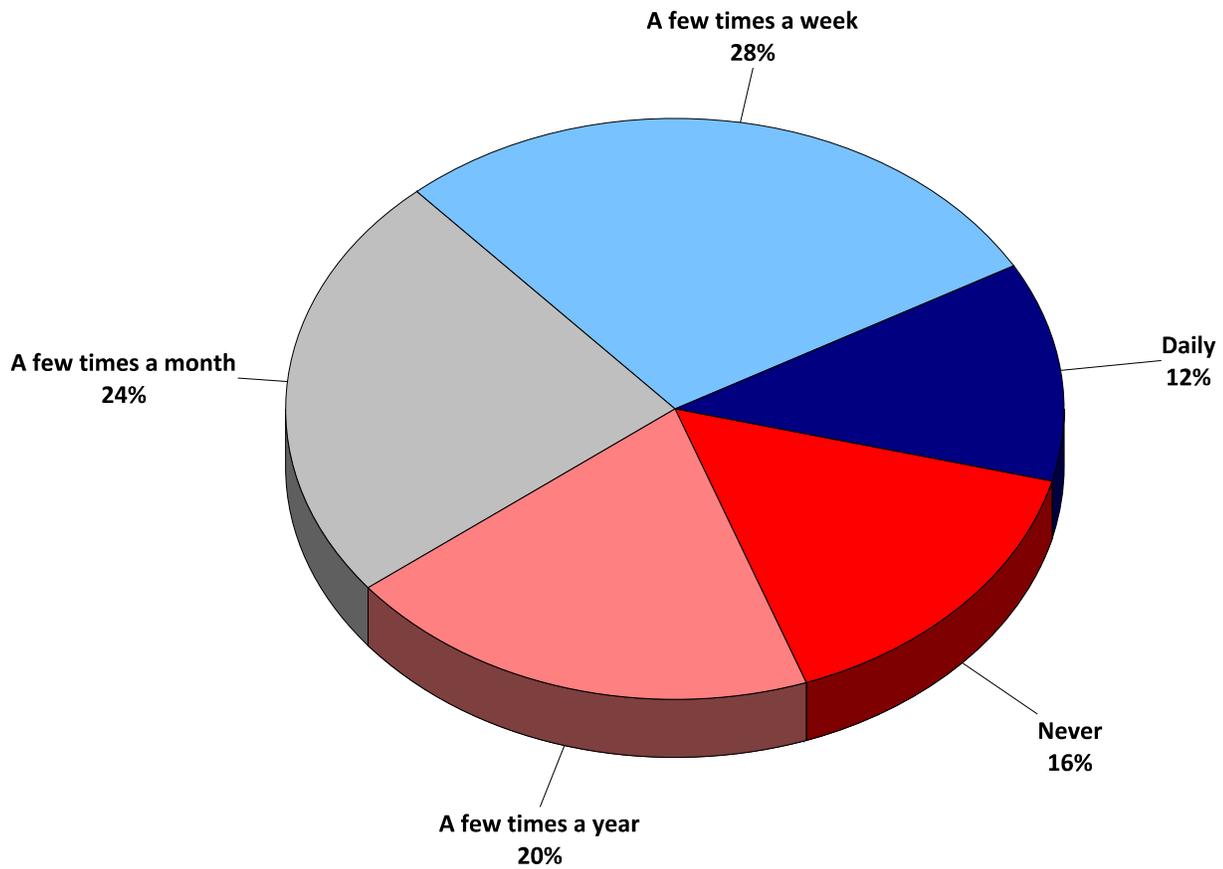
Q19. Please check all the following reasons that discourage greenway trail use for you/your household.

by percentage of respondents (multiple selections could be made; excluding "none")

Category	Percentage
Personal safety concerns	48%
Lack of information about existing greenway trails	47%
Lack of safe connections to greenway trails	35%
Lack of time	20%
Lack of nearby destinations	17%
Lack of wayfinding signage	17%
Unsafe street crossings	11%
Lack of interest	10%
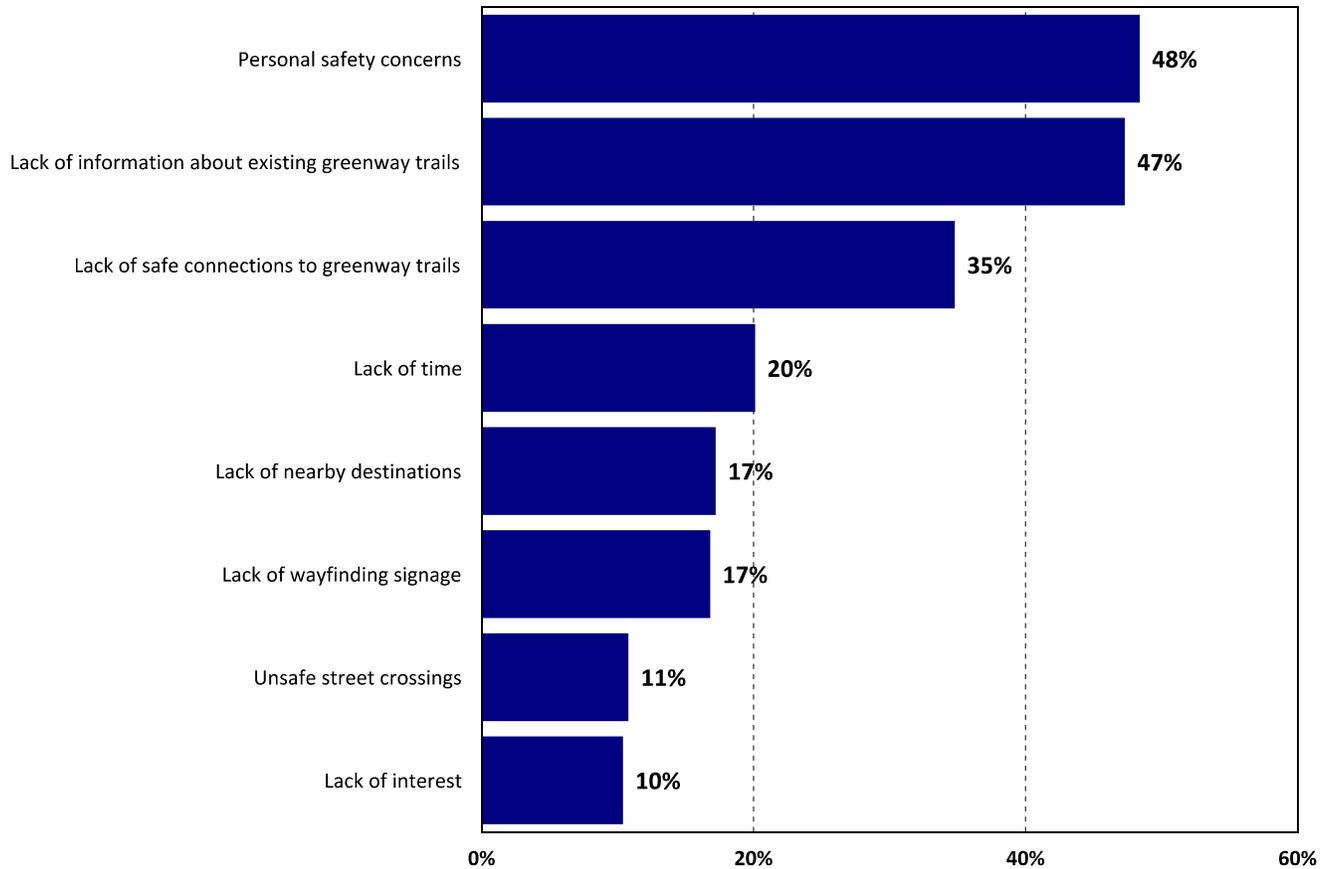
ETC Institute (2024)

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Q20. Please check all the following destinations that you/your household would most like to get to by greenway trails.

by percentage of respondents (multiple selections could be made; excluding "none")

Destination	Percentage
Parks & playgrounds	68%
Natural areas & open space	67%
Shops & restaurants	48%
Other greenway trails	42%
Libraries or recreation centers	39%
School	10%
Place of work	9%
Public transportation	9%

0%   40%   80%

ETC Institute (2024)   39
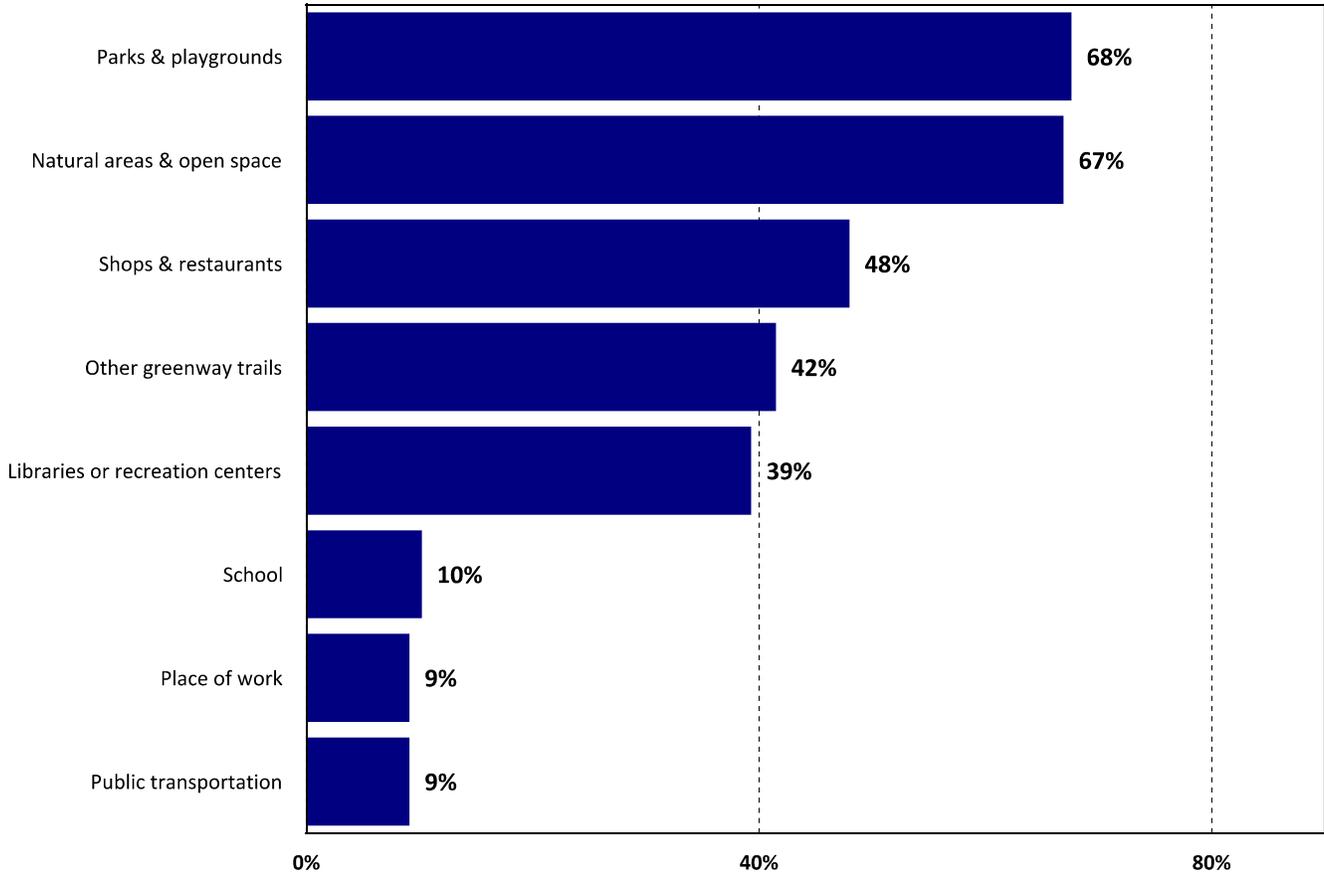
Q21. Including yourself, how many people in your household are...

by percentage of persons in household

Under age 5
8%

Ages 75+
3%

Ages 65-74
10%

Ages 5-12
13%

Ages 55-64
13%

Ages 13-17
9%

Ages 45-54
13%

Ages 18-24
5%

Ages 35-44
12%

Ages 25-34
13%

ETC Institute (2024)

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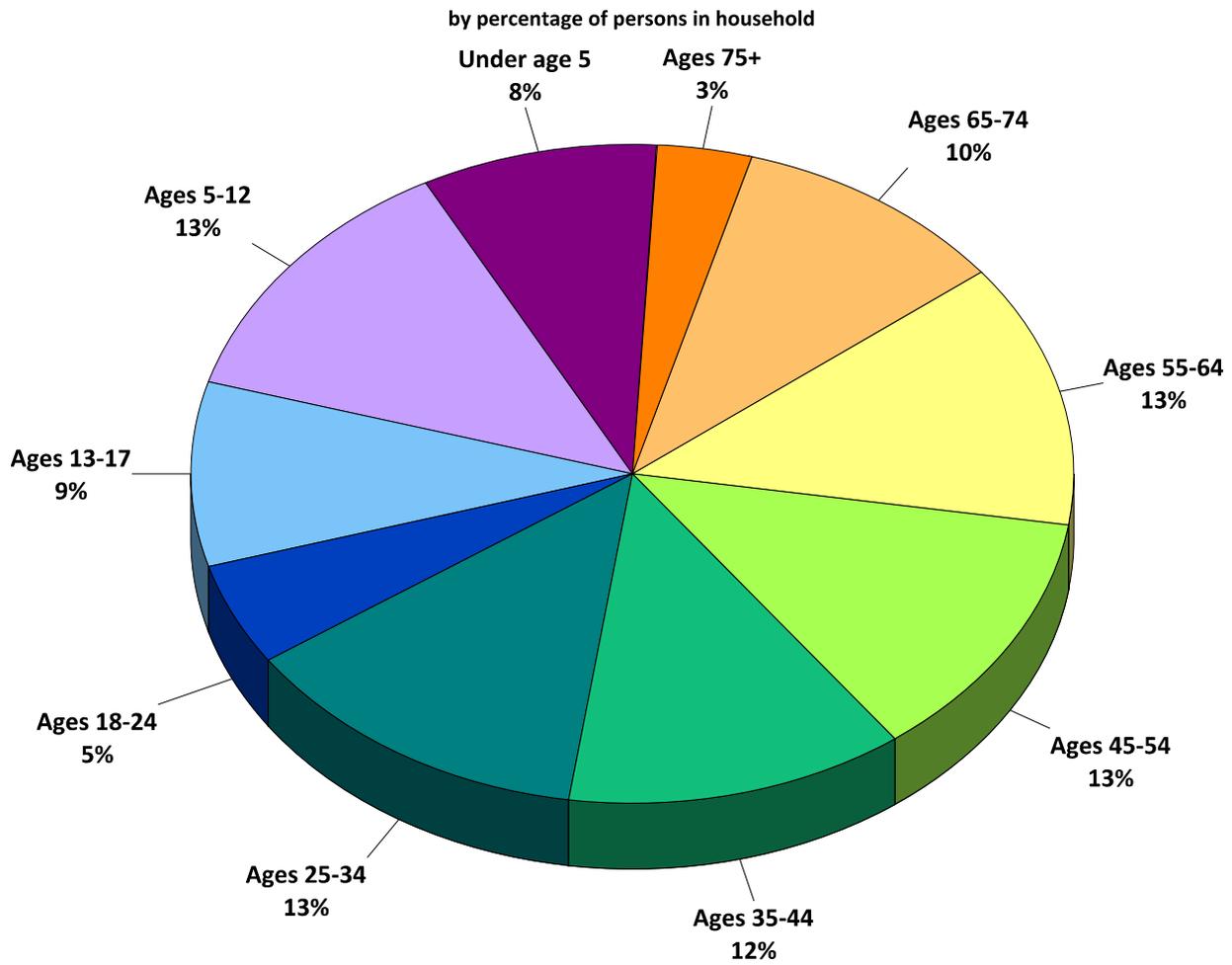
Q22. What is your age?

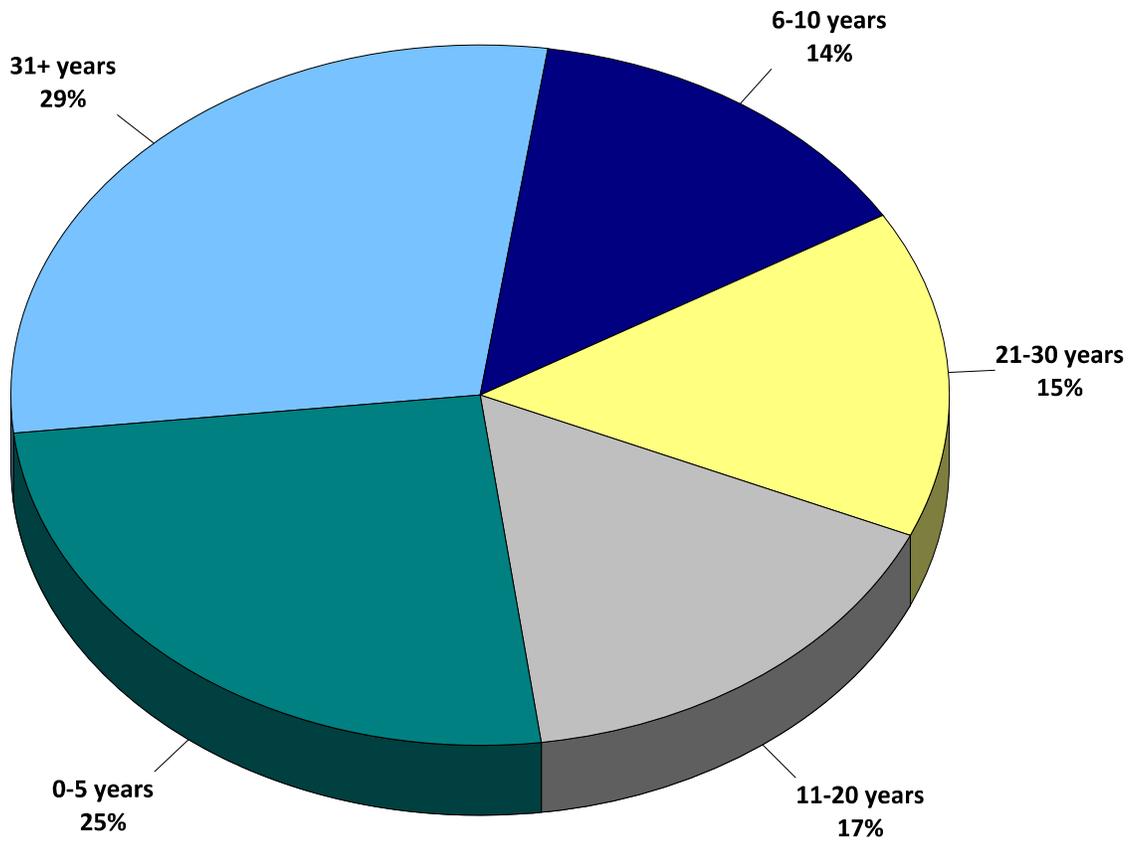### by percentage of respondents (excluding "not provided")
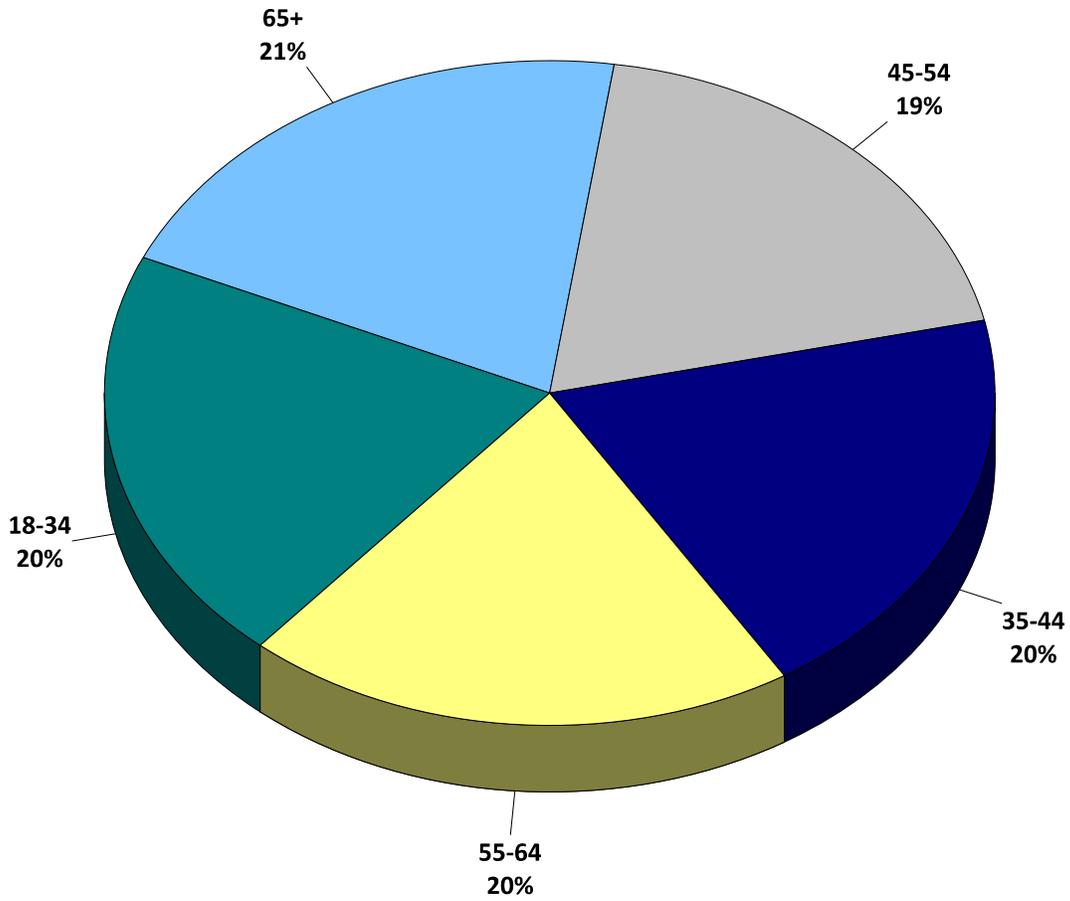
Q23. What is the highest degree or level of school you have completed?

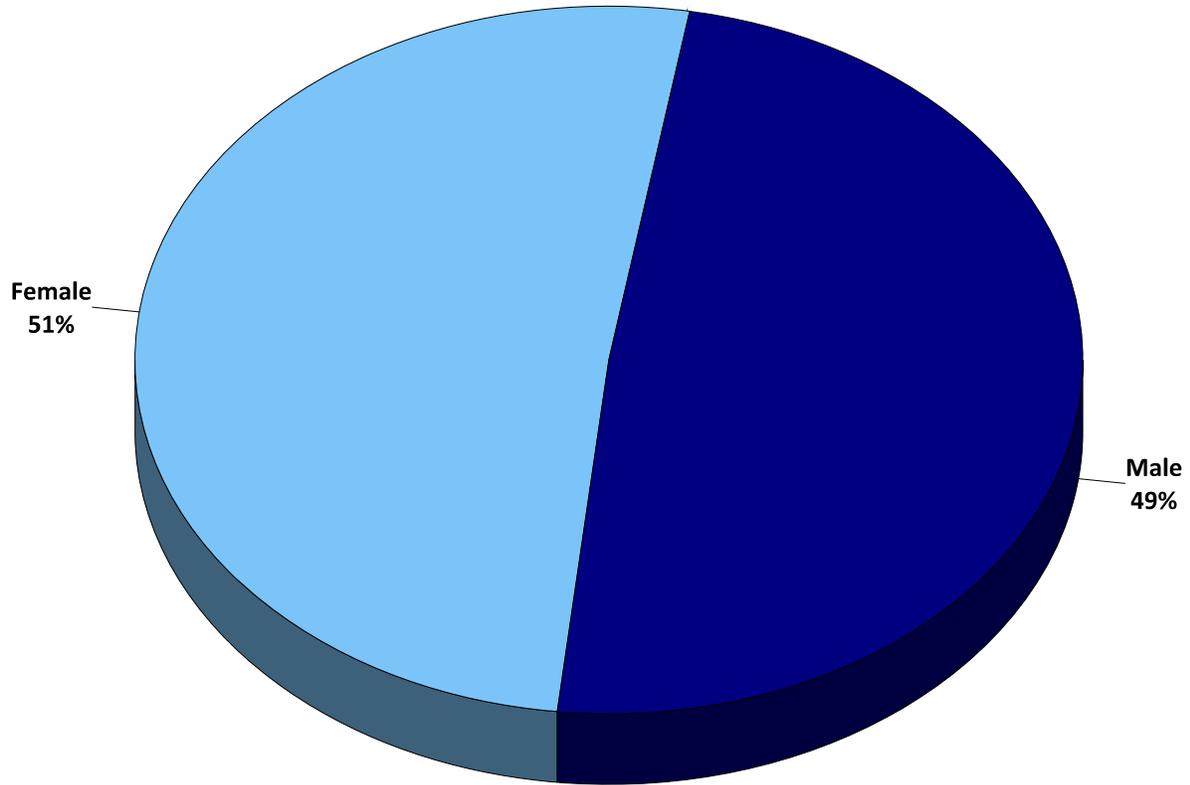**by percentage of respondents (multiple selections could be made; excluding "not provided")**

Category	Percentage
Associate's degree	29%
High school diploma or equivalent	26%
Bachelor's degree	25%
Master's degree or professional degree	16%
Doctorate degree	2%
Completed some schooling	2%
No schooling completed	0%

0%   20%   40%

City of Albemarle Parks, Recreation Greenways and Open Space Survey
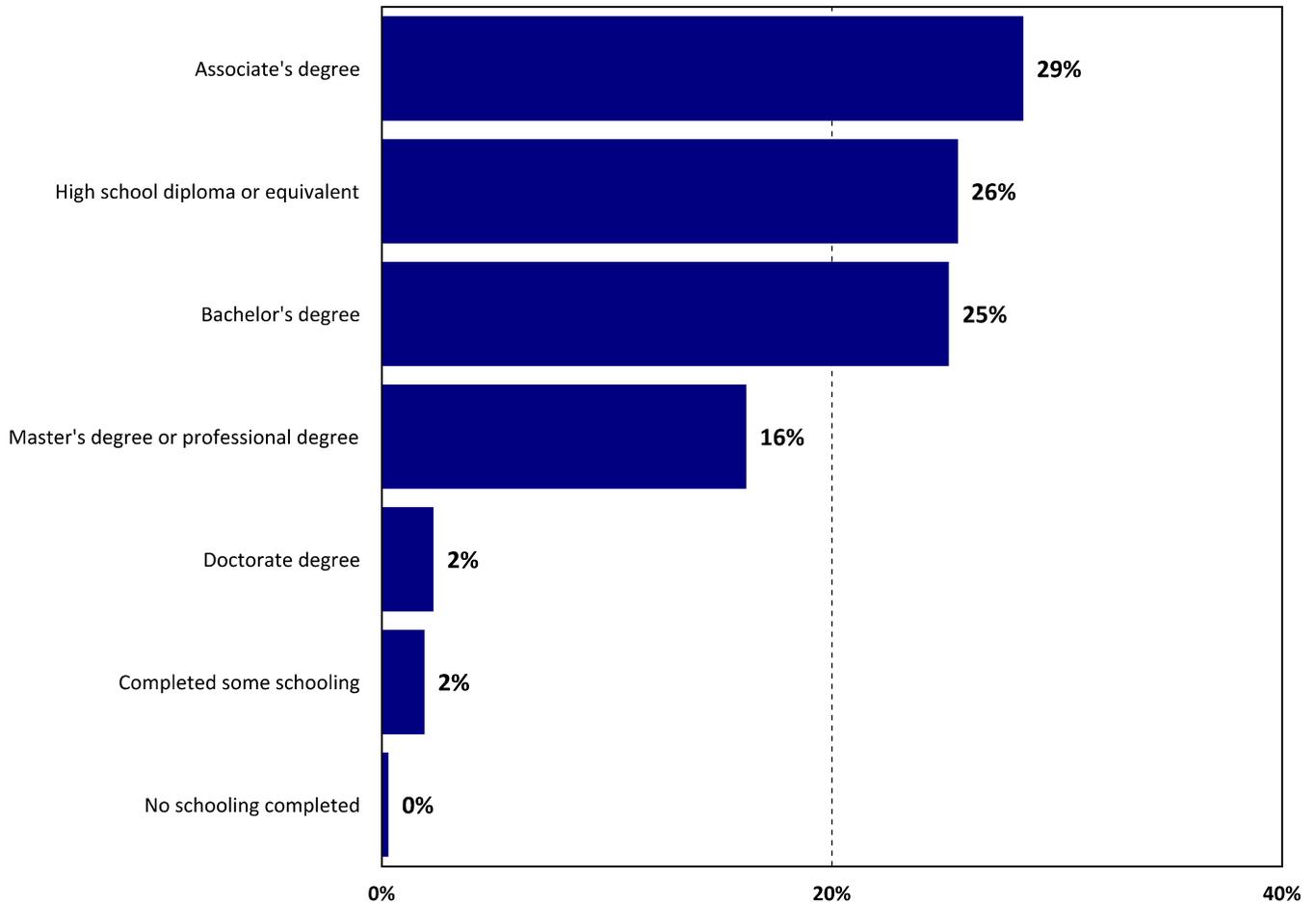
Q24. Approximately how many years have you lived in the City of Albemarle?

by percentage of respondents (excluding "not provided")

6-10 years
14%

31+ years
29%

21-30 years
15%

0-5 years
25%

11-20 years
17%

ETC Institute (2024)   43

Q25. Your gender:

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

Female
51%

Male
49%

ETC Institute (2024)   44

City of Albemarle Parks, Recreation Greenways and Open Space Survey

Q26. Please check all the following that best describe your race/ethnicity.

by percentage of respondents (multiple selections could be made)

Category	Percentage
White or Caucasian	63%
Black or African American	22%
Hispanic, Spanish, or Latino/a/x	8%
Asian or Asian Indian	4%
Native Hawaiian or other Pacific Islander	1%
American Indian or Alaska Native	1%
Other	0%

ETC Institute (2024)

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