



10 Avenue SW

Main Streets Metrics Program | Public Survey Snapshot | 2024

VISITING THE MAIN STREET

96%

visit the street **regularly**
(daily, weekly, bi-weekly, monthly)



MOBILITY

Safety & Use

60%

feel safe while **walking**



38%

feel safe while **wheeling**



75%

feel safe while **driving**



A few respondents mention feeling unsafe due to the car-centric nature of the street and speeding traffic.

SOCIAL LIFE

Social Interactions

38%

interact with people they don't know



67%

see people they know



62%

attend community events



SENSE OF PLACE

Street Descriptions

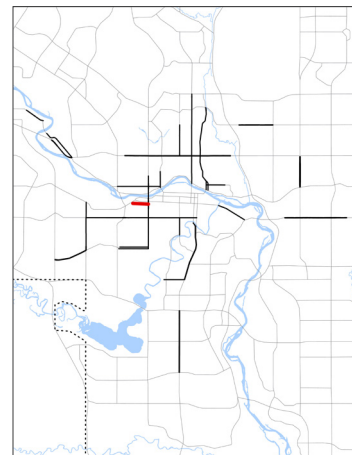
2 mentions

GENTRIFICATION
POTENTIAL
UNSAFE

Nearly 50 descriptions mentioned once, including:

BLEAK, SKETCHY
BARREN, BORING
DIRTY, FILTHY,
FOOD, DRINK, BEER, PIZZA
HOPEFUL, COMMUNITY
UNHOUSED, HOMELESS

Neighbourhood Main Street



SURVEY DEMOGRAPHICS

Home Communities

Most respondents are from **Sunalta** (26%) and **Beltline** (15%).

Household Annual Income

Most respondents (26%) indicated an income of more than **\$150,000**.

Age

Most respondents (30%) are **35-44** years old.

Gender

37% are men | **37%** are women

4% are Intersex, Non-binary, Transgender, or Two-spirit

Other

8% identify as a visible minority

8% identify as **LGBTQ2S+**

8% were born outside Canada

4% have moved to Canada within the last 5 years

11% have a disability

EQUITY

Community

37%

feel a sense of **belonging** on the street

Accessibility

38%

unsatisfied with street **accessibility**

Safety

41%

feel unsafe in the **day**

52%

feel unsafe at **night**

The majority of comments related to perception of safety identify the presence of people experiencing houselessness and drug addiction, whereas other Main Streets have safety challenges related to mobility.

ABOUT THE DATA

Number of survey respondents: **27**

Main Streets Program Status:
Strategic | Plan | Design | Build | Live

The survey collects insights about the experience on the street to better understand successes and challenges.

Survey live from August 22 to September 28, 2024.

