



# 10 Street NW

Main Streets Metrics Program | Public Survey Snapshot | 2024

## VISITING THE MAIN STREET

**89%**

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



The **theatre** and **tattoo shops** are the most visited types of businesses

## MOBILITY

### Safety & Use

**76%**

feel safe while **walking**



**22%**

feel safe while **wheeling**



**75%**

feel safe while **driving**



Respondents feel unsafe due to speeding traffic, narrow sidewalks, and lack of separation between cyclists and vehicular traffic.

## SOCIAL LIFE

### Social Interactions

**59%**

interact with people they don't know



**77%**

see people they know



**68%**

attend community events



Respondents recommend improvements to the public realm, including wider sidewalks, sidewalk repairs to improve accessibility, additional seating areas, and other accessibility enhancements.

## SENSE OF PLACE

### Street Descriptions

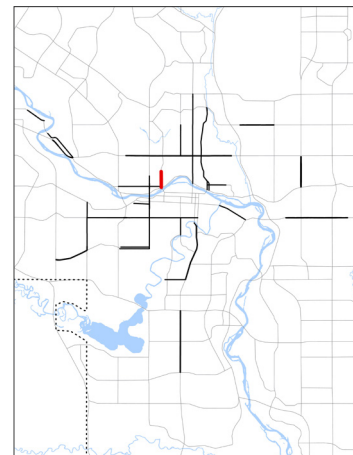
10 mentions

**BUSY**

Over 100 descriptions mentioned less than 5 times, including:

**CAR / CARS**  
**TRENDY, QUIRKY**  
**BORING**  
**FUN, LIVELY, COOL**  
**CROWDED, POPULAR**  
**IMPROVING**  
**VIBRANT, WALKABLE**

## Neighbourhood Main Street



## SURVEY DEMOGRAPHICS

### Home Communities

Most respondents are from **Hillhurst** (20%), **Sunnyside** (16%) and **West Hillhurst** (8%).

### Household Annual Income

Most respondents (23%) indicated an income of more than **\$150,000**.

### Age

Most respondents (23%) are **35-44** years old.

### Gender

**38%** are men | **48%** are women

**2%** are Intersex, Non-binary, Transgender, or Two-spirit

### Other

**6%** identify as Aboriginal, Indigenous, First Nations, Métis, Inuk (Inuit)

**5%** identify as a visible minority

**13%** identify as LGBTQ2S+

**17%** were born outside Canada

**3%** have moved to Canada within the last 5 years

**11%** have a disability

## EQUITY

### Community

**63%**

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

### Accessibility

**53%**

unsatisfied with street **accessibility**

### Safety

**8%**

feel unsafe in the **day**

**32%**

feel unsafe at **night**

A few respondents describe feeling unsafe on this street due to the presence of people experiencing homelessness and drug addiction, though this sentiment is not as prominent as other Main Streets.

## ABOUT THE DATA

Number of survey respondents: **64**

Main Streets Program Status:  
**Strategize** | 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.

