

# 14 Street SW

Main Streets Metrics Program | Public Survey Snapshot | 2024

## VISITING THE MAIN STREET

**95%**

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



## MOBILITY

### Safety & Use

**58%**

feel safe while **walking**



**15%**

feel safe while **wheeling**



**76%**

feel safe while **driving**



Respondents feel unsafe due to speeding traffic and a lack of considerations for pedestrians and cyclists. A few describe riding bikes on sidewalks or choosing side streets instead.

## SOCIAL LIFE

### Social Interactions

**33%**

interact with people they don't know



**54%**

see people they know



**25%**

attend community events



Respondents acknowledge that there are very few places to sit and stay, and describe the street as car-centric and uninviting to people.

## SENSE OF PLACE

### Street Descriptions

10 mentions

**BUSY**

6 mentions

**CAR CENTRIC / CAR SEWER**

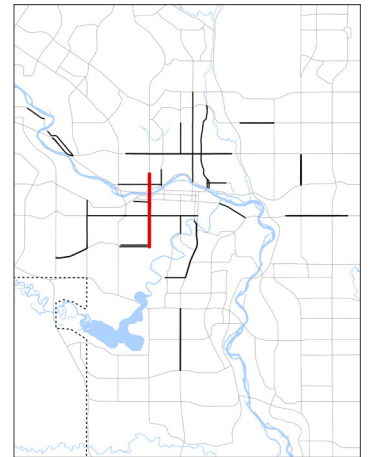
5 mentions

**TRAFFIC**

Nearly 80 descriptions mentioned less than 5 times, including:

**DIRTY  
DANGEROUS, ROUGH  
LOUD  
THOROUGHFARE  
RUN DOWN, UNINVITING**

## Neighbourhood Main Street



## SURVEY DEMOGRAPHICS

### Home Communities

Most respondents are from **Bankview** (17%), **Beltline** (11%) and **Altadore** (8%).

### Household Annual Income

Most respondents (30%) indicated an income of more than **\$150,000**.

### Age

Most respondents (34%) are **35-44** years old.

### Gender

**30%** are men | **52%** are women

**3%** are Intersex, Non-binary, Transgender, or Two-spirit

### Other

**5%** identify as Aboriginal, Indigenous, First Nations, Métis, Inuk (Inuit)

**6%** identify as a visible minority

**16%** identify as LGBTQ2S+

**8%** were born outside Canada

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

**5%** have a disability

## EQUITY

### Community

**16%**

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

### Accessibility

**52%**

unsatisfied with street **accessibility**

### Safety

**19%**

feel unsafe in the **day**

**54%**

feel unsafe at **night**

A few respondents describe feeling unsafe on this street due to the presence of people experiencing houselessness 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.

