

# Kensington Road NW

Main Streets Metrics Program | Public Survey Snapshot | 2024

## VISITING THE MAIN STREET

**88%**

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



The **book store, theatre** and **board game cafe** are the most visited types of businesses

## MOBILITY

### Safety & Use

**85%**

feel safe while **walking**



**29%**

feel safe while **wheeling**



**75%**

feel safe while **driving**



Respondents feel unsafe due to traffic congestion and conflict between vehicles, pedestrians and electric bikes or scooters. Some consider the street design changes to be the reason they feel less safe.

## SOCIAL LIFE

### Social Interactions

**53%**

interact with people they don't know



**71%**

see people they know



**54%**

attend community events



Several respondents identify a need for improvements to public realm, with suggestions to continue to prioritize pedestrians and cyclists to encourage sitting and staying.

## SENSE OF PLACE

### Street Descriptions

17 mentions

**BUSY**

10 mentions

**VIBRANT**

6 mentions

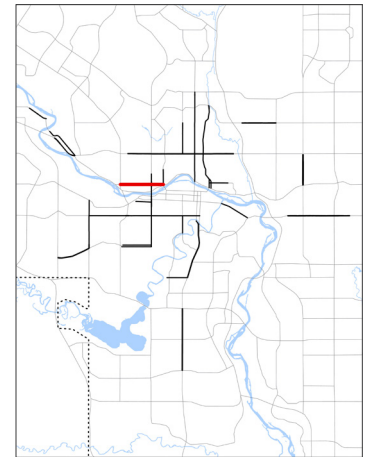
**FRIENDLY**

**LIVELY**

Over 170 descriptions mentioned less than 5 times, including:

**TRENDLY, ECLECTIC  
INTERESTING, INVITING  
COMMUNITY, SAFE  
GENTRIFIED, EXPENSIVE  
DYNAMIC, EVOLVING  
QUAINT, SMALL  
UNSAFE, POTENTIAL**

## Neighbourhood Main Street



## SURVEY DEMOGRAPHICS

### Home Communities

Most respondents are from **West Hillhurst** (20%), **Hillhurst** (14%) and **Sunnyside** (10%).

### Household Annual Income

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

### Age

Most respondents (26%) are **35-44** years old.

### Gender

**27%** are men | **56%** are women

**5** are Intersex, Non-binary, Transgender, or Two-spirit

### Other

**8%** identify as a visible minority

**14%** identify as LGBTQ2S+

**13%** were born outside Canada

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

**8%** have a disability

## EQUITY

### Community

**60%**

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

Respondents between the ages of 25-34 and 55-64 were more likely to feel a sense of belonging.

### Accessibility

**30%**

unsatisfied with street **accessibility**

**11%**

feel unsafe in the **day**

**25%**

feel unsafe at **night**

### Safety

## ABOUT THE DATA

Number of survey respondents: **133**

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.