

Macleod Trail S

Main Streets Metrics Program | Public Survey Snapshot | 2024

VISITING THE MAIN STREET

92%

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



MOBILITY

Safety & Use

13%

feel safe while **walking**



3%

feel safe while **wheeling**



73%

feel safe while **driving**



Very few respondents feel safe while walking or wheeling, with several mentions of the car-centric environment on Macleod Trail S.

SOCIAL LIFE

Social Interactions

18%

interact with people they don't know



26%

see people they know



10%

attend community events



This Main Street is not considered a place for people to sit and stay. Respondents suggest several improvements, including more greenery, wider and repaired sidewalks, and walkable commercial areas.

SENSE OF PLACE

Street Descriptions

7 mentions

CARS / CAR

5 mentions

**UGLY
BUSY**

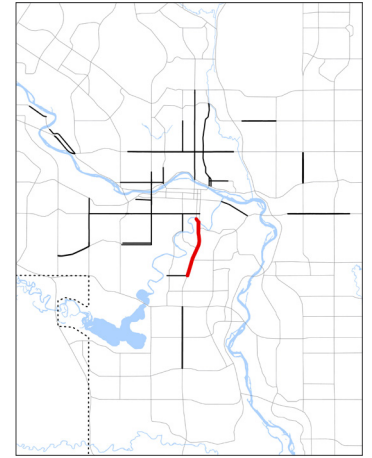
3 mentions

**DANGEROUS
SKETCHY**

Nearly 50 descriptions mentioned once, including:

**UNATTRACTIVE, HOSTILE
AWFUL, UNEVENTFUL
BUSINESS CORRIDOR
LOUD, CHAOTIC
DISCONNECTED, HECTIC**

Urban Main Street



SURVEY DEMOGRAPHICS

Home Communities

Most respondents are from **Beltline** (8%), **Chaparral** (5%) and **Riverbed** (5%).

Household Annual Income

Most respondents (23%) indicated an income of **\$105,000 to \$150,000**.

Age

Most respondents (26%) are **25-34** years old.

Gender

23% are men | **56%** are women

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

Other

10% identify as Aboriginal, Indigenous, First Nations, Métis, Inuk (Inuit)

10% identify as a visible minority

13% identify as LGBTQ2S+

15% were born outside Canada

3% have moved to Canada within the last 5 years

10% have a disability

EQUITY

Community

0%

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

Respondents mention narrow and uneven sidewalks, which may contribute to a high level of dissatisfaction with street accessibility.

Accessibility

78%

unsatisfied with street **accessibility**

Safety

46%

feel unsafe in the **day**

84%

feel unsafe at **night**

Respondents' perception of safety is generally connected to the nature and speed of vehicular traffic.

ABOUT THE DATA

Number of survey respondents: **39**

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.

