

Macleod Trail SE

Main Streets Metrics Program | Public Survey Snapshot | 2024

VISITING THE MAIN STREET

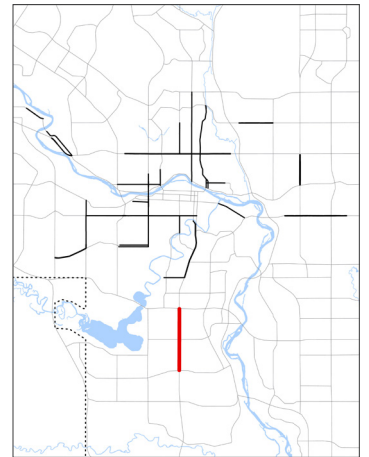
94%

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



The **movie theatre**, **home improvement stores** and **gas stations** are the most visited types of businesses

Urban Main Street



MOBILITY

Safety & Use

39%

feel safe while **walking**



12%

feel safe while **wheeling**



81%

feel safe while **driving**



Respondents feel unsafe due to fast vehicular traffic, and a lack of pedestrian and cycling infrastructure.

SOCIAL LIFE

Social Interactions

32%

interact with people they don't know



37%

see people they know



15%

attend community events



Respondents do not feel that Macleod Trail SE is a place for people, with specific challenges related to lack of shade, green space, seating areas and accessibility considerations.

SENSE OF PLACE

Street Descriptions

47 mentions

BUSY

12 mentions

TRAFFIC UGLY

5-9 mentions

CAR, CONGESTED COMMERCIAL DIRTY, UNSAFE NEEDS IMPROVEMENT

Over 250 descriptions mentioned less than 5 times, including:

THOROUGHFARE COLD, BLAND UTILITARIAN, FUNCTIONAL UNFRIENDLY, LACKING

SURVEY DEMOGRAPHICS

Home Communities

Most respondents are from **Lake Bonavista** (6%) and **Acadia** (6%).

Household Annual Income

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

Age

Most respondents are **35-44** (20%) or **45-54** (20%) years old.

Gender

34% are men | **56%** are women

Other

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

8% identify as a visible minority

8% identify as LGBTQ2S+

14% were born outside Canada

2% have moved to Canada within the last 5 years

9% have a disability

EQUITY

Community

10%

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

A few who use mobility devices mention they have difficulty getting to this street (without a personal vehicle) and crossing at intersections. Respondents who identify as having a disability are more likely to be dissatisfied with street accessibility (80%).

Accessibility

50%

unsatisfied with street **accessibility**

17%

feel unsafe in the **day**

50%

feel unsafe at **night**

Several respondents describe feeling unsafe on this street due to the presence of people experiencing homelessness and drug addiction.

Safety

ABOUT THE DATA

Number of survey respondents: **225**

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.

