



# 10 Avenue SW

Main Streets Metrics Program | Public Survey Snapshot | 2024

## VISITING THE MAIN STREET

96%

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



## MOBILITY

### Safety & Use

60%

feel safe while **walking**



38%

feel safe while **wheeling**



75%

feel safe while **driving**



A few respondents mention feeling unsafe due to the car-centric nature of the street and speeding traffic.

## SOCIAL LIFE

### Social Interactions

38%

interact with people they don't know



67%

see people they know



62%

attend community events



## SENSE OF PLACE

### Street Descriptions

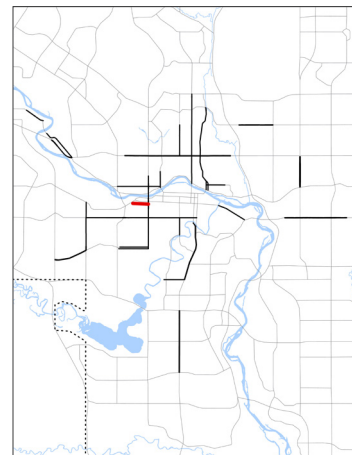
2 mentions

**GENTRIFICATION**  
**POTENTIAL**  
**UNSAFE**

Nearly 50 descriptions mentioned once, including:

**BLEAK, SKETCHY**  
**BARREN, BORING**  
**DIRTY, FILTHY,**  
**FOOD, DRINK, BEER, PIZZA**  
**HOPEFUL, COMMUNITY**  
**UNHOUSED, HOMELESS**

## Neighbourhood Main Street



## SURVEY DEMOGRAPHICS

### Home Communities

Most respondents are from **Sunalta** (26%) and **Beltline** (15%).

### Household Annual Income

Most respondents (26%) indicated an income of more than **\$150,000**.

### Age

Most respondents (30%) are **35-44** years old.

### Gender

**37%** are men | **37%** are women

**4%** are Intersex, Non-binary, Transgender, or Two-spirit

### Other

**8%** identify as a visible minority

**8%** identify as **LGBTQ2S+**

**8%** were born outside Canada

**4%** have moved to Canada within the last 5 years

**11%** have a disability

## EQUITY

### Community

37%

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

### Accessibility

38%

unsatisfied with street **accessibility**

### Safety

41%

feel unsafe in the **day**

52%

feel unsafe at **night**

The majority of comments related to perception of safety identify the presence of people experiencing houselessness and drug addiction, whereas other Main Streets have safety challenges related to mobility.

## ABOUT THE DATA

Number of survey respondents: **27**

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

