



4 Street NW

Main Streets Metrics Program | Public Survey Snapshot | 2024

VISITING THE MAIN STREET

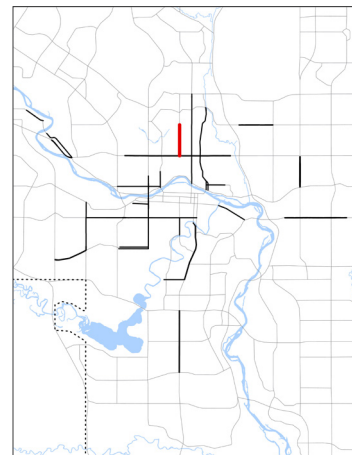
93%

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



The **art centre** and **music school** are the most visited types of businesses

Neighbourhood Main Street



MOBILITY

Safety & Use

70%

feel safe while **walking**



29%

feel safe while **wheeling**



89%

feel safe while **driving**



Respondents feel unsafe a lack of pedestrian and cycling infrastructure, including crosswalks and bike lanes, and a particular emphasis on children's safety due to the proximity to a school.

SOCIAL LIFE

Social Interactions

58%

interact with people they don't know



59%

see people they know



40%

attend community events



Respondents would like to see enhancements to the public realm, including public spaces and gathering areas.

SENSE OF PLACE

Street Descriptions

5 mentions

POTENTIAL

2-3 mentions

**TRAFFIC, CAR-CENTRIC
BUSY
FRIENDLY, CUTE**

Over 70 descriptions mentioned once, including:

**BARE, UNASSUMING
STROAD, UNSAFE
DATED**

SURVEY DEMOGRAPHICS

Home Communities

Most respondents are from **Mount Pleasant** (47%), **Highland Park** (7%), **Highwood** (7%) and **Tuxedo Park** (7%).

Household Annual Income

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

Age

Most respondents are **35-44** (28%) or **45-54** (28%) years old.

Gender

26% are men | **63%** are women

Other

2% identify as Aboriginal, Indigenous, First Nations, Métis, Inuk (Inuit)

12% identify as a visible minority

5% identify as LGBTQ2S+

9% were born outside Canada

2% have moved to Canada within the last 5 years

2% have a disability

EQUITY

Community

44%

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

A couple of respondents mention that, even after sidewalks have been widened, they can be inaccessible for people using wheelchairs or pushing strollers.

Accessibility

43%

unsatisfied with street **accessibility**

Safety

5%

feel unsafe in the **day**

26%

feel unsafe at **night**

ABOUT THE DATA

Number of survey respondents: **43**

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.

