

# Macleod Trail SE

Main Streets Metrics Program | Public Survey Snapshot | 2024

## VISITING THE MAIN STREET

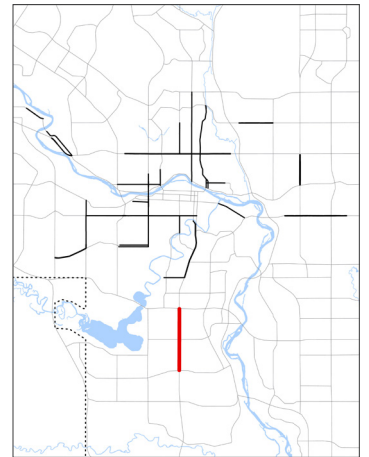
**94%**

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**

### Safety

**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.

## 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.

