



Macleod Trail SE

Main Streets Metrics Program | Public Survey Snapshot | 2025

VISITING THE MAIN STREET

94%

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



The **shopping mall, pubs/bars, recreation centre** and **gas stations** are the most visited types of businesses.

MOBILITY

Safety & Use

27%

feel safe while **walking**



12%

feel safe while **wheeling**



73%

feel safe while **driving**



Respondents generally felt safe driving, but consistently described the street as built primarily for vehicles, citing limited cycling infrastructure, no physical separation between sidewalks and traffic in some areas, and a high number of lanes that make crossing difficult.

SOCIAL LIFE

Social Interactions

25%

interact with people they don't know



52%

see people they know



29%

attend community events



Respondents said the street does not function as a gathering space, citing the absence of green areas, benches, and trees, as well as a streetscape dominated by strip malls and hotels.

SENSE OF PLACE

Street Descriptions

10 mentions:

BUSY, THOROUGHFARE, STROAD

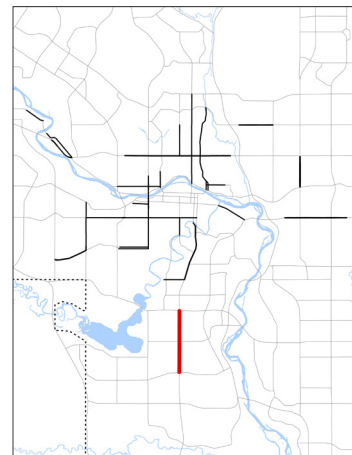
5-9 mentions:

DIRTY, RUNDOWN, DANGEROUS

mentioned less than 5 times:

STRIP MALL, SHOPPING, SPRAWL, CONVENIENT, SIMPLE, LIFELESS, DISJOINTED, FAMILIAR, CUT THROUGH, CORRIDOR, COMMERCIAL, UNCOMFORTABLE

Urban Main Street



SURVEY DEMOGRAPHICS

Home Communities

Most respondents are from **Deer Run** (6%) and **Haysboro** (6%).

Household Annual Income

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

Age

Most respondents (21%) are **55-64** years old.

Gender

46% are men | **37%** are women

Other

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

4% identify as a visible minority

8% identify as LGBTQ2S+

6% were born outside Canada

14% have a disability

EQUITY

Community

17%

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

Accessibility

27%

unsatisfied with street **accessibility**

Safety

31%

feel unsafe in the **day**

71%

feel unsafe at **night**

Respondents raised concerns that the lack of sidewalk separation and crossing opportunities creates barriers for pedestrians and people with mobility issues, suggesting these groups are not well accommodated by the current design.

Respondents cited the presence of homelessness and encampments as a safety concern, particularly at night.



ABOUT THE DATA

Number of survey respondents: **48**

Due to low survey response rates on this Main Street, caution should be used when interpreting these results.

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 November 2025 to January 2026.