

# I Heart Market Street Pilot Survey Results



# Survey Promotion

The survey was promoted on social media (organic and paid), through our email distribution list to members and to public subscribers, on our website, through local organizations and their communications, onsite posters, onsite gate banners and onsite picnic table stickers.

Both BIA members and the general public invited to complete the survey online using their own device, or by using a BIA tablet.

The following survey results are as of Sept 9th and based on a total of 2166 responses.

## SHOULD MARKET STREET BE PEDESTRIANIZED?



SCAN THE QR CODE  
TO SHARE YOUR  
THOUGHTS AND...

ENTER TO WIN 1  
OF 3 \$100 GIFT  
CARDS TO THE  
OTT BUSINESS OF  
YOUR CHOICE

or complete the short survey online at  
[www.OLDTOWNTORONTO.ca/marketstreet](http://www.OLDTOWNTORONTO.ca/marketstreet)



## SHOULD MARKET STREET BE PEDESTRIANIZED?

I Heart Market Street is a pilot project exploring what historic Market Street would be like if pedestrianized.

### WIN A \$100 GIFT CARD

Let us know your thoughts by completing a short survey and enter to win one of three \$100 gift cards to the local OTT business of your choice.

Scan the QR code to complete the survey and learn more:



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# Survey Promotion

The survey was a HOT TOPIC on social media spurring some incredible engagement with lots of positive comments pleading with Old Town Toronto to ensure the Pedestrianization Pilot of Market Street become the norm.

It also resulted in 981 new opt in newsletter subscribers!



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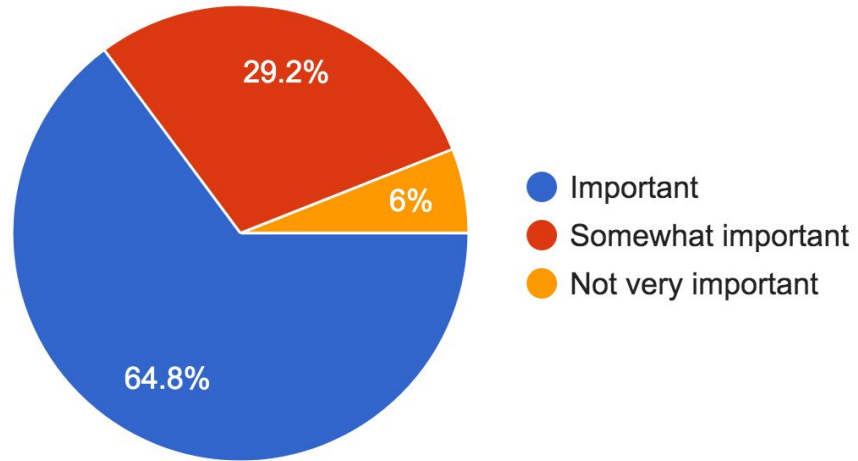
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## Question #1

How important are pedestrianized streets in planning your day in the city?

2,166 responses

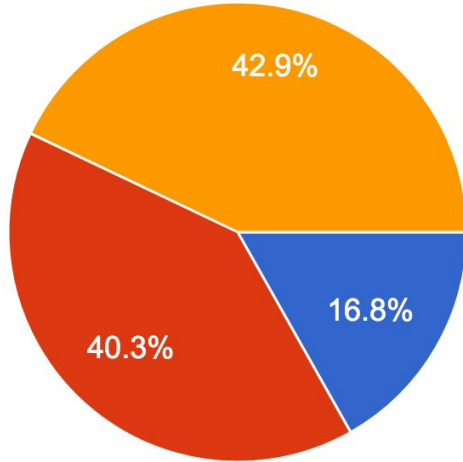




## Question #2

If you drive, where is your preference to park?

2,166 responses



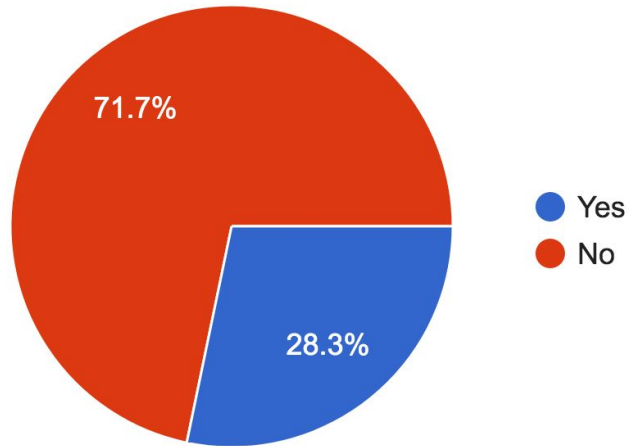
- On street
- Parking lot
- NA - I do not arrive by car.



### Question #3

Would the loss of on street parking on Market Street between Front and The Esplanade deter you from shopping at the Market?

2,166 responses

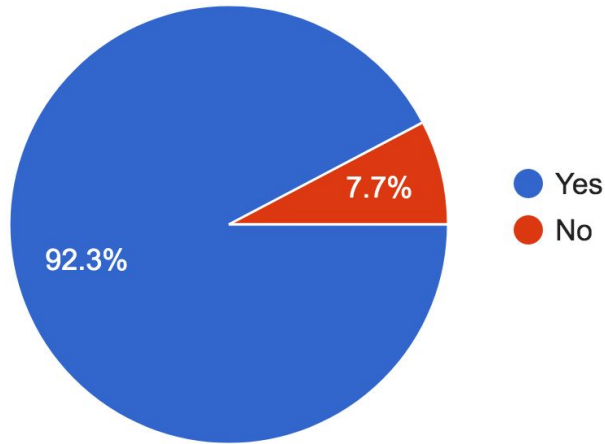




## Question #4

If Market Street were pedestrianized regularly or during the summer, would you visit the street more often?

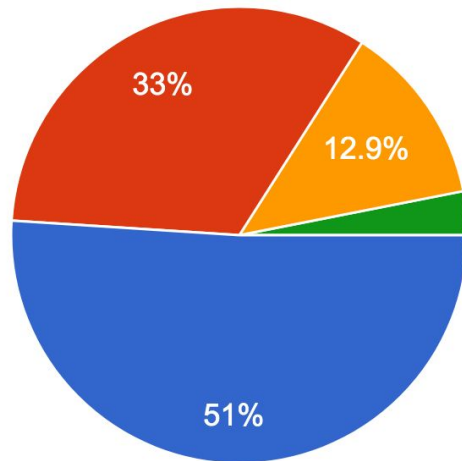
2,166 responses



## Question #5

### Where are you from?

2,166 responses



- St. Lawrence Market Neighbourhood
- Within 5 km of Market Street
- 5 – 25 km away
- More than 25 km away





## Question #6 (Top Answers Only)



If pedestrianized for any period of time, how would you like Market Street to be activated? (select all that apply)

2,166 responses

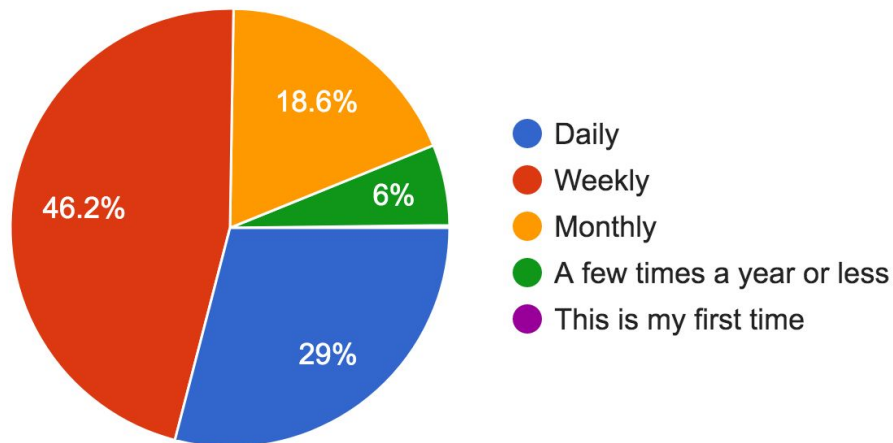
Walking and Public Seating Areas	77.6%
Outdoor Food Vendors	70%
Live Performances (buskers, acoustic bands)	62.4%
Extended Patios For Local Restaurants	59.5%

Note - The next highest answer was Art Installations at 2%

## Question #7

How often do you come to the St. Lawrence Market and/or the immediate area? (Choose the answer that is closest to your visit frequency.)

2,166 responses

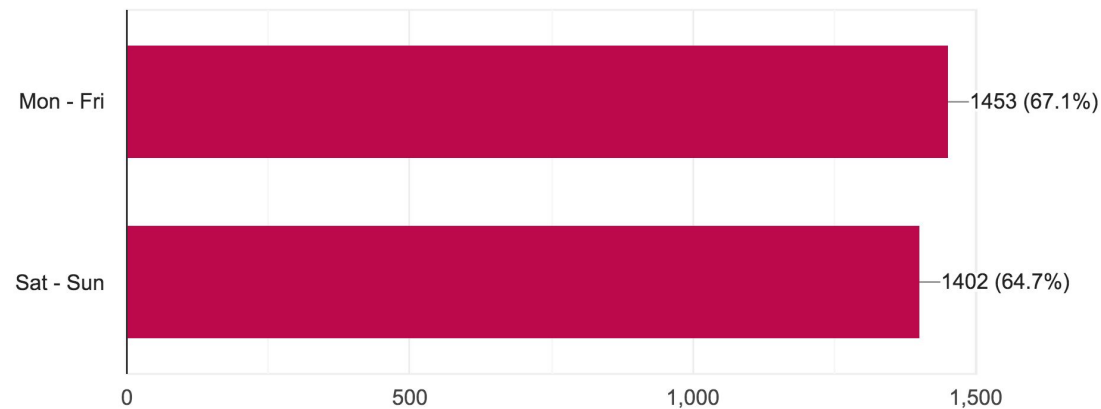




## Question #8

What days of the week do you normally visit St Lawrence Market and the immediate area?

2,166 responses



## Question #9

What typically brings you down to this area? (check all those that apply)

2,166 responses



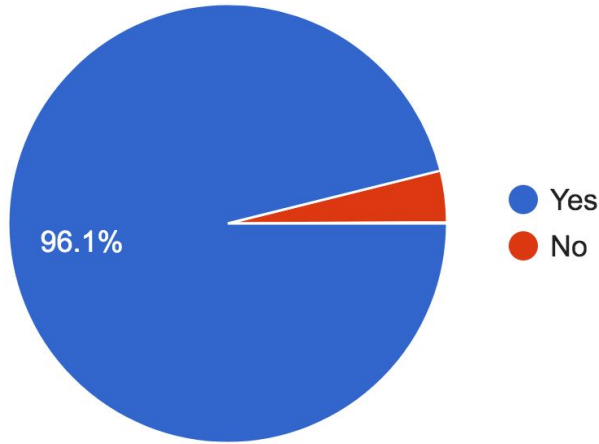
The St. Lawrence Market	67.4%
I live in the area	53.8%
Shopping	33.9%
A restaurant	33.7%
I work in the area	16%
Passing through to the Distillery District/ACC/Skydome/Hockey Hall of Fame	11.8%
Attending a live show	9.2%



## Question #10

The I Heart Market Street pilot is currently planned for two consecutive weekends at the end of August. Do you support continuing these closures each weekend until Thanksgiving?

2,166 responses

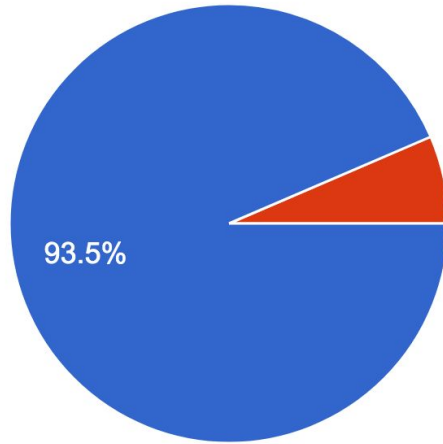


**Please note: At this time further closures have not been confirmed for 2021.**

## Question #11

Would you support a full summer closure for 2022? (Market Street would be completely pedestrianized for 2-3 months.)

2,166 responses



● Yes  
● No

