



During Summer 2022, Market Street (Front Street to The Esplanade) was pedestrianised and turned into an Urban Park with seating areas, entertainment and activities.

To collect information on how people viewed this project and the pedestrianisation of Market Street, from August 10th - Oct 18th 2022, the general public and local business representatives were encouraged to share their feedback through a survey.

The survey was promoted via on-site signage, social media and e-newsletters to businesses and the public by St Lawrence Market, Old Town Toronto/St Lawrence Market Neighbourhood Business Improvement Area and other stakeholders such as the St Lawrence Neighbourhood Residents Association.

The following shares the survey findings.



Note On Respondent Counts:

As respondents moved through the survey they identified themselves as either a member of the General Public or a Local Business Representative. 745 respondents identified as a member of the General Public and 52 respondents identified as a Local Business Representative.

On the following slides you will see “Answered” and “Skipped” counts for each question.

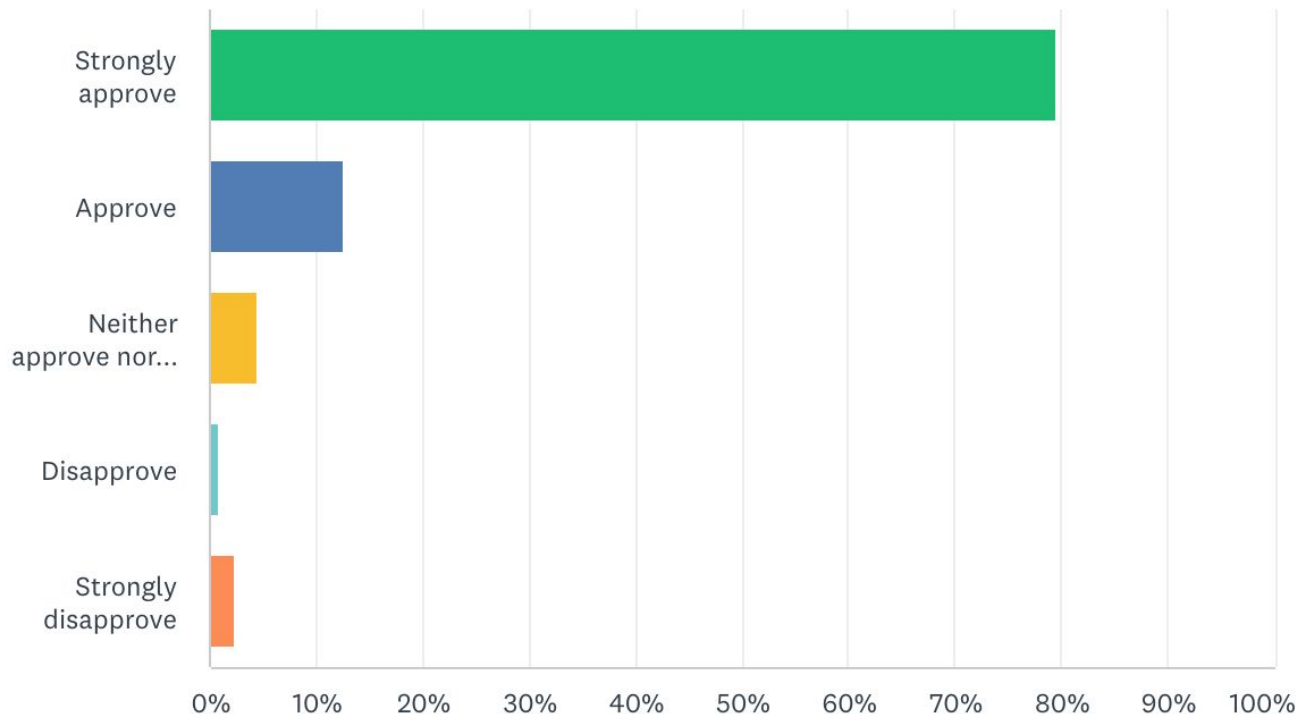
If a question was asked to ALL respondents, the “Skipped” count will be 0.

If a question was asked to the General Public ONLY, the “Answered” count will be in the mid 700s and the “Skipped” count will be in the low 50s.

If a question was asked to Local Business Representatives ONLY, the “Answered” count will be in the low 50s, and the “Skipped” count will be in the the mid 700s.

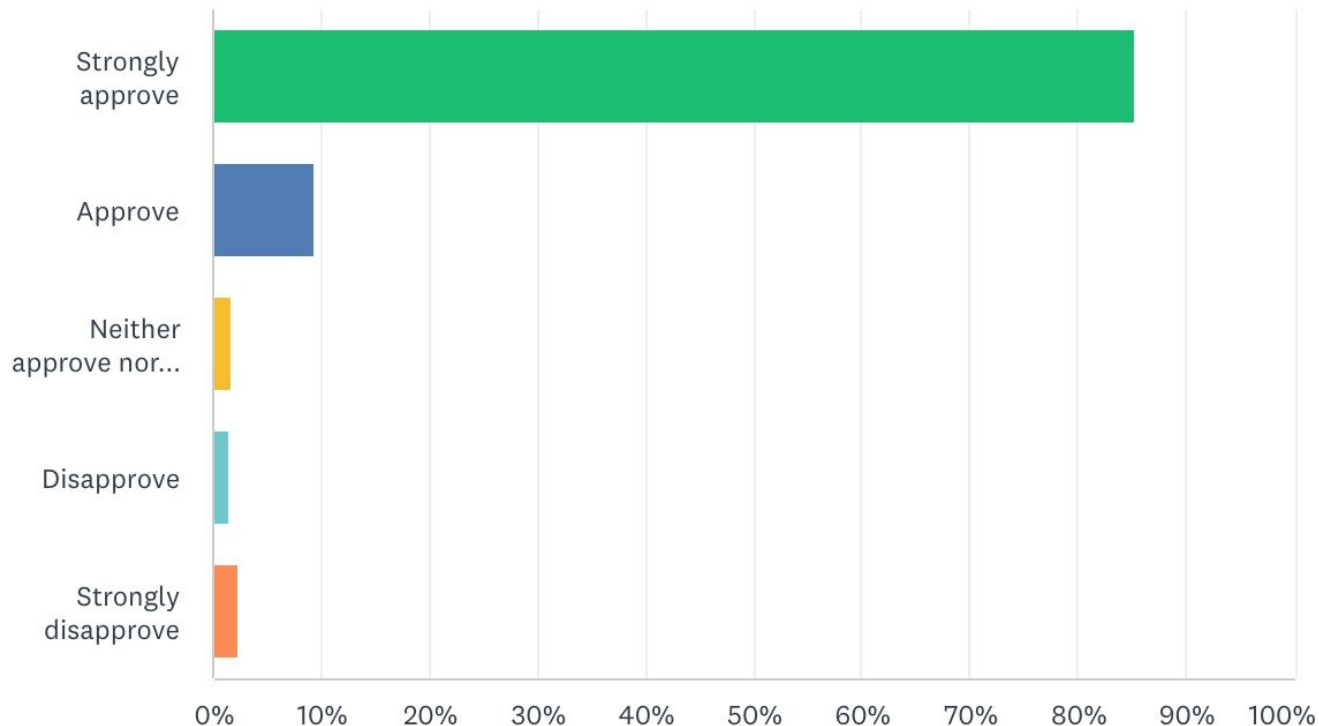
How do you feel about the concept of pedestrianized streets in the city of Toronto in general?

Answered: 797 Skipped: 0



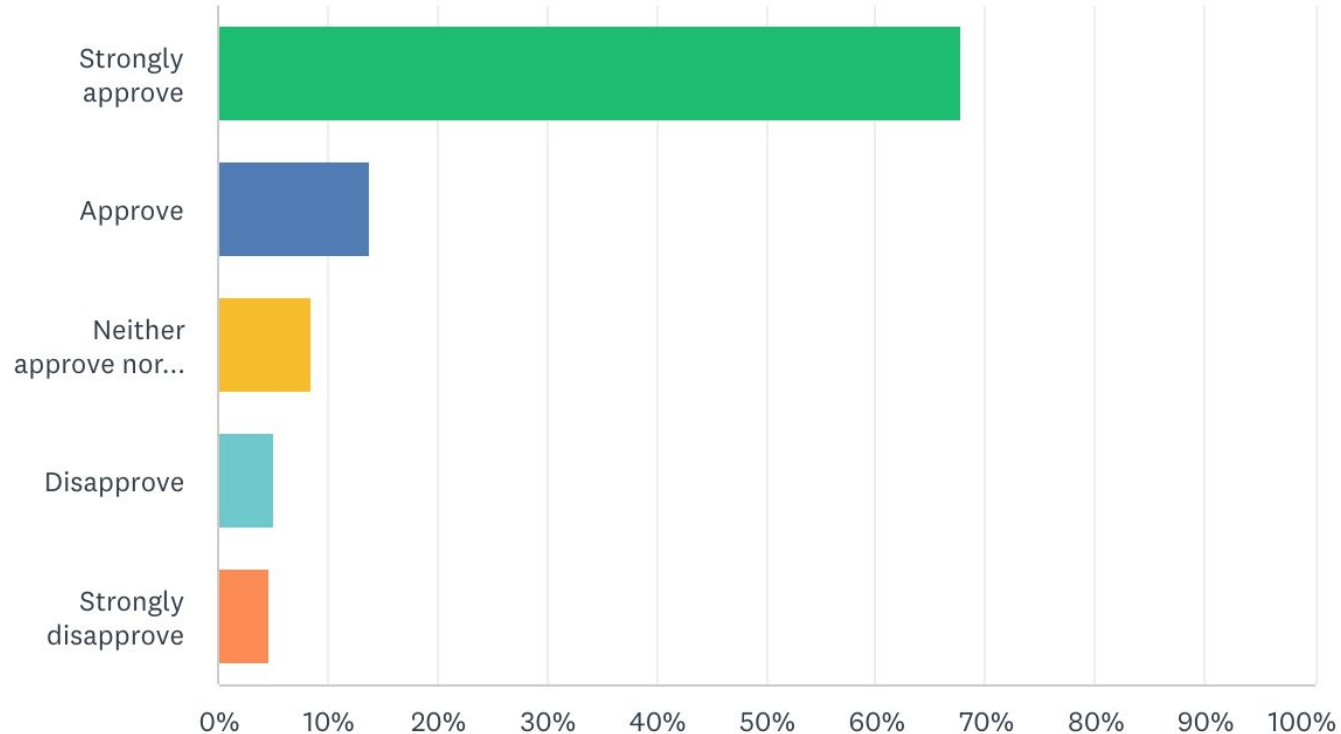
How do you feel about the idea of Market Street being pedestrianized daily from June to October each year?

Answered: 797 Skipped: 0



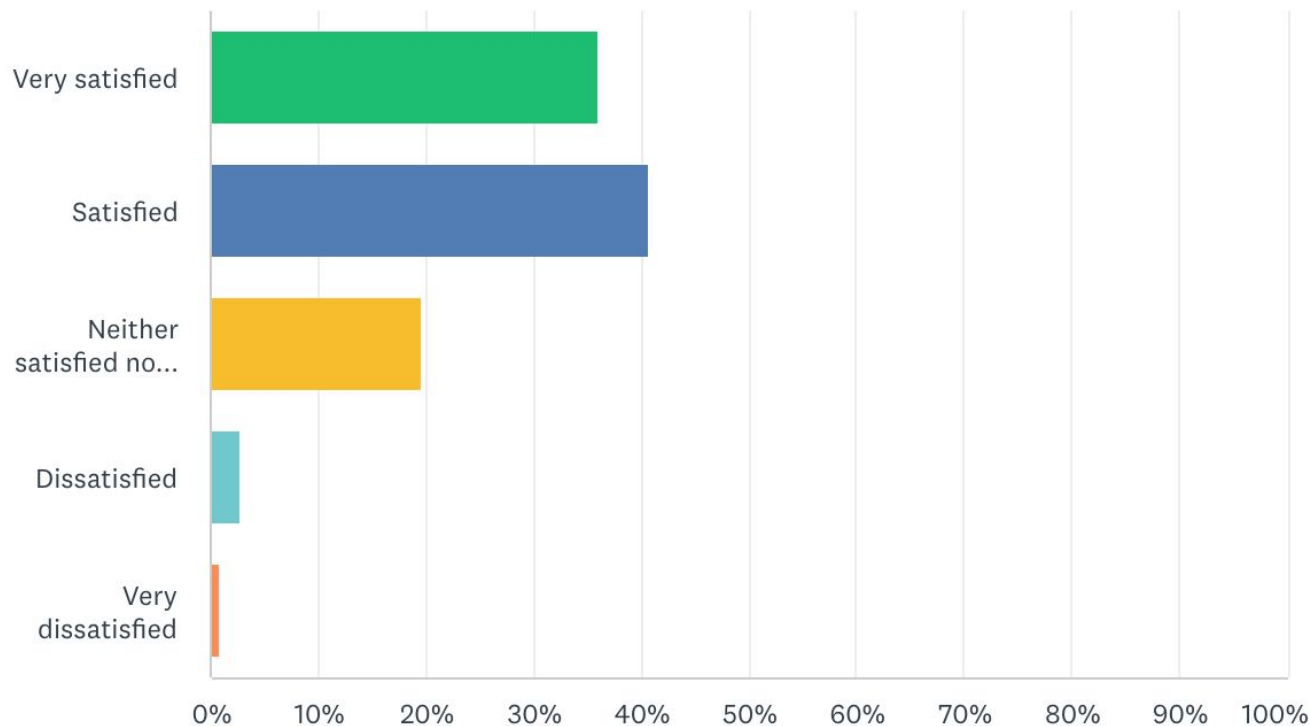
How do you feel about the idea of Market Street being pedestrianized daily all year round?

Answered: 797 Skipped: 0



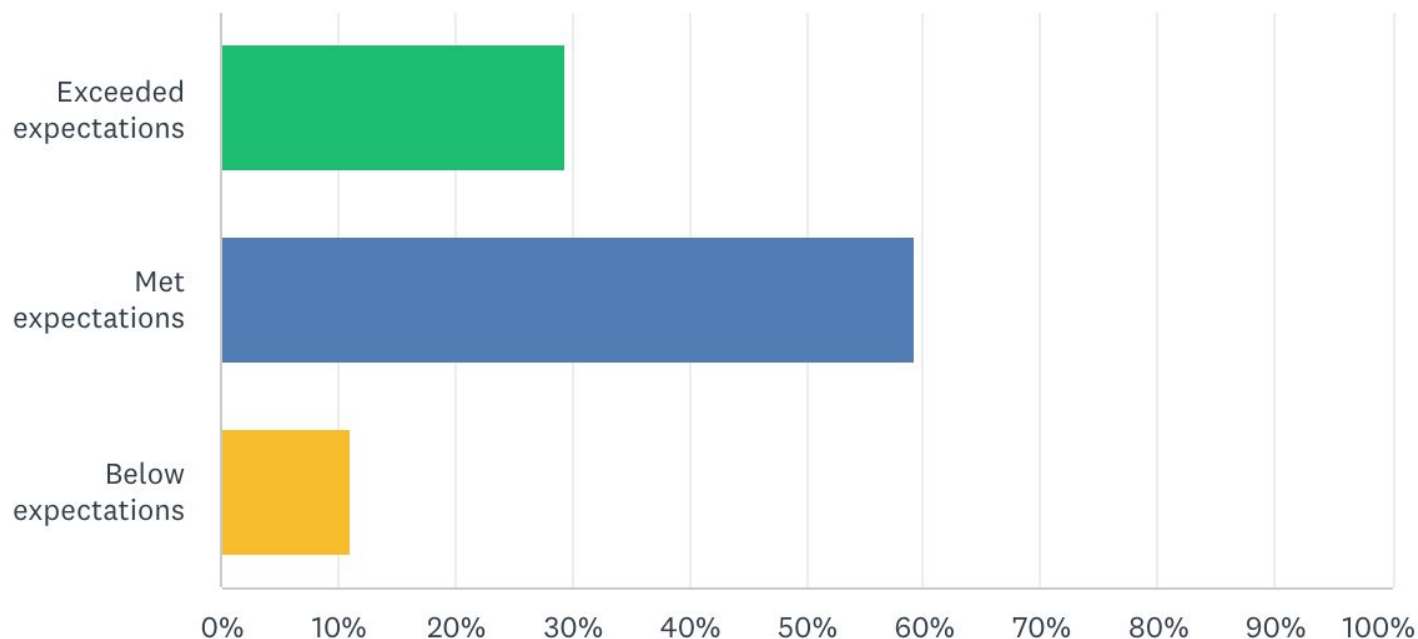
How satisfied are you with the entertainment and activities on Market Street?

Answered: 797 Skipped: 0



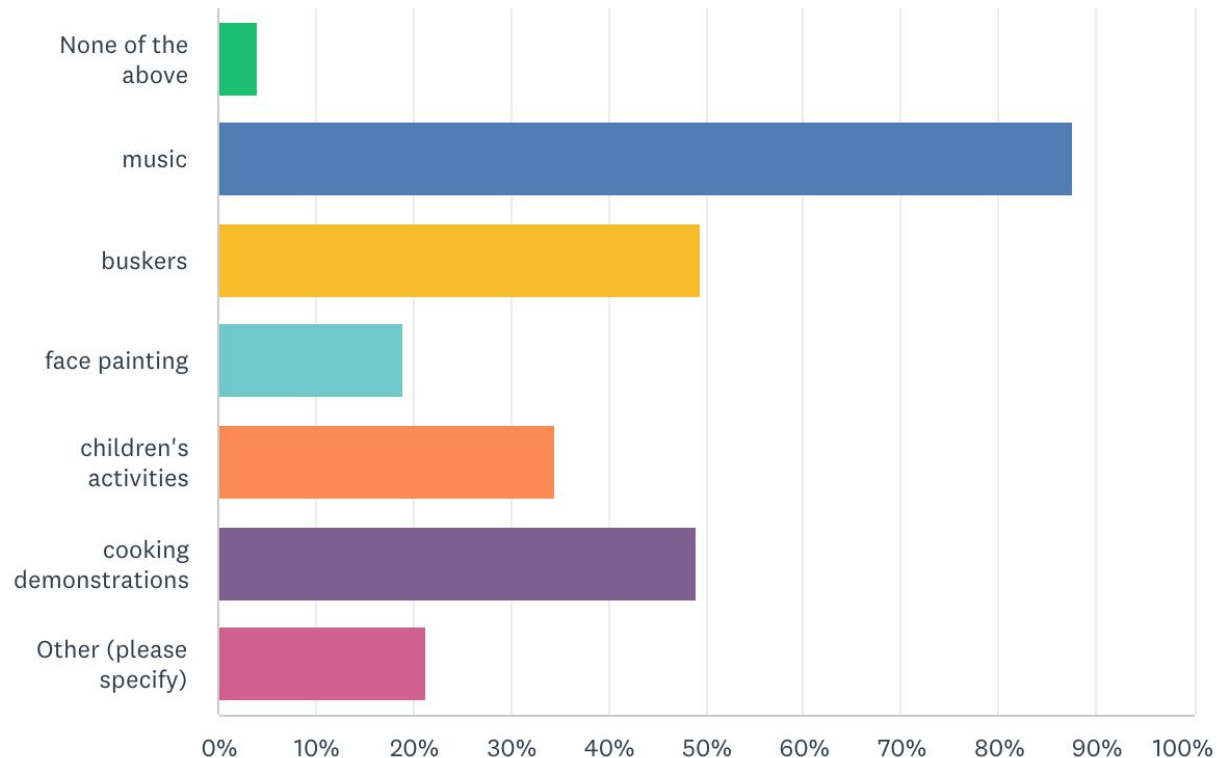
How do you feel about the amount of entertainment and activities on Market Street?

Answered: 797 Skipped: 0



What types of entertainment or activities would you like to have on Market Street?

Answered: 797 Skipped: 0



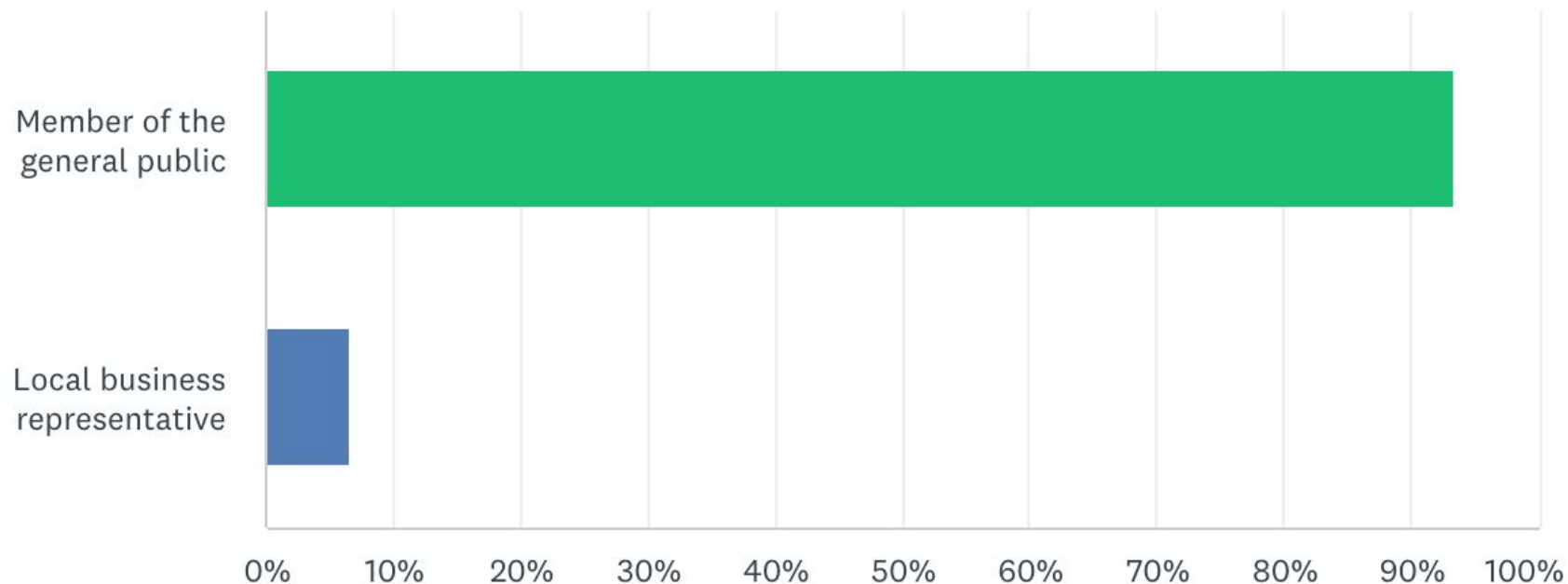
Q7 Do you have any comments or suggestions regarding the entertainment and activities on Market Street?

This long form question allowed respondents to type out their comments and suggestions in full. Below is a system generated 'word cloud' created using the most popular words from the hundreds of answers which would not fit on a single slide. Full answers will be reviewed by survey creators and will be taken into account. Thank you to everyone who took time to complete this question. Your answers are most helpful.

tables restaurant St Lawrence Market will nice family wonderful
entertainment activities weekends Please keep sit security way hear Thank pilot want
Excellent place lunch performers day also winter walking bringing year
really enjoyed space art vendors lot live far enjoy parking
entertainment eat Please lovely food Maybe Keep jazz
street work music used good added market
help great neighbourhood love addition area pedestrians
Market Street small makes don t need neighborhood
people None seating see summer well open great idea even
programming really life events musicians community experience going feel
coming residents loud outside much provided activities live area one live music time
part artists create Market St permanent traffic closure

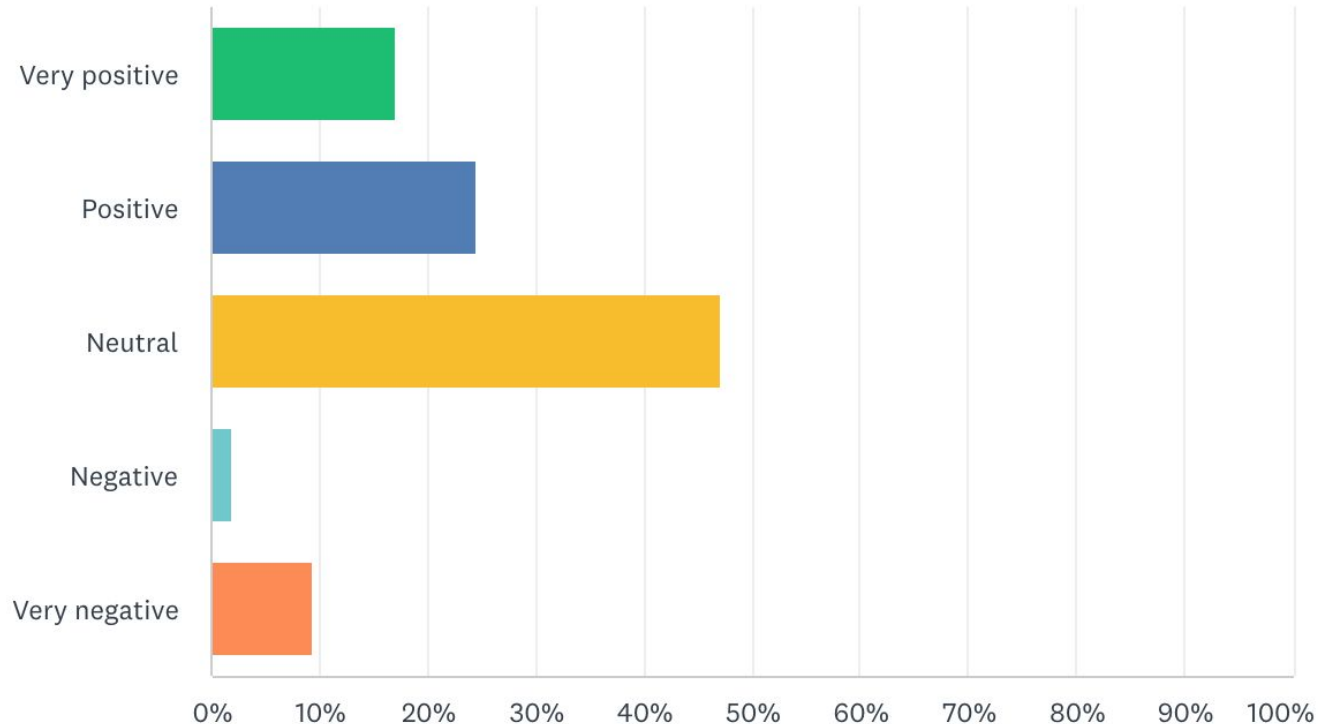
About You I am answering this survey as:

Answered: 797 Skipped: 0



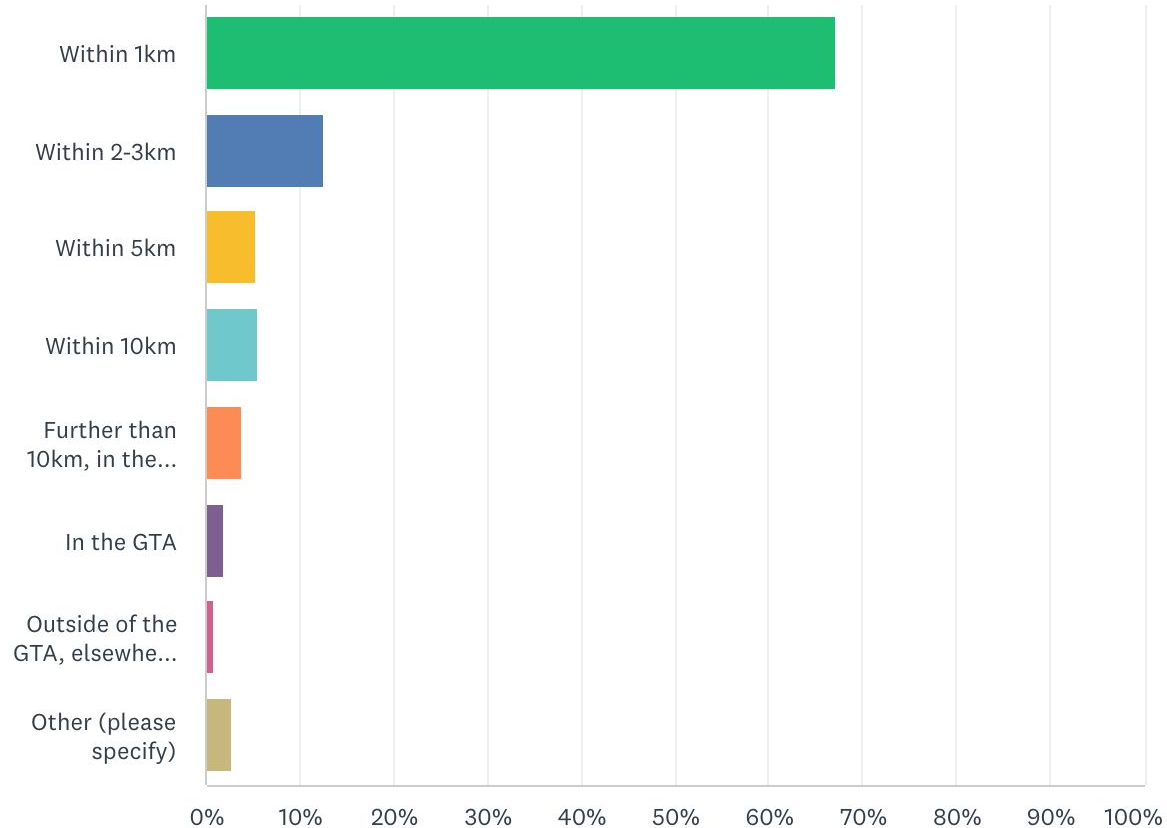
As a local business representative, how has I Heart Market Street impacted your business and/or sales?

Answered: 53 Skipped: 744



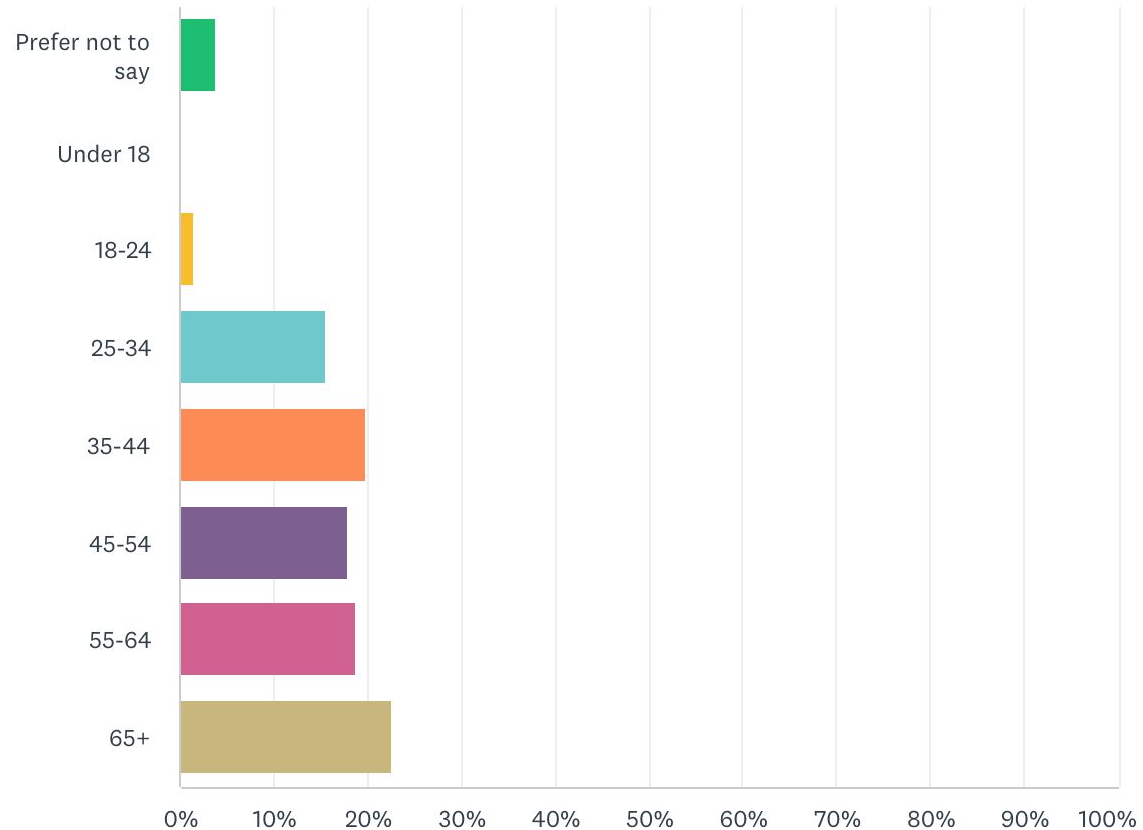
How close do you live to Market Street?

Answered: 745 Skipped: 52



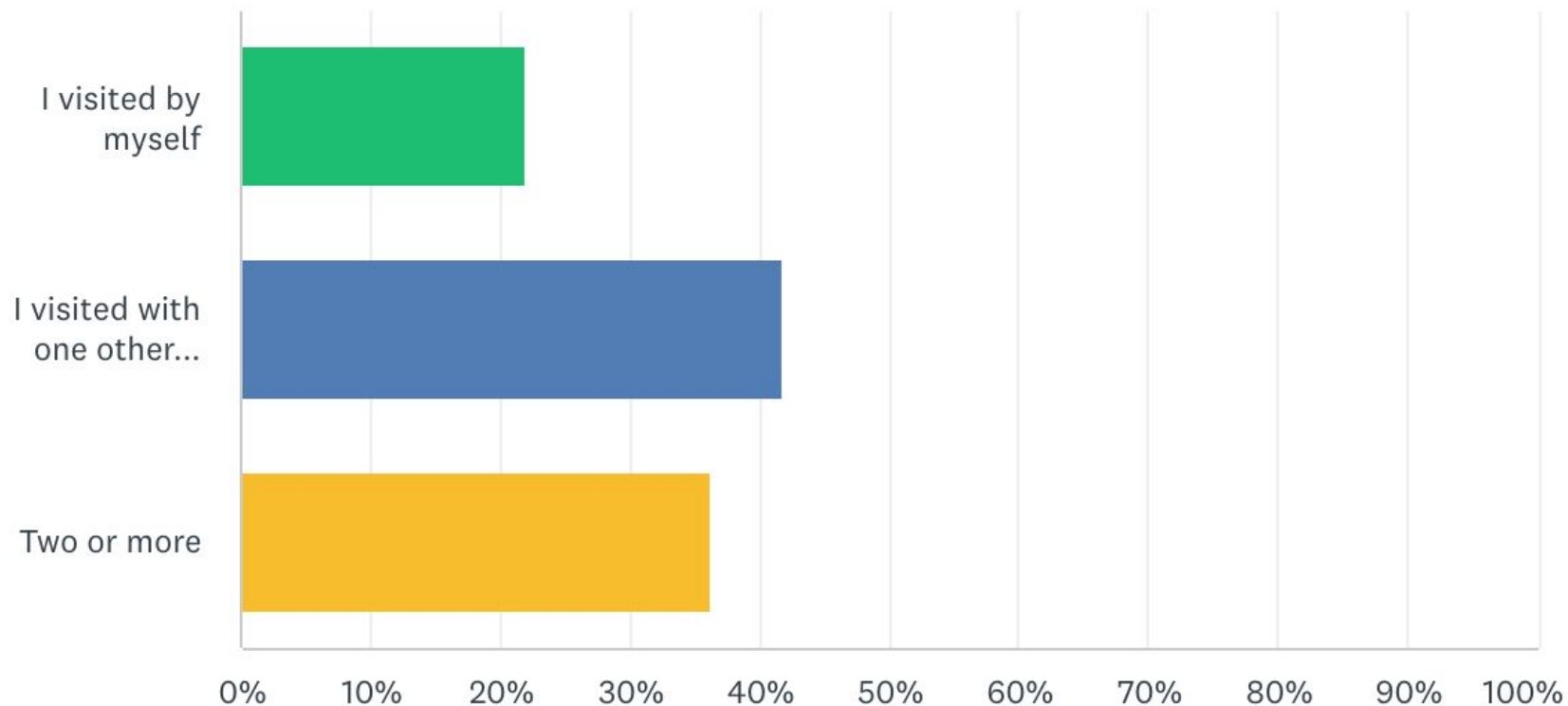
What is your age?

Answered: 743 Skipped: 54



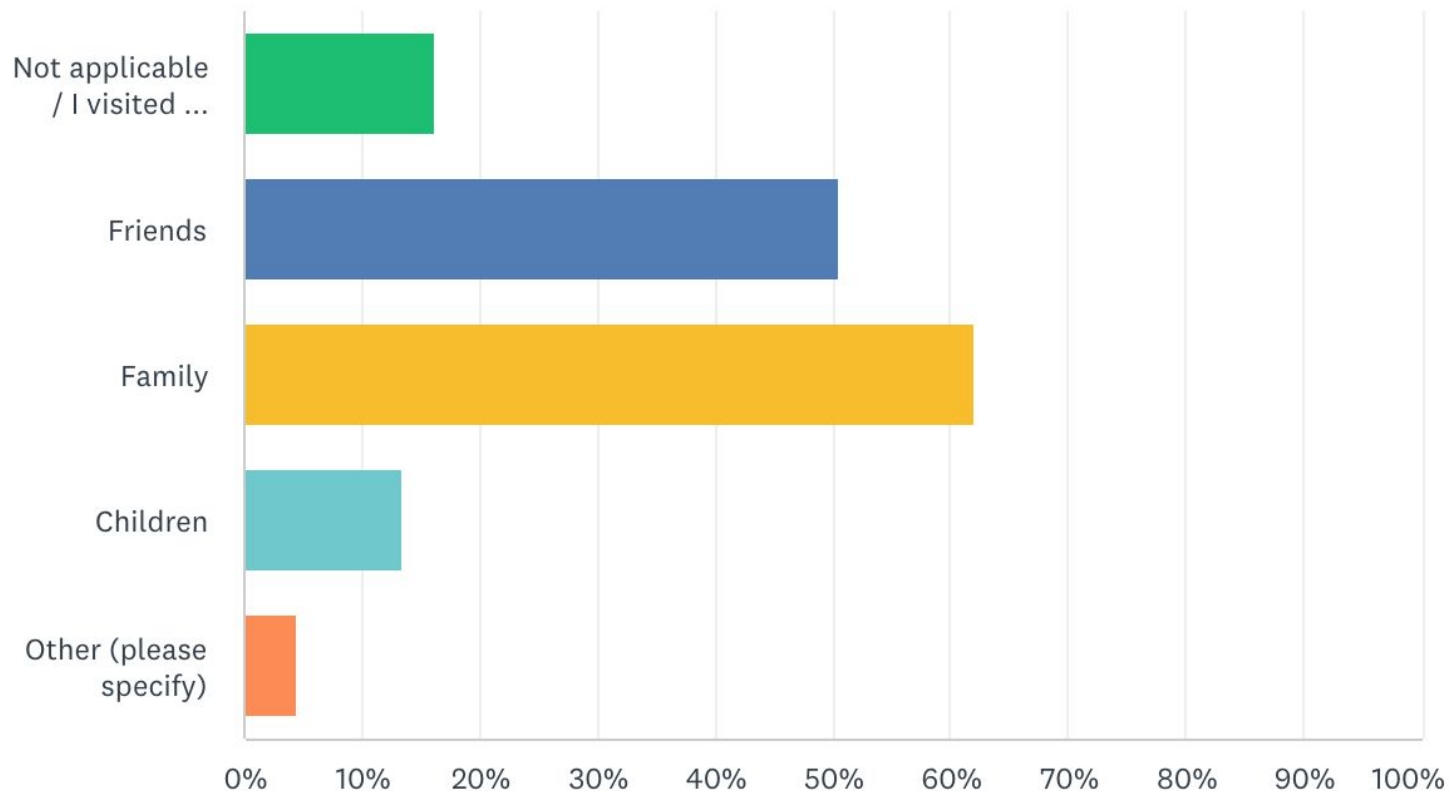
How many people visited Market Street with you?

Answered: 745 Skipped: 52



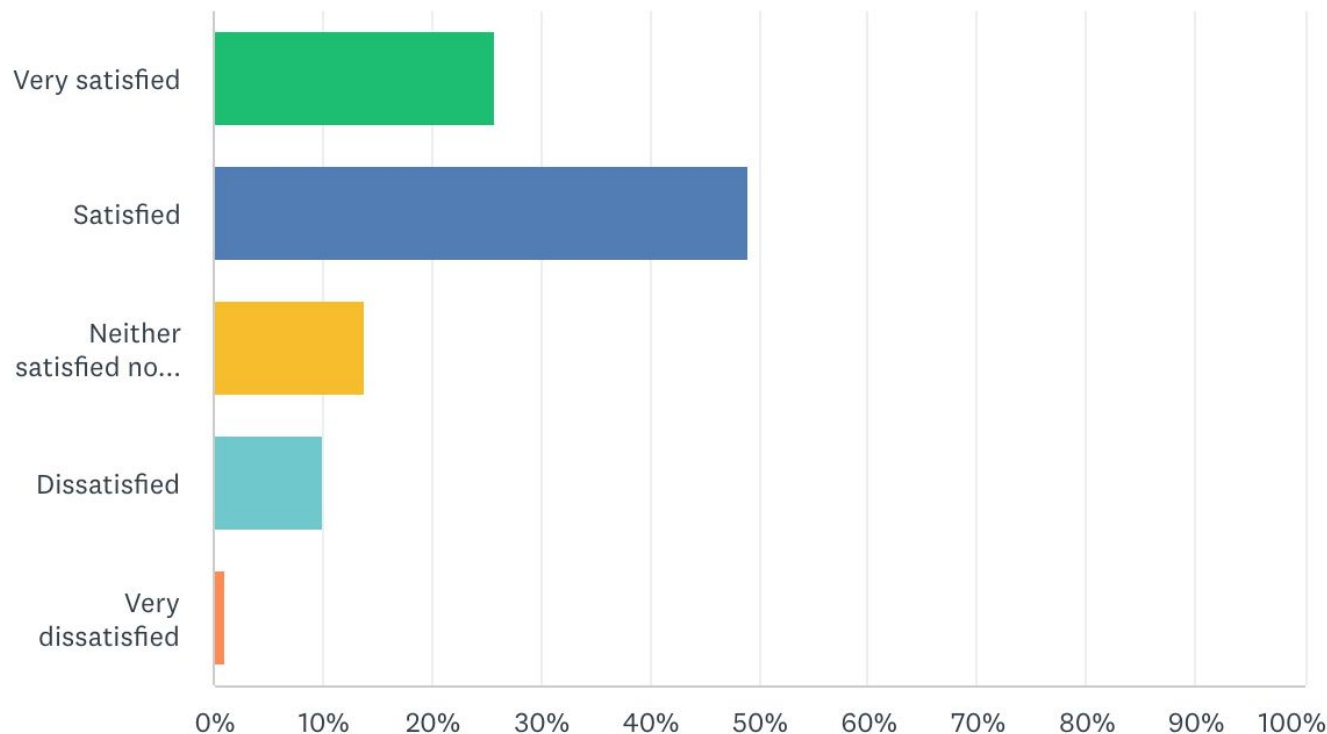
Who did you visit Market Street with?

Answered: 743 Skipped: 54



How satisfied are you with the amount of seating available on Market Street?

Answered: 745 Skipped: 52



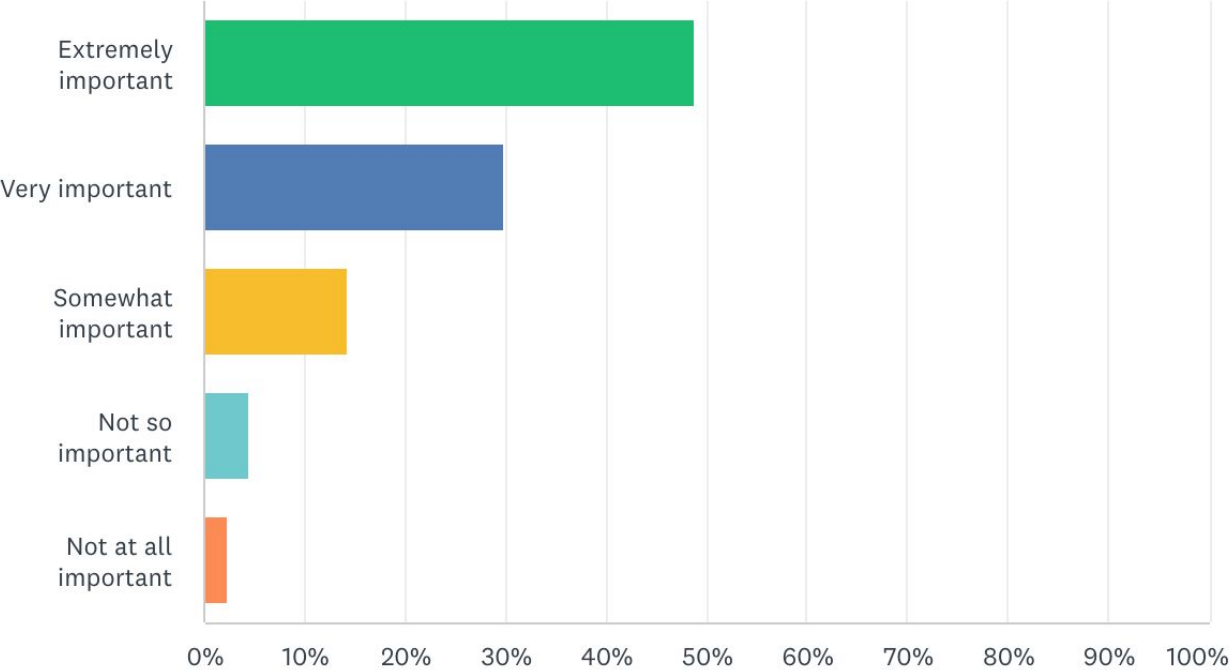
Q15 Do you have any comments or suggestions regarding the type and/or amount of furniture offered on Market Street?

This long form question allowed respondents to type out their comments and suggestions in full. Below is a system generated 'word cloud' created using the most popular words from the hundreds of answers which would not fit on a single slide. Full answers will be reviewed by survey creators and will be taken into account. Thank you to everyone who took time to complete this question. Your answers are most helpful.

see help welcoming able couple year type going mix however much muskoka seniors
smaller groups seems busy days space Adirondack chairs S feel comfortable lot
options individual also often always even Maybe difficult chairs weekends
add None sit comfortable seating please hot benches really nice
Perhaps furniture sometimes umbrellas place Need
Market Street tables seating options seating clean good
keep Muskoka chairs especially great want shade
way people two picnic tables Muskoka chairs tables street less
areas little think will tables chairs fine market right eating well
variety back chairs tables shaded options summer chairs great use additional seating
Love sure bit food smaller tables may make near one small permanent trees enough
patio sun umbrellas shade

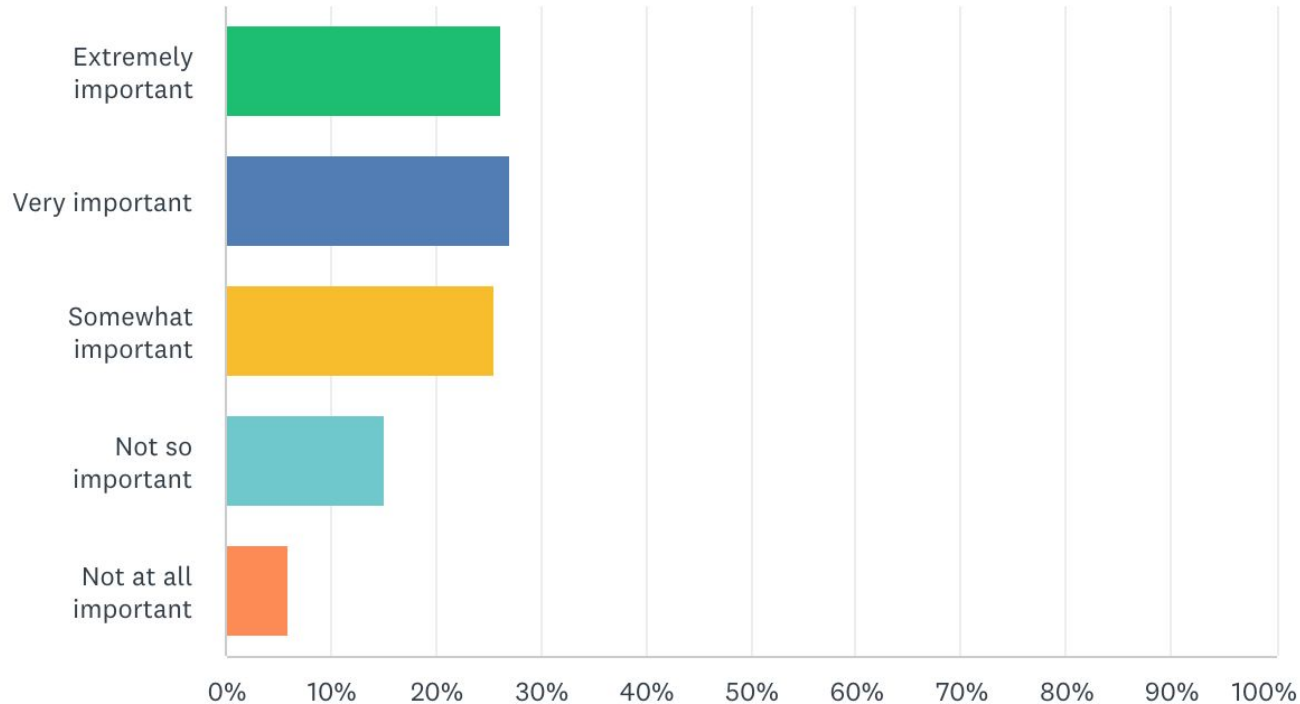
How important is it to have food available on Market Street including takeout food from Market Street restaurants and the St. Lawrence Market?

Answered: 745 Skipped: 52



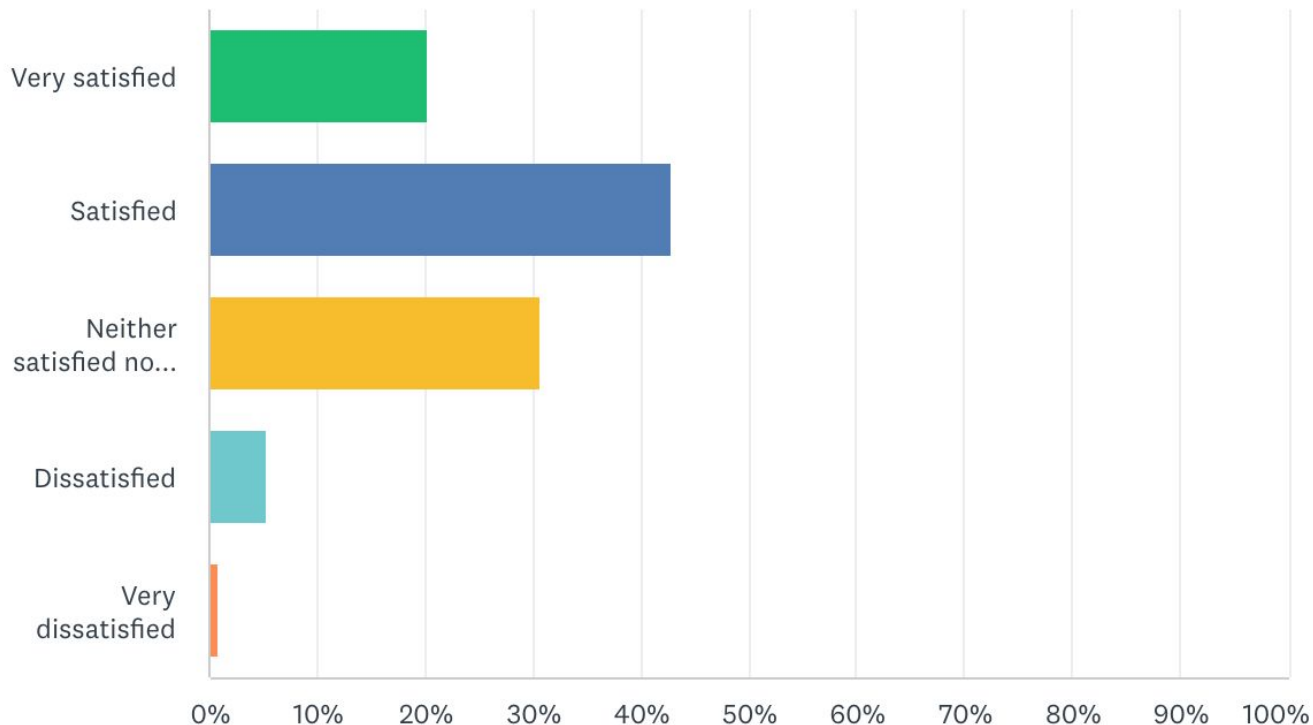
How important is it to have street food vendors outside on Market Street?

Answered: 745 Skipped: 52



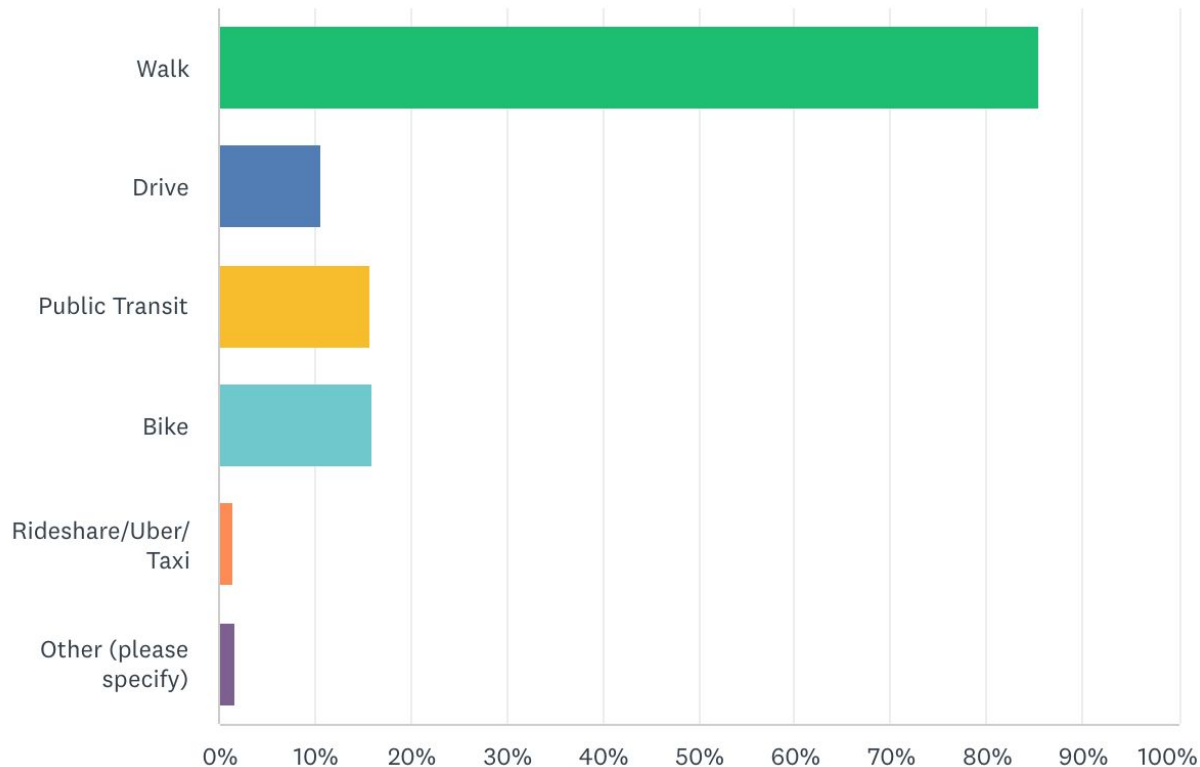
How satisfied are you with the takeout food options available on Market Street?

Answered: 745 Skipped: 52



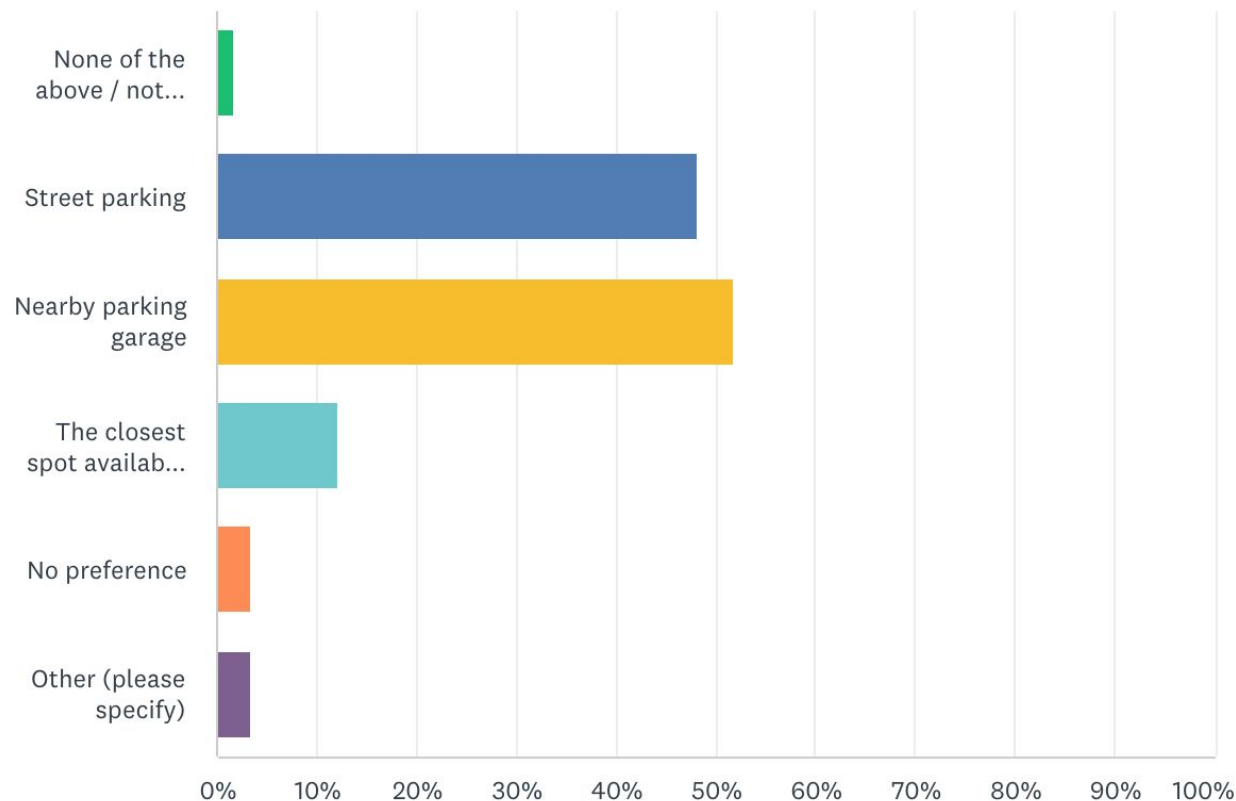
What mode of transportation do you typically use to get to Market Street? (Select all that apply)

Answered: 745 Skipped: 52



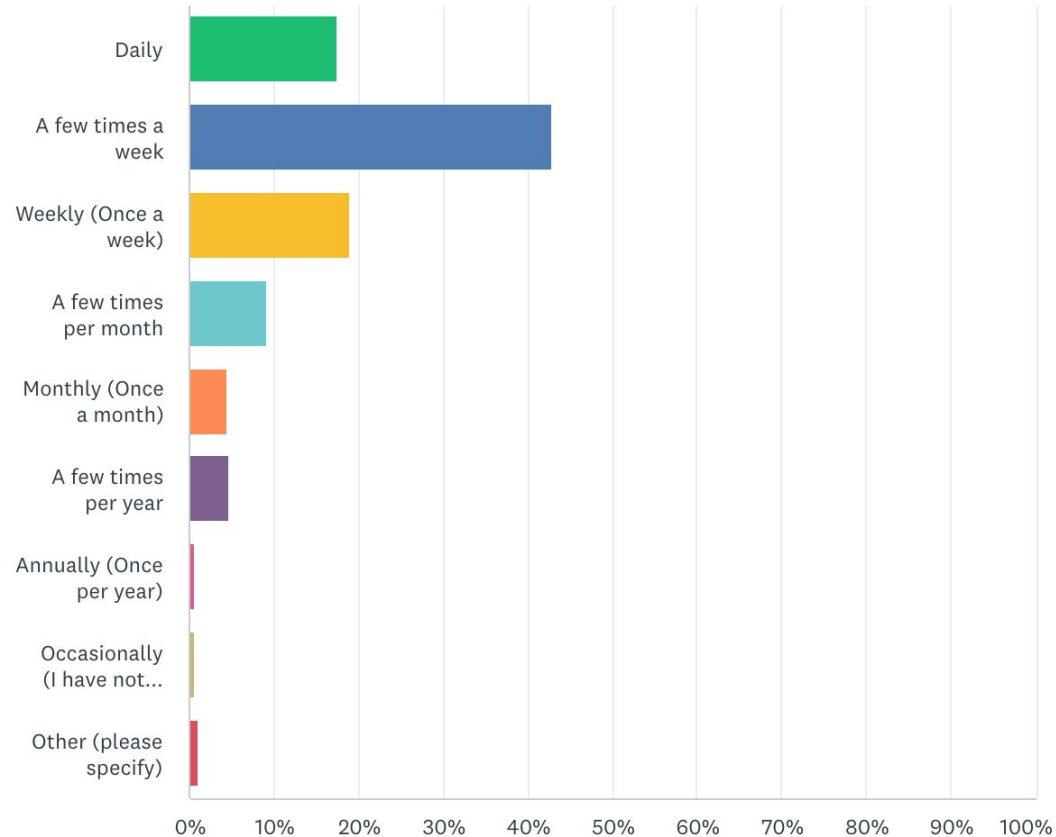
If you drive to the area, where do you prefer to park? (Select all that apply)

Answered: 58 Skipped: 739



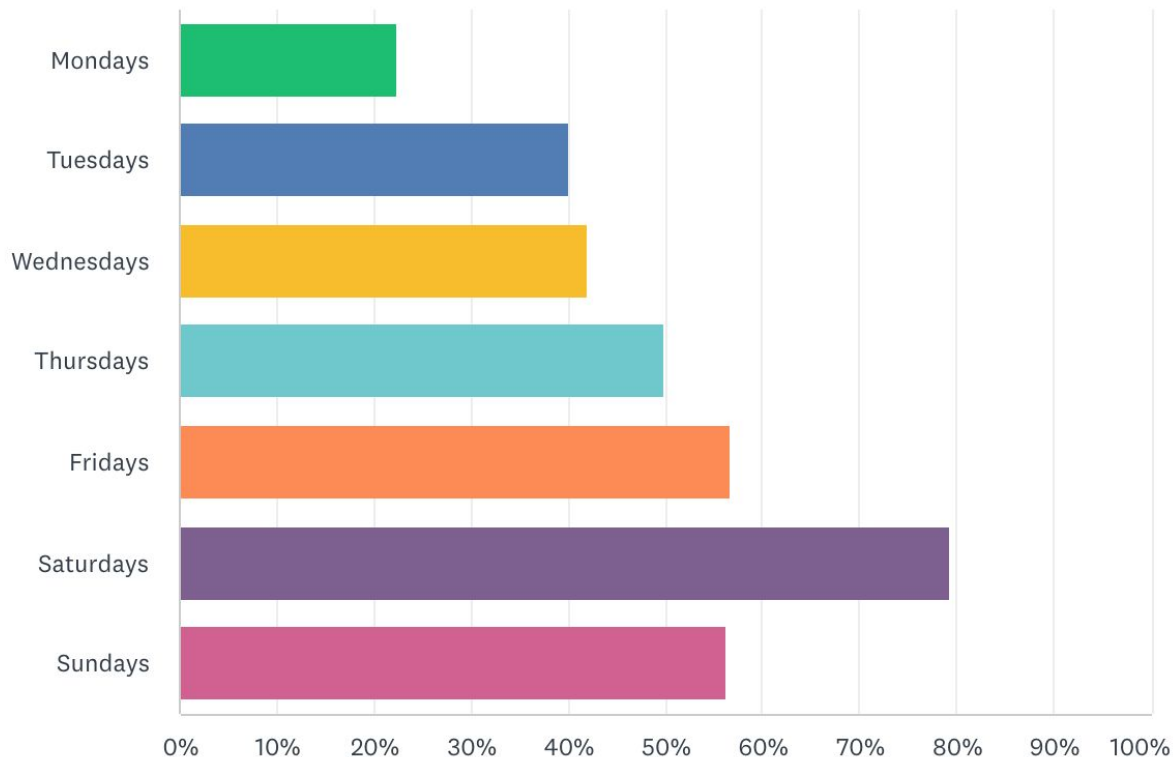
How often do you come to the Market Street area?

Answered: 745 Skipped: 52



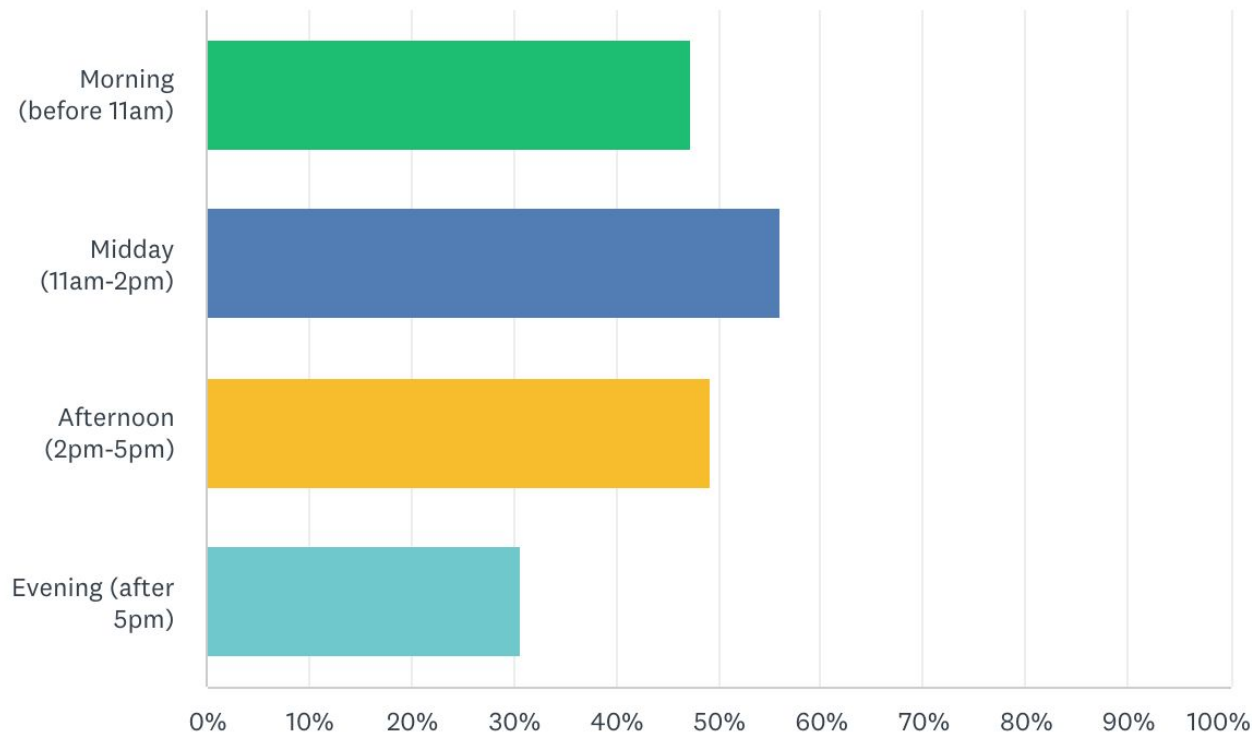
Which days of the week do you most often visit Market Street? (Select all that apply)

Answered: 745 Skipped: 52



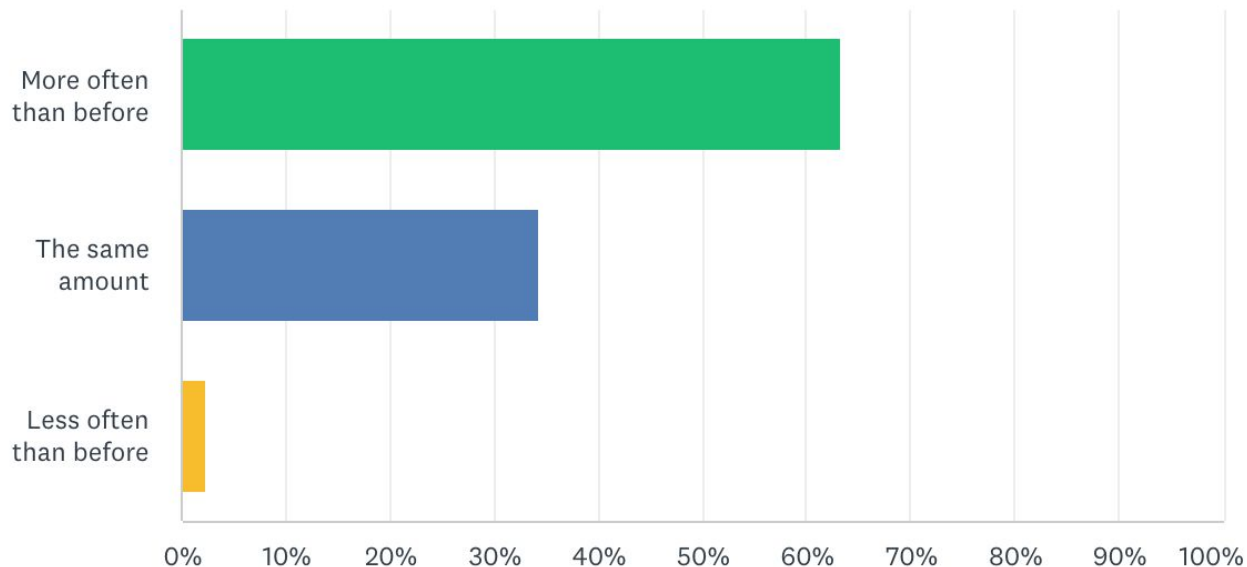
What time of day do you most often visit Market Street? (Select all that apply)

Answered: 745 Skipped: 52



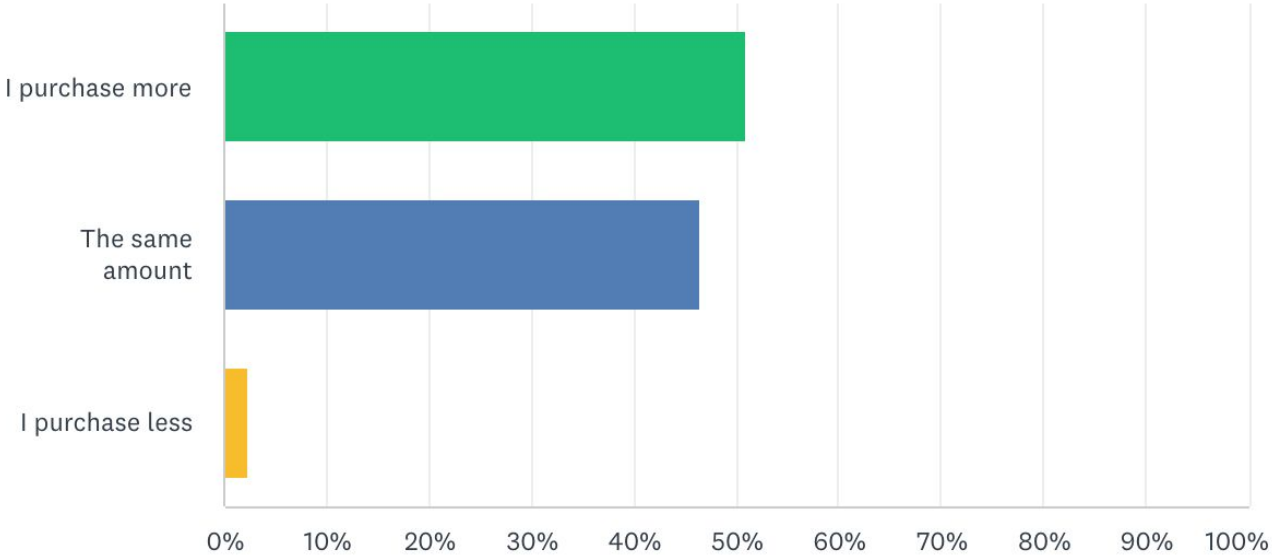
How has the Market Street pedestrianization impacted how often you visit the area?

Answered: 745 Skipped: 52



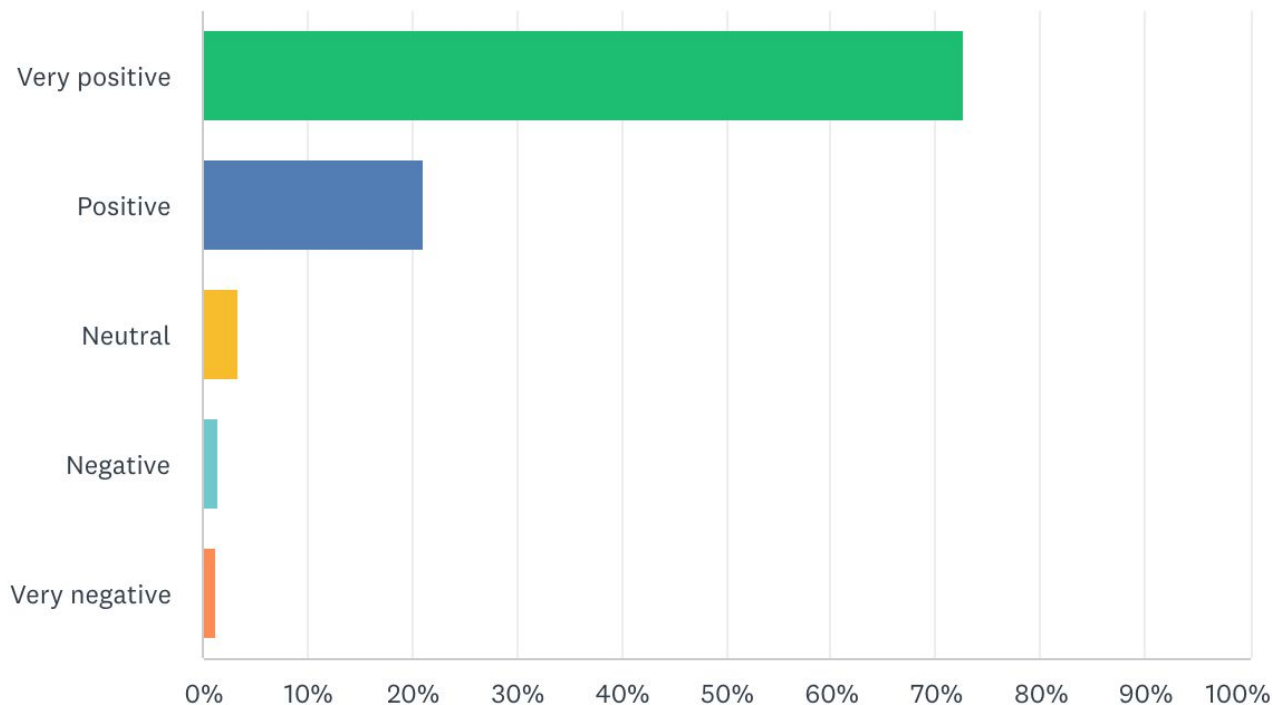
How has the Market Street pedestrianization impacted how often you make purchases at St. Lawrence Market and/or nearby businesses and/or restaurants?

Answered: 745 Skipped: 52



What general impact has the Market Street pedestrianization had on your experience in the area?

Answered: 745 Skipped: 52



Thank You!

Thank you to everyone who participated in the survey. Results will be shared with elected officials, City of Toronto Staff, stakeholders and other interested parties as the future of Market Street is considered.

Should you wish to provide comment, please feel free to send emails to the St Lawrence Market (stlawrencemarket@toronto.ca) and the St Lawrence Market Neighbourhood Business Improvement Area, AKA Old Town Toronto (info@stlawrencemarketbia.ca.)