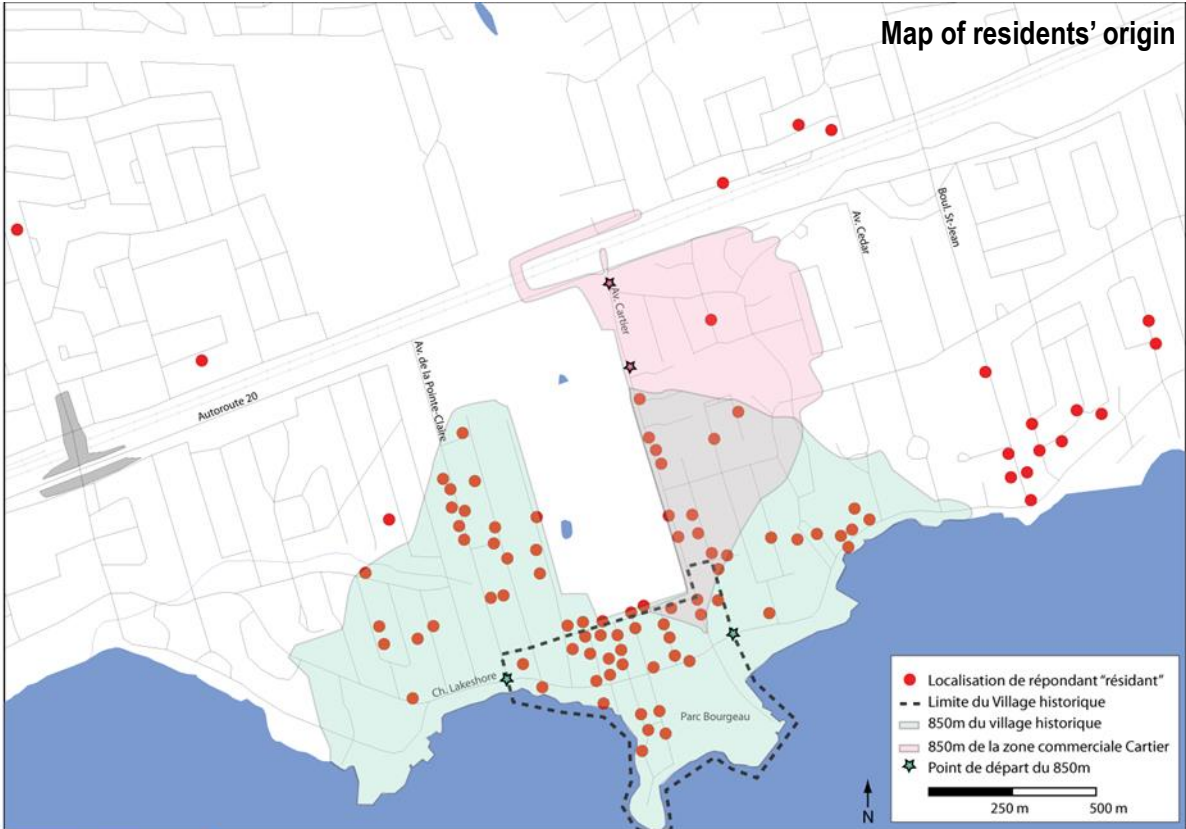


# Village of Pointe-Claire Diagnosis

## Summary of the Passers-by and Residents Survey Summer 2013

# PASSERS-BY AND RESIDENTS SURVEY

- 243 respondents including 120 residents\*
- Survey conducted over 10 days between July 6 – 23, 2013 at different times of the day (day, evening, weekend)
- Margin of error:
  - 6,29 %
  - 19 times out of 20

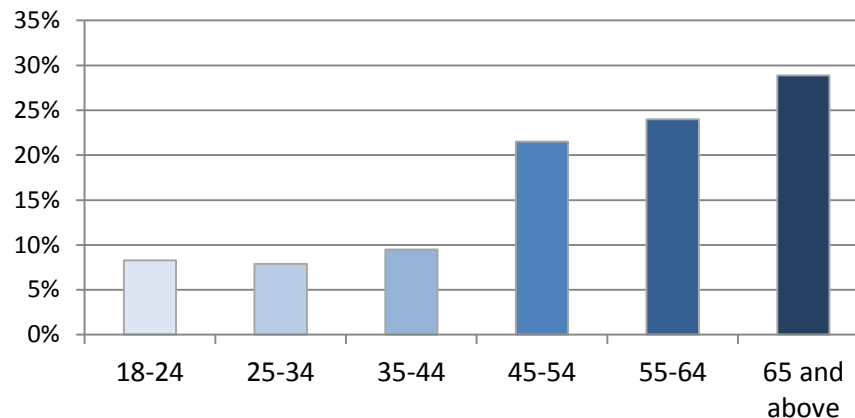


\* A resident is a person who declared living within walking distance of the village.

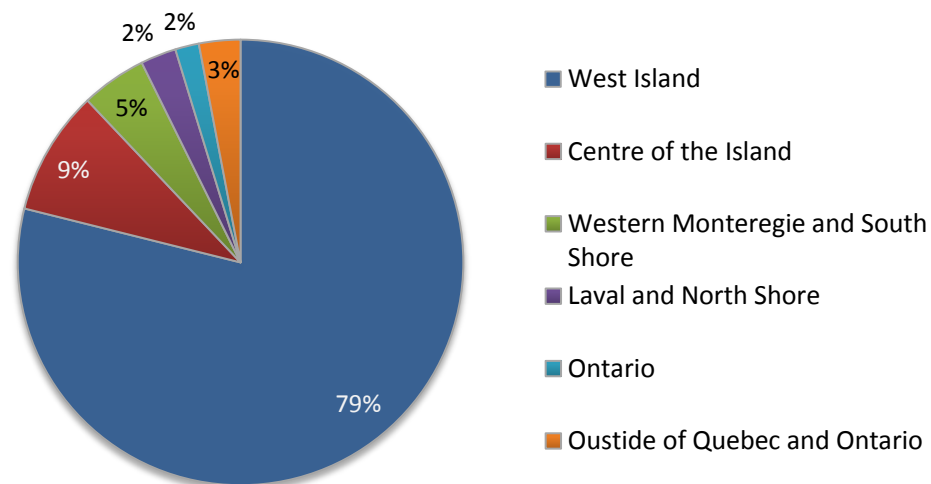
## Profile of respondents

- 35 % retired
- Relatively old
- 30 % live alone
- 25 % couples without children
- 60 % Anglophone
- 27 % Francophone
- 10 % Multilingual
- 80 % from West Island

Age of respondents

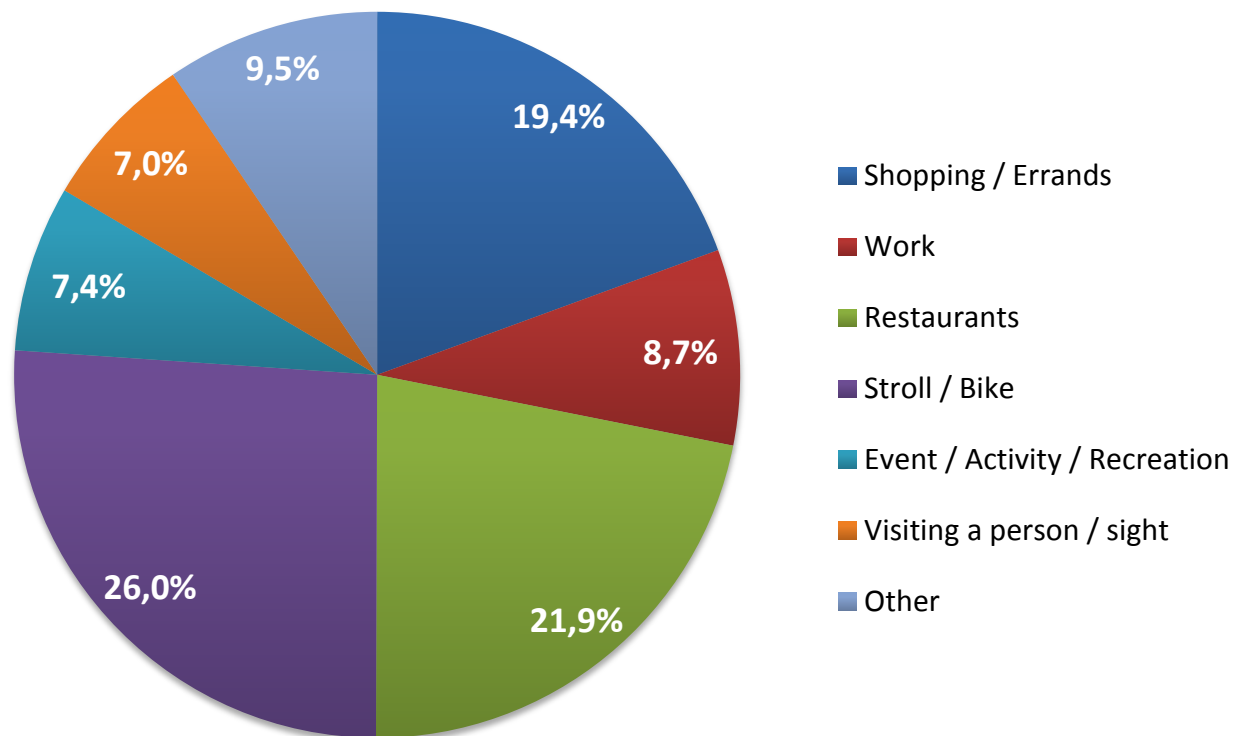


Origin of respondents



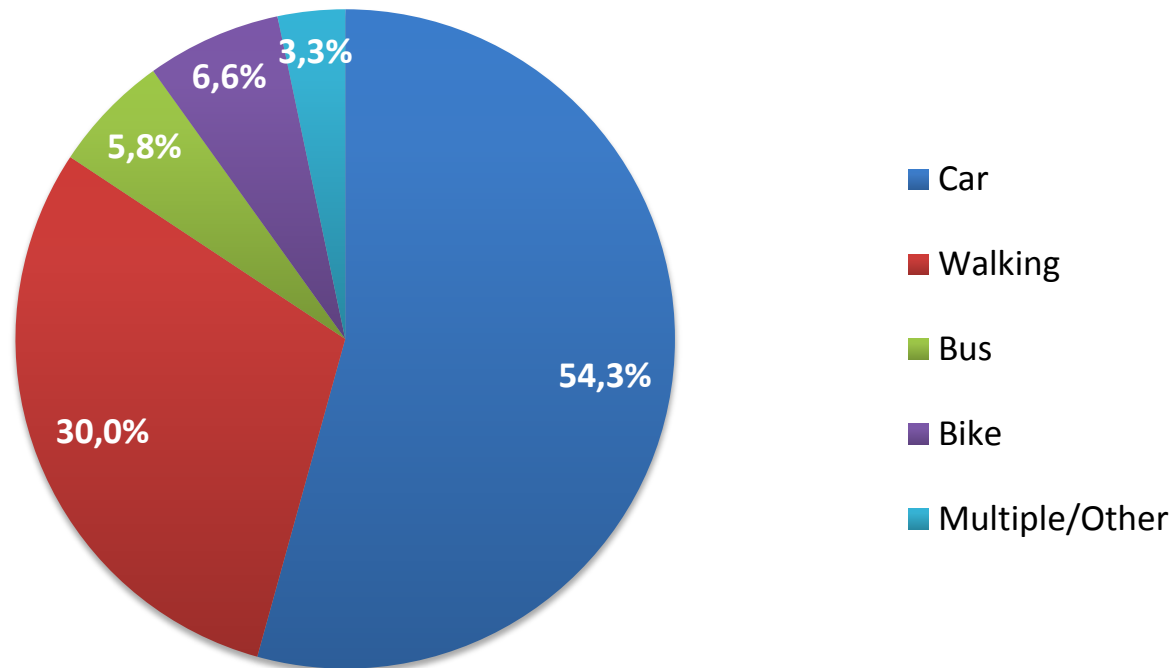
## Highlights relevant to the village diagnosis

- Diversified motives to visit



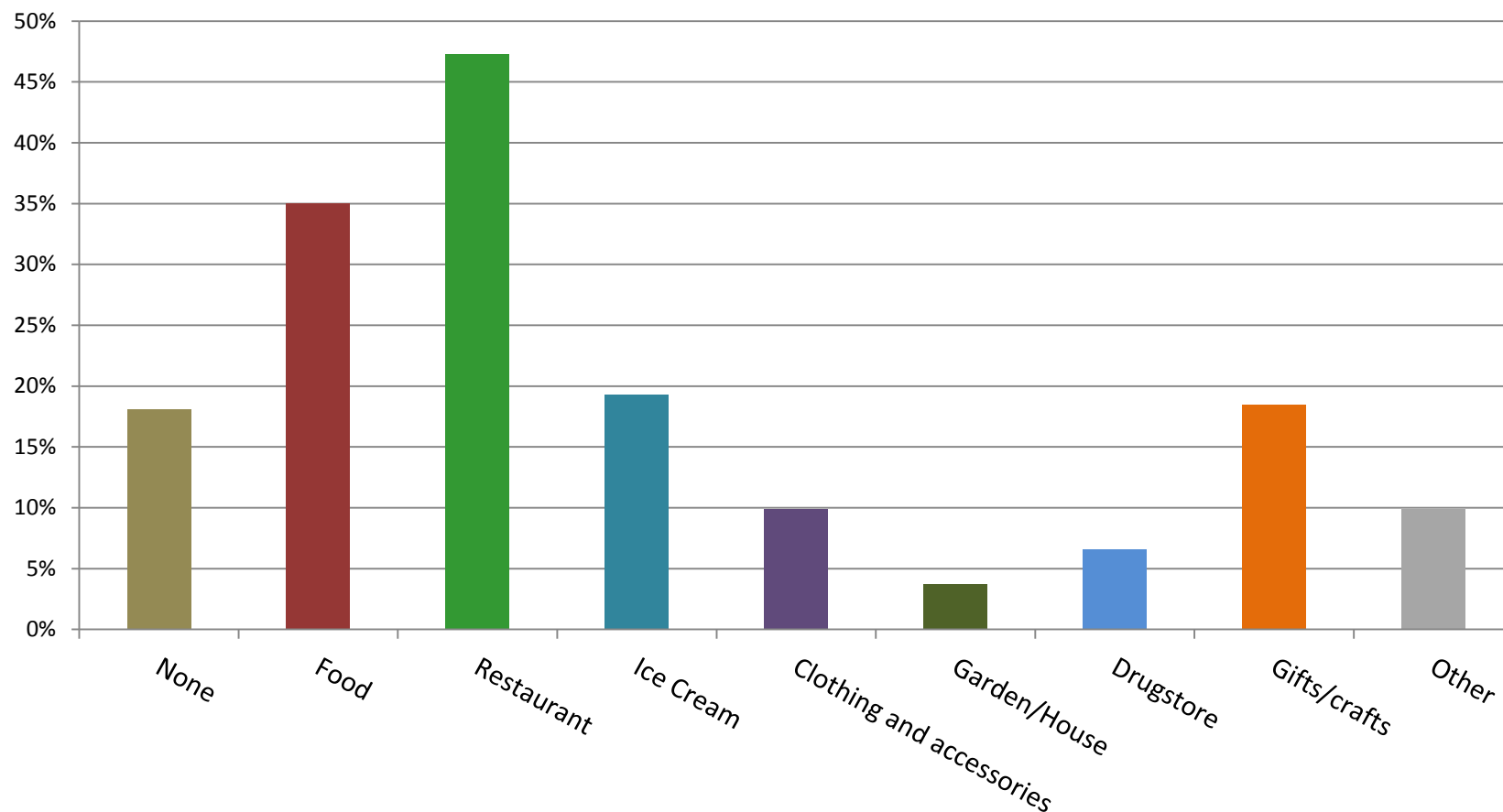
## Highlights relevant to the village diagnosis

- The car is the main mode of transportation
- One third of respondents walked to the village



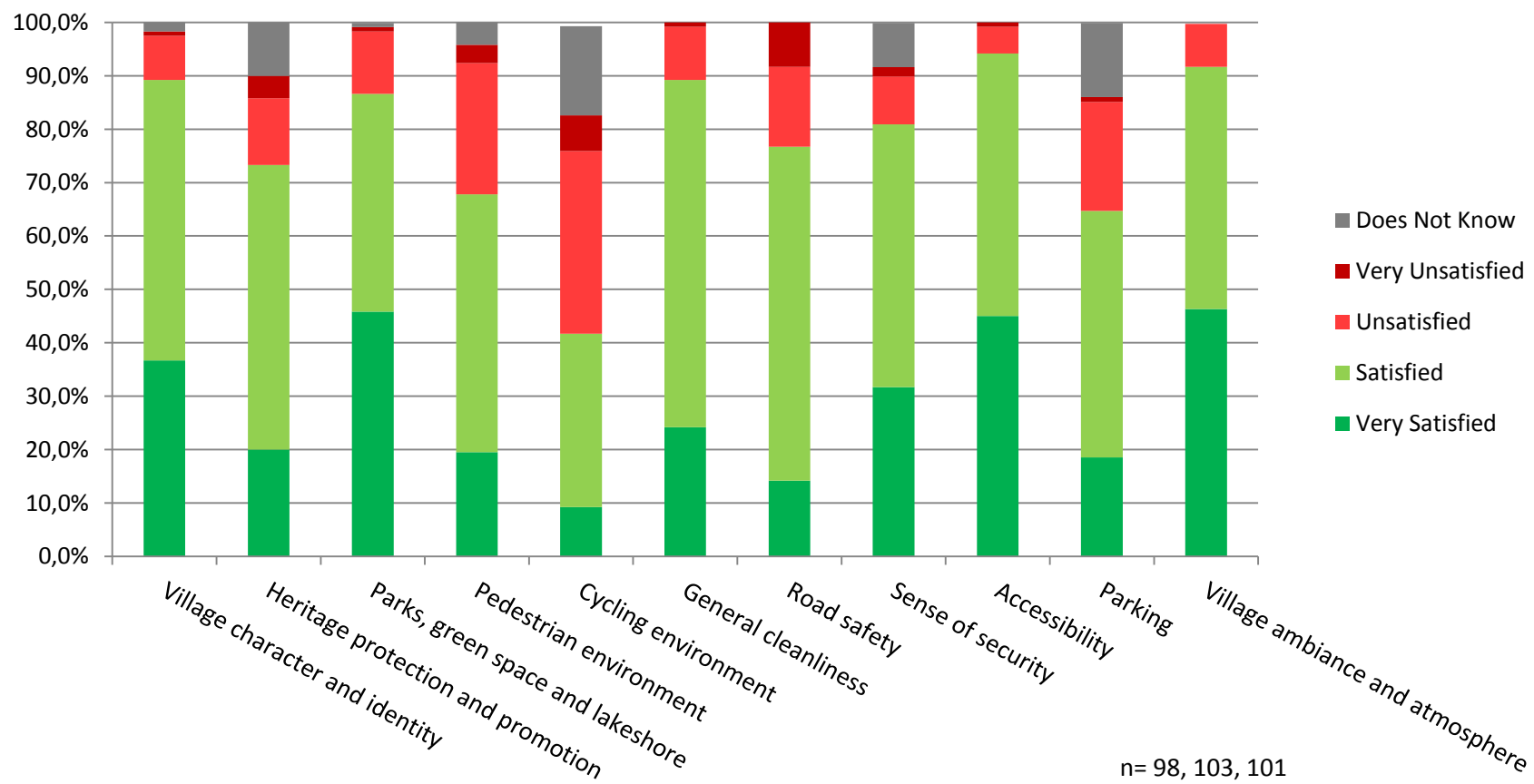
## Highlights relevant to the village diagnosis

- Most frequented businesses are restaurants and food stores



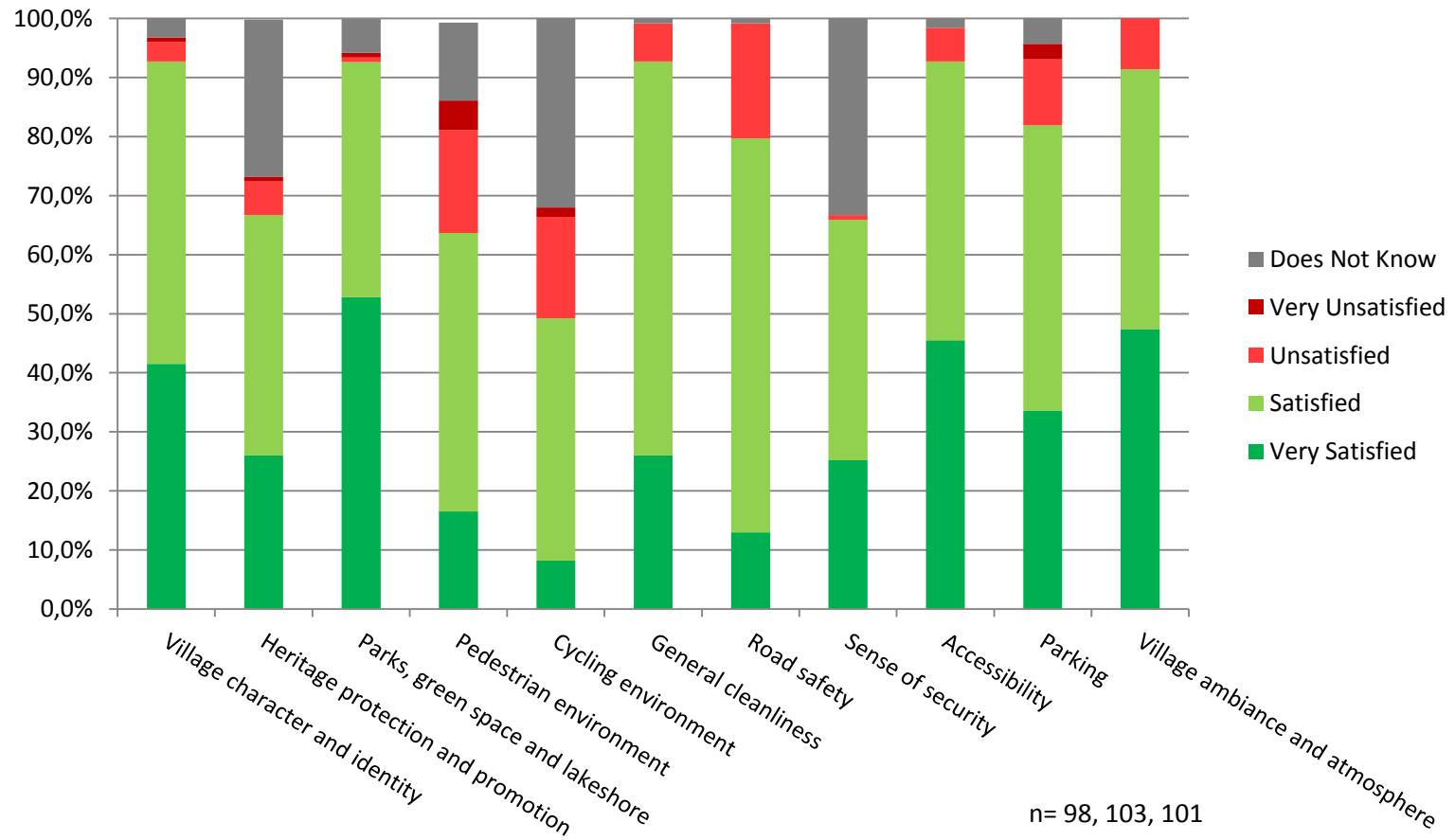
# Highlights relevant to the village diagnosis

- Resident's level of satisfaction regarding attributes of the village



# Highlights relevant to the village diagnosis

- **Non-residents' satisfaction regarding attributes of the village**





- Positive aspects of the village



A word cloud of positive aspects of the village. The words are arranged in a horizontal line, with 'picturesque' and 'village' being the largest. Other words include 'friendly', 'quiet', 'events', 'waterfront', and 'family-oriented'. The words are in various shades of red and brown.

picturesque village friendly quiet  
events waterfront family-oriented

*This was an open question; no answers were suggested to respondents and multiple answers could be provided.*

*Word size reflects the frequency of the answer.*

- The village's shortcomings



*This was an open question; no answers were suggested to respondents and multiple answers could be provided.*

*Word size reflects the frequency of the answer.*

## Highlights

- Most people who come to the village visit businesses and make small expenditures. However, the village is not solely a commercial sector. Respondents indicated that they also visit the area to take a stroll and relax as well as to take part in recreational activities or to visit landmarks or friends.
- Residents primarily come to the village by foot for its services and to enjoy the life and ambiance found in the area. They frequent the village year-round, during both winter and summer. Non-residents view the village as a tourist destination. They usually get there by car, mostly in the summer, and spend more during a visit than residents.

Highlights continued on next page

## Highlights

- A majority of respondents are satisfied by the current state of the village, but residents are not as satisfied as non-residents. The satisfaction level is lower for particular elements, indicating room to improve the cycling and pedestrian environments, parking, heritage preservation and promotion as well as road safety. These elements reap satisfaction levels of 40 %, 70 %, 60 %, 72 % and 78 % respectively.
- According to most respondents, the village possesses untapped potential. Recurring recommendations include:
  - Pedestrianize Lakeshore Road or perpendicular streets to allow street-side patios;
  - Make the village and in particular Cartier Avenue more inviting;
  - Build a mini civic centre or a kiosk to promote events taking place in the village;
  - Organize more events in the parks, related to water, an open-air movie theater, zumba, skating...;
  - Build more zebra crossings ;
  - Enhance the maintenance and cleanliness of the village;
  - Make the village more attractive to families and dog owners.