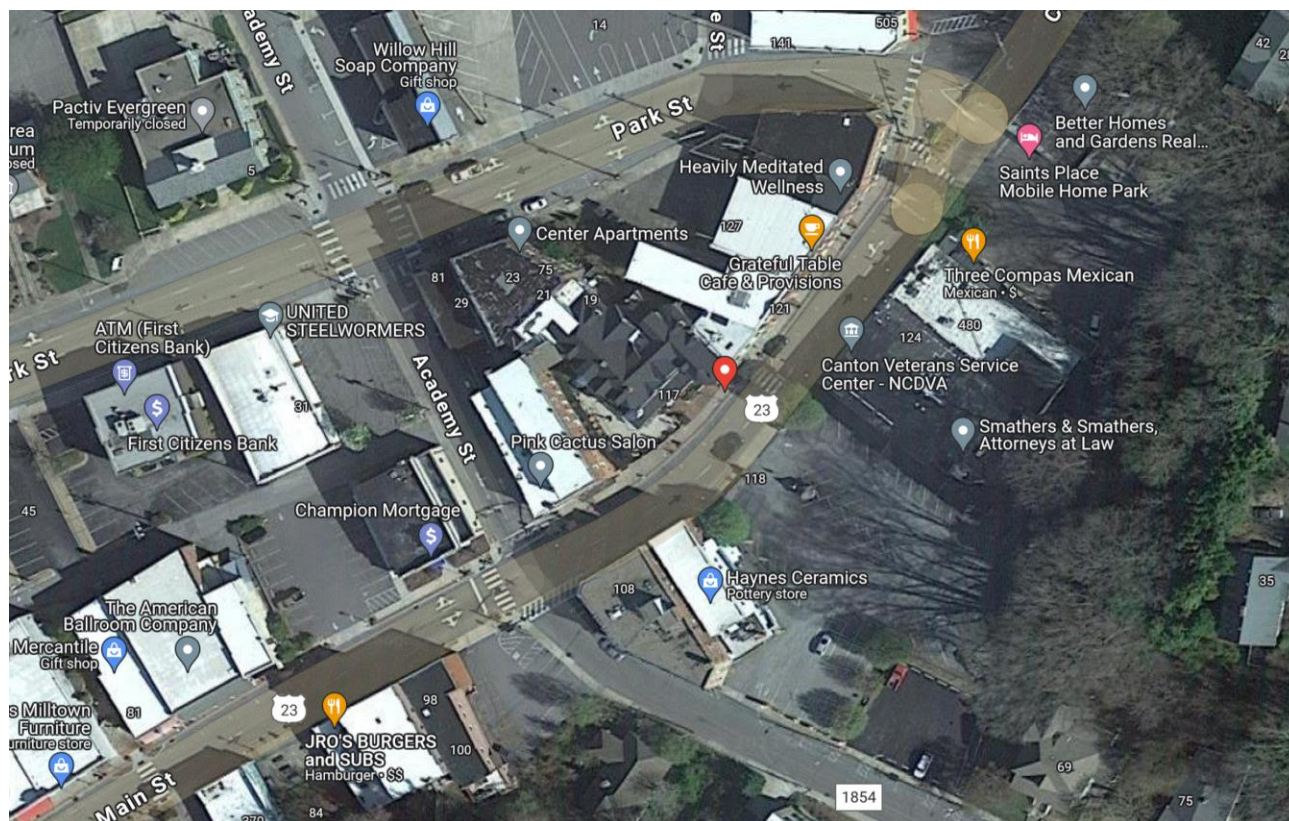


# Canton – Main St at Academy Pedestrian Count

**Time Period:** Monday November 20, 2023, to Sunday November 26, 2023

**Location:** Downtown Canton, on the north side of Main Street, 125 feet east/northeast of Academy, in front of Southern Porch.



(Image: Google Maps)

**Equipment:** EcoCounter Pyro Counter, set out on November 15 and retrieved on November 27, 2023.

The Pyro Counter can count bicyclists, pedestrians, skateboarders, rollerbladers, or anyone who passes within approximately 16.5 feet of the equipment. However, the device is unable to differentiate between the different users and simply counts them as general users.

Possible sources of error include facility-users walking side-by-side or very close to each other; this is likely to include people walking or running side-by-side, children being carried by a parent or walking along side of them, or dense groups of users. It is unclear how the number of users who went uncounted due to these circumstances and there has been no effort to make up for this discrepancy.

## Results:

2015	<b>Total Users</b>	<b>803</b>
	<b>Users/Hour</b>	<b>4.8</b>
	<b>Peak 24-Hour Usage</b>	<b>304</b>
	<b>Peak Day</b>	<b>Saturday, January 10<sup>th</sup></b>
	<b>Peak 2-Hour Period</b>	<b>125</b>
	<b>Peak 2-Hour Day &amp; Time</b>	<b>5:00 – 7:00 P.M. Saturday, January 10<sup>th</sup></b>

### Main St at Academy - Canton

2023	<b>Total Users</b>	<b>1,997</b>
	<b>Users/Hour</b>	<b>11.9</b>
	<b>Peak 24-Hour Usage</b>	<b>624</b>
	<b>Peak Day</b>	<b>Saturday November 25, 2023</b>
	<b>Peak 2-Hour Usage Period</b>	<b>156</b>
	<b>Peak 2-Hour Date and Time</b>	<b>Sat. November 25, 2023 11 AM to 1 PM</b>

There were three comparable periods of activity on Saturday November 25, 2023: Between 10 AM and 2 PM there were 161 pedestrians, between 11 AM and 1 PM there were 166 pedestrians, and between Noon and 2 PM there were 160 pedestrians. Saturday is still the peak day. This year it was the Saturday of Thanksgiving Weekend. Noon is still the overall peak time of day. There has been a major shift from being a dinner surge to a lunch surge.

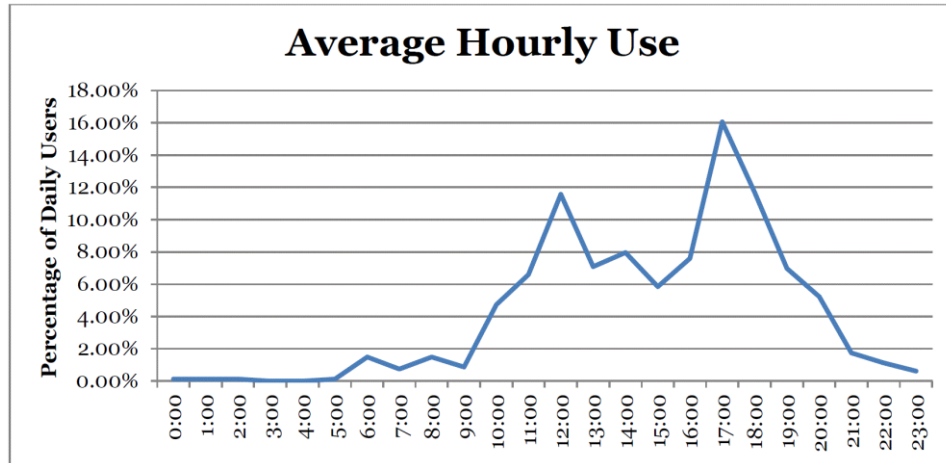
The most active day during 2015 was Saturday with slightly more than three hundred passers-by. This year, Saturday had 624 pedestrians counted, while another 397 passed in front of the counter on Wednesday, while 302 were counted walking in front of the counter on Tuesday. Wednesday was active, most likely because it was the day before Thanksgiving.

The Academy location was in front of the Southern Porch Restaurant, to the south and west of the crosswalk. The Saturday spike can be attributed to being the Saturday after Thanksgiving and family/friends wanting to stretch the weekend without cooking. The Southern Porch is closed on Sundays and Mondays.

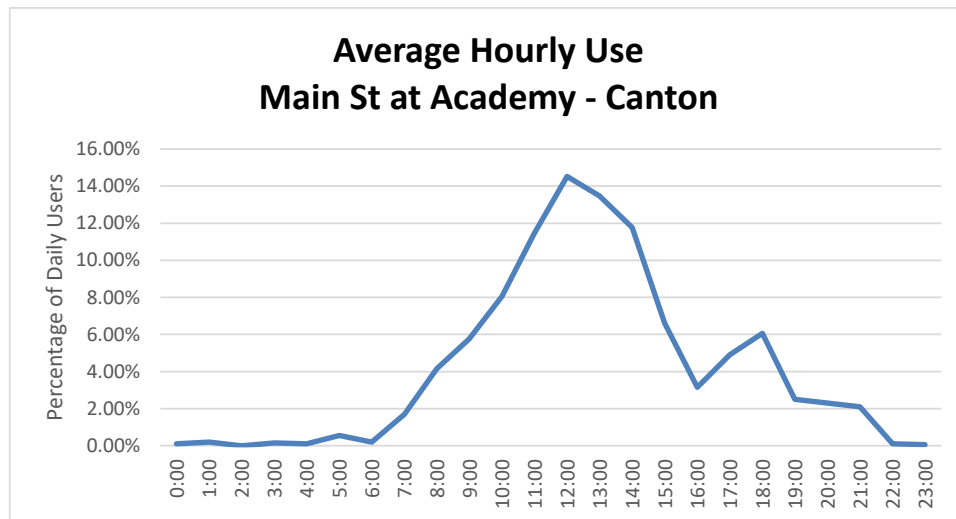
## Patterns of Use

The following chart illustrates the average use of the sidewalk at the count location. This includes both weekday and weekend data and has greater weekday representation.

2015

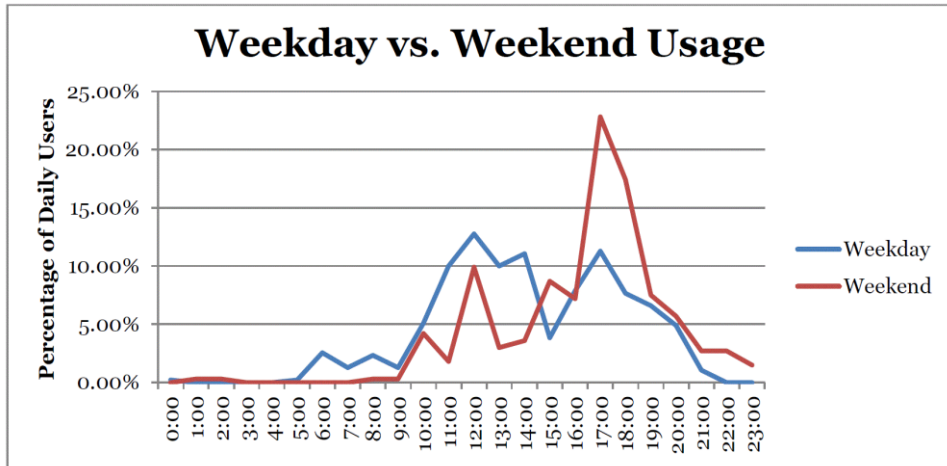


2023

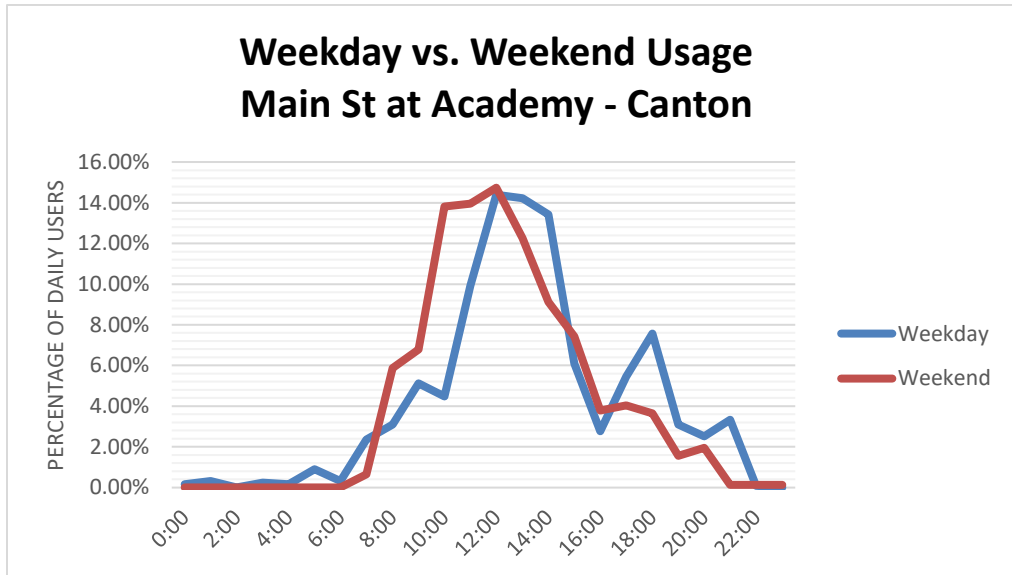


The second chart illustrates the different pattern of usage between the weekday and weekend.

2015

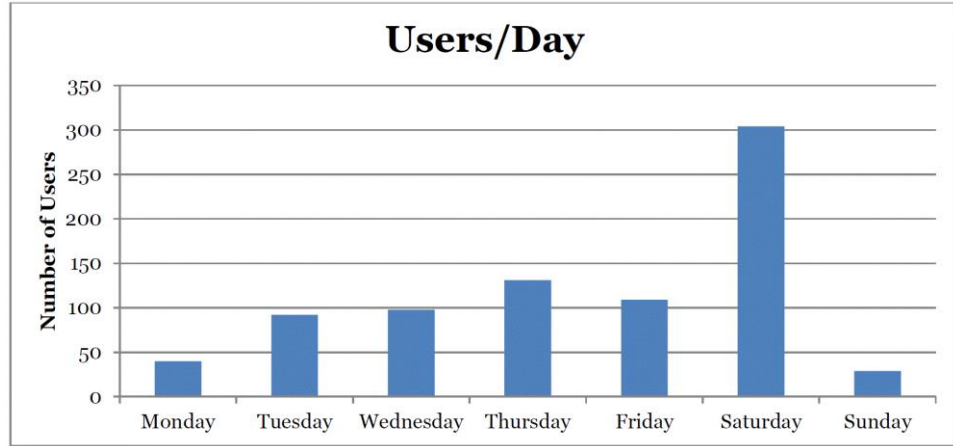


2023

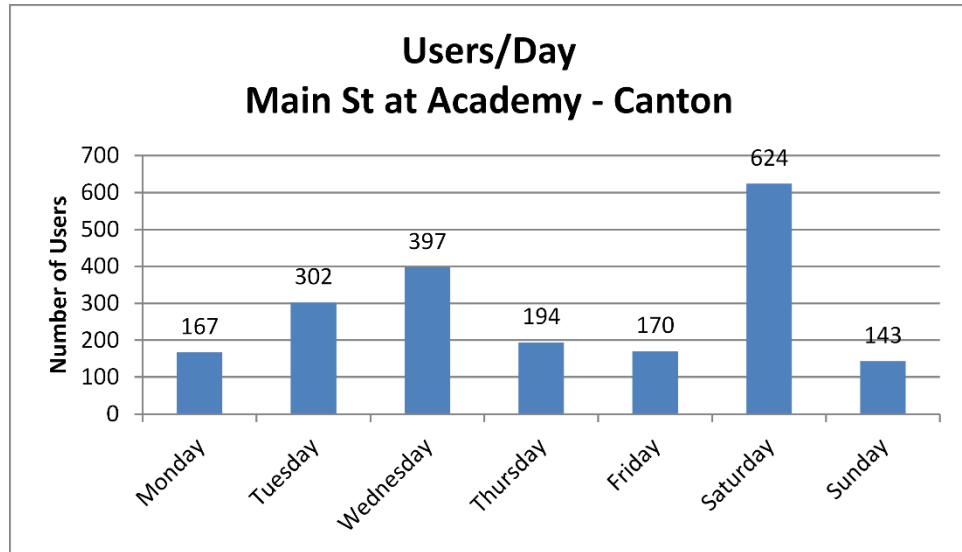


The third chart shows users/day. (Note: The Users per day scale ranges from zero to 350 while the 2023 scale ranges from zero to 700.)

2015



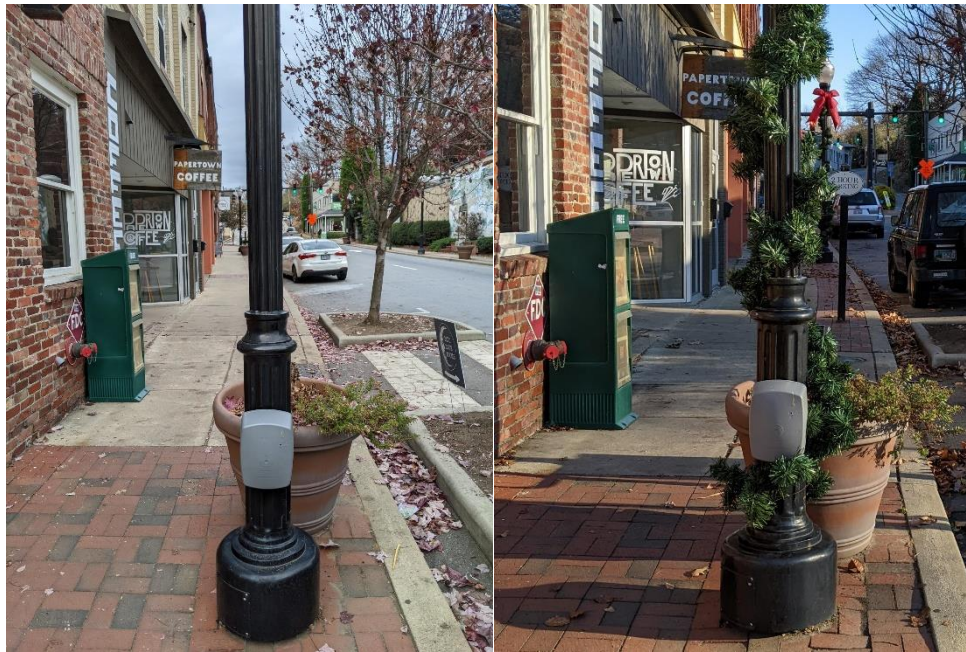
2023



## Notes

There has been a prior survey performed at this location at Main Street and Academy between January 9, 2015, and January 16, 2015. Between the time that this counter was placed at 4 PM on November 15, 2023, and when it was retrieved on November 27, 2023, at 8:30 AM garland was placed around the light pole.

There was a second pedestrian counter placed during this same period on Main Street at Adams Street between November 15<sup>th</sup> and November 27<sup>th</sup>, with the report period being November 20, 2023, and November 26, 2023.



Date	Minimum Temperature	Maximum Temperature	Average Temperature	Precipitation	Ave. Wind Speed
11/20/2023	45	54	49.6	0	4.3
11/21/2023	44	53	47.7	0.06	8
11/22/2023	42	53	49	0.72	12
11/23/2023	40	58	45.3	0	8.3
11/24/2023	39	62	47.6	0	3
11/25/2023	33	47	40.5	0	2.6
11/26/2023	29	47	39.8	0	4.5

<https://www.wunderground.com/history/monthly/us/nc/canton>