

# Canton – Main St at Adams Pedestrian Count

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

**Location:** Downtown Canton, on the north side of Main Street, approximately fifty feet, west, southwest of Adams Street., in front of Maddie’s Gift Shop.



(Image: Google Maps)

**Equipment:** EcoCounter Pyro Counter, set out on November 15, 2023, 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:

<b>Total Users</b>	<b>637</b>
<b>Users/Hour</b>	<b>3.8</b>
<b>Peak 24-Hour Usage</b>	<b>115</b>
<b>Peak Day</b>	<b>Saturday, April 11<sup>th</sup></b>
<b>Peak 2-Hour Period</b>	<b>43</b>
<b>Peak 2-Hour Day &amp; Time</b>	<b>11:00A.M. – 1:00 P.M. Thursday, April 10<sup>th</sup></b>

### Main St at Adams - Canton

<b>Total Users</b>	<b>1,509</b>
<b>Users/Hour</b>	<b>9.0</b>
<b>Peak 24-Hour Usage</b>	<b>383</b>
<b>Peak Day</b>	<b>Wednesday November 22, 2023</b>
<b>Peak 2-Hour Usage Period</b>	<b>168</b>
<b>Peak 2-Hour Date and Time</b>	<b>Wed. November 22, 2023 - 5 AM to 7 AM</b>

Overall, pedestrian traffic has jumped at this location. Part of the jump could be related to the change in the time of the year that the survey was performed. Part of the change could be attributed to the current survey being performed during Thanksgiving week. The change in daily activity during the work week could be attributed to the closing of the Evergreen Paper Mill.

There was a change in the weekday traffic that is difficult to explain. The 2015 data shows a rhythmic spike in activity at roughly 8 AM, 10 AM, 2 PM, and 6 PM. The 2023 data shows a spike at 12 Noon.

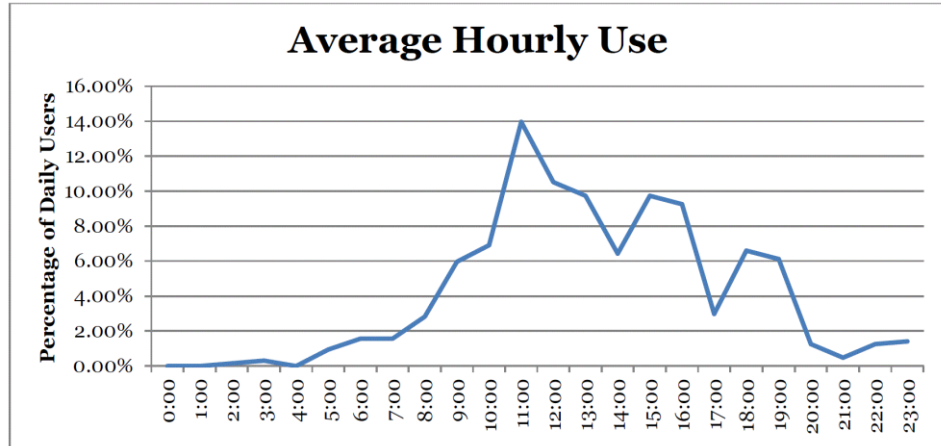
The most foot traffic during 2015 was approximately 115 people on Saturday. This year that number soared to 383. The least amount of foot traffic recorded was on Monday during 2015, with approximately sixty-two passers-by. This year, there were only thirty-eight on Sunday, while there were 115 on Monday.

Even though it was cool and wet on Wednesday November 22<sup>nd</sup>, it was the heaviest day for foot traffic. This was the Wednesday preceding Thanksgiving Day. During the April 2015 survey it was rainy on Monday and Tuesday.

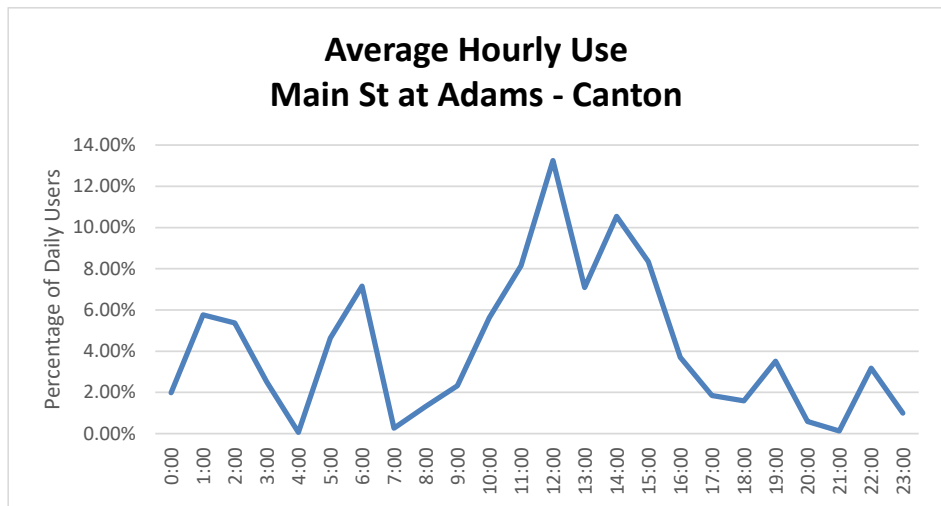
## Patterns of Use

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

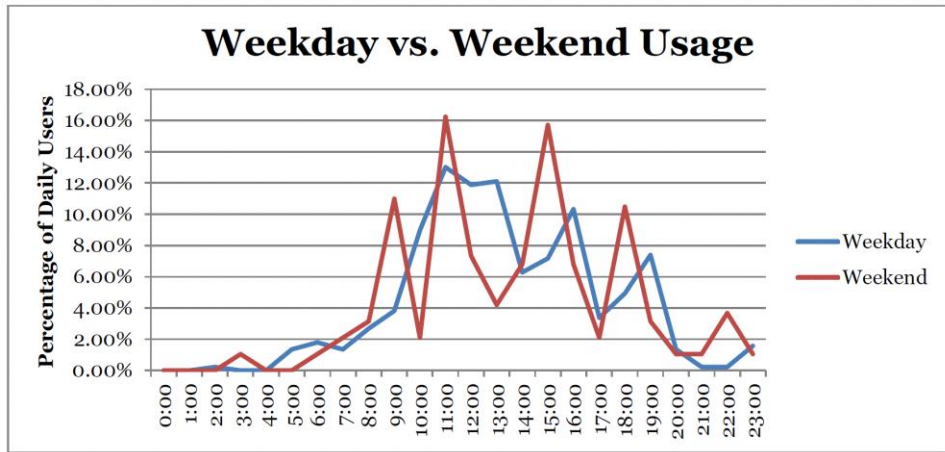


2023

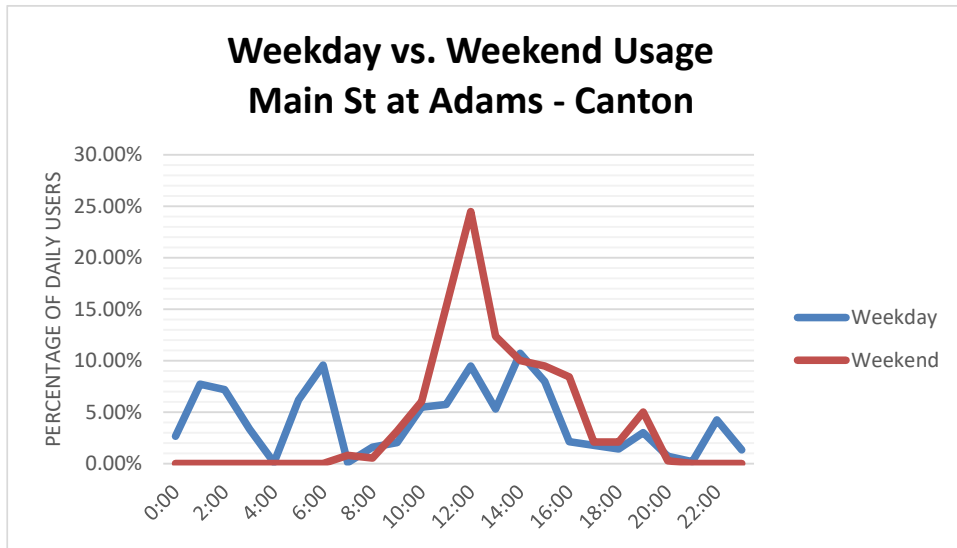


The second chart illustrates the different pattern of usage between the weekday and weekend.

2015

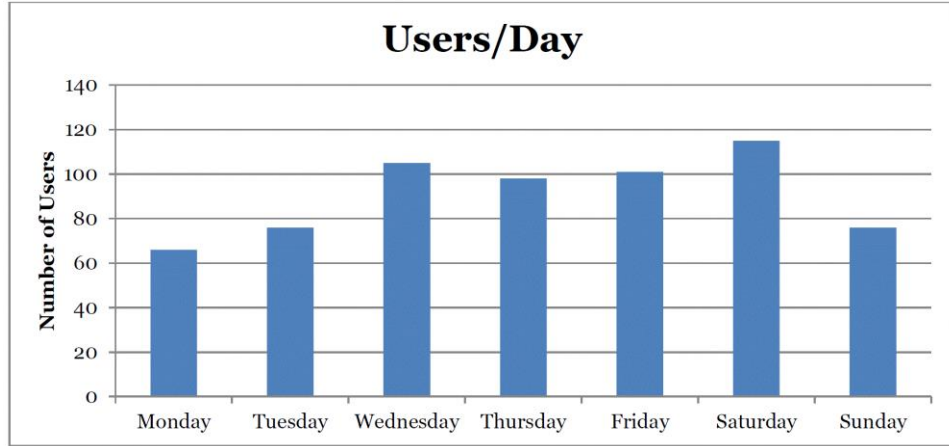


2023

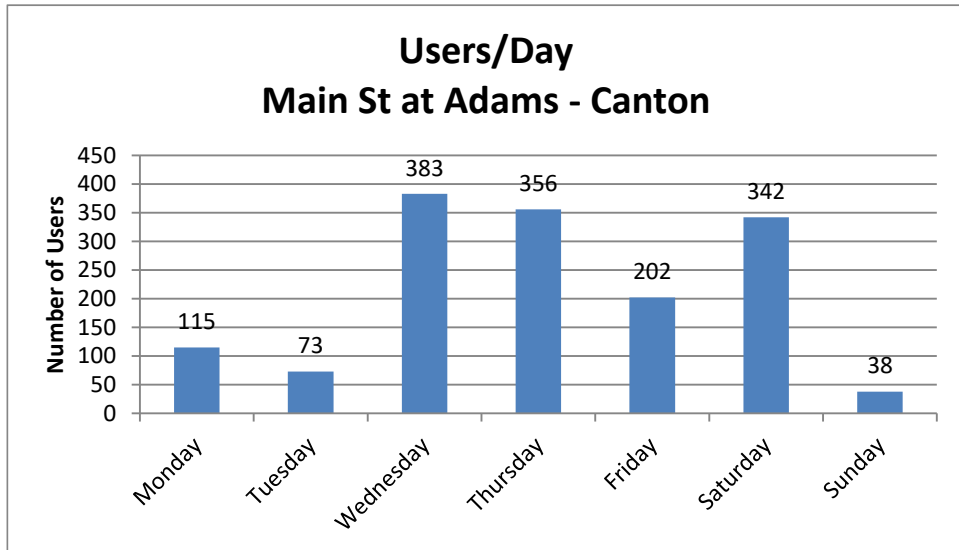


The third chart shows users/day (Note: The 2015 scale ranges from zero to 140, while the 2023 scale ranges from zero to 450.)

2015



2023



## Notes

There was a prior survey at this location at Main Street and Adams between April 7, 2015, and April 14, 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. It does not appear to have impacted the counts.



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>