

2025 Snow and Ice Control Communications Survey Results

Prepared by Corporate Research
April 2025



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Edmonton

Study Background and Objectives

Since 2022, the City of Edmonton has conducted surveys to track residents' understanding and perceptions of the City's snow and ice clearing program (SNIC) and the two-phased parking ban. These surveys are used to inform improvements of communications as recommended in the 2021 Snow and Ice Audit.

Results of the 2022, 2023, 2024 and 2025 studies are included in this report to identify trends. Additional questions related to the maps and parking bans were added in 2024.

Research Objectives and Methodology

- Specific research objectives
 - Assess residents' understanding and perceptions towards SNIC
 - Identify changes year over year
 - Understand residents' information needs related to SNIC
 - Identify current and preferred information sources
- Research methodology
 - Surveys were distributed to the Edmonton Insight Community, as well as the broader public through an open link on the City's website, and promoted through social media and the weekly engagement PSA.
 - The 2025 survey was conducted between April 1-14*, 2025.
 - 4,138 respondents completed the 2025 survey.

Statement of limitations: *As an online survey with a non-probability sample, and in accordance with industry standards, a margin of error can not be applied.*

* A major snow event occurred prior to the 2025 survey was being conducted.

Key Insights for 2025

- 78% understand there are different Snow and Ice clearing levels for different types of roads and active pathways in Edmonton
- 71% understand how a Phase 1 parking ban works
- 67% understand how a Phase 2 parking ban works
- 65% know where to find SNIC information and 46% believe they have received enough information about SNIC without having to look for it
- 52% were aware of the Phase 2 Parking Ban on Jan 7-24, 2025
 - 55% by street and digital signages
 - 44% by Parking Ban Service Notifications (email/SMS)
 - 42% by Transit Signage
 - 24% by Social Media
 - 15% by City's Website
- 52% were aware of the live Roadways Snow Clearing Map:
 - 65% have used it
 - Among users of the live Roadways Snow Clearing Map, 70% find it moderately to extremely useful
- 33% are subscribed to service notifications to receive communications on parking bans

Detailed Results

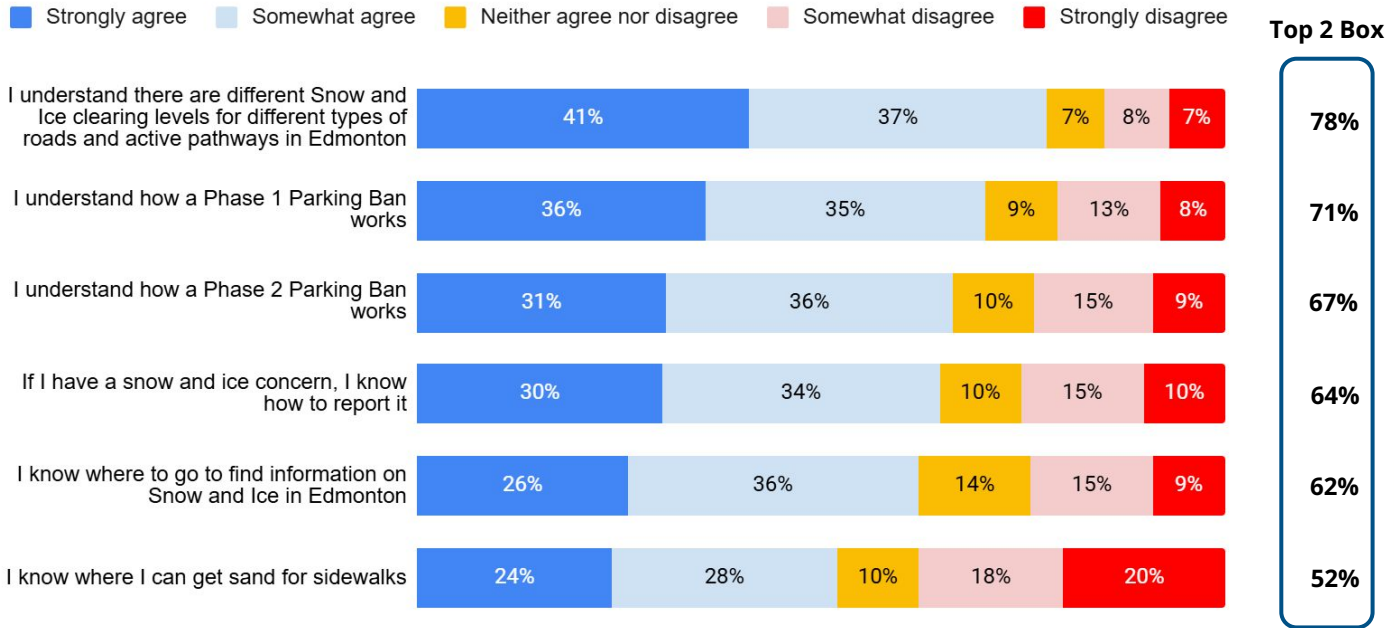
for 2022, 2023, 2024 and 2025

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Understanding of the SNIC program and Parking Bans 2025

- Nearly eight in ten respondents understand that there are different service levels for different types of roads and active pathways
- 71% understand how a Phase 1 Parking Ban works; fewer (67%) know how Phase 2 Parking Ban works



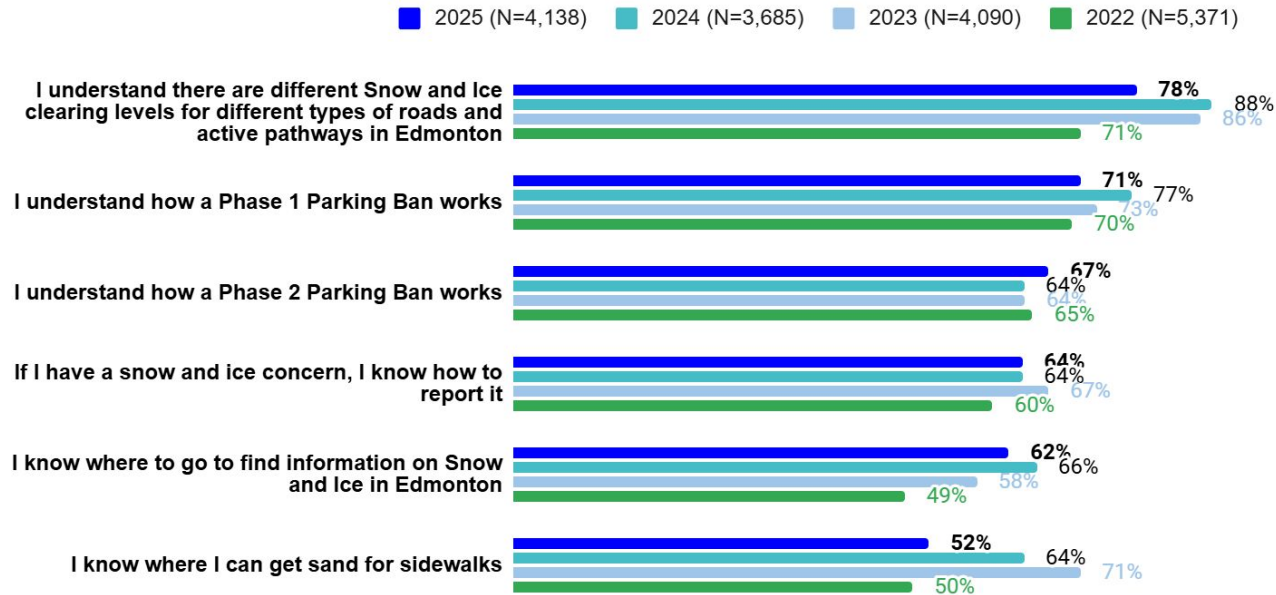
Q1. Please rate your level of agreement for the following statements. Base: All respondents (N=4,138)

Understanding of the SNIC program and Parking Bans - Tracking

Respondents continue to have a strong understanding of

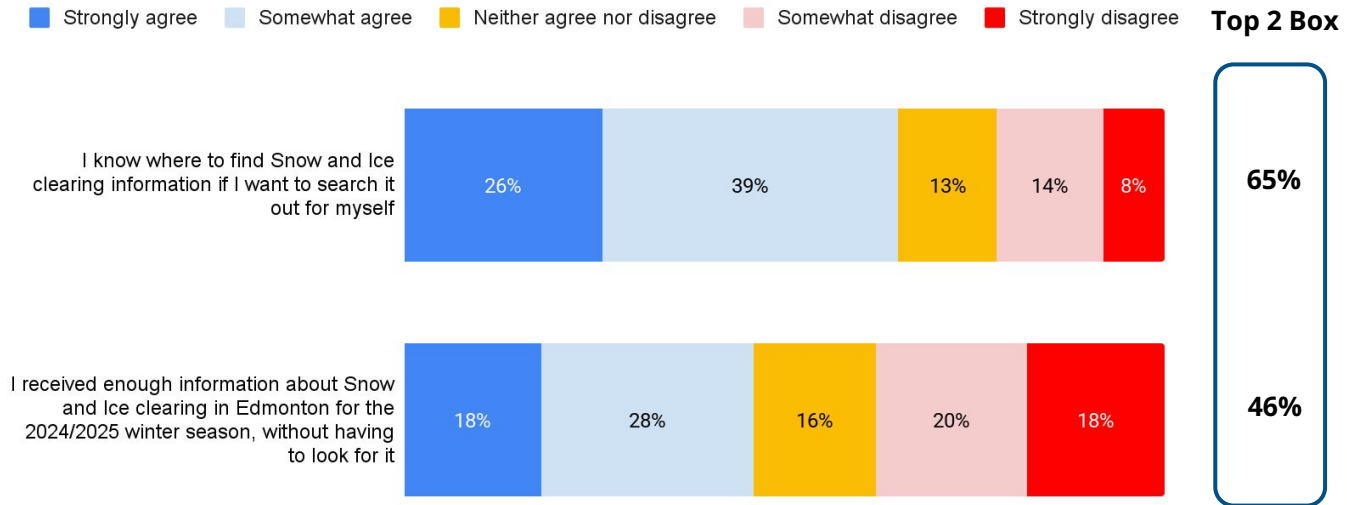
- Different service levels for different types of roads and active pathways 78%
- How Phase 1 Parking Ban works 71%
- 62% know where to find info on SNIC

% of those strongly to somewhat agree with these statements



SNIC Information Access 2025

- Two of three respondents know where to find SNIC information
- Just under half of respondents indicate the amount of information received is enough, without having to look for it

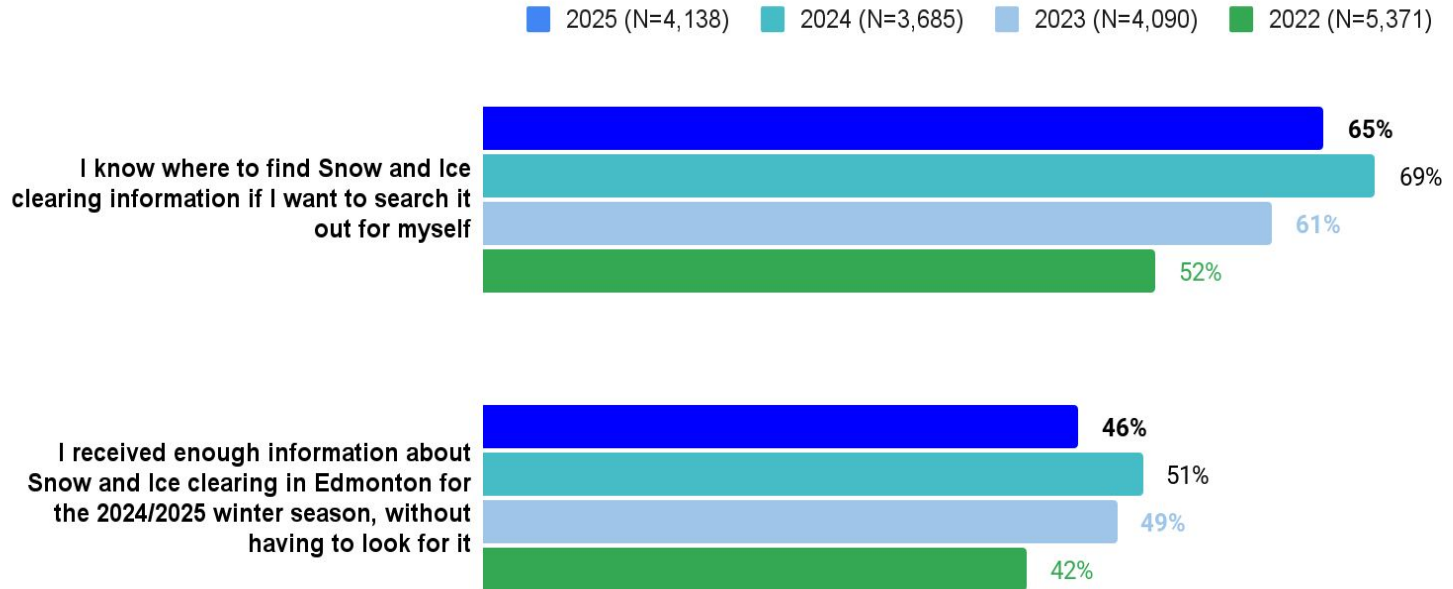


Q2. Please rate your level of agreement for the following statements. Base: All respondents (N=4,138)

SNIC Information Access - Tracking

For both knowing where to find information and receiving enough information without searching, tracking data indicates an upward trend year-over-year, despite a slight drop from last year.

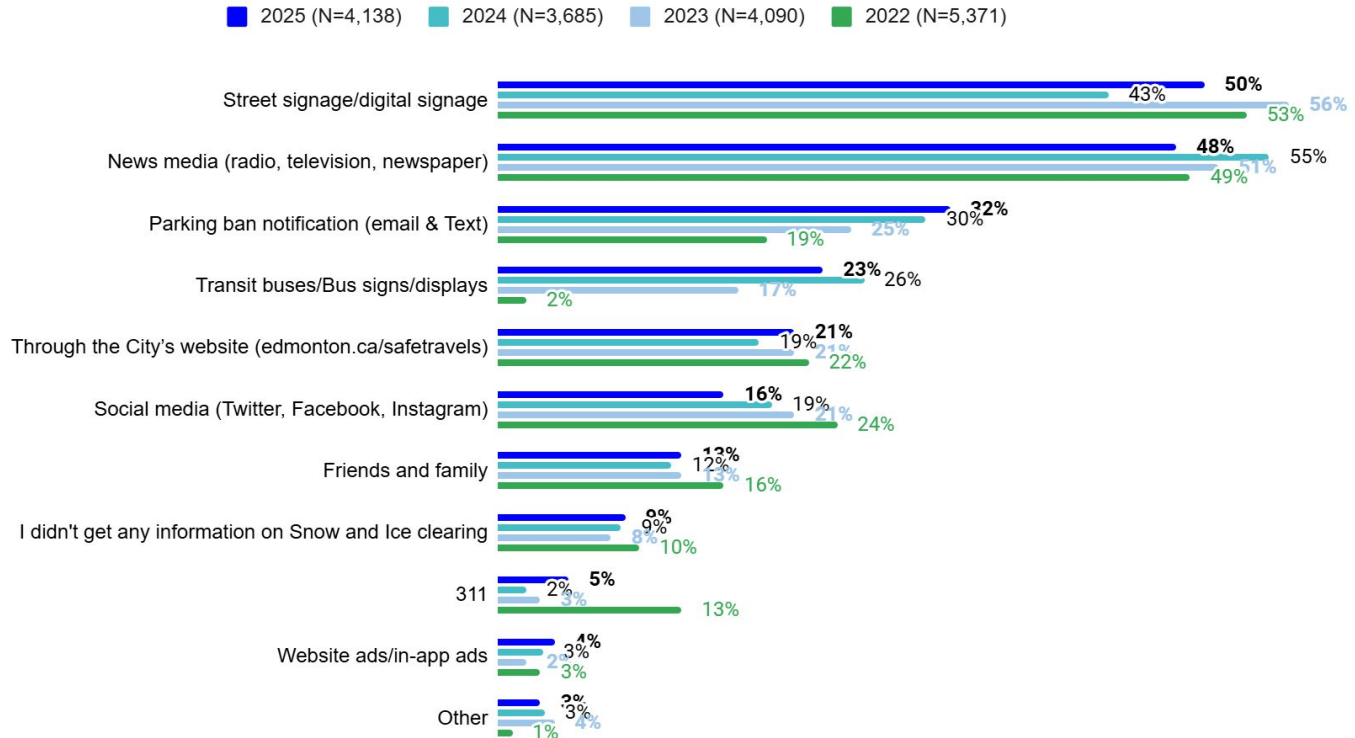
% of those strongly to somewhat agree with these statements



Q2. Please rate your level of agreement for the following statements. Base: All respondents)

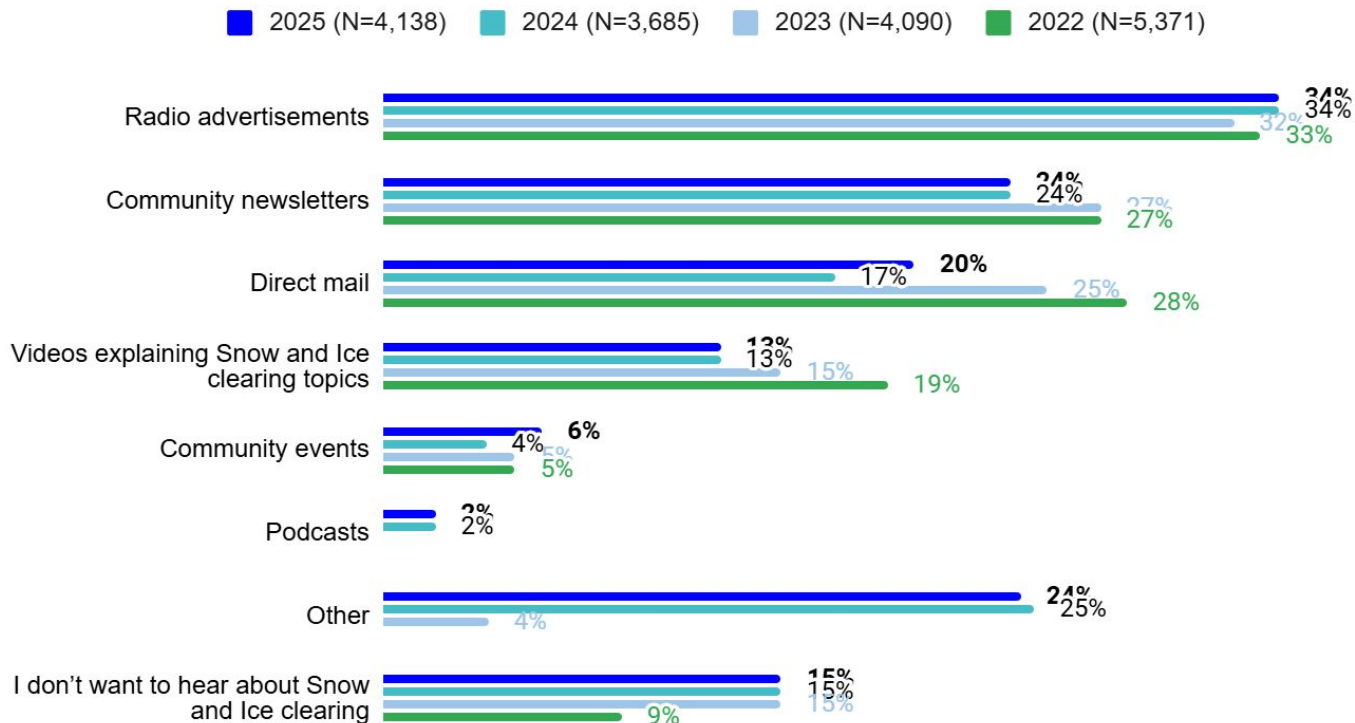
SNIC Information Sources - Tracking

Street/digital signages and news media are the most common ways to find out about the Snow and Ice clearing. More respondents are using parking ban notifications and bus signs/displays while less respondents are using social media.



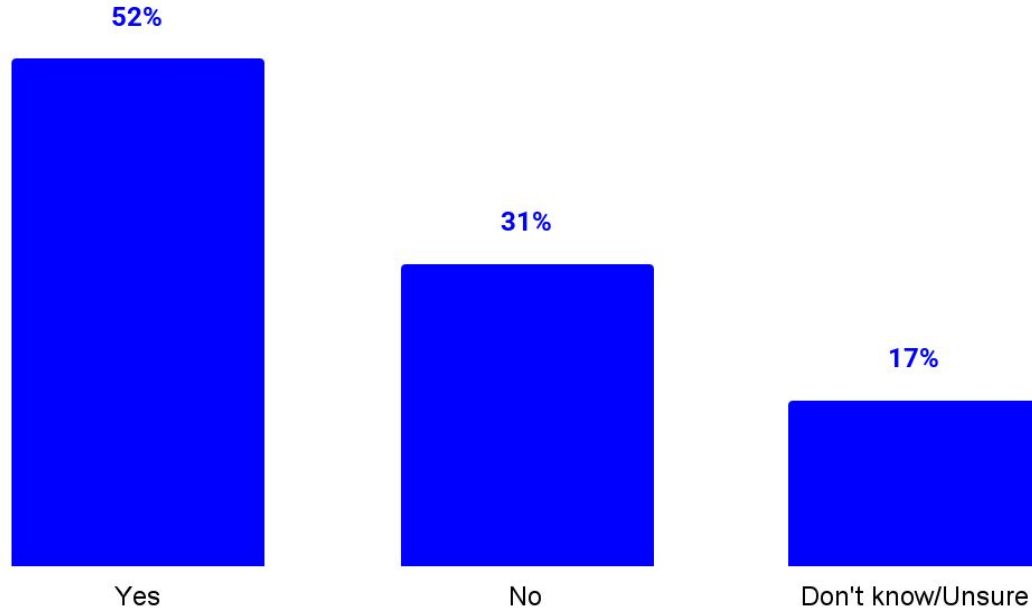
Other Desired SNIC Information Sources - Tracking

Preferences for radio advertisements, community newsletters, and direct mail as desired information sources remain very close to the last tracking wave.



Awareness of Phase 2 Parking Ban between Jan 7-24, 2025

One-half of respondents were aware that a Phase 2 Parking Ban was declared for January 7-24, 2025.

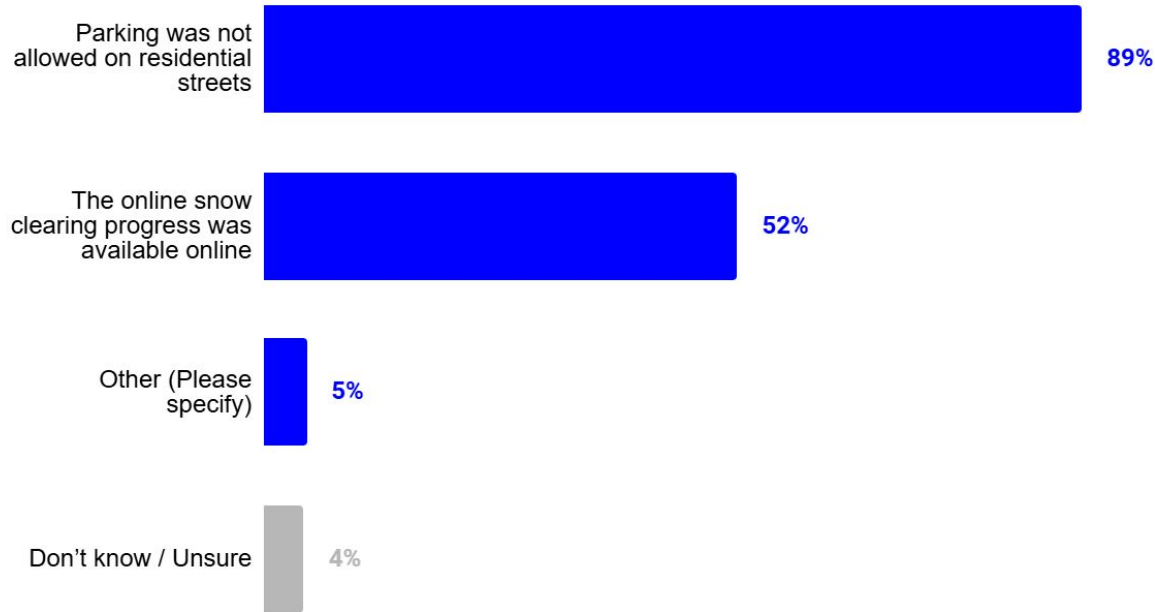


Q5. From January 7 to 24, the City of Edmonton conducted a Phase 2 Parking Ban for residential roadways. Prior to today, were you aware that a Phase 2 Parking Ban was declared for January 7-24, 2025? (Note: there was no Phase 2 Parking Ban the previous winter season)

Base: All respondents (N=4,138)

Perceived Meaning of Phase 2 Ban between Jan 7-24, 2025

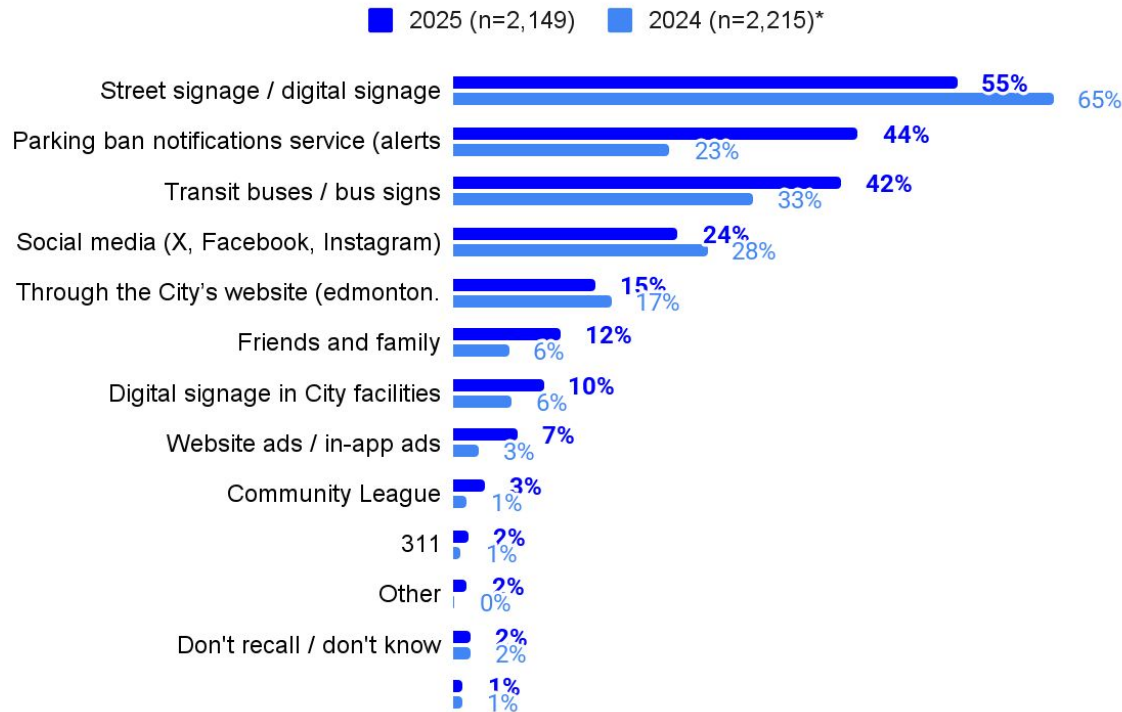
89% of respondents understand parking was not allowed on residential streets.



Q5a. The declaration of a Phase 2 Parking Ban on January 7-24 meant that: Please choose all that apply.
Base: Those who were aware of Phase 2 Parking Ban (N=2,149)

How Respondents Became Aware of Parking Bans - Tracking

Respondents most commonly became aware of parking bans through street/digital signage, parking ban notifications, transit signage, and social media.

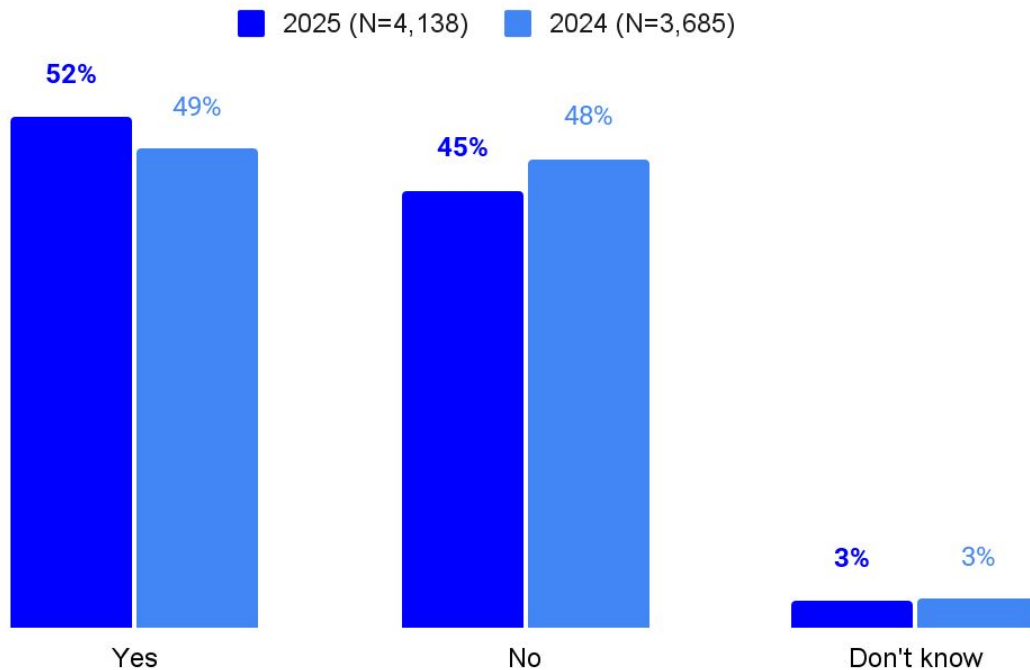


Q5b. How did you become aware of the Phase 2 Parking Ban was declared? Please choose all that apply.

Base: Those who were aware of Phase 2 (1)* Parking Ban (* **Note: This question was added in 2024** and respondents were asked about Phase 1 Parking Ban: "How did you become aware of the Phase 1 Parking Ban declared on February 26th? Please choose all that apply.")

Awareness of Roadways Snow Clearing Map - Tracking

About half of all respondents are aware of the live Roadways Snow Clearing Map and remained relatively similar to last year.

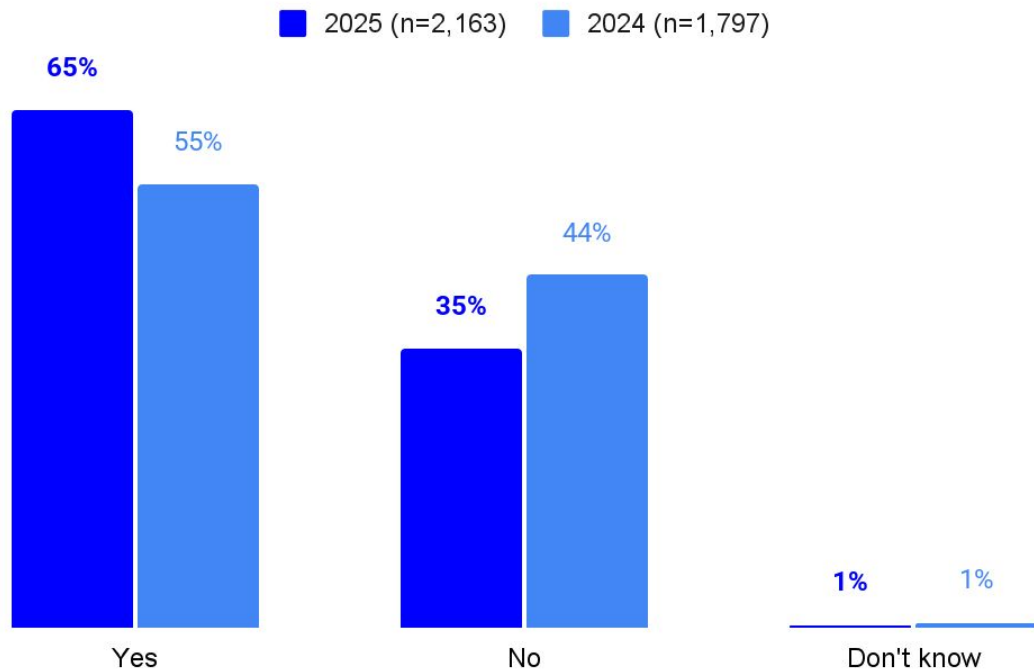


Q6a. Prior to today, were you aware of the live Roadways Snow Clearing Map?

Base: All respondents

Usage of Roadways Snow Clearing Map - Tracking

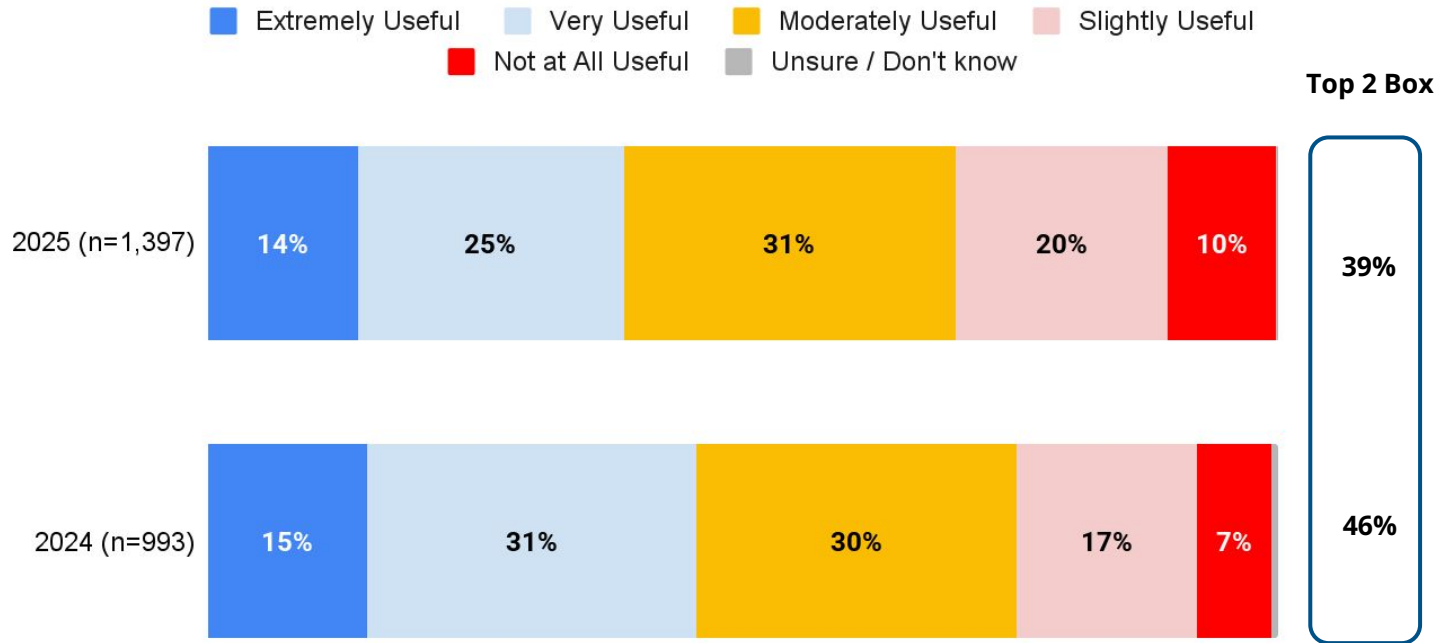
Among those aware of the Roadways Snow Clearing Map, a higher percentage of respondents used the map compared to the previous year.



Q6a. Have you used the live Roadways Snow Clearing Map?
Base: Those who were aware of Roadways Snow Clearing Map

Perceived Usefulness of Snow Clearing Map - Tracking

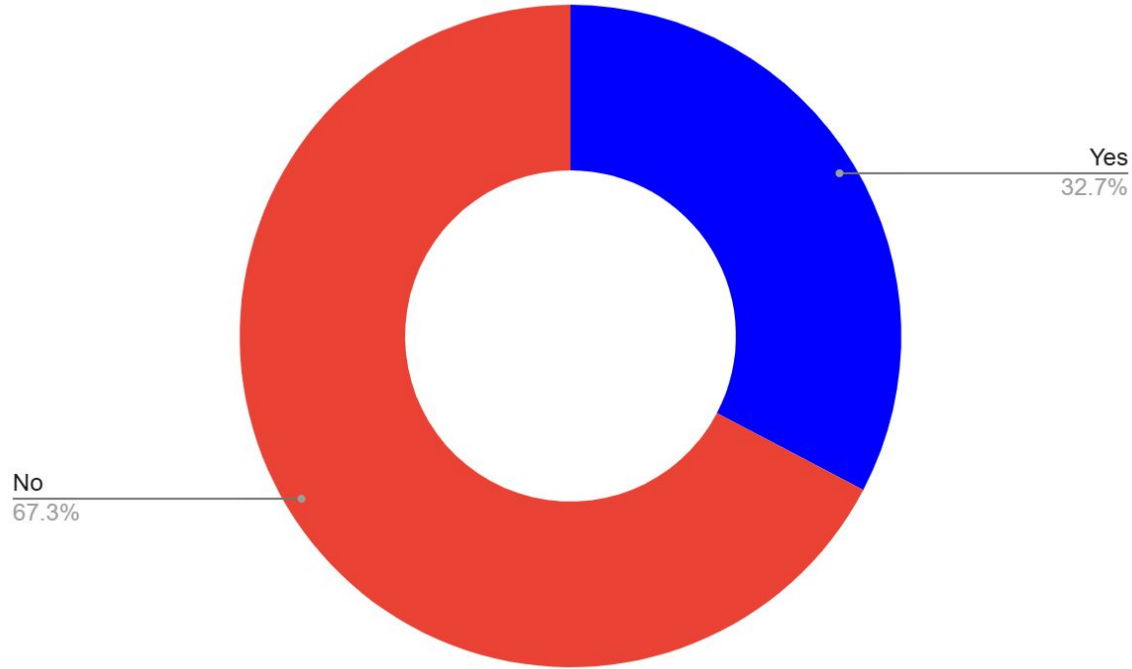
The perceived usefulness of the live Roadways Snow Clearing Map has slightly dropped compared to last year.



Q6c. How useful was the live Roadways Snow Clearing map?
Base: Those who have used Roadways Snow Clearing Map

Subscription to Service Notifications on Parking Bans

The 2025 study indicates that 33% of respondents are subscribed to service notifications to receive communications on parking bans.



Q7. Are you subscribed to service notifications to receive communications on parking bans?
Base: All respondents (N=4,138)

Profile of Respondents

	2022 Overall (N=5,371)	2023 Overall (N=4,090)	2024 Overall (N=3,685)	2025 Overall (N=4,138)
Gender				
Woman	50%	47%	49%	53%
Man	42%	44%	42%	42%
Non-binary	1%	1%	1%	1%
Two-spirit	0%	0%	0%	0%
Transgender	0%	0%	1%	1%
Another gender not listed above	0%	0%	1%	1%
Prefer not to answer	7%	7%	7%	3%
Age				
15-24 years	1%	1%	1%	1%
25-34 years	11%	8%	8%	7%
35-44 years	18%	17%	16%	15%
45-54 years	16%	16%	16%	20%
55-64 years	21%	22%	21%	24%
65+ years	25%	29%	32%	32%
Prefer not to answer	7%	7%	5%	1%

Household Income in 2022				
Under \$30,000	4%	4%	4%	5%
\$30,000-\$59,999	10%	10%	11%	13%
\$60,000-\$99,999	19%	17%	19%	21%
\$100,000-\$149,999	19%	19%	20%	21%
\$150,000 and over	18%	20%	22%	25%
Prefer not to answer/Other	30%	30%	24%	15%

D1: What is your gender? | D2: What is your age? | D3: Which of the following groups do you identify with? | D4: Which of the following categories best describes your total household income in 2021 before taxes? | D5: Is there an adult in your household who has limited English language proficiency? | D6: [IF YES IN D5] Thinking of the person in your household with limited English language proficiency, What languages do they prefer to receive information in? | D7: [IF YES IN D5] Thinking of the person in your household with limited English language proficiency, where do they get local information in their preferred language? | D8: [IF DISABILITY IN D3] Do you or a person in your household identify with any of the following groups?

Profile of Respondents

	2022 Overall (N=5,371)	2023 Overall (N=4,090)	2024 Overall (N=3,685)	2025 Overall (N=4,138)
Groups Identify With				
Visible minority	6%	6%	7%	8%
A person with a disability	6%	7%	11%	11%
2SLGBTQI+	5%	5%	7%	3%
Immigrant or new Canadian	4%	3%	1%	6%
Indigenous person	2%	2%	2%	2%
None of the above	59%	61%	57%	61%
Prefer not to answer/Other	15%	11%	11%	9%

[IF DISABILITY] Groups Identify With	(n=551)	(n=443)	(n=402)	(n=640)
A person with a physical disability	62%	70%	67%	49%
A neurodiverse person	25%	21%	32%	23%
A person with a psychiatric disability	19%	20%	21%	16%
A person with a neurological disability	17%	16%	18%	13%
A person who is deaf or hard of hearing	17%	22%	21%	13%
A person who is visually impaired or has low vision	13%	15%	12%	9%
A person with a language disorder	5%	5%	4%	2%
Prefer not to answer	-	-	5%	29%

Profile of Respondents

	2022 Overall (N=5,371)	2023 Overall (N=4,090)	2024 Overall (N=3,685)	2025 Overall (N=4,138)
<i>Adult in Household with Limited English Language Proficiency</i>				
Yes	3%	3%	2%	3%
<i>[IF YES] Languages Prefer to Receive Information In (Key Mentions)</i>	(n=169)	(n=129)	(n=82)	(n=112)
Ukrainian	-	-	10%	5%
Cantonese	-	-	7%	8%
Spanish	12%	8%	6%	7%
<i>[IF YES] Sources of Information in Preferred Language (Key Mentions)</i>	(n=169)	(n=129)	(n=82)	(n=112)
Facebook group	31%	29%	21%	6%
Language-specific TV or radio	33%	27%	11%	15%
Language-specific print publication	24%	27%	17%	5%
Local ethnic/national organization	21%	18%	13%	6%
Other	-	-	34%	29%