

EDMONTON INSIGHT COMMUNITY



Edmonton

Heritage Places (Phase 1) Survey Final Report

Introduction

The City of Edmonton is developing a new Heritage Places Strategy. The strategy will replace Edmonton's current Historic Resource Management Plan (2009) to create a new strategy that includes diverse histories, voices and places. The strategy will consider The City Plan, the City of Edmonton's Indigenous Framework, Council priorities such as affordable housing, and Edmonton's (2019) declaration of a climate emergency. Results of this survey will inform the priorities and draft recommendations to be developed in phase 2.

Methodology

The heritage survey was conducted online and distributed to the Insight Community and other channels. From **May 20th to June 8th 2025**, 2,496 Insight Community members responded to the Heritage Places survey that was sent to them via email. Additionally, 179 respondents accessed the survey through an open link. This report contains results for all respondents* (Total of 2,675 responses).

As of June 2025, more than 23,000 Edmontonians are part of the Edmonton Insight Community who engage with The City of Edmonton through different survey formats. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research Unit advises on, plans, executes, and reports on all public opinion and market research for all administrative areas of the City.

As this is a non - random online survey, a margin of error is not reported for these results. However, if a probability sample had been used, results for a random sample of 2,675 would be accurate to +1.9 percentage points, 19 times out of 20.

***Note:** This report contains results of the closed-ended questions asked in the survey. For full results of the Heritage Places Strategy Phase 1 Public Engagement, please [visit here](#).

Key Insights

Opportunity to Improve Familiarity with City's Heritage Program: While respondents with direct ties to heritage properties (live, work, own) shows familiarity, overall public awareness of Edmonton's heritage program is evenly split, suggesting a potential opportunity to enhance public understanding.

Perceived Importance of Heritage Places Strategy Elements: Respondents put great importance on a broader definition of heritage, emphasizing natural places and the contributions of Indigenous peoples and other underrepresented groups, which suggests moving beyond a sole focus on built heritage. This signals a desire for a more inclusive and expansive Heritage Places Strategy.

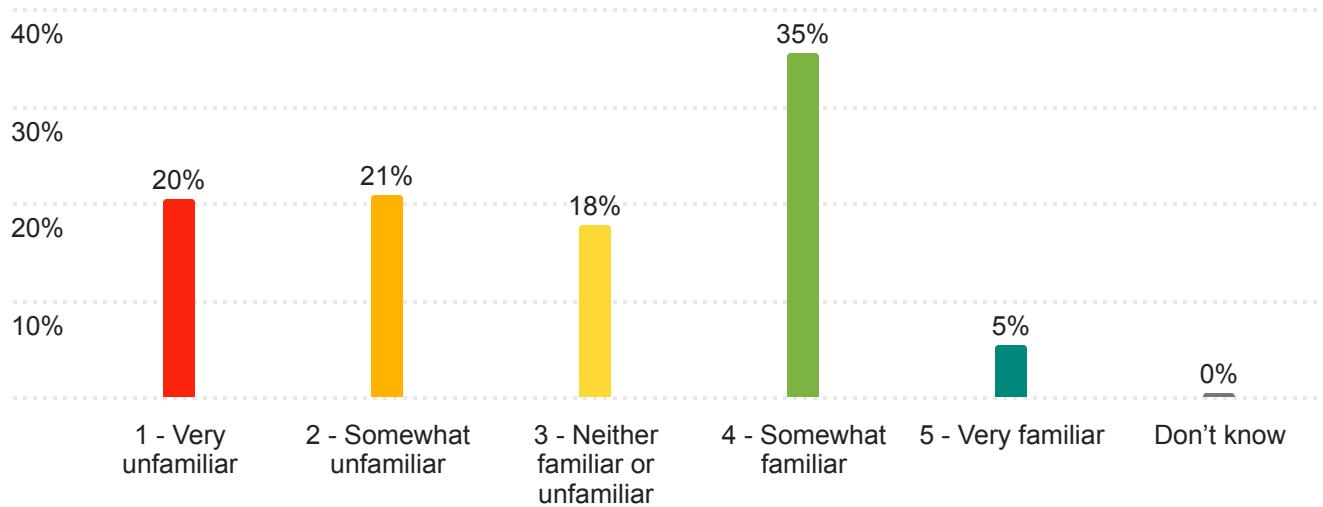
Demographic Variations in Priorities: Younger respondents, women, and 2SLGBTQIA+ individuals consistently place higher importance on all considered aspects for the new strategy.

Familiarity with the City's Heritage Program

Survey respondents showed a nearly even split in their familiarity with the City's heritage program. 40% reported being very to somewhat familiar, while a similar proportion, 41%, were very to somewhat unfamiliar, suggesting an opportunity to increase public awareness and understanding of the program (Figure 1).

Figure 1. On a scale from 1 to 5, where 1 is Not Very familiar and 5 is Very familiar, how familiar are you with the City's heritage program?

2675 Responses



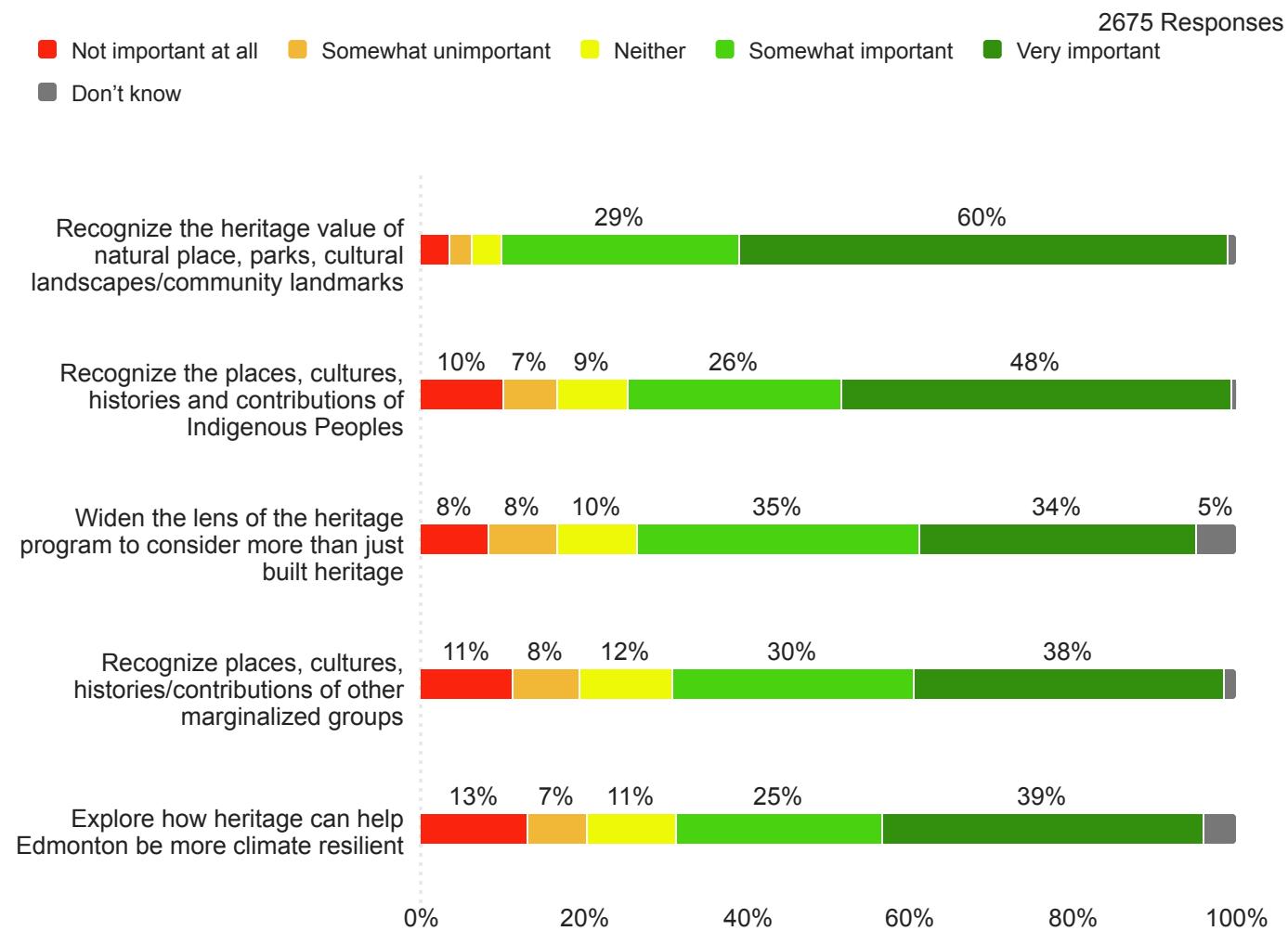
Cross-tabulation analysis shows that

- Respondents from racialized minority groups are more likely to be unfamiliar with the program (53% vs. 42% overall).
- Individuals who have a direct connection to heritage properties (living in, owning, or working in one) demonstrate greater familiarity (50% vs. 41% overall).

Perceived Importance of Heritage Places Strategy Elements

Three-quarters or more survey respondents indicated it is important to recognize the heritage value of natural places (89%) and Indigenous peoples' heritage (74%). Two-thirds also supported widening the heritage program beyond built heritage (69%), recognizing other underrepresented groups (68%), and exploring heritage's role in climate resilience (64%) (Figure 2).

Figure 2. In your opinion, how important are the following to consider in the Heritage Places Strategy?



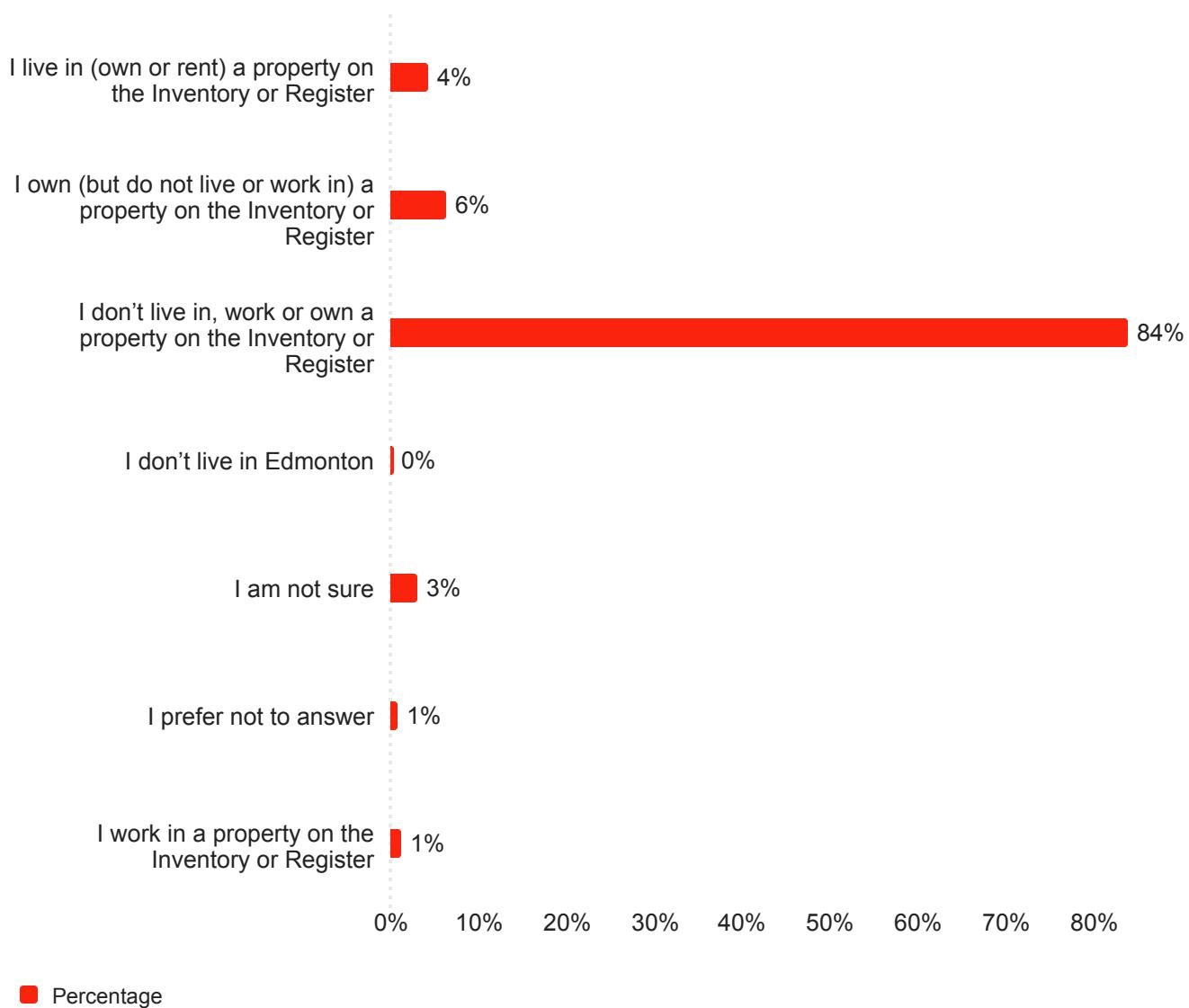
Cross-tabulation analysis shows that

- Overall, younger respondents (35 years and under), women, and individuals self-identifying as 2SLGBTQIA+ are generally more inclined to find all listed considerations important.

Profile of Respondents

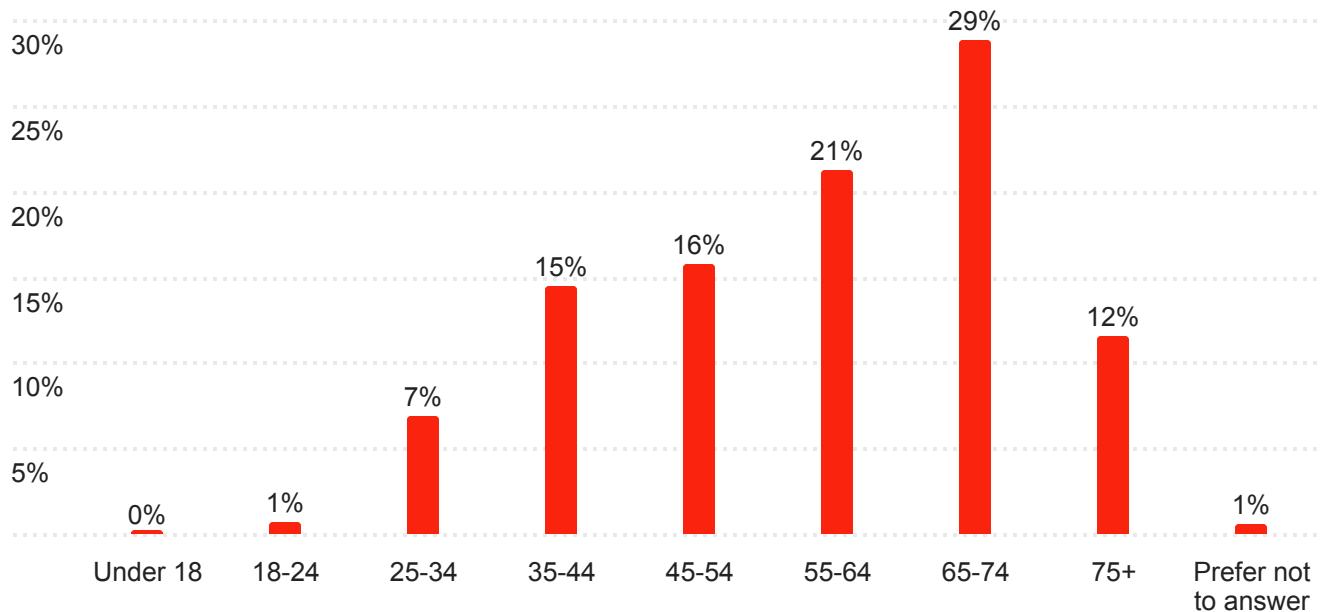
Q1 - To start, we'd like to understand if you live, work in and/or own a heritage property. By heritage property, we mean a property on the City of Edmonton's: Inventory of Historic Resources (properties determined to merit conservation, but are not legally protected) or Register of Historic Resources (properties that have been legally designated as Municipal Historic Resources and are thus protected from demolition or inappropriate alteration) Here is more information on the Inventory and Register. Select the response that best applies.

2675 Responses



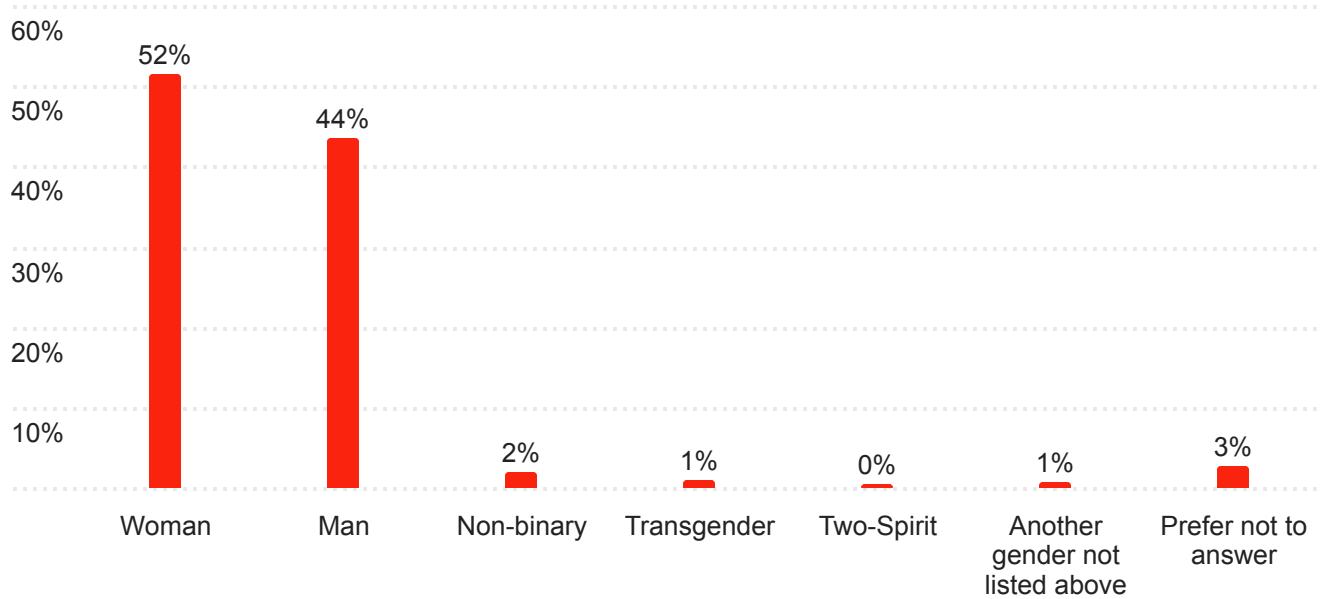
Age

2675 Responses



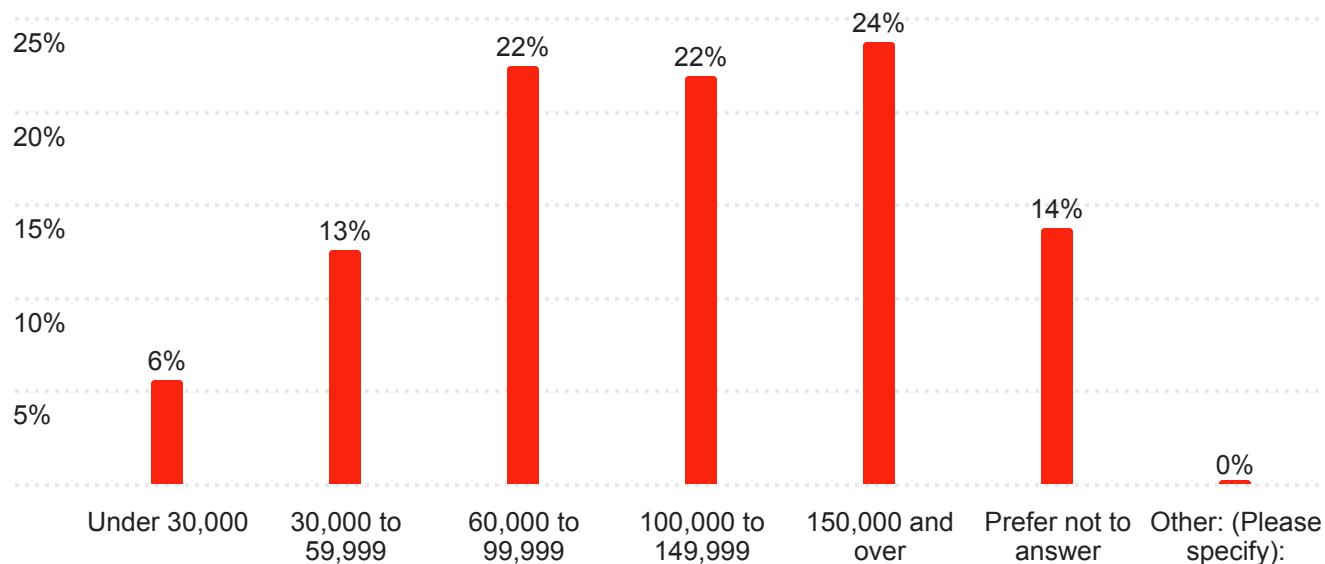
Gender

2675 Responses



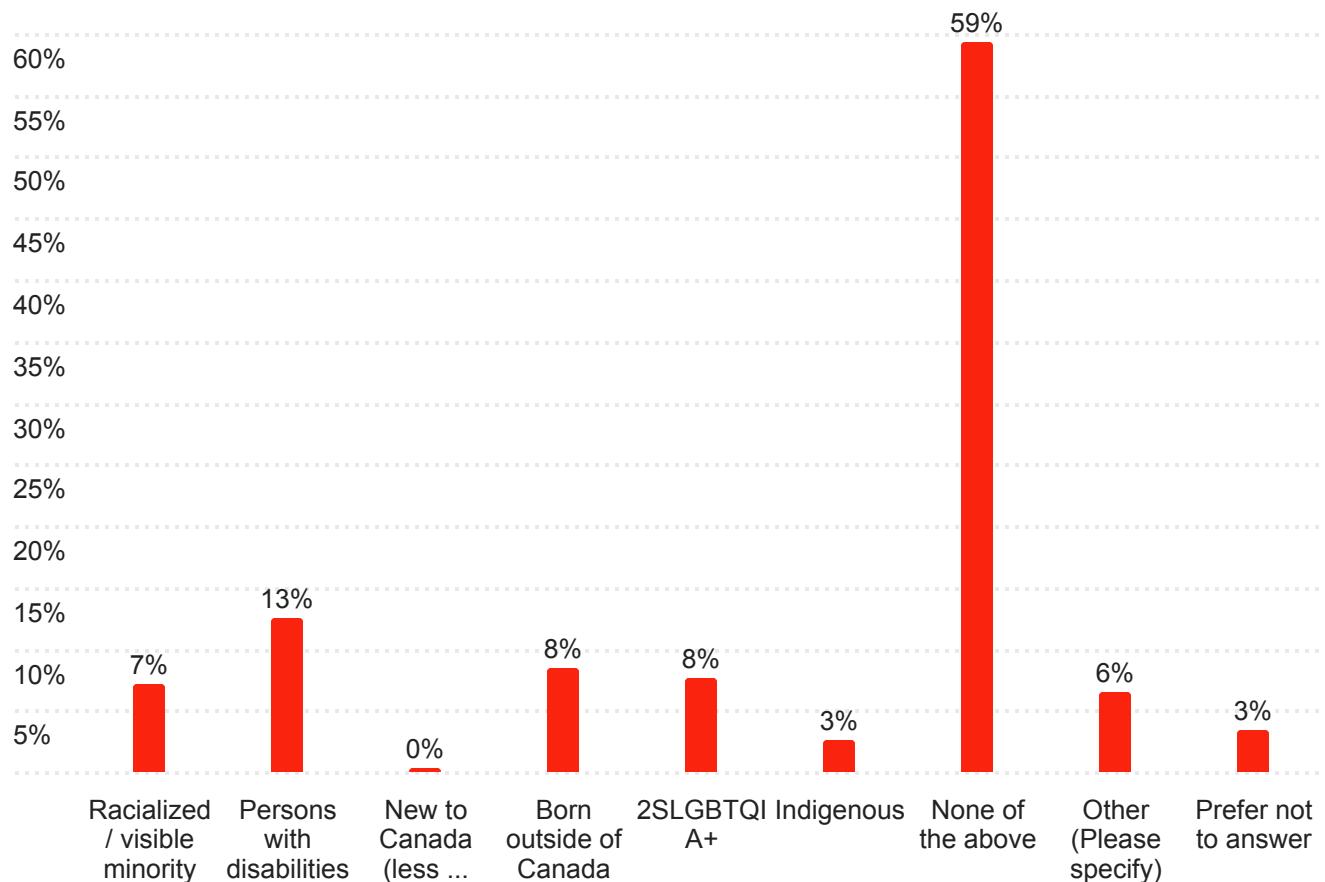
Income

2675 Responses



Identity

2675 Responses



Primary Language

2675 Responses

