

Heritage Places (Phase 2) Survey

November 2025

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.

Phase 1 engagement invited Edmontonians to share their familiarity with the heritage program, ideas to consider for the new strategy. Using that feedback ([report](#)), research from other cities and alignment with our City policies, the project team has drafted a set of Guiding Principles and Pillars.

The Guiding Principles will inform all elements of the strategy, while the Pillars will serve as the updated focus areas. In the Phase 2 survey, we invited Edmontonians to again share their input on these Guiding Principles and Pillars.

Methodology

The Heritage Places Strategy (Phase 2) Survey was conducted online and distributed to the Edmonton Insight Community and other channels. From November 13th to November 30th, 2025, a total of 2,373 Insight Community members responded to the Heritage Places Phase 2 Survey (sent via email). An additional 283 respondents completed through an open survey link. This report contains closed-ended results* for all **n=2,656** respondents.

As of November 2025, more than 25,000 Edmontonians are part of the Edmonton Insight Community, engaging with the City of Edmonton through different survey formats. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton, and advises on, plans, executes, and reports on all public opinion and market research for each administrative area of the City.

This is a non-random online survey with no margin of error reported. If a probability sample had been used, results for a random sample of n=2,656 would be accurate to ± 1.9 percentage points (19 times out of 20).

***Note:** *This report contains closed-ended results only. To view full Heritage Places Strategy Phase 2 Survey results, please [click here](#).*

Proposed Guiding Principles & Pillars

For the new Heritage Places Strategy, the following **principles** are intended to guide all elements of the strategy and its implementation.

Inclusive

Reflect Indigenous, racialized, and 2SLGBTQIA+ histories alongside settler heritage.

Integrated

Align heritage goals with broader City priorities, including climate, housing, and economic development.

Community Led

Support grassroots storytelling, stewardship, and decision-making.

Living & Evolving

Embrace heritage as dynamic – connecting past, present, and future.

Visible & Accessible

Make heritage legible in public space, infrastructure, and everyday life.

Collaborative

Enable meaningful partnerships between communities, the City, and heritage organizations.

Focused Approach

Prioritize realistic, achievable actions.

For the new Heritage Places Strategy, the **pillars** are the updated focus areas for the City's heritage program.

Each pillar will include a brief description, short and/or long-term directions to achieve the pillar's intended outcomes, and possible considerations for the city or other partners. The proposed pillars are:

Indigenous Heritage

Recognizes the importance of First Nations, Métis, and Inuit histories and relationships to land.

Community & Cultural Heritage

Recognizes local histories and places of significance to diverse communities.

Built Heritage

Recognizes built heritage with historic, architectural, or cultural value.

Landscapes & Sites

Recognizes natural landscapes, including parks, river valleys, trees, geological formations, and sacred sites.

Public Places & Spaces

Recognizes public infrastructure, civic spaces, and community hubs.

Key Insights

Overall Endorsement of Proposed Guiding Principles & Pillars

Most (59%) also agree that the proposed Principles provide strong guidance. A sizable majority of respondents (69%) agree that the proposed Pillars provide a strong foundation for the new strategy. This level of agreement indicates that the focus areas drafted by the project team broadly align with the public's expectations.

Gender & Generational Agreement on Strategic Elements

Higher levels of agreement (+15-20%) are seen in both areas, among women and those under age 35 (compared to men and those aged 35 and older, respectively). The proportion of women expressing agreement is 70% for principles and 77% for pillars. For those under 35, 78% agree with principles and 87% with pillars.

Strategy Alignment with Different Identity Groups

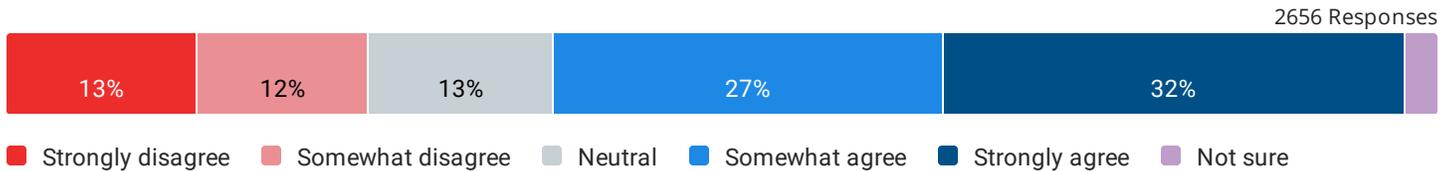
Higher agreement levels are observed among 2SLGBTQIA+ survey respondents (76-78%) and persons with disabilities (67-76%), compared to racialized respondents (53-62%) and those whose primary language at home is not English (54-60%).



Agreement with Guiding Principles

A slight majority (59%) of survey respondents agree "that the proposed principles provide strong guidance for the new Heritage Places Strategy" – with more strongly agreeing (32%) than disagreeing (either somewhat or strongly; 25%) (see Figure 1).

Figure 1. Overall, how much do you agree or disagree that the proposed principles provide strong guidance for the new Heritage Places Strategy?



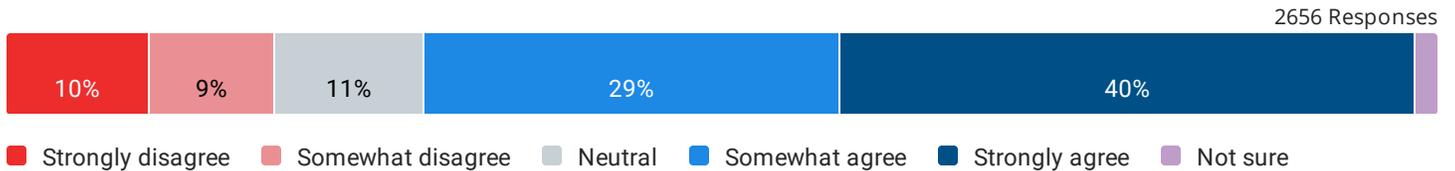
Cross-tabulation analysis shows that...

- Those aged 35 years or under are more likely to agree with the proposed principles (78% somewhat or strongly agree) than those aged 55 and older (55%).
- Cis-gender women are more likely to agree with the proposed principles (70%) than cis-gender men (50%). Nearly two in three (62%) gender-diverse respondents express agreement.
- Higher levels of agreement with the proposed principles are seen among those identifying as 2SLGBTQIA+ (76%) and persons with disabilities (67%), compared to those identifying as racialized or Indigenous (53%).

Agreement with Guiding Pillars

Over two thirds (69%) somewhat or strongly agree "that the proposed pillars provide a strong foundation for the new Heritage Places Strategy" (including 40% stating they strongly agree). Under one fifth (19%) of respondents either somewhat or strongly disagree with the proposed guiding pillars (see Figure 2).

Figure 2. Overall, how much do you agree or disagree that the proposed pillars provide a strong foundation for the new Heritage Places Strategy?



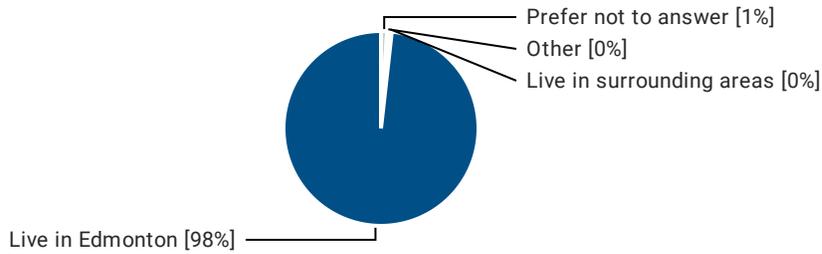
Cross-tabulation analysis shows that...

- Those aged 35 years or under are more likely to agree with proposed pillars (87% somewhat or strongly agree) compared to those aged 55 and older (66%).
- Cis-gender women are more likely to agree with proposed pillars (77%) compared to cis-gender men (62% agree). Two in three (66%) gender-diverse respondents indicate agreement.
- Higher levels of agreement are seen among those identifying as 2SLGBTQIA+ (78%) and persons with disabilities (76%). Respondents identifying as racialized or Indigenous have lower levels of agreement with the proposed pillars (62%).

Profile of Respondents

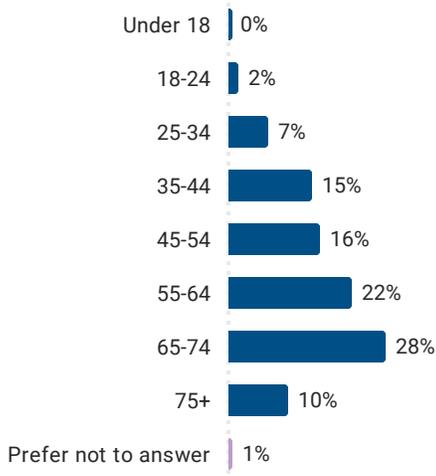
Residence

2656 Responses



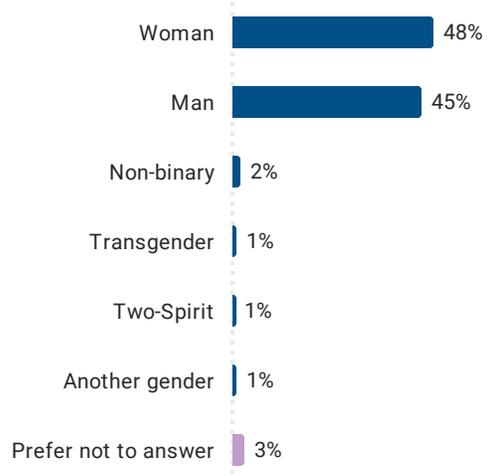
Age

2656 Responses



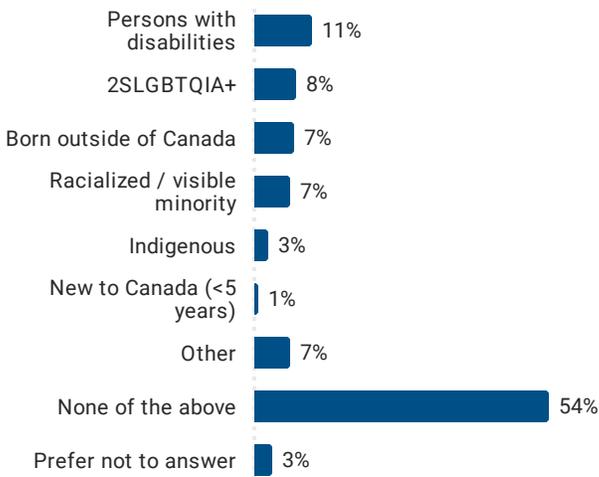
Gender

2656 Responses



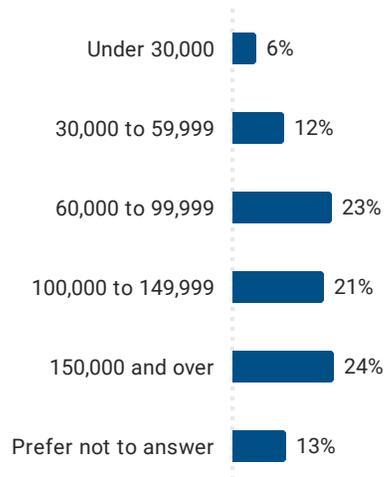
Identity

2656 Responses



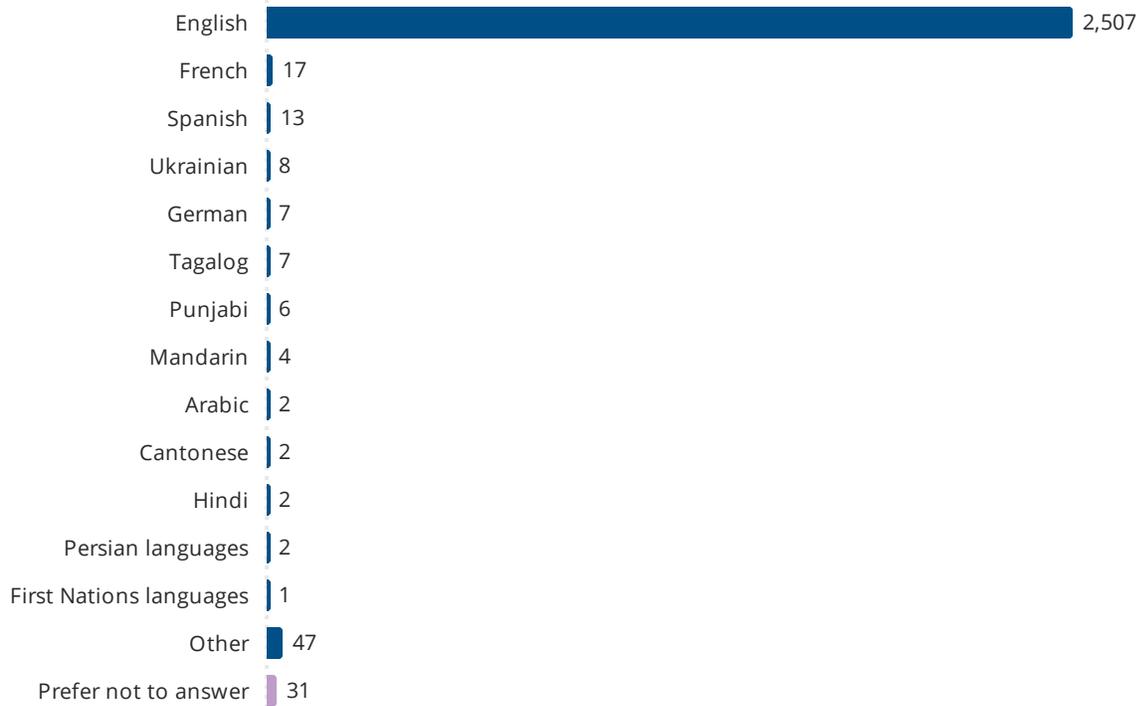
Household Income

2656 Responses



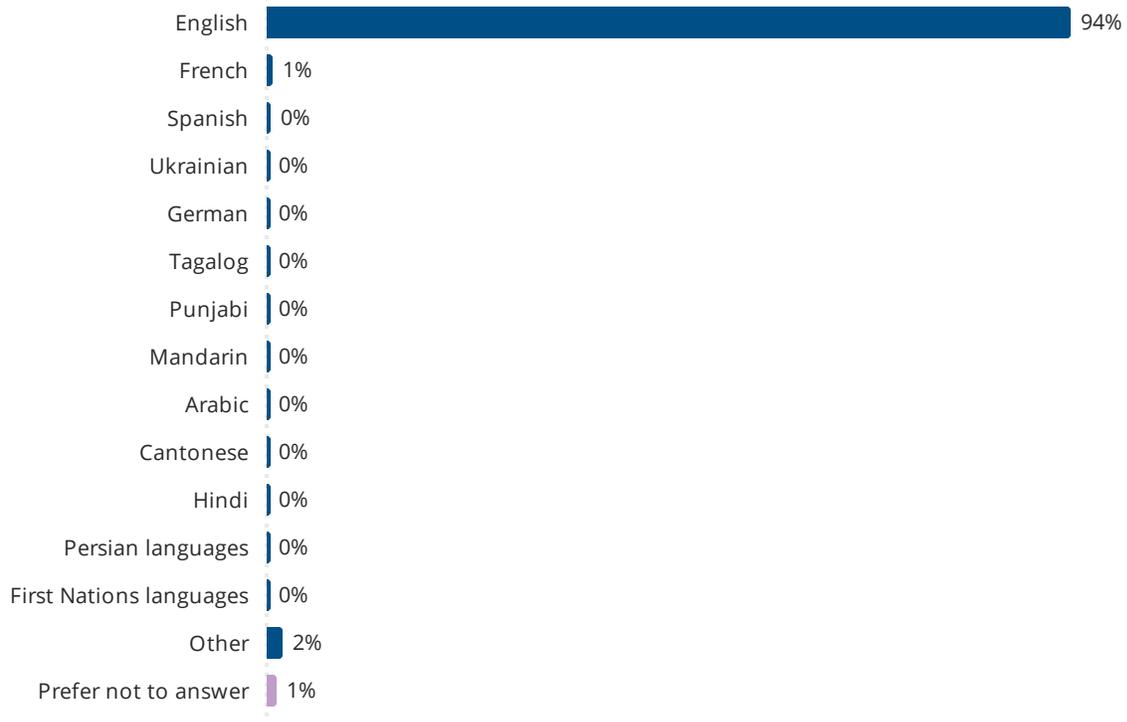
Primary Language Spoken (count)

2656 Responses



Primary Language Spoken (%)

2656 Responses



For any questions, please email:
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edmonton.ca/surveys



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| **SHARE** YOUR VOICE
SHAPE OUR CITY

