



# Saskatchewan Ministry of Parks, Culture and Sport

## Heritage Survey

April 2014

# Objectives

- In March 2014, the Ministry of Parks, Culture and Sport (the Ministry) contacted Insightrix Research Inc. (Insightrix) to conduct a survey of Saskatchewan residents regarding their perceptions of heritage conservation.
- The specific objectives of the survey were to determine the following:
  - what types of heritage resources Saskatchewan residents value
  - what Saskatchewan residents feel are the benefits of heritage conservation
  - what Saskatchewan residents believe the high-level funding priorities for government should be regarding heritage conservation
  - how residents in towns and small cities perceive their downtown/city centre

# Methodology

- Data were collected between March 24<sup>th</sup> and April 7<sup>th</sup>, 2014.
- A total of 600 completed surveys were obtained from Saskatchewan residents via Insightrix's online panel, SaskWatch™.
- In order to ensure a representative sample of the population, quotas were set by age, gender, and region to match provincial proportions.
- An additional 203 completed surveys were also obtained from Saskatchewan residents living in towns and small cities, as the perceptions of this sub-sample were of particular interest to the Ministry.
- Due to rounding, results may not add to exactly 100%.

# Heritage in Saskatchewan

- Residents commonly mention agricultural factors such as farming and elevators when asked what comes to mind when thinking about heritage in Saskatchewan.



# Key Findings – Perceptions of Heritage

- Overall, Saskatchewan residents consider many areas of heritage to be important and see a variety of benefits to its preservation.
  - The natural environment ranks first in terms of the importance Saskatchewan residents place on preservation (90% rank its importance 4 or 5). Historic architecture (78%), archeological sites (77%), and traditions, stories and ways of life (75%) are also highly important. Meanwhile, Saskatchewan personalities (42%) and immigration and multiculturalism (53%) are perceived as least important.
  - Agreement is highest that heritage increases our understanding of history (84% rated 4 or 5), followed by providing a sense place or community (76%) and providing a sense of identity (75%).
  - Increased community pride (83% rated 4 or 5) and enhanced community identity (80%) are the top perceived benefits of preserving heritage buildings. Meanwhile, improved quality of life (45%) and increased property values (42%) are less commonly perceived as benefits to preserving heritage buildings.

# Key Findings – Perception of Heritage

- Saskatchewan residents feel that, at present, heritage aspects are being only moderately well preserved.
  - Highest rated were the preservation of the natural environment (49% rated 4 or 5), Saskatchewan celebrities (49%), and Indigenous Aboriginal culture (48%). The lowest rated aspects were Saskatchewan military history (25%) and Saskatchewan inventiveness (27%).
- Irreplaceability (89% rated 4 or 5) and uniqueness to Saskatchewan (90%) are most often indicated as important in determining whether a building or artifact should be preserved.
- There is considerable division regarding Saskatchewan residents' perceptions of their downtown areas. However, most agree (60% rated 4 or 5) that public investment in downtown revitalization is worthwhile and that downtown historic buildings are worth restoring (57%).

# Key Findings – The Provincial Government's Role

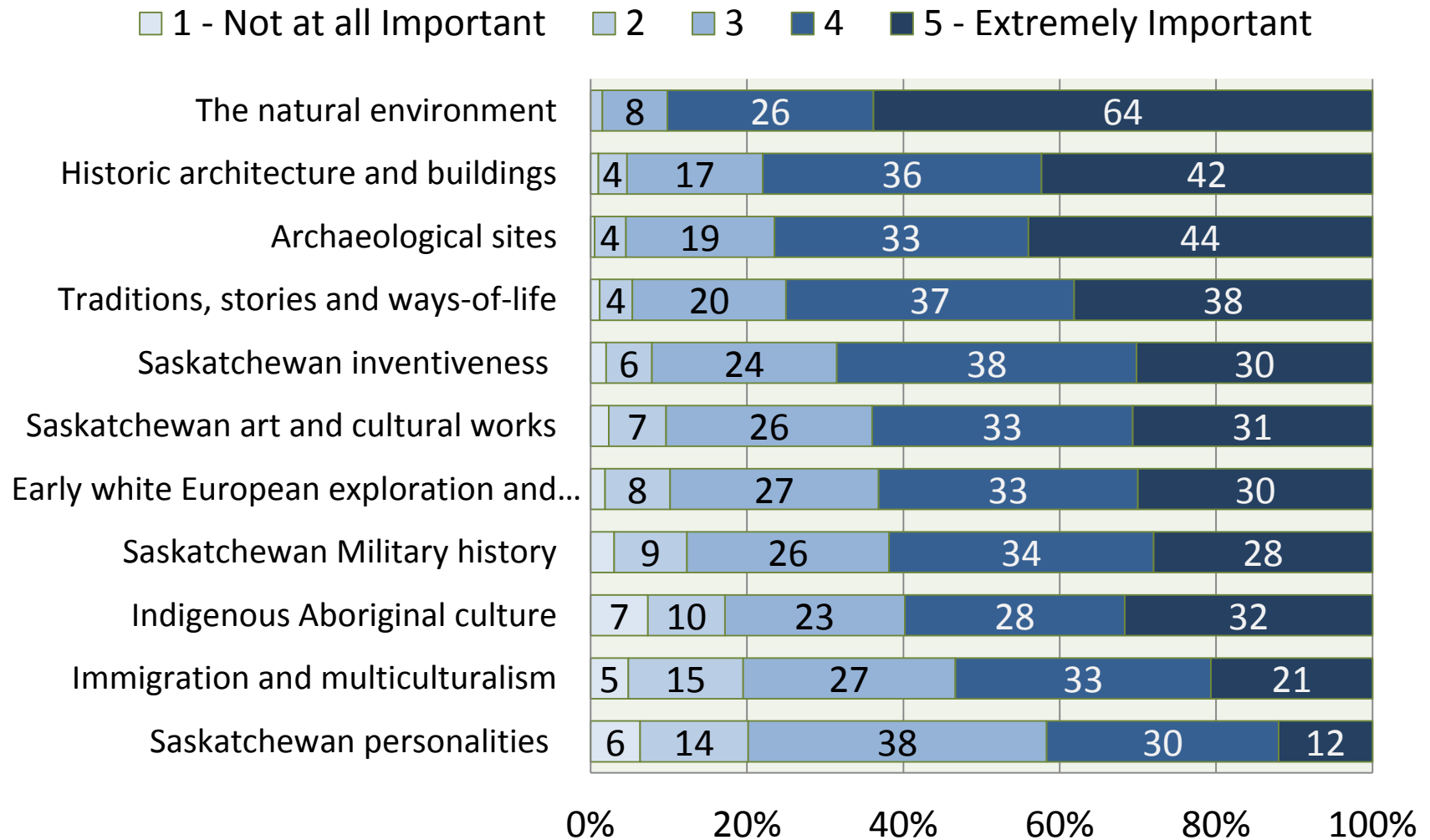
- The top priorities among Saskatchewan residents for preserving the province's heritage are
  - protecting tangible heritage assets (79% rated 4 or 5)
  - providing opportunities for the public to experience heritage (77%)
  - protecting intangible assets (73%)
- Respondents are divided, however, on who they believe should take the lead role in these priorities.
- Saskatchewan residents most often indicate that the provincial government's role should be focused on providing financial assistance, such as providing financial support for local governments (48% chose this item as one of the top three priorities for the provincial government) or to support non-profit organizations (47%) to undertake heritage preservation projects. Many also feel that protecting tangible heritage assets (50%) should be a priority for the provincial government.

# Overall Survey Results

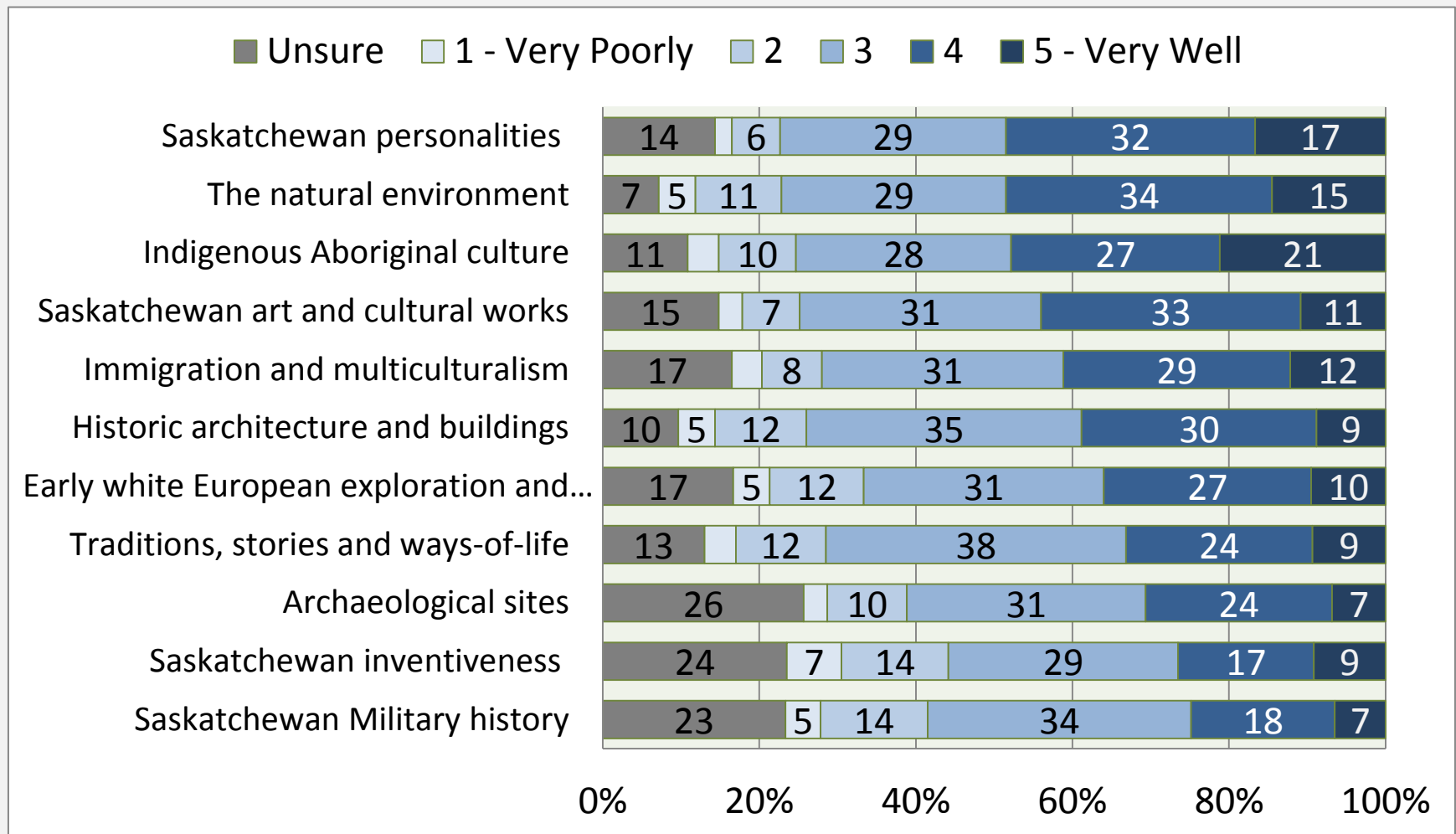
(n=600)



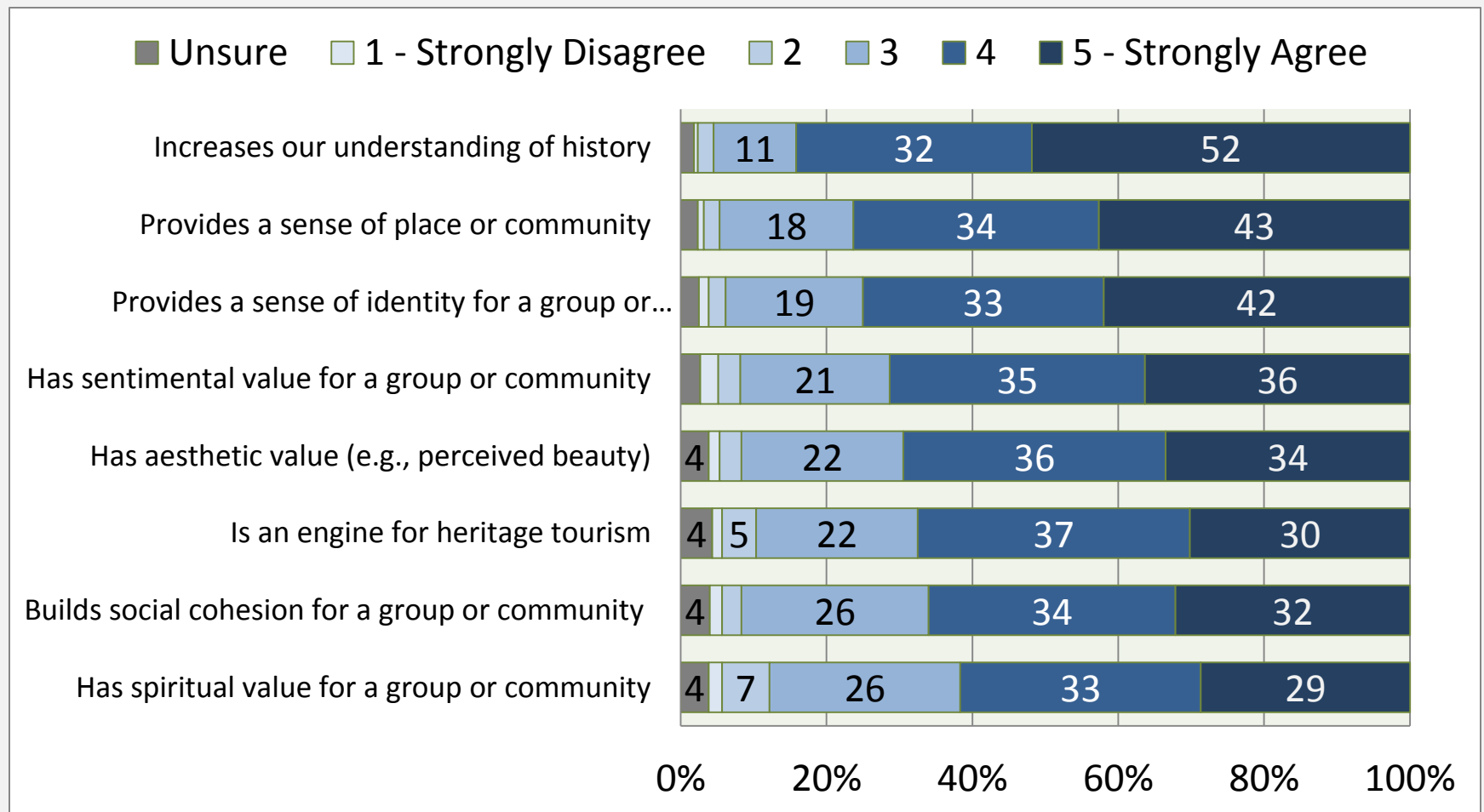
# In your opinion, how important is it for the following aspects of Saskatchewan's heritage to be protected and preserved?



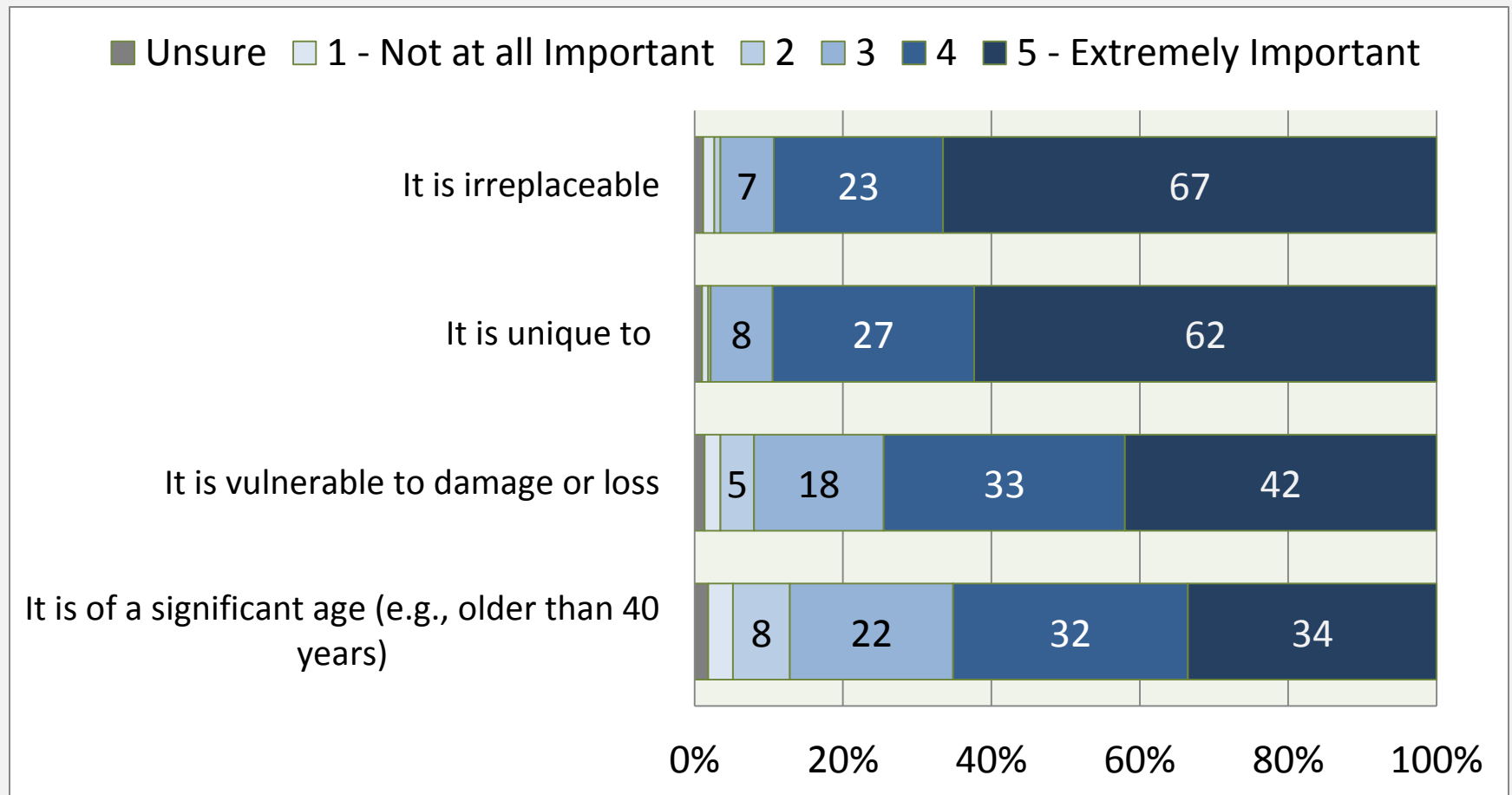
# And how well do you feel those same aspects of Saskatchewan's heritage are currently being protected and preserved?



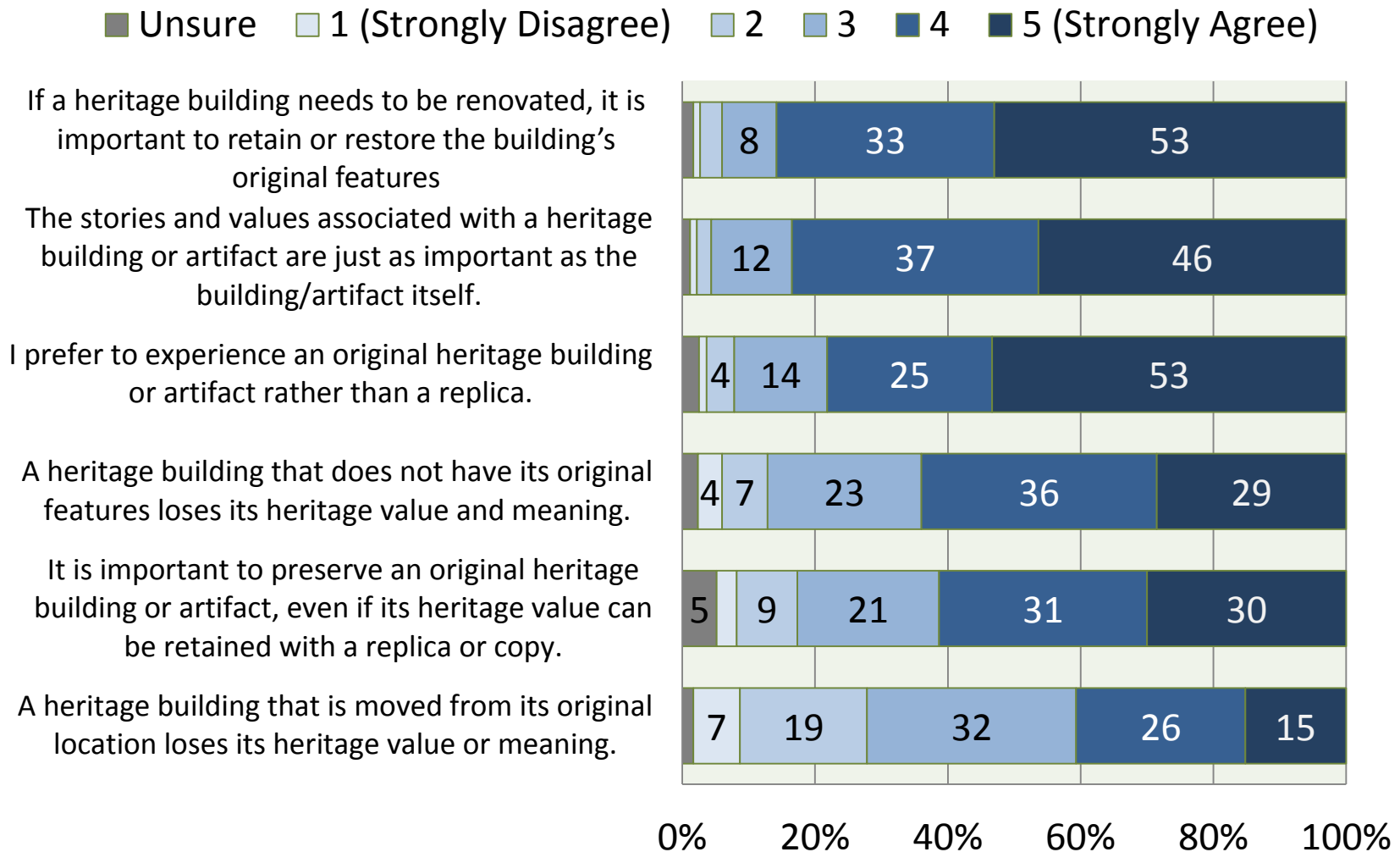
Please indicate whether you agree or disagree that each of the following are important reasons to protect aspects of Saskatchewan's heritage.



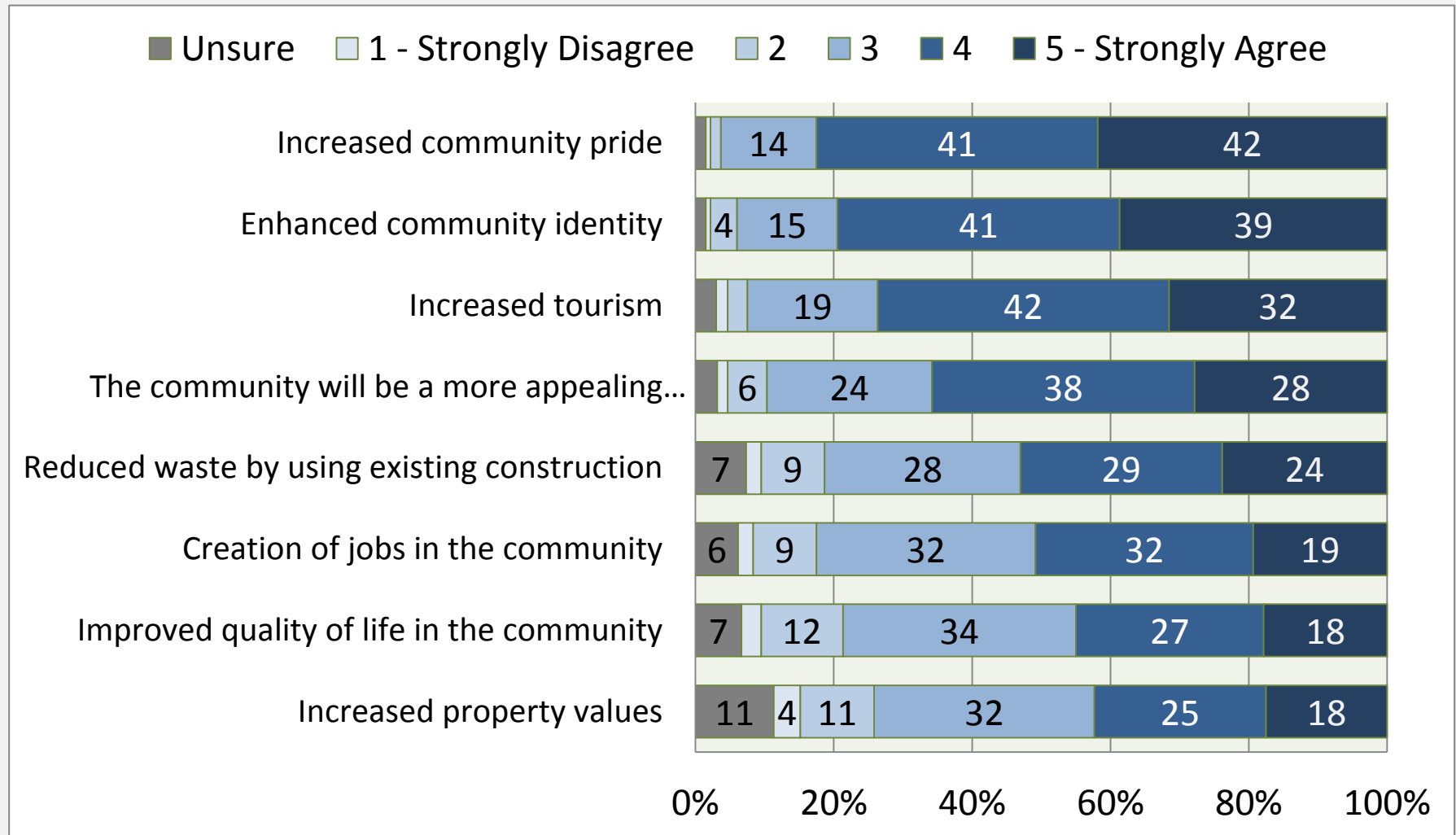
In your opinion, how important are each of the following in determining whether a heritage building or artifact should be protected and preserved?



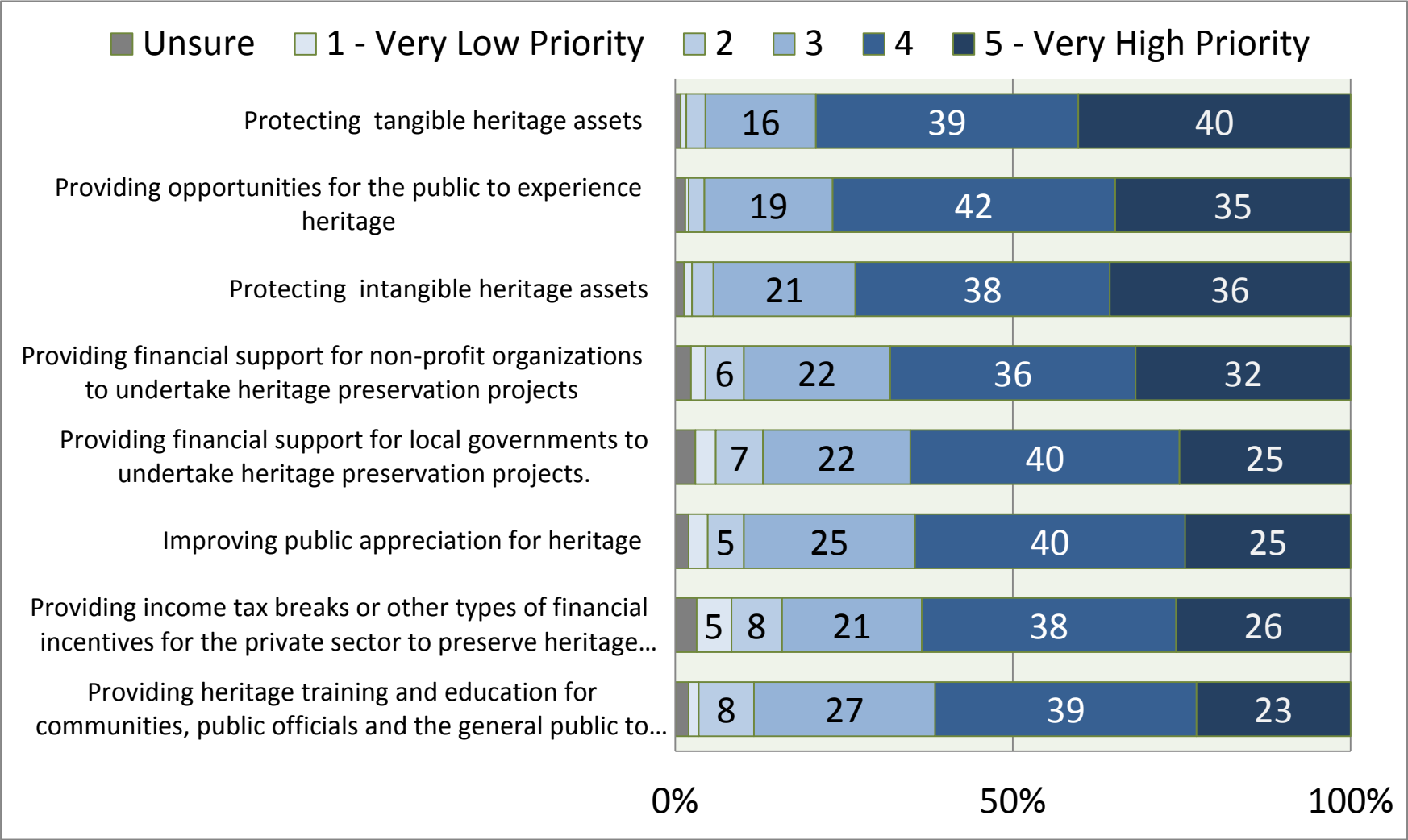
Please indicate whether you agree or disagree with the following statements.



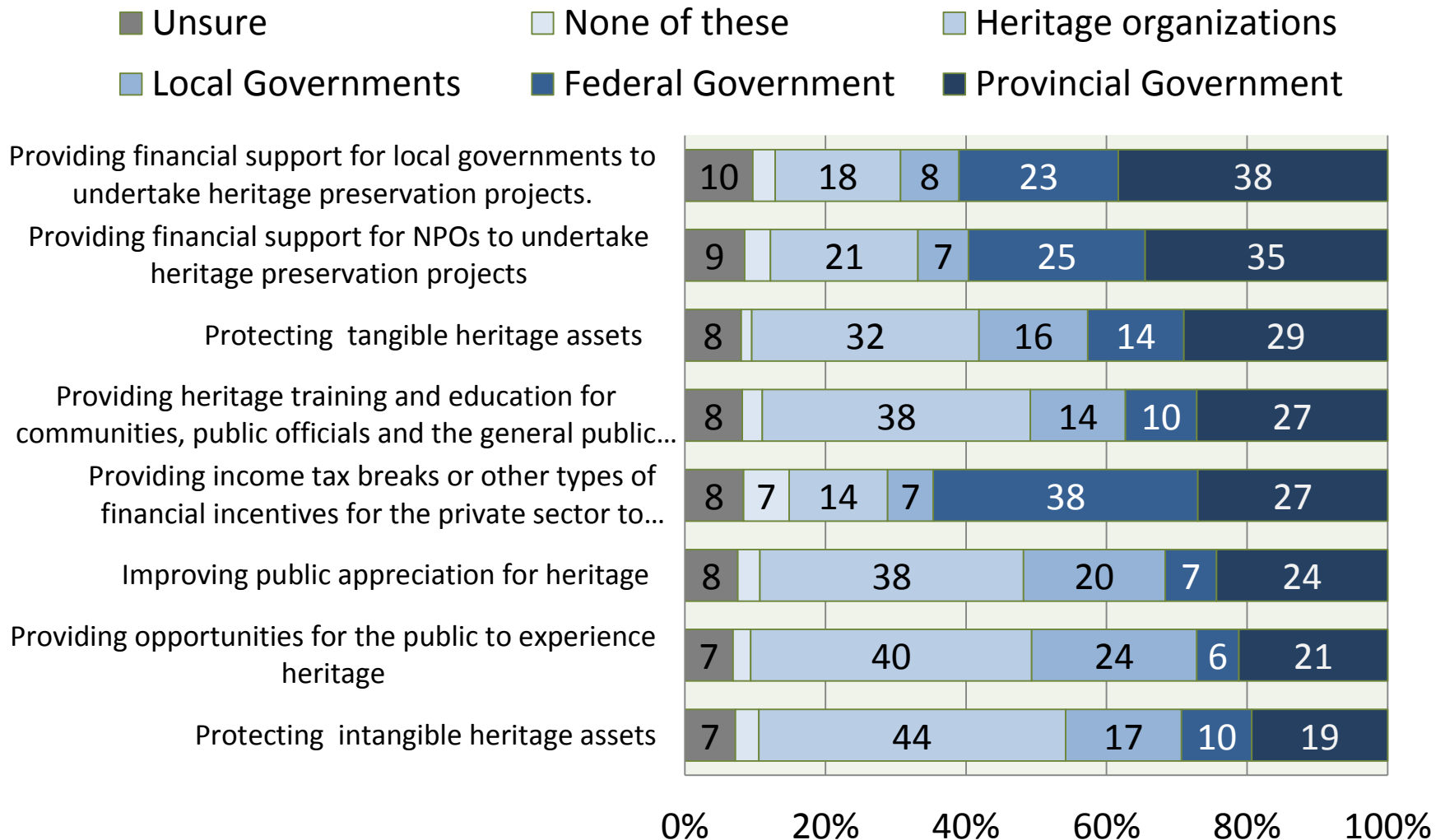
Please indicate whether you agree or disagree that the following outcomes will result if a community is actively involved in preserving its heritage buildings?



# How much of a priority you think should be placed on each of the following functions related to preserving Saskatchewan's heritage?

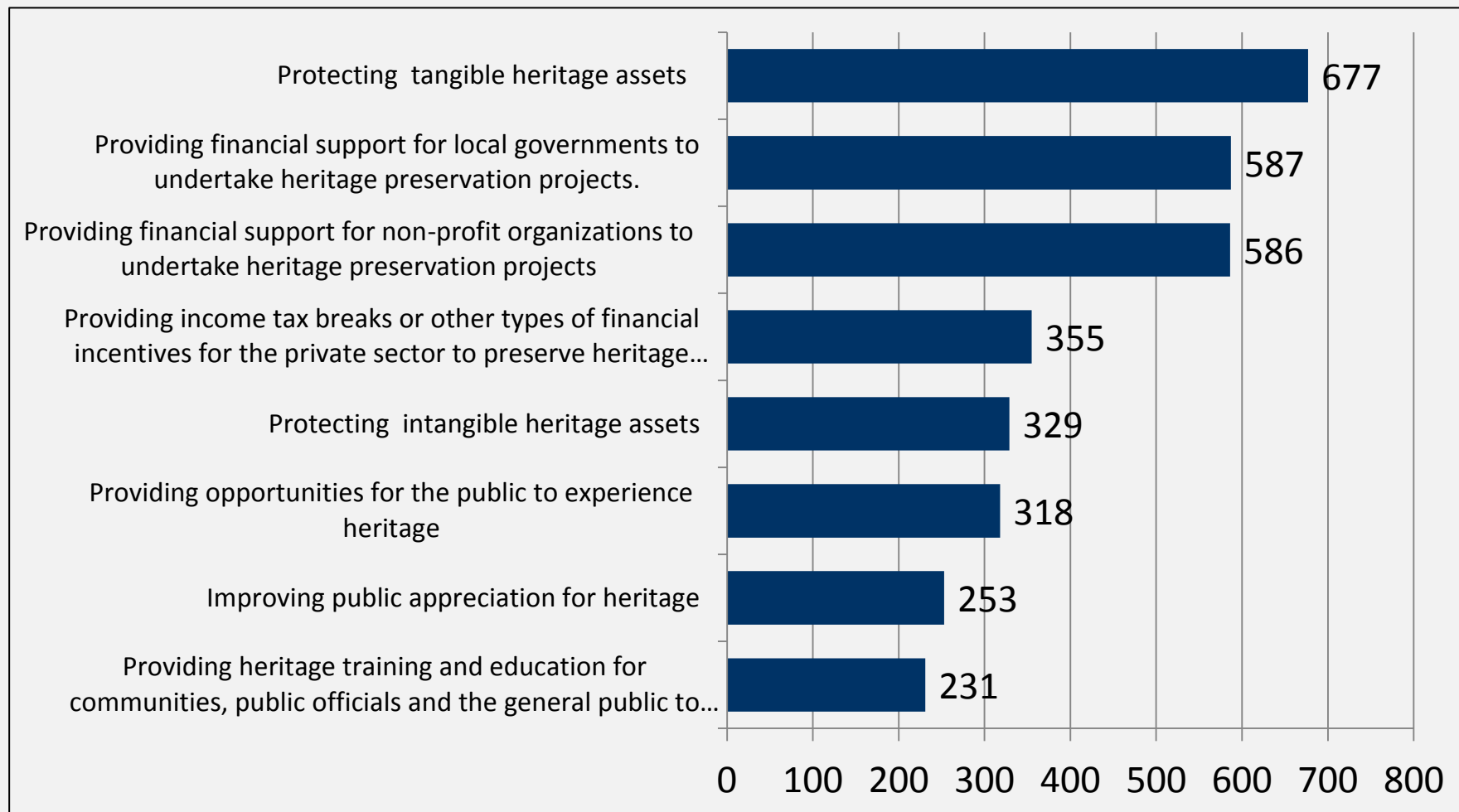


# Who do you believe should take the lead role in each of the following?



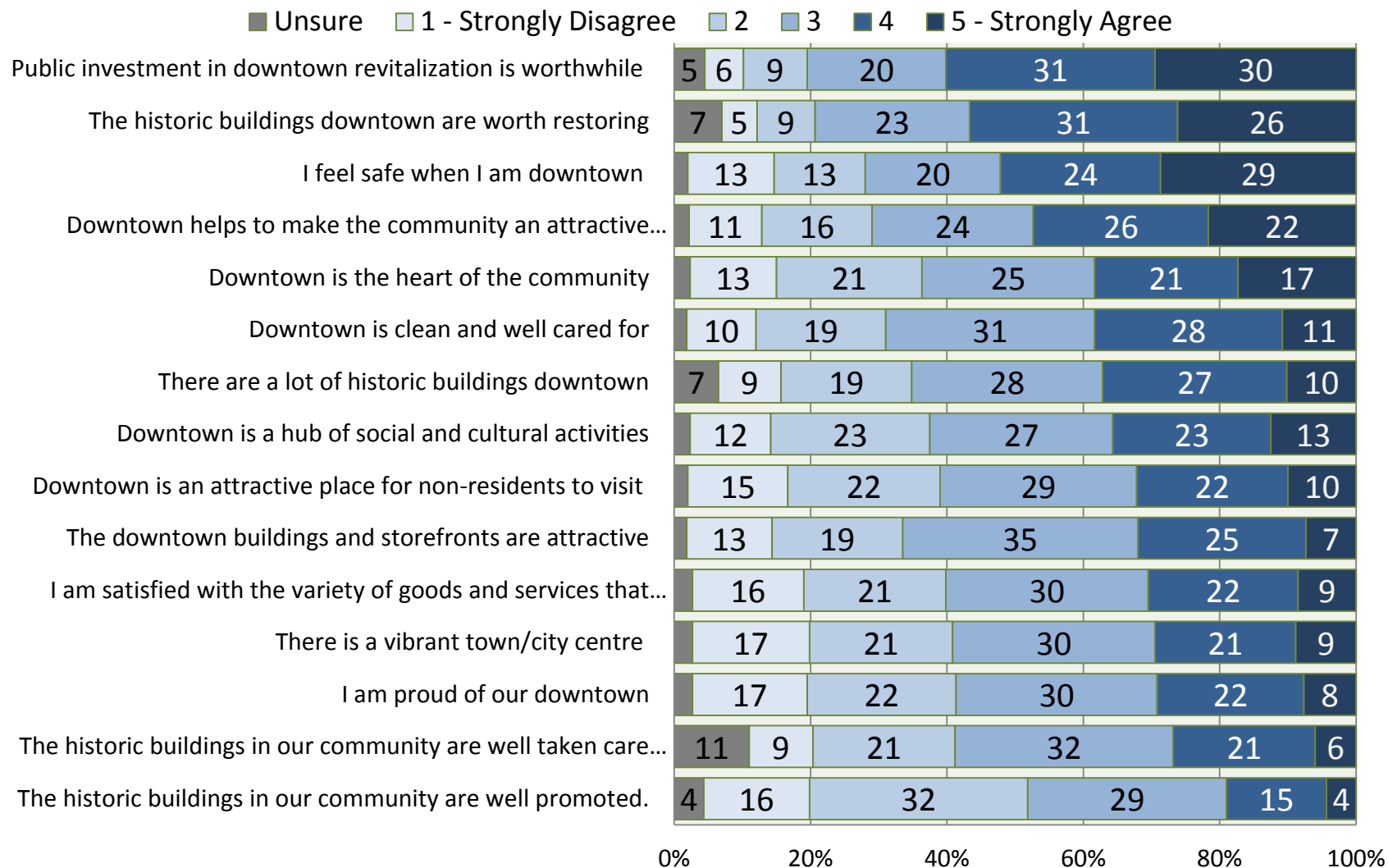


# Which do you believe should be the Provincial Government's three highest priorities? (Weighted by Rank)

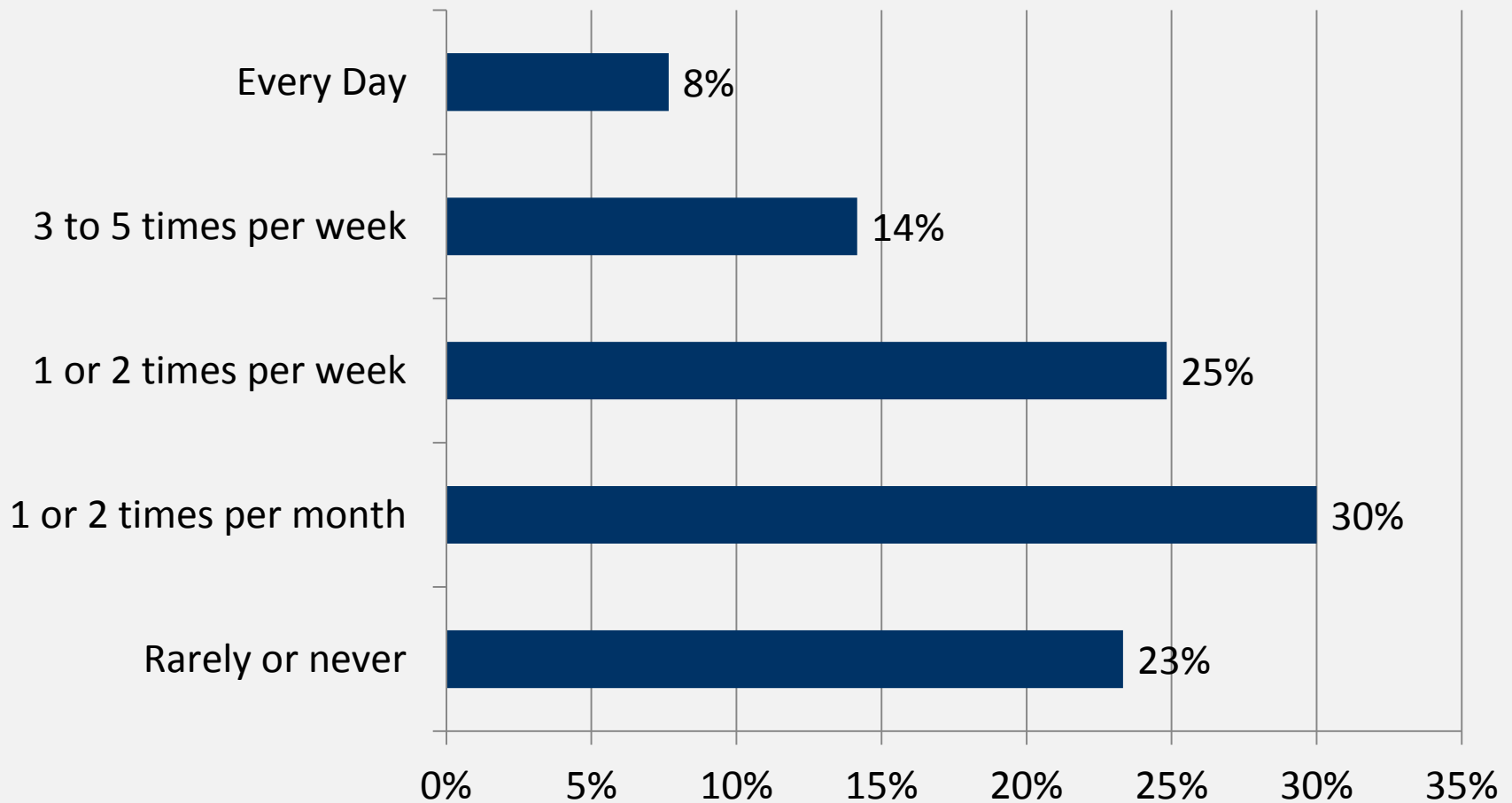


Response Weight: Top Priority=3 pts; 2<sup>nd</sup> Priority=2 pts; and 3<sup>rd</sup> Priority=1 pt

Thinking about the community where you reside or do your regular shopping, indicate whether you agree or disagree with each of the following.



# How often do you typically go downtown to shop, dine or for other entertainment?



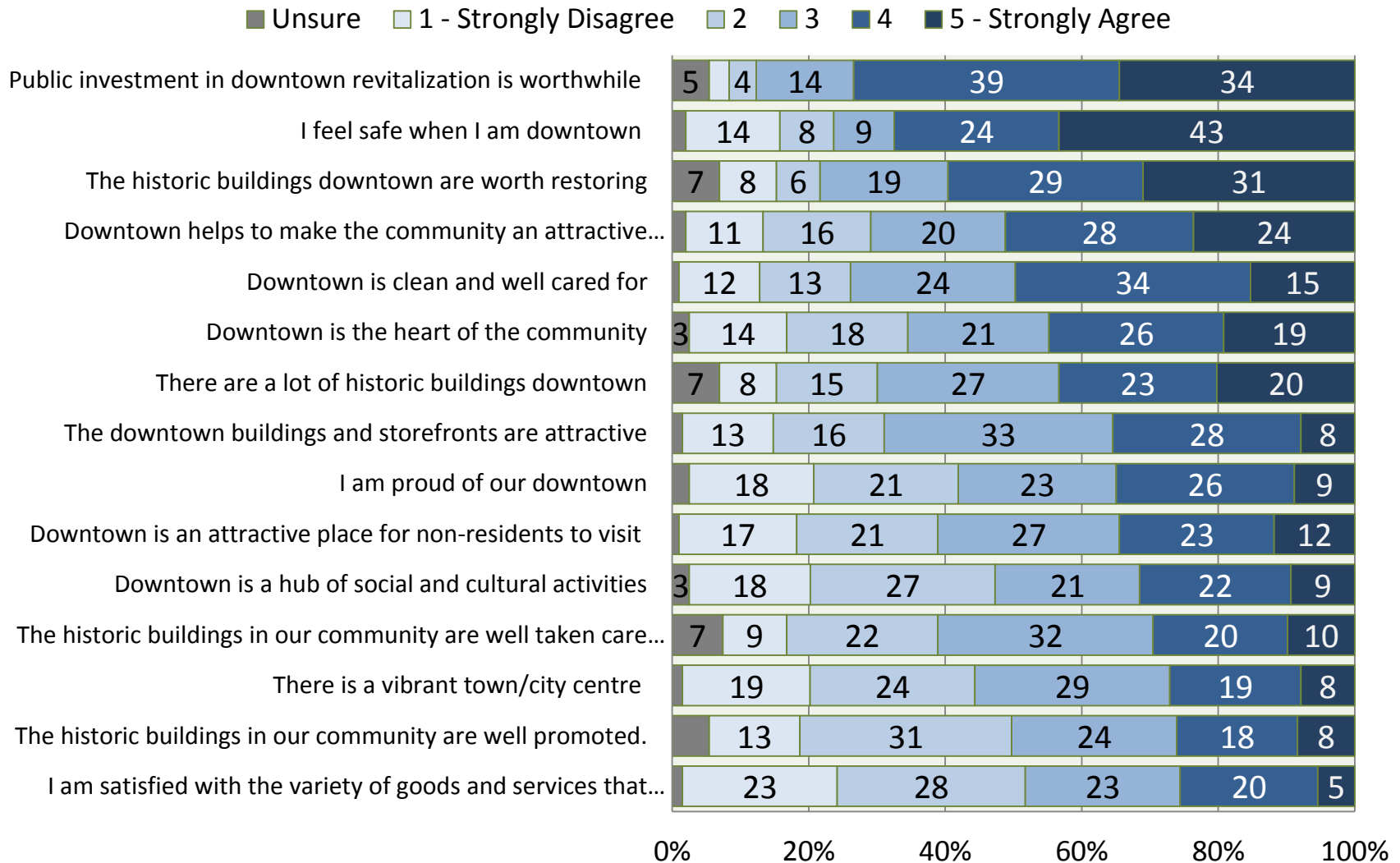
# Demographics

- Age:
  - 29% aged 18 to 34 years
  - 36% aged 35 to 54 years
  - 35% 55 years or older
- Gender: 53% Female
- 69% have one or more children in HH
- 5% First Nation, Métis or Inuit
- Place of Residence:
  - 22% Regina
  - 23% Saskatoon
  - 22% Town or Small City
  - 26% Small Town or Village
  - 8% Farm
- Place of Birth
  - 77% SK
  - 17% Other Canada
  - 6% Outside Canada
- 87% lived in SK more than 20 years
- 55% completed post-secondary degree or diploma
- HH Income:
  - 7% Less than \$29,999
  - 17% \$30,000 to \$59,999
  - 19% \$60,000 to \$89,999
  - 16% \$90,000 to \$119,999
  - 16% \$120,000 or more
  - 25% prefer not to say

# Results for Towns and Small Cities

(n=203)

Thinking about the community where you reside or do your regular shopping, indicate whether you agree or disagree with each of the following.



# How often do you typically go downtown to shop, dine or for other entertainment?

