

2022 Heritage Resource Survey Report

Saskatchewan Ministry of Parks, Culture and Sport

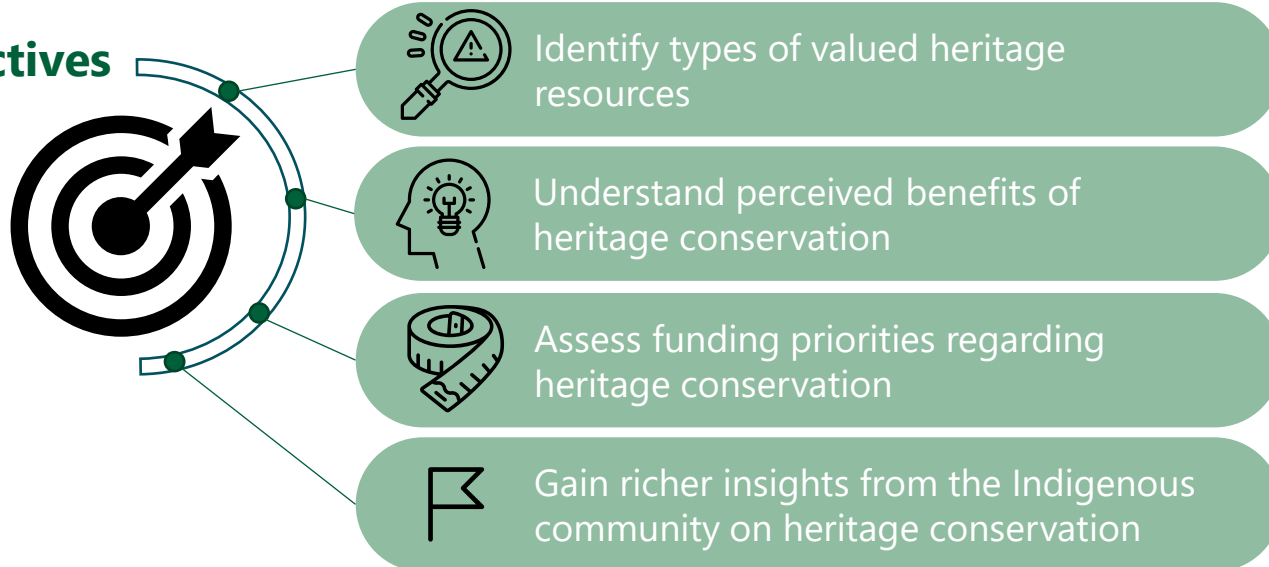
Oct 2022

Background and Methodology

Background

In July 2022, the Saskatchewan Ministry of Parks, Culture and Sport contracted Inshintrix Research Inc. (Inshintrix) to conduct a survey with Saskatchewan residents regarding their perceptions of heritage conservation.

Objectives



Methodology

Mode

- Online survey
- Data collected from September 27 to October 06, 2022

Sample

- Inshintrix SaskWatch Research® Panel
- Quotas were set by age, gender and region to achieve a representative sample of the Saskatchewan general population
- Additional surveys were completed with those of Indigenous ancestry to increase the accuracy of responses from that segment.

Responses

- Total completes: n=904
 - General population, n=803
 - Indigenous booster, n=101
- Total Indigenous status (general population and booster), n=173
- Response rate: 15%

Reporting Notes

- A similar study was conducted in 2014. Trended data is presented where applicable.
- Data have been rounded to zero decimal places, and as such, percentages may not add up to precisely 100% on some graphs.
- Open-ended questions with sufficient responses have been themed and coded into categories. The percentages from individual categories could total more than 100%, as comments from each respondent could be relevant to more than one category.
- Questions that have multiple response options will result in percentages that could add up to more than 100%.
- Where applicable, open-ended comments have been layered into the report.
- Statistically significant differences between 2014 and 2022 results have been highlighted in this report with a “▲” or “▼”. A standard alpha value (i.e., the probability of rejecting the null hypothesis when the null hypothesis is true) of less than 0.05 is considered statistically significant. This means there is less than a 5% chance results marked with arrows are not different in the overall population.

Key Findings

1



Awareness & Impressions of Saskatchewan's Heritage

- Indigenous culture, farming / agriculture and buildings are some of resident top-of-mind thoughts about Saskatchewan's heritage.
- Perceived importance of protecting and preserving Saskatchewan's heritage has generally increased compared to 2014. However, perceived efforts to conserve heritage has softened since 2014.
- Increased understanding of history and providing a sense of group / community identity are commonly recognized values inherent in protecting Saskatchewan's heritage.
- Almost half of residents have read information on a provincial historic marker within the past 12 months.

2



Heritage Buildings & Artifacts & Downtown

- Most residents believe heritage buildings or artifacts are irreplaceable, unique and offer a broad spectrum of value to Saskatchewan.
- Retaining original heritage buildings rather than building replicas holds great value to residents. Conservation and restoration of original building features are important to most.
- Conservation of heritage buildings and artifacts are believed to offer community pride / identity and provides various economic opportunities, such as tourism, employment, etc.
- Residents note agreement on the value of restoring / revitalizing downtowns (e.g., historic downtown buildings) but offer lower assessments of the current condition of their downtown areas.

3



The Provincial and Local Government Role

- Most residents, especially those of Indigenous ancestry, advise placing high priority on facilitating Indigenous People's involvement in the protection and preservation of tangible and / or intangible heritage assets. Creating regulations regarding Saskatchewan's heritage conservation and expanding opportunities for the public to experience heritage are common mentions.
- Residents emphasize the federal and provincial government's role in providing financial support to local government and non-profit organizations.

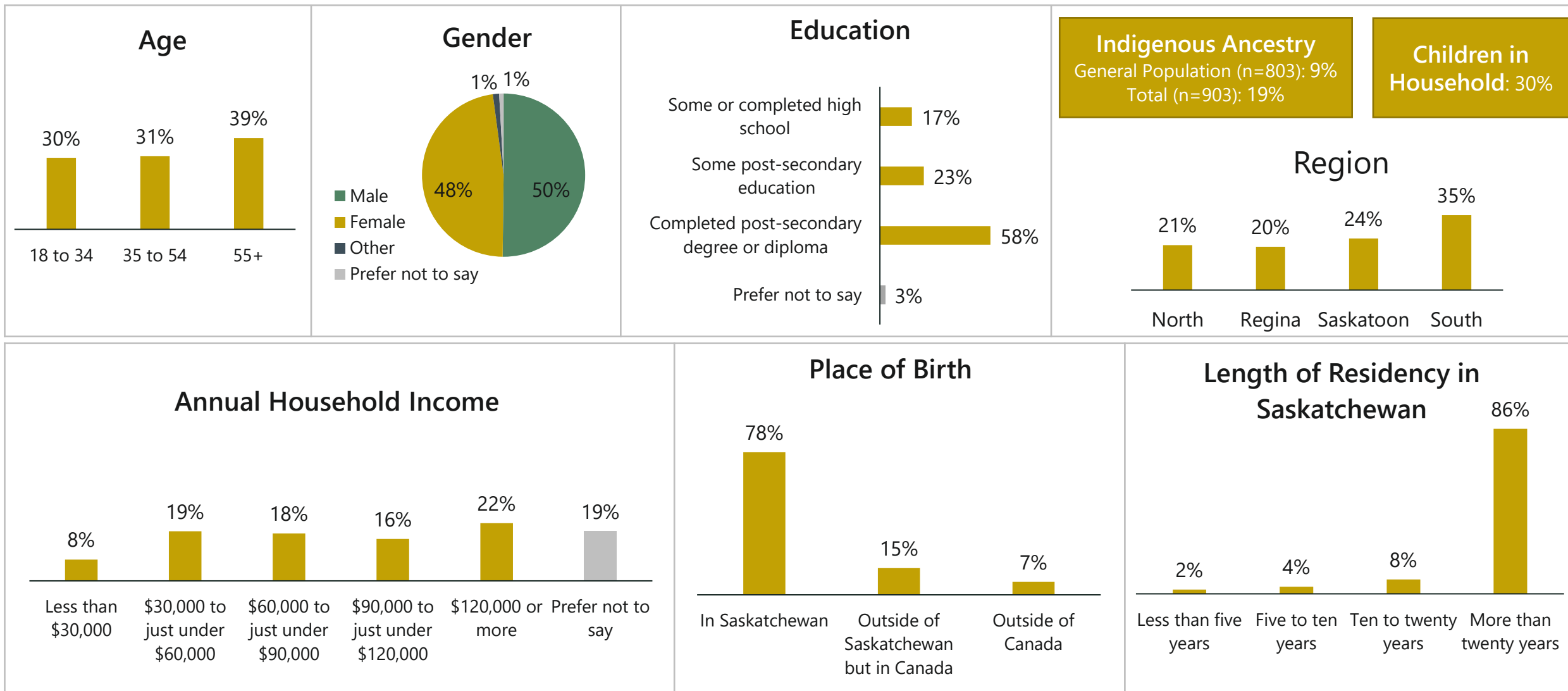
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Suggestions

- Raising awareness of heritage conservation through promotional messaging and education is a common suggestion to help improve the protection, preservation and commemoration of Saskatchewan's heritage.
- Residents also express interest in ways to become involved in heritage conservation efforts, such as volunteering. Promote interactive, engaging and relatable content to boost public interest and involvement.
- Providing additional financial support / opportunities and improve legislation / enforcement of protection are common mentions.

Respondent Profile





Detailed Results

q5: In your opinion, how important is it for the following aspects of Saskatchewan's heritage to be protected and preserved?

■ 1 - Not at all important ■ 2 ■ 3 ■ 4 ■ 5 - Extremely important

		General Population (%4+%5)		Indigenous (%4+%5)
		2022	2014	
The natural environment such as native animals, parks, and natural landmarks		93%	90%	94%
Traditions, stories and ways-of-life		80%	75%	90%
Archaeological sites		83%	77%	84%
Indigenous culture		73%▲	60%▼	89%
Fossil remains of ancient plants and animals*		81%	NA	77%
Historic architecture and buildings		82%	78%	77%
Saskatchewan inventiveness such as the automated teller machine, air ambulance, and farming technology, such as air seeding		78%▲	69%▼	72%
Saskatchewan art and cultural works		73%▲	64%▼	79%
Immigration and multiculturalism		65%▲	53%▼	60%
Early European exploration and settlement		63%	63%	56%
Saskatchewan military history		60%	62%	60%
Saskatchewan personalities such as celebrities, politicians, sports figures, etc.		38%	42%	34%

*New variables added in 2022 survey

q6: How well do you feel those same aspects of Saskatchewan's heritage are currently being protected and preserved?

■ Unsure
 ■ 1 -Very poorly
 ■ 2
 ■ 3
 ■ 4
 ■ 5 - Very well

						General Population (%4+%5)		Indigenous (%4+%5)
						2022	2014	
Indigenous culture	10%	12%	28%	27%	15%	42%▼	48%▲	34%
Saskatchewan personalities such as celebrities, politicians, sports figures, etc.	21%	6%	27%	30%	14%	44%▼	49%▲	42%
The natural environment such as native animals, parks, and natural landmarks	11%	9%	29%	35%	11%	46%	49%	42%
Early European exploration and settlement	23%	10%	26%	28%	10%	38%	36%	38%
Saskatchewan art and cultural works	18%	7%	34%	30%	9%	39%	44%	47%
Immigration and multiculturalism	21%	8%	33%	25%	9%	34%▼	41%▲	33%
Saskatchewan inventiveness such as the automated teller machine, air ambulance, and farming technology, such as air seeding	26%	14%	24%	25%	8%	33%	27%	38%
Fossil remains of ancient plants and animals*	32%	9%	24%	25%	8%	33%	NA	27%
Archaeological sites	34%	9%	25%	21%	7%	29%	31%	22%
Historic architecture and buildings	13%	13%	33%	28%	7%	35%	39%	38%
Saskatchewan military history	31%	11%	26%	20%	7%	27%	25%	24%
Traditions, stories and ways-of-life	17%	14%	35%	23%	6%	29%	33%	35%

*New variables added in 2022 survey

q7: Please indicate whether you agree or disagree that each of the following are important reasons to protect aspects of Saskatchewan's heritage.

Unsure
 1 - Strongly disagree
 2
 3
 4
 5 - Strongly agree

		General Population (%4+%5)		Indigenous (%4+%5)
		2022	2014	
Increases our understanding of history		80%▼	84%▲	80%
Provides a sense of identity for a group or community		70%▼	75%▲	77%
Provides a sense of place or community		75%	76%	80%
Promotes equity and social inclusion*		62%	NA	68%
Has sentimental value for a group or community		68%	71%	72%
Has spiritual value for a group or community		60%	62%	66%
Has aesthetic value (e.g., perceived beauty)		64%▼	70%▲	66%

*New variables added in 2022 survey

q8: In your opinion, how important are each of the following in determining whether a heritage building or artifact should be protected and preserved?

Unsure
 1 - Not at all important
 2
 3
 4
 5 - Extremely important

		General Population (%4+%5)		Indigenous (%4+%5)
		2022	2014	
It is irreplaceable		84%▼	89%▲	83%
It is unique to Saskatchewan		85%▼	90%▲	85%
It helps people learn about the past*		83%	NA	86%
It is associated with an important historical event, person or theme*		77%	NA	76%
It is vulnerable to damage or loss		74%	75%	75%
It is of a significant age (e.g., older than 40 years)		58%▼	65%▲	62%

*New variables added in 2022 survey

q9: Please indicate whether you agree or disagree with the following statements.

Unsure
 1 - Strongly disagree
 2
 3
 4
 5 - Strongly agree

						General Population (%4+%5)		Indigenous (%4+%5)
						2022	2014	
I prefer to experience an original heritage building or artifact rather than a replica.						79%	78%	74%
If a heritage building needs to be renovated, it is important to retain or restore the building's original features (e.g., architectural details, construction materials, type of doors and windows, etc.)						78%▼	86%▲	76%
The stories and values associated with a heritage building or artifact are just as important as the building/artifact itself.						79%▼	84%▲	81%
It is important to preserve an original heritage building or artifact, even if a replica or copy could be made.*						67%	NA	66%
If a building has heritage value, it's worth renovating it even if it would be cheaper to replace it with a new building.*						64%	NA	61%
A heritage building that does not have its original features loses its heritage value and meaning.						62%	64%	58%
A heritage building that is moved from its original location loses its heritage value or meaning.						40%	41%	42%

*New variables added in 2022 survey

q10.1: Listed below are some potential benefits for communities that preserve their heritage buildings. Please indicate whether you agree or disagree that the following outcomes will result if heritage buildings are preserved.

Unsure
 1 - Strongly disagree
 2
 3
 4
 5 - Strongly agree

		General Population (%4+%5)		Indigenous (%4+%5)
		2022	2014	
Increased community pride		79%	83%	79%
Increased tourism		78%	74%	75%
Enhanced community identity		75%▼	80%▲	79%
Reduced waste by using existing construction		62%▲	53%▼	58%
The community will be a more appealing place to live		62%	66%	67%
Creation of jobs in the community		58%▲	51%▼	67%
Improved quality of life in the community		49%	45%	58%
Increased property values		47%	42%	53%

*New variables added in 2022 survey

q11: How much of a priority do you think should be placed on each of the following functions related to preserving Saskatchewan's heritage.

Unsure
 1 - Very low priority
 2
 3
 4
 5 - Very high priority

		General Population (%4+%5)		Indigenous (%4+%5)
		2022	2014	
Facilitating Indigenous Peoples' involvement in the protection and preservation of heritage assets*		69%	NA	86%
Protecting intangible heritage assets (e.g., stories, traditions, language and ways-of-life)		77%▲	73%▼	86%
Making appropriate rules and regulations for protecting and preserving Saskatchewan's heritage*		78%	NA	77%
Protecting tangible heritage assets (e.g., buildings, artifacts, documents)		79%	79%	79%
Providing opportunities for the public to experience heritage (e.g., virtual experiences, tours of heritage sites, etc.)		79%	77%	80%
Providing financial support for non profit organizations to undertake heritage preservation projects (e.g., grants).		71%	68%	76%
Providing heritage training and education for communities, public officials and the general public to undertake better heritage preservation		67%	62%	75%
Investing in the ownership, maintenance and operation of heritage buildings and historic sites*		69%	NA	69%
Providing financial support for local governments to undertake heritage preservation projects.		67%	65%	69%
Providing income tax breaks or other types of financial incentives for the private sector to preserve heritage assets.		62%	64%	69%
Commemorating aspects of Saskatchewan heritage through such things as plaques, markers and commemorative naming*		67%	NA	71%
Improving public appreciation for heritage (e.g., promotion, marketing campaigns)		67%	65%	75%

*New variables added in 2022 survey

q12.1: Listed below are several functions that can be performed by a variety of organizations to help preserve a province's heritage. Who do you believe should take the lead role in each of the following areas to help preserve heritage in Saskatchewan?

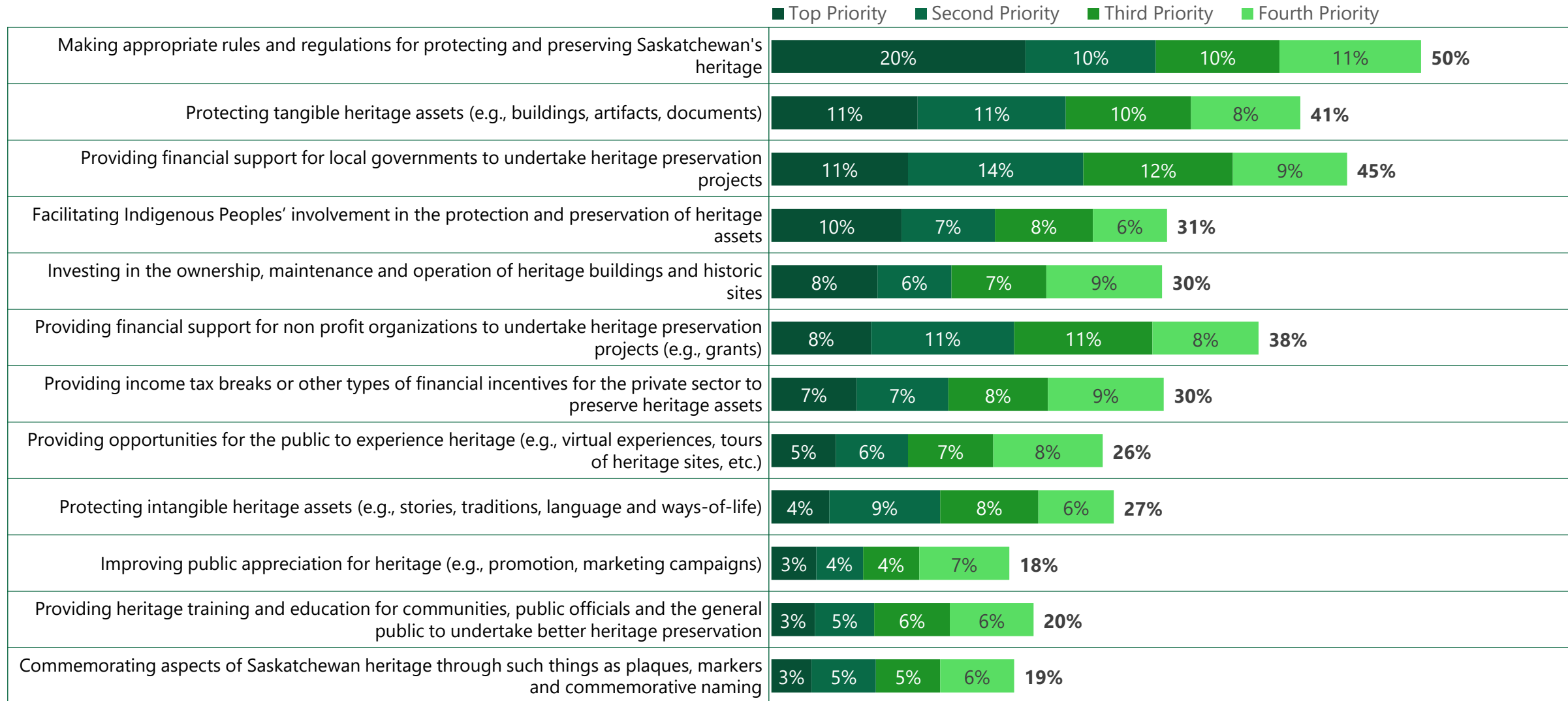
- Unsure
- Private Sector
- None of these
- Local Government (Municipal or Band Council)
- Non-profit organizations
- Federal or Provincial Government

						Government Responsibility by Indigenous	
						Federal or provincial government	Local government
Providing income tax breaks or other types of financial incentives for the private sector to preserve heritage assets	10%		9%		69%	65%	12%
Providing financial support for local governments to undertake heritage preservation projects	10%	5%	10%		68%	61%	17%
Making appropriate rules and regulations for protecting and preserving Saskatchewan's heritage*	9%		21%		62%	45%	35%
Providing financial support for non profit organizations to undertake heritage preservation projects (e.g., grants)	11%	6%	7%	12%	62%	57%	16%
Protecting tangible heritage assets (e.g., buildings, artifacts, documents)	10%	9%		31%	45%	37%	36%
Providing heritage training and education for communities, public officials and the general public to undertake better heritage preservation	12%		17%	5%	25%	39%	35%
Investing in the ownership, maintenance and operation of heritage buildings and historic sites*	12%		13%	10%	25%	39%	35%
Commemorating aspects of Saskatchewan heritage through such things as plaques, markers and commemorative naming*	10%		9%	5%	35%	32%	37%
Facilitating Indigenous Peoples' involvement in the protection and preservation of heritage assets*	11%		7%		34%	45%	34%
Improving public appreciation for heritage (e.g., promotion, marketing campaigns)	11%		18%	6%	32%	24%	39%
Protecting intangible heritage assets (e.g., stories, traditions, language, and ways-of-life)	12%		21%	5%	31%	28%	39%
Providing opportunities for the public to experience heritage (e.g., virtual experiences, tours of heritage sites, etc.)	10%		21%	8%	33%	20%	46%

*New variables added in 2022 survey

q13.1: Thinking specifically about the priorities of the provincial government, of the following areas to help preserve heritage in Saskatchewan, which do you believe should be the provincial government's four highest priorities? Top four priorities. Base: Saskatchewan, n=803.

Saskatchewan



q13.1: Thinking specifically about the priorities of the provincial government, of the following areas to help preserve heritage in Saskatchewan, which do you believe should be the provincial government's four highest priorities? Top four priorities. Base: Indigenous, n=173.

■ Top Priority ■ Second Priority ■ Third Priority ■ Fourth Priority

Indigenous

Facilitating Indigenous Peoples' involvement in the protection and preservation of heritage assets	23%	9%	11%	9%	51%
Making appropriate rules and regulations for protecting and preserving Saskatchewan's heritage	12%	7%	10%	6%	35%
Providing financial support for non profit organizations to undertake heritage preservation projects (e.g., grants)	10%	10%	8%	10%	39%
Investing in the ownership, maintenance and operation of heritage buildings and historic sites	9%	4%	7%	8%	27%
Protecting tangible heritage assets (e.g., buildings, artifacts, documents)	8%	8%	6%	6%	28%
Protecting intangible heritage assets (e.g., stories, traditions, language and ways-of-life)	7%	12%	12%	9%	40%
Providing financial support for local governments to undertake heritage preservation projects	6%	13%	11%	6%	36%
Providing opportunities for the public to experience heritage (e.g., virtual experiences, tours of heritage sites, etc.)	6%	8%	7%	8%	29%
Providing heritage training and education for communities, public officials and the general public to undertake better heritage preservation	5%	6%	8%	9%	28%
Improving public appreciation for heritage (e.g., promotion, marketing campaigns)	3%	2%	6%	6%	18%
Providing income tax breaks or other types of financial incentives for the private sector to preserve heritage assets	3%	7%	5%	11%	27%
Commemorating aspects of Saskatchewan heritage through such things as plaques, markers and commemorative naming	2%	8%	3%	4%	17%

q14: Thinking about the community where you reside or do your regular shopping, indicate whether you agree or disagree with each of the following statements.

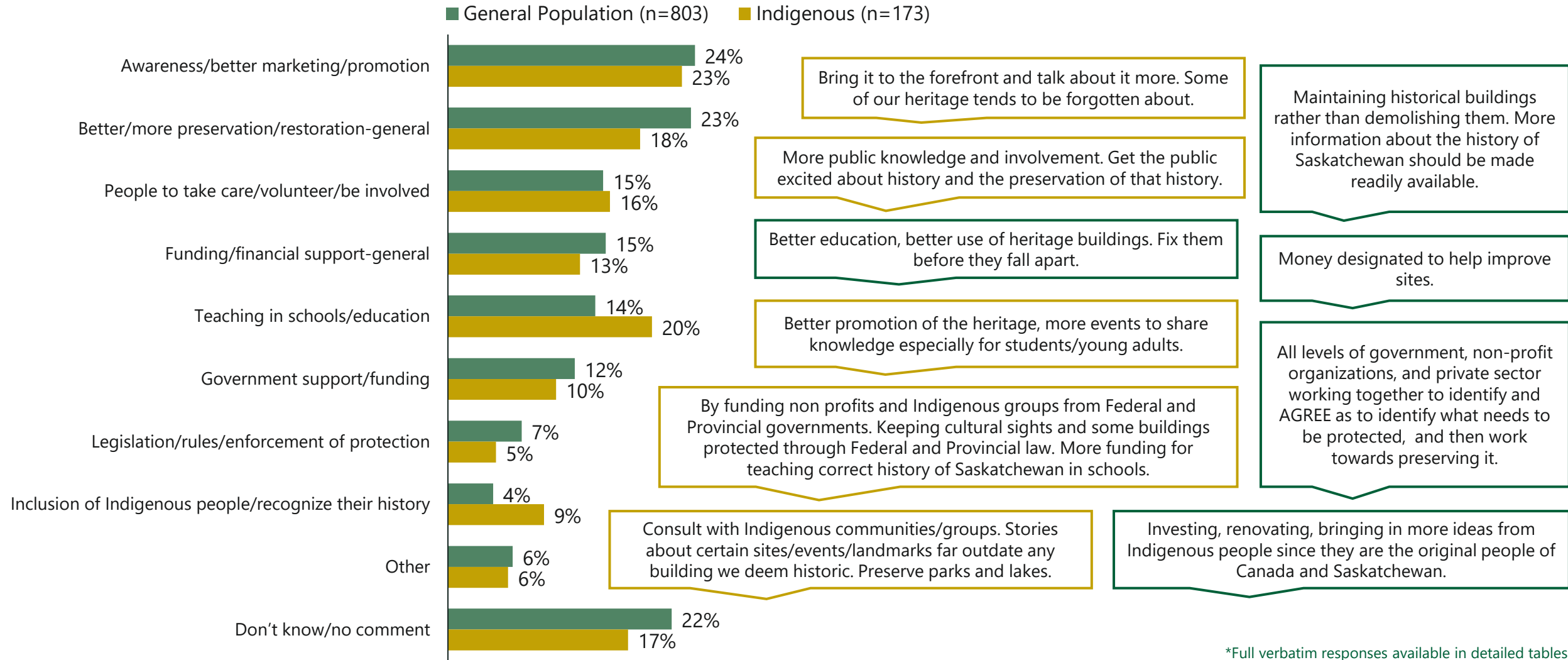
Unsure
 1 - Strongly disagree
 2
 3
 4
 5 - Strongly agree

						General Population (%4+%5)		Indigenous (%4+%5)	
						2022	2014		
The historic buildings downtown are worth restoring	9%	8%	19%	30%	30%	61%	57%	64%	
Public investment in downtown revitalization is worthwhile	7%	5%	7%	21%	32%	29%	60%	60%	62%
Downtown helps to make the community an attractive place to live	5%	15%	15%	22%	26%	18%	43%	47%	43%
Downtown is a hub of social and cultural activities	5%	16%	21%	27%	22%	10%	32%	36%	34%
Downtown is an attractive place for non-residents to visit		19%	21%	27%	21%	9%	30%	32%	32%
There is a vibrant town/city centre		19%	21%	30%	18%	8%	26%	30%	28%
The downtown buildings and storefronts are attractive	10%	20%	34%	25%	7%	32%	32%	29%	
The historic buildings in our community are well taken care of	18%	11%	18%	29%	18%	6%	24%	27%	22%
I am proud of our downtown		22%	21%	33%	15%	6%	21%	29%	21%
The historic buildings in our community are well promoted	9%	19%	26%	29%	13%	5%	18%	19%	18%

q15.1*: In the last 12 months, have you done any of the following have you done?

		Indigenous (%4+%5)
Read the information on a provincial historic marker	48%	54%
Looked for information about the name of a Saskatchewan geographic feature	40%	40%
Looked for information about archaeology in Saskatchewan	21%	24%
Been involved in the conservation of a historic building	5%	7%

q15_2: In your opinion, what would improve the protection, preservation and commemoration of Saskatchewan's heritage? - recoded



*Full verbatim responses available in detailed tables.