Catalogue no. 87F0002X

Service bulletin

Heritage Institutions

2009

Highlights

Operating revenues for Canada's heritage institutions, excluding nature parks and archives, reached $1.23 billion in 2009. Operating revenues for heritage institutions consist of government and private contributions, admission receipts, membership dues and sales, and miscellaneous sources.

Total operating revenues in 2009 increased by 3.1% over the previous year. Not-for-profit institutions contributed the bulk of total operating revenues (91.3%).

The three most populous provinces accounted for most of the industry's revenues: Ontario (41.9%), Quebec (26.3%), and British Columbia (13.4%).

History and science museums, exposition centres, planetariums and observatories together generated 49.7% of the industry's total revenues.

Non-commercial art galleries and museums generated 22.8% of total revenues for the industry, followed by botanical gardens, winter gardens, aquariums and zoos (20.6%). The remaining revenues came from historic and heritage sites.

Total industry operating costs rose by 2.5% over the previous year. Salaries, wages and benefits for all heritage institutions increased by 5.0% in 2009. These represent 45.5% of the industry's operating costs, a slight increase of 1.1% compared to 2008 (44.4%). The data on salaries and benefits do not include services rendered by volunteers.

Heritage institutions posted an increase in their profit margin, which rose from 1.9% in 2008 to 2.4% in 2009.

Unless otherwise indicated, the data provided in the rest of this release deal with the not-for-profit institutions covered by the survey.

The number of visitors to zoos, museums, historic sites and art galleries declined by 1.6% in 2009, with 27.0 million visitors going through the turnstiles compared to 27.4 million in 2007.

Revenues generated by admission receipts represented 14.1% of total revenues generated by not-for-profit institutions in 2009. This percentage is up from the 12.9% observed in 2007.

Subsidies, fundraising campaigns and donations from various public and private sector sources constituted 63.3% of total revenues, down from the 63.8% posted two years earlier.

The average admission charge for an adult for all not-for-profit heritage establishments surveyed rose from $4.89 in 2007 to $5.29 in 2009, an increase of 8.3% before inflation.

Statistical Tables

Table 1
Summary statistics for heritage institutions, by industry, Canada, 2008 and 2009

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
Type of establishment and industry				
2009				
Art museums and galleries	281,311	123,347	284,762	-1.2
Museums	612,655	272,097	589,722	3.7
Historic and heritage sites	84,667	40,209	82,742	2.3
Zoos and botanical gardens	253,142	111,250	245,292	3.1
For profit				
Art museums and galleries	...	...	...	...
Museums	8,110	2,138	6,569	19.0
Historic and heritage sites	2,934	928	2,839	3.2
Zoos and botanical gardens	95,235	33,952	86,968	8.7
Not for profit				
Art museums and galleries	280,950	123,282	284,208	-1.2
Museums	604,544	269,959	583,152	3.5
Historic and heritage sites	81,734	39,281	79,903	2.2
Zoos and botanical gardens	157,908	77,298	158,325	-0.3
2008				
Art museums and galleries	255,865	111,386	266,157	-4.0
Museums	595,792	254,589	574,502	3.6
Historic and heritage sites	87,928	40,744	88,547	-0.7
Zoos and botanical gardens	255,351	114,113	243,528	4.6
For profit				
Art museums and galleries	...	...	...	...
Museums	14,535	3,554	12,946	10.9
Historic and heritage sites	3,571	1,210	3,541	0.8
Zoos and botanical gardens	98,103	36,448	90,987	7.3
Not for profit				
Art museums and galleries	255,623	111,375	265,860	-4.0
Museums	581,257	251,035	561,556	3.4
Historic and heritage sites	84,357	39,534	85,006	-0.8
Zoos and botanical gardens	157,248	77,665	152,541	3.0

Note(s): North American Industry Classification System includes art museums and galleries, non-commercial (712111), museums excluding art museums and galleries (712119), historic and heritage sites (712120), zoos and botanical gardens (712130). Estimates for the most recent year are preliminary. Preliminary data are subject to revision. Due to rounding, components may not add to total (where applicable). See "Data sources, definitions and methodology" at the end of tables for definition of terms.

Table 2
Summary statistics for heritage institutions, all industries, by province and territory, 2008 and 2009

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
2009				
Newfoundland and Labrador	16,117	7,001	15,472	4.0
Prince Edward Island	3,801	1,985	3,841	-1.1
Nova Scotia	25,228	13,568	27,025	-7.1
New Brunswick	15,145	8,283	14,731	2.7
Quebec	324,034	130,084	318,762	1.6
Ontario	515,781	233,062	502,461	2.6
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	115,169	54,951	111,432	3.2
British Columbia	165,556	75,994	159,316	3.8
Territories [1]	x	x	x	x
Canada	1,231,776	546,902	1,202,518	2.4
2008				
Newfoundland and Labrador	15,375	7,027	14,976	2.6
Prince Edward Island	3,140	1,683	3,119	0.7
Nova Scotia	24,274	13,180	25,909	-6.7
New Brunswick	12,902	7,238	12,961	-0.5
Quebec	326,921	131,607	321,650	1.6
Ontario	483,894	210,712	472,548	2.3
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	113,492	52,846	114,061	-0.5
British Columbia	157,761	70,098	152,544	3.3
Territories [1]	x	x	x	x
Canada	1,194,935	520,832	1,172,734	1.9

1. Territories include: Yukon, Northwest Territories and Nunavut.

Note(s): North American Industry Classification System includes art museums and galleries, non-commercial (712111), museums excluding art museums and galleries (712119), historic and heritage sites (712120), zoos and botanical gardens (712130). Estimates for the most recent year are preliminary. Preliminary data are subject to revision. Due to rounding, components may not add to total (where applicable). See "Data sources, definitions and methodology" at the end of tables for definition of terms.

Table 3

Summary statistics for heritage institutions, all industries, for-profit establishments, by province and territory, 2008 and 2009

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
2009				
Newfoundland and Labrador	761	217	591	22.3
Prince Edward Island	1,702	517	1,600	6.0
Nova Scotia	1,062	385	996	6.2
New Brunswick	x	x	x	x
Quebec	10,748	2,986	11,432	-6.4
Ontario	52,408	14,437	45,030	14.1
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	2,040	613	1,917	6.0
British Columbia	37,104	17,572	34,627	6.7
Territories [1]	x	x	x	x
Canada	106,640	37,084	96,930	9.1
2008				
Newfoundland and Labrador	805	220	743	7.7
Prince Edward Island	1,128	375	1,111	1.5
Nova Scotia	778	321	789	-1.4
New Brunswick	525	68	395	24.8
Quebec	14,372	5,778	12,305	14.4
Ontario	57,803	16,160	55,499	4.0
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	2,416	780	2,328	3.6
British Columbia	38,273	17,404	34,309	10.4
Territories [1]	x	x	x	x
Canada	116,451	41,224	107,771	7.5

1. Territories include: Yukon, Northwest Territories and Nunavut.

Note(s): North American Industry Classification System includes art museums and galleries, non-commercial (712111), museums excluding art museums and galleries (712119), historic and heritage sites (712120), zoos and botanical gardens (712130). Estimates for the most recent year are preliminary. Preliminary data are subject to revision. Due to rounding, components may not add to total (where applicable). See "Data sources, definitions and methodology" at the end of tables for definition of terms.

Table 4

Summary statistics for heritage institutions, not-for-profit establishments, all industries, by province and territory, 2008 and 2009

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
2009				
Newfoundland and Labrador	15,357	6,784	14,881	3.1
Prince Edward Island	2,099	1,468	2,241	-6.8
Nova Scotia	24,166	13,183	26,029	-7.7
New Brunswick	x	x	x	x
Quebec	313,285	127,098	307,331	1.9
Ontario	463,373	218,625	457,431	1.3
Manitoba	19,690	8,949	19,727	-0.2
Saskatchewan	28,027	11,478	26,616	5.0
Alberta	113,129	54,339	109,515	3.2
British Columbia	128,452	58,423	124,689	2.9
Territories [1]	x	x	x	x
Canada	1,125,135	509,818	1,105,588	1.7
2008				
Newfoundland and Labrador	14,570	6,807	14,233	2.3
Prince Edward Island	2,012	1,308	2,008	0.2
Nova Scotia	23,496	12,859	25,120	-6.9
New Brunswick	12,377	7,170	12,566	-1.5
Quebec	312,549	125,829	309,345	1.0
Ontario	426,090	194,552	417,049	2.1
Manitoba	25,737	12,740	25,371	1.4
Saskatchewan	25,393	10,199	23,897	5.9
Alberta	111,075	52,066	111,733	-0.6
British Columbia	119,488	52,695	118,235	1.0
Territories [1]	x	x	x	x
Canada	1,078,484	479,609	1,064,963	1.3

1. Territories include: Yukon, Northwest Territories and Nunavut.

Note(s): North American Industry Classification System includes art museums and galleries, non-commercial (712111), museums excluding art museums and galleries (712119), historic and heritage sites (712120), zoos and botanical gardens (712130). Estimates for the most recent year are preliminary. Preliminary data are subject to revision. Due to rounding, components may not add to total (where applicable). See "Data sources, definitions and methodology" at the end of tables for definition of terms.

Table 5
Profile of heritage institutions in Canada for not-for-profit establishments, 2007 and 2009

	2009	2007[r]
	thousands of dollars	
Unearned operating revenues		
Federal government	220,039	239,204
Provincial government	235,720	223,974
Other government	74,354	77,463
Institutional/private	109,560	122,101
Total unearned revenues	**639,674**	**662,742**
Earned operating revenues		
Memberships	27,301	17,251
Admissions	142,881	134,052
Other earned revenues	200,898	224,935
Total earned revenues	**371,081**	**376,237**
Total operating revenues	**1,010,754**	**1,038,979**
Operating expenditures		
Wages	482,229	460,599
Other operating expenses	558,572	558,212
Total operating expenditures	**1,040,800**	**1,018,811**
Operating profit margin	**-3.0**	**1.9**
	number	
Attendance ('000)	**26,989**	**27,434**
Employment		
Full-time	7,076	6,765
Part-time	5,873	6,193
Volunteers	40,099	39,790

Note(s): North American Industry Classification System includes art museums and galleries, non-commercial (712111), museums excluding art museums and galleries (712119), historic and heritage sites (712120), zoos and botanical gardens (712130). Due to rounding, components may not add to totals. The smallest firms, in terms of revenues earned, are not included in the estimates of this table. These firms account for a relatively small portion of total industry revenues. See "Data sources, definitions and methodology" at the end of tables for definition of terms.

Table 6
Profile of heritage institutions, not-for-profit, by province and territory, 2007

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia	Territories [1]	Canada
	thousands of dollars											
Unearned operating revenues												
Federal government	x	76	x	x	x	149,645	x	x	1,726	4,448	x	239,204
Provincial government	x	x	7,367	6,594	x	78,259	6,537	11,914	7,054	19,351	x	223,974
Other government	217	x	x	x	x	27,302	x	x	21,857	11,934	x	77,463
Institutional/private	417	41	2,206	1,558	x	40,316	3,995	2,427	23,021	17,724	x	122,101
Total unearned revenues	9,987	x	12,875	9,539	193,079	295,521	12,532	18,291	53,657	53,458	x	662,742
Earned operating revenues												
Memberships	39	16	186	24	2,079	6,155	387	279	3,712	4,361	x	17,251
Admissions	955	128	1,776	1,442	34,719	39,343	1,941	1,532	18,145	33,869	x	134,052
Other earned revenues	2,127	x	5,668	1,682	67,496	80,757	5,183	3,868	24,105	33,130	x	224,935
Total earned revenues	3,121	x	7,630	3,148	104,294	126,254	7,511	5,679	45,962	71,359	x	376,237
Total operating revenues	13,107	x	20,505	12,687	297,373	421,776	20,044	23,970	99,619	124,818	x	1,038,979
Operating expenditures												
Wages	6,193	x	9,944	6,672	121,362	196,699	8,792	9,737	46,007	53,052	x	460,599
Artifacts	..	..	..	..	..	..	..	..	..	..	..	..
Other operating expenses	6,328	x	10,286	5,214	177,632	211,556	10,314	11,800	54,385	68,356	x	558,212
Total operating expenditures	12,522	x	20,229	11,885	298,995	408,255	19,106	21,537	100,392	121,408	x	1,018,811
Operating profit	4.5	x	1.3	6.3	-0.5	3.2	4.7	10.2	-0.8	2.7	x	1.9
	number											
Number of institutions	22	8	40	23	89	91	29	19	64	78	6	469
Attendance ('000)	327	77	732	365	7,705	8,203	693	704	4,436	4,140	x	27,434
Employment												
Full-time	197	13	204	71	1,851	2,310	144	135	724	1,104	x	6,765
Part-time	132	59	251	299	1,524	1,966	146	150	727	913	x	6,193
Volunteers	491	105	1,955	1,174	5,080	11,238	3,629	2,588	7,419	6,019	x	39,790

1. Territories include: Yukon , Northwest Territories and Nunavut.

Note(s): North American Industry Classification System includes art museums and galleries, non-commercial (712111), museums excluding art museums and galleries (712119), historic and heritage sites (712120), zoos and botanical gardens (712130). Due to rounding, components may not add to totals. The smallest firms, in terms of revenues earned, are not included in the estimates of this table. These firms account for a relatively small portion of total industry revenues. See "Data sources, definitions and methodology" at the end of tables for definition of terms.

Table 7
Profile of heritage institutions, not-for-profit, by province and territory, 2009

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia	Territories [1]	Canada
	thousands of dollars											
Unearned operating revenues												
Federal government	2,035	89	x	582	x	125,869	669	x	x	5,764	x	220,039
Provincial government	8,128	x	9,574	5,926	x	85,123	6,754	11,159	9,521	20,419	x	235,720
Other government	194	x	457	266	x	23,604	1,043	x	x	12,541	x	74,354
Institutional/private	621	54	x	2,292	x	35,719	2,545	2,206	17,259	15,099	x	109,560
Total unearned revenues	**10,978**	**1,411**	**14,743**	**9,065**	**195,117**	**270,315**	**11,011**	**18,507**	**52,926**	**53,823**	**x**	**639,674**
Earned operating revenues												
Memberships	58	17	166	115	1,882	14,930	262	601	3,921	5,322	x	27,301
Admissions	1,220	149	1,752	1,080	38,693	49,399	1,546	2,509	17,367	28,923	x	142,881
Other earned revenues	1,900	160	5,478	2,048	45,391	77,695	3,841	**4,255**	30,590	29,146	x	200,898
Total earned revenues	**3,178**	**327**	**7,396**	**3,243**	**85,966**	**142,024**	**5,649**	**7,365**	**51,878**	**63,391**	**x**	**371,081**
Total operating revenues	**14,156**	**1,738**	**22,139**	**12,309**	**281,084**	**412,338**	**16,660**	**25,872**	**104,804**	**117,215**	**x**	**1,010,754**
Operating expenditures												
Wages	6,568	1,339	12,575	8,072	116,732	207,435	8,170	10,943	53,377	55,827	x	482,229
Other operating expenses	7,912	653	12,042	6,059	168,614	221,641	9,345	14,379	53,107	63,604	x	558,572
Total operating expenditures	14,480	1,992	24,617	14,131	285,346	429,076	17,516	25,322	106,484	119,431	x	1,040,800
Operating profit margin	**-2.3**	**-14.6**	**-11.2**	**-14.8**	**-1.5**	**-4.1**	**-5.1**	**2.1**	**-1.6**	**-1.9**	**x**	**-3.0**
Attendance ('000)	**333**	**73**	**820**	**393**	**7,752**	**8,035**	**459**	**781**	**4,312**	**3,981**	**x**	**26,989**
Employment												
Full-time	174	x	197	91	1,922	2,773	129	180	752	811	x	7,076
Part-time	257	19	260	269	1,660	1,511	124	201	698	868	x	5,873
Volunteers	384	89	2,411	1,290	4,302	10,780	2,876	3,044	7,402	7,405	x	40,099

1. Territories include: Yukon, Northwest Territories and Nunavut.

Note(s): North American Industry Classification System includes art museums and galleries, non-commercial (712111), museums excluding art museums and galleries (712119), historic and heritage sites (712120), zoos and botanical gardens (712130). Due to rounding, components may not add to totals. The smallest firms, in terms of revenues earned, are not included in the estimates of this table. These firms account for a relatively small portion of total industry revenues. See "Data sources, definitions and methodology" at the end of tables for definition of terms.

Data sources, definitions and methodology

Description

This annual sample survey collects data required to produce economic statistics for the Heritage Institutions industry in Canada.

These data are aggregated with information from other sources to produce official estimates of the national and provincial economic production of all heritage institutions in Canada. Data on this and other industries together contribute to the accurate measurement of national and provincial economies.

Survey estimates are made available to businesses, governments, investors, associations, and the public. The data are used to monitor industry growth, measure performance, and make comparisons to other data sources to better understand this industry.

Target population

The target population consists of all establishments classified as heritage institutions (NAICS 712) and archives (NAICS 519122) during the reference year according to the North American Industry Classification System (NAICS).

The survey covers those publicly and privately owned heritage institutions whose purpose is to preserve, interpret, and make accessible to the public, objects, specimens, documents, buildings, and land areas of educational and cultural value, including artistic, scientific, historical, technological and nature-related material. Heritage institutions include museums and non-commercial art galleries, archives, historic sites, buildings, parks or communities and nature parks and conservation areas with interpretation or educational programs. Also surveyed are exhibition centres, planetariums, observatories, aquariums, zoos, botanical gardens and arboretums.

Sampling

This is a sample survey with a cross-sectional design.

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm including: address, industry classification and information from administrative data sources. The frame is maintained by Statistics Canada's Business Register and is updated using administrative data.

The target population consists of all statistical establishments (sometimes referred to as firms or units) classified to this industry according to the North American Industry Classification System (NAICS) during the reference year observed.

The basic objective of the survey is to produce estimates for the whole industry - incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold (note: the threshold varies between surveys and sometimes between industries and provinces in the same survey) for which either survey or administrative data may be used; and administrative data only for businesses with revenue below the specified threshold.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes and same geography (province/territory)). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance (based on revenue) in an industry. The must-take stratum is comprised of units selected on the basis of complex structural characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises). All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

The sample size for reference year 2009 was 694 entities.

Definitions

Employment:

- Full-time employment includes paid employees who worked at least 30 hours per week all year.
- Part-time employments refers to paid employees who do not meet the full-time definition.

For-profit establishments are defined as those which operate primarily for the sale of objects exhibited or as profit-making endeavours.

Not-for-profit establishments exclude those which operate primarily for the sale of objects exhibited or as profit-making endeavours.

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

Operating expenses excludes write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. The derived figure excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. For unincorporated businesses, operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Therefore the profit estimate will be higher in industries where unincorporated proprietorships and partnerships are significant contributors.

Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 slip was completed. This category also includes the employer portion of employee benefits for items such as Canada/Québec Pension Plan or Employment Insurance premiums. Salaries and wages do not include working owners' dividends nor do they include the remuneration of owners of unincorporated business. Therefore the relative level of salaries, wages and benefits will be lower in industries where unincorporated businesses are significant contributors.

Unearned operating revenues:

- **Other government** includes municipal, regional and unallocated amounts.
- **Institutional/private** includes educational, religious, institutional or corporate budgets; corporate or foundation grants; donations.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for comparability. In general, this includes a detailed review of individual responses (especially for the largest companies), general economic conditions, historic trends, and comparisons with other data sources.

Disclosure control

Statistics Canada is prohibited by law from releasing any data that would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

Data accuracy

Of the sampled units contributing to the estimate, the weighted response rate was 91.3%. CVs were calculated for each estimate and are available upon request.

Related products

Selected CANSIM tables from Statistics Canada

361-0008 Heritage institutions, summary statistics, by North American Industry Classification System (NAICS), annual (dollars unless otherwise noted) (16 series)

361-0027 Heritage institutions, operating expenses, by North American Industry Classification System (NAICS), annual (percent) (84 series)

Survey(s)

Definitions, data sources and methods: survey number 3107 - Annual Survey of Service Industries: Heritage Institutions.

Publications

Service Industries Newsletter, Catalogue no. 63-018-X.

Analytical paper series - Service Industries Division, Catalogue no. 63F0002X.

Revision notice

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Revisions have been made to this product.

The publication has been reloaded on November 2, 2011

Please take note that the data have changed in the following sections:

Highlights section

Table 5 - "Profile of heritage institutions in Canada for not-for-profit establishments, 2007 and 2009"

We regret any inconvenience this may have caused.

For more information please contact us.

Release date: March 2011

Symbols

The following standard symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
p	preliminary
r	revised
x	suppressed to meet the confidentiality requirements of the *Statistics Act*
E	use with caution
F	too unreliable to be published

To access this product

This product, Catalogue no. 87F0002X, is available free in electronic format. To obtain a single issue, visit our website at *www.statcan.gc.ca* and browse by "Key resource" > "Publications."

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To obtain a copy of these service standards, please contact Statistics Canada toll-free at 1-800-263-1136. The service standards are also published on *www.statcan.gc.ca* under "About us" > "The agency" > "Providing services to Canadians."

Note of appreciation

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.