Service bulletin

Heritage Institutions

2009



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 2.5% in 2009, with 27.0 million visitors going through the turnstiles compared to 27.6 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 13.4% observed in 2007.

Subsidies, fundraising campaigns and donations from various public and private sector sources constituted 63.3% of total revenues, down from the 66.7% posted two years earlier.

The average admission charge for an adult for all not-for-profit heritage establishments surveyed rose from \$4.84 in 2007 to \$5.29 in 2009, an increase of 9.3% 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 |
|--|-------------------|------------------------------------|--------------------------|-------------------------------|
| | 1 | 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 | 40,209 111,250 | 82,742 245,292 | 2.3 3.1 |
| Zoos and botanical gardens | 253,142 | 111,250 | 240,292 | 3.1 |
| For profit | | | | |
| Art museums and galleries | | | | |
| Museums | 8,110 2,934 | 2,138 928 | 6,569 2,839 | 19.0 3.2 |
| Historic and heritage sites Zoos and botanical gardens | 2,934 95,235 | 928 33,952 | 2,839 86,968 | 3.2 8.7 |
| · · | 30,200 | 30,302 | 00,000 | 0., |
| Not for profit | | 400.000 | | |
| Art museums and galleries | 280,950 | 123,282 | 284,208 | -1.2 |
| Museums | 604,544 | 269,959 | 583,152 | 3.5 2.2 |
| Historic and heritage sites Zoos and botanical gardens | 81,734 157,908 | 39,281 77,298 | 79,903 158,325 | -0.3 |
| <u> </u> | 137,300 | 11,200 | 100,020 | -0.0 |
| 2008 | 055.005 | 444.000 | 000 457 | 4.0 |
| Art museums and galleries | 255,865 | 111,386 | 266,157 | -4.0 |
| Museums Historic and heritage sites | 595,792 87,928 | 254,589 40.744 | 574,502 88,547 | 3.6 -0.7 |
| Zoos and botanical gardens | 255,351 | 40,744 114,113 | 243,528 | -0.7 4.6 |
| · · | 200,001 | 114,110 | 240,020 | ٠.٠ |
| For profit | | | | |
| Art museums and galleries | 14 505 | 2.554 | 12.046 | |
| Museums Historic and heritage sites | 14,535 3,571 | 3,554 1.210 | 12,946 3.541 | 10.9 0.8 |
| Zoos and botanical gardens | 98,103 | 36,448 | 3,541 90,987 | 7.3 |
| - | 30,103 | 30,440 | 30,307 | 1.0 |
| Not for profit | 055 000 | 444.075 | 005.000 | 4.0 |
| 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 Zoos and botanical gardens | 84,357 157,248 | 39,534 77,665 | 85,006 152,541 | -0.8 3.0 |
| 2005 and botanical gardens | 157,240 | 77,003 | 132,341 | 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 |
|-----------------------------|-------------------|------------------------------------|--------------------------------|-------------------------------|
| | t | housands 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 | Х |
| 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 | Х |
| Saskatchewan | X | X | X | X |
| Alberta British Columbia | 113,492 | 52,846 | 114,061 | -0.5 3.3 |
| | 157,761 | 70,098 | 152,544 | |
| Territories 1 | X 4.404.025 | X 520,022 | X | X |
| Canada | 1,194,935 | 520,832 | 1,172,734 | 1.9 |

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 |
|---------------------------|-------------------|------------------------------------|--------------------------------|-------------------------------|
| | t | housands 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 Manitoba | 57,803 | 16,160 | 55,499 | 4.0 |
| Maniloba Saskatchewan | X | X | X | X |
| Alberta | x 2,416 | x 780 | x 2,328 | X 3.6 |
| British Columbia | 38,273 | 17,404 | 34,309 | 10.4 |
| Ferritories ¹ | 36,273 X | 17,404 X | 34,309 X | 10.4 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 |
|-----------------------------|-------------------|------------------------------------|--------------------------------|-------------------------------|
| | t | housands 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 | 25,393 111.075 | 10,199 | 23,897 | 5.9 |
| Alberta British Columbia | | 52,066 52,605 | 111,733 | -0.6 1.0 |
| Territories ¹ | 119,488 | 52,695 | 118,235 | |
| Canada | x 1,078,484 | x 479,609 | x 1,064,963 | x 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 |
|---|---|--|
| | thousands of dollars | |
| Unearned operating revenues Federal government Provincial government Other government Institutional/private Total unearned revenues | 220,039 235,720 74,354 109,560 639,674 | 202,660 223,974 77,463 122,101 662,742 |
| Earned operating revenues Memberships Admissions Other earned revenues Total earned revenues | 27,301 142,881 200,898 371,081 | 22,330 134,050 179,326 330,626 |
| Total operating revenues | 1,010,754 | 993,368 |
| Operating expenditures Wages Other operating expenses Total operating expenditures | 482,229 558,572 1,040,800 | 460,887 555,363 1,016,250 |
| Operating profit margin | -3.0 | -2.3 |
| | number | |
| Attendance ('000) | 26,989 | 27,672 |
| Employment Full-time Part-time Volunteers | 7,076 5,873 40,099 | 6,765 6,193 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 | х х | 1,726 | 4,448 | x | 239,204 |
| Provincial government | X | Х | 7,367 | 6,594 | x | 78,259 | 6,537 | 11,914 | 7,054 | 19,351 | Х | 223,974 |
| Other government | 217 | X | X | X | x | 27,302 | X | X | 21,857 | 11,934 | Х | 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 | х | 12,875 | 9,539 | 193,079 | 295,521 | 12,532 | 18,291 | 53,657 | 53,458 | Х | 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 | Х | 5,668 | 1,682 | 67,496 | 80,757 | 5,183 | 3,868 | 24,105 | 33,130 | X | 224,935 |
| Total earned revenues | 3,121 | Х | 7,630 | 3,148 | 104,294 | 126,254 | 7,511 | 5,679 | 45,962 | 71,359 | Х | 376,237 |
| Total operating revenues | 13,107 | x | 20,505 | 12,687 | 297,373 | 421,776 | 20,044 | 23,970 | 99,619 | 124,818 | х | 1,038,979 |
| Operating expenditures | | | | | | | | | | | | |
| Wages | 6,193 | х | 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 | Х | 10,286 | 5,214 | 177,632 | 211,556 | 10,314 | 11,800 | 54,385 | 68,356 | x | 558,212 |
| Total operating expenditures | 12,522 | Х | 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 |
| | | | | | | num | ber | | | | | |
| 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 | х | 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 Provincial government Other government Institutional/private Total unearned revenues | 2,035 8,128 194 621 10,978 | 89 x x 54 1,411 | x 9,574 457 x 14,743 | 582 5,926 266 2,292 9,065 | x x x x x 195,117 | 125,869 85,123 23,604 35,719 270,315 | 669 6,754 1,043 2,545 11,011 | x 11,159 x 2,206 18,507 | 9,521 x 17,259 52,926 | 5,764 20,419 12,541 15,099 53,823 | x x x x x | 220,039 235,720 74,354 109,560 639,674 |
| Earned operating revenues Memberships Admissions Other earned revenues Total earned revenues | 58 1,220 1,900 3,178 | 17 149 160 327 | 166 1,752 5,478 7,396 | 115 1,080 2,048 3,243 | 1,882 38,693 45,391 85,966 | 14,930 49,399 77,695 142,024 | 262 1,546 3,841 5,649 | 601 2,509 4,255 7,365 | 3,921 17,367 30,590 51,878 | 5,322 28,923 29,146 63,391 | x x x x | 27,301 142,881 200,898 371,081 |
| Total operating revenues | 14,156 | 1,738 | 22,139 | 12,309 | 281,084 | 412,338 | 16,660 | 25,872 | 104,804 | 117,215 | х | 1,010,754 |
| Operating expenditures Wages Other operating expenses Total operating expenditures | 6,568 7,912 14,480 | 1,339 653 1,992 | 12,575 12,042 24,617 | 8,072 6,059 14,131 | 116,732 168,614 285,346 | 207,435 221,641 429,076 | 8,170 9,345 17,516 | 10,943 14,379 25,322 | 53,377 53,107 106,484 | 55,827 63,604 119,431 | x x x | 482,229 558,572 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 Part-time Volunteers | 174 257 384 | x 19 89 | 197 260 2,411 | 91 269 1,290 | 1,922 1,660 4,302 | 2,773 1,511 10,780 | 129 124 2,876 | 180 201 3,044 | 752 698 7,402 | 811 868 7,405 | x x x | 7,076 5,873 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.

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
- suppressed to meet the confidentiality requirements of the Statistics Act
- x suppressed to m
 E use with caution
- F too unreliable to be published

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