

Service bulletin

Heritage Institutions

2010



Highlights

Canada's heritage institutions, excluding nature parks and archives, generated operating revenues of \$1.3 billion in 2010, up 3.4% from the previous year. Heritage institutions' operating revenues come from government and private contributions, admission receipts, membership dues and sales, and other sources.

History and science museums, community museums, planetariums and observatories generated 50.1% of total operating revenues.

Non-commercial art galleries and museums generated 22.6% of total operating revenues. Botanical gardens, conservatories, aquariums and zoos accounted for 20.2%. Historic sites, buildings and communities generated the remaining 7.2% of operating revenues.

The data produced for Canada's heritage institutions industry fall into two categories: for-profit organizations and not-for-profit organizations. The latter accounted for 91.9% of total operating revenues.

As in previous years, heritage institutions located in Ontario (40.4%), Quebec (26.7%) and British Columbia (13.0%) generated most of the industry's revenues.

The industry's total operating expenses rose 2.8% from the previous year to \$1.2 billion.

Salaries, wages and benefits increased by 4.5% in 2010. They made up 46.4% of the industry's total operating costs, up slightly from 2009 (45.6%).

The overall operating profit margin for heritage institutions was 3.1% in 2010.

Statistical Tables

Table 1
Summary statistics for heritage institutions, by industry, Canada, 2009 and 2010

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
Type of establishment and industry				
2010 p				
Art museums and galleries	289,672.6	123,970.4	287,023.3	0.9
Museums	641,682.7	292,623.0	621,722.4	3.1
Historic and heritage sites	92,251.8	45,245.3	90,309.6	2.1
Zoos and botanical gardens	258,453.4	114,496.3	243,288.8	5.9
For profit				
Art museums and galleries
Museums	8,365.3	2,498.8	6,772.8	19.0
Historic and heritage sites	3,185.0	999.9	3,080.9	3.3
Zoos and botanical gardens	92,659.1	32,665.8	81,407.1	12.1
Not for profit				
Art museums and galleries	289,672.6	123,970.4	287,023.3	0.9
Museums	633,317.4	290,124.2	614,949.6	2.9
Historic and heritage sites	89,066.9	44,245.4	87,228.7	2.1
Zoos and botanical gardens	165,794.3	81,830.5	161,881.6	2.4
2009 r				
Art museums and galleries	275,658.0	121,830.8	280,950.8	-1.9
Museums	622,725.5	276,837.7	597,713.1	4.0
Historic and heritage sites	89,412.3	41,369.2	87,238.4	2.4
Zoos and botanical gardens	252,579.0	111,671.1	243,140.5	3.7
For profit				
Art museums and galleries
Museums	8,110.5	2,138.2	6,569.5	19.0
Historic and heritage sites	3,022.0	928.1	2,866.1	5.2
Zoos and botanical gardens	94,671.4	33,810.9	84,253.3	11.0
Not for profit				
Art museums and galleries	275,658.0	121,830.8	280,950.8	-1.9
Museums	614,615.0	274,699.5	591,143.6	3.8
Historic and heritage sites	86,390.3	40,441.1	84,372.3	2.3
Zoos and botanical gardens	157,907.6	77,860.2	158,887.1	-0.6

Note(s): North American Industry Classification System includes art museums and galleries, non-commercial (712111), museums excluding art museums and galleries (712115 & 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, 2009 and 2010

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
2010 P				
Newfoundland and Labrador	20,379.3	7,703.0	18,781.6	7.8
Prince Edward Island	3,601.9	1,810.1	3,570.1	0.9
Nova Scotia	37,050.2	22,509.7	36,332.4	1.9
New Brunswick	15,384.8	8,804.4	15,885.2	-3.3
Quebec	342,879.5	142,066.7	339,007.4	1.1
Ontario	517,666.7	233,305.2	495,757.3	4.2
Manitoba	23,995.2	11,433.3	22,713.9	5.3
Saskatchewan	28,960.9	12,190.0	29,096.1	-0.5
Alberta	122,289.5	59,257.8	120,067.5	1.8
British Columbia	166,040.0	75,995.2	157,509.3	5.1
Territories ¹	x	x	x	x
Canada	1,282,060.5	576,335.0	1,242,344.0	3.1
2009 r				
Newfoundland and Labrador	20,528.1	7,160.9	16,611.4	19.1
Prince Edward Island	3,471.6	1,886.2	3,597.5	-3.6
Nova Scotia	26,345.9	15,142.1	28,373.0	-7.7
New Brunswick	15,629.4	8,386.7	15,179.8	2.9
Quebec	328,751.8	132,710.5	323,246.6	1.7
Ontario	510,250.0	230,459.8	497,132.5	2.6
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	116,776.1	55,737.2	112,646.7	3.5
British Columbia	166,767.9	76,461.3	160,133.6	4.0
Territories ¹	x	x	x	x
Canada	1,240,374.8	551,708.8	1,209,042.7	2.5

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 (712115 & 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, 2009 and 2010

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
2010 p				
Newfoundland and Labrador	384.9	114.9	379.9	1.3
Prince Edward Island	1,505.1	475.4	1,441.0	4.3
Nova Scotia	1,142.2	547.3	1,112.7	2.6
New Brunswick	x	x	x	x
Quebec	8,954.5	2,780.6	7,934.6	11.4
Ontario	51,499.7	14,400.5	44,949.5	12.7
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	2,670.1	699.3	2,403.4	10.0
British Columbia	37,124.2	16,633.2	32,164.1	13.4
Territories ¹	x	x	x	x
Canada	104,209.4	36,164.5	91,260.8	12.4
2009 r				
Newfoundland and Labrador	760.5	217.3	591.0	22.3
Prince Edward Island	1,372.7	418.5	1,356.3	1.2
Nova Scotia	803.9	342.2	749.3	6.8
New Brunswick	x	x	x	x
Quebec	10,748.5	2,986.0	9,151.2	14.9
Ontario	52,071.3	14,371.6	44,532.8	14.5
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	2,040.1	612.9	1,917.2	6.0
British Columbia	37,192.1	17,571.6	34,653.5	6.8
Territories ¹	x	x	x	x
Canada	105,803.9	36,877.2	93,688.9	11.5

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 (712115 & 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, 2009 and 2010

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
2010 p				
Newfoundland and Labrador	19,994.5	7,588.1	18,401.7	8.0
Prince Edward Island	2,096.9	1,334.7	2,129.1	-1.5
Nova Scotia	35,908.0	21,962.5	35,219.7	1.9
New Brunswick	x	x	x	x
Quebec	333,925.0	139,286.1	331,072.7	0.9
Ontario	466,167.0	218,904.6	450,807.8	3.3
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	119,619.3	58,558.5	117,664.1	1.6
British Columbia	128,915.8	59,362.0	125,345.2	2.8
Territories ¹	x	x	x	x
Canada	1,177,851.1	540,170.5	1,151,083.2	2.3
2009 r				
Newfoundland and Labrador	19,767.6	6,943.6	16,020.4	19.0
Prince Edward Island	2,099.0	1,467.7	2,241.2	-6.8
Nova Scotia	25,542.0	14,800.0	27,623.8	-8.2
New Brunswick	x	x	x	x
Quebec	318,003.4	129,724.4	314,095.4	1.2
Ontario	458,178.8	216,088.2	452,599.7	1.2
Manitoba	21,030.3	9,827.9	20,963.9	0.3
Saskatchewan	27,595.1	12,388.6	28,022.6	-1.5
Alberta	114,736.0	55,124.4	110,729.4	3.5
British Columbia	129,575.8	58,889.7	125,480.2	3.2
Territories ¹	x	x	x	x
Canada	1,134,570.9	514,831.6	1,115,353.8	1.7

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 (712115 & 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.

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 2010 was 703 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 77.0%. 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: February 2012

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
0 ^s	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 <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published
*	significantly different from reference category ($p < 0.05$)

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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.