Service bulletin

Heritage Institutions: Data Tables

2006

Heritage Institutions: Data Tables

These tables provide financial information on non-profit and for-profit heritage institutions in Canada. These institutions include museums (except art museums and galleries), art museums and galleries, historic sites, exhibition centres, planetariums, observatories, aquariums, zoos, botanical gardens, arboretums and conservatories.

Data for 2006 should not be compared with previously published data on this industry with the exception of 2005 and 2004 data. This is because significant changes to the Heritage Institutions survey were made prior to the 2004 survey year.

The new Survey of Heritage Institutions collects data on for-profit as well as not-for-profit heritage institutions in Canada. The data are now collected using a sample.

Sample selection is from the Business Register, a central Statistics Canada database of businesses that have been classified using the North American Industry Classification System (NAICS). This industry-based classification is a departure from the activity-based classification used previously by the Culture Statistics Program. Some heritage institution activity which was previously included in the survey is now excluded if this represents secondary activity within a non-heritage organization. An example might be an art gallery that is part of a university.

For further information on all survey changes and collection and processing methodologies, see "The new culture of the Culture Statistics Program" at 87-004-X.

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Statistical Tables

Table 1
Selected financial statistics for heritage institutions, by industry, 2005 and 2006

Type of establishment [1] and industry[2]	Total operating revenue [3]		Salaries, wages and benefits [4]		Total operating expenses [5]		Operating profit margin [6]	
	2005	2006	2005	2006	2005	2006	2005	2006
	thousands of dollars						percent	
All								
Art museums and galleries	246,052	257,715	101,473	100,528	249,808	252,312	-1.5	2.1
Museums	459,783	453,817	220,176	210,662	465,373	468,208	-1.2	-3.2
Historic and heritage sites	88,985	87,067	49,651	46,461	89,555	87,052	-0.6	0.0
Zoos and botanical gardens	246,335	255,674	106,004	123,396	222,717	235,694	9.6	7.8
For profit [7]								
Art museums and galleries	…	…	…	…	…	…	…	…
Museums	18,919	18,424	6,271	5,061	15,426	15,119	18.5	17.9
Historic and heritage sites	4,323	5,920	1,666	1,878	3,918	5,370	9.4	9.3
Zoos and botanical gardens	94,219	102,409	39,412	50,073	83,144	96,155	11.8	6.1
Not for profit [8]								
Art museums and galleries	246,052	257,715	101,473	100,528	249,808	252,312	-1.5	2.1
Museums	440,864	435,393	213,906	205,601	449,946	453,089	-2.1	-4.1
Historic and heritage sites	84,662	81,146	47,986	44,583	85,637	81,682	-1.2	-0.7
Zoos and botanical gardens	152,116	153,264	66,591	73,323	139,573	139,538	8.2	9.0

1. An active statistical establishment is one production entity or the smallest grouping of production entities which produces as homogeneous a set of goods and/or services as possible, which does not cross provincial boundaries, and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.
2. 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).
3. Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.
4. Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 supplementary form was completed.
5. Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.
6. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.
7. For-profit establishments are defined as those which operate primarily for the sale of objects exhibited or as profit-making endeavours.
8. Not-for-profit establishments exclude those which operate primarily for the sale of objects exhibited or as profit-making endeavours.
Note(s): 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).
Source(s): Statistics Canada: Annual Survey of Service Industries: Heritage Institutions

Table 2
Selected financial statistics for heritage institutions, all industries, by province and territory, 2005 and 2006

	Total operating revenue [1]		Salaries, wages and benefits [2]		Total operating expenses [3]		Operating profit margin [4]	
	2005	2006	2005	2006	2005	2006	2005	2006
	thousands of dollars						percent	
Newfoundland and Labrador	15,477	15,448	7,331	7,340	14,269	15,269	7.8	1.2
Prince Edward Island	2,618	2,873	923	1,453	2,729	2,895	-4.2	-0.8
Nova Scotia	21,637	21,428	11,885	11,367	25,292	22,004	-16.9	-2.7
New Brunswick	19,033	18,613	10,981	10,023	20,304	17,487	-6.7	6.0
Quebec	313,894	309,304	132,378	125,947	311,113	303,743	0.9	1.8
Ontario	387,327	386,773	181,790	187,763	383,636	392,327	1	-1.4
Manitoba	22,689	x	12,377	x	23,434	x	-3.3	x
Saskatchewan	x	x	x	x	x	x	x	x
Alberta	80,573	92,000	41,340	43,855	83,820	93,131	-4	-1.2
British Columbia	157,342	160,997	68,565	68,075	142,241	147,876	9.6	8.1
Yukon	1,077	x	461	x	1,099	x	-2.1	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut	…	…	…	…	…	…	…	…
Canada	**1,041,155**	**1,054,272**	**477,304**	**481,048**	**1,027,453**	**1,043,265**	**1.3**	**1.0**

1. Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.
2. Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 supplementary form was completed.
3. Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.
4. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.
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).
Source(s): Statistics Canada: Annual Survey of Service Industries: Heritage Institutions

Table 3
Selected financial statistics for heritage institutions, all industries, by province and territory, for-profit establishments, 2005 and 2006

	Total operating revenue [1]		Salaries, wages and benefits [2]		Total operating expenses [3]		Operating profit margin [4]	
	2005	2006	2005	2006	2005	2006	2005	2006
	thousands of dollars						percent	
Newfoundland and Labrador	2,544	2,164	1,144	1,104	2,278	2,247	10.5	-3.8
Prince Edward Island	1,273	1,294	478	381	1,289	1,226	-1.3	5.3
Nova Scotia	340	383	493	272	468	336	-37.5	12.3
New Brunswick	335	276	211	200	330	281	1.7	-1.8
Quebec	15,544	18,816	7,642	8,696	13,856	17,207	10.9	8.6
Ontario	51,811	56,435	16,215	26,299	45,315	52,901	12.5	6.3
Manitoba	510	x	235	x	511	x	-0.2	x
Saskatchewan	x	x	x	x	x	x	x	x
Alberta	1,540	1,528	633	197 E	1,312	1,183	14.8	22.6
British Columbia	42,067	43,540	19,701	18,933	35,623	38,999	15.3	10.4
Yukon	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut	…	…	…	…	…	…	…	…
Canada	**117,461**	**126,754**	**47,349**	**57,012**	**102,488**	**116,644**	**12.7**	**8.0**

1. Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.
2. Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 supplementary form was completed.
3. Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.
4. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.
Note(s): For-profit establishments are defined as those which operate primarily for the sale of objects exhibited or as profit-making endeavours. 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).
Source(s): Statistics Canada: Annual Survey of Service Industries: Heritage Institutions

Table 4
Selected financial statistics for heritage institutions, all industries, by province and territory, not-for-profit establishments, 2005 and 2006

	Total operating revenue [1]		Salaries, wages and benefits [2]		Total operating expenses [3]		Operating profit margin [4]	
	2005	2006	2005	2006	2005	2006	2005	2006
	thousands of dollars						percent	
Newfoundland and Labrador	12,933	13,284	6,187	6,236	11,992	13,023	7.3	2.0
Prince Edward Island	1,345	1,579	444	1,072	1,440	1,668	-7.1	-5.6
Nova Scotia	21,296	21,045	11,392	11,096	24,824	21,668	-16.6	-3.0
New Brunswick	18,698	18,337	10,770	9,823	19,974	17,206	-6.8	6.2
Quebec	298,350	290,487	124,736	117,251	297,257	286,536	0.4	1.4
Ontario	335,515	330,338	165,575	161,464	338,322	339,426	-0.8	-2.8
Manitoba	22,179	22,893	12,142	13,258	22,923	24,077	-3.4	-5.2
Saskatchewan	17,613	20,653	8,523	10,579	17,625	21,124	-0.1	-2.3
Alberta	79,033	90,472	40,707	43,658	82,508	91,948	-4.4	-1.6
British Columbia	115,275	117,458	48,864	49,142	106,618	108,877	7.5	7.3
Yukon	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut	..	…	..	…	…	…	..	…
Canada	**923,694**	**927,518**	**429,956**	**424,035**	**924,965**	**926,621**	**-0.1**	**0.1**

1. Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.
2. Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 supplementary form was completed.
3. Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.
4. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.
Note(s): Not-for-profit establishments exclude those which operate primarily for the sale of objects exhibited or as profit-making endeavours. 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).
Source(s): Statistics Canada: Annual Survey of Service Industries: Heritage Institutions

Methodology

Description

This annual sample survey collects the financial and operating data needed to produce statistics on Heritage Institutions in Canada. Commencing with reference year 2004 and usually every two years thereafter, the survey also collects detailed information on the characteristics of the businesses, such as attendance and sources of funding.

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. The results from this survey provide data to governments and cultural associations on heritage institutions in Canada, to help in the development of policies, the conducting of program evaluations and policy reviews, and in the area of advocacy in the heritage sector.

For purposes of research and analysis, heritage institutions have been grouped into two components: not-for-profit and for-profit. The not-for-profit component used to be surveyed under the auspices of the Culture Statistics Program. Commencing with reference year 2004, the new survey, which now comprises both the for-profit and not-for-profit establishments, is administered by the Service Industries Program, in collaboration with the Culture Statistics Program. Historical time series data from the previous Culture Statistics Program are available in The Guide to Culture Statistics (online, free of charge, at catalogue number 87-008-G). It should be noted that data from this historical time series should not be compared with data from this new survey due to significant differences in coverage and methodology.

Since 2004, the survey has covered a somewhat different set of businesses than in previous years so that data generally cannot be expected to be comparable. The list of names and addresses of businesses is now drawn from a central Statistics Canada data base. Also, a much more rigorous delineation of those companies that are considered part of the culture sector has been applied through the implementation of the North American Industry Classification System (NAICS). This industry-based classification is a departure from the activity-based classification that was used previously. In addition to these changes in coverage, commencing with 2004, the data are based on a sample of businesses which has affected our ability to publish in detail some culture variables.

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.

Instrument design

The survey questionnaires comprise generic modules that have been designed to cover several service industries. For 2006, a shorter questionnaire, designed to collect only core financial data (revenues and expenses), was used for this industry. The questionnaire was sent only to a subset of businesses with complex operational structures. Data for the remaining businesses selected in sample were compiled using administrative data.

Sampling

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

The basic objective of the survey is to produce estimates for the whole industry -incorporated and unincorporated businesses. For this reference year, only revenue and expense variables are being produced. Questionnaires were, therefore, only sent to a subset of businesses with complex operational structures. The remaining businesses were estimated using administrative data only.

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 other administrative information. The frame is maintained by Statistics Canada's Business Register, and is updated using administrative data.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes, same geography (province/territory) and same status as for-profit or not-for-profit.

The sample size for reference year 2006 was 569 collection entities.

Data sources

Responding to this survey is mandatory. Data are collected directly from survey respondents and extracted from administrative files.

Data are collected through a mail-out/mail-back process, while providing respondents with the option of telephone or electronic filing methods.

Follow-up procedures are applied when a questionnaire has not been received after a pre-specified period of time.

Error detection

Data are examined for inconsistencies and errors using automated edits coupled with analytical review. Every effort is made to minimize the non-sampling errors of omission, duplication, reporting and processing. Several checks are performed on the collected data. These checks look for internal consistency such as: section totals must be equal to the components; if employees are reported, personnel costs must be greater than zero; the main source of income must be consistent with the assigned NAICS code; extreme values must be identified and investigated, etc.

Imputation

Where information is missing, imputation is performed using a "nearest neighbour" procedure (donor imputation), using historical data where available, using averages based on responses from a set of similar establishments, or using administrative data as a proxy for reported data.

Estimation

As part of the estimation process, survey data are weighted because some units in the sample represent a certain number of establishments that were not selected in the sample. These data are then combined with administrative data to produce final industry estimates.

Quality evaluation

Prior to publication, combined survey results are analyzed for quality. In general, this includes a detailed review of individual responses (especially for the largest companies), of general economic conditions and 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

While considerable effort is made to ensure high standards throughout all stages of collection and processing, the resulting estimates are inevitably subject to a certain degree of error. These errors can be broken down into two major types: non-sampling and sampling.

Non-sampling error is not related to sampling and may occur for many reasons. For example, non-response is an important source of non-sampling error. Population coverage, differences in the interpretation of questions, incorrect information from respondents, and mistakes in recording, coding and processing data are other examples of non-sampling errors.

Of the 223 mailed sampled units contributing to the estimate, the weighted response rate was 79% of total industry revenue, after accounting for firms that have gone out of business, have been reclassified to a different industry, are inactive, or are duplicates on the frame.

Sampling error occurs because population estimates are derived from a sample of the population rather than the entire population. Sampling error depends on factors such as sample size, sampling design, and the method of estimation. An important property of probability sampling is that sampling error can be computed from the sample itself by using a statistical measure called the coefficient of variation (CV). The assumption is that over repeated surveys, the relative difference between a sample estimate and the estimate that would have been obtained from an enumeration of all units in the universe would be less than twice the CV, 95 times out of 100. The range of acceptable data values yielded by a sample is called a confidence interval. Confidence intervals can be constructed around the estimate using the CV. We calculate the standard error by multiplying the sample estimate by the CV. The sample estimate plus or minus twice the standard error is then referred to as a 95% confidence interval.

The qualities of CVs are rated as follows:

Excellent	0.01% to 4.99%
Very good	5.00% to 9.99%
Good	10.00% to 14.99%
Acceptable	15.00% to 24.99%
Use with caution	25.00% to 34.99%
Unreliable	35.00% or higher.

CVs were calculated for each estimate. The CVs are available upon request.