

Service bulletin

Heritage Institutions



2007

Highlights

Canada's heritage institutions, excluding nature parks and archives, generated operating revenues of slightly over \$1.1 billion in 2007. Operating revenue for heritage institutions consists of government and private contributions, admission receipts, membership dues and sales, and some miscellaneous sources.

Total operating revenue in 2007 increased 6.8% from the previous year. Not-for-profit institutions accounted for the vast majority (90%) of total operating revenue.

The three most populous provinces accounted for most of the industry's revenues: Ontario (41%), Quebec (27%), and British Columbia (14%).

History and science museums, exhibition centres, planetariums, and observatories, combined, generated 53% of the total industry's operating revenues.

Non-commercial art museums and galleries earned 24% of the total industry's operating revenues, followed by botanical gardens, conservatories, aquariums and zoos (15%). The remainder came from historic and heritage sites.

The not-for-profit institutions continued to receive their support from the various levels of government. Of the total grants and subsidies received by the not-for-profit institutions, 28% went to art museums and non-commercial galleries. Other types of museums, including human history museums, science and technology museums, exhibition centres, planetariums and observatories, together received 60% of the government funding. Historic sites received 6% of government support, as did zoos, botanical gardens, arboretums and conservatories.

Total industry's operating expenses rose by 4% from the previous year. Salaries, wages and benefits by all heritage institutions remained steady, increasing just slightly by 0.5%. In 2007, they represented 45% of industry operating expenses, down from 46.5% in 2006. Data on wages and salaries do not take into account the services provided by volunteers.

Heritage institutions recorded an increase in their operating profit margin, from -0.3% in 2006 to 1.9% in 2007.

Note: The proportion of heritage institutions subject to direct survey decreased between 2004 and 2007. As a result, the 2004 survey estimates were adjusted in order to enable comparison between the two survey portions for the two years.

Statistical Tables

Table 1

Summary statistics for heritage institutions, by industry, Canada, 2006 and 2007

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
Type of establishment and industry				
2007				
All				
Art museums and galleries	250,512	105,475	249,205	0.5
Museums	576,597	252,631	563,799	2.2
Historic and heritage sites	90,092	40,597	89,475	0.7
Zoos and botanical gardens	255,295	115,420	248,286	2.7
For profit				
Art museums and galleries
Museums	13,516	3,433	10,940	19.1
Historic and heritage sites	3,291	1,488	3,163	3.9
Zoos and botanical gardens	98,074	39,102	95,515	2.6
Not for profit				
Art museums and galleries	250,512	105,475	249,205	0.5
Museums	563,081	249,198	552,858	1.8
Historic and heritage sites	86,802	39,109	86,312	0.6
Zoos and botanical gardens	157,221	76,318	152,771	2.8
2006 r				
All				
Art museums and galleries	253,369	100,753	247,924	2.1
Museums	511,143	241,016	527,258	-3.2
Historic and heritage sites	87,046	46,217	88,553	-1.7
Zoos and botanical gardens	246,412	123,824	236,988	3.8
For profit				
Art museums and galleries
Museums	18,292	5,025	15,029	17.8
Historic and heritage sites	4,727	1,520	4,135	12.5
Zoos and botanical gardens	104,143	50,428	97,747	6.1
Not for profit				
Art museums and galleries	253,369	100,753	247,924	2.1
Museums	492,851	235,991	512,229	-3.9
Historic and heritage sites	82,319	44,697	84,418	-2.6
Zoos and botanical gardens	142,270	73,396	139,241	2.1

Note(s): According to the North American Industry Classification System (NAICS 712111, 712119, 712120, and 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, 2006 and 2007

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
2007				
Newfoundland and Labrador	15,218	7,320	14,813	2.7
Prince Edward Island	3,037	1,569	2,962	2.5
Nova Scotia	22,567	10,766	22,572	0.0
New Brunswick	13,461	7,085	12,843	4.6
Quebec	321,351	131,880	321,164	0.1
Ontario	477,994	214,234	466,627	2.4
Manitoba	25,460	12,320	24,332	4.4
Saskatchewan	24,571	9,984	22,208	9.6
Alberta	101,559	46,640	102,570	-1.0
British Columbia	163,922	71,285	157,882	3.7
Territories ¹	x	x	x	x
Canada	1,172,496	514,122	1,150,764	1.9
2006 r				
Newfoundland and Labrador	15,491	7,365	15,311	1.2
Prince Edward Island	2,935	1,454	2,913	0.7
Nova Scotia	21,493	11,438	22,675	-5.5
New Brunswick	15,876	8,370	15,211	4.2
Quebec	330,981	137,231	328,977	0.6
Ontario	417,666	207,028	421,331	-0.9
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	92,082	43,895	93,215	-1.2
British Columbia	155,367	70,044	153,327	1.3
Territories ¹	x	x	x	x
Canada	1,097,970	511,810	1,100,723	-0.3

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

Note(s): According to the North American Industry Classification System (NAICS 712111, 712119, 712120, and 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, 2006 and 2007

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
2007				
Newfoundland and Labrador	1,891	1,012	1,994	-5.4
Prince Edward Island	1,119	392	1,061	5.2
Nova Scotia	1,202	312	1,215	-1.1
New Brunswick	332	86	218	34.3
Quebec	15,861	6,446	14,011	11.7
Ontario	50,756	14,840	51,461	-1.4
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	1,183	210	1,059	10.4
British Columbia	37,541	17,419	34,081	9.2
Territories ¹	x	x	x	x
Canada	114,921	44,023	109,688	4.6
2006 ^r				
Newfoundland and Labrador	2,174	1,110	2,257	-3.8
Prince Edward Island	1,355	382	1,244	8.2
Nova Scotia	1,504	312	1,348	10.4
New Brunswick	428	269	526	-22.9
Quebec	18,680	8,742	17,040	8.8
Ontario	56,731	26,458	53,195	6.2
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	1,529	197	1,183	22.6
British Columbia	43,806	19,052	39,236	10.4
Territories ¹	x	x	x	x
Canada	127,218	56,973	116,926	8.1

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

Note(s): According to the North American Industry Classification System (NAICS 712111, 712119, 712120, and 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, 2006 and 2007

	Operating revenue	Salaries, wages and benefits	Total operating expenses	Operating profit margin
	thousands of dollars			percent
2007				
Newfoundland and Labrador	13,326	6,308	12,819	3.8
Prince Edward Island	1,918	1,177	1,901	0.9
Nova Scotia	21,365	10,454	21,356	0
New Brunswick	13,129	6,999	12,625	3.8
Quebec	305,490	125,434	307,152	-0.5
Ontario	427,238	199,394	415,166	2.8
Manitoba	20,851	9,152	20,131	3.5
Saskatchewan	24,192	9,859	21,864	9.6
Alberta	100,377	46,430	101,511	-1.1
British Columbia	126,381	53,866	123,801	2
Territories ¹	x	x	x	x
Canada	1,057,575	470,100	1,041,077	1.6
2006r				
Newfoundland and Labrador	13,317	6,255	13,053	2
Prince Edward Island	1,580	1,072	1,669	-5.7
Nova Scotia	19,989	11,126	21,326	-6.7
New Brunswick	15,448	8,101	14,685	4.9
Quebec	312,301	128,489	311,938	0.1
Ontario	360,935	180,569	368,136	-2
Manitoba	23,341	13,452	24,578	-5.3
Saskatchewan	20,749	10,625	21,213	-2.2
Alberta	90,553	43,698	92,032	-1.6
British Columbia	111,561	50,992	114,091	-2.3
Territories ¹	x	x	x	x
Canada	970,752	454,837	983,797	-1.3

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

Note(s): According to the North American Industry Classification System (NAICS 712111, 712119, 712120, and 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, 2004 and 2007

	2007	2004 ^r
	thousands of dollars	
Unearned operating revenues		
Federal government	239,204	193,214
Provincial government	223,974	191,147
Other government	77,463	69,033
Institutional/private	122,101	109,196
Total unearned revenues	662,742	562,590
Earned operating revenues		
Memberships	17,251	14,317
Admissions	134,052	133,344
Other earned revenues	224,935	174,365
Total earned revenues	376,237	322,026
Total operating revenues	1,038,979	884,616
Operating expenditures		
Wages	460,599	414,273
Artifacts	..	26,329
Other operating expenses	558,212	450,248
Total operating expenditures	1,018,811	890,850
Operating profit margin	1.9	-0.7
	number	
Number of institutions	469	522
Attendance ('000)	27,434	25,777
Employment		
Full-time	6,765	6,219
Part-time	6,193	8,967
Volunteers	39,790	42,086

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

Note(s): According to the North American Industry Classification System (NAICS 712111, 712119, 712120, and 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, 2004^r

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Territories ¹	Canada
Unearned operating revenues												
Federal government	x	x	x	1,863	x	107,239	652	1,896	1,485	5,340	x	193,214
Provincial government	x	66	4,247	6,846	x	63,314	6,090	6,767	5,322	17,161	x	191,147
Other government	43	x	x	2,015	x	22,811	4,745	3,293	14,231	11,727	x	69,033
Institutional/private	717	x	2,006	1,931	x	32,339	2,642	3,240	10,612	15,744	x	109,196
Total unearned revenues	8,428	x	8,159	12,656	195,210	225,703	14,129	15,195	31,651	49,972	x	562,590
Earned operating revenues												
Memberships	7	x	102	81	1,343	5,644	364	281	3,622	2,867	x	14,317
Admissions	1,318	252	1,829	2,944	32,649	44,863	3,073	821	17,119	28,330	x	133,344
Other earned revenues	780	x	3,590	5,331	37,692	67,544	4,621	1,998	26,496	25,577	x	174,365
Total earned revenues	2,105	x	5,521	8,355	71,684	118,050	8,058	3,100	47,237	56,774	x	322,026
Total operating revenues	10,533	x	13,680	21,011	266,894	343,753	22,187	18,295	78,888	106,746	x	884,616
Operating expenditures												
Wages	x	695	9,061	12,316	107,386	164,323	12,616	9,264	45,319	47,025	x	414,273
Artifacts	x	x	x	620	12,475	12,724	41	x	175	x	x	26,329
Other operating expenses	x	788	x	8,364	151,848	170,678	10,036	x	34,987	54,168	x	450,248
Total operating expenditures	x	1,483	15,228	21,301	271,709	347,725	22,693	17,766	80,481	101,372	x	890,850
Operating profit	x	x	-11.3	-1.4	-1.8	-1.2	-2.3	2.9	-2.0	5.0	x	-0.7
	number											
Number of institutions	25	6	44	28	119	88	33	17	72	85	6	522
Attendance ('000)	x	x	x	x	x	x	x	x	x	x	x	25,777
Employment												
Full-time	75	x	180	152	1,712	2,266	230	185	652	755	x	6,219
Part-time	379	x	538	788	2,123	2,486	243	190	1,143	990	x	8,967
Volunteers	x	x	x	x	x	x	x	x	x	x	x	42,086

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

Note(s): According to the North American Industry Classification System (NAICS 712111, 712119, 712120, and 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, 2007

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	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 margin	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 Territory, Northwest Territories and Nunavut.

Note(s): According to the North American Industry Classification System (NAICS 712111, 712119, 712120, and 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 survey collects the financial and operating data needed to produce statistics on Heritage Institutions 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.

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 2007 was 633 entities.

Definitions

Attendance includes paid and non-paid admissions.

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 88%. CVs were calculated for each estimate and are available upon request.

Related products

CANSIM

Available on CANSIM: table 361-0008 - Heritage institutions, summary statistics, by North American Industry Classification System (NAICS), annual.

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: November 2009

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

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