

Service bulletin

Heritage Institutions

2008



Highlights

Operating revenues for Canada's heritage institutions reached slightly over \$1.19 billion in 2008, up 1.9% from the previous year.

Operating revenue for heritage institutions consists of government and private contributions, admission receipts, membership dues and sales, and some miscellaneous sources.

Most of these institutions are not-for-profit and include museums, art galleries, historic sites, zoos and botanical gardens.

History and science museums, community museums, planetariums, and observatories, generated 50% of total operating revenues.

Non-commercial art museums and galleries generated 21% of operating revenues, as did botanical gardens, conservatories, aquariums and zoos. Historic sites, buildings and communities accounted for the remaining 8% of operating revenues.

As in previous years, heritage institutions located in Ontario (40%), Quebec (27%), and British Columbia (13%) accounted for most of the industry's revenues.

Total industry operating expenses rose by 1.8% to \$1.17 billion from the previous year.

Salaries, wages and benefits accounted for 44.4% of total operating expenses.

The overall operating profit margin for Heritage institutions was 1.9% in 2008.

Statistical Tables

Table 1
Summary statistics for heritage institutions, by industry, Canada, 2006 to 2008

Type of establishment ¹ and industry	Operating revenues	Salaries, wages and benefits	Operating expenses	Operating profit margin
	thousands of dollars			percent
2008 ^p				
All	1,194,935	520,832	1,172,734	1.9
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 ²				
Art museums and galleries	x	x	x	x
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 ³				
Art museums and galleries	255,865	111,386	266,157	-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
2007 ^r				
All	1,173,067	514,364	1,152,096	1.8
Art museums and galleries	250,520	105,776	249,845	0.3
Museums	576,597	252,631	563,799	2.2
Historic and heritage sites	90,656	40,538	90,167	0.5
Zoos and botanical gardens	255,295	115,420	248,286	2.7
For profit ²				
Art museums and galleries	x	x	x	x
Museums	13,516	3,433	10,940	19.1
Historic and heritage sites	3,854	1,429	3,855	0.0
Zoos and botanical gardens	98,074	39,102	95,515	2.6
Not for profit ³				
Art museums and galleries	250,520	105,776	249,845	0.3
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				
All	1,097,970	511,810	1,100,723	-0.3
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 ²				
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 ³				
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

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

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

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 to 2008

	Operating revenues	Salaries, wages and benefits	Operating expenses	Operating profit margin
	thousands of dollars			percent
2008 p				
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
2007 r				
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	478,123	214,247	466,753	2.4
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	101,560	46,640	102,570	-1.0
British Columbia	164,817	71,350	158,930	3.6
Territories ¹	x	x	x	x
Canada	1,173,067	514,364	1,152,096	1.8
2006				
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
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	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 to 2008

	Operating revenues	Salaries, wages and benefits	Operating expenses	Operating profit margin
	thousands of dollars			percent
2008 p				
Newfoundland and Labrador	805	220	743	7.7
Prince Edward Island	1,128	375	1,111	1.5
Nova Scotia	754	320	753	0.1
New Brunswick	491	68	367	25.2
Quebec	14,343	5,778	12,284	14.4
Ontario	57,700	16,151	55,402	4.0
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	2,416	779	2,322	3.9
British Columbia	38,221	17,404	34,201	10.5
Territories ¹	x	-	x	x
Canada	116,209	41,212	107,475	7.5
2007 r				
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	1,201	0.1
New Brunswick	332	86	218	34.4
Quebec	15,821	6,446	13,956	11.8
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	10.5
British Columbia	38,436	17,484	35,071	8.8
Territories ¹	x	x	x	x
Canada	115,444	43,964	110,309	4.4
2006				
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 to 2008

	Operating revenues	Salaries, wages and benefits	Operating expenses	Operating profit margin
	thousands of dollars			percent
2008 p				
Newfoundland and Labrador	14,570	6,807	14,233	2.3
Prince Edward Island	2,012	1,308	2,008	0.2
Nova Scotia	23,520	12,860	25,157	-7.0
New Brunswick	12,411	7,170	12,594	-1.5
Quebec	312,578	125,829	309,366	1.0
Ontario	426,193	194,561	417,146	2.1
Manitoba	25,737	12,740	25,371	1.4
Saskatchewan	25,393	10,199	23,897	5.9
Alberta	111,075	52,068	111,739	-0.6
British Columbia	119,540	52,695	118,343	1.0
Territories ¹	x	x	x	x
Canada	1,078,726	479,620	1,065,260	1.2
2007 r				
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	21,371	0.0
New Brunswick	13,129	6,999	12,625	3.8
Quebec	305,530	125,434	307,208	-0.5
Ontario	427,367	199,406	415,292	2.8
Manitoba	20,851	9,152	20,131	3.5
Saskatchewan	24,070	10,147	22,321	7.3
Alberta	100,377	46,430	101,511	-1.1
British Columbia	126,381	53,866	123,859	2.0
Territories ¹	x	x	x	x
Canada	1,057,623	470,401	1,041,787	1.5
2006				
Newfoundland and Labrador	13,317	6,255	13,053	2.0
Prince Edward Island	1,580	1,072	1,669	-5.6
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	-2.0
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.

Data sources, definitions and methodology

Description

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

Data collected from businesses are aggregated with information from other sources to produce official estimates of national and provincial economic production for this industry.

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 Division and is updated using administrative data.

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. It should be noted that only financial information is available from businesses below the threshold; e.g., revenue, and expenses such as depreciation and salaries, wages and benefits. Detailed characteristics are collected only for surveyed establishments.

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). 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 based on 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 effective sample size for reference year 2008 was 634 collection entities.

Definitions

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

Operating expenses exclude 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/Quebec 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.

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.

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 which 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 units contributing to the estimate, the weighted response rate was 76.9%. 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.

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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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