



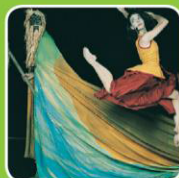
Canadian
Heritage

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Canada



Government of Canada Survey of Heritage Institutions: 2011



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Introduction

The Department of Canadian Heritage is pleased to announce that it has conducted its first survey of heritage institutions. This survey builds on one conducted by Statistics Canada up until 2010.

This survey is conducted to provide aggregate data to governments and cultural associations in order to gain a better understanding of not-for-profit heritage institutions in Canada and to aid in the development of policies, and the conduct of programs.

More than 1260 institutions or 51% of the entire heritage sector responded to the survey (including 78% of the largest institutions with operating budgets of \$1 million or more), which collected data for the 2011 fiscal year. It is the largest sample to be measured in over 12 years.

The *Government of Canada Survey of Heritage Institutions* has captured more comprehensive data than ever. This includes data on a range of characteristics, including volunteer hours, number of artefacts, exhibitions, online visits, and research requests handled.

Note: Despite its high representativeness, data for 2011 should not be compared with previously published data for Heritage Institutions since significant changes were made to the survey methodology. Details about the surveys methodology can be found in the section entitled Data Sources, Methods and Definitions.

Highlights

Revenue and Expenditures

Revenues for all heritage institutions in Canada exceeded \$1.73 billion in 2011.

The three provinces that accounted for most of the industry's revenues were Ontario (43.9%), Quebec (25.2%) and Alberta (9.1%).

Unearned revenue accounted for 64.7% of revenue for all heritage institutions. In total, all three levels of government contributed over \$876 million, accounting for approximately 78% of all unearned revenue; philanthropy and donations made up 20%.

Heritage institutions reported earned revenues of more than \$612.8 million in 2011. Sales in goods and services, which include over-the-counter sales in gift shops, cafeterias, and other outlets, accounted for 37% of earned revenue, followed by admission at 20%.

Approximately 48% of heritage institutions charged admission fees in 2011. The average admission for an adult at those institutions was approximately \$7.00.

Expenditures for all heritage institutions totaled more than \$1.64 billion. Wages and compensation for paid staff made up almost half (42.8%) of all expenditures.

Heritage institutions posted a profit margin of 5.5% in 2011.

Employment

In 2011 volunteers at heritage institutions outnumbered paid staff by approximately three to one. Of the 128,000 workers in heritage institutions, approximately 96,000 were volunteers. The amount of time they donated this year (over 6,000,000 hours) contributed to huge savings for institutions. Museums had the most volunteers (49,046 volunteers), followed by historic sites (15,873 volunteers).

The remainder of the workforce boasts a paid staff of over 11,500 full time workers, more than 16,700 part time workers, and approximately 4,000 contract workers.

Attendance and Members

Visits to heritage institutions remain among favourite pastimes in Canada. Overall attendance to heritage institutions totalled almost 45 million visits in 2011, with museums (21.5 million visits) being the most popular of all heritage institution types surveyed.

There were over 137 million online visits to all heritage institutions (captured for the first time in the history of the survey). Archives received the most online traffic totaling over 50 million online visits, followed by museums with 44 million.

There were over 1.8 million heritage institution members throughout Canada who benefited from membership subscriptions.

Over 110,000 school groups attended heritage institutions all over the country, taking advantage of the various programs provided to them.

Artefacts, Exhibitions and Research Requests

The total number of artefacts, archival documents, works of art and specimens in Canada's heritage institutions for 2011 is estimated at approximately 294 million. Canadian archives played the biggest role in fostering the preservation of Canada's cultural heritage, housing the bulk of artifacts at 59%, followed by museums at 35% and historic sites at 3%.

Heritage institutions across Canada provided access to the numerous artefacts that they collect and preserve. They display these items of cultural, artistic, and scientific significance for the education of the public through the hosting of exhibitions. In 2011, heritage institutions offered over 17,000 permanent exhibitions. In addition, more than 7,000 exhibitions were newly created and over 2,000 travelling exhibitions were circulated.

Heritage institutions also hosted nearly 3,000 exhibitions online, making it easier than ever to discover Canada's history through virtual exhibits.

2011 saw heritage institutions receive over 572,000 research requests, with archives receiving the bulk of them, over 65%, followed by museums with 25% and historic sites with 6%.

Table 1**National revenue and expenditure summary of heritage institutions, not-for-profit establishments, by institution type, Canada, 2011**

Note: All figures are in thousands of dollars

| | Art Galleries | Museums | Historic Sites | Archives | Zoos and Botanical Gardens | Total (Canada) |
|----------------------------------|---------------|-----------|----------------|-----------|----------------------------|--------------------|
| Unearned Revenues | \$274,126 | \$447,565 | \$61,234 | \$193,914 | \$149,848 | \$1,126,686 |
| Earned Revenues | \$87,195 | \$251,565 | \$41,653 | \$11,083 | \$221,304 | \$612,800 |
| Total Revenues | \$361,320 | \$699,129 | \$102,887 | \$204,997 | \$371,152 | \$1,739,486 |
| All Compensation Wages and Admin | \$127,543 | \$267,885 | \$43,914 | \$124,556 | \$139,551 | \$703,448 |
| Total Expenditures | \$365,302 | \$659,813 | \$100,243 | \$202,157 | \$315,465 | \$1,642,979 |
| Profit Margin (percent) | -1.10% | 5.62% | 2.57% | 1.39% | 15.00% | 5.55% |

Notes: Institutions surveyed consists of all establishments classified as heritage institutions and includes archives, art galleries, historic sites, museums, exhibition centres, observatories, planetariums, aquariums, zoos and botanical gardens. Due to rounding, some components may not add to total.

Table 2**National revenue and expenditure profile of heritage institutions, not-for-profit establishments, by institution type, Canada, 2011**

Note: All figures are in thousands of dollars

| | Art Galleries | Museums | Historic Sites | Archives | Zoos and Botanical Gardens | Total (Canada) |
|---|------------------|------------------|------------------|------------------|----------------------------|--------------------|
| Unearned Revenues | | | | | | |
| Federal Government | \$68,009 | \$175,693 | \$10,274 | \$117,591 | \$11,716 | \$383,282 |
| Provincial Government | \$86,984 | \$135,570 | \$16,897 | \$24,166 | \$45,994 | \$309,610 |
| Local Government | \$24,095 | \$51,946 | \$9,473 | \$39,176 | \$59,141 | \$183,831 |
| Donations Tax Received | \$64,870 | \$39,088 | \$13,214 | \$6,718 | \$21,027 | \$144,916 |
| Donations non Tax Received | \$6,207 | \$28,644 | \$7,880 | \$4,083 | \$4,760 | \$51,573 |
| Gifts from Other Charities | \$20,053 | \$3,393 | \$2,507 | \$1,595 | \$6,055 | \$33,603 |
| Interest Investment | \$3,907 | \$13,231 | \$991 | \$586 | \$1,156 | \$19,871 |
| Total Unearned Revenues | \$274,126 | \$447,565 | \$61,234 | \$193,914 | \$149,848 | \$1,126,686 |
| Earned Revenues | | | | | | |
| Gross Income from Rental of Land/Facilities | \$3,534 | \$10,980 | \$6,147 | \$1,064 | \$7,517 | \$29,242 |
| Membership Fees | \$8,048 | \$18,362 | \$724 | \$346 | \$14,553 | \$42,033 |
| Admission Fees | \$5,361 | \$67,903 | \$2,280 | \$243 | \$47,694 | \$123,481 |
| Public Program Fees | \$3,161 | \$6,272 | \$370 | \$36 | \$2,259 | \$12,098 |
| Fundraising | \$7,971 | \$20,272 | \$2,642 | \$985 | \$40,305 | \$72,175 |
| Sales of Goods and Services / Merchandise | \$42,036 | \$77,675 | \$21,881 | \$2,310 | \$81,217 | \$225,119 |
| Other Earned Revenue | \$17,083 | \$50,102 | \$7,609 | \$6,099 | \$27,758 | \$108,652 |
| Total Earned Revenues | \$87,195 | \$251,565 | \$41,653 | \$11,083 | \$221,304 | \$612,800 |
| Total Revenues | \$361,320 | \$699,129 | \$102,887 | \$204,997 | \$371,152 | \$1,739,486 |
| Expenditures | | | | | | |
| Advertising & Promotion | \$14,177 | \$21,245 | \$2,259 | \$936 | \$12,980 | \$51,598 |
| Travel & Vehicle | \$2,969 | \$8,504 | \$899 | \$2,608 | \$2,358 | \$17,339 |
| Interest Bank Charges | \$3,440 | \$7,237 | \$4,437 | \$569 | \$3,573 | \$19,256 |
| Office Supplies and Expenses | \$5,294 | \$19,044 | \$2,327 | \$6,198 | \$8,422 | \$41,286 |
| Occupancy Costs | \$32,465 | \$66,051 | \$7,742 | \$10,093 | \$17,551 | \$133,903 |
| Professional Consulting Fees | \$12,647 | \$42,685 | \$3,674 | \$14,469 | \$8,325 | \$81,800 |
| Training for Staff and Volunteers | \$764 | \$2,244 | \$96 | \$231 | \$621 | \$3,956 |
| All Compensation Wages and Admin | \$127,543 | \$267,885 | \$43,914 | \$124,556 | \$139,551 | \$703,448 |
| FMV of Donated Goods Used in Charitable Programs ¹ | \$47,016 | \$10,651 | \$1,195 | \$1,295 | \$156 | \$60,313 |
| Total Cost of all Purchased Supplies | \$23,096 | \$34,011 | \$8,892 | \$4,118 | \$43,925 | \$114,042 |
| Amortization of Capital Assets | \$29,007 | \$74,094 | \$4,772 | \$3,179 | \$28,593 | \$139,644 |
| Expense for Research Grants Scholarships | \$1,360 | \$7,114 | \$77 | \$87 | \$514 | \$9,152 |
| Other Operating Expenses | \$65,523 | \$99,046 | \$19,960 | \$33,819 | \$48,895 | \$267,243 |
| Total Expenditures | \$365,302 | \$659,813 | \$100,243 | \$202,157 | \$315,465 | \$1,642,979 |
| Profit Margin (percent) | -1.10% | 5.62% | 2.57% | 1.39% | 15.00% | 5.55% |

1. FMV is an acronym for fair market value

Notes: Institutions surveyed consists of all establishments classified as heritage institutions and includes archives, art galleries, historic sites, museums, exhibition centres, observatories, planetariums, aquariums, zoos and botanical gardens. Due to rounding, some components may not add to total.

Table 3**National industry characteristics profile of heritage institutions, not-for-profit establishments, by institution type, Canada, 2011**

| | Art Galleries | Museums | Historic Sites | Archives | Zoos and Botanical Gardens | Total (Canada) |
|--------------------------------|---------------|-------------|----------------|-------------|----------------------------|----------------|
| Employment | | | | | | |
| Full Time Employees | 2,621 | 3,729 | 1,172 | 2,063 | 1,964 | 11,548 |
| Part Time Employees | 1,651 | 6,317 | 4,618 | 885 | 3,260 | 16,731 |
| Contract Workers | 1,186 | 1,759 | 783 | 131 | 146 | 4,005 |
| Number Of Volunteers | 13,382 | 49,046 | 15,873 | 3,666 | 13,951 | 95,918 |
| Hours Worked by all Volunteers | 410,809 | 3,463,090 | 674,066 | 289,941 | 1,248,647 | 6,084,075 |
| Attendance/ Members | | | | | | |
| # of Visits | 6,835,047 | 21,493,709 | 5,892,652 | 681,585 | 9,937,915 | 44,840,907 |
| # of Online Visits | 13,111,973 | 44,024,934 | 7,235,396 | 53,215,886 | 22,148,877 | 139,737,066 |
| # of School Groups | 16,080 | 58,016 | 16,627 | 2,889 | 17,015 | 110,626 |
| # of Members | 179,963 | 1,175,988 | 46,386 | 36,445 | 349,169 | 1,787,951 |
| # of Memberships | 125,162 | 358,649 | 33,491 | 34,453 | 214,882 | 766,638 |
| Artefacts/ Exhibitions | | | | | | |
| # of Artefacts | 603,049 | 102,713,971 | 10,211,651 | 173,037,301 | 7,555,343 | 294,121,315 |
| # of Collections | 21,103 | 43,827,292 | 50,117 | 136,947 | 2,034,905 | 46,070,365 |
| # of Permanent Exhibitions | 278 | 11,531 | 4,923 | 465 | 197 | 17,393 |
| # of Exhibitions Created | 1,985 | 3,502 | 913 | 1,092 | 76 | 7,569 |
| # of Exhibitions Circulated | 403 | 1,215 | 158 | 399 | 0 | 2,175 |
| # of Online Exhibitions Hosted | 71 | 876 | 106 | 1,725 | 64 | 2,842 |
| Research | | | | | | |
| # of Research Requests | 11,164 | 142,182 | 36,354 | 380,184 | 2,340 | 572,223 |

Notes: Institutions surveyed consists of all establishments classified as heritage institutions and includes archives, art galleries, historic sites, museums, exhibition centres, observatories, planetariums, aquariums, zoos and botanical gardens. Due to rounding, some components may not add to total.

Table 4**Provincial and territorial revenue and expenditure summary of heritage institutions, not-for-profit establishments, all institution types, Canada, 2011**

Note: All figures are in thousands of dollars

| | Newfoundland and Labrador | Prince Edward Island | Nova Scotia | New Brunswick | Quebec | Ontario | Manitoba | Saskat- chewan | Alberta | British Columbia | Territories ¹ | Total (Canada) |
|----------------------------------|---------------------------------|----------------------------|----------------|------------------|-----------|-----------|----------|-------------------|-----------|---------------------|--------------------------|--------------------|
| Unearned Revenues | \$13,382 | \$2,330 | \$29,661 | \$15,731 | \$290,210 | \$531,605 | \$62,338 | \$23,585 | \$76,483 | \$75,085 | \$6,275 | \$1,126,686 |
| Earned Revenues | \$6,593 | \$609 | \$8,436 | \$13,943 | \$148,489 | \$232,083 | \$22,437 | \$13,656 | \$82,653 | \$80,667 | \$1,676 | \$612,800 |
| Total Revenues | \$19,975 | \$2,939 | \$38,097 | \$29,674 | \$438,699 | \$763,688 | \$84,775 | \$37,241 | \$159,135 | \$155,752 | \$7,951 | \$1,739,486 |
| All Compensation Wages and Admin | \$8,419 | \$1,708 | \$13,646 | \$13,057 | \$151,904 | \$341,099 | \$27,854 | \$21,986 | \$54,732 | \$65,044 | \$3,998 | \$703,448 |
| Total Expenditures | \$19,066 | \$3,259 | \$30,401 | \$27,179 | \$399,958 | \$758,090 | \$85,893 | \$39,758 | \$125,541 | \$146,281 | \$7,552 | \$1,642,979 |
| Profit Margin (percent) | 4.55% | -10.88% | 20.20% | 8.41% | 8.83% | 0.73% | -1.32% | -6.76% | 21.11% | 6.08% | 5.02% | 5.55% |

1. Territories include: Yukon, Northwest Territories and Nunavut

Notes: Institutions surveyed consists of all establishments classified as heritage institutions and includes archives, art galleries, historic sites, museums, exhibition centres, observatories, planetariums, aquariums, zoos and botanical gardens. Due to rounding, some components may not add to total. The data provided in this report are considered preliminary and could be subject to slight revision. Due to rounding, some components may not add to total.

Table 5**Provincial and territorial revenue and expenditure profile of heritage institutions, not-for-profit establishments, all institution types, Canada, 2011**

Note: All figures are in thousands of dollars

| | Newfoundland and Labrador | Prince Edward Island | Nova Scotia | New Brunswick | Quebec | Ontario | Manitoba | Saskat- chewan | Alberta | British Columbia | Territories ¹ | Total (Canada) |
|---|---------------------------------|----------------------------|-----------------|------------------|------------------|------------------|-----------------|-------------------|------------------|---------------------|--------------------------|--------------------|
| Unearned Revenues | | | | | | | | | | | | |
| Federal Government | \$1,758 | \$371 | \$16,215 | \$2,867 | \$87,017 | \$263,076 | \$1,421 | \$1,069 | \$2,830 | \$5,893 | \$765 | \$383,282 |
| Provincial Government | \$9,549 | \$1,592 | \$9,312 | \$6,109 | \$109,311 | \$105,392 | \$17,375 | \$16,603 | \$9,599 | \$19,502 | \$5,266 | \$309,610 |
| Local Government | \$366 | \$95 | \$1,036 | \$1,255 | \$30,276 | \$67,716 | \$22,996 | \$2,209 | \$32,655 | \$25,146 | \$80 | \$183,831 |
| Donations Tax Received | \$1,232 | \$157 | \$1,149 | \$3,537 | \$40,134 | \$58,733 | \$13,572 | \$2,242 | \$11,258 | \$12,842 | \$60 | \$144,916 |
| Donations non Tax Received | \$392 | \$45 | \$1,435 | \$1,277 | \$6,113 | \$14,385 | \$2,503 | \$1,136 | \$16,099 | \$8,086 | \$103 | \$51,573 |
| Gifts from Other Charities | \$31 | X | \$170 | \$307 | \$8,054 | \$18,245 | \$4,132 | \$62 | \$859 | \$1,743 | X | \$33,603 |
| Interest Investment | \$54 | \$70 | \$344 | \$379 | \$9,306 | \$4,059 | \$338 | \$264 | \$3,183 | \$1,872 | X | \$19,871 |
| Total Unearned Revenues | \$13,382 | \$2,330 | \$29,661 | \$15,731 | \$290,210 | \$531,605 | \$62,338 | \$23,585 | \$76,483 | \$75,085 | \$6,275 | \$1,126,686 |
| Earned Revenues | | | | | | | | | | | | |
| Gross Income from Rental of Land/Facilities | \$325 | \$27 | \$670 | \$426 | \$9,448 | \$11,319 | \$813 | \$246 | \$2,308 | \$3,274 | \$385 | \$29,242 |
| Membership Fees | \$449 | X | \$132 | \$216 | \$4,826 | \$25,360 | \$442 | \$438 | \$4,282 | \$5,858 | \$28 | \$42,033 |
| Admission Fees | \$464 | X | \$1,196 | \$2,231 | \$23,830 | \$36,885 | \$5,714 | \$1,145 | \$25,456 | \$26,584 | \$170 | \$123,481 |
| Public Program Fees | \$65 | X | \$207 | X | \$1,961 | \$2,928 | \$82 | \$260 | \$1,367 | \$3,475 | X | \$12,098 |
| Fundraising | \$163 | \$30 | \$777 | \$544 | \$42,251 | \$14,800 | \$1,734 | \$1,188 | \$5,665 | \$4,884 | \$138 | \$72,175 |
| Sales of Goods and Services / Merchandise | \$3,388 | \$297 | \$2,203 | \$9,174 | \$36,440 | \$91,153 | \$9,973 | \$9,005 | \$37,055 | \$25,702 | \$730 | \$225,119 |
| Other Earned Revenue | \$1,738 | \$256 | \$3,250 | \$1,352 | \$29,733 | \$49,638 | \$3,679 | \$1,373 | \$6,519 | \$10,890 | \$225 | \$108,652 |
| Total Earned Revenues | \$6,593 | \$609 | \$8,436 | \$13,943 | \$148,489 | \$232,083 | \$22,437 | \$13,656 | \$82,653 | \$80,667 | \$1,676 | \$612,800 |
| Total Revenues | \$19,975 | \$2,939 | \$38,097 | \$29,674 | \$438,699 | \$763,688 | \$84,775 | \$37,241 | \$159,135 | \$155,752 | \$7,951 | \$1,739,486 |
| Expenditures | | | | | | | | | | | | |
| Advertising & Promotion | \$417 | \$91 | \$680 | \$427 | \$13,569 | \$22,953 | \$1,595 | \$921 | \$5,549 | \$5,215 | \$181 | \$51,598 |
| Travel & Vehicle | \$254 | \$21 | \$337 | \$350 | \$3,284 | \$10,217 | \$634 | \$299 | \$858 | \$1,037 | \$49 | \$17,339 |
| Interest Bank Charges | \$95 | \$23 | \$163 | \$138 | \$9,953 | \$5,511 | \$397 | \$240 | \$1,420 | \$1,288 | \$29 | \$19,256 |
| Office Supplies and Expenses | \$206 | \$71 | \$1,938 | \$551 | \$7,366 | \$22,930 | \$1,356 | \$665 | \$2,525 | \$3,576 | \$102 | \$41,286 |
| Occupancy Costs | \$2,789 | \$18 | \$3,580 | \$2,176 | \$35,873 | \$59,709 | \$3,861 | \$3,292 | \$9,028 | \$12,683 | \$896 | \$133,903 |
| Professional Consulting Fees | \$648 | \$25 | \$1,641 | \$1,514 | \$31,849 | \$32,844 | \$3,234 | \$446 | \$4,721 | \$4,617 | \$262 | \$81,800 |
| Training for Staff and Volunteers | \$57 | X | \$182 | \$208 | \$952 | \$1,762 | \$125 | \$110 | \$252 | \$300 | X | \$3,956 |
| All Compensation Wages and Admin | \$8,419 | \$1,708 | \$13,646 | \$13,057 | \$151,904 | \$341,099 | \$27,854 | \$21,986 | \$54,732 | \$65,044 | \$3,998 | \$703,448 |
| FMV of Donated Goods Used in Charitable Programs ² | \$37 | X | \$91 | \$1,476 | \$21,185 | \$33,449 | \$665 | \$331 | \$1,245 | \$1,800 | \$34 | \$60,313 |
| Total Cost of all Purchased Supplies | \$2,179 | \$125 | \$2,413 | \$919 | \$9,419 | \$47,092 | \$29,185 | \$2,208 | \$6,462 | \$13,582 | \$457 | \$114,042 |
| Amortization of Capital Assets | \$492 | X | \$976 | \$1,210 | \$40,892 | \$65,318 | \$4,027 | \$2,287 | \$17,585 | \$6,564 | \$284 | \$139,644 |
| Expense for Research Grants Scholarships | X | X | X | \$47 | \$617 | \$7,580 | \$103 | X | \$117 | \$678 | X | \$9,152 |
| Other Operating Expenses | \$3,472 | \$1,168 | \$4,753 | \$5,107 | \$73,095 | \$107,627 | \$12,859 | \$6,965 | \$21,047 | \$29,897 | \$1,253 | \$267,243 |
| Total Expenditures | \$19,066 | \$3,259 | \$30,401 | \$27,179 | \$399,958 | \$758,090 | \$85,893 | \$39,758 | \$125,541 | \$146,281 | \$7,552 | \$1,642,979 |
| Profit Margin (percent) | 4.55% | -10.88% | 20.20% | 8.41% | 8.83% | 0.73% | -1.32% | -6.76% | 21.11% | 6.08% | 5.02% | 5.55% |

1. Territories include: Yukon, Northwest Territories and Nunavut

2. FMV is an acronym for fair market value

X. Too unreliable to be published

Notes: Institutions surveyed consists of all establishments classified as heritage institutions and includes archives, art galleries, historic sites, museums, exhibition centres, observatories, planetariums, aquariums, zoos and botanical gardens. Due to rounding, some components may not add to total. The data provided in this report are considered preliminary and could be subject to slight revision. Due to rounding, some components may not add to total.

Table 6**Provincial and territorial Industry characteristics profile of heritage institutions, not-for-profit establishments, all institutions types, Canada, 2011**

| | Newfoundland and Labrador | Prince Edward Island | Nova Scotia | New Brunswick | Quebec | Ontario | Manitoba | Saskatchewan | Alberta | British Columbia | Territories ¹ | Total (Canada) |
|---------------------------------------|---------------------------|----------------------|-------------|---------------|------------|------------|----------|--------------|-----------|------------------|--------------------------|-------------------|
| Full-Time Employees | 150 | 18 | 471 | 357 | 1,966 | 5,700 | 392 | 272 | 885 | 1,165 | 107 | 11,548 |
| Part-Time Employees | 524 | 100 | 733 | 1,913 | 3,764 | 4,171 | 619 | 665 | 1,498 | 2,017 | 163 | 16,731 |
| Contract Workers | 285 | X | 79 | 255 | 886 | 659 | 274 | 70 | 90 | 543 | 57 | 4,005 |
| # Of Volunteers | 2,073 | 153 | 3,971 | 4,812 | 7,043 | 35,232 | 4,576 | 8,665 | 6,116 | 17,414 | 567 | 95,918 |
| Hours Worked by all Volunteers | 176,974 | 7,800 | 281,319 | 192,730 | 343,265 | 2,471,993 | 248,942 | 316,582 | 736,326 | 1,055,949 | 8,015 | 6,084,075 |
| # of Visits | 381,200 | 77,513 | 1,247,778 | 1,283,542 | 10,579,554 | 12,305,832 | 977,336 | 1,153,862 | 3,788,377 | 8,384,463 | 172,495 | 44,840,907 |

1. Territories include: Yukon, Northwest Territories and Nunavut

X. Too unreliable to be published

Notes: Institutions surveyed consists of all establishments classified as heritage institutions and includes archives, art galleries, historic sites, museums, exhibition centres, observatories, planetariums, aquariums, zoos and botanical gardens. Due to rounding, some components may not add to total.

Data Sources, Methods and Definitions

Government of Canada Survey of Heritage Institutions: 2011

Detailed Information for 2011

Reference Year

The data collected for the *Government of Canada Survey of Heritage Institutions* pertains to the 2011 calendar year or in some cases the corresponding fiscal year, depending on the method of operation by the institution surveyed.

Data collection for this reference period was 2013-08-12 to 2013-10-01

Description

This survey collects financial and operating data required to gain a better understanding of not-for-profit heritage institutions in Canada and to help develop national and regional policies and programs.

This data is aggregated to produce official estimates of the national and provincial economic production along with the cultural and civic role of all heritage institutions in Canada. Data from the *Government of Canada Survey of Heritage Institutions*, together with revenue and expenditure data from the Canada Revenue Agency, contributes to the accurate measurement of national and provincial economic and social activities.

Target Population

The target population consists of not-for-profit establishments classified as heritage institutions in accordance to the definition of North American Industry Classification System (NIACS). Institutions surveyed include archives (519122), art museums and galleries, non-commercial (712111), history and science museums (712115), museums excluding art museums and galleries (712119), historic and heritage sites (712120), as well as zoos and botanical gardens (712130).

The survey captures publically and privately owned heritage institutions whose purpose is to preserve, interpret and provide public access to its artefacts, documents, specimens, buildings and sites of cultural and educational value. These can include historical, artistic, scientific, technological, as well as objects of natural history.

Sampling

This is a sample survey with a cross sectional design. A cross sectional design is aimed at determining certain attributes at a particular point in time; in this case it is for heritage institutions in 2011.

The sampling frame consists of a list of not-for-profit institutions eligible for surveying. All institutions from the sampling frame are confirmed to be eligible for surveying. The frame offers information about each institution including: address, industry classification and information from administrative data sources.

The surveys main objective is to produce estimates for the entire sector, which includes incorporated and unincorporated institutions. These include revenue and expenditure estimates as well as industry characteristic estimates, in order to gain a better understanding of the not-for-profit heritage institutions in Canada.

The sample size for all institutions for reference year 2011 was 2234 institutions.

The overall response rate for all institution was 56.8% (1269 institutions).

Sampling Changes from Previous Years

Formerly when the survey was conducted by Statistics Canada, the sample frame did not comprise of certain types of heritage institutions. These include smaller institutions with revenues below fifty thousand dollars (approximately 50% of the sector), institutions with a secondary function related to the heritage sector (i.e. university art gallery), and all archives.

The *Government of Canada Survey of Heritage Institutions: 2011* now captures all types of heritage institutions in its sample frame, including smaller institutions with revenues below fifty thousand dollars, institutions with a secondary function related to the heritage sector, and all archives.

Data Sources

The *Government of Canada Survey of Heritage Institutions* data comes primarily from two sources.

1. Revenues, expenditures and heritage sector characteristics data (i.e. visits, employment numbers, research requests, etc.) from surveyed institutions;
2. Revenues and expenditures data from the Canada Revenue Agency's Registered Charity Information Return (T3010 information return).

Error Detection

Non sample errors such as duplication, response inaccuracy caused by human error, reporting or coding of data to which a specific statistical analysis is exposed, is verified several times to ensure that systematic and random non sample errors are minimized. Data is checked and analysed for errors and irregularity. These checks look for reporting consistency such as section totals being equal to the components, identification of excessive or incorrect values, etc.

Quality Evaluation

Prior to dissemination, combined survey results are analyzed for comparability. In general, this includes a detailed analysis of individual responses for each institution, historic trends and comparison with other data sources.

Estimation & Weighting

The survey data is weighted by institution type, geographical location and revenue bracket, and is combined with administrative data to produce final sector estimates.

Data Accuracy

Despite the fact that all efforts are made to ensure that all stages of collection and dissemination are done accurately, the final estimates are unavoidably subject to a certain degree of error. Data can be affected by two types of error: sampling error and non-sampling error.

Non sampling error includes coverage errors, such as when an institution in the sample is incorrectly excluded or included, or is duplicated in the sample. It also includes non-response error, such as the failure to obtain a response from some institutions because of absence, refusal, or some other reason; Response error, such as error caused by respondents intentionally or accidentally providing inaccurate responses; and processing error, such as errors that occur in the process of data collection, data entry, coding, editing and output.

Sampling error arises as a result of taking a sample from a population rather than using the whole population. It refers to the difference between the estimate derived from a sample survey and the 'true' value that would result if a census of the whole population were taken under the same conditions. As a general rule, the more people being surveyed (sample size), the smaller the sampling error will be.

Privacy

Canadian Heritage is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent. Information from this survey will be used for statistical purposes only and will be published in aggregate form only.

Definitions

Full time employees: includes paid employees who worked at least 30 hours per week all year.

Part time employees: refers to paid employees who do not meet the full-time definition.

Contract workers: Is not an employee of the institution but is hired for a specific task or project.

Research request: refers to a request which requires data extraction from a database, record keeping system, catalogues, etc., for information.

Artefacts: includes objects, documents, specimens, buildings and sites of cultural and educational value.

School groups: Includes organized trips by educational establishments.

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