



# The Daily

Statistics Canada

**Monday, March 9, 1998**

For release at 8:30 a.m.

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## MAJOR RELEASES

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- **Heritage institutions, 1995/96** 2  
 Attendance is increasing at Canada's museums, aquariums, nature parks and other heritage institutions, but visitors are paying a lot more for the pleasure. With government grants not keeping pace with increases in operating expenditures, the nation's 2,562 heritage institutions have sought more revenue through higher admission fees and commercial ventures.

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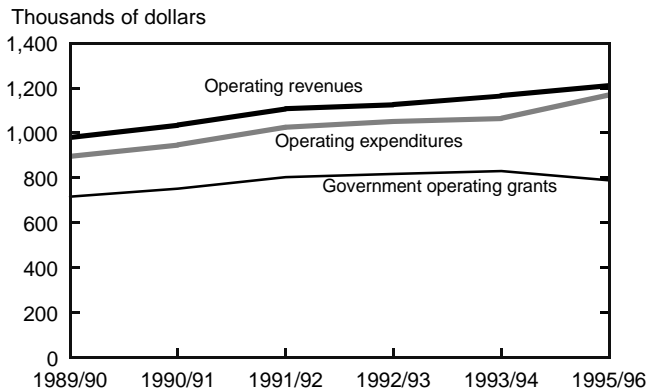
## MAJOR RELEASES

### Heritage institutions

1995/96

More and more people are visiting Canada's museums, aquariums, nature parks and other heritage institutions, but they are paying a lot more for the pleasure.

#### Grants, revenues, and expenditures



With government grants not keeping pace with increases in operating expenditures, the nation's 2,562 heritage institutions have sought more revenue through higher admission fees, commercial ventures such as gift shops and concessions, and donations from private and corporate sources.

Almost 113 million Canadians and foreign visitors visited heritage institutions in the fiscal year 1995/96, up 2% from the fiscal year 1993/94, according to the biennial Survey of Heritage Institutions. Increased attendance at museums and nature parks, that is, national, provincial, municipal and other parks with interpretation programs, more than offset declines at other institutions.

While government operating grants have increased since 1989/90, they have not kept pace with the growth in the operating expenditures of heritage institutions. Total operating expenditures of all heritage institutions excluding nature parks grew by 33% since 1989/90, while operating grants from all governments went up 16%.

During the seven-year period from 1989/90, overall revenue from admissions has increased 68% to \$91.2 million. In museums specifically, revenue from gift shops and concessions has almost doubled.

#### Note to readers

The biennial Survey of Heritage Institutions collects data on not for profit heritage institutions in Canada. These data are based on 2,562 institutions reporting for their financial year ending between April 1, 1995, and March 31, 1996.

Heritage institutions include museums, historic sites, archives, and other related institutions such as exhibition centres, planetariums, and observatories, aquariums and zoos, and botanical gardens, arboreta and conservatories. Data are also available on nature parks. They include only those parks, wildlife and conservation areas that have interpretation and educational programs (e.g., Banff, Jasper, Stanley, Gatineau, Wood Buffalo, Algonquin, and a lot of the smaller parks).

Earned revenues include membership, admission and camping fees; gross revenues from gift shops, sales counters, cafeterias or recreational activities; and interest and other revenues.

Unearned revenues include government funding, corporate grants and sponsorships, contributions from "friends of" organizations, university or religious institutions, and donations.

On the other hand, in 1989/90, almost 72% of the operating revenues of heritage institutions (excluding nature parks) came from the public purse. By 1995/96, this proportion had declined to 65%.

#### Steady growth in museum attendance

Museum attendance grew steadily to almost 26.9 million in 1995/96, a 11% increase from 1989/90. At the same time, total operating revenue for museums increased 40% to \$574.9 million in 1995/96. This increase in revenue was due largely to growth in admission receipts, gift shops and concessions.

In 1989/90, 34% of museums charged admission fees. Seven years later, this had increased to more than 40%.

In contrast, archives, exhibition centres, planetariums, zoos and botanical gardens recorded a combined 30% decline in attendance since 1989/90. But even with this decline, their combined operating revenues rose 18% to \$246.6 million over the same period, largely due to increased admission fees and sales from gift shops and concessions.

Across Canada, the increase in earned revenue was most evident for institutions in Newfoundland, Nova Scotia, Saskatchewan and British Columbia. Earned revenue declined in Prince Edward Island and New Brunswick because of a slight drop in the earnings from gift shops and concessions.

### Public funding share of operating revenue declining

Even with the increase in earned revenue, the bulk of operating revenues still came from government funding. The federal government gave heritage institutions (excluding nature parks) \$249.7 million in 1995/96, up 12% from 1989/90. Provincial governments contributed \$248.3 million, up 15% from 1989/90, but down 2% from 1993/94. Municipal funding also fell 2% to \$119.2 million from 1993/94. But this level was still 28% higher than it was seven years earlier. Some of the decline in government support was offset by private individuals and corporations, whose contributions increased 12% from 1993/94 and 26% from 1989/90.

Arts and history museums in particular benefited from increased federal funds in 1995/96 as opposed to archives and historic sites whose federal assistance dropped nearly 7% from 1989/90.

While government operating grants have increased since 1989/90, they have lagged behind the growth in the operating expenditures of heritage institutions. For museums, total operating expenditures grew by 44%, while grants from all governments went up only 26%.

For historic sites, grants actually dropped 5% during this seven-year period, while expenditures rose 9%. Other institutions, excluding nature parks, had a 9% increase in government support. However, their expenditures grew three times as much during the period.

Heritage institutions, excluding nature parks, relied on a volunteer work force of 52,000 people and a much smaller paid work force to maintain services. In

1995/96, they employed 23,200 paid workers, down from 24,100 in 1993/94. They paid \$534.9 million in salaries and wages, representing 57% of all operating expenses.

### Attendance at nature parks increases

Canadians and foreign visitors flocked in record levels to nature parks in 1995/96, which include major attractions such as Banff and Jasper national parks. A total of 58.5 million people visited these parks, surpassing the previous peak of 56.8 million in 1989/90.

This increased attendance at nature parks resulted in earned revenue of \$87.1 million in 1995/96, up 17% over the previous two years. This was 59% higher than in 1989/90. In 1989/90, admission receipts at nature parks were \$12.3 million. By 1995/96, they had reached \$38.1 million.

Decreased operating grants from all levels of government more than offset the gains in earned revenue of nature parks. Federal funding of nature parks was down 21% from 1993/94. Provincial funding fell 41% while municipalities cut their funding 8%.

Selected details from the Survey of Heritage Institutions are now available in table format (\$50). Data from the survey are also available by province and territory. Researchers can request special tabulations on a cost-recovery basis.

For further information on this release, or to order tables, contact Fidelis Ifedi (613-951-1569; fax: 613-951-9040), Culture Statistics Program, Education, Culture and Tourism Division. □

## Attendance, operating revenues, and operating expenditures

	1989/90	1991/92	1993/94	1995/96	1993/94 to 1995/96
<b>Total</b>					<b>% change</b>
Attendance ('000)	114,037	108,836	111,236	112,968	1.6
Operating revenues (\$'000)	980,273	1,108,289	1,167,171	1,211,452	3.8
Operating expenditures (\$'000)	895,432	1,025,695	1,065,160	1,171,122	9.9
<b>Museums</b>					
Attendance ('000)	24,305	23,319	25,445	26,882	5.6
Operating revenues (\$'000)	410,278	494,498	506,738	574,903	13.5
Operating expenditures (\$'000)	392,290	480,649	497,747	563,262	13.2
<b>Historic sites</b>					
Attendance ('000)	16,977	16,784	17,020	16,535	-2.8
Operating revenues (\$'000)	120,367	127,789	130,894	128,651	-1.7
Operating expenditures (\$'000)	111,076	118,744	120,589	121,033	0.4
<b>Other institutions<sup>1</sup></b>					
Attendance ('000)	15,920	14,361	12,464	11,065	-11.2
Operating revenues (\$'000)	209,688	236,643	231,702	246,555	6.4
Operating expenditures (\$'000)	200,221	226,460	225,047	253,150	12.5
<b>Nature parks</b>					
Attendance ('000)	56,835	54,372	56,307	58,483	3.9
Operating revenues (\$'000)	239,941	249,359	297,836	261,344	-12.3
Operating expenditures (\$'000)	191,845	199,841	221,776	233,677	5.4

<sup>1</sup> Includes archives, exhibition centres, planetariums, observatories, aquariums, zoos, botanical gardens, aboretums, and conservatories.

## Operating grants and donations

	1989/90	1991/92	1993/94	1995/96	1993/94 to 1995/96
					<b>% change</b>
					<b>\$'000</b>
<b>Total</b>					
Federal	331,410	346,242	337,675	332,053	-1.7
Provincial	274,677	313,171	311,551	282,931	-9.2
Municipal	110,688	143,519	181,709	174,577	-3.9
Private	58,889	79,761	66,611	75,711	13.7
<b>Museums</b>					
Federal	108,333	119,252	117,353	138,261	17.8
Provincial	149,875	178,086	180,300	172,450	-4.4
Municipal	32,623	40,162	50,732	56,112	10.6
Private	38,580	57,513	40,852	48,786	19.4
<b>Historic sites</b>					
Federal	53,121	54,641	56,379	51,424	-8.8
Provincial	30,631	31,413	30,291	25,585	-15.5
Municipal	10,951	13,442	14,411	13,382	-7.1
Private	1,435	1,661	1,674	2,812	68.0
<b>Other institutions<sup>1</sup></b>					
Federal	61,025	66,741	59,895	60,012	0.2
Provincial	35,730	40,600	42,448	50,292	18.5
Municipal	49,708	64,370	56,228	49,713	-11.6
Private	18,544	20,076	23,360	22,224	-4.9
<b>Nature parks</b>					
Federal	108,930	105,608	104,048	82,355	-20.8
Provincial	58,440	63,072	58,512	34,604	-40.9
Municipal	17,406	25,544	60,337	55,370	-8.2
Private	328	512	726	1,888	160.1

<sup>1</sup> Includes archives, exhibition centres, planetariums, observatories, aquariums, zoos, botanical gardens, aboretums, and conservatories.

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## OTHER RELEASES

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### Cement

January 1998

Manufacturers shipped 440 236 tonnes of cement in January, up 12% from 393 014 tonnes in January 1997 and down 43.3% from 776 370 tonnes in December 1997.

**Available on CANSIM: matrices 92 and 122 (series 35).**

The January 1998 issue of *Cement* (44-001-XPB, \$7/\$62) will be available shortly. See *How to order publications*.

For further information on this release, contact Roland Joubert (613-951-3527; Internet: [rjoubert@statcan.ca](mailto:rjoubert@statcan.ca)), Manufacturing, Construction and Energy Division. ■

### Steel pipe and tubing

January 1998

Steel pipe and tubing production for January totalled 215 971 tonnes, up 12.8% from 191 482 tonnes a year earlier.

**Available on CANSIM: matrix 35.**

The January 1998 issue of *Steel pipe and tubing* (41-011-XPB, \$7/\$62) will be available shortly. See *How to order publications*.

For further information on this release, contact Andy Shinnan (613-951-3515; Internet: [shinand@statcan.ca](mailto:shinand@statcan.ca)), Manufacturing, Construction and Energy Division. ■

### Oil pipeline transport

December 1997

Net receipts of crude oil and equivalent hydrocarbons totalled 13 726 621 cubic metres in December, up 9.8% from December 1996. Year-to-date receipts to the end of December 1997 (151 493 141 cubic metres) rose 7.5% over the same period in 1996. Net receipts of liquefied petroleum gases and refined petroleum products in December (6 941 465 cubic metres) increased 5.8% from December 1996. Year-to-date receipts increased 0.4% to 76 728 497 cubic metres.

Pipeline exports of crude oil (6 668 631 cubic metres) advanced 11.6% from December 1996, and

pipeline imports (1 402 387 cubic metres) increased 31.7%. Year-to-date exports (69 412 038 cubic metres) were up 9.3% from 1996. Year-to-date imports (16 414 045 cubic metres) increased 26.1%. Canadian crude oil has found a ready market in the United States, where indigenous production has been declining in recent years.

December deliveries of crude oil by pipeline to Canadian refineries totalled 5 734 667 cubic metres, up 5.2% from 1996. December deliveries of liquefied petroleum gases and refined petroleum products fell 4.6% to 617 509 cubic metres. Year-to-date deliveries of crude oil to refineries at the end of December 1997 totalled 67 698 060 cubic metres, up 4.4% from the same period in 1996.

**Available on CANSIM: matrices 181 and 591-595.**

The December 1997 issue of *Oil pipeline transport* (55-001-XPB, \$12/\$114) will be available shortly. See *How to order publications*.

For further information on this release, contact Gérard O'Connor (613-951-3562; Internet: [oconger@statcan.ca](mailto:oconger@statcan.ca)), Energy Section, Manufacturing, Construction and Energy Division. ■

### For-hire trucking (commodity origin and destination)

First and second quarters 1997 (preliminary)

Canada-based long distance for-hire carriers, with annual revenues of \$1 million or more, transported 109.5 million tonnes of freight in the first half of 1997. (Due to changes in methodology, comparison with other years is not possible. A detailed description of the methodology used will be available in *Surface and marine transport: Service bulletin, Vol. 14, no. 2*).

While domestic activities accounted for 74% of the total tonnage and 79% of the total shipments, transborder movements generated 42% of the revenues earned and 46% of the tonne-kilometres performed by these carriers.

Preliminary results are available from the For-hire Trucking (commodity, origin and destination) Survey for the first two quarters of 1997.

**Available on CANSIM: matrix 143.**

Data for the first half of 1997 will appear in *Surface and marine transport: Service bulletin, Vol. 14, no. 2* (50-002-XPB, \$13/\$83). See *How to order publications*.

For further information on this release, contact Robert Larocque (613-951-2486; Internet: [laroque@statcan.ca](mailto:laroque@statcan.ca)) or Wendy Christoff (613-951-2498; Internet: [chriwen@statcan.ca](mailto:chriwen@statcan.ca); fax: 613-951-0579), Transportation Division. ■

## Annual Survey of Manufactures 1996

The Annual Survey of Manufactures provides information on over 200 different industries. Principal statistics for each industry are released on CANSIM as they become available. Data for the industries listed in the following table are now available. Data for 54 industries have now been released.

**Available on CANSIM: matrices 5415, 5434, 5454, 5455, 5508, 5509, 5519, 5521, 5529, 5564 and 6856.**

Data for the industries listed in the table will appear in *Rubber and plastic products industries* (33-250-XPB, \$40), *Textile products industries* (34-251-XPB, \$40), *Clothing industries* (34-252-XPB, \$40), *Primary metal*

*industries* (41-250-XPB, \$40), *Fabricated metal products industries* (41-251-XPB, \$40), *Transportation equipment industries* (42-251-XPB, \$40), and *Non-metallic mineral products industries* (44-250-XPB, \$40). The 1995 issue of *Products shipped by Canadian manufacturers* (31-211-XPB, \$67) is now available. The 1995 issues of the remaining publications will be released shortly. See *How to order publications*.

For further information, see *Contacts* below (fax: 613-951-9499; Internet: [Pentlii@statcan.ca](mailto:Pentlii@statcan.ca)).

A technical paper, "Personalized questionnaires for Canada's Annual Survey of Manufactures", has been issued as a Business and Trade Statistics Field Research Paper. It is available in print (61F0041MPE, \$5) and electronic format (61F0041MIE, free on the Internet) through [www.statcan.ca](http://www.statcan.ca). This paper describes the personalization of the long-form questionnaires of Canada's Annual Survey of Manufactures. Personalization was motivated by the desire to reduce respondent burden. The paper will be useful to users of manufacturing data and to interested respondents. For further information or to order the publication, contact John Crysdale (613-951-3589; fax: 613-951-6196; Internet: [crysdal@statcan.ca](mailto:crysdal@statcan.ca)) Enterprise Statistics Division.

## Value of shipments

Industry (Standard Industrial Classification)	1995	1996	1995 to 1996	Publication number	Contact	
	\$ millions		% change			
Plastic pipe and pipe fittings (1621)	622.5	711.0	14.2	33-250-XPB	N. Charron (613)	951-3510
Contract textile dyeing and finishing (1992)	296.4	296.9	0.2	34-251-XPB	J. Hosein (613)	951-5704
Hosiery (2494)	364.1	364.7	0.2	34-252-XPB	R. Kowaluk (613)	951-0600
Fur goods (2495)	88.6	98.5	11.2	34-252-XPB	R. Kowaluk (613)	951-0600
Steel pipe and tube (2921)	1,955.8	2,246.9	14.9	41-250-XPB	A. Shinnan (613)	951-3515
Iron foundries (2941)	1,136.1	1,050.7	-7.5	41-250-XPB	A. Shinnan (613)	951-3515
Pre-engineered metal building (except portable) (3023)	346.5	393.3	13.5	41-251-XPB	É. Saint-Pierre (613)	951-9837
Metal doors and windows (3031)	995.8	1,101.5	10.6	41-251-XPB	É. Saint-Pierre (613)	951-9837
Industrial fastener (3053)	693.0	733.7	5.9	41-251-XPB	É. Saint-Pierre (613)	951-9837
Shipbuilding and repair (3271)	970.3	718.7	-25.9	42-251-XPB	A. Shinnan (613)	951-3515
Primary glass and glass containers (3561)	744.1	718.0	-3.5	44-250-XPB	R. Sheldrick (613)	951-7199

## PUBLICATIONS RELEASED

**Clothing industry, 1995**  
**Catalogue number 34-252-XPB**  
(Canada: \$40; outside Canada: US\$40).

**Electric power statistics, December 1997**  
**Catalogue number 57-001-XPB**  
(Canada: \$12/\$114; outside Canada: US\$12/US\$114).

**Fabricated metal products industries, 1995**  
**Catalogue number 41-251-XPB**  
(Canada: \$40; outside Canada: US\$40).

**All prices exclude sales tax.**

**Coal and coke statistics, December 1997**  
**Catalogue number 45-002-XPB**  
(Canada: \$12/\$114; outside Canada: US\$12/US\$114).

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**MAJOR RELEASES**

- **Urban transit, 1995** 2  
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1995, 44.8% of Canadians took an average of about 20 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1995** 4  
Growth in productivity among Canadian businesses was noticeably weaker again in 1995, accompanied by sluggish gains in employment and slow economic growth during the year.

**OTHER RELEASES**

- **Metropolitan Index, May 1997** 3
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- **Steel primary forms, week ending May 21, 1997** 12
- **Egg production, April 1997** 12

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