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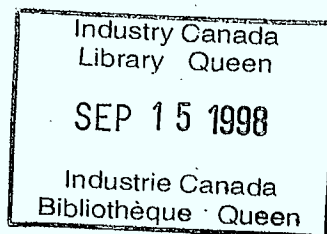
**MILITARY MUSEUMS IN CANADA:
A COMPARATIVE STATISTICAL PROFILE**

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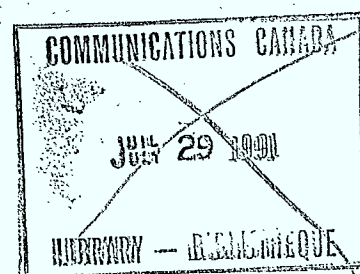
November, 1990

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TABLE OF CONTENTS

	Page
INTRODUCTION.....	1
DATA SOURCES	2
MILITARY AND OTHER MUSEUMS IN CANADA.....	3
VISITORSHIP	4
FINANCES	6
STAFF.....	8
SUMMARY AND CONCLUSIONS	9
APPENDIX: SURVEY METHODOLOGY	
CHARTS 1-12	

INTRODUCTION

This report has been prepared for the Task Force on Military Collections in Canada. The purpose of the report is to present a statistical profile of military museums in Canada and to compare the characteristics of military museums to those of other types of museums across Canada.

The analysis presented in this report is limited by the available data on military and other types of museums and cultural institutions. The two sources of information used to prepare this report are the Statistics Canada 1987 Survey of Heritage Institutions and a supplementary survey of smaller military museums conducted by Tao Research Associates Inc. in 1990. These data sources and their limitations are discussed in the next section.

Throughout this report the term "museum" will be used generically to refer to all museum-like institutions covered by the survey data including art galleries and science centres.

DATA SOURCES

The primary source of data used for this report is the 1987 Statistics Canada Survey of Heritage Institutions. This survey covers publicly and privately owned institutions whose purpose is to acquire, preserve, study, interpret and make accessible to the public objects and documents of educational and cultural value. Excluded from the survey are institutions which operate primarily for the sale of objects exhibited or as a profit-making endeavour. The list of organizations to be sent a survey questionnaire is reviewed each year and updated by using reference materials such as the Canadian Museum Association's *Official Directory of Canadian Museums and Related Institutions*. The time period covered in this survey is the financial year of responding organizations ending between April 1, 1987 and March 31, 1988. All data collected are self-reported by responding institutions.

In order to ensure more complete coverage of smaller military museums which might not be included in the national Statistics Canada Survey, a supplementary survey of smaller military museums was conducted in September 1990. In this survey the same questions asked on the Statistics Canada mail-out survey were asked by telephone of selected organizations and institutions. The methodology used for this survey is described in the Appendix.

Data collected through the supplementary survey was then integrated into the data provided from specially-requested data extraction computer runs on the 1987 Statistics Canada Survey database. Financial data gathered in 1990 have been discounted to 1987 dollars using a Consumer Price Index deflator.

MILITARY AND OTHER MUSEUMS IN CANADA

The statistics from the two surveys used in this study provide some insight into the relative importance of military museums in the broader context of cultural institutions in Canada. Comparing the numbers and size of military museums with other types of museums provides a basis for assessing, in an indirect way, the relative impact and exposure of military museums in the Canadian context.

It is estimated that there are 1,214 non-commercial museums (including art galleries) in Canada. Of these, only 63 or 5% identify themselves as military museums. There are over three times as many art galleries (193) and over eleven times as many community museums (694) as there are military museums in Canada. Chart 1 shows the total number of museums in various categories across Canada.

As the chart shows, there are more Human History museums and more science-oriented museums (Natural History as well as Science and Technology museums) than there are military museums. Other than the usually large Multidisciplinary museums, only the Transportation and Marine category has a fewer number of museums than the military museums category.

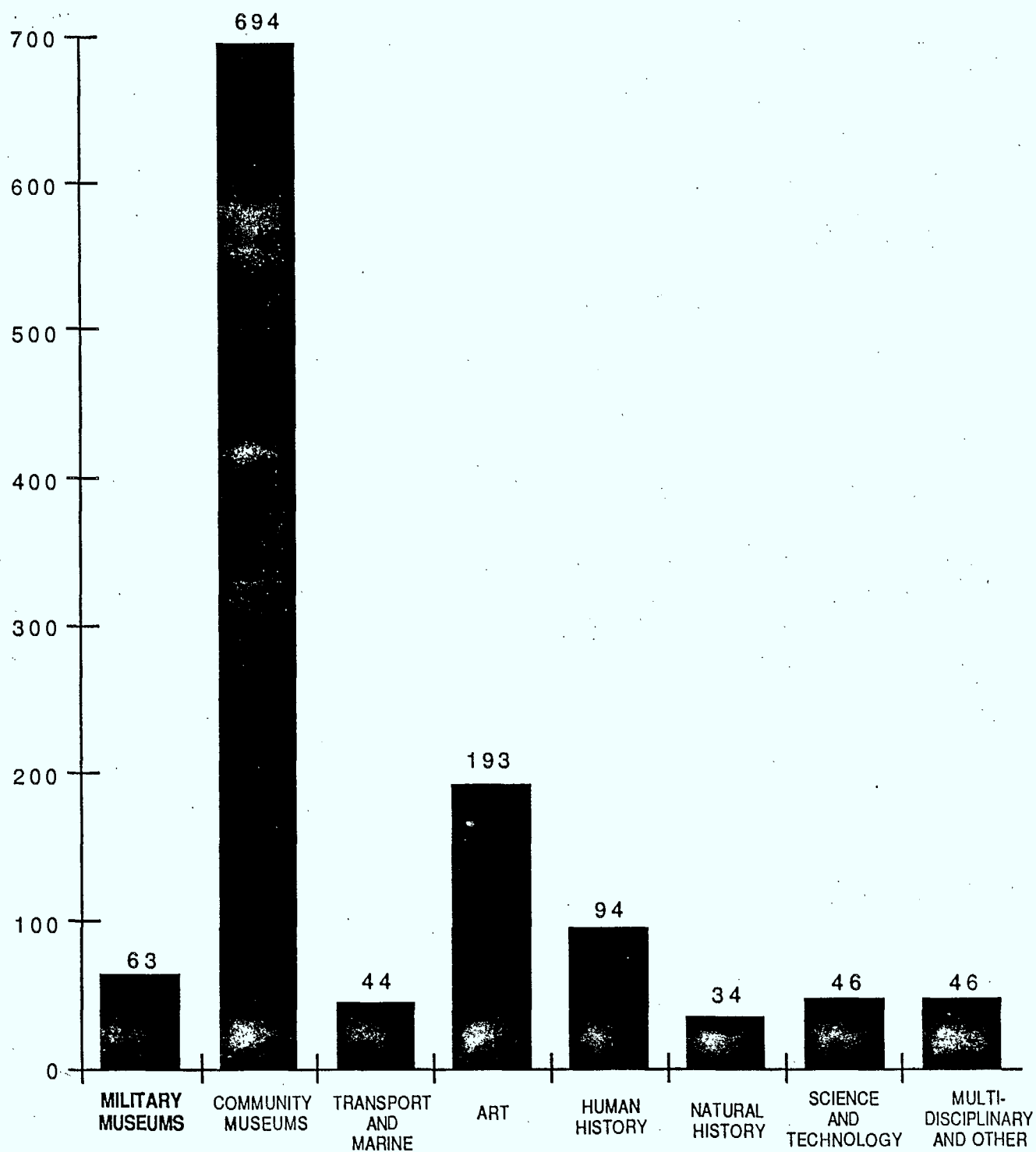
Military museums are not only relatively smaller in number than other types of museums but they are also smaller in size. The estimated total museum floor space in Canada is 1.28 million square metres. Of this, only 2% is accounted for by military museums.

Chart 2 shows how the total reported museums floor space in Canada is distributed among the different types of museums. Art galleries account for 34% of the total floor space, Community museums account for 22% and Multidisciplinary and Other museums account for 21% of the total available floor space. Even Transport and Marine museums, which are fewer in number, account for more museum floor space (4%) than military museums.

These data show that military museums, as a group, are smaller in number and size than most other types of museums in Canada. Despite this, military museums have succeeded in attracting a significant proportion of museums visitors compared to other types of museums. Museum visitorship is discussed in the next section.

CHART 1

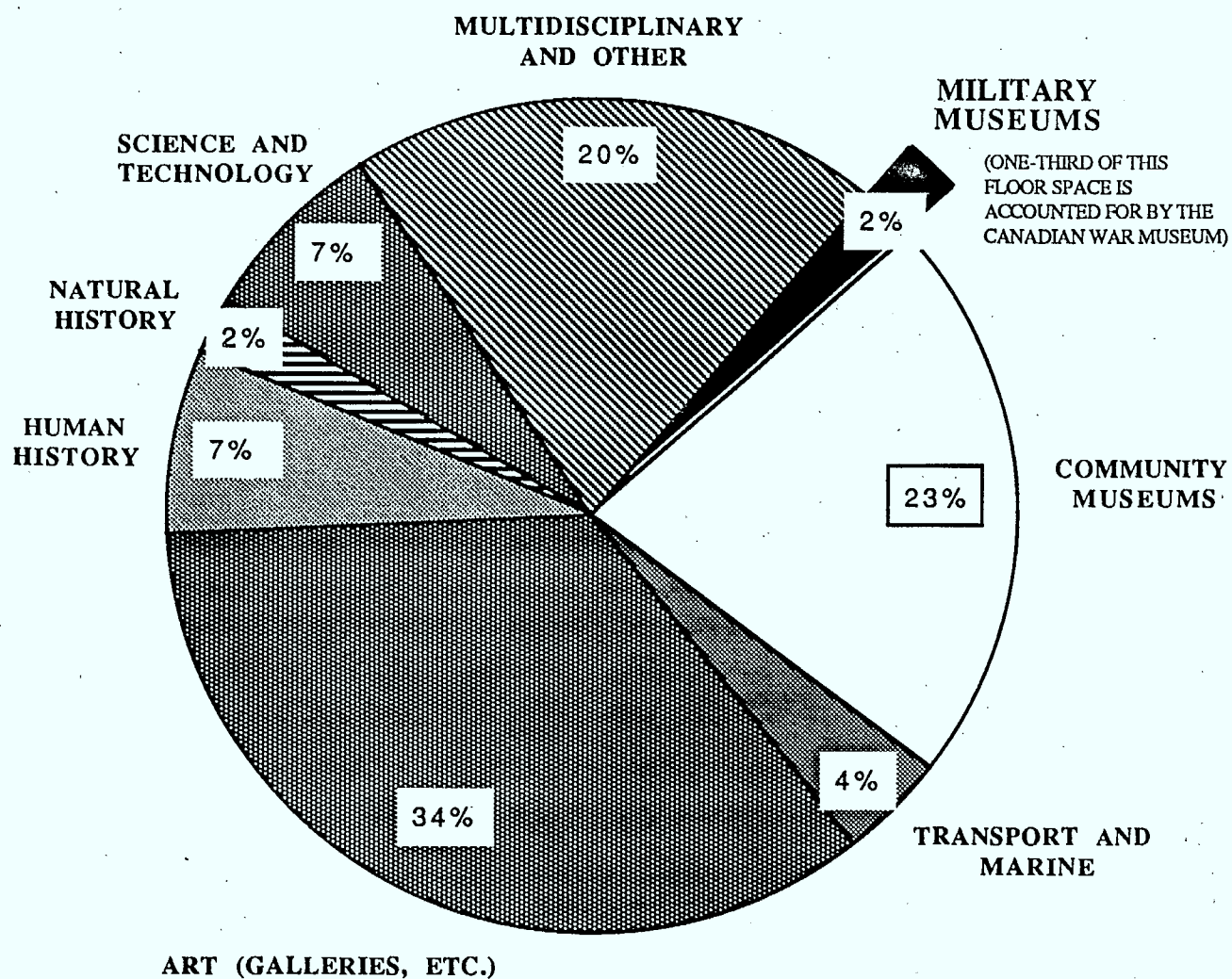
TOTAL NUMBER OF CULTURAL INSTITUTIONS BY TYPE



SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

CHART 2

DISTRIBUTION OF TOTAL MUSEUM FLOOR SPACE BY TYPE OF INSTITUTION



TOTAL MUSEUM FLOOR SPACE: 1.60 MILLION SQUARE METRES

SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

VISITORSHIP

Of the estimated 22.6 million annual visitors to museums in Canada 1.4 million or 6% visit military museums. The distribution of museum visitors is presented in Chart 3. This shows, for example, that art galleries account for 25% of total annual visitors while the larger Multidisciplinary (and other) museums account for 21% of the estimated total annual museum visitors.

Another way of looking at museum visitorship is to compare the average number of annual visitors per institution for different types of institutions. Using this measure, military museums appear to be able to generate, on average, a level of visitorship roughly comparable to other types of museums and cultural institutions. These data are shown in Chart 4.

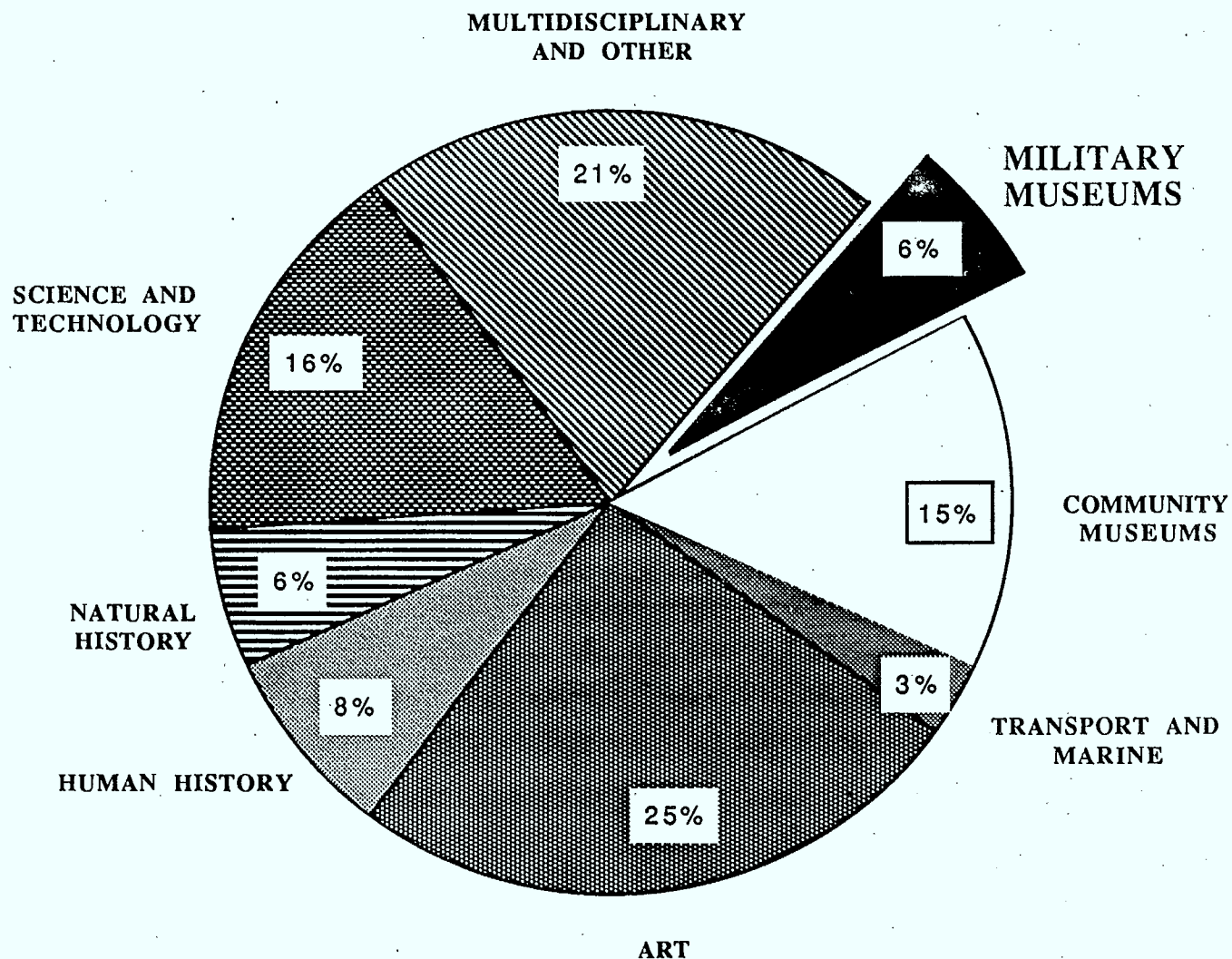
The average number of annual visitors per institution for military museums (24.8 thousand) is slightly greater than the annual average for Transport and Marine museums (17.7 thousand visitors) and Human History museums (19.5 thousand visitors). The average number of annual visitors to art galleries is only slightly greater (30.4 thousand). Natural History museums (40.1 thousand annual visitors per institution) and Science and Technology museums (86.8 thousand annual visitors per institution) attract relatively more visitors per institution than Military museums. The larger Multidisciplinary (and other) museums attract a considerably greater number of annual visitors per institution, on average (102.9 thousand). Community museums, while considerably more in number, attract, on average, relatively fewer annual visitors (4.9 thousand).

These comparisons must be treated with some caution since all visitorship figures are based on self reporting by the institutions and no independent data source is available for confirming these estimates. Also, the "average" figure for military museums (24.8 thousand annual visitors per museum) includes the Canadian War Museum with an estimated annual visitorship of 250,000. If this figure is subtracted from the military museums total, the average annual visitorship for the remaining military museums is 20.8 thousand.

Another measure of museum visitorship is the number of groups which visit an institution each year. These groups are mostly school groups. Group visitorship provides an indirect measure of the extent to which young people are exposed to this type of museum. Chart 5 provides data on group visitorship for each type of museum.

CHART 3

DISTRIBUTION OF ANNUAL VISITORS TO CULTURAL INSTITUTIONS BY TYPE OF INSTITUTION

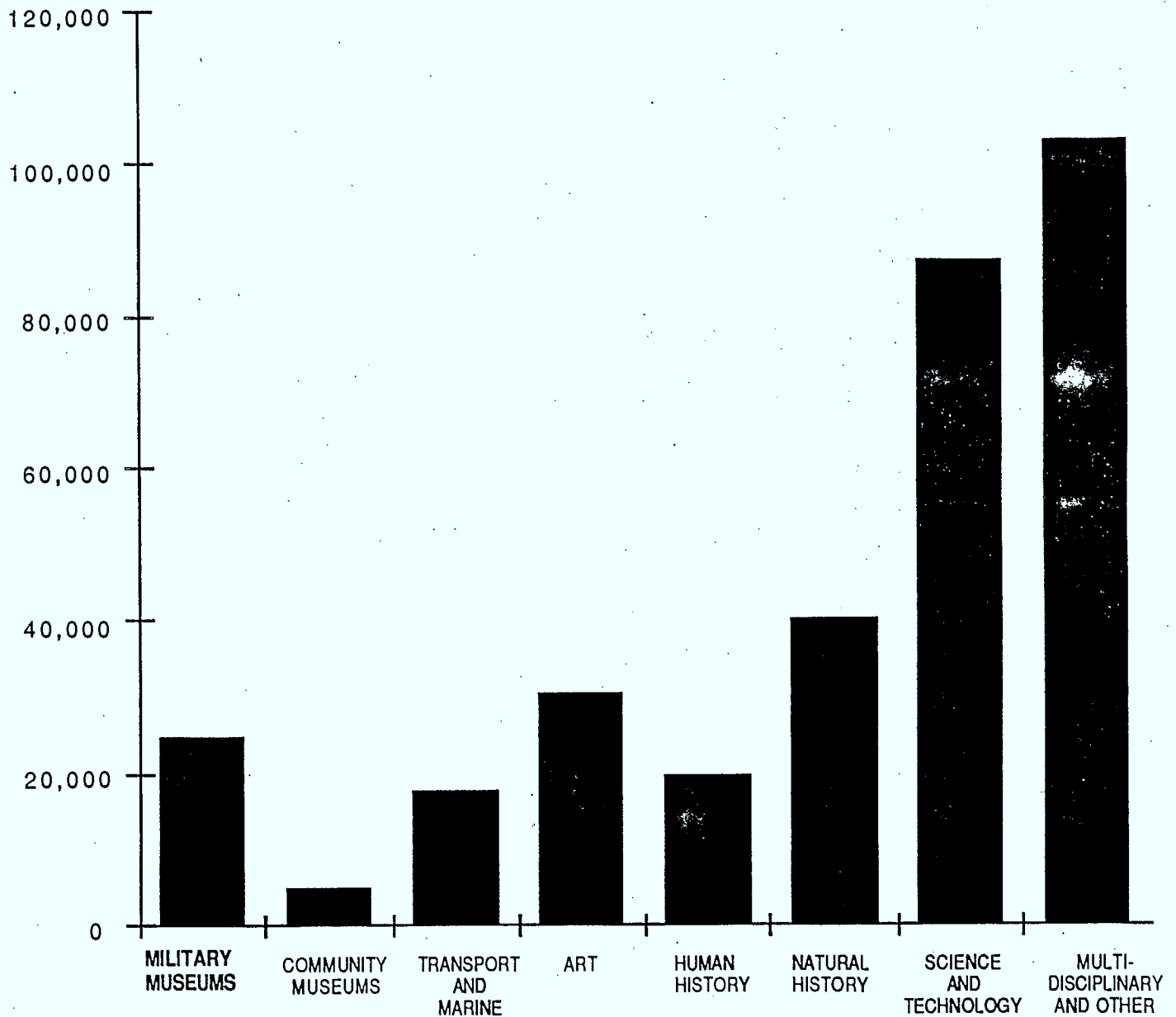


TOTAL ANNUAL VISITORS: 22.6 MILLION

SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

CHART 4

**AVERAGE NUMBER OF VISITORS PER
INSTITUTION BY TYPE OF
INSTITUTION**



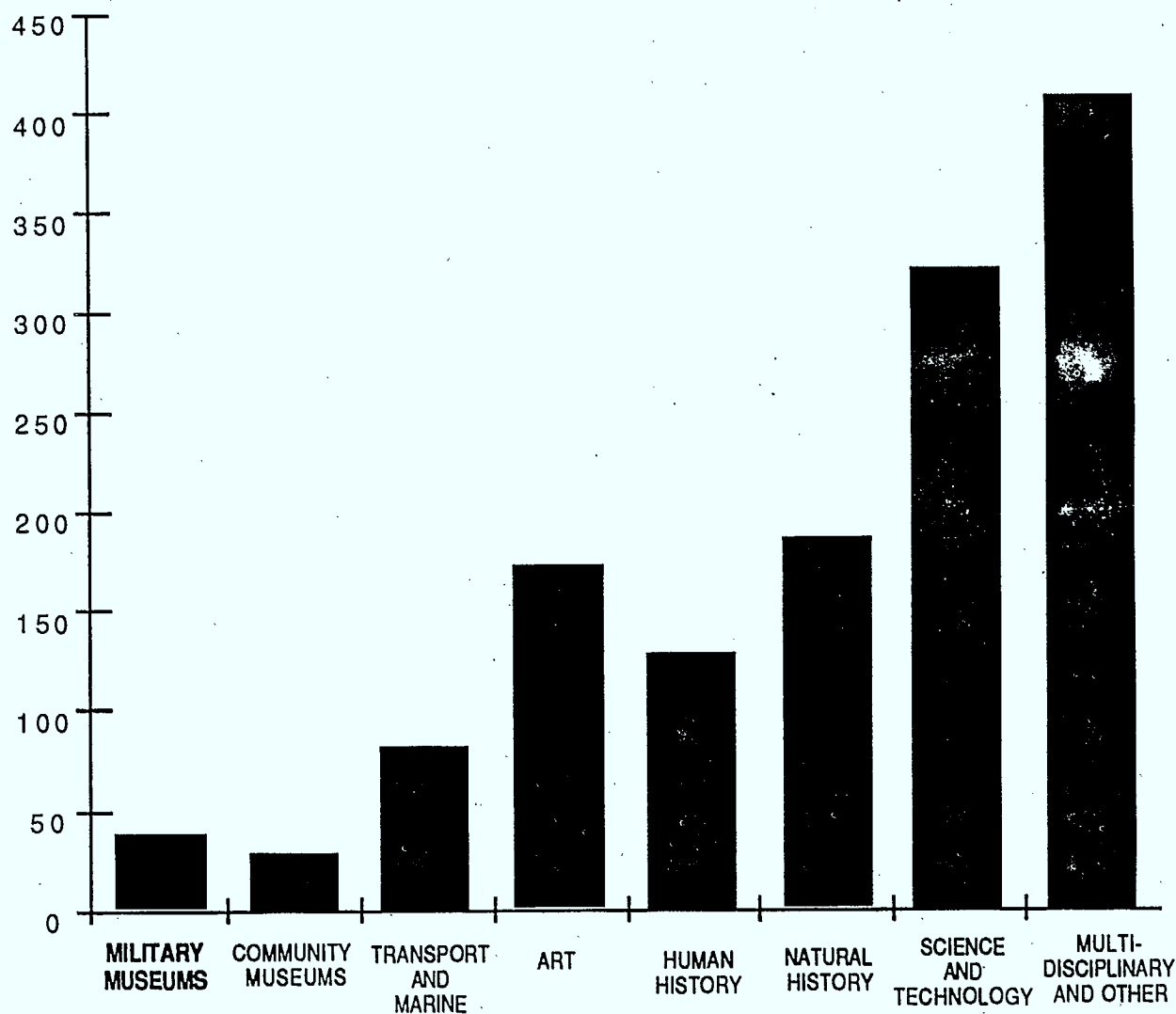
SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

As Chart 5 shows, military museums are visited by relatively few groups, on average, compared to other types of museums. The larger Multidisciplinary museums succeed in attracting an average of 408 groups per institution, each year. In comparison, military museums, on average, attract only 37 groups annually per institution.

These figures show that, overall, military museums are successful in attracting a significant number of visitors each year although fewer visiting groups than other types of museums. This is especially significant given the fact that some military museums have only restricted public access while others are open for only part of the year.

CHART 5

**AVERAGE NUMBER OF VISITING
GROUPS ANNUALLY PER
INSTITUTION**



SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

FINANCES

Financial data presented in this report must be treated with caution and interpreted as providing general estimates only. Support in kind such as is provided to some military museums by the Department of National Defence is not accounted for in these figures. All financial data have been adjusted to reflect 1987 dollars.

Chart 6 provides an estimate of the total expenditures for the various categories of museums. The chart shows that, as a group, art galleries have the largest budget (\$102.0 million) followed by Multidisciplinary and Other museums (\$68.0 million) and Science and Technology museums (\$40.6 million). Military museums report the smallest annual budget of any category (\$2.9 million).

Average annual expenditures per institution are presented in Chart 7. For military institutions, the average annual expenditure budget per institution is estimated to be \$69 thousand. Only community museums, with an average annual expenditure budget per institution of \$40 thousand have a smaller average annual budget. All other categories of museum have, on average, a larger annual expenditure budget. The largest of these is the average annual expenditure budget per institution for Multidisciplinary and Other museums (\$1.62 million). This figure is 23 times as large as the average for military museums. Art galleries, with an average annual expenditure budget of \$557 thousand, have 8 times the budget of military museums, on average.

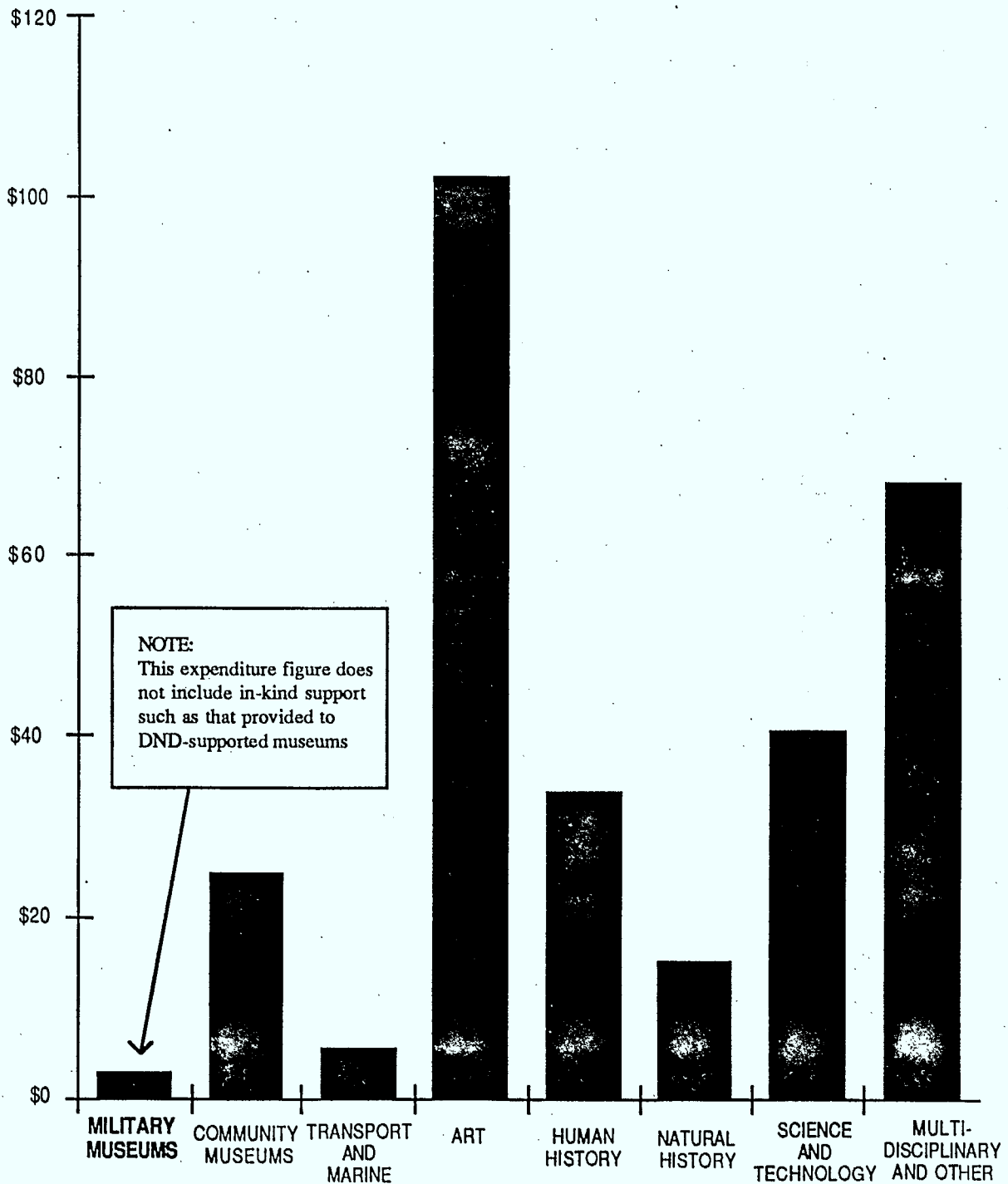
Chart 8 shows the source of revenues for the various types of museums. The main sources of revenues for these non-commercial museums and galleries are, as expected, governments - federal, provincial, or local (including regional). Some revenue is also provided by non-government sources including private and corporate donations, museums memberships, and admission charges.

As Chart 8 shows, the pattern of revenue source varies considerably among the different types of museums. As a group, military museums receive almost 70% of their revenues from the federal government. This figure is in sharp contrast to the the Science and Technology and the (mostly larger) Multidisciplinary and other museums which receive only 30% of their revenues from the federal government, on average. Only Natural History museums (65% of revenues from the federal government) and Human History museums (56% of revenues from the federal government) receive similar levels of support from the federal government.

CHART 6

**TOTAL ANNUAL EXPENDITURES BY
TYPE OF INSTITUTION
1987 DOLLARS**

MILLIONS OF DOLLARS

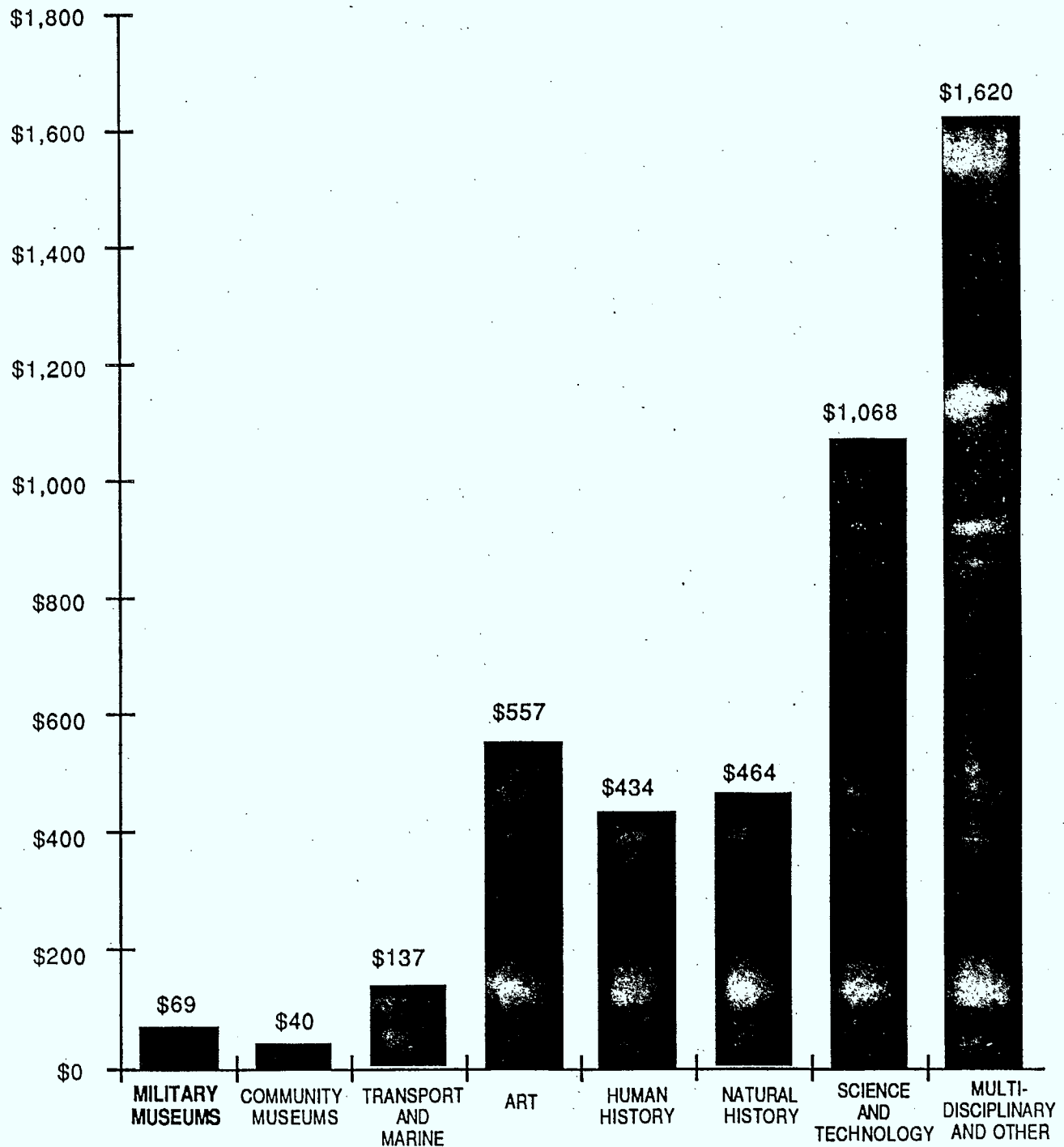


SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

CHART 7

**AVERAGE ANNUAL EXPENDITURE PER
INSTITUTION BY TYPE OF INSTITUTION
1987 DOLLARS**

THOUSANDS OF DOLLARS

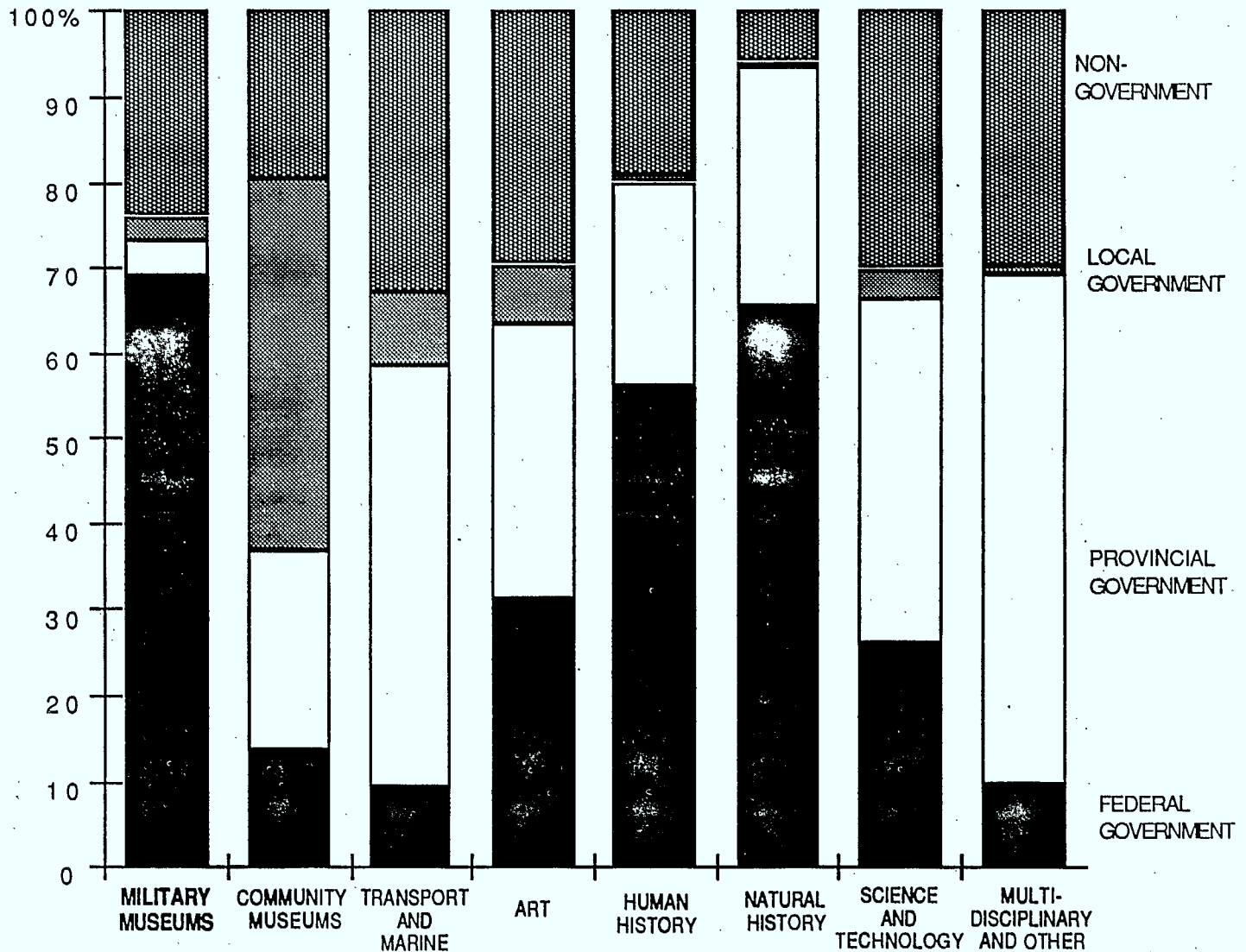


SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY

CHART 8

REVENUE SOURCES OF CULTURAL INSTITUTIONS BY TYPE OF INSTITUTION

PERCENT OF TOTAL REVENUES



SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

This contrast may not be surprising given the fact that some military museums are directly attached to federal military establishments but overall, the levels of support for military museum by provincial governments (4% of revenues) and local governments (3% of revenues) are very small. Other types of museums obtain a large proportion of their revenues from provincial and local governments. For example, Multidisciplinary and Other museums obtain 60% of their revenue from provincial and local governments. Community museums obtain 67% of their revenues from provincial and local governments.

It is interesting to note that, as a group, art galleries show a relatively balanced pattern overall. On average art galleries obtain about one-third of their revenues from federal sources, one-third from provincial sources, a little less (30%) from non-government sources and the remainder (about 7%) from local and regional government sources.

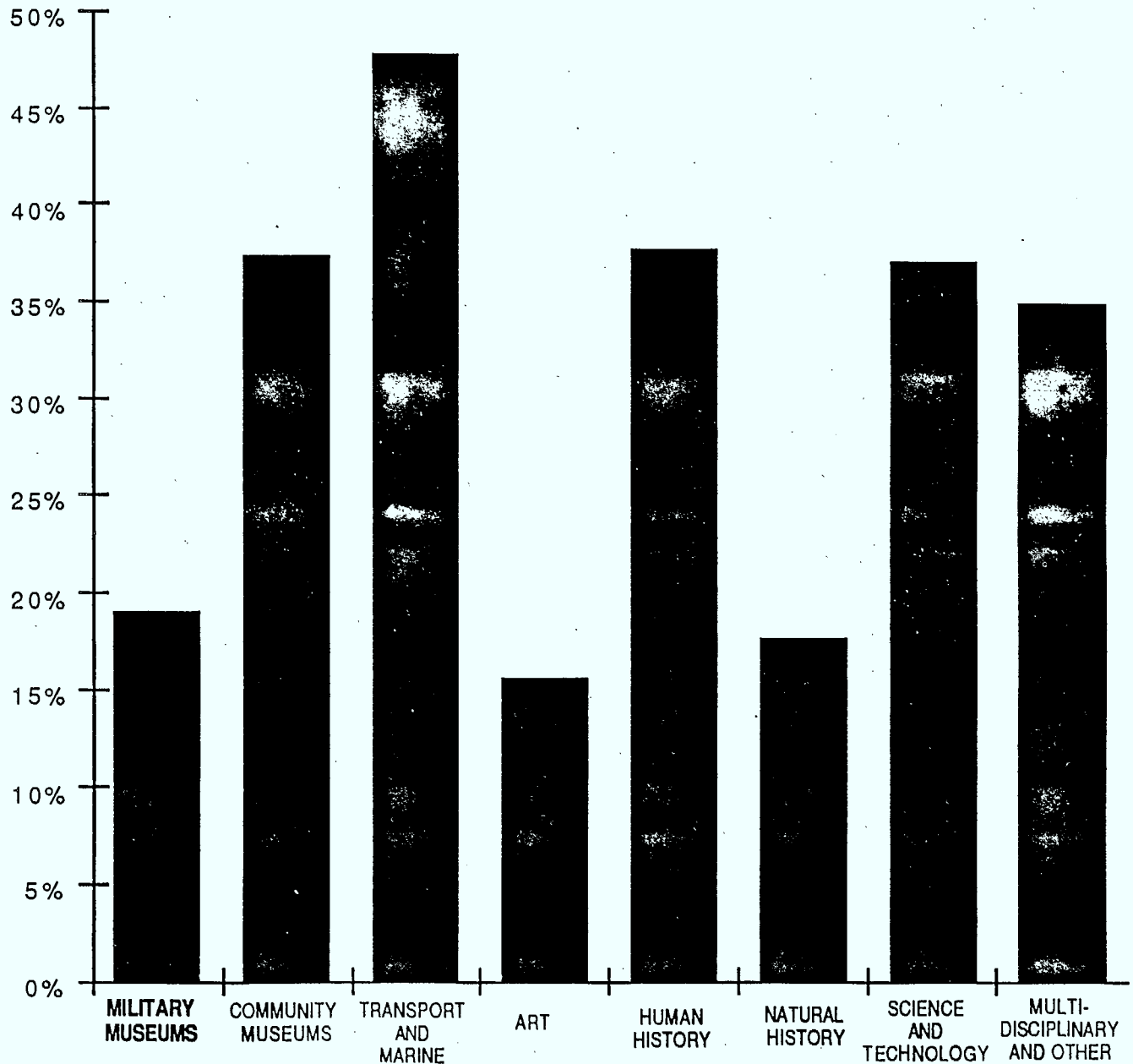
Admission charges are typically only a minor source of revenues for museums. Chart 9 shows the percent of institutions that charge admissions for each type of museum.

One important but often difficult category of expenditures for most museums is acquisitions. An acquisitions budget allows a museums to grow and develop a specialty in one or more areas of interest. Chart 10 shows the average annual expenditures on acquisitions for each type of museum. On average, a military museum spends \$5,905 annually on acquisitions. This compares to an annual average expenditure on acquisitions per institution of \$29,024 for Multidisciplinary and Other museums, \$15,269 for Human History and \$10,033 for art galleries. Natural History museums, Transport and Marine museums and Community museums all have a lower average annual expenditure on acquisitions compared to military museums.

In summary, these financial data show that military museums are, on average, less well funded than most other types of museums. Also military museums obtain the majority (over two-thirds) of their funding from the federal government. Most other types of museums are not as dependent on the federal government. Finally, military museums have, on average, a considerably smaller acquisitions budget than do other types of museums or institutions.

CHART 9

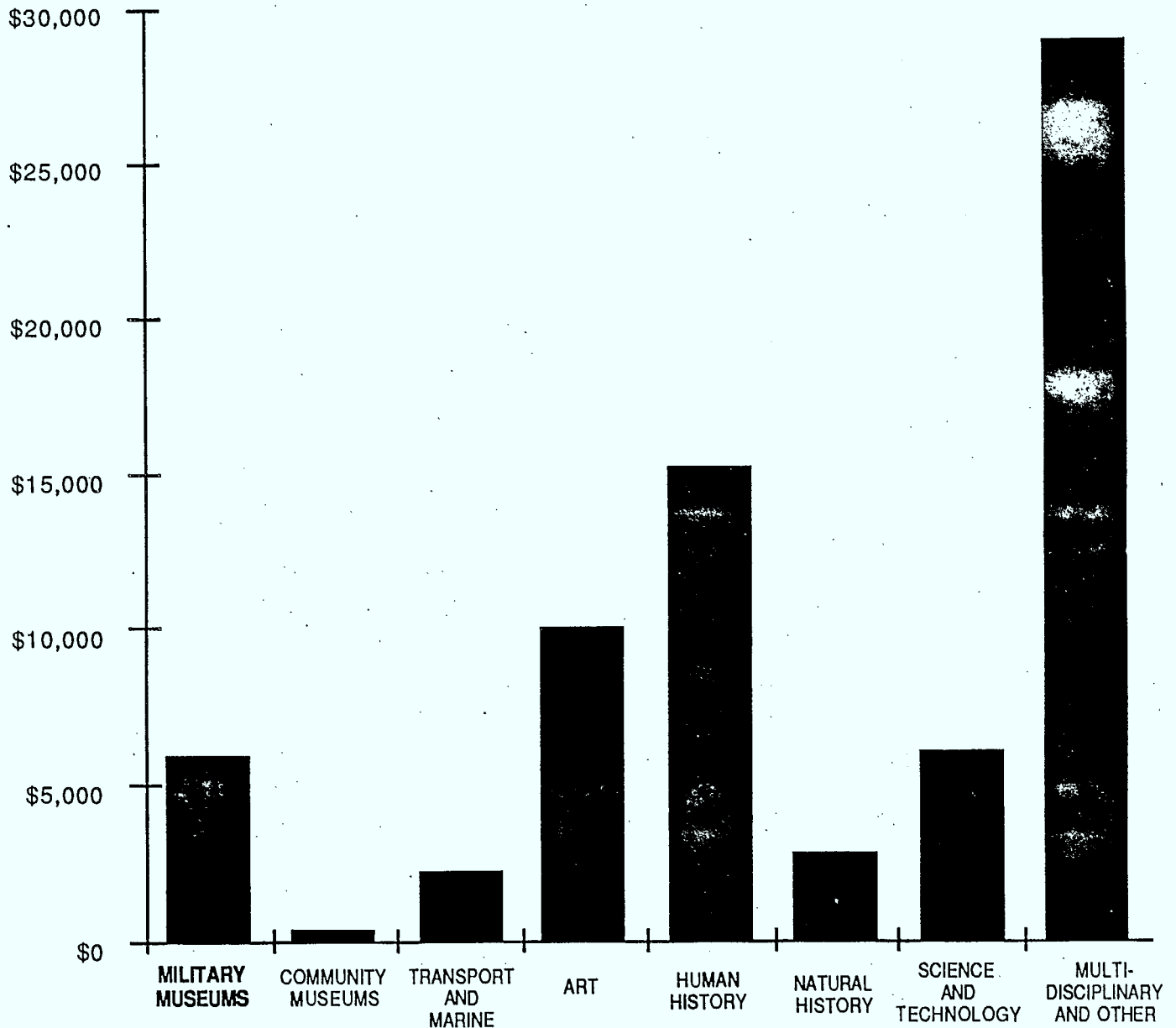
PERCENT OF INSTITUTIONS CHARGING ADMISSION BY TYPE OF INSTITUTION



SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

CHART 10

**AVERAGE ANNUAL EXPENDITURE ON
AQUISITIONS PER INSTITUTION
1987 DOLLARS**



SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

STAFF

Data on the number and type of museum staff must also be treated with some caution. The problem is in defining meaningful categories that can be used to compare types of institutions. Numbers on volunteer staff, especially, are hard to define accurately since each volunteer tends to be counted equally whether they contribute their time for only a few hours a month or on an almost full-time basis.

Chart 11 shows the total number of staff (including volunteers) by type of institution. Although the category of community museums shows the largest number of total staff (12,894), this is made up primarily of volunteer staff (10,411 or 81%).

As a group, military museums reported 78 full-time staff, 130 part-time staff, and 377 volunteer staff for a total of 585 staff. In contrast, art galleries reported a total of 1,388 full-time staff and Multidisciplinary and Other museums reported a total of 1,102 staff. Military museums had the smallest number of total staff of any category.

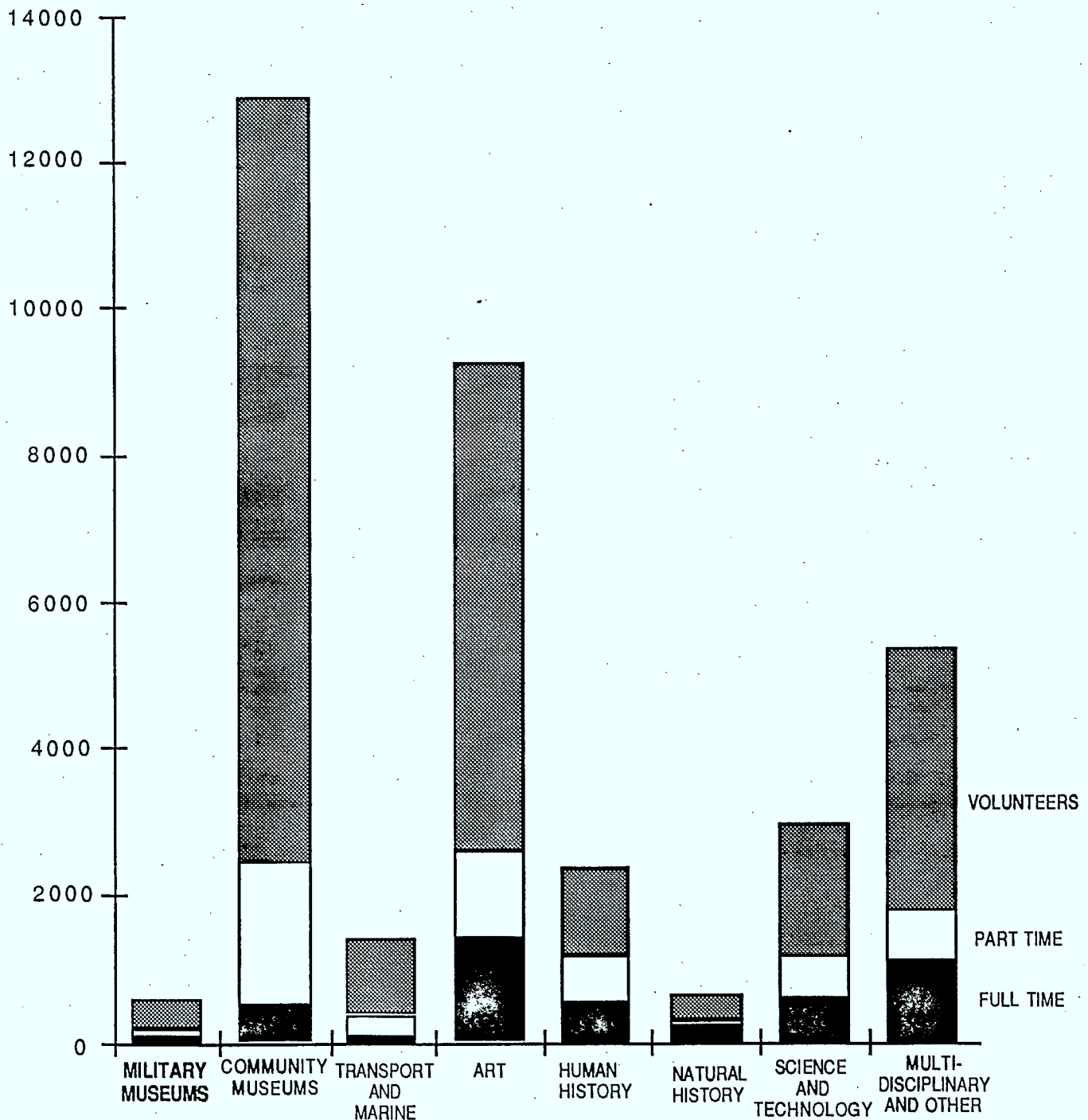
On the other hand, when the size of a museum is taken into account the differences among different types of museums in total staff tend largely to disappear. The average number of staff in military museums per square metre of museum space is only slightly less than the average number of staff per square metre of museum space for most other types of museums. Chart 12 shows these figures.

The average number of staff per 1000 square metres of floor space for military museums was 15. This is only slightly less than art galleries (17 staff per 1000 square metres), Multidisciplinary and Other museums (17 per 1000 square metres), Natural History museums (19 per 1000 square metres) and Human History museums (20 per 1000 square metres). Science and Technology museums (26 per 1000 square metres) and Community museums (37 per 1000 square metres) are considerably higher.

To summarize the data presented in this section: the number of staff in military museums, while smaller than for other categories of museums overall, is only slightly less than other types of museums when the size of the museum is taken into account.

CHART 11

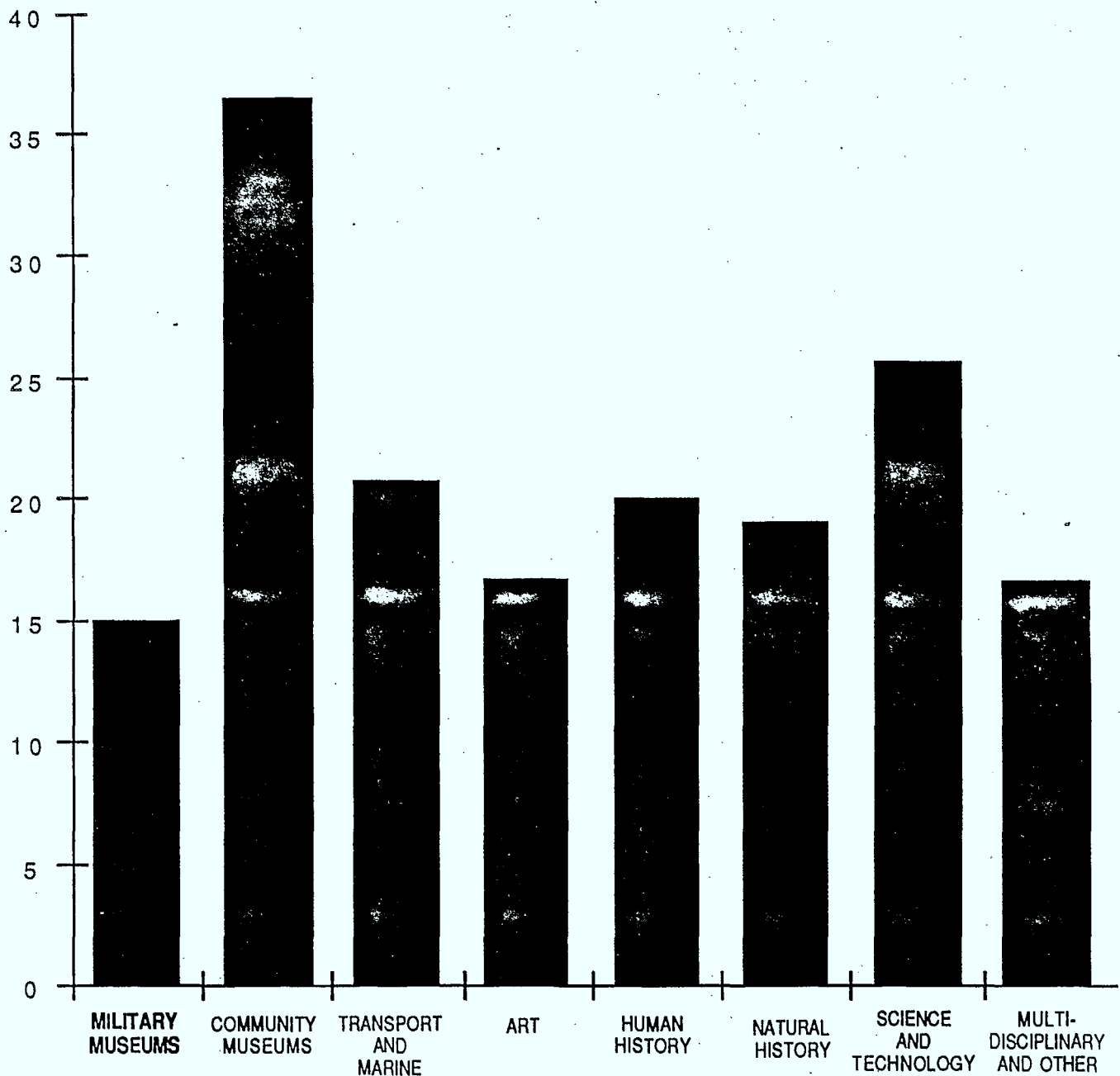
TOTAL NUMBER OF STAFF OF CULTURAL INSTITUTIONS BY TYPE OF INSTITUTION



SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

CHART 12

TOTAL STAFF PER 1000 SQUARE METERS OF FLOOR SPACE BY TYPE OF INSTITUTION



SOURCE: STATISTICS CANADA 1987 SURVEY SUPPLEMENTED BY 1990 SURVEY OF SMALLER MILITARY MUSEUMS

CONCLUSIONS

Although subject to important limitations, the data presented in this report provide a general overview of military museums in Canada and a comparison between military and other types of museums.

The general picture that emerges from this data is that military museums are the 'poor cousins' of the museum world. Smaller numerically and in size (floor space) compared to other types of museums, military museums still manage to attract a significant proportion of the museum-visiting public.

Financially, military museums appear to be much less well off than other types of Canadian museums. Military museums, supported primarily by the federal government, only are much less well supported than many other types of museums in Canada. It is important to recognize, however, that the financial figures presented here do not reflect a complete financial picture of the support provided to military museums.

It is only in the area of staffing where, it would appear that, on a per square metre of space basis, military museums are at a comparable level to other types of Canadian museums.

APPENDIX

METHODOLOGY

The attached survey questionnaire was developed after reviewing the Statistics Canada Questionnaire used for the 1987 Survey of Heritage Institutions and after discussions with Task Force staff. The questionnaire was designed to solicit the same information concerning selected topics as was collected in the 1987 survey.

The survey frame was developed from a list of military museums museums provided by the Task Force. The initial list was reduced to 51 eligible museums. From this list, a sample was selected proportional to the distribution of museums by province and a randomization procedure was used to select a start point for systematic sampling. Twenty-five telephone interviews were completed with representatives of museums on the sample list.

Up to three call-backs were used to improve the response rate of selected institutions. A total of 89 telephone calls were made between September 24 and September 28.

When the survey was completed, the list of responding organizations was then reviewed with Statistics Canada staff to ensure that no duplication would occur when the data from the two data sources were merged. As a result of this review, 12 of the 25 responding organizations were found to be included in the Statistics Canada data under different museum categories. The data from these twelve were then eliminated from the supplementary survey database.

Two additional adjustments to the data were then carried out. First, the 1990 financial data was discounted using an average Consumer Price Index deflator to reflect 1987 dollars. Second, adjustments were made to the Statistics Canada data to ensure that information from the Canadian War Museum would be included under the Military Museums category. The data from the two data sources were then merged. Spreadsheet and computer graphics programs were then used to provide the charts discussed in this report.

September 24, 1990

SURVEY OF MILITARY MUSEUMS

Hello, my name is _____. I work with an Ottawa-based research firm called Tao Research Associates. We have been asked by the Task Force on Military History Collections in Canada to survey a small number of Military Museums in order to prepare a statistical profile of Military Museums in Canada. Our questions will only take a few minutes of your time. OK?

Agrees to participate ☐ OR Refusal ☐

1. First, I would like to ask you about the governing authority for your museum. Who does your museum report to?

(INTERVIEWER TO NOTE: THIS QUESTION IS NOT ASKING WHO PROVIDES THE MUSEUMS MAJOR SOURCE OF FUNDING)

- ☐ Federal Government - DND
- ☐ Federal Government - DOC
- ☐ Federal Government - other
- ☐ Provincial Government
- ☐ Municipal Government (including regional/county)
- ☐ Other

2. What is the total area of your museum used for all heritage and related administrative and support functions?

Square Metres _____ OR Square Feet _____

3. How many weeks was the museum open or accessible to the public during the last complete year of operations?

Weeks _____

4. During a typical week, how many hours was the museum open to the public during the summer months?

Hours _____

5. What was the total number of visits to your museum during the last year? If not known, please give your best estimate.

Number of visits _____

6. What was the total number of visiting groups (not the number of individuals in the groups) that visited your museum during the last year?

Number of groups _____

7. Now I would like to ask you just a few questions about your sources of funding. What was your budget (operating or capital revenue) during the last year of operation? What were your sources of funding?

\$ _____ Total funding from Federal government - DND

\$ _____ Total funding from Federal government - DOC
(including National Museums of Canada grants)

\$ _____ Total funding from provincial government
sources

\$ _____ Total funding from municipal and other
government sources

\$ _____ Total other funding

\$ _____ Total revenue

8. On the expenditure side, what were your operating expenditures for the last year of operations? Specifically about what were the expenditures for:

\$ _____

Wages and salaries

\$ _____

Acquisitions of artifacts or other heritage resources

\$ _____

Other

\$ _____

Total Operating Expenditures

9. What was the total number of staff that worked in your museum during the last year of operations. How many were paid full-time? Paid part-time? Volunteers?

Paid full time staff (worked more than 30 hours per week all year)

Paid part time staff (worked less than 30 hours per week for some or all of the year)

Volunteers

10. I just have one final question. Does your museum charge admission?

Yes ☐ OR No ☐

THANK YOU VERY MUCH FOR YOUR TIME

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