
This publication is available upon request in alternative formats.

This publication is available in PDF and HTML formats
on the Internet at www.canada.ca

© His Majesty the King in Right of Canada, represented by the Minister of Canadian Heritage, (2023).
Catalogue No. CH1-32E-PDF
ISSN 2368-500X

Table of Contents

- List of Tables4
- List of Acronyms and Abbreviations 5
- Introduction6
- Highlights6
 - Revenue and expenditures6
 - Employment.....8
 - Volunteers.....8
 - Attendance and membership9
 - Exhibitions.....10
 - Research requests.....10
 - COVID-19 closures and staff layoffs.....10
 - COVID-19 enhanced digital activities and online accessibility.....11
 - COVID-19 monetization of virtual offerings and financial support received.....12
- Data sources, methods, and definitions 49
 - Reference period.....49
 - Collection period.....49
 - Description49
 - Target population.....49
 - Data sources.....49
 - Sampling.....50
 - Revision of preliminary data50
 - Error detection.....50
 - Quality evaluation50
 - Imputation50
 - Estimation and weighting51
 - Data accuracy.....51
 - Privacy.....51
 - Definitions.....51

List of Tables

Table 1. Not-for-profit heritage institutions: National revenue and expenditure profile, by institution types, 2020	14
Table 2. Not-for-profit heritage institutions: National industry characteristics profile, by institution types, 2020	15
Table 3. Not-for-profit heritage institutions: National COVID closures profile, by institution types, 2020	16
Table 4. Not-for-profit heritage institutions: National COVID digitization profile, by institution types, 2020.....	17
Table 5. Not-for-profit heritage institutions: National COVID funding profile, by institution types, 2020	18
Table 6. Not-for-profit art galleries: Revenue and expenditure profile, 2020.....	19
Table 7. Not-for-profit art galleries: Industry characteristics profile, 2020.....	20
Table 8. Not-for-profit art galleries: COVID closures profile, 2020.....	21
Table 9. Not-for-profit art galleries: COVID digitization profile, 2020.....	22
Table 10. Not-for-profit art galleries: COVID funding profile, 2020	23
Table 11. Not-for-profit museums: Revenue and expenditure profile, 2020.....	24
Table 12. Not-for-profit museums: Industry characteristics profile, 2020	25
Table 13. Not-for-profit museums: COVID closures profile, 2020.....	26
Table 14. Not-for-profit museums: COVID digitization profile, 2020	27
Table 15. Not-for-profit museums: COVID funding profile, 2020.....	28
Table 16. Not-for-profit historic sites: Revenue and expenditure profile, 2020	29
Table 17. Not-for-profit historic sites: Industry characteristics profile, 2020	30
Table 18. Not-for-profit historic sites: COVID closures profile, 2020	31
Table 19. Not-for-profit historic sites: COVID digitization profile, 2020.....	32
Table 20. Not-for-profit historic sites: COVID funding profile, 2020	33
Table 21. Not-for-profit archives: Revenue and expenditure profile, 2020	34
Table 22. Not-for-profit archives: Industry characteristics profile, 2020	35
Table 23. Not-for-profit archives: COVID closures profile, 2020	36
Table 24. Not-for-profit archives: COVID digitization profile, 2020.....	37
Table 25. Not-for-profit archives: COVID funding profile, 2020	38
Table 26. Not-for-profit zoos and botanical gardens: Revenue and expenditure profile, 2020.....	39
Table 27. Not-for-profit zoos and botanical gardens: Industry characteristics profile, 2020.....	40
Table 28. Not-for-profit zoos and botanical gardens: COVID closures profile, 2020.....	41
Table 29. Not-for-profit zoos and botanical gardens: COVID digitization profile, 2020.....	42
Table 30. Not-for-profit zoos and botanical gardens: COVID funding profile, 2020	43
Table 31. Not-for-profit heritage institutions: Provincial revenue and expenditure profile, all institution types, 2020	44
Table 32. Not-for-profit heritage institutions: Provincial industry characteristics profile, all institution types, 2020	45
Table 33. Not-for-profit heritage institutions: COVID closures profile, all institution types, 2020.....	46
Table 34. Not-for-profit heritage institutions: Provincial COVID digitization profile, all institution types, 2020.....	47

Table 35. Not-for-profit heritage institutions: Provincial COVID funding profile, all institution types, 202048

List of Acronyms and Abbreviations

CANSIM	Canadian Socio-Economic Information Management System
Digital/IT	Information technology
FMV	Fair market value
GST/HST	Goods and service tax/Harmonized sales tax
NAICS	North American Industry Classification System
PCH	Canadian Heritage
PDF	Portable document format
PST	Provincial sales tax

Introduction

The Department of Canadian Heritage is pleased to present the results of the 2021 Government of Canada Survey of Heritage Institutions. The survey captures financial and operating data on not-for-profit art galleries, museums, historic sites, archives, zoos and botanical gardens in Canada for the 2020 data year. This iteration of the survey recorded the initial effects of the COVID-19 pandemic and the associated public health measures which forced the temporary closure of heritage organizations across the country.

The survey is conducted to provide aggregate data to all levels of government, heritage stakeholders and the public, in order to gain a better understanding of not-for-profit heritage institutions and to aid in the development of national and provincial/territorial policies and programs. The results from this sample survey are extrapolated to provide national and provincial/territorial estimates for the approximately 2700 not-for-profit heritage institutions across the country.

The survey captured data from 1832 heritage institutions and sites, which is approximately 68% of the entire not-for-profit heritage sector (including 93% of those with operating budgets of \$1 million or more). This latest data will allow all levels of governments, and heritage stakeholders to obtain a more comprehensive understanding of the heritage sector.

The survey has a number of core indicators that are always measured (i.e., revenue sources, number of visits etc.), though as in previous years, there is a segment of the survey that is allocated to capturing new information on operational activities and timely subject matter. For the 2021 survey, questions on the effects of the COVID-19 pandemic were asked. The subjects covered include heritage institution closures and layoffs due to public health measures, the enhancement of digital activities and online accessibility, as well as the monetization of virtual programming and services, and emergency financial support received during the pandemic.

Highlights

Revenue and expenditures

Not-for-profit heritage institutions in Canada generated over \$2.5 billion in revenue in 2020, a decrease of approximately 5% from record highs in 2017. This is largely due to the COVID-19 pandemic and associated public health measures, which forced 87% of all heritage institutions to temporarily close their doors and heavily rely on public funding for a good portion of the year.

Museums, which make up more than 57% of all heritage institutions, generated the bulk of all revenue in the sector, amounting to over \$1.1 billion (45%) in 2020. Art galleries generated over \$508 million (20%) in total, followed by archives at \$367 million (15%), zoos and botanical gardens at \$291 million (12%), and historic sites at \$198 million (8%).

Most of the sector's revenue was generated in four provinces. Ontario accounted for \$851 million (34%), followed by Quebec \$763 million (31%), British Columbia \$262 million (10%), and Alberta \$202 million (8%).

Unearned revenue reached a record \$1.9 billion in 2020 making up approximately three quarters (76%) of total revenue for all heritage institutions; up significantly in dollar amount and in the overall portion of total revenue from 2017. All three levels of government increased their spending in 2020 to \$1.5 billion collectively: an increase of nearly \$170 million (13%) from 2017. The federal government provided the largest amount of this increase, contributing over \$131 million or 77% of this new temporary spending through pandemic support measures. Heritage institutions also received assistance from other charities (mostly from foundations) which contributed over \$106 million into the sector, an increase of 18% over 2017. The remaining portion of unearned revenue comes from the private sector, in the form of donations, as well as from interest and investments. Donations in the heritage sector decreased to \$238 million in 2020, down \$26 million (10%) from 2017. Interest and investments also declined during the pandemic, reaching only \$33 million; 16% less than in 2017.

Temporary closures due to public health measures in 2020 meant that heritage institutions were not able to generate as much income from earned revenue sources as in previous years. Earned revenue accounted for approximately \$593 million (24%) of total revenue for all heritage institutions in 2020; a decrease of nearly \$276 million or 32% from 2017. The majority of earned income was derived from sale of goods and services, which includes over-the-counter sales in gift shops, online sales, restaurants, and other outlets. Those sales accounted for \$234 million in revenue, down 13% from 2017. Ticket sales reached a total of \$86 million, which is down significantly by 68% from 2017, while public programming revenue accounted for \$15 million, also down significantly by 80% over the same period. Revenue from membership fees generated just less than \$40 million, down 24% from 2017, and income received from facilities rentals which totalled approximately \$19 million was also down from 2017 by 46%. Revenue from fundraising totalled \$31 million in 2020, this is down by 50% from 2017. In fact, the only category to have registered an increase in earned revenue over the same period was “other earned revenue”, which when asked to specify, the majority of institutions said it included items such as miscellaneous revenue, deferred revenue, rebates, etc., increased by 59%, totalling \$167 million in 2020.

During 2020, nearly 61% of all heritage institutions did not charge an entrance fee to their sites, which is the highest rate of free access ever to be recorded in the last 10 years (Generally, the rate of organizations not charging an admission fee hovers around 50%). This can be attributed to one of the many ways organizations attempted to entice visitors back to their sites. The average admission fee for an adult was \$8.40, which is down nearly 20% from pre-pandemic levels when the average fee was \$10.38.

Overall, operating costs in the heritage sector reached approximately \$2.4 billion in 2020, down slightly by \$57 million (2.3%) from 2017. Compensation and wages still represent most of the sectors overall costs, which accounted for nearly \$1.1 billion or 44% of all expenditures. Additionally, the categories of other expenditures (includes miscellaneous items), amortization of capital assets, and occupancy costs, round off the list of highest expenses, with \$406 million, \$283 million, and \$226 million respectively.

The heritage sector posted a small profit margin of 3.0% (\$73.9 million) in 2020. This is down noticeably from pre-pandemic totals when the sector generated profit margins of 5.3% (\$139.7 million). As has been the case in past years, it is the few larger institutions that account for most of this net revenue. The survey data shows

that approximately 61% of all heritage institutions only had a net profit of \$10,000 or less during 2020. In fact, approximately 41% of all institutions reported a net loss. When breaking down the data by type of institution, historic sites posted net losses of approximately 8%, while zoos and botanical gardens posted combined net losses of approximately 4.7%.

Employment

As would be expected, employment in the sector was negatively affected during the COVID-19 pandemic. The heritage sector employed approximately 32,150 people during 2020, a decrease of nearly 14% (down approximately 5,070 jobs) from 2017 when employment figures reached over 37,200. Heritage institutions were able to retain most of their full-time employees during 2020, totalling approximately 12,900; this is down slightly from 2017 levels (12,996). The bulk of job decreases in the sector were for part-time employees, which totalled 16,773 in 2020, down by approximately 3,200 (16%) from 2017 employment levels. Contract workers were also heavily affected, totalling 2,488 in 2020, a decrease of approximately 1,770 (42%) from 2017.

Overall, most heritage sector employees are found in Ontario (8,876), Quebec (8,310), British Columbia (4,487), and Alberta (3,643). Quebec has the highest number of full-time employees with 4,108, followed by Ontario with 3,889, British Columbia with 1,499, and Alberta with 1,279. PEI endured the highest percentage drop of heritage workers in the country down nearly 28% (all part-time staff), followed by the Territories, down 27%, and Alberta, which was down 21%.

Volunteers

Many heritage institutions are dependant on volunteers for their day-to-day operations. In fact, approximately 20% of heritage sector organizations were solely run by volunteers in 2020, a level consistent over the past decade. However, in 2020 there was a substantial decrease in volunteers across the sector, with approximately only 56,000 volunteers contributing their time; down by 51% from 2017 when they numbered more than 114,420. The decline reflects the extended closure of most institutions across the country.

Volunteers outnumber paid employees by nearly 2 to 1 (before the pandemic it was 3 to 1), effectively making up 64% of the entire heritage workforce in 2020. Museums had the highest number of volunteers (34,476), which made up 69% of its workforce, while archives had the lowest number of volunteers (2,291), making up only 43% of its workforce. Volunteer figures also differ between provinces and territories, with Saskatchewan and Manitoba having had the highest percentage of volunteers, making up approximately 80% and 78% of their heritage workforce respectively, whereas the territories (25%) and Quebec (37%) had the lowest percentage of volunteers as part of their heritage workforce.

The substantial drop in volunteers throughout the sector equated to a drop in volunteer hours. Volunteers contributed over 2.3 million hours in 2020, the equivalent of 1,165 full-time positions. This is a decrease of more than 61% or 3.6 million hours from 2017 (the equivalent loss of 1,823 full-time positions).

When considering the average volunteer hours to the number of volunteers, it would mean that on average each volunteer contributed approximately 42 hours in the heritage sector. This is also down from 2017 when

the average number of volunteer hours for each volunteer was approximately 52 hours. Archive volunteers averaged the highest number of hours, 54 hours per volunteer in 2020, while volunteers at art galleries averaged the lowest, 21 hours per volunteer.

Attendance and membership

Temporary closures and social distancing restrictions during 2020 meant that heritage institutions saw fewer visitors come through their doors. There were only 16.9 million visits in 2020, a substantial decrease of nearly 79% from the 79 million visits in 2017. The majority of the visits were to museums, totalling 5.1 million (down 86% from 2017), followed by Zoos and botanical gardens with 3.9 million, historic sites with 3.8 million, art galleries with 3.6 million, and archives with 485,000 visits. Across the country, Quebec recorded the highest number of visits, totalling nearly 6.7 million, followed by Ontario with 3.5 million, Alberta, with 2.5 million, and British Columbia with 1.9 million visits.

Pandemic-related measures also contributed to the reduction of school groups visiting heritage institutions. In 2020, a total of 16,300 school groups (approximately 815,000 student visits) were able to visit heritage institutions. This is down considerably by over 87% from 2017, when school groups totalled more than 127,280 (approximately 6.4 million student visits). Museums received the bulk of school group visits (8,435), followed by art galleries (4,320), and zoos and botanical gardens (2,525). Across the country, Quebec heritage institutions received the highest number of school groups, totalling 5,028, followed by Ontario with 3,505, and British Columbia with 2,445.

Memberships to heritage institutions were also in less demand during 2020. There were 1,060,773 registered members to heritage institutions across the country, a decrease of approximately 40% or 714,813 members from 2017 figures. Museums experienced the brunt of that decrease down almost 71% (a decline of 615,393 members) during this period. Art galleries had the highest number of members in 2020, totalling nearly 304,000, followed by archives with 296,707 members, and museums with 256,965 members. Archives was the only institution type to experience an increase in the number of members over 2017, up nearly 61% (111,942 members). When considering provincial and territorial breakdown of members, Ontario had the highest number with 488,081, followed by Quebec with 272,614, and British Columbia with 130,991. Newfoundland and Labrador, and Saskatchewan were the only two provinces to post an increase of memberships in 2020, up 18% and 28% respectively.

Online virtual visits to heritage institutions experienced a less severe decrease than overall physical visits during the pandemic. There were over 161 million online visits overall throughout 2020, a decrease of approximately 36% from pre-pandemic levels (254 million online visits). Museums by and large received the majority of these visits, totalling more than 106 million, and was also the only institution type to experience the lowest percentage drop from 2017; only slightly down by approximately 16%. Archives received nearly 23 million online visits (down 58% from 2017), while art galleries had just over 18 million (down almost 62% from 2017). Across the country, most online visits were to heritage institutions in Ontario, reaching nearly 74 million virtual visits, followed by Quebec with 41 million, and British Columbia with 27 million.

Exhibitions

The lack of visitors to heritage institutions throughout 2020 saw many organizations reduce their efforts on creating, circulating, and displaying new physical exhibits. Permanent exhibitions remained fairly constant totalling just over 14,000; only down slightly by 8% from 2017. Newly created exhibitions were greatly reduced to approximately 4,456, which is down by more than 50%, while the circulation of exhibitions was also down significantly to approximately 1,232; down 60% from 2017.

Heritage institutions of all types increased their online presence and accessibility to audiences. The number of online exhibitions reached over 6,250 in 2020, nearly doubling the amount available (up 76%) from 2017. Museums made strong efforts to increase the availability of online exhibitions before and during the pandemic, having increased their online presence by more than 185% from 2017, and now host 60% (over 3,680) of all online exhibitions. Archives hosted more than 1,600 online exhibitions in 2020, up 2%, while art galleries hosted approximately 516, up 21% from 2017. It should also be noted that historic sites hosted approximately 340 online exhibitions, nearly doubling the amount hosted over 2017 (up 93%). When scanning across the country, most online exhibitions are hosted by heritage institutions in Ontario (1,752), Manitoba (932), Quebec (782), British Columbia (688), and Nova Scotia (602).

Research requests

During the pandemic, many heritage institutions continued to provide services to those researching and enquiring about subject matter, archival records, and artefacts preserved within their collections. Though research requests were down by more than half from 2017 figures (down 53%), heritage institutions still managed to respond to nearly 530,900 in 2020. Archives received the majority of all research requests, responding to 312,839 or 60% of all requests, followed by museums with 160,385 or 30% of all requests, and historic sites, which responded to 28,415 or 5% of all research requests. Across Canada, the majority of research requests were to heritage institutions in Ontario (234,375), Quebec (116,842), British Columbia (63,963), and Nova Scotia (33,638).

COVID-19 closures and staff layoffs

The 2021 survey asked heritage organizations whether they were forced to close due to COVID-19 public health measures. 87% of them responded “yes” that they were forced to close at some point during 2020. For art galleries, more than 96% of them were forced to close, while for museums it was 90%. For historic sites, 82% were forced to close, as was the case for 75% of all archives.

Ontario was the province with the highest percentage of heritage institutions having to close their doors to visitors (nearly 97% of all institutions), followed by Alberta (89%), Quebec, and British Columbia, which both had approximately 87% of their organizations closed at some point in 2020.

On average, heritage institutions reported having to remain closed for approximately 5 months during 2020. For museums, art galleries and archives, the average of months closed were closer to 6 months, though for historic sites it was 4 months. A provincial and territorial breakdown shows that heritage institutions in Ontario were closed for approximately 7 months; 2 to 3 months longer than any other province or territory.

Heritage organizations in the territories were forced to close for the least amount of time in the country, less than 4 months.

As was the case in many other sectors, temporary closures throughout 2020 led to temporary or permanent layoffs for paid staff. Overall, approximately 28% of organizations indicated that they had laid off paid staff at some point in 2020. Most of the layoffs were directed at part-time staff, with over 23% of part-time staff having been affected throughout the sector. Nearly 15% of all full-time staff were also laid off at some point during 2020, while 6% of all contracted staff were additionally affected. (Note: The survey data on COVID-19 lay-offs is independent from the survey employment data, i.e., the lay-offs referred to in this section represent temporary and permanent reductions in paid-staff).

More than half (54%) of all art galleries indicated that they had laid off paid staff in 2020, the highest of all heritage institutions. Art galleries also had the highest percentage of employees affected by layoffs; 18% of full-time staff and 31% of part-time staff. Archives had the lowest percentage of layoffs, with only 16% of them saying they had laid off staff. Archives also had low percentages of full-time and part-time staff affected.

Across the country, Alberta had the highest percentage of heritage institutions (37%) indicate that they had laid off paid staff at some point in 2020, followed by 33% of institutions in Ontario, 31% of institutions in British Columbia, and 30% of institutions in Quebec. Manitoba, Newfoundland and Labrador, and Saskatchewan had the lowest percentage of institutions that indicated they laid off staff; 13%, 15%, and 18% respectively.

COVID-19 enhanced digital activities and online accessibility

While doors were closed to the public for a better part of 2020, heritage institutions concentrated their efforts towards enhancing their digital activities, thus increasing online access to their archival records, artefacts, programming, retail, etc. Nearly two thirds of heritage institutions (68%) had indicated they enhanced their overall digital activities in 2020. When considering specific institution types, nearly all art galleries indicated that they enhanced their digital activities (93%), as did three quarters of all archives (76%). Provincially it was Ontario that had the highest percentage of institutions enhancing their digital activities (78%), followed by Quebec (74%), British Columbia (73%) and Nova Scotia (73%).

When asked specifically which digital activities were enhanced, 56% of institutions said they increased/introduced social media. 40% said they increased/introduced online public programming. 36% worked towards digitizing their collections (i.e., artefacts or archives), while 35% improved/cleaned existing collections records (i.e., data quality/accuracy on collections). 33% of all institutions increased/introduced online public access to digitized holdings or exhibitions, and approximately 24% enhanced digital preservation activities (i.e., maintain hard drives, etc.).

As noted above, the enhancement of digital activities also saw heritage institutions increase online access to their audiences. The survey measured online activity of institutions before and during 2020, capturing the shift in online presence throughout the sector. Access to online public programming (i.e., educational programs, activities, lectures, etc.) had the highest increase of all online activities. On average, only 16% of heritage

institutions indicated that they provided online public programming before 2020, though this increased to nearly half (48%) of institutions providing it online during the 2020 pandemic (up approximately 192%). Art galleries had the strongest increase in online public programming, going from 23% of them offering it before 2020 to 94% of them offering it during 2020 (up approximately 305%).

Heritage institutions also increased their availability of online exhibitions, with 29% indicating they provided access to them online before 2020 and increased to more than 40% of institutions providing them during 2020 (up approximately 37%). Art galleries also showed the strongest growth of any institution type in online exhibitions, going from 24% of them hosting them before 2020 to 71% of them offering it during 2020 (up approximately 190%).

For online availability of collections or archival documents, there was an increase from 38% of institutions providing them before 2020, to approximately 43% during 2020 (up 13%). Archives by and large are the leading institution type to offer online access to collections and archival documents before (72%) and during 2020 (74%).

Heritage institutions were already utilizing social media and podcasts to reach their audiences before 2020 (85% of institutions), and they continued during the pandemic, increasing slightly to 87% of institutions during 2020. Online newsletters were utilized by 41% of institutions before 2020 and 42% of institutions during 2020.

COVID-19 monetization of virtual offerings and financial support received

The lack of foot traffic to heritage institutions inevitably lead to a reduction in traditional revenue streams. This meant that heritage institutions had to find new ways to generate income, which included shifting some of their revenue streams online. The survey asked organizations whether they attempted to monetize virtual offerings from their website during the pandemic, and 18% of all organizations indicated that they did. Art galleries were the institution type with the highest percentage to attempt to monetize their virtual offerings, with 39% doing so, followed by nearly 18% of museums, 13% of historic sites, and 6% of archives. Provincially and territorially Ontario and New Brunswick had the highest percentage of heritage institutions monetize virtual offerings in 2020, 29% and 23% respectively.

When specifying how virtual offerings were monetized, 7% of all heritage institutions indicated that they charged admission for special online events (i.e., lectures, live events, etc.). 5% of all institutions generated revenue from online courses or summer camps, and a further 5% held an online fundraiser or gala. 1% said they provided an option for memberships with focus on virtual benefits (i.e., publications, special virtual tours, podcasts, etc.). And finally, another 5% of all institutions indicated “Other” as their selection, which when asked to specify, the majority indicated that it was for either online gift shops/retail or offering an online option for direct donations.

As has been demonstrated in the latest survey data, temporary closures meant that heritage institutions were not able to generate as much income from earned revenue sources as in previous years. 2020 was one of the

most challenging years on record for the sector (i.e., 61% of all heritage institutions only had a net profit of \$10,000 or less during 2020, with 41% of all institutions reporting a net loss). Recognizing these extraordinary circumstances, a variety of COVID-19 financial assistance was made available. When asked if some form of COVID-19 financial support was received during 2020, approximately 70% of all heritage institutions indicated that they had received support. Separating the data by institution type shows that approximately 90% of art galleries received some form of financial support, followed by 77% of museums, 48% of historic sites, and 43% archives. When looking at the data by province or territory, Nova Scotia had the highest percentage of institutions receiving some form of financial support at 78%, followed by 75% of institutions in Manitoba, 73% of institutions in Ontario, and 72% in British Columbia.

The survey also captured the different forms of COVID-19 financial support provided to heritage institutions. Government emergency funds was by far the most predominant financial support in helping institutions weather the pandemic, with approximately 64% of all institutions receiving some emergency funding. 28% of heritage institutions indicated that they received emergency coverage of employee's salaries, while 5% of institutions benefited from COVID-19 fundraising campaigns. 2% of all institutions indicated they were able to get a temporary suspension of rents or mortgages during 2020. Lastly, nearly 7% of heritage institutions selected "other" when responding to the question on specific COVID-19 financial support, which when asked to specify, the majority indicated that it was support received from foundations, trust funds, and special grant funding.

Please refer to the tables in this report for a more detailed breakdown of data captured in the 2021 Government of Canada Survey of Heritage Institutions.

Table 1. Not-for-profit heritage institutions: National revenue and expenditure profile, by institution types, 2020

Note: all figures are in thousands of dollars

	Art galleries	Museums	Historic sites	Archives	Zoos and botanical gardens	Total (Canada 2020)
Unearned revenues						
Federal government	\$112,479	\$288,945	\$99,006	\$155,823	\$40,418	\$696,671
Provincial government	\$105,097	\$240,131	\$40,592	\$154,209	\$36,031	\$576,059
Local government	\$46,410	\$102,672	\$15,486	\$33,213	\$56,230	\$254,010
Donations tax receipted	\$76,396	\$74,532	\$3,448	\$5,994	\$15,893	\$176,262
Donations non-tax receipted	\$9,177	\$42,349	\$1,281	\$1,747	\$7,598	\$62,152
Donations from other charities	\$39,342	\$54,101	\$1,932	\$4,341	\$6,706	\$106,421
Interest/ investment	\$5,792	\$20,918	\$638	\$2,803	\$2,470	\$32,622
Total unearned revenues	\$394,693	\$823,648	\$162,382	\$358,130	\$165,345	\$1,904,199
Earned revenues						
Gross income from rental of facilities	\$3,432	\$12,821	\$1,545	\$96	\$1,388	\$19,283
Membership fees	\$13,690	\$15,777	\$531	\$167	\$9,518	\$39,684
Admission fees	\$1,368	\$41,172	\$5,414	\$5	\$38,514	\$86,473
Public programs fees	\$2,544	\$9,423	\$1,132	\$15	\$2,186	\$15,300
Fundraising	\$6,514	\$20,912	\$2,174	\$467	\$1,004	\$31,071
Sales of goods and services	\$54,838	\$101,350	\$16,340	\$2,387	\$58,792	\$233,707
Other earned revenue	\$31,460	\$106,061	\$9,155	\$5,767	\$14,636	\$167,079
Total earned revenue	\$113,846	\$307,518	\$36,290	\$8,904	\$126,039	\$592,597
Total revenues	\$508,539	\$1,131,166	\$198,672	\$367,034	\$291,384	\$2,496,795
Expenditures						
Advertising and promotion	\$12,796	\$30,635	\$2,089	\$1,451	\$4,681	\$51,653
Travel and vehicle	\$2,542	\$9,485	\$1,309	\$400	\$1,695	\$15,431
Interest and bank charges	\$4,555	\$9,124	\$1,334	\$5,388	\$4,123	\$24,524
Office supplies and expenses	\$9,593	\$25,644	\$1,439	\$4,410	\$6,609	\$47,695
Occupancy costs	\$38,960	\$112,413	\$18,810	\$34,478	\$20,972	\$225,635
Professional consulting fees	\$18,929	\$44,682	\$7,846	\$21,322	\$9,256	\$102,035
Training for staff and volunteers	\$2,079	\$1,878	\$189	\$189	\$306	\$4,641
All compensation wages and admin	\$190,532	\$457,815	\$82,760	\$215,091	\$123,314	\$1,069,512
FMV of Donated goods to charitable activities ¹	\$35,045	\$4,532	\$314	\$376	\$71	\$40,339
Total cost of all purchased supplies	\$33,876	\$48,946	\$6,953	\$8,637	\$38,719	\$137,131
Amortization of capital assets	\$50,132	\$144,417	\$32,002	\$21,456	\$34,799	\$282,806
Research grants and scholarships	\$347	\$13,133	\$24	\$14	\$1,106	\$14,623
Other operating expenditures	\$92,701	\$144,008	\$59,591	\$51,177	\$59,362	\$406,839
Total expenditures	\$492,087	\$1,046,712	\$214,660	\$364,390	\$305,014	\$2,422,863
Profit margin (percent)	3.2%	7.5%	-8.0%	0.7%	-4.7%	3.0%

1. FMV is an acronym for fair market value.

Notes: 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.

Table 2. Not-for-profit heritage institutions: National industry characteristics profile, by institution types, 2020

	Art galleries	Museums	Historic sites	Archives	Zoos and botanical gardens	Total (Canada 2020)
Employment						
Full-time employees (FT)	2,274	5,753	799	2,550	1,520	12,896
Part-time employees (PT)	2,441	8,382	2,957	433	2,560	16,773
Contract workers	914	1,160	190	103	122	2,488
Number of volunteers	6,106	34,476	6,819	2,291	6,320	56,012
Hours worked by all volunteers	128,610	1,686,732	185,032	123,895	206,003	2,330,272
Attendance						
# Of Visits	3,582,391	5,070,272	3,806,290	485,720	3,973,090	16,917,762
# Of Online visits	18,125,912	106,529,024	7,697,831	22,731,260	6,725,398	161,809,424
# Of School groups	4,320	8,435	621	399	2,525	16,300
# Of Members	303,976	256,965	20,108	296,707	183,017	1,060,773
Exhibitions						
# Of Permanent exhibitions	396	11,782	1,160	246	455	14,039
# Of Exhibitions created	1,155	2,617	336	328	20	4,456
# Of Exhibitions circulated	315	677	128	110	2	1,232
# Of Online Exhibitions hosted	516	3,684	341	1,639	71	6,251
Research						
# Of Research requests	25,825	160,385	28,415	312,839	3,423	530,888

Notes: 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.

Table 3. Not-for-profit heritage institutions: National COVID closures profile, by institution types, 2020

	Art galleries	Museums	Historic sites	Archives	Zoos and botanical gardens	Total (Canada 2020)
Organizations forced to close at any point for COVID-19 public health measures in 2020						
% Of organizations forced to close in 2020	96.3%	89.7%	81.9%	75.3%	X	87.2%
Average # of months forced to close in 2020	6	6	4	6	X	5
Layoffs of paid staff during 2020						
% Of organizations that laid off staff in 2020	53.7%	27.5%	22.4%	15.6%	X	28.1%
% Of full-time staff laid off in 2020	17.7%	15.5%	7.5%	16.8%	X	14.8%
% Of part-time staff laid off in 2020	30.6%	22.3%	24.1%	15.8%	X	23.2%
% Of contract staff laid off in 2020	11.7%	6.4%	0.0%	0.0%	X	5.8%

X. Too unreliable to be published

Notes: 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.

Table 4. Not-for-profit heritage institutions: National COVID digitization profile, by institution types, 2020

	Art galleries	Museums	Historic sites	Archives	Zoos and botanical gardens	Total (Canada 2020)
% Of organizations that enhanced its digital activities during 2020						
% That enhanced its digital activities overall	92.7%	64.6%	55.7%	76.0%	X	67.9%
% That digitized collections (i.e., artefacts or archives)	30.5%	38.8%	14.8%	52.1%	X	35.7%
% That enhanced digital preservation activities (i.e., maintain hard drives, etc.)	26.8%	24.2%	9.6%	39.6%	X	24.0%
% That improved/ cleaned existing collections records (i.e., data quality/ accuracy on collections)	35.4%	36.2%	21.7%	46.9%	X	34.9%
% That increased/ introduced online public access to digitized holdings or exhibitions	59.8%	32.3%	13.0%	37.5%	X	32.8%
% That increased/ introduced online public programming	89.0%	35.8%	31.3%	26.0%	X	39.9%
% That increased/ introduce social media coverage	85.4%	56.2%	43.5%	40.6%	X	55.7%
% That enhanced other digital activities	12.2%	9.5%	6.1%	9.4%	X	9.5%
% Of organizations that provided online accessibility before and during 2020						
Provided exhibitions online before 2020	24.4%	27.5%	22.6%	53.1%	X	29.4%
Provided exhibitions online during 2020	70.7%	36.8%	28.7%	46.9%	X	40.2%
Provided collections or archival documents online before 2020	43.9%	35.2%	15.7%	71.9%	X	37.6%
Provided collections or archival documents online during 2020	54.9%	39.4%	21.7%	74.0%	X	42.5%
Provided online public programming before 2020	23.2%	13.3%	18.3%	25.0%	X	16.4%
Provided online public programming during 2020	93.9%	43.0%	40.0%	43.8%	X	48.1%
Provided social media or podcasts before 2020	95.1%	86.1%	81.7%	76.0%	X	85.3%
Provided social media or podcasts during 2020	97.6%	87.5%	87.0%	74.0%	X	86.9%
Provided online newsletters before 2020	76.8%	39.6%	30.4%	29.2%	X	41.2%
Provided online newsletters during 2020	75.6%	41.6%	30.4%	28.1%	X	42.3%

X. Too unreliable to be published

Notes: 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.

Table 5. Not-for-profit heritage institutions: National COVID funding profile, by institution types, 2020

	Art galleries	Museums	Historic sites	Archives	Zoos and botanical gardens	Total (Canada 2020)
% Of organizations that attempted to monetize virtual offerings from organization's website during 2020						
% That attempted to monetize virtual offerings	39.0%	17.6%	13.0%	6.3%	X	18.0%
% That charged admission for special online events (i.e., lectures, live events, etc.)	12.2%	6.5%	7.0%	1.0%	X	6.6%
% That provided online courses or summer camps	24.4%	3.4%	4.3%	0.0%	X	5.3%
% That provided a new membership level with a focus on virtual benefits (i.e., publications, virtual tours, etc.)	1.2%	1.2%	0.9%	1.0%	X	1.1%
% That held an online fundraiser or gala	18.3%	4.4%	0.9%	0.0%	X	4.7%
Other	9.8%	5.1%	4.3%	2.1%	X	5.3%
% Of organizations that received any form of Covid-19 financial support in 2020						
% That received some form of Covid-19 financial support in 2020	90.2%	77.4%	47.8%	42.7%	X	70.1%
% That received government emergency funds (any level of government)	81.7%	70.9%	46.1%	35.4%	X	63.8%
% That received emergency coverage of employee salaries	52.4%	28.1%	20.0%	10.4%	X	27.6%
% That received suspension of rents/ mortgages	8.5%	1.4%	0.0%	1.0%	X	1.9%
% That had fundraising campaign (for COVID-19)	9.8%	6.3%	0.0%	1.0%	X	5.3%
Other	13.4%	6.3%	4.3%	6.3%	X	6.8%

X. Too unreliable to be published

Notes: 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.

Table 6. Not-for-profit art galleries: Revenue and expenditure profile, 2020

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 2020)
Unearned revenues												
Federal government	\$336	X	\$384	\$1,213	\$5,481	\$91,020	\$1,686	\$2,032	\$2,572	\$6,942	X	\$112,479
Provincial government	\$229	X	\$2,567	\$1,409	\$54,687	\$29,241	\$3,517	\$2,368	\$3,235	\$4,945	X	\$105,097
Local government	\$28	X	\$36	\$331	\$4,671	\$18,198	\$889	\$8,314	\$5,852	\$8,074	X	\$46,410
Donations tax receipted	\$24	X	\$163	\$4,334	\$20,377	\$34,122	\$3,192	\$1,584	\$3,850	\$8,728	X	\$76,396
Donations non-tax receipted	\$20	X	\$13	\$1,724	\$623	\$3,529	\$1,911	\$146	\$503	\$647	X	\$9,177
Donations from other charities	\$0	X	X	\$308	\$6,566	\$21,129	\$590	\$4,317	\$326	\$6,061	X	\$39,342
Interest/ investment	\$0	X	X	\$1,127	\$977	\$1,855	\$94	\$23	\$542	\$1,042	X	\$5,792
Total unearned revenues	\$637	X	\$3,281	\$10,447	\$93,382	\$199,095	\$11,879	\$18,785	\$16,881	\$36,438	X	\$394,693
Earned revenues												
Gross income from rental of facilities	\$8	X	\$50	\$217	\$554	\$589	\$5	\$430	\$216	\$1,362	X	\$3,432
Membership fees	\$6	X	\$57	\$20	\$4,961	\$6,864	\$115	\$199	\$182	\$1,286	X	\$13,690
Admission fees	X	X	\$243	\$1	\$80	\$693	X	X	\$235	\$116	X	\$1,368
Public programs fees	X	X	\$398	\$53	\$427	\$1,172	X	\$108	\$132	\$254	X	\$2,544
Fundraising	\$26	X	\$189	\$101	\$356	\$3,513	\$401	\$305	\$749	\$685	X	\$6,514
Sales of goods and services	\$64	X	\$490	\$184	\$15,919	\$27,591	\$1,762	\$947	\$867	\$6,488	X	\$54,838
Other earned revenue	\$32	X	\$151	\$76	\$14,573	\$13,014	\$255	\$420	\$671	\$1,978	X	\$31,460
Total earned revenue	\$136	X	\$1,579	\$652	\$36,869	\$53,436	\$2,537	\$2,411	\$3,052	\$12,169	X	\$113,846
Total revenues	\$773	X	\$4,859	\$11,099	\$130,251	\$252,531	\$14,415	\$21,196	\$19,932	\$48,607	X	\$508,539
Expenditures												
Advertising and promotion	\$6	X	\$277	\$35	\$5,574	\$4,258	\$379	\$801	\$288	\$1,104	X	\$12,796
Travel and vehicle	\$22	X	\$38	\$28	\$854	\$882	\$39	\$233	\$114	\$198	X	\$2,542
Interest and bank charges	\$2	X	\$28	\$71	\$2,685	\$1,184	\$10	\$35	\$91	\$412	X	\$4,555
Office supplies and expenses	\$3	X	\$65	\$156	\$1,952	\$5,671	\$131	\$303	\$335	\$851	X	\$9,593
Occupancy costs	\$86	X	\$293	\$621	\$17,746	\$12,252	\$667	\$1,890	\$2,520	\$2,548	X	\$38,960
Professional consulting fees	\$8	X	\$130	\$140	\$6,730	\$8,698	\$107	\$1,138	\$455	\$1,399	X	\$18,929
Training for staff and volunteers	\$0	X	\$0	\$0	\$265	\$969	\$653	\$30	\$61	\$98	X	\$2,079
All compensation wages and admin FMV of Donated goods to charitable activities ²	\$331	X	\$2,650	\$2,347	\$40,969	\$100,099	\$5,423	\$9,076	\$7,603	\$20,036	X	\$190,532
	\$0	X	\$0	\$2,946	\$10,575	\$18,221	\$0	\$167	\$0	\$3,137	X	\$35,045
Total cost of all purchased supplies	\$3	X	\$7	\$178	\$2,784	\$22,301	\$306	\$893	\$993	\$6,083	X	\$33,876
Amortization of capital assets	\$1	X	\$0	\$697	\$13,070	\$30,669	\$232	\$677	\$2,438	\$2,047	X	\$50,132
Research grants and scholarships	\$0	X	\$0	\$0	\$20	\$1	\$0	\$0	\$312	\$13	X	\$347
Other operating expenditures	\$387	X	\$1,091	\$696	\$23,582	\$46,272	\$3,363	\$2,820	\$3,245	\$9,762	X	\$92,701
Total expenditures	\$849	X	\$4,578	\$7,916	\$126,806	\$251,476	\$11,309	\$18,064	\$18,457	\$47,690	X	\$492,087
Profit margin (percent)	-9.9%	X	5.8%	28.7%	2.6%	0.4%	21.5%	14.8%	7.4%	1.9%	X	3.2%

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / X. Too unreliable to be published

Notes: 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.

Table 7. Not-for-profit art galleries: Industry characteristics profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Employment												
Full-time employees (FT)	4	X	35	47	558	1,060	68	105	107	267	X	2,274
Part-time employees (PT)	17	X	17	45	552	971	141	143	120	389	X	2,441
Contract workers	X	X	X	12	40	476	2	34	50	284	X	914
Number of volunteers	X	X	X	57	876	3,955	70	76	X	902	X	6,106
Hours worked by all volunteers	X	X	X	253	30,307	63,026	2,400	5,420	X	25,528	X	128,610
Attendance												
# Of visits	X	X	X	16,729	2,050,484	795,045	4,239	211,546	X	492,165	X	3,582,391
# Of online visits	X	X	X	56,509	2,548,239	11,747,119	498,928	409,472	X	2,268,620	X	18,125,912
# Of school groups	X	X	X	22	2,673	757	5	276	X	399	X	4,320
# Of members	X	X	X	592	205,169	69,143	236	10,664	X	17,079	X	303,976
Exhibitions												
# Of permanent exhibitions	X	X	X	41	42	175	0	38	X	96	X	396
# Of exhibitions created	X	X	X	61	158	574	20	80	X	238	X	1,155
# Of exhibitions circulated	X	X	X	5	172	94	0	8	X	35	X	315
# Of online exhibitions hosted	X	X	X	56	49	219	32	40	X	114	X	516
Research												
# Of research requests	X	X	X	3	4,281	20,986	38	316	X	109	X	25,825

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 8. Not-for-profit art galleries: COVID closures profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Organizations forced to close at any point for COVID-19 public health measures in 2020												
% Of organizations forced to close in 2020	X	X	X	80.0%	92.9%	97.0%	X	100.0%	X	100.0%	X	96.3%
Average # of months forced to close in 2020	X	X	X	5	7	6	X	5	X	4	X	6
Layoffs of paid staff during 2020												
% Of organizations that laid off staff in 2020	X	X	X	60.0%	35.7%	66.7%	X	33.3%	X	47.4%	X	53.7%
% Of full-time staff laid off in 2020	X	X	X	12.5%	24.6%	17.6%	X	37.5%	X	12.2%	X	17.7%
% Of part-time staff laid off in 2020	X	X	X	6.7%	40.0%	33.0%	X	25.0%	X	22.0%	X	30.6%
% Of contract staff laid off in 2020	X	X	X	2.0%	15.3%	5.9%	X	0.0%	X	13.1%	X	11.7%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 9. Not-for-profit art galleries: COVID digitization profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that enhanced its digital activities during 2020												
% That enhanced its digital activities overall	X	X	X	80.0%	78.6%	97.0%	X	100.0%	X	94.7%	X	92.7%
% That digitized collections (i.e., artefacts or archives)	X	X	X	20.0%	21.4%	39.4%	X	50.0%	X	15.8%	X	30.5%
% That enhanced digital preservation activities (i.e., maintain hard drives, etc.)	X	X	X	0.0%	21.4%	24.2%	X	50.0%	X	26.3%	X	26.8%
% That improved/ cleaned existing collections records (i.e., data quality/ accuracy on collections)	X	X	X	20.0%	14.3%	48.5%	X	33.3%	X	31.6%	X	35.4%
% That increased/ introduced online public access to digitized holdings or exhibitions	X	X	X	60.0%	50.0%	66.7%	X	66.7%	X	47.4%	X	59.8%
% That increased/ introduced online public programming	X	X	X	60.0%	71.4%	93.9%	X	100.0%	X	94.7%	X	89.0%
% That increased/ introduce social media coverage	X	X	X	80.0%	78.6%	84.8%	X	100.0%	X	84.2%	X	85.4%
% That enhanced other digital activities	X	X	X	20.0%	0.0%	12.1%	X	33.3%	X	5.3%	X	12.2%
% Of organizations that provided online accessibility before and during 2020												
Provided exhibitions online before 2020	X	X	X	20.0%	28.6%	18.2%	X	50.0%	X	26.3%	X	24.4%
Provided exhibitions online during 2020	X	X	X	80.0%	57.1%	75.8%	X	100.0%	X	63.2%	X	70.7%
Provided collections or archival documents online before 2020	X	X	X	0.0%	57.1%	51.5%	X	16.7%	X	36.8%	X	43.9%
Provided collections or archival documents online during 2020	X	X	X	20.0%	71.4%	60.6%	X	33.3%	X	42.1%	X	54.9%
Provided online public programming before 2020	X	X	X	0.0%	28.6%	30.3%	X	16.7%	X	15.8%	X	23.2%
Provided online public programming during 2020	X	X	X	100.0%	85.7%	93.9%	X	100.0%	X	94.7%	X	93.9%
Provided social media or podcasts before 2020	X	X	X	100.0%	92.9%	90.9%	X	100.0%	X	100.0%	X	95.1%
Provided social media or podcasts during 2020	X	X	X	100.0%	92.9%	97.0%	X	100.0%	X	100.0%	X	97.6%
Provided online newsletters before 2020	X	X	X	80.0%	50.0%	78.8%	X	66.7%	X	89.5%	X	76.8%
Provided online newsletters during 2020	X	X	X	80.0%	50.0%	78.8%	X	50.0%	X	89.5%	X	75.6%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 10. Not-for-profit art galleries: COVID funding profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that attempted to monetize virtual offerings from organization's website during 2020												
% That attempted to monetize virtual offerings	X	X	X	20.0%	35.7%	51.5%	X	33.3%	X	26.3%	X	39.0%
% That charged admission for special online events (i.e., lectures, live events, etc.)	X	X	X	20.0%	14.3%	18.2%	X	0.0%	X	0.0%	X	12.2%
% That provided online courses or summer camps	X	X	X	20.0%	21.4%	33.3%	X	16.7%	X	10.5%	X	24.4%
% That provided a new membership level with a focus on virtual benefits (i.e., publications, virtual tours, etc.)	X	X	X	0.0%	7.1%	0.0%	X	0.0%	X	0.0%	X	1.2%
% That held an online fundraiser or gala	X	X	X	0.0%	21.4%	27.3%	X	0.0%	X	5.3%	X	18.3%
Other	X	X	X	0.0%	14.3%	9.1%	X	16.7%	X	10.5%	X	9.8%
% Of organizations that received any form of Covid-19 financial support in 2020												
% That received some form of Covid-19 financial support in 2020	X	X	X	100.0%	78.6%	90.9%	X	100.0%	X	100.0%	X	90.2%
% That received government emergency funds (any level of government)	X	X	X	60.0%	71.4%	84.8%	X	83.3%	X	94.7%	X	81.7%
% That received emergency coverage of employee salaries	X	X	X	40.0%	42.9%	57.6%	X	16.7%	X	68.4%	X	52.4%
% That received suspension of rents/mortgages	X	X	X	0.0%	7.1%	12.1%	X	0.0%	X	5.3%	X	8.5%
% That had fundraising campaign (for COVID-19)	X	X	X	0.0%	7.1%	12.1%	X	0.0%	X	15.8%	X	9.8%
Other	X	X	X	20.0%	14.3%	9.1%	X	16.7%	X	15.8%	X	13.4%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 11. Not-for-profit museums: Revenue and expenditure profile, 2020

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 2020)
Unearned revenues												
Federal government	\$2,309	\$361	\$18,876	\$1,410	\$102,391	\$104,119	\$32,926	\$2,406	\$14,266	\$8,539	\$1,342	\$288,945
Provincial government	\$8,429	\$1,555	\$11,445	\$4,582	\$53,237	\$63,617	\$6,699	\$8,610	\$24,378	\$44,402	\$13,178	\$240,131
Local government	\$704	\$888	\$1,299	\$1,207	\$24,993	\$27,610	\$3,965	\$1,515	\$24,971	\$14,743	\$777	\$102,672
Donations tax received	\$1,753	\$48	\$2,339	\$1,115	\$9,712	\$28,312	\$11,162	\$1,220	\$10,382	\$8,440	\$49	\$74,532
Donations non-tax received	\$490	\$12	\$2,482	\$214	\$17,299	\$11,514	\$1,141	\$893	\$5,739	\$2,548	\$16	\$42,349
Donations from other charities	\$266	\$14	\$1,212	\$112	\$11,135	\$27,764	\$10,450	\$150	\$1,243	\$1,709	\$45	\$54,101
Interest/ investment	\$242	\$40	\$436	\$136	\$4,792	\$8,318	\$512	\$96	\$5,101	\$1,241	\$2	\$20,918
Total unearned revenues	\$14,193	\$2,918	\$38,089	\$8,776	\$223,560	\$271,255	\$66,855	\$14,890	\$86,081	\$81,623	\$15,409	\$823,648
Earned revenues												
Gross income from rental of facilities	\$336	\$8	\$448	\$64	\$4,152	\$3,771	\$809	\$884	\$1,230	\$1,038	\$80	\$12,821
Membership fees	\$111	\$0	\$290	\$26	\$2,242	\$9,996	\$434	\$392	\$1,791	\$470	\$25	\$15,777
Admission fees	\$123	\$149	\$269	\$27	\$13,861	\$14,972	\$2,524	\$433	\$4,189	\$4,556	\$70	\$41,172
Public programs fees	\$53	\$28	\$44	\$1	\$3,442	\$4,071	\$185	\$445	\$256	\$894	\$4	\$9,423
Fundraising	\$2,368	\$2	\$2,367	\$271	\$1,625	\$8,446	\$979	\$761	\$1,470	\$2,473	\$151	\$20,912
Sales of goods and services	\$2,004	\$168	\$6,038	\$767	\$19,748	\$48,850	\$822	\$3,678	\$12,089	\$6,592	\$593	\$101,350
Other earned revenue	\$1,126	\$133	\$1,071	\$792	\$25,828	\$42,930	\$4,418	\$6,115	\$4,234	\$18,724	\$692	\$106,061
Total earned revenue	\$6,121	\$488	\$10,527	\$1,947	\$70,898	\$133,037	\$10,172	\$12,709	\$25,259	\$34,747	\$1,615	\$307,518
Total revenues	\$20,313	\$3,406	\$48,616	\$10,724	\$294,458	\$404,291	\$77,026	\$27,599	\$111,340	\$116,370	\$17,023	\$1,131,166
Expenditures												
Advertising and promotion	\$349	\$50	\$914	\$106	\$5,915	\$15,793	\$2,480	\$640	\$1,623	\$2,629	\$136	\$30,635
Travel and vehicle	\$141	\$7	\$230	\$136	\$2,264	\$4,125	\$907	\$132	\$382	\$911	\$250	\$9,485
Interest and bank charges	\$126	\$7	\$590	\$66	\$3,809	\$2,491	\$167	\$185	\$576	\$1,063	\$44	\$9,124
Office supplies and expenses	\$245	\$25	\$777	\$406	\$4,122	\$11,037	\$1,271	\$935	\$3,780	\$2,753	\$294	\$25,644
Occupancy costs	\$3,100	\$125	\$5,637	\$819	\$27,757	\$48,902	\$7,949	\$3,852	\$6,706	\$6,736	\$830	\$112,413
Professional consulting fees	\$505	\$8	\$1,317	\$317	\$14,904	\$15,026	\$1,659	\$538	\$6,453	\$3,115	\$839	\$44,682
Training for staff and volunteers	\$16	\$0	\$93	\$40	\$182	\$1,186	\$71	\$35	\$117	\$83	\$55	\$1,878
All compensation wages and admin FMV of Donated goods to charitable activities ²	\$7,323	\$1,696	\$19,575	\$5,602	\$107,403	\$169,052	\$22,390	\$11,807	\$56,813	\$48,217	\$7,939	\$457,815
	\$192	\$0	\$160	\$0	\$905	\$2,009	\$429	\$26	\$631	\$181	\$0	\$4,532
Total cost of all purchased supplies	\$947	\$753	\$2,982	\$521	\$6,575	\$24,316	\$1,767	\$1,398	\$5,110	\$3,841	\$736	\$48,946
Amortization of capital assets	\$1,647	\$0	\$6,326	\$140	\$35,538	\$58,692	\$16,524	\$2,746	\$13,855	\$8,570	\$378	\$144,417
Research grants and scholarships	\$0	\$0	\$6	\$15	\$1	\$13,038	\$0	\$0	\$30	\$44	\$0	\$13,133
Other operating expenditures	\$4,721	\$435	\$5,207	\$1,173	\$41,225	\$47,375	\$8,927	\$4,989	\$7,036	\$19,935	\$2,986	\$144,008
Total expenditures	\$19,312	\$3,106	\$43,813	\$9,340	\$250,602	\$413,042	\$64,540	\$27,282	\$103,112	\$98,077	\$14,486	\$1,046,712
Profit margin (percent)	4.9%	8.8%	9.9%	12.9%	14.9%	-2.2%	16.2%	1.1%	7.4%	15.7%	14.9%	7.5%

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / X. Too unreliable to be published

Notes: 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.

Table 12. Not-for-profit museums: Industry characteristics profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Employment												
Full-time employees (FT)	125	30	242	68	1,473	1,835	300	177	826	581	97	5,753
Part-time employees (PT)	337	66	635	233	1,537	2,080	420	502	1,372	1,104	97	8,382
Contract workers	36	27	47	6	316	191	72	70	132	248	14	1,160
Number of volunteers	1,285	77	2,058	435	1,935	10,018	4,726	4,460	5,531	3,839	112	34,476
Hours worked by all volunteers	73,903	7,426	123,403	14,553	120,301	654,149	94,999	83,337	253,400	256,692	4,569	1,686,732
Attendance												
# Of visits	101,643	20,738	261,080	39,695	982,588	1,299,151	156,035	162,766	1,130,858	852,853	62,865	5,070,272
# Of online visits	523,962	5,250	2,530,656	368,484	25,341,718	50,662,621	1,318,257	1,080,827	2,636,190	21,860,437	200,621	106,529,024
# Of school groups	90	54	228	145	1,155	2,351	1,703	310	672	1,652	75	8,435
# Of members	5,007	18	10,358	2,975	53,293	92,072	19,061	31,159	11,372	29,492	2,160	256,965
Exhibitions												
# Of permanent exhibitions	554	14	1,021	314	293	2,602	1,036	958	3,050	1,669	271	11,782
# Of exhibitions created	64	2	268	155	200	585	358	205	359	371	49	2,617
# Of exhibitions circulated	54	0	15	9	258	107	46	47	36	102	2	677
# Of online exhibitions hosted	134	0	439	36	345	857	898	188	296	423	68	3,684
Research												
# Of research requests	451	70	15,715	1,837	22,307	79,635	2,323	2,387	4,400	26,538	4,722	160,385

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 13. Not-for-profit museums: COVID closures profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Organizations forced to close at any point for COVID-19 public health measures in 2020												
% Of organizations forced to close in 2020	73.1%	X	87.2%	76.5%	94.2%	97.5%	84.4%	85.7%	92.2%	92.5%	75.0%	89.7%
Average # of months forced to close in 2020	6	X	5	5	6	7	5	5	6	6	4	6
Layoffs of paid staff during 2020												
% Of organizations that laid off staff in 2020	23.1%	X	29.8%	17.6%	38.5%	29.7%	15.6%	11.9%	37.5%	26.3%	33.3%	27.5%
% Of full-time staff laid off in 2020	38.9%	X	13.5%	25.0%	18.0%	17.5%	1.4%	10.0%	17.0%	14.9%	15.5%	15.5%
% Of part-time staff laid off in 2020	39.6%	X	19.9%	25.0%	36.0%	22.4%	13.3%	10.9%	24.4%	16.9%	30.4%	22.3%
% Of contract staff laid off in 2020	0.0%	X	0.0%	9.1%	8.4%	5.6%	3.4%	4.8%	7.4%	10.8%	16.7%	6.4%

1. Territories include: Yukon, Northwest Territories and Nunavut / r. Revision of previous data / X. Too unreliable to be published

Notes: 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.

Table 14. Not-for-profit museums: COVID digitization profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that enhanced its digital activities during 2020												
% That enhanced its digital activities overall	34.6%	X	72.3%	41.2%	82.7%	72.9%	62.2%	52.4%	50.0%	72.5%	58.3%	64.6%
% That digitized collections (i.e., artefacts or archives)	19.2%	X	53.2%	29.4%	34.6%	46.6%	35.6%	31.0%	28.1%	46.3%	33.3%	38.8%
% That enhanced digital preservation activities (i.e., maintain hard drives, etc.)	11.5%	X	29.8%	11.8%	23.1%	31.4%	22.2%	14.3%	20.3%	30.0%	8.3%	24.2%
% That improved/ cleaned existing collections records (i.e., data quality/ accuracy on collections)	19.2%	X	51.1%	23.5%	26.9%	43.2%	33.3%	31.0%	35.9%	41.3%	8.3%	36.2%
% That increased/ introduced online public access to digitized holdings or exhibitions	15.4%	X	31.9%	23.5%	26.9%	47.5%	28.9%	19.0%	18.8%	43.8%	16.7%	32.3%
% That increased/ introduced online public programming	11.5%	X	29.8%	17.6%	44.2%	49.2%	28.9%	21.4%	26.6%	45.0%	41.7%	35.8%
% That increased/ introduce social media coverage	34.6%	X	59.6%	35.3%	73.1%	61.9%	57.8%	50.0%	40.6%	62.5%	58.3%	56.2%
% That enhanced other digital activities	3.8%	X	8.5%	11.8%	25.0%	8.5%	8.9%	7.1%	3.1%	11.3%	0.0%	9.5%
% Of organizations that provided online accessibility before and during 2020												
Provided exhibitions online before 2020	15.4%	X	21.3%	17.6%	50.0%	34.7%	15.6%	16.7%	7.8%	37.5%	50.0%	27.5%
Provided exhibitions online during 2020	19.2%	X	36.2%	17.6%	46.2%	50.8%	33.3%	19.0%	20.3%	46.3%	33.3%	36.8%
Provided collections or archival documents online before 2020	15.4%	X	55.3%	11.8%	48.1%	39.8%	17.8%	19.0%	25.0%	46.3%	41.7%	35.2%
Provided collections or archival documents online during 2020	15.4%	X	57.4%	11.8%	44.2%	46.6%	28.9%	26.2%	28.1%	51.3%	41.7%	39.4%
Provided online public programming before 2020	3.8%	X	14.9%	5.9%	15.4%	18.6%	11.1%	11.9%	10.9%	8.8%	33.3%	13.3%
Provided online public programming during 2020	15.4%	X	29.8%	29.4%	61.5%	61.9%	31.1%	28.6%	32.8%	46.3%	33.3%	43.0%
Provided social media or podcasts before 2020	73.1%	X	97.9%	88.2%	94.2%	90.7%	82.2%	78.6%	78.1%	85.0%	83.3%	86.1%
Provided social media or podcasts during 2020	65.4%	X	97.9%	88.2%	94.2%	91.5%	86.7%	81.0%	81.3%	88.8%	83.3%	87.5%
Provided online newsletters before 2020	7.7%	X	51.1%	23.5%	46.2%	49.2%	37.8%	19.0%	29.7%	50.0%	33.3%	39.6%
Provided online newsletters during 2020	0.0%	X	42.6%	35.3%	50.0%	52.5%	40.0%	23.8%	29.7%	58.8%	16.7%	41.6%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 15. Not-for-profit museums: COVID funding profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that attempted to monetize virtual offerings from organization's website during 2020												
% That attempted to monetize virtual offerings	7.7%	X	4.3%	23.5%	17.3%	29.7%	20.0%	14.3%	10.9%	17.5%	8.3%	17.6%
% That charged admission for special online events (i.e., lectures, live events, etc.)	3.8%	X	0.0%	5.9%	9.6%	11.9%	4.4%	2.4%	3.1%	8.8%	0.0%	6.5%
% That provided online courses or summer camps	3.8%	X	0.0%	5.9%	3.8%	5.1%	0.0%	2.4%	0.0%	6.3%	8.3%	3.4%
% That provided a new membership level with a focus on virtual benefits (i.e., publications, virtual tours, etc.)	0.0%	X	0.0%	0.0%	1.9%	1.7%	0.0%	0.0%	1.6%	2.5%	0.0%	1.2%
% That held an online fundraiser or gala	7.7%	X	0.0%	11.8%	0.0%	9.3%	2.2%	2.4%	4.7%	2.5%	0.0%	4.4%
Other	0.0%	X	2.1%	0.0%	1.9%	11.0%	13.3%	0.0%	3.1%	3.8%	0.0%	5.1%
% Of organizations that received any form of Covid-19 financial support in 2020												
% That received some form of Covid-19 financial support in 2020	73.1%	X	85.1%	76.5%	80.8%	81.4%	84.4%	64.3%	68.8%	76.3%	75.0%	77.4%
% That received government emergency funds (any level of government)	65.4%	X	80.9%	64.7%	78.8%	76.3%	80.0%	61.9%	59.4%	65.0%	58.3%	70.9%
% That received emergency coverage of employee salaries	26.9%	X	36.2%	23.5%	59.6%	22.9%	28.9%	7.1%	21.9%	26.3%	33.3%	28.1%
% That received suspension of rents/mortgages	0.0%	X	4.3%	0.0%	0.0%	1.7%	2.2%	0.0%	1.6%	1.3%	0.0%	1.4%
% That had fundraising campaign (for COVID-19)	7.7%	X	12.8%	0.0%	1.9%	7.6%	4.4%	7.1%	1.6%	10.0%	0.0%	6.3%
Other	3.8%	X	2.1%	5.9%	3.8%	3.4%	17.8%	2.4%	1.6%	15.0%	8.3%	6.3%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 16. Not-for-profit historic sites: Revenue and expenditure profile, 2020

Note: all figures are in thousands of dollars

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Unearned revenues												
Federal government	\$5,409	\$151	\$20,098	\$6,235	\$29,486	\$13,577	\$832	\$3,435	\$5,520	\$7,263	\$6,999	\$99,006
Provincial government	\$8,740	\$269	\$2,089	\$3,481	\$3,741	\$8,966	\$198	\$2,226	\$3,292	\$7,315	\$276	\$40,592
Local government	\$63	\$127	\$85	\$211	\$2,770	\$6,361	\$151	\$2,799	\$2,013	\$821	\$86	\$15,486
Donations tax receipted	\$110	\$33	\$84	\$90	\$332	\$1,242	\$72	\$585	\$501	\$398	\$1	\$3,448
Donations non-tax receipted	\$4	\$0	\$20	\$19	\$432	\$165	\$23	\$148	\$288	\$184	\$0	\$1,281
Donations from other charities	\$0	\$0	\$2	\$0	\$1,387	\$299	\$40	\$121	\$11	\$71	\$0	\$1,932
Interest/ investment	\$6	\$17	-\$3	-\$7	\$35	\$65	\$5	\$262	\$45	\$213	\$0	\$638
Total unearned revenues	\$14,333	\$597	\$22,376	\$10,028	\$38,182	\$30,673	\$1,321	\$9,576	\$11,669	\$16,264	\$7,363	\$162,382
Earned revenues												
Gross income from rental of facilities	\$73	\$5	\$155	\$83	\$329	\$135	\$8	\$60	\$463	\$234	\$1	\$1,545
Membership fees	\$5	\$5	\$0	\$5	\$224	\$146	\$18	\$6	\$84	\$37	\$0	\$531
Admission fees	\$104	\$160	\$142	\$666	\$695	\$1,686	\$17	\$66	\$483	\$1,380	\$13	\$5,414
Public programs fees	\$0	\$0	\$45	\$132	\$424	\$223	\$1	\$8	\$180	\$75	\$43	\$1,132
Fundraising	\$80	\$30	\$207	\$33	\$710	\$506	\$56	\$271	\$160	\$99	\$22	\$2,174
Sales of goods and services	\$2,501	\$27	\$1,289	\$864	\$4,460	\$1,072	\$41	\$690	\$868	\$4,516	\$12	\$16,340
Other earned revenue	\$201	\$44	\$169	\$430	\$3,393	\$272	\$164	\$1,982	\$2,133	\$351	\$14	\$9,155
Total earned revenue	\$2,964	\$271	\$2,008	\$2,214	\$10,236	\$4,041	\$304	\$3,083	\$4,371	\$6,693	\$105	\$36,290
Total revenues	\$17,297	\$867	\$24,384	\$12,241	\$48,418	\$34,714	\$1,625	\$12,659	\$16,040	\$22,957	\$7,469	\$198,672
Expenditures												
Advertising and promotion	\$89	\$7	\$138	\$146	\$635	\$223	\$6	\$43	\$195	\$600	\$9	\$2,089
Travel and vehicle	\$121	\$0	\$133	\$43	\$323	\$137	\$12	\$174	\$77	\$223	\$65	\$1,309
Interest and bank charges	\$162	\$1	\$27	\$418	\$413	\$48	\$3	\$47	\$75	\$139	\$1	\$1,334
Office supplies and expenses	\$177	\$3	\$111	\$45	\$160	\$195	\$22	\$190	\$158	\$368	\$10	\$1,439
Occupancy costs	\$416	\$24	\$920	\$1,005	\$4,324	\$8,076	\$75	\$430	\$2,368	\$960	\$213	\$18,810
Professional consulting fees	\$340	\$18	\$2,673	\$77	\$1,217	\$951	\$27	\$690	\$732	\$868	\$252	\$7,846
Training for staff and volunteers	\$6	\$0	\$21	\$0	\$50	\$28	\$0	\$13	\$5	\$46	\$19	\$189
All compensation wages and admin FMV of Donated goods to charitable activities ²	\$6,076	\$393	\$12,671	\$2,683	\$19,277	\$14,306	\$899	\$5,211	\$6,473	\$11,765	\$3,007	\$82,760
	\$0	\$0	\$0	\$0	\$58	\$0	\$0	\$3	\$224	\$28	\$0	\$314
Total cost of all purchased supplies	\$379	\$119	\$939	\$138	\$697	\$1,294	\$29	\$1,206	\$864	\$1,185	\$102	\$6,953
Amortization of capital assets	\$1,173	\$77	\$8,340	\$777	\$7,629	\$5,848	\$1,605	\$2,182	\$1,260	\$2,446	\$664	\$32,002
Research grants and scholarships	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$21	\$3	\$0	\$24
Other operating expenditures	\$4,170	\$201	\$6,826	\$7,457	\$18,124	\$7,880	\$531	\$1,790	\$2,873	\$5,919	\$3,819	\$59,591
Total expenditures	\$13,110	\$843	\$32,800	\$12,789	\$52,907	\$38,987	\$3,210	\$11,980	\$15,324	\$24,550	\$8,160	\$214,660
Profit margin (percent)	24.2%	2.8%	-34.5%	-4.5%	-9.3%	-12.3%	-97.5%	5.4%	4.5%	-6.9%	-9.3%	-8.0%

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / X. Too unreliable to be published

Notes: 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.

Table 17. Not-for-profit historic sites: Industry characteristics profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Employment												
Full-time employees (FT)	33	1	102	46	191	111	8	50	95	149	13	799
Part-time employees (PT)	280	34	481	111	591	541	106	142	223	391	56	2,957
Contract workers	10	X	11	17	32	22	15	11	29	37	X	190
Number of volunteers	224	X	1,275	343	464	2,178	543	293	431	1,047	X	6,819
Hours worked by all volunteers	8,611	X	18,732	8,833	19,797	58,639	10,780	3,148	23,501	32,476	X	185,032
Attendance												
# Of visits	286,156	X	446,176	134,261	1,753,296	407,594	190,380	32,496	188,287	324,257	X	3,806,290
# Of online visits	210,481	X	1,535,752	149,714	1,376,493	2,044,327	267,750	91,316	840,588	1,177,212	X	7,697,831
# Of school groups	10	X	82	35	73	46	0	50	157	151	X	621
# Of members	257	X	757	1,717	5,925	4,700	2,580	417	1,946	1,708	X	20,108
Exhibitions												
# Of permanent exhibitions	40	X	119	45	118	182	87	43	202	173	X	1,160
# Of exhibitions created	4	X	39	25	70	121	24	6	24	24	X	336
# Of exhibitions circulated	0	X	0	15	94	7	6	0	5	2	X	128
# Of online exhibitions hosted	42	X	7	106	26	42	X	8	106	5	X	341
Research												
# Of research requests	192	X	875	2,977	9,631	3,746	8,722	21	305	1,921	X	28,415

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 18. Not-for-profit historic sites: COVID closures profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Organizations forced to close at any point for COVID-19 public health measures in 2020												
% Of organizations forced to close in 2020	80.0%	X	X	42.9%	83.3%	100.0%	100.0%	71.4%	78.6%	70.0%	X	81.9%
Average # of months forced to close in 2020	2	X	X	3	4	7	5	2	3	5	X	4
Layoffs of paid staff during 2020												
% Of organizations that laid off staff in 2020	5.0%	X	X	0.0%	20.8%	38.1%	0.0%	28.6%	42.9%	40.0%	X	22.4%
% Of full-time staff laid off in 2020	20.0%	X	X	0.0%	4.5%	10.0%	0.0%	2.0%	17.5%	4.1%	X	7.5%
% Of part-time staff laid off in 2020	2.0%	X	X	0.0%	20.3%	35.4%	0.0%	20.0%	37.8%	50.0%	X	24.1%
% Of contract staff laid off in 2020	0.0%	X	X	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	X	0.0%

1. Territories include: Yukon, Northwest Territories and Nunavut / r. Revision of previous data / X. Too unreliable to be published

Notes: 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.

Table 19. Not-for-profit historic sites: COVID digitization profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that enhanced its digital activities during 2020												
% That enhanced its digital activities overall	60.0%	X	X	71.4%	54.2%	61.9%	28.6%	33.3%	71.4%	50.0%	X	55.7%
% That digitized collections (i.e., artefacts or archives)	5.0%	X	X	28.6%	8.3%	23.8%	14.3%	0.0%	7.1%	40.0%	X	14.8%
% That enhanced digital preservation activities (i.e., maintain hard drives, etc.)	0.0%	X	X	28.6%	8.3%	14.3%	14.3%	16.7%	0.0%	10.0%	X	9.6%
% That improved/ cleaned existing collections records (i.e., data quality/ accuracy on collections)	5.0%	X	X	57.1%	16.7%	42.9%	0.0%	0.0%	21.4%	40.0%	X	21.7%
% That increased/ introduced online public access to digitized holdings or exhibitions	5.0%	X	X	42.9%	8.3%	19.0%	0.0%	0.0%	14.3%	30.0%	X	13.0%
% That increased/ introduced online public programming	55.0%	X	X	14.3%	16.7%	42.9%	0.0%	33.3%	42.9%	30.0%	X	31.3%
% That increased/ introduce social media coverage	60.0%	X	X	28.6%	33.3%	57.1%	14.3%	33.3%	64.3%	30.0%	X	43.5%
% That enhanced other digital activities	0.0%	X	X	0.0%	16.7%	4.8%	14.3%	0.0%	7.1%	0.0%	X	6.1%
% Of organizations that provided online accessibility before and during 2020												
Provided exhibitions online before 2020	60.0%	X	X	14.3%	25.0%	14.3%	14.3%	0.0%	7.1%	20.0%	X	22.6%
Provided exhibitions online during 2020	60.0%	X	X	28.6%	20.8%	28.6%	14.3%	0.0%	35.7%	20.0%	X	28.7%
Provided collections or archival documents online before 2020	5.0%	X	X	42.9%	20.8%	9.5%	28.6%	0.0%	21.4%	20.0%	X	15.7%
Provided collections or archival documents online during 2020	5.0%	X	X	42.9%	20.8%	23.8%	28.6%	0.0%	35.7%	40.0%	X	21.7%
Provided online public programming before 2020	60.0%	X	X	14.3%	12.5%	0.0%	14.3%	33.3%	14.3%	0.0%	X	18.3%
Provided online public programming during 2020	60.0%	X	X	14.3%	37.5%	42.9%	14.3%	33.3%	50.0%	40.0%	X	40.0%
Provided social media or podcasts before 2020	90.0%	X	X	85.7%	70.8%	90.5%	71.4%	66.7%	85.7%	70.0%	X	81.7%
Provided social media or podcasts during 2020	90.0%	X	X	85.7%	83.3%	100.0%	57.1%	66.7%	85.7%	90.0%	X	87.0%
Provided online newsletters before 2020	0.0%	X	X	42.9%	45.8%	38.1%	28.6%	16.7%	28.6%	30.0%	X	30.4%
Provided online newsletters during 2020	5.0%	X	X	28.6%	37.5%	47.6%	28.6%	16.7%	14.3%	40.0%	X	30.4%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 20. Not-for-profit historic sites: COVID funding profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that attempted to monetize virtual offerings from organization's website during 2020												
% That attempted to monetize virtual offerings	5.0%	X	X	28.6%	8.3%	19.0%	0.0%	0.0%	28.6%	10.0%	X	13.0%
% That charged admission for special online events (i.e., lectures, live events, etc.)	0.0%	X	X	0.0%	8.3%	9.5%	0.0%	0.0%	14.3%	10.0%	X	7.0%
% That provided online courses or summer camps	0.0%	X	X	0.0%	4.2%	9.5%	0.0%	0.0%	14.3%	0.0%	X	4.3%
% That provided a new membership level with a focus on virtual benefits (i.e., publications, virtual tours, etc.)	0.0%	X	X	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	X	0.9%
% That held an online fundraiser or gala	0.0%	X	X	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	X	0.9%
Other	5.0%	X	X	14.3%	4.2%	9.5%	0.0%	0.0%	0.0%	0.0%	X	4.3%
% Of organizations that received any form of Covid-19 financial support in 2020												
% That received some form of Covid-19 financial support in 2020	30.0%	X	X	71.4%	41.7%	57.1%	71.4%	33.3%	50.0%	60.0%	X	47.8%
% That received government emergency funds (any level of government)	30.0%	X	X	71.4%	37.5%	57.1%	71.4%	16.7%	50.0%	60.0%	X	46.1%
% That received emergency coverage of employee salaries	15.0%	X	X	14.3%	25.0%	19.0%	0.0%	0.0%	21.4%	50.0%	X	20.0%
% That received suspension of rents/ mortgages	0.0%	X	X	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	X	0.0%
% That had fundraising campaign (for COVID-19)	0.0%	X	X	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	X	0.0%
Other	0.0%	X	X	14.3%	8.3%	0.0%	14.3%	16.7%	0.0%	0.0%	X	4.3%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 21. Not-for-profit archives: Revenue and expenditure profile, 2020

Note: all figures are in thousands of dollars

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Unearned revenues												
Federal government	X	X	\$372	\$138	\$127,140	\$27,388	\$170	\$157	\$234	\$220	X	\$155,823
Provincial government	X	X	\$3,191	\$3,128	\$79,149	\$44,369	\$5,974	\$6,124	\$4,590	\$2,712	X	\$154,209
Local government	X	X	\$423	\$8	\$17,459	\$7,204	\$10	\$775	\$2,800	\$3,589	X	\$33,213
Donations tax received	X	X	X	\$49	\$408	\$3,514	\$183	\$219	\$342	\$1,244	X	\$5,994
Donations non-tax received	X	X	\$85	\$141	\$66	\$69	\$869	\$14	\$24	\$441	X	\$1,747
Donations from other charities	X	X	X	\$75	\$330	\$2,191	\$583	\$63	\$190	\$829	X	\$4,341
Interest/ investment	X	X	X	\$1	\$1,852	\$705	\$2	\$47	\$29	\$166	X	\$2,803
Total unearned revenues	X	X	\$4,187	\$3,540	\$226,404	\$85,441	\$7,791	\$7,399	\$8,210	\$9,202	X	\$358,130
Earned revenues												
Gross income from rental of facilities	X	X	\$29	\$0	\$0	\$67	\$0	\$0	\$0	\$1	X	\$96
Membership fees	X	X	\$0	\$0	\$91	\$26	\$0	\$9	\$2	\$39	X	\$167
Admission fees	X	X	\$2	\$0	\$0	\$2	\$0	\$1	\$0	\$0	X	\$5
Public programs fees	X	X	\$3	\$0	\$0	\$12	\$0	\$0	\$0	\$0	X	\$15
Fundraising	X	X	\$90	\$0	\$25	\$198	\$1	\$40	\$81	\$24	X	\$467
Sales of goods and services	X	X	\$255	\$2	\$1,127	\$621	\$313	\$17	\$3	\$34	X	\$2,387
Other earned revenue	X	X	\$281	\$21	\$3,727	\$770	\$253	\$221	\$387	\$91	X	\$5,767
Total earned revenue	X	X	\$660	\$23	\$4,970	\$1,695	\$567	\$288	\$473	\$189	X	\$8,904
Total revenues	X	X	\$4,847	\$3,562	\$231,374	\$87,136	\$8,358	\$7,687	\$8,683	\$9,390	X	\$367,034
Expenditures												
Advertising and promotion	X	X	\$10	\$1	\$1,175	\$172	\$43	\$4	\$29	\$17	X	\$1,451
Travel and vehicle	X	X	\$14	\$3	\$271	\$17	\$4	\$32	\$16	\$18	X	\$400
Interest and bank charges	X	X	\$15	\$0	\$5,316	\$17	\$3	\$8	\$16	\$12	X	\$5,388
Office supplies and expenses	X	X	\$99	\$51	\$3,150	\$703	\$15	\$90	\$92	\$112	X	\$4,410
Occupancy costs	X	X	\$249	\$43	\$23,535	\$8,692	\$107	\$1,332	\$267	\$242	X	\$34,478
Professional consulting fees	X	X	\$53	\$10	\$18,097	\$2,376	\$83	\$94	\$165	\$349	X	\$21,322
Training for staff and volunteers	X	X	\$0	\$0	\$5	\$129	\$0	\$33	\$3	\$18	X	\$189
All compensation wages and admin FMV of Donated goods to charitable activities ²	X	X	\$3,507	\$3,039	\$138,953	\$40,824	\$5,095	\$5,362	\$6,964	\$5,772	X	\$215,091
Total cost of all purchased supplies	X	X	\$193	\$201	\$6,160	\$1,629	\$3	\$212	\$108	\$99	X	\$8,637
Amortization of capital assets	X	X	\$36	\$0	\$19,829	\$1,478	\$0	\$95	\$9	\$8	X	\$21,456
Research grants and scholarships	X	X	\$0	\$0	\$13	\$1	\$0	\$0	\$0	\$0	X	\$14
Other operating expenditures	X	X	\$592	\$197	\$17,807	\$28,136	\$2,637	\$835	\$37	\$782	X	\$51,177
Total expenditures	X	X	\$4,767	\$3,544	\$234,321	\$84,331	\$7,991	\$8,308	\$7,707	\$7,430	X	\$364,390
Profit margin (percent)	X	X	1.7%	0.5%	-1.3%	3.2%	4.4%	-8.1%	11.2%	20.9%	X	0.7%

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / X. Too unreliable to be published

Notes: 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.

Table 22. Not-for-profit archives: Industry characteristics profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Employment												
Full-time employees (FT)	X	X	49	53	1,639	482	75	63	66	67	X	2,550
Part-time employees (PT)	X	X	30	25	125	119	12	24	33	51	X	433
Contract workers	X	X	3	1	23	24	0	3	18	21	X	103
Number of volunteers	X	X	150	15	300	894	81	354	212	229	X	2,291
Hours worked by all volunteers	X	X	10,417	1,350	18,733	58,507	2,367	3,389	7,713	20,595	X	123,895
Attendance												
# Of visits	X	X	9,033	3,694	422,429	13,666	2,372	2,013	7,189	15,071	X	485,720
# Of online visits	X	X	2,041,224	950,166	8,177,129	7,544,882	1,995,765	140,069	221,579	1,622,090	X	22,731,260
# Of school groups	X	X	15	5	16	176	10	6	2	104	X	399
# Of members	X	X	569	49	2,716	286,965	283	784	578	2,537	X	296,707
Exhibitions												
# Of permanent exhibitions	X	X	9	19	17	61	1	4	52	52	X	246
# Of exhibitions created	X	X	25	9	48	151	6	7	35	29	X	328
# Of exhibitions circulated	X	X	2	1	65	5	0	0	9	29	X	110
# Of online exhibitions hosted	X	X	156	59	350	633	3	124	123	147	X	1,639
Research												
# Of research requests	X	X	17,037	10,826	80,059	129,258	5,750	5,305	21,175	34,057	X	312,839

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 23. Not-for-profit archives: COVID closures profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Organizations forced to close at any point for COVID-19 public health measures in 2020												
% Of organizations forced to close in 2020	X	X	71.4%	X	69.6%	89.3%	60.0%	60.0%	80.0%	60.0%	X	75.3%
Average # of months forced to close in 2020	X	X	4	X	4	8	5	5	8	5	X	6
Layoffs of paid staff during 2020												
% Of organizations that laid off staff in 2020	X	X	14.3%	X	18.2%	7.1%	X	X	20.0%	26.7%	X	15.6%
% Of full-time staff laid off in 2020	X	X	30.0%	X	21.1%	10.0%	X	X	10.0%	21.4%	X	16.8%
% Of part-time staff laid off in 2020	X	X	0.0%	X	9.1%	5.0%	X	X	25.0%	31.3%	X	15.8%
% Of contract staff laid off in 2020	X	X	0.0%	X	0.0%	0.0%	X	X	0.0%	0.0%	X	0.0%

1. Territories include: Yukon, Northwest Territories and Nunavut / r. Revision of previous data / X. Too unreliable to be published

Notes: 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.

Table 24. Not-for-profit archives: COVID digitization profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that enhanced its digital activities during 2020												
% That enhanced its digital activities overall	X	X	85.7%	X	72.7%	85.7%	X	X	70.0%	60.0%	X	76.0%
% That digitized collections (i.e., artefacts or archives)	X	X	71.4%	X	50.0%	53.6%	X	X	50.0%	40.0%	X	52.1%
% That enhanced digital preservation activities (i.e., maintain hard drives, etc.)	X	X	42.9%	X	36.4%	39.3%	X	X	30.0%	33.3%	X	39.6%
% That improved/ cleaned existing collections records (i.e., data quality/ accuracy on collections)	X	X	42.9%	X	40.9%	64.3%	X	X	40.0%	26.7%	X	46.9%
% That increased/ introduced online public access to digitized holdings or exhibitions	X	X	42.9%	X	36.4%	35.7%	X	X	40.0%	26.7%	X	37.5%
% That increased/ introduced online public programming	X	X	14.3%	X	4.5%	53.6%	X	X	30.0%	20.0%	X	26.0%
% That increased/ introduce social media coverage	X	X	28.6%	X	40.9%	50.0%	X	X	20.0%	33.3%	X	40.6%
% That enhanced other digital activities	X	X	14.3%	X	0.0%	10.7%	X	X	10.0%	20.0%	X	9.4%
% Of organizations that provided online accessibility before and during 2020												
Provided exhibitions online before 2020	X	X	42.9%	X	59.1%	60.7%	X	X	50.0%	40.0%	X	53.1%
Provided exhibitions online during 2020	X	X	42.9%	X	40.9%	53.6%	X	X	50.0%	33.3%	X	46.9%
Provided collections or archival documents online before 2020	X	X	71.4%	X	63.6%	78.6%	X	X	60.0%	80.0%	X	71.9%
Provided collections or archival documents online during 2020	X	X	71.4%	X	72.7%	78.6%	X	X	60.0%	80.0%	X	74.0%
Provided online public programming before 2020	X	X	14.3%	X	22.7%	35.7%	X	X	10.0%	20.0%	X	25.0%
Provided online public programming during 2020	X	X	42.9%	X	31.8%	53.6%	X	X	40.0%	26.7%	X	43.8%
Provided social media or podcasts before 2020	X	X	85.7%	X	90.9%	78.6%	X	X	70.0%	60.0%	X	76.0%
Provided social media or podcasts during 2020	X	X	85.7%	X	81.8%	75.0%	X	X	60.0%	66.7%	X	74.0%
Provided online newsletters before 2020	X	X	14.3%	X	40.9%	32.1%	X	X	20.0%	33.3%	X	29.2%
Provided online newsletters during 2020	X	X	28.6%	X	31.8%	32.1%	X	X	20.0%	33.3%	X	28.1%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 25. Not-for-profit archives: COVID funding profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that attempted to monetize virtual offerings from organization's website during 2020												
% That attempted to monetize virtual offerings	X	X	14.3%	X	9.1%	7.1%	X	X	0.0%	0.0%	X	6.3%
% That charged admission for special online events (i.e., lectures, live events, etc.)	X	X	0.0%	X	4.5%	0.0%	X	X	0.0%	0.0%	X	1.0%
% That provided online courses or summer camps	X	X	0.0%	X	0.0%	0.0%	X	X	0.0%	0.0%	X	0.0%
% That provided a new membership level with a focus on virtual benefits (i.e., publications, virtual tours, etc.)	X	X	14.3%	X	0.0%	0.0%	X	X	0.0%	0.0%	X	1.0%
% That held an online fundraiser or gala	X	X	0.0%	X	0.0%	0.0%	X	X	0.0%	0.0%	X	0.0%
Other	X	X	0.0%	X	4.5%	3.6%	X	X	0.0%	0.0%	X	2.1%
% Of organizations that received any form of Covid-19 financial support in 2020												
% That received some form of Covid-19 financial support in 2020	X	X	42.9%	X	72.7%	28.6%	X	X	50.0%	20.0%	X	42.7%
% That received government emergency funds (any level of government)	X	X	42.9%	X	63.6%	21.4%	X	X	30.0%	13.3%	X	35.4%
% That received emergency coverage of employee salaries	X	X	14.3%	X	27.3%	3.6%	X	X	10.0%	6.7%	X	10.4%
% That received suspension of rents/mortgages	X	X	0.0%	X	0.0%	3.6%	X	X	0.0%	0.0%	X	1.0%
% That had fundraising campaign (for COVID-19)	X	X	0.0%	X	0.0%	3.6%	X	X	0.0%	0.0%	X	1.0%
Other	X	X	0.0%	X	9.1%	3.6%	X	X	10.0%	13.3%	X	6.3%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 26. Not-for-profit zoos and botanical gardens: Revenue and expenditure profile, 2020

Note: all figures are in thousands of dollars

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Unearned revenues												
Federal government	X	X	X	\$2,930	\$9,449	\$3,569	\$2,100	X	\$3,681	\$18,182	X	\$40,418
Provincial government	X	X	X	\$1,616	\$15,167	\$6,954	\$8,425	X	\$775	\$3,073	X	\$36,031
Local government	X	X	X	\$5	\$1,146	\$24,943	\$15,928	X	\$13,391	\$740	X	\$56,230
Donations tax receipted	X	X	X	\$211	\$1,249	\$3,593	\$3,212	X	\$1,806	\$5,772	X	\$15,893
Donations non-tax receipted	X	X	X	\$1,435	\$1,860	\$338	\$1,780	X	\$394	\$1,773	X	\$7,598
Donations from other charities	X	X	X	\$6	\$412	\$1,052	\$876	X	\$1,579	\$2,722	X	\$6,706
Interest/ investment	X	X	X	\$0	\$326	\$457	\$169	X	\$1,843	-\$328	X	\$2,470
Total unearned revenues	X	X	X	\$6,202	\$29,609	\$40,908	\$32,490	X	\$23,468	\$31,934	X	\$165,345
Earned revenues												
Gross income from rental of facilities	X	X	X	\$171	\$57	\$303	\$141	X	\$228	\$449	X	\$1,388
Membership fees	X	X	X	\$41	\$384	\$2,942	\$848	X	\$4,018	\$1,285	X	\$9,518
Admission fees	X	X	X	\$452	\$16,551	\$9,294	X	X	\$9,226	\$2,990	X	\$38,514
Public programs fees	X	X	X	X	\$201	\$1,069	X	X	\$313	\$587	X	\$2,186
Fundraising	X	X	X	\$28	\$19	\$221	\$122	X	\$343	\$265	X	\$1,004
Sales of goods and services	X	X	X	\$1,815	\$10,813	\$6,234	\$5,522	X	\$7,583	\$26,601	X	\$58,792
Other earned revenue	X	X	X	\$457	\$586	\$11,791	\$25	X	\$1,342	\$378	X	\$14,636
Total earned revenue	X	X	X	\$2,964	\$28,611	\$31,854	\$6,658	X	\$23,052	\$32,555	X	\$126,039
Total revenues	X	X	X	\$9,167	\$58,220	\$72,762	\$39,148	X	\$46,520	\$64,489	X	\$291,384
Expenditures												
Advertising and promotion	X	X	X	\$94	\$1,696	\$1,129	\$391	X	\$978	\$388	X	\$4,681
Travel and vehicle	X	X	X	\$149	\$179	\$361	\$284	X	\$246	\$473	X	\$1,695
Interest and bank charges	X	X	X	\$151	\$1,435	\$535	\$75	X	\$897	\$1,013	X	\$4,123
Office supplies and expenses	X	X	X	\$56	\$216	\$3,434	\$627	X	\$223	\$2,036	X	\$6,609
Occupancy costs	X	X	X	\$321	\$4,342	\$5,237	\$3,659	X	\$2,922	\$4,430	X	\$20,972
Professional consulting fees	X	X	X	\$1,030	\$475	\$1,569	\$359	X	\$781	\$5,033	X	\$9,256
Training for staff and volunteers	X	X	X	\$17	\$45	\$56	\$43	X	\$64	\$79	X	\$306
All compensation wages and admin	X	X	X	\$4,508	\$18,130	\$41,724	\$14,114	X	\$18,447	\$25,652	X	\$123,314
FMV of Donated goods to charitable activities ²	X	X	X	\$0	\$0	\$0	\$61	X	\$6	\$0	X	\$71
Total cost of all purchased supplies	X	X	X	\$0	\$768	\$1,643	\$24,939	X	\$2,940	\$8,364	X	\$38,719
Amortization of capital assets	X	X	X	\$569	\$8,831	\$5,246	\$6,575	X	\$8,557	\$4,976	X	\$34,799
Research grants and scholarships	X	X	X	\$0	\$0	\$3	\$108	X	\$968	\$27	X	\$1,106
Other operating expenditures	X	X	X	\$1,591	\$15,679	\$11,788	\$2,068	X	\$13,093	\$15,080	X	\$59,362
Total expenditures	X	X	X	\$8,487	\$51,795	\$72,726	\$53,303	X	\$50,123	\$67,551	X	\$305,014
Profit margin (percent)	X	X	X	7.4%	11.0%	0.0%	-36.2%	X	-7.7%	-4.7%	X	-4.7%

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / X. Too unreliable to be published

Notes: 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.

Table 27. Not-for-profit zoos and botanical gardens: Industry characteristics profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Employment												
Full-time employees (FT)	X	X	X	79	247	401	167	X	184	435	X	1,520
Part-time employees (PT)	X	X	X	64	912	563	162	X	388	435	X	2,560
Contract workers	X	X	X	22	72	0	X	X	0	27	X	122
Number of volunteers	X	X	X	120	1,234	1,430	X	X	1,393	2,083	X	6,320
Hours worked by all volunteers	X	X	X	5,800	18,986	52,300	X	X	73,333	54,633	X	206,003
Attendance												
# Of visits	X	X	X	92,079	1,474,707	920,249	X	X	1,192,750	293,067	X	3,973,090
# Of online visits	X	X	X	X	3,606,008	1,707,000	X	X	1,150,000	X	X	6,725,398
# Of school groups	X	X	X	70	1,111	175	X	X	800	X	X	2,525
# Of members	X	X	X	X	5,512	35,200	X	X	61,550	X	X	183,017
Exhibitions												
# Of permanent exhibitions	X	X	X	X	126	279	X	X	12	X	X	455
# Of exhibitions created	X	X	X	X	11	X	X	X	0	X	X	20
# Of exhibitions circulated	X	X	X	X	2	0	X	X	0	X	X	2
# Of online exhibitions hosted	X	X	X	X	11	X	X	X	60	X	X	71
Research												
# Of research requests	X	X	X	X	564	750	X	X	750	X	X	3,423

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 28. Not-for-profit zoos and botanical gardens: COVID closures profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Organizations forced to close at any point for COVID-19 public health measures in 2020												
% Of organizations forced to close in 2020	X	X	X	X	X	X	X	X	X	X	X	X
Average # of months forced to close in 2020	X	X	X	X	X	X	X	X	X	X	X	X
Layoffs of paid staff during 2020												
% Of organizations that laid off staff in 2020	X	X	X	X	X	X	X	X	X	X	X	X
% Of full-time staff laid off in 2020	X	X	X	X	X	X	X	X	X	X	X	X
% Of part-time staff laid off in 2020	X	X	X	X	X	X	X	X	X	X	X	X
% Of contract staff laid off in 2020	X	X	X	X	X	X	X	X	X	X	X	X

1. Territories include: Yukon, Northwest Territories and Nunavut / r. Revision of previous data / X. Too unreliable to be published

Notes: 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.

Table 29. Not-for-profit zoos and botanical gardens: COVID digitization profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that enhanced its digital activities during 2020												
% That enhanced its digital activities overall	X	X	X	X	X	X	X	X	X	X	X	X
% That digitized collections (i.e., artefacts or archives)	X	X	X	X	X	X	X	X	X	X	X	X
% That enhanced digital preservation activities (i.e., maintain hard drives, etc.)	X	X	X	X	X	X	X	X	X	X	X	X
% That improved/ cleaned existing collections records (i.e., data quality/ accuracy on collections)	X	X	X	X	X	X	X	X	X	X	X	X
% That increased/ introduced online public access to digitized holdings or exhibitions	X	X	X	X	X	X	X	X	X	X	X	X
% That increased/ introduced online public programming	X	X	X	X	X	X	X	X	X	X	X	X
% That increased/ introduce social media coverage	X	X	X	X	X	X	X	X	X	X	X	X
% That enhanced other digital activities	X	X	X	X	X	X	X	X	X	X	X	X
% Of organizations that provided online accessibility before and during 2020												
Provided exhibitions online before 2020	X	X	X	X	X	X	X	X	X	X	X	X
Provided exhibitions online during 2020	X	X	X	X	X	X	X	X	X	X	X	X
Provided collections or archival documents online before 2020	X	X	X	X	X	X	X	X	X	X	X	X
Provided collections or archival documents online during 2020	X	X	X	X	X	X	X	X	X	X	X	X
Provided online public programming before 2020	X	X	X	X	X	X	X	X	X	X	X	X
Provided online public programming during 2020	X	X	X	X	X	X	X	X	X	X	X	X
Provided social media or podcasts before 2020	X	X	X	X	X	X	X	X	X	X	X	X
Provided social media or podcasts during 2020	X	X	X	X	X	X	X	X	X	X	X	X
Provided online newsletters before 2020	X	X	X	X	X	X	X	X	X	X	X	X
Provided online newsletters during 2020	X	X	X	X	X	X	X	X	X	X	X	X

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 30. Not-for-profit zoos and botanical gardens: COVID funding profile, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that attempted to monetize virtual offerings from organization's website during 2020												
% That attempted to monetize virtual offerings	X	X	X	X	X	X	X	X	X	X	X	X
% That charged admission for special online events (i.e., lectures, live events, etc.)	X	X	X	X	X	X	X	X	X	X	X	X
% That provided online courses or summer camps	X	X	X	X	X	X	X	X	X	X	X	X
% That provided a new membership level with a focus on virtual benefits (i.e., publications, virtual tours, etc.)	X	X	X	X	X	X	X	X	X	X	X	X
% That held an online fundraiser or gala	X	X	X	X	X	X	X	X	X	X	X	X
Other	X	X	X	X	X	X	X	X	X	X	X	X
% Of organizations that received any form of Covid-19 financial support in 2020												
% That received some form of Covid-19 financial support in 2020	X	X	X	X	X	X	X	X	X	X	X	X
% That received government emergency funds (any level of government)	X	X	X	X	X	X	X	X	X	X	X	X
% That received emergency coverage of employee salaries	X	X	X	X	X	X	X	X	X	X	X	X
% That received suspension of rents/mortgages	X	X	X	X	X	X	X	X	X	X	X	X
% That had fundraising campaign (for COVID-19)	X	X	X	X	X	X	X	X	X	X	X	X
Other	X	X	X	X	X	X	X	X	X	X	X	X

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 31. Not-for-profit heritage institutions: Provincial revenue and expenditure profile, all institution types, 2020

Note: all figures are in thousands of dollars

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Unearned revenues												
Federal government	\$8,174	\$719	\$40,006	\$11,927	\$273,947	\$239,673	\$37,713	\$8,143	\$26,273	\$41,146	\$8,949	\$696,671
Provincial government	\$18,111	\$5,248	\$19,307	\$14,215	\$205,981	\$153,147	\$24,812	\$19,328	\$36,269	\$62,446	\$17,194	\$576,059
Local government	\$1,467	\$1,288	\$1,849	\$1,762	\$51,038	\$84,316	\$20,943	\$13,473	\$49,027	\$27,966	\$879	\$254,010
Donations tax receipted	\$1,896	\$80	\$2,660	\$5,799	\$32,077	\$70,784	\$17,821	\$3,611	\$16,881	\$24,582	\$72	\$176,262
Donations non-tax receipted	\$562	\$41	\$2,600	\$3,532	\$20,281	\$15,615	\$5,724	\$1,208	\$6,948	\$5,593	\$47	\$62,152
Donations from other charities	\$271	\$14	\$1,329	\$501	\$19,829	\$52,435	\$12,539	\$4,670	\$3,349	\$11,393	\$90	\$106,421
Interest/ investment	\$249	\$62	\$551	\$1,256	\$7,983	\$11,400	\$783	\$430	\$7,561	\$2,334	\$12	\$32,622
Total unearned revenues	\$30,729	\$7,454	\$68,302	\$38,993	\$611,137	\$627,371	\$120,336	\$50,864	\$146,309	\$175,461	\$27,244	\$1,904,199
Earned revenues												
Gross income from rental of facilities	\$418	\$14	\$721	\$535	\$5,092	\$4,865	\$963	\$1,375	\$2,137	\$3,084	\$81	\$19,283
Membership fees	\$121	\$5	\$347	\$92	\$7,902	\$19,975	\$1,414	\$607	\$6,077	\$3,117	\$27	\$39,684
Admission fees	\$227	\$310	\$656	\$1,146	\$31,187	\$26,648	\$2,541	\$500	\$14,133	\$9,042	\$83	\$86,473
Public programs fees	\$53	\$28	\$491	\$185	\$4,494	\$6,547	\$186	\$578	\$882	\$1,809	\$47	\$15,300
Fundraising	\$2,482	\$163	\$2,856	\$433	\$2,735	\$12,884	\$1,559	\$1,382	\$2,803	\$3,547	\$228	\$31,071
Sales of goods and services	\$4,593	\$220	\$8,226	\$3,632	\$52,067	\$84,369	\$8,460	\$5,379	\$21,410	\$44,231	\$1,122	\$233,707
Other earned revenue	\$1,405	\$192	\$1,683	\$1,776	\$48,107	\$68,776	\$5,115	\$8,740	\$8,766	\$21,522	\$998	\$167,079
Total earned revenue	\$9,298	\$931	\$14,980	\$7,800	\$151,583	\$224,063	\$20,238	\$18,560	\$56,207	\$86,352	\$2,585	\$592,597
Total revenues	\$40,028	\$8,384	\$83,283	\$46,792	\$762,720	\$851,434	\$140,573	\$69,424	\$202,516	\$261,813	\$29,829	\$2,496,795
Expenditures												
Advertising and promotion	\$446	\$68	\$1,342	\$382	\$14,993	\$21,574	\$3,300	\$1,490	\$3,113	\$4,737	\$208	\$51,653
Travel and vehicle	\$284	\$65	\$416	\$360	\$3,891	\$5,522	\$1,246	\$574	\$835	\$1,824	\$415	\$15,431
Interest and bank charges	\$291	\$10	\$671	\$706	\$13,658	\$4,276	\$258	\$278	\$1,655	\$2,639	\$81	\$24,524
Office supplies and expenses	\$522	\$35	\$1,057	\$714	\$9,601	\$21,041	\$2,066	\$1,528	\$4,588	\$6,120	\$426	\$47,695
Occupancy costs	\$3,613	\$407	\$7,158	\$2,810	\$77,705	\$83,159	\$12,456	\$7,503	\$14,782	\$14,916	\$1,126	\$225,635
Professional consulting fees	\$945	\$95	\$4,175	\$1,574	\$41,422	\$28,620	\$2,235	\$2,469	\$8,586	\$10,765	\$1,149	\$102,035
Training for staff and volunteers	\$23	\$0	\$115	\$58	\$547	\$2,368	\$767	\$112	\$251	\$325	\$76	\$4,641
All compensation wages and admin FMV of Donated goods to charitable activities ²	\$15,037	\$5,310	\$38,765	\$18,178	\$324,732	\$366,005	\$47,921	\$31,696	\$96,301	\$111,442	\$14,125	\$1,069,512
	\$192	\$0	\$164	\$2,946	\$11,548	\$20,386	\$490	\$407	\$862	\$3,345	\$0	\$40,339
Total cost of all purchased supplies	\$1,340	\$1,080	\$4,173	\$1,037	\$16,986	\$51,183	\$27,044	\$3,709	\$10,016	\$19,572	\$990	\$137,131
Amortization of capital assets	\$2,865	\$77	\$14,702	\$2,184	\$84,896	\$101,935	\$24,936	\$5,702	\$26,119	\$18,047	\$1,343	\$282,806
Research grants and scholarships	\$0	\$0	\$6	\$15	\$34	\$13,043	\$108	\$0	\$1,331	\$87	\$0	\$14,623
Other operating expenditures	\$9,416	\$974	\$13,736	\$11,114	\$116,418	\$141,451	\$17,526	\$10,469	\$26,285	\$51,477	\$7,972	\$406,839
Total expenditures	\$34,975	\$8,120	\$86,480	\$42,076	\$716,431	\$860,562	\$140,353	\$65,937	\$194,723	\$245,298	\$27,908	\$2,422,863
Profit margin (percent)	12.6%	3.1%	-3.8%	10.1%	6.1%	-1.1%	0.2%	5.0%	3.8%	6.3%	6.4%	3.0%

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / X. Too unreliable to be published

Notes: 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.

Table 32. Not-for-profit heritage institutions: Provincial industry characteristics profile, all institution types, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Employment												
Full-time employees (FT)	188	53	431	292	4,108	3,889	617	398	1,279	1,499	141	12,896
Part-time employees (PT)	649	102	1,183	478	3,717	4,274	840	820	2,136	2,370	203	16,773
Contract workers	61	31	68	58	484	713	89	118	228	618	19	2,488
Number of volunteers	1,617	137	3,484	970	4,808	18,475	5,420	5,195	7,688	8,100	118	56,012
Hours worked by all volunteers	84,389	8,096	152,552	30,789	208,124	886,620	110,545	95,343	359,224	389,925	4,665	2,330,272
Attendance												
# Of visits	397,988	63,631	722,799	286,457	6,683,504	3,435,706	353,026	409,059	2,523,058	1,977,413	65,120	16,917,762
# Of online visits	736,443	5,250	6,608,132	1,524,872	41,049,587	73,705,950	4,080,700	1,721,874	4,944,882	27,190,558	241,176	161,809,424
# Of school groups	159	75	325	277	5,028	3,505	1,718	872	1,814	2,445	85	16,300
# Of members	7,488	108	11,688	5,852	272,614	488,081	22,161	43,084	76,534	130,991	2,172	1,060,773
Exhibitions												
# Of permanent exhibitions	624	168	1,151	419	595	3,299	1,124	1,072	3,318	1,998	271	14,039
# Of exhibitions created	74	18	339	250	487	1,431	408	300	429	670	49	4,456
# Of exhibitions circulated	54	0	17	29	591	214	52	55	51	167	2	1,232
# Of online exhibitions hosted	176	40	602	257	782	1,752	932	359	591	688	73	6,251
Research												
# Of research requests	8,865	804	33,638	15,662	116,842	234,375	16,834	8,031	26,705	63,963	5,169	530,888

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 33. Not-for-profit heritage institutions: COVID closures profile, all institution types, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
Organizations forced to close at any point for COVID-19 public health measures in 2020												
% Of organizations forced to close in 2020	76.1%	X	84.7%	68.6%	86.8%	96.5%	85.0%	83.6%	89.0%	86.6%	78.6%	87.2%
Average # of months forced to close in 2020	4	X	5	4	5	7	5	5	5	5	4	5
Layoffs of paid staff during 2020												
% Of organizations that laid off staff in 2020	15.2%	X	27.1%	20.0%	30.1%	33.3%	13.3%	18.0%	37.4%	31.5%	28.6%	28.1%
% Of full-time staff laid off in 2020	32.1%	X	13.7%	15.9%	17.5%	16.3%	1.1%	12.0%	16.5%	13.7%	15.5%	14.8%
% Of part-time staff laid off in 2020	26.1%	X	17.1%	20.0%	30.1%	24.5%	13.2%	16.1%	26.8%	22.5%	30.4%	23.2%
% Of contract staff laid off in 2020	0.0%	X	2.4%	5.3%	6.9%	4.9%	2.8%	3.3%	7.5%	9.2%	16.7%	5.8%

1. Territories include: Yukon, Northwest Territories and Nunavut / r. Revision of previous data / X. Too unreliable to be published

Notes: 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.

Table 34. Not-for-profit heritage institutions: Provincial COVID digitization profile, all institution types, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that enhanced its digital activities during 2020												
% That enhanced its digital activities overall	45.7%	X	72.9%	60.0%	74.3%	77.6%	60.0%	58.3%	57.1%	73.2%	57.1%	67.9%
% That digitized collections (i.e., artefacts or archives)	13.0%	X	52.5%	31.4%	31.0%	43.8%	33.3%	30.0%	27.5%	39.4%	35.7%	35.7%
% That enhanced digital preservation activities (i.e., maintain hard drives, etc.)	6.5%	X	32.2%	20.0%	22.1%	29.4%	23.3%	21.7%	18.7%	27.6%	14.3%	24.0%
% That improved/ cleaned existing collections records (i.e., data quality/ accuracy on collections)	13.0%	X	47.5%	31.4%	25.7%	46.8%	30.0%	30.0%	33.0%	37.0%	7.1%	34.9%
% That increased/ introduced online public access to digitized holdings or exhibitions	10.9%	X	32.2%	37.1%	28.3%	45.8%	26.7%	23.3%	20.9%	40.9%	21.4%	32.8%
% That increased/ introduced online public programming	30.4%	X	27.1%	25.7%	34.5%	56.7%	28.3%	31.7%	30.8%	48.8%	35.7%	39.9%
% That increased/ introduce social media coverage	45.7%	X	54.2%	42.9%	59.3%	63.7%	53.3%	55.0%	44.0%	59.8%	50.0%	55.7%
% That enhanced other digital activities	2.2%	X	8.5%	8.6%	15.0%	9.0%	10.0%	8.3%	6.6%	11.8%	7.1%	9.5%
% Of organizations that provided online accessibility before and during 2020												
Provided exhibitions online before 2020	34.8%	X	22.0%	20.0%	44.2%	33.3%	16.7%	21.7%	12.1%	34.6%	50.0%	29.4%
Provided exhibitions online during 2020	37.0%	X	35.6%	28.6%	41.6%	53.2%	31.7%	30.0%	26.4%	44.9%	35.7%	40.2%
Provided collections or archival documents online before 2020	10.9%	X	54.2%	20.0%	46.9%	44.3%	26.7%	20.0%	27.5%	46.5%	42.9%	37.6%
Provided collections or archival documents online during 2020	10.9%	X	55.9%	25.7%	48.7%	51.2%	35.0%	26.7%	33.0%	52.0%	42.9%	42.5%
Provided online public programming before 2020	28.3%	X	13.6%	8.6%	18.6%	20.9%	11.7%	18.3%	12.1%	10.2%	28.6%	16.4%
Provided online public programming during 2020	34.8%	X	32.2%	42.9%	54.0%	64.2%	35.0%	40.0%	37.4%	51.2%	28.6%	48.1%
Provided social media or podcasts before 2020	80.4%	X	96.6%	88.6%	88.5%	89.1%	76.7%	81.7%	79.1%	82.7%	85.7%	85.3%
Provided social media or podcasts during 2020	76.1%	X	96.6%	88.6%	89.4%	91.0%	80.0%	83.3%	80.2%	87.4%	85.7%	86.9%
Provided online newsletters before 2020	4.3%	X	47.5%	37.1%	46.0%	50.2%	38.3%	25.0%	29.7%	52.8%	28.6%	41.2%
Provided online newsletters during 2020	2.2%	X	42.4%	40.0%	44.2%	53.7%	40.0%	26.7%	27.5%	59.1%	21.4%	42.3%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Table 35. Not-for-profit heritage institutions: Provincial COVID funding profile, all institution types, 2020

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories ¹	Total (Canada 2020)
% Of organizations that attempted to monetize virtual offerings from organization's website during 2020												
% That attempted to monetize virtual offerings	6.5%	X	6.8%	22.9%	15.9%	28.9%	16.7%	16.7%	14.3%	16.5%	7.1%	18.0%
% That charged admission for special online events (i.e., lectures, live events, etc.)	2.2%	X	1.7%	5.7%	8.8%	10.9%	5.0%	1.7%	4.4%	7.1%	0.0%	6.6%
% That provided online courses or summer camps	2.2%	X	0.0%	5.7%	5.3%	9.5%	1.7%	3.3%	3.3%	6.3%	7.1%	5.3%
% That provided a new membership level with a focus on virtual benefits (i.e., publications, virtual tours, etc.)	0.0%	X	1.7%	0.0%	2.7%	1.0%	0.0%	0.0%	1.1%	1.6%	0.0%	1.1%
% That held an online fundraiser or gala	4.3%	X	0.0%	5.7%	2.7%	10.0%	3.3%	1.7%	5.5%	2.4%	0.0%	4.7%
Other	2.2%	X	1.7%	2.9%	4.4%	9.5%	10.0%	3.3%	3.3%	3.9%	0.0%	5.3%
% Of organizations that received any form of Covid-19 financial support in 2020												
% That received some form of Covid-19 financial support in 2020	54.3%	X	78.0%	71.4%	70.8%	72.6%	75.0%	66.7%	63.7%	71.7%	64.3%	70.1%
% That received government emergency funds (any level of government)	50.0%	X	74.6%	60.0%	66.4%	67.7%	71.7%	61.7%	54.9%	61.4%	50.0%	63.8%
% That received emergency coverage of employee salaries	21.7%	X	32.2%	20.0%	44.2%	25.4%	23.3%	8.3%	22.0%	33.1%	28.6%	27.6%
% That received suspension of rents/ mortgages	0.0%	X	3.4%	0.0%	0.9%	3.5%	1.7%	0.0%	2.2%	1.6%	0.0%	1.9%
% That had fundraising campaign (for COVID-19)	4.3%	X	10.2%	0.0%	1.8%	7.0%	3.3%	6.7%	2.2%	8.7%	0.0%	5.3%
Other	2.2%	X	1.7%	8.6%	7.1%	4.0%	16.7%	6.7%	2.2%	13.4%	7.1%	6.8%

1. Territories include: Yukon, Northwest Territories and Nunavut / X. Too unreliable to be published

Notes: 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.

Data sources, methods, and definitions

Reference period

The 2020 calendar year or in some cases the corresponding 12-month fiscal period for 2020-21, depending on the method of operation by the institution surveyed.

Collection period

August 11, 2021, to August 23, 2021, and again from November 2, 2021, to November 26, 2021.

Description

The 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 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 with the definition of North American Industry Classification System (NAICS). Institutions surveyed include archives (519122), non-commercial art museums and galleries, (712111), history and science museums (712115), other museums (712119), historic and heritage sites (712120), as well as zoos and botanical gardens (712130).

The survey captures publicly 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.

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 an online survey administered by the Department of Canadian Heritage;
2. Revenues and expenditures data from the Canada Revenue Agency's Registered Charity Information Return (T3010 information return).

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 2020.

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 sector characteristic estimates.

The sample size for all institutions for reference year 2020 was 2,295 institutions.

The overall response rate from the emailed survey questionnaire was 42% (973 institutions).

Data captured through the Canadian Revenue Agency provided statistics on 1,413 institutions.

By merging the corresponding two sources, the Department of Canadian Heritage captured data on 1,832 institutions or 68% of the entire heritage sector (the entire heritage sector is comprised of approximately 2,700 institutions).

Revision of preliminary data

The data provided in this report is considered preliminary and could be subject to future adjustment.

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.

Imputation

Imputation can be used for any missing, invalid, or inconsistent responses. Methods include:

-
- Data submitted by a respondent (with or without adjustments) for a previous period are used to impute data for the current period.
 - Imputation for partial or total non-response by a respondent are made on the basis of a full response by a respondent with similar characteristics.
 - Total industry or sub-industry weights or averages are used to impute missing variables

Estimation and 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. In instances where unweighted data is suppressed in provincial tables by institution type and is instead replaced with an “X”, the unweighted data will be included in the national total figures and the provincial total figures.

Data accuracy

All efforts are made to ensure that all stages of collection and dissemination are done accurately. However, 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, 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 only in aggregate form.

Definitions

Federal government revenue: Total revenue received or earned from the federal government grants, contributions, and contracts for goods, services and or facility operations.

Provincial/territorial government revenue: Total revenue received or earned from provincial/territorial government grants, contributions, and contracts for goods, services and or facility operations.

Local government revenue: Total revenue received or earned from municipal or regional government grants, contributions, and contracts for goods, services and or facility operations.

Donations tax receipted revenue: Total income from donations and gifts received during the fiscal period for which official donation receipts were issued.

Donations non-tax receipted revenue: Total income from all other donations and gifts for which official donation receipts were not issued.

Donations from other charities: The total amount of funds and value of property received from other registered charities.

Interest/investment revenue: Total interest and other investment income received or earned during the fiscal period (i.e. interest from bank accounts, investments, bonds, and dividends from shares).

Gross income from rental of facilities: Total income received or earned from renting land and buildings or leasing out surplus space.

Membership fees revenue: Total revenue received or earned from memberships, dues, and association fees.

Admission fees revenue: Total revenue earned from charging admission fees to the facility, site or particular event.

Public programs fees revenue: Total revenue earned from programming and educational services provided to the public.

Fundraising revenue: Total amount of all revenue received or earned from fundraising activities for which official donation receipts were not issued, including the amounts from activities carried out by third party fundraisers.

Sales of goods and services revenue: Total revenue received or earned from the sale of all goods and services to individuals or organizations, (i.e. gift shop sales, merchandise, retail, cafeteria, etc.).

Other earned revenue: Total of all other revenue received or earned that is not already included in the amounts above (i.e. goods and services tax/harmonized sales tax (GST/HST) and provincial sales tax (PST) rebates, income from the rental or leasing of any equipment or other resources, etc.).

Advertising and promotion expenditure: All amounts spent to draw attention to the institution/site and its activities, including advertising and promotion costs related to fundraising activities (i.e. seminars, presentation booths, publications, media promotion or advertising).

Travel and vehicle expenditure: Total amount paid or incurred for travel and vehicle expenses (i.e. travel and accommodation costs; vehicle costs such as gas, repairs, and upkeep; and lease payments).

Interest and bank charges expenditure: Total amount paid or incurred in interest and bank charges (i.e. the interest portion of mortgage payments, or loan payments).

Office supplies and expenses: Total amount paid or incurred for office supplies and expenses (i.e. postage, minor equipment and supply purchases, meeting expenses, etc.).

Occupancy costs: Total amount paid or incurred for occupancy costs (i.e. rent, mortgage payments, maintenance, repairs, utilities, taxes, and all other costs related to maintaining premises used by the institution).

Professional consulting fees expenditure: Total amount paid or incurred for professional and consulting services (i.e. curatorial, legal, accounting, fundraising services, etc.).

Training for staff and volunteers expenditure: Total amount paid or incurred for education and training of staff and volunteers (i.e. cost of courses, seminars, conferences, etc.).

All compensation wages and admin expenditure: Total amount paid or incurred for all compensation to employees in the fiscal period (i.e. full-time, part-time, seasonal, contract employees, health plans, pension plans, etc.).

FMV of donated goods to charitable activities expenditure: Total fair market value of all goods the charity received as donations and used in charitable activities.

Total cost of all purchased supplies: Total cost of all supplies and assets bought in the fiscal period.

Amortization of capital assets expenditure: Total amortization expense (depreciation) for the fiscal period for capitalized assets.

Research grants and scholarships expenditure: Total amount paid for research grants and scholarships.

Other operating expenditures: Total of all other expenditures that is not already included in the amounts above.

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

Part time employees: Paid employees who do not meet the full-time definition.

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

Volunteer: A person who did any activities without pay on behalf of the organization, at least once.

Hours worked by volunteer: Hours volunteers gave of their time on behalf of the organization.

Visit: An in person visit (paid or unpaid) made to an organization or site.

Online visit: A virtual visit to the organization's website where at least one page has been loaded.

School groups: Organized trips by educational establishments (a group consists of approximately 50 students).

Member: An individual or business that has obtained a membership registration with the organization.

Permanent exhibitions: Exhibitions that are a main fixture of the institution or site, usually on display for an extended period of time (i.e. multiple years).

Exhibitions created: New exhibitions created during or for the specified calendar/fiscal period (including for the originating institution or for circulation to other institutions).

Exhibitions circulated: Exhibitions circulated by the surveyed institution during the specified calendar/fiscal period.

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

Contact Information

Email: infoegcep-gcshiinfo@pch.gc.ca

Department of Canadian Heritage

25 Eddy Street, Gatineau, Quebec K1A 0M5