



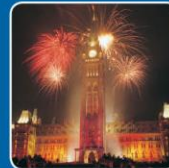
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# Government of Canada Survey of Heritage Institutions: 2015



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## Introduction

The Department of Canadian Heritage is pleased to present the second iteration of the Government of Canada Survey of Heritage Institutions. The 2015 survey captured financial and operating data on not-for-profit heritage institutions in Canada for the 2013 data year.

This survey is conducted to provide aggregate data to governments and cultural associations in order to gain a better understanding of not-for-profit heritage institutions and to aid in the development of policies and the conduct of programs. The results from this sample survey are extrapolated to provide national and provincial/territorial official estimates for the approximately 2600 not-for-profit heritage institutions across the country.

The survey captured data from 1622 heritage institutions, which is approximately 62.5% of the entire not-for-profit heritage sector (including 83% of the largest institutions with operating budgets of \$1 million or more), it is by far the highest sample size to be measured in more than a decade. The extensive amount of data received has allowed the Department to obtain a better and more detailed understanding of the sector.

The 2015 Government of Canada Survey of Heritage Institutions has captured more comprehensive data than in 2013 (2011 data). This year's survey report includes greater detail on the types of artefacts/objects held. It also includes data on digitization of records, artefacts/objects and their online accessibility.

Note: With the amount of data received from the 2015 survey, the Department was able to revise the data from the 2013 survey for greater accuracy. The revised 2011 data (found in this report) can now be compared against the 2013 data.

## Highlights

### Revenue and Expenditures

Total revenue for heritage institutions in Canada reached a record \$2.12 billion in 2013, an increase of approximately 2.9% from 2011 (\$2.06 billion).

The three provinces that accounted for most of the sector's revenues were Ontario 41%, Quebec 26.4% and Alberta 10.1%.

Museums generated most of the revenue in the heritage sector, contributing approximately 42.9% of total revenues, followed by art galleries (20.7%), archives (16.1%), zoos & botanical gardens (14.4%) and historic sites (5.8%).

In 2013, unearned revenue accounted for \$1.34 billion (63.6%) of total revenue for all heritage institutions, this is a slight drop from 2011 where unearned revenues accounted for \$1.35 billion (65.6%) of the total revenue. Combined, all three levels of government contributed approximately \$1.05 billion, making up 77.6% of unearned revenues for all heritage institutions in 2013, followed by donations at 20.8%, and interest & investments at 2.5%.



Heritage institutions reported earned revenues of nearly \$773 million in 2013. This is an increase of \$63.2 million (8.9%) from the 2011 figures. The majority of earned revenues are derived from sales of goods and services, which includes over-the-counter sales in gift shops, cafeterias, and other outlets; those sales accounted for 29.4% of all earned revenues, followed by admission fees at 24.9%.

Roughly 49.8% of heritage institutions charged admissions fees in 2013; a slight increase from the 48% that charged admission in 2011. The average admission fee for an adult also increased from \$7.60 in 2011 to \$9.82 in 2013.

Overall, heritage sector operating costs in 2013 rose by 3.8% from 2011. Compensation and wages for all heritage institutions also increased in 2013 by approximately 6.9%. Compensation and wages represent 42.5% of the sector's operating costs, a slight increase of 1.2% compared to 2011 (41.3%). The data on compensation and wages does not include services rendered by volunteers.

Heritage institutions posted a revenue over expenditure of 3.7% in 2013, which fell from 4.5% in 2011.

### **Employment**

Part-time employees (16,913) continue to outnumber full-time employees (11,630) in the heritage sector. Even more striking is the number of volunteers (103,597), which once again outnumbered all paid employees by approximately 3 to 1 in 2013. Volunteers accounted for over 76% of the entire heritage sector workforce. Donating over 5,600,000 hours, they played a central role in helping heritage institutions meet their mandate. Museums and art galleries rely on volunteers the most, reporting totals of 53,303 and 16,094 volunteers respectively.

### **Attendance and Membership**

Art galleries, museums, historic sites, archives, zoos and botanical gardens all saw an increase in the number of visits they received during 2013, with overall attendance reaching a record 61.9 million visits, up 10.4% from the 2011 figures (56 million). Museums received the majority of those visits, topping 25 million, followed by historic sites with 11.7 million.

Providing online access to our rich cultural heritage is becoming an increasingly vital service offered by heritage institutions across the country. In 2013 there were over 146.2 million online visits to all heritage institutions, up by approximately 6 million visits (4.6%) from 2011. Museums received most of those online visits, totaling over 58 million, followed by archives with over 41 million.

There were over 1.5 million heritage institution members in 2013, a decrease of 8.3% in membership from 2011. While art galleries, archives, zoos and botanical gardens experienced an increase, memberships in museums and historic sites decreased. Museums experienced the largest decline - from 591,457 in 2011 to 406,926 members in 2013.

Heritage institutions devote time to developing programs that teach history, science, art, and various other topics. In 2013 these programs were attended by over 123,000 school groups (approximately 6.2 million students), an increase of 5.6% (approximately 6,513 more school groups) from 2011. The most popular type of institutions attended by school groups were museums (57.3%) followed by art galleries (19.1%), historic sites (13.2%) zoos and botanical gardens (8.6%).



## **Artefacts and Records**

The new survey includes greater detail than the previous survey on the types of artefacts/objects preserved and protected by heritage institutions in Canada. This information provides a glimpse into the types and amount of cultural material available to Canadians and the world. It also illustrates the wide range of preservation challenges facing heritage professionals in protecting and providing access to our past.

Heritage institutions have a combined total of over 6.9 million linear meters of textual records, which, if laid flat, could easily cover the distance from Victoria, British Columbia to St John's, Newfoundland and Labrador. Archives house the bulk of these records at 69.6%, followed by museums at 28.7%.

There are over 109 million graphic materials, such as photographs, drawings, watercolors, prints, cartographic maps, aeronautical or navigational charts, as well as architectural and technical drawings held in heritage institutions all over Canada. Archives house the majority (68.8%) of these, followed by museums (29.6%).

Canada's heritage institutions preserve and protect over 1.8 million hours of film, video and sound recordings. To put that into perspective, it would take nearly 212 years to listen to or watch all of this audiovisual heritage. Archives hold most of these collections (70.4%) followed by museums (25.3%).

Heritage institutions house over 60 million artefacts and objects, which include archeological artefacts, military objects, fine art, scientific or technological objects, and more. Museums are responsible for protecting over 82% of these treasures, followed by historic sites at 16%.

Natural history and scientific specimens including plant, animal, paleontological and geological specimens, are the physical record of earth. Currently over 40 million specimens are conserved across the country, allowing scientists, researchers and enthusiasts, to discover our world and how it has changed over time.

## **Digitization of Artefacts and Records**

Digitization of artefacts and collections has become a growing preoccupation in recent years. While this process is a form of preservation, it also helps to meet the demand for digital access to artefacts. The 2015 survey data shows that heritage institutions have amassed over 5.5 million gigabytes of borne digital records (records that originate in a digital form). They also have nearly 5 million gigabytes of digitized records which are the result of converting physical objects and records into a digital format. In both instances, archives hold the most records in digital form.

This year's survey also asked heritage institutions what percentage of their artefacts, objects, records etc. were converted to digital format. The results show that museums had converted approximately 26% of their holdings to digital format, followed by art galleries (21.8%), historic sites (10.1%) and archives (7.6%). The overall average for the sector is 16.4%. The survey also asked what percentage of this digital content was available online to the public. Art galleries have 16.5% of their digital content online, followed by museums (12.8%), archives (5.4%) and historic sites (4.4%). Combined, heritage institutions have 9.8% of their digital content available online to the public.



## **Exhibitions**

Exhibiting artefacts, works of art and other types of collections is a form of storytelling. Heritage institutions create, host and circulate exhibitions to teach and inspire. In 2013 there were over 16,000 permanent exhibitions in Canada – a figure that is similar to the 2011 figures.

Newly created exhibitions (which include new permanent exhibitions, temporary non-travelling exhibitions and travelling exhibitions) climbed slightly from 7,703 produced in 2011 to 7,838 produced in 2013, a rise of approximately 1.7%.

Many exhibitions are also circulated by heritage institutions throughout the country and abroad. There were over 2600 exhibitions circulated in 2013, nearly 250 more than in 2011.

In 2013 heritage institutions increased their access for audiences the world over through virtual exhibits. Together they hosted over 2,600 exhibitions online in 2013, approximately 400 more online exhibition than in 2011. The majority of online exhibitions in Canada were hosted by museums (41.1%) and archives (28.4%).

## **Research Requests**

Research requests received grew by 10.5% from 638,518 in 2011 to 705,608 in 2013, demonstrating that Canadians consider museums and other heritage institutions to be trusted sources of information.

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



**Table 1: National revenue and expenditure profile of not-for-profit heritage institutions, by institution types, Canada, 2013**

Note: All figures are in thousands of dollars

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2013)	Total (Canada 2011) <sup>r</sup>
<b>Unearned Revenues</b>							
Federal Government	\$54,710	\$174,648	\$26,171	\$104,250	\$8,093	\$367,873	\$399,284
Provincial Government	\$103,227	\$187,742	\$21,056	\$134,996	\$25,157	\$472,177	\$445,283
Local Government	\$38,000	\$87,828	\$14,538	\$17,500	\$49,287	\$207,153	\$200,145
Donations Tax Received	\$84,528	\$56,661	\$4,337	\$8,021	\$27,709	\$181,256	\$183,177
Donations Non-Tax Received	\$5,413	\$14,199	\$1,554	\$1,218	\$4,688	\$27,072	\$65,469
Donations from Other Charities	\$15,726	\$32,431	\$3,603	\$742	\$7,715	\$60,216	\$33,042
Interest/Investment	\$7,422	\$20,758	\$1,186	\$1,627	\$2,222	\$33,215	\$25,563
<b>Total Unearned Revenues</b>	<b>\$309,026</b>	<b>\$574,268</b>	<b>\$72,443</b>	<b>\$268,355</b>	<b>\$124,870</b>	<b>\$1,348,962</b>	<b>\$1,351,963</b>
<b>Earned Revenues</b>							
Gross Income from Rental of Facilities	\$3,764	\$18,651	\$2,804	\$72	\$4,392	\$29,682	\$23,466
Membership Fees	\$10,340	\$18,409	\$595	\$371	\$15,619	\$45,334	\$36,942
Admission Fees	\$25,643	\$92,745	\$17,166	\$12	\$57,284	\$192,850	\$174,896
Public Programs Fees	\$4,158	\$19,648	\$3,655	\$1	\$4,378	\$31,841	\$18,885
Fundraising	\$12,345	\$45,174	\$3,635	\$5,636	\$2,677	\$69,467	\$70,536
Sales of Goods and Services	\$50,194	\$94,877	\$14,448	\$1,804	\$66,245	\$227,567	\$215,229
Other Earned Revenue	\$23,399	\$47,653	\$8,694	\$65,913	\$30,339	\$175,997	\$169,567
<b>Total Earned Revenue</b>	<b>\$129,843</b>	<b>\$337,157</b>	<b>\$50,997</b>	<b>\$73,810</b>	<b>\$180,934</b>	<b>\$772,740</b>	<b>\$709,522</b>
<b>Total Revenues</b>	<b>\$438,869</b>	<b>\$911,424</b>	<b>\$123,440</b>	<b>\$342,165</b>	<b>\$305,804</b>	<b>\$2,121,702</b>	<b>\$2,061,486</b>
<b>Expenditures</b>							
Advertising and Promotion	\$14,428	\$26,165	\$2,728	\$2,507	\$10,511	\$56,340	\$60,651
Travel and Vehicle	\$3,197	\$8,604	\$1,169	\$1,151	\$2,009	\$16,129	\$21,317
Interest and Bank Charges	\$4,286	\$8,314	\$885	\$6,858	\$4,081	\$24,423	\$26,377
Office Supplies and Expenses	\$6,693	\$21,670	\$2,611	\$4,146	\$7,757	\$42,877	\$46,692
Occupancy Costs	\$32,229	\$97,852	\$9,656	\$57,274	\$22,104	\$219,115	\$199,210
Professional Consulting Fees	\$13,883	\$39,127	\$4,438	\$16,641	\$4,548	\$78,636	\$91,760
Training for Staff and Volunteers	\$765	\$2,505	\$159	\$196	\$434	\$4,060	\$4,973
All Compensation Wages and Admin	\$155,847	\$353,895	\$57,831	\$176,426	\$124,435	\$868,435	\$812,287
FMV of Donated Goods to Charitable Activities <sup>1</sup>	\$24,482	\$5,715	\$347	\$1,478	\$243	\$32,264	\$64,921
Total Cost of all Purchased Supplies	\$25,597	\$51,469	\$7,343	\$6,968	\$34,268	\$125,646	\$122,557
Amortization of Capital Assets	\$30,920	\$104,848	\$5,446	\$18,385	\$23,543	\$183,141	\$162,896
Research Grants and Scholarships	\$136	\$8,704	\$38	\$1	\$156	\$9,035	\$16,012
Other Operating Expenditures	\$110,414	\$130,545	\$25,465	\$46,287	\$69,390	\$382,101	\$338,530
<b>Total Expenditures</b>	<b>\$422,876</b>	<b>\$859,414</b>	<b>\$118,116</b>	<b>\$338,319</b>	<b>\$303,479</b>	<b>\$2,042,205</b>	<b>\$1,968,183</b>
<b>Profit Margin (percent)</b>	<b>3.64%</b>	<b>5.71%</b>	<b>4.31%</b>	<b>1.12%</b>	<b>0.76%</b>	<b>3.75%</b>	<b>4.53%</b>

1. FMV is an acronym for fair market value / r. Revision of previous data

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



**Table 2: National industry characteristics profile of not-for-profit heritage institutions, by institution types, Canada, 2013**

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2013)	Total (Canada 2011) <sup>r</sup>
<b>Employment</b>							
Full Time Employees	2,013	4,505	1,072	2,603	1,436	11,630	11,589
Part Time Employees	2,284	7,809	3,161	922	2,738	16,913	16,822
Contract Workers	941	1,753	532	308	159	3,692	3,849
Number of Volunteers	16,094	53,303	15,557	3,058	15,585	103,597	99,715
Hours Worked by all Volunteers	611,515	3,471,685	779,072	283,777	515,548	5,661,597	5,924,076
<b>Attendance</b>							
# of Visits	11,064,310	25,044,596	11,789,832	2,739,594	11,219,170	61,857,503	56,024,444
# of Online Visits	25,357,235	58,364,387	12,148,362	41,511,511	8,888,783	146,270,276	139,868,149
# of School Groups	23,559	70,826	16,369	2,155	10,661	123,569	117,056
# of Members	420,048	406,926	22,409	314,871	349,535	1,513,789	1,650,869
<b>Artefacts/Exhibitions</b>							
# Linear Meters of Textual records	17,118	1,986,158	87,681	4,816,408	9,245	6,916,610	N/A
# of Graphic Materials	1,051,796	32,376,803	649,155	75,338,059	124,075	109,539,888	N/A
# of Hours of Film/Video and Sound Recordings	48,530	476,889	31,901	1,327,622	1,277	1,886,220	N/A
# of Artefacts/Objects	782,822	50,139,349	9,857,094	124,134	38,129	60,941,528	N/A
# of Natural History/Scientific Specimens	80,040	39,651,781	25,545	767	1,085,052	40,843,186	N/A
# of Gigabytes of Borne Digital Records	373,937	759,226	6,813	4,390,286	4,030	5,534,293	N/A
# of Gigabytes of Records Converted to Digital	6,945	207,554	17,642	4,506,343	10,090	4,748,574	N/A
% of all Records Converted to Digital	21.88%	26.06%	10.08%	7.59%	x	16.40%	N/A
% of all Digital Content Available Online	16.47%	12.85%	4.35%	5.43%	x	9.78%	N/A
# of Permanent Exhibitions	830	13,396	1,143	247	550	16,166	16,105
# of Exhibitions Created	2,454	4,142	386	531	324	7,838	7,703
# of Exhibitions Circulated	644	1,396	206	361	70	2,677	2,414
# of Online Exhibitions Hosted	704	1,076	78	745	17	2,620	2,177
<b>Research</b>							
# of Research Requests	61,254	160,577	25,135	457,466	1,175	705,608	638,518

r. Revision of previous data / x. Too unreliable to be published

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

**Table 3: Revenue and expenditure profile of not-for-profit art galleries, by province and territory, 2013**

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 <sup>1</sup>	Total (Canada 2013)	Total (Canada 2011) <sup>2</sup>
<b>Unearned Revenues</b>													
Federal Government	\$152	x	\$380	\$133	\$3,202	\$45,503	\$560	\$1,033	\$906	\$2,415	x	\$54,710	\$70,916
Provincial Government	\$148	x	\$2,667	\$519	\$51,401	\$33,913	\$3,175	\$2,174	\$3,041	\$4,412	x	\$103,227	\$93,161
Local Government	\$30	x	\$92	\$216	\$4,805	\$14,316	\$850	\$3,953	\$4,038	\$9,694	x	\$38,000	\$36,087
Donations Tax Received	\$48	x	\$1	\$1,256	\$34,741	\$29,187	\$3,157	\$6,941	\$2,074	\$6,957	x	\$84,528	\$67,814
Donations Non-Tax Received	\$10	x	\$268	\$259	\$1,564	\$1,332	\$0	\$60	\$966	\$908	x	\$5,413	\$7,500
Donations from Other Charities	\$3	x	\$15	\$261	\$6,853	\$6,935	\$411	\$68	\$4	\$1,176	x	\$15,726	\$20,336
Interest/Investment	\$0	x	x	\$1,319	\$2,647	\$1,811	\$13	\$83	\$856	\$692	x	\$7,422	\$4,488
<b>Total Unearned Revenues</b>	<b>\$390</b>	<b>x</b>	<b>\$3,424</b>	<b>\$3,963</b>	<b>\$105,213</b>	<b>\$132,998</b>	<b>\$8,165</b>	<b>\$14,311</b>	<b>\$11,885</b>	<b>\$26,252</b>	<b>x</b>	<b>\$309,026</b>	<b>\$300,302</b>
<b>Earned Revenues</b>													
Gross Income from Rental of Facilities	\$0	x	\$69	\$35	\$877	\$1,457	\$11	\$60	\$149	\$1,099	x	\$3,764	\$3,855
Membership Fees	\$2	x	\$48	\$48	\$2,744	\$5,466	\$125	\$102	\$611	\$1,191	x	\$10,340	\$8,595
Admission Fees	x	x	\$27	\$73	\$8,061	\$13,876	\$623	x	\$461	\$2,510	x	\$25,643	\$18,628
Public Programs Fees	x	x	\$245	\$0	\$282	\$1,237	x	\$93	\$918	\$1,313	x	\$4,158	\$4,322
Fundraising	\$29	x	\$500	\$265	\$583	\$4,772	\$397	\$1,639	\$1,075	\$2,934	x	\$12,345	\$12,507
Sales of Goods and Services	\$94	x	\$201	\$416	\$11,886	\$27,767	\$1,594	\$1,034	\$1,639	\$4,843	x	\$50,194	\$45,473
Other Earned Revenue	\$11	x	\$26	\$55	\$3,788	\$16,173	\$750	\$183	\$390	\$1,682	x	\$23,399	\$17,575
<b>Total Earned Revenue</b>	<b>\$136</b>	<b>x</b>	<b>\$1,116</b>	<b>\$893</b>	<b>\$28,221</b>	<b>\$70,749</b>	<b>\$3,500</b>	<b>\$3,111</b>	<b>\$5,243</b>	<b>\$15,571</b>	<b>x</b>	<b>\$129,843</b>	<b>\$110,956</b>
<b>Total Revenues</b>	<b>\$527</b>	<b>x</b>	<b>\$4,539</b>	<b>\$4,856</b>	<b>\$133,435</b>	<b>\$203,747</b>	<b>\$11,665</b>	<b>\$17,422</b>	<b>\$17,128</b>	<b>\$41,823</b>	<b>x</b>	<b>\$438,869</b>	<b>\$411,258</b>
<b>Expenditures</b>													
Advertising and Promotion	\$11	x	\$130	\$124	\$4,096	\$6,543	\$462	\$405	\$275	\$2,291	x	\$14,428	\$15,841
Travel and Vehicle	\$4	x	\$100	\$45	\$510	\$1,764	\$125	\$166	\$79	\$329	x	\$3,197	\$3,321
Interest and Bank Charges	\$5	x	\$13	\$14	\$2,699	\$1,041	\$145	\$36	\$12	\$302	x	\$4,286	\$3,634
Office Supplies and Expenses	\$21	x	\$29	\$114	\$1,974	\$3,304	\$123	\$184	\$345	\$556	x	\$6,693	\$6,119
Occupancy Costs	\$64	x	\$263	\$346	\$10,866	\$15,647	\$554	\$1,140	\$1,033	\$2,207	x	\$32,229	\$35,789
Professional Consulting Fees	\$7	x	\$81	\$235	\$4,197	\$7,241	\$450	\$248	\$174	\$1,134	x	\$13,883	\$13,787
Training for Staff and Volunteers	\$0	x	\$0	\$0	\$128	\$480	\$5	\$21	\$40	\$83	x	\$765	\$897
All Compensation Wages and Admin	\$207	x	\$2,816	\$1,853	\$38,909	\$77,166	\$3,867	\$5,342	\$6,572	\$17,485	x	\$155,847	\$143,123
FMV of Donated Goods to Charitable Activities <sup>2</sup>	\$6	x	\$0	\$206	\$7,169	\$13,411	\$0	\$1,193	\$0	\$2,497	x	\$24,482	\$49,659
Total Cost of all Purchased Supplies	\$23	x	\$17	\$63	\$1,643	\$20,388	\$19	\$474	\$685	\$2,142	x	\$25,597	\$25,296
Amortization of Capital Assets	\$0	x	\$12	\$296	\$8,720	\$17,355	\$357	\$762	\$2,681	\$657	x	\$30,920	\$29,907
Research Grants and Scholarships	\$0	x	\$0	\$0	\$6	\$7	\$0	\$0	\$0	\$123	x	\$136	\$1,738
Other Operating Expenditures	\$142	x	\$1,038	\$1,017	\$42,773	\$40,068	\$4,127	\$6,811	\$5,181	\$7,977	x	\$110,414	\$71,652
<b>Total Expenditures</b>	<b>\$490</b>	<b>x</b>	<b>\$4,500</b>	<b>\$4,313</b>	<b>\$123,687</b>	<b>\$204,414</b>	<b>\$10,234</b>	<b>\$16,783</b>	<b>\$17,076</b>	<b>\$37,784</b>	<b>x</b>	<b>\$422,876</b>	<b>\$400,764</b>
<b>Profit Margin (percent)</b>	<b>7.01%</b>	<b>1.64%</b>	<b>0.87%</b>	<b>11.18%</b>	<b>7.31%</b>	<b>-0.33%</b>	<b>12.27%</b>	<b>3.67%</b>	<b>0.30%</b>	<b>9.66%</b>	<b>x</b>	<b>3.64%</b>	<b>2.55%</b>

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / r. Revision of previous data / x. Too unreliable to be published

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

**Table 4: Industry characteristics profile of not-for-profit art galleries, by province and territory, 2013**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories <sup>1</sup>	Total (Canada 2013)	Total (Canada 2011) <sup>2</sup>
<b>Employment</b>													
Full Time Employees	7	x	40	30	562	876	57	94	99	219	x	2,013	2,317
Part Time Employees	27	x	30	55	555	743	204	103	111	422	x	2,284	1,967
Contract Workers	x	x	12	60	138	503	35	25	31	136	x	941	1,063
Number of Volunteers	63	x	333	272	1,795	6,583	767	816	1,592	3,479	x	16,094	14,738
Hours Worked by all Volunteers	6,667	x	32,367	14,756	67,166	259,567	25,375	37,040	51,876	111,552	x	611,515	511,162
<b>Attendance</b>													
# of Visits	63,500	x	76,774	83,765	3,005,191	4,726,198	366,343	973,887	587,746	1,061,301	x	11,064,310	9,949,679
# of Online Visits	x	x	287,577	428,700	4,125,931	13,715,827	x	1,267,956	x	5,370,494	x	25,357,235	19,234,604
# of School Groups	x	x	756	518	9,687	7,156	663	1,652	1,076	1,925	x	23,559	19,819
# of Members	x	x	4,398	1,496	170,197	191,274	8,433	11,201	16,947	15,952	x	420,048	400,005
<b>Artefacts/Exhibitions</b>													
# Linear Meters of Textual Records	x	x	30	x	1,770	13,507	35	x	192	1,440	x	17,118	N/A
# of Graphic Materials	x	x	6,300	26,850	752,059	229,263	3,553	x	x	14,700	x	1,051,796	N/A
# of Hours of Film/Video and Sound Recordings	x	x	x	185	6,647	7,123	23	x	600	339	x	48,530	N/A
# of Artefacts/Objects	x	x	4,050	10,800	290,315	281,091	45,850	36,896	44,280	53,695	x	782,822	N/A
# of Natural History/Scientific Specimens	x	x	0	0	79,933	0	0	x	0	0	x	80,040	N/A
# of Gigabytes of Borne Digital Records	x	x	x	2,940	15,216	311,521	x	x	10,800	16,000	x	373,937	N/A
# of Gigabytes of Records Converted to Digital	x	x	x	75	6,052	800	x	x	14	0	x	6,945	N/A
% of all Records Converted to Digital	x	x	16.67%	16.67%	16.00%	40.32%	43.33%	26.67%	12.50%	2.91%	x	21.88%	N/A
% of all Digital Content Available Online	x	x	3.33%	17.00%	12.00%	30.43%	15.67%	25.00%	x	11.83%	x	16.47%	N/A
# of Permanent Exhibitions	x	x	29	27	116	259	33	126	129	109	x	830	654
# of Exhibitions Created	x	x	69	110	342	961	61	209	166	492	x	2,454	2,220
# of Exhibitions Circulated	x	x	23	50	283	127	11	23	105	21	x	644	523
# of Online Exhibitions Hosted	x	x	x	x	48	495	16	x	4	49	x	704	388
<b>Research</b>													
# of Research Requests	x	x	x	108	5,775	53,108	145	690	270	995	x	61,254	36,209

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

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

**Table 5: Revenue and expenditure profile of not-for-profit museums, by province and territory, 2013**

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 <sup>1</sup>	Total (Canada 2013)	Total (Canada 2011) <sup>2</sup>
<b>Unearned Revenues</b>													
Federal Government	\$1,078	\$67	\$9,071	\$634	\$79,248	\$74,857	\$1,149	\$972	\$4,267	\$1,846	\$1,458	\$174,648	\$186,195
Provincial Government	\$8,717	\$673	\$6,334	\$3,865	\$47,766	\$47,725	\$4,640	\$7,612	\$24,692	\$20,931	\$14,787	\$187,742	\$180,320
Local Government	\$469	\$496	\$980	\$174	\$16,965	\$33,792	\$1,784	\$701	\$16,752	\$15,558	\$157	\$87,828	\$75,494
Donations Tax Received	\$2,206	\$244	\$1,534	\$638	\$7,378	\$20,750	\$3,013	\$2,203	\$12,834	\$5,697	\$164	\$56,661	\$83,146
Donations Non-Tax Received	\$757	\$23	\$1,102	\$193	\$3,496	\$2,345	\$447	\$411	\$3,997	\$1,355	\$74	\$14,199	\$41,245
Donations from Other Charities	\$30	\$9	\$450	\$153	\$10,697	\$17,648	\$573	\$291	\$1,119	\$1,413	\$48	\$32,431	\$4,679
Interest/Investment	\$204	\$2	\$505	\$72	\$6,768	\$8,088	\$282	\$71	\$2,725	\$2,039	\$2	\$20,758	\$18,794
<b>Total Unearned Revenues</b>	<b>\$13,461</b>	<b>\$1,514</b>	<b>\$19,975</b>	<b>\$5,730</b>	<b>\$172,318</b>	<b>\$205,204</b>	<b>\$11,888</b>	<b>\$12,262</b>	<b>\$66,386</b>	<b>\$48,838</b>	<b>\$16,691</b>	<b>\$574,268</b>	<b>\$589,872</b>
<b>Earned Revenues</b>													
Gross Income from Rental of Facilities	\$409	\$7	\$622	\$50	\$2,985	\$5,460	\$338	\$171	\$4,546	\$3,932	\$130	\$18,651	\$14,455
Membership Fees	\$22	\$10	\$237	\$68	\$4,896	\$6,825	\$554	\$149	\$2,661	\$2,960	\$25	\$18,409	\$14,548
Admission Fees	\$1,166	\$170	\$1,884	\$360	\$20,336	\$37,609	\$3,111	\$1,257	\$10,142	\$16,511	\$199	\$92,745	\$91,313
Public Programs Fees	x	\$52	\$415	x	\$1,527	\$11,885	\$334	\$624	\$1,442	\$3,313	\$56	\$19,648	\$12,642
Fundraising	\$323	\$16	\$971	\$265	\$8,457	\$22,054	\$2,038	\$1,460	\$6,232	\$3,154	\$203	\$45,174	\$32,223
Sales of Goods and Services	\$1,413	\$210	\$2,243	\$998	\$11,419	\$43,403	\$2,512	\$2,166	\$21,905	\$8,226	\$382	\$94,877	\$89,835
Other Earned Revenue	\$694	\$90	\$1,148	\$221	\$16,129	\$14,637	\$988	\$3,292	\$6,191	\$3,343	\$920	\$47,653	\$57,432
<b>Total Earned Revenue</b>	<b>\$4,027</b>	<b>\$555</b>	<b>\$7,521</b>	<b>\$1,963</b>	<b>\$65,749</b>	<b>\$141,875</b>	<b>\$9,876</b>	<b>\$9,120</b>	<b>\$53,120</b>	<b>\$41,438</b>	<b>\$1,914</b>	<b>\$337,157</b>	<b>\$312,448</b>
<b>Total Revenues</b>	<b>\$17,488</b>	<b>\$2,069</b>	<b>\$27,496</b>	<b>\$7,693</b>	<b>\$238,067</b>	<b>\$347,079</b>	<b>\$21,764</b>	<b>\$21,382</b>	<b>\$119,506</b>	<b>\$90,276</b>	<b>\$18,605</b>	<b>\$911,424</b>	<b>\$902,320</b>
<b>Expenditures</b>													
Advertising and Promotion	\$640	\$46	\$891	\$116	\$6,470	\$10,294	\$704	\$843	\$3,644	\$2,404	\$114	\$26,165	\$29,189
Travel and Vehicle	\$198	\$14	\$249	\$195	\$2,975	\$2,729	\$242	\$111	\$773	\$772	\$346	\$8,604	\$12,360
Interest and Bank Charges	\$63	\$8	\$127	\$47	\$3,551	\$2,700	\$220	\$183	\$741	\$590	\$84	\$8,314	\$9,064
Office Supplies and Expenses	\$224	\$26	\$653	\$160	\$3,778	\$10,758	\$664	\$619	\$2,242	\$2,257	\$288	\$21,670	\$25,858
Occupancy Costs	\$2,575	\$202	\$3,522	\$318	\$34,981	\$36,953	\$2,164	\$2,424	\$6,082	\$8,110	\$521	\$97,852	\$81,861
Professional Consulting Fees	\$429	\$6	\$1,814	\$447	\$14,586	\$10,132	\$606	\$368	\$7,068	\$2,926	\$746	\$39,127	\$50,251
Training for Staff and Volunteers	\$21	\$4	\$820	\$30	\$761	\$473	\$41	\$10	\$166	\$177	\$3	\$2,505	\$3,212
All Compensation Wages and Admin	\$6,898	\$1,161	\$11,375	\$3,370	\$89,777	\$127,230	\$8,715	\$8,123	\$49,538	\$41,001	\$6,707	\$353,895	\$338,363
FMV of Donated Goods to Charitable Activities <sup>2</sup>	\$717	\$9	\$163	\$7	\$251	\$2,815	\$488	\$417	\$538	\$262	\$49	\$5,715	\$12,412
Total Cost of all Purchased Supplies	\$784	\$130	\$1,207	\$707	\$8,980	\$23,189	\$1,749	\$1,565	\$8,754	\$3,241	\$1,166	\$51,469	\$41,784
Amortization of Capital Assets	\$865	\$0	\$2,060	\$135	\$30,716	\$39,865	\$1,744	\$2,753	\$19,907	\$6,547	\$254	\$104,848	\$94,388
Research Grants and Scholarships	\$0	\$0	\$6	\$7	\$609	\$7,905	\$42	\$14	\$1	\$121	x	\$8,704	\$13,658
Other Operating Expenditures	\$2,858	\$384	\$5,870	\$1,560	\$28,289	\$48,094	\$3,705	\$2,638	\$12,497	\$16,320	\$8,330	\$130,545	\$132,347
<b>Total Expenditures</b>	<b>\$16,272</b>	<b>\$1,990</b>	<b>\$28,757</b>	<b>\$7,097</b>	<b>\$225,723</b>	<b>\$323,137</b>	<b>\$21,084</b>	<b>\$20,068</b>	<b>\$111,953</b>	<b>\$84,726</b>	<b>\$18,607</b>	<b>\$859,414</b>	<b>\$844,749</b>
<b>Profit Margin (percent)</b>	<b>6.96%</b>	<b>3.81%</b>	<b>-4.59%</b>	<b>7.74%</b>	<b>5.19%</b>	<b>6.90%</b>	<b>3.12%</b>	<b>6.15%</b>	<b>6.32%</b>	<b>6.15%</b>	<b>-0.01%</b>	<b>5.71%</b>	<b>6.38%</b>

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / r. Revision of previous data / x. Too unreliable to be published

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

**Table 6: Industry characteristics profile of not-for-profit museums, by province and territory, 2013**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories <sup>1</sup>	Total (Canada 2013)	Total (Canada 2011) <sup>2</sup>
<b>Employment</b>													
Full Time Employees	111	9	176	53	1,196	1,469	124	182	640	474	70	4,505	4,117
Part Time Employees	316	62	447	231	1,394	2,137	315	400	1,494	922	89	7,809	7,063
Contract Workers	17	18	29	39	189	316	82	64	664	235	102	1,753	1,756
Number of Volunteers	1,676	351	2,268	851	3,847	18,837	6,030	8,102	4,542	6,623	174	53,303	51,133
Hours Worked by all Volunteers	68,740	9,100	103,162	76,513	311,356	1,302,973	250,951	428,481	338,952	579,549	1,909	3,471,685	3,517,388
<b>Attendance</b>													
# of Visits	467,594	119,121	715,793	273,901	6,690,719	7,628,667	940,687	1,122,969	2,557,837	4,368,951	158,357	25,044,596	23,244,390
# of Online Visits	x	246	2,447,690	3,354,132	15,364,533	20,745,177	488,151	938,767	1,753,899	12,880,506	271,046	58,364,387	51,059,137
# of School Groups	1,650	260	2,559	779	17,177	22,450	3,091	3,958	4,717	13,850	336	70,826	64,380
# of Members	2,720	657	11,168	3,820	54,027	144,836	20,700	17,671	19,333	130,268	1,726	406,926	591,457
<b>Artefacts/Exhibitions</b>													
# Linear Meters of Textual Records	x	38	210,859	2,649	124,803	708,018	180,902	52,586	35,233	663,896	295	1,986,158	N/A
# of Graphic Materials	1,465,644	27,676	156,011	241,305	7,262,789	7,910,762	692,405	383,615	2,263,117	11,888,933	84,547	32,376,803	N/A
# of Hours of Film/Video and Sound Recordings	28,493	431	2,409	722	194,824	164,370	3,410	1,340	16,412	36,307	28,172	476,889	N/A
# of Artefacts/Objects	790,875	135,064	520,384	758,981	11,073,709	16,267,078	3,069,514	10,737,712	2,388,067	4,077,863	320,102	50,139,349	N/A
# of Natural History/Scientific Specimens	4,760	1,029	5,842	1,080,135	7,145	27,935,549	2,034,315	851,586	7,669,185	53,385	8,851	39,651,781	N/A
# of Gigabytes of Borne Digital Records	60	0	127	105,799	344,851	117,286	797	69	91,911	98,285	40	759,226	N/A
# of Gigabytes of Records Converted to Digital	x	x	455	x	58,624	33,513	2,649	20,193	42,316	49,687	69	207,554	N/A
% of all Records Converted to Digital	x	34.22%	25.17%	30.11%	12.06%	26.06%	20.71%	24.57%	26.62%	24.71%	36.36%	26.06%	N/A
% of all Digital Content Available Online	x	22.83%	35.11%	25.11%	6.54%	12.64%	2.03%	5.45%	x	5.29%	0.60%	12.85%	N/A
# of Permanent Exhibitions	496	72	1,135	321	1,683	3,096	1,235	1,577	1,524	2,093	163	13,396	13,021
# of Exhibitions Created	55	60	178	59	382	1,086	439	318	551	959	56	4,142	3,822
# of Exhibitions Circulated	49	0	55	14	454	376	112	85	124	114	13	1,396	1,306
# of Online Exhibitions Hosted	98	1	20	41	294	201	54	115	95	122	34	1,076	975
<b>Research</b>													
# of Research Requests	2,551	598	4,240	9,179	17,730	53,711	4,175	1,571	37,390	28,273	1161	160,577	150,973

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

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

**Table 7: Revenue and expenditure profile of not-for-profit historic sites, by province and territory, 2013**

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 <sup>1</sup>	Total (Canada 2013)	Total (Canada 2011) <sup>2</sup>
<b>Unearned Revenues</b>													
Federal Government	\$881	x	\$8,329	\$133	\$9,323	\$4,499	x	\$555	\$1,170	\$681	x	\$26,171	\$16,049
Provincial Government	\$1,398	x	\$2,479	\$374	\$3,774	\$1,653	x	\$1,705	\$1,122	\$8,222	x	\$21,056	\$21,402
Local Government	\$0	x	\$14	\$32	\$4,355	\$6,686	x	\$789	\$1,555	\$865	x	\$14,538	\$7,602
Donations Tax Received	\$17	x	\$208	\$224	\$462	\$2,307	x	\$103	\$633	\$262	x	\$4,337	\$10,712
Donations Non-Tax Received	\$18	x	\$15	\$2	\$410	\$365	x	\$410	\$156	\$174	x	\$1,554	\$8,325
Donations from Other Charities	\$333	x	\$134	\$168	\$2,690	\$48	x	\$0	\$190	\$26	x	\$3,603	\$2,132
Interest/Investment	\$18	x	\$27	\$363	\$81	\$388	x	\$25	\$71	\$212	x	\$1,186	\$816
<b>Total Unearned Revenues</b>	<b>\$2,665</b>	<b>x</b>	<b>\$11,206</b>	<b>\$1,295</b>	<b>\$21,094</b>	<b>\$15,945</b>	<b>x</b>	<b>\$3,587</b>	<b>\$4,897</b>	<b>\$10,443</b>	<b>x</b>	<b>\$72,443</b>	<b>\$67,038</b>
<b>Earned Revenues</b>													
Gross Income from Rental of Facilities	\$49	x	\$90	\$87	\$436	\$1,330	x	\$21	\$335	\$422	x	\$2,804	\$2,107
Membership Fees	x	x	\$5	\$107	\$111	\$192	x	\$4	\$55	\$118	x	\$595	\$670
Admission Fees	\$788	x	\$2,557	\$533	\$4,122	\$4,024	x	\$522	\$666	\$3,829	x	\$17,166	\$12,055
Public Programs Fees	x	x	\$161	\$190	\$1,987	\$411	x	\$230	\$555	x	x	\$3,655	\$957
Fundraising	\$49	x	\$146	\$91	\$627	\$1,333	x	\$691	\$454	\$154	x	\$3,635	\$2,858
Sales of Goods and Services	\$2,861	x	\$546	\$66	\$3,524	\$2,642	x	\$241	\$1,187	\$3,217	x	\$14,448	\$15,775
Other Earned Revenue	\$212	x	\$164	\$61	\$3,525	\$693	x	\$208	\$317	\$3,399	x	\$8,694	\$9,438
<b>Total Earned Revenue</b>	<b>\$3,972</b>	<b>x</b>	<b>\$3,670</b>	<b>\$1,135</b>	<b>\$14,333</b>	<b>\$10,625</b>	<b>x</b>	<b>\$1,917</b>	<b>\$3,568</b>	<b>\$11,139</b>	<b>x</b>	<b>\$50,997</b>	<b>\$43,861</b>
<b>Total Revenues</b>	<b>\$6,637</b>	<b>x</b>	<b>\$14,876</b>	<b>\$2,430</b>	<b>\$35,427</b>	<b>\$26,570</b>	<b>x</b>	<b>\$5,504</b>	<b>\$8,465</b>	<b>\$21,582</b>	<b>x</b>	<b>\$123,440</b>	<b>\$110,899</b>
<b>Expenditures</b>													
Advertising and Promotion	\$94	x	\$96	\$64	\$919	\$463	x	\$64	\$96	\$921	x	\$2,728	\$2,370
Travel and Vehicle	\$62	x	\$259	\$18	\$385	\$74	x	\$56	\$65	\$247	x	\$1,169	\$1,062
Interest and Bank Charges	\$59	x	\$16	\$6	\$512	\$63	x	\$45	\$60	\$123	x	\$885	\$3,334
Office Supplies and Expenses	\$123	x	\$172	\$22	\$1,283	\$449	x	\$91	\$79	\$373	x	\$2,611	\$2,297
Occupancy Costs	\$269	x	\$1,251	\$332	\$3,687	\$2,274	x	\$121	\$581	\$946	x	\$9,656	\$6,917
Professional Consulting Fees	\$67	x	\$413	\$56	\$2,035	\$737	x	\$333	\$236	\$554	x	\$4,438	\$3,569
Training for Staff and Volunteers	\$15	x	\$3	\$8	\$31	\$38	x	\$0	\$33	\$30	x	\$159	\$83
All Compensation Wages and Admin	\$2,763	x	\$10,010	\$1,114	\$15,421	\$12,496	x	\$3,330	\$3,468	\$7,801	x	\$57,831	\$51,992
FMV of Donated Goods to Charitable Activities <sup>2</sup>	\$0	x	\$17	\$42	\$257	\$0	x	\$0	\$7	\$15	x	\$347	\$1,831
Total Cost of all Purchased Supplies	\$395	x	\$639	\$143	\$762	\$1,298	x	\$1,021	\$1,576	\$1,443	x	\$7,343	\$8,282
Amortization of Capital Assets	\$106	x	\$1,593	\$40	\$2,767	\$44	x	\$114	\$173	\$446	x	\$5,446	\$4,742
Research Grants and Scholarships	\$0	x	\$0	\$0	\$3	\$35	x	\$0	\$0	\$0	x	\$38	\$77
Other Operating Expenditures	\$2,162	x	\$571	\$303	\$5,955	\$7,168	x	\$275	\$1,178	\$7,321	x	\$25,465	\$20,907
<b>Total Expenditures</b>	<b>\$6,115</b>	<b>x</b>	<b>\$15,039</b>	<b>\$2,146</b>	<b>\$34,017</b>	<b>\$25,139</b>	<b>x</b>	<b>\$5,451</b>	<b>\$7,553</b>	<b>\$20,221</b>	<b>x</b>	<b>\$118,116</b>	<b>\$107,463</b>
<b>Profit Margin (percent)</b>	<b>7.87%</b>	<b>x</b>	<b>-1.09%</b>	<b>11.70%</b>	<b>3.98%</b>	<b>5.39%</b>	<b>x</b>	<b>0.96%</b>	<b>10.77%</b>	<b>6.31%</b>	<b>x</b>	<b>4.31%</b>	<b>3.10%</b>

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / r. Revision of previous data / x. Too unreliable to be published

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

**Table 8: Industry characteristics profile of not-for-profit historic sites, by province and territory, 2013**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Territories <sup>1</sup>	Total (Canada)	Total (Canada 2011) <sup>2</sup>
<b>Employment</b>													
Full Time Employees	24	50	65	30	431	278	x	38	46	82	x	1,072	1,122
Part Time Employees	264	112	370	154	767	714	x	150	161	366	x	3,161	3,890
Contract Workers	99	x	53	34	99	137	x	23	28	58	x	532	658
Number of Volunteers	347	690	958	491	2,451	3,719	x	2,002	2,380	1,980	x	15,557	15,715
Hours Worked by all Volunteers	2,273	14,400	75,441	51,582	203,425	227,099	x	33,557	44,795	74,101	x	779,072	726,569
<b>Attendance</b>													
# of Visits	544,500	391,763	639,938	262,895	4,671,763	2,046,667	x	1,586,077	558,050	753,770	x	11,789,832	10,541,242
# of Online Visits	x	x	1,575,546	118,625	608,696	7,873,857	x	x	359,702	1,270,386	x	12,148,362	9,691,879
# of School Groups	253	x	1,080	362	4,990	4,576	x	1,323	2,186	1,330	x	16,369	16,498
# of Members	165	x	1,226	1,187	6,895	9,370	x	230	317	2,883	x	22,409	34,397
<b>Artefacts/Exhibitions</b>													
# Linear Meters of Textual Records	x	x	1,600	10	42,800	1,441	x	110	30,800	10,920	x	87,681	N/A
# of Graphic Materials	x	x	19,000	9,800	219,824	127,407	x	8,305	57,650	201,097	x	649,155	N/A
# of Hours of Film/Video and Sound Recordings	x	x	x	121	1,221	1,108	x	4	943	27,300	x	31,901	N/A
# of Artefacts/Objects	6,171	x	6,021,352	63,306	1,739,141	747,824	x	338,193	286,809	548,699	x	9,857,094	N/A
# of Natural History/Scientific Specimens	0	x	1,000	x	3,387	106	x	0	19,432	1,616	x	25,545	N/A
# of Gigabytes of Borne Digital Records	x	x	x	525	0	0	x	0	220	6,068	x	6,813	N/A
# of Gigabytes of Records Converted to Digital	x	x	x	2,100	0	473	x	0	0	15,068	x	17,642	N/A
% of all Records Converted to Digital	x	x	12.17%	10.63%	19.58%	7.29%	x	1.50%	0.10%	19.33%	x	10.08%	N/A
% of all Digital Content Available Online	x	x	0.50%	10.00%	13.18%	0.81%	x	0.75%	0.00%	5.22%	x	4.35%	N/A
# of Permanent Exhibitions	99	x	56	122	140	271	x	51	141	219	x	1,143	2,383
# of Exhibitions Created	11	x	3	63	61	154	x	11	36	48	x	386	650
# of Exhibitions Circulated	0	x	1	4	98	92	x	0	2	8	x	206	182
# of Online Exhibitions Hosted	0	x	0	0	23	38	x	2	2	12	x	78	92
<b>Research</b>													
# of Research Requests	132	x	235	1,604	1,595	17,308	x	115	246	3,874	x	25,135	30,744

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

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

**Table 9: Revenue and expenditure profile of not-for-profit archives, by province and territory, 2013**

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 <sup>1</sup>	Total (Canada 2013)	Total (Canada 2011) <sup>2</sup>
<b>Unearned Revenues</b>													
Federal Government	x	x	\$92	\$5	\$239	\$103,774	\$32	\$9	\$0	\$100	x	\$104,250	\$117,194
Provincial Government	x	x	\$2,873	\$2,051	\$71,186	\$42,621	\$6,216	\$2,988	\$3,914	\$3,087	x	\$134,996	\$127,282
Local Government	x	x	\$13	\$23	\$9,042	\$2,983	\$7	\$1,071	\$1,368	\$2,849	x	\$17,500	\$24,317
Donations Tax Received	x	x	x	x	\$2,900	\$2,993	\$144	\$216	\$304	\$1,445	x	\$8,021	\$5,382
Donations Non-Tax Received	x	x	\$236	\$16	\$443	\$99	\$246	\$3	\$64	\$108	x	\$1,218	\$3,854
Donations from Other Charities	x	x	x	x	\$164	\$183	\$270	\$0	\$102	\$23	x	\$742	\$1,265
Interest/Investment	x	x	x	x	\$1,166	\$326	\$0	\$0	\$31	\$103	x	\$1,627	\$489
<b>Total Unearned Revenues</b>	x	x	\$3,215	\$2,100	\$85,139	\$152,977	\$6,915	\$4,289	\$5,783	\$7,715	x	\$268,355	\$279,784
<b>Earned Revenues</b>													
Gross Income from Rental of Facilities	x	x	\$0	\$20	\$0	\$28	\$0	\$0	\$25	\$0	x	\$72	\$51
Membership Fees	x	x	\$1	\$0	\$52	\$236	\$6	\$0	\$43	\$33	x	\$371	\$284
Admission Fees	x	x	\$0	\$0	\$3	\$0	\$0	\$0	\$0	\$10	x	\$12	\$62
Public Programs Fees	x	x	\$0	\$0	\$0	\$0	\$0	\$0	\$1	\$0	x	\$1	\$36
Fundraising	x	x	\$36	\$26	\$187	\$3,360	\$1,442	\$18	\$198	\$363	x	\$5,636	\$6,294
Sales of Goods and Services	x	x	\$43	\$6	\$818	\$730	\$19	\$24	\$58	\$108	x	\$1,804	\$2,435
Other Earned Revenue	x	x	\$199	\$0	\$9,882	\$53,273	\$75	\$1,552	\$416	\$508	x	\$65,913	\$65,496
<b>Total Earned Revenue</b>	x	x	\$278	\$52	\$10,941	\$57,625	\$1,543	\$1,594	\$741	\$1,021	x	\$73,810	\$74,658
<b>Total Revenues</b>	x	x	\$3,493	\$2,152	\$96,080	\$210,602	\$8,458	\$5,883	\$6,524	\$8,736	x	\$342,165	\$354,442
<b>Expenditures</b>													
Advertising and Promotion	x	x	\$14	\$0	\$1,231	\$1,118	\$19	\$12	\$62	\$51	x	\$2,507	\$3,295
Travel and Vehicle	x	x	\$27	\$6	\$376	\$606	\$43	\$13	\$36	\$46	x	\$1,151	\$2,921
Interest and Bank Charges	x	x	\$1	\$0	\$6,709	\$93	\$15	\$0	\$14	\$27	x	\$6,858	\$6,904
Office Supplies and Expenses	x	x	\$115	\$12	\$160	\$3,368	\$39	\$177	\$76	\$189	x	\$4,146	\$5,478
Occupancy Costs	x	x	\$15	\$0	\$6,239	\$50,062	\$101	\$471	\$177	\$209	x	\$57,274	\$60,961
Professional Consulting Fees	x	x	\$42	\$1	\$4,941	\$10,988	\$43	\$18	\$324	\$280	x	\$16,641	\$17,743
Training for Staff and Volunteers	x	x	x	x	\$4	\$171	\$0	x	\$11	\$3	x	\$196	\$136
All Compensation Wages and Admin	x	x	\$2,878	\$2,081	\$44,908	\$105,058	\$5,311	\$5,215	\$4,906	\$5,937	x	\$176,426	\$165,813
FMV of Donated Goods to Charitable Activities <sup>2</sup>	x	x	x	x	\$0	\$1,478	\$0	\$0	\$0	\$0	x	\$1,478	\$863
Total Cost of all Purchased Supplies	x	x	\$26	\$50	\$4,034	\$2,471	\$16	\$70	\$156	\$136	x	\$6,968	\$7,736
Amortization of Capital Assets	x	x	\$68	\$0	\$14,390	\$3,581	\$0	\$0	\$6	\$341	x	\$18,385	\$14,937
Research Grants and Scholarships	x	x	x	x	\$0	\$1	\$0	\$0	\$0	\$0	x	\$1	\$21
Other Operating Expenditures	x	x	\$295	\$31	\$12,088	\$28,646	\$3,015	\$98	\$712	\$1,337	x	\$46,287	\$62,375
<b>Total Expenditures</b>	x	x	\$3,480	\$2,182	\$95,080	\$207,640	\$8,602	\$6,078	\$6,480	\$8,555	x	\$338,319	\$349,184
<b>Profit Margin (percent)</b>	x	x	0.39%	-1.37%	1.04%	1.41%	-1.71%	-3.32%	0.67%	2.07%	x	1.12%	1.48%

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / r. Revision of previous data / x. Too unreliable to be published

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



**Table 10: Industry characteristics profile of not-for-profit archives, by province and territory, 2013**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories <sup>1</sup>	Total (Canada 2013)	Total (Canada 2011) <sup>2</sup>
<b>Employment</b>													
Full Time Employees	x	x	53	50	1,187	1,067	37	72	52	75	x	2,603	2,333
Part Time Employees	x	x	49	23	465	245	16	23	32	68	x	922	903
Contract Workers	x	x	14	8	26	210	4	9	23	14	x	308	219
Number of Volunteers	x	x	120	55	651	1,228	80	102	395	376	x	3,058	3,362
Hours Worked by all Volunteers	x	x	17,197	10,305	69,990	82,862	9,624	15,930	37,307	40,398	x	283,777	286,859
<b>Attendance</b>													
# of Visits	x	x	30,340	9,811	2,431,046	114,825	4,549	x	97,854	49,745	x	2,739,594	1,710,589
# of Online Visits	x	x	3,646,100	346,922	7,085,113	27,235,639	673,281	x	1,109,554	1,376,862	x	41,511,511	47,363,699
# of School Groups	x	x	141	22	181	921	44	x	454	326	x	2,155	2,522
# of Members	x	x	120	x	4,106	283,645	x	x	21,890	2,697	x	314,871	275,658
<b>Artefacts/Exhibitions</b>													
# Linear Meters of Textual Records	x	x	113,998	34,020	3,595,104	814,745	7,969	50,820	174,093	24,479	x	4,816,408	N/A
# of Graphic Materials	x	x	815,553	1,120,125	31,946,823	31,536,852	400,546	x	2,326,665	6,047,400	x	75,338,059	N/A
# of Hours of Film/Video and Sound Recordings	x	x	91,526	45,934	414,212	729,278	11,710	x	8,613	10,749	x	1,327,622	N/A
# of Artefacts/Objects	x	x	4,773	1,868	29,129	62,724	16,065	x	6,114	3,441	x	124,134	N/A
# of Natural History/Scientific Specimens	x	x	46	0	0	0	20	0	567	131	x	767	N/A
# of Gigabytes of Borne Digital Records	x	x	4,888	x	1,506,721	2,503,787	703	25,140	13,897	335,134	x	4,390,286	N/A
# of Gigabytes of Records Converted to Digital	x	x	23,361	9,345	1,801,350	2,579,225	18,611	x	44,940	26,589	x	4,506,343	N/A
% of all Records Converted to Digital	x	x	3.17%	1.80%	4.82%	7.67%	5.50%	x	21.89%	8.27%	x	7.59%	N/A
% of all Digital Content Available Online	x	x	3.33%	0.40%	4.31%	11.87%	2.00%	x	12.00%	4.09%	x	5.43%	N/A
# of Permanent Exhibitions	x	x	6	x	37	75	6	6	45	72	x	247	256
# of Exhibitions Created	x	x	55	8	70	154	16	84	62	81	x	531	812
# of Exhibitions Circulated	x	x	18	x	46	197	14	40	33	14	x	361	368
# of Online Exhibitions Hosted	x	x	28	14	48	375	35	120	84	40	x	745	703
<b>Research</b>													
# of Research Requests	x	x	45,132	x	x	297,940	3,481	15,600	14,652	61,256	x	457,466	418,825

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

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

**Table 11: Revenue and expenditure profile of not-for-profit zoos and botanical gardens, by province and territory, 2013**

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 <sup>1</sup>	Total (Canada 2013)	Total (Canada 2011) <sup>2</sup>
<b>Unearned Revenues</b>													
Federal Government	x	x	x	\$323	\$235	\$366	\$65	x	\$65	\$6,954	x	\$8,093	\$8,929
Provincial Government	x	x	x	\$1,034	\$15,997	\$5,696	\$917	x	\$1,038	\$369	x	\$25,157	\$23,118
Local Government	x	x	x	\$2,968	\$963	\$17,425	\$17,957	x	\$9,182	\$722	x	\$49,287	\$56,645
Donations Tax Received	x	x	x	\$371	\$1,248	\$11,906	\$7,377	x	\$3,329	\$3,328	x	\$27,709	\$16,123
Donations Non-Tax Received	x	x	x	\$118	\$304	\$1,890	\$200	x	\$334	\$1,790	x	\$4,688	\$4,545
Donations from Other Charities	x	x	x	\$0	\$1,011	\$290	\$3,754	x	\$1,044	\$1,586	x	\$7,715	\$4,630
Interest/Investment	x	x	x	\$1	\$38	\$330	\$84	x	\$1,358	\$394	x	\$2,222	\$976
<b>Total Unearned Revenues</b>	x	x	x	\$4,815	\$19,796	\$37,903	\$30,354	x	\$16,350	\$15,143	x	\$124,870	\$114,968
<b>Earned Revenues</b>													
Gross Income from Rental of Facilities	x	x	x	\$3	\$1,184	\$1,337	\$258	x	\$461	\$1,106	x	\$4,392	\$2,998
Membership Fees	x	x	x	\$73	\$1,472	\$6,904	\$217	x	\$3,315	\$3,527	x	\$15,619	\$12,845
Admission Fees	x	x	x	\$1,331	\$13,315	\$19,855	\$2,195	x	\$6,843	\$13,660	x	\$57,284	\$52,839
Public Programs Fees	x	x	x	\$556	\$415	\$870	\$0	x	\$830	\$1,700	x	\$4,378	\$928
Fundraising	x	x	x	\$73	\$995	\$478	\$306	x	\$319	\$425	x	\$2,677	\$16,654
Sales of Goods and Services	x	x	x	\$2,625	\$18,409	\$13,960	\$5,207	x	\$12,781	\$12,951	x	\$66,245	\$61,710
Other Earned Revenue	x	x	x	\$445	\$684	\$6,032	\$27	x	\$20,923	\$2,038	x	\$30,339	\$19,627
<b>Total Earned Revenue</b>	x	x	x	\$5,106	\$36,474	\$49,436	\$8,209	x	\$45,471	\$35,407	x	\$180,934	\$167,600
<b>Total Revenues</b>	x	x	x	\$9,921	\$56,270	\$87,339	\$38,563	x	\$61,821	\$50,550	x	\$305,804	\$282,567
<b>Expenditures</b>													
Advertising and Promotion	x	x	x	\$63	\$3,222	\$2,723	\$639	x	\$1,602	\$2,237	x	\$10,511	\$9,955
Travel and Vehicle	x	x	x	\$63	\$251	\$509	\$417	x	\$227	\$533	x	\$2,009	\$1,652
Interest and Bank Charges	x	x	x	\$177	\$1,734	\$640	\$204	x	\$611	\$695	x	\$4,081	\$3,441
Office Supplies and Expenses	x	x	x	\$210	\$425	\$5,237	\$463	x	\$163	\$1,248	x	\$7,757	\$6,939
Occupancy Costs	x	x	x	\$2,651	\$5,857	\$5,218	\$1,952	x	\$2,140	\$4,228	x	\$22,104	\$13,682
Professional Consulting Fees	x	x	x	\$396	\$751	\$1,268	\$762	x	\$237	\$1,114	x	\$4,548	\$6,410
Training for Staff and Volunteers	x	x	x	\$43	\$8	\$118	\$62	x	\$114	\$86	x	\$434	\$645
All Compensation Wages and Admin	x	x	x	\$3,389	\$17,888	\$50,958	\$8,971	x	\$19,542	\$23,013	x	\$124,435	\$112,996
FMV of Donated Goods to Charitable Activities <sup>2</sup>	x	x	x	\$2	\$29	\$0	\$81	x	\$127	\$3	x	\$243	\$156
Total Cost of all Purchased Supplies	x	x	x	\$479	\$1,152	\$1,457	\$19,464	x	\$1,744	\$9,901	x	\$34,268	\$39,459
Amortization of Capital Assets	x	x	x	\$761	\$6,375	\$3,664	\$3,365	x	\$5,518	\$3,856	x	\$23,543	\$18,921
Research Grants and Scholarships	x	x	x	\$0	\$19	\$81	\$26	x	\$30	\$0	x	\$156	\$518
Other Operating Expenditures	x	x	x	\$1,364	\$19,105	\$16,192	\$2,535	x	\$27,769	\$2,234	x	\$69,390	\$51,249
<b>Total Expenditures</b>	x	x	x	\$9,598	\$56,818	\$88,064	\$38,941	x	\$59,823	\$49,147	x	\$303,479	\$266,023
<b>Profit Margin (percent)</b>	x	x	x	3.26%	-0.97%	-0.83%	-0.98%	x	3.23%	2.77%	x	0.76%	5.86%

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / r. Revision of previous data / x. Too unreliable to be published

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

**Table 12: Industry characteristics profile of not-for-profit zoos and botanical gardens, by province and territory, 2013**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories <sup>1</sup>	Total (Canada 2013)	Total (Canada 2011) <sup>2</sup>
<b>Employment</b>													
Full Time Employees	x	x	x	59	239	491	169	x	150	322	x	1,436	1,700
Part Time Employees	x	x	x	77	885	580	267	x	304	563	x	2,738	2,999
Contract Workers	x	x	x	x	59	47	8	x	40	x	x	159	152
Number of Volunteers	x	x	x	x	2,288	2,913	260	x	1,046	8,569	x	15,585	14,768
Hours Worked by all Volunteers	x	x	x	x	58,830	113,152	15,250	x	64,078	240,239	x	515,548	882,098
<b>Attendance</b>													
# of Visits	x	x	x	x	2,999,030	2,950,707	950,000	x	1,534,062	2,376,833	x	11,219,170	10,578,543
# of Online Visits	x	x	x	x	3,576,593	4,536,525	652,000	x	x	x	x	8,888,783	12,518,830
# of School Groups	x	x	x	x	1,060	3,948	365	x	1,636	2,917	x	10,661	13,838
# of Members	x	x	x	x	23,059	100,030	8,589	x	121,995	94,363	x	349,535	349,352
<b>Artefacts/Exhibitions</b>													
# Linear Meters of Textual Records	x	x	x	x	x	4,215	0	x	x	x	x	9,245	N/A
# of Graphic Materials	x	x	x	x	x	90,375	5,000	x	x	5,500	x	124,075	N/A
# of Hours of Film/Video and Sound Recordings	x	x	x	x	x	1,201	x	x	x	12	x	1,277	N/A
# of Artefacts/Objects	x	x	x	x	27,723	10,058	305	x	x	43	x	38,129	N/A
# of Natural History/Scientific Specimens	x	x	x	x	240,040	293,649	x	x	511,552	37,362	x	1,085,052	N/A
# of Gigabytes of Borne Digital Records	x	x	x	x	x	10	0	x	4,000	x	x	4,030	N/A
# of Gigabytes of Records Converted to Digital	x	x	x	x	x	90	0	x	10,000	x	x	10,090	N/A
% of all Records Converted to Digital	x	x	x	x	x	x	x	x	x	x	x	x	N/A
% of all Digital Content Available Online	x	x	x	x	x	x	x	x	x	x	x	x	N/A
# of Permanent Exhibitions	x	x	x	x	33	288	3	x	34	182	x	550	374
# of Exhibitions Created	x	x	x	x	23	90	6	x	60	145	x	324	200
# of Exhibitions Circulated	x	x	x	x	35	30	0	x	0	5	x	70	35
# of Online Exhibitions Hosted	x	x	x	x	9	8	0	x	0	0	x	17	20
<b>Research</b>													
# of Research Requests	x	x	x	x	195	370	x	x	355	253	x	1,175	1,757

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

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

**Table 13: Revenue and expenditure profile of not-for-profit (all) heritage institutions, by province and territory, 2013**

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 <sup>1</sup>	Total (Canada 2013)
<b>Unearned Revenues</b>												
Federal Government	\$2,145	\$753	\$17,923	\$1,228	\$92,247	\$228,998	\$1,837	\$2,569	\$6,408	\$11,996	\$1,769	\$367,873
Provincial Government	\$10,298	\$1,116	\$14,424	\$7,843	\$190,124	\$131,607	\$15,039	\$14,480	\$33,808	\$37,020	\$16,419	\$472,177
Local Government	\$645	\$505	\$1,107	\$3,414	\$36,130	\$75,202	\$20,830	\$6,575	\$32,895	\$29,687	\$163	\$207,153
Donations Tax Receipted	\$2,312	\$414	\$1,851	\$2,495	\$46,729	\$67,143	\$13,801	\$9,476	\$19,173	\$17,689	\$175	\$181,256
Donations Non-Tax Receipted	\$787	\$47	\$1,657	\$587	\$6,218	\$6,032	\$895	\$897	\$5,517	\$4,334	\$101	\$27,072
Donations from Other Charities	\$368	\$9	\$619	\$582	\$21,416	\$25,104	\$5,020	\$367	\$2,459	\$4,223	\$48	\$60,216
Interest/Investment	\$233	\$2	\$532	\$1,754	\$10,700	\$10,942	\$379	\$186	\$5,041	\$3,441	\$5	\$33,215
<b>Total Unearned Revenues</b>	<b>\$16,788</b>	<b>\$2,845</b>	<b>\$38,114</b>	<b>\$17,903</b>	<b>\$403,562</b>	<b>\$545,028</b>	<b>\$57,801</b>	<b>\$34,549</b>	<b>\$105,301</b>	<b>\$108,391</b>	<b>\$18,680</b>	<b>\$1,348,962</b>
<b>Earned Revenues</b>												
Gross Income from Rental of Facilities	\$458	\$33	\$824	\$195	\$5,482	\$9,612	\$607	\$252	\$5,516	\$6,559	\$144	\$29,682
Membership Fees	\$47	\$10	\$291	\$297	\$9,275	\$19,623	\$902	\$347	\$6,684	\$7,829	\$27	\$45,334
Admission Fees	\$2,038	\$170	\$4,469	\$2,297	\$45,837	\$75,364	\$5,930	\$1,779	\$18,112	\$36,519	\$336	\$192,850
Public Programs Fees	\$17	\$113	\$822	\$746	\$4,211	\$14,403	\$335	\$947	\$3,746	\$6,327	\$173	\$31,841
Fundraising	\$411	\$37	\$1,697	\$720	\$10,849	\$31,997	\$4,252	\$3,840	\$8,278	\$7,030	\$357	\$69,467
Sales of Goods and Services	\$4,392	\$342	\$3,207	\$4,111	\$46,056	\$88,502	\$9,394	\$3,579	\$37,569	\$29,345	\$1,071	\$227,567
Other Earned Revenue	\$981	\$238	\$1,545	\$783	\$34,008	\$90,808	\$1,900	\$5,353	\$28,237	\$10,969	\$1,176	\$175,997
<b>Total Earned Revenue</b>	<b>\$8,344</b>	<b>\$944</b>	<b>\$12,855</b>	<b>\$9,149</b>	<b>\$155,718</b>	<b>\$330,310</b>	<b>\$23,320</b>	<b>\$16,097</b>	<b>\$108,142</b>	<b>\$104,577</b>	<b>\$3,285</b>	<b>\$772,740</b>
<b>Total Revenues</b>	<b>\$25,133</b>	<b>\$3,789</b>	<b>\$50,968</b>	<b>\$27,052</b>	<b>\$559,279</b>	<b>\$875,337</b>	<b>\$81,121</b>	<b>\$50,646</b>	<b>\$213,443</b>	<b>\$212,968</b>	<b>\$21,966</b>	<b>\$2,121,702</b>
<b>Expenditures</b>												
Advertising and Promotion	\$749	\$67	\$1,149	\$367	\$15,937	\$21,140	\$1,826	\$1,327	\$5,679	\$7,904	\$196	\$56,340
Travel and Vehicle	\$269	\$34	\$636	\$327	\$4,497	\$5,681	\$826	\$350	\$1,179	\$1,926	\$404	\$16,129
Interest and Bank Charges	\$128	\$10	\$168	\$244	\$15,205	\$4,537	\$585	\$272	\$1,437	\$1,736	\$101	\$24,423
Office Supplies and Expenses	\$379	\$44	\$973	\$518	\$7,619	\$23,116	\$1,295	\$1,075	\$2,905	\$4,624	\$329	\$42,877
Occupancy Costs	\$2,913	\$401	\$5,099	\$3,647	\$61,629	\$110,154	\$4,782	\$4,161	\$10,014	\$15,701	\$614	\$219,115
Professional Consulting Fees	\$514	\$56	\$2,352	\$1,133	\$26,510	\$30,366	\$1,869	\$972	\$8,039	\$6,008	\$815	\$78,636
Training for Staff and Volunteers	\$40	\$8	\$826	\$80	\$932	\$1,279	\$107	\$37	\$364	\$378	\$8	\$4,060
All Compensation Wages and Admin	\$10,121	\$2,727	\$27,325	\$11,808	\$206,903	\$372,908	\$26,994	\$22,318	\$84,025	\$95,236	\$8,069	\$868,435
FMV of Donated Goods to Charitable Activities <sup>2</sup>	\$723	\$11	\$180	\$258	\$7,706	\$17,704	\$575	\$1,610	\$673	\$2,777	\$49	\$32,265
Total Cost of all Purchased Supplies	\$1,250	\$248	\$1,918	\$1,442	\$16,570	\$48,803	\$21,251	\$3,130	\$12,915	\$16,862	\$1,256	\$125,646
Amortization of Capital Assets	\$975	\$163	\$3,733	\$1,232	\$62,968	\$64,510	\$5,466	\$3,629	\$28,285	\$11,847	\$334	\$183,141
Research Grants and Scholarships	\$0	\$0	\$6	\$7	\$637	\$8,029	\$68	\$14	\$31	\$244	\$0	\$9,035
Other Operating Expenditures	\$5,210	\$524	\$7,842	\$4,274	\$108,210	\$140,168	\$13,796	\$9,896	\$47,337	\$35,189	\$9,654	\$382,101
<b>Total Expenditures</b>	<b>\$23,272</b>	<b>\$4,293</b>	<b>\$52,206</b>	<b>\$25,336</b>	<b>\$535,324</b>	<b>\$848,394</b>	<b>\$79,441</b>	<b>\$48,792</b>	<b>\$202,885</b>	<b>\$200,433</b>	<b>\$21,829</b>	<b>\$2,042,205</b>
<b>Profit Margin (percent)</b>	<b>7.40%</b>	<b>-13.30%</b>	<b>-2.43%</b>	<b>6.34%</b>	<b>4.28%</b>	<b>3.08%</b>	<b>2.07%</b>	<b>3.66%</b>	<b>4.95%</b>	<b>5.89%</b>	<b>0.62%</b>	<b>3.75%</b>

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / r. Revision of previous data

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

**Table 14: Revenue and expenditure profile of not-for-profit (all) heritage institutions, by province and territory, 2011**

Note: All figures are in thousands of dollars

	Newfoundland and Labrador <sup>a</sup>	Prince Edward Island <sup>a</sup>	Nova Scotia <sup>a</sup>	New Brunswick <sup>a</sup>	Quebec <sup>a</sup>	Ontario <sup>a</sup>	Manitoba <sup>a</sup>	Saskatchewan <sup>a</sup>	Alberta <sup>a</sup>	British Columbia <sup>a</sup>	Territories <sup>1,r</sup>	Total (Canada 2011) <sup>r</sup>
<b>Unearned Revenues</b>												
Federal Government	\$1,882	\$797	\$22,985	\$2,747	\$87,937	\$266,807	\$1,485	\$1,749	\$4,391	\$7,059	\$1,446	\$399,284
Provincial Government	\$10,589	\$1,075	\$10,571	\$6,932	\$179,758	\$141,891	\$12,981	\$15,247	\$16,531	\$34,300	\$15,408	\$445,283
Local Government	\$383	\$90	\$1,316	\$1,038	\$28,135	\$63,423	\$23,415	\$6,241	\$43,010	\$32,994	\$100	\$200,145
Donations Tax Receipted	\$1,464	\$268	\$1,668	\$3,769	\$44,580	\$75,451	\$13,886	\$3,334	\$18,255	\$20,313	\$188	\$183,177
Donations Non-Tax Receipted	\$394	\$49	\$1,400	\$1,236	\$7,216	\$15,153	\$2,656	\$1,488	\$25,962	\$9,799	\$115	\$65,469
Donations from Other Charities	\$28	\$0	\$159	\$367	\$7,979	\$17,188	\$3,897	\$80	\$1,285	\$2,059	\$0	\$33,042
Interest/Investment	\$54	\$74	\$406	\$415	\$11,567	\$5,143	\$319	\$271	\$4,837	\$2,477	\$0	\$25,563
<b>Total Unearned Revenues</b>	<b>\$14,794</b>	<b>\$2,354</b>	<b>\$38,505</b>	<b>\$16,504</b>	<b>\$367,172</b>	<b>\$585,057</b>	<b>\$58,638</b>	<b>\$28,410</b>	<b>\$114,270</b>	<b>\$109,001</b>	<b>\$17,258</b>	<b>\$1,351,963</b>
<b>Earned Revenues</b>												
Gross Income from Rental of Facilities	\$464	\$30	\$701	\$194	\$4,433	\$8,754	\$902	\$263	\$3,303	\$3,996	\$427	\$23,466
Membership Fees	\$16	\$2	\$155	\$187	\$6,326	\$17,642	\$459	\$444	\$4,518	\$7,157	\$36	\$36,942
Admission Fees	\$1,388	x	\$3,674	\$2,835	\$41,578	\$67,626	\$3,118	\$2,366	\$17,868	\$34,203	\$240	\$174,896
Public Programs Fees	\$65	x	\$382	\$284	\$3,054	\$7,181	\$185	\$330	\$2,416	\$4,988	\$1	\$18,885
Fundraising	\$193	\$32	\$986	\$514	\$19,900	\$27,390	\$2,144	\$3,301	\$9,583	\$6,316	\$177	\$70,536
Sales of Goods and Services	\$3,507	\$317	\$2,253	\$6,784	\$35,767	\$81,768	\$9,146	\$5,608	\$41,102	\$28,041	\$937	\$215,229
Other Earned Revenue	\$1,673	\$262	\$3,430	\$1,196	\$40,412	\$91,282	\$3,653	\$3,070	\$7,288	\$17,046	\$255	\$169,567
<b>Total Earned Revenue</b>	<b>\$7,305</b>	<b>\$643</b>	<b>\$11,581</b>	<b>\$11,994</b>	<b>\$151,470</b>	<b>\$301,642</b>	<b>\$19,608</b>	<b>\$15,381</b>	<b>\$86,078</b>	<b>\$101,747</b>	<b>\$2,074</b>	<b>\$709,522</b>
<b>Total Revenues</b>	<b>\$22,099</b>	<b>\$2,996</b>	<b>\$50,086</b>	<b>\$28,498</b>	<b>\$518,642</b>	<b>\$886,699</b>	<b>\$78,246</b>	<b>\$43,791</b>	<b>\$200,348</b>	<b>\$210,748</b>	<b>\$19,332</b>	<b>\$2,061,486</b>
<b>Expenditures</b>												
Advertising and Promotion	\$480	\$99	\$798	\$365	\$14,753	\$26,602	\$1,543	\$1,157	\$7,778	\$6,848	\$227	\$60,651
Travel and Vehicle	\$273	\$22	\$550	\$376	\$3,934	\$12,439	\$529	\$414	\$1,252	\$1,377	\$150	\$21,317
Interest and Bank Charges	\$100	\$25	\$185	\$139	\$16,019	\$5,895	\$415	\$173	\$1,760	\$1,588	\$78	\$26,377
Office Supplies and Expenses	\$310	\$76	\$1,736	\$466	\$7,856	\$25,040	\$1,390	\$769	\$4,034	\$4,750	\$266	\$46,692
Occupancy Costs	\$2,912	\$87	\$4,283	\$1,955	\$41,727	\$110,772	\$4,044	\$3,580	\$12,190	\$16,809	\$852	\$199,210
Professional Consulting Fees	\$846	\$26	\$1,607	\$1,598	\$36,528	\$33,778	\$3,256	\$451	\$7,590	\$5,713	\$366	\$91,760
Training for Staff and Volunteers	\$51	\$2	\$209	\$256	\$1,237	\$2,235	\$139	\$123	\$325	\$388	\$8	\$4,973
All Compensation Wages and Admin	\$9,285	\$1,813	\$24,837	\$11,866	\$194,367	\$352,699	\$24,960	\$20,725	\$78,709	\$85,664	\$7,361	\$812,287
FMV of Donated Goods to Charitable Activities <sup>2</sup>	\$35	\$0	\$125	\$1,477	\$21,460	\$34,019	\$541	\$1,971	\$2,520	\$2,728	\$44	\$64,921
Total Cost of all Purchased Supplies	\$2,139	\$143	\$2,981	\$1,018	\$14,181	\$45,626	\$29,230	\$2,570	\$9,617	\$14,187	\$865	\$122,557
Amortization of Capital Assets	\$492	\$88	\$1,926	\$1,224	\$55,570	\$64,323	\$4,914	\$2,282	\$23,593	\$8,139	\$346	\$162,896
Research Grants and Scholarships	\$0	\$0	\$0	\$52	\$616	\$13,900	\$160	\$9	\$193	\$1,083	\$0	\$16,012
Other Operating Expenditures	\$3,654	\$1,052	\$9,226	\$4,316	\$88,460	\$133,649	\$11,885	\$7,488	\$26,421	\$44,112	\$8,268	\$338,530
<b>Total Expenditures</b>	<b>\$20,578</b>	<b>\$3,433</b>	<b>\$48,461</b>	<b>\$25,108</b>	<b>\$496,707</b>	<b>\$860,978</b>	<b>\$83,006</b>	<b>\$41,713</b>	<b>\$175,983</b>	<b>\$193,387</b>	<b>\$18,831</b>	<b>\$1,968,183</b>
<b>Profit Margin (percent)</b>	<b>6.89%</b>	<b>-14.56%</b>	<b>3.24%</b>	<b>11.90%</b>	<b>4.23%</b>	<b>2.90%</b>	<b>-6.08%</b>	<b>4.75%</b>	<b>12.16%</b>	<b>8.24%</b>	<b>2.59%</b>	<b>4.53%</b>

1. Territories include: Yukon, Northwest Territories and Nunavut / 2. FMV is an acronym for fair market value / r. Revision of previous data

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

**Table 15: Industry characteristics profile of not-for-profit (all) heritage institutions, by province and territory, 2013**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories <sup>1</sup>	Total (Canada 2013)
<b>Employment</b>												
Full Time Employees	145	68	335	221	3,615	4,182	408	390	988	1,171	106	11,630
Part Time Employees	617	176	922	540	4,066	4,419	874	704	2,101	2,342	152	16,913
Contract Workers	117	20	107	140	509	1,213	129	120	786	447	104	3,692
Number of Volunteers	2,261	1,136	3,765	1,939	11,031	33,281	7,672	11,052	9,954	21,026	478	103,597
Hours Worked by all Volunteers	82,730	23,850	229,367	164,656	710,767	1,985,652	353,600	521,407	537,007	1,045,838	6,724	5,661,597
<b>Attendance</b>												
# of Visits	1,094,947	561,326	1,462,845	877,366	19,797,749	17,467,064	2,577,259	3,826,194	5,335,549	8,610,601	246,603	61,857,503
# of Online Visits	175,790	26,911	7,956,913	4,248,378	30,760,865	74,107,024	1,921,183	2,464,712	3,266,623	21,015,793	326,083	146,270,276
# of School Groups	2,010	345	4,536	2,061	33,094	39,051	4,404	7,242	10,069	20,348	411	123,569
# of Members	6,464	657	16,912	6,638	258,285	729,155	37,871	29,276	180,481	246,162	1,888	1,513,789
<b>Artefacts/ Exhibitions</b>												
# Linear Meters of Textual Records	6,961	125	326,487	36,699	3,764,500	1,541,927	188,906	103,552	245,317	700,735	1,400	6,916,610
# of Graphic Materials	1,474,844	29,587	996,864	1,398,080	40,196,496	39,894,658	1,101,576	1,169,905	4,669,641	18,157,630	450,607	109,539,888
# of Hours of Film/Video and Sound Recordings	29,793	459	93,936	46,972	616,954	903,080	15,147	34,878	26,571	74,707	43,722	1,886,220
# of Artefacts/Objects	800,046	151,350	6,550,558	834,955	13,160,017	17,368,776	3,133,334	11,112,801	2,725,270	4,683,741	420,682	60,941,528
# of Natural History/Scientific Specimens	4,760	1,136	6,888	1,082,587	330,505	28,229,304	2,034,337	851,586	8,200,736	92,494	8,854	40,843,186
# of Gigabytes of Borne Digital Records	80	17,200	5,015	109,280	1,866,788	2,932,604	1,500	25,469	120,828	455,487	40	5,534,293
# of Gigabytes of Records Converted to Digital	20	x	23,816	11,548	1,866,026	2,614,101	21,265	23,116	97,270	91,344	69	4,748,574
% of all Records Converted to Digital	x	x	14.29%	14.80%	13.12%	20.33%	23.18%	17.58%	15.28%	13.81%	x	16.40%
% of all Digital Content Available Online	x	x	10.57%	13.13%	9.01%	13.94%	6.57%	10.40%	0	6.61%	x	9.78%
# of Permanent Exhibitions	595	75	1,227	481	2,009	3,989	1,298	1,760	1,872	2,675	184	16,166
# of Exhibitions Created	66	85	305	241	876	2,445	523	622	874	1,725	78	7,838
# of Exhibitions Circulated	49	2	97	67	917	821	136	147	264	161	15	2,677
# of Online Exhibitions Hosted	178	3	51	58	423	1,117	105	243	184	223	34	2,620
<b>Research</b>												
# of Research Requests	3,551	682	49,681	28,527	25,295	422,436	7,808	17,976	52,913	94,651	2,087	705,608

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

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

**Table 16: Industry characteristics profile of not-for-profit (all) heritage institutions, by province and territory, 2011**

	Newfoundland and Labrador <sup>r</sup>	Prince Edward Island <sup>r</sup>	Nova Scotia <sup>r</sup>	New Brunswick <sup>r</sup>	Quebec <sup>r</sup>	Ontario <sup>r</sup>	Manitoba <sup>r</sup>	Saskatchewan <sup>r</sup>	Alberta <sup>r</sup>	British Columbia <sup>r</sup>	Territories <sup>1r</sup>	Total (Canada 2011) <sup>r</sup>
<b>Employment</b>												
Full Time Employees	147	43	403	289	3,290	4,464	400	331	946	1,168	106	11,589
Part Time Employees	571	138	887	826	3,995	4,395	846	685	2,041	2,279	158	16,822
Contract Workers	201	10	93	197	698	1,136	202	95	638	495	81	3,849
Number of Volunteers	2,167	775	3,868	3,376	9,337	34,467	6,124	9,859	9,035	20,220	489	99,715
Hours Worked by all Volunteers	129,852	15,825	255,373	178,693	650,316	2,248,823	301,271	418,994	646,666	1,070,894	7,369	5,924,076
<b>Attendance</b>												
# of Visits	738,073	319,420	1,355,311	1,080,454	18,133,631	16,886,448	1,777,297	2,490,028	4,561,663	8,497,532	184,587	56,024,444

1. Territories include: Yukon, Northwest Territories and Nunavut / r. Revision of previous data

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

# Data Sources, Methods and Definitions

## Reference Year

The data collected for the Government of Canada Survey of Heritage Institutions in 2015 pertains to the 2013 calendar year or in some cases the corresponding fiscal year, depending on the method of operation by the institution surveyed. Also included is revised 2011 data from the Government of Canada Survey of Heritage Institutions conducted in 2013.

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

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

## 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 2013.

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 2013 was 2,130 institutions.

The overall response rate from the emailed survey questionnaire was 34.5% (736 institutions).

Data captured through the Canadian Revenue Agency provided statistics on 1,244 institutions.

By merging the corresponding two sources the Department of Canadian Heritage captured data on 1,622 institutions or 62.5% of the entire heritage sector (the entire heritage sector is comprised of approximately 2600 institutions)

### **Revision of Preliminary Data**

The data provided in this report is considered preliminary and could be subject to future adjustment. The 2011 preliminary data has been revised and is also included in this report.

### **Error Detection**

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

### **Quality Evaluation**

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

### **Estimation 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.

### **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; response error, such as error caused by respondents intentionally or accidentally providing inaccurate responses; and processing error, such as errors that occur in the process of data collection, data entry, coding, editing and output.
- **Sampling Error:** Arises as a result of taking a sample from a population rather than using the whole population. It refers to the difference between the estimate derived from a sample survey and the 'true' value that would result if a census of the whole population were taken under the same conditions. As a general rule, the more people being surveyed (sample size), the smaller the sampling error will be.

## **Privacy**

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

## **Definitions**

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.

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

Textual documents: Written records, whether handwritten, typescript or published.

Graphic materials: Documents in the form of pictures, photographs, drawings, watercolors, prints, and pictorial representations, including cartographic materials such as maps, aeronautical or navigational charts, as well as architectural and technical drawings.

Film/ video and sound recordings: Moving images and media on which sound has been recorded and may be played back.

Artefacts/ Objects: Includes but is not limited to works of art, cultural artefacts, archeological artefacts, military objects, applied and decorative art objects, fine art objects, scientific or technological objects, etc.

Natural history/ scientific specimens: Includes but is not limited to plant, animal, paleontological, archeological, geological etc.

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

## **Contact Information**

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