

2010 Survey of Service Industries: Heritage Institutions

This document is confidential when completed.
Si vous préférez recevoir ce questionnaire en français,
veuillez nous appeler au numéro sans frais suivant :
1-800-972-9692.



■ If necessary, please make address label corrections in the boxes below.

0001	Legal name		0004	Address (number and street)	
0002	Business name		0005	City	
0021	Title of contact		0006	Province/territory or state	
0008	First name of contact		0053	Country	0007 Postal code/zip code
0028	Last name of contact		0010	Language preference	¹ <input type="checkbox"/> English ² <input type="checkbox"/> French

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S-19.*

COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.

A - Introduction

Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

Fax or other electronic transmission disclosure

Statistics Canada advises you that there could be a risk of disclosure during facsimile or other electronic transmission. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

Please return the questionnaire within 30 days.
Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.

Lost the return envelope or need help? Call us at **1-800-972-9692** or mail to:
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at www.statcan.gc.ca

B - Main business activity

1. Indicate the organization/park's primary heritage activity. Check **one** only.

- 0704 art museum and gallery, non-commercial
- 0729 history or science museum
- 0708 planetarium
- 0709 observatory
- 0702 other museums (e.g., community museum, artist-run centre, exhibition centre)
- 0706 archives
- 0703 historic site, building or community
- 0705 nature park or conservation area (**include** UNESCO natural heritage parks)
- 0712 botanical garden, arboretum, or conservatory
- 0710 aquarium
- 0711 zoo
- 0713 other heritage activity (please specify) : 0714
- 0040 None of the above — Please call **1-800-972-9692** for further instructions

2. Indicate if the organization/park has **additional or secondary heritage activities**. If this organization/park has more than one heritage activity or site location, include all activities in all further questions. Check **all** that apply.

- 0716 no secondary activity
- 0702a1 museum (**exclude** art museum and gallery)
- 0704a1 art museum and gallery, non-commercial
- 0705a1 nature park or conservation area
- 0703a1 historic site, building, park, or community
- 0706a1 archives
- 0727 other (please specify) : 0728

3. If this organization is a park, please indicate if the activities of a campground or other traveller accommodations are **included** in this report.

- 0732 ¹ yes ³ no ⁵ not applicable

B - Main business activity (continued)

4. Indicate the **governing authority** of the organization/park. This question does not refer to the major source of funding but to whom the organization/park reports. Check **one** only.

- 0404 1 not applicable
- 2 federal government
- 3 other government
- 4 religious organization or educational organization (**include** all elementary, secondary and post-secondary level institutions)
- 5 for-profit institution or business
- 6 other (e.g., independent board of directors, community organization)

5. Organization structure

- a) Is this establishment a not-for-profit organization?

- 0528 1 yes
- 3 no

- b) Type of organization

- 0529 1 unincorporated
- 2 incorporated
- 3 other

- c) Please check as applicable.

- 0108 1 registered charity (files a charitable organization tax return)
- 2 government agency or quasi-governmental organization

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2010 and March 31, 2011. Please indicate below the period covered by this questionnaire.

from 0011 yyyy mm dd to 0012 yyyy mm dd

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

- 0031 1 seasonal operations
- 2 new business
- 3 change of fiscal year
- 4 change of ownership
- 5 ceased operations
- 6 temporarily inactive

Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the reporting guide at www.statcan.gc.ca/guides-e for further information.

D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299	
2. Grants, subsidies, donations and fundraising	2068	
3. Royalties, rights, licensing and franchise fees	2022	
4. Investment income (dividends and interest)	2097	
5. Other revenue (please specify):	2077	
	2098	
6. Total revenue (sum of questions 1 to 5)		

E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
3.	Commissions paid to non-employees	4466
4.	Professional and business services fees (e.g., legal, accounting)	4315
5.	Subcontract expenses (include contract labour, contract work and custom work)	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance (include professional liability, motor vehicles, etc.)	4350
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365
13.	Travel, meals and entertainment	4370
14.	Utilities and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)	4084
15.	Property and business taxes, licences and permits	4410
16.	Royalties, rights, licensing and franchise fees	4440
17.	Delivery, warehousing, postage and courier	4179
18.	Financial services fees	4325
19.	Interest expenses	4630
20.	Amortization and depreciation of tangible and intangible assets	4520
21.	Bad debts	4542
22.	All other expenses { include your fundraising expenses not elsewhere reported} (please specify):	4569
23.	Total expenses (sum of questions 1 to 22)	4699
24.	Corporate taxes, if applicable	4600
25.	Gains (losses) and other items (see reporting guide)	4601
26.	Net profit/loss after tax and other items (see reporting guide)	2304

F- G - H - I - J and K - Not applicable

L - Contact information

Name of person to contact about this questionnaire:

0026 1 Mr. 2 Mrs. 3 Miss 4 Ms

0054	Last name		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed: 0015 yyyy mm dd

How long did you spend collecting the data and completing the questionnaire? 9910 hour(s) 9909 minutes

M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

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FOR INFORMATION ONLY

General information

Confidentiality

Your answers are confidential.

Statistics Canada 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 or as permitted by the *Statistics Act*. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in aggregate form only.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

Section 11 of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies

have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon.

The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Section 12 of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Record linkages

To enhance the data from this survey, Statistics Canada may combine it with information from other surveys or from administrative sources.

Thank you for completing this questionnaire.
Please retain a copy for your records.
Visit our website at www.statcan.gc.ca