



# 2004 Survey of Service Industries: Heritage Institutions

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.*

Completion of this questionnaire is a legal requirement under this Act.

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français, veuillez nous téléphoner au 1 888 301-6058.

Please correct pre-printed information, if necessary, using the corresponding boxes below.



0001	Legal name		0004	Address (number and street)	
0002	Business name		0005	City	
0003	C/O		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

## A - General Information

### Survey Purpose

The objective of this survey is to provide statistics on the activities of heritage institutions/organizations. The results of this survey will be used by the private sector in decision-making. Estimates detailing industry performance and operating characteristics are used in market and trend analysis as well as by agencies such as the Canada Council for the Arts and the Department of Canadian Heritage for analysis and policy making. In addition, estimates produced by this survey provide data inputs to the Canadian System of National Accounts.

### Data-sharing Agreements

In an effort to reduce reporting burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only. For further details please consult the enclosed booklet entitled *Statistics Canada Business Surveys*.

### Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information obtained from this survey that relates to any identifiable business. The data reported on this questionnaire will be treated in strict confidence. For further details, please consult the enclosed booklet entitled *Statistics Canada Business Surveys*.

### Fax or Other Electronic Transmission Disclosure

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

### Reporting Instructions

- Report for all operation(s) and/or location(s) pre-printed in the above address area. If it is not possible to report for the above business unit(s), please explain the reason(s) in the Comments section at the end of the questionnaire.
- When precise figures are not available, please provide your best estimates.
- For further instructions and definitions of terms used in this survey, please consult page 10.
- Please keep track of the time spent completing this questionnaire.

## Return of Questionnaire

Please mail the completed questionnaire(s) in the enclosed envelope or fax it to Statistics Canada at 1 800 755-5514 within 30 days of receipt.

Lost the return envelope or need help? Call us at 1 888 301-6058 or mail to:

Statistics Canada, Operations and Integration Division, 120 Parkdale Avenue, Ottawa, Ontario K1A 0T6



## B - Main Business Activity

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

- 712119 <sup>0397</sup> 1  Museum (except art museum and gallery)
- 712120 2  Historic site, building, park or community
- 712111 3  Art museum and gallery, non-commercial
- 712190 4  Nature park or conservation area
- 519122 5  Archives
- 712119 6  Exhibition centre
- 712119 7  Planetarium
- 712119 8  Observatory
- 712130 9  Aquarium
- 712130 10  Zoo
- 712130 11  Botanical garden, arboretum, or conservatory
- 712190 12  Other heritage activity (*please specify*) <sup>0398</sup> \_\_\_\_\_
- 13  **None of the above** - please call **1 888 301-6058** for further instructions.

Skip to question 3

2. Indicate the type of museum, or historic site, building, park or community. *Check one only.*

- <sup>0399</sup> 1  Community (local interest)
- 2  Fort or military
- 3  Maritime or marine
- 4  Human history, archaeology, anthropology, or ethnology
- 5  Science and technology
- 6  Natural history or natural science
- 7  Sport or hall of fame
- 8  Transportation
- 9  Multidisciplinary
- 10  Other (*please specify*) <sup>0400</sup> \_\_\_\_\_

3. 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.*

- <sup>0402</sup> 1  No secondary activity
- 2  Museum (except art museum and gallery)
- 3  Art museum and gallery, non-commercial
- 4  Nature park or conservation area
- 5  Historic site, building, park, or community
- 6  Archives
- 7  Other (*please specify*) <sup>0403</sup> \_\_\_\_\_

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.*

- <sup>0404</sup> 1  Not applicable
- 2  Federal government
- 3  Provincial or territorial government
- 4  Municipal government (**include** region/county government)
- 5  Educational organization (**include** all elementary, secondary and post-secondary level institutions)
- 6  Religious organization
- 7  For profit institution or business
- 8  Other

### C - Reporting Period Information

Please report information for your **fiscal year** (normal business year) ending between April 1, 2004 and March 31, 2005. Please indicate below the period covered by this questionnaire.

1. **From** <sup>0011</sup>    **To** <sup>0012</sup>

YYYY                      MM                      DD                      YYYY                      MM                      DD

2. If you did not operate this organization/park for a full year, please check the reason(s) below:

- <sup>0031</sup> 1  Seasonal operation    2  New business    3  Change of fiscal year    4  Change of ownership    5  Ceased operations    6  Temporarily inactive

3. Please enter the year the organization/park began operations: <sup>0099</sup>

YYYY

### D - Organizational Structure

1. Type of organization (please check one only):

- <sup>0106</sup> 1  Unincorporated (sole proprietorship)    2  Unincorporated (partnership)    3  Incorporated (for profit)  
4  Incorporated (not for profit)    5  Joint venture    9  Other

2. Please check below as applicable:

- <sup>0108</sup> 1  Registered charity (files a charitable organization tax return)    2  Government agency or quasi-governmental organization

## E - Opening Hours and Attendance

1. How many **weeks** was the organization/park accessible to the public during the reporting period? If you report for more than one function or site location and the access dates are different for each, then report the **maximum number of weeks**. (e.g., if site #1 is open from June 1 to August 31 and site #2 is open from July 1 to September 15, then report from June 1 to September 15, which is 15 weeks.)

	<b>Number</b>
a) Number of weeks	0405 <input style="width: 80px; height: 20px;" type="text"/>
OR	
b) <sup>0406</sup> <input type="checkbox"/> Accessible by appointment only	

2. How many **visits** were made to your organization/park during the months given below? If not known, please give your best estimate. (Please **exclude** visits made by researchers and include them in question 3 below.)

a) Number of visits from May to September	0407 <input style="width: 80px; height: 20px;" type="text"/>
b) Number of visits from October to April	0408 <input style="width: 80px; height: 20px;" type="text"/>
c) <b>Total visits</b>	0409 <input style="width: 80px; height: 20px;" type="text"/>

3. Enter the number of **visits by researchers** during the reporting period (more than one visit by the same researcher on the same day should be counted as only one visit).

a) Number of visits by researchers	0410 <input style="width: 80px; height: 20px;" type="text"/>
OR	
b) <sup>0411</sup> 1 <input type="checkbox"/> Counts are not kept	
2 <input type="checkbox"/> Not applicable	

4. **For archives only**, enter the total number of **research requests** received (in person, in writing, by telephone, or via the Internet).

a) Number of research requests	0412 <input style="width: 80px; height: 20px;" type="text"/>
OR	
b) <sup>0413</sup> 1 <input type="checkbox"/> Counts are not kept	
2 <input type="checkbox"/> Not applicable	

5. Enter the number of **groups** that visited the organization/park during the reporting period.

a) School groups	0414 <input style="width: 80px; height: 20px;" type="text"/>
b) Non-school groups	0415 <input style="width: 80px; height: 20px;" type="text"/>
OR	
c) <sup>0416</sup> 1 <input type="checkbox"/> Counts are not kept	
2 <input type="checkbox"/> Not applicable	

6. Did your organization/park charge for **admission or entry** during the reporting period? (**Exclude** such charges as camping fees or entry to special exhibits.)

<sup>0417</sup> 1 <input type="checkbox"/> Yes - enter the average <b>individual amount</b> charged for adults		<b>\$ CDN</b>	<sup>0424</sup> <input style="width: 100px; height: 20px;" type="text"/>
3 <input type="checkbox"/> No			

7. Did your organization/park have a **membership program** or a cooperating association program (e.g., "Friends of") during the reporting period?

<sup>0427</sup> 1 <input type="checkbox"/> Yes - indicate the number of members		<sup>0428</sup> <input style="width: 80px; height: 20px;" type="text"/>
3 <input type="checkbox"/> No		

## F - Revenue

\$ CDN

1. Admission fees ( <b>include</b> ticket sales, gate receipts)	2409	
2. Membership fees	2430	
<b>Operating budget from parent organization or governing authority</b>		
3. Government ( <i>please specify</i> ) <sup>2474</sup> _____	2508	
4. Non-government	2509	
<b>Sponsorships, donations and grants</b>		
Exclude capital funding (report at questions 29 to 37 below).		
<b>Private sector sponsorships, donations and fundraising</b>		
5. Corporate donations and sponsorships	2483	
6. Foundations	2484	
7. Individual donations ( <b>include</b> bequests)	2485	
8. University or religious institution grants	2510	
9. Other ( <b>include</b> special events, donations from "Friends of", raffles, casinos, etc.)	2486	
<b>10. Total private sector support</b>	2487	
<b>Government grants (include subsidies from all levels of government and lotteries)</b>		
If you do not receive funding from any government source, skip to question 16.		
11. Federal		
a) Canadian Heritage	2489	
b) Canada Council for the Arts	2488	
c) Other federal sources	2491	
12. Provincial or territorial	2492	
13. Municipal or regional	2493	
14. Other government (e.g., foreign)	2494	
<b>15. Total government support</b>	2495	
<b>Other revenue</b>		
16. Sales of merchandise ( <b>include</b> clothing or souvenirs from book store, gift shop, sales counter, Web site)		
a) Inside Canada	2496	
b) Outside Canada	2497	
17. Sales of food and beverages	2498	
18. Rental of facilities	2005	
19. Other rental revenue (e.g. camping fees)	2030	
20. Revenue from royalties, licencing fees and outright sales of rights		
a) Inside Canada	2499	
b) Outside Canada	2500	
21. Revenue from lending/rental of heritage collections/objects		
a) Inside Canada	2511	
b) Outside Canada	2512	
22. Revenue from repair/restoration of heritage collections/objects		
a) Inside Canada	2513	
b) Outside Canada	2514	

Revenue continued on next page

## F - Revenue (continued)

		\$ CDN
23. Sales of collection/objects		
a) Inside Canada	2515	
b) Outside Canada	2516	
24. Investment revenue (e.g., interest and dividend income)		
a) Inside Canada	2506	
b) Outside Canada	2507	
25. All other revenue ( <b>include</b> funds withdrawn from own trust fund or endowment)	2077	
26. <b>Total of other revenue</b> (sum of questions 16 to 25)	2517	
27. <b>Total revenue</b> (sum of questions 1, 2, 3, 4, 10, 15 and 26)	2098	
28. Were all or part of the revenues reported in <b>Section F</b> , questions 1, 2 and 26 turned over to a government consolidated revenue fund or to your governing authority (e.g., university)?		
<sup>2518 1</sup> <input type="checkbox"/> Yes, all		
<sup>2</sup> <input type="checkbox"/> Yes, part - indicate the transferred amount	2519	
<sup>3</sup> <input type="checkbox"/> No, none		

### Funding received for capital projects (not included at questions 5 to 15 above)

Report amounts received from the sources below for capital projects such as construction or a major acquisition such as vehicle or other equipment.

29. Corporate and institutional	0401	
30. Individual donations	0429	
31. Federal department budget (please specify department) <span style="margin-left: 100px;">0438</span>	0439	
32. Other federal grants	0440	
33. Provincial or territorial government	0441	
34. Municipal or regional government	0442	
35. Other sources	0393	
36. <b>Total</b> (sum of questions 29 to 35)	0394	
37. Funding received from outside Canada for capital projects	0395	

## G - Personnel Characteristics

Please enter information for persons working in your organization during the reporting period.

		Number of individuals	\$ CDN Salaries, wages and fees
1. Employed full-time all year ( <b>exclude</b> benefits)	6310		6016
2. Employed full-time seasonal ( <b>exclude</b> benefits)	6027		6028
3. Employed part-time ( <b>exclude</b> benefits)	6311		6017
4. On contract and freelance - Canadian	6004		6018
5. On contract and freelance - Foreign	6006		6019
6. <b>Total paid personnel</b>	6012		3010
7. Employer portion of employee benefits			3040
8. <b>Total personnel costs</b>			3041
9. Self-employed working owners	6013		
10. Volunteers	6014		6026
			<b>Number of hours</b>

## H - Expenses

\$ CDN

1.	Personnel costs (enter the amount from <b>Section G</b> , question 8)	4086	
2.	Royalty payments, licencing fees and outright purchase of rights		
a)	Inside Canada	4119	
b)	Outside Canada	4122	
3.	Expenses related to sales or lending of heritage collections/objects		
a)	Inside Canada	4123	
b)	Outside Canada	4124	
4.	Acquisitions of artifacts, specimens and other heritage resources ( <b>include</b> only those acquisitions which were acquired with your operating budget)		
a)	Inside Canada	4127	
b)	Outside Canada	4128	
5.	Repair/restoration of heritage collections/objects		
a)	Inside Canada	4129	
b)	Outside Canada	4131	
6.	Travel, meals and entertainment expenses		
a)	Inside Canada	4098	
b)	Outside Canada	4099	
7.	Marketing and advertising expenses		
a)	Inside Canada	4096	
b)	Outside Canada	4097	
8.	Rental and/or leasing ( <b>include</b> land, buildings, space, equipment, motor vehicles, etc.)	4115	
9.	Repair and maintenance ( <b>include</b> buildings, space, equipment, furnishings, computers and motor vehicles)	4178	
10.	Property and business taxes, licences and permits	4410	
11.	Energy and water utility expenses	4066	
12.	Insurance premiums ( <b>include</b> motor vehicles)	4350	
13.	Telephone and other telecommunication expenses	4101	
14.	Office and other supplies ( <b>exclude</b> capital expenditures)	3301	
15.	Professional and other business service fees (e.g., legal, accounting)	4315	
16.	Fundraising and special event expenses	4104	
17.	Amortization and depreciation	4520	
18.	Bar operations, concession and merchandise expenses	4103	
19.	Interest expenses ( <b>include</b> mortgage)	4630	
20.	Financial service fees and other banking charges	4325	
21.	All other expenses	4569	
22.	<b>Total expenses</b>	4699	
<b>Other items</b>			
23.	Provision for income taxes (if applicable)	4600	
24.	Gains (losses) and other items	4110	
25.	Net income (loss) for the year (should agree with the bottom line of your Income Statement)	4111	
<b>Capital expenditures</b>			
26.	Capital expenditures not included elsewhere (e.g., building construction, renovation or replacement, purchase of lands, buildings, or structures, principal payments on mortgage)	0505	

## I - Purchases and Sales Outside Canada of Rights and Services, by Geographic Area

Please give the value of rights and culture services purchased outside Canada (imports)

Please give the value of rights and culture services sold outside Canada (exports)

	Purchases by origin (\$ CDN)				Sales by destination (\$ CDN)			
		Purchases of rights <sup>1</sup>		Culture services <sup>2</sup>		Sales of rights <sup>1</sup>		Culture services <sup>2</sup>
United States	0509		0538		0548		0558	
Mexico	0510		0539		0549		0559	
United Kingdom	0511		0540		0550		0560	
France	0512		0541		0551		0561	
Other European Union countries (see definitions)	0513		0542		0552		0562	
China/Hong Kong	0514		0543		0553		0563	
Japan	0515		0544		0554		0564	
Other Asian Pacific countries	0516		0545		0555		0565	
All other countries	0517		0546		0556		0566	
<b>Total</b>	0524		0547		0557		0567	

<sup>1</sup> **Rights** refers to royalties, fees or licences for the use of rights.

<sup>2</sup> **Culture services** refers to services purchased or sold abroad, which alter the content or affect the sale of a culture product. In the case of heritage institutions, they include lending and rental of heritage collections/objects, repair/restoration of heritage collections/objects, installation design, contract and freelance personnel services, marketing and advertising.

## J - Use of Technology and the Internet

Please indicate how your organization uses technology and the Internet.

Does your organization use computer software for planning and/or management purposes?

(Check all that apply)

1. 0591  Exhibition layout floor planning
2. 0592  Collection management
3. 0593  Other (**include** administration and operations)

(please specify)

0594

Does your organization use the Internet for interacting with the public?

(Check all that apply)

4. 0575  Web site
5. 0576  Sales of merchandise on-line
6. 0577  Tickets and other sales on-line
7. 0579  Education programs/outreach
8. 0589  Other

(please specify)

0590



## K - Certification

I certify that the information contained herein is complete and correct to the best of my knowledge.

Signature of authorized person		Title 0014	0015 Date Year Month Day <input type="text"/> <input type="text"/> <input type="text"/>			
Name of person to contact for further information: 0026		0013 <input type="text"/>				
1 <input type="checkbox"/> Mr. 2 <input type="checkbox"/> Mrs. 3 <input type="checkbox"/> Miss 4 <input type="checkbox"/> Ms		0054 First name <input type="text"/>				
		0054 Last name <input type="text"/>				
E-mail address 0018			Web site address 0020			
Telephone number 0017	Extension number 0027			Fax number 0016		
How long did you spend collecting the data and completing this questionnaire?						
9910 <input type="text"/> Hour(s) 9909 <input type="text"/> Minutes						

## L - Authorization to Release Data

I hereby consent to the disclosure by Statistics Canada of individual data from this survey to the Department of Canadian Heritage, Canada Council for the Arts, Library and Archives of Canada, Canadian Tourism Commission, the Canadian Museums Association, the Canadian Council of Archives, provincial and territorial agencies responsible for heritage activities and provincial/territorial museum associations.

Signature:

0044  YYYY  MM  DD

## M - Comments

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

9920 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
9913 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
9914 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
9915 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
9916 \_\_\_\_\_  
\_\_\_\_\_

***Thank you for completing this questionnaire. Please retain a copy for your records.***

Statistics Canada's publications are available for use in all major libraries.  
As well, please visit our Web site at [www.statcan.ca](http://www.statcan.ca).

If you need help, please contact us at **1 888 301-6058**.

## INSTRUCTIONS AND DEFINITIONS

### B - Main Business Activity

#### Museum

An institution devoted to the procurement, conservation and display of objects of historical or artistic value (with permanent collections).

#### Historic site, building, park or community

An institution which has been officially designated as being of unique historic value by one of the three levels of government and is maintained, protected and made accessible for public viewing, including plaques or monuments highlighting events or persons of particular interest.

#### Nature park or conservation area

Included here are natural land areas designated as parkland and protected and made accessible to the public; conservation areas are also natural designated areas, but whose purpose is to conserve and preserve animal or plant life in its natural and original state.

#### Exhibition centre

An exhibition centre is a facility mostly used for the temporary display of exhibits usually of an artistic or museological nature. Some exhibition centres have very small permanent collections but their major attendance drawer is the temporary exhibits.

### D - Organizational Structure

#### Incorporated (not for profit)

An organization usually formed for social, philanthropic or similar purpose in which there is normally no transferable ownership interest. The organization files a non-profit organization information return. It does not carry on business with a view to distribution or use of any profit or the pecuniary gain of the parties involved.

#### Incorporated (for profit)

**Include** entities or organizations whose purpose is to make money or profit for the owners or shareholders.

### F - Revenue

#### Total revenue (questions 1 to 27)

**Include** revenues earned, received or earmarked for day to day operations of the institution. They include all income generated or earned from current operations such as admission fees, membership dues, rents, loans of collections, and food and beverage sales as well as the portion of government budgets, grants and corporate or private donations used for current operations.

#### 20. Revenue from royalties, licencing fees and outright sales of rights

**Include** royalty revenue received from sales of works or the permission to use them.

#### Funding received for capital projects (questions 29 to 37)

**Include** revenues received, earmarked or made available for the purchase of goods with useful (normal) life of more than one year such as new buildings, equipment and major renovations or extraordinary repairs on existing buildings.

### G - Personnel Characteristics

#### 1. Employed full-time all year - Number of individuals

**Include** paid employees who worked the standard work week as observed by the business.

#### 2. Employed full-time seasonal - Number of individuals

**Include** paid employees who worked the standard work week as observed by the business during the peak season, but for less than six consecutive months.

#### 4. and 5. On contract and freelance - Number of individuals

**Include** consultants, freelancers or other individuals who are engaged only for the duration of a specific project or term.

#### 1. to 3. Employed - Salaries, wages

**Include** salaries and wages, before deductions, paid to employees issued a *T4 - Statement of Remuneration Paid* including vacation pay, severance pay, directors' fees, administrators' fees, taxable allowances, retroactive wage payments, commissions, bonuses (including profit sharing) and gratuities.

#### 4. and 5. On contract and freelance - fees

**Include** all payments and expenses associated with outside contract workers.

#### 7. Employer portion of employee benefits

**Include** employers' contributions to employee health insurance plans, employment insurance, pension contributions, workers' compensation, retirement allowances or lump sum payments to employees upon termination or retirement as well as contributions to any other employee benefits such as child care and supplementary unemployment plans. Also **include** employers' contributions to provincial health plans and education payroll taxes.

### H - Expenses

#### Total expenses (questions 1 to 22)

**Include** expenses incurred for day to day operations of the organization. These include salaries and wages, acquisition of artefacts and the repair or restoration of heritage collections/objects, space and land costs, all office and telephone expenses, professional and business services fees, interest charges, financial service fees and all other goods and services acquired with an operating budget.

#### 11. Energy and water utility expenses

**Include** electricity, gasoline, fuel oil, diesel fuel, propane, natural gas, vehicle fuel, etc. **Exclude** energy expenses that are covered in your rental and leasing expenses.

#### 15. Professional and other business service fees

**Include** legal, accounting and auditing fees. Other fees such as for education and training, research and development, payroll preparation, or paid to employment agencies are to be included.

#### 19. Interest expenses

**Include** interest expenses on capital lease obligations, plus all other miscellaneous interest expenses such as interest on loans, and the interest portion of mortgage payments.

#### 24. Gains (losses) and other items

**Include** capital gains and losses on the sale of assets, foreign currency exchange, write-offs and extraordinary items.

#### I - Purchases and Sales Outside Canada of Rights and Services, by Geographic Area

Other European Union countries refers to Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden and Netherlands.