

# 2009 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 :  
**1-888-881-3666.**

■ 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		0009	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. For more information on this survey, please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm).

### 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 **1-888-881-3666** 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](http://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 **1-888-881-3666** 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 <sup>1</sup>  yes      <sup>3</sup>  no      <sup>5</sup>  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.

- <sup>0404</sup> 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?

- <sup>0528</sup> 1  yes
- 3  no

- b) Type of organization

- <sup>0529</sup> 1  unincorporated
- 2  incorporated
- 3  other

- c) Please check as applicable.

- <sup>0108</sup> 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, 2009 and March 31, 2010. Please indicate below the period covered by this questionnaire.

from <sup>0011</sup>     to <sup>0012</sup>

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

- <sup>0031</sup> 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](http://www.statcan.gc.ca/guides-e) for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. <b>Sales of goods and services</b> (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	
6. <b>Total revenue</b> (sum of questions 1 to 5)	2098	

## E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits ( <b>include</b> 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 ( <b>include</b> contract labour, contract work and custom work)	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5751
8.	Office supplies	3301
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance ( <b>include</b> 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 ( <b>include</b> 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 ( <b>include</b> your fundraising expenses not elsewhere reported) (please specify):	4569
23.	<b>Total expenses</b> (sum of questions 1 to 22)	4699
24.	Corporate taxes, if applicable	4600
25.	Gains (losses) and other items (see reporting guide)	4601
26.	<b>Net profit/loss after tax and other items</b> (see reporting guide)	2304

## F - Industry characteristics

### 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**. For example, 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.

a) number of weeks	0405	number
or		
b) accessible by appointment only	0406	<input type="checkbox"/>

2. How many **visits** (paid and unpaid) were made to your organization/park during the months given below? If not known, please give your best estimate.

a) visits from May to September	0407	number
b) visits from October to April	0408	
c) total visits	0409	

3. School groups

a) Enter the number of <b>school groups</b> that visited the organization/park during the reporting period.	0414	number
b) not applicable	0733	<input type="checkbox"/>

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

0412	number
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5. Did your organization/park charge for **admission or entry** during the reporting period? (**exclude** such charges as camping fees or entry to special exhibits)

0417	1	<input type="checkbox"/> yes — enter the <b>amount</b> typically charged for adult admission	0424	CAN\$
	3	<input type="checkbox"/> no		

6. Number of volunteers during the reporting period (estimates are acceptable)

6014	number
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7. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)

6026	number of hours
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## F - Industry characteristics (continued)

### Revenue from sales of goods and services

Please provide a breakdown of your revenue from sales and services (**exclude** revenue from royalties, rights, licensing and franchise fees, grants, subsidies, donations and fundraising, interest revenue, and proceeds from the disposal of assets). Refer to the reporting guide for more details.

- Admission fees (**include** ticket sales/gate receipts and season passes; **exclude** revenue from public programs and report this in question 3 below)

Please report admissions to:

		CAN\$
a) museums (excluding art museums and galleries)	2878	
b) art museums and galleries	2879	
c) historic sites	2880	
d) zoos and botanical gardens	2881	
e) nature parks and other natural areas	2882	
f) film exhibitions and live performing arts performances	2883	
g) other admissions (please specify):	2825	2824
		2430
2. Membership fees		2884
3. Public programs ( <b>include</b> guided tours, nature walks, school visits, children's parties, etc.)		2885
4. Travelling exhibits (providing exhibits to other institutions for a fee or commission)		2005
5. Rental of space and facilities (non-residential)		2295
6. Rental of traveller accommodations (e.g., camping fees, cabin rentals, etc.)		2034
7. Other rental revenue (e.g., audio guides, recreational equipment, etc.)		2790
8. Sales of merchandise (e.g., books, apparel, vending machine sales, souvenirs, etc.)		2498
9. Food and beverages sales (prepared and served for immediate consumption)		2789
10. Advertising and related services		2886
11. Conservation services (revenue from repair/restoration of heritage collections/objects)		2887
12. Parking services (as operated by this establishment; report revenue from leased-out parking space in question 5 above)		2558
13. Other sales revenue (please specify):	2559	2558
		2305
14. <b>Total sales</b> (sum of questions 1 to 13)		

## F - Industry characteristics (continued)

### Grants, subsidies, donations and fundraising

Please provide a breakdown of your grants, subsidies, donations and fundraising received for operations (exclude funding received for capital projects).

#### Private sector sponsorships, donations and fundraising

		CAN\$
1. Corporate donations and sponsorships	2483	
2. Foundations	2484	
3. Individual donations (include bequests)	2485	
4. Endowments (see reporting guide)	2762	
5. Other (include university or religious institution grants, special events, donations from "friends of", raffles, casinos, etc.; please report "gross" amounts)	2486	
6. <b>Total private sector support</b> (sum of questions 1 to 5)	2487	

#### Government operating budget, grants and subsidies (include lottery revenue)

7. Departmental budget		CAN\$
a) federal	2833	
b) provincial or territorial	2834	
c) municipal or regional	2835	
8. Federal grants		CAN\$
a) Canadian Heritage	2489	
b) other	2491	
9. Provincial or territorial grants	2492	
10. Municipal or regional grants	2493	
11. Other government grants (e.g., foreign)	2494	
12. <b>Total government support</b> (sum of questions 7 to 11)	2495	



## F - Industry characteristics (continued)

### Funding for capital projects

Please report amounts received from the sources below for capital projects such as construction, renovation, or a major acquisition.

		CAN\$
1. Government (include both departmental budgets and grants)		
a) federal	0754	
b) provincial or territorial	0441	
c) municipal or regional	0442	
2. Private sector (include corporate, institutional, individual)	0301	
3. Other (please specify):	0396	0393
4. Total capital funding (sum of questions 1 to 3)	0394	

### Selected expense items

		CAN\$
1. Fundraising and special event expenses	4104	
2. Expenditures on acquisitions of artifacts, specimens and other heritage resources (include only those acquisitions which were acquired with your operating budget; exclude capital expenditures)	4109	

## G - Personnel

1. Number of partners and proprietors <b>not</b> salaried (if salaried, report at question 2 below)	6321	number
2. Paid employees		
a) average number of paid employees during the reporting period (see reporting guide)	6339	
b) percentage of paid employees (from question 2a) who worked <b>full time</b>	6328	%
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	number

**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
<input type="text"/>	<input type="text"/>	<input type="text"/>

How long did you spend collecting the data and completing the questionnaire?

hour(s)	minutes
9910 <input type="text"/>	9909 <input type="text"/>

**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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## General information

### Confidentiality

#### Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information from this survey which would identify a person, business, or organization, without their prior consent. 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 data from Statistics Canada.

These survey data will only be used for statistical purposes and will be published in an 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](http://www.statcan.gc.ca)