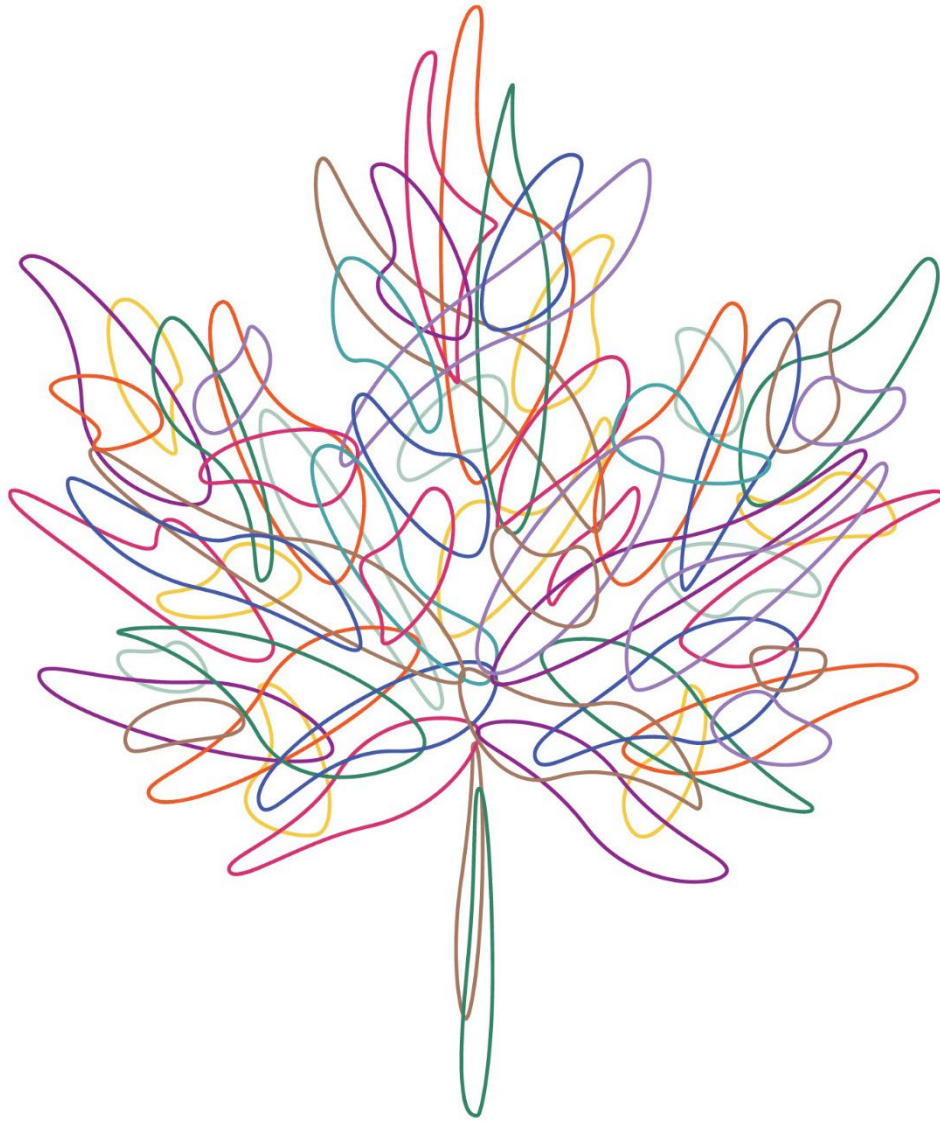




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List of acronyms and abbreviations

CANSIM	Canadian Socio-Economic Information Management System
FMV	Fair market value
GST/HST	Goods and service tax/Harmonized sales tax
HVAC	Heating, ventilation, and air conditioning
NAICS	North American Industry Classification System
PCH	Canadian Heritage
PDF	Portable document format
PST	Provincial sales tax

Introduction

The Department of Canadian Heritage is pleased to present the results of the 2025 Government of Canada Survey of Heritage Institutions. The survey captures financial and operating data on not-for-profit art galleries, museums, historic sites, archives, zoos and botanical gardens in Canada for the 2023 data year, while also capturing buildings and capital infrastructure for the 2025 data year. This latest survey captures the heritage sector's recovery from the impacts of the COVID-19 pandemic, a period during which many museums and other heritage institutions were temporarily closed or operated under public health restrictions. The effects of the pandemic led to significant declines in visitor attendance and earned revenues, placing considerable strain on finances. The latest 2025 survey results are an indication of how the sector has fared following these disruptions.

The survey is conducted to provide aggregate data to all levels of government, heritage stakeholders and the public, in order to gain a better understanding of not-for-profit heritage institutions and to aid in the development of national and provincial/territorial policies and programs. The results from this sample survey are extrapolated to provide national and provincial/territorial estimates for the approximately 2,700 not-for-profit heritage institutions across the country.

The survey captured data from 1,834 heritage institutions and sites, representing approximately 68% of the entire not-for-profit heritage sector. Notably, the response rate among large institutions (defined as those with annual operating budgets of \$1 million or more) was exceptionally strong at 96%, ensuring robust coverage of the sector's most resource-intensive and publicly visible organizations. This high level of participation significantly strengthens the reliability and representativeness of the findings. The resulting data tables in this report provides governments at all levels, as well as heritage stakeholders, with a comprehensive and evidence-based understanding of the capacity and needs of the heritage sector. In turn, this information will enable more informed policy development, strategic planning, and funding decisions that better reflect the sector's economic scale, educational, and cultural contributions.

The survey includes a set of core indicators that are consistently measured each survey cycle, such as revenue sources and visitation levels. As in previous years, a portion of the survey is also dedicated to collecting new data on emerging operational activities and timely issues. The 2025 survey gathered information on the types of educational programming offered by heritage institutions, their networking, and outreach activities, and the current condition of buildings, sites, and capital infrastructure.

Highlights

Revenue and expenditure

In 2023, not-for-profit heritage institutions in Canada generated approximately \$3.1 billion in revenue; the highest level ever recorded for the sector. This represents an increase of about 23% compared to 2020 and exceeds the previous record, set in 2017 during the Canada 150 celebrations, by 17.5%. The 2017 data year was the last in which data were collected prior to the revenue declines and impacts associated with the pandemic.

Revenue in the heritage sector was dominated by museums, which make up over 57% of all heritage institutions and which generated nearly \$1.4 billion, or 44% of total revenue. Art galleries followed with \$619 million (20%), while archives contributed \$455 million (15%). Zoos and botanical gardens generated \$402 million (13%), and historic sites accounted for the remaining \$244 million (8%).

The majority of the heritage sector's revenue was concentrated in four provinces. Ontario generated the largest share, contributing \$960 million, or 31% of the total. Quebec followed closely with \$886 million (29%), while Alberta accounted for \$409 million, representing 13%. British Columbia rounded out the provinces and territories with \$312 million, or 10% of overall revenue.

Unearned revenue reached an all-time high of \$2.1 billion in 2023, accounting for 67% of total revenue for all not-for-profit heritage institutions. This represents an increase from 2020, when unearned revenue totaled \$1.9 billion. Government funding remained the dominant contributor, amounting to \$1.6 billion and representing 53% of all revenue sources in 2023. Support from provincial and territorial governments reached \$677 million, while contributions from local governments totaled \$290 million, reflecting increases of approximately \$101 million (18%) and \$36 million (14%), respectively, compared with 2020 levels. In contrast, federal government funding totaled just over \$666 million in 2023, a decline of \$30 million or -4% from 2020. However, federal funding remained 18% higher than pre-pandemic levels, indicating a partial normalization following temporary pandemic-related measures. The reduction in federal funding relative to 2020 coincides with the conclusion of the emergency support funding of \$33.7 million that was distributed to offset revenue losses associated with the COVID-19 pandemic.

Donations also contributed significantly to the growth in unearned revenue, reaching a record \$378.5 million in 2023, or 12% of total revenue. This marked increase from the \$344.8 million reported in 2020 suggests a strengthening level of philanthropic support for heritage institutions. The remaining portion of unearned revenue was derived from interest and investment income, which totaled nearly \$64 million in 2023. Although this source accounted for a relatively small share of total revenue (2%), it experienced substantial growth, increasing by 95% compared with 2020.

The gradual lifting of public health restrictions following the pandemic made it possible for museums, art galleries, and other heritage institutions to reopen to the public. This return to in-person access restored a vital source of income through ticket sales and on-site spending. In 2023 earned revenue also reached a record high and accounted for approximately \$1 billion (33%) of total revenue for all heritage institutions; a substantial increase of over \$133 million or 15% from pre-pandemic levels.

Ticket sales accounted for the largest portion of earned income, generating nearly \$327 million, or about 11% of total revenue. Ticket revenue also rose 21% above pre-pandemic levels. At the same time, roughly 52% of heritage institutions reported that they did not charge an admission fee, a trend closely tied to the sector's organizational structure. Smaller institutions (those with annual operating revenues under \$100,000) make up approximately 54% of all not-for-profit heritage organizations and are the most likely to offer free entry. Among institutions that did charge admission, the average adult ticket price in 2023 was \$11.08, reflecting a substantial 32% increase since 2020. This increase appears to represent a return to normal from pandemic-era

pricing when many organizations reduced or eliminated admission fees in response to closures and declining visitation. By 2023, average admission prices had risen about 7% above pre-pandemic levels, indicating a return to more conventional revenue-generation practices across the sector.

Earned revenue from the sale of goods and services, which includes over-the-counter purchases in gift shops, online retail sales, restaurant operations, parking, and other on-site outlets reached \$288 million, accounting for 9% of total revenue. Facility rentals also made a modest contribution, generating more than \$45 million in 2023 and exceeding pre-pandemic benchmarks by nearly 28%. Similarly, “other revenue,” which includes miscellaneous income streams such as deferred revenue, rebates, and related sources, totaled \$174 million. This category represented 17% of total revenue and experienced the most significant growth of, rising 66% above pre-pandemic levels.

The remaining portion of earned revenue was derived from public programming fees, membership fees, and fundraising activities. Public programming generated \$65 million, while membership fees and fundraising contributed \$49.6 million and \$53 million, respectively. Despite their continued importance to overall revenue within heritage institutions, all three of these categories remained below pre-pandemic levels, with public programming revenue down 15%, membership revenue down 4%, and fundraising down by 14%.

Overall, operating expenditure across the heritage sector rose to nearly \$2.9 billion in 2023, which is a substantial increase of \$457 million, or 19%, compared with 2020. Compensation and wages continued to dominate spending, remaining the largest cost category in the sector. These expenses totaled nearly \$1.3 billion, accounting for 45% of all operating costs, and represented the most significant growth in dollars spent, increasing by approximately \$222 million since 2020.

Occupancy costs, which can include rent, utilities, facility maintenance, etc., reached about \$279 million, representing 10% of total expenditure. Total cost of all purchased supplies amounted to nearly \$194 million, or 7% of overall expenses, reflecting ongoing needs for materials and day-to-day operations. Meanwhile, “other operating expenditures”, a broad category that can include costs such as insurance, security services, exhibition development, and various other items, made up approximately \$472 million, accounting for 16% of total operating expenses.

Once total revenues and expenditures are accounted for, the data indicates that the not-for-profit heritage sector recorded a modest profit margin of 6.4% in 2023, equalling \$198.3 million. This represents a notable improvement from 2020, when public health restrictions and temporary closures had reduced operations and financial performance across the sector. Profitability in 2023 is also slightly up from pre-pandemic levels, when profit margins were 5.3% (\$139.7 million), suggesting that the heritage sector has, in aggregate, modestly recovered financially to pre-pandemic levels. However, this overall positive outcome masks substantial disparities within the sector. As in previous years, the majority of net revenue was generated by a relatively small number of large institutions. Survey results show that roughly 66% of heritage institutions reported net profits of \$10,000 or less in 2023, in fact, nearly 47% operated at a net loss. These findings highlight the continued financial vulnerability of many institutions, despite the sector’s overall rebound.

Employment

In 2023, the heritage sector employed approximately 36,670 people, an increase of 4,513 employees (14%) since 2020, when employment levels were considerably reduced. Employment has now largely rebounded to pre-pandemic levels, with overall workforce numbers now just 1.5% below those recorded in 2017. Newfoundland, New Brunswick, Manitoba, Saskatchewan, and Alberta have exceeded their overall pre-pandemic employment levels, while all the other provinces and territories continue to report lower overall staffing numbers than before the pandemic, mainly in the form of part-time employees and contract workers. This is especially true for British Columbia and Prince Edward Island.

Part-time employees accounted for the largest portion of employment, with just over 16,770 employees in 2023; an increase of nearly 17% from 2020, yet still slightly below pre-pandemic levels by 2%. Full-time employment reached 13,785, representing growth of approximately 7% since 2020 and exceeding pre-pandemic levels by around 6%. Contract workers made up the remainder of the workforce, numbering approximately 3,330. While this represents a substantial 34% increase from 2020, contract employment remains 22% below pre-pandemic levels and has experienced the greatest fluctuation over the past five years.

Overall, most heritage sector employees are found in Ontario (9,963), Quebec (9,319), Alberta (4,646), and British Columbia (3,924). Ontario, Quebec, Alberta and Manitoba had the highest increase in staff numbers from 2020, while British Columbia was the only province or territory to experience a decrease, mainly due to lower part-time and contract worker numbers. Quebec continues to have the highest number of full-time employees with over 4,530, followed by Ontario with 4,015, Alberta with 1,477, and British Columbia with 1,385.

Volunteers

Many heritage institutions across the country rely heavily on volunteers to sustain their day-to-day operations, with volunteers contributing across virtually every area of activity. Their roles extend well beyond front-of-house visitor engagement and public programming to include facilities maintenance, collections care, conservation, and, in some cases, management. This reliance is particularly pronounced among smaller organizations: in 2023, approximately 21% of heritage sector organizations were operated entirely by volunteers, a proportion that has remained stable over the past decade.

In total, the heritage sector benefited from the contributions of roughly 80,850 volunteers in 2023, representing a 44% increase compared to 2020. Despite this recovery, volunteer participation has not yet returned to pre-pandemic levels and remains nearly 30% lower than in the years preceding 2020. Even so, volunteers continued to outnumber paid employees by approximately two to one across the sector. This variation is even more pronounced in museums, where volunteers outnumber paid staff by nearly three to one, highlighting the dependence on unpaid labour and the indispensable role volunteers play in sustaining core operations and service delivery.

Volunteer hours increased significantly in 2023, with volunteers contributing an estimated 4.4 million hours of service, up 88% from 2020. However, just like the number of volunteers themselves, this figure has not yet returned to pre-pandemic levels and remains approximately 27% lower than the hours recorded before 2020.

From a strictly quantitative standpoint, while recognizing that the value volunteers generate extends far beyond measurable labour, these 4.4 million hours represent a substantial economic contribution. When converted, this volume of work is equivalent to roughly 2,115 full-time equivalent positions for the year. The value of volunteer time amounts to nearly \$67.5 million in services delivered based on the 2023 unweighted average Canadian minimum wage of \$15.39 per hour. This calculation underscores just how significant volunteers remain to the heritage sector's sustainability. Even with participation levels below their pre-pandemic peak, the scale of volunteer contributions continues to represent one of the sector's most critical resources, both operationally and economically.

Attendance and membership

Heritage institutions across Canada welcomed more than 67.2 million in-person visits in 2023, marking a substantial recovery from the sharp declines experienced in 2020 during the height of the COVID-19 pandemic. While this rebound demonstrates renewed public engagement, overall visitation remains approximately 15% lower than the pre-pandemic high reached in 2017, a standout year driven by the nationwide Canada 150 celebrations. Museums continued to dominate in-person attendance, attracting nearly 32.8 million visits: accounting for about half of all visits. Historic sites followed with 14.2 million visits, while zoos and botanical gardens recorded close to 8.8 million visits.

Art galleries received approximately 8 million visits in 2023, remaining significantly below pre-pandemic attendance levels. Compared to 2017, gallery visitation is still down by 39%, or 5.2 million visits. Archives recorded nearly 3.5 million in-person visits and stood out as the only heritage institution type to exceed pre-pandemic visitation, posting a 25% increase over 2017 levels.

From a provincial and territorial perspective, Quebec recorded the highest volume of visits, with more than 24.2 million visits across all heritage institutions, followed by Ontario with 16.2 million, Alberta with 8.8 million, and British Columbia with 7.4 million. Most provinces remained below pre-pandemic visitation levels in 2023, though Alberta and the Territories were notable exceptions, surpassing pre-pandemic figures by 7% and 13% respectively, suggesting stronger rebounds potentially linked to domestic tourism patterns, population growth, or region-specific programming factors.

Online engagement with heritage institutions has increased markedly over time, underscoring the growing importance of digital collections, online records, virtual exhibitions, and educational resources as primary access points for audiences. In 2023, heritage institutions across Canada recorded a record 313.6 million online visits, representing a significant increase not only from 2020 but also from pre-pandemic levels, which were surpassed by more than 23%. This sustained growth highlights that the shift toward digital engagement reflects a lasting change in how the public interacts with heritage content. Online visits now exceed in-person attendance by nearly five to one, reinforcing the central role of digital platforms in extending reach and accessibility.

Museums dominate online traffic with 167.7 million visits, accounting for over half (54%) of all online visits. This suggests museums have the strongest digital presence, likely driven by virtual exhibits, educational resources, and broad public appeal. Archives rank second with 68.0 million online visits (22% of the total), highlighting a strong demand for digitized archival materials,

genealogical resources, and historical records. Art galleries also attracted substantial online interest at 50.9 million visits, followed by zoos and botanical gardens with 16.3 million visits, and historic sites with 10.6 million. Notably, historic sites were the only type of heritage institution to record fewer online visits than before the pandemic.

Across the country, most online visits were to heritage institutions in Ontario, reaching nearly 161 million virtual visits, followed by Quebec with approximately 58 million, and British Columbia with 47 million. While most provinces and territories exceeded pre-pandemic online visitation levels, four remained slightly below their earlier benchmarks: Nova Scotia (-7%), Quebec (-8%), New Brunswick (-23%), and the Territories (-44%).

In 2023, school group participation at heritage institutions showed a strong recovery, with more than 113,660 school groups accounting for approximately 5.68 million student visits nationwide. This represents a nearly sixfold increase compared with 2020, reflecting a substantial post-pandemic rebound. However, despite this progress, attendance levels remained about 11% below those recorded prior to the pandemic. Museums continued to attract the largest share of school groups totaling 68,392, followed by art galleries with 22,697 and historic sites with 11,481. Regionally, Ontario heritage institutions received the highest number of school groups, totaling 36,895, while Quebec followed closely with 27,390. Alberta and British Columbia also recorded significant participation, with approximately 13,585 and 13,500 school groups respectively.

Notably, there were three provinces and territories that fully recovered or exceeded pre-pandemic levels of school group visits. Manitoba effectively returned to its pre-pandemic levels, recording the same number of school groups, while Saskatchewan experienced substantial growth, surpassing earlier levels by nearly 40%. The Territories demonstrated the strongest rebound overall, with school group visits increasing by 74% compared with the pre-pandemic period.

Memberships to heritage institutions across the country totaled approximately 1,456,750, representing a significant recovery from the pandemic period. This figure reflects a 37% increase compared to 2020, although overall membership remains 18% below pre-pandemic levels. Museums accounted for the largest share of members at 580,310, followed by zoos and botanical gardens with 344,959 members, and art galleries close behind at 319,380. Museums and art galleries are the only institution types that have yet to return to pre-pandemic membership levels, both are still below by approximately 33%. In contrast, archives and historic sites have largely rebounded to their pre-pandemic participation, while zoos and botanical gardens have surpassed 2017 levels, experiencing a notable 51% increase in membership compared to pre-pandemic levels.

A provincial and territorial breakdown shows that Ontario recorded the highest number of members at 558,496, followed by Quebec with 319,131. Alberta and British Columbia also reported substantial memberships to their heritage institutions, reaching 251,079 and 217,781 members respectively.

Exhibitions

With the return of in-person visits, heritage institutions provided numerous new exhibitions highlighting stories of history, culture, and achievements in different parts of the country. In 2023, organizations significantly expanded their efforts to develop, circulate, and present exhibitions,

signaling a strong recovery from the disruptions caused by the pandemic. Across the country, more than 16,400 permanent exhibitions were on display in 2023, representing a 17% increase compared with 2020 and standing 7% above pre-pandemic levels. Museums accounted for the majority of these exhibitions, contributing 70% of all permanent displays (11,618). Archives ranked second, with 2,380 permanent exhibitions. Notably, archives experienced the most substantial growth in this category, with the number of permanent exhibitions increasing by 75% compared with pre-pandemic levels.

The creation of new exhibitions also showed a robust recovery. In total, more than 9,000 newly developed exhibitions were recorded in 2023, marking a return to activity levels seen prior to 2020. Museums led this effort, producing just over half (52%) of all new exhibitions, followed by art galleries (24%) and archives (16%). In parallel, the circulation of exhibitions increased as institutions resumed traveling and shared programming. More than 3,200 exhibitions were circulated nationwide in 2023, bringing exhibition circulation back in line with pre-pandemic patterns and reinforcing inter-institutional collaboration and audience reach.

Heritage institutions continued to make substantial efforts in expanding their digital presence and improving online accessibility for audiences. These efforts are clearly reflected in the rapid growth of online exhibitions, which surpassed 16,670 in 2023, more than double the number recorded in 2020. The expansion of digital offerings highlights how many institutions have embraced online platforms as a key channel for engagement, outreach, and long-term access to cultural content.

Museums accounted for the largest share of online exhibitions in 2023, hosting approximately 65% of the national total. This represents an increase of nearly 200% compared with 2020 levels. Archives were the second most active institution type in providing online exhibitions, hosting an estimated 5,171 in 2023, or 31% of all online exhibitions in the heritage sector. Growth among archives was particularly notable, with online exhibition numbers rising by 216% compared with earlier figures, reflecting a significant shift toward digitization and virtual access to archival materials.

Geographically, the distribution of online exhibitions varied across the country, with the highest concentrations hosted by heritage institutions in Nova Scotia (8,326) and Ontario (5,359). Smaller but still significant numbers were recorded in Manitoba (906), Quebec (667), and British Columbia (571).

Research requests

Heritage institutions nationwide continue to play a vital role in supporting research and providing access to subject matter expertise, archival records, and artefacts held within their collections. These institutions serve a wide range of users, including academic researchers, professionals, and members of the public seeking information and historical documentation. In 2023, heritage institutions fulfilled nearly 1.1 million research requests, representing a doubling of demand compared with 2020, and emphasizing the continued importance of heritage institutions as research hubs across the country.

Archives handled the largest share of research-related inquiries, responding to approximately 745,200 requests, or 70% of all research requests received in 2023. This reflects the central role of archives as primary sources of historical and documentary records. Museums followed, fulfilling

nearly 206,970 requests, accounting for 19% of the total, while art galleries responded to 93,757 requests, or 9% of all research inquiries.

Regionally, research activity was concentrated in a small number of provinces. Heritage institutions in Quebec received the highest number of research requests (587,084), followed by Ontario (282,749), British Columbia (83,309), and Nova Scotia (32,245).

Educational programming

Heritage institutions across Canada offer a wide range of educational programming, with notable variation by institution type. Overall, 90% of institutions reported providing some form of educational activity in 2023, and 20% indicating they provide professional development workshops to educators and teachers for educational material and school curriculums. From hands-on creative workshops to lectures, tours, and science-based activities, these institutions supported learning both inside and outside traditional classrooms.

Across all heritage institutions nationwide, the most commonly offered educational activities were behind-the-scenes tours (48%), lecture series or author events (45%), craft-making programs (39%), and cultural workshops on traditional knowledge and skills (33%).

Art galleries were particularly active in hands-on and creative programming. Nearly four in five art galleries (79%) offered painting, sculpting, or sketching activities, and two-thirds (66%) delivered craft-making programs or workshops. Museums provided a broad mix of educational offerings, with lectures and author events being provided by 45% of museums, 46% providing behind-the-scenes tours, and craft-making programs (40%). One-third of museums offered cultural workshops focused on traditional knowledge and skills, including Indigenous and other cultural groups (33%), while a similar proportion supported field trips (33%). Museums were also more likely than art galleries to offer science-based programming, with 16% reporting science programs, workshops, or labs.

Archives tend to offer educational and research-oriented activities, with 21% providing genealogy research workshops, 39% provided lecture series, and 54% provided behind-the-scenes tours. It should be noted that archives were also the most likely institution type to report having no educational programming in 2023 (20%), pointing to differences in capacity, resources, or institutional focus.

Most not-for-profit heritage institutions tailored their programming primarily for the general public, with fewer institutions designing programs specifically for educators and school curricula, and even fewer for other specialized audiences.

Across Canada, the most commonly tailored programs for the general public were lecture series or author events (43%), behind-the-scenes tours (37%), craft-making workshops (36%), and cultural workshops on traditional knowledge and skills (28%). Creative programming such as painting and sculpting was strongly concentrated in art galleries (72%), while craft-making programs were also widely offered by art galleries (65%) and museums (37%). Cultural workshops were especially common at art galleries (39%) and historic sites (37%).

Programming for the general public was mostly directed at adults and seniors. Nationally, 72% of institutions provided programming for adults aged 18 to 59, and 66% offered programs for seniors. Programming for youth (58%) and children (55%) was also common, especially at zoos and

botanical gardens, art galleries, museums, and historic sites. Archives were less likely to provide children's programming (16%).

Participation levels in public-facing programming were substantial. More than 7 million people attended in-person programs, with museums accounting for the largest share (over 5.1 million visitors), followed by art galleries and historic sites. Online programming also plays an important role, attracting approximately 1.45 million virtual participants, led by art galleries and museums.

Programming tailored for educators and school curriculums was most prevalent in field trips (23% nationally) and professional development workshops (14%). Field trips were particularly common at historic sites (28%), zoos and botanical gardens (33%), and museums (24%). Professional development for educators was most frequently offered by art galleries (27%), zoos and botanical gardens (20%), and museums (13%).

Participation levels in programming directed at educators and school curriculums focused primarily on children and youth. Nationally, 40% of institutions offering these programs targeted children aged 12 and under, and 34% targeted youth aged 13 to 17. Art galleries and museums were especially active in curriculum-based programming for younger age groups.

Educator-focused participation was smaller in scale than general public programming but remained significant, with over 377,000 in-person participants and more than 172,580 online participants in 2023. Museums again accounted for the majority of participants in both in-person and online programming.

Overall, educational programming remained a core activity for most heritage institutions in Canada in 2023. Only a small share of institutions (10%) reported having no educational programs, highlighting that educational engagement, commitment to learning, and skills development remains a core function of Canada's heritage sector.

Partnering/networking and outreach

In 2023, collaboration remained a defining characteristic of Canada's not-for-profit heritage sector, emphasising the sector's outreach and relationships to enhance programming, share expertise, and expand audience reach.

66% of institutions partnered or networked with other museums and heritage institutions, while 58% collaborated with community associations. Nearly half of not-for-profit heritage institutions partnered with academic institutions (49%), highlighting the sector's important role in research, and student learning. Collaboration with tourism organizations (44%) further reflects the heritage sector's contribution to local and regional tourism economies. Partnerships with businesses or commercial enterprises (28%) were less common overall, suggesting that while economic collaboration exists, it is not as central as community or sector-based partnerships.

Art galleries showed high levels of collaboration across multiple sectors, particularly with academic institutions (78%), other heritage institutions (77%), and community associations (76%). 66% of museums indicated they partnered with other heritage institutions while 49% said tourism organizations. Historic sites indicated they mostly collaborated with tourism organizations (52%) and other heritage institutions (62%). 60% of archives partnered most often with other heritage institutions and 48% did so with academic institutions, while zoos and botanical gardens indicated

they partner mostly with community associations (86%) and tourism organizations (64%). Only a small proportion of institutions (6% nationally) reported not engaging in partnerships or networking.

Beyond partnerships and networking, heritage institutions also engaged in substantial community outreach efforts in 2023. These initiatives demonstrate an ongoing shift toward participatory, inclusive, and community-centered approaches to heritage work.

The most common outreach activity nationally was hosting community events and festivals celebrating diverse cultural heritage (56%), reflecting efforts to foster cultural inclusion and public celebration. 54% of Institutions also reported strong engagement in exploring new ways to connect with wider audiences, while 52% indicated they are creating learning experiences directed at the communities they serve.

Art galleries were leaders in co-creating exhibits (62%) and developing community-based learning experiences (77%). More than half of museums (58%) emphasized hosting cultural events, while 52% strengthened community engagement strategies, showing their broad public role. Archives were especially active in collaborating with communities to help document collections and records (42%), reflecting their role in preserving community memory and supporting documentary heritage. This data indicates that the sector is not only preserving and presenting heritage but actively working to broaden participation, integrate diverse perspectives, and strengthen its social and cultural impact within communities across the country.

Buildings and capital infrastructure

More than half (53%) of all institutions reported that their facilities are in good or very good condition, with 17% indicating that their facilities are very good and fit for the future. While this indicates that the majority of institutions are operating in buildings and sites that are in good condition, the results reflect a slight decline compared with 2017, when 55% rated their facilities as good or very good and 22% described them as very good. 36% of all institutions responded that their buildings and capital infrastructure require attention, while 7% say their facilities are approaching end of service life, and 2% say their institution is unfit for sustained service. Zoos & botanical gardens report the strongest conditions overall with 57% reporting good or very good, and 0% reporting very poor. Museums and historic sites indicate that their buildings and capital infrastructure are sound, with 53% and 55% respectively indicating good or very good. Art galleries seem to have higher infrastructure pressure with 14% indicating poor or very poor, followed by archives, with 11% indicating the same.

When looking at the data by province/territory, institutions in Ontario seem to fair well, with the majority indicating they are either good, or very good and fit for the future (58%), followed closely by Nova Scotia and Alberta with 56% also indicating the same. On the other hand, British Columbia and Saskatchewan reported having the highest percentage of buildings and other capital infrastructure that are poor and approaching end of service life, or very poor and unfit for sustained service, 12% and 11% respectively, followed by Quebec, with 10% of institutions indicating the same.

Institutions were asked if they were planning infrastructure upgrades over the next three years, and most institutions responded that they are focused primarily on improving and modernizing existing spaces rather than expanding. Nationally, 48% plan upgrades to enhance visitor experience, 41%

plan general facility improvements, and 35% intend to upgrade physical plant systems such as HVAC and roofing. Sustainability improvements are planned by 27%, while only 16% anticipate constructing new facilities or expansions. Zoos and botanical gardens are the most active in planned infrastructure upgrades across nearly all categories, especially visitor experience and sustainability. In contrast, archives are the least likely to plan upgrades, with 30% reporting no planned improvements in the next three years.

When asked about the timing of their most significant renovations, improvements or expansions. Overall, 26% of institutions completed major renovations within the past two years, and another 32% did so between three and ten years ago. However, 22% report their last significant renovation occurred more than 15 years ago, indicating aging infrastructure in parts of the sector. Art galleries and archives are most likely to report renovations more than 15 years ago, while zoos and botanical gardens show the most recent investment activity. Overall, the data suggest a sector that is largely functional but facing ongoing maintenance pressures, with modernization efforts focused more on improving visitor experience and existing facilities than on large-scale expansion.

For a more comprehensive breakdown of the data collected through the latest Government of Canada Survey of Heritage Institutions, please consult the detailed tables included in this report.

Notes: For all tables

- Due to rounding, some components may not add to total.
- “X” indicates too unreliable to be published.
- “Territories” include Yukon, Northwest Territories and Nunavut.

Heritage institutions: Revenue and expenditure profile, 2023

TABLE 1. REVENUE AND EXPENDITURE SUMMARY PROFILE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2023 (NOTE: ALL FIGURES ARE IN THOUSANDS OF DOLLARS)

	Art Galleries	Museums	Historic sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Unearned revenues	\$449,235	\$868,976	\$167,406	\$437,430	\$152,381	\$2,075,427
Earned revenues	\$169,817	\$488,956	\$76,587	\$17,816	\$249,353	\$1,002,530
Total revenues	\$619,052	\$1,357,932	\$243,993	\$455,245	\$401,734	\$3,077,957
Total Expenditures	\$570,914	\$1,218,662	\$243,530	\$466,581	\$379,937	\$2,879,623
Profit margin (percent)	7.8%	10.3%	0.2%	-2.5%	5.4%	6.4%

TABLE 2. UNEARNED REVENUE PROFILE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2023 (NOTE: ALL FIGURES ARE IN THOUSANDS OF DOLLARS)

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Federal government	\$88,858	\$244,157	\$102,583	\$212,566	\$18,023	\$666,187
Provincial government	\$144,302	\$292,562	\$32,788	\$179,955	\$27,644	\$677,251
Local government	\$47,810	\$131,717	\$20,513	\$30,737	\$58,888	\$289,665
Donations tax receipted	\$93,616	\$83,379	\$5,503	\$5,866	\$12,440	\$200,805
Donations non-tax receipted	\$6,525	\$25,721	\$3,326	\$2,348	\$10,214	\$48,134
Donations from other charities	\$53,561	\$57,330	\$1,019	\$3,496	\$14,208	\$129,615
Interest/investment	\$14,563	\$34,110	\$1,674	\$2,462	\$10,962	\$63,771
Total unearned revenues	\$449,235	\$868,976	\$167,406	\$437,430	\$152,381	\$2,075,427

TABLE 3. Earned revenue profile of not-for-profit heritage institutions, by institution type, 2023 (NOTE: ALL FIGURES ARE IN THOUSANDS OF DOLLARS)

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Gross income from rental of facilities	\$5,612	\$32,151	\$3,500	\$203	\$3,875	\$45,341
Membership fees	\$10,794	\$22,383	\$2,756	\$205	\$13,428	\$49,566
Admission fees	\$31,381	\$169,170	\$22,628	\$170	\$103,570	\$326,919
Public programs fees	\$10,518	\$41,249	\$4,470	\$96	\$8,564	\$64,897
Fundraising	\$10,569	\$32,958	\$6,087	\$494	\$2,763	\$52,871
Sales of goods and services	\$50,370	\$118,441	\$24,731	\$3,647	\$91,147	\$288,337
Other earned revenue	\$50,574	\$72,605	\$12,415	\$12,999	\$26,006	\$174,599
Total earned revenue	\$169,817	\$488,956	\$76,587	\$17,816	\$249,353	\$1,002,530

TABLE 4. EXPENSES PROFILE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2023 (NOTE: ALL FIGURES ARE IN THOUSANDS OF DOLLARS)

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Advertising and promotion	\$14,576	\$30,016	\$3,135	\$1,745	\$9,162	\$58,634
Travel and vehicle	\$4,363	\$8,891	\$2,440	\$1,140	\$4,076	\$20,911
Interest and bank charges	\$4,965	\$13,854	\$754	\$10,680	\$4,614	\$34,867
Office supplies and expenses	\$9,023	\$28,808	\$2,280	\$7,176	\$9,385	\$56,672
Occupancy costs	\$56,917	\$128,745	\$20,490	\$45,015	\$27,830	\$278,997
Professional consulting fees	\$21,715	\$53,999	\$13,143	\$32,671	\$9,903	\$131,430
Training for staff and volunteers	\$1,810	\$1,880	\$1,206	\$39	\$1,619	\$6,553
All compensation wages and admin	\$218,796	\$541,729	\$108,124	\$258,363	\$164,108	\$1,291,120
FMV of Donated goods to charitable activities	\$55,702	\$4,457	\$49	\$1,787	\$114	\$62,109
Total cost of all purchased supplies	\$37,428	\$99,509	\$8,710	\$13,309	\$34,743	\$193,699
Amortization of capital assets	\$46,498	\$130,550	\$29,828	\$21,638	\$43,159	\$271,672
Research grants and scholarships	\$181	\$301	\$119	\$44	\$394	\$1,038
Other operating expenditures	\$98,939	\$175,925	\$53,252	\$72,974	\$70,832	\$471,921
Total expenditures	\$570,914	\$1,218,662	\$243,530	\$466,581	\$379,937	\$2,879,623

Heritage institutions: Industry characteristics profile, 2023

TABLE 5. EMPLOYMENT CHARACTERISTICS OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Full-time employees (FT)	2,285	6,025	800	3,073	1,602	13,785
Part-time employees (PT)	2,398	8,689	3,355	683	4,430	19,554
Contract workers	1,510	1,239	299	168	115	3,331
Number of volunteers	9,486	48,433	9,949	3,243	9,741	80,851
Hours worked by all volunteers	309,948	2,766,744	462,164	352,893	495,991	4,387,740

TABLE 6. ATTENDANCE CHARACTERISTICS OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
# of Visits	8,024,264	32,794,027	14,214,241	3,462,936	8,792,868	67,288,336
# of Online visits	50,905,815	167,712,255	10,619,286	68,042,159	16,314,684	313,594,199
# of School groups	22,697	68,392	11,481	1,848	9,242	113,660
# of Members	319,380	580,310	26,516	185,587	344,959	1,456,753
# of Research requests	93,757	206,969	20,540	745,201	549	1,067,016

TABLE 7. EXHIBITIONS CHARACTERISTICS OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
# of Permanent exhibitions	533	11,618	1,574	2,380	336	16,441
# of Exhibitions created	2,139	4,687	495	1,474	224	9,019
# of Exhibitions circulated	931	1,564	188	541	6	3,231
# of Online Exhibitions hosted	478	10,869	89	5,171	72	16,679

Heritage institutions: Educational programming - targeted audience, age group and participation profile, 2023

TABLE 8. PERCENTAGE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS THAT OFFER PROGRAMMING, BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Painting/sculpting/sketching	79%	19%	9%	2%	20%	22%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups	49%	33%	38%	9%	27%	33%
Craft making programs or workshops	66%	40%	37%	7%	33%	39%
Science programs, workshops, or labs	5%	16%	5%	1%	53%	13%
Field trips	31%	33%	35%	12%	53%	31%
Camps (i.e. day camps or overnight camps)	53%	21%	19%	0%	53%	22%
Genealogy research workshops	0%	8%	4%	21%	0%	8%
Lecture series or author events	71%	45%	30%	39%	47%	45%
Behind the scenes exhibit/ archives tours, etc.	60%	46%	43%	54%	53%	48%
Professional development workshops for educators, educational material, etc.	42%	17%	11%	16%	27%	19%
Other	23%	23%	28%	21%	27%	24%
Don't know	0%	3%	1%	1%	0%	2%
Does not apply - no programming	1%	11%	9%	20%	0%	10%

TABLE 9. PERCENTAGE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS THAT OFFER PROGRAMMING TAILORED SPECIFICALLY FOR THE GENERAL PUBLIC OR FOR EDUCATORS AND SCHOOL CURRICULUMS, BY PROGRAM TYPE, BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Painting/sculpting/sketching tailored for general public	72%	17%	9%	2%	20%	20%
Painting/sculpting/sketching tailored for educators	32%	3%	0%	0%	0%	6%
Painting/sculpting/sketching tailored for other	19%	2%	0%	0%	13%	4%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for general public	39%	28%	37%	8%	27%	28%

Cultural workshops on traditional knowledge and skills, Including Indigenous, and all cultural groups tailored for educators	12%	12%	7%	7%	7%	11%
Cultural workshops on traditional knowledge and skills, Including Indigenous, and all cultural groups tailored for other	16%	6%	4%	1%	7%	6%
Craft making programs or workshops tailored for general public	65%	37%	34%	7%	33%	36%
Craft making programs or workshops tailored for educators	16%	9%	4%	1%	7%	8%
Craft making programs or workshops tailored for other	12%	4%	5%	0%	7%	5%
Science programs, workshops, or labs tailored for general public	4%	11%	4%	1%	53%	9%
Science programs, workshops, or labs tailored for educators	1%	9%	3%	0%	33%	7%
Science programs, workshops, or labs tailored for other	0%	2%	2%	0%	13%	2%
Field trips tailored for general public	13%	11%	14%	9%	20%	11%
Field trips tailored for educators	20%	24%	28%	6%	33%	23%
Field trips tailored for other	4%	4%	3%	0%	13%	4%
Camps (i.e. day camps or overnight camps) tailored for general public	38%	13%	14%	0%	47%	15%
Camps (i.e. day camps or overnight camps) tailored for educators	9%	4%	2%	0%	13%	4%
Camps (i.e. day camps or overnight camps) tailored for other	16%	6%	6%	0%	13%	6%
Genealogy research workshops tailored for general public	0%	7%	4%	12%	0%	7%
Genealogy research workshops tailored for educators	0%	1%	0%	3%	0%	1%
Genealogy research workshops tailored for other	0%	1%	1%	7%	0%	1%
Lecture series or author events tailored for general public	72%	42%	26%	34%	47%	43%
Lecture series or author events tailored for educators	6%	3%	2%	9%	7%	4%
Lecture series or author events tailored for other	6%	6%	3%	8%	0%	5%
Behind the scenes exhibit/ archives tours, etc. tailored for general public	51%	34%	38%	38%	53%	37%
Behind the scenes exhibit/ archives tours, etc. tailored for educators	15%	12%	9%	17%	27%	13%
Behind the scenes exhibit/ archives tours, etc. tailored for other	16%	15%	9%	15%	13%	14%
Professional development workshops for educators, educational material, etc. tailored for general public	13%	4%	3%	4%	13%	5%
Professional development workshops for educators, educational material, etc. tailored for educators	27%	13%	7%	12%	20%	14%
Professional development workshops for educators, educational material, etc. tailored for other	11%	4%	3%	1%	7%	4%

TABLE 10. PERCENTAGE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS THAT OFFER PROGRAMMING TAILORED FOR THE GENERAL PUBLIC, BY TARGETED AUDIENCE AGE GROUP(S), BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Children (12 yrs old and under)	72%	58%	56%	16%	87%	55%
Youth (13 to 17 yrs old)	76%	58%	60%	34%	73%	58%
Adults (18 to 59 yrs old)	94%	69%	80%	58%	93%	72%
Seniors (60+ yrs old)	82%	63%	74%	55%	87%	66%
Don't know	1%	0%	0%	0%	0%	0%
Doesn't apply	1%	11%	0%	1%	0%	7%

TABLE 11. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR THE GENERAL PUBLIC AT NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
# of in-person program visitors	1,107,376	5,186,323	549,390	148,625	72,298	7,064,013
# of online virtual program visitors	735,926	679,979	3,635	22,901	12,358	1,454,799

TABLE 12. PERCENTAGE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS THAT OFFER PROGRAMMING TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS, BY TARGETED AUDIENCE AGE GROUP(S), BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Children (12 yrs old and under)	49%	44%	38%	16%	X	40%
Youth (13 to 17 yrs old)	48%	33%	34%	25%	X	34%
Adults (18 to 59 yrs old)	22%	9%	9%	18%	X	11%
Seniors (60+ yrs old)	1%	2%	4%	7%	X	3%
Don't know	0%	0%	1%	0%	X	0%
Doesn't apply	0%	11%	0%	2%	X	7%

TABLE 13. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS AT NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
# of in-person program visitors	112,938	236,271	23,586	4,203	X	377,073
# of online virtual program visitors	16,108	141,799	3,075	1,604	X	172,587

Heritage institutions: Community partnerships and outreach activities profile, 2023

TABLE 14. PERCENTAGE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS PARTNERING/NETWORKING WITH OTHER ORGANIZATIONS, BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Community association	76%	60%	48%	32%	86%	58%
Other museum/heritage institution	77%	66%	62%	60%	64%	66%
Academic institution	78%	45%	40%	48%	57%	49%
Business or commercial enterprise	48%	29%	22%	9%	57%	28%
Tourism organization	44%	49%	52%	8%	64%	44%
Other	22%	15%	16%	18%	14%	17%
No, have not partnered nor networked	2%	7%	6%	9%	0%	6%
Don't know	1%	3%	2%	3%	0%	2%
Does not apply	1%	2%	3%	8%	0%	3%

TABLE 15. PERCENTAGE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS UNDERTAKING COMMUNITY OUTREACH PROJECTS, BY INSTITUTION TYPE, 2023

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2023)
Co-create exhibit development	62%	32%	19%	35%	14%	34%
Help document collections, artefacts, records, etc.	18%	41%	28%	42%	21%	36%
Introduce new voices and perspectives or reinterpret exhibits, collections, artifacts, and records	54%	33%	32%	19%	7%	33%
Enhance public and educator program development to better meet community needs	57%	35%	36%	26%	43%	37%
Create learning experiences directed at the communities you serve	77%	51%	47%	34%	86%	52%
Exploring ways of engaging with wider audiences within the communities you serve	75%	52%	56%	40%	71%	54%
Host community events and/or festivals celebrating diverse cultural heritage	75%	58%	52%	28%	43%	56%
Other	4%	7%	5%	5%	7%	6%
Don't know	1%	3%	3%	2%	0%	3%
Doesn't apply	1%	7%	12%	17%	0%	8%

Heritage institutions: Buildings and capital infrastructure profile, 2025

TABLE 16. CURRENT OVERALL PHYSICAL CONDITION OF BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE OF NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2025

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2025)
Very poor: facilities are unfit for sustained service.	4%	2%	1%	5%	0%	2%
Poor: facilities are approaching end of service life	10%	7%	3%	6%	7%	7%
Fair: facilities require attention.	42%	36%	40%	22%	29%	36%
Good: facilities are adequate.	31%	35%	41%	38%	36%	36%
Very good: facilities are fit for the future.	13%	18%	14%	18%	21%	17%
Don't know	0%	0%	1%	1%	0%	0%
Does not apply	0%	2%	0%	10%	7%	2%

TABLE 17. PLANNED INFRASTRUCTURE UPGRADES TO BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE WITHIN THE NEXT 3 YEARS AT NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2025

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2025)
Construction of a new facility or expansion to your existing facility	22%	17%	6%	10%	43%	16%
Improvements to current facility (i.e. accessibility, storage, curatorial spaces, etc.)	55%	44%	34%	18%	64%	41%
Improvements to facility's physical plant (i.e. HVAC, roofing, etc.)	42%	35%	40%	18%	43%	35%
Improvements to facility to specifically enhance environmental sustainability (i.e. LED lighting, installing energy efficient products, etc.)	29%	29%	27%	13%	50%	27%
Improvements in visitor experience (i.e. displays, exhibits, etc.)	39%	54%	47%	17%	71%	48%
Other	11%	10%	17%	10%	14%	11%
No, not planning to in the next 3 years	15%	16%	13%	30%	7%	17%
Don't know	2%	4%	5%	8%	7%	4%
Doesn't apply	1%	3%	2%	14%	14%	4%

TABLE 18. LAST TIME BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE UNDERWENT A SIGNIFICANT RENOVATION, IMPROVEMENT, EXPANSION, ETC., AT NOT-FOR-PROFIT HERITAGE INSTITUTIONS, BY INSTITUTION TYPE, 2025

	Art Galleries	Museums	Historic Sites	Archives	Zoos and Botanical Gardens	Total (Canada 2025)
In the past 2 years	20%	28%	28%	16%	29%	26%
Between 3 and 5 years ago	14%	17%	18%	9%	14%	16%
Between 6 and 10 years ago	14%	16%	20%	17%	14%	16%
Between 11 and 15 years ago	13%	10%	12%	8%	21%	10%
More than 15 years ago	29%	21%	16%	29%	0%	22%
Don't know	4%	6%	6%	7%	0%	6%
Does not apply	5%	3%	1%	14%	21%	4%

Art galleries: Revenue and expenditure profile, 2023

TABLE 19. REVENUE AND EXPENDITURE SUMMARY PROFILE OF NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Unearned revenues	\$775	X	\$3,870	\$5,396	\$113,483	\$200,800	\$10,118	\$20,153	\$14,773	\$75,623	X	\$449,235
Earned revenues	\$135	X	\$2,030	\$13,856	\$33,351	\$75,548	\$5,280	\$7,160	\$6,773	\$24,635	X	\$169,817
Total revenues	\$910	X	\$5,900	\$19,252	\$146,834	\$276,348	\$15,398	\$27,313	\$21,546	\$100,259	X	\$619,052
Total Expenditures	\$965	X	\$5,748	\$7,407	\$139,967	\$287,453	\$13,244	\$30,200	\$21,926	\$58,805	X	\$570,914
Profit margin (percent)	-6.1%	X	2.6%	61.5%	4.7%	-4.0%	14.0%	-10.6%	-1.8%	41.3%	X	7.8%

TABLE 20. UNEARNED REVENUE PROFILE OF NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Federal government	\$206	X	\$507	\$1,193	\$5,406	\$67,503	\$1,046	\$2,531	\$1,416	\$8,234	X	\$88,858
Provincial government	\$161	X	\$2,994	\$1,540	\$61,115	\$33,737	\$3,726	\$2,751	\$2,743	\$32,354	X	\$144,302
Local government	\$22	X	\$32	\$533	\$4,764	\$16,925	\$1,111	\$9,369	\$6,869	\$8,177	X	\$47,810
Donations tax received	\$32	X	\$159	\$687	\$28,654	\$43,275	\$1,659	\$1,748	\$2,005	\$15,366	X	\$93,616
Donations non-tax received	\$52	X	\$60	\$660	\$773	\$3,003	\$205	\$561	\$138	\$940	X	\$6,525
Donations from other charities	\$301	X	\$0	\$26	\$9,891	\$32,625	\$2,242	\$2,751	\$635	\$5,090	X	\$53,561
Interest/ investment	\$2	X	\$118	\$758	\$2,880	\$3,732	\$129	\$443	\$968	\$5,463	X	\$14,563
Total unearned revenues	\$775	X	\$3,870	\$5,396	\$113,483	\$200,800	\$10,118	\$20,153	\$14,773	\$75,623	X	\$449,235

TABLE 21. EARNED REVENUE PROFILE OF NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Gross income from rental of facilities	\$8	X	\$50	\$428	\$628	\$2,102	\$0	\$596	\$302	\$1,193	X	\$5,612
Membership fees	\$4	X	\$57	\$100	\$3,247	\$5,638	\$113	\$229	\$332	\$1,072	X	\$10,794
Admission fees	\$37	X	\$243	\$191	\$12,151	\$9,965	\$209	X	\$607	\$6,822	X	\$31,381
Public programs fees	\$0	X	\$691	\$140	\$1,557	\$4,829	\$507	\$522	\$1,284	\$987	X	\$10,518
Fundraising	\$12	X	\$189	\$56	\$359	\$2,930	\$319	\$2,180	\$1,712	\$2,635	X	\$10,569
Sales of goods and services	\$32	X	\$625	\$240	\$5,454	\$29,489	\$2,276	\$2,064	\$909	\$9,150	X	\$50,370
Other earned revenue	\$43	X	\$174	\$12,701	\$9,954	\$20,595	\$1,855	\$690	\$1,626	\$2,777	X	\$50,574
Total earned revenue	\$135	X	\$2,030	\$13,856	\$33,351	\$75,548	\$5,280	\$7,160	\$6,773	\$24,635	X	\$169,817

TABLE 22. EXPENSES PROFILE OF NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Advertising and promotion	\$5	X	\$289	\$99	\$4,171	\$4,748	\$325	\$803	\$526	\$3,500	X	\$14,576
Travel and vehicle	\$17	X	\$43	\$68	\$786	\$2,195	\$28	\$556	\$144	\$447	X	\$4,363
Interest and bank charges	\$3	X	\$28	\$123	\$2,389	\$1,286	\$158	\$68	\$160	\$710	X	\$4,965
Office supplies and expenses	\$28	X	\$67	\$99	\$2,231	\$4,148	\$171	\$634	\$349	\$1,136	X	\$9,023
Occupancy costs	\$112	X	\$509	\$1,144	\$20,121	\$24,367	\$826	\$2,650	\$3,816	\$2,982	X	\$56,917
Professional consulting fees	\$10	X	\$248	\$336	\$5,367	\$11,455	\$111	\$1,159	\$481	\$2,402	X	\$21,715
Training for staff and volunteers	\$0	X	\$3	\$0	\$176	\$499	\$929	\$11	\$36	\$154	X	\$1,810
All compensation wages and admin	\$457	X	\$3,334	\$3,015	\$46,022	\$112,132	\$5,112	\$11,519	\$9,356	\$25,514	X	\$218,796
FMV of Donated goods to charitable activities	\$2	X	\$0	\$0	\$17,799	\$36,433	\$0	\$947	\$0	\$521	X	\$55,702
Total cost of all purchased supplies	\$3	X	\$7	\$15	\$5,718	\$21,397	\$875	\$2,377	\$1,602	\$5,140	X	\$37,428
Amortization of capital assets	\$3	X	\$0	\$1,069	\$13,405	\$24,267	\$1,561	\$714	\$2,892	\$2,384	X	\$46,498
Research grants and scholarships	\$0	X	\$0	\$0	\$8	\$2	\$0	\$0	\$0	\$172	X	\$181
Other operating expenditures	\$325	X	\$1,219	\$1,440	\$21,775	\$44,525	\$3,149	\$8,763	\$2,563	\$13,743	X	\$98,939
Total expenditures	\$965	X	\$5,748	\$7,407	\$139,967	\$287,453	\$13,244	\$30,200	\$21,926	\$58,805	X	\$570,914

Art galleries: Industry characteristics profile, 2023

TABLE 23. EMPLOYMENT CHARACTERISTICS OF NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Full-time employees (FT)	6	X	37	42	474	1,085	65	119	131	303	X	2,285
Part-time employees (PT)	12	X	27	58	510	938	162	143	119	392	X	2,398
Contract workers	X	X	X	21	193	715	150	178	12	220	X	1,510
Number of volunteers	X	X	X	298	959	4,286	263	255	1,137	2,194	X	9,486
Hours worked by all volunteers	X	X	X	8,025	62,001	136,952	5,309	6,473	17,689	72,099	X	309,948

TABLE 24. ATTENDANCE CHARACTERISTICS OF NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Visits	X	41,124	X	78,195	1,993,874	3,822,665	210,030	493,468	330,799	956,439	X	8,024,264
# of Online visits	X	X	X	489,844	10,793,426	30,251,372	926,108	1,027,231	799,073	6,101,493	X	50,905,815
# of School groups	X	X	X	247	7,267	9,943	1,193	812	1,216	1,989	X	22,697
# of Members	X	X	X	927	190,750	73,615	5,814	6,620	8,373	33,211	X	319,380
# of Research requests	X	X	X	39	2,926	86,630	67	383	437	3,207	X	93,757

TABLE 25. EXHIBITIONS CHARACTERISTICS OF NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Permanent exhibitions	X	X	X	41	73	341	26	0	8	43	X	533
# of Exhibitions created	X	X	X	115	241	858	75	179	214	423	X	2,139
# of Exhibitions circulated	X	X	X	14	219	539	22	35	66	36	X	931
# of Online Exhibitions hosted	X	X	X	8	45	209	41	46	28	102	X	478

Art galleries: Educational programming - targeted audience, age group and participation profile, 2023

TABLE 26. PERCENTAGE OF NOT-FOR-PROFIT ART GALLERIES THAT OFFER PROGRAMMING, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching	X	X	X	100%	61%	84%	75%	67%	100%	88%	X	79%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups	X	X	X	40%	17%	55%	50%	67%	100%	56%	X	49%
Craft making programs or workshops	X	X	X	60%	39%	82%	75%	67%	75%	56%	X	66%
Science programs, workshops, or labs	X	X	X	0%	11%	3%	25%	11%	0%	0%	X	5%
Field trips	X	X	X	0%	17%	39%	25%	0%	100%	38%	X	31%
Camps (i.e. day camps or overnight camps)	X	X	X	40%	56%	63%	50%	44%	25%	44%	X	53%
Genealogy research workshops	X	X	X	0%	0%	0%	0%	0%	0%	0%	X	0%
Lecture series or author events	X	X	X	40%	61%	76%	100%	44%	75%	81%	X	71%
Behind the scenes exhibit/archives tours, etc.	X	X	X	40%	61%	68%	50%	44%	75%	56%	X	60%
Professional development workshops for educators, educational material, etc.	X	X	X	60%	22%	55%	50%	33%	50%	31%	X	42%
Other	X	X	X	40%	39%	18%	25%	22%	0%	13%	X	23%
Don't know	X	X	X	0%	0%	0%	0%	0%	0%	0%	X	0%
Does not apply - no programming	X	X	X	0%	6%	0%	0%	0%	0%	0%	X	1%

TABLE 27. PERCENTAGE OF NOT-FOR-PROFIT ART GALLERIES THAT OFFER PROGRAMMING TAILORED SPECIFICALLY FOR THE GENERAL PUBLIC OR FOR EDUCATORS AND SCHOOL CURRICULUMS, BY PROGRAM TYPE, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching tailored for general public	X	X	X	100%	53%	76%	75%	50%	75%	88%	X	72%
Painting/sculpting/sketching tailored for educators	X	X	X	0%	41%	39%	50%	25%	50%	13%	X	32%
Painting/sculpting/sketching tailored for other	X	X	X	0%	35%	13%	25%	25%	50%	13%	X	19%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for general public	X	X	X	40%	12%	42%	50%	38%	75%	50%	X	39%

Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for educators	X	X	X	0%	6%	16%	25%	25%	25%	0%	X	12%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for other	X	X	X	0%	12%	13%	25%	38%	50%	13%	X	16%
Craft making programs or workshops tailored for general public	X	X	X	60%	41%	79%	75%	63%	75%	50%	X	65%
Craft making programs or workshops tailored for educators	X	X	X	0%	18%	18%	50%	13%	25%	6%	X	16%
Craft making programs or workshops tailored for other	X	X	X	0%	12%	16%	25%	13%	25%	0%	X	12%
Science programs, workshops, or labs tailored for general public	X	X	X	0%	12%	0%	25%	13%	0%	0%	X	4%
Science programs, workshops, or labs tailored for educators	X	X	X	0%	0%	3%	0%	0%	0%	0%	X	1%
Science programs, workshops, or labs tailored for other	X	X	X	0%	0%	0%	0%	0%	0%	0%	X	0%
Field trips tailored for general public	X	X	X	0%	12%	16%	0%	0%	50%	13%	X	13%
Field trips tailored for educators	X	X	X	0%	6%	29%	25%	0%	50%	25%	X	20%
Field trips tailored for other	X	X	X	0%	6%	5%	0%	0%	25%	0%	X	4%
Camps (i.e. day camps or overnight camps) tailored for general public	X	X	X	20%	24%	53%	25%	50%	0%	31%	X	38%
Camps (i.e. day camps or overnight camps) tailored for educators	X	X	X	0%	12%	13%	0%	0%	25%	0%	X	9%
Camps (i.e. day camps or overnight camps) tailored for other	X	X	X	20%	35%	13%	25%	0%	0%	13%	X	16%
Genealogy research workshops tailored for general public	X	X	X	0%	0%	0%	0%	0%	0%	0%	X	0%
Genealogy research workshops tailored for educators	X	X	X	0%	0%	0%	0%	0%	0%	0%	X	0%
Genealogy research workshops tailored for other	X	X	X	0%	0%	0%	0%	0%	0%	0%	X	0%
Lecture series or author events tailored for general public	X	X	X	40%	65%	76%	100%	50%	75%	81%	X	72%
Lecture series or author events tailored for educators	X	X	X	0%	12%	5%	0%	0%	25%	6%	X	6%
Lecture series or author events tailored for other	X	X	X	0%	6%	8%	25%	0%	0%	6%	X	6%
Behind the scenes exhibit/ archives tours, etc. tailored for general public	X	X	X	40%	59%	58%	25%	25%	75%	44%	X	51%
Behind the scenes exhibit/ archives tours, etc. tailored for educators	X	X	X	0%	29%	18%	25%	13%	0%	0%	X	15%
Behind the scenes exhibit/ archives tours, etc. tailored for other	X	X	X	0%	12%	16%	25%	0%	25%	31%	X	16%
Professional development workshops for educators, educational material, etc. tailored for general public	X	X	X	40%	0%	13%	0%	13%	50%	13%	X	13%
Professional development workshops for educators, educational material, etc. tailored for educators	X	X	X	20%	18%	37%	50%	13%	25%	19%	X	27%
Professional development workshops for educators, educational material, etc. tailored for other	X	X	X	0%	6%	16%	25%	13%	25%	0%	X	11%

TABLE 28. PERCENTAGE OF NOT-FOR-PROFIT ART GALLERIES THAT OFFER PROGRAMMING TAILORED FOR THE GENERAL PUBLIC, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	X	X	X	80%	67%	76%	75%	67%	50%	75%	X	72%
Youth (13 to 17 yrs old)	X	X	X	100%	72%	82%	75%	67%	25%	81%	X	76%
Adults (18 to 59 yrs old)	X	X	X	100%	89%	95%	75%	89%	100%	100%	X	94%
Seniors (60+ yrs old)	X	X	X	100%	67%	84%	75%	78%	75%	94%	X	82%
Don't know	X	X	X	0%	0%	3%	0%	0%	0%	0%	X	1%
Doesn't apply	X	X	X	0%	0%	0%	25%	0%	0%	0%	X	1%

TABLE 29. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR THE GENERAL PUBLIC AT NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	X	X	X	X	210,990	451,755	119,600	180,967	X	137,285	X	1,107,376
# of online virtual program visitors	X	X	X	X	354,006	376,557	3,548	0	X	1,532	X	735,926

TABLE 30. PERCENTAGE OF NOT-FOR-PROFIT ART GALLERIES THAT OFFER PROGRAMMING TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	X	X	X	X	67%	55%	75%	22%	X	44%	X	49%
Youth (13 to 17 yrs old)	X	X	X	X	56%	61%	75%	22%	X	38%	X	48%
Adults (18 to 59 yrs old)	X	X	X	X	22%	24%	50%	22%	X	19%	X	22%
Seniors (60+ yrs old)	X	X	X	X	0%	3%	0%	0%	X	0%	X	1%
Don't know	X	X	X	X	0%	0%	0%	0%	X	0%	X	0%
Doesn't apply	X	X	X	X	0%	0%	0%	0%	X	0%	X	0%

TABLE 31. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS AT NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	X	X	X	X	20,947	82,523	X	7,797	X	1,408	X	112,938
# of online virtual program visitors	X	X	X	X	140	15,516	X	215	X	234	X	16,108

Art galleries: Community partnerships and outreach activities profile, 2023

TABLE 32. PERCENTAGE OF NOT-FOR-PROFIT ART GALLERIES PARTNERING/NETWORKING WITH OTHER ORGANIZATIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Community association	X	X	X	60%	72%	76%	100%	75%	75%	81%	X	76%
Other museum/heritage institution	X	X	X	60%	78%	76%	50%	100%	50%	94%	X	77%
Academic institution	X	X	X	60%	78%	84%	100%	63%	75%	81%	X	78%
Business or commercial enterprise	X	X	X	40%	44%	51%	50%	50%	75%	44%	X	48%
Tourism organization	X	X	X	20%	44%	51%	50%	38%	25%	38%	X	44%
Other	X	X	X	20%	22%	24%	0%	38%	25%	6%	X	22%
No, have not partnered nor networked	X	X	X	20%	0%	3%	0%	0%	0%	0%	X	2%
Don't know	X	X	X	0%	0%	0%	0%	0%	0%	6%	X	1%
Does not apply	X	X	X	0%	6%	0%	0%	0%	0%	0%	X	1%

TABLE 33. PERCENTAGE OF NOT-FOR-PROFIT ART GALLERIES UNDERTAKING COMMUNITY OUTREACH PROJECTS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Co-create exhibit development	X	X	X	60%	56%	59%	75%	75%	75%	69%	X	62%
Help document collections, artefacts, records, etc.	X	X	X	20%	11%	22%	50%	38%	0%	6%	X	18%
Introduce new voices and perspectives or reinterpret exhibits, collections, artifacts, and records	X	X	X	20%	50%	62%	75%	50%	50%	50%	X	54%
Enhance public and educator program development to better meet community needs	X	X	X	60%	50%	54%	50%	88%	50%	63%	X	57%
Create learning experiences directed at the communities you serve	X	X	X	80%	83%	78%	75%	88%	100%	63%	X	77%
Exploring ways of engaging with wider audiences within the communities you serve	X	X	X	80%	61%	78%	25%	88%	100%	81%	X	75%
Host community events and/or festivals celebrating diverse cultural heritage	X	X	X	80%	61%	76%	100%	100%	100%	63%	X	75%
Other	X	X	X	20%	0%	5%	0%	0%	0%	0%	X	4%
Don't know	X	X	X	0%	0%	3%	0%	0%	0%	0%	X	1%
Doesn't apply	X	X	X	0%	6%	0%	0%	0%	0%	0%	X	1%

Art galleries: Buildings and capital infrastructure profile, 2025

TABLE 34. CURRENT OVERALL PHYSICAL CONDITION OF BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE OF NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Very poor: facilities are unfit for sustained service.	X	X	X	0%	17%	3%	0%	0%	0%	0%	X	4%
Poor: facilities are approaching end of service life	X	X	X	20%	0%	8%	25%	13%	25%	13%	X	10%
Fair: facilities require attention.	X	X	X	20%	50%	38%	25%	38%	25%	56%	X	42%
Good: facilities are adequate.	X	X	X	60%	33%	30%	50%	13%	50%	25%	X	31%
Very good: facilities are fit for the future.	X	X	X	0%	0%	22%	0%	38%	0%	6%	X	13%
Don't know	X	X	X	0%	0%	0%	0%	0%	0%	0%	X	0%
Does not apply	X	X	X	0%	0%	0%	0%	0%	0%	0%	X	0%

TABLE 35. PLANNED INFRASTRUCTURE UPGRADES TO THE BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE WITHIN THE NEXT 3 YEARS AT NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Construction of a new facility or expansion to your existing facility	X	X	X	40%	11%	19%	25%	13%	75%	25%	X	22%
Improvements to current facility (i.e. accessibility, storage, curatorial spaces, etc.)	X	X	X	80%	56%	46%	50%	63%	75%	63%	X	55%
Improvements to facility's physical plant (i.e. HVAC, roofing, etc.)	X	X	X	60%	50%	41%	25%	50%	75%	19%	X	42%
Improvements to facility to specifically enhance environmental sustainability (i.e. LED lighting, installing energy efficient products, etc.)	X	X	X	40%	22%	32%	25%	13%	50%	31%	X	29%
Improvements in visitor experience (i.e. displays, exhibits, etc.)	X	X	X	40%	50%	35%	25%	38%	50%	38%	X	39%
Other	X	X	X	0%	17%	3%	50%	38%	0%	6%	X	11%
No, not planning to in the next 3 years	X	X	X	20%	17%	19%	0%	0%	0%	19%	X	15%
Don't know	X	X	X	0%	0%	3%	0%	13%	0%	0%	X	2%
Doesn't apply	X	X	X	0%	0%	3%	0%	0%	0%	0%	X	1%

TABLE 36. LAST TIME BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE UNDERWENT A SIGNIFICANT RENOVATION, IMPROVEMENT, EXPANSION, ETC., AT NOT-FOR-PROFIT ART GALLERIES, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
In the past 2 years	X	X	X	0%	33%	14%	50%	25%	0%	25%	X	20%
Between 3 and 5 years ago	X	X	X	20%	17%	11%	0%	13%	0%	25%	X	14%
Between 6 and 10 years ago	X	X	X	20%	6%	14%	0%	25%	50%	13%	X	14%
Between 11 and 15 years ago	X	X	X	20%	6%	19%	0%	0%	25%	6%	X	13%
More than 15 years ago	X	X	X	40%	28%	38%	25%	25%	0%	19%	X	29%
Don't know	X	X	X	0%	0%	5%	25%	0%	0%	6%	X	4%
Does not apply	X	X	X	0%	11%	0%	0%	13%	25%	6%	X	5%

Museums: Revenue and expenditure profile, 2023

TABLE 37. REVENUE AND EXPENDITURE SUMMARY PROFILE OF NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Unearned revenues	\$16,917	\$2,508	\$41,279	\$13,952	\$251,601	\$241,080	\$51,911	\$15,070	\$149,964	\$71,195	\$13,499	\$868,976
Earned revenues	\$8,184	\$1,138	\$17,864	\$3,106	\$74,735	\$176,925	\$25,042	\$14,639	\$87,082	\$76,529	\$3,714	\$488,956
Total revenues	\$25,101	\$3,646	\$59,143	\$17,057	\$326,335	\$418,005	\$76,953	\$29,709	\$237,045	\$147,723	\$17,213	\$1,357,932
Total Expenditures	\$24,433	\$3,699	\$52,963	\$14,309	\$311,821	\$386,554	\$71,617	\$37,342	\$176,981	\$124,768	\$14,175	\$1,218,662
Profit margin (percent)	2.7%	-1.4%	10.4%	16.1%	4.4%	7.5%	6.9%	-25.7%	25.3%	15.5%	17.7%	10.3%

TABLE 38. UNEARNED REVENUE PROFILE OF NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Federal government	\$2,540	\$237	\$18,846	\$1,311	\$93,932	\$68,097	\$34,716	\$1,088	\$12,589	\$7,719	\$3,081	\$244,157
Provincial government	\$11,527	\$1,663	\$16,206	\$8,869	\$72,588	\$69,250	\$5,373	\$9,189	\$65,450	\$23,049	\$9,398	\$292,562
Local government	\$703	\$506	\$1,084	\$2,400	\$31,256	\$30,333	\$3,511	\$1,895	\$38,587	\$21,013	\$428	\$131,717
Donations tax received	\$1,298	\$45	\$1,684	\$664	\$10,281	\$35,491	\$3,805	\$1,543	\$19,869	\$8,407	\$292	\$83,379
Donations non-tax received	\$349	\$14	\$2,117	\$90	\$5,396	\$6,678	\$2,686	\$354	\$4,600	\$3,218	\$219	\$25,721
Donations from other charities	\$21	\$0	\$499	\$224	\$33,967	\$15,609	\$950	\$288	\$1,879	\$3,835	\$58	\$57,330
Interest/ investment	\$479	\$44	\$842	\$393	\$4,179	\$15,622	\$870	\$714	\$6,989	\$3,953	\$24	\$34,110
Total unearned revenues	\$16,917	\$2,508	\$41,279	\$13,952	\$251,601	\$241,080	\$51,911	\$15,070	\$149,964	\$71,195	\$13,499	\$868,976

TABLE 39. EARNED REVENUE PROFILE OF NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Gross income from rental of facilities	\$545	\$21	\$1,137	\$128	\$3,934	\$14,997	\$956	\$886	\$4,403	\$5,010	\$134	\$32,151
Membership fees	\$119	\$0	\$510	\$35	\$4,381	\$8,114	\$547	\$531	\$4,871	\$3,243	\$31	\$22,383
Admission fees	\$2,262	\$294	\$4,846	\$286	\$33,298	\$49,519	\$5,598	\$2,584	\$37,361	\$32,593	\$528	\$169,170
Public programs fees	\$361	\$0	\$957	\$40	\$9,392	\$13,915	\$1,650	\$1,080	\$5,839	\$8,000	\$16	\$41,249
Fundraising	\$852	\$81	\$2,294	\$304	\$1,103	\$13,710	\$1,737	\$1,808	\$3,734	\$7,189	\$145	\$32,958
Sales of goods and services	\$3,250	\$573	\$6,254	\$1,706	\$13,335	\$45,441	\$3,948	\$3,916	\$24,325	\$15,259	\$435	\$118,441
Other earned revenue	\$794	\$169	\$1,866	\$607	\$9,291	\$31,228	\$10,607	\$3,835	\$6,549	\$5,235	\$2,425	\$72,605
Total earned revenue	\$8,184	\$1,138	\$17,864	\$3,106	\$74,735	\$176,925	\$25,042	\$14,639	\$87,082	\$76,529	\$3,714	\$488,956

TABLE 40. EXPENSES PROFILE OF NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Advertising and promotion	\$715	\$31	\$1,035	\$98	\$6,346	\$12,461	\$1,042	\$506	\$3,604	\$3,898	\$280	\$30,016
Travel and vehicle	\$222	\$115	\$451	\$273	\$2,878	\$1,675	\$650	\$145	\$1,139	\$974	\$370	\$8,891
Interest and bank charges	\$167	\$20	\$451	\$65	\$3,508	\$3,034	\$349	\$165	\$4,553	\$1,490	\$52	\$13,854
Office supplies and expenses	\$330	\$39	\$950	\$496	\$3,756	\$14,132	\$1,908	\$745	\$3,098	\$3,073	\$281	\$28,808
Occupancy costs	\$4,767	\$200	\$7,427	\$1,293	\$40,803	\$39,589	\$6,548	\$3,400	\$12,164	\$10,910	\$1,644	\$128,745
Professional consulting fees	\$515	\$19	\$1,323	\$843	\$24,038	\$10,724	\$2,227	\$1,081	\$7,301	\$4,875	\$1,051	\$53,999
Training for staff and volunteers	\$25	\$2	\$89	\$20	\$158	\$519	\$50	\$147	\$469	\$371	\$31	\$1,880
All compensation wages and admin	\$9,769	\$2,281	\$25,327	\$7,134	\$130,184	\$175,622	\$27,700	\$14,687	\$80,689	\$60,917	\$7,420	\$541,729
FMV of Donated goods to charitable activities	\$34	\$0	\$144	\$0	\$566	\$1,016	\$245	\$7	\$2,119	\$323	\$4	\$4,457
Total cost of all purchased supplies	\$699	\$312	\$4,545	\$1,376	\$18,907	\$47,132	\$2,387	\$547	\$18,089	\$4,849	\$667	\$99,509
Amortization of capital assets	\$2,338	\$63	\$4,946	\$353	\$33,639	\$36,155	\$17,076	\$3,827	\$22,181	\$8,955	\$1,017	\$130,550
Research grants and scholarships	\$7	\$0	\$37	\$5	\$1	\$243	\$0	\$1	\$3	\$5	\$0	\$301
Other operating expenditures	\$4,845	\$617	\$6,240	\$2,353	\$47,040	\$44,254	\$11,435	\$12,084	\$21,572	\$24,129	\$1,358	\$175,925
Total expenditures	\$24,433	\$3,699	\$52,963	\$14,309	\$311,821	\$386,554	\$71,617	\$37,342	\$176,981	\$124,768	\$14,175	\$1,218,662

Museums: Industry characteristics profile, 2023

TABLE 41. EMPLOYMENT CHARACTERISTICS OF NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Full-time employees (FT)	156	10	274	81	1,519	1,737	318	202	891	735	102	6,025
Part-time employees (PT)	371	91	609	280	1,498	2,271	496	420	1,504	1,023	125	8,689
Contract workers	71	8	35	29	275	263	23	147	144	222	23	1,239
Number of volunteers	1,444	X	2,613	1,249	2,983	14,837	8,533	4,390	5,996	6,195	X	48,433
Hours worked by all volunteers	64,048	X	139,313	75,758	206,572	921,114	264,550	143,351	395,898	553,426	X	2,766,744

TABLE 42. ATTENDANCE CHARACTERISTICS OF NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Visits	445,099	102,733	1,424,966	105,479	9,721,919	8,504,050	1,585,648	746,115	4,888,122	4,984,180	285,715	32,794,027
# of Online visits	1,146,928	X	3,786,079	1,801,318	25,199,375	78,242,487	6,935,397	2,800,837	10,759,826	37,036,506	X	167,712,255
# of School groups	506	X	1,791	440	13,604	19,249	5,249	7,588	9,602	9,005	X	68,392
# of Members	4,134	X	14,655	3,076	58,553	170,900	48,891	9,945	117,588	149,629	X	580,310
# of Research requests	3,503	X	10,148	1,428	35,461	88,862	3,636	2,974	10,450	47,920	X	206,969

TABLE 43. EXHIBITIONS CHARACTERISTICS OF NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Permanent exhibitions	987	X	925	396	546	2,367	1,038	1,630	2,028	1,547	X	11,618
# of Exhibitions created	81	X	288	81	615	1,435	253	602	748	552	X	4,687
# of Exhibitions circulated	37	X	53	83	587	327	130	34	149	164	X	1,564
# of Online Exhibitions hosted	20	X	8,196	21	513	789	745	145	196	137	X	10,869

Museums: Educational programming - targeted audience, age group and participation profile, 2023

TABLE 44. PERCENTAGE OF NOT-FOR-PROFIT MUSEUMS THAT OFFER PROGRAMMING, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching	27%	X	20%	6%	18%	25%	13%	7%	21%	13%	X	19%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups	27%	X	41%	25%	30%	32%	28%	33%	36%	34%	X	33%
Craft making programs or workshops	50%	X	46%	25%	30%	52%	36%	38%	33%	34%	X	40%
Science programs, workshops, or labs	15%	X	13%	19%	29%	16%	8%	10%	16%	16%	X	16%
Field trips	12%	X	28%	13%	23%	37%	41%	29%	41%	45%	X	33%
Camps (i.e. day camps or overnight camps)	12%	X	20%	6%	17%	29%	5%	24%	21%	21%	X	21%
Genealogy research workshops	12%	X	15%	19%	6%	11%	3%	2%	8%	5%	X	8%
Lecture series or author events	31%	X	57%	50%	55%	55%	21%	21%	33%	51%	X	45%
Behind the scenes exhibit/ archives tours, etc.	42%	X	39%	44%	44%	52%	54%	40%	40%	50%	X	46%
Professional development workshops for educators, educational material, etc.	8%	X	17%	13%	21%	16%	15%	17%	15%	24%	X	17%
Other	23%	X	15%	6%	30%	19%	36%	38%	21%	21%	X	23%
Don't know	0%	X	0%	0%	0%	2%	0%	5%	4%	8%	X	3%
Does not apply - no programming	23%	X	4%	25%	11%	10%	10%	12%	11%	9%	X	11%

TABLE 45. PERCENTAGE OF NOT-FOR-PROFIT MUSEUMS THAT OFFER PROGRAMMING TAILORED SPECIFICALLY FOR THE GENERAL PUBLIC OR FOR EDUCATORS AND SCHOOL CURRICULUMS, BY PROGRAM TYPE, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching tailored for general public	27%	X	20%	6%	14%	22%	10%	7%	20%	12%	X	17%
Painting/sculpting/sketching tailored for educators	4%	X	0%	0%	8%	3%	0%	5%	3%	4%	X	3%
Painting/sculpting/sketching tailored for other	4%	X	0%	0%	5%	2%	3%	2%	3%	0%	X	2%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for general public	27%	X	37%	25%	27%	29%	26%	26%	29%	28%	X	28%

Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for educators	8%	X	2%	6%	12%	12%	5%	19%	16%	21%	X	12%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for other	12%	X	2%	0%	8%	3%	8%	7%	7%	5%	X	6%
Craft making programs or workshops tailored for general public	50%	X	41%	25%	27%	47%	31%	38%	29%	32%	X	37%
Craft making programs or workshops tailored for educators	8%	X	2%	0%	9%	11%	10%	12%	8%	9%	X	9%
Craft making programs or workshops tailored for other	8%	X	4%	0%	5%	5%	5%	2%	5%	1%	X	4%
Science programs, workshops, or labs tailored for general public	15%	X	9%	19%	18%	12%	8%	7%	9%	9%	X	11%
Science programs, workshops, or labs tailored for educators	8%	X	4%	6%	21%	7%	0%	10%	8%	12%	X	9%
Science programs, workshops, or labs tailored for other	0%	X	0%	0%	5%	2%	0%	2%	3%	4%	X	2%
Field trips tailored for general public	0%	X	20%	6%	18%	8%	13%	7%	11%	11%	X	11%
Field trips tailored for educators	8%	X	13%	13%	9%	32%	33%	21%	29%	34%	X	24%
Field trips tailored for other	4%	X	0%	6%	3%	2%	5%	0%	9%	9%	X	4%
Camps (i.e. day camps or overnight camps) tailored for general public	8%	X	7%	6%	6%	22%	5%	19%	16%	12%	X	13%
Camps (i.e. day camps or overnight camps) tailored for educators	4%	X	2%	0%	9%	5%	0%	2%	5%	4%	X	4%
Camps (i.e. day camps or overnight camps) tailored for other	4%	X	13%	0%	5%	5%	0%	2%	7%	9%	X	6%
Genealogy research workshops tailored for general public	12%	X	15%	13%	6%	9%	3%	2%	8%	4%	X	7%
Genealogy research workshops tailored for educators	0%	X	2%	6%	0%	0%	0%	0%	0%	1%	X	1%
Genealogy research workshops tailored for other	0%	X	0%	0%	0%	2%	0%	0%	0%	0%	X	1%
Lecture series or author events tailored for general public	27%	X	52%	44%	55%	54%	21%	21%	31%	46%	X	42%
Lecture series or author events tailored for educators	4%	X	2%	6%	2%	2%	3%	10%	4%	4%	X	3%
Lecture series or author events tailored for other	0%	X	2%	6%	3%	4%	8%	10%	9%	8%	X	6%
Behind the scenes exhibit/ archives tours, etc. tailored for general public	31%	X	28%	31%	29%	43%	41%	33%	28%	33%	X	34%
Behind the scenes exhibit/ archives tours, etc. tailored for educators	15%	X	15%	19%	17%	11%	10%	7%	8%	14%	X	12%
Behind the scenes exhibit/ archives tours, etc. tailored for other	23%	X	7%	6%	14%	12%	18%	12%	23%	16%	X	15%
Professional development workshops for educators, educational material, etc. tailored for general public	8%	X	7%	0%	5%	2%	3%	5%	7%	0%	X	4%
Professional development workshops for educators, educational material, etc. tailored for educators	8%	X	9%	13%	20%	12%	13%	7%	9%	22%	X	13%
Professional development workshops for educators, educational material, etc. tailored for other	4%	X	2%	0%	2%	5%	0%	7%	7%	5%	X	4%

TABLE 46. PERCENTAGE OF NOT-FOR-PROFIT MUSEUMS THAT OFFER PROGRAMMING TAILORED FOR THE GENERAL PUBLIC, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	42%	X	67%	44%	56%	63%	49%	64%	55%	57%	X	58%
Youth (13 to 17 yrs old)	42%	X	76%	56%	58%	58%	59%	55%	55%	57%	X	58%
Adults (18 to 59 yrs old)	62%	X	85%	69%	74%	71%	64%	60%	57%	71%	X	69%
Seniors (60+ yrs old)	69%	X	78%	44%	67%	64%	56%	57%	59%	61%	X	63%
Don't know	0%	X	2%	0%	0%	0%	0%	2%	0%	0%	X	0%
Doesn't apply	23%	X	4%	25%	11%	10%	13%	12%	12%	11%	X	11%

TABLE 47. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR THE GENERAL PUBLIC AT NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	19,592	X	75,081	21,669	907,879	2,924,739	42,997	55,372	717,004	415,091	X	5,186,323
# of online virtual program visitors	370	X	0	2,293	486,447	98,690	975	2,581	32,588	52,435	X	679,979

TABLE 48. PERCENTAGE OF NOT-FOR-PROFIT MUSEUMS THAT OFFER PROGRAMMING TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	27%	X	37%	31%	45%	48%	44%	43%	48%	45%	X	44%
Youth (13 to 17 yrs old)	27%	X	24%	44%	33%	35%	33%	31%	31%	41%	X	33%
Adults (18 to 59 yrs old)	0%	X	9%	25%	12%	8%	5%	7%	5%	14%	X	9%
Seniors (60+ yrs old)	0%	X	4%	0%	2%	1%	5%	5%	3%	3%	X	2%
Don't know	0%	X	0%	0%	0%	0%	0%	0%	0%	1%	X	0%
Doesn't apply	23%	X	4%	25%	12%	10%	10%	12%	12%	9%	X	11%

TABLE 49. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS AT NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	82	X	3,632	1,530	32,749	123,904	8,143	12,777	38,130	15,325	X	236,271
# of online virtual program visitors	0	X	1,375	43	110,194	14,302	454	0	7,535	7,896	X	141,799

Museums: Community partnerships and outreach activities profile, 2023

TABLE 50. PERCENTAGE OF NOT-FOR-PROFIT MUSEUMS PARTNERING/NETWORKING WITH OTHER ORGANIZATIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Community association	54%	X	74%	75%	54%	59%	41%	55%	63%	68%	X	60%
Other museum/heritage institution	54%	X	76%	81%	78%	69%	51%	50%	63%	64%	X	66%
Academic institution	46%	X	48%	44%	57%	45%	36%	36%	43%	45%	X	45%
Business or commercial enterprise	23%	X	26%	19%	35%	33%	31%	21%	28%	28%	X	29%
Tourism organization	58%	X	59%	44%	55%	42%	46%	45%	43%	56%	X	49%
Other	8%	X	15%	25%	11%	17%	8%	21%	20%	13%	X	15%
No, have not partnered nor networked	4%	X	2%	6%	3%	6%	18%	12%	4%	7%	X	7%
Don't know	4%	X	4%	0%	0%	2%	8%	0%	3%	3%	X	3%
Does not apply	0%	X	2%	0%	2%	2%	8%	2%	1%	1%	X	2%

TABLE 51. PERCENTAGE OF NOT-FOR-PROFIT MUSEUMS UNDERTAKING COMMUNITY OUTREACH PROJECTS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Co-create exhibit development	8%	X	28%	38%	40%	41%	21%	10%	31%	43%	X	32%
Help document collections, artefacts, records, etc.	42%	X	37%	50%	43%	36%	41%	33%	43%	51%	X	41%
Introduce new voices and perspectives or reinterpret exhibits, collections, artefacts, and records	15%	X	41%	25%	29%	43%	28%	17%	32%	36%	X	33%
Enhance public and educator program development to better meet community needs	31%	X	26%	25%	42%	37%	26%	26%	44%	39%	X	35%
Create learning experiences directed at the communities you serve	38%	X	57%	44%	58%	55%	49%	40%	44%	59%	X	51%
Exploring ways of engaging with wider audiences within the communities you serve	62%	X	50%	63%	43%	58%	56%	40%	55%	48%	X	52%
Host community events and/or festivals celebrating diverse cultural heritage	46%	X	67%	63%	48%	59%	56%	62%	63%	61%	X	58%
Other	12%	X	2%	6%	8%	9%	5%	12%	5%	8%	X	7%
Don't know	4%	X	4%	0%	3%	3%	5%	2%	1%	5%	X	3%
Doesn't apply	12%	X	0%	0%	11%	4%	10%	7%	11%	7%	X	7%

Museums: Buildings and capital infrastructure profile, 2025

TABLE 52. CURRENT OVERALL PHYSICAL CONDITION OF BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE OF NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Very poor: facilities are unfit for sustained service.	0%	X	0%	6%	2%	2%	3%	2%	0%	3%	X	2%
Poor: facilities are approaching end of service life	12%	X	7%	0%	11%	5%	5%	7%	4%	11%	X	7%
Fair: facilities require attention.	38%	X	43%	31%	38%	30%	33%	38%	43%	36%	X	36%
Good: facilities are adequate.	19%	X	30%	19%	37%	46%	28%	36%	37%	28%	X	35%
Very good: facilities are fit for the future.	31%	X	15%	38%	9%	16%	28%	14%	15%	20%	X	18%
Don't know	0%	X	2%	0%	0%	0%	0%	0%	0%	1%	X	0%
Does not apply	0%	X	2%	6%	3%	0%	3%	2%	1%	1%	X	2%

TABLE 53. PLANNED INFRASTRUCTURE UPGRADES TO THE BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE WITHIN THE NEXT 3 YEARS AT NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Construction of a new facility or expansion to your existing facility	12%	X	15%	13%	20%	16%	21%	14%	23%	13%	X	17%
Improvements to current facility (i.e. accessibility, storage, curatorial spaces, etc.)	27%	X	59%	25%	46%	45%	41%	38%	48%	43%	X	44%
Improvements to facility's physical plant (i.e. HVAC, roofing, etc.)	46%	X	35%	44%	46%	38%	23%	38%	32%	25%	X	35%
Improvements to facility to specifically enhance environmental sustainability (i.e. LED lighting, installing energy efficient products, etc.)	27%	X	33%	19%	34%	29%	38%	24%	28%	24%	X	29%
Improvements in visitor experience (i.e. displays, exhibits, etc.)	54%	X	59%	25%	46%	55%	64%	50%	59%	55%	X	54%
Other	12%	X	11%	19%	5%	9%	18%	14%	7%	13%	X	10%
No, not planning to in the next 3 years	15%	X	4%	6%	18%	19%	13%	24%	15%	19%	X	16%
Don't know	0%	X	7%	6%	0%	8%	0%	0%	3%	5%	X	4%
Doesn't apply	4%	X	4%	6%	5%	2%	8%	0%	3%	0%	X	3%

TABLE 54. LAST TIME BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE UNDERWENT A SIGNIFICANT RENOVATION, IMPROVEMENT, EXPANSION, ETC., AT NOT-FOR-PROFIT MUSEUMS, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
In the past 2 years	23%	X	22%	25%	20%	37%	21%	29%	32%	25%	X	28%
Between 3 and 5 years ago	35%	X	30%	13%	14%	12%	13%	21%	13%	17%	X	17%
Between 6 and 10 years ago	12%	X	11%	31%	17%	15%	18%	12%	16%	17%	X	16%
Between 11 and 15 years ago	12%	X	11%	0%	18%	9%	0%	7%	9%	11%	X	10%
More than 15 years ago	19%	X	17%	25%	23%	15%	38%	24%	20%	23%	X	21%
Don't know	0%	X	4%	0%	5%	9%	8%	7%	5%	5%	X	6%
Does not apply	0%	X	4%	6%	3%	4%	3%	0%	4%	1%	X	3%

Historic sites: Revenue and expenditure profile, 2023

TABLE 55. REVENUE AND EXPENDITURE SUMMARY PROFILE OF NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Unearned revenues	\$8,717	\$1,315	\$29,956	\$9,361	\$32,846	\$39,457	\$905	\$10,228	\$11,374	\$16,082	\$7,166	\$167,406
Earned revenues	\$7,635	\$1,601	\$5,293	\$2,877	\$16,957	\$12,303	\$1,102	\$7,404	\$11,236	\$9,507	\$672	\$76,587
Total revenues	\$16,352	\$2,916	\$35,249	\$12,239	\$49,803	\$51,760	\$2,007	\$17,632	\$22,609	\$25,588	\$7,838	\$243,993
Total Expenditures	\$14,495	\$2,186	\$39,489	\$11,791	\$55,320	\$51,959	\$2,161	\$17,204	\$17,791	\$22,932	\$8,202	\$243,530
Profit margin (percent)	11.4%	25.0%	-12.0%	3.7%	-11.1%	-0.4%	-7.7%	2.4%	21.3%	10.4%	-4.7%	0.2%

TABLE 56. UNEARNED REVENUE PROFILE OF NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Federal government	\$6,014	\$820	\$28,071	\$3,627	\$23,746	\$18,205	\$208	\$4,906	\$3,483	\$6,891	\$6,613	\$102,583
Provincial government	\$2,333	\$440	\$1,463	\$5,113	\$2,473	\$8,256	\$211	\$1,977	\$2,688	\$7,396	\$438	\$32,788
Local government	\$82	\$28	\$115	\$219	\$3,264	\$10,577	\$117	\$1,843	\$3,434	\$720	\$115	\$20,513
Donations tax receipted	\$91	\$17	\$112	\$185	\$517	\$1,753	\$262	\$1,006	\$1,069	\$492	\$0	\$5,503
Donations non-tax receipted	\$8	\$1	\$57	\$105	\$2,023	\$332	\$27	\$117	\$441	\$216	\$0	\$3,326
Donations from other charities	\$67	\$3	\$16	\$23	\$587	\$68	\$63	\$75	\$74	\$43	\$0	\$1,019
Interest/ investment	\$122	\$6	\$123	\$90	\$238	\$267	\$17	\$303	\$185	\$323	\$0	\$1,674
Total unearned revenues	\$8,717	\$1,315	\$29,956	\$9,361	\$32,846	\$39,457	\$905	\$10,228	\$11,374	\$16,082	\$7,166	\$167,406

TABLE 57. EARNED REVENUE PROFILE OF NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2023
(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	Total (Canada 2023)
Gross income from rental of facilities	\$93	\$5	\$143	\$66	\$352	\$1,453	\$16	\$368	\$589	\$354	\$61	\$3,500
Membership fees	\$1	\$3	\$1	\$32	\$2,294	\$106	\$95	\$70	\$7	\$147	X	\$2,756
Admission fees	\$1,416	\$713	\$2,722	\$1,181	\$2,421	\$5,830	\$129	\$213	\$4,148	\$3,754	\$102	\$22,628
Public programs fees	\$97	\$31	\$297	\$30	\$1,641	\$841	\$202	\$108	\$559	\$350	\$314	\$4,470
Fundraising	\$156	\$51	\$161	\$172	\$689	\$1,226	\$112	\$2,574	\$698	\$247	\$0	\$6,087
Sales of goods and services	\$5,733	\$590	\$1,634	\$753	\$5,840	\$2,390	\$175	\$2,136	\$1,663	\$3,770	\$47	\$24,731
Other earned revenue	\$140	\$208	\$334	\$643	\$3,720	\$456	\$372	\$1,935	\$3,572	\$884	\$149	\$12,415
Total earned revenue	\$7,635	\$1,601	\$5,293	\$2,877	\$16,957	\$12,303	\$1,102	\$7,404	\$11,236	\$9,507	\$672	\$76,587

TABLE 58. EXPENSES PROFILE OF NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Advertising and promotion	\$70	\$12	\$168	\$291	\$967	\$942	\$7	\$144	\$316	\$209	X	\$3,135
Travel and vehicle	\$270	\$12	\$462	\$40	\$508	\$181	\$13	\$321	\$134	\$347	\$152	\$2,440
Interest and bank charges	\$85	\$3	\$41	\$35	\$288	\$42	\$3	\$75	\$40	\$142	\$0	\$754
Office supplies and expenses	\$85	\$24	\$132	\$88	\$220	\$354	\$50	\$141	\$324	\$852	\$9	\$2,280
Occupancy costs	\$628	\$156	\$1,239	\$1,251	\$5,027	\$7,235	\$215	\$917	\$2,225	\$1,403	\$196	\$20,490
Professional consulting fees	\$259	\$26	\$5,197	\$214	\$3,143	\$1,175	\$88	\$1,190	\$613	\$538	\$699	\$13,143
Training for staff and volunteers	\$15	\$0	\$56	\$2	\$274	\$686	\$0	\$78	\$53	\$37	\$5	\$1,206
All compensation wages and admin	\$6,990	\$1,229	\$16,102	\$4,233	\$23,913	\$22,720	\$381	\$7,283	\$9,726	\$11,634	\$3,912	\$108,124
FMV of Donated goods to charitable activities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$27	\$22	\$0	\$49
Total cost of all purchased supplies	\$259	\$52	\$1,168	\$147	\$1,088	\$1,307	\$317	\$1,585	\$1,489	\$1,142	\$156	\$8,710
Amortization of capital assets	\$1,496	\$409	\$5,644	\$753	\$9,260	\$4,465	\$208	\$3,291	\$1,389	\$1,866	\$1,047	\$29,828
Research grants and scholarships	\$0	\$0	\$0	\$0	\$99	\$3	\$0	\$0	\$16	\$1	\$0	\$119
Other operating expenditures	\$4,337	\$264	\$9,280	\$4,737	\$10,535	\$12,846	\$879	\$2,179	\$1,439	\$4,739	\$2,018	\$53,252
Total expenditures	\$14,495	\$2,186	\$39,489	\$11,791	\$55,320	\$51,959	\$2,161	\$17,204	\$17,791	\$22,932	\$8,202	\$243,530

Historic sites: Industry characteristics profile, 2023

TABLE 59. EMPLOYMENT CHARACTERISTICS OF NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Full-time employees (FT)	27	9	97	43	193	157	10	62	87	101	14	800
Part-time employees (PT)	594	54	475	201	569	626	57	130	261	321	68	3,355
Contract workers	22	X	9	5	91	27	23	17	75	24	X	299
Number of volunteers	100	X	865	357	775	3,555	433	1,790	937	1,028	X	9,949
Hours worked by all volunteers	9,535	X	26,010	10,283	70,805	195,011	31,068	35,653	23,621	56,398	X	462,164

TABLE 60. ATTENDANCE CHARACTERISTICS OF NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Visits	336,116	X	1,333,958	223,081	7,429,806	1,450,893	403,528	1,083,628	976,418	588,726	X	14,214,241
# of Online visits	287,016	X	1,140,410	452,465	1,829,623	3,013,156	349,820	110,696	2,311,007	799,463	X	10,619,286
# of School groups	223	X	459	277	3,661	3,536	X	698	918	1,487	X	11,481
# of Members	422	X	1,157	1,719	9,848	9,383	X	233	817	1,568	X	26,516
# of Research requests	160	X	1,012	645	9,972	7,007	X	34	710	810	X	20,540

TABLE 61. EXHIBITIONS CHARACTERISTICS OF NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Permanent exhibitions	40	X	105	79	100	275	X	93	169	431	X	1,574
# of Exhibitions created	5	X	26	15	21	207	X	15	49	143	X	495
# of Exhibitions circulated	3	X	8	19	77	20	X	0	0	60	X	188
# of Online Exhibitions hosted	10	X	0	0	13	17	X	0	22	25	X	89

Historic sites: Educational programming - targeted audience, age group and participation profile, 2023

TABLE 62. PERCENTAGE OF NOT-FOR-PROFIT HISTORIC SITES THAT OFFER PROGRAMMING, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching	21%	X	22%	0%	8%	3%	X	17%	13%	0%	X	9%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups	57%	X	33%	0%	29%	47%	X	0%	38%	36%	X	38%
Craft making programs or workshops	43%	X	22%	14%	17%	56%	X	0%	63%	45%	X	37%
Science programs, workshops, or labs	7%	X	11%	0%	4%	3%	X	0%	25%	0%	X	5%
Field trips	7%	X	0%	14%	25%	53%	X	50%	63%	45%	X	35%
Camps (i.e. day camps or overnight camps)	21%	X	33%	0%	4%	41%	X	17%	0%	0%	X	19%
Genealogy research workshops	7%	X	11%	0%	0%	6%	X	0%	0%	0%	X	4%
Lecture series or author events	29%	X	22%	43%	13%	41%	X	17%	25%	36%	X	30%
Behind the scenes exhibit/ archives tours, etc.	29%	X	89%	57%	21%	41%	X	17%	38%	73%	X	43%
Professional development workshops for educators, educational material, etc.	21%	X	11%	0%	0%	13%	X	0%	25%	18%	X	11%
Other	43%	X	11%	14%	33%	16%	X	33%	63%	36%	X	28%
Don't know	0%	X	0%	14%	0%	0%	X	0%	0%	0%	X	1%
Does not apply - no programming	21%	X	0%	0%	29%	3%	X	0%	0%	0%	X	9%

TABLE 63. PERCENTAGE OF NOT-FOR-PROFIT HISTORIC SITES THAT OFFER PROGRAMMING TAILORED SPECIFICALLY FOR THE GENERAL PUBLIC OR FOR EDUCATORS AND SCHOOL CURRICULUMS, BY PROGRAM TYPE, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching tailored for general public	21%	X	22%	0%	8%	3%	X	17%	13%	0%	X	9%
Painting/sculpting/sketching tailored for educators	0%	X	0%	0%	0%	0%	X	0%	0%	0%	X	0%
Painting/sculpting/sketching tailored for other	0%	X	0%	0%	0%	0%	X	0%	0%	0%	X	0%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for general public	57%	X	33%	0%	29%	47%	X	0%	38%	27%	X	37%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for educators	14%	X	0%	0%	4%	3%	X	0%	13%	18%	X	7%
Cultural workshops on traditional knowledge and skills, including	14%	X	0%	0%	0%	6%	X	0%	13%	0%	X	4%

Indigenous, and all cultural groups tailored for other												
Craft making programs or workshops tailored for general public	43%	X	22%	14%	17%	50%	X	0%	63%	36%	X	34%
Craft making programs or workshops tailored for educators	21%	X	0%	0%	0%	3%	X	0%	0%	9%	X	4%
Craft making programs or workshops tailored for other	7%	X	0%	0%	0%	13%	X	0%	0%	9%	X	5%
Science programs, workshops, or labs tailored for general public	7%	X	11%	0%	4%	3%	X	0%	13%	0%	X	4%
Science programs, workshops, or labs tailored for educators	7%	X	0%	0%	4%	0%	X	0%	13%	0%	X	3%
Science programs, workshops, or labs tailored for other	0%	X	0%	0%	4%	0%	X	0%	13%	0%	X	2%
Field trips tailored for general public	0%	X	0%	0%	25%	13%	X	33%	25%	18%	X	14%
Field trips tailored for educators	7%	X	0%	14%	8%	44%	X	33%	63%	45%	X	28%
Field trips tailored for other	0%	X	0%	0%	0%	3%	X	0%	13%	9%	X	3%
Camps (i.e. day camps or overnight camps) tailored for general public	14%	X	22%	0%	0%	31%	X	17%	0%	0%	X	14%
Camps (i.e. day camps or overnight camps) tailored for educators	0%	X	0%	0%	0%	6%	X	0%	0%	0%	X	2%
Camps (i.e. day camps or overnight camps) tailored for other	7%	X	11%	0%	4%	13%	X	0%	0%	0%	X	6%
Genealogy research workshops tailored for general public	7%	X	11%	0%	0%	6%	X	0%	0%	0%	X	4%
Genealogy research workshops tailored for educators	0%	X	0%	0%	0%	0%	X	0%	0%	0%	X	0%
Genealogy research workshops tailored for other	0%	X	0%	0%	0%	3%	X	0%	0%	0%	X	1%
Lecture series or author events tailored for general public	29%	X	11%	43%	8%	41%	X	17%	25%	36%	X	26%
Lecture series or author events tailored for educators	0%	X	11%	0%	0%	3%	X	0%	0%	0%	X	2%
Lecture series or author events tailored for other	0%	X	0%	0%	4%	3%	X	0%	0%	0%	X	3%
Behind the scenes exhibit/ archives tours, etc. tailored for general public	29%	X	67%	57%	17%	34%	X	17%	38%	73%	X	38%
Behind the scenes exhibit/ archives tours, etc. tailored for educators	7%	X	22%	0%	8%	0%	X	0%	25%	18%	X	9%
Behind the scenes exhibit/ archives tours, etc. tailored for other	14%	X	22%	0%	4%	9%	X	0%	13%	9%	X	9%
Professional development workshops for educators, educational material, etc. tailored for general public	0%	X	0%	0%	0%	6%	X	0%	0%	0%	X	3%
Professional development workshops for educators, educational material, etc. tailored for educators	14%	X	11%	0%	0%	6%	X	0%	25%	9%	X	7%
Professional development workshops for educators, educational material, etc. tailored for other	7%	X	0%	0%	0%	3%	X	0%	0%	9%	X	3%

TABLE 64. PERCENTAGE OF NOT-FOR-PROFIT HISTORIC SITES THAT OFFER PROGRAMMING TAILORED FOR THE GENERAL PUBLIC, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	50%	X	67%	43%	38%	59%	X	67%	75%	82%	X	56%
Youth (13 to 17 yrs old)	50%	X	89%	43%	42%	47%	X	67%	100%	91%	X	60%
Adults (18 to 59 yrs old)	64%	X	100%	86%	67%	84%	X	67%	100%	100%	X	80%
Seniors (60+ yrs old)	64%	X	89%	86%	58%	72%	X	67%	100%	91%	X	74%
Don't know	0%	X	0%	0%	0%	0%	X	0%	0%	0%	X	0%
Doesn't apply	0%	X	0%	0%	0%	0%	X	0%	0%	0%	X	0%

TABLE 65. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR THE GENERAL PUBLIC AT NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	26,689	X	43,480	X	72,842	189,455	X	X	X	125,099	X	549,390
# of online virtual program visitors	875	X	0	X	0	2,140	X	X	X	500	X	3,635

TABLE 66. PERCENTAGE OF NOT-FOR-PROFIT HISTORIC SITES THAT OFFER PROGRAMMING TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	29%	X	22%	X	21%	50%	X	X	75%	73%	X	38%
Youth (13 to 17 yrs old)	29%	X	44%	X	8%	38%	X	X	75%	64%	X	34%
Adults (18 to 59 yrs old)	21%	X	11%	X	0%	9%	X	X	25%	9%	X	9%
Seniors (60+ yrs old)	7%	X	0%	X	0%	6%	X	X	13%	9%	X	4%
Don't know	0%	X	0%	X	4%	0%	X	X	0%	0%	X	1%
Doesn't apply	0%	X	0%	X	0%	0%	X	X	0%	0%	X	0%

TABLE 67. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS AT NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	581	X	553	X	658	18,686	X	X	X	1,491	X	23,586
# of online virtual program visitors	X	X	X	X	X	X	X	X	X	X	X	3,075

Historic sites: Community partnerships and outreach activities profile, 2023

TABLE 68. PERCENTAGE OF NOT-FOR-PROFIT HISTORIC SITES PARTNERING/NETWORKING WITH OTHER ORGANIZATIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Community association	43%	X	78%	71%	13%	66%	X	0%	57%	55%	X	48%
Other museum/heritage institution	64%	X	67%	57%	50%	59%	X	67%	71%	91%	X	62%
Academic institution	43%	X	44%	43%	21%	44%	X	17%	43%	55%	X	40%
Business or commercial enterprise	21%	X	56%	0%	17%	13%	X	17%	14%	36%	X	22%
Tourism organization	57%	X	56%	71%	42%	44%	X	0%	71%	91%	X	52%
Other	29%	X	11%	0%	21%	16%	X	17%	29%	9%	X	16%
No, have not partnered nor networked	0%	X	11%	0%	17%	3%	X	17%	0%	0%	X	6%
Don't know	0%	X	0%	0%	4%	3%	X	0%	0%	0%	X	2%
Does not apply	14%	X	0%	0%	4%	3%	X	0%	0%	0%	X	3%

TABLE 69. PERCENTAGE OF NOT-FOR-PROFIT HISTORIC SITES UNDERTAKING COMMUNITY OUTREACH PROJECTS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Co-create exhibit development	14%	X	33%	14%	8%	34%	X	0%	0%	9%	X	19%
Help document collections, artefacts, records, etc.	36%	X	11%	14%	25%	28%	X	50%	14%	45%	X	28%
Introduce new voices and perspectives or reinterpret exhibits, collections, artifacts, and records	36%	X	44%	43%	21%	34%	X	0%	29%	36%	X	32%
Enhance public and educator program development to better meet community needs	36%	X	11%	29%	33%	50%	X	0%	29%	55%	X	36%
Create learning experiences directed at the communities you serve	50%	X	56%	29%	25%	63%	X	0%	57%	55%	X	47%
Exploring ways of engaging with wider audiences within the communities you serve	36%	X	78%	71%	21%	75%	X	67%	57%	73%	X	56%
Host community events and/or festivals celebrating diverse cultural heritage	43%	X	89%	71%	38%	47%	X	33%	43%	82%	X	52%
Other	14%	X	0%	14%	4%	3%	X	0%	0%	9%	X	5%
Don't know	0%	X	0%	0%	8%	3%	X	0%	14%	0%	X	3%
Doesn't apply	36%	X	0%	0%	17%	9%	X	17%	0%	0%	X	12%

Historic sites: Buildings and capital infrastructure profile, 2025

TABLE 70. CURRENT OVERALL PHYSICAL CONDITION OF BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE OF NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Very poor: facilities are unfit for sustained service.	0%	X	0%	0%	0%	0%	X	17%	0%	0%	X	1%
Poor: facilities are approaching end of service life	0%	X	0%	0%	8%	3%	X	0%	0%	0%	X	3%
Fair: facilities require attention.	43%	X	11%	71%	42%	31%	X	33%	43%	64%	X	40%
Good: facilities are adequate.	50%	X	89%	29%	33%	50%	X	33%	43%	18%	X	41%
Very good: facilities are fit for the future.	7%	X	0%	0%	17%	13%	X	17%	14%	18%	X	14%
Don't know	0%	X	0%	0%	0%	3%	X	0%	0%	0%	X	1%
Does not apply	0%	X	0%	0%	0%	0%	X	0%	0%	0%	X	0%

TABLE 71. PLANNED INFRASTRUCTURE UPGRADES TO THE BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE WITHIN THE NEXT 3 YEARS AT NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Construction of a new facility or expansion to your existing facility	7%	X	0%	0%	0%	9%	X	0%	14%	9%	X	6%
Improvements to current facility (i.e. accessibility, storage, curatorial spaces, etc.)	43%	X	33%	43%	29%	38%	X	17%	29%	45%	X	34%
Improvements to facility's physical plant (i.e. HVAC, roofing, etc.)	29%	X	56%	29%	33%	50%	X	33%	29%	55%	X	40%
Improvements to facility to specifically enhance environmental sustainability (i.e. LED lighting, installing energy efficient products, etc.)	36%	X	56%	0%	29%	28%	X	0%	29%	27%	X	27%
Improvements in visitor experience (i.e. displays, exhibits, etc.)	36%	X	56%	57%	25%	66%	X	50%	57%	27%	X	47%
Other	21%	X	0%	14%	17%	16%	X	17%	29%	36%	X	17%
No, not planning to in the next 3 years	36%	X	0%	0%	17%	6%	X	17%	14%	0%	X	13%
Don't know	0%	X	0%	14%	13%	6%	X	0%	0%	0%	X	5%
Doesn't apply	0%	X	11%	14%	0%	0%	X	0%	0%	0%	X	2%

TABLE 72. LAST TIME BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE UNDERWENT A SIGNIFICANT RENOVATION, IMPROVEMENT, EXPANSION, ETC., AT NOT-FOR-PROFIT HISTORIC SITES, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
In the past 2 years	7%	X	22%	43%	38%	22%	X	33%	43%	18%	X	28%
Between 3 and 5 years ago	29%	X	33%	14%	17%	16%	X	17%	14%	9%	X	18%
Between 6 and 10 years ago	29%	X	33%	0%	21%	25%	X	0%	14%	18%	X	20%
Between 11 and 15 years ago	14%	X	0%	14%	13%	13%	X	33%	0%	18%	X	12%
More than 15 years ago	7%	X	0%	14%	8%	16%	X	17%	29%	36%	X	16%
Don't know	14%	X	0%	14%	4%	9%	X	0%	0%	0%	X	6%
Does not apply	0%	X	11%	0%	0%	0%	X	0%	0%	0%	X	1%

Archives: Revenue and expenditure profile, 2023

TABLE 73. REVENUE AND EXPENDITURE SUMMARY PROFILE OF NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2025)
Unearned revenues	X	X	\$4,081	\$3,558	\$277,871	\$111,566	\$8,647	\$8,256	\$9,491	\$7,443	\$3,667	\$437,430
Earned revenues	X	X	\$1,002	\$46	\$12,227	\$1,514	\$1,047	\$625	\$1,006	\$262	\$25	\$17,816
Total revenues	X	X	\$5,083	\$3,603	\$290,098	\$113,081	\$9,694	\$8,881	\$10,497	\$7,704	\$3,692	\$455,245
Total Expenditures	X	X	\$5,244	\$3,247	\$290,737	\$124,009	\$8,531	\$8,726	\$10,643	\$8,299	\$3,745	\$466,581
Profit margin (percent)	X	X	-3.2%	9.9%	-0.2%	-9.7%	12.0%	1.7%	-1.4%	-7.7%	-1.4%	-2.5%

TABLE 74. UNEARNED REVENUE PROFILE OF NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Federal government	X	X	\$431	\$83	\$179,616	\$31,618	\$46	\$64	\$375	\$275	\$35	\$212,566
Provincial government	X	X	\$3,340	\$3,095	\$80,054	\$67,774	\$6,038	\$6,836	\$5,069	\$2,185	\$3,627	\$179,955
Local government	X	X	\$85	\$8	\$16,012	\$6,047	\$12	\$1,011	\$3,241	\$3,498	\$0	\$30,737
Donations tax receipted	X	X	\$47	\$99	\$569	\$3,265	\$272	\$299	\$507	\$750	\$3	\$5,866
Donations non-tax receipted	X	X	\$62	\$255	\$116	\$376	\$1,097	\$31	\$137	\$264	\$0	\$2,348
Donations from other charities	X	X	X	X	\$462	\$1,413	\$1,147	\$0	\$127	\$219	X	\$3,496
Interest/ investment	X	X	X	X	\$1,043	\$1,075	\$35	\$14	\$35	\$252	X	\$2,462
Total unearned revenues	X	X	\$4,081	\$3,558	\$277,871	\$111,566	\$8,647	\$8,256	\$9,491	\$7,443	\$3,667	\$437,430

TABLE 75. EARNED REVENUE PROFILE OF NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Gross income from rental of facilities	X	X	\$41	\$9	\$11	\$74	\$15	\$0	\$42	\$12	\$0	\$203
Membership fees	X	X	\$0	\$0	\$97	\$59	\$0	\$14	\$3	\$32	\$0	\$205
Admission fees	X	X	\$54	\$0	\$3	\$2	\$2	\$0	\$100	\$9	\$0	\$170
Public programs fees	X	X	\$3	\$1	\$18	\$70	\$2	\$0	\$2	\$0	\$0	\$96
Fundraising	X	X	\$113	\$2	\$25	\$124	\$18	\$1	\$171	\$40	\$0	\$494
Sales of goods and services	X	X	\$338	\$8	\$2,360	\$331	\$348	\$31	\$109	\$62	\$0	\$3,647
Other earned revenue	X	X	\$454	\$26	\$9,711	\$853	\$663	\$579	\$579	\$106	\$25	\$12,999
Total earned revenue	X	X	\$1,002	\$46	\$12,227	\$1,514	\$1,047	\$625	\$1,006	\$262	\$25	\$17,816

TABLE 76. EXPENSES PROFILE OF NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Advertising and promotion	X	X	\$7	\$1	\$1,356	\$193	\$6	\$20	\$39	\$13	\$0	\$1,745
Travel and vehicle	X	X	\$11	\$4	\$865	\$129	\$3	\$61	\$13	\$40	\$0	\$1,140
Interest and bank charges	X	X	\$16	\$0	\$10,595	\$21	\$4	\$11	\$25	\$7	\$1	\$10,680
Office supplies and expenses	X	X	\$92	\$32	\$5,356	\$1,106	\$58	\$70	\$211	\$139	\$11	\$7,176
Occupancy costs	X	X	\$345	\$12	\$23,774	\$18,565	\$89	\$1,526	\$489	\$190	\$20	\$45,015
Professional consulting fees	X	X	\$65	\$10	\$28,341	\$3,419	\$22	\$46	\$288	\$200	\$12	\$32,671
Training for staff and volunteers	X	X	X	X	\$9	\$15	\$1	\$8	\$2	\$1	X	\$39
All compensation wages and admin	X	X	\$3,572	\$3,030	\$169,954	\$49,001	\$5,549	\$6,461	\$8,261	\$6,521	\$3,316	\$258,363
FMV of Donated goods to charitable activities	X	X	X	X	\$25	\$1,763	\$0	\$0	\$0	\$0	X	\$1,787
Total cost of all purchased supplies	X	X	\$473	\$146	\$10,571	\$1,378	\$162	\$93	\$148	\$294	\$29	\$13,309
Amortization of capital assets	X	X	\$39	\$0	\$19,526	\$1,780	\$2	\$136	\$115	\$40	\$0	\$21,638
Research grants and scholarships	X	X	X	X	\$4	\$3	\$0	\$37	\$0	\$0	X	\$44
Other operating expenditures	X	X	\$624	\$12	\$20,361	\$46,638	\$2,635	\$258	\$1,052	\$853	X	\$72,974
Total expenditures	X	X	\$5,244	\$3,247	\$290,737	\$124,009	\$8,531	\$8,726	\$10,643	\$8,299	\$3,745	\$466,581

Archives: Industry characteristics profile, 2023

TABLE 77. EMPLOYMENT CHARACTERISTICS OF NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Full-time employees (FT)	X	X	55	51	2,023	582	73	78	74	75	X	3,073
Part-time employees (PT)	X	X	47	31	203	163	28	21	59	77	X	683
Contract workers	X	X	6	6	13	65	1	23	16	21	X	168
Number of volunteers	X	X	168	53	896	1,161	110	179	300	270	X	3,243
Hours worked by all volunteers	X	X	12,396	8,850	110,735	94,719	6,260	16,642	14,155	88,310	X	352,893

TABLE 78. ATTENDANCE CHARACTERISTICS OF NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Visits	X	X	40,029	8,096	3,195,015	38,165	10,626	6,238	17,326	50,648	X	3,462,936
# of Online visits	X	X	3,290,630	1,127,910	15,344,481	40,379,545	3,957,427	203,494	577,863	3,124,455	X	68,042,159
# of School groups	X	X	101	10	333	376	80	99	513	278	X	1,848
# of Members	X	X	758	290	3,020	175,002	936	1,334	1,141	963	X	185,587
# of Research requests	X	X	21,082	12,369	538,425	100,140	13,248	7,687	11,338	31,284	X	745,201

TABLE 79. EXHIBITIONS CHARACTERISTICS OF NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Permanent exhibitions	X	X	23	32	28	1,963	6	230	33	23	X	2,380
# of Exhibitions created	X	X	36	20	157	928	30	118	54	111	X	1,474
# of Exhibitions circulated	X	X	0	3	143	211	0	150	12	20	X	541
# of Online Exhibitions hosted	X	X	130	22	81	4,344	120	127	88	251	X	5,171

Archives: Educational programming - targeted audience, age group and participation profile, 2023

TABLE 80. PERCENTAGE OF NOT-FOR-PROFIT ARCHIVES THAT OFFER PROGRAMMING, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching	X	X	0%	X	0%	4%	X	17%	0%	0%	X	2%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups	X	X	0%	X	16%	8%	X	17%	0%	8%	X	9%
Craft making programs or workshops	X	X	13%	X	0%	8%	X	50%	0%	0%	X	7%
Science programs, workshops, or labs	X	X	0%	X	0%	0%	X	17%	0%	0%	X	1%
Field trips	X	X	0%	X	11%	8%	X	50%	33%	8%	X	12%
Camps (i.e. day camps or overnight camps)	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%

Genealogy research workshops	X	X	25%	X	32%	12%	X	17%	33%	8%	X	21%
Lecture series or author events	X	X	13%	X	42%	36%	X	67%	33%	42%	X	39%
Behind the scenes exhibit/ archives tours, etc.	X	X	25%	X	58%	44%	X	67%	78%	58%	X	54%
Professional development workshops for educators, educational material, etc.	X	X	13%	X	5%	16%	X	33%	11%	17%	X	16%
Other	X	X	0%	X	37%	24%	X	17%	33%	8%	X	21%
Don't know	X	X	0%	X	0%	4%	X	0%	0%	0%	X	1%
Does not apply - no programming	X	X	50%	X	16%	24%	X	0%	0%	25%	X	20%

TABLE 81. PERCENTAGE OF NOT-FOR-PROFIT ARCHIVES THAT OFFER PROGRAMMING TAILORED SPECIFICALLY FOR THE GENERAL PUBLIC OR FOR EDUCATORS AND SCHOOL CURRICULUMS, BY PROGRAM TYPE, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching tailored for general public	X	X	0%	X	0%	4%	X	17%	0%	0%	X	2%
Painting/sculpting/sketching tailored for educators	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%
Painting/sculpting/sketching tailored for other	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for general public	X	X	0%	X	16%	8%	X	17%	0%	8%	X	8%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for educators	X	X	0%	X	11%	8%	X	17%	0%	0%	X	7%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for other	X	X	0%	X	5%	0%	X	0%	0%	0%	X	1%
Craft making programs or workshops tailored for general public	X	X	13%	X	0%	8%	X	50%	0%	0%	X	7%
Craft making programs or workshops tailored for educators	X	X	0%	X	0%	0%	X	17%	0%	0%	X	1%
Craft making programs or workshops tailored for other	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%
Science programs, workshops, or labs tailored for general public	X	X	0%	X	0%	0%	X	17%	0%	0%	X	1%
Science programs, workshops, or labs tailored for educators	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%
Science programs, workshops, or labs tailored for other	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%
Field trips tailored for general public	X	X	0%	X	11%	4%	X	50%	11%	8%	X	9%
Field trips tailored for educators	X	X	0%	X	5%	4%	X	0%	33%	0%	X	6%
Field trips tailored for other	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%
Camps (i.e. day camps or overnight camps) tailored for general public	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%
Camps (i.e. day camps or overnight camps) tailored for educators	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%

Camps (i.e. day camps or overnight camps) tailored for other	X	X	0%	X	0%	0%	X	0%	0%	0%	X	0%
Genealogy research workshops tailored for general public	X	X	13%	X	32%	8%	X	17%	11%	0%	X	12%
Genealogy research workshops tailored for educators	X	X	0%	X	5%	4%	X	0%	0%	0%	X	3%
Genealogy research workshops tailored for other	X	X	13%	X	0%	4%	X	0%	22%	8%	X	7%
Lecture series or author events tailored for general public	X	X	0%	X	42%	28%	X	67%	33%	33%	X	34%
Lecture series or author events tailored for educators	X	X	0%	X	11%	16%	X	0%	0%	0%	X	9%
Lecture series or author events tailored for other	X	X	13%	X	5%	4%	X	17%	11%	8%	X	8%
Behind the scenes exhibit/ archives tours, etc. tailored for general public	X	X	13%	X	42%	32%	X	67%	78%	42%	X	38%
Behind the scenes exhibit/ archives tours, etc. tailored for educators	X	X	13%	X	21%	12%	X	17%	11%	8%	X	17%
Behind the scenes exhibit/ archives tours, etc. tailored for other	X	X	13%	X	11%	16%	X	0%	11%	25%	X	15%
Professional development workshops for educators, educational material, etc. tailored for general public	X	X	0%	X	5%	4%	X	17%	11%	0%	X	4%
Professional development workshops for educators, educational material, etc. tailored for educators	X	X	13%	X	5%	16%	X	17%	0%	17%	X	12%
Professional development workshops for educators, educational material, etc. tailored for other	X	X	13%	X	0%	0%	X	0%	0%	0%	X	1%

TABLE 82. PERCENTAGE OF NOT-FOR-PROFIT ARCHIVES THAT OFFER PROGRAMMING TAILORED FOR THE GENERAL PUBLIC, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	X	X	X	X	32%	16%	X	33%	11%	0%	X	16%
Youth (13 to 17 yrs old)	X	X	X	X	42%	40%	X	67%	33%	25%	X	34%
Adults (18 to 59 yrs old)	X	X	X	X	68%	56%	X	100%	89%	42%	X	58%
Seniors (60+ yrs old)	X	X	X	X	63%	48%	X	100%	89%	42%	X	55%
Don't know	X	X	X	X	0%	0%	X	0%	0%	0%	X	0%
Doesn't apply	X	X	X	X	0%	0%	X	0%	0%	8%	X	1%

TABLE 83. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR THE GENERAL PUBLIC AT NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	X	X	400	X	91,113	22,165	1,093	26,158	5,740	1,658	X	148,625
# of online virtual program visitors	X	X	168	X	2,115	418	1,187	1,425	970	16,594	X	22,901

TABLE 84. PERCENTAGE OF NOT-FOR-PROFIT ARCHIVES THAT OFFER PROGRAMMING TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	X	X	X	33%	21%	12%	X	X	22%	X	X	16%
Youth (13 to 17 yrs old)	X	X	X	67%	32%	16%	X	X	11%	X	X	25%
Adults (18 to 59 yrs old)	X	X	X	33%	26%	24%	X	X	11%	X	X	18%
Seniors (60+ yrs old)	X	X	X	0%	5%	16%	X	X	0%	X	X	7%
Don't know	X	X	X	0%	0%	0%	X	X	0%	X	X	0%
Doesn't apply	X	X	X	0%	5%	0%	X	X	11%	X	X	2%

TABLE 85. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS AT NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	X	X	X	X	124	1,460	X	X	1,667	X	X	4,203
# of online virtual program visitors	X	X	X	X	0	1,320	X	X	0	X	X	1,604

Archives: Community partnerships and outreach activities profile, 2023

TABLE 86. PERCENTAGE OF NOT-FOR-PROFIT ARCHIVES PARTNERING/NETWORKING WITH OTHER ORGANIZATIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Community association	X	X	38%	X	33%	32%	X	33%	10%	33%	X	32%
Other museum/heritage institution	X	X	75%	X	67%	60%	X	67%	60%	33%	X	60%
Academic institution	X	X	38%	X	56%	44%	X	67%	40%	33%	X	48%
Business or commercial enterprise	X	X	13%	X	17%	8%	X	17%	10%	0%	X	9%
Tourism organization	X	X	0%	X	11%	8%	X	17%	0%	0%	X	8%
Other	X	X	0%	X	33%	12%	X	33%	40%	8%	X	18%
No, have not partnered nor networked	X	X	13%	X	11%	8%	X	0%	10%	8%	X	9%
Don't know	X	X	0%	X	6%	4%	X	0%	0%	0%	X	3%
Does not apply	X	X	0%	X	0%	16%	X	0%	10%	17%	X	8%

TABLE 87. PERCENTAGE OF NOT-FOR-PROFIT ARCHIVES UNDERTAKING COMMUNITY OUTREACH PROJECTS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Co-create exhibit development	X	X	25%	X	50%	24%	X	50%	50%	17%	X	35%
Help document collections, artefacts, records, etc.	X	X	63%	X	44%	40%	X	33%	40%	33%	X	42%
Introduce new voices and perspectives or reinterpret exhibits, collections, artefacts, and records	X	X	0%	X	28%	24%	X	17%	20%	17%	X	19%
Enhance public and educator program development to better meet community needs	X	X	13%	X	17%	24%	X	50%	40%	17%	X	26%
Create learning experiences directed at the communities you serve	X	X	25%	X	28%	36%	X	67%	30%	25%	X	34%
Exploring ways of engaging with wider audiences within the communities you serve	X	X	25%	X	39%	36%	X	50%	60%	33%	X	40%
Host community events and/or festivals celebrating diverse cultural heritage	X	X	13%	X	28%	36%	X	17%	40%	33%	X	28%
Other	X	X	13%	X	6%	0%	X	0%	10%	8%	X	5%
Don't know	X	X	0%	X	6%	4%	X	0%	0%	0%	X	2%
Doesn't apply	X	X	13%	X	11%	20%	X	0%	10%	33%	X	17%

Archives: Buildings and capital infrastructure profile, 2025

TABLE 88. CURRENT OVERALL PHYSICAL CONDITION OF BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE OF NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Very poor: facilities are unfit for sustained service.	X	X	0%	X	0%	8%	X	0%	0%	9%	X	5%
Poor: facilities are approaching end of service life	X	X	13%	X	0%	12%	X	17%	0%	0%	X	6%
Fair: facilities require attention.	X	X	0%	X	33%	20%	X	17%	10%	9%	X	22%
Good: facilities are adequate.	X	X	75%	X	44%	28%	X	33%	40%	45%	X	38%
Very good: facilities are fit for the future.	X	X	13%	X	11%	16%	X	17%	40%	18%	X	18%
Don't know	X	X	0%	X	0%	0%	X	0%	10%	0%	X	1%
Does not apply	X	X	0%	X	11%	16%	X	17%	0%	18%	X	10%

TABLE 89. PLANNED INFRASTRUCTURE UPGRADES TO THE BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE WITHIN THE NEXT 3 YEARS AT NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Construction of a new facility or expansion to your existing facility	X	X	25%	X	0%	20%	X	0%	10%	9%	X	10%
Improvements to current facility (i.e. accessibility, storage, curatorial spaces, etc.)	X	X	13%	X	11%	20%	X	17%	20%	9%	X	18%
Improvements to facility's physical plant (i.e. HVAC, roofing, etc.)	X	X	13%	X	0%	24%	X	33%	30%	9%	X	18%
Improvements to facility to specifically enhance environmental sustainability (i.e. LED lighting, installing energy efficient products, etc.)	X	X	13%	X	6%	16%	X	17%	0%	9%	X	13%
Improvements in visitor experience (i.e. displays, exhibits, etc.)	X	X	13%	X	11%	20%	X	33%	20%	0%	X	17%
Other	X	X	0%	X	17%	8%	X	17%	10%	9%	X	10%
No, not planning to in the next 3 years	X	X	25%	X	50%	28%	X	17%	30%	27%	X	30%
Don't know	X	X	13%	X	6%	8%	X	0%	10%	18%	X	8%
Doesn't apply	X	X	13%	X	11%	20%	X	17%	0%	27%	X	14%

TABLE 90. LAST TIME BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE UNDERWENT A SIGNIFICANT RENOVATION, IMPROVEMENT, EXPANSION, ETC., AT NOT-FOR-PROFIT ARCHIVES, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
In the past 2 years	X	X	13%	X	17%	12%	X	50%	20%	9%	X	16%
Between 3 and 5 years ago	X	X	0%	X	6%	12%	X	0%	10%	9%	X	9%
Between 6 and 10 years ago	X	X	38%	X	11%	12%	X	17%	30%	27%	X	17%
Between 11 and 15 years ago	X	X	0%	X	11%	12%	X	0%	10%	9%	X	8%
More than 15 years ago	X	X	25%	X	39%	28%	X	17%	10%	9%	X	29%
Don't know	X	X	13%	X	6%	8%	X	0%	20%	0%	X	7%
Does not apply	X	X	13%	X	11%	16%	X	17%	0%	36%	X	14%

Zoos and botanical gardens: Revenue and expenditure profile, 2023

TABLE 91. REVENUE AND EXPENDITURE SUMMARY PROFILE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Unearned revenues	X	X	X	\$7,413	\$17,174	\$32,189	\$30,379	X	\$41,237	\$22,446	X	\$152,381
Earned revenues	X	X	X	\$4,886	\$55,558	\$68,823	\$33,374	X	\$76,429	\$8,725	X	\$249,353
Total revenues	X	X	X	\$12,299	\$72,732	\$101,012	\$63,753	X	\$117,666	\$31,171	X	\$401,734
Total Expenditures	X	X	X	\$12,200	\$72,228	\$98,985	\$85,662	X	\$76,420	\$31,853	X	\$379,937
Profit margin (percent)	X	X	X	0.8%	0.7%	2.0%	-34.4%	X	35.1%	-2.2%	X	5.4%

TABLE 92. UNEARNED REVENUE PROFILE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Federal government	X	X	X	\$1,702	\$527	\$3,332	\$196	X	\$3,607	\$8,408	X	\$18,023
Provincial government	X	X	X	\$1,470	\$10,043	\$6,256	\$2,799	X	\$4,522	\$1,530	X	\$27,644
Local government	X	X	X	\$3,846	\$1,317	\$16,908	\$18,083	X	\$18,092	\$560	X	\$58,888
Donations tax received	X	X	X	\$377	\$827	\$2,095	\$3,451	X	\$3,200	\$2,387	X	\$12,440
Donations non-tax received	X	X	X	\$11	\$2,678	\$843	\$2,990	X	\$1,034	\$2,629	X	\$10,214
Donations from other charities	X	X	X	\$7	\$614	\$2,115	\$1,651	X	\$6,193	\$3,589	X	\$14,208
Interest/ investment	X	X	X	\$0	\$1,169	\$640	\$1,210	X	\$4,589	\$3,344	X	\$10,962
Total unearned revenues	X	X	X	\$7,413	\$17,174	\$32,189	\$30,379	X	\$41,237	\$22,446	X	\$152,381

TABLE 93. EARNED REVENUE PROFILE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Gross income from rental of facilities	X	X	X	\$300	\$117	\$1,160	\$860	X	\$1,113	\$277	X	\$3,875
Membership fees	X	X	X	\$30	\$730	\$1,686	\$3,554	X	\$6,872	\$541	X	\$13,428
Admission fees	X	X	X	\$2,075	\$26,248	\$24,940	\$11,500	X	\$37,920	\$600	X	\$103,570
Public programs fees	X	X	X	X	X	\$3,022	X	X	\$3,518	\$1,176	X	\$8,564
Fundraising	X	X	X	\$29	X	\$336	\$1,504	X	\$400	\$466	X	\$2,763
Sales of goods and services	X	X	X	\$1,638	\$24,050	\$18,660	\$15,878	X	\$25,089	\$5,135	X	\$91,147
Other earned revenue	X	X	X	\$156	\$4,364	\$19,019	\$77	X	\$1,517	\$531	X	\$26,006
Total earned revenue	X	X	X	\$4,886	\$55,558	\$68,823	\$33,374	X	\$76,429	\$8,725	X	\$249,353

TABLE 94. EXPENSES PROFILE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Advertising and promotion	X	X	X	\$159	\$3,173	\$2,537	\$571	X	\$2,333	\$368	X	\$9,162
Travel and vehicle	X	X	X	\$115	\$245	\$732	\$838	X	\$365	\$1,770	X	\$4,076
Interest and bank charges	X	X	X	\$218	\$665	\$1,035	\$842	X	\$1,497	\$326	X	\$4,614
Office supplies and expenses	X	X	X	\$29	\$358	\$5,675	\$2,022	X	\$332	\$941	X	\$9,385
Occupancy costs	X	X	X	\$2,512	\$5,985	\$6,452	\$7,386	X	\$4,385	\$1,041	X	\$27,830
Professional consulting fees	X	X	X	\$869	\$347	\$2,103	\$1,255	X	\$384	\$4,926	X	\$9,903
Training for staff and volunteers	X	X	X	\$26	\$113	\$411	\$406	X	\$528	\$135	X	\$1,619
All compensation wages and admin	X	X	X	\$5,448	\$28,506	\$54,809	\$25,332	X	\$30,843	\$17,164	X	\$164,108
FMV of Donated goods to charitable activities	X	X	X	\$0	\$0	\$0	\$111	X	\$0	\$0	X	\$114
Total cost of all purchased supplies	X	X	X	\$675	\$6,193	\$6,479	\$15,070	X	\$3,237	\$2,888	X	\$34,743
Amortization of capital assets	X	X	X	\$719	\$9,754	\$7,180	\$17,234	X	\$7,582	\$666	X	\$43,159
Research grants and scholarships	X	X	X	\$0	\$231	\$0	\$116	X	\$15	\$32	X	\$394
Other operating expenditures	X	X	X	\$1,430	\$16,657	\$11,572	\$14,478	X	\$24,920	\$1,597	X	\$70,832
Total expenditures	X	X	X	\$12,200	\$72,228	\$98,985	\$85,662	X	\$76,420	\$31,853	X	\$379,937

Zoos and botanical gardens: Industry characteristics profile, 2023

TABLE 95. EMPLOYMENT CHARACTERISTICS OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Full-time employees (FT)	X	X	X	89	323	455	256	X	294	171	X	1,602
Part-time employees (PT)	X	X	X	65	1,433	833	871	X	921	234	X	4,430
Contract workers	X	X	X	X	3	48	X	X	58	X	X	115
Number of volunteers	X	X	X	X	1,210	1,916	X	X	2,543	2,722	X	9,741
Hours worked by all volunteers	X	X	X	X	24,642	144,211	75,200	X	165,400	83,588	X	495,991

TABLE 96. ATTENDANCE CHARACTERISTICS OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Visits	X	X	X	215,633	1,899,666	2,353,604	868,000	X	2,587,819	790,567	X	8,792,868
# of Online visits	X	X	X	X	4,575,710	9,004,300	X	X	1,878,978	X	X	16,314,684
# of School groups	X	X	X	X	X	X	356	X	1,337	740	X	9,242
# of Members	X	X	X	X	X	X	X	X	123,160	32,410	X	344,959
# of Research requests	X	X	X	X	X	X	X	X	X	X	X	549

TABLE 97. EXHIBITIONS CHARACTERISTICS OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Permanent exhibitions	X	X	X	X	X	X	X	X	X	X	X	336
# of Exhibitions created	X	X	X	X	X	X	X	X	X	X	X	224
# of Exhibitions circulated	X	X	X	X	X	X	X	X	X	X	X	6
# of Online Exhibitions hosted	X	X	X	X	X	X	X	X	X	X	X	72

Zoos and botanical gardens: Educational programming - targeted audience, age group and participation profile, 2023

TABLE 98. PERCENTAGE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS THAT OFFER PROGRAMMING, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching	X	X	X	X	X	X	X	X	X	X	X	20%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups	X	X	X	X	X	X	X	X	X	X	X	27%
Craft making programs or workshops	X	X	X	X	X	X	X	X	X	X	X	33%
Science programs, workshops, or labs	X	X	X	X	X	X	X	X	X	X	X	53%
Field trips	X	X	X	X	X	X	X	X	X	X	X	53%
Camps (i.e. day camps or overnight camps)	X	X	X	X	X	X	X	X	X	X	X	53%
Genealogy research workshops	X	X	X	X	X	X	X	X	X	X	X	0%
Lecture series or author events	X	X	X	X	X	X	X	X	X	X	X	47%
Behind the scenes exhibit/ archives tours, etc.	X	X	X	X	X	X	X	X	X	X	X	53%
Professional development workshops for educators, educational material, etc.	X	X	X	X	X	X	X	X	X	X	X	27%
Other	X	X	X	X	X	X	X	X	X	X	X	27%
Don't know	X	X	X	X	X	X	X	X	X	X	X	0%
Does not apply - no programming	X	X	X	X	X	X	X	X	X	X	X	0%

TABLE 99. PERCENTAGE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS THAT OFFER PROGRAMMING TAILORED SPECIFICALLY FOR THE GENERAL PUBLIC OR FOR EDUCATORS AND SCHOOL CURRICULUMS, BY PROGRAM TYPE, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching tailored for general public	X	X	X	X	X	X	X	X	X	X	X	20%
Painting/sculpting/sketching tailored for educators	X	X	X	X	X	X	X	X	X	X	X	0%
Painting/sculpting/sketching tailored for other	X	X	X	X	X	X	X	X	X	X	X	13%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for general public	X	X	X	X	X	X	X	X	X	X	X	27%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for educators	X	X	X	X	X	X	X	X	X	X	X	7%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for other	X	X	X	X	X	X	X	X	X	X	X	7%
Craft making programs or workshops tailored for general public	X	X	X	X	X	X	X	X	X	X	X	33%
Craft making programs or workshops tailored for educators	X	X	X	X	X	X	X	X	X	X	X	7%
Craft making programs or workshops tailored for other	X	X	X	X	X	X	X	X	X	X	X	7%
Science programs, workshops, or labs tailored for general public	X	X	X	X	X	X	X	X	X	X	X	53%
Science programs, workshops, or labs tailored for educators	X	X	X	X	X	X	X	X	X	X	X	33%
Science programs, workshops, or labs tailored for other	X	X	X	X	X	X	X	X	X	X	X	13%
Field trips tailored for general public	X	X	X	X	X	X	X	X	X	X	X	20%
Field trips tailored for educators	X	X	X	X	X	X	X	X	X	X	X	33%
Field trips tailored for other	X	X	X	X	X	X	X	X	X	X	X	13%
Camps (i.e. day camps or overnight camps) tailored for general public	X	X	X	X	X	X	X	X	X	X	X	47%
Camps (i.e. day camps or overnight camps) tailored for educators	X	X	X	X	X	X	X	X	X	X	X	13%
Camps (i.e. day camps or overnight camps) tailored for other	X	X	X	X	X	X	X	X	X	X	X	13%
Genealogy research workshops tailored for general public	X	X	X	X	X	X	X	X	X	X	X	0%
Genealogy research workshops tailored for educators	X	X	X	X	X	X	X	X	X	X	X	0%
Genealogy research workshops tailored for other	X	X	X	X	X	X	X	X	X	X	X	0%
Lecture series or author events tailored for general public	X	X	X	X	X	X	X	X	X	X	X	47%
Lecture series or author events tailored for educators	X	X	X	X	X	X	X	X	X	X	X	7%
Lecture series or author events tailored for other	X	X	X	X	X	X	X	X	X	X	X	0%
Behind the scenes exhibit/ archives tours, etc. tailored for general public	X	X	X	X	X	X	X	X	X	X	X	53%
Behind the scenes exhibit/ archives tours, etc. tailored for educators	X	X	X	X	X	X	X	X	X	X	X	27%
Behind the scenes exhibit/ archives tours, etc. tailored for other	X	X	X	X	X	X	X	X	X	X	X	13%
Professional development workshops for educators, educational material, etc. tailored for general public	X	X	X	X	X	X	X	X	X	X	X	13%
Professional development workshops for educators, educational material, etc. tailored for educators	X	X	X	X	X	X	X	X	X	X	X	20%
Professional development workshops for educators, educational material, etc. tailored for other	X	X	X	X	X	X	X	X	X	X	X	7%

TABLE 100. PERCENTAGE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS THAT OFFER PROGRAMMING TAILORED FOR THE GENERAL PUBLIC, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	X	X	X	X	X	X	X	X	X	X	X	87%
Youth (13 to 17 yrs old)	X	X	X	X	X	X	X	X	X	X	X	73%
Adults (18 to 59 yrs old)	X	X	X	X	X	X	X	X	X	X	X	93%
Seniors (60+ yrs old)	X	X	X	X	X	X	X	X	X	X	X	87%
Don't know	X	X	X	X	X	X	X	X	X	X	X	0%
Doesn't apply	X	X	X	X	X	X	X	X	X	X	X	0%

TABLE 101. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR THE GENERAL PUBLIC AT NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	X	X	X	X	X	X	X	X	X	X	X	72,298
# of online virtual program visitors	X	X	X	X	X	X	X	X	X	X	X	12,358

TABLE 102. PERCENTAGE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS THAT OFFER PROGRAMMING TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	X	X	X	X	X	X	X	X	X	X	X	X
Youth (13 to 17 yrs old)	X	X	X	X	X	X	X	X	X	X	X	X
Adults (18 to 59 yrs old)	X	X	X	X	X	X	X	X	X	X	X	X
Seniors (60+ yrs old)	X	X	X	X	X	X	X	X	X	X	X	X
Don't know	X	X	X	X	X	X	X	X	X	X	X	X
Doesn't apply	X	X	X	X	X	X	X	X	X	X	X	X

TABLE 103. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS AT NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	X	X	X	X	X	X	X	X	X	X	X	X
# of online virtual program visitors	X	X	X	X	X	X	X	X	X	X	X	X

Zoos and botanical gardens: Community partnerships and outreach activities profile, 2023

TABLE 104. PERCENTAGE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS PARTNERING/NETWORKING WITH OTHER ORGANIZATIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Community association	X	X	X	X	X	X	X	X	X	X	X	86%
Other museum/heritage institution	X	X	X	X	X	X	X	X	X	X	X	64%
Academic institution	X	X	X	X	X	X	X	X	X	X	X	57%
Business or commercial enterprise	X	X	X	X	X	X	X	X	X	X	X	57%
Tourism organization	X	X	X	X	X	X	X	X	X	X	X	64%
Other	X	X	X	X	X	X	X	X	X	X	X	14%
No, have not partnered nor networked	X	X	X	X	X	X	X	X	X	X	X	0%
Don't know	X	X	X	X	X	X	X	X	X	X	X	0%
Does not apply	X	X	X	X	X	X	X	X	X	X	X	0%

TABLE 105. PERCENTAGE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS UNDERTAKING COMMUNITY OUTREACH PROJECTS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Co-create exhibit development	X	X	X	X	X	X	X	X	X	X	X	14%
Help document collections, artefacts, records, etc.	X	X	X	X	X	X	X	X	X	X	X	21%
Introduce new voices and perspectives or reinterpret exhibits, collections, artifacts, and records	X	X	X	X	X	X	X	X	X	X	X	7%
Enhance public and educator program development to better meet community needs	X	X	X	X	X	X	X	X	X	X	X	43%
Create learning experiences directed at the communities you serve	X	X	X	X	X	X	X	X	X	X	X	86%
Exploring ways of engaging with wider audiences within the communities you serve	X	X	X	X	X	X	X	X	X	X	X	71%
Host community events and/or festivals celebrating diverse cultural heritage	X	X	X	X	X	X	X	X	X	X	X	43%
Other	X	X	X	X	X	X	X	X	X	X	X	7%
Don't know	X	X	X	X	X	X	X	X	X	X	X	0%
Doesn't apply	X	X	X	X	X	X	X	X	X	X	X	0%

Zoos and botanical gardens: Buildings and capital infrastructure profile, 2025

TABLE 106. CURRENT OVERALL PHYSICAL CONDITION OF BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE OF NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Very poor: facilities are unfit for sustained service.	X	X	X	X	X	X	X	X	X	X	X	0%
Poor: facilities are approaching end of service life	X	X	X	X	X	X	X	X	X	X	X	7%
Fair: facilities require attention.	X	X	X	X	X	X	X	X	X	X	X	29%
Good: facilities are adequate.	X	X	X	X	X	X	X	X	X	X	X	36%
Very good: facilities are fit for the future.	X	X	X	X	X	X	X	X	X	X	X	21%
Don't know	X	X	X	X	X	X	X	X	X	X	X	0%
Does not apply	X	X	X	X	X	X	X	X	X	X	X	7%

TABLE 107. PLANNED INFRASTRUCTURE UPGRADES TO THE BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE WITHIN THE NEXT 3 YEARS AT NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Construction of a new facility or expansion to your existing facility	X	X	X	X	X	X	X	X	X	X	X	43%
Improvements to current facility (i.e. accessibility, storage, curatorial spaces, etc.)	X	X	X	X	X	X	X	X	X	X	X	64%
Improvements to facility's physical plant (i.e. HVAC, roofing, etc.)	X	X	X	X	X	X	X	X	X	X	X	43%
Improvements to facility to specifically enhance environmental sustainability (i.e. LED lighting, installing energy efficient products, etc.)	X	X	X	X	X	X	X	X	X	X	X	50%
Improvements in visitor experience (i.e. displays, exhibits, etc.)	X	X	X	X	X	X	X	X	X	X	X	71%
Other	X	X	X	X	X	X	X	X	X	X	X	14%
No, not planning to in the next 3 years	X	X	X	X	X	X	X	X	X	X	X	7%
Don't know	X	X	X	X	X	X	X	X	X	X	X	7%
Doesn't apply	X	X	X	X	X	X	X	X	X	X	X	14%

TABLE 108. LAST TIME BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE UNDERWENT A SIGNIFICANT RENOVATION, IMPROVEMENT, EXPANSION, ETC., AT NOT-FOR-PROFIT ZOOS AND BOTANICAL GARDENS, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
In the past 2 years	X	X	X	X	X	X	X	X	X	X	X	29%
Between 3 and 5 years ago	X	X	X	X	X	X	X	X	X	X	X	14%
Between 6 and 10 years ago	X	X	X	X	X	X	X	X	X	X	X	14%
Between 11 and 15 years ago	X	X	X	X	X	X	X	X	X	X	X	21%
More than 15 years ago	X	X	X	X	X	X	X	X	X	X	X	0%
Don't know	X	X	X	X	X	X	X	X	X	X	X	0%
Does not apply	X	X	X	X	X	X	X	X	X	X	X	21%

All heritage institutions: Revenue and expenditure profile, 2023

TABLE 109. REVENUE AND EXPENDITURE SUMMARY PROFILE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Unearned revenues	\$29,169	\$6,939	\$79,340	\$39,680	\$692,976	\$625,092	\$101,961	\$53,794	\$226,839	\$192,788	\$26,850	\$2,075,427
Earned revenues	\$16,714	\$2,951	\$26,613	\$24,771	\$192,827	\$335,114	\$65,845	\$30,264	\$182,526	\$119,658	\$5,248	\$1,002,530
Total revenues	\$45,882	\$9,891	\$105,953	\$64,451	\$885,803	\$960,206	\$167,806	\$84,057	\$409,364	\$312,446	\$32,098	\$3,077,957
Total Expenditures	\$43,372	\$9,306	\$104,064	\$48,954	\$870,074	\$948,960	\$181,214	\$93,981	\$303,761	\$246,657	\$29,281	\$2,879,623
Profit margin (percent)	5.5%	5.9%	1.8%	24.0%	1.8%	1.2%	-8.0%	-11.8%	25.8%	21.1%	8.8%	6.4%

TABLE 110. UNEARNED REVENUE PROFILE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Federal government	\$8,989	\$1,264	\$47,900	\$7,916	\$303,227	\$188,756	\$36,211	\$8,590	\$21,470	\$31,527	\$10,337	\$666,187
Provincial government	\$15,728	\$4,815	\$24,022	\$20,087	\$226,272	\$185,272	\$18,148	\$20,753	\$80,472	\$66,514	\$15,169	\$677,251
Local government	\$1,476	\$688	\$1,329	\$7,006	\$56,613	\$80,789	\$22,834	\$14,188	\$70,222	\$33,967	\$552	\$289,665
Donations tax received	\$1,542	\$65	\$2,035	\$2,011	\$40,848	\$85,878	\$9,448	\$4,602	\$26,650	\$27,402	\$324	\$200,805
Donations non-tax received	\$439	\$44	\$2,303	\$1,120	\$10,985	\$11,233	\$7,005	\$1,065	\$6,350	\$7,267	\$323	\$48,134
Donations from other charities	\$391	\$3	\$668	\$293	\$45,521	\$51,829	\$6,053	\$3,113	\$8,909	\$12,776	\$58	\$129,615
Interest/investment	\$603	\$60	\$1,083	\$1,246	\$9,509	\$21,335	\$2,262	\$1,484	\$12,766	\$13,334	\$88	\$63,771
Total unearned revenues	\$29,169	\$6,939	\$79,340	\$39,680	\$692,976	\$625,092	\$101,961	\$53,794	\$226,839	\$192,788	\$26,850	\$2,075,427

TABLE 111. EARNED REVENUE PROFILE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Gross income from rental of facilities	\$647	\$26	\$1,418	\$932	\$5,041	\$19,786	\$1,847	\$1,850	\$6,449	\$6,846	\$499	\$45,341
Membership fees	\$136	\$3	\$568	\$197	\$10,749	\$15,603	\$4,310	\$846	\$12,085	\$5,036	\$33	\$49,566
Admission fees	\$3,803	\$1,036	\$8,062	\$3,733	\$74,122	\$90,257	\$17,439	\$3,676	\$80,137	\$43,778	\$877	\$326,919
Public programs fees	\$502	\$31	\$1,947	\$869	\$12,657	\$22,678	\$2,360	\$1,808	\$11,201	\$10,513	\$330	\$64,897
Fundraising	\$1,041	\$271	\$2,765	\$564	\$2,176	\$18,326	\$3,689	\$6,564	\$6,715	\$10,578	\$183	\$52,871
Sales of goods and services	\$9,322	\$1,194	\$9,008	\$4,345	\$51,040	\$96,311	\$22,625	\$8,440	\$52,095	\$33,375	\$582	\$288,337
Other earned revenue	\$1,262	\$391	\$2,845	\$14,132	\$37,041	\$72,152	\$13,574	\$7,082	\$13,843	\$9,532	\$2,745	\$174,599
Total earned revenue	\$16,714	\$2,951	\$26,613	\$24,771	\$192,827	\$335,114	\$65,845	\$30,264	\$182,526	\$119,658	\$5,248	\$1,002,530

TABLE 112. EXPENSES PROFILE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2023 (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	Total (Canada 2023)
Advertising and promotion	\$910	\$52	\$1,508	\$647	\$16,013	\$20,881	\$1,951	\$1,476	\$6,818	\$7,987	\$390	\$58,634
Travel and vehicle	\$520	\$178	\$966	\$499	\$5,281	\$4,912	\$1,533	\$1,084	\$1,795	\$3,578	\$565	\$20,911
Interest and bank charges	\$258	\$23	\$553	\$442	\$17,445	\$5,417	\$1,356	\$329	\$6,276	\$2,675	\$92	\$34,867
Office supplies and expenses	\$544	\$73	\$1,247	\$744	\$11,921	\$25,415	\$4,209	\$1,610	\$4,314	\$6,142	\$451	\$56,672
Occupancy costs	\$5,518	\$649	\$9,579	\$6,212	\$95,710	\$96,208	\$15,063	\$8,493	\$23,078	\$16,526	\$1,963	\$278,997
Professional consulting fees	\$1,061	\$116	\$6,834	\$2,272	\$61,236	\$28,878	\$3,702	\$3,482	\$9,067	\$12,942	\$1,839	\$131,430
Training for staff and volunteers	\$41	\$2	\$148	\$47	\$729	\$2,130	\$1,386	\$245	\$1,088	\$698	\$40	\$6,553
All compensation wages and admin	\$19,778	\$5,885	\$48,748	\$22,861	\$398,579	\$414,284	\$64,075	\$40,339	\$138,875	\$121,750	\$15,948	\$1,291,120
FMV of Donated goods to charitable activities	\$36	\$0	\$146	\$0	\$18,389	\$39,212	\$357	\$954	\$2,146	\$865	\$4	\$62,109
Total cost of all purchased supplies	\$995	\$588	\$6,287	\$2,359	\$42,477	\$77,692	\$18,811	\$4,675	\$24,564	\$14,313	\$937	\$193,699
Amortization of capital assets	\$3,862	\$483	\$10,629	\$2,893	\$85,584	\$73,847	\$36,080	\$7,968	\$34,159	\$13,910	\$2,258	\$271,672
Research grants and scholarships	\$7	\$1	\$37	\$5	\$343	\$250	\$116	\$37	\$34	\$209	\$0	\$1,038
Other operating expenditures	\$9,843	\$1,256	\$17,383	\$9,973	\$116,367	\$159,834	\$32,576	\$23,289	\$51,546	\$45,061	\$4,793	\$471,921
Total expenditures	\$43,372	\$9,306	\$104,064	\$48,954	\$870,074	\$948,960	\$181,214	\$93,981	\$303,761	\$246,657	\$29,281	\$2,879,623

All heritage institutions: Provincial industry characteristics profile, 2023

TABLE 113. EMPLOYMENT CHARACTERISTICS OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Full-time employees (FT)	224	39	465	306	4,532	4,015	722	463	1,477	1,385	157	13,785
Part-time employees (PT)	1,023	154	1,178	634	4,212	4,830	1,614	743	2,864	2,048	254	19,554
Contract workers	108	12	65	60	574	1,118	197	364	305	492	36	3,331
Number of volunteers	1,794	175	3,675	2,032	6,822	25,756	10,409	6,644	10,913	12,409	221	80,851
Hours worked by all volunteers	78,057	3,038	177,969	102,916	474,755	1,492,007	382,387	202,319	616,762	853,822	3,707	4,387,740

TABLE 114. ATTENDANCE CHARACTERISTICS OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Visits	943,538	337,542	2,878,830	630,484	24,240,279	16,169,377	3,077,832	2,330,449	8,800,484	7,370,560	508,961	67,288,336
# of Online visits	1,433,944	203,503	8,784,388	3,871,537	57,742,615	160,890,860	12,820,752	4,178,258	16,326,746	47,179,612	161,986	313,594,199
# of School groups	837	X	2,361	1,402	27,390	36,895	6,941	9,207	13,585	13,499	1,510	113,660
# of Members	7,082	X	17,070	6,074	319,131	558,496	56,861	20,032	251,079	217,781	3,126	1,456,753
# of Research requests	11,689	932	32,245	14,481	587,084	282,749	16,976	11,078	22,973	83,309	3,502	1,067,016

TABLE 115. EXHIBITIONS CHARACTERISTICS OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of Permanent exhibitions	1,084	25	1,053	599	903	4,948	1,333	1,952	2,243	2,152	149	16,441
# of Exhibitions created	124	15	364	232	1,054	3,439	366	915	1,086	1,386	39	9,019
# of Exhibitions circulated	40	4	60	119	1,029	1,096	152	219	227	283	3	3,231
# of Online Exhibitions hosted	30	9	8,326	51	667	5,359	906	317	334	571	110	16,679

All heritage institutions: Educational programming - targeted audience, age group and participation profile, 2023

TABLE 116. PERCENTAGE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS THAT OFFER PROGRAMMING, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching	25%	X	17%	19%	19%	29%	16%	17%	22%	20%	X	22%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups	36%	X	34%	23%	26%	36%	28%	33%	35%	34%	X	33%
Craft making programs or workshops	50%	X	38%	26%	24%	53%	36%	39%	34%	34%	X	39%
Science programs, workshops, or labs	16%	X	11%	10%	19%	11%	8%	11%	15%	11%	X	13%
Field trips	11%	X	20%	10%	20%	37%	38%	30%	45%	41%	X	31%
Camps (i.e. day camps or overnight camps)	18%	X	19%	10%	18%	33%	10%	25%	19%	20%	X	22%
Genealogy research workshops	9%	X	16%	13%	8%	8%	6%	3%	9%	4%	X	8%
Lecture series or author events	34%	X	47%	48%	45%	54%	30%	28%	33%	54%	X	45%
Behind the scenes exhibit/ archives tours, etc.	41%	X	45%	52%	44%	53%	50%	42%	43%	53%	X	48%
Professional development workshops for educators, educational material, etc.	14%	X	16%	16%	15%	22%	22%	20%	17%	23%	X	19%
Other	32%	X	13%	13%	33%	19%	30%	34%	25%	20%	X	24%
Don't know	0%	X	0%	3%	0%	2%	0%	3%	3%	5%	X	2%
Does not apply - no programming	20%	X	9%	13%	14%	9%	10%	8%	8%	8%	X	10%

TABLE 117. PERCENTAGE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS THAT OFFER PROGRAMMING TAILORED SPECIFICALLY FOR THE GENERAL PUBLIC OR FOR EDUCATORS AND SCHOOL CURRICULUMS, BY PROGRAM TYPE, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Painting/sculpting/sketching tailored for general public	25%	X	17%	19%	16%	26%	14%	14%	20%	19%	X	20%
Painting/sculpting/sketching tailored for educators	2%	X	0%	0%	9%	8%	4%	6%	4%	4%	X	6%
Painting/sculpting/sketching tailored for other	5%	X	0%	0%	7%	4%	4%	5%	5%	2%	X	4%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for general public	36%	X	31%	19%	24%	32%	26%	23%	29%	28%	X	28%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for educators	9%	X	2%	6%	9%	11%	6%	17%	14%	15%	X	11%
Cultural workshops on traditional knowledge and skills, including Indigenous, and all cultural groups tailored for other	14%	X	2%	0%	6%	5%	8%	9%	8%	5%	X	6%

Craft making programs or workshops tailored for general public	50%	X	34%	26%	22%	49%	32%	38%	31%	31%	X	36%
Craft making programs or workshops tailored for educators	11%	X	2%	0%	7%	10%	12%	11%	8%	8%	X	8%
Craft making programs or workshops tailored for other	9%	X	3%	0%	4%	7%	6%	3%	5%	2%	X	5%
Science programs, workshops, or labs tailored for general public	16%	X	8%	10%	13%	8%	8%	9%	9%	7%	X	9%
Science programs, workshops, or labs tailored for educators	11%	X	3%	3%	12%	5%	0%	6%	8%	8%	X	7%
Science programs, workshops, or labs tailored for other	2%	X	0%	0%	3%	2%	0%	2%	3%	3%	X	2%
Field trips tailored for general public	0%	X	14%	3%	17%	10%	10%	14%	14%	12%	X	11%
Field trips tailored for educators	9%	X	9%	10%	8%	30%	32%	19%	33%	31%	X	23%
Field trips tailored for other	2%	X	0%	3%	2%	3%	4%	0%	10%	7%	X	4%
Camps (i.e. day camps or overnight camps) tailored for general public	14%	X	8%	6%	7%	26%	8%	22%	13%	13%	X	15%
Camps (i.e. day camps or overnight camps) tailored for educators	5%	X	2%	0%	6%	7%	0%	2%	5%	3%	X	4%
Camps (i.e. day camps or overnight camps) tailored for other	7%	X	11%	3%	8%	7%	2%	2%	6%	8%	X	6%
Genealogy research workshops tailored for general public	9%	X	14%	6%	8%	7%	2%	3%	7%	3%	X	7%
Genealogy research workshops tailored for educators	0%	X	2%	6%	1%	0%	0%	0%	0%	1%	X	1%
Genealogy research workshops tailored for other	0%	X	2%	0%	0%	2%	2%	0%	2%	1%	X	1%
Lecture series or author events tailored for general public	32%	X	41%	42%	44%	53%	28%	28%	31%	50%	X	43%
Lecture series or author events tailored for educators	5%	X	3%	6%	4%	4%	2%	6%	4%	3%	X	4%
Lecture series or author events tailored for other	2%	X	3%	3%	4%	4%	10%	8%	8%	7%	X	5%
Behind the scenes exhibit/ archives tours, etc. tailored for general public	32%	X	33%	39%	33%	43%	36%	33%	35%	39%	X	37%
Behind the scenes exhibit/ archives tours, etc. tailored for educators	14%	X	16%	19%	18%	11%	10%	9%	9%	12%	X	13%
Behind the scenes exhibit/ archives tours, etc. tailored for other	23%	X	9%	6%	11%	13%	16%	9%	20%	18%	X	14%
Professional development workshops for educators, educational material, etc. tailored for general public	7%	X	5%	6%	3%	5%	2%	6%	8%	2%	X	5%
Professional development workshops for educators, educational material, etc. tailored for educators	11%	X	9%	10%	13%	16%	18%	9%	10%	19%	X	14%
Professional development workshops for educators, educational material, etc. tailored for other	7%	X	3%	0%	2%	6%	2%	6%	6%	4%	X	4%

TABLE 118. PERCENTAGE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS THAT OFFER PROGRAMMING TAILORED FOR THE GENERAL PUBLIC, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	48%	X	58%	X	51%	60%	46%	63%	54%	56%	X	55%
Youth (13 to 17 yrs old)	48%	X	69%	X	55%	59%	56%	59%	57%	58%	X	58%
Adults (18 to 59 yrs old)	66%	X	80%	X	74%	75%	62%	69%	67%	75%	X	72%
Seniors (60+ yrs old)	70%	X	73%	X	65%	67%	56%	66%	67%	65%	X	66%
Don't know	0%	X	2%	X	0%	0%	0%	2%	0%	0%	X	0%
Doesn't apply	14%	X	3%	X	5%	6%	12%	8%	9%	8%	X	7%

TABLE 119. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR THE GENERAL PUBLIC AT NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	48,581	X	119,011	X	1,285,838	3,589,715	165,190	328,257	750,424	680,966	X	7,064,013
# of online virtual program visitors	1,245	X	168	X	852,568	477,880	5,710	6,326	33,842	71,143	X	1,454,799

TABLE 120. PERCENTAGE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS THAT OFFER PROGRAMMING TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS, BY TARGETED AUDIENCE AGE GROUP(S), BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Children (12 yrs old and under)	30%	X	31%	X	40%	45%	40%	38%	47%	42%	X	40%
Youth (13 to 17 yrs old)	32%	X	25%	X	31%	37%	40%	28%	32%	40%	X	34%
Adults (18 to 59 yrs old)	7%	X	9%	X	13%	12%	8%	11%	7%	14%	X	11%
Seniors (60+ yrs old)	2%	X	5%	X	2%	4%	4%	3%	3%	3%	X	3%
Don't know	0%	X	0%	X	1%	0%	0%	0%	0%	1%	X	0%
Doesn't apply	14%	X	3%	X	7%	6%	8%	8%	10%	6%	X	7%

TABLE 121. NUMBER OF VISITORS WHO PARTICIPATED IN PROGRAMS TAILORED FOR EDUCATORS AND SCHOOL CURRICULUMS AT NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
# of in-person program visitors	X	X	4,185	X	54,502	226,573	8,463	X	41,362	18,878	X	377,073
# of online virtual program visitors	X	X	1,375	X	123,334	31,138	680	X	7,535	8,130	X	172,587

All heritage institutions: Community partnerships and outreach activities profile, 2023

TABLE 122. PERCENTAGE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS PARTNERING/NETWORKING WITH OTHER ORGANIZATIONS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Community association	52%	X	70%	71%	46%	60%	47%	49%	58%	66%	56%	58%
Other museum/heritage institution	57%	X	75%	71%	71%	68%	49%	60%	62%	68%	67%	66%
Academic institution	48%	X	45%	52%	54%	51%	43%	41%	44%	50%	44%	49%
Business or commercial enterprise	25%	X	28%	16%	31%	31%	29%	25%	28%	28%	22%	28%
Tourism organization	61%	X	52%	42%	46%	40%	43%	37%	40%	50%	33%	44%
Other	16%	X	13%	16%	17%	18%	6%	25%	22%	11%	11%	17%
No, have not partnered nor networked	2%	X	5%	6%	6%	5%	16%	10%	4%	5%	11%	6%
Don't know	2%	X	3%	0%	2%	2%	6%	0%	2%	3%	11%	2%
Does not apply	5%	X	2%	0%	2%	3%	6%	2%	2%	3%	0%	3%

TABLE 123. PERCENTAGE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS UNDERTAKING COMMUNITY OUTREACH PROJECTS, BY PROVINCE AND TERRITORY, 2023

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2023)
Co-create exhibit development	14%	X	28%	39%	38%	41%	24%	21%	32%	39%	22%	34%
Help document collections, artefacts, records, etc.	41%	X	36%	39%	35%	33%	39%	35%	38%	41%	11%	36%
Introduce new voices and perspectives or reinterpret exhibits, collections, artifacts, and records	23%	X	36%	26%	31%	42%	31%	19%	31%	35%	44%	33%
Enhance public and educator program development to better meet community needs	32%	X	22%	35%	38%	40%	29%	35%	42%	42%	11%	37%
Create learning experiences directed at the communities you serve	45%	X	53%	48%	52%	58%	49%	46%	47%	56%	33%	52%
Exploring ways of engaging with wider audiences within the communities you serve	55%	X	52%	68%	42%	61%	51%	51%	57%	55%	22%	54%
Host community events and/or festivals celebrating diverse cultural heritage	48%	X	64%	61%	45%	57%	55%	59%	60%	59%	33%	56%
Other	14%	X	3%	10%	6%	6%	4%	8%	5%	8%	0%	6%
Don't know	2%	X	3%	0%	4%	3%	4%	2%	2%	3%	0%	3%
Doesn't apply	18%	X	2%	0%	11%	6%	12%	6%	9%	8%	33%	8%

All heritage institutions: Buildings and capital infrastructure profile, 2025

TABLE 124. CURRENT OVERALL PHYSICAL CONDITION OF BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE OF NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Very poor: facilities are unfit for sustained service.	0%	X	0%	3%	3%	3%	2%	3%	0%	3%	X	2%
Poor: facilities are approaching end of service life	7%	X	6%	3%	7%	6%	6%	8%	4%	9%	X	7%
Fair: facilities require attention.	43%	X	34%	39%	39%	31%	37%	35%	38%	38%	X	36%
Good: facilities are adequate.	30%	X	44%	29%	38%	42%	27%	32%	38%	28%	X	36%
Very good: facilities are fit for the future.	20%	X	13%	23%	9%	16%	27%	19%	18%	17%	X	17%
Don't know	0%	X	2%	0%	0%	0%	0%	0%	1%	1%	X	0%
Does not apply	0%	X	2%	3%	3%	2%	2%	3%	1%	3%	X	2%

TABLE 125. PLANNED INFRASTRUCTURE UPGRADES TO THE BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE WITHIN THE NEXT 3 YEARS AT NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
Construction of a new facility or expansion to your existing facility	11%	X	14%	13%	13%	16%	20%	11%	23%	16%	X	16%
Improvements to current facility (i.e. accessibility, storage, curatorial spaces, etc.)	34%	X	50%	39%	40%	41%	39%	37%	46%	43%	X	41%
Improvements to facility's physical plant (i.e. HVAC, roofing, etc.)	43%	X	36%	39%	38%	39%	24%	38%	34%	26%	X	35%
Improvements to facility to specifically enhance environmental sustainability (i.e. LED lighting, installing energy efficient products, etc.)	32%	X	33%	19%	28%	28%	35%	19%	28%	25%	X	27%
Improvements in visitor experience (i.e. displays, exhibits, etc.)	48%	X	53%	35%	39%	50%	61%	46%	55%	45%	X	48%
Other	14%	X	8%	13%	11%	9%	18%	17%	8%	14%	X	11%
No, not planning to in the next 3 years	23%	X	6%	6%	22%	18%	12%	19%	15%	17%	X	17%
Don't know	0%	X	6%	6%	3%	7%	0%	2%	3%	5%	X	4%
Doesn't apply	2%	X	6%	6%	4%	4%	6%	3%	2%	3%	X	4%

TABLE 126. LAST TIME BUILDING(S) AND/OR CAPITAL INFRASTRUCTURE UNDERWENT A SIGNIFICANT RENOVATION, IMPROVEMENT, EXPANSION, ETC., AT NOT-FOR-PROFIT (ALL) HERITAGE INSTITUTIONS, BY PROVINCE AND TERRITORY, 2025

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories	Total (Canada 2025)
In the past 2 years	18%	X	20%	23%	24%	28%	27%	32%	31%	22%	X	26%
Between 3 and 5 years ago	30%	X	28%	16%	14%	12%	12%	17%	12%	16%	X	16%
Between 6 and 10 years ago	18%	X	17%	19%	15%	16%	14%	13%	18%	17%	X	16%
Between 11 and 15 years ago	14%	X	8%	6%	15%	12%	0%	8%	10%	11%	X	10%
More than 15 years ago	16%	X	16%	29%	23%	20%	37%	22%	18%	22%	X	22%
Don't know	5%	X	5%	3%	4%	8%	8%	5%	6%	4%	X	6%
Does not apply	0%	X	6%	3%	5%	4%	2%	3%	4%	7%	X	4%

Data sources, methods and definitions

Reference period

The 2023 calendar year or in some cases the corresponding 12-month fiscal period for 2023-24, depending on the method of operation by the institution surveyed. The reference period for Buildings and capital infrastructure data is the 2025 calendar year.

Collection period

March 9, 2025, to March 25, 2025.

Description

The survey collects financial and operating data required to gain a better understanding of not-for-profit heritage institutions in Canada and to help develop national and regional policies and programs.

This data is aggregated to produce official estimates of the national and provincial economic production along with the cultural civic role of all heritage institutions in Canada. Data from the Government of Canada Survey of Heritage Institutions, together with revenue and expenditure data from the Canada Revenue Agency, contributes to the accurate measurement of national and provincial economic and social activities.

Target population

The target population consists of not-for-profit establishments classified as heritage institutions in accordance with the definition of North American Industry Classification System (NAICS). Institutions surveyed include archives (519122), non-commercial art museums and galleries, (712111), history and science museums (712115), other museums (712119), historic and heritage sites (712120), as well as zoos and botanical gardens (712130).

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

Data sources

The Government of Canada Survey of Heritage Institutions data comes primarily from two sources.

1. Revenues, expenditures and heritage sector characteristics data (i.e. visits, employment numbers, research requests, etc.) from an online survey administered by the Department of Canadian Heritage;
2. Revenues and expenditures data from the Canada Revenue Agency's Registered Charity Information Return (T3010 information return).

Sampling

This is a sample survey with a cross sectional design. A cross sectional design is aimed at determining certain attributes at a particular point in time. In this case it is for heritage institutions in 2023. For buildings and capital infrastructure data, it is for 2025.

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 the reference period was 2,334 institutions.

The overall response rate from the emailed survey questionnaire was 39% (905 institutions).

Data captured through the Canadian Revenue Agency provided statistics on 1,425 institutions.

By merging the corresponding two sources, the Department of Canadian Heritage captured data on 1,834 institutions or 68% of the entire heritage sector (the entire heritage sector is comprised of approximately 2,700 institutions).

Revision of preliminary data

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

Error detection

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

Quality evaluation

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

Imputation

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

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

Estimation and weighting

The survey data is weighted by institution type, geographical location, and revenue bracket, and is combined with administrative data to produce final sector estimates. In instances where unweighted data is suppressed in provincial tables by institution type and is instead replaced with an “X”, the unweighted data will be included in the national total figures and the provincial total figures.

Data accuracy

All efforts are made to ensure that all stages of collection and dissemination are done accurately. However, the final estimates are unavoidably subject to a certain degree of error. Data can be affected by two types of error: sampling error and non-sampling error.

- **Non Sampling Error:** Includes coverage errors, such as when an institution in the sample is incorrectly excluded or included, or is duplicated in the sample. It also includes non-response error, such as the failure to obtain a response from some institutions because of absence, refusal, or some other reason, such as error caused by respondents intentionally or accidentally providing inaccurate responses, and processing error, such as errors that occur in the process of data collection, data entry, coding, editing and output.
- **Sampling Error:** Arises as a result of taking a sample from a population rather than using the whole population. It refers to the difference between the estimate derived from a sample survey and the 'true' value that would result if a census of the whole population were taken under the same conditions. As a general rule, the more people being surveyed (sample size), the smaller the sampling error will be.

Privacy

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

Definitions

Federal government revenue	Total revenue received or earned from the federal government grants, contributions, and contracts for goods, services and or facility operations.
Provincial/territorial government revenue	Total revenue received or earned from provincial/territorial government grants, contributions, and contracts for goods, services and or facility operations.
Local government revenue	Total revenue received or earned from municipal or regional government grants, contributions, and contracts for goods, services and or facility operations.
Donations tax receipted revenue	Total income from donations and gifts received during the fiscal period for which official donation receipts were issued.
Donations non-tax receipted revenue	Total income from all other donations and gifts for which official donation receipts were not issued.
Donations from other charities	The total amount of funds and value of property received from other registered charities.
Interest/investment revenue	Total interest and other investment income received or earned during the fiscal period (i.e. interest from bank accounts, investments, bonds, and dividends from shares).
Gross income from rental of facilities	Total income received or earned from renting land and buildings or leasing out surplus space.
Membership fees revenue	Total revenue received or earned from memberships, dues, and association fees.
Admission fees revenue	Total revenue earned from charging admission fees to the facility, site or particular event.
Public programs fees revenue	Total revenue earned from programming and educational services provided to the public.
Fundraising revenue	Total amount of all revenue received or earned from fundraising activities for which official donation receipts were not issued,

	including the amounts from activities carried out by third party fundraisers.
Sales of goods and services revenue	Total revenue received or earned from the sale of all goods and services to individuals or organizations, (i.e. gift shop sales, merchandise, retail, cafeteria, etc.).
Other earned revenue	Total of all other revenue received or earned that is not already included in the amounts above (i.e. goods and services tax/harmonized sales tax (GST/HST) and provincial sales tax (PST) rebates, income from the rental or leasing of any equipment or other resources, etc.).
Advertising and promotion expenditure	All amounts spent to draw attention to the institution/site and its activities, including advertising and promotion costs related to fundraising activities (i.e. seminars, presentation booths, publications, media promotion or advertising).
Travel and vehicle expenditure	Total amount paid or incurred for travel and vehicle expenses (i.e. travel and accommodation costs; vehicle costs such as gas, repairs, and upkeep; and lease payments).
Interest and bank charges expenditure	Total amount paid or incurred in interest and bank charges (i.e. the interest portion of mortgage payments, or loan payments).
Office supplies and expenses	Total amount paid or incurred for office supplies and expenses (i.e. postage, minor equipment and supply purchases, meeting expenses, etc.).
Occupancy costs	Total amount paid or incurred for occupancy costs (i.e. rent, mortgage payments, maintenance, repairs, utilities, taxes, and all other costs related to maintaining premises used by the institution).
Professional consulting fees expenditure	Total amount paid or incurred for professional and consulting services (i.e. curatorial, legal, accounting, fundraising services, etc.).

Training for staff and volunteers expenditure	Total amount paid or incurred for education and training of staff and volunteers (i.e. cost of courses, seminars, conferences, etc.).
All compensation wages and admin expenditure	Total amount paid or incurred for all compensation to employees in the fiscal period (i.e. full-time, part-time, seasonal, contract employees, health plans, pension plans, etc.).
FMV of donated goods to charitable activities expenditure	Total fair market value of all goods the charity received as donations and used in charitable activities.
Total cost of all purchased supplies	Total cost of all supplies and assets bought in the fiscal period.
Amortization of capital assets expenditure	Total amortization expense (depreciation) for the fiscal period for capitalized assets.
Research grants and scholarships expenditure	Total amount paid for research grants and scholarships.
Other operating expenditures	Total of all other expenditures that is not already included in the amounts above.
Full time employees	Paid employees who worked at least 30 hours per week all year.
Part time employees	Paid employees who do not meet the full-time definition.
Contract workers	Not an employee of the institution but is hired for a specific task or project.
Volunteer	A person who did any activities without pay on behalf of the organization, at least once.
Hours worked by volunteer	Hours volunteers gave of their time on behalf of the organization.
Visit	An in person visit (paid or unpaid) made to an organization or site.
Online visit	A virtual visit to the organization's website where at least one page has been loaded.
School groups	Organized trips by educational establishments (a group consists of approximately 50 students).

Member	An individual or business that has obtained a membership registration with the organization.
Permanent exhibitions	Exhibitions that are a main fixture of the institution or site, usually on display for an extended period of time (i.e. multiple years).
Exhibitions created	New exhibitions created during or for the specified calendar/fiscal period (including for the originating institution or for circulation to other institutions).
Exhibitions circulated	Exhibitions circulated by the surveyed institution during the specified calendar/fiscal period.
Research request	A request which requires data extraction from a database, record keeping system, catalogues, etc., for information.

Contact information

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