

GOVERNMENT OF CANADA SURVEY OF HERITAGE INSTITUTIONS: 2017

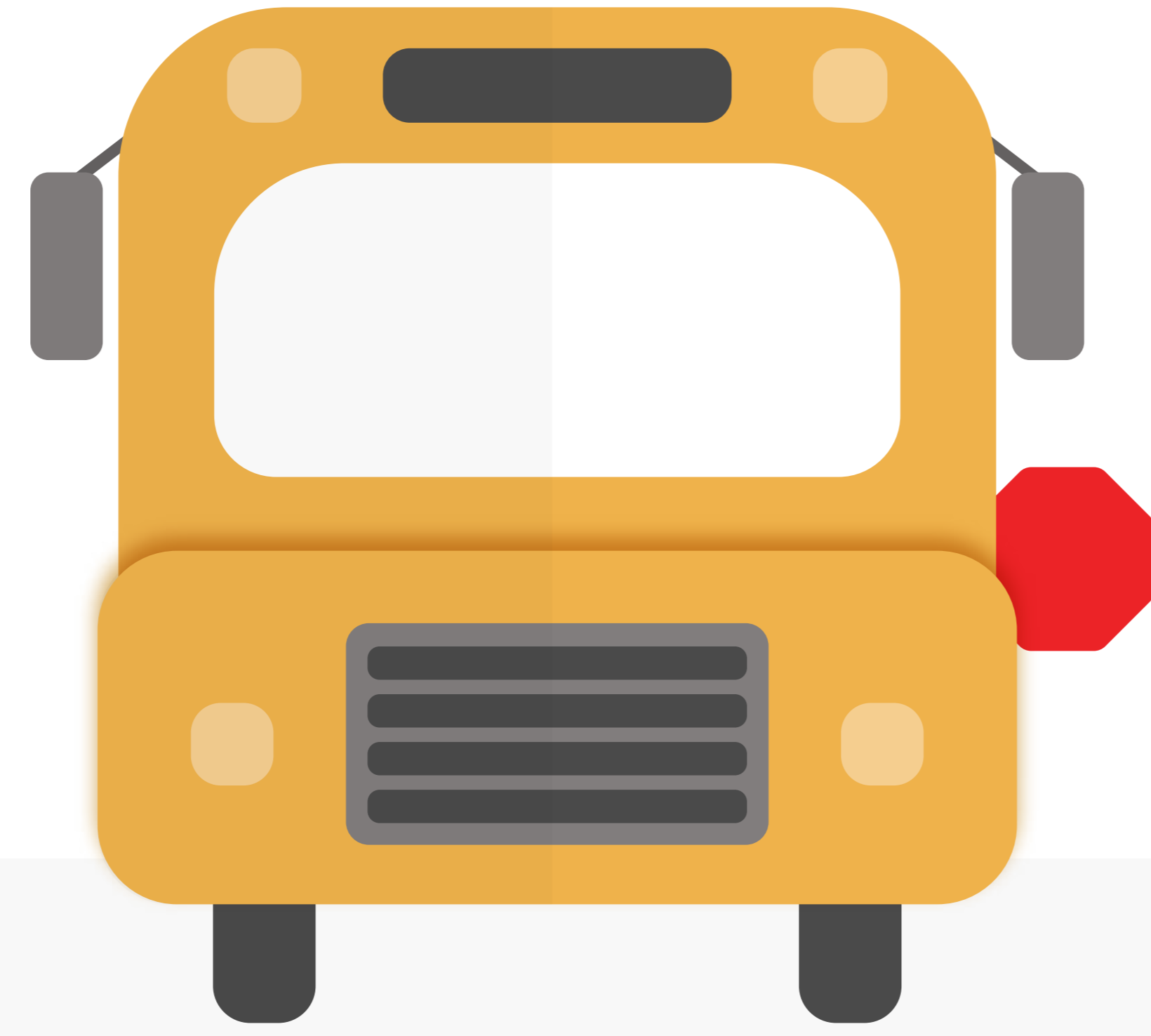
2015 Financial and operating data on not-for-profit heritage institutions, including museums, art galleries, archives, historic sites, zoos and botanical gardens

PHYSICAL VISITS

75.3 MILLION

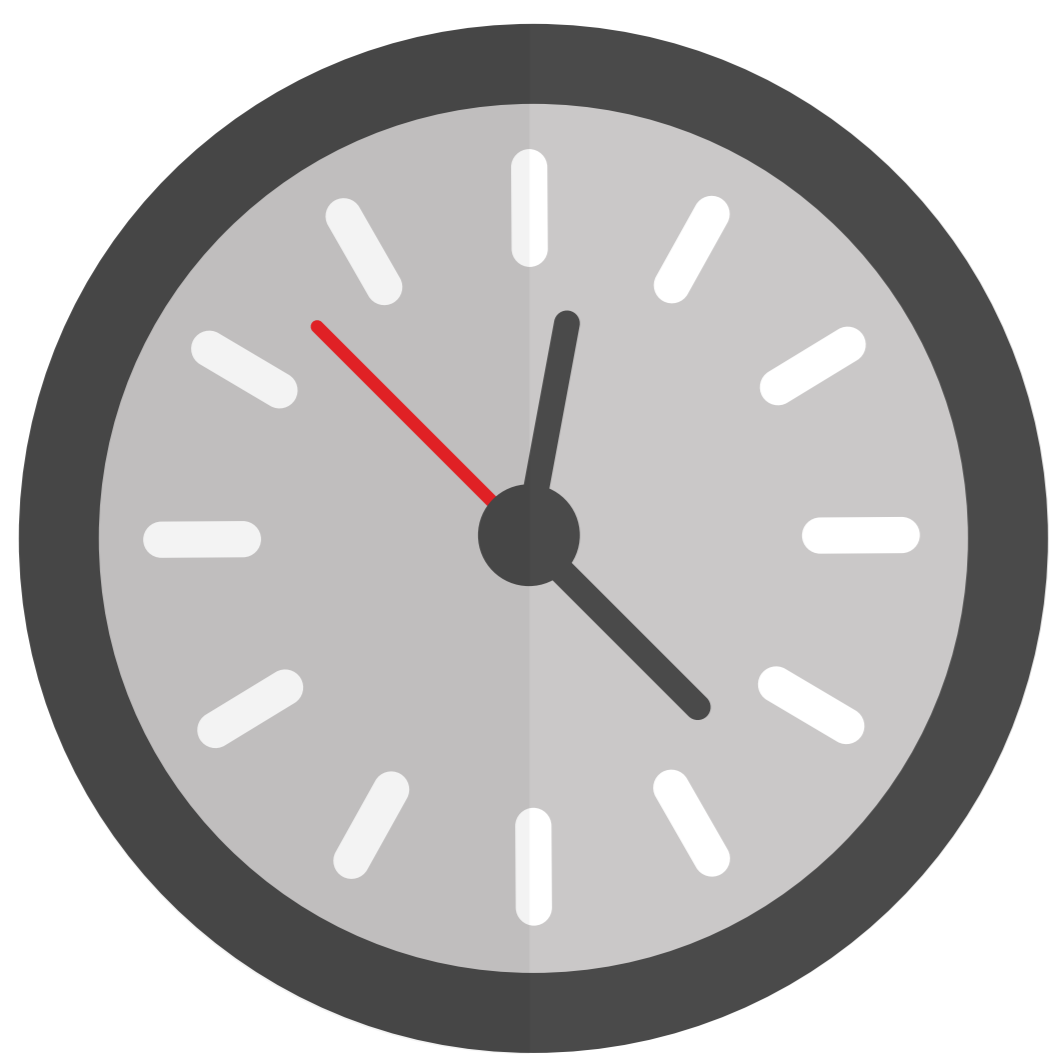
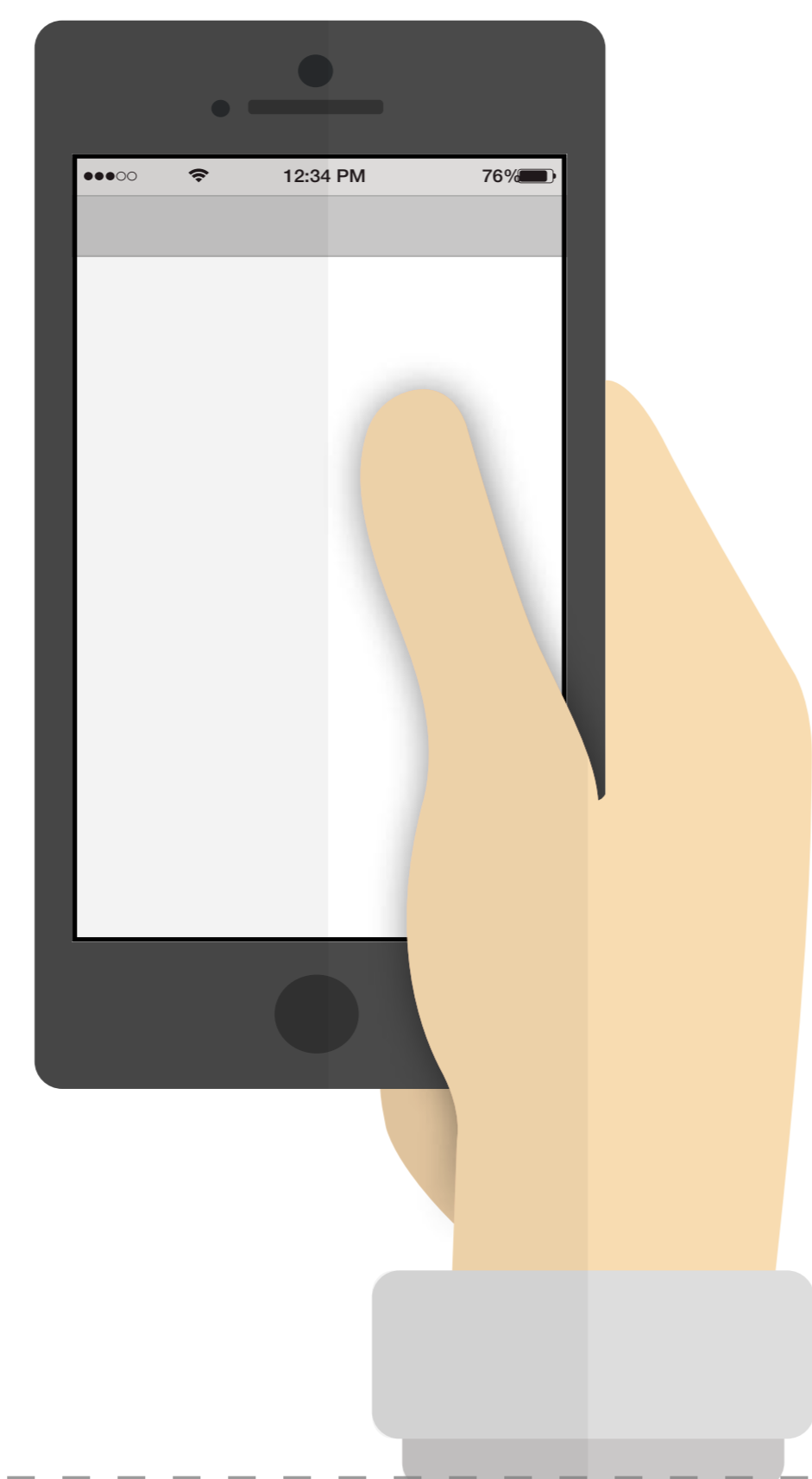
133,941 SCHOOL GROUPS

APPROXIMATELY 6.7 MILLION STUDENTS



ONLINE VISITS

203.1 MILLION



115,650 VOLUNTEERS
6.6 MILLION VOLUNTEER HOURS

THE EQUIVALENT OF 3,200 FULL-TIME JOBS!

EXHIBITIONS

15,046 PERMANENT EXHIBITIONS

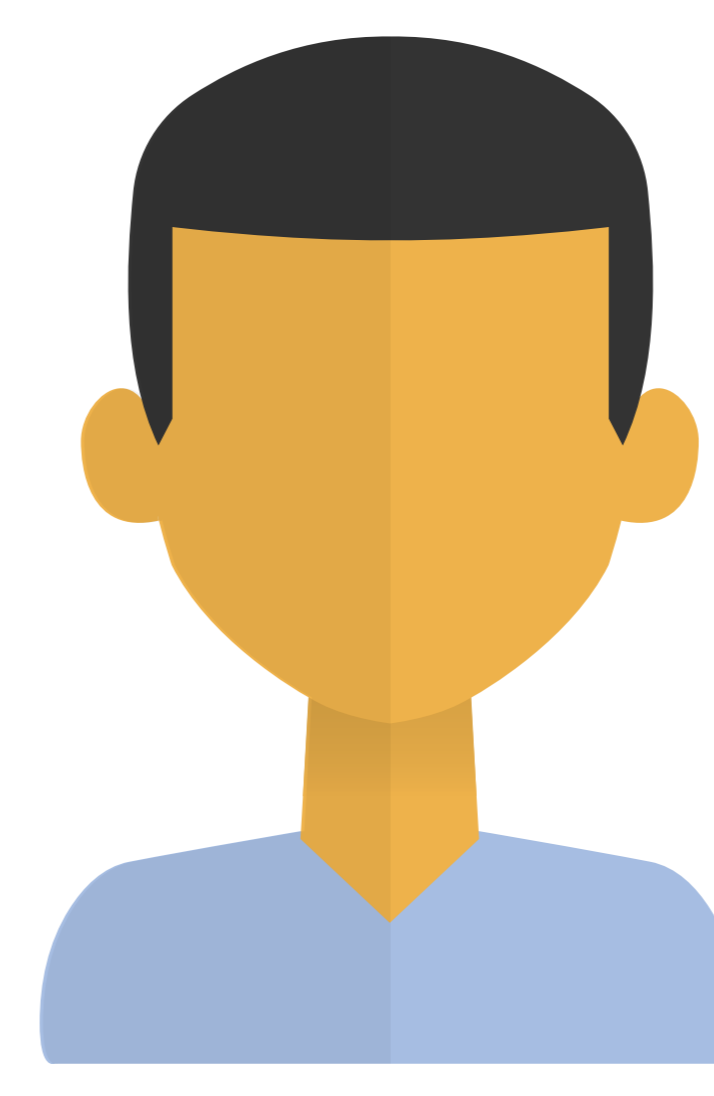
8,645 EXHIBITIONS CREATED

3,610 EXHIBITIONS CIRCULATED

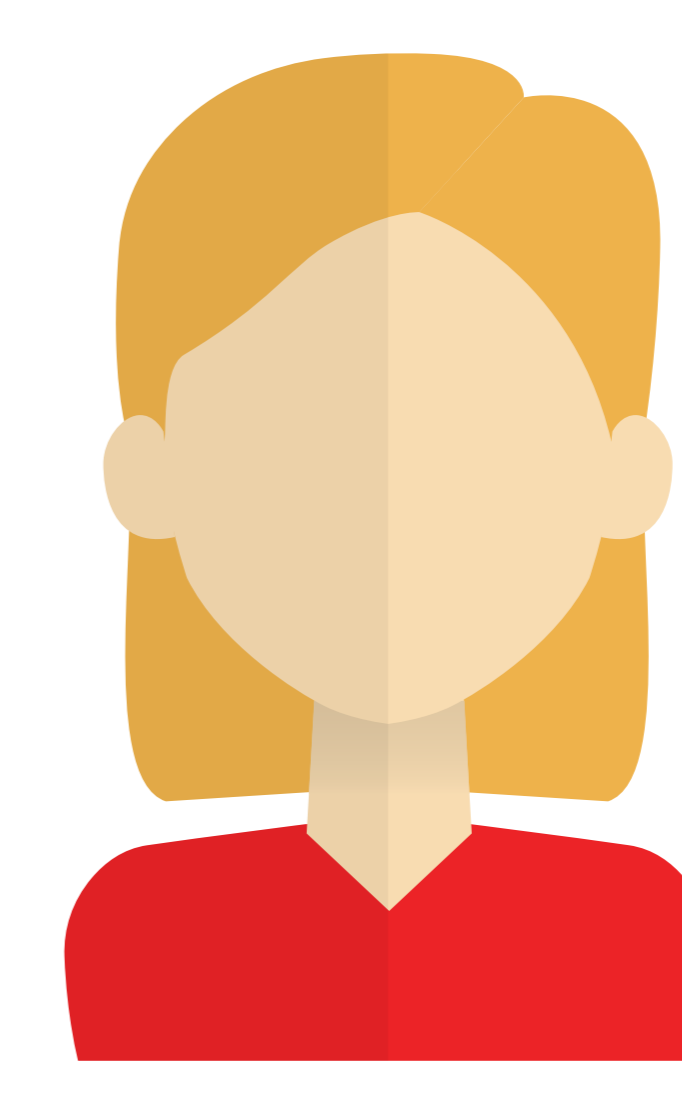
3,555 EXHIBITIONS ONLINE

HERITAGE WORKFORCE

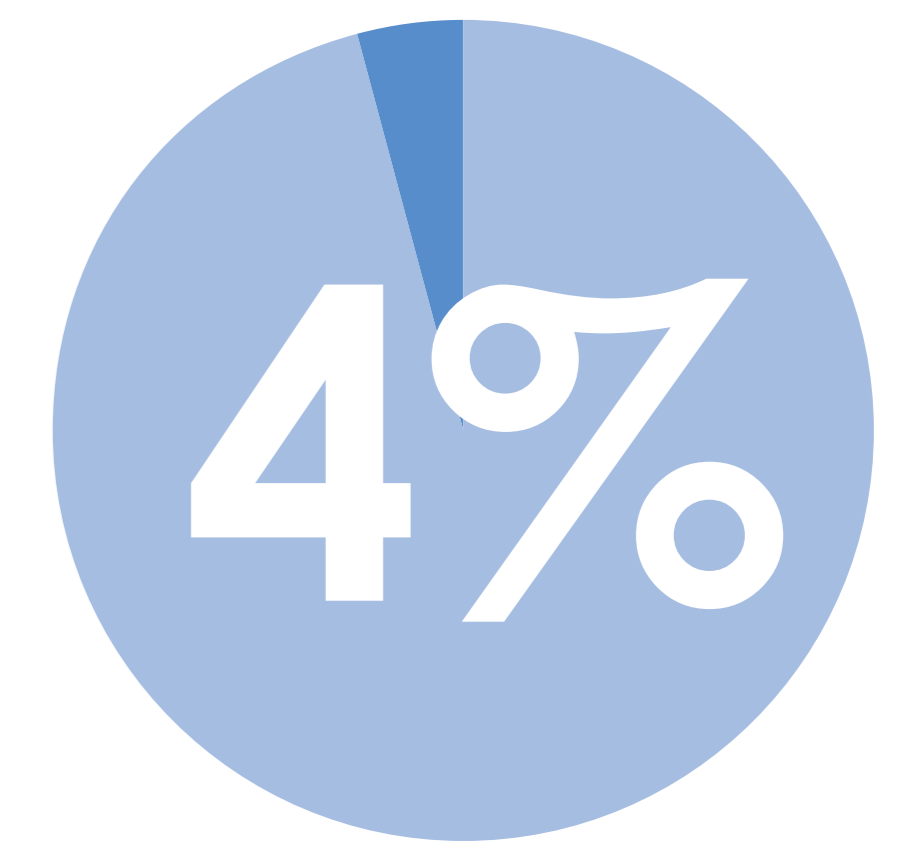
36,323 PAID WORKERS



34% MALE

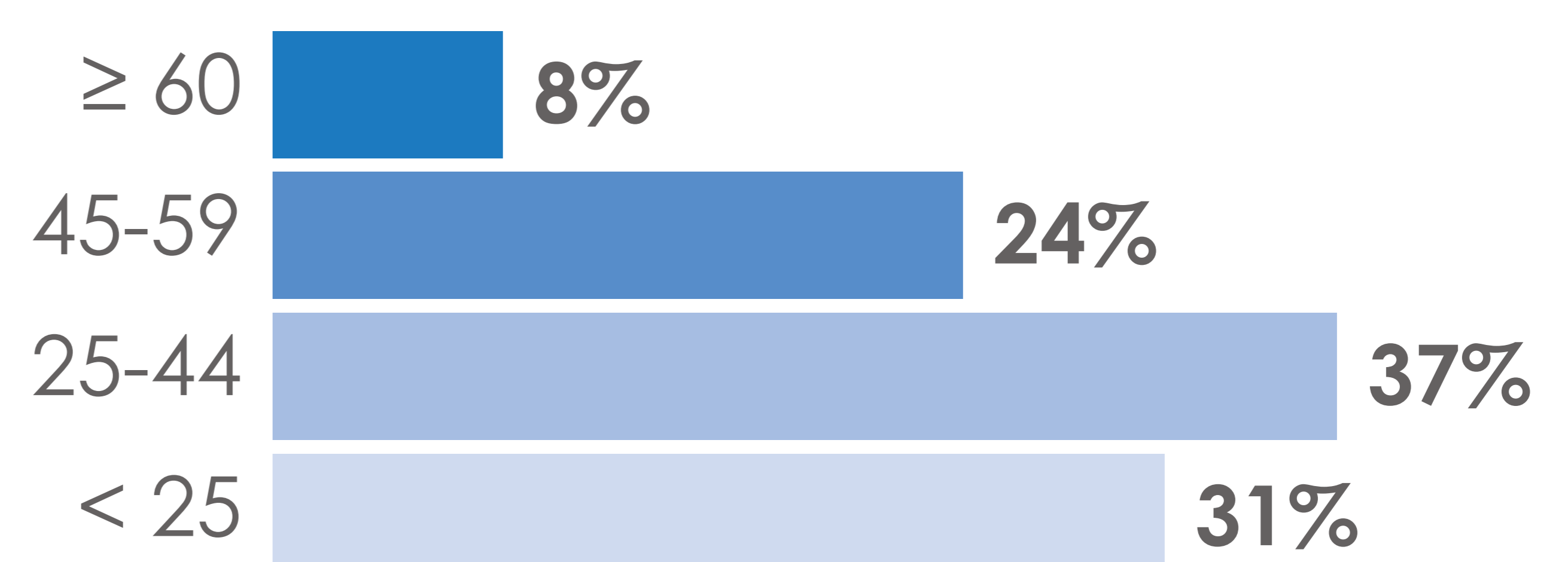


66% FEMALE



SELF-IDENTIFIED AS A VISIBLE MINORITY

AGE OF WORKFORCE



JOB/ROLE

Education/programming & engagement	17%
Administration/management	15%
Gift shop/catering	10%
Facilities maintenance & security	8%
Exhibitions/touring	8%
Archivist/librarian	6%
Curatorial/research or scientist	6%
Conservation/preservation	4%
Digital/IT	3%

24% PLAY MULTIPLE OR OTHER JOB ROLES

RESEARCH REQUESTS



1.2 MILLION

\$2.53 BILLION IN REVENUES

