



GLAM STUDY KEY MESSAGES

The key messages produced for this toolkit are the backbone to all of the tips and activities aimed at increasing awareness of the GLAM findings. Below, you will find general key messages as well as sector specific messages, some regional data and some useful information on how the GLAM sector compares to other sectors.

- To capture the value of galleries, libraries, archives, and museums (GLAMs), a national survey of 2,045 Canadian residents was conducted and the results were released in December 2019.
- The study was commissioned by the Ottawa Declaration Working Group; a consortium of stakeholders co-led by the Canadian Museums Association (CMA) and Library and Archives Canada (LAC).
- The study was conducted by Oxford Economics. The results showcase the incredible value and pride Canadians place in GLAMs. These institutions play a vital role in Canadian society.
- A key finding of this study is that users of these institutions would be willing to spend a total of \$4 billion more per year out of their own collective pocket to access them if required — a testament to just how much they value GLAMs. In fact, 96% of respondents surveyed for the study said that museums contribute to our quality of life.
- The value of GLAMs is strong even with those Canadians who don't visit them.
- When non-visitors over the past 12 months were asked the maximum amount they would pay each year as a donation to maintain all of Canada's non-profit GLAMs they stated they would support \$22 per year for museums, \$17 for galleries and libraries, and \$14 for archives – this represents an estimated \$2.2 billion.
- GLAM visits are associated with a number of important societal benefits including greater literacy, curiosity, innovation, knowledge and creativity, increased rates of volunteerism and a better sense of community.
- GLAMs contribute positively to overall health. In fact, GLAM users report overall health as 14% better than non-users.
- Canadians visit GLAMs in large numbers annually. In fact, GLAMs welcomed more than six times more annual visitors than National Hockey League teams did during the 2018-19 season (150 million vs. 22 million visitors).



Economic benefits

- Canada gains nearly \$8.6 billion a year in economic benefits, in addition to a myriad of social advantages, from the existence of non-profit galleries, libraries, archives and museums (GLAMs). This is comparable to the Canadian wine and grape industry (\$9.04 billion¹) and general aviation industry (\$9.3 billion²)
- For every dollar invested in galleries, libraries, archives, and museums, Canadian society gets nearly four dollars in benefits — a return that is on par with government investments in transportation infrastructure projects.
- Another way for users to interact directly with GLAMs is through their official websites, online catalogues and social media pages. The study pegged the value of these online visits at \$1.6 billion per year, and this was before the COVID-19 pandemic, during which time more museums than ever before have been offering virtual options for the public to engage with their collections.
- GLAMs generate significant educational benefits for Canada, including through school visits which provide children across the country with important learning opportunities. The value of these visits is estimated at \$3.1 billion.

Social benefits

- Canadian GLAMs receive in the region of 150 million visits every year, but they are much more than simply visitor attractions. They preserve and promote Canadian heritage domestically and around the globe, while providing access to resources for education, research, learning and artistic creation.
- The GLAM sector feeds the economy and innovation and forms an integral part of the fabric of our nation, benefiting Canadians of all ages, backgrounds and regions.
- The annual value to an average GLAM user is equivalent to \$1,440 in improved wellbeing (as measured through health effects). In other words, visiting GLAMs has the same wellbeing effect of receiving a monetary bonus of \$1,440 per year.

1 <http://www.canadianvintners.com/wp-content/uploads/2017/06/Canada-Economic-Impact-Report-2015.pdf>

2 <https://copanational.org/en/ga-economic-impact/>