

GALLERIES, LIBRARIES, ARCHIVES AND MUSEUMS
ARE OTHERWISE KNOWN AS THE *GLAM* SECTOR

VALUE OF GLAMS IN CANADA

Based on the study conducted by Oxford Economics using metrics commonly employed by cultural institutions, as well as the results of a national survey of more than 2,000 Canadians



\$8.6
BILLION/YEAR GAINS IN
ECONOMIC
BENEFITS



\$1,440
A YEAR
VALUE OF
IMPROVED HEALTH
AND WELL-BEING



\$3.1
BILLION/YEAR
VALUE OF
EDUCATIONAL
BENEFITS



\$1.6
BILLION/YEAR
VALUE OF
ONLINE VISITS OF
THE SECTOR



150
MILLION/YEAR
VISITS TO
CANADIAN
GLAMS



GLAM USERS REPORT
OVERALL HEALTH AS
14% BETTER THAN NON-USERS



FOR EVERY DOLLAR
INVESTED IN GLAMS,
SOCIETY GETS NEARLY
FOUR DOLLARS IN BENEFITS



GLAMS
USER

WILLING
TO INVEST

+\$4
BILLION/YEAR



GLAMS
NON
USER

PREPARED
TO CONTRIBUTE

\$2.2
BILLION/YEAR