

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

VALUE OF GALLERIES IN CANADA

A study commissioned by the Ottawa Declaration Working Group, co-led by Library and Archives Canada and the Canadian Museums Association, found that galleries contribute millions to the Canadian economy and societal well-being.

\$1.6B /// YEAR
IN ECONOMIC BENEFITS

\$435M /// YEAR
VALUE OF EDUCATIONAL BENEFITS

\$378M /// YEAR
VALUE OF GALLERIES ONLINE VISITS

GALLERY VISITORS HAVE A

35% HIGHER PROBABILITY
OF REPORTING VERY
GOOD/EXCELLENT **HEALTH**
THAN NON-VISITORS



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



 GALLERY
USER

WILLING TO INVEST

+\$615M /// YEAR

 GALLERY
NON-USER

PREPARED TO CONTRIBUTE

+\$536M /// YEAR

THE STUDY'S AIM WAS TO EXPLORE THE ECONOMIC AND SOCIAL IMPACTS OF GLAMS (GALLERIES, LIBRARIES, ARCHIVES, MUSEUMS) AND WAS 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.