

BACKGROUND INFORMATION VALUE STUDY DETAILS AND REQUESTED DATA TYPES

About the Ottawa Declaration:

The [Ottawa Declaration](#) is a commitment of Canadian [galleries](#), libraries, archives and museums (GLAM) to enhance collaboration, help develop innovative services and increase the visibility of the GLAM sector.

About the Study:

This is the first time that a study of this scope, covering the entire GLAM sector, has been conducted in Canada. The study analyzes the social and economic impacts of the sector on the basis of data provided by Canadian GLAMs as well as on the basis of a survey of the Canadian population. The Study, which will be released in the fall of 2019, was made possible thanks to the financial contributions of the Canadian Museums Association, Library and Archives Canada, Canadian Heritage, McConnell Foundation and Ms. Rosamund Ivey.

The research team:

Oxford Economics (OE) has an extensive expertise in cultural value assessment in North America and around the world, having undertaken an economic impact analysis for the American Alliance of Museums, as well as for the British Library.

Methodology:

The research team uses, among others, the "travel cost model". This measures how much time and money (in terms of transportation costs) people invest in accessing GLAMs, which gives an indication of how much people are willing to "sacrifice" to visit these institutions.

For this reason, Oxford Economics needs the postal code or the municipality of origin of the visitors (and not the members/cardholders). The researchers are ready to sign a confidentiality agreement with respect to user data. Alternatively, it would be acceptable to provide just the first three characters of the postal code, or the distances that visitors have travelled if you already have such data.

Additionally, data on student group visits and online use will be analysed to determine how much time users spend visiting GLAMs.

Types of data needed:

Below are more details on the types of data that the research team needs (*Please note that it is not necessary to provide all the different categories of data – only a part would be useful too*):

1. **Postal code and/or municipality of origin data for GLAM visitors*:**

- a) Visitor's postal code of origin (or just the first three characters)

or

- b) Municipality of origin of visitors;
- or
- c) Distances travelled to get to the institution;
 - d) Mode of transport to the establishment (if available).

* Please note that OE needs the postal codes/municipality of origin of visitors, and not cardholders.

2. Number of visits and entrance fees - the annual number of visits and the entrance fees charged (and whether these fees apply to all visitors or only to some of them).

3. Internet use - data on:

- a) the number of sessions/visits to the online sites;
- b) the average duration of sessions over a given period (for example, during one year or a quarter);
- c) the areas of the website that users have accessed (how many times and for how long).

Please specify whether these figures represent the *total number of visits* or the number of visits of *unique users*.

4. Social media - data on visits to the different platforms - number and duration of sessions.

5. Student group visits / Education: Statistics on the number of school group visits, average group size, level of education (primary, secondary, etc.), time spent in the institution (by group).

Time period covered: Ideally, the years 2017 or 2017-2018 or 2018, but you can provide statistics collected during another recent period. It is not essential that the different categories of data (e. g. in-person visits and online visits) cover the same period of time.

Ideally, the data provided should cover a full year, however three or six months is sufficient too. It is important to explain what is included in the numbers (for example, members or visitors; visits to one building or to several branches).

It is preferable to provide data over a typical period of time, i.e., not during renovations, relocations or major software changes, because usage may be lower than normal.

Sample size: Ideally, 500 users, but 300 is acceptable too.

Deadline: The research team needs the data by June 15th.