



ROLE AND VALUE OF MUSEUMS FACT SHEET

“Museums can be catalysts for change, especially in rural communities - they can play an economic, cultural, or social development role - sponsoring projects, partnering with other entities, and promoting a narrative for change.”
- Survey Respondent

Top two most valuable functions of museums:

- 1 Museums are places to educate people about history and the natural world.
- 2 The museum is a place to preserve history.

96% agree that the museum is a place to learn and be inspired

95% agree that the museum is a place to preserve and care for art and objects, and to tell their stories

93% agree that museums help them understand other cultures and communities

88% agree that museums give us information and perspective on important cultural and social issues

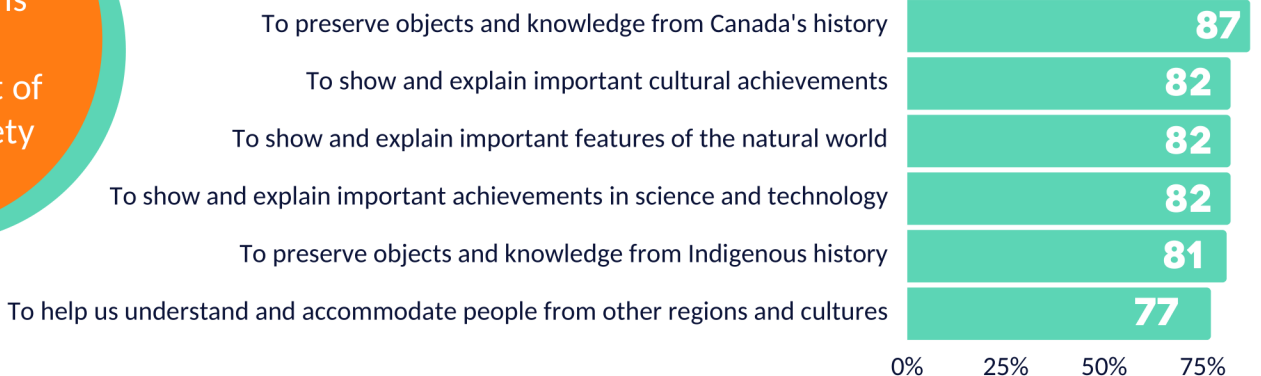
THE MUSEUM IS A...

- Place for family outings (89% agree)
- Safe space (88%)
- Community space (84%)
- Place for recreation (82%)
- Space to think or be alone (78%)
- Place for public gathering (75%)

“I like that museums are there even if I don't go. They do so much work caring for and preserving heritage, that I don't particularly need them all to provide a service for me in order for me to feel they are worthy.”
- Survey Respondent

3 IN 4
think museums are a very important part of Canadian society

The following functions that museums serve are important:



All data was collected as part of a 2021 national survey, *Museums for Me*, undertaken as part of *Reconsidering Museums*. For detailed information on questions and responses, see the *Museums For Me: Engaging Canadians on the Future of Museums - What We Heard* report.

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