



# MUSEUMS ACTIVATE FACT SHEET

**Museums encourage participation.** Museums are active and playful spaces, where visitor interaction and creativity are encouraged. Visitors should be encouraged to engage with perspectives at the museum, while also being inspired to contribute their own. A museum is also a school for the senses, where visitors can connect with their tactile, sensory, and emotional sides. Museums can surprise, delight, and astonish visitors by the many meanings, connections, and sensations they provoke.

**93%**

agree that museums spark curiosity, provoke wonder, and promote creativity and a 'love of learning'

**1 IN 3**

consider the programs available before planning a visit to the museum

**95%**

agree that museums give them personal enjoyment

"Museums need to be more pluralistic spaces that embody the dynamic tensions that we experience in our real, everyday lives."

- Survey Respondent

"Museums are experiential. It is not about the specific topic that I am learning about, it is about the (often social) experience of exploration, discovery, meaning-making, etc. I see museums as a place where people are given permission to think, engage with ideas, delight in the authentic, and make memories with friends or family."

- Survey Respondent

**50%**

agree that the museum should be progressive and teach us new ways of thinking

**2 IN 3**

agree that museum tours are important to their overall museum experience

**82%**

agree that museum learning programs (demonstrations, docent talks) are important to the overall museum experience

**79%**

agree that activities for children (interactive exhibitions, discovery programming, day-camps) are important to their overall museum experience

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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