



# MUSEUMS ADVOCATE FACT SHEET

**Museums take a stand.** Museums can be credible advocates for causes that are aligned with their values. By supporting mission-centric causes, museums can live out their values and effect meaningful social change in their communities.

**88%**

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

**2 IN 5**

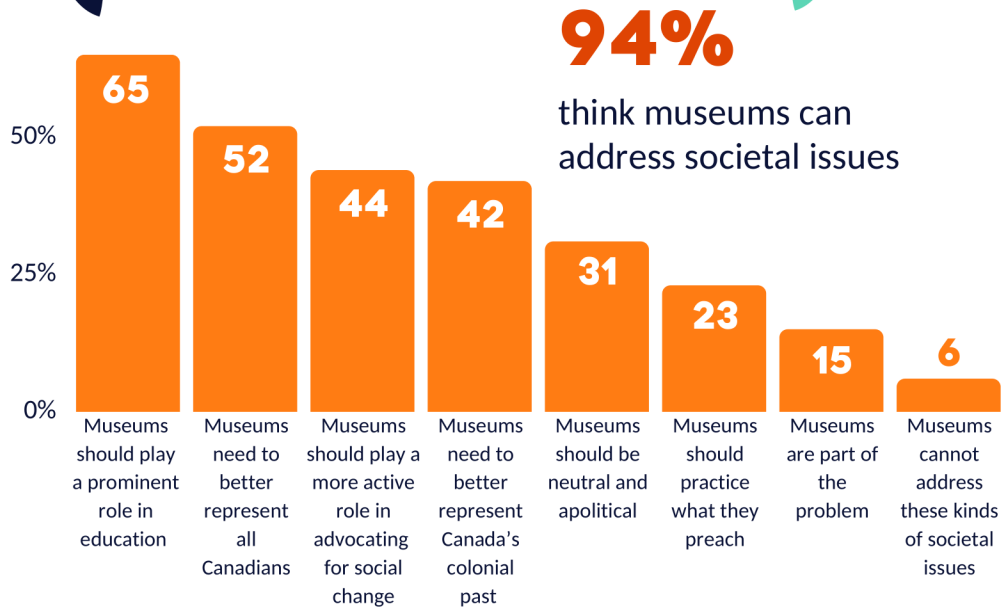
agree that museums should take a stand in their presentation of exhibits to challenge the status quo

## MUSEUMS HELP PEOPLE UNDERSTAND AND POSITIVELY ADDRESS...

- Inclusion and Accessibility (70% agree)
- Technological and digital advancement (68%)
- Indigenous Reconciliation (67%)
- Racial Injustice (63%)
- Globalization (62%)
- Gender Inequality (53%)
- Socio-Economic Inequalities (53%)
- Wellness, well-being, and mental health (53%)
- Climate Change (51%)
- Economic or employment uncertainty (32%)

“If local museums were less risk averse in their exhibitions, and more willing to tackle so-called controversial topics, they would feel more relevant.”  
- Survey Respondent

“[Museums] can be advocates for social change [...] Can be venues for community cohesion. Can have a much more profound educational mission.”  
- Survey Respondent



How can museums address societal issues?

“I am discouraged by the lack of inclination within museums and museum policy-makers and funders, to re-think museums as catalysts of change across the living culture. This would require the re-imagining of how museums operate, what they do and how they measure success and cultural impacts.”

- Survey Respondent

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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