



MUSEUMS AMPLIFY FACT SHEET

Museums provide a platform. As trusted public institutions, museums are in a position to amplify the voices of their community. By giving voice to and centering diverse community perspectives, museums can see themselves as conduits of ideas rather than the source. Representation of the community leads to increased community relevance.

93%

agree that museums help them understand other cultures and communities

YET ONLY...

57%

agree that museums tell stories that reflect my values and those of the community I live in

56%

agree that museums fulfil my cultural needs in their exhibitions, collections, and programs

54%

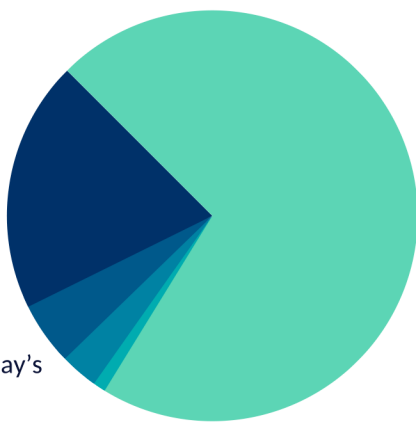
agree that museums reflect my interests in their exhibitions, collections and programs

"I'd view museums in a more positive light if they take their diversity, equity, and inclusion statements seriously, which means committing dollars and changing entrenched systems."

"I like visiting museums to see the results of work with outside groups that are not often given space within institutions like museums."
- Survey Respondents

Can museums help you learn about the world around you?

Yes. They reflect today's world and help you learn. 20%



Yes. They don't always reflect today's world, but they do help you learn. 72%

I'm not sure. 5%

No. They don't reflect today's world. 3%

No. They reflect today's world, but don't help you learn. 1%

Top two responses to "If _____, they would be more important to life":

1 museums told stories that are important to me

2 museums told stories that are important to different communities

"Museums need to confront their complacency in colonialism and change their practices to create space for minorities to feel safe, seen, and heard [...] Bring the Indigenous experience to the front - historic and contemporary. Bring the non-white experience to the front. Bring in the voices of LGBTQ+ to the front. Bring the youth in, bring the homeless in, bring [the] group that is missing in to tell their stories and share their perspectives [...] It would start conversations that need to happen in a safe and trusted space."
- 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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