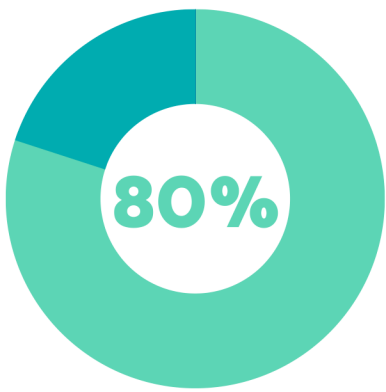




# MUSEUMS COMMUNICATE FACT SHEET

Museums have something to say. Canadians trust museums to tell the truth about our shared history. Museums are a place for dialogic learning where ideas are communicated openly with the goal of creating dialogue that leads to empathy and mutual understanding. Museums can be civic spaces for productive and respectful discourse at a time when seemingly irreconcilable points of view dominate our daily lives.



Museums are a highly credible source of information

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 me understand other cultures and communities

60%

think museums are experts in storytelling

“Museums are places for dialogue and places for informal education.”  
- Survey Respondent

## AN IMPORTANT FUNCTION OF THE MUSEUM IS TO SHOW AND EXPLAIN...

- Important cultural achievements (82% agree)
- Important achievements in science and technology (82%)
- Important features of the natural world (82%)

40%

Museums should provide **MORE** 'interpretation' on the material it presents

22%

Museums should provide **LESS** 'interpretation' on the material it presents

““Museums provide a place to use history to look at what is happening now, and to experience these truths (or to notice absences) in an environment that actually wants to hear everyone's thoughts and perspectives and create discussion around them.”

- 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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