Museums are enriching places. They share knowledge and beauty. Sure, we sometimes visit with our grandchildren. But mostly, we visit for us. Art and history museums are our favorites. They move us, and make us think.

\[Museums\] have inspired me to think about people—society—and man’s roles, responsibilities and opportunities in life. They have broadened my perspective and introduced me to things I would never have seen—which leads me to grow as a person and as a grandparent.

\[Museums\] have inspired me.

Such as:
- Multi-generational places for family time
- Places that encourage health and well-being
- Increasing social needs
- And more research with non-visitors to learn more about their needs and interests

Otherwise, you are missing a big opportunity to serve us and our communities more effectively. To really matter.

So do the math. We are actually under-served and with our growing population there are a lot more of us that could be museum-goers.

15% of population today are 65 or older
22% will be 65 or older by 2040

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