



2024 Annual Statistics Summary Report

For over 50 years, the *Annual Statistics Survey* has been an ongoing data collection effort aimed at providing an understanding of the structure, functions, and impacts of science engagement organizations around the world.

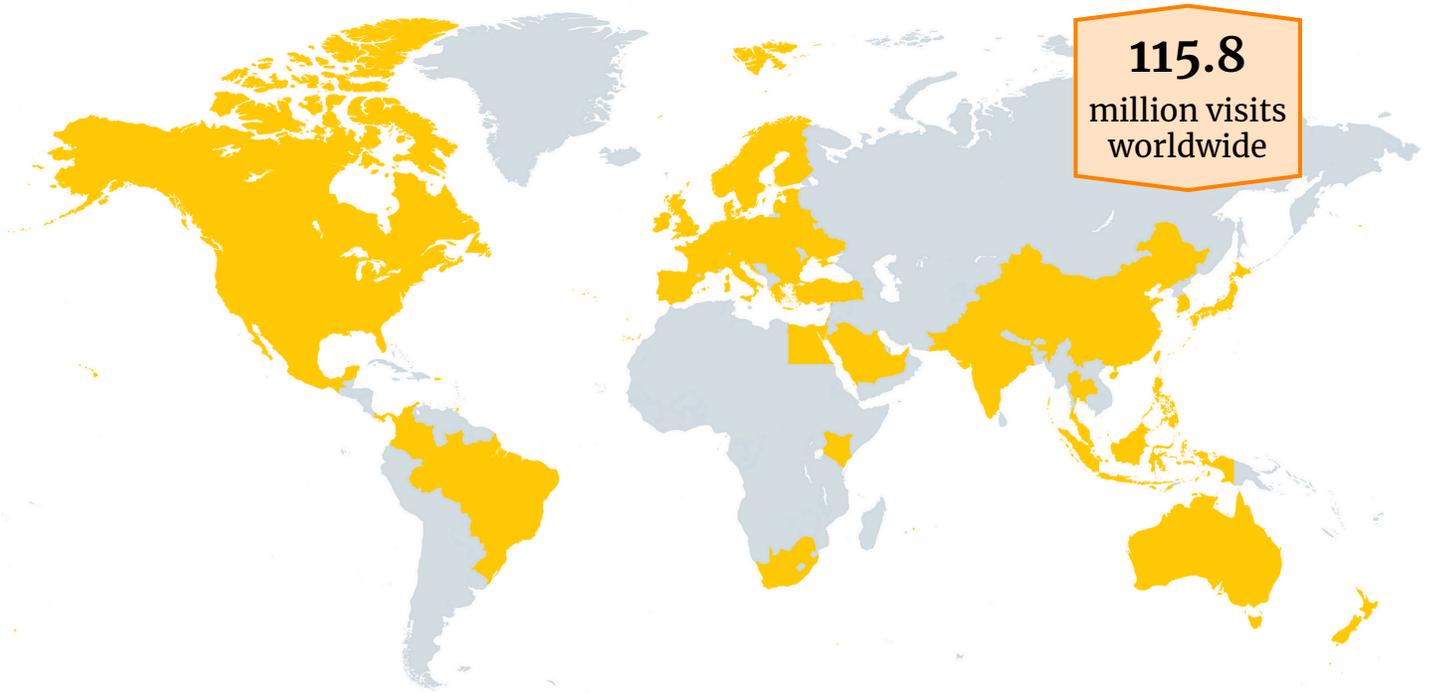
The *2024 Annual Statistics Survey* was conducted by ASTC, the Association of Science and Technology Centers, in partnership with Ecsite, the European network of science engagement organisations; CASC, the Canadian network of science engagement organizations; and ASPAC, the Asia-Pacific Network of Science and Technology Centres.

The following summary report contains information collected from 160 science engagement organizations that are members of ASTC, Ecsite, CASC, and/or ASPAC. Data was collected between February and April 2025, and primarily reflects organizations' operations during 2024. For the purposes of this report, "science engagement organizations" refers to science centers, museums, and other organizations involved in the informal science education field.

Reaching Millions Around the World

In 2024, 126 science engagement organizations reported a total of 46.6 million visits; 40.3 million visits onsite and 6.3 million visits through offsite programs and events, such as community festivals, outreach programs, and local workshops.

Extrapolating from reported data to include the 814 science engagement organizations (with available data) that are members of ASTC, Ecsite, CASC, and/or ASPAC, it is estimated that there were over 115.8 million visits to member organizations worldwide in 2024.



United States

For 63 responding U.S. organizations, there were a total of 19.4 million visits reported during 2024; 15.5 million visits onsite and 3.8 million visits offsite.

167.5k
median onsite
attendance in the U.S.

15.7k
median offsite
attendance in the U.S.

Europe

For 37 responding European organizations, there were a total of 11.7 million visits reported during 2024; 9.9 million visits onsite and 1.8 million visits offsite.

126.7k
median onsite
attendance in Europe

12.1k
median offsite
attendance in Europe

Canada

For 11 responding Canadian organizations, there were a total of 2.8 million visits reported during 2024; 2.5 million visits onsite and 245.1 thousand visits offsite.

97.0k
median onsite
attendance in Canada

10.9k
median offsite
attendance in Canada

Asia

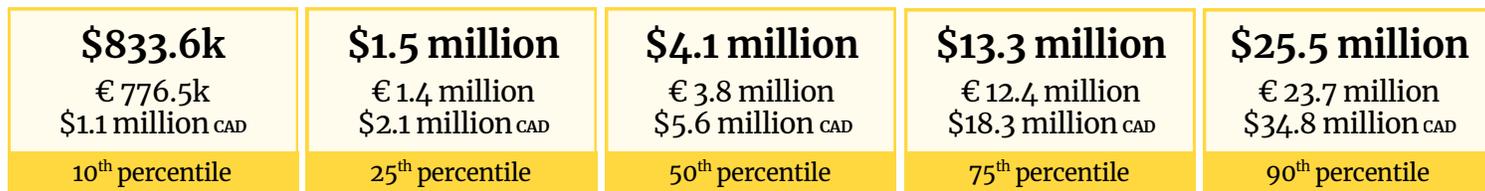
For 9 responding Asian organizations, there were a total of 9.7 million visits reported during 2024; 9.5 million visits onsite and 157.8 thousand visits offsite.

784.3k
median onsite
attendance in Asia

6.0k
median onsite
attendance in Asia

Operating with Complex Financial Structures

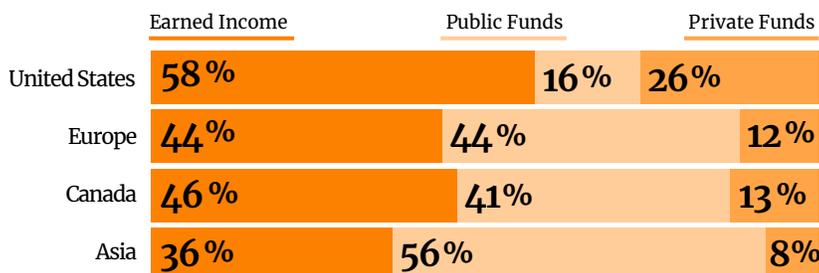
Of the 110 responding organizations, 10% reported having a total operating revenue of \$833.6 thousand or less (€ 776.5 thousand or \$1.1 million CAD), and 10% reported having a total operating revenue of more than \$25.5 million (€ 23.7 million or \$34.8 million CAD).



For science engagement organizations worldwide, the median total operating revenue in 2024 was \$4.1 million (€ 3.8 million or \$5.6 million CAD) and the median total operating expenses was \$3.8 million (€ 3.6 million or \$5.3 million CAD).

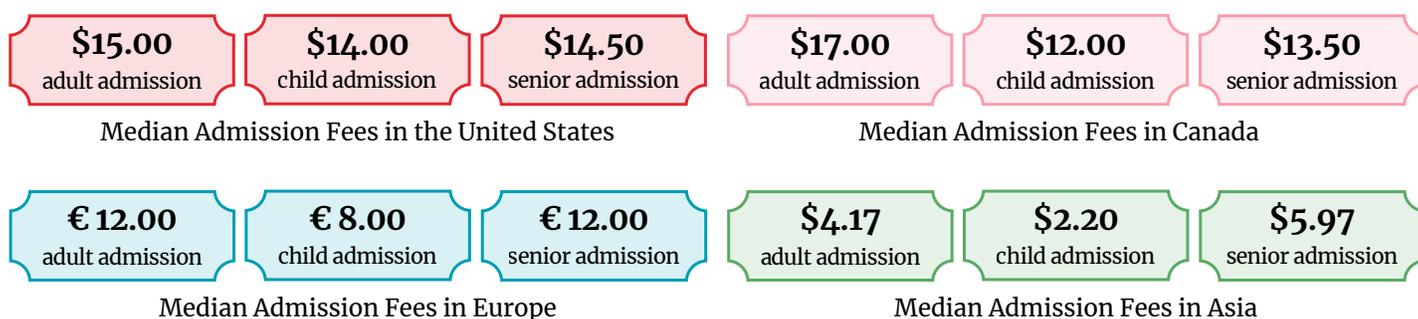


On average, an organization's 2024 operating revenue consisted of 51% earned income, 30% public funds, and 19% private funds. For organizations that charged general admissions (93%), an average of 45% of their total earned income came from admission fees.



Average Operating Revenue Composition

In 2024, of the 130 responding organizations that were open to the public (e.g. science centers and museums), 98% participated in dedicated discount/free admission programs and 74% provided discount admission fees to specific groups such as active military, Indigenous Peoples, unemployed individuals, and students.



Adding Value to the Economy

For 2024, 132 science engagement organizations reported a total of 12.8 thousand paid employees; 7.9 thousand full-time and 4.9 thousand part-time. Additionally, 99 organizations reported a total of 23.0 thousand volunteers and a combined total of 732.8 thousand volunteer hours contributed.

Extrapolating from reported data, it is estimated that during 2024 there were over 33.3 thousand people employed by 814 member-organizations of ASTC, Ecsite, CASC, and/or ASPAC; as well as more than 54.0 thousand volunteers serving over 1.5 million hours.

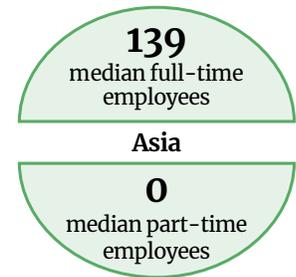
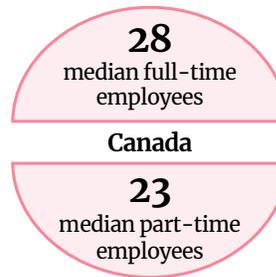
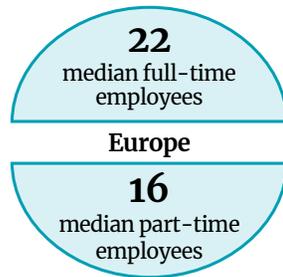
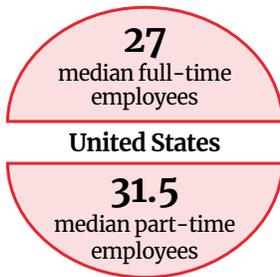


33.3k
employees worldwide



54.0k
volunteers worldwide

The median number of paid employees at individual organizations was 30 full-time employees and 22 part-time employees; with the median number of full-time equivalent employees (FTE) being 38.



Participating in the Formal Education Infrastructure

School groups play a significant role in overall visitor attendance to science engagement organizations. In 2024, 117 responding organizations reported a total of 9.4 million student visits; 7.0 million student visits onsite and 2.4 million student visits offsite.

Extrapolating from reported data to include the 814 science engagement organizations (with available data) that are members of ASTC, Ecsite, CASC, and/or ASPAC, it is estimated that there were over 18.1 million student visits to member organizations worldwide in 2024.

Outside of school field trips, 90% of responding organizations reported offering programs specifically for students and teachers, such as school outreach programs, curriculum materials, overnight experiences, programs for homeschoolers, and more.

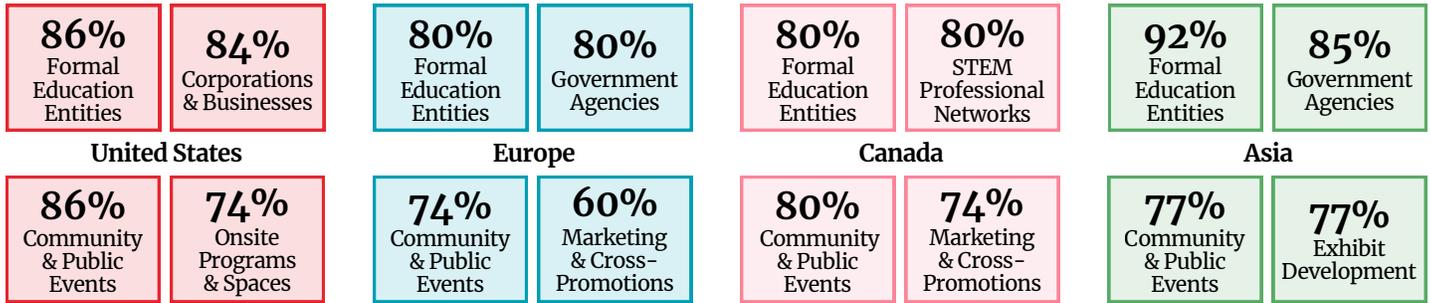


Science Engagement Organizations Offering Programming for Students and Teachers

Building Partnerships to Tackle Global and Local Challenges

Partnerships are important to the work of science engagement organizations; providing support through content expertise, funding, community connections, and advertising. Of 120 respondents, both worldwide and by location, the top partner type that science engagement organizations work with is formal education entities (85%) and, regardless of partner type, the top activity organizations engage partners in is community and public events (82%).

Top Partner Types Among Organizations

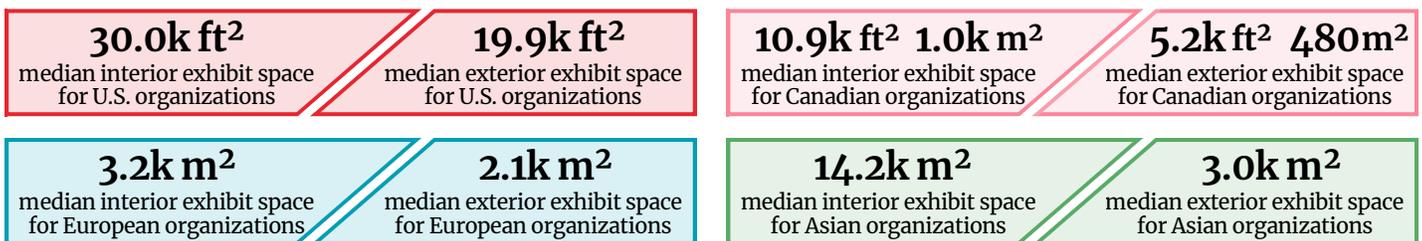


Top Partner Activities Among Organizations

Providing Space and Opportunities to Engage with Science

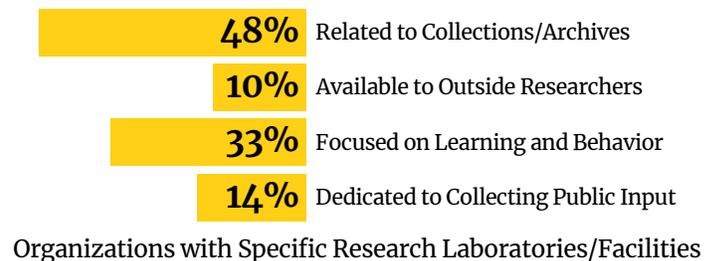
Science engagement organizations vary widely in physical size, from large organizations with more than 1.5 million square feet (461.6 thousand square metres) of gross interior space, to small organizations with less than 290 square feet (88 square metres) of gross interior space.

Responding organizations worldwide reported a median interior exhibit space of 32.2 thousand square feet (3.0 thousand square metres) and a median exterior exhibit space of 20.7 thousand square feet (1.9 thousand square metres).



Science engagement organizations provide many ways for how people can learn about, contribute to, and benefit from science and technology. Aside from exhibit spaces, responding organizations have a variety of different types of facilities, including outdoor parks (51%), planetariums (41%), large-screen theaters (36%), and live collections (27%).

In addition to the experiential exhibits that are a hallmark of science engagement organizations, almost half of responding organizations reported having research or archival operations; of which, 64% have dedicated research collections/archives.

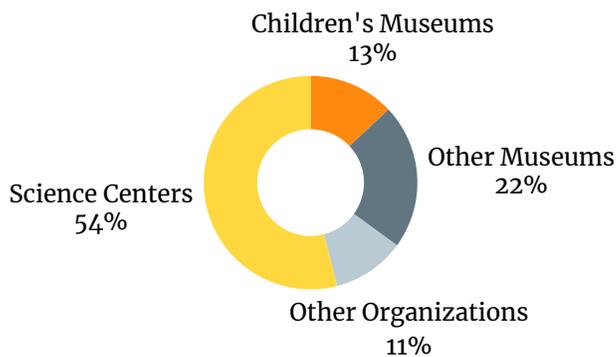
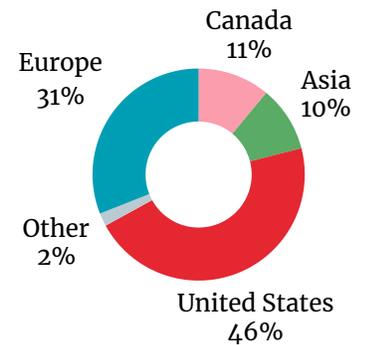


About the 2024 Annual Statistics Survey

The survey was distributed by email to the 874 science centers, museums, and other science engagement organizations that are members of [ASTC](#), the Association of Science and Technology Centers; [Ecsite](#), the European network of science engagement organisations; [CASC](#), the Canadian network of science engagement organizations; and/or [ASPAC](#), the Asia-Pacific Network of Science and Technology Centres.

This report contains information based primarily on data from 2024 that was collected through the *Annual Statistics Survey* between February and April 2025. By the time data entry closed in early April, there were 160 responses received, a response rate of 18%.

There was worldwide participation in the survey, of respondents, 46% were from the United States, 31% were located in Europe, 11% were from Canada, 10% were located in Asia, while the remaining responses come from 4 additional countries.



Of survey respondents, 54% were science centers, while another 13% were children’s museums. The remaining 33% include a variety of other types of museums and organizations such as natural history museums, planetariums, research organizations, and universities.

The majority of organizations (88%) first opened before 2015; with the oldest of responding organizations first opening in 1797 and the youngest first opening in 2022. The median number of years an organization has been open at their current location is 25.0 years.

For more information:



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www.astc.org/membership/the-annual-statistics-survey