ASTC Association of Science and Technology Centers

ecsite EUROPEAN NETWORK SCIENCE CENTRES & MUSEUMS

CANADIAN ASSOCIATION OF SCIENCE CENTRES
ASSOCIATION CANADIENNE DES CENTRES DE SCIENCES

ASPAC Asia Pacific Network of Science & Technology Centres

2025 Annual Statistics

Summary Report



The *Annual Statistics Survey* is a longitudinal data collection effort conducted by the Association of Science and Technology Centers (ASTC) aimed at providing an understanding of the structure, functions, and impacts of science centers, museums, and other science engagement organizations around the world. The data collected not only offers a shared picture of the field, but also serves as a resource that organizations can draw upon in their own planning and in telling the story of their work in their communities.

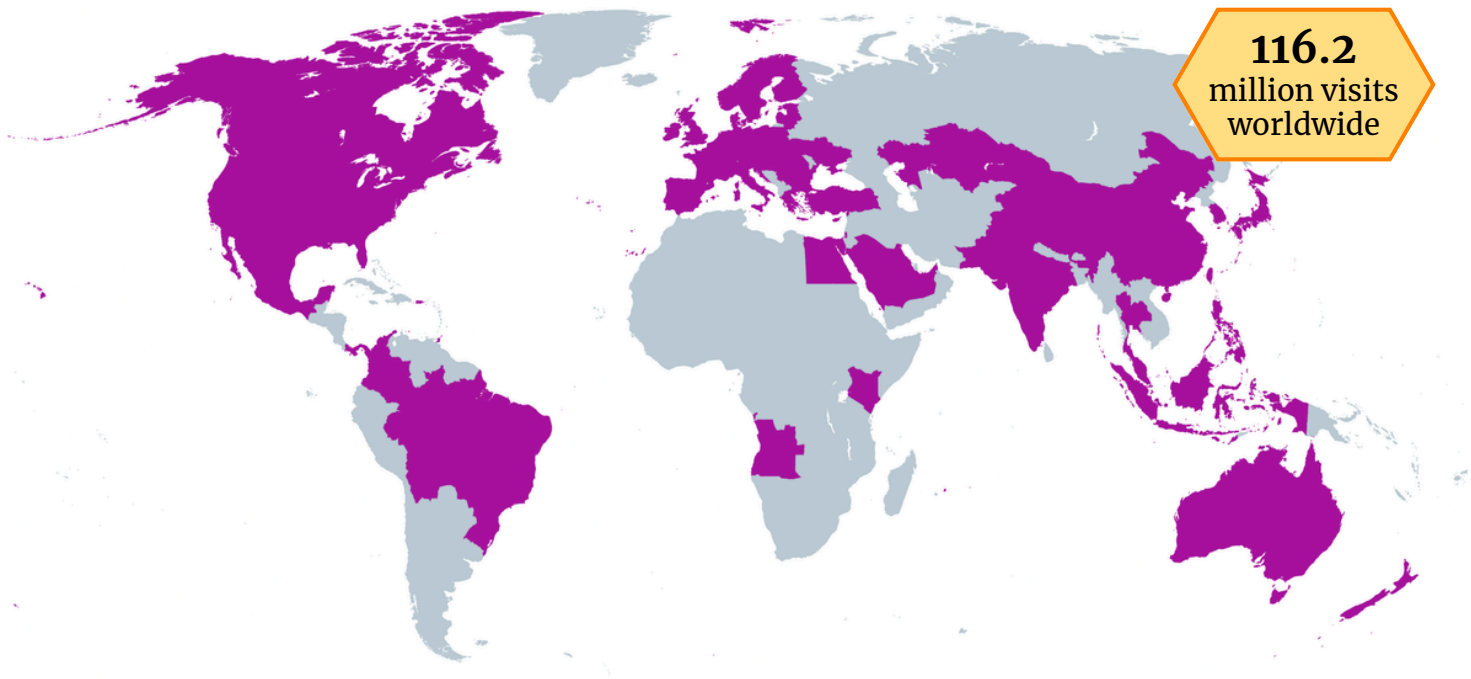
The *2025 Annual Statistics Survey* was conducted by ASTC in partnership with Ecsite, the European network of science engagement organisations; CASC, the Canadian network of science engagement organizations; and ASPAC, the Asia-Pacific Network of Science and Technology Centres.

The following summary report contains data collected from 196 science engagement organizations that are members of ASTC, Ecsite, CASC, and ASPAC. Data was collected March–May 2026, and primarily reflects organizations' operations during 2025. For the purposes of this report, science engagement organizations refers to science centers, museums, and other organizations involved in informal science education.

Reaching and Serving Millions of People Around the World

Visitor attendance is one measure used to understand the reach that science engagement organizations have in connecting people with science and technology. In 2025, 182 science engagement organizations reported a total of more than 68.3 million visits; 60 million onsite visits and 8.3 million visits through offsite programs and events such as community festivals, outreach programs, and workshops.

Extrapolating from reported data to include the 824 science engagement organizations (with available data) that are members of ASTC, Ecsite, CASC, and ASPAC, it is estimated that there were over 116.2 million visits to member organizations worldwide in 2025.



United States

For 112 responding U.S. organizations, there were a total of over 32.6 million visits reported for 2025; 28.9 million onsite visits and 3.7 million offsite visits.

152,500 median onsite visits

15,500 median offsite visits

Europe

For 40 responding European organizations, there were a total of over 17.3 million visits reported for 2025; 15.1 onsite million visits and 2.2 million offsite visits.

216,000 median onsite visits

15,400 median offsite visits

Canada

For 13 responding Canadian organizations, there were a total of over 2.5 million visits reported for 2025; 2.1 million onsite visits and 348,000 offsite visits.

143,400 median onsite visits

11,700 median offsite visits

Asia

For 11 responding Asian organizations, there were a total of over 14.2 million visits reported for 2025; 12.4 million onsite visits and 1.8 million offsite visits.

1.02 million median onsite visits

274,000 median offsite visits

Providing Space and Opportunities to Engage in Science

Science engagement organizations engage their communities in lifelong science learning in a variety of spaces and locations. For organizations with physical spaces, their size can vary widely; from organizations with over 13 million ft² (1.2 million m²) of building space, to those with as little as 285 ft² (27 m²). In 2025, 175 organizations reported a median 35,000 ft² (3,200 m²) of interior exhibit space and a median 30,900 ft² (2,800 m²) of exterior exhibit space.

28,000 ft² median interior exhibit space | **25,000 ft²** median exterior exhibit space

United States Organizations

4,700 m² median interior exhibit space | **2,900 m²** median exterior exhibit space

European Organizations

1,700 m² / 19,000 ft² median interior exhibit space | **550 m² / 6,000 ft²** median exterior exhibit space

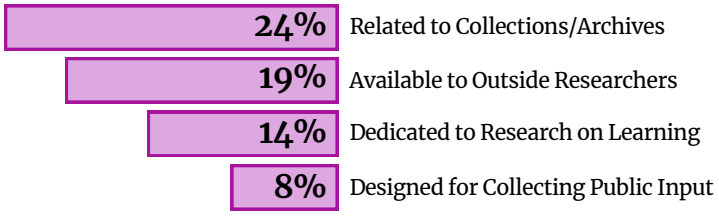
Canadian Organizations

13,100 m² median interior exhibit space | **3,000 m²** median exterior exhibit space

Asian Organizations

Science engagement organizations provide a multitude of ways for people to learn about, contribute to, and benefit from science and technology. Aside from exhibit spaces, responding organizations have a variety of facilities, including studios (45%), gardens (42%) planetariums (36%), large-screen theaters (35%), and live collections (32%).

Of 161 responding organizations, 50% reported having facilities related to research and archival operations; of these organizations, 34% reported dedicated research collections/archives.



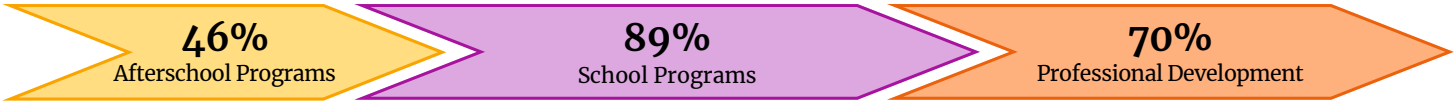
Organizations with Specific Research Facilities

Supporting Formal Education and Science Learning

School groups and student visitation a key factors in understanding the overall reach of science engagement organizations. In 2025, 167 responding organizations reported a total of 11.8 million student visits; 8.6 million onsite visits and 3.2 million offsite visits.

Extrapolating from reported data to include the 824 science engagement organizations (with available data) that are members of ASTC, Ecsite, CASC, and ASPAC, it is estimated that there were over 19.1 million student visits to member organizations worldwide in 2025.

Outside of school field trips, 93% of responding organizations reported offering programs specifically for students and teachers, such as school outreach programs, curriculum materials, career readiness programs, overnight experiences, and more.



Science Engagement Organizations Offering Programming for Students and Teachers

Expanding Reach Through Published Content

The creation and distribution of published content such as blogs, newsletters, magazines, videos, and social media is utilized by science engagement organizations to connect expansive audiences with science. In 2025, 121 responding organizations reported a total of 947.3 million people were reached through published content.

Extrapolating from reported data, it is estimated that there were over 2.8 billion people worldwide that were reached through published content created by 824 member organizations of ASTC, Ecsite, CASC, and ASPAC in 2025.

23,000	84,000	689,000	3.3 million	17.8 million
10th percentile	25th percentile	**50th percentile**	75th percentile	90th percentile

People Reached Through Published Content

955,000
median people reached through published content
for United States Organizations

115,000
median people reached through published content
for European Organizations

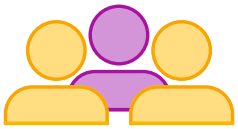
259,800
median people reached through published content
for Canadian Organizations

418,500
median people reached through published content
for Asian Organizations

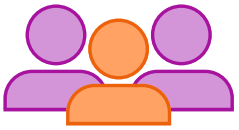
Contributing to the Economy and Workforce

Science engagement organizations are employers in their communities, adding employment and volunteer opportunities across local, regional, and national levels. In 2025, 189 responding organizations reported a total of over 20,200 paid employees; 12,250 full-time and 7,950 part-time employees. Additionally, 144 organizations reported a total of 34,900 volunteers with a combined total of 1.08 million hours contributed by volunteers.

Extrapolating from reported data, it is estimated that there were over 37,100 people employed worldwide in 2025 by 824 member organizations of ASTC, Ecsite, CASC, and ASPAC; as well as more than 58,100 volunteers contributing over 1.9 million hours.



37,100
employees worldwide



58,100
volunteers worldwide

The median number of paid employees at responding organizations was 32.5 full-time and 23 part-time employees, with a median of 97.5 volunteers.

24	136	27
median full-time employees	median volunteers	median part-time employees

United States Organizations

53	26	20
median full-time employees	median volunteers	median part-time employees

European Organizations

25	19.5	40
median full-time employees	median volunteers	median part-time employees

Canadian Organizations

151	394	4
median full-time employees	median volunteers	median part-time employees

Asian Organizations

Operating with Complex Financial Structures

Science engagement organizations draw on a wide range of revenue sources and operating models. Of the 171 responding organizations, 10% reported a total operating revenue of $814,900 USD or less (€ 691,300 or $1.1 million CAD), and 10% reported a total operating revenue of more than $26.9 million USD (€ 22.8 million or $36.6 million CAD).

$814,900 € 691,300 $1.1 million CAD	$1.8 million € 1.5 million $2.5 million CAD	$5.6 million € 4.8 million $7.7 million CAD	$14.3 million € 12.1 million $19.5 million CAD	$26.9 million € 22.8 million $36.6 million CAD
10th percentile	25th percentile	**50th percentile**	75th percentile	90th percentile

Total Operating Revenue

For science engagement organizations worldwide, the median total operating revenue in 2025 was $5.6 million USD (€ 4.8 million or $7.6 million CAD) and the median total operating expenses was $5.7 million USD (€ 4.8 million or $7.7 million CAD).

$4.5 million median operating revenue for U.S. organizations → **$5.7 million** median operating expenses for U.S. organizations

€ 6.3 million median operating revenue for European organizations → **€ 6.1 million** median operating expenses for European organizations

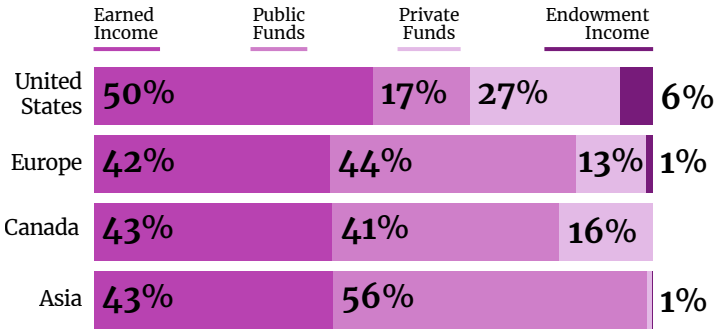
$3.9 million CAD median operating revenue for Canadian organizations → **$3.5 million** CAD median operating expenses for Canadian organizations

$21.2 million USD median operating revenue for Asian organizations → **$ 14.0 million** USD median operating expenses for Asian organizations

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On average, an organization's reported 2025 operating revenue consisted of 47% earned income, 26% public funds, 23% private funds, and 4% endowment income.

For organizations that charged general admissions (91%), an average of 43% of their total earned income came from admission fees.



Average Operating Revenue Composition

Of the 183 responding organizations that were open to the public during 2025, 93% participated in free/discounted reciprocal admission programs and 84% provided discount admission fees to specific groups such as active military, Indigenous Peoples, unemployed individuals, and students.

$17.00 adult admission	$15.00 child admission	$16.00 senior admission

Median Admission Fees in the United States

€ 13.68 adult admission	€ 9.00 child admission	€ 10.77 senior admission

Median Admission Fees in Europe

$15.00 adult admission	$15.00 child admission	$15.00 senior admission

Median Admission Fees in Canada

$4.25 adult admission	$1.50 child admission	$5.38 senior admission

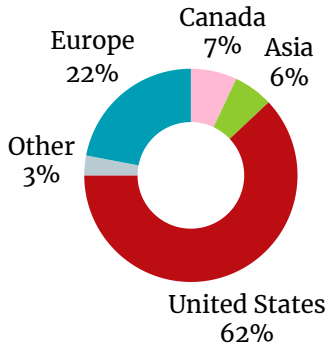
Median Admission Fees in Asia (in USD)

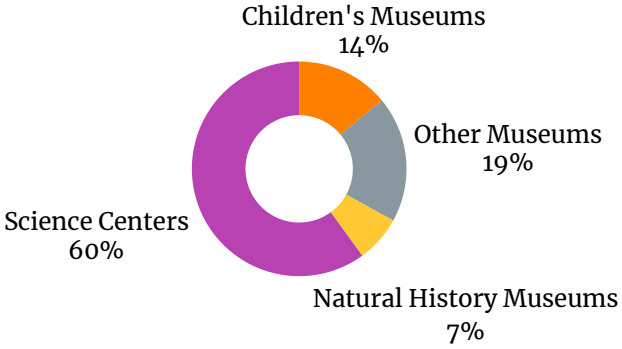
About the 2025 Annual Statistics Survey

The *2025 Annual Statistics Survey* was distributed by email to the 838 science centers, museums, and other science engagement organizations that are members of ASTC, Ecsite, CASC, and ASPAC. This summary report contains information based primarily on data from 2025 that was collected from members between March and May 2026. By the time data entry closed in late May, there were 196 responses received, a response rate of 23%.

As a participation incentive, a free copy of the 2025 Annual Statistics Data and Analysis Package, which includes the full raw dataset, was offered to those submitting surveys. Additionally, an online dashboard was introduced this year, offering survey participants a new way to engage with the data, using a variety of enhanced filter options, as well as the ability to view their own organization's data directly beside the full aggregate results.

There was worldwide participation in the survey, of respondents, 62% were from the United States, 22% were located in Europe, 7% were from Canada, 6% were located in Asia, while the remaining responses come from 5 additional countries.





Of survey respondents, 60% were science centers, 14% were children's museums, and 7% were natural history museums. The remaining 19% include a variety of other types of museums and organizations such as natural history museums, planetariums, and universities.

The majority of organizations (90%) first opened to the public before 2016; with the oldest of responding organizations (2) first opening in 1600 and the youngest (2) first opening in 2025.

For more information:

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