

# 2025 Annual Statistics Survey

## *for Science Industry Organizations and Organizations Supporting the Science Engagement Field*

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 organisations; and ASPAC, the Asia-Pacific Network of  
Science and Technology Centres.

By providing information about your organization's 2025 fiscal year, you contribute to a rich dataset that can help you—and our entire field—benchmark your organization's performance against others. You also provide ASTC, Ecsite, CASC, and ASPAC with the data we need to advocate on behalf of the science engagement field and respond to changing conditions with the most complete and accurate information possible.

**Thank you for sharing your information by May 15, 2026.**

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We would like to credit your organization as having participated in the *2025 Annual Statistics Survey* and provide basic data on your organization, along with an analysis of the data collected from all respondents.

You will be able to indicate in the survey if you do **not** want your organization's name, location, and raw data included in the final reports related to the 2025 statistics.

If you have questions about the survey, please contact [surveys@astc.org](mailto:surveys@astc.org).

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The *2025 Annual Statistics Survey* is composed of nine (9) sections:

1. [Baseline Information](#)
2. [Workforce](#)
3. [Facilities](#)
4. [Products and Services](#)
5. [Membership and Attendance](#)
6. [Programs and Engagement](#)
7. [Finances](#)
8. [Field-wide Considerations](#)
9. [Measuring Change and Future Planning](#)

After completing the **Baseline Information** section of the survey, you will be able access a table of contents to navigate between survey sections in the order of your choosing.

Please note that, due to survey branching, the back button may not work on all pages. Please also avoid using the back and forward buttons on your web browser.

To help collect all the information requested in this survey, we encourage you to share this pdf with other colleagues before submitting your responses to the online survey.

## BASELINE INFORMATION

1. Please provide the following information about your organization.

*If your organization has multiple locations, please use your primary address / location.*

Organization Name:

City:

State / Province:

Country / Region:

2. Please indicate the category that **best** describes your organization:

After-School Organization

Architectural Design Firm

Association

Audio Visual Company

Community Organization

Consulting Firm

Education Resource Publisher / Provider

Equipment Manufacturer / Supplier

Event Production / Management Company

Exhibit Design / Production Firm

Experiential / Interactive Design Firm

Film / Video Producer

Government Agency

Lighting Design / Production Company

Merchandise Manufacturer / Supplier

Multimedia Design / Production Firm

Network / Coalition

Public Relations / Marketing Firm

Research Organization

Signage and Display Design / Production Firm

Software / System Provider

Traveling Exhibit Manufacturer / Supplier

University / Higher Education Institution

Other:

3. In what year was your organization first established?

4. Which of the following best describes your organization's business structure?

B Corporation

C Corporation

Co-operative

Limited Liability Company (LLC)

Non-profit

Partnership

Private Limited Company

Public Limited Company

S Corporation

Sole Proprietorship

Other:

5. Is your organization **housed under** (or operated as part of) a larger entity / organization?

*e.g., university, government agency, or company*

Yes

No

*If yes, please answer question 6*

6. Please select what type of entity / organization you are housed under.

College / University

County / Regional Government

Federal / National Government

For-Profit Company

Municipal / Local Government

Non-Profit Organization

State / Provincial Government

Tribal Government

Other:

7. Please indicate the **starting month** of your organization's 2025 fiscal year (FY 2025)

For the purposes of this survey, you will be asked to report on your organization's fiscal year that ended in 2025.

**Please only report data from your organization's 2025 fiscal year, unless otherwise stated in the survey.**

If you are unable to provide data for a section of this survey, please leave the section blank.

## WORKFORCE

Review the questions in this section, if you **do not have any data to provide in this section**, please check the box below and proceed to the next section.

If you have only data for some—but not all—of the questions in this section, please **do not** check the box below, instead complete the questions for which you have data, leaving any remaining questions **blank**.

I do not have any data to provide

8. Please indicate the number of **total paid employees** for the following categories as of the end of your FY 2025.  
*Employees can be paid by any legal entity.*

Total paid **full-time** employees

Total paid **part-time** employees

9. Please indicate the number of **full-time equivalent (FTE) employees** at the end of your 2025 fiscal year based on the provided definition.

**Full-time equivalent (FTE) employees are generally calculated by the following method:**

1. Using the **number of part-time employees** and the **total hours worked** by those part-time employees, determine **how many full-time employees** would be needed to provide the **same level of work hours**.
2. Add the number from step 1 to the number of current full-time employees.
3. The resulting sum is the FTE number.

**Your FTE must be:**

Greater than or equal to your total number of full-time employees

**AND**

Less than or equal to the **sum** of both your total **full-time** and **part-time** employees

Total paid **full-time equivalent (FTE)** employees

10. What is the **minimum number of hours per week** your organization requires to be considered full-time staff?

**Does your organization have volunteers?**

Yes

No

*If yes, please answer questions 11 and 12*

11. How many **total volunteers** did your organization have at the end of your 2025 fiscal year?

*Do not include any Board of Directors, Trustees, or committee members.*

12. What was the **total number of hours contributed by volunteers** in your 2025 fiscal year?

**Does your organization have a Board of Directors / Trustees?**

Yes

No

*If yes, please answer question 13*

13. How many **total individuals** were on your organization's **Board of Directors / Trustees** at the end of your 2025 fiscal year?

[Optional] Comments on workforce:

## FACILITIES

Review the questions in this section, if you **do not have any data to provide in this section**, please check the box below and proceed to the next section.

If you have only data for some—but not all—of the questions in this section, please **do not** check the box below, instead complete the questions for which you have data, leaving any remaining questions **blank**.

I do not have any data to provide

14. How many physical locations did your organization operate out of during your 2025 fiscal year?

Primary Locations

Secondary Locations

15. During your 2025 fiscal year, did your organization own or lease / rent its facilities (i.e., the land and building(s) where your organization is located)?

*Please specify the number of facilities for each category.*

	Own	Lease / Rent	Other
Primary Location(s)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Secondary Location(s)	<input type="text"/>	<input type="text"/>	<input type="text"/>

16. Please select the **unit of measure** you will use to report your organization's facility data.

**For the remainder of the survey, please answer all questions about facility size in the unit of measure you selected.**

17. Please indicate the **total area** for each of your primary locations.

	Total Interior Facility Space	Total Exterior Facility Space
Primary Location 1	<input type="text"/>	<input type="text"/>
Primary Location 2	<input type="text"/>	<input type="text"/>
Primary Location 3	<input type="text"/>	<input type="text"/>
Primary Location 4	<input type="text"/>	<input type="text"/>
Primary Location 5	<input type="text"/>	<input type="text"/>

18. Please indicate the **total area** for each of your secondary locations.

	Total Interior Facility Space	Total Exterior Facility Space
Secondary Location 1	<input type="text"/>	<input type="text"/>
Secondary Location 2	<input type="text"/>	<input type="text"/>
Secondary Location 3	<input type="text"/>	<input type="text"/>
Secondary Location 4	<input type="text"/>	<input type="text"/>
Secondary Location 5	<input type="text"/>	<input type="text"/>

[Optional] Comments on your organization's location(s):

## FACILITIES

19. Please select all of the following facilities your organization has (inclusive of all locations).

Aquarium	Observatory
Auditorium	Office Space
Branch facilities	Outdoor Park / Exhibit Area
Classrooms	Permanent Exhibits
Computer / Media Room	Planetarium
Conference / Event Space	Retail Space / Store
Early Childhood Education Area	School / Education Campus
Event-Rental Space	Shipment Facility
Food Service Area	Simulator
Garden	Special Exhibits
Greenhouse / Glasshouse	Studio / Workshop Space
Laboratory	Theater / Performance Space
Large-Screen Theater	Traveling Exhibits
Library	Virtual / Augmented Reality
Live Collections	Warehouse / Storage
Making / Tinkering Space	Other:
Manufacturing / Production Space	None of the above
Nature Trails	

20. Please select any of the following dedicated research / archival facilities or operations your organization has.

Research collections / archives
Research facilities related to collections
Research facilities unrelated to collections
Research facilities available to outside researchers
Research facilities dedicated to collecting public input
Research facilities dedicated to research on formal or informal learning
Other:
None of the above

[Optional] Please provide any additional information about the types of research or archival collections your organization holds (e.g., raw materials, aircraft, gems and minerals, textiles, documents, plant specimens).

[Optional] Comments on facilities:

## PRODUCTS AND SERVICES

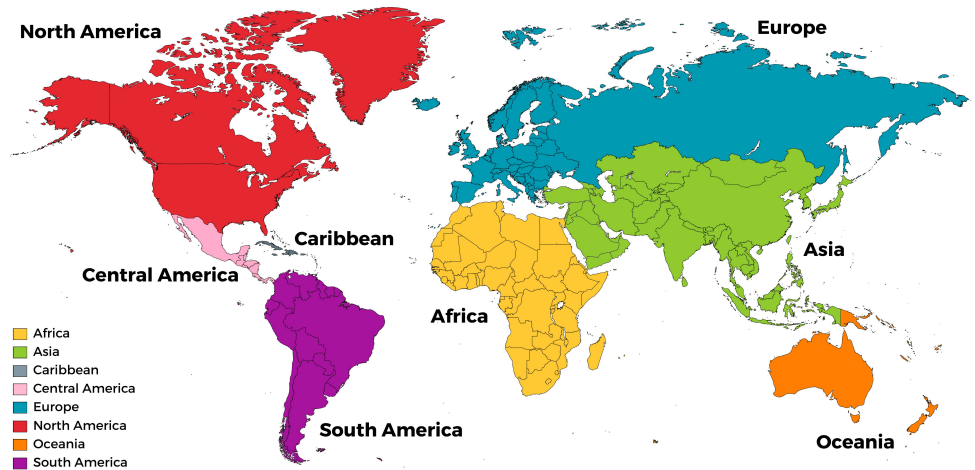
Review the questions in this section, if you **do not have any data to provide in this section**, please check the box below and proceed to the next section.

If you have only data for some—but not all—of the questions in this section, please **do not** check the box below, instead complete the questions for which you have data, leaving any remaining questions **blank**.

I do not have any data to provide

21. Please select the global regions your organization operates in.

- Africa
- Asia
- Caribbean
- Central America
- Europe
- North America
- Oceania
- South America

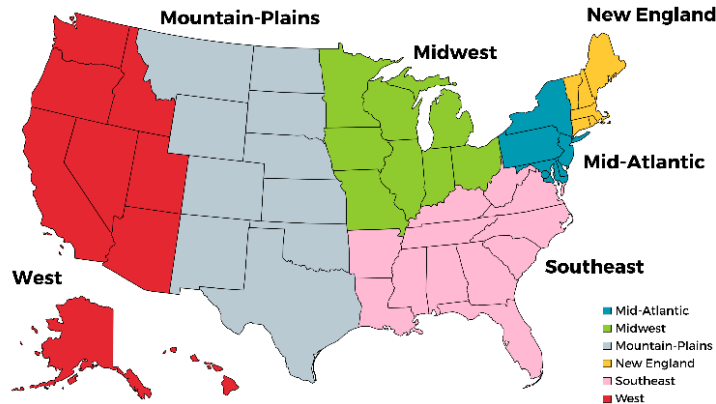


Does your organization operate in the United States?

- Yes  No   
*If yes, please answer question 22*

22. What regions of the United States does your organization operate in?

- Mid-Atlantic
- Midwest
- Mountain-Plains
- New England
- Southeast
- West



23. Please select the clients / customers for which your organization provides products or services.

*If your organization serves visitors, guests, or members of the general public, you will be able to report on data specific to those groups in the next section.*

- |   |   |
|---|---|
| <input type="checkbox"/> Aquariums  | <input type="checkbox"/> Primary Education Institutions       |
| <input type="checkbox"/> Government Agencies / Offices (e.g., local, state, national) | <input type="checkbox"/> Researchers / Research Organizations |
| <input type="checkbox"/> Heritage / Historical Sites                                  | <input type="checkbox"/> Secondary Education Institutions     |
| <input type="checkbox"/> Independent Professionals (e.g., consultants, freelancers)   | <input type="checkbox"/> Tribal Organizations                 |
| <input type="checkbox"/> Museums  | <input type="checkbox"/> Visitor Centers                      |
| <input type="checkbox"/> Nature Centers   | <input type="checkbox"/> Zoos                                 |
| <input type="checkbox"/> Parks / Gardens  | <input type="checkbox"/> Other:                               |
| <input type="checkbox"/> Performing Arts Centers                                      | <input type="checkbox"/> None of the above                    |
| <input type="checkbox"/> Post-Secondary Education Institutions                        |   |

## PRODUCTS AND SERVICES

24. How many total clients / customers were served by your organization during your 2025 fiscal year?

Aquariums	Post-Secondary Education Institutions
Government Agencies / Offices	Primary Education Institutions
Heritage / Historical Sites	Researchers / Research Organizations
Independent Professionals	Secondary Education Institutions
Museums	Tribal Organizations
Nature Centers	Visitor Centers
Parks / Gardens	Zoos
Performing Arts Centers	

25. For any additional types of clients / customers that you input as **Other**, please provide the total number of each type that were served by your organization during your 2025 fiscal year.

26. Please select the products that your organization provides.

	Manufacture / Produce	Sell / Distribute	Not Provided
Animals / Live Collections			
Animation			
Audio Tours / Digital Guides			
Digital Equipment			
Educational Materials			
Educational Programs			
Exhibit Display Systems			
Games			
HR / Workforce Solutions			
Insurance			
Interactive Technology / Products			
Lighting			
Membership Materials			
Museum Shop Wholesale Merchandise			
Permanent Exhibitions			
Planetarium Equipment / Shows			
Playgrounds			
Publications / Books			
Robotics			
Scientific Equipment			
Signage / Displays			
Simulations / Simulators			
Software			
Theatrical Shows			
Ticketing Systems / Solutions			
Traveling Exhibitions			
Virtual / Augmented Reality Equipment			
Web Design			

27. If your organization provides other types of products, please input them in the space below.

## PRODUCTS AND SERVICES

28. Please select the services that your organization provides.

- Architectural Services
- Associations / Networks
- Audio / Visual
- Digital Services
- Educational Programs
- Event Planning / Services
- Exhibit Fabrication / Purchasing
- Exhibit Planning / Design
- Evaluation
- Film Distribution
- Food and Beverage Services
- Fundraising / Development Consultation
- Graphic Design
- HR / Workforce Solutions
- Installation / Dismantling
- Management Consulting
- Professional Development
- Promotions / Marketing Services
- Research
- Shipping / Transportation
- Software Development
- Theater Planning / Design
- Video Production / Services
- Web Design
- None of the above

29. If your organization provides other types of services, please input them in the space below.

[Optional] Comments on products and services:

## MEMBERSHIP AND ATTENDANCE

Does your organization offer memberships?

Yes No  
If yes, please answer questions 30-32

30. How many different membership types / levels does your organization offer?
31. How many **total active memberships** did your organization have at the end of your 2025 fiscal year?  
*Count memberships that have more than one individual (e.g., family memberships) as **one** membership.*
- a. Of your total active memberships, how many were **paid memberships**?
32. What was your **membership renewal rate** at the end of your 2025 fiscal year? %

[Optional] Comments on membership:

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Does your organization collect attendance / admissions counts for visitors, guests, or attendees?  
*e.g., public / group admissions to your facilities, individuals visiting your organization's physical location(s), attendees of an event hosted by your organization*

Yes No  
If yes, please answer questions 33-36

33. How many total days was your organization open to the public during your 2025 fiscal year?
34. Indicate your organization's **total attendance** for the following time periods.

**Total attendance** = paid visits, free visits, attendance at events and programs, facility rentals, and students in school groups.  
Do **not** include visits to your website, exhibits you rent to other organizations, or exhibits displayed in other locations.  
Do **not** double count people attending programs in exhibit halls or buying a combination ticket to exhibits and theaters or other venues.

	FY 2025	FY 2024
Onsite attendance		
Offsite attendance		

Did your organization receive school group visits during your 2025 fiscal year?

Yes No  
If yes, please answer question 35

35. Please indicate the number of **students served in school groups** for the following time periods.  
*Do **not** include visits to your website and do **not** double-count students that attended programs.*

	FY 2025	FY 2024
Students served in school groups, <b>onsite</b>		
Students served in school groups, <b>offsite</b>		

[Optional] Comments on attendance figures:

## PROGRAMS AND ENGAGEMENT

Does your organization run programs or events?

Yes

No

If yes, please answer question 36-37

36. Please select the types of programs your organization offered during your 2025 fiscal year.

For the purposes of this survey, "hybrid" refers to programs that have both in-person and virtual components.

	Programs offered primarily for children / families					Programs offered primarily for adults				
	In-Person Onsite	In-Person Offsite	Virtual	Hybrid	N/A	In-Person Onsite	In-Person Offsite	Virtual	Hybrid	N/A
Afterschool Programs										
Awards / Recognitions										
Camps										
Career Readiness Programs										
Celebrations / Birthdays										
Citizen Science										
Classes / Workshops										
Clubs / Group Programs										
Conferences / Summits										
Cultural Events / Festivals										
Early-Childhood Programs										
Galas / Fundraising Events										
Interactive Discussions / Deliberations										
Internships / Fellowships										
Live Demonstrations / Shows										
Mobile Units / Trucks / Van Programs										
Professional / Teacher Development										
Research Events / Programs										
School Programs										
Social Events										
Storytimes										
Talks / Lectures										
Tours										
Travel Programs / Expeditions										

37. If your organization offered other programs during your 2025 fiscal year, please include them below.

Does your organization produce and publish content such as blogs, newsletters, videos, journals, or magazines?

Yes

No

If yes, please answer question 38-39

38. Please select the types of published content your organization produces.

Blog	Online Journal, Magazine, or Book	Social Media	Other:
Newsletter	Print Journal, Magazine, or Book	Videos	

39. Please indicate the total number of people engaged through content produced by your organization for the following time periods.

e.g., viewers, readers, followers, blog subscribers, newsletter recipients

	FY 2025	FY 2024
Total number of people engaged		

[Optional] Comments on programs and engagement:

## FINANCES

This section will ask about your organization's earned income, public funds, private funds, endowment income, personnel expenses, and operating expenses. As with previous sections of the survey, the questions in this section are optional and can be skipped or partially completed.

If you do **not** have any financial data that you are willing and able to provide, or if you only have **some data**—but not all—for questions in this section, **please carefully read the information provided below and select the category that best fits your organization.**

Afterwards, for any partial data you have in this section, you may proceed to complete the questions for which you have data, leaving any remaining questions blank.

For the final Annual Statistics reports, **operating revenue** is one of the four main dimensions in which the majority of respondent data is segmented and reported on.

In order for your organization's survey data to be fully included in the final reports, **please select the category that best represents your organization's operating revenue for your 2025 fiscal year.**

<b>Less than \$1 million USD</b>	(Less than € 847,100 / Less than \$1,364,700 CAD)
<b>\$1 million - \$3 million USD</b>	(€ 847,100 - € 2,541,300 / \$1,364,700 - \$4,094,100 CAD)
<b>\$3 million - \$10 million USD</b>	(€ 2,541,300 - € 8,471,000 / \$4,094,100 - \$13,647,000 CAD)
<b>More than \$10 million USD</b>	(More than € 8,471,000 / More than \$13,647,000 CAD)

40. Please select the **currency** you will use to report your organization's financial data.

**For the remainder of this survey, please answer all financial questions in the currency you selected.**

**Please carefully read the following instructions and all definitions provided on each question before completing the remainder of this survey section.**

**Do not use any punctuation or thousand separator spaces in your responses.**

i.e., no decimals/periods/points/full stops (.), no commas/decimal commas (,), no currency symbols (e.g., \$)

**Round all numbers to the nearest whole number/integer.**

e.g., \$10,004.97 should be entered as 10005 or €9.474.368,48 should be entered as 9474368

**Only report financial data from your organization's 2025 fiscal year.**

41. Please provide the **total earned income** for your 2025 fiscal year.

Include sales revenue, admission revenue, education fees, ancillary services (gift shops, food service, rentals, etc.), other fees, and non-endowment interest (bank deposit or investment interest payments from sources other than the endowment).

Do **not** include grants and donations or endowment earnings here (you will be asked about these below).

42. Please provide the **total public funds** for your 2025 fiscal year.

Include public support for operations or programs, revenue from local tax or lottery initiatives used to support the museum, and grants or contracts for specific projects or programs from all public sources.

Only include restricted funds if they were spent in your 2025 fiscal year.

International sources

European Union sources

Federal / National sources

State / Provincial / Regional sources

Municipal / Local sources

Tribal / First Nation sources

All other public sources

**Total Public Funds**

Auto-Calculated

## FINANCES

43. Please provide the **total private funds** for your 2025 fiscal year.

Include any contributions, gifts, grants, sponsorships, or similar funding from private sources for specific projects or programs, unrestricted gifts, corporate memberships, and proceeds from fundraising events.

Only include restricted funds that were spent in your 2025 fiscal year.

Foundation sources

Corporate sources

Individual sources

All other sources

**Total Public Funds**

Auto-Calculated

44. Please provide the **total endowment income** for your 2025 fiscal year.

Any investment portfolios held by your organization—for the purpose of generating a permanent stream of capital. Include endowment earnings that were applied to operations.

45. Please provide your organization's **total personnel expenses** for your 2025 fiscal year.

Include salaries, wages, benefits, and regularly contracted services (e.g., security and janitorial).

Your total personnel expenses must **not** exceed your total operating expenses (reported in the next question).

46. Please provide the **total operating expenses** for your 2025 fiscal year.

Include expenses related to personnel, admissions, education, exhibits, programs, membership, ancillary income, operations, and overhead.

Do **not** include depreciation, capital expenditures, or expenses covered by in-kind contributions.

[Optional] Comments on financial data:

## FIELD-WIDE CONSIDERATIONS: KEY TOPICS AND SUBJECT-MATTERS

Review the questions in this section, if you **do not have any data to provide in this section**, please check the box below and proceed to the next section.

If you have only data for some—but not all—of the questions in this section, please **do not** check the box below, instead complete the questions for which you have data, leaving any remaining questions **blank**.

I do not have any data to provide

In an effort to better understand the most relevant subject-matters and "hot topics" that science engagement organizations are currently focused on; the following section asks about your organization's top content focus areas and how you are engaging the public around these ideas.

1. What are the top subject-matters / topics (e.g., artificial intelligence) that your organization is currently emphasizing or planning to build new programs or exhibits around in the immediate future?

List up to five (5) topics

Topic One:

Topic Two:

Topic Three:

Topic Four:

Topic Five:

2. Please select the format types your organization is using to engage people in each of the topics identified above.

	Topic One	Topic Two	Topic Three	Topic Four	Topic Five
Awards / Recognitions					
Camps					
Career Readiness Programs					
Classes / Workshops					
Conferences / Summits					
Digital Interactives					
Internships / Fellowships					
Permanent Exhibits					
Professional Development					
Public Dialogues					
Public Programs					
Special Exhibits					
Traveling Exhibits					
Volunteer Opportunities					

[Optional] If your organization uses other format types to engage people in these topics, please include them below.

[Optional] Comments on key topics and subject-matters:



## MEASURING CHANGE AND FUTURE PLANNING

### Exhibits

9. Did your organization make any major exhibit changes in 2025?

Yes

No

*If yes, please answer question 10, otherwise proceed to question 11*

10. Please indicate the type of upgrade(s) you made.

We made **small** changes to our exhibit(s)

e.g., select language or media was changed but the exhibit overall remained the same

We made **moderate** changes to our exhibit(s)

e.g., refreshed multiple existing components to provide up-to-date information

We made **significant** changes to our exhibit(s)

e.g., removed a majority of existing components and added multiple new components

We **replaced** one or more of our exhibits in its entirety

e.g., retired an existing exhibit and replaced it with a new one

We **removed** one or more of our exhibits in its entirety

e.g., eliminated of an existing exhibit and did not replace it with a new one

11. Did your organization plan any major exhibit upgrades in 2025 that will take place in future years?

Yes

No

*If yes, please answer question 12*

12. Please indicate the type of upgrade(s) you planned.

We have planned **small** changes to our exhibit(s)

e.g., change select language or media but overall will keep the exhibit the same

We have planned **moderate** changes to our exhibit(s)

e.g., refresh multiple existing components to provide up-to-date information

We have planned **significant** changes to our exhibit(s)

e.g., remove a majority of existing components and add multiple new components

We have planned to **replace** one or more of our exhibits in its entirety

e.g., retire an existing exhibit and replace it with a new one

We have planned to **remove** one or more of our exhibits in its entirety

e.g., eliminate an existing exhibit and do not plan to replace it with a new one

[Optional] Please use the space below to provide any additional information about your organization's exhibit upgrades.

### Research

13. Does your organization conduct research?

We conduct scientific research

We conduct research on learning or experiences

We do not conduct research

14. In 2025, did you make any changes to the research your organization conducts?

We made **small** changes within existing efforts

e.g. received a new grant to continue or extend a line of research

We made **moderate** changes to our research effort

e.g. shifted the focus of one or more research efforts, engaged new researchers

We made **significant** changes to our research efforts

e.g. launched a new line of research, sunset an existing line, or formed a new partnership

We made **no changes** to our research efforts

[Optional] Please use the space below to provide any additional information about your organization's research.

## MEASURING CHANGE AND FUTURE PLANNING

### Programs

15. For the following program types, please indicate if your organization offered any **new programming** for the first time in 2025, as well as if any **major updates** were made to existing programming during 2025.

	New programming offered	Major updates to existing programming
Afterschool Programs		
Awards / Recognitions		
Camps		
Career Readiness Programs		
Celebrations / Birthdays		
Citizen Science		
Classes / Workshops		
Clubs / Group Programs		
Conferences / Summits		
Cultural Events / Festivals		
Early-Childhood Programs		
Galas / Fundraising Events		
Interactive Discussions / Deliberations		
Internships / Fellowships		
Live Demonstrations / Shows		
Mobile Units / Trucks / Van Programs		
Professional / Teacher Development		
Research Events / Programs		
School Programs		
Social Events		
Storytimes		
Talks / Lectures		
Tours		
Travel Programs / Expeditions		

16. Please use the space below to provide a brief description of the updates you made to existing programs.