

2025 Annual Statistics Survey

for Science Centers, Museums, and Other Public-Engagement Organizations

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.

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

1. [Baseline Information](#)
2. [Workforce](#)
3. [Facilities](#)
4. [Membership and Admissions](#)
5. [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:

Aquarium	Multidisciplinary Science Center / Museum
Arboretum	Natural History / Archeology Museum
Art Museum	Nature Center
Aviation Museum	New Emerging Museum
Botanical Garden	Planetarium / Observatory
Children's Museum	Space Museum
General Museum	Specialized Center / Museum
Health / Medical Museum	STEM Outreach Organization
Historic Site	Visitor / Interpretive Center
History Museum	Zoological Park
Informal Learning Organization	Other:

3. In what year did your organization first open to the public?

4. In what year did your organization first open to the public in its **current location**?

If your organization has not moved from its original location, please input the year reported in question 3.

5. How would you describe your organization's **main** legal classification / governing authority?

College / University	For-profit	State / Provincial
County / Regional	Municipal / Local	Tribal
Federal / National	Non-profit	Other:

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

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

Yes

No

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

College / University	For-Profit Company	State / Provincial Government
County / Regional Government	Municipal / Local Government	Tribal Government
Federal / National Government	Non-Profit Organization	Other:

8. 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

9. 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

10. Please indicate the number of **full-time equivalent (FTE) employees** at the end of your 2025 fiscal year.

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**

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

12. 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.*

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

14. 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 this section, if you do **not** have any data 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, **interior exhibit space** 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 complete survey data to be fully included in the final reports, **please select the category that best represents your organization's interior exhibit space.**

- Very Small** (Less than 12,000 square feet / 1,115 square metres)
- Small** (12,000 - 24,999 square feet / 1,115 - 2,322 square metres)
- Medium** (25,000 - 50,000 square feet / 2,323 - 4,645 square metres)
- Large** (Greater than 50,000 square feet / 4,645 square metres)
- My organization does **not** have any interior exhibit space

15. Does your organization own or lease / rent its facilities (i.e., the land and building(s) where it is located)?

- Own
- Lease/rent
- Combination of own and lease / rent
- Other:

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 **area** for each of the following based on the provided definitions.

*Only report the area for your organization's **primary location**.*

*Do **not** include any branch facilities or satellite locations. If you would like to report data for these additional locations, please do so in the comment box at the end of this section.*

a. **Gross interior building space**

Refers to the total interior building and facility space of your organization's primary location.

If your organization has more than one building at your primary location, please report the combined size. Include permanent offsite storage, but do **not** include outdoor exhibit areas.

b. **Total interior exhibit space**

Includes all permanent interior exhibit space plus any temporary and traveling exhibit space.

Do **not** include non-exhibit spaces such as offices, theaters, auditoriums, workshop spaces, or classrooms.

c. **Total exterior exhibit space**

Includes all exterior permanent and temporary exhibit spaces, installations, and enclosures available to the public—plus, any outdoor spaces dedicated to public engagement such as nature trails, play areas, and experience areas located at your organization's primary location.

Do **not** include non-exhibit, non-educational, or non-engagement spaces such as parking areas, bus lots, or outdoor storage facilities.

FACILITIES

18. 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	

19. 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:

MEMBERSHIP AND ADMISSIONS

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

20. Does your organization offer memberships?

Yes

No

21. How many different membership types / levels does your organization offer?

22. 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**?

23. What was your **membership renewal rate** at the end of your 2025 fiscal year?

%

[Optional] Comments on membership:

24. Please select the **general admission** categories at your organization.

Adults

Seniors

Children

Other:

My organization does **not** charge general admission

25. Please select any of the following discount admission programs your organization participates in.

Art Museum Reciprocal Network

Association of Children's Museums (ACM) Reciprocal Network

Association of Science and Technology Centers (ASTC) Passport Program

Association of Zoos & Aquariums (AZA) Reciprocal Admissions

Bank of America - Museums on Us

Blue Star Museums

Canadian Association of Science Centres (CASC) Reciprocal Admission Agreement

City pass

European or National Disability Card

IMLS Museums for All

International Council of Museums (ICOM) membership

National museum pass

North American Reciprocal Museum (NARM) Program

Northwest Association of Youth Museums (NWAYM) Reciprocal Program

Reciprocal Organization of Associated Museums (ROAM) Program

Regional, state, or local program / agreement

Time Travelers Network

Other museum / culture passes

Discount admissions for Indigenous Peoples (including access to Indigenous objects or collections)

Discount admissions for lower income individuals

Discount admissions for military

Discount admissions for students

Discount admissions for teachers

Discount admissions for unemployed individuals

Other discount admission programs

My organization does **not** participate in any discount admission programs

[Optional] Comments on admission:

ATTENDANCE

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 on attendance

Please read the provided definitions before answering any questions in this section.

If you enter '0' for any of the questions below, please provide a comment in the text box at the bottom of the page explaining your answer.

26. How many total days was your organization open to the public during your 2025 fiscal year?

27. 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		

28. How many of your total attendance visits reported above were **paid ticketed / gate onsite visits**?

Paid ticketed / gate attendance = general public admissions, groups admissions (e.g., school or bus tours), member paid and pre-paid admissions (members who visit using membership for free admission).

Do **not** double-count people attending programs in exhibit halls or buying a combination ticket to exhibits and theaters or other venues.

Enter the number of **people**, not the revenue generated.

	FY 2025	FY 2024
Paid ticketed / gate onsite attendance		

29. If your organization offers memberships, what percentage of your total paid ticketed / gate onsite attendance were **member visits**?

	FY 2025	FY 2024
Member paid ticketed / gate onsite attendance		

30. 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, onsite		
Students served in school groups, offsite		

[Optional] Comments on attendance figures:

PROGRAMS AND ENGAGEMENT

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

31. 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 <u>children / families</u>					Programs offered primarily for <u>adults</u>				
	In-Person Onsite	Offsite	Virtual	Hybrid	N/A	In-Person Onsite	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										

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

33. Please select the types of published content your organization produced during your 2025 fiscal year.

<input type="checkbox"/> Blog	<input type="checkbox"/> Social Media
<input type="checkbox"/> Newsletter	<input type="checkbox"/> Videos
<input type="checkbox"/> Online Journal, Magazine, or Book	<input type="checkbox"/> Other:
<input type="checkbox"/> Print Journal, Magazine, or Book	<input type="checkbox"/> My organization did not produce published content

34. 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

Review this section, if you do **not** have any data to provide or if you only have **some data**—but not all—for questions in this section, **please carefully read the information 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.**

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

35. 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.

36. Please indicate what the **general admission fee(s)** were at the end of your 2025 fiscal year.

Adults
Children
Seniors

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.

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

Include admission revenue, education fees, ancillary services (gift shops, food service, rentals, birthday parties, etc.), membership, 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).

38. Please provide the **total earned income from admissions** for your 2025 fiscal year.

39. 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

40. 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

41. 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.

42. Please select the types of investment funds your organization had at the end of your 2025 fiscal year:

Endowment funds

Non-endowment investment funds

Cash or cash-equivalent reserve funds

My organization did not have any of these funds

43. Please provide the **total balance** for each of the following funds at the end of your 2025 fiscal year:

Endowment funds

Non-endowment investment funds

Cash or cash-equivalent reserve funds

44. Please provide the **total amount of each fund used to cover operating expenses** in your 2025 fiscal year:

Endowment funds

Non-endowment investment funds

Cash or cash-equivalent reserve funds

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

Globally, we are experiencing a period of intense change; rapid development of technology is altering both the economy and the future of jobs, the relationship between the public and science is shifting, and visitor behaviors are changing.

Many organizations in the science engagement field have expressed that there is an increasing need to make changes to their experiences, services, operations, and research activities, to ensure that they are able to meet the needs of their communities during this time of global transformation.

The following questions are designed to help measure the changes happening in our field over the next few years.

All information you share in this section will **not** be included in the raw data files and will only be reported in aggregate.

Leave blank any questions for which you are unable or unwilling to provide data.

Please note that unlike previous sections, all information requested in this final section is for the **2025 calendar year**.

Strategic Plan

1. Does your organization have a strategic plan?

Yes

No

If yes, please answer questions 2-3, otherwise proceed to question 4

2. When did your organization last update your strategic plan?
3. When does your organization next plan to review and update your strategic plan?
4. When does your organization plan to develop a strategic plan?

Facilities

5. Did your organization actively work on any facility upgrades in 2025?

Yes

No

If yes, please answer question 6, otherwise proceed to question 7

6. Please indicate the type and scale of the upgrade(s) you made.

Expansion of current facility

Renovation of current facility

Construction of a new facility in your current location

Construction of a new facility to relocate your organization

Construction of a new facility in another location

e.g., new branch location, additional warehouse / storage building, new offices

Other:

7. During 2025, did your organization begin planning any facility upgrades that will take place in future years?

Yes

No

If yes, please answer question 8

8. Please indicate the type and scale of the upgrade(s) you planned.

Expansion of current facility

Renovation of current facility

Construction of a new facility in your current location

Construction of a new facility to relocate your organization

Construction of a new facility in another location

e.g., new branch location, additional warehouse / storage building, new offices

Other:

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

MEASURING CHANGE AND FUTURE PLANNING

Exhibits

9. Did your organization make any major exhibit upgrades 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 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.