



Representing the science center and museum field worldwide

## 2013 Science Center and Museum Statistics

The Association of Science-Technology Centers (ASTC) is a global organization providing collective voice and professional support for science centers, museums, and related institutions, whose innovative approaches to science learning inspire people of all ages about the wonders and the meaning of science in their lives. ASTC collects and publishes data about science centers and museums to help its members plan and manage their operations, and to provide basic information to those with an interest in the field. Of ASTC's over 600 members, 495 are science centers and museums operating or under development in 46 countries. Every U.S. state has at least one member; California alone has 40. The following information is based primarily on data collected from 203 ASTC science center and museum members from late December 2013 through April 2014.

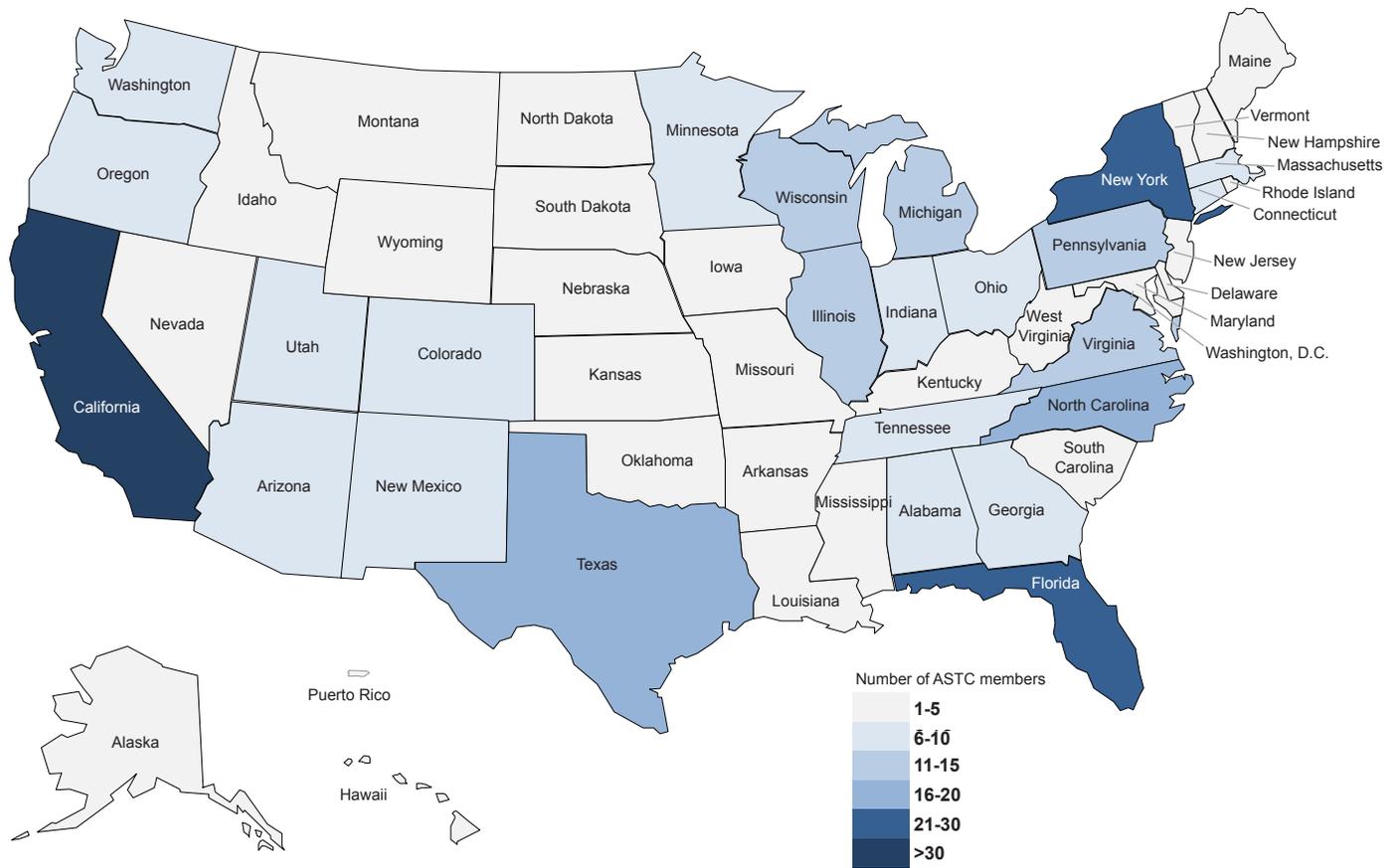
### Science engagement around the globe

The map below reflects the worldwide distribution of ASTC members. ASTC also partners with regional science center networks around the world.

Locations of ASTC science center and museum members, worldwide



## Locations of ASTC science center and museum members, United States



## Serving millions around the world

In 2013, 198 science centers and museums reported total attendance of over 81 million visits in their most recent fiscal year (76.6 million on-site and 15 million through off-site events and programs, such as school outreach). In the United States, total attendance for 151 centers was nearly 54 million. Extrapolating from reported data to include all ASTC science center and museum members, **ASTC estimates that there were 95 million visits to member science centers and museums worldwide last year. An estimated 73 million visits were made to ASTC's 394 science center and museum members in the United States.**

Median on-site attendance at individual centers was 216,250, with 55.9% of respondents reporting an increase over the previous year. Paid on-site attendance increased for 54.5% of the 165 respondents providing that data.

In surveys of ASTC governing members over the past decade, we have found attendance fluctuates with the seasons, extremes of weather, disruptions caused by construction, special events, and changes in public policies, practices, and funding. On occasion, an exhibition or giant-screen film also may contribute to a significant change in attendance.

## A science center for every community

Science centers vary widely in scale, from very large institutions, like the United Kingdom's Science Museum Group (with over 700,000 square feet of exhibits), to very small centers, like Discovery Space of Central Pennsylvania (with 2,500 square feet of interior exhibits). Among the institutions reporting this data for 2013, the median size was 32,000 square feet of interior exhibit space. In addition to the hands-on, experiential

exhibits and programs that are the hallmark of science centers, 42.6% of respondents also have large-format theaters.

## An integral part of the global educational infrastructure

School groups make up a significant percentage of science center and museum attendance. At the 188 institutions that reported both total on-site and school on-site attendance, school groups accounted for a median 15.6% of total on-site attendance.

Extrapolating from reported data to include all ASTC science center and museum members, **the estimated school group attendance was 16.7 million worldwide in 2013 (12.1 million in the United States)**. But field trips are just the beginning. Most science centers offer demonstrations and workshops, school outreach programs, professional development for teachers, curriculum materials, and programs for home schoolers.

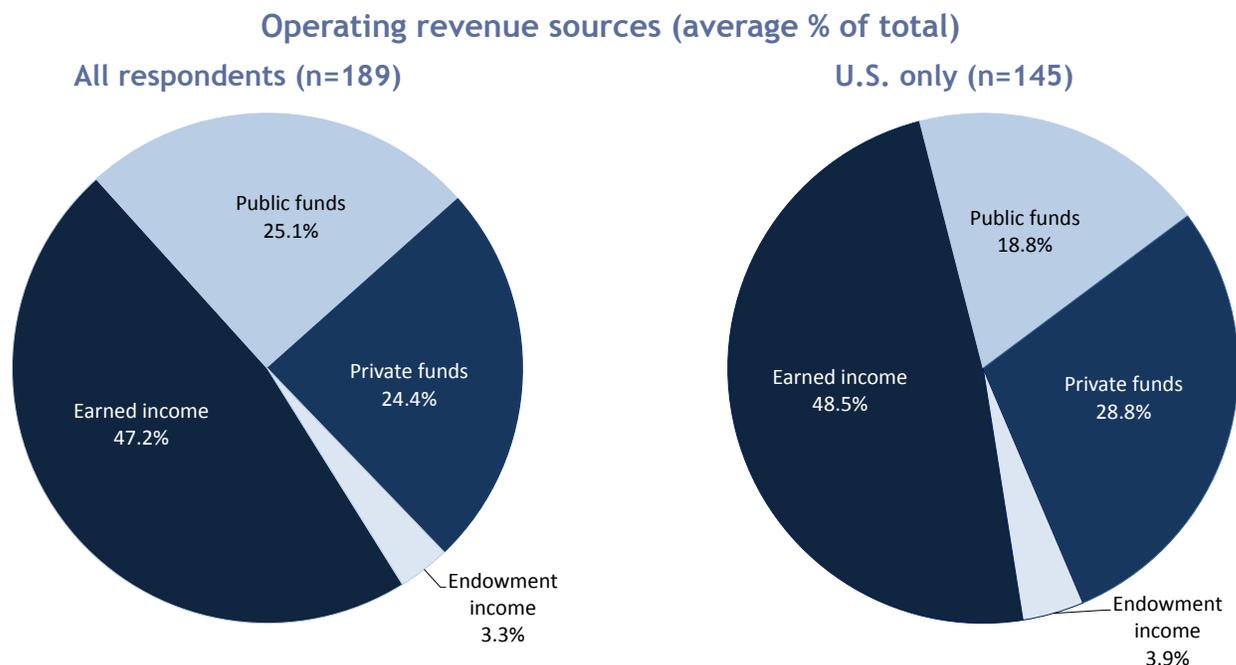
## Connecting science with the community

Science centers offer places where science and citizens can meet. Many centers have scientists on staff, and some feature research facilities on-site. Through exhibits and programming, such as lecture series and science cafés, science centers help to bring current research findings to the public and encourage discussion and debate of current issues. Science centers also encourage the public to become involved in research projects themselves.

Science centers reach a wide audience. Most (88%) have membership programs, including family memberships. On average, member visits accounted for 24% of paid on-site visits to the 148 institutions providing this data.

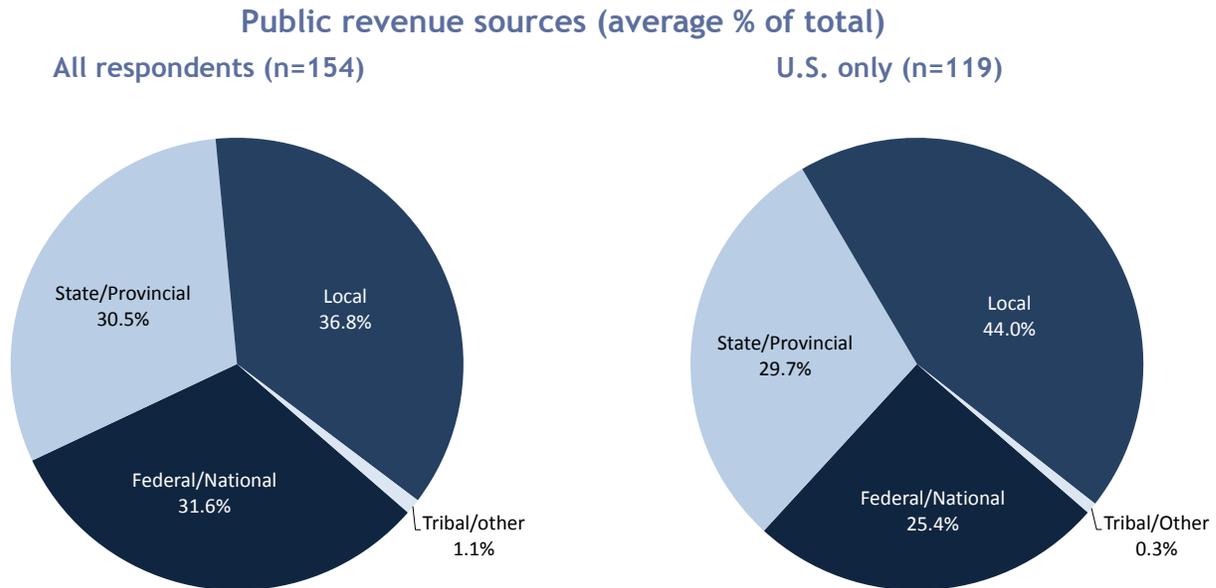
## Adding value to the local economy while enriching lives

As cultural amenities, science centers add value to their local economies. While they count on public funding, 47 cents of every operating dollar comes from ticket sales, program fees, facility rentals, and other “earned income” sources; 25 cents comes from public funds; 24 cents from private donors; and 3 cents from endowment income.



On average, earned income, which comes primarily from ticket sales and program fees, is the largest source of operating revenue. Most centers (93.1%) charge for general admission, with adult admission prices ranging from \$0.01 to \$31.00 (\$3.00 to \$29.95 among U.S. institutions). The median admission charge worldwide is US \$10 for adults, US \$8 for children.

Public funding constitutes, on average, 25% of an institution's operating revenue (19% in the United States). On average, worldwide, 31.6% of institutions' public funds are from federal/national governments, 30.5% from states/provinces, 36.8% from local governments, and 1.1% from tribal/other public sources. In the United States, a larger portion (44%) of public funding comes from local governments.



The scale of operations varies widely among science centers and museums: 10% of respondents report operating expenses of \$406,614 or less; 10% report operating expenses of more than \$19.8 million. Median reported operating expenses were \$3,875,020. In the reported fiscal year, most institutions (79%) operated with a balanced budget or a surplus.

Science centers also bring jobs to their communities; 22,075 paid employees were reported by 200 institutions (155 U.S. respondents reported a total of 15,366 paid employees). The median number of full-time equivalent employees at individual institutions was 45. On average, personnel costs constitute 56.3% of operating expenses.

## About the 2013 ASTC Statistics Survey

This document is based primarily on data collected in a survey carried out from late December 2013 through April 2014. The survey was distributed by mail and email to the 489 science centers and museums that were then members of ASTC. By the time data entry closed, we had received 203 responses, a response rate of 42%.

The breakdown of respondents by location generally reflected that of the ASTC membership as a whole. Seventy-seven percent of respondents were U.S.-based, compared with 80% of members. Science/technology centers and museums are somewhat overrepresented, making up 63% of respondents, compared with 52% of ASTC members. Institutions with budgets under \$1 million, however, are underrepresented among respondents to the survey, making up only 24% of respondents, compared with 45% of ASTC members. Institutions with budgets over \$3 million are overrepresented—54% of respondents, compared with 32% of ASTC members.