

# REPORT

## Results

### Survey on science communication institutions in Europe

Data for 2007



## EXECUTIVE SUMMARY

In April 2008, Ecsite carried out a survey to collect accurate data on activities and impact in the field of science communication, in order to clearly demonstrate the role of science communication institutions in society. The survey was diffused by email and through the website. Ecsite members were asked to send the questionnaire to other science centres they might be in contact with as well as fill out the data concerning their own institution. This kind of survey shall be repeated on a regular basis, in view of collecting a core set of data, which will be useful for analysis of regional and worldwide trends.

The present report presents the analysis of the survey results.

The following topics are covered in this report:

### **I - Institution profile**

- Type of Institution
- Year of Opening
- Staff in 2007
- Total Operational Income in Euros in 2007
- Total Operating Expenses in Euros in 2007

### **II – Space use and visitors’ distribution**

- Total Indoor Public Space
- Total Outdoor Public Space used for exhibits/programs
- Total Number of On-site Visitors in 2007
- Total Number of Off-site Visitors in 2007
- Total Number of On-line Visitors to Website in 2007

### **III – Activities**

- Use of the website to perform activities with the public
- Travelling exhibitions
- Science Communication Events
- Involvement in European projects in 2007
- Visitors’ studies or research performed in 2007

# PRESENTATION OF RESULTS

A total of 122 institutions responded to the survey.

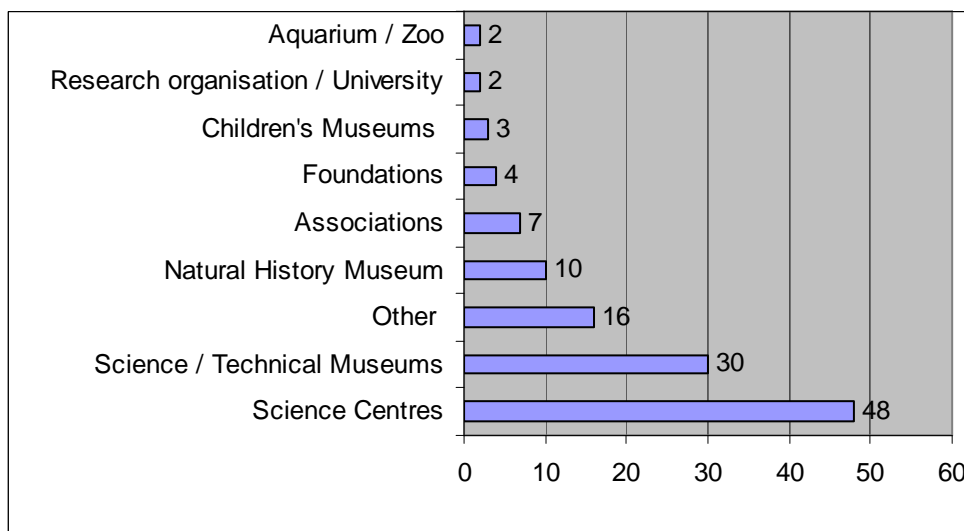
## I - Institution profile

**Ecsite members:** 94% (115 respondents)

**Country:**

- EU 85% (104)
- Outside the EU 15% (18)

**Type of Institution:**



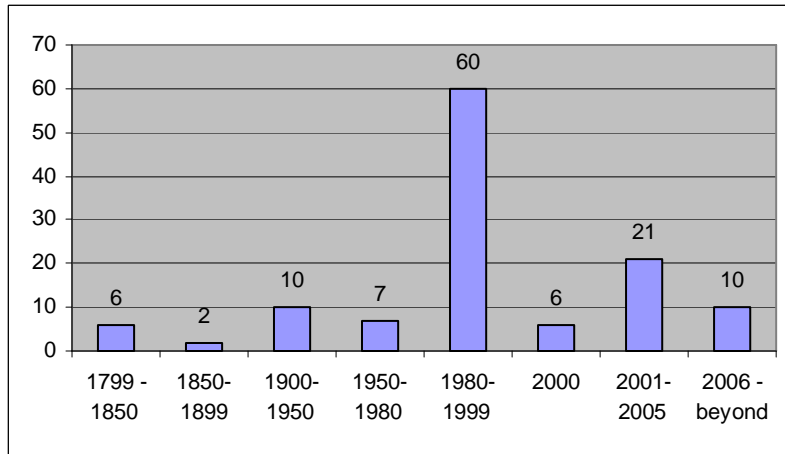
Respondents included a large minority of science centres (39%) and science-technical museums (25%), which considered together account for the majority of responding institutions (64%). A minority of institutions (6%) are represented by associations, which are not directly involved in producing or displaying exhibits.

The 'other' category includes:

- Science Education Center
- Children and Youth Theatre
- Private company - provider of products and services for the museum community
- Planetarium
- Science Park
- Corporately sponsored Energy centre
- Interdisciplinary food museum

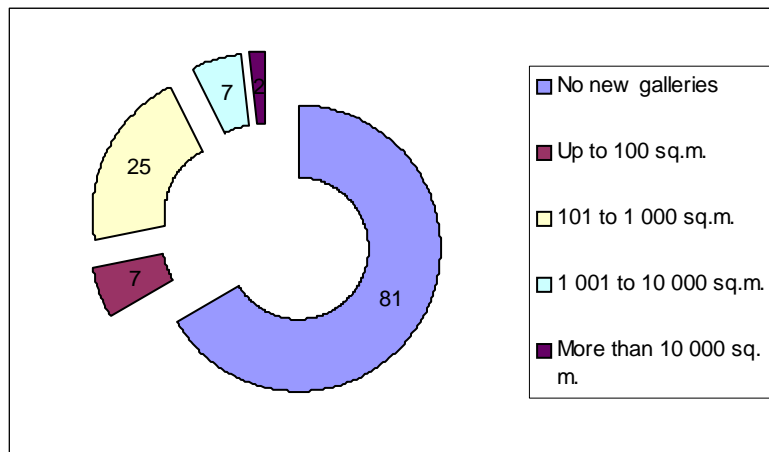
**Year of Opening**

Nearly 50 % of respondents come from institutions that opened between 1980 and 1999. About 5 % are historical institutions that opened before 1850, while about 8 % have only opened within the past few years (since the year 2000).



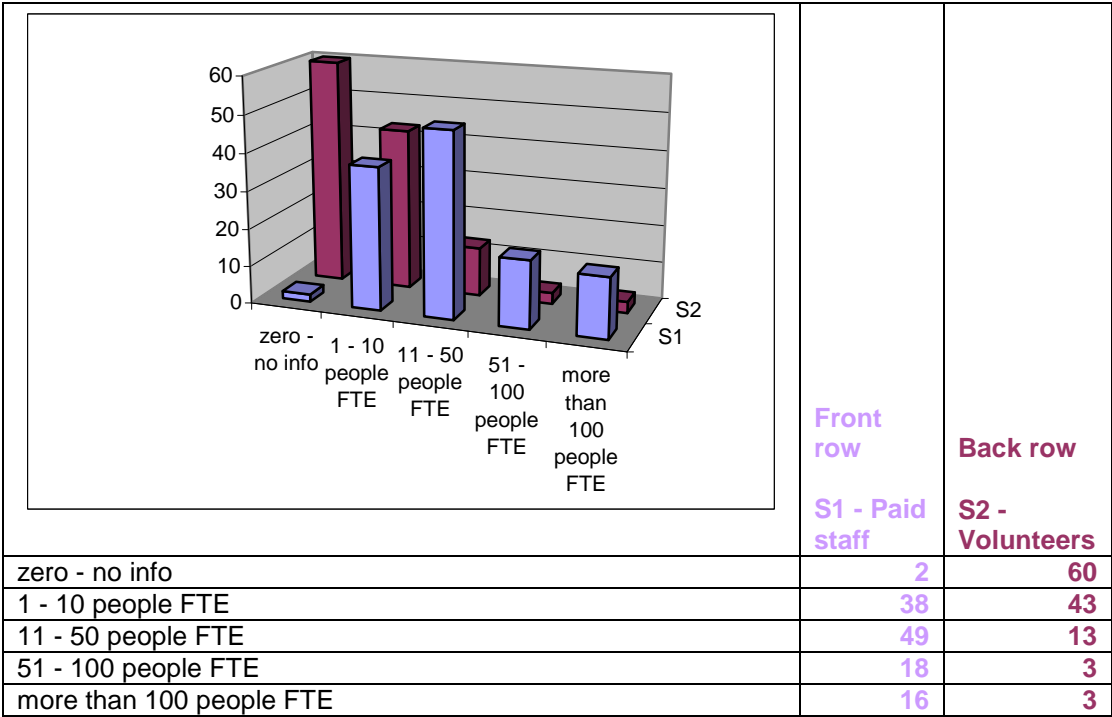
**Opening new (or newly renovated) galleries or permanent exhibitions to the public in 2007**

The majority of respondents did not open new galleries in 2007, 6 % opened galleries with less than 100 square metres, 20 % opened galleries between 100 and 1000 metres, 6 % opened galleries with between 1000 and 10 000 square metres and less than 2% opened galleries covering more than 10 000 metres.

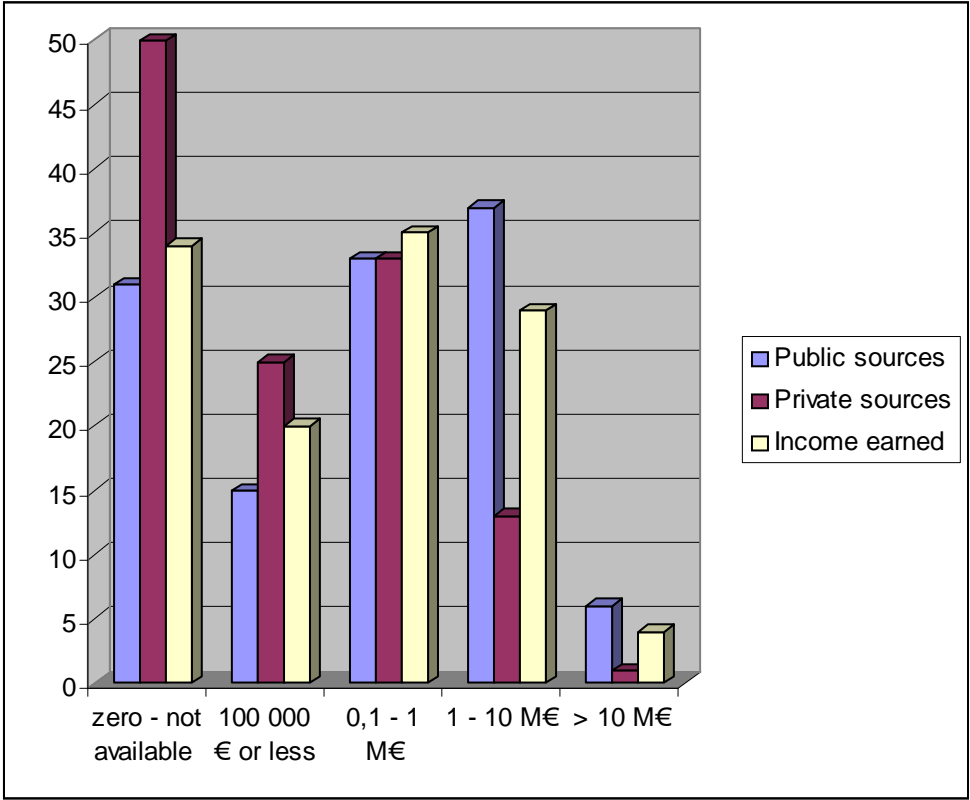


**Staff in 2007 in Full time equivalent (FTE)**

The following graph shows the paid and volunteer staff in respondent institutions, considering their Full time Equivalent (FTE). On the x-axis the number of staff FTE, on the y-axis the number of institutions falling into the category.

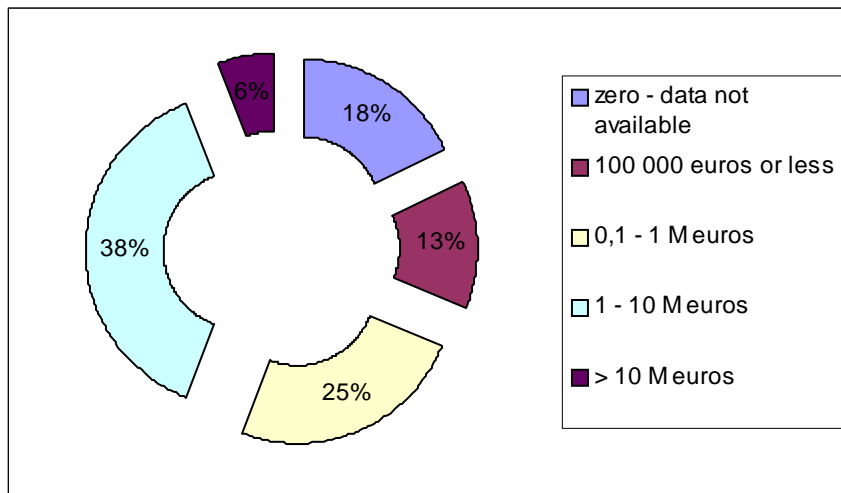


Total Operational Income in € in 2007



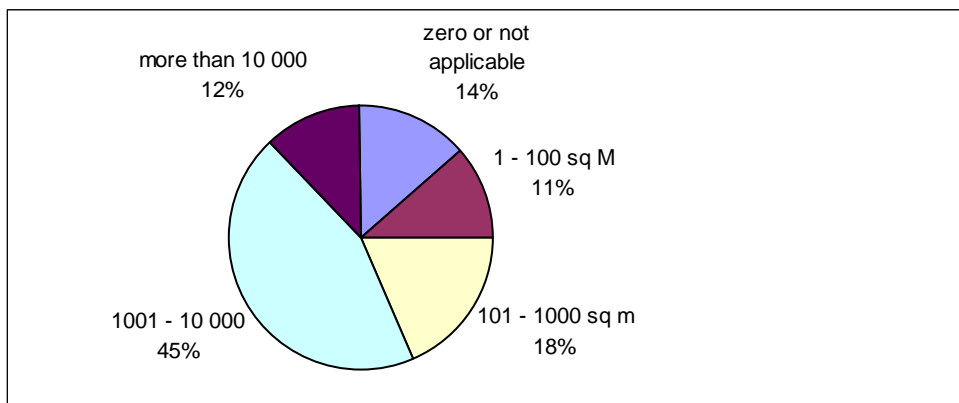
The graph compares the sources of income (different colour columns) for respondent institutions. About 40 % of respondents have no income from private sources, while about 5 % of respondents received more than 10 million euros in public funding in 2007.

### Total Operating Expenses in Euros in 2007



## II - Space and visitors distribution

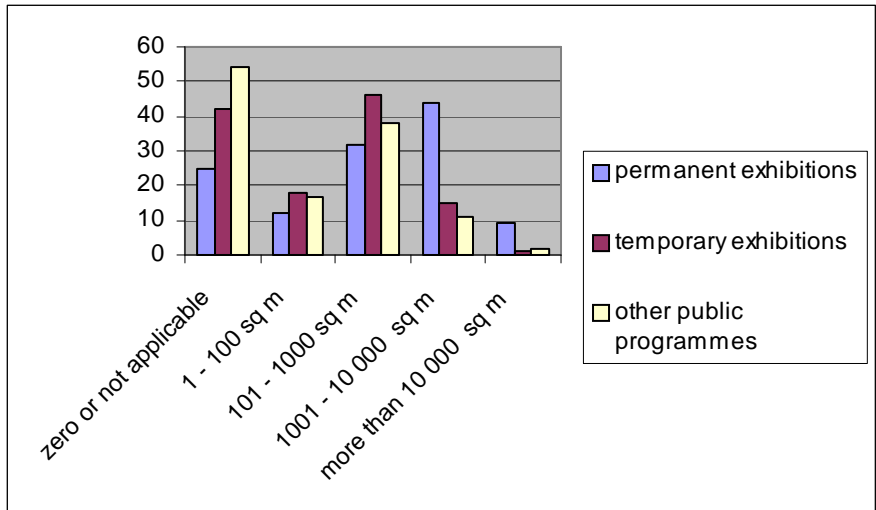
### Total Indoor Public Space (in square metres)



Almost half respondent institutions have a between 1000 and 10 000 square metres devoted to public spaces indoors.

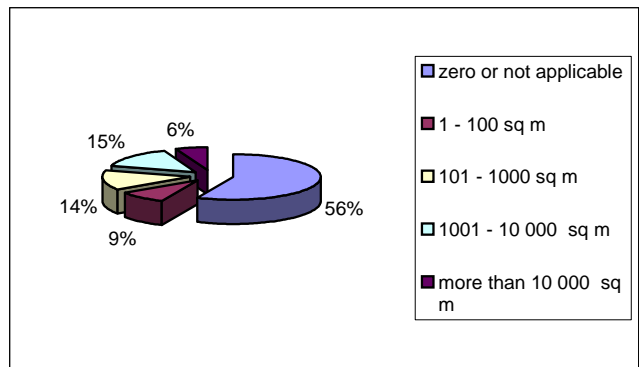
### Use of indoor space (in square metres)

The graph shows that in most cases, institutions devote more space to permanent exhibitions than to temporary exhibitions.

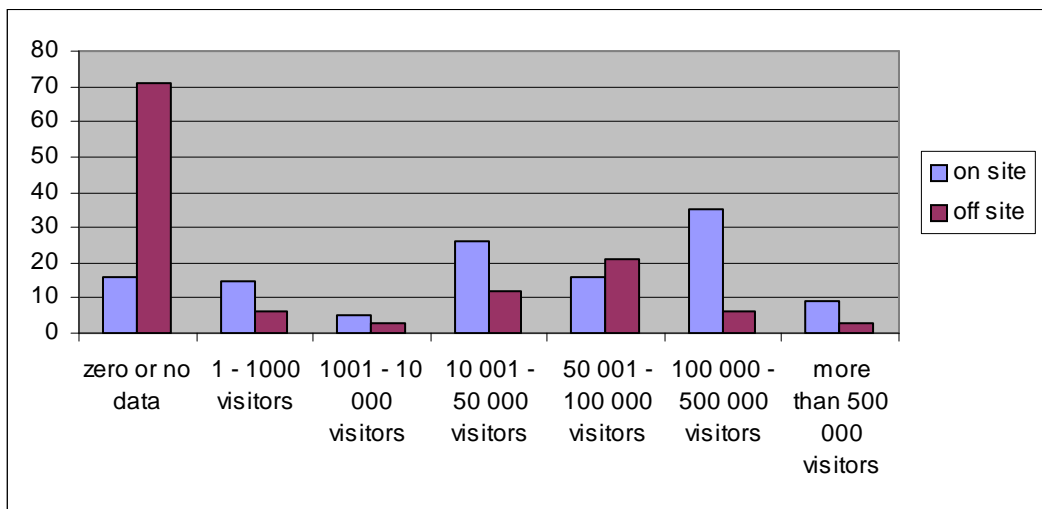


**Total Outdoor Public Space used for exhibits/programs**

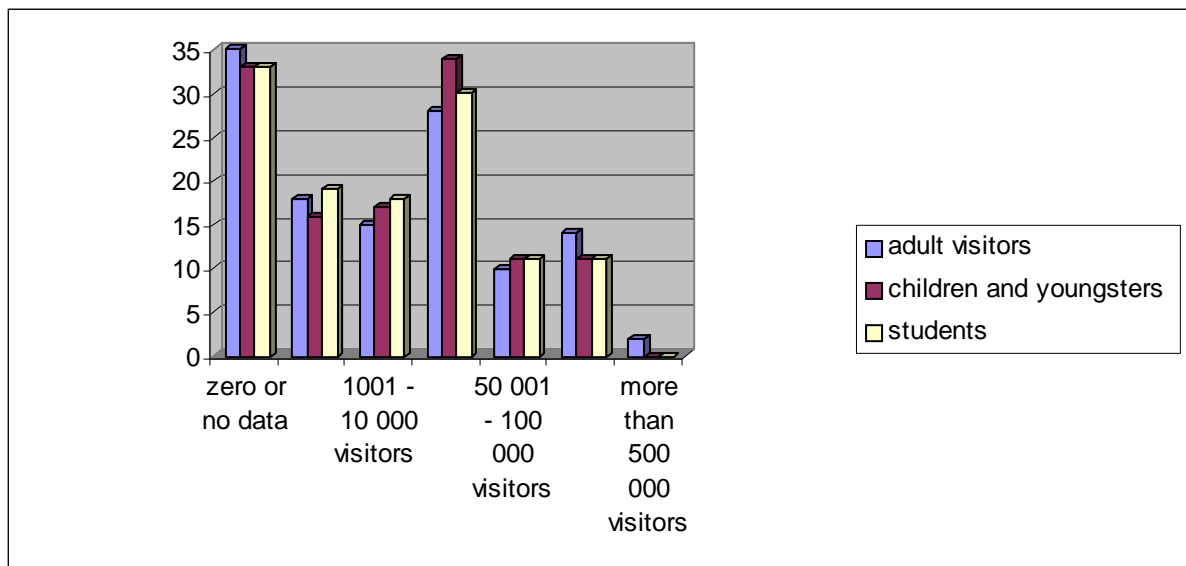
About half the respondents have no outdoor spaces, but a significant minority have spaces larger than 1000 square metres.



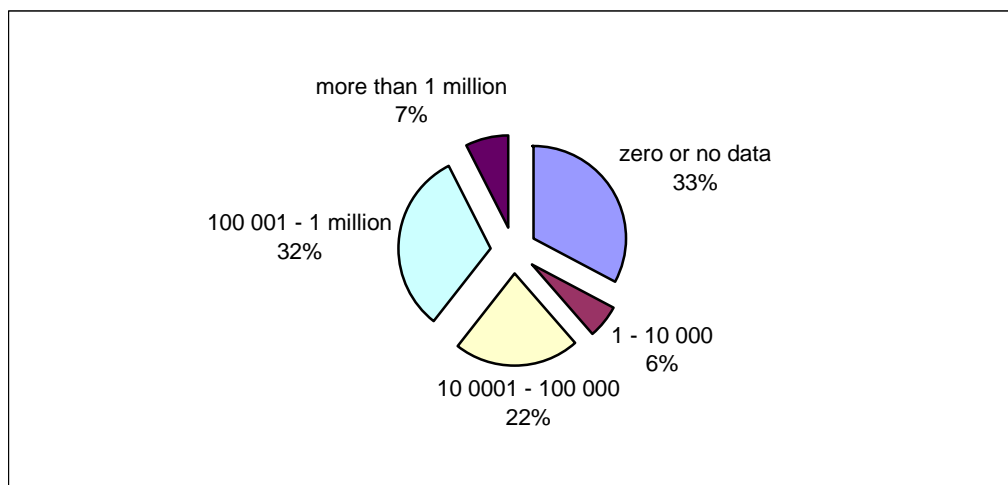
**Total Number of On-site and Off-site Visitors in 2007**



### Differentiation of On-site Visitors in 2007



### Total Number of On-line Visitors to Website in 2007

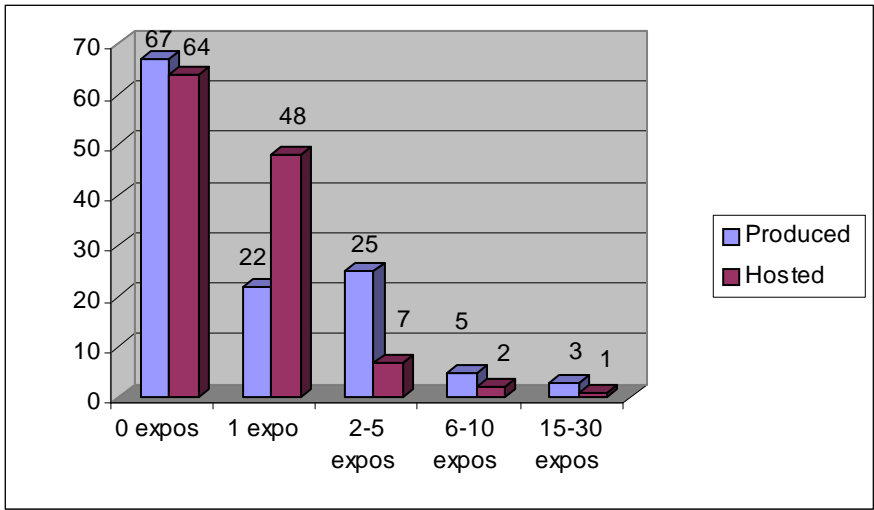


The graph emphasizes the fact that one-third of respondents do not possess, or wish to share, the number of visitors to the website.

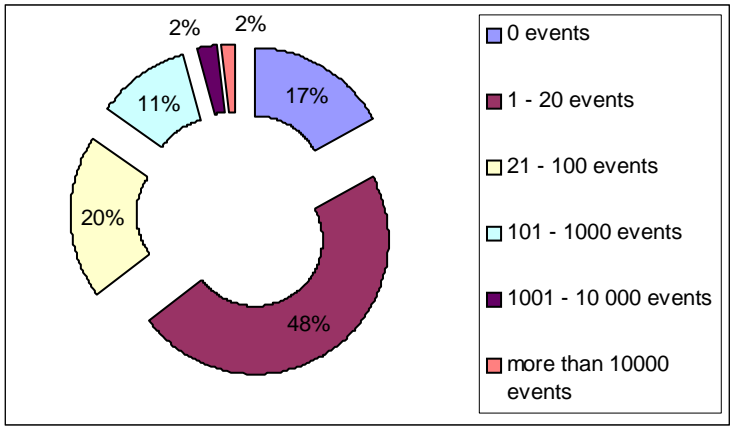
## III - Activities

### Organisations producing and hosting travelling exhibitions in 2007

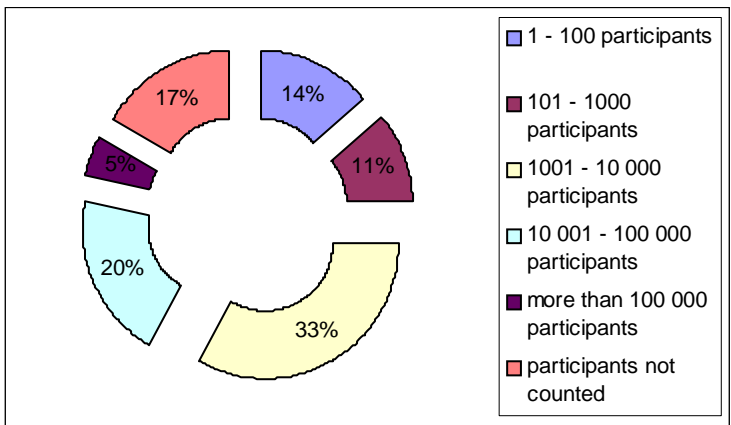
The graph shows that about half the respondents neither produced nor hosted travelling exhibitions during 2007. Around 40 % of organisations hosted one travelling exhibition and about half the organisations produced one. The graph also shows that more organisations produced several travelling exhibitions (2-5) than only one during 2007.



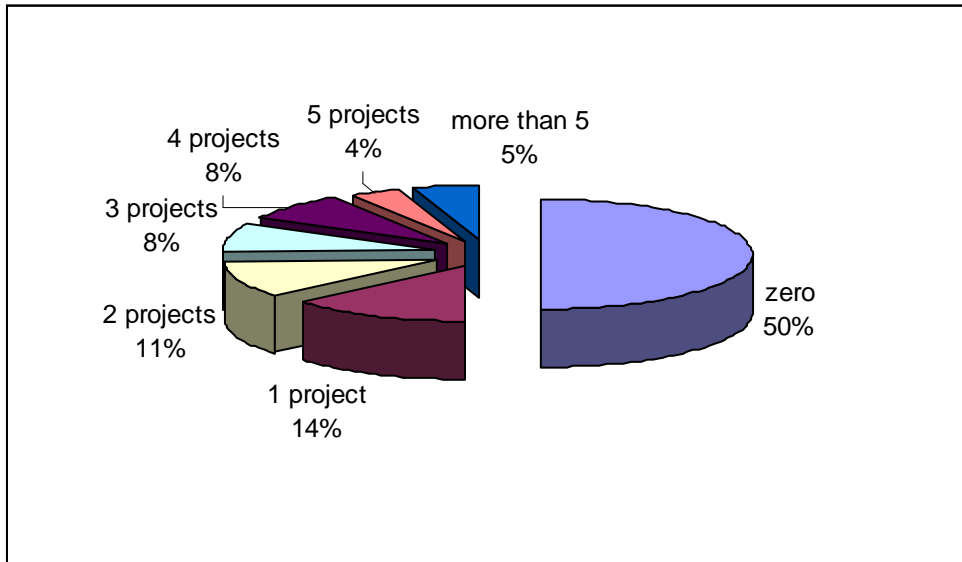
**Organisation of Science Communication Events in 2007**



**Number of participants in organised Science Communication Events in 2007**

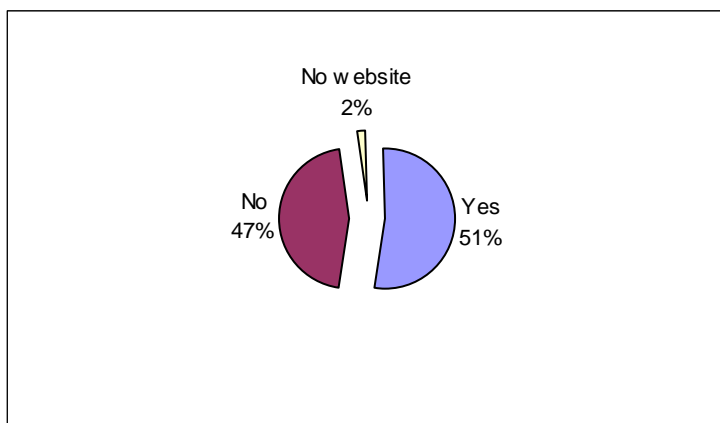


**Involvement in European projects in 2007**



**Web site used for activities with the public**

More than half the respondents seem to be advanced in their website skills, since they do indeed use the website for science communication activities. However, a small minority does not even have a website and almost half the respondents do not use it for science communication activities.



### Visitors' studies or research performed in 2007

A large minority of respondents did perform some kind of survey, analysis or questionnaire hand-out to measure the impact of their activities on visitors. If we consider that some of the organisations involved in the survey are not actually centres visited by the public, this number becomes more significant and testifies to the interest of science centres towards their visitors.

