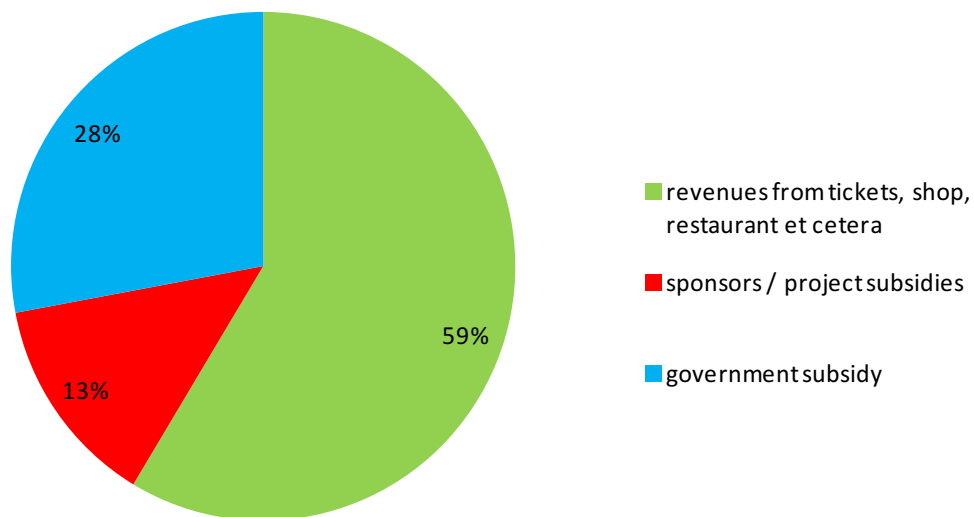


Facts & figures

2011

Financial

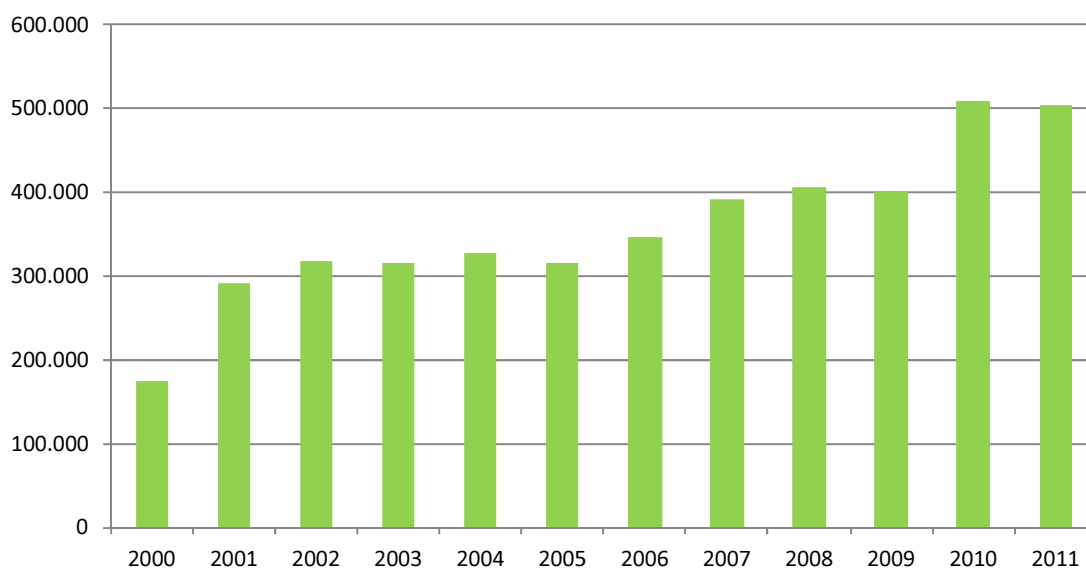
- Science Center NEMO, the Science Learning Center and the Science Communication Center are all part of the National Center for Science & Technology foundation (NCWT). In total the gross revenues in 2011 were **12 million** euro, of which more than half was generated by our own activities.



Reach

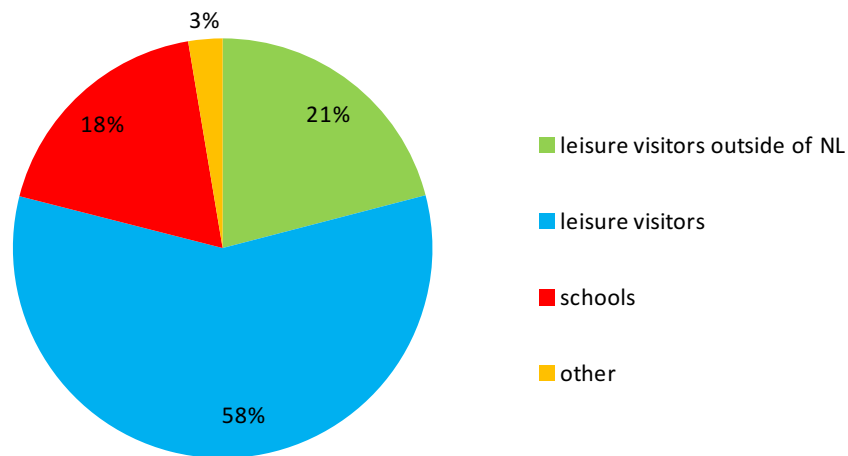
Source: internal evaluations 2011

- Science Center NEMO has an increasing number of visitors: **502.964** in 2011.

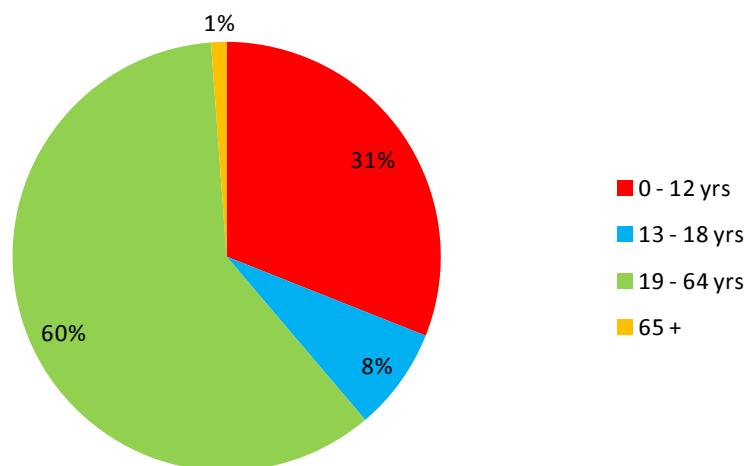


* in 2009 NEMO was closed for 6 weeks for renovation

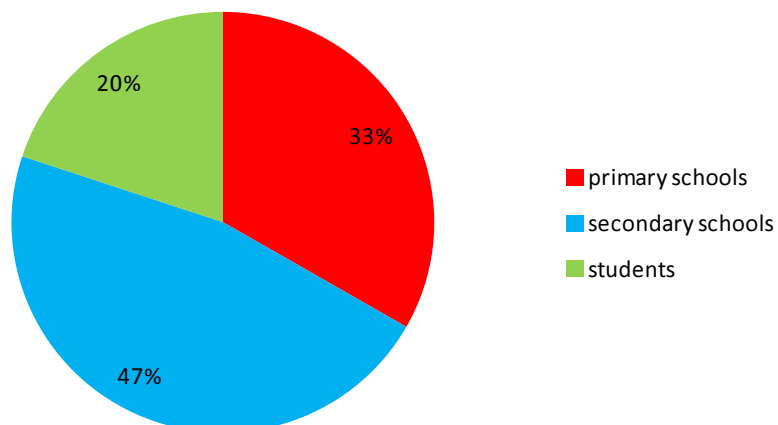
- The majority of the visitors at NEMO come for **leisure reasons (79%)**. Schools account for **18%** of the visitor numbers.



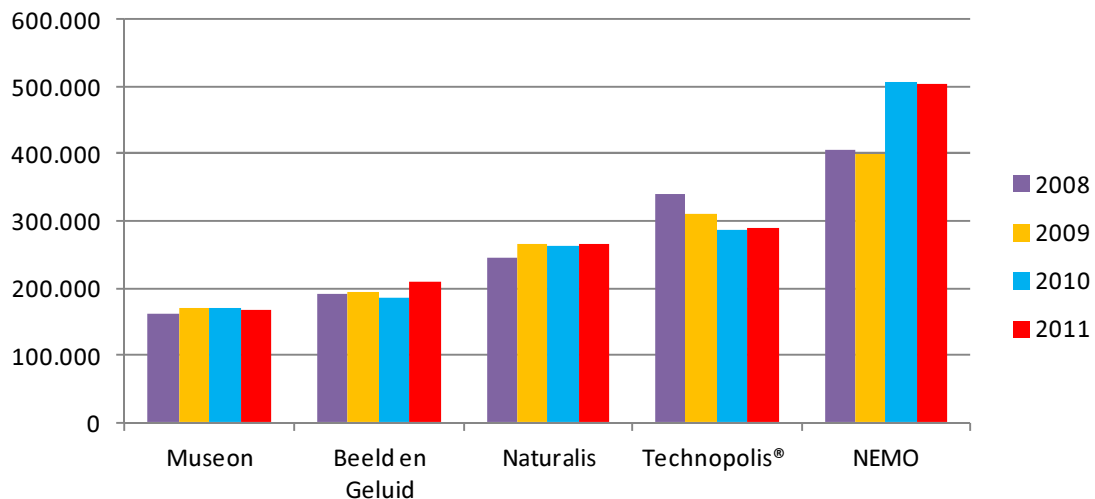
- Of the total of leisure visitors, more than a **third (39%)** is **younger than 18 years old**.



- Of the total number of school visits, **a third** comes from **primary schools** and almost **half** from **secondary schools**.



- From the top 5 members of the Dutch association of science centers and science museum (VSC), NEMO attracts most visitors. Source: members VSC (Vereniging van Samenwerkende Centra en musea in wetenschap en techniek)



- NEMO is the 4th most visited museum in the Netherlands according to the list of the Dutch Museum Association. Source: top 20 of the top 55 museum visits (estimated), Dec. 2011, Dutch Museum Association

1.	Van Gogh Museum	Amsterdam	1.595.000
2.	Anne Frank Huis	Amsterdam	1.090.000
3.	Rijksmuseum	Amsterdam	995.000
4.	NEMO	Amsterdam	505.800
5.	Het Nederlands Openluchtmuseum	Arnhem	450.000
6.	Hermitage Amsterdam	Amsterdam	335.000
7.	Haags Gemeentemuseum/GEM Fotomuseum	Den Haag	330.000
8.	Paleis Het Loo	Apeldoorn	322.600
9.	Nederlands Spoorwegmuseum	Utrecht	315.000
10.	Kröller Müller Museum	Otterlo	298.000
11.	Naturalis	Leiden	273.000
12.	Museum Boijmans van Beuningen	Rotterdam	271.000
13.	Mauritshuis	Den Haag	254.300
14.	Kasteel de Haar	Haarzuilens	245.000
15.	Amsterdams Museum/Willet Holthuysen	Amsterdam	240.000
16.	Zuiderzeemuseum	Enkhuizen	228.000
17.	Groninger Museum	Groningen	212.000
18.	Beeld en Geluid	Hilversum	210.000
19.	FOAM	Amsterdam	208.000
20.	Nationaal Luchtvaartmuseum Aviodrome	Lelystad	200.500

- During the national event Oktober Kennismaand (October Knowledge Month), **970 public activities** were organized on Science & Technology, spread out through the entire country, which were visited by approximately **390.000 people**.
- **Kennislink.nl** had in 2011 an average of **10.000 visitors per day**. In 2011 a total of **2,5 million** unique visitors entered this site.

Appreciation

Leisure visitors

Source: Beerda Continuous Visitors research, 1 Jan. 2011 - 31 Dec. 2011, n= 913

- Rating (on a scale of 1 - 10) for:
 - Entire visit at NEMO 8,4
 - NEMO Science Shop 7,8
 - Restaurant 7,2

Schools

Source: internal evaluations 2011

- Teachers rating of their **educational visit** at **NEMO**
 - for the educational material 7,2
 - for the workshops 7,6
- Teachers rating of the conferences of the **Teachers Club** 7,9
- Teachers rating of the project **Tube Your Future** 8,2
- Teachers rating of the project **Spot Je Talent** 8,1
- Rating of the **ESERO conference**
 - for primary education 9,1
 - for secondary education 7,9

➤ **Culture card 2011**

270 museums accept the Culture Card as a method of payment by schools in Netherlands . Of the total amount that schools spent at museums by paying with this card, 5% was spent at NEMO, by approximately 12.000 students.

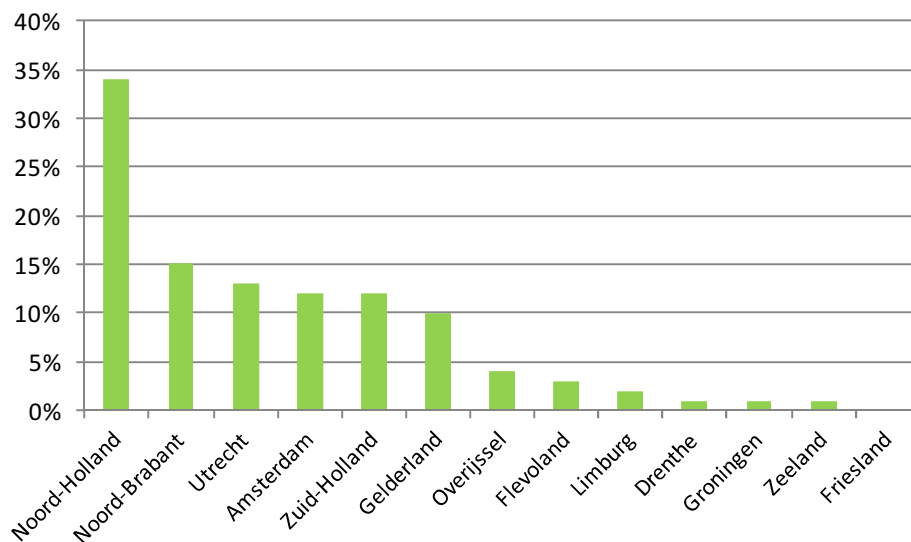
The largest group was students from lower secondary professional education (35%).

Source: Culture Card report, 2010-2011

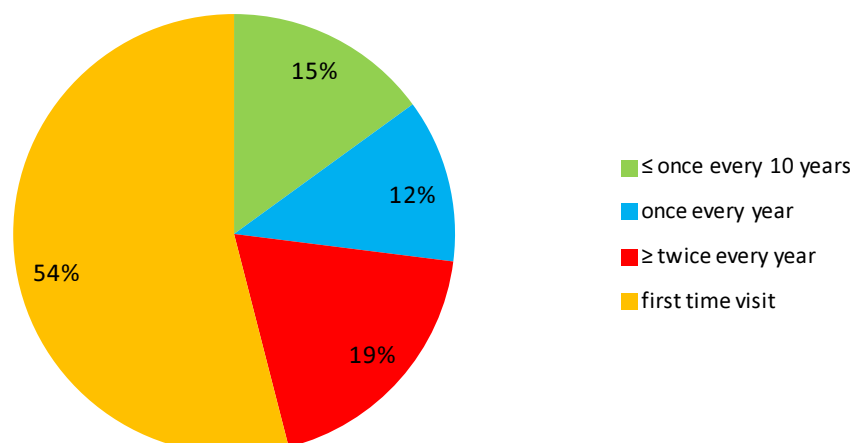
Visitor characteristics

Source: Beerda Continuous Visitors research, 1 Jan. 2011 - 31 Dec. 2011, n= 913

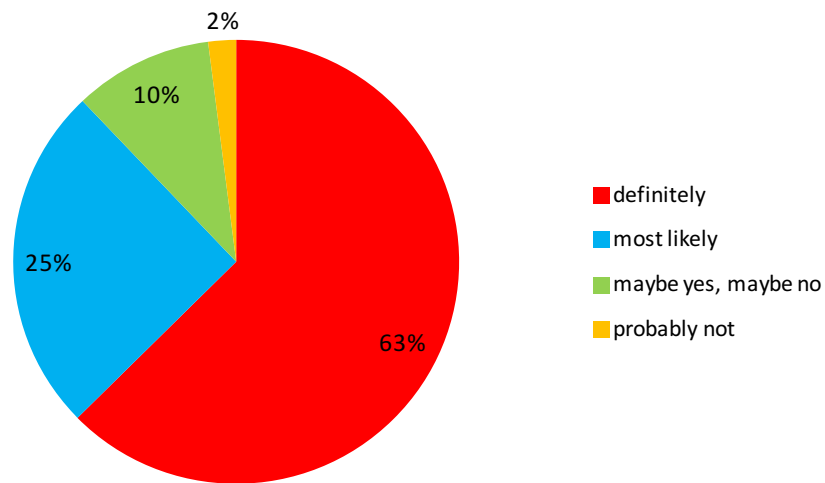
- NEMO has a national target market. Visitors come mainly from the provinces in the western and middle part of the country.



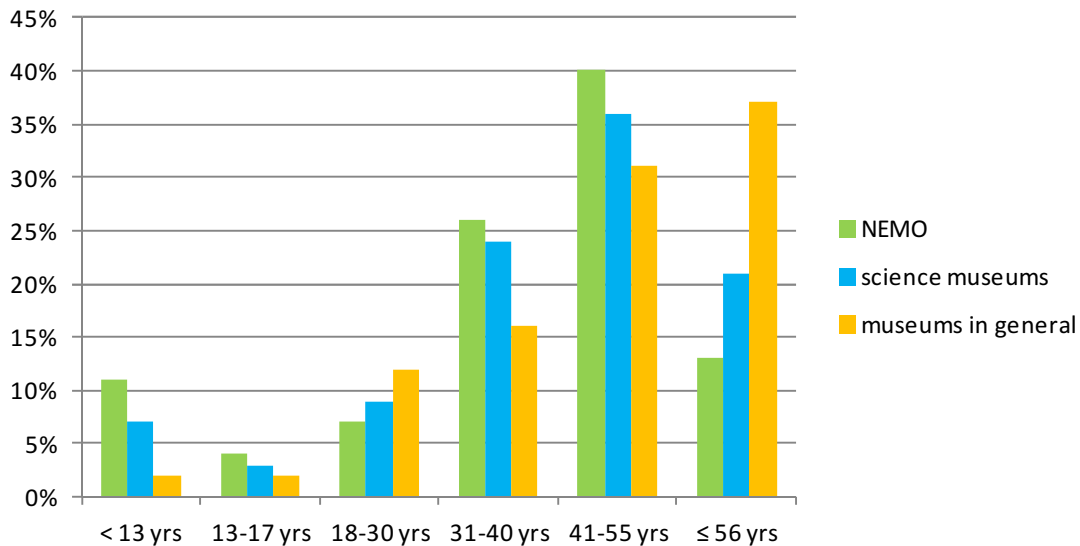
- **19%** of our visitors has been in NEMO twice or more.



- Repeat visitors: **two thirds** of our visitors indicate they will visit NEMO more than one time.



- Compared to other (science) museums, NEMO receives **more youngsters up to 17 years of age** and **more adults from 31 – 55 years of age**.

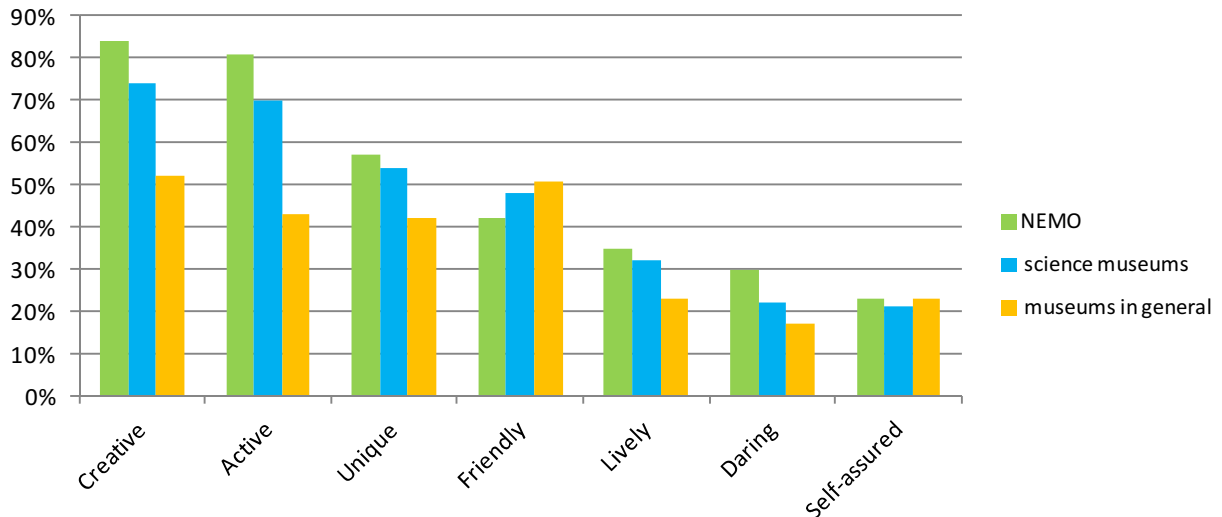


- **Length of stay (2011)**
Leisure visitors stay in NEMO on average from 2,5 to 4 hours.

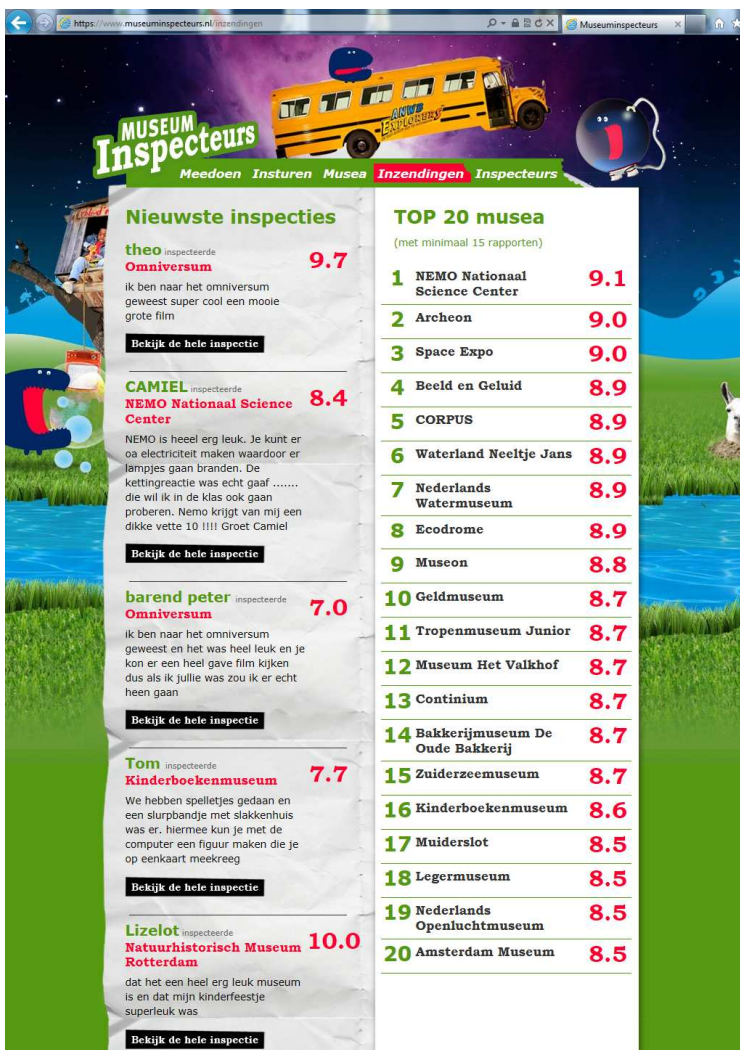
Various

- Compared to other (science)museums, NEMO is perceived as **creative, active and unique**.

Source: Beerda Continuous Visitors research, 1 Jan. 2011 - 31 Dec. 2011, n= 913



- Children (up to 12 years old) rate museums and publish their findings on the site www.museuminspecteurs.nl. These **Museum inspectors** give NEMO a rating of **9,1**.



Source: Museuminspecteurs.nl, 243 inspections, as of March 16 2012; an initiative of the ANWB and the Dutch Museum Association