

# Year to date Amsterdam Museum (Juni)

|  | 2015          |                         |                 |               |               |             |           | 2014          |                         |                 |               |               |             |           | 2013          |                         |                 |               |               |             |           | 2012          |                         |                 |               |               |             |               | 2011          |                         |                 |               |               |             |           |  |
|--|---------------|-------------------------|-----------------|---------------|---------------|-------------|-----------|---------------|-------------------------|-----------------|---------------|---------------|-------------|-----------|---------------|-------------------------|-----------------|---------------|---------------|-------------|-----------|---------------|-------------------------|-----------------|---------------|---------------|-------------|---------------|---------------|-------------------------|-----------------|---------------|---------------|-------------|-----------|--|
|  | Totaal aantal | % van totaal bezoeker s | Waarde 18+ ind. | Kind 0/1 ind. | Kind 2/3 ind. | Waarde Grp. | Kind Grp. | Totaal aantal | % van totaal bezoeker s | Waarde 18+ ind. | Kind 0/1 ind. | Kind 2/3 ind. | Waarde Grp. | Kind Grp. | Totaal aantal | % van totaal bezoeker s | Waarde 18+ ind. | Kind 0/1 ind. | Kind 2/3 ind. | Waarde Grp. | Kind Grp. | Totaal aantal | % van totaal bezoeker s | Waarde 18+ ind. | Kind 0/1 ind. | Kind 2/3 ind. | Waarde Grp. | Kind Grp.     | Totaal aantal | % van totaal bezoeker s | Waarde 18+ ind. | Kind 0/1 ind. | Kind 2/3 ind. | Waarde Grp. | Kind Grp. |  |
| <b>Nederland</b>                               |               |                         |                 |               |               |             |           |               |                         |                 |               |               |             |           |               |                         |                 |               |               |             |           |               |                         |                 |               |               |             |               |               |                         |                 |               |               |             |           |  |
| Centrum  | 538           | 1%                      |                 |               |               |             |           | 1.244         | 1%                      |                 |               |               |             |           | 1.244         | 1%                      |                 |               |               |             |           |               | 779                     | 1%              |               |               |             |               |               | 449                     | 1%              |               |               |             |           |  |
| Noord  | 723           | 1%                      |                 |               |               |             |           | 1.282         | 1%                      |                 |               |               |             |           | 1.282         | 1%                      |                 |               |               |             |           |               | 715                     | 1%              |               |               |             |               |               | 720                     | 1%              |               |               |             |           |  |
| West   | 2.716         | 3%                      |                 |               |               |             |           | 3.851         | 3%                      |                 |               |               |             |           | 5.090         | 4%                      |                 |               |               |             |           |               | 2.010                   | 2%              |               |               |             |               |               | 2.201                   | 3%              |               |               |             |           |  |
| Nieuw-West                                     | 1.406         | 1%                      |                 |               |               |             |           | 1.997         | 2%                      |                 |               |               |             |           | 2.493         | 2%                      |                 |               |               |             |           |               | 1.181                   | 1%              |               |               |             |               |               | 1.306                   | 2%              |               |               |             |           |  |
| Zuid   | 1.803         | 2%                      |                 |               |               |             |           | 2.410         | 2%                      |                 |               |               |             |           | 3.177         | 3%                      |                 |               |               |             |           |               | 1.426                   | 2%              |               |               |             |               |               | 1.272                   | 1%              |               |               |             |           |  |
| Oost   | 1.578         | 2%                      |                 |               |               |             |           | 2.104         | 2%                      |                 |               |               |             |           | 2.538         | 2%                      |                 |               |               |             |           |               | 1.142                   | 1%              |               |               |             |               |               | 1.287                   | 1%              |               |               |             |           |  |
| Zuidoost                                       | 1.761         | 2%                      |                 |               |               |             |           | 2.621         | 2%                      |                 |               |               |             |           | 3.236         | 3%                      |                 |               |               |             |           |               | 1.404                   | 2%              |               |               |             |               |               | 1.545                   | 2%              |               |               |             |           |  |
| Wentrop  | 34            | 0%                      |                 |               |               |             |           | 73            | 0%                      |                 |               |               |             |           | 162           | 0%                      |                 |               |               |             |           |               | 26                      | 0%              |               |               |             |               |               | 154                     | 0%              |               |               |             |           |  |
| Overige gemeenschappelijke postcodes Amsterdam | 310           | 0%                      |                 |               |               |             |           | 368           | 0%                      |                 |               |               |             |           | 721           | 1%                      |                 |               |               |             |           |               | 143                     | 0%              |               |               |             |               |               | 21                      | 0%              |               |               |             |           |  |
| Diversen Amsterdam                             | 4.014         | 4%                      |                 |               |               |             |           | 3.153         | 3%                      |                 |               |               |             |           | 4.155         | 3%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| <b>Totaal Amsterdam</b>                        | <b>15.283</b> | <b>14%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>18.784</b> | <b>16%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>24.311</b> | <b>19%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>8.827</b>  | <b>10%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>18.272</b> | <b>21%</b>    | <b>0</b>                | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    |           |  |
| Noord-Holland                                  | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Utrecht  | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Gelderland                                     | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Flevoland                                      | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Noord-Brabant                                  | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Zeeeland                                       | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Limburg  | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Drenthe  | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Friesland                                      | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Overijssel                                     | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Groningen                                      | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           | 0             | 0%                      |                 |               |               |             |           |               | 0                       | 0%              |               |               |             |               |               | 0                       | 0%              |               |               |             |           |  |
| Diversen Nederland                             | 7.956         | 7%                      |                 |               |               |             |           | 13.230        | 12%                     |                 |               |               |             |           | 9.009         | 7%                      |                 |               |               |             |           |               | 11.933                  | 13%             |               |               |             |               |               | 11.800                  | 14%             |               |               |             |           |  |
| <b>Totaal Rest Nederland</b>                   | <b>22.524</b> | <b>21%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>34.200</b> | <b>30%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>37.258</b> | <b>29%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>0</b>      | <b>0%</b>               | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>11.800</b> | <b>14%</b>    | <b>0</b>                | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    |           |  |
| <b>Totaal Nederland (Amsterdam + Rest NL)</b>  | <b>37.807</b> | <b>35%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>52.984</b> | <b>46%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>61.569</b> | <b>49%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>0</b>      | <b>0%</b>               | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>30.072</b> | <b>35%</b>    | <b>0</b>                | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    |           |  |
| <b>Buitenland</b>                              |               |                         |                 |               |               |             |           |               |                         |                 |               |               |             |           |               |                         |                 |               |               |             |           |               |                         |                 |               |               |             |               |               |                         |                 |               |               |             |           |  |
| Belgie   | 2.134         | 2%                      |                 |               |               |             |           | 2.253         | 2%                      |                 |               |               |             |           | 2.820         | 2%                      |                 |               |               |             |           |               | 1.779                   | 2%              |               |               |             |               |               | 1.530                   | 2%              |               |               |             |           |  |
| Duitsland                                      | 410           | 0%                      |                 |               |               |             |           | 410           | 0%                      |                 |               |               |             |           | 430           | 0%                      |                 |               |               |             |           |               | 557                     | 0%              |               |               |             |               |               | 527                     | 0%              |               |               |             |           |  |
| Duitsland                                      | 7.243         | 7%                      |                 |               |               |             |           | 6.571         | 5%                      |                 |               |               |             |           | 6.493         | 5%                      |                 |               |               |             |           |               | 6.493                   | 5%              |               |               |             |               |               | 4.427                   | 5%              |               |               |             |           |  |
| Finland  | 284           | 0%                      |                 |               |               |             |           | 212           | 0%                      |                 |               |               |             |           | 286           | 0%                      |                 |               |               |             |           |               | 361                     | 0%              |               |               |             |               |               | 369                     | 0%              |               |               |             |           |  |
| Frankrijk                                      | 11.550        | 10%                     |                 |               |               |             |           | 10.510        | 9%                      |                 |               |               |             |           | 9.299         | 7%                      |                 |               |               |             |           |               | 6.299                   | 7%              |               |               |             |               |               | 6.162                   | 7%              |               |               |             |           |  |
| Griekenland                                    | 330           | 0%                      |                 |               |               |             |           | 357           | 0%                      |                 |               |               |             |           | 507           | 0%                      |                 |               |               |             |           |               | 357                     | 0%              |               |               |             |               |               | 626                     | 1%              |               |               |             |           |  |
| Hongarije                                      | 166           | 0%                      |                 |               |               |             |           | 258           | 0%                      |                 |               |               |             |           | 296           | 0%                      |                 |               |               |             |           |               | 220                     | 0%              |               |               |             |               |               | 288                     | 0%              |               |               |             |           |  |
| Italië   | 3.334         | 3%                      |                 |               |               |             |           | 3.153         | 3%                      |                 |               |               |             |           | 3.280         | 3%                      |                 |               |               |             |           |               | 2.482                   | 3%              |               |               |             |               |               | 3.161                   | 3%              |               |               |             |           |  |
| Nieuw-Zeeland                                  | 368           | 0%                      |                 |               |               |             |           | 333           | 0%                      |                 |               |               |             |           | 521           | 0%                      |                 |               |               |             |           |               | 376                     | 0%              |               |               |             |               |               | 403                     | 0%              |               |               |             |           |  |
| Oostenrijk                                     | 844           | 1%                      |                 |               |               |             |           | 754           | 1%                      |                 |               |               |             |           | 805           | 1%                      |                 |               |               |             |           |               | 624                     | 1%              |               |               |             |               |               | 506                     | 1%              |               |               |             |           |  |
| Polen  | 423           | 0%                      |                 |               |               |             |           | 483           | 0%                      |                 |               |               |             |           | 561           | 0%                      |                 |               |               |             |           |               | 557                     | 0%              |               |               |             |               |               | 404                     | 0%              |               |               |             |           |  |
| Portugal                                       | 1.439         | 1%                      |                 |               |               |             |           | 1.374         | 1%                      |                 |               |               |             |           | 1.403         | 1%                      |                 |               |               |             |           |               | 689                     | 1%              |               |               |             |               |               | 753                     | 1%              |               |               |             |           |  |
| Roemenië                                       | 512           | 0%                      |                 |               |               |             |           | 347           | 0%                      |                 |               |               |             |           | 436           | 0%                      |                 |               |               |             |           |               | 491                     | 1%              |               |               |             |               |               | 234                     | 0%              |               |               |             |           |  |
| Rusland  | 1.263         | 1%                      |                 |               |               |             |           | 1.888         | 2%                      |                 |               |               |             |           | 2.139         | 2%                      |                 |               |               |             |           |               | 1.516                   | 2%              |               |               |             |               |               | 1.422                   | 2%              |               |               |             |           |  |
| Spanje   | 1.008         | 2%                      |                 |               |               |             |           | 1.550         | 1%                      |                 |               |               |             |           | 1.576         | 2%                      |                 |               |               |             |           |               | 1.515                   | 2%              |               |               |             |               |               | 2.286                   | 2%              |               |               |             |           |  |
| Turkije  | 303           | 1%                      |                 |               |               |             |           | 627           | 1%                      |                 |               |               |             |           | 767           | 1%                      |                 |               |               |             |           |               | 510                     | 1%              |               |               |             |               |               | 394                     | 0%              |               |               |             |           |  |
| Verenigd Koninkrijk                            | 10.257        | 10%                     |                 |               |               |             |           | 8.999         | 8%                      |                 |               |               |             |           | 9.852         | 8%                      |                 |               |               |             |           |               | 6.649                   | 7%              |               |               |             |               |               | 1.563                   | 2%              |               |               |             |           |  |
| Zweden   | 507           | 0%                      |                 |               |               |             |           | 390           | 0%                      |                 |               |               |             |           | 590           | 0%                      |                 |               |               |             |           |               | 499                     | 1%              |               |               |             |               |               | 357                     | 0%              |               |               |             |           |  |
| Zwitserland                                    | 780           | 1%                      |                 |               |               |             |           | 945           | 1%                      |                 |               |               |             |           | 945           | 1%                      |                 |               |               |             |           |               | 590                     | 1%              |               |               |             |               |               | 576                     | 1%              |               |               |             |           |  |
| <b>Rest van Europa</b>                         | <b>1.568</b>  | <b>1%</b>               |                 |               |               |             |           | <b>1.415</b>  | <b>1%</b>               |                 |               |               |             |           | <b>1.742</b>  | <b>1%</b>               |                 |               |               |             |           |               | <b>1.924</b>            | <b>2%</b>       |               |               |             |               |               | <b>1.183</b>            | <b>1%</b>       |               |               |             |           |  |
| <b>Totaal Europa</b>                           | <b>69.709</b> | <b>43%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>41.995</b> | <b>37%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>49.213</b> | <b>38%</b>              | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>0</b>  | <b>0</b>      | <b>0%</b>               | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    | <b>29.661</b> | <b>30%</b>    | <b>0</b>                | <b>0</b>        | <b>0</b>      | <b>0</b>      | <b>0</b>    |           |  |
| China  | 988           | 1%                      |                 |               |               |             |           | 1.003         | 1%                      |                 |               |               |             |           | 1.049         | 1%                      |                 |               |               |             |           |               | 750                     | 1%              |               |               |             |               |               | 620                     | 1%              |               |               |             |           |  |
| India  | 410           | 0%                      |                 |               |               |             |           | 248           | 0%                      |                 |               |               |             |           | 220           | 0%                      |                 |               |               |             |           |               | 329                     | 0%              |               |               |             |               |               | 230                     | 0%              |               |               |             |           |  |
| Indonesië                                      | 58            | 0%                      |                 |               |               |             |           | 60            | 0%                      |                 |               |               |             |           | 81            | 0%                      |                 |               |               |             |           |               | 42                      | 0%              |               |               |             |               |               | 45                      | 0%              |               |               |             |           |  |
| Israël   | 275           | 0%                      |                 |               |               |             |           | 354           | 0%                      |                 |               |               |             |           | 314           | 0%                      |                 |               |               |             |           |               | 239                     | 0%              |               |               |             |               |               | 255                     | 0%              |               |               |             |           |  |
| Japan  | 449           | 0%                      |                 |               |               |             |           | 437           | 0%                      |                 |               |               |             |           | 531           | 0%                      |                 |               |               |             |           |               | 516                     | 1%              |               |               |             |               |               | 341                     | 0%              |               |               |             |           |  |
| Zuid-Korea                                     | 290           | 0%                      |                 |               |               |             |           | 224           | 0%                      |                 |               |               |             |           | 288           | 0%                      |                 |               |               |             |           |               | 207                     | 0%              |               |               |             |               |               | 175                     | 0%              |               |               |             |           |  |
| Canada   | 1.485         | 1%                      |                 |               |               |             |           | 1.124         | 1%                      |                 |               |               |             |           | 1.319         | 1%                      |                 |               |               |             |           |               | 1.102                   | 1%              |               |               |             |               |               | 806                     | 1%              |               |               |             |           |  |
| Mexico   |               |                         |                 |               |               |             |           |               |                         |                 |               |               |             |           |               |                         |                 |               |               |             |           |               |                         |                 |               |               |             |               |               |                         |                 |               |               |             |           |  |