SUMMARY

1. Visitors of CosmoCaixa Barcelona
   1.1 Museum visitors 2004-2017
   1.2 General public visitors
   1.3 Schoolchildren visitors
   1.4 Visitors of the leading spaces

2. Origin and characteristics of visitors
   2.1 Origin of general public visitors
   2.2 Origin of schoolchildren visitors
   2.3 Visit profile
   2.4 Visitor profile

3. Exhibitions
   3.1 Science exhibitions
   3.2 Environment exhibitions
   3.3 Social exhibitions

Data sources:
• General public surveys
• Ticket sales systems
VISITORS OF COSMOCAIXA
1.1 MUSEUM VISITORS 2004-2017

VISITORS

YEAR


858.139  709.978  629.311  719.495  822.334  752.981  721.337  830.282  788.176  716.877  739.649  733.778  757.245  884.636

TOTAL DATA

24-9-04

inauguration

10.664.218

visitors

4.398

days

2.425

visitors/day

Data is up to 31-12-17

ASSESSMENT OF COSMOCAIXA

8.90

GLOBAL VALORATION

8.64

SERVICES ASSESSMENT
1.2 GENERAL PUBLIC VISITORS

GENERAL PUBLIC VISITORS
TOTAL AMOUNT OF PEOPLE WHO HAVE VISITED COSMOCAIXA BARCELONA

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>598,460</td>
<td>524,375</td>
<td>561,375</td>
<td>570,757</td>
<td>581,220</td>
<td>696,274</td>
</tr>
</tbody>
</table>

ACTIVITIES PERFORMED IN THE CENTER
TOTAL DIFFERENT ACTIVITIES OFFERED

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities</td>
<td>130</td>
<td>141</td>
<td>106</td>
<td>134</td>
<td>122</td>
<td>128</td>
</tr>
</tbody>
</table>

SESSIONS
TOTAL NUMBER OF SESSIONS OF THE ACTIVITIES

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>4,217</td>
<td>3,856</td>
<td>3,394</td>
<td>4,123</td>
<td>4,646</td>
<td>4,456</td>
</tr>
</tbody>
</table>

ACTIVITIES' USERS
NUMBER OF PEOPLE WHO HAVE PARTICIPATED IN THE ACTIVITIES

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>312,699</td>
<td>233,848</td>
<td>195,192</td>
<td>222,404</td>
<td>247,247</td>
<td>218,697</td>
</tr>
</tbody>
</table>
### 1.3 Schoolchildren Visitors

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Schoolchildren Visitors</strong></td>
<td>162.875</td>
<td>165.023</td>
<td>162.242</td>
<td>163.021</td>
<td>176.025</td>
<td>188.362</td>
</tr>
<tr>
<td><strong>Summer Schoolcamps</strong></td>
<td>12.109</td>
<td>12.927</td>
<td>16.032</td>
<td>15.280</td>
<td>18.890</td>
<td>19.879</td>
</tr>
<tr>
<td><strong>School Activities Performed in the Center</strong></td>
<td>95</td>
<td>95</td>
<td>99</td>
<td>109</td>
<td>84</td>
<td>94</td>
</tr>
<tr>
<td><strong>Sessions</strong></td>
<td>4.534</td>
<td>4.304</td>
<td>4.399</td>
<td>4.049</td>
<td>4.390</td>
<td>4.679</td>
</tr>
<tr>
<td><strong>School Activities’ Users</strong></td>
<td>166.447</td>
<td>157.016</td>
<td>164.244</td>
<td>151.919</td>
<td>172.055</td>
<td>174.623</td>
</tr>
</tbody>
</table>

**TOTAL AMOUNT OF VISITORS FROM EDUCATIVE CENTERS**

**TOTAL DIFFERENT ACTIVITIES OFFERED**

**TOTAL NUMBER OF SESSIONS OF THE ACTIVITIES**

**NUMBER OF STUDENTS WHO HAVE PARTICIPATED IN THE ACTIVITIES**
# 1.4 Visitors of the Leading Spaces

## Planetarium

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs Offered</td>
<td>9</td>
<td>9</td>
<td>10</td>
<td>21</td>
<td>14</td>
<td>20</td>
</tr>
</tbody>
</table>

### Sessions

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Sessions</td>
<td>1,939</td>
<td>1,784</td>
<td>1,568</td>
<td>1,492</td>
<td>1,495</td>
<td>1,451</td>
</tr>
</tbody>
</table>

## Planetarium Visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Sessions</td>
<td>186,207</td>
<td>161,713</td>
<td>106,902</td>
<td>129,806</td>
<td>125,769</td>
<td>127,069</td>
</tr>
</tbody>
</table>

## Permanent Exhibition

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors of the Permanent Exhibitions</td>
<td>665,003</td>
<td>605,929</td>
<td>640,684</td>
<td>613,486</td>
<td>640,337</td>
<td>692,703</td>
</tr>
</tbody>
</table>
ORIGIN AND CHARACTERISTICS OF VISITORS
2.1 ORIGIN OF GENERAL PUBLIC VISITORS

- **Barcelona**: 69%
- **Lleida, Tarragona, Girona**: 17%
- **España (Catalonia not included)**: 7%
- **Other places**: 7%
2.2 ORIGIN OF SCHOOLCHILDREN VISITORS

- **Barcelona**: 50%
- **Lleida, Tarragona, Girona**: 34%
- **España (Catalonia, not included)**: 14%
- **Other places**: 2%
2.3 Visit Profile

Reason to Visit

- General Visit
  - 2012: 43.67%
  - 2013: 36.96%
  - 2014: 32.95%
  - 2015: 32.70%
  - 2016: 44.23%
  - 2017: 40.46%

- Leisure
  - 2012: 56.33%
  - 2013: 63.04%
  - 2014: 67.05%
  - 2015: 67.30%
  - 2016: 55.77%
  - 2017: 59.54%

With Whom He Has Came Visit

- Family
  - 2012: 66.25%
  - 2013: 62.52%
  - 2014: 71.84%
  - 2015: 66.45%
  - 2016: 55.85%
  - 2017: 43.88%

People Who Visited Us for the First Time

- New Public
  - 2012: 27.96%
  - 2013: 39.30%
  - 2014: 35.88%
  - 2015: 41.82%
  - 2016: 32.60%
  - 2017: 29.50%
2.4 Visitor Profile

- From 36 to 45 years: 42.97%
- Spanish nationality: 92.94%
- Total: 55.45%
- Gender distribution: 44.55% male, 55.45% female
2.5 Visitor Profile

- 20.62% Intermediate level professional training
- 19.49% Scientific university studies
- 18.75% Humanities university studies
- 13.48% Secondary education
- 12.18% Master’s degree/PhD
- 13.21% Others

Primary education: 1.70%
No formal education: 0.57%
## 4.1 Science Exhibitions

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Visitors</th>
<th>Visitors/Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Iguanas</td>
<td>1,695,365</td>
<td>2,743</td>
</tr>
<tr>
<td>24-9-04 to 4-6-06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dinosaurs: Treasures of the Gobi Desert</td>
<td>693,957</td>
<td>1,944</td>
</tr>
<tr>
<td>16-2-11 to 18-3-12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tecnorevolution</td>
<td>596,377</td>
<td>1,744</td>
</tr>
<tr>
<td>26-4-12 to 15-5-13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mediterranean</td>
<td>563,416</td>
<td>1,592</td>
</tr>
<tr>
<td>10-12-13 to 15-1-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magic - Abracadabra</td>
<td>606,527</td>
<td>1,455</td>
</tr>
<tr>
<td>18-11-09 to 9-1-11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microlife</td>
<td>429,292</td>
<td>1,372</td>
</tr>
<tr>
<td>07-05-13 to 21-04-14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheers the Difference</td>
<td>659,545</td>
<td>1,126</td>
</tr>
<tr>
<td>23-1-07 to 31-8-08</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 4.1 SCIENCE EXHIBITIONS

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Total Visitors</th>
<th>Average Visitors/day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jules Verne</td>
<td>301,452</td>
<td>1,121</td>
</tr>
<tr>
<td>Imaginary: A Mathematic View</td>
<td>149,861</td>
<td>1,110</td>
</tr>
<tr>
<td>Numbers of Good Family</td>
<td>703,912</td>
<td>1,098</td>
</tr>
<tr>
<td>Experiment 2100</td>
<td>289,035</td>
<td>1,021</td>
</tr>
<tr>
<td>Einstein</td>
<td>483,525</td>
<td>950</td>
</tr>
<tr>
<td>Physics and Music</td>
<td>390,258</td>
<td>950</td>
</tr>
<tr>
<td>Darwin</td>
<td>369,069</td>
<td>944</td>
</tr>
</tbody>
</table>
### 4.1 SCIENCE EXHIBITIONS

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Visitors</th>
<th>Visitors/Day</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EPIDEMIC!</strong></td>
<td>303,862</td>
<td>902</td>
</tr>
<tr>
<td>27-3-12 – 10-2-13</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SPUTNIK. THE ODYSSEY OF SOYUZ 2</strong></td>
<td>79,528</td>
<td>893</td>
</tr>
<tr>
<td>20-2-15 – 31-5-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TALKING BRAINS</strong></td>
<td>241,652</td>
<td>819</td>
</tr>
<tr>
<td>30-3-17 – 28-1-18</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WILDLIFE, PHOTOGRAPHER OF THE YEAR</strong></td>
<td>93,180</td>
<td>764</td>
</tr>
<tr>
<td>18-5-16 – 11-9-16</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NEURO SCAPES</strong></td>
<td>148,955</td>
<td>637</td>
</tr>
<tr>
<td>6-4-06 – 26-11-06</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ACCELERATING SCIENCE. AN EXHIBITION OF CERN</strong></td>
<td>41,267</td>
<td>581</td>
</tr>
<tr>
<td>21-10-15 – 10-1-16</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 4.1 SCIENCE EXHIBITIONS

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Visitors</th>
<th>Visitors/day</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE CRADLE OF HUMANKIND</strong></td>
<td>152,178</td>
<td>523</td>
</tr>
<tr>
<td>8-3-16 – 29-1-17</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SAPIENS, UNDERSTANDING TO CREATE</strong></td>
<td>51,833</td>
<td>286</td>
</tr>
<tr>
<td>15-11-16 – 5-6-17</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LEGACY RAMÓN Y CAJAL</strong></td>
<td>19,227</td>
<td>243</td>
</tr>
<tr>
<td>15-6-12 – 15-9-13</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exhibition</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IN OPERATION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOP SCIENCE</strong></td>
<td>8-4-14</td>
<td></td>
</tr>
<tr>
<td><strong>TYRANNOSAURUS REX</strong></td>
<td>27-10-17</td>
<td></td>
</tr>
</tbody>
</table>
### 4.2 Environment Exhibitions

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Visitors</th>
<th>Visitors/day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycling</td>
<td>455,671</td>
<td>828</td>
</tr>
<tr>
<td>3-6-10 to 29-1-12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earth/Mars</td>
<td>278,935</td>
<td>706</td>
</tr>
<tr>
<td>21-12-06 to 20-1-08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amazon from Sun to Sun</td>
<td>186,264</td>
<td>692</td>
</tr>
<tr>
<td>21-2-08 to 16-11-08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Arctic is Breaking</td>
<td>4,416</td>
<td>442</td>
</tr>
<tr>
<td>17-05-13 to 28-05-13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ecodesign</td>
<td>83,429</td>
<td>388</td>
</tr>
<tr>
<td>17-7-07 to 17-2-08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibition</td>
<td>Visitors</td>
<td>Visitors/Day</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>----------</td>
<td>--------------</td>
</tr>
<tr>
<td>AIR: Breathing and Child Health</td>
<td>322,863</td>
<td>1,006</td>
</tr>
<tr>
<td>(14-10-10 – 16-10-11)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Let’s Talk About Drugs</td>
<td>479,330</td>
<td>629</td>
</tr>
<tr>
<td>(20-2-14 – 19-6-16)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Let’s Talk About Drugs</td>
<td>191,491</td>
<td>503</td>
</tr>
<tr>
<td>(15-1-09 – 31-1-10)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>XXI. A Feminine Future</td>
<td>37,585</td>
<td>482</td>
</tr>
<tr>
<td>(06-06-13 – 25-08-13)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CosmoCaixa
Isaac Newton, 26
Barcelona 08022
Tel.: 93 212 60 50
www.observallecaixa.org

Timetable
Open from Monday to Sunday from 10am to 8pm
Closed on the 25th December, 1st and 6th January.
Special timetable from 10am to 6pm on the 24th and 31st December and 5th January.

Customer Support Service
icosmocaixa@magmacultura.com

Information Service
“la Caixa” Foundation Welfare Projects
Tel.: 902 22 30 40
From Monday to Sunday, from 9am to 8pm

Museum services
The Museum Shop
Laie-CosmoCaixa
Restaurant & cafe
Arcasa-CosmoCaixa

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Accessible building

Magnetic loop Service

Accessible Session with audio description in Spanish

Interpretation in signs language
Service of interpreters in signs language (LS) during the actuations
Upon request
Tel.: 93 212 60 50

E-mail:
Magnetic loop Service
rcosmocaixa@magmacultura.com