

**NOMBRE DEL ENCUESTADOR:** \_\_\_\_\_

**LUGAR REALIZACIÓN:**

- |   |  |
|---|--|
| <input type="checkbox"/> Centro de Turismo de Plaza Mayor           | <input type="checkbox"/> PIT Recoletos-Colón   |
| <input type="checkbox"/> PIT de Plaza de Callao                     | <input type="checkbox"/> PIT de Centro Centro  |
| <input type="checkbox"/> PIT Paseo del Prado                        | <input type="checkbox"/> PIT Faro de Moncloa   |
| <input type="checkbox"/> PIT de Atocha                              | <input type="checkbox"/> PIT del Aeropuerto T2 |
| <input type="checkbox"/> PIT del Estadio Santiago Bernabéu          | <input type="checkbox"/> PIT del Aeropuerto T4 |
| <input type="checkbox"/> Servicio de Atención al Turista Extranjero | <input type="checkbox"/> Unidad Móvil          |

**FECHA:** \_\_\_ / \_\_\_ / 2016

**HORA:** \_\_\_:\_\_\_

With this poll, the Tourist Assistance and Information Service attempts to assess the satisfaction level of the services provided and improve them by understanding the interests, expectations and opinions of the people who use them.

In this poll we request, firstly, purely statistical information and, at the same time, evaluation information regarding those services used, according to the degree of satisfaction or dissatisfaction on a scale of 1 to 10, where:

- 1 = Very dissatisfied
- 10 = Very satisfied

All comments and opinions will be fully taken into account.

**Thank you very much for your cooperation**

**CONTROL INTERNO**

**CUESTIONARIO CORRECTO / COMPLETO**    SI    NO

**INTRODUCIDO EN SISTEMA - FECHA:**    \_\_\_/\_\_\_/2016

## BLOCK 1. GENERAL INFORMATION ABOUT VISITING MADRID

(1). ¿What is your country of **origin**?: \_\_\_\_\_

If you are Spanish, which province are you from?: \_\_\_\_\_

(2). What is the **reason for your visit** to Madrid?:

- Leisure, recreation and holidays    Business    Languages    Studies    Family
- Religion    Congresses, conventions and incentives    Gastronomy    Health
- Shopping    Culture    Nightlife    Residents    In Transit
- To see a specific show (Specify which one): \_\_\_\_\_
- Others (Specify): \_\_\_\_\_

(4). How are you **travelling**?:

- Alone    With partner    In an organised group
- With friends    With family    Other (Specify): \_\_\_\_\_

(6). **What is the estimated duration of your stay in Madrid**?:

- 1 night    2 nights    3 nights
- From 4 to 7 nights    From 1 to 2 weeks    From 2 weeks to 1 month
- From 1 to 3 months    From 3 months to 1 year    Excursionist
- Resident

(8). **Age**:    0-14    15-24    25-44    45-64    +65

(9). **Sex**:    Male    Female

(13). **By what means of transport did you arrive in Madrid**?:

- Plane    Train    Bus
- Private car    Resident    Other (Please specify): \_\_\_\_\_



**BLOCK 2. SERVICE PROVIDED BY THE TOURIST ASSISTANCE AND INFORMATION SERVICE**

**A) FACILITIES**

(20). **Regarding the Tourist Assistance and Information Service facilities you have used, what is your degree of satisfaction with respect to the following questions?** If you have visited more than one site, please give a general evaluation.

|  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | NS/NC                    |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Location of the facilities                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Furnishings <i>(Only in Tourism Centres)</i>               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Distribution of the space <i>(Only in Tourism Centres)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Informative signposting                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Lighting <i>(Only in Tourism Centres)</i>                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ambient noise  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Order and cleanliness                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Satisfaction with the opening time                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**B) SERVICE STAFF**

(21). **Regarding the personnel who assisted you at the information points you used, what is your degree of satisfaction with respect to the following topics?**

|   | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | NS/NC                    |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Behavior and kindness   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Understanding of the language spoken by personnel                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Clarity of the language spoken                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Satisfaction with the information provided                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Usefulness of the information provided                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Appearance of the service personnel (clothing, hygiene, etc.)     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Satisfaction with the provided information about the Guided Tours | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**BLOCK 2. SERVICE PROVIDED BY THE TOURIST ASSISTANCE AND INFORMATION SERVICE**

**C) ORGANIZATION OF SERVICE**

(22). Regarding the service provided, **what is your degree of satisfaction with respect to the following questions?:**

|  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | NS/NC                    |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Hours of service                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Number of tourist informants who are assisting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Time spent waiting to be assisted              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Languages spoken                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**D) MATERIALS AND DOCUMENTATION**

(23). Regarding the materials and documents available, **what is your degree of satisfaction with respect to the following aspects?:**

|   | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | NS/NC                    |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Map of the city   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Content of the brochures  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Adequateness of the brochures regarding the information requested | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of brochures in user's language                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**E) OVERALL ASSESMENT**

(24). **What is your level of overall satisfaction with the Tourist Assistance and Information Service?**

|  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | NS/NC                    |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

(25). **Observations**

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**Thank you very much for your time**