


TÍTOL DE L'ESTUDI: Avaluació de la satisfacció dels visitants a les exposicions del Palau Robert_juliol 2013	Referència:  Centre d'Estudis d'Opinió	10/01/2014
ARGUMENTARI		
Hello, good morning/good afternoon. I'm _____ interviewer of DEP Institut. We are working on a study to know the visitors' point of view of the Palau Robert's exhibitions. Would you answer some questions for one to 20 minutes that take more than 5 minutes. The information provided to us is confidential and anonymous, and your answers will always be treated at an aggregated level, only statistically, and with the strictest confidentiality.		
DADES DE L'ENTREVISTADOR/A		
Nom:	Data:	Hora inici: Hora final:

Q1_In which language would you like to do the interview?

- Catalan..... 1
- Spanish 2
- English 3
- French..... 4

NOTORIETY AND USE FREQUENCY

0. First of all, have you visited the Palau Robert's exhibitions today?

- Yes1
- No2 End of interview
- Doesn't know/doesn't answer....99 End of interview

1. The main reason for your visit today to the Palau Robert has been... (READ)

- Request information at the Tourism Office..... 1
- To visit one of Palau Robert's exhibitions 2
- To take part in a function or event of the Palau Robert .. 3
- To visit the Palau Robert garden 4
- To request information about exhibitions and/or activities of the Palau Robert 5
- Others (write)..... 99
- Doesn't know/doesn't answer 99

2. Apart from the exhibitions, do you know of the following services offered at the Palau Robert?

Knows Doesn't know

- Tourism Office..... 1 2 99
- Functions or events..... 1 2 99
- Newsletter of Palau Robert activities 1 2 99
- Others (write)..... 1 2 99

3. How many times have you visited the Palau Robert, including this one? (READ)

- Nº of times _____
- Doesn't know/doesn't answer99

4. How often do you visit exhibitions (generally, not only the Palau Robert's). (READ)

- Weekly/ several times per month.....1
- Once a month.....2
- Several times per year.....3
- Once a year4
- Less than once per year.....5
- Doesn't knows/doesn't answer.....99

5. How did you learn about the exhibitions you have come to visit today (MULTIPLE CHOICE, DON'T READ)

- A recommendation by friends/relatives1
- Through the Internet (write web) _____)...2
- Appears recommended in travel guides.....3
- By passing in front of the Palau Robert4
- Press.....5
- Television6
- Banners and street advertisements7
- Others (write) _____
- Doesn't know/doesn't answer99

EXHIBITIONS USE, NOTORIETY AND VALORATION

About the Palau Robert exhibitions...

6. Could you tell me if you've visited...	Regarding this exhibit, could you rate on a scale form 0 to 10, where 0 means not satisfied and 10 fully satisfied, your satisfaction with the following aspects (READ AND NOTE):																					
6.A. Room 1: Ramon Casanova i Danés. 1892/1968. El boig de l'Hispano.																						
Yes..... 1 →																						
No 2																						
DK/DA 99																						
	<table border="1"> <thead> <tr> <th></th> <th>Not satisfied</th> <th>Totally satisfied</th> </tr> </thead> <tbody> <tr> <td>6A_a) The illumination.....</td> <td>0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...</td> <td>98 99</td> </tr> <tr> <td>6A_b) The surrounding noise.....</td> <td>0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...</td> <td>98 99</td> </tr> <tr> <td>6A_c) The clarity of the information available on posters, leaflets and information screens .</td> <td>0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...</td> <td>98 99</td> </tr> <tr> <td>6A_d) The interest of the works shown ..</td> <td>0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...</td> <td>98 99</td> </tr> <tr> <td>6A_e) The availability of information in different languages ..</td> <td>0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...</td> <td>98 99</td> </tr> <tr> <td>6A_f) Your overall satisfaction with the exhibition. ..</td> <td>0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...</td> <td>98 99</td> </tr> </tbody> </table>		Not satisfied	Totally satisfied	6A_a) The illumination.....	0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...	98 99	6A_b) The surrounding noise.....	0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...	98 99	6A_c) The clarity of the information available on posters, leaflets and information screens .	0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...	98 99	6A_d) The interest of the works shown ..	0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...	98 99	6A_e) The availability of information in different languages ..	0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...	98 99	6A_f) Your overall satisfaction with the exhibition. ..	0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9..10...	98 99
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6. Could you tell me if you've visited...	Regarding this exhibit, could you rate on a scale from 0 to 10, where 0 means not satisfied and 10 fully satisfied, your satisfaction with the following aspects (READ AND NOTE):	
	Not satisfied	Fully satisfied
6.B. Room 2: Herois a l'ombra. Yes..... 1 → No..... 2 DK/DA 99	6B_a) The illumination..... 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6B_b) The surrounding noise..... 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6B_c) The clarity of the information available on posters, leaflets and information screens . 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6B_d) The interest of the works shown 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6B_e) The availability of information in different languages 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6B_f) Your overall satisfaction with the exhibition. .. 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99	
6.C. Room 3: Barcelona prêt-à-porter 1958-2008. Yes..... 1 → No..... 2 DK/DA 99	6C_a) The illumination..... 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6C_b) The surrounding noise..... 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6C_c) The clarity of the information available on posters, leaflets and information screens . 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6C_d) The interest of the works shown 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6C_e) The availability of information in different languages 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6C_f) Your overall satisfaction with the exhibition. .. 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99	
6.D. Room 4 and garden: Del camp al mercat. El valor de l'agricultura de mercat. Yes..... 1 → No..... 2 DK/DA 99	6D_a) The illumination..... 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6D_b) The surrounding noise..... 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6D_c) The clarity of the information available on posters, leaflets and information screens . 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6D_d) The interest of the works shown..... 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6D_e) The availability of information in different languages 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6D_f) Your overall satisfaction with the exhibition. .. 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9.....10 98 99	
6.E. Garden: Tortosa i les Terres de l'Ebre. L'esplendor d'una època, d'un riu i d'un territori. Yes..... 1 → No..... 2 DK/DA 99	6E_a) The illumination 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6E_b) The surrounding noise..... 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6E_c) The clarity of the information available on posters, leaflets and information screens . 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6E_d) The interest of the works shown 0.. 1.. 2.. 3.. 4.. 5.. 6.. 7.. 8.. 9...10... 98 99 6E_e) The availability of information in different languages 0 ..1...2...3...4.. 5.. 6.. 7.. 8.. 9... 10 .. 98 99 6E_f) Your overall satisfaction with the exhibition.....0 ..1...2...3...4.. 5.. 6.. 7.. 8.. 9... 10 .. 98 99	

7. Taking into account the following subjects (with the exception of sculpture and painting, because they are topics not dealt with in Palau Robert expositions) which would be of your interest regarding the planning of future expositions and activities? (MÚLTIPLE, MÀXIM 3 RESPOSTES)

- Catalonian history 1
- Photography 2
- Gastronomy..... 3
- Politics 4
- Catalan relevant personages..... 5
- Geography and landscapes 6
- Architectural patrimony 7
- Music 8
- Others (write) _____
- Doesn't know/doesn't answer..... 99

8. Regarding the installations and services of the Palau Robert, could you rate on a scale from 0 to 10, where 0 means not satisfied and 10 fully satisfied, your satisfaction with the following aspects (READ AND ROTATE)

	Not Satisfied	Fully satisfied
a) Order and cleanliness.....	0 .. 1 .. 2 .. 3 .. 4 .. 5...6...7...8.. 9.. 10	98... 99
b) The comfort of the installations (temperature, place to sit, etc) ..	0 .. 1 .. 2 .. 3 .. 4 .. 5...6...7...8.. 9.. 10	98... 99
c) The internal signaling	0 .. 1 .. 2 .. 3 .. 4 .. 5...6...7...8.. 9.. 10	98... 99
d) The accessibility of the installations	0 .. 1 .. 2 .. 3 .. 4 .. 5...6...7...8.. 9.. 10	98... 99
e) The hours open to the public.....	0 .. 1 .. 2 .. 3 .. 4 .. 5...6...7...8.. 9.. 10	98... 99
f) The attention received	0 .. 1 .. 2 .. 3 .. 4 .. 5...6...7...8.. 9.. 10	98... 99
g) The variety of complementary cultural activities.....	0 .. 1 .. 2 .. 3 .. 4 .. 5...6...7...8.. 9.. 10	98... 99
h) The availability of information in different languages.....	0 .. 1 .. 2 .. 3 .. 4 .. 5...6...7...8.. 9.. 10	98... 99

EXPECTATIONS, RECOMMENDATIONS AND THEMES TO IMPROVE

9. To sum up, could you rate your visit to the Palau Robert? Could you rate this on a scale from 0 to 10, where 0 means not satisfied and 10 fully satisfied?

	Not satisfied	Fully satisfied
a) Overall satisfaction with the visit	0 .. 1 .. 2 .. 3 .. 4...5...6...7.. 8.. 9.. 10 ...	98... 99

10. And could you rate on a scale from 0 to 10, where 0 means not met 10 totally met, considering what you expected to find at the Palau Robert, to what degree have you expectations been met?

	Not met	Fully met
a) How far the expectations have been fulfilled	0 .. 1 .. 2 .. 3 .. 4...5...6...7.. 8.. 9.. 10 ...	98... 99

11. Do you think you will visit the Palau Robert again?

- Yes 1
- No 2
- Doesn't know/Doesn't answer 99

12. Would you recommend visiting the Palau Robert to your relatives, friends or acquaintances?

- Yes 1
- No..... 2
- Doesn't know/Doesn't answer 99

13. Do you have any suggestions for improving the services and activities of the Palau Robert?

14. Finally, taking into account the activities, installations and services offered, would you tell us the maximum price you would pay to access to the Palau Robert exhibitions?

_____ euros

SOCIODEMOGRAPHIC ASPECTS

15. Gender of the interviewee? (DON'T ASK)

- Male1
- Female2

16. What is your age? (NOTE AND SELECT THE RANGE)

- Age _____
- DK/DA 99

- Up to a 24 years..... 1
- From 25 to 34 years 2
- From 35 to 49 years 3
- From 50 to 64 years 4
- More than 64 years..... 5

17. Place of residence (NOTE AND SELECT THE CODE)

- Place of residence _____
- Barcelona and metropolitan area 1
- All other Catalan regions (comarques) 2
- The rest of Spain 3

- France4
- Germany.....5
- England6
- Italy7
- Russia8
- Others _____
- Doesn't know/Doesn't answer..... 99

18. Could you tell me what is your commonly spoken language? (DON'T READ)

- Catalan..... 1
- Spanish 2
- Both equally 3
- Others (Note / _____) 4
- English 5
- French 6
- DK 98
- DA 99

19. What is your current employment status?

Self-employed (employer, autonomous)	1
Employed for others (employee)	2
Retired	3
Unemployed / looking for work.....	4
Homemaker/Unpaid domestic work.....	5
Student.....	6
Others (NOTE).....	
DK.....	98
DA.....	99

20. What is the highest degree or level of school you have completed? (LLEGIR, SIMPLE)?

Not able to read or write	1
Able to read and write but attended less than 5 years to school	2
Attend to school for 5 or more years, but without completing secondary education	3
(ESO, EGB o Batx. elemental).....	3
Completed compulsory secondary school (ESO completa, EGB, Batxiller elemental).....	4
Completed post-compulsory school (16-18) (Batxillerat, BUP, COU, Batxillerat superior, PREU).....	5
Vocational training-Middle Grade Training Cycles (Cicle formatiu de grau mitjà, FP1, Oficialia industrial) ...	6
Vocational training-Supieor level Training (Cicle formatiu de grau superior, FP2, Mestratge industrial)	7
University studies (Diplomatura, 3 cursos aprovats de Llicenciatura,).....	8
Graduate degree (licenciatura, Grau o equivalent (4 anys o més)).....	9
Professional degree, specialization, postgraduate, Master's Degree (MIR, FIR)	10
Doctorate degree.....	11
Ns	98
Nc	99

Interviewee's data

To sum up, only to control the quality of the data collection, could you tell me your name (first name) and a telephone number or an e-mail to contact?

Name:
Telephone or -email:
Thanks for your collaboration!!!