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Trabajo Fin de Grado

LAS FERIAS COMO HERRAMIENTA DE MARKETING:

El caso de bodegas San Valero en "Vintage Wine Festival"

Autor/es

Javier Domeque Gimeno

Director/es

Carmen Berné Manero

Facultad de Economía y Empresa
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1. MARCO TEORICO

1. Tema

El tema que en este trabajo se va a tratar son las **ferias como elemento de comunicación**, para ello analizaremos cómo han evolucionado a lo largo del tiempo, las características y ventajas principales, las diferentes estrategias de atracción de visitantes y realizaremos un breve análisis desde la oferta y la demanda.

Una vez desarrollado, continuaremos analizando el caso particular de bodegas San Valero en la feria de vinos de Londres llamada "Vintage Wine Festival" que se desarrolla una vez al año.

2. Evolución de las ferias

El análisis de la evolución de las ferias nos permitirá tener una visión evolutiva del concepto ferial desde sus orígenes, con ello asentaremos el conocimiento de su actividad y desarrollaremos razones en cuanto a su mantenimiento y creación de valor a lo largo del tiempo.

Los orígenes de las ferias datan de finales de los **años 70**, donde se realizaban mercados temporales que eran lugares donde se realizaban simples transacciones comerciales. Poco después, aún a finales de los años 70, la feria se convirtió en un espacio de comunicación integral en las que se realizaban actividades diversas como la venta, publicidad, relaciones públicas, promociones e investigaciones de mercado. Todo ello empezaba a hacer de las ferias un vehículo para acortar el ciclo de sus ventas, esto es debido a que gracias a la feria los pasos para realizar una venta se acortan, se agilizan las identificaciones de las necesidades del consumidor, la comparación de alternativas y finalmente la toma de decisiones.

A principios de los **años 90**, las ferias ya eran una herramienta multiusos de marketing en la que se buscaba generar conocimiento y tener una imagen corporativa donde se formaba y se motivaba al grupo humano que conformaba el equipo de la feria. A mediados de los 90, las ferias seguían evolucionando y se convirtieron en toda una red de negocio donde la especialización y las relaciones micro y macro eran la base de la estrategia competitiva de la organización.

En los **comienzos del siglo XXI**, emergió un concepto, las llamadas comunidades en las que no solo se establecían relaciones micro y macro, sino también relaciones sociales, oportunidades de convivencia y la realización de nuevos conocimientos, todo ello enfocado a crear un entorno propicio para la creación de una cadena de valor capaz de considerar a todos los agentes y de permitir definir servicios de valor generando así una ventaja competitiva. (Berné Manero & García Uceda, Las ferias profesionales: Creación de valor desde la red de negocio y la comunidad)

3. Las ferias como herramienta de marketing

Sin duda, la feria es una **herramienta de marketing** muy importante, ya que sirven como un gran escaparate comercial que hace de ellas un medio de comunicación muy potente con una vertiente publicitaria, ya que es un medio de presentación privilegiado, y con una vertiente de estrategias de ventas, ya que suponen la exposición de la oferta de la organización a un gran número de clientes potenciales, acelerando el proceso de venta y facilitando la creación de relaciones óptimas oferta-demanda.

A todo ello se le debe de sumar el periodo y el espacio en el que se realizan. En todo este entorno confluyen todas las variables de marketing. En el entorno ferial, la empresa puede presentar a los visitantes sus productos-servicios, su precio, su distribución, su publicidad, su promoción y su fuerza de ventas, todo ello con el fin último de cumplir sus objetivos de mercado.

Estos objetivos deben estar bien diseñados y ser específicos en relación con los objetivos de marketing de la empresa con el fin de preparar la feria de manera consecuente.

Con todo, las ferias actúan como un marketing diferenciado, con una política de imagen global con la que darse a conocer al exterior. En este momento hablamos de ferias internacionales, las cuales actúan como una herramienta de marketing estratégico de promoción, ventas y de estudio de mercado.



Ilustración 1. Las ferias como herramienta de marketing.

En definitiva, todo ello debe de estar apoyado y cimentado en la empresa y en sus valores desarrollándolo a través de una fuerza de ventas competente y siempre en la lengua de origen de todos los medios de comunicación.

La simplicidad no existe en la planificación y en el desarrollo de las ferias, no es un asunto fácil. Es por ello que se debe de realizar una pre-lista y seguir las pautas paso por paso para no olvidar ningún paso y conseguir la máxima efectividad. (Muñiz, s.f.)

4. Ventajas y desventajas en la realización de una feria

En primer lugar, las ferias ofrecen un gran número de **oportunidades y de ventajas**, entre ellas cabe destacar:

El cliente.

Es el elemento más importante, porque es quién visita en primer lugar la instalación ferial y en segundo lugar visita el stand de la organización en el evento ferial, esto significa que está dispuesto a realizar una compra porque está interesado en lo que se le ofrece.

El producto.

Es sin duda alguna el protagonista de la exposición, su presentación debe cuidarse de manera que la exposición resulte eficiente y efectiva, no en vano, la exposición es en directo a clientes potenciales.

El coste de cada contacto.

Esta es una ventaja clara porque la utilización de la feria como instrumento de comunicación de la organización ofrece un bajo coste por cada contacto con un cliente potencial. En pocos días se puede conseguir una elevada cifra de venta, incluso entre los clientes más difíciles por la oportunidad que supone el contacto directo con ellos.

La generación de nuevos contactos.

Dar a conocer nuevos productos, potenciar la marca y reforzar el contacto con los clientes habituales. El instrumento ferial permite no sólo seguir una estrategia de mantenimiento de clientes, sino de adquisición de nuevos clientes.

La generación de relaciones con otros miembros del circuito de creación de valor añadido, grupos de interés (stakeholders). En las ferias se une la oferta y la demanda, dando lugar, además de poder conocer a los clientes actuales como a los potenciales, conocer a los competidores, con el fin de observar sus acciones y tomar así acciones pertinentes posteriormente.

Acciones de relaciones públicas con los medios de comunicación y de investigaciones de mercado donde se analicen las motivaciones de los clientes, sus necesidades reales y costumbres, caractericen las actitudes hacia los productos expuestos por la empresa y se determinen sus limitaciones económicas y culturales, entre otros datos de interés.

En segundo lugar cabe citar algunas de sus **desventajas**. Si una empresa no está preparada para la realización y el desarrollo eficiente de la feria puede sufrir desventajas relativas a:

La relación coste – rentabilidad.

En algunos casos se producen grandes cantidades de producto a bajos costos pero para ello hay que llegar a un nivel de venta mayor que en ocasiones no se suceden y pueden dar lugar a pérdidas importantes en dinero y tiempo.

No cubrir con el nivel mínimo de rentabilidad.

Una feria es un lugar muy competitivo y si cierta empresa no tiene el nivel exigido puede perder clientes minimizando así las ventas y la confianza de los compradores.

Los resultados.

Las consecuencias de la asistencia a ferias no incluyen resultados instantáneos sino que necesitan un periodo de tiempo y un ejercicio continuo de investigación de mercado, desarrollo de producto y servicio al cliente pertinente. Cabe apuntar que de esta desventaja se puede obtener y se debe saber convertirla en una oportunidad para la organización. (Correal, 2011)

5. Feria "Vintage Wine Festival"

La feria "Vintage Wine Festival" es una feria del vino realizada por un club llamado "Direct Wines" que compra los vinos que se van a exponer al público. En este evento se muestran 300 vinos de 20 países.

Este certamen se celebró los pasados días 15 y 16 de Abril en Londres siendo el 37 certamen del "Vintage wine festival", un acontecimiento donde estaban presentes los mejores vinos de todo el mundo, con ello me propuse acompañar a grupo BSV al evento y poder realizar una investigación del perfil del consumidor de vino británico y de su conocimiento acerca de esta bodega y de sus vinos.



La finalidad de este evento es que se den a conocer diferentes vinos de todo el mundo con el fin de exponerlos a consumidores finales, estos consumidores finales son los socios del club que dan puntuaciones a los diferentes vinos quedándose con los vinos que más les gustan y pudiendo realizar pedidos con promociones para beneficiarse de precios más competitivos que en supermercados.

Ilustración 2. Vintage Wine Festival

Este año se esperó una asistencia de 1800 personas que se repartirán en dos días de dos turnos cada uno donde los consumidores podrán tomar nota y beneficiarse de sus promociones.

6. Tipología de las ferias.

En este apartado se va a desarrollar un marco teórico sobre las diferentes tipologías en las que se puede enmarcar una feria, existen diferentes criterios para poder clasificar una feria, los primeros criterios que debemos atender es la **periodicidad** de la feria, puede ser establecida, temporal o ambulante, además de periódica o anual.

Otros criterios que debemos atender a la hora de clasificar una feria es el **grado de especialización**, pudiendo ser general o monográfica. En cuanto a la **tipología del visitante** puede ser una feria pública genérica, dirigida a profesionales o mixta.

Atendiendo al **ámbito geográfico** podemos clasificarlas en regional o local, nacional e internacional, otro criterio que debemos tener en cuenta es el **contenido** de la feria, se dividen en tres grupos, grupo A (Equipo-consumo, equipo, consumo), grupo B (según el sector de actividad) y grupo C (artesanía, arte, animal...).

En cuanto al **tamaño** de la feria podemos clasificarlas en pequeña, mediana y grande. El último criterio que debemos atender para clasificar la feria es según su **complementariedad**, si es una feria paraguas, recíproca o inversa y world wide web. (Berné Manero & García Uceda, El valor desde tipologías de ferias e implicados)

7. Tipología de la feria "Direct Wines.

En primer lugar, una feria es un evento que se realiza periódicamente o anualmente y ambulante o temporal que tiene varios caracteres, el primero de ellos es un carácter cultural debido a que lo que pretenden con ello es comunicar una imagen positiva a sus mercados promoviendo la cultura, es social ya que reúne a multitud de gente, en sí se entiende como un evento realizado por gente para gente y por último es económico debido a que su objetivo es la estimulación comercial que en definitiva tiene la finalidad de lucro y de generar ganancias.

Para analizar la tipología de la feria la clasificaremos a partir de varios puntos, el primero de ellos es el grado de especialización, en este caso es una feria monográfica debido a que está especializada en un producto de un mismo sector productivo, en este caso el vino es el protagonista de la feria.

El siguiente criterio para analizar la tipología de una feria es la tipología del visitante, es este caso es una feria dirigida al público genérico ya que no cabe lugar a visitantes profesionales.

El tercer criterio que debemos tener en cuenta a la hora de analizar la tipología de una feria es el ámbito geográfico, en el caso de la feria de "Direct Wines" es de ámbito internacional ya que están expuestos y representados más de 300 vinos procedentes de todo el mundo.

En cuanto al contenido de la feria pertenece al grupo B ya que está dirigida a un sector específico de actividad, en este caso vinícola, por último, en cuanto al tamaño de la feria podría tratarse de una feria de mediano tamaño.

2. EL CASO DE BODEGAS SAN VALERO EN LA FERIA "VINTAGE WINE FESTIVAL"

1. Bodegas San Valero "Grupo BSV"

Bodegas San Valero y grupo BSV, es una bodega situada en Cariñena (Zaragoza) cimentada en tres pilares básicos:

La tradición, comenzó como cooperativa a finales de 1944 reuniendo a 60 viticultores de la comarca de Cariñena lo que la posiciona como uno de los máximos referentes de la Denominación de Origen Cariñena y sin lugar a duda, como la cooperativa con mayor tradición de Aragón. Hoy día cuenta con más de 700 socios en activo que son propietarios de unas 3500 hectáreas de viñedos. En la actualidad Bodegas San Valero y Gran Ducay conforman el grupo BSV.



Ilustración 3. Bodegas San Valero y grupo BSV

La Innovación, los métodos de elaboración del vino combinan el saber hacer tradicional con las técnicas enológicas más modernas, en un continuo proceso de mejora.

BSV es de las pocas bodegas en España que controla el ciclo completo desde la cepa hasta la copa, es decir, la cosecha de la uva hasta llegar con el vino embotellado a la boca del consumidor, lo cual garantiza el control de calidad y presentación adecuada del producto.

La calidad, el grupo BSV está avalado por las normas de calidad más exigentes: ISO 9001, FIS y BCR. Además en 2006 obtuvo el premio PILOT a la excelencia logística otorgado por el gobierno de Aragón. Grupo BSV exporta el 60% de la producción, es en este mercado donde registra sus mayores cifras de ventas.

En estos últimos años han crecido las ventas de 8 millones de botellas a los más de 13 millones que en la actualidad se registran.

Los vinos de Grupo BSV están presentes en la mayoría de los países de la unión Europea y fuera de ella se encuentran presentes en Canadá, EE.UU, China, Japón e India. Parejo a esta evolución de las ventas ha ido incrementando su facturación consiguiendo en 2013 más de 22 millones de euros.

La demanda crece día a día tanto en el ámbito Nacional como Internacional consiguiendo un continuo proceso de evolución, la apuesta de futuro realizada por el grupo y el saber hacer de 75 años de andadura darán una mayor proyección de estos vinos.

Bodegas San Valero elabora sus vinos bajo la denominación de origen Cariñena. Esta denominación fue la primera en constituirse en 1932 y ocupa el valle del río Ebro.

La zona de Cariñena se caracteriza por un clima de tipo continental con inviernos fríos, veranos calurosos y bajos índices de pluviometría. La viticultura está marcada también por el efecto del cierzo.

La D.O. Cariñena abarca catorce municipios del sur de la provincia de Zaragoza: Aguarón, Aladrén, Alfamen, Almonacid de la Sierra, Alpartir, Cosuenda, Encinacorba, Longares, Mezalocha, Muel, Paniza, Tosos y Villanueva de Huerva. (Bodegas San Valero y grupo BSV, s.f.)

2. Los productos expuestos por bodegas San Valero

Bodegas San Valero asistirá a la feria con tres productos y con el objetivo de generar expectación / atracción para que por un lado clientes actuales que conozcan y se interesen por el producto afiancen las relaciones, y por otro lado para contactar con potenciales clientes con el fin de que nos conozcan mejor facilitando la toma de contacto con ellos y siendo susceptibles de iniciar una relación con nuestros productos.

Los 3 productos que bodegas San Valero expuso en la feria son 3 vinos, un vino joven, un crianza y un gran reserva, todos ellos tintos.

Para conocer mejor los productos expuestos por bodegas San Valero en la feria vamos a desarrollar sus notas de cata, para ello definiremos los vinos a través de diferentes criterios, estos criterios son la variedad de uva, el color, el aroma, el sabor y en cuanto a la temperatura de servicio. (Domeque Sanz)

- **Bombero Joven**

Variedad: Garnacha 100%

Color: Rojo cereza intenso con tonos violáceos.

Aroma: Intenso, en su serie frutal destacan los frutos rojos junto a frutas maduras con recuerdo a pasas.

Boca: Presenta una entrada fresca con una marcada evolución en boca, tanino bien conjuntado, sin aristas y de largo final en boca.

Tª servicio: 15-16 ° C

- **Bombero gran reserva**

Variedad: Garnacha 100%

Color: Atractivo color rojo rubí, bien cubierto con ribetes teja.

Aroma: Buena intensidad con gran complejidad y elegancia, recuerdos de especias y frutos bien maduros con fondo de madera bien integrada.

Boca: En boca es suave, sedoso y elegante con un post-gusto largo y persistente.

Tª servicio: 16-16°C

- **La Cantera crianza**

Variedad: Cariñena 100%

Color: Bonito color rojo cereza con buena capa y tonos violáceos.

Aroma: Aroma de buena intensidad, con notas de frutos rojos y gran frescura, en definitiva muy rico en nariz.

Boca: Encuentro sabroso, con paso amplio y buen esqueleto y equilibrado, tanino elegante que tiende a desarrollar en el final de boca con gran estructura, un vino largo e intenso.

Tª servicio: 15-16 ° C

3. Acciones llevadas a cabo por bodegas San Valero en la feria

Bodegas San Valero se situó en el stand 57 de la feria, la distribución de los stands se repartían por países, la zona española fue una de las mejores zonas debido a la diferenciación de la zona respecto a los demás, estuvo decorada con banderas y caracteres españoles para una mejor visualización de los asistentes a la feria.

El stand era simple pero con espacio para poder realizar una buena exposición de los diferentes vinos, disponía de una mesa rectangular de 1,80 m. de largo y 90 cm. de ancho, un toldo para cubrir la mesa con caracteres españoles, un mapa para la distribución de las diferentes bodegas que conformaban la zona española y una escupidera para una vez degustado el vino poder retirarlo allí.

En cuanto al **material** de las mesas, bodegas San Valero dispuso de botellas de agua y pan tostado para poder limpiar la boca en cada degustación, además bodegas San Valero dispuso de queso y jamón como atractivo para los asistentes y para un mejor maridaje de los vinos.

Para la **correcta exposición** de los vinos, bodegas San Valero ideó una correcta ordenación entre los tres vinos expuestos, en primer lugar debía de situarse un vino joven con el que abrir boca a los asistentes, este fue el Bombero Joven, a continuación se situó el vino La Cantera Crianza y por último el Bombero Gran Reserva, todo ello estaba pensado para ir catando los vinos por pasos para una correcta degustación, todos estos vinos fueron expuestos junto a sus debidas notas de cata para que el asistente pudiera tomar nota de ellos y poder conocer sus características.

En cuanto al **equipo** que conformaba BSV en la feria, estaba compuesto como podemos observar en la ilustración número 4 por, José Antonio Ruiz a la izquierda, presidente de bodegas San Valero y grupo BSV, Gregorio Javier Domeque, enólogo y director técnico de bodegas San Valero y grupo BSV, Javier Sierra, director de exportación de bodegas San Valero y grupo BSV y Beth como representante y coordinadora del área española en la feria.



Ilustración 4. Equipo de trabajo de bodegas San Valero y grupo BSV.

Un último detalle realizado por bodegas San Valero fue obsequiar a los asistentes con un llavero hecho de corcho y con los motivos grabados de la botella de vino Bombero para el recuerdo de los asistentes, además estos llaveros fueron producidos por personas discapacitadas de la localidad de Cariñena, donde se encuentra la bodega.



Ilustración 5. Obsequio bodegas San Valero

3. INTRODUCCION A LA INVESTIGACIÓN

El protagonista de la investigación que vamos a realizar a continuación es el vino, este producto es considerado uno de los mayores placeres de nuestra gastronomía y de la gastronomía internacional ya que es el perfecto acompañante a los mejores platos de todo el mundo.

Los motivos por los que he decidido realizar la investigación sobre este producto es porque el vino ha ocupado un lugar preferencial en las mesas de todo el mundo, tanto en casa como en el restaurante, en casa de amigos y familiares, eventos...

La frecuencia de consumo, las preferencias organolépticas, los atributos más relevantes que hacen realizar la compra de un vino son puntos muy relevantes para las bodegas y es ahí donde voy a centrar toda la atención del trabajo, por otra parte analizaré el caso de grupo BSV con sus tres vinos expuestos en la feria y cómo han valorado esos vinos los asistentes a ella, además me propongo conocer los motivos de no tener conocimiento de la bodega o no ser consumidor sus productos.

Para ello, es necesario contar con la información pertinente. Para su obtención, hemos elegido la técnica de **la encuesta personal directa** y escrita a través de un cuestionario realizado cerca del stand ocupado por bodegas San Valero en la feria, esta es una **técnica cuantitativa** con la que podemos obtener un porcentaje más alto de respuestas, siendo el rechazo menor, la información es más exacta y se puede hacer un muestreo probabilístico mejor.

1. Problema de investigación

Con este trabajo pretendemos poder conocer mejor al consumidor de vino británico, conocer sus gustos, sus preferencias de vino, frecuencias de consumo, sus motivadores de compra...

Una vez analizado al consumidor potencial británico de vino pretendo descubrir el grado de conocimiento que tiene la población Británica acerca de bodegas San Valero en general y de sus vinos expuestos en particular, para ello realizaremos una investigación de campo a través de encuestas personales en el stand de bodegas San Valero en la feria.

2. Objetivos

El **objetivo general** de nuestra investigación es analizar la frecuencia de consumo, preferencias y atributos más relevantes en un vino para el consumidor británico asistente a la feria "Vintage Wine Festival" celebrada los pasados días 15 y 16 de abril en la ciudad de Londres y obtener información sobre el conocimiento o desconocimiento de estos sobre el grupo BSV.

Los **objetivos específicos** son:

1. **Valorar los atributos principales de un vino que hacen motivar al consumidor británico a realizar la compra.** Con este objetivo pretendemos profundizar más en aspectos motivadores para realizar la compra con el fin de obtener conclusiones relevantes para bodegas San Valero.
2. **Identificar el tipo de vino preferido y por lo tanto más consumido entre los asistentes a la feria.** Con este objetivo descubriremos el tipo de vino más consumido/preferido por la población asistente a la feria con el objetivo de proporcionar información a la bodega.
3. **Conocer la frecuencia de consumo de vino semanal entre los asistentes a la feria.** Con este objetivo descubriremos un aspecto importante como es la frecuencia en el consumo con vista siempre a proporcionar información útil a la bodega.
4. **Considerar si el asistente a la feria tiene conocimiento o desconocimiento de grupo BSV.** Con este objetivo descubriremos el grado de conocimiento de BSV en el consumidor con el fin de proporcionar conocimiento a la bodega para futuras acciones de marketing si lo creen conveniente.
5. **Descubrir la valoración de los diferentes vinos expuestos por BSV por sus consumidores y en caso contrario que aspectos hacen no ser consumidor de sus vinos.** Con el último objetivo pretendemos obtener la valoración de los diferentes vinos expuestos en la feria por BSV con el fin de proporcionar información útil para futuros eventos.

3. Metodología

Tipo de diseño y técnica de obtención de la información

El tipo de investigación que vamos a llevar a cabo tiene un carácter descriptivo dirigido a obtener información con potencial análisis a través de un proceso estructurado. De esta forma, los datos recogidos serán de tipo cuantitativo.

La técnica que utilizaremos para la recogida de información será la encuesta personal directa. Para la elección del tipo de encuesta he tenido en cuenta una serie de criterios.

- **La versatilidad:** creo conveniente que las encuestas de este tipo nos ayudaría mejor a la hora de adaptarnos a las necesidades de recogida de información.
- **Control de la muestra:** también, tendría una mayor capacidad para llegar de forma efectiva y eficiente a las unidades maestras seleccionadas, ya que las encuestas online no garantizan la representatividad de la muestra.

Las principales ventajas de este tipo de encuesta (personal directa) según su representatividad es que la tasa de respuesta será más elevada, el control de la muestra será mayor y será bastante difícil que la encuesta se deje a medio contestar una vez empezada.

4. Plan de muestreo

Nuestra población objeto de estudio comprenderá tanto hombres como mujeres en edades superiores a los 18 años de nacionalidad británica segmentándola a través de su sexo, edad y ocupación.

La investigación reúne a 200 individuos, en un **muestreo no probabilístico por cuotas**, donde tendremos segmentada a la población objeto de estudio atendiendo a criterios como su nacionalidad (toda la población es británica), por su edad y ocupación.

Los elementos que forman nuestra muestra comprenderán las edades de entre 18 o más años siendo la mitad de ambos sexos. Dentro de cada elemento de este muestreo existirán distintas distribuciones.

Las distribuciones serán similares atendiendo únicamente al sexo del individuo y a la nacionalidad, en el caso de la edad, hemos preferido analizar a un mayor número de individuos con edad comprendida entre 36 a 60 años ya que creemos que la experiencia sumaría un grado a la investigación.

En cuanto a la ocupación sigue un mismo patrón que la edad siendo dispares la ocupación actual de cada individuo.

5. Ficha técnica

Diseño y dirección técnica	Universidad de Zaragoza
Tamaño de la muestra	200 encuestas
Tipo de muestreo	Muestreo no probabilístico por cuotas
Error muestral	No se considera al tratarse de un muestreo por cuotas
Selección de la última unidad de muestreo	Encuesta personal en el evento
Puntos de muestreo	En el espacio dedicado a vinos españoles
Fechas de realización del trabajo de campo	15 y 16 de abril en Londres
Equipo de trabajo de campo	Javier Domeque Gimeno
Cuestionario	16 preguntas

6. Diseño del cuestionario

Introducción

Buenos días/tardes, soy un alumno de Marketing e Investigación de mercados de la Universidad de Zaragoza en España. Estoy realizando una investigación de mercados sobre hábitos y preferencias en el consumo de vino y le agradecería que contestara a esta encuesta. La información me proporcione será utilizada con fines puramente académicos, garantizándole la confidencialidad de la misma.

Cuerpo

La encuesta consta de 16 preguntas, de las cuales 4 preguntas son de clasificación, 6 son comunes para todos los entrevistados, 1 para los desconocedores de grupo BSV, 4 para los consumidores de vinos BSV y por último, 5 son para los no consumidores de vinos BSV.

Hemos planteado preguntas de varios tipos, en unas utilizado escalas de likert para que el consumidor puntúe múltiples aspectos de forma numérica, preguntas de selección múltiple y de única respuesta. La mayoría son de respuesta cerrada.

Datos de clasificación e identificadores

- Nacionalidad
- Sexo
- Edad
- Ocupación actual

Despedida

Muchas gracias por su participación, buenos días/tardes.

7. Preguntas del cuestionario

El diseño del cuestionario está pensado y dirigido para consumidores finales no profesionales asistentes al evento, las 4 primeras preguntas son para poder clasificar a los individuos atendiendo a su nacionalidad, sexo, edad y ocupación.

Las 6 preguntas siguientes son comunes para para todos los entrevistados en las que analizaremos la frecuencia de consumo semanal, tipo de vino que más consume y preferencias entre vinos fuertes y vinos suaves, todas estas a través de preguntas de respuesta única, después, los motivadores de compra a través de una pregunta de elección múltiple y por último una pregunta de escala de Likert con el fin de valorar de 1 a 7 (siendo 7 muy importante) las diferentes cualidades organolépticas que más importancia dan los consumidores de vino.

La siguiente pregunta de elección única es para clasificar a los individuos conocedores o no conocedores de bodegas san Valero y su D.O Cariñena, argumentando en caso de no ser conocedor de BSV en el siguiente punto a través de una pregunta de elección múltiple con el fin de obtener los motivos .

En la última parte de la encuesta, queremos conocer a los consumidores o no consumidores de los vinos de BSV a través de una pregunta de elección única, en caso de no ser consumidor nos dirigimos a la siguiente pregunta de elección múltiple con el fin de obtener los motivos de no ser consumidor y

una posterior con el fin de obtener resultados acerca de la compra y recomendaciones a otros con una pregunta de elección única.

Por último, tanto si son consumidores como si no los son, tenemos 3 preguntas de escala de Likert valorando los diferentes vinos expuestos por BSV y una última pregunta de valoración general de BSV, la escala de Likert se reparte de 1 a 7 , siendo 7 la valoración más positiva.

La encuesta está compuesta por 16 preguntas en total, está pensada para una respuesta rápida y sencilla con el fin de no originar rechazos por parte de los individuos encuestados y que la información obtenida sea de máxima utilidad para el encuestador.

8. Cuestionario consumidor final

1. Nacionalidad

2. Sexo

- Masculino
- Femenino

3. Ocupación

- Estudiando
- Trabajando
- Parado
- Jubilado

4. Edad

- 18 -35 años
- 36-60 años
- + 60 años

5. Seleccione una única respuesta según sea su frecuencia de consumo de vino
 - Diariamente
 - Varios días a la semana
 - Fin de semana
 - Ocasionalmente

6. ¿Qué tipo de vino consume frecuentemente?
 - Tinto
 - Blanco
 - Rosado
 - Espumoso

7. Seleccione los aspectos de mayor valoración a la hora de realizar una compra
 - Denominación de origen
 - Precio
 - Variedad de uva
 - Diseño de la botella
 - Recomendaciones y premios
 - Marca

8. Ordene de 1 a 7(siendo 1 ninguna importancia y 7 toda la importancia) la importancia las siguientes cualidades organolépticas.
 - Sabor
 - Olor
 - Color

9. Seleccione una de las dos opciones según sus preferencias
 - Vinos fuertes y de mucho cuerpo
 - Vinos suaves y fáciles de beber

10. ¿Conoce la denominación de origen carifeña y grupo BSV?

- Si (siga el cuestionario a partir de la pregunta número 12)
- No (conteste a la pregunta número 11 y deje el cuestionario)

11. Si no la conoce, ¿Por qué no la conoce?

- Nunca he oído hablar de ella
 - No me interesan sus vinos
 - Poca presencia en el mercado
 - otras razones
-
-

12. Valore de 1 a 7 (1-> no me gusta... 7-> Excelente) los siguientes vinos expuestos por grupo BSV

- Bombero Joven 2015
- Bombero Gran Reserva
- Cantera Reserva 2007

13. Valore de 1 a 7 los vinos de grupo BSV(1-> no me gusta... 7-> Excelente)

4. ANALISIS EMPÍRICO

1. Depuración de datos

Tras la obtención de los datos, se procede a la depuración de la información como una medida de control para evitar problemas en los resultados.

A continuación, vamos a desarrollar el proceso que voy a seguir para la depuración de los resultados obtenidos.

En primer lugar realizamos tablas de frecuencias de cada una de las variables objeto de estudio, con el fin de identificar posibles valores erróneos.

Después de identificar los valores erróneos en las correspondientes tablas de frecuencias, procedimos a identificar la ubicación de los casos a los que pertenecen dichos errores. Para ello se procede a seleccionar la variable en la que se detecta el valor erróneo, con el fin de buscarlo y corregirlo.

Posteriormente centramos nuestro análisis en los valores perdidos o “missing”. Como no se han obtenido “missing”, la muestra total sigue siendo de 200 encuestas.

Por último y tras una revisión de la base de datos y de los primeros resultados procedemos al análisis correspondiente a los objetivos marcados.

Para comenzar con la depuración de datos, vamos a realizar una análisis gráfico, de cómo han variado los perfiles de los encuestados tras la realización del proceso de depuración. Para ellos, vamos a tener en cuenta las variables de clasificación (sexo, edad y ocupación), ya que nacionalidad es irrelevante ya que todos son británicos

En primer lugar, cómo podemos observar en la ilustración número 1, podemos ver el reparto de la edad de los encuestados correspondiendo a 50% hombre y 50% mujeres ya que era mi intención tener un reparto equitativo del sexo en la muestra objeto de estudio.



Gráfico 1. Porcentaje del sexo de la muestra

En segundo lugar, como podemos observar en la ilustración número 2 y tras realizar frecuencias con la edad de los encuestados obtuvimos un 46,50% correspondiente a los encuestados de 36 a 60 años de edad, seguido por los mayores de 60 años con un 30% y terminando con un 23,50% para los encuestados con edades comprendidas entre 18 a 35 años de edad.

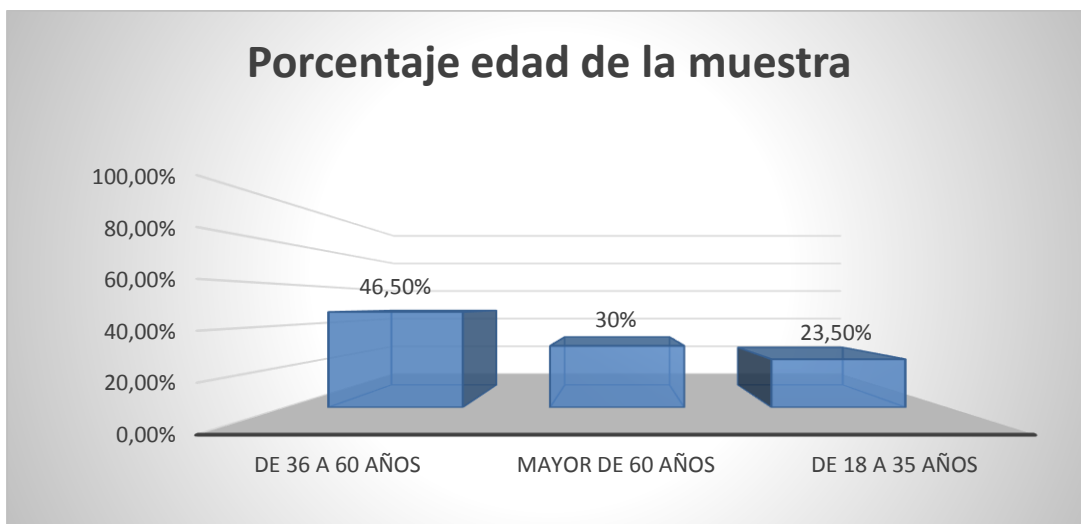


Gráfico 2. Porcentaje edad de la muestra

Por último, realizando frecuencias a la ocupación de los encuestados y observando la ilustración número 3, obtuve los siguientes porcentajes correspondiendo un 69,50% para los encuestados que actualmente están trabajando, un 16% para los jubilados, un 13% para los encuestados que están actualmente estudiando y por último, con un 1,50% para los encuestados que están desempleados.

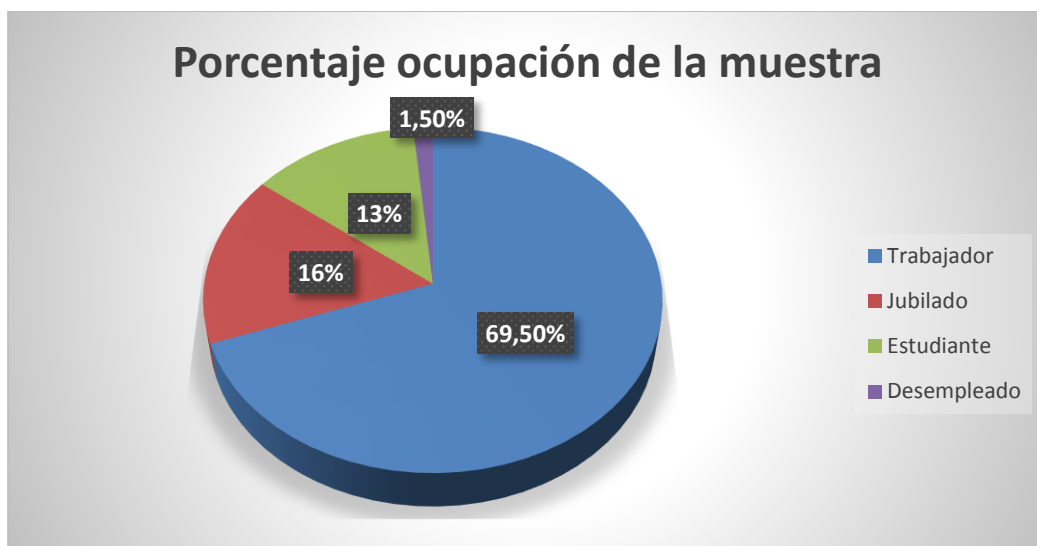


Gráfico 3. Porcentaje ocupación de la muestra

2. Resultados Generales

A continuación vamos a obtener **los resultados del programa SPSS**, para ello vamos a realizar tablas de contingencia con los datos introducidos y las diferentes preguntas realizadas, para una mayor organización y comprensión de datos y resultados voy a estructurarlos en 4 bloques diferentes.

El primero de ellos y el más extenso será el de consumidor británico de vino, en este apartado analizaremos y obtendremos resultados a partir de realizar frecuencias y tablas de contingencia en caso de analizarlo además partiendo de la edad y de la ocupación en algunos casos.

El segundo bloque corresponderá con los consumidores de vino que no conozcan Bodegas San Valero y su denominación de origen Cariñena, obteniendo el porcentaje de no conocedores y porque no la conocen.

En el tercer bloque analizaremos a los no consumidores británicos de BSV, donde daremos los aspectos menos valorados de los vinos expuestos por BSV y las correspondientes calificaciones de dichos vinos.

Por último obtendremos resultados sobre el consumidor británico de BSV, donde analizaremos que valoraciones han dado a grupo BSV y que vinos han sido mejor calificados atendiendo a sus gustos.

3. Resultados específicos del consumidor británico de vino

Para analizar el tipo de consumidor británico de vino nos centraremos en:

1. Frecuencia semanal de consumición de vino.
2. El tipo de vino que consume más frecuentemente.
3. Los principales motivadores que le impulsan a realizar una compra.
4. Las cualidades organolépticas mejor valoradas.
5. Preferencia entre un vino fuerte y con cuerpo a un vino suave y fácil de beber.

1. Frecuencia semanal de consumición de vino.

Para ello hemos preguntado a los encuestados como es su frecuencia semanal en cuanto a consumición de vino se refiere, las respuestas que propuse fueron diariamente, varios días a la semana, los fines de semana, ocasionalmente o nunca.

Los resultados obtenidos a través del análisis de frecuencias fueron que, con un 44% de un total de 200 encuestados consumen vino con un frecuencia de varios días a la semana, en segundo lugar con un 25% de los encuestados los fines de semana, con un 21% consumen vino con una frecuencia diaria, el 10 % consumen vino ocasionalmente y como era lógico debido a que todos los asistentes son consumidores de vino el 0% corresponde a la respuesta de nunca se bebe vino.

Estos resultados reflejan que en la muestra seleccionada hay un consumo general de vino moderado donde las frecuencias más repetidas son varios días a la semana y fin de semana.

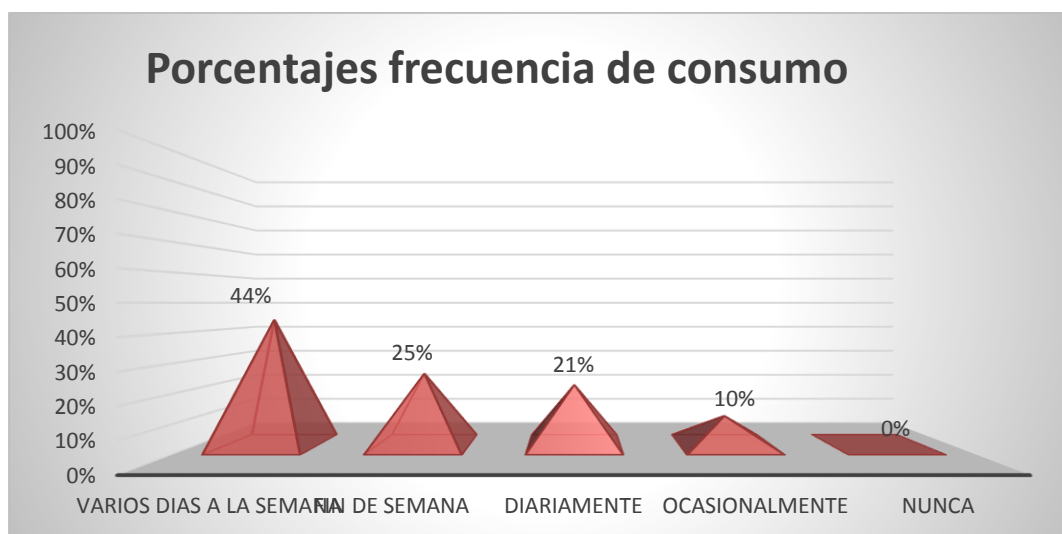


Gráfico 4. Porcentajes de consumo

En el gráfico número 5 podemos apreciar la frecuencia de consumo de vino semanal por edades, destaca que de 18 a 35 años de edad consumen vino los fines de semana principalmente, que de 36 a 60 años de edad consume vino varios días a la semana y que conforme aumenta la edad del encuestado la frecuencia de consumo aumenta siendo diariamente con más de 60 años de edad. Dato que viene a confirmar el escaso consumo en jóvenes pero que aumenta conforme aumenta la edad del encuestado.

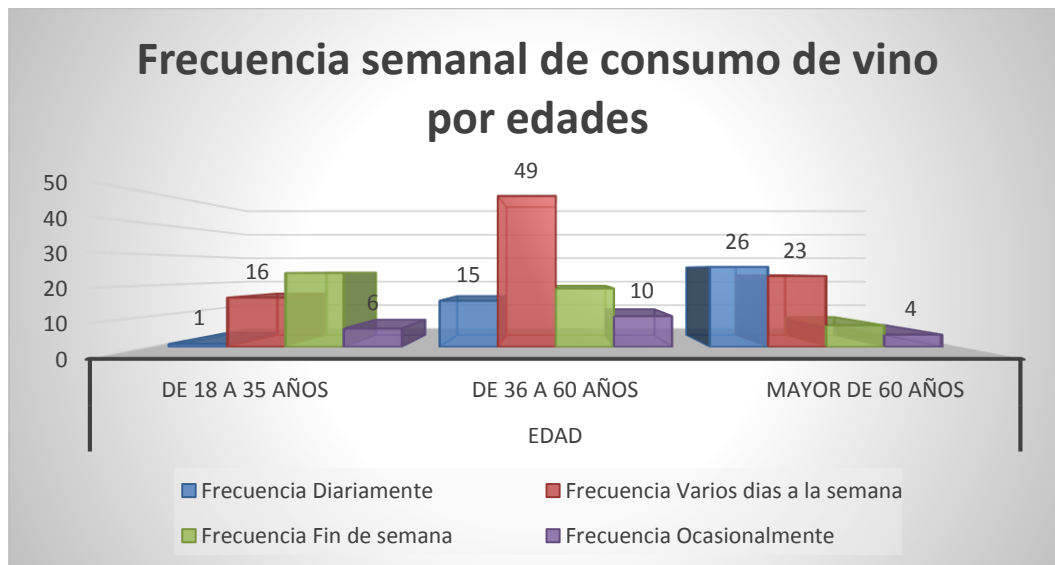


Gráfico 5. Frecuencia semanal de consumo de vino por edades

En el gráfico número 6, podemos apreciar la frecuencia de consumo de vino semanal según la ocupación del encuestado, podemos ver que si el encuestado es estudiante la frecuencia de consumo semanal es baja ya que se consume más los fines de semana, si el encuestado es trabajador el consumo aumenta siendo varios días a la semana, el consumo de un desempleado es muy bajo ya que en la muestra también había pocos desempleados y por último, si es jubilado el consumo aumenta siendo de varios días a la semana.

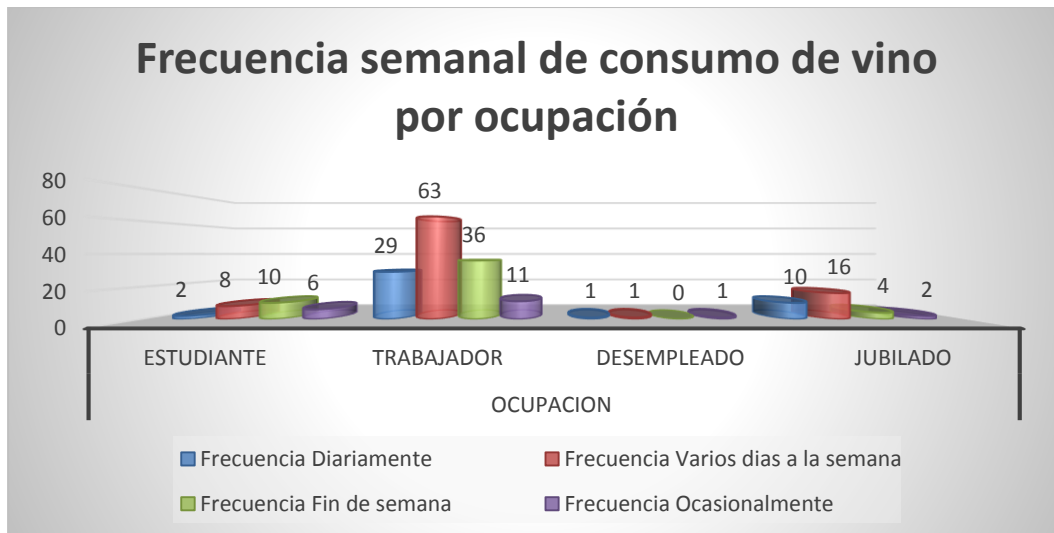


Gráfico 6. Frecuencia semanal de consumo de vino por ocupación

2. El tipo de vino que consume más frecuentemente.

Para esta pregunta se preguntó qué tipo de vino consumían con mayor frecuencia o qué tipo de vino les gustaba más, las respuestas que dimos fueron vino tinto, rosado, blanco y espumoso.

En primer lugar depuramos los datos realizando frecuencias para poder obtener los resultados generales sobre las diferentes frecuencias de consumo para posteriormente poder concretar mediante tablas de contingencia cruzándolas junto con la edad de los encuestados.

Los resultados obtenidos fueron muy tajantes respecto al vino más consumido o preferido, con un 68% de los 200 encuestados respondieron que el vino tinto el más consumido, seguido del vino blanco con un 26% de las respuestas, en tercer lugar se sitúan los vinos espumosos con un 5% y por último el vino rosado con un 1% de las respuestas de los encuestados.

Estos datos vienen a confirmar el predominio del vino tinto respecto de los gustos de la muestra seleccionada de consumidor británico de vino asistente a la feria. Este era un aspecto que nos llamaba la atención de antemano ya que además bodegas San Valero asistió al evento con tres vinos tintos con diferentes caracteres en cuanto a la elaboración del vino y su tiempo de fermentación.

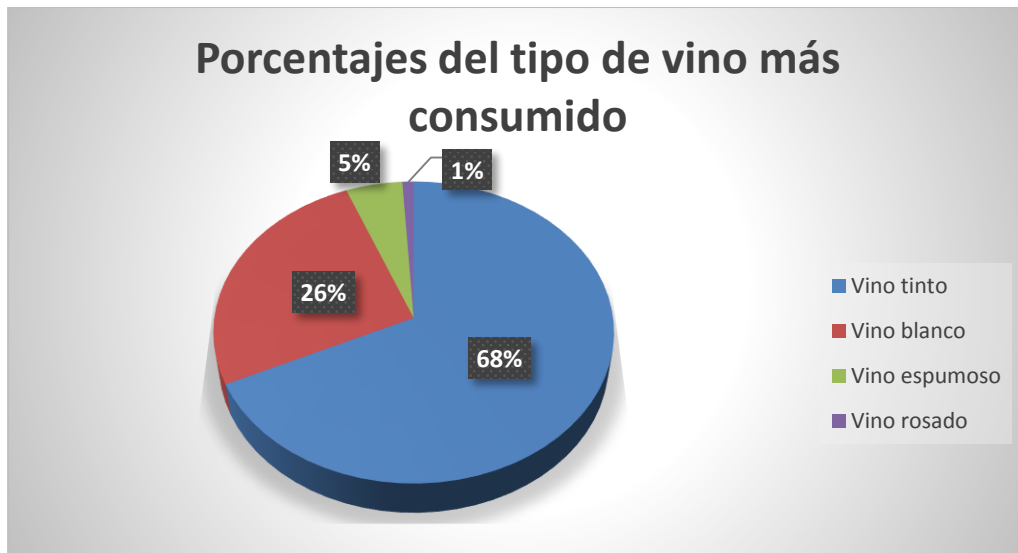


Gráfico 7. Porcentajes del tipo de vino más consumido

En el siguiente gráfico podemos ver el tipo de vino consumido según la edad del encuestado, el vino blanco y tinto son los más consumido a una edad de 36 a 60 años, el vino rosado de 18 a 35 años y con más de 60 y el vino espumoso es el más preferido entre los más jóvenes.

En definitiva, seguimos con la misma tendencia como es obvio tras los datos obtenidos anteriormente respecto al predominio por el gusto del vino tinto en general y por rangos de edad.

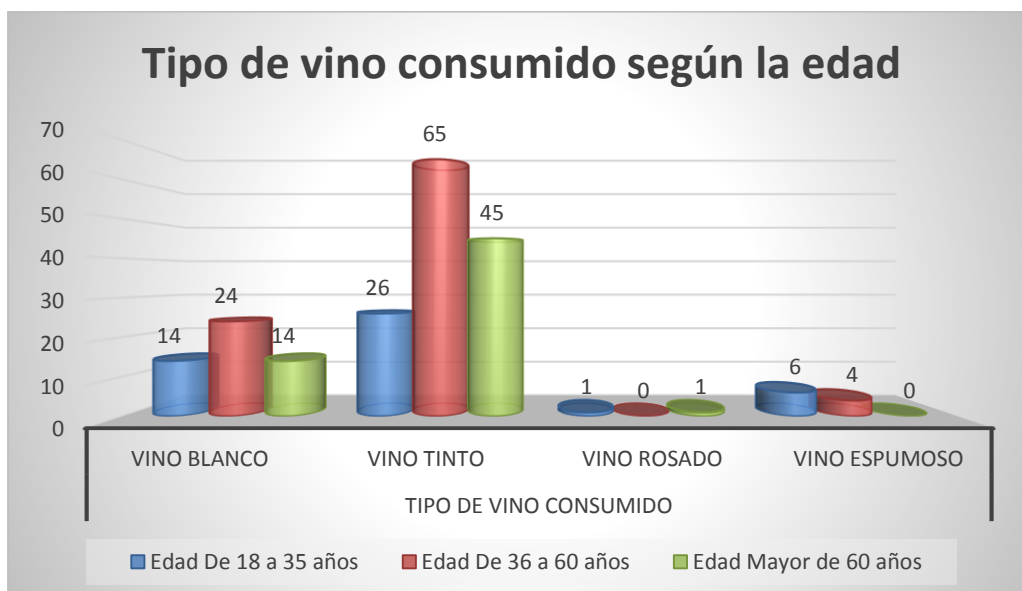


Gráfico 8. Tipo de vino consumido según la edad

3. Los principales motivadores que le impulsan a realizar una compra.

Para la siguiente pregunta propuse diferentes respuestas con marcador múltiple, las respuestas aportadas fueron denominación de origen, precio, variedad de uva, diseño de la botella, recomendaciones y premios y por último la marca.

Los resultados obtenidos entre los 200 encuestados siendo una pregunta de respuesta múltiple fueron, 168 marcas como motivador principal para realizar una compra para la Denominación de origen, 165 marcas para la variedad de uva, 126 marcas para recomendaciones y premios, 80 marcas para la importancia del precio, 70 marcas para el diseño de la botella y 34 marcas de 200 posibles para la marca.

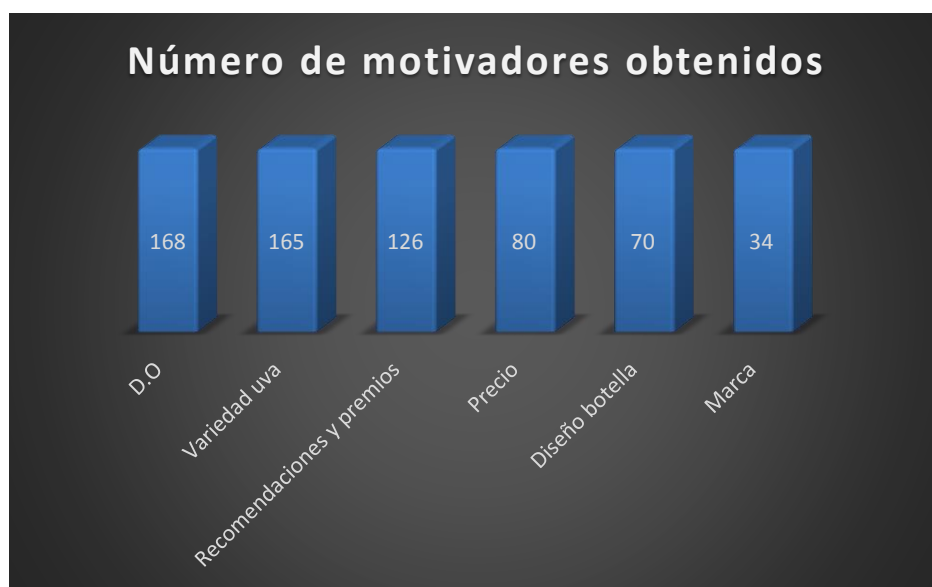


Gráfico 9. Número de motivadores obtenidos

4. Las cualidades organolépticas mejor valoradas.

Para la siguiente cuestión realizamos una escala Likert donde los encuestados podían valorar de 1 a 7, donde 1 era peor valoración y 7 mejor valoración para las diferentes cualidades organolépticas, estas cualidades fueron el sabor, el aroma y el color del vino.

Las respuestas obtenidas fueron, con un 62,5% que el sabor es definitivamente importante, seguido de un 33,5% para muy importante y 3,5% para importante, mientras que el 0,5% fue para poco importante .

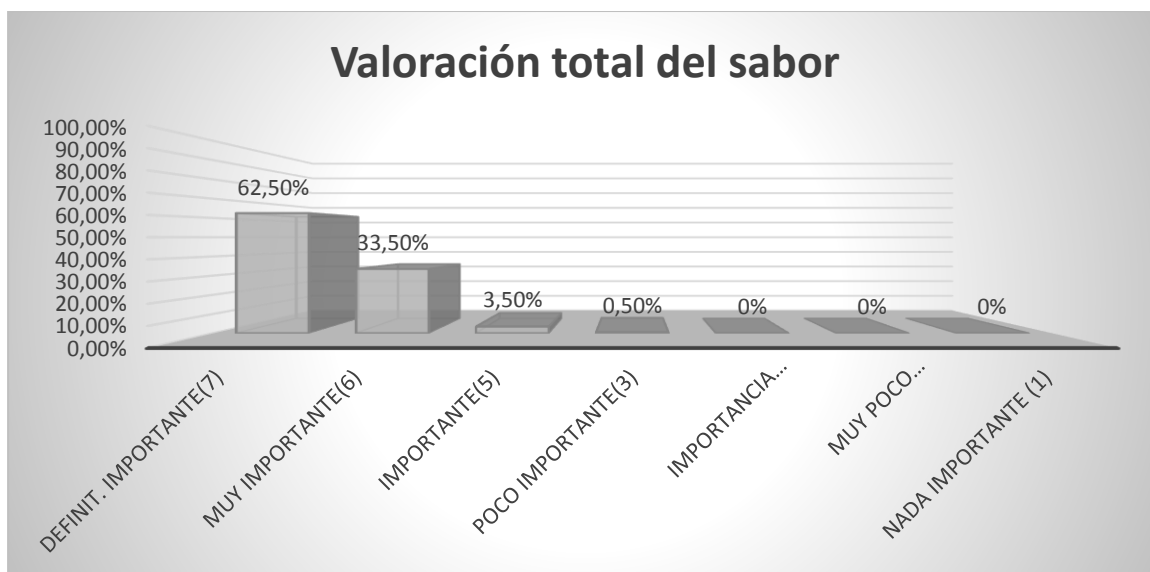


Gráfico 10. Valoración total del sabor

En el caso del aroma, un 40% para muy importante, un 28,5% para definitivamente importante, un 18,5% para importante, un 8% para importancia relativa, un 4,5% para poco importante y un 0,5% para muy poco importante.

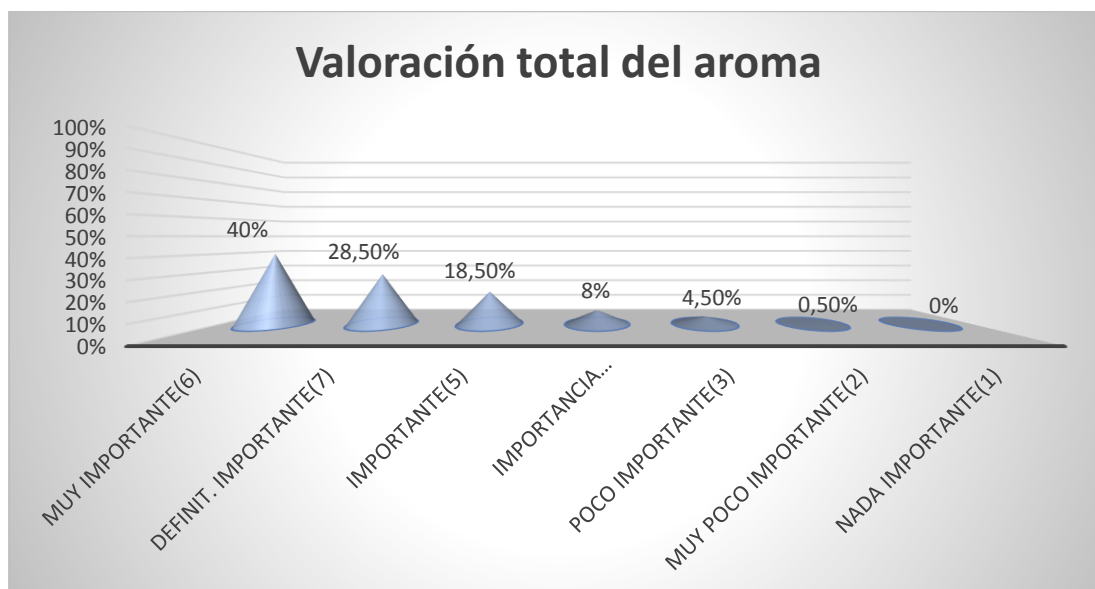


Gráfico 11. Valoración total del aroma

Por último, la valoración al color del vino fue de un 34,5% para muy importante, un 32,5% para definitivamente importante, un 10,5% para importancia relativa, un 10% para importante, un 6% para poco importante y muy poco importante y por último un 0,5% para nada importante.

En definitiva, la cualidad mejor valorada fue el sabor de los vinos.

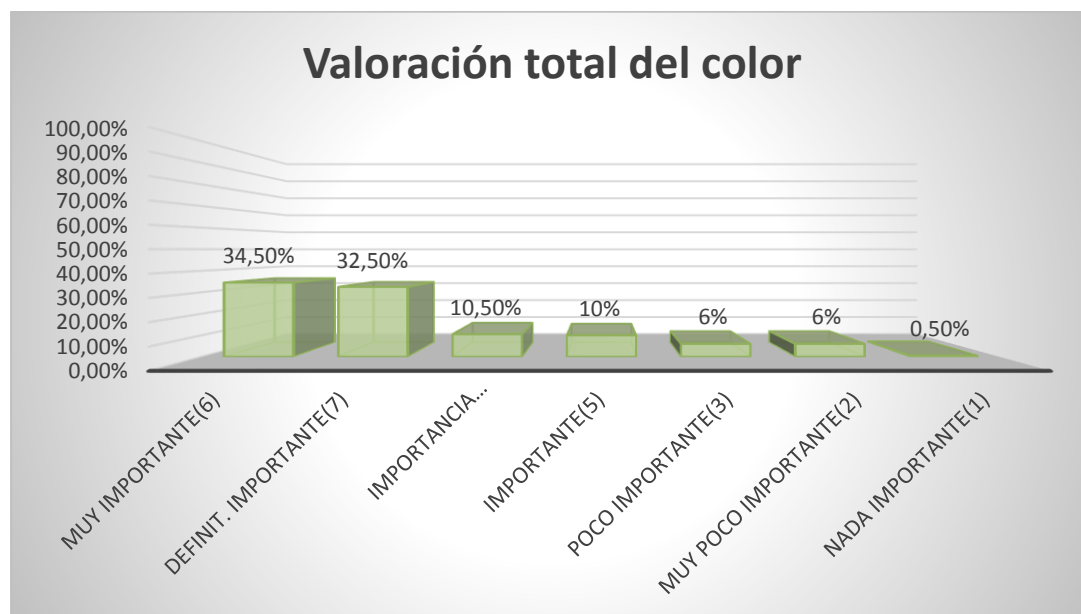


Gráfico 12. Valoración total del color

5. Preferencia entre un vino fuerte y con cuerpo a un vino suave y fácil de beber.

En este último punto descubriremos que preferencias tienen los 200 encuestados respecto al vino a beber, las respuestas que aporté fueron, por un lado un vino fuerte y con cuerpo, por el otro lado un vino suave y fácil de beber.

Conviene recordar las notas de cata de los vinos expuestos por bodegas San Valero en la feria, todos ellos con cuerpo aunque bien equilibrados en boca, con finales largos e intensos y con tonos de fruta madura.

Como podemos ver en el gráfico número 13 y tras las respuestas que obtuvimos nos muestran que un 67,5% de los encuestados muestran una mayor preferencia ante vinos fuertes y con cuerpo a vino fáciles de beber sumando éstos un 32,5% en las encuestas realizadas.

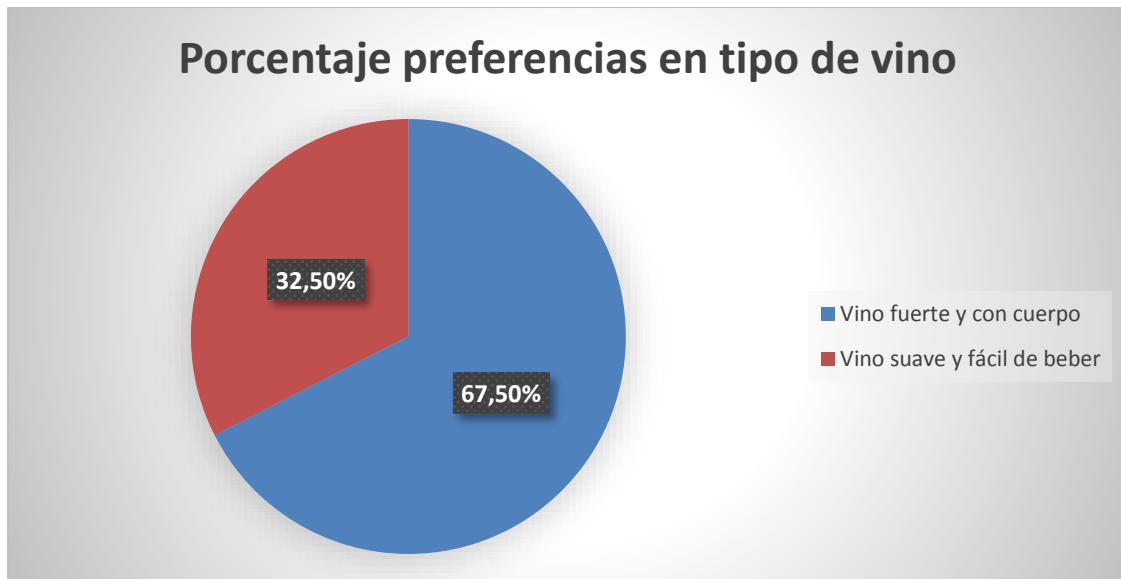


Gráfico 13. Porcentaje preferencias en tipo de vino

Para finalizar este apartado, podemos realizar un **perfil del tipo de consumidor británico** que asistió y respondió a la encuesta realizada, este tipo de consumidor responde al perfil de un hombre o mujer trabajador/a de 36 a 60 años de edad que consume vino varios días a la semana y que sus preferencias son consumir un vino tinto, fuerte y con cuerpo y que se centra sobre todo en analizar su denominación de origen, la variedad de uva y el sabor del vino como principal cualidad organoléptica.

4. Resultados específicos en la valoración de no conocedor y no consumidor de vino de bodegas San Valero

Para ello realizamos una pregunta a los encuestados, les preguntamos si conocían las bodegas San Valero y grupo BSV además de su denominación de origen, los resultados que obtuvimos fueron que un 71% de los 200 encuestados conocían bodegas San Valero mientras que el 29% no lo conocían, el 100% de los no conocedores aportaron además que el motivo era que no habían oído nunca hablar de esa bodega.

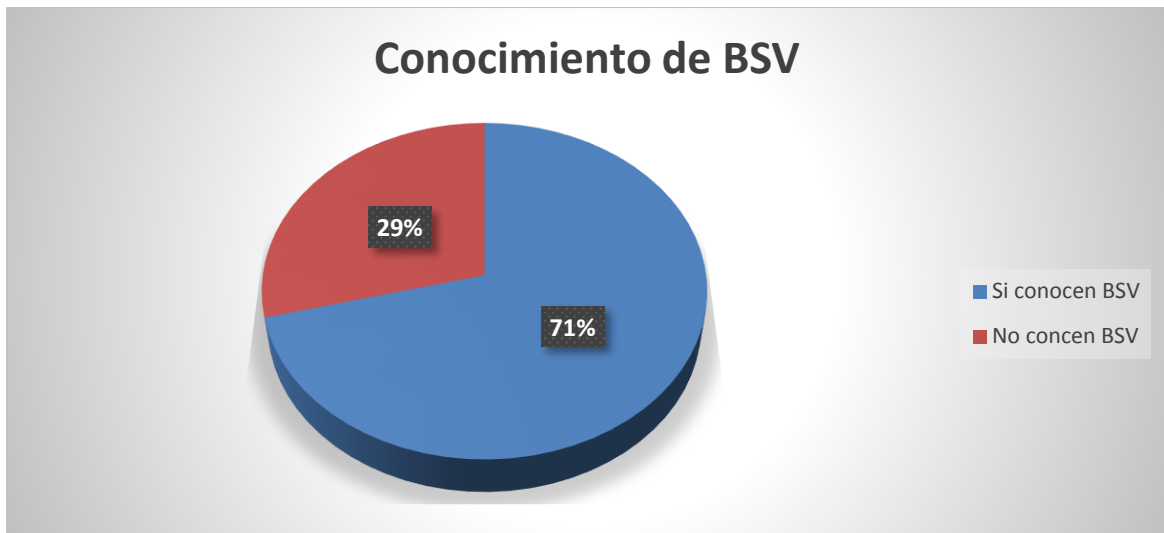


Gráfico 14. Conocimiento de BSV

Tras saber el grado de conocimiento el siguiente paso era descubrir de entre ese 71% (corresponde a 142 encuestados) que conocían las bodegas cuantos eran consumidores de sus vinos.

En la encuesta preguntamos si eran consumidores de los vinos de bodegas San Valero, los resultados obtenidos nos reflejan que el 83.8 % (corresponde a 119 encuestados) de los encuestados eran consumidores de los vinos, mientras que el 16,2% (corresponde a 23 encuestados) no lo eran.

El grado de conocimiento de bodegas San Valero no es bajo, 7 de cada 10 personas conocían la bodega y sus vinos, mientras que 3 de cada 10 personas la desconocían, el siguiente paso será saber de entre esas 7 personas que la conocen, cuántos son consumidores de sus vinos y cuantos no son consumidores de sus vinos.

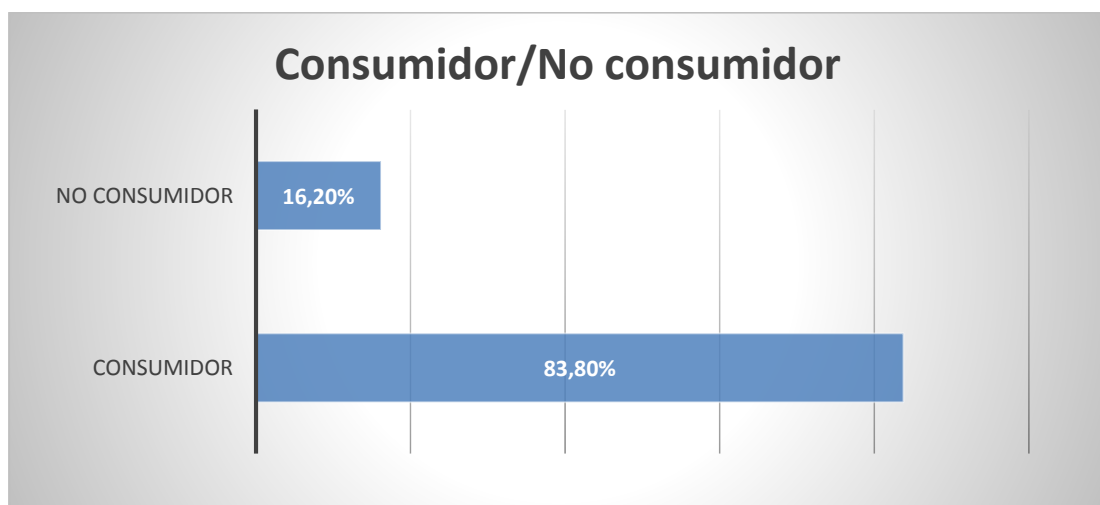


Gráfico 15. Consumidor/ No consumidor de BSV

Una vez conocido el porcentaje de no consumidores, nos propusimos a poder descubrir los motivos de no consumirlos, para ello realizamos una pregunta con varias respuestas pudiendo el encuestado marcar todos los motivos que él quisiera, tras esa pregunta de selección múltiple y tras el debido análisis los resultados obtenidos fueron, que el 38% de los conocedores de BSV no consumen esos vinos debido a que no le gustan las cualidades organolépticas, estas son sabor, aroma y color de los vinos, que el 36% no los consumen debido a una mala Denominación de Origen, que el 24% no los consumen debido a la variedad de uva utilizada para elaborarlos y por último y siendo muy poco significativo, un 2 % no los consumían por el alto precio de sus productos.

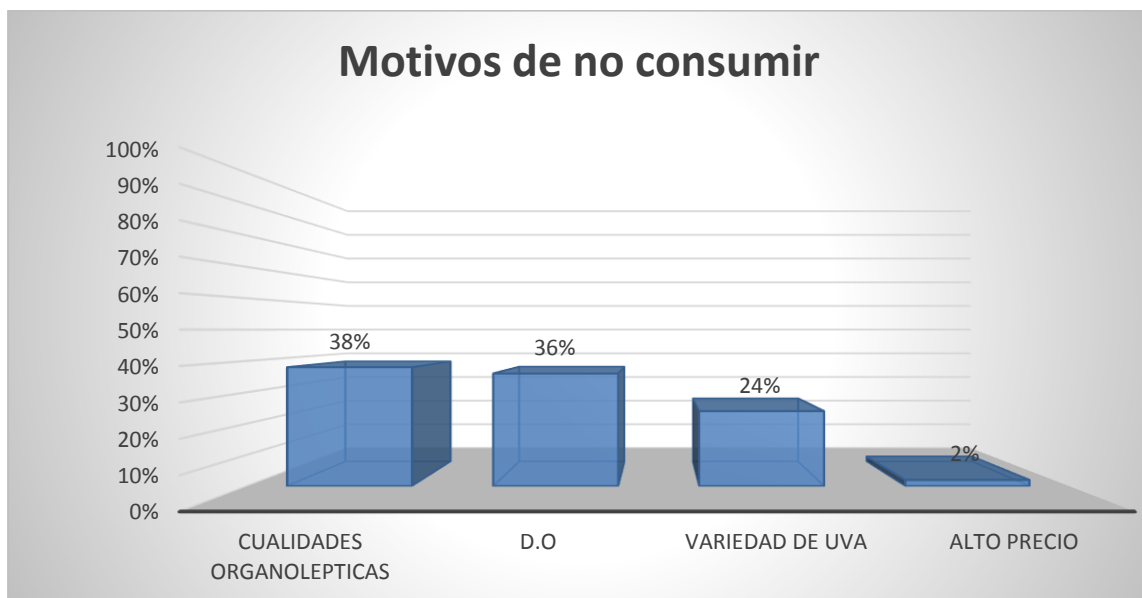


Gráfico 16. Motivos de no consumir

En cuanto a las diferentes valoraciones de los no consumidores de los vinos de BSV, obtuvimos los siguientes resultados como se pueden apreciar en los gráficos número 17, 18 , 19 y 20 que corresponden a valoración del no consumidor del Bombero joven, Bombero gran reserva, Cantera crianza y valoración general respectivamente.

En general podemos apreciar unas valoraciones bajas de los diferentes vinos y en valoración general, los votos más frecuentados son dentro de la escala de Likert para, gusta poco (3) y para normal (4) correspondiendo como hemos dicho a puntuaciones relativamente bajas.

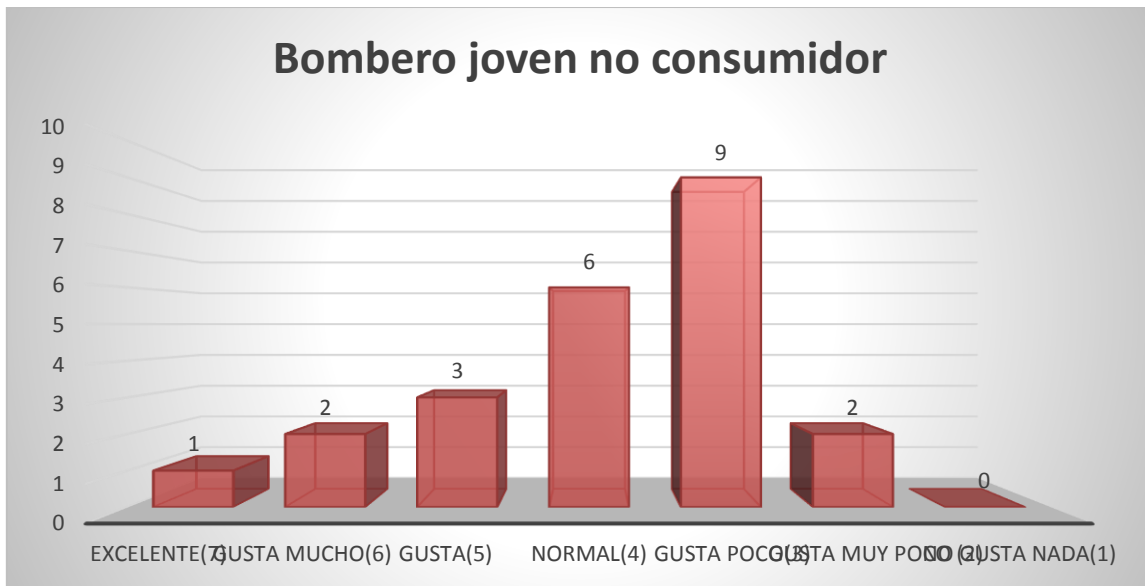


Gráfico 17. Valoración Bombero Joven por el no consumidor

Como podemos observar en el gráfico nº 17 sobre la valoración del Bombero joven por los no consumidores, las valoraciones más repetidas fueron me gusta poco (3) con 9 votos seguida por normal (4) con 6 votos, con 3 votos gusta (5), con 2 votos se encuentran dos valoraciones, una es gusta mucho (6) y la otra es gusta muy poco (2), por último el excelente solo se votó una vez y no gusta nada no obtuvo ningún voto.

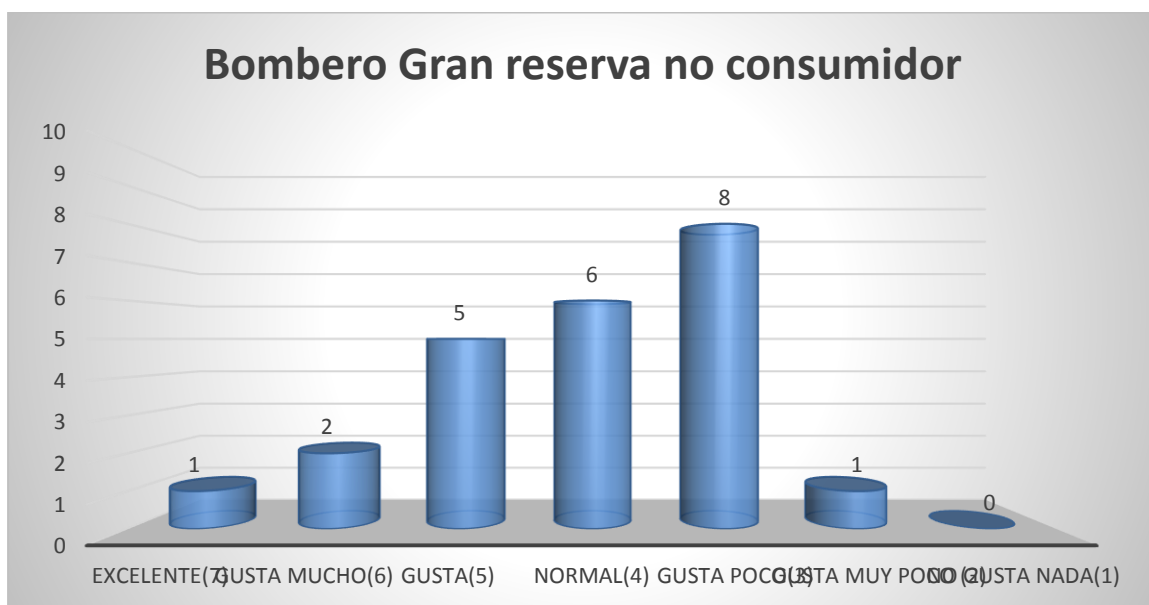


Gráfico 18. Valoración de Bombero gran reserva por el no consumidor

En cuanto al Bombero gran reserva se obtuvieron resultados similares a los votos del Bombero joven siendo los votos más repetidos gusta poco (3) con 8 votos y normal (4) con 6 votos.



Gráfico 19. Valoración de Cantera crianza por el no consumidor

Cantera reserva obtuvo 10 votos a la valoración de gusta poco (3) con 10 votos, normal (4) con 7 votos, gusta muy poco (2) con 3 votos, gusta (5) con 2 votos y gusta mucho (6) con 1 voto, en general sigue la misma tendencia que en los demás casos.

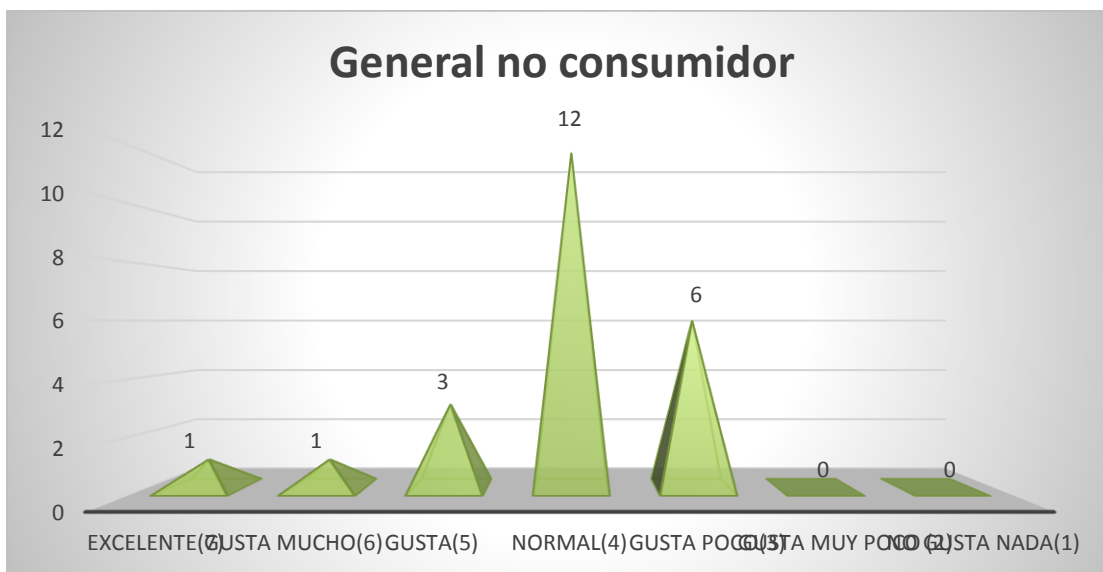


Gráfico 20. Valoración General por el no consumidor

En cuanto a la valoración general la tendencia de más votos cambia hacia una valoración normal (4) con 12 votos, seguida con 6 votos gusta poco (3) y obteniendo con 3 votos a la valoración gusta (5) y con un voto para gusta mucho (6) y excelente (7).

Por último, apuntar que tanto las valoraciones de los diferentes vinos expuestos por Bodegas San Valero en el evento como la intención de realizar una futura compra o recomendación a terceros obtuvimos resultados negativos.

Para ello realizamos tablas de contingencia y los resultados obtenidos fueron que de 23 encuestados no consumidores solo 1 estaba dispuesto a realizar una futura compra y recomendarlo en caso satisfactorio mientras que el resto fueron tajantes en sus respuestas.

Además las valoraciones de los diferentes vinos como en la valoración general de Bodegas San Valero las puntuaciones fueron todas menores a 4 de una escala de Likert de 1 a 7, siendo 7 la valoración más positiva y 1 la más negativa.

Finalmente, realizamos tablas de contingencia para poder realizar un **perfil del no consumidor de vino** de Bodegas San Valero, este perfil responde a un hombre mayor de 60 años jubilado o trabajando que consume vino varios días a la semana y que consume vino blanco habitualmente, siendo sus preferencias el sabor del vino, la denominación de origen y la variedad de la uva.

5. Resultados específicos en la valoración del concededor y consumidor de vino de bodegas San Valero

En este apartado obtendremos resultados de intención de compra y recomendaciones a terceros por parte de los encuestados que conocen y son consumidores de bodegas San Valero.

Para ello realizaremos frecuencias en las escalas de Likert de las valoraciones de 1 a 7 sobre los diferentes vinos expuestos por BSV en el evento, además obtendremos resultados sobre la valoración general de bodegas San Valero.

El primer paso a seguir es obtener resultados sobre las valoraciones de los consumidores al Bombero joven, como podemos observar en el gráfico número 13, los resultados obtenidos son favorables y positivos, 47 votos como excelente, 53 votos para "gusta mucho", 14 votos para "gusta", 4 votos para "me parece un vino normal" y un voto para "gusta poco".

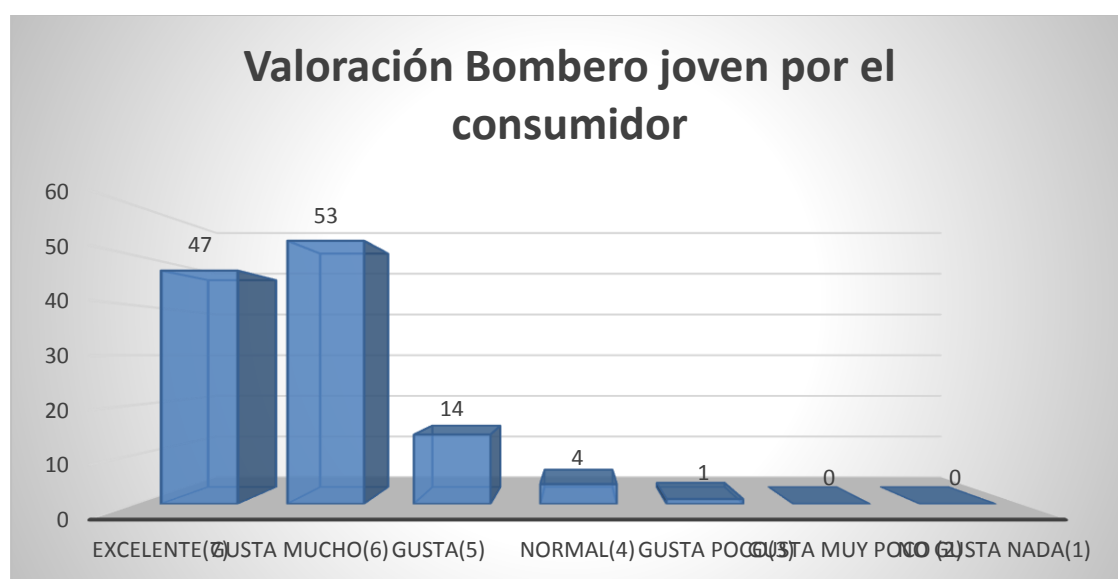


Gráfico 21. Valoración Bombero joven por los consumidores

El siguiente vino a analizar por los consumidores era el Bombero gran reserva y los resultados obtenidos fueron más favorables, 52 votos para un vino "excelente", 45 votos para "gusta mucho"; 18 votos para "gusta", y 4 votos para "un vino normal".

Sin duda la valoración del Bombero Gran reserva es mucho más favorable ya que ha obtenido mayor número de "excelente" y ningún consumidor ha votado en negativo.

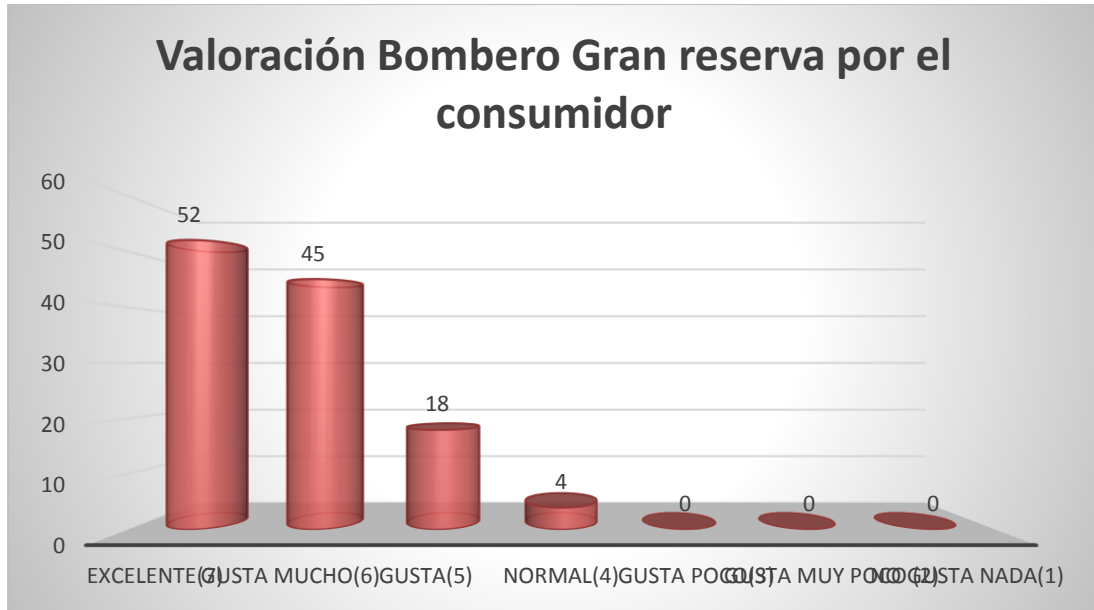


Gráfico 22. Valoración Bombero Gran reserva por los consumidores

En el gráfico número 23, podemos observar las valoraciones del vino Cantera reserva por los consumidores, los resultados obtenidos son, 31 votos para "excelente", 57 votos para "me gusta mucho", 26 votos para "gusta", 1 voto para "gusta poco" y 1 voto para "gusta muy poco".

Los resultados obtenidos para este vino quizás sean los más desfavorables aunque en general los votos son muy positivos.

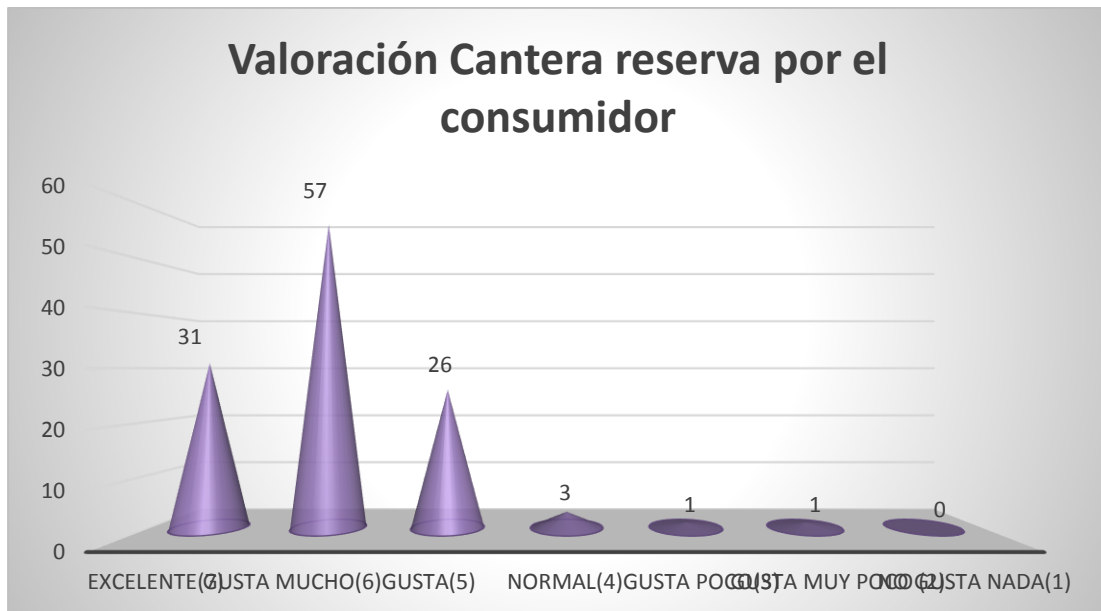


Gráfico 23. Valoración Cantera crianza por los consumidores

Por último, analizaremos los votos obtenidos para la valoración general de BSV, para ello hemos realizado tabla de contingencia para poder diferenciar los votos de los consumidores y no consumidores y poder representar los votos de los consumidores de bodegas San Valero.

Los resultados obtenidos son, 31 votos para "excelente", 75 votos para "gusta mucho", 10 votos para "gusta", 2 votos para "normal", 1 voto para "gusta poco" y ningún voto para los dos apartados más negativos.

En general, los votos acerca de la valoración general de los vinos de BSV se sitúan sobre el 6 de media por lo que las valoraciones han resultado ser muy positivas como podemos apreciar en el gráfico número 24.

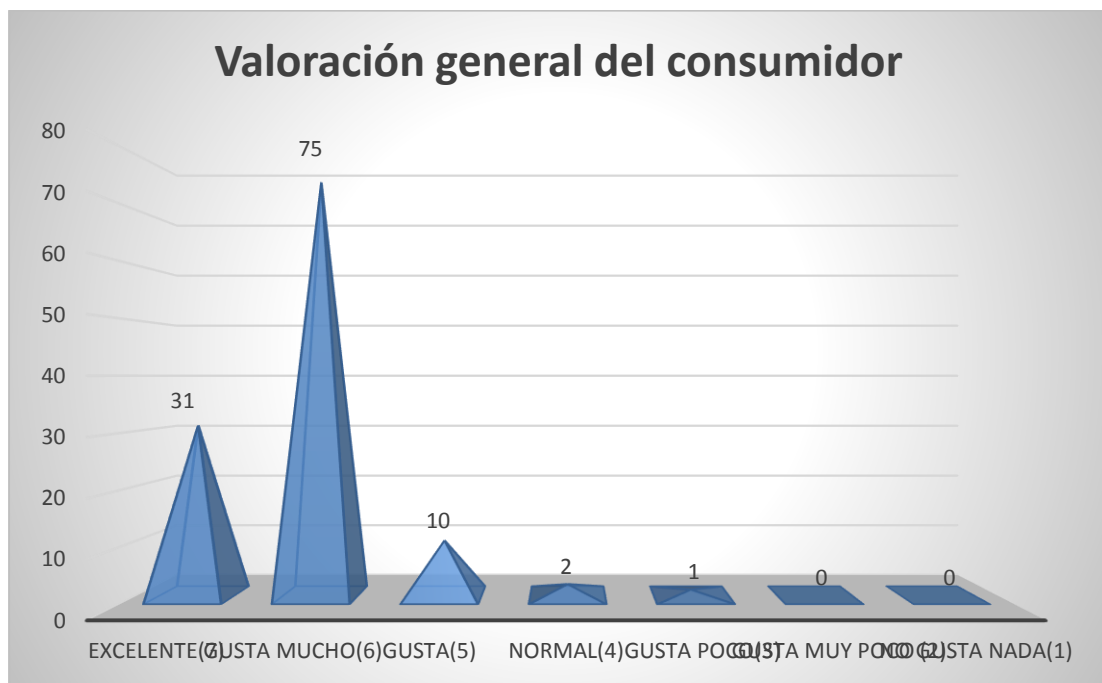


Gráfico 24. Valoración general por los consumidores

6. Conclusiones tras el análisis

Una vez realizado el análisis nos proponemos sacar las pertinentes **conclusiones obtenidas** con el fin de proyectarnos una imagen del tipo de consumidor analizado en la muestra y obtener solución para los objetivos que nos propusimos al iniciar esta investigación.

Para ello vamos a desarrollar las conclusiones **objetivo por objetivo**:

1. Valorar los atributos principales de un vino que hacen motivar al consumidor británico a realizar la compra.

Para obtener solución a este objetivo debemos concretar cuáles han sido los resultados obtenidos en la muestra en cuanto a motivadores de compra y cualidades organolépticas que más valoran los encuestados, tras los datos obtenidos tenemos que los motivadores mejor valorados y que incentivan a realizar la compra son la Denominación de Origen y la variedad de la uva, mientras que la calidad organoléptica más atractiva para el encuestado es el sabor de vino.

2. Identificar el tipo de vino preferido y por lo tanto más consumido entre los asistentes a la feria.

En cuanto al vino preferido y por tanto más consumido entre la población objeto de estudio fue el vino tinto que con un 68% fue el más elegido por los encuestados.

3. Conocer la frecuencia de consumo de vino semanal entre los asistentes a la feria.

Un aspecto que nos interesaba mucho era la frecuencia de consumo de vino por nuestros encuestados, y los datos obtenidos fueron que en general con un 44% la frecuencia más repetida fue de varios días a la semana, seguido de fin de semana con un 25%, un 21% para diariamente y un 10 % para ocasionalmente siendo nunca un 0% por lo que decidimos eliminarlo a la hora de analizar la frecuencia por edades.

Por edades, la frecuencia más repetida en consumo de vino diario fue en los mayores de 60 años, en el fin de semana para el rango comprendido entre 18 y 35 años y varios días a la semana para el rango entre 36 a 60 años de edad.

4. Considerar si el asistente a la feria tiene conocimiento o desconocimiento de grupo BSV.

Los resultados obtenidos para este objetivo fueron que un 71% de los 200 encuestados conocían el grupo BSV y sus vinos mientras que el 29% no lo conocían.

Además de ese 71% que la conocían, el 83,80 % eran consumidores mientras que el 16,20% no lo eran.

5. Descubrir la valoración de los diferentes vinos expuestos por BSV por sus consumidores y en caso contrario que aspectos hacen no ser consumidor de sus vinos.

Para dar solución a este apartado comenzaremos con las valoraciones de los consumidores de los vinos de BSV dentro de nuestra muestra, para ello debemos recordar que de una muestra inicial de 200 encuestas obtuvimos que 119 encuestados eran consumidores, el siguiente paso es conocer las valoraciones de los diferentes vinos y en general de esas 119 encuestas.

En primer lugar comenzaremos por la valoración del vino Bombero Joven que obtuvo un total de 47 votos a un vino excelente, 53 votos como un vino que gusta mucho, 14 votos como un vino que gusta, 4 votos como un vino normal y un solo voto como un vino que gustó poco.

En el caso del vino Bombero Gran Reserva, obtuvo 52 votos como un vino excelente, 45 votos como un vino que gusta mucho, 18 votos como un vino que gusta y 4 votos como un vino normal.

En el caso del vino Cantera Reserva, obtuvimos 31 votos como un vino excelente, 57 como un vino que gusta mucho, 26 votos como un vino que gusta, 3 votos como un vino normal y 1 voto como un vino que gusta poco y otro voto como un vino que gusta muy poco.

En definitiva el vino que gustó más al consumidor fue el vino Bombero Gran Reserva que con 52 votos para un vino excelente se coronó como el mejor vino expuesto por BSV en la feria.

Para concluir con este primer sub-objetivo, expondremos los resultados con una visión a la valoración general al ejercicio de BSV por los 119 consumidores de nuestra muestra, obtuvimos 31 votos como unos vinos excelentes, 75 votos como unos vinos que gustan mucho, 10 votos como unos vinos que gustan, 2 votos como unos vinos normales y un voto para unos vinos que gustan poco.

El otro sub-objetivo que nos marcamos en este apartado era conocer los motivos de no consumir por los 23 no consumidores de los vinos de BSV, los resultados obtenidos a partir de nuestro análisis fueron con un 38% por las cualidades organolépticas (color, sabor y aroma), un 36% por la Denominación de origen y procedencia del vino, un 24% por la variedad de la uva y con un 2% por aspectos relacionados con el alto precio.

5. ANEXOS

1. Frecuencias realizadas en sexo, edad, ocupación, frecuencia de consumo, tipo de vino consumido, motivadores de compra y preferencias en el tipo de vino.

Tabla de contingencia Edad * Sexo

Recuento

		Sexo		Total
		Hombre	Mujer	
Edad	De 18 a 35 años	23	24	47
	De 36 a 60 años	52	41	93
	Mayor de 60 años	25	35	60
Total		100	100	200

Sexo

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	Hombre	100	49,8	50,0	50,0
	Mujer	100	49,8	50,0	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

Edad

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	De 18 a 35 años	47	23,4	23,5	23,5
	De 36 a 60 años	93	46,3	46,5	70,0
	Mayor de 60 años	60	29,9	30,0	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

Ocupación

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	Estudiante	26	12,9	13,0	13,0
	Trabajador	139	69,2	69,5	82,5
	Desempleado	3	1,5	1,5	84,0
	Jubilado	32	15,9	16,0	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

Frecuencia

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	Diariamente	42	20,9	21,0	21,0
	Varios días a la semana	88	43,8	44,0	65,0
	Fin de semana	50	24,9	25,0	90,0
	Ocasionalmente	20	10,0	10,0	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

Tipo de vino consumido

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	Vino blanco	52	25,9	26,0	26,0
	Vino tinto	136	67,7	68,0	94,0
	Vino rosado	2	1,0	1,0	95,0
	Vino espumoso	10	5,0	5,0	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

Frecuencias respuesta múltiple motivadores de compra

		Respuestas		Porcentaje de casos
		Nº	Porcentaje	
motivadores	D.O	168	26,1%	84,0%
	Precio	80	12,4%	40,0%
	Variedad uva	165	25,7%	82,5%
	Diseño botella	70	10,9%	35,0%
	Recomendaciones y premios	126	19,6%	63,0%
	Marca	34	5,3%	17,0%
Total		643	100,0%	321,5%

a. Agrupación

Preferencias en el tipo de vino

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	Fuerte y con cuerpo	135	67,2	67,5	67,5
	Suave y fácil de beber	65	32,3	32,5	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

2. Análisis por frecuencia en cualidades organolépticas

- Sabor

Cualidades Organolépticas

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	poco importante	1	,5	,5	,5
	Importante	7	3,5	3,5	4,0
	Muy importante	67	33,3	33,5	37,5
	Definitivamente importante	125	62,2	62,5	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

- Aroma

Cualidades Organolépticas

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	muy poco importante	1	,5	,5	,5
	poco importante	9	4,5	4,5	5,0
	Importancia significativa	16	8,0	8,0	13,0
	Importante	37	18,4	18,5	31,5
	Muy importante	80	39,8	40,0	71,5
	Definitivamente importante	57	28,4	28,5	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

- Color

Cualidades Organolépticas

		Frecuencia	Porcentaje	Porcentaje	Porcentaje
		a	e	válido	acumulado
Válidos	Nada importante	1	,5	,5	,5
	muy poco importante	12	6,0	6,0	6,5
	poco importante	12	6,0	6,0	12,5
	Importancia significativa	21	10,4	10,5	23,0
	Importante	20	10,0	10,0	33,0
	Muy importante	69	34,3	34,5	67,5
	Definitivamente importante	65	32,3	32,5	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

3. Análisis a través de tablas de contingencia a través de la edad

Tabla de contingencia Edad * Frecuencia

Recuento

		Frecuencia				Total
		Diariamente	Varios días a la semana	Fin de semana	Ocasionalmente	
Edad	De 18 a 35 años	1	16	24	6	47
	De 36 a 60 años	15	49	19	10	93
	Mayor de 60 años	26	23	7	4	60
Total		42	88	50	20	200

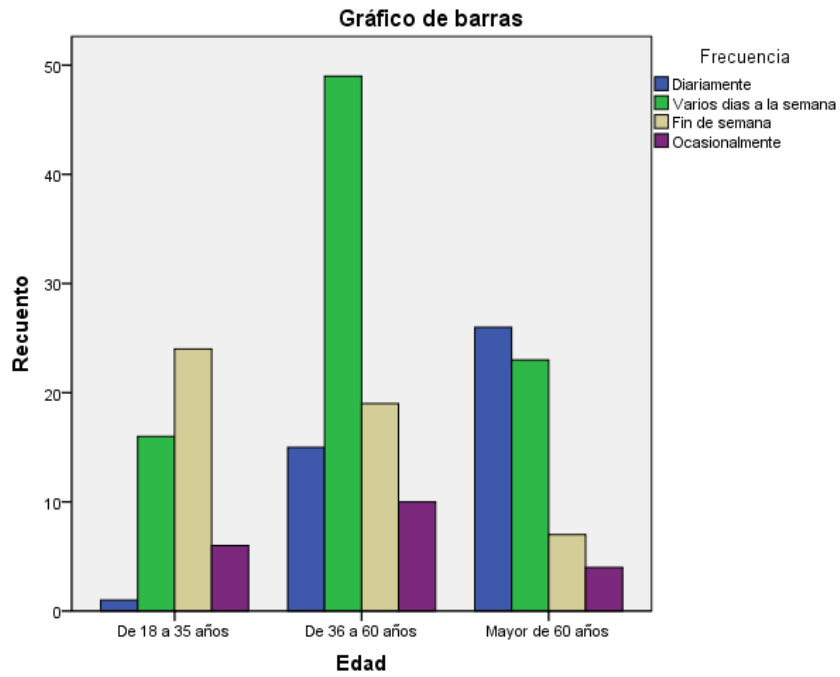


Tabla de contingencia Edad * Tipo de vino consumido

Recuento		Tipo de vino consumido				Total
		Vino blanco	Vino tinto	Vino rosado	Vino espumoso	
Edad	De 18 a 35 años	14	26	1	6	47
	De 36 a 60 años	24	65	0	4	93
	Mayor de 60 años	14	45	1	0	60
Total		52	136	2	10	200

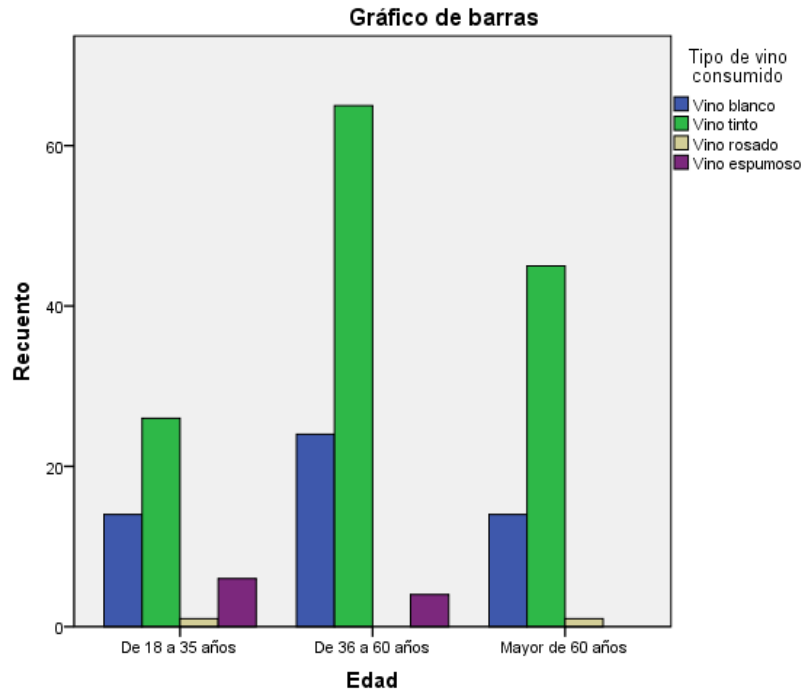


Tabla de contingencia **Edad * Preferencias en el tipo de vino**

Recuento

		Preferencias en el tipo de vino		Total
		Fuerte y con cuerpo	Suave y fácil de beber	
Edad	De 18 a 35 años	27	20	47
	De 36 a 60 años	62	31	93
	Mayor de 60 años	46	14	60
Total		135	65	200

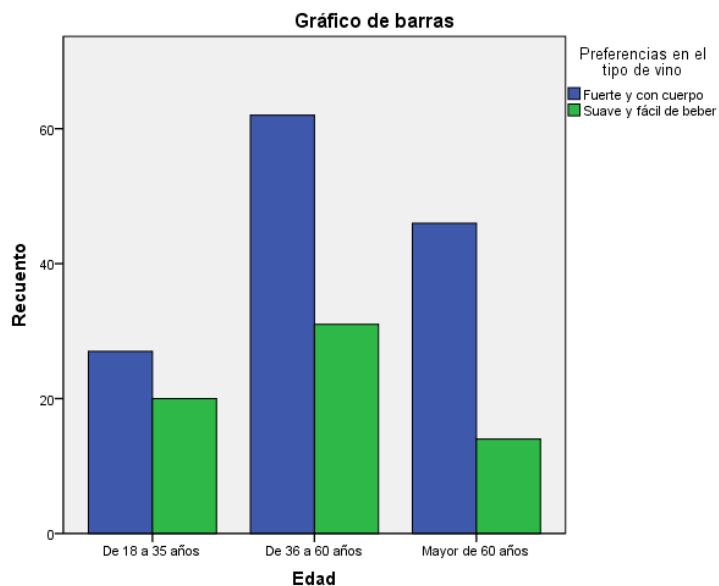


Tabla de contingencia*Edad- Motivadores de compra

			Edad			Total
			De 18 a 35 años	De 36 a 60 años	Mayor de 60 años	
Motivadores de compra	D.O	Recuento	35	78	55	168
		% dentro de Edad	74,5%	83,9%	91,7%	
	Precio	Recuento	24	31	25	80
		% dentro de Edad	51,1%	33,3%	41,7%	
	Variedad uva	Recuento	34	79	52	165
		% dentro de Edad	72,3%	84,9%	86,7%	
	Diseño botella	Recuento	21	27	22	70
		% dentro de Edad	44,7%	29,0%	36,7%	
	Recomendaciones y premios	Recuento	33	55	38	126
		% dentro de Edad	70,2%	59,1%	63,3%	
	Marca	Recuento	7	11	16	34
		% dentro de Edad	14,9%	11,8%	26,7%	
Total		Recuento	47	93	60	200

Los porcentajes y los totales se basan en los encuestados.

a. Agrupación

- EDAD-SABOR

Tabla de contingencia Edad * Cualidades Organolépticas

Recuento

		Cualidades Organolépticas				Total
		poco importante	Importante	Muy importante	Definitivamente importante	
Edad	De 18 a 35 años	0	2	18	27	47
	De 36 a 60 años	1	3	29	60	93
	Mayor de 60 años	0	2	20	38	60
Total		1	7	67	125	200

- EDAD-AROMA

Tabla de contingencia Edad * Cualidades Organolépticas

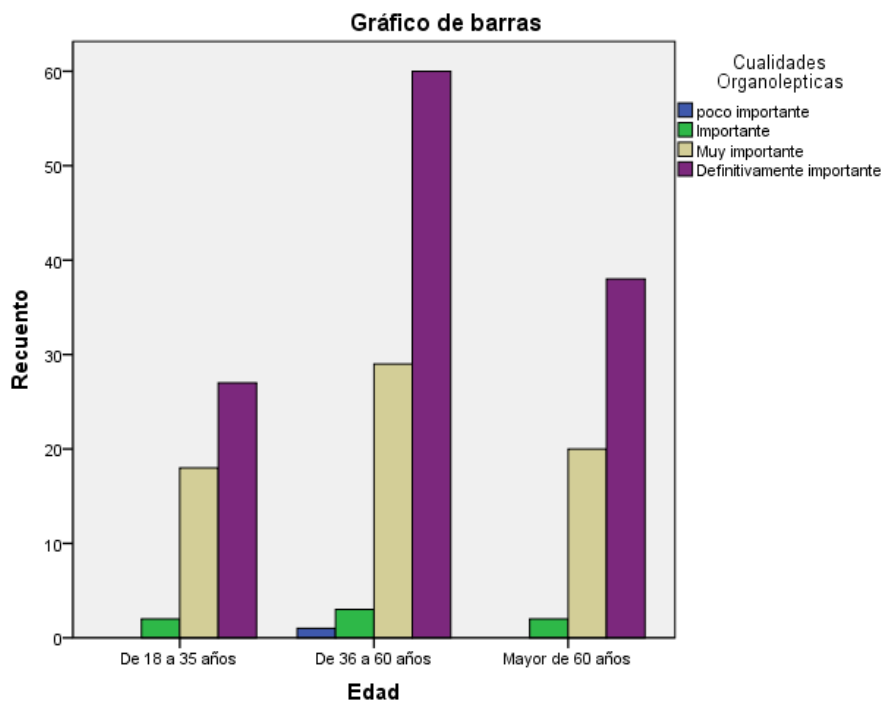
Recuento

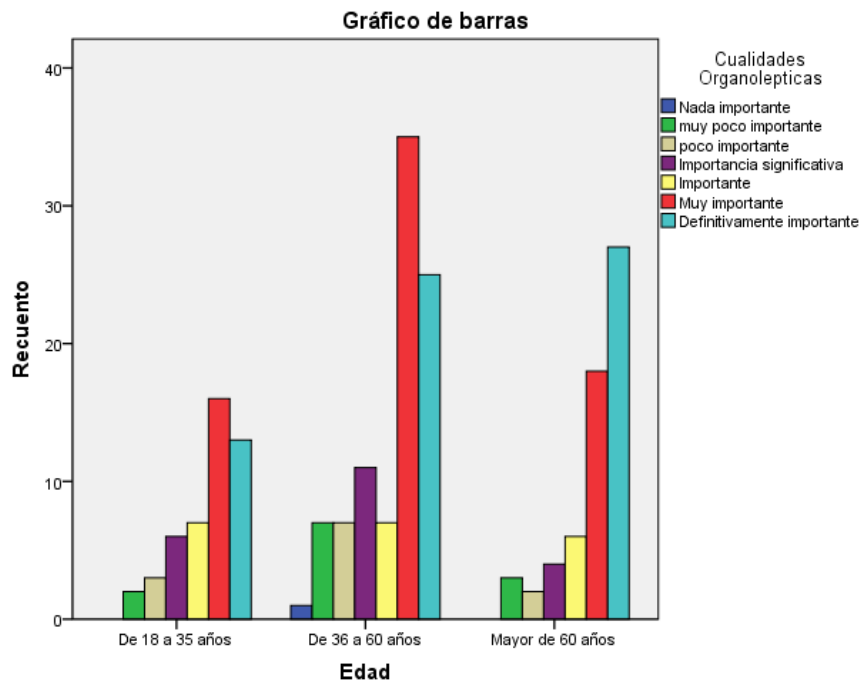
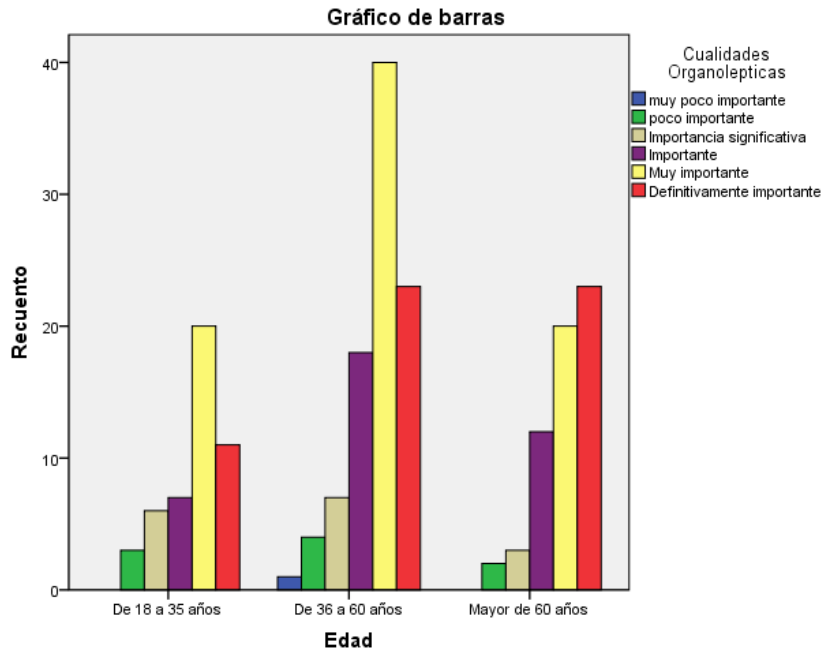
		Cualidades Organolépticas					Total	
		muy poco importante	poco importante	Importancia significativa	Importante	Muy importante		Definitivamente importante
Edad	De 18 a 35 años	0	3	6	7	20	11	47
	De 36 a 60 años	1	4	7	18	40	23	93
	Mayor de 60 años	0	2	3	12	20	23	60
Total		1	9	16	37	80	57	200

- EDAD-COLOR

Tabla de contingencia Edad * Cualidades Organolépticas

Recuento		Cualidades Organolépticas						
		Nada importante	muy poco importante	poco importante	Importancia significativa	Importante	Muy importante	Definitivamente importante
Edad	De 18 a 35 años	0	2	3	6	7	16	13
	De 36 a 60 años	1	7	7	11	7	35	25
	Mayor de 60 años	0	3	2	4	6	18	27
Total		1	12	12	21	20	69	65





4. Análisis a través de tablas de contingencia a través de la ocupación

Tabla de contingencia Ocupación * Frecuencia

Recuento		Frecuencia				Total
		Diariamente	Varios días a la semana	Fin de semana	Ocasionalmente	
Ocupación	Estudiante	2	8	10	6	26
	Trabajador	29	63	36	11	139
	Desempleado	1	1	0	1	3
	Jubilado	10	16	4	2	32
Total		42	88	50	20	200

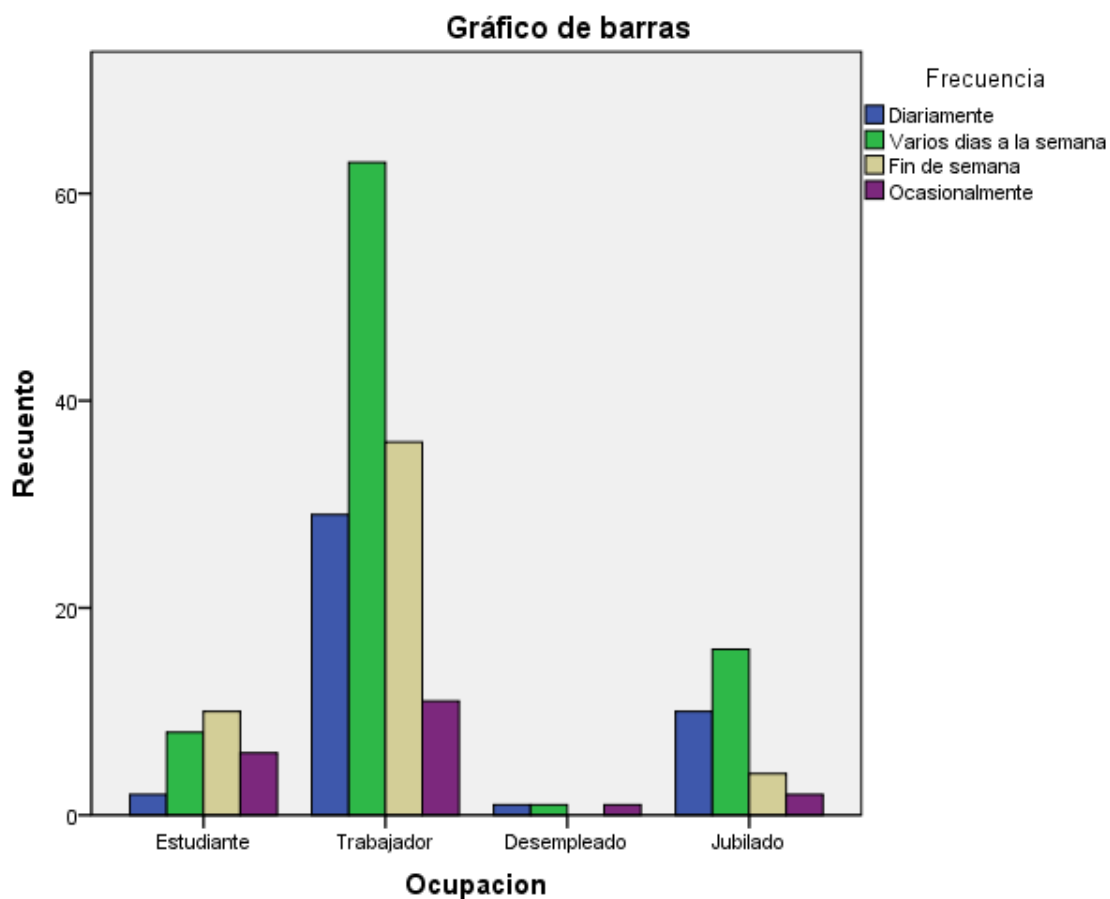


Tabla de contingencia Ocupación * Tipo de vino consumido

Recuento

		Tipo de vino consumido				Total
		Vino blanco	Vino tinto	Vino rosado	Vino espumoso	
Ocupación	Estudiante	9	12	1	4	26
	Trabajador	35	98	0	6	139
	Desempleado	0	3	0	0	3
	Jubilado	8	23	1	0	32
Total		52	136	2	10	200

Gráfico de barras

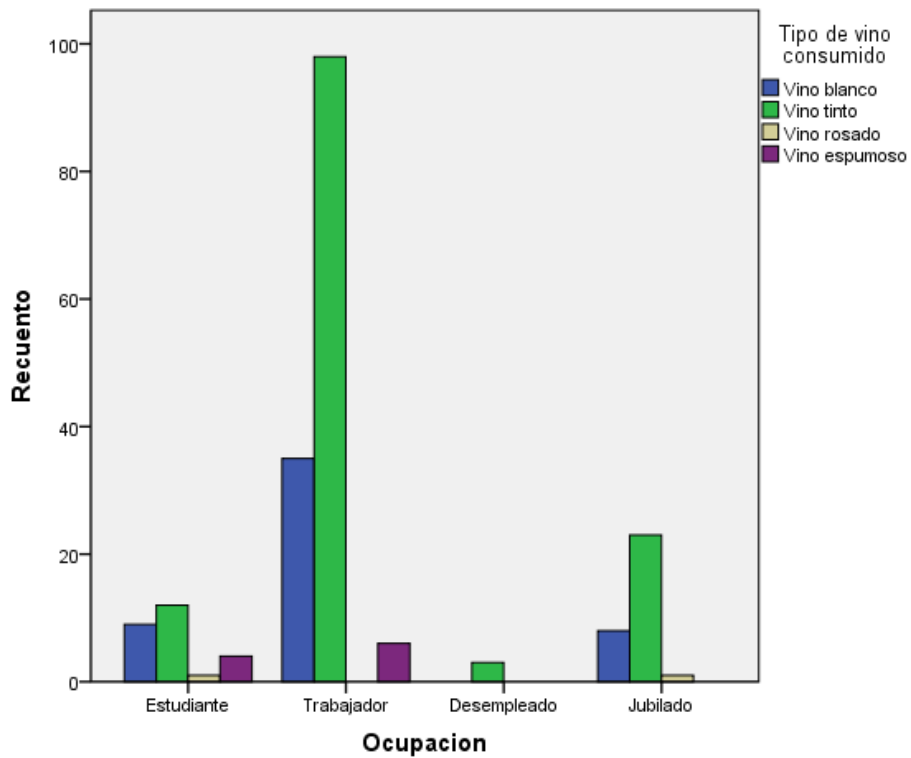


Tabla de contingencia **Ocupación * Preferencias en el tipo de vino**

Recuento

		Preferencias en el tipo de vino		Total
		Fuerte y con cuerpo	Suave y fácil de beber	
Ocupación	Estudiante	14	12	26
	Trabajador	96	43	139
	Desempleado	1	2	3
	Jubilado	24	8	32
Total		135	65	200

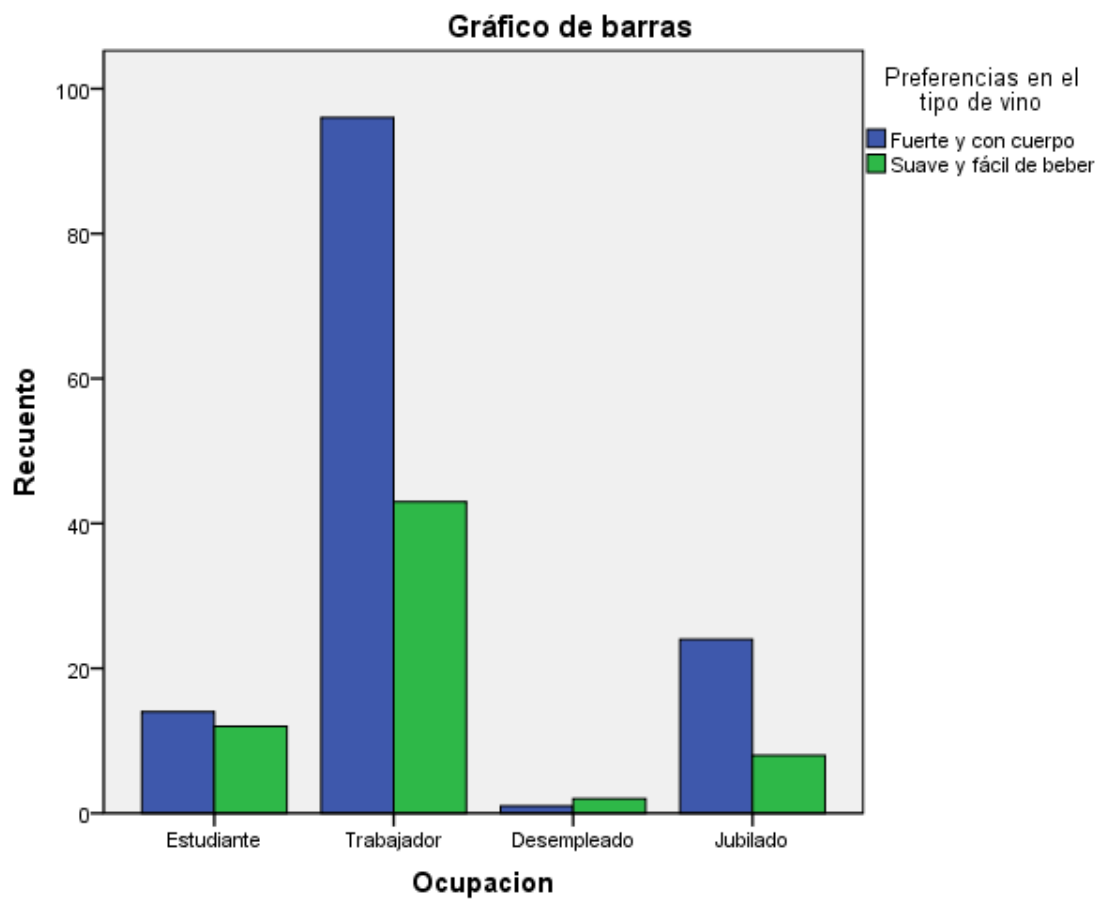


Tabla de contingencia ocupación- motivadores de compra

			Ocupación			
			Estudiante	Trabajador	Desempleado	Jubilado
Motivadores de compra	D.O	Recuento	20	116	2	30
		% dentro de Ocupación	76,9%	83,5%	66,7%	93,8%
Precio		Recuento	11	52	2	15
		% dentro de Ocupación	42,3%	37,4%	66,7%	46,9%
Variedad uva		Recuento	20	113	3	29
		% dentro de Ocupación	76,9%	81,3%	100,0%	90,6%
Diseño botella		Recuento	14	40	1	15
		% dentro de Ocupación	53,8%	28,8%	33,3%	46,9%
Recomendaciones y premios		Recuento	17	86	3	20
		% dentro de Ocupación	65,4%	61,9%	100,0%	62,5%
Marca		Recuento	2	22	1	9
		% dentro de Ocupación	7,7%	15,8%	33,3%	28,1%
Total		Recuento	26	139	3	32

Los porcentajes y los totales se basan en los encuestados.

a. Agrupación

Tabla de contingencia Ocupación * Cualidades Organolépticas (SABOR)

Recuento		Cualidades Organolépticas				Total
		poco importante	Importante	Muy importante	Definitivamente importante	
Ocupación	Estudiante	0	1	8	17	26
	Trabajador	1	5	45	88	139
	Desempleado	0	0	0	3	3
	Jubilado	0	1	14	17	32
Total		1	7	67	125	200

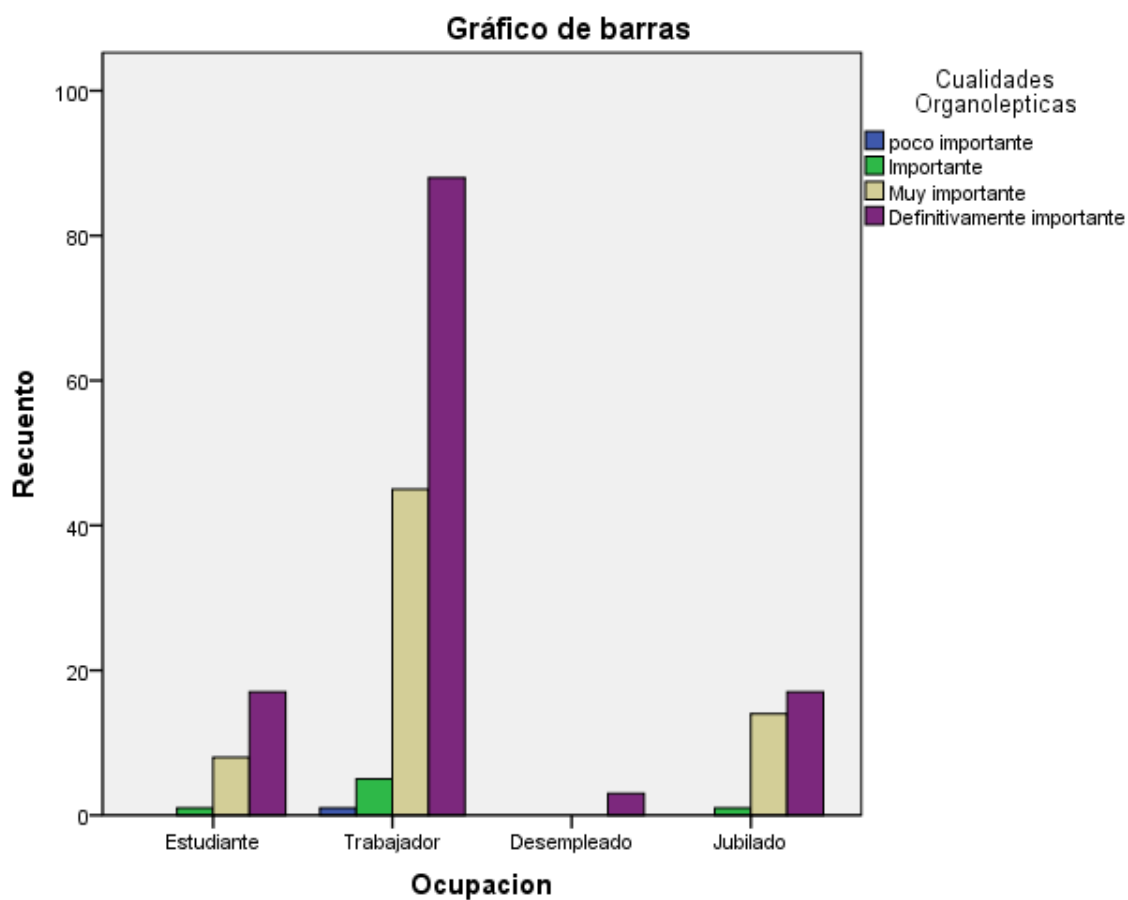


Tabla de contingencia **Ocupación * Cualidades Organolépticas (AROMA)**

ecuento

		Cualidades Organolépticas					Total	
		muy poco importante	poco importante	Importancia significativa	Importante	Muy importante		Definitivamente importante
Ocupación	Estudiante	0	1	0	5	13	7	26
	Trabajador	1	8	14	25	57	34	135
	Desempleado	0	0	0	1	0	2	3
	Jubilado	0	0	2	6	10	14	32
Total		1	9	16	37	80	57	200

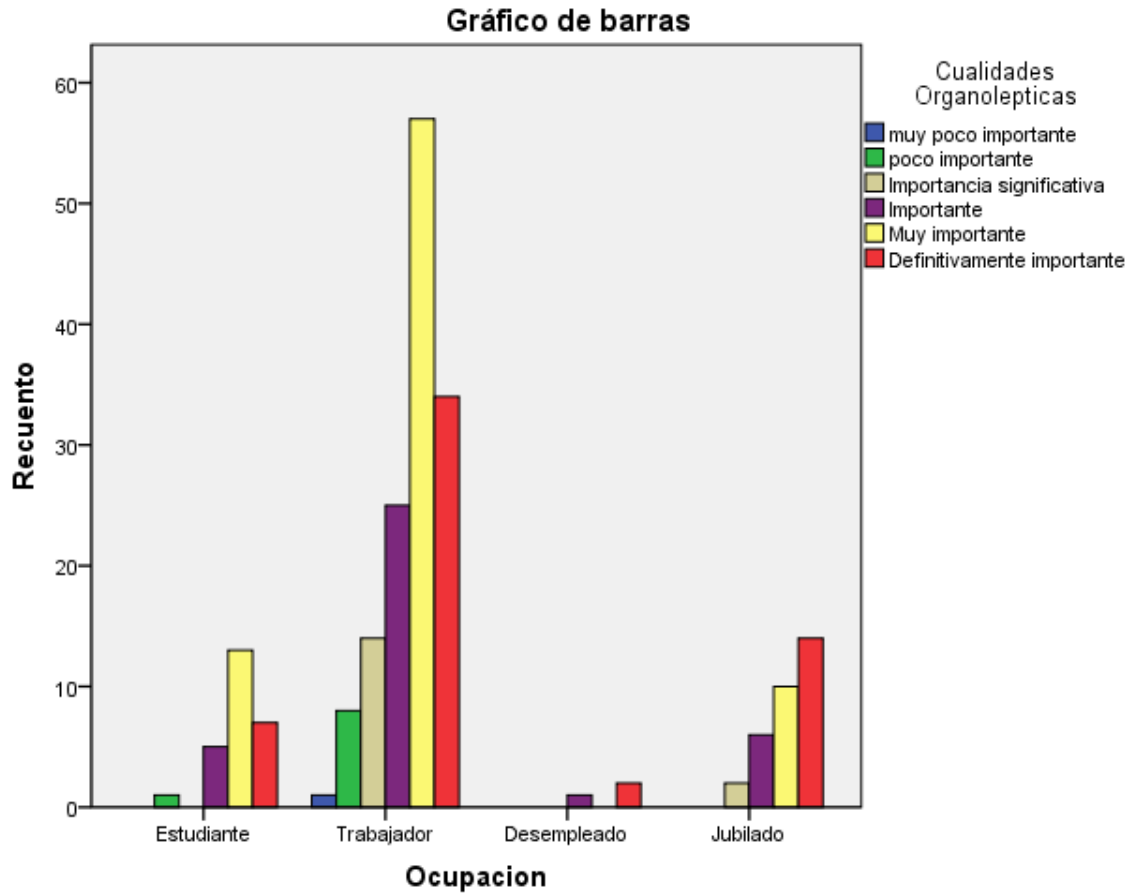
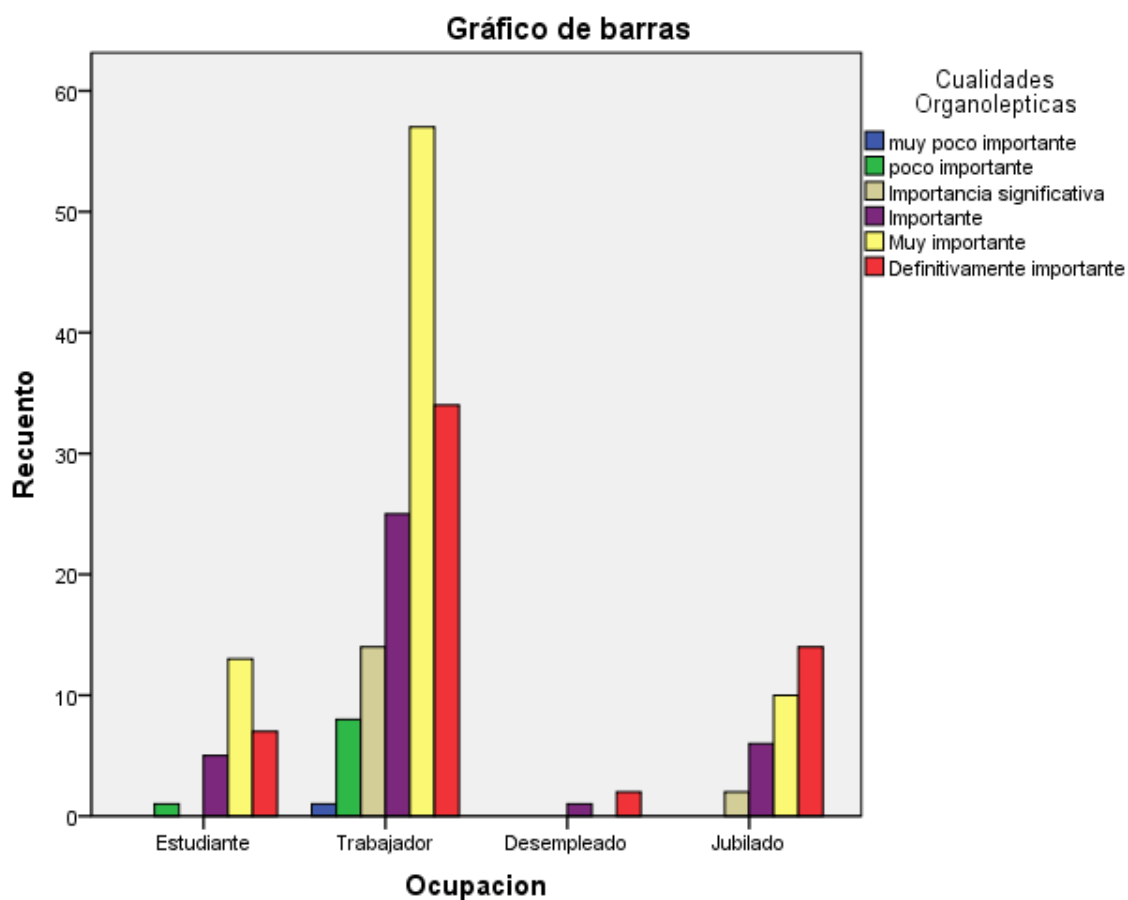


Tabla de contingencia **Ocupación * Cualidades Organolépticas (COLOR)**

Recuento		Cualidades Organolépticas						Definitiva import
		Nada importante	muy poco importante	poco importante	Importancia significativa	Importante	Muy importante	
Ocupación	Estudiante	0	0	0	2	4	11	
	Trabajador	1	11	10	16	15	47	
	Desempleado	0	0	1	0	0	0	
	Jubilado	0	1	1	3	1	11	
Total		1	12	12	21	20	69	



5. Análisis a través de frecuencia de consumidor/no consumidor

Eres consumidor BSV

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	Si	119	59,2	83,8	83,8
	No	23	11,4	16,2	100,0
	Total	142	70,6	100,0	
Perdidos	Sistema	59	29,4		
Total		201	100,0		

Tabla de contingencia Ocupación * Eres consumidor BSV

Recuento

		Eres consumidor BSV		Total
		Si	No	
Ocupación	Estudiante	10	2	12
	Trabajador	89	15	104
	Desempleado	1	0	1
	Jubilado	19	6	25
Total		119	23	142

Tabla de contingencia Edad * Eres consumidor BSV

Recuento

		Eres consumidor BSV		Total
		Si	No	
Edad	De 18 a 35 años	17	4	21
	De 36 a 60 años	59	9	68
	Mayor de 60 años	43	10	53
Total		119	23	142

6. Valoración de no consumidor/ consumidor respecto de la decisión de compra

Tabla de contingencia Eres consumidor BSV * Decisión comprar/recomendar

Recuento

		Decisión comprar/recomendar		Total
		Compro y recomiendo	No compro ni recomiendo	
Eres consumidor BSV	Si	119	0	119
	No	1	22	23
Total		120	22	142

Tabla de contingencia Eres consumidor BSV * Decisión comprar/recomendar

Recuento

		Decisión comprar/recomendar		Total
		Compro y recomiendo	No compro ni recomiendo	
Eres consumidor BSV	Si	119	0	119
	No	1	22	23

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	Compro y recomiendo	120	59,7	84,5	84,5
	No compro ni recomiendo	22	10,9	15,5	100,0
	Total	142	70,6	100,0	
Perdidos	Sistema	59	29,4		
Total		201	100,0		

7. Valoración de los vinos por concedores pero consumidor/no consumidor

Tabla de contingencia Eres consumidor BSV * Bombero Joven 2014

Recuento

		Bombero Joven 2014						Total
		me gusta muy poco	Me gusta poco	Normal	Me gusta	Me gusta mucho	Excelente	
Eres consumidor BSV	Si	0	1	4	14	53	47	119
	No	2	9	6	3	2	1	23
Total		2	10	10	17	55	48	142

Tabla de contingencia Eres consumidor BSV * Bombero Gran reserva

Recuento		Bombero Gran reserva					Total	
		me gusta muy poco	Me gusta poco	Normal	Me gusta	Me gusta mucho		Excelente
Eres consumidor BSV	Si	0	0	4	18	45	52	119
	No	1	8	6	5	2	1	23
Total		1	8	10	23	47	53	142

Tabla de contingencia Eres consumidor BSV * Cantera reserva

Recuento		Cantera resreva					Total	
		me gusta muy poco	Me gusta poco	Normal	Me gusta	Me gusta mucho		Excelente
Eres consumidor BSV	Si	1	1	3	26	57	31	119
	No	3	10	7	2	1	0	23
Total		4	11	10	28	58	31	142

Tabla de contingencia Eres consumidor BSV * VALORACION

Recuento		VALORACION				Total	
		Me gusta poco	Normal	Me gusta	Me gusta mucho		Excelente
Eres consumidor BSV	Si	1	2	10	75	31	119
	No	6	12	3	1	1	23
Total		7	14	13	76	32	142

8. Análisis del perfil del consumidor/ no consumidor

Tabla de contingencia Eres consumidor BSV * Sexo

Recuento

		Sexo		Total
		Hombre	Mujer	
Eres consumidor BSV	Si	57	62	119
	No	14	9	23
Total		71	71	142

Tabla de contingencia Eres consumidor BSV * Edad

Recuento

		Edad			Total
		De 18 a 35 años	De 36 a 60 años	Mayor de 60 años	
Eres consumidor BSV	Si	17	59	43	119
	No	4	9	10	23
Total		21	68	53	142

Tabla de contingencia Eres consumidor BSV * Ocupación

Recuento

		Ocupación				Total
		Estudiante	Trabajador	Desempleado	Jubilado	
Eres consumidor BSV	Si	10	89	1	19	119
	No	2	15	0	6	23
Total		12	104	1	25	142

Tabla de contingencia Eres consumidor BSV * Frecuencia

Recuento

		Frecuencia				Total
		Diariamente	Varios días a la semana	Fin de semana	Ocasionalmente	
Eres consumidor BSV	Si	31	55	21	12	119
	No	7	11	3	2	23
Total		38	66	24	14	142

Tabla de contingencia Eres consumidor BSV * Tipo de vino consumido

Recuento

		Tipo de vino consumido				Total
		Vino blanco	Vino tinto	Vino rosado	Vino espumoso	
Eres consumidor BSV	Si	20	94	1	4	119
	No	12	11	0	0	23
Total		32	105	1	4	142

Tabla de contingencia Eres consumidor BSV * Cualidades Organolépticas Sabor

Recuento

		Cualidades Organolépticas				Total
		poco importante	Importante	Muy importante	Definitivamente importante	
Eres consumidor BSV	Si	1	3	40	75	119
	No	0	2	7	14	23
Total		1	5	47	89	142

Tabla de contingencia Eres consumidor BSV * Cualidades Organolépticas Color

Recuento

		Cualidades Organolépticas						
		Nada importante	muy poco importante	poco importante	Importancia significativa	Importante	Muy importante	Definitivamente importante
Eres consumidor BSV	Si	1	9	6	12	10	43	
	No	0	0	0	2	1	8	
Total		1	9	6	14	11	51	

Tabla de contingencia Eres consumidor BSV * Cualidades Organolépticas Aroma

Recuento

		Cualidades Organolépticas					Total	
		muy poco importante	poco importante	Importancia significativa	Importante	Muy importante		Definitivamente importante
Eres consumidor BSV	Si	1	5	7	20	53	33	119
	No	0	0	0	3	11	9	23
Total		1	5	7	23	64	42	142

Tabla de contingencia ConsumidorBSV*\$mot

			motivadores					Total	
			D.O	Precio	Variedad uva	Diseño botella	Recomendaciones y premios		Marca
Eres consumidor BSV	Si	Recuento	101	44	101	40	77	24	119
	No	Recuento	23	6	19	6	16	1	29
Total		Recuento	124	50	120	46	93	25	148

Los porcentajes y los totales se basan en los encuestados.

. Agrupación

9. Análisis en la valoración de los vinos según sea consumidor/ no consumidor

BOMBERO JOVEN

Tabla de contingencia Eres consumidor BSV * Bombero Joven 2014

Recuento		Bombero Joven 2014						Total
		me gusta muy poco	Me gusta poco	Normal	Me gusta	Me gusta mucho	Excelente	
Eres consumidor BSV	Si	0	1	4	14	53	47	119
	No	2	9	6	3	2	1	23
Total		2	10	10	17	55	48	142

BOMBERO G RESERVA

Tabla de contingencia Eres consumidor BSV * VALORACION

Recuento

		VALORACION					Total
		Me gusta poco	Normal	Me gusta	Me gusta mucho	Excelente	
Eres consumidor BSV	Si	1	2	10	75	31	119
	No	6	12	3	1	1	23
Total		7	14	13	76	32	142

LA CANTERA

Recuento

		Cantera reserva					Total	
		me gusta muy poco	Me gusta poco	Normal	Me gusta	Me gusta mucho		Excelente
Eres consumidor BSV	Si	1	1	3	26	57	31	119
	No	3	10	7	2	1	0	23
Total		4	11	10	28	58	31	142

VALORACION FINAL BSV

Tabla de contingencia Eres consumidor BSV * VALORACION

Recuento

		VALORACION					Total
		Me gusta poco	Normal	Me gusta	Me gusta mucho	Excelente	
Eres consumidor BSV	Si	1	2	10	75	31	119
	No	6	12	3	1	1	23
Total		7	14	13	76	32	142

10. Análisis motivos de los no consumidores

Frecuencias \$noconsu

		Respuestas		Porcentaje de casos
		Nº	Porcentaje	
Motivos de no consumir	El precio es alto	1	2,0%	4,5%
	No me gusta la variedad de uva	12	24,0%	54,5%
	No me gusta la D.O	18	36,0%	81,8%
	No me gustan sus cualidades organolépticas	19	38,0%	86,4%
Total		50	100,0%	227,3%

a. Agrupación

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7. CUESTIONARIOS COMPLETADOS

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 35-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

 NS

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sporkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

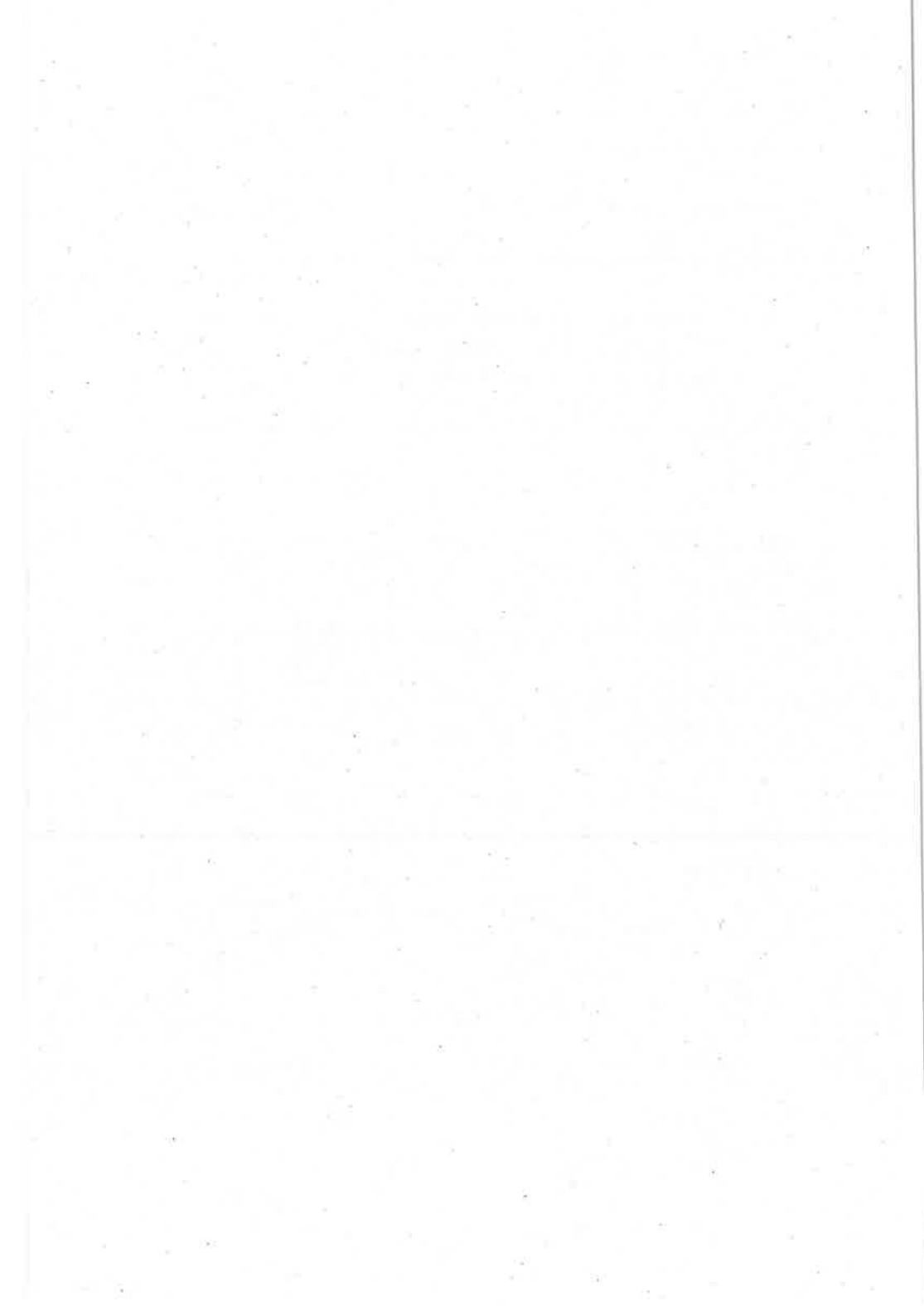
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Canteria Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Customer survey

1. Nationality

_____ 

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic qualittes.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carriena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

· *Selecciona todos los que correspondan.*

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

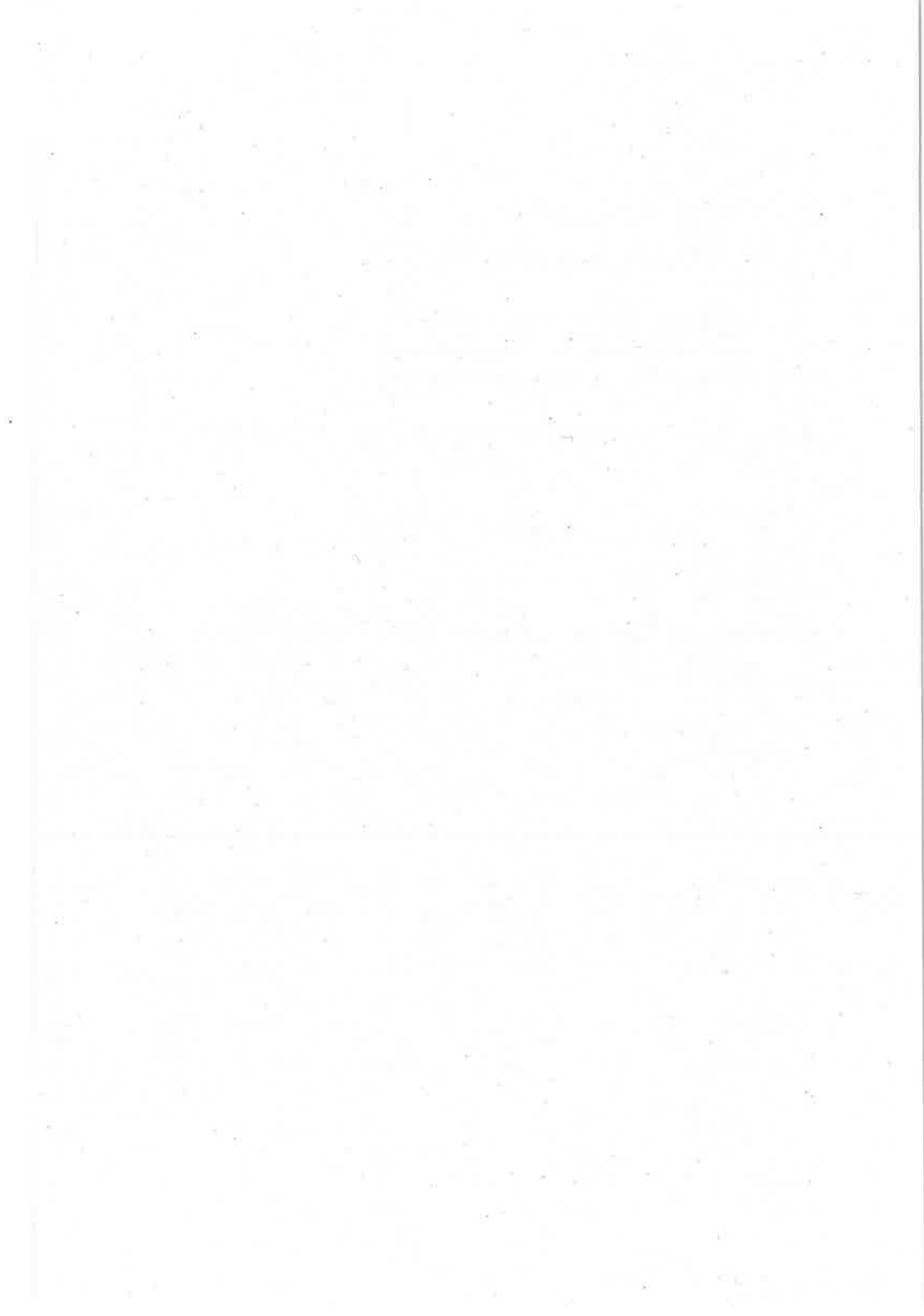
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines .

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cartera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

FR _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

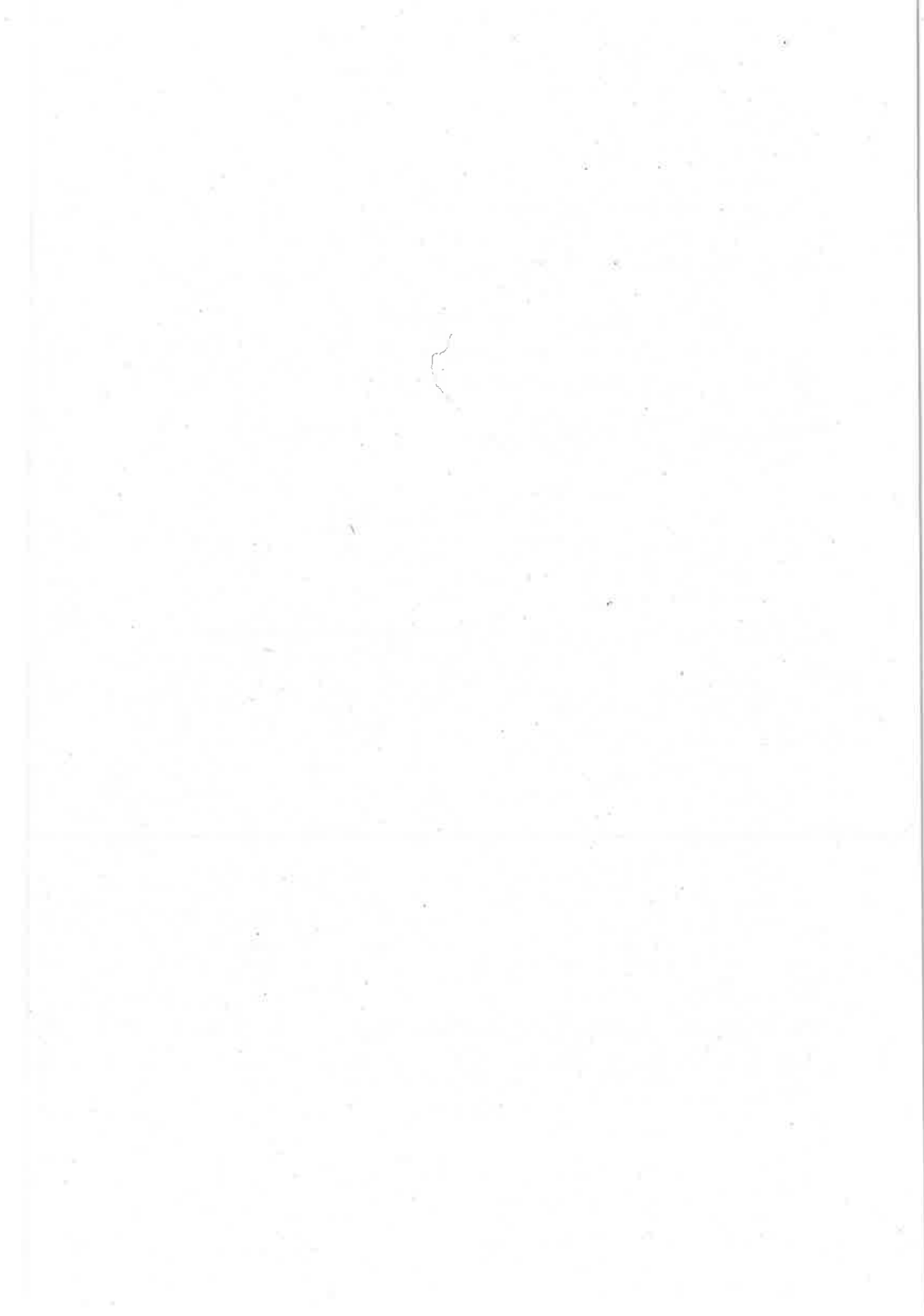
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

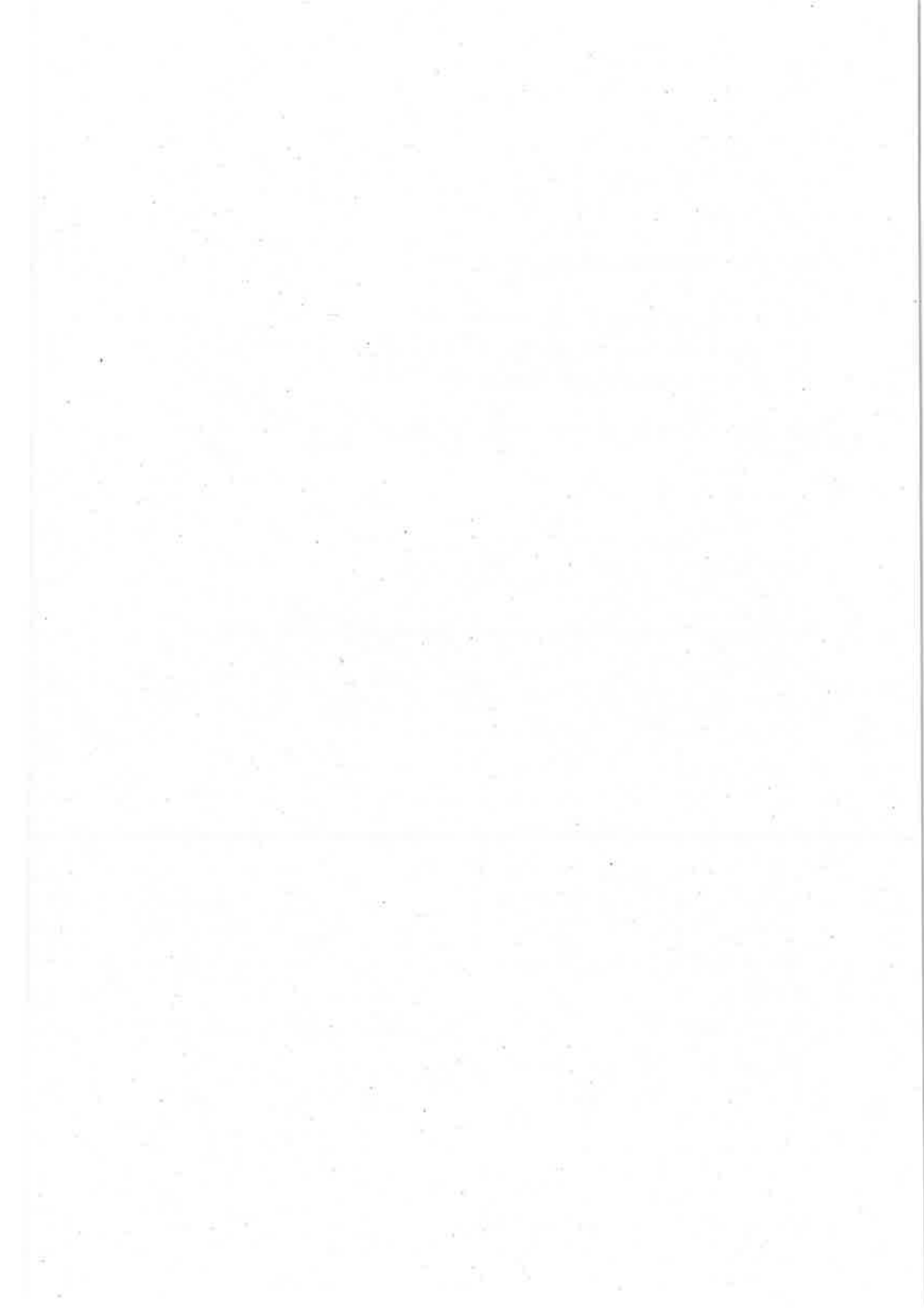
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 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

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- Several days a week
- Weekend
- Occasionally
- Never

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- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

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- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

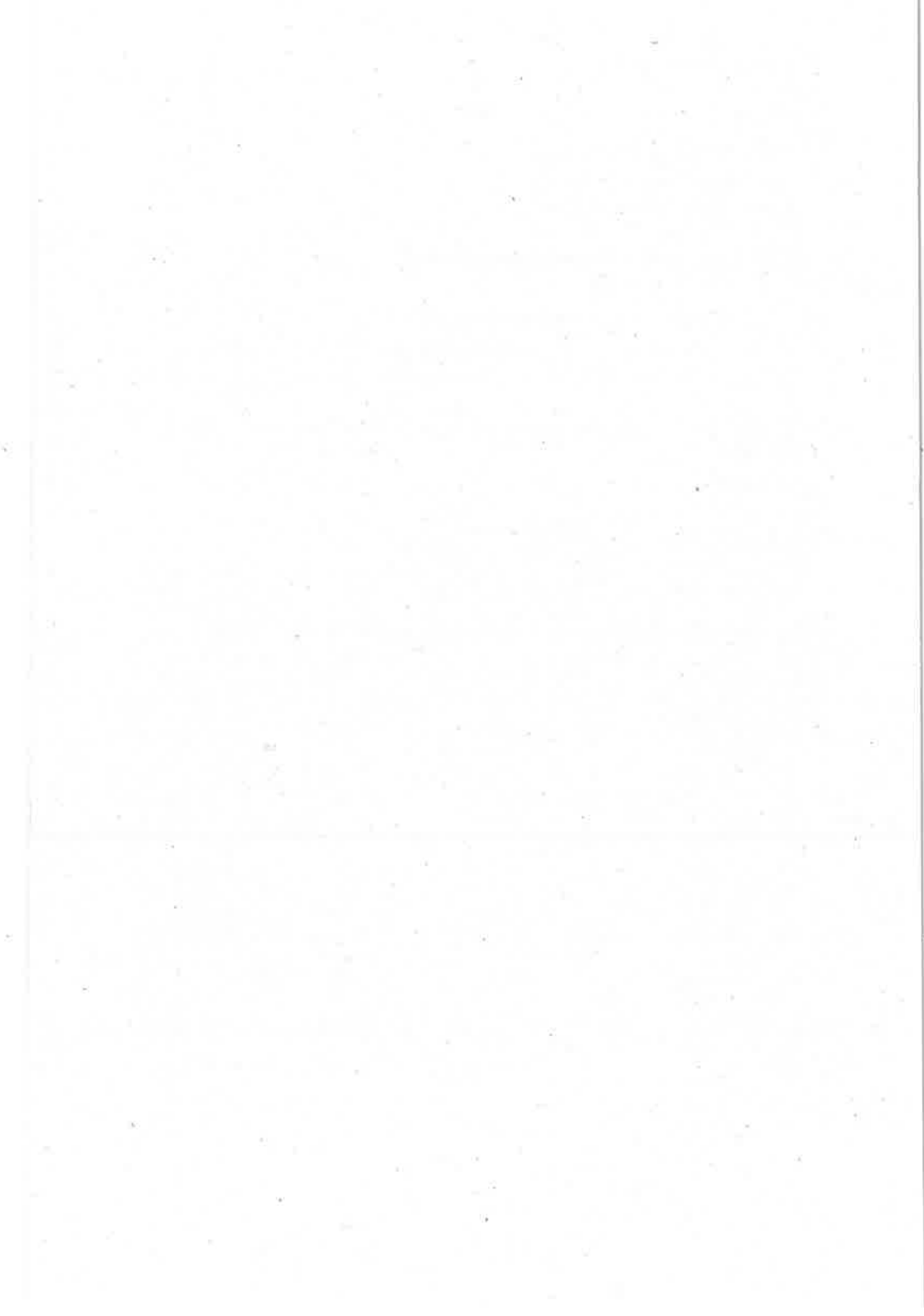
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ...7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ 3 _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

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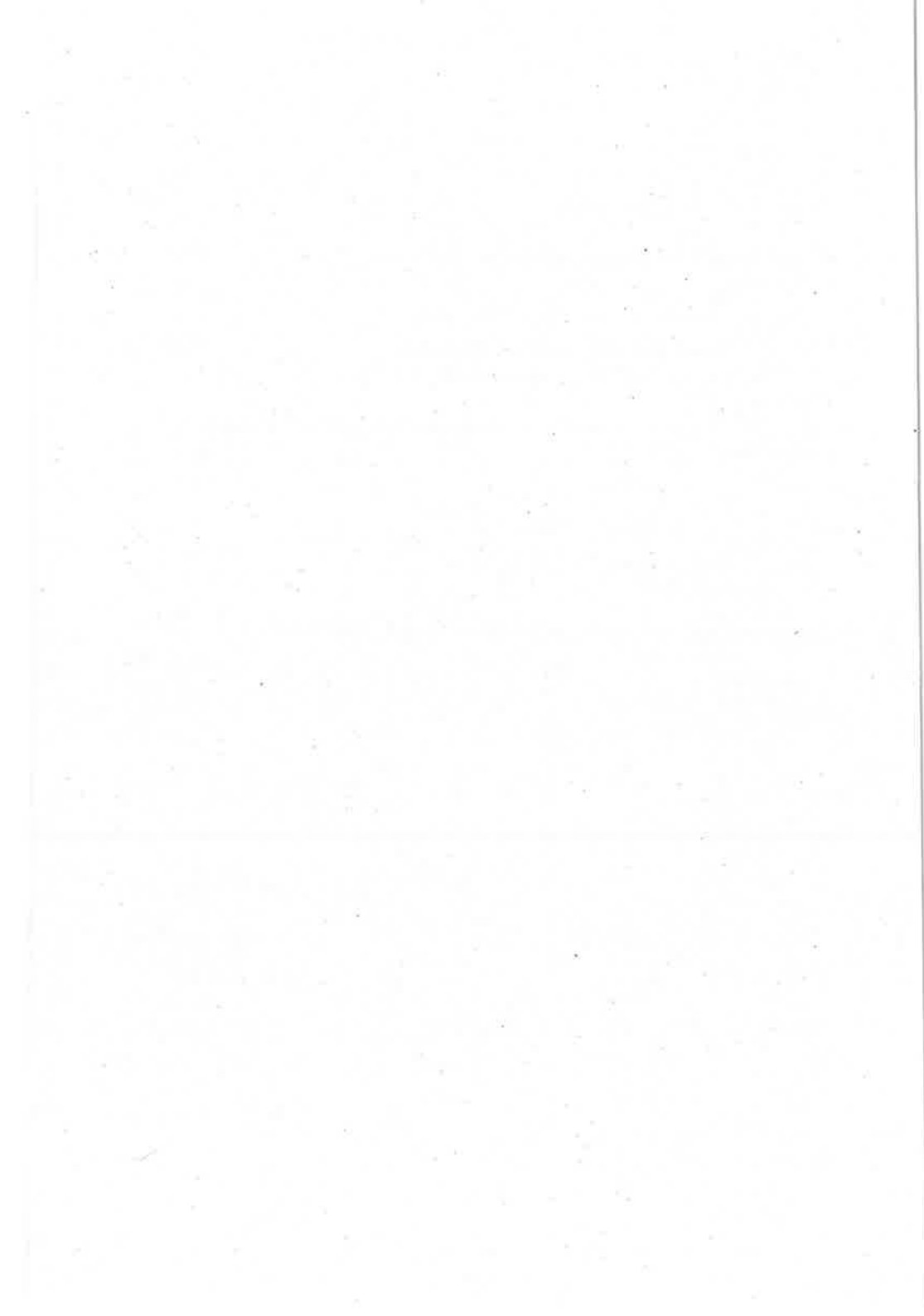
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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
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16. Value from 1 to 7 (1 -> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
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 Little market presence
 Otro: _____

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14. Choose an option about the purchase of these wines

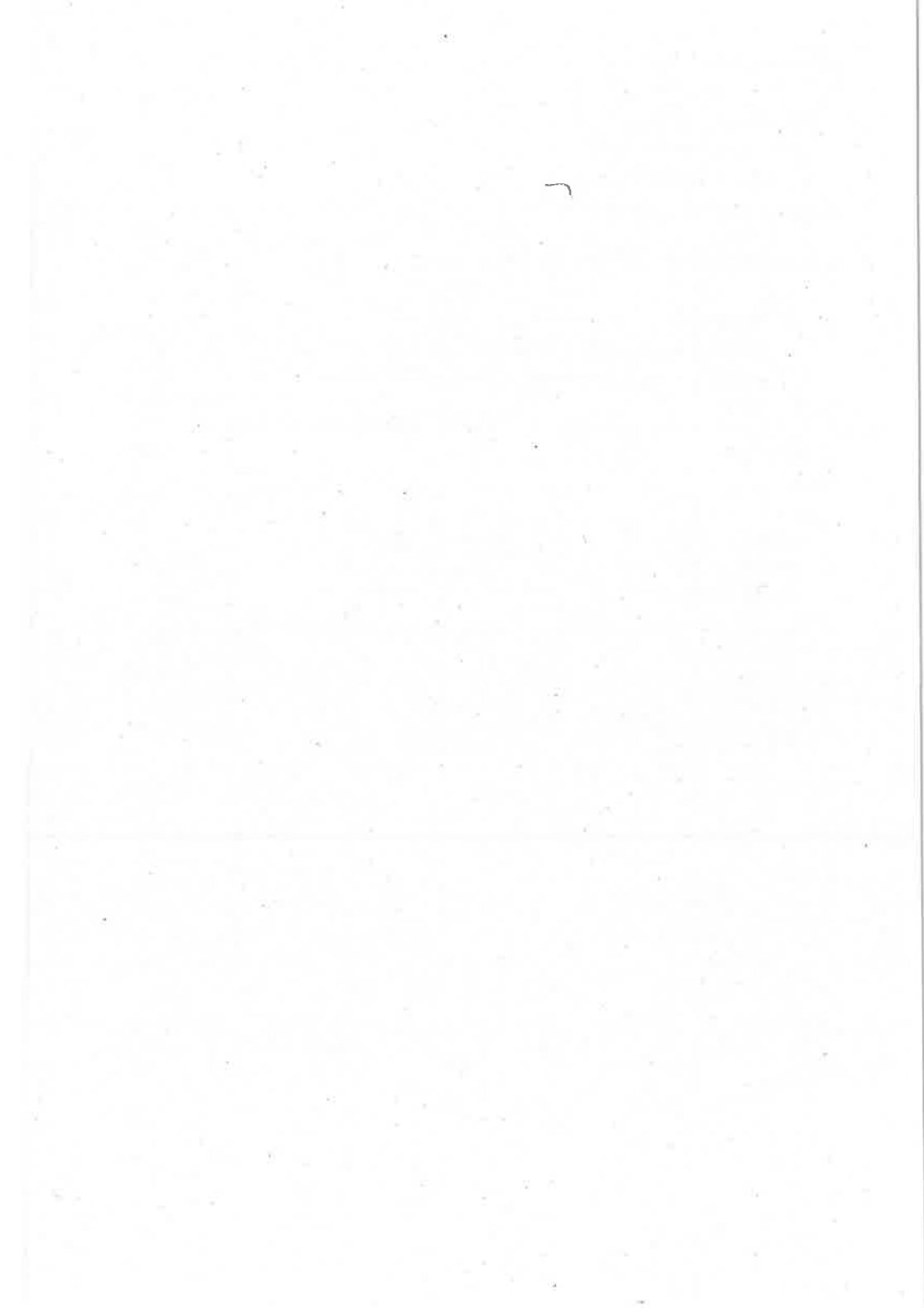
- I would buy these wines and would recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Customer survey

1. Nationality

_____ 

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quaranatee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
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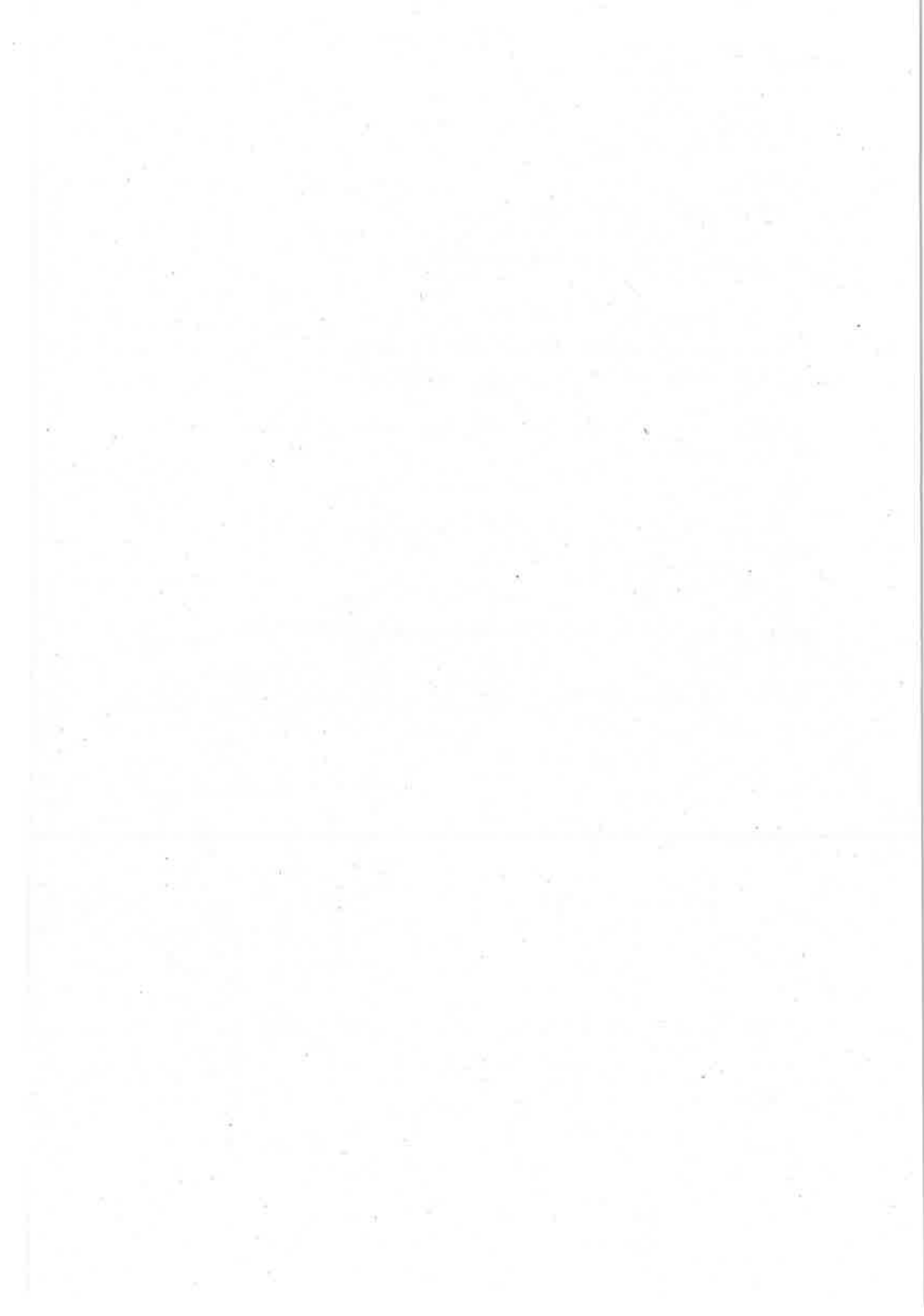
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Customer survey

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

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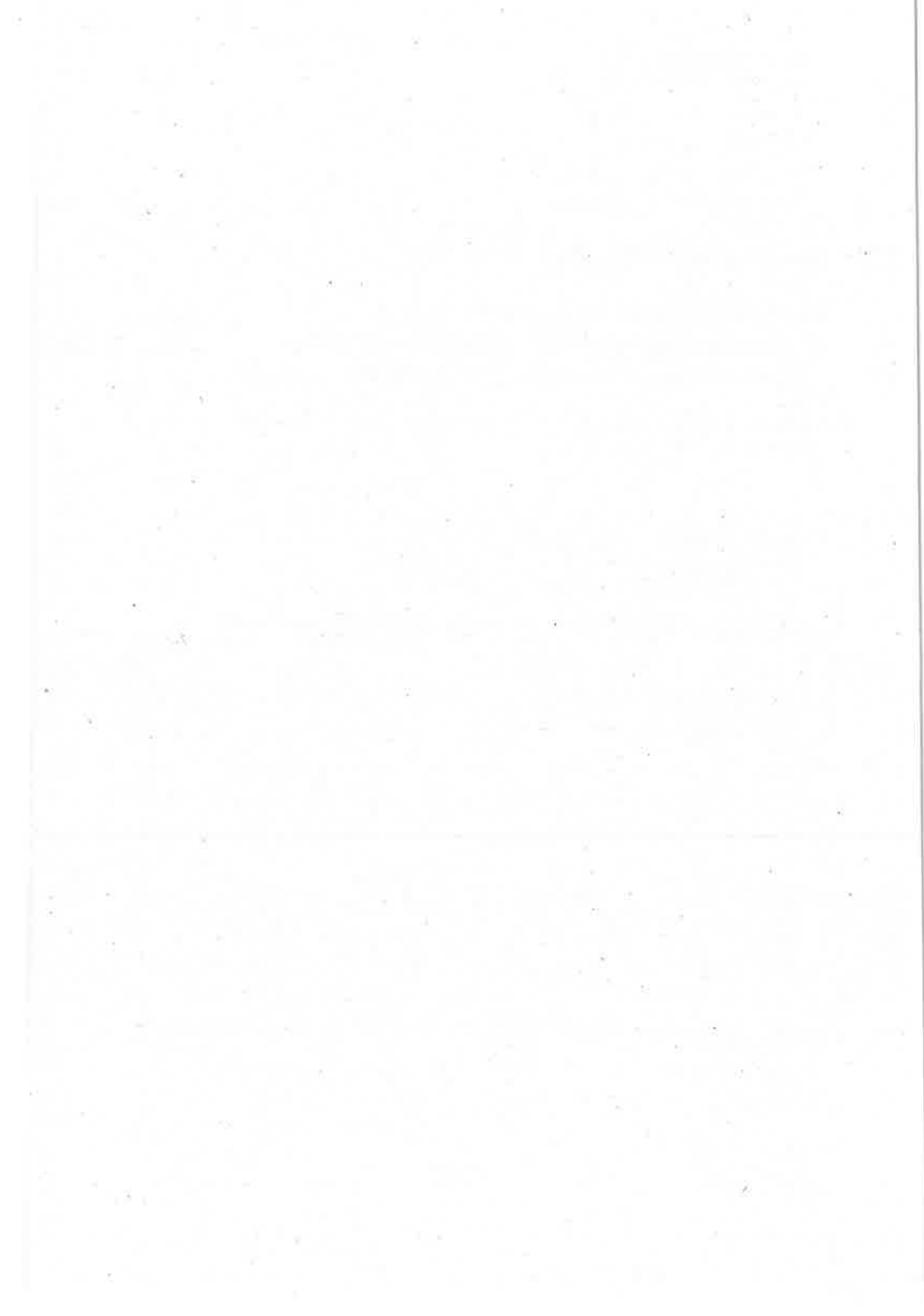
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Customer survey

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	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

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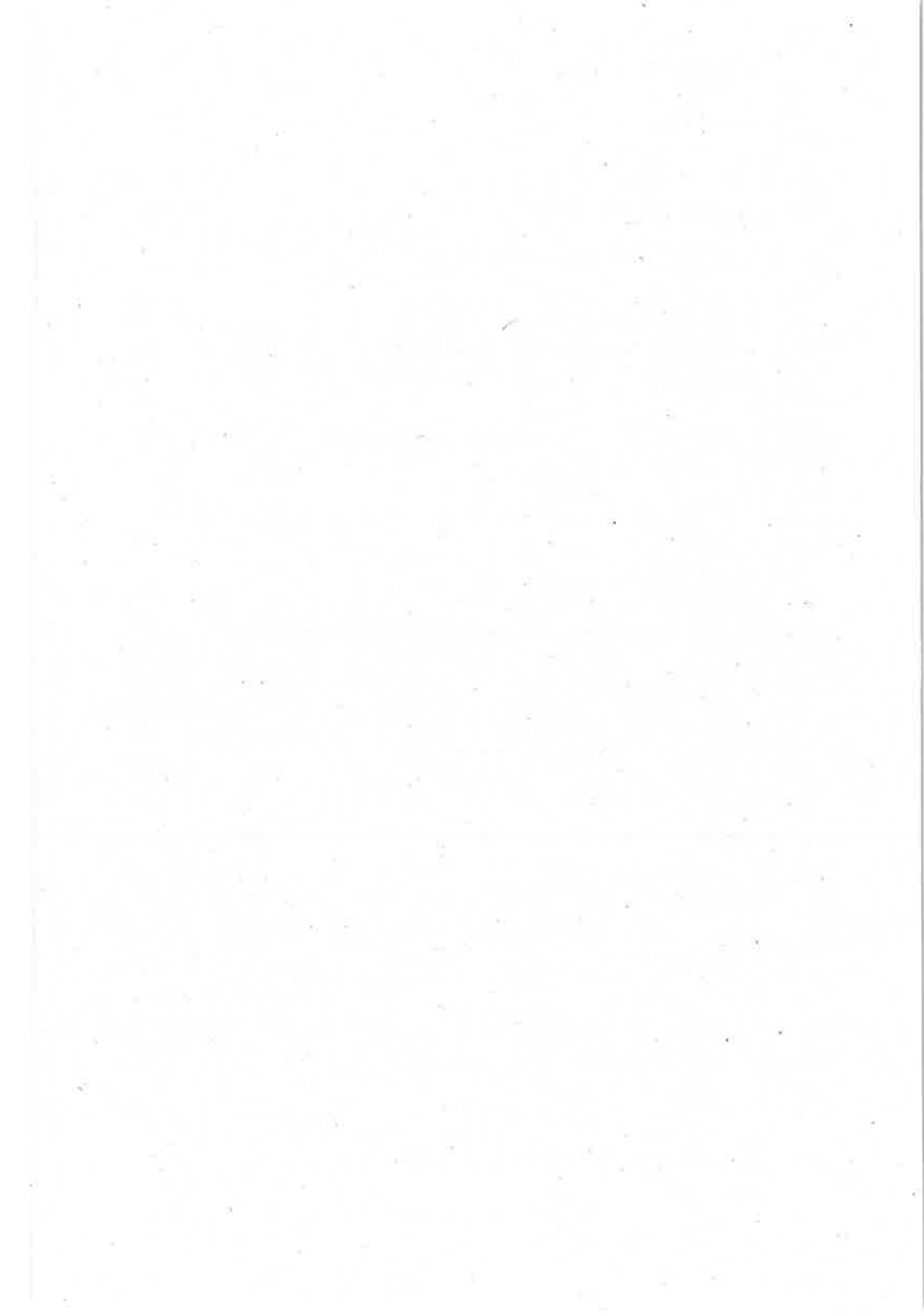
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Customer survey

1. Nationality

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

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- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

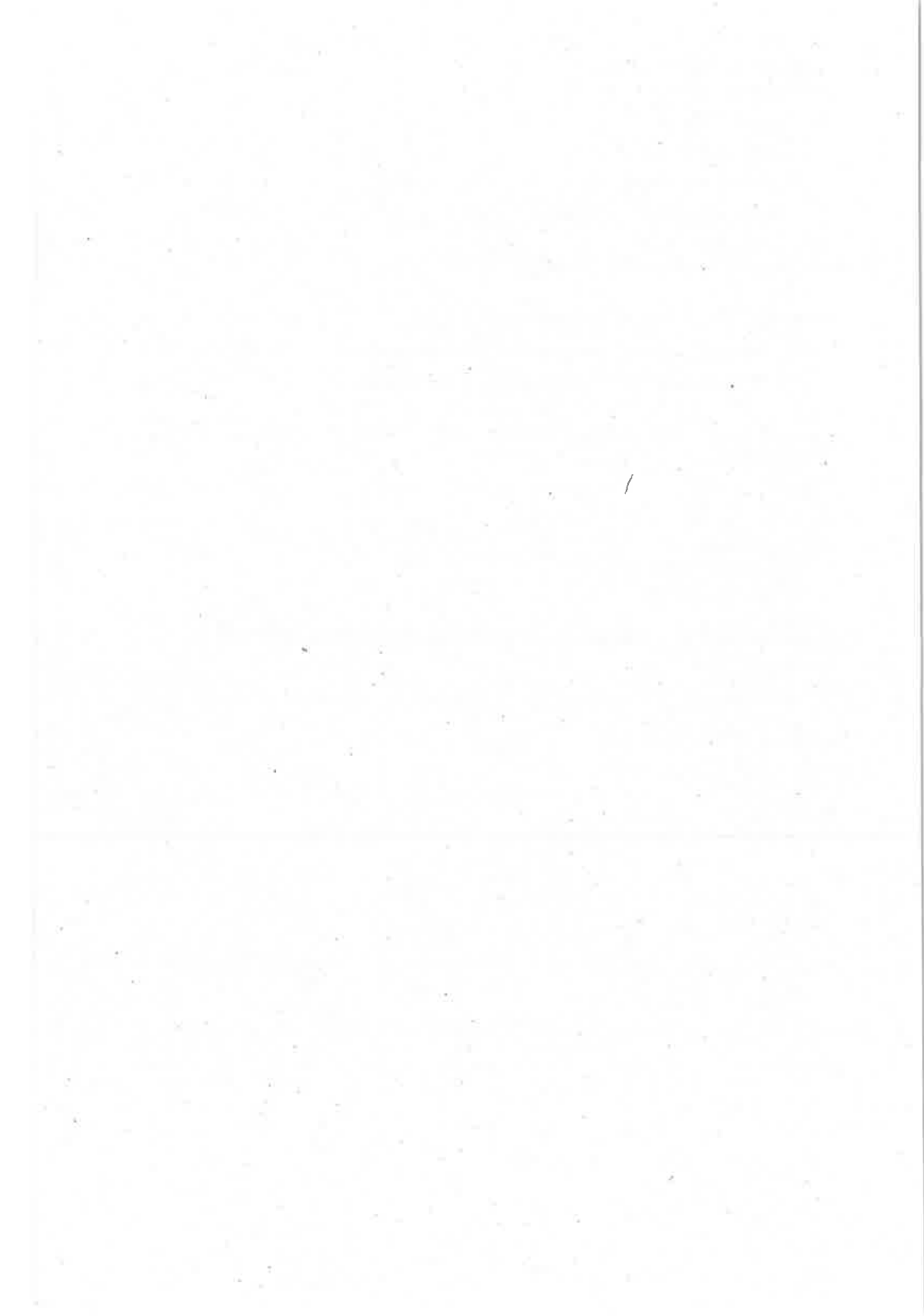
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

RS

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

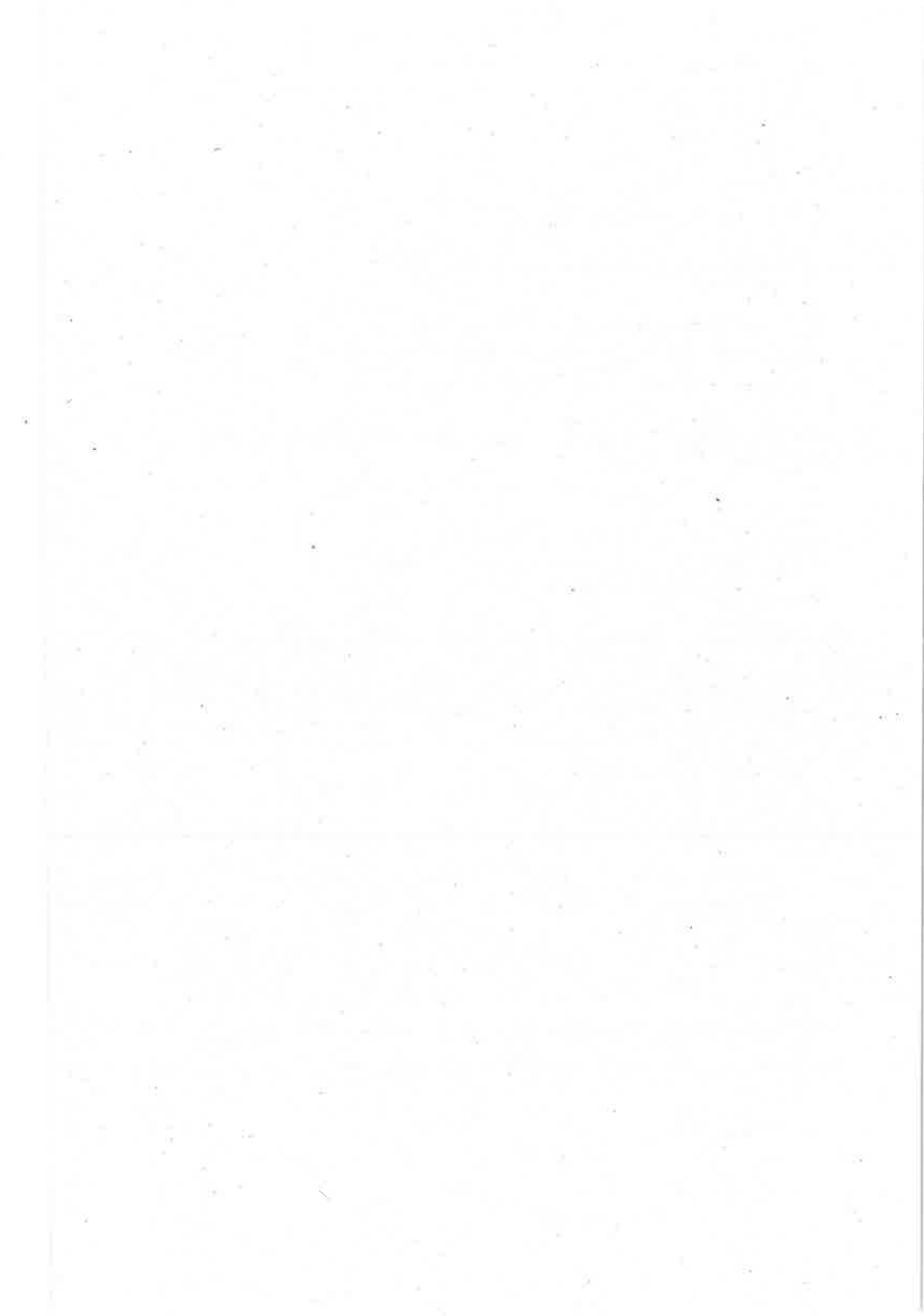
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ *B* _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

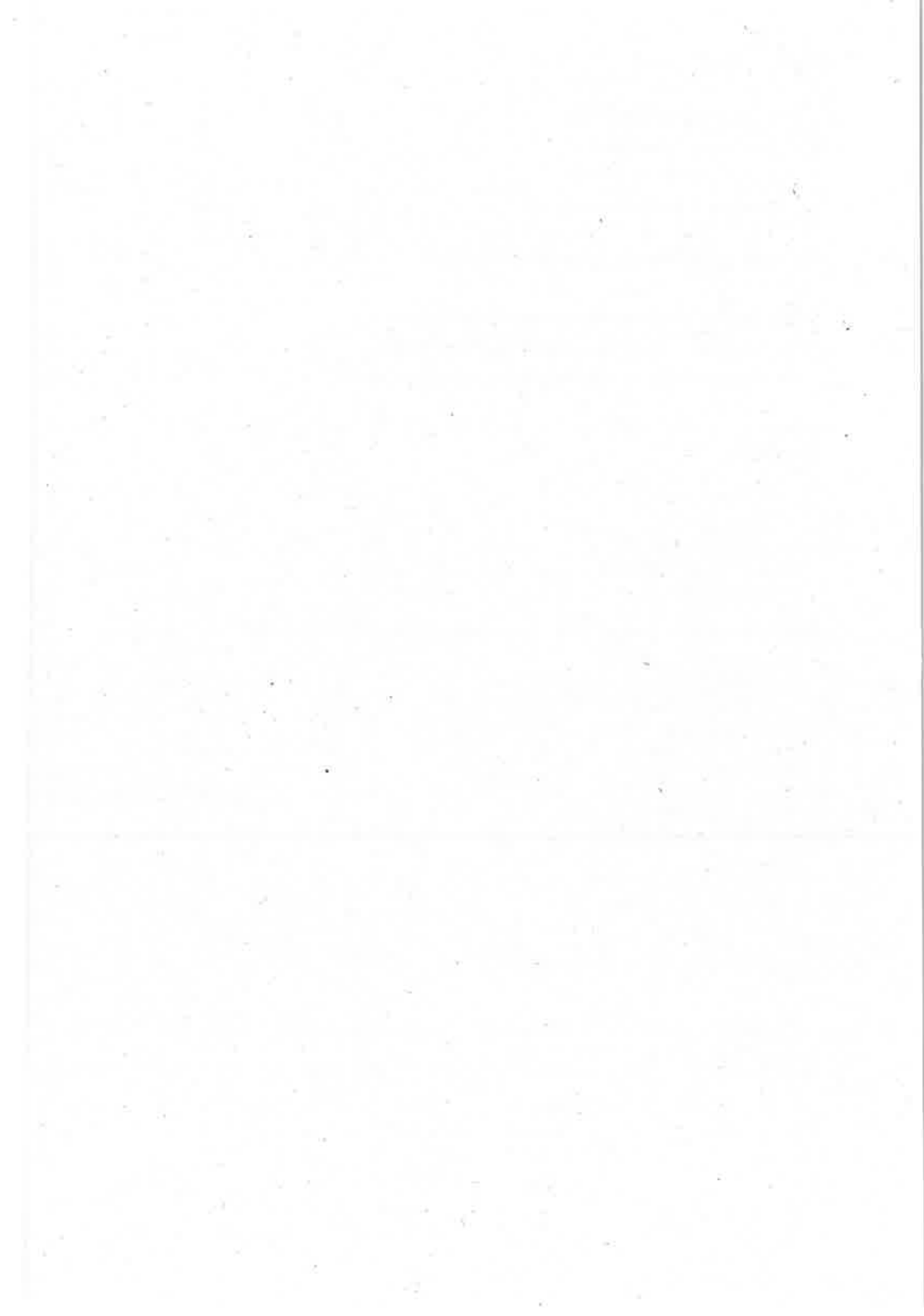
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aròma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carliñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

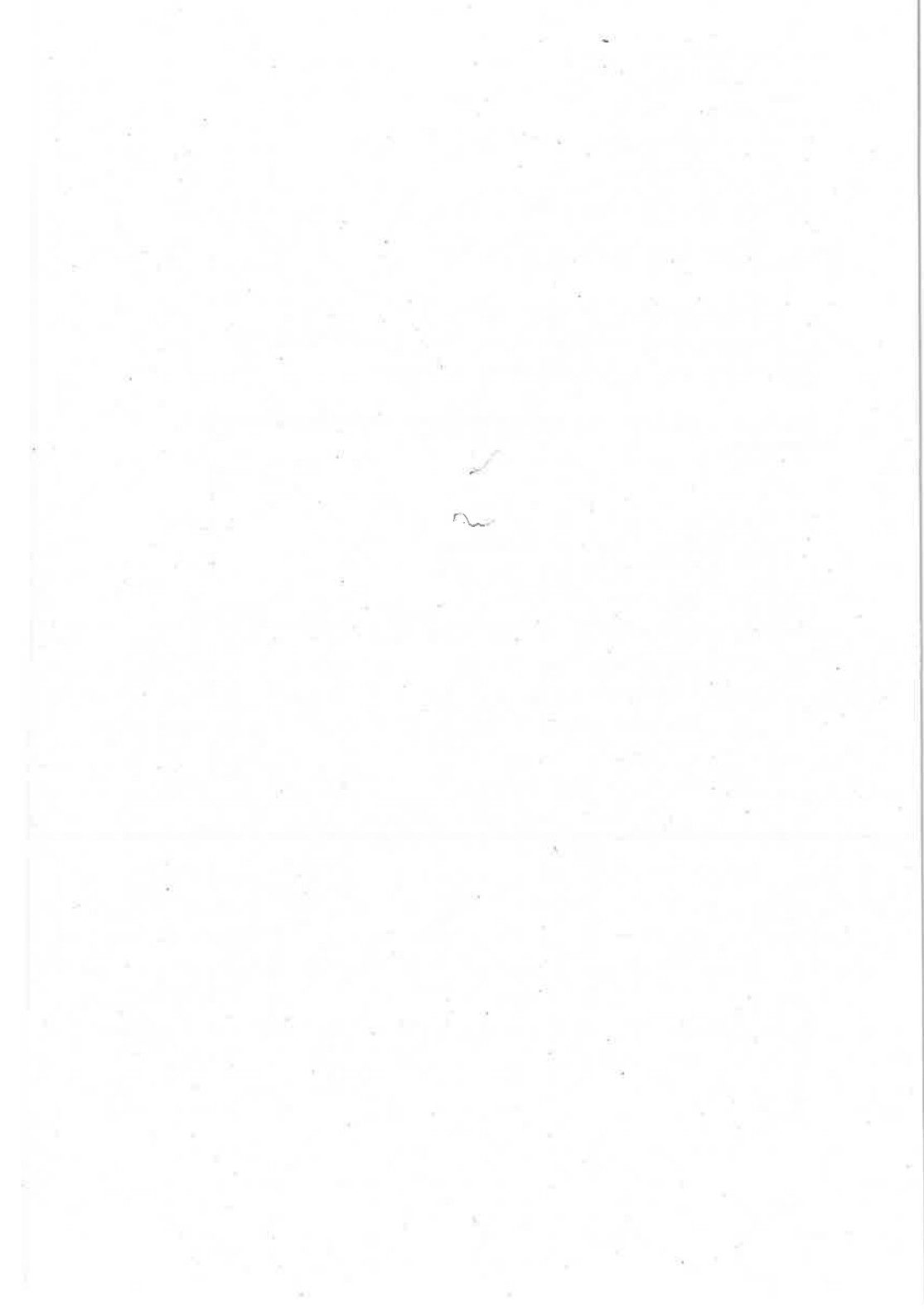
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ *nz*

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

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 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
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Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

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- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

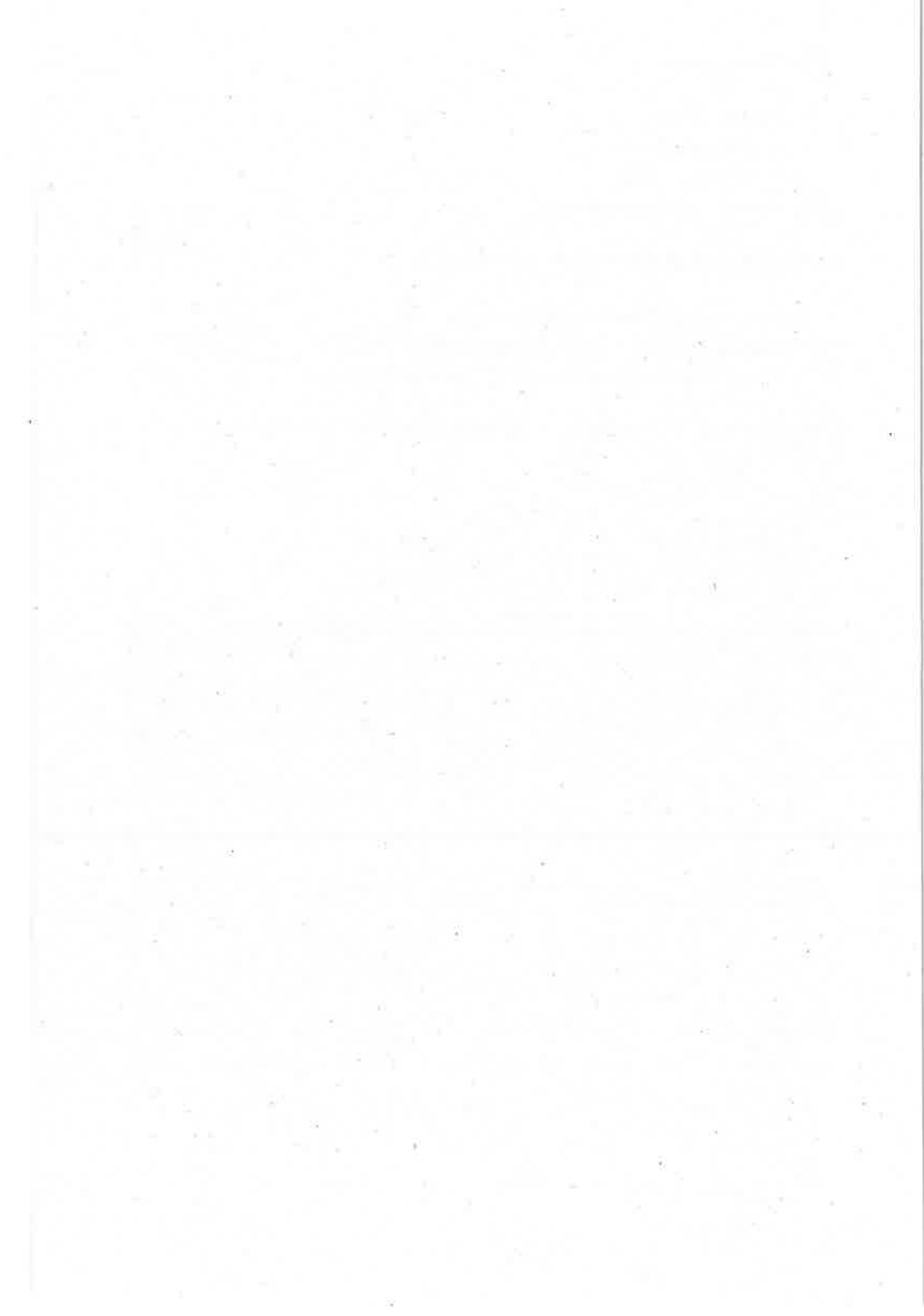
- I would buy these wines and would recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ *Br* _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

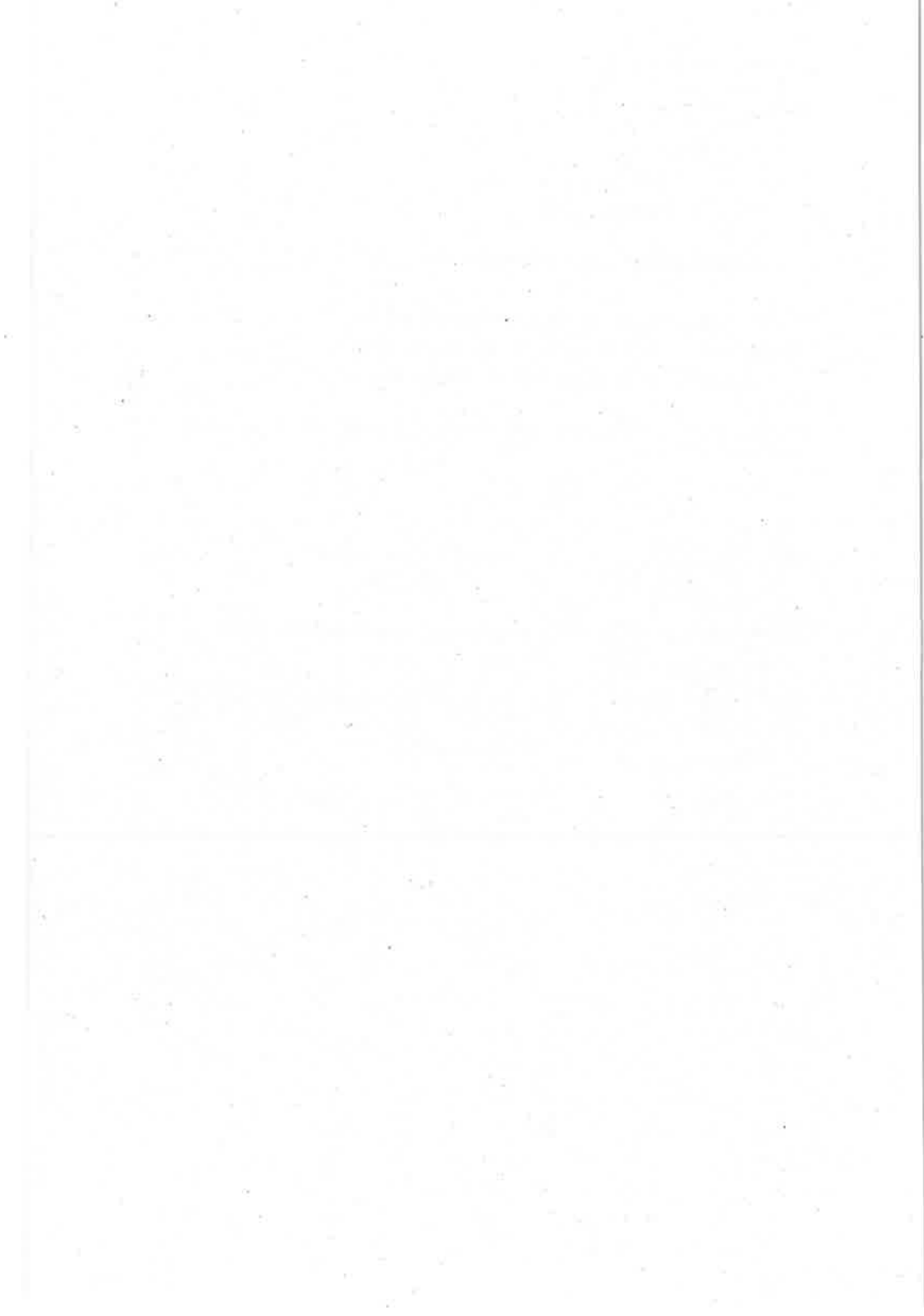
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

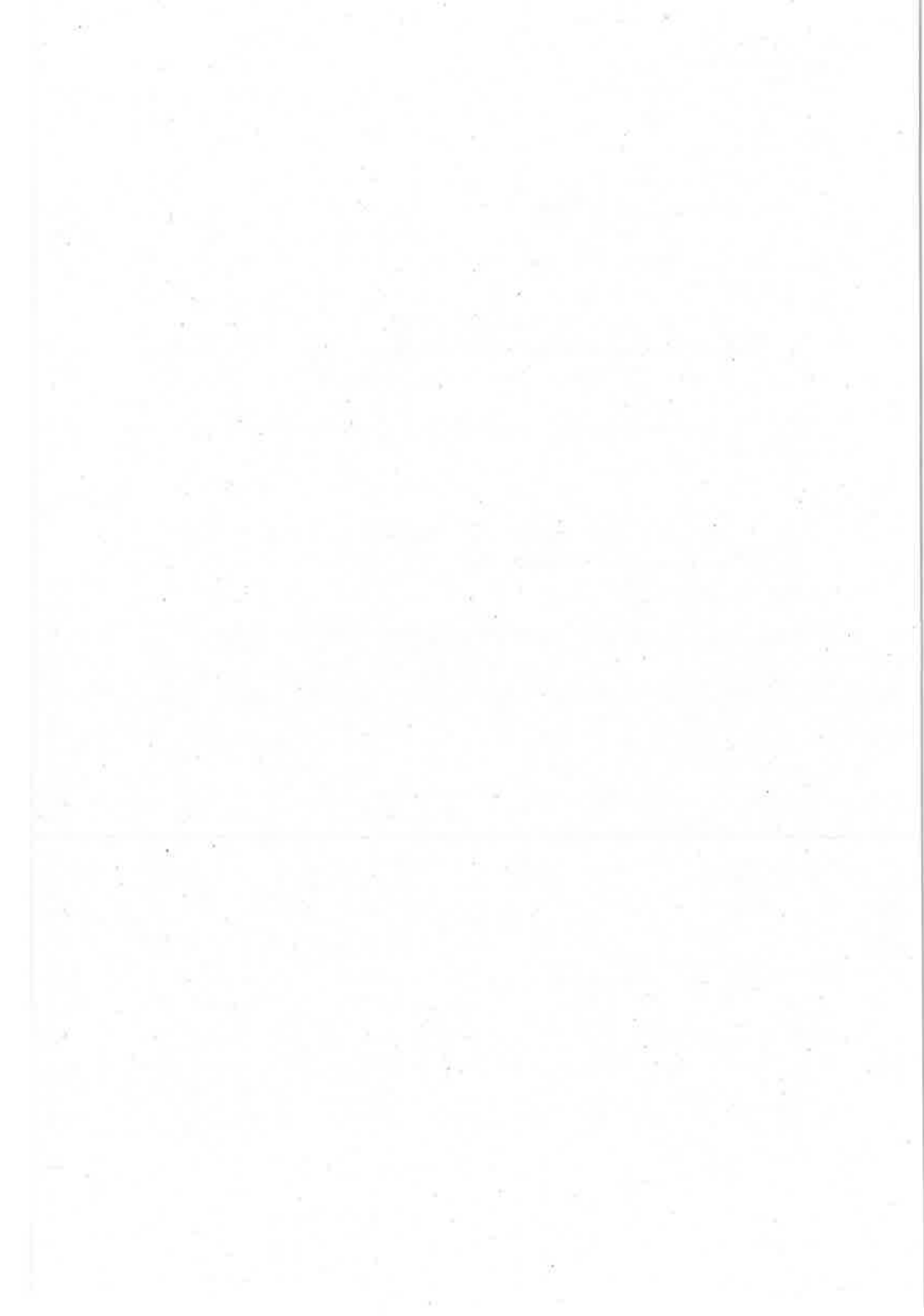
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)



Customer survey

1. Nationality

_____  _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
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6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

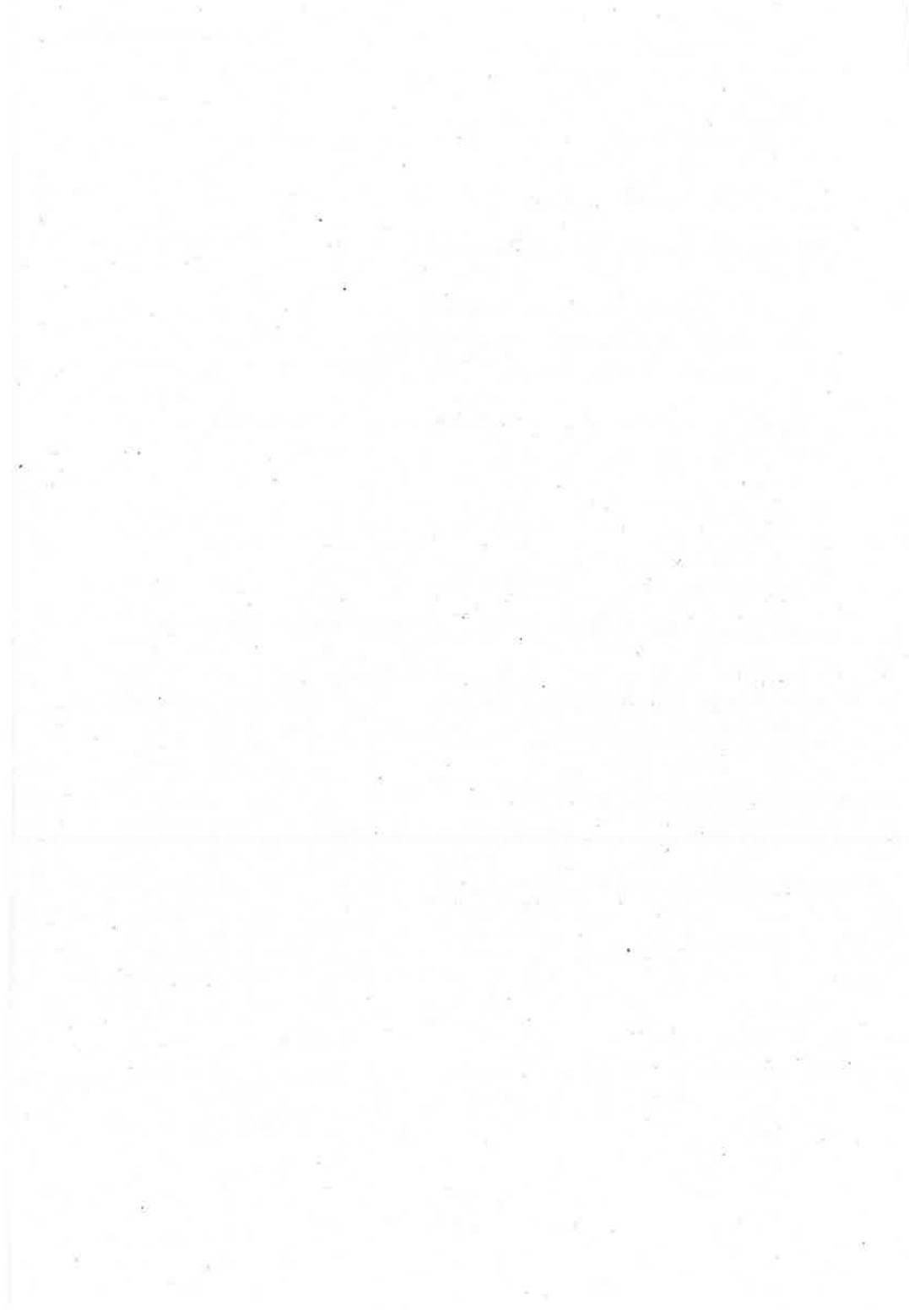
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 Otro: _____

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- Yes (continues in question number 14)
 No (continues in question number 13)



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Selecciona todos los que correspondan.

- Quarantee of origin
 Price
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 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 → less important ; 7 → very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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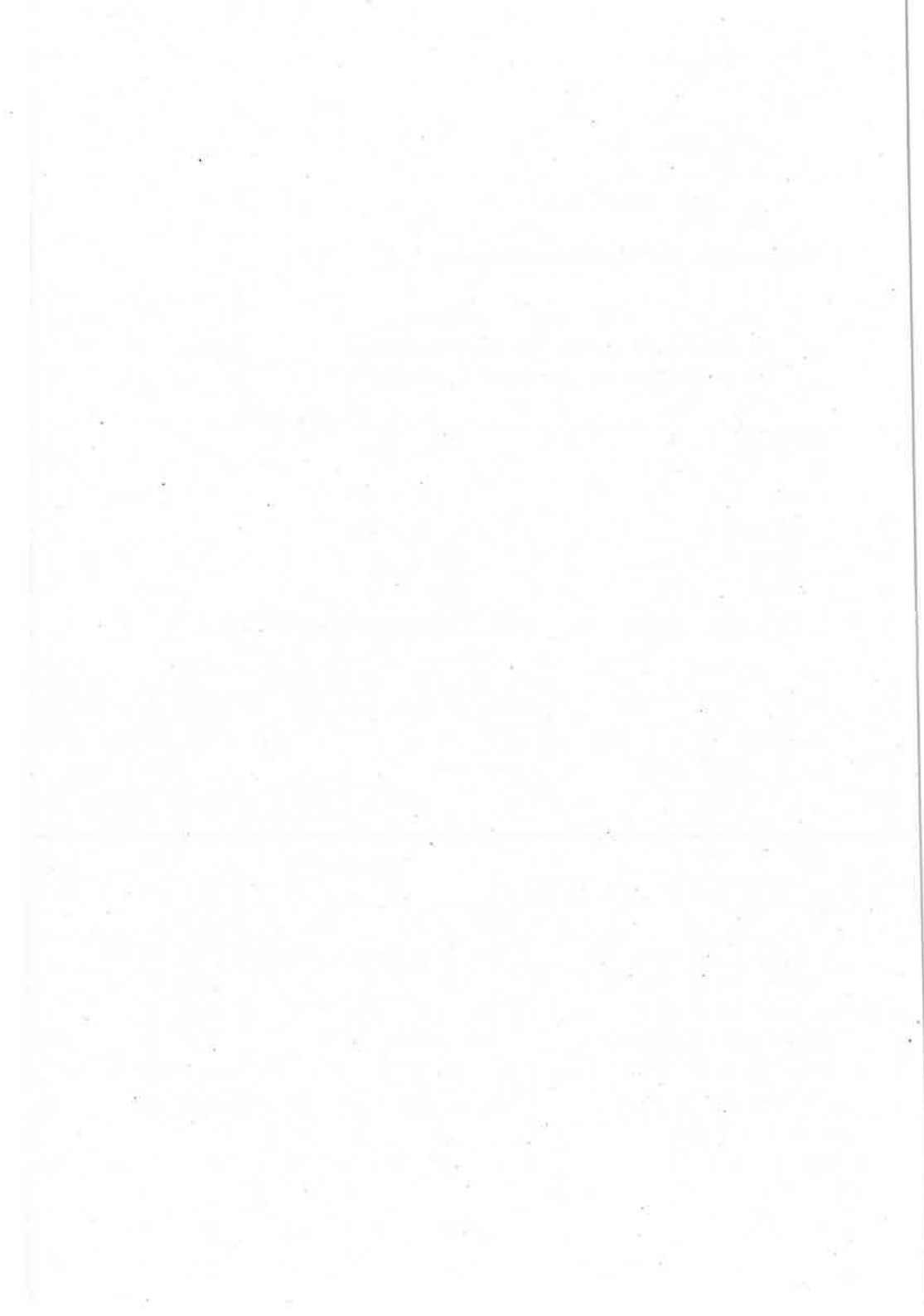
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

UK

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carliena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

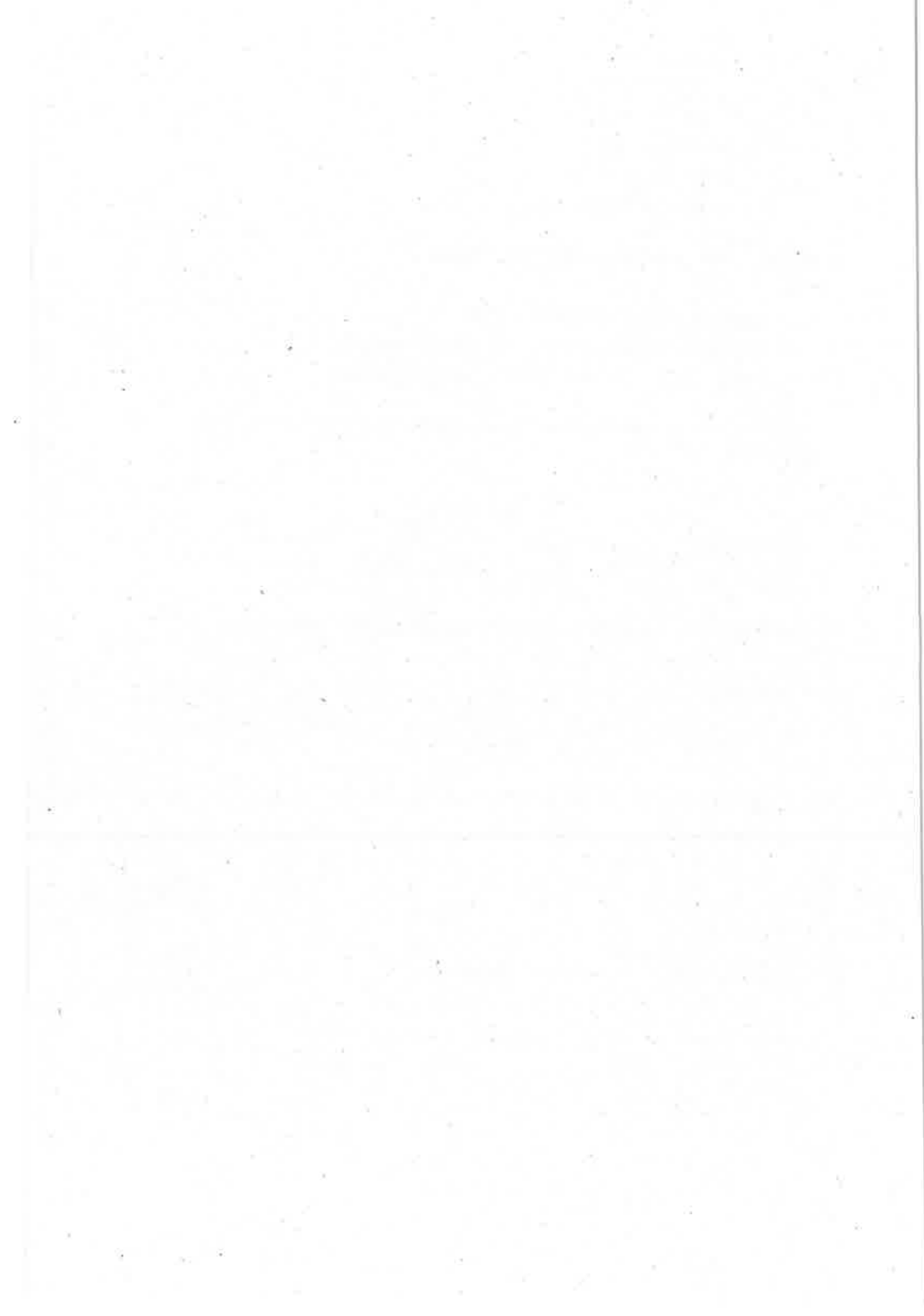
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Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ *M* _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

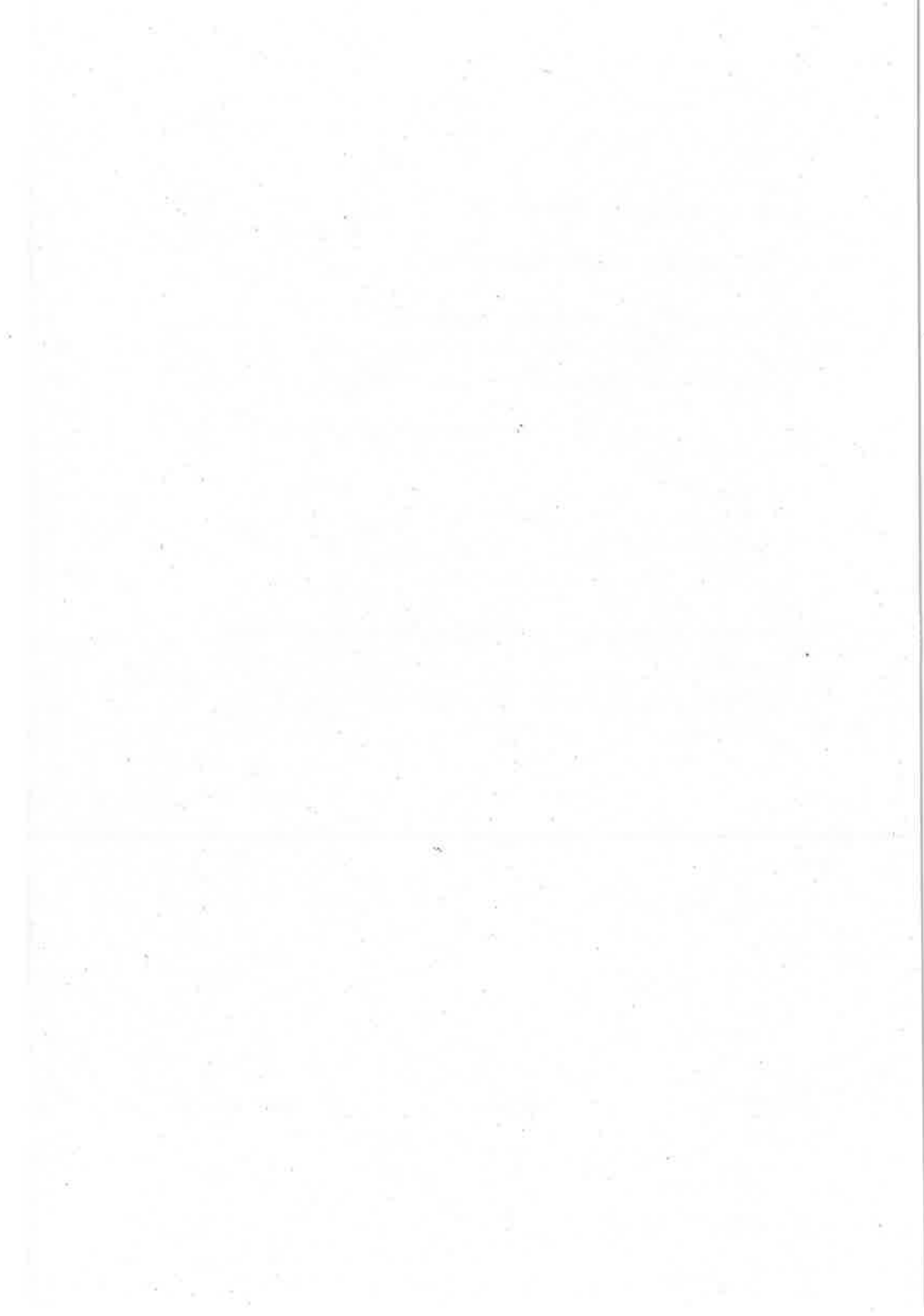
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ RZ _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-50 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

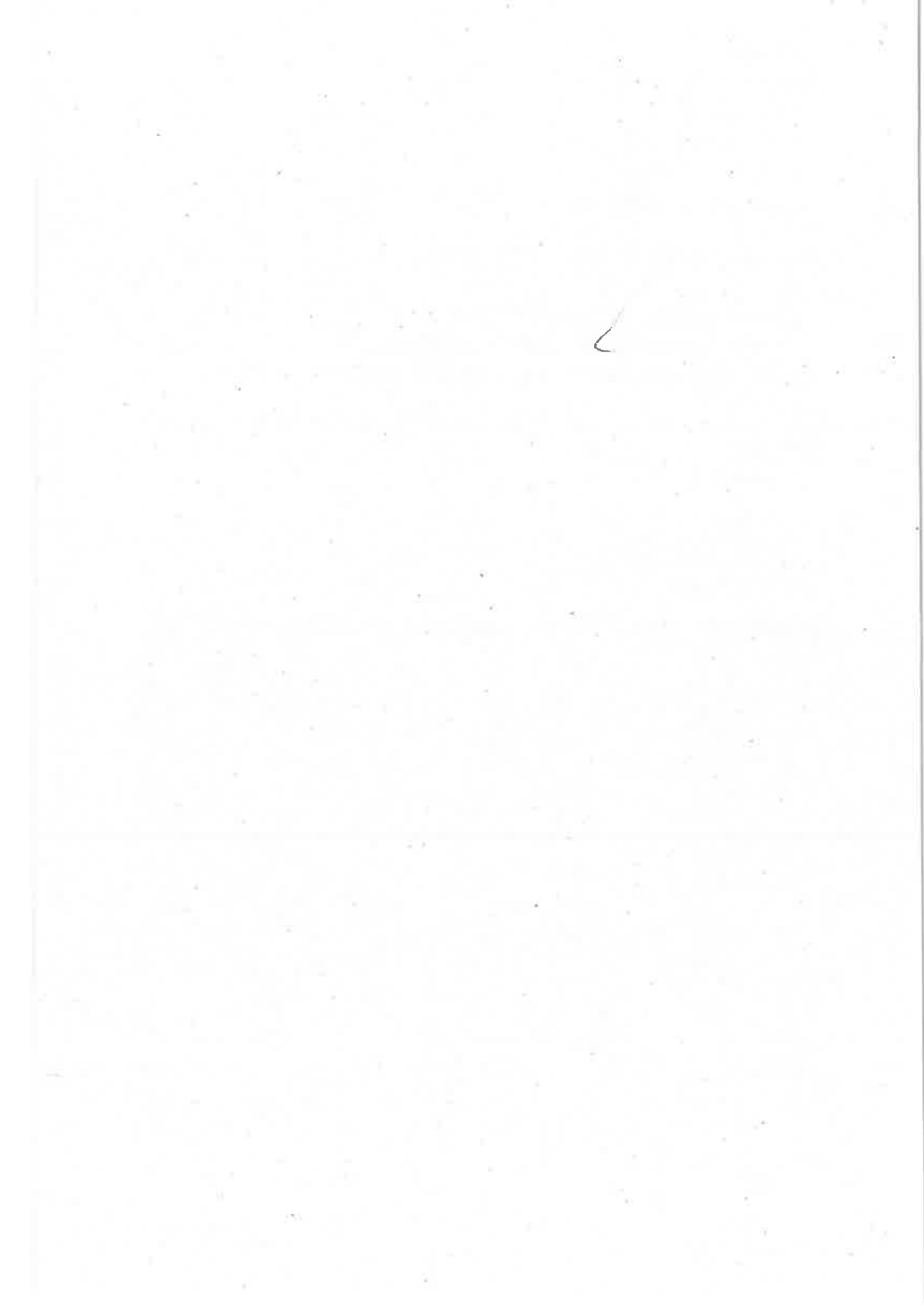
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)



Customer survey

1. Nationality

_____ *FR*

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quaranantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

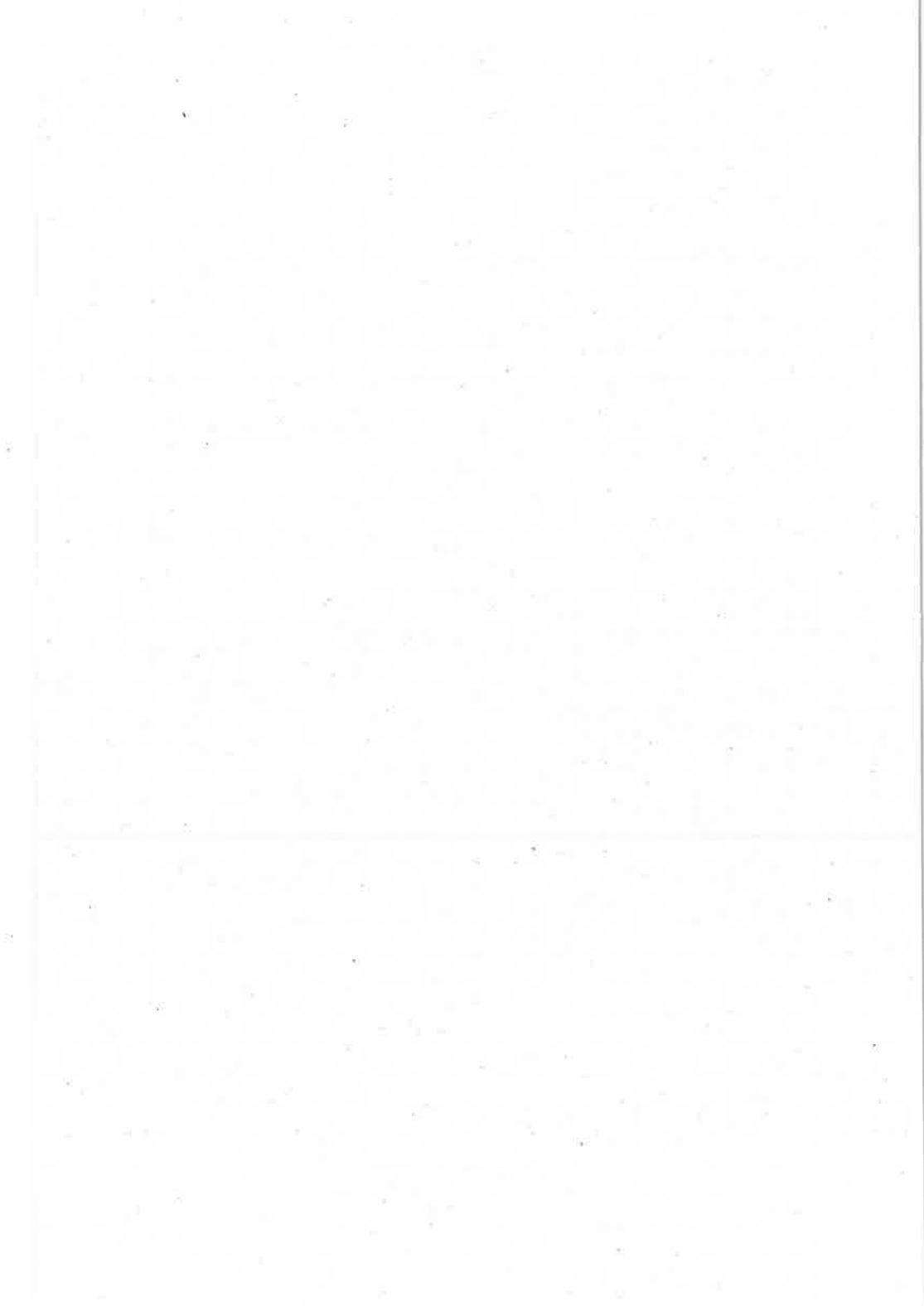
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Customer survey

1. Nationality

_____ 

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

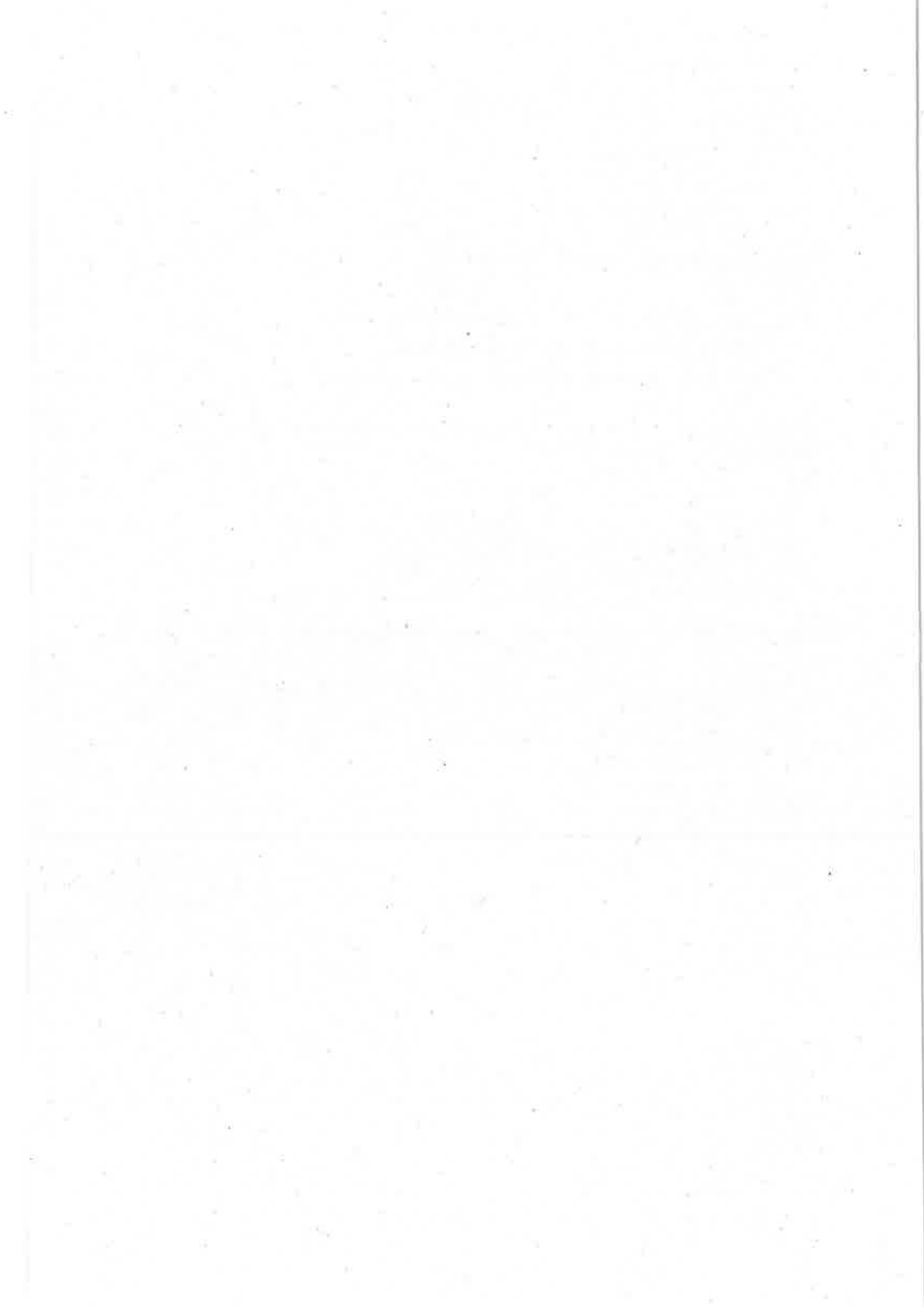
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ *n* _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

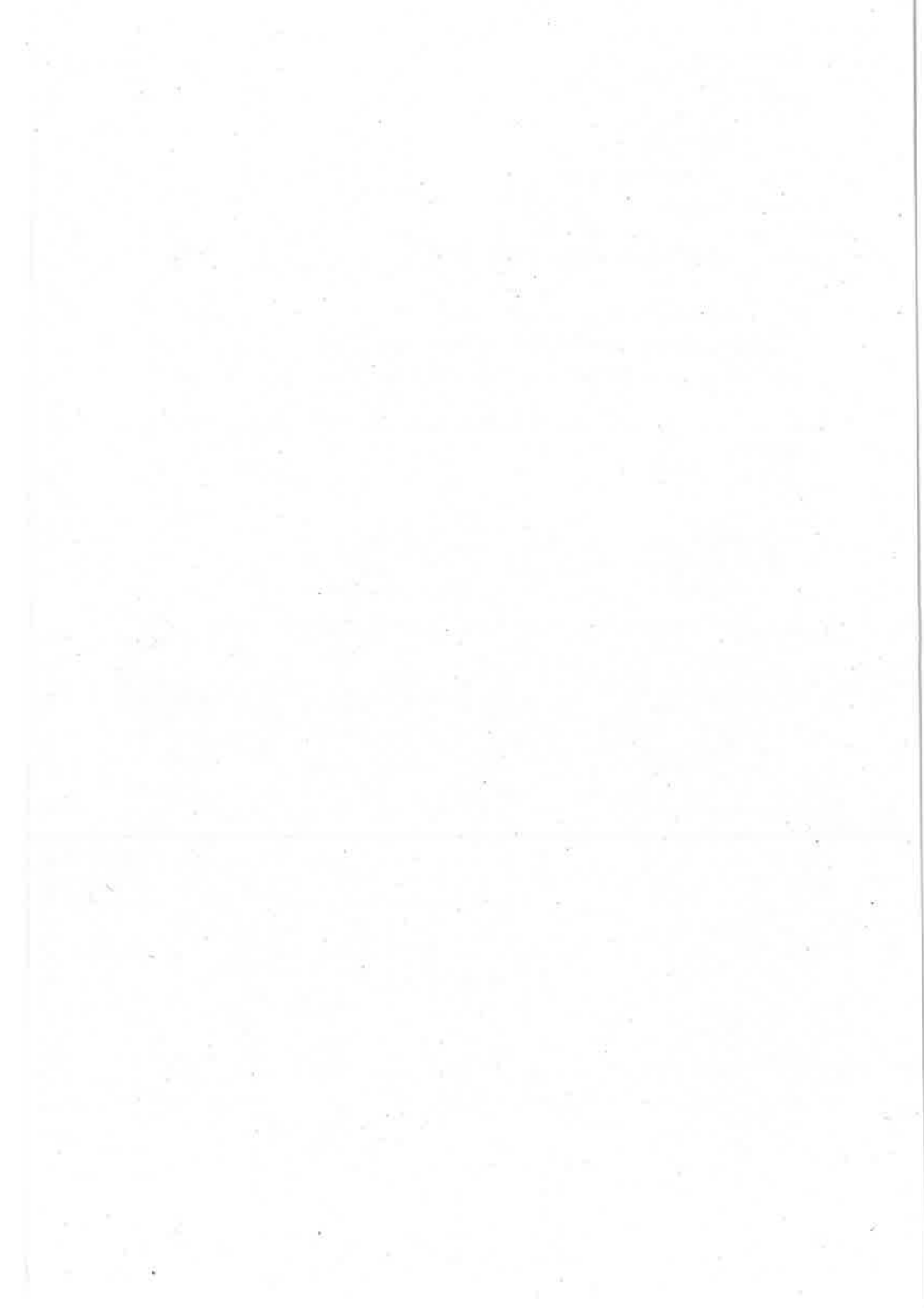
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 → I don't like it ; 7 → Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Borribero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Value from 1 to 7 (1 → I don't like it ... 7 → outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Customer survey

1. Nationality

uk

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quaranatee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quaranatee of origin of Carlhena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

BR

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quaranatee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quaranatee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

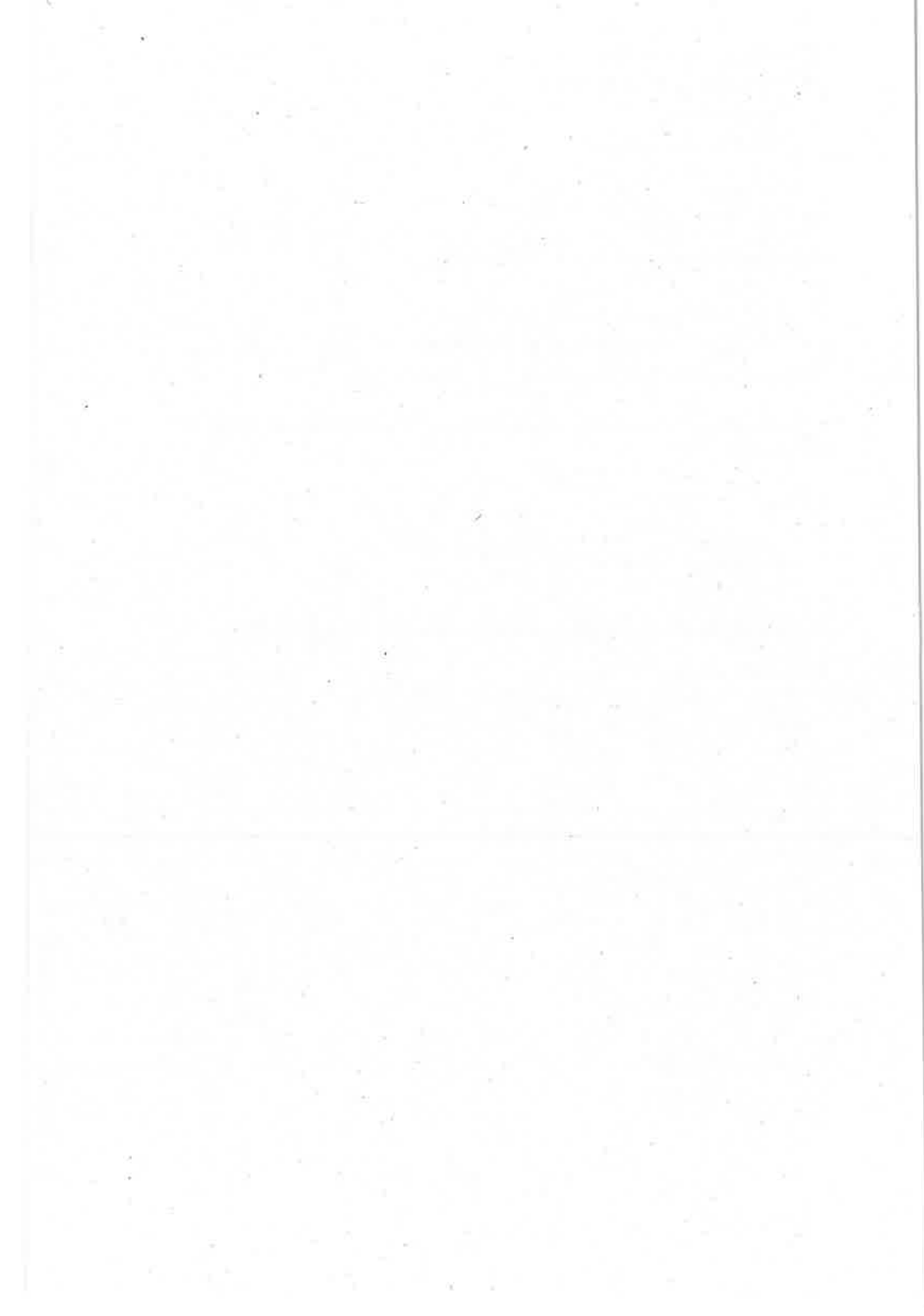
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Guarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the guarantee of origin of Cariñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

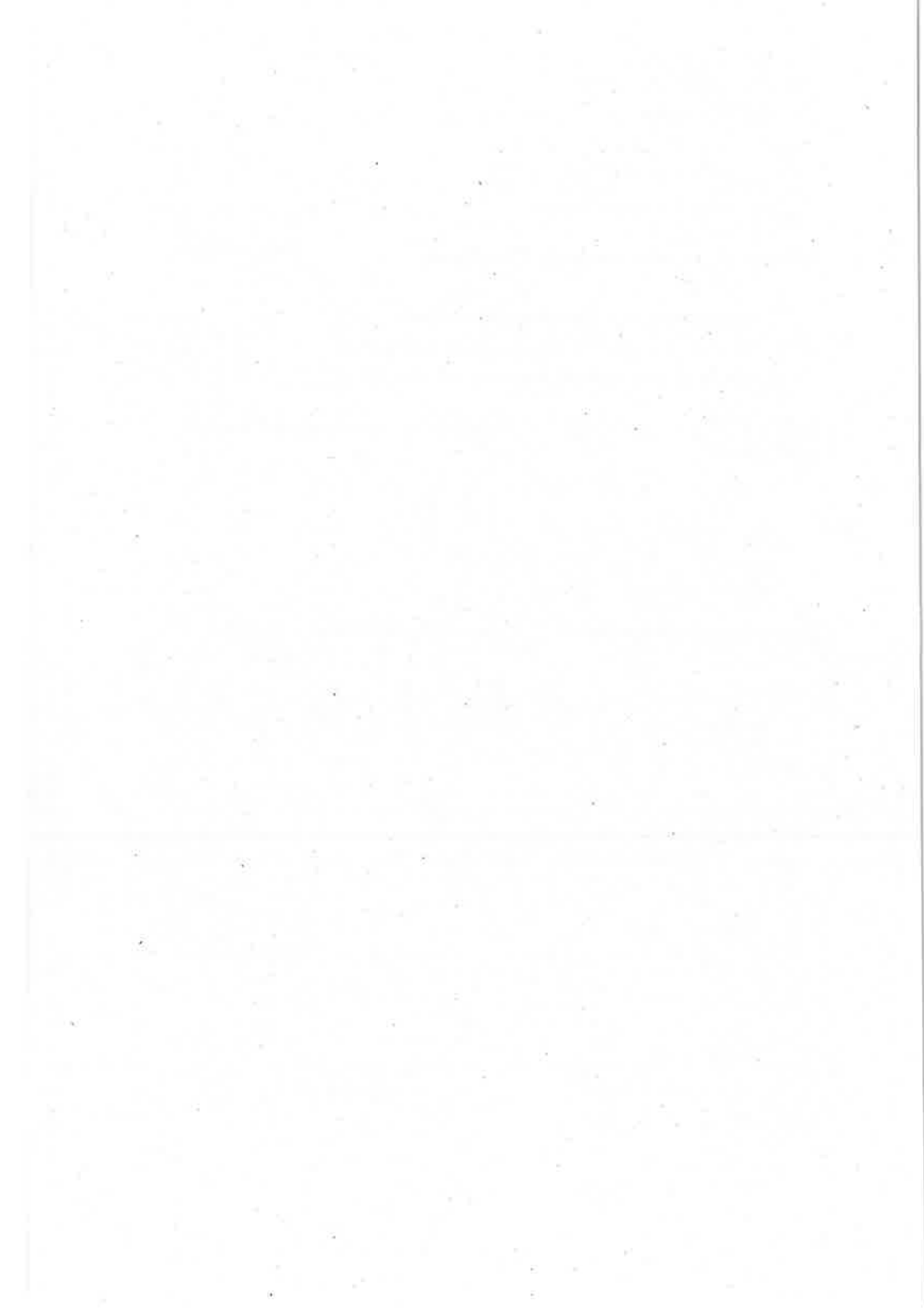
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)



Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour							<input checked="" type="checkbox"/>
Aroma				<input checked="" type="checkbox"/>			
Colour			<input checked="" type="checkbox"/>				

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

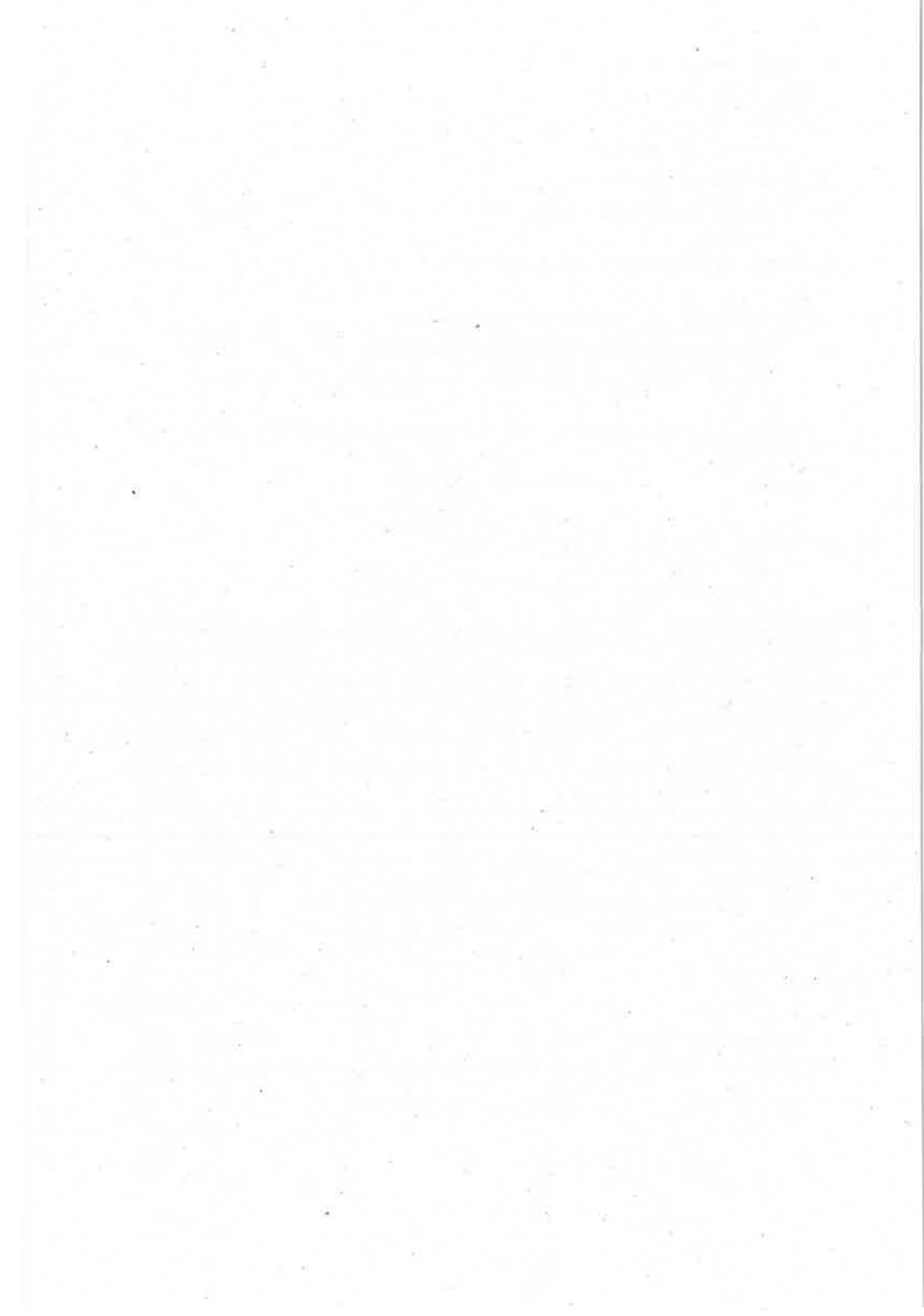
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

BD

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

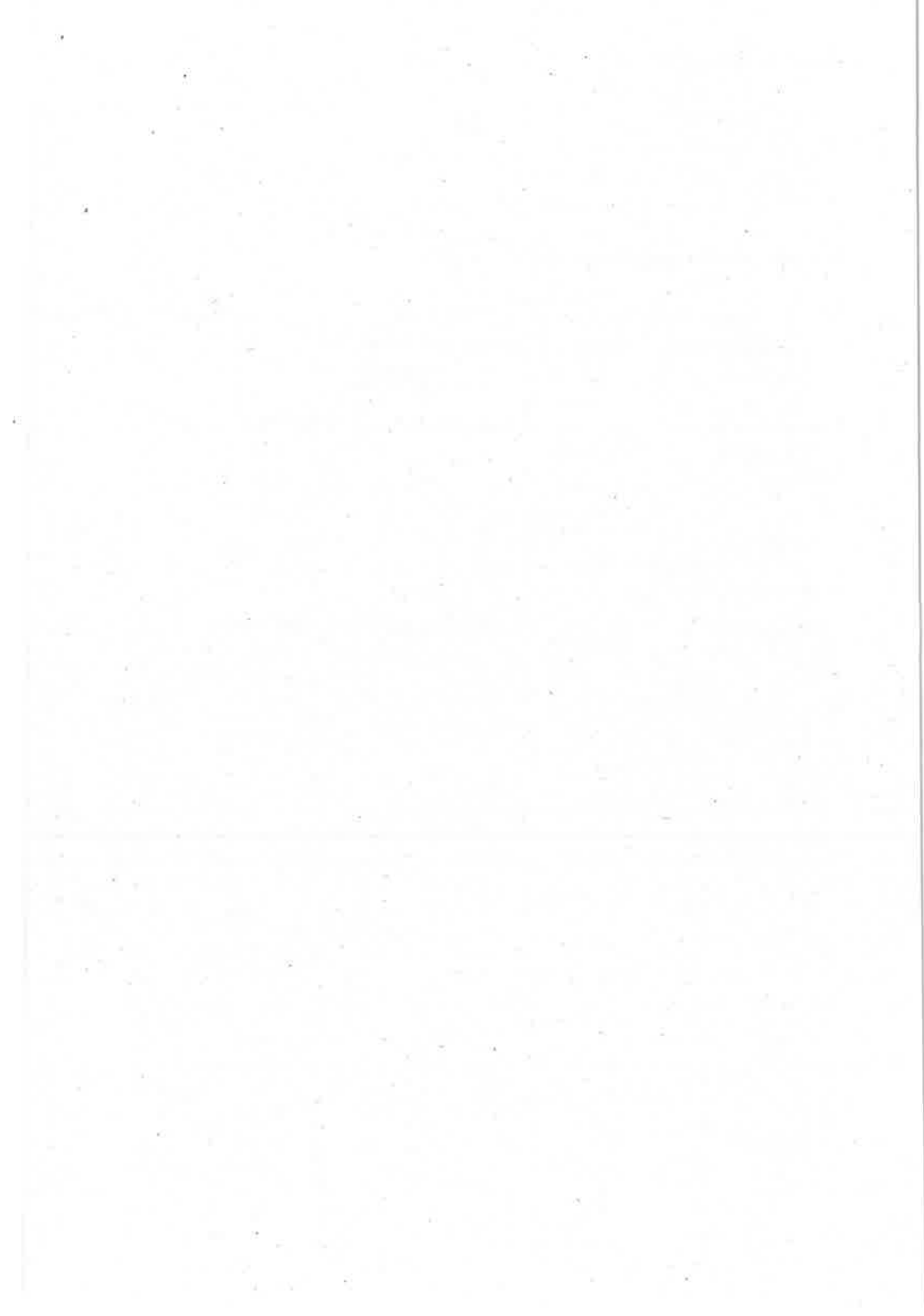
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

· *Selecciona todos los que correspondan.*

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

BRITISH

2. Sex

MALE

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quaranlee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quaranlee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

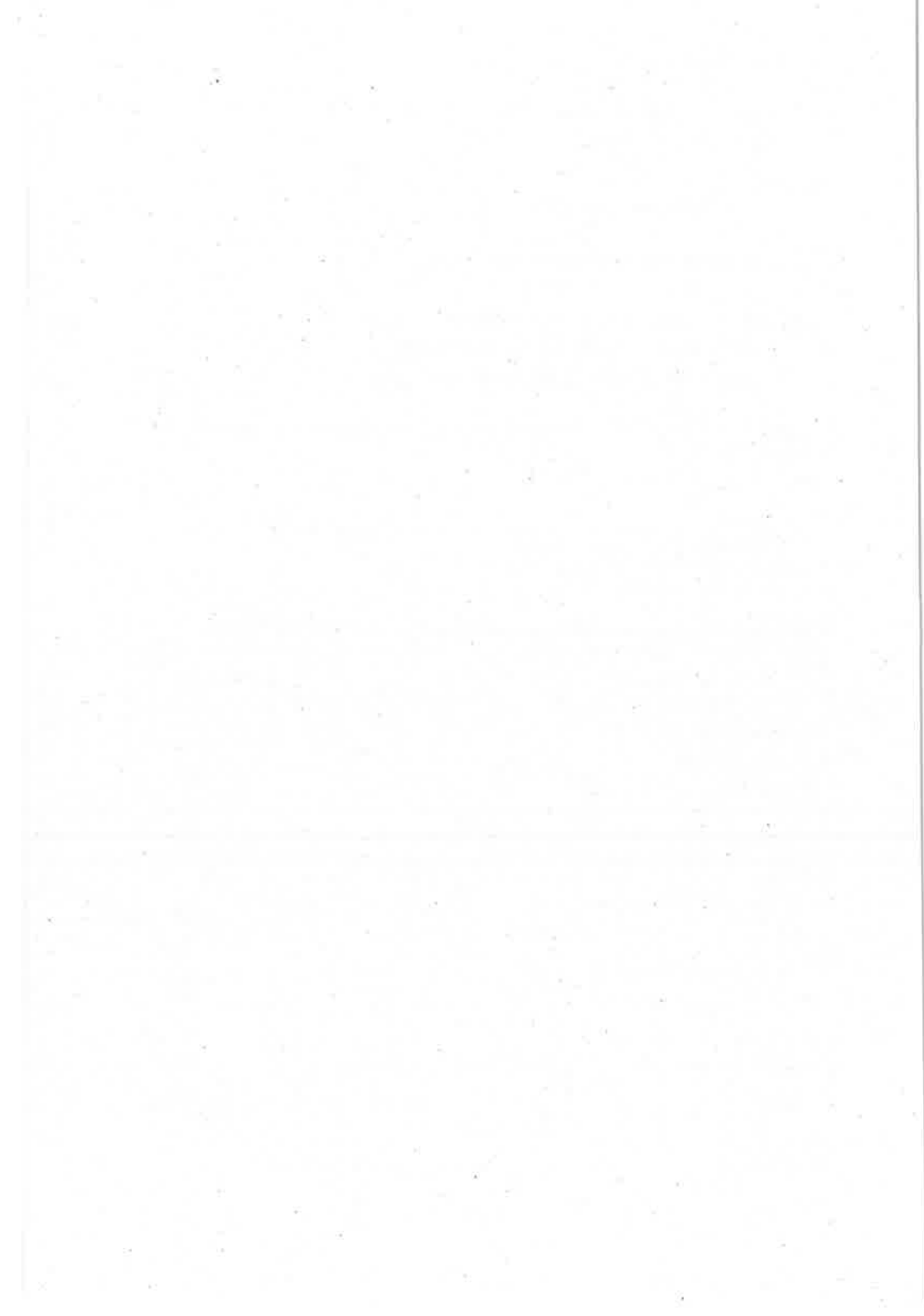
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Customer survey

1. Nationality

British

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

British

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

Customer survey

1. Nationality

Br

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

FR

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

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- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1.-> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

Bel

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

B

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Arõma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

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- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Arôma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

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Selecciona todas los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

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Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaratee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 → I don't like it ; 7→Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1→ I don't like It ...7→ outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

BR

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sporkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

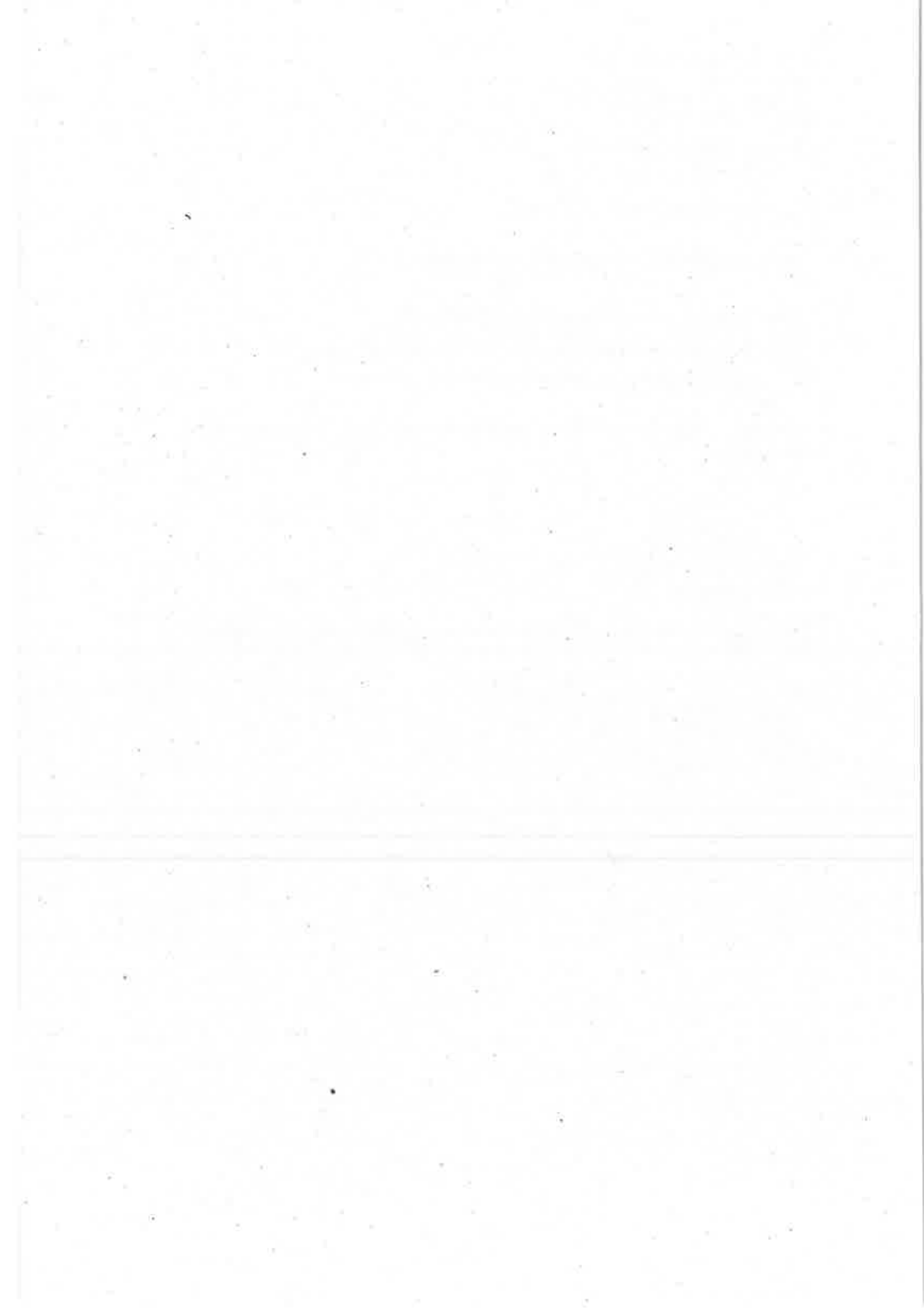
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines .

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Customer survey

1. Nationality

_____ *2*

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

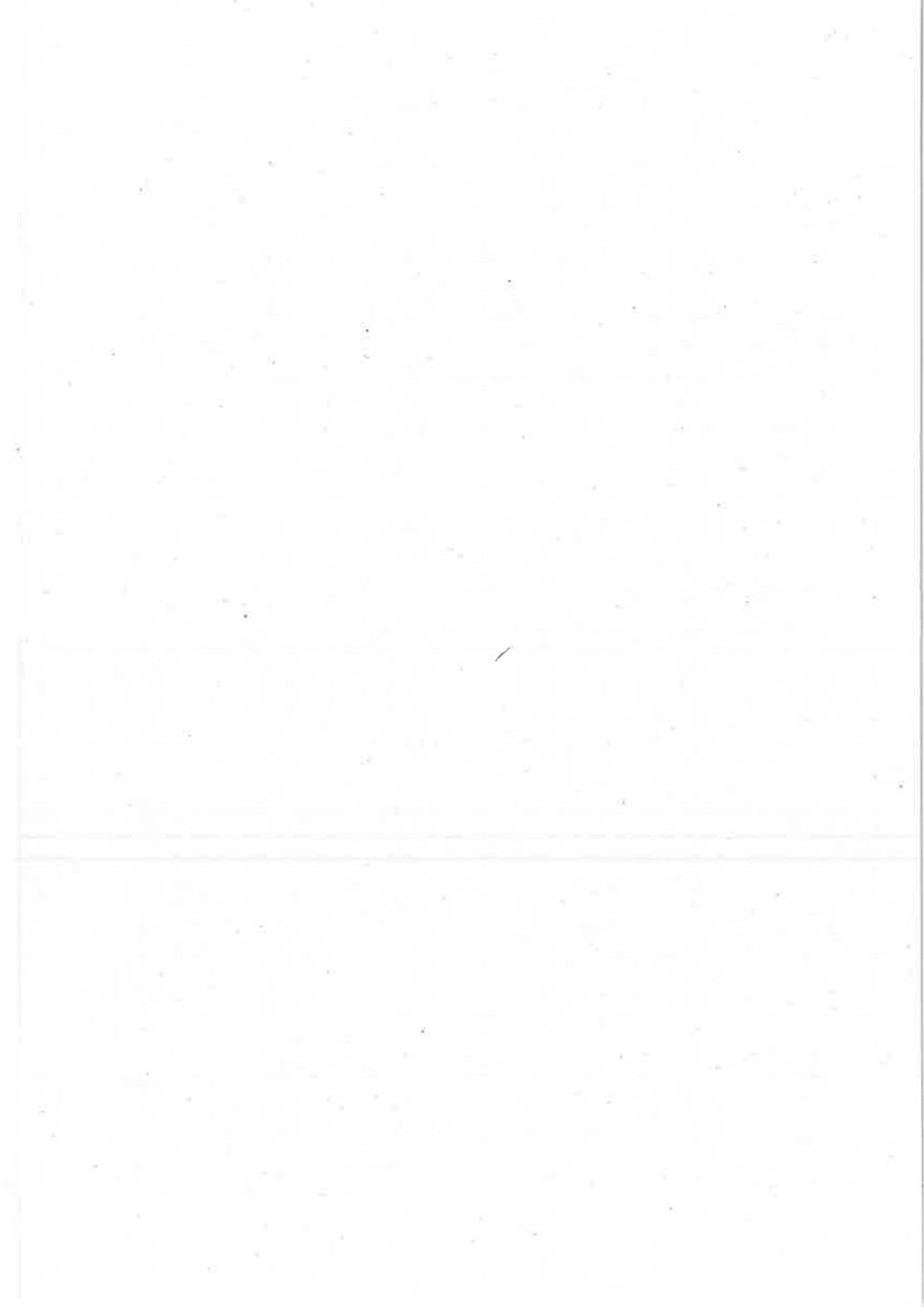
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

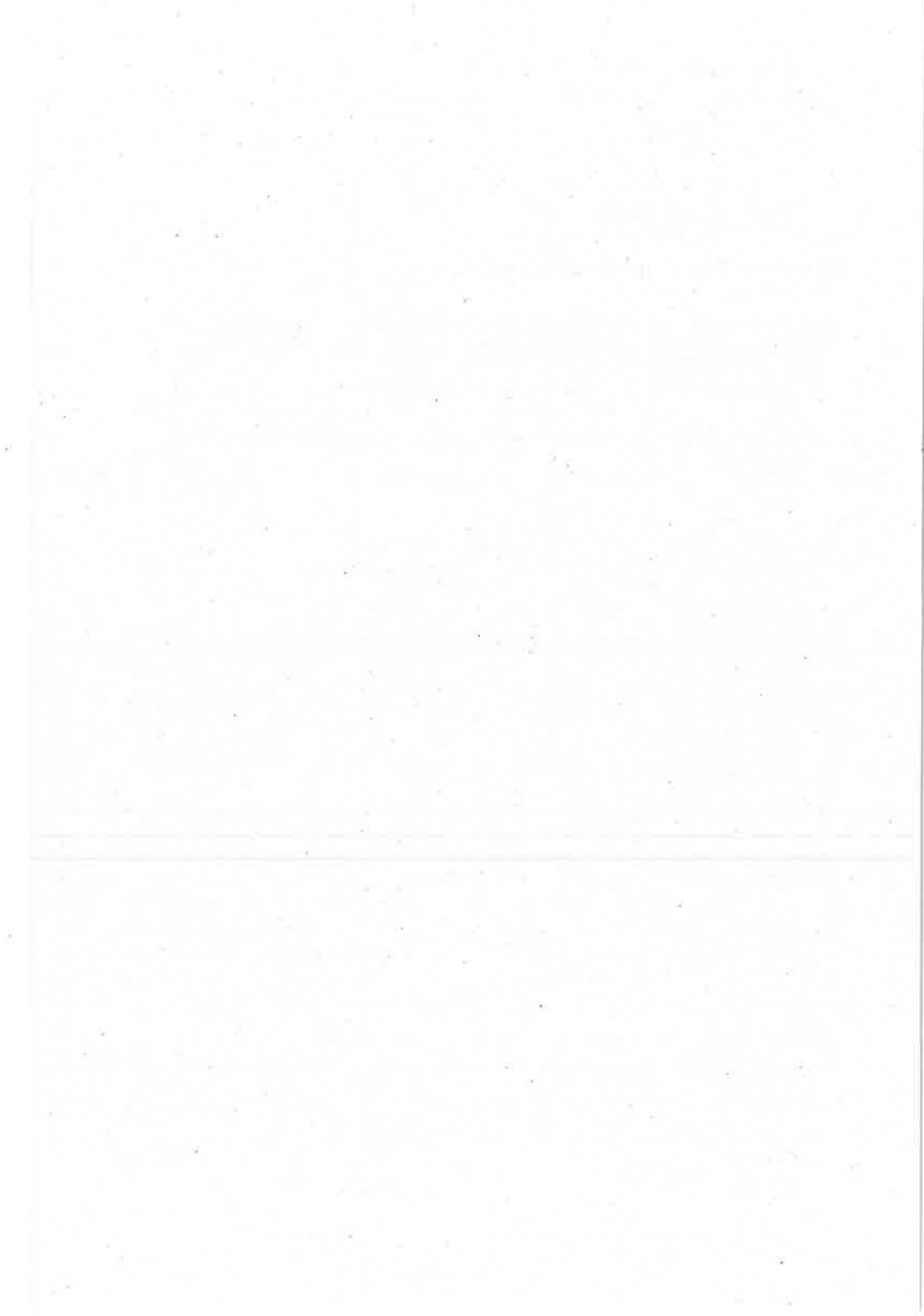
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 → less important ; 7 → very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifiena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quaranatee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quaranatee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quarates of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

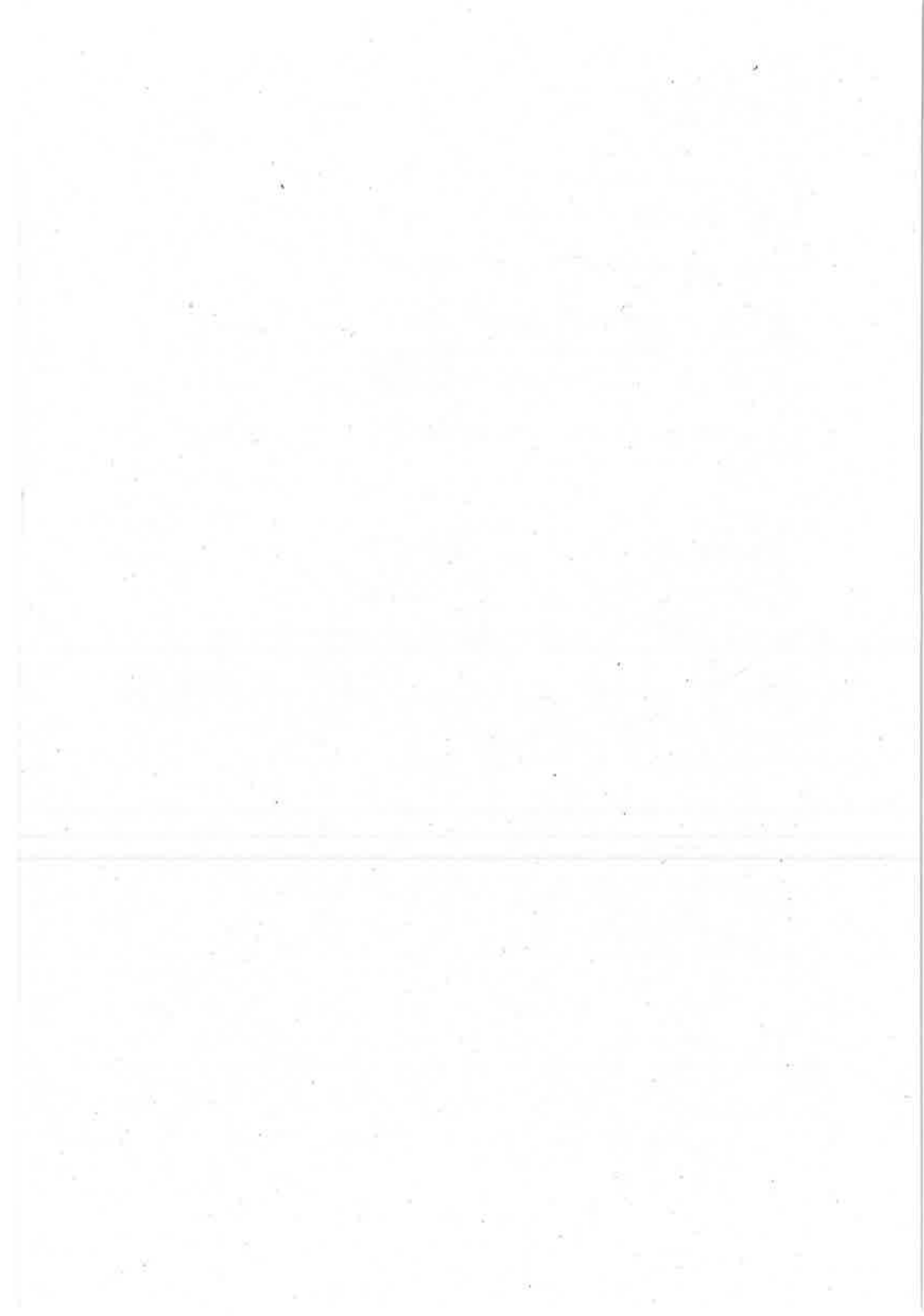
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Carrera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ *RS* _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quaranatee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 → less important ; 7 → very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quaranatee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

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 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ *B* _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

16. Value from 1 to 7 (1 -> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Customer survey

1. Nationality

Burkina Faso

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
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14. Choose an option about the purchase of these wines

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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

_____ 

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

D _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

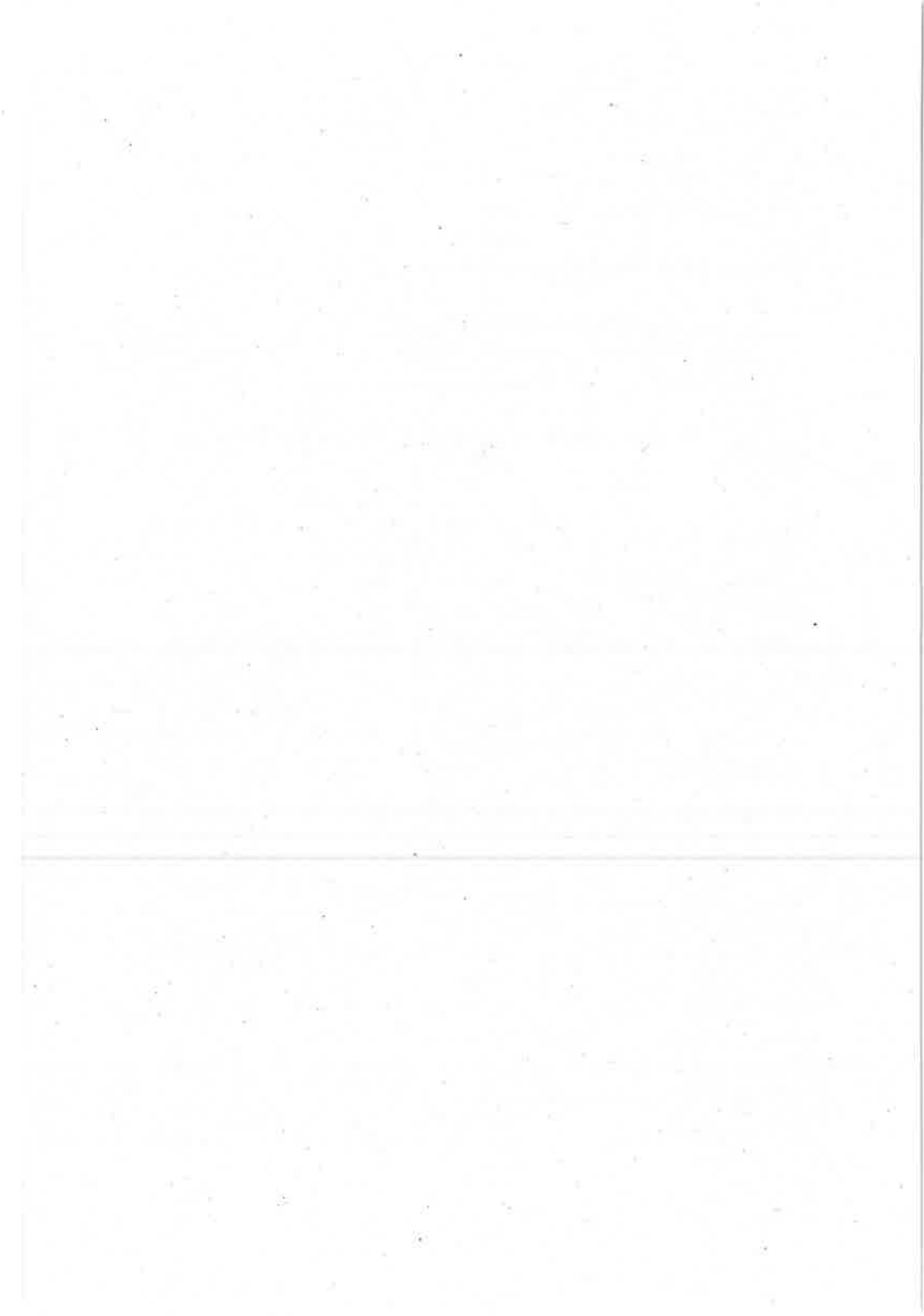
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Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ 

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
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4. Occupation

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 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

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 Occasionally
 Never

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- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand.

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Customer survey

1. Nationality

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

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- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

Brit

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 → less important ; 7 → very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
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14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



59

Customer survey

1. Nationality

B

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

BR

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 35-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
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 Weekend
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6. What kind of wine do you usually drink more often?

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 Bottle design
 Recommendations and awards
 Brand

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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- The price is too high
- I don't like their grape variety
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14. Choose an option about the purchase of these wines

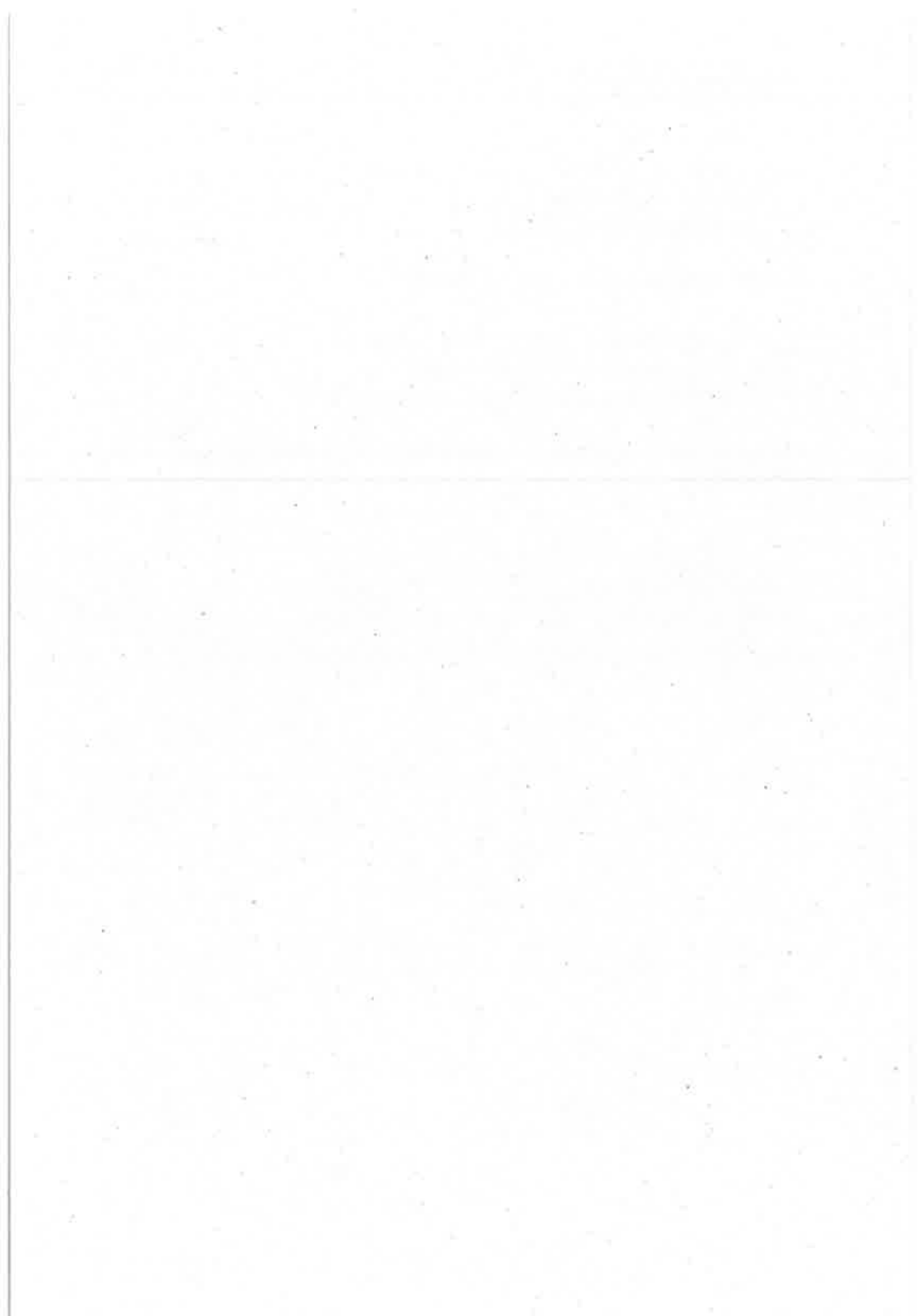
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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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- Soft and easy drinking wines

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Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour							<input checked="" type="checkbox"/>
Aroma					<input checked="" type="checkbox"/>		
Colour					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

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Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

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Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
- I don't liike their organoleptic qualities

14. Choose an option about the purchase of these wines

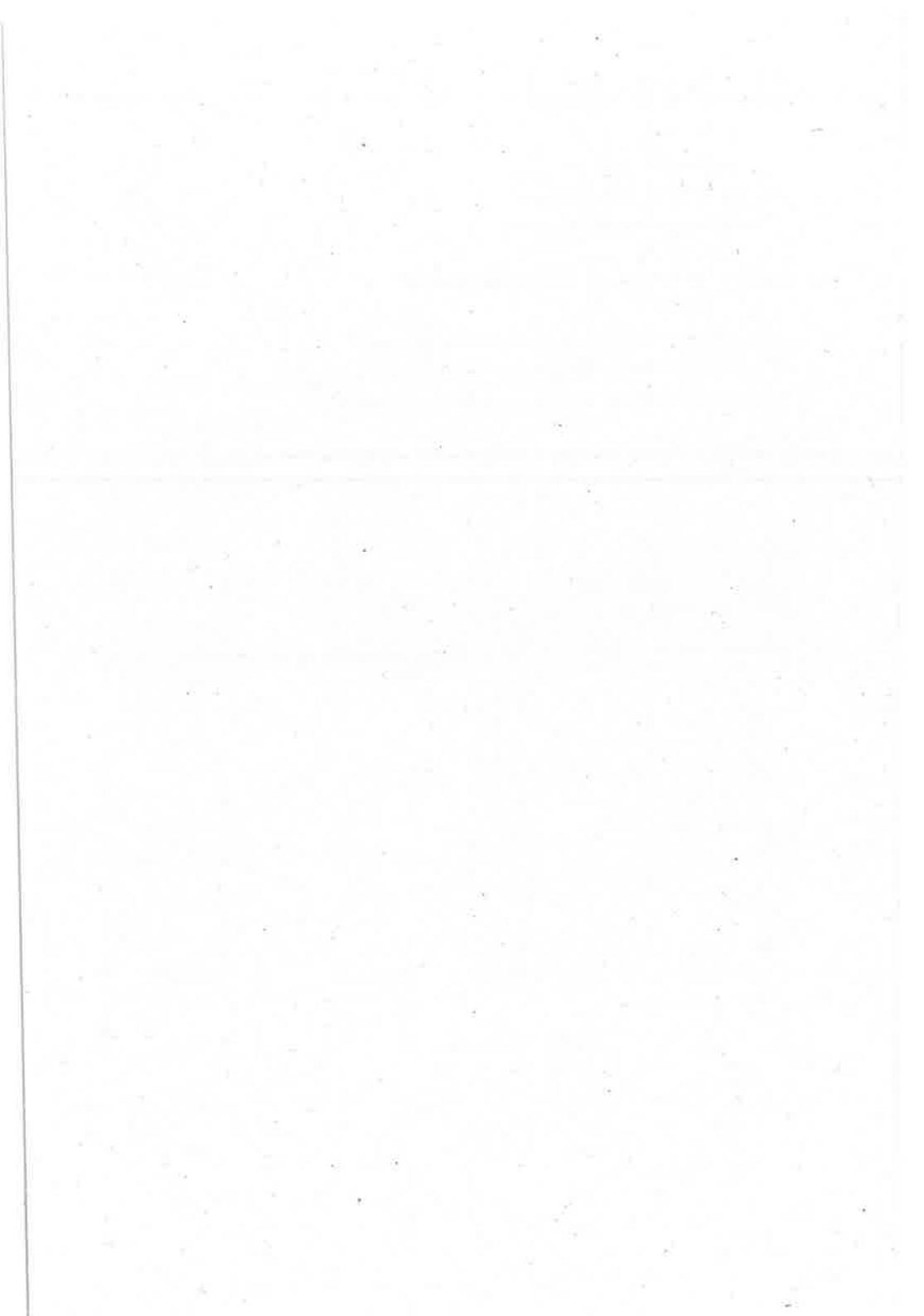
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

16. Value from 1 to 7 (1-> I don't like It ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



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Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
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- The price is too high
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- I don't like their quaretee of origin
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

66

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
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- I would buy these wines and would recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

67

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
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Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

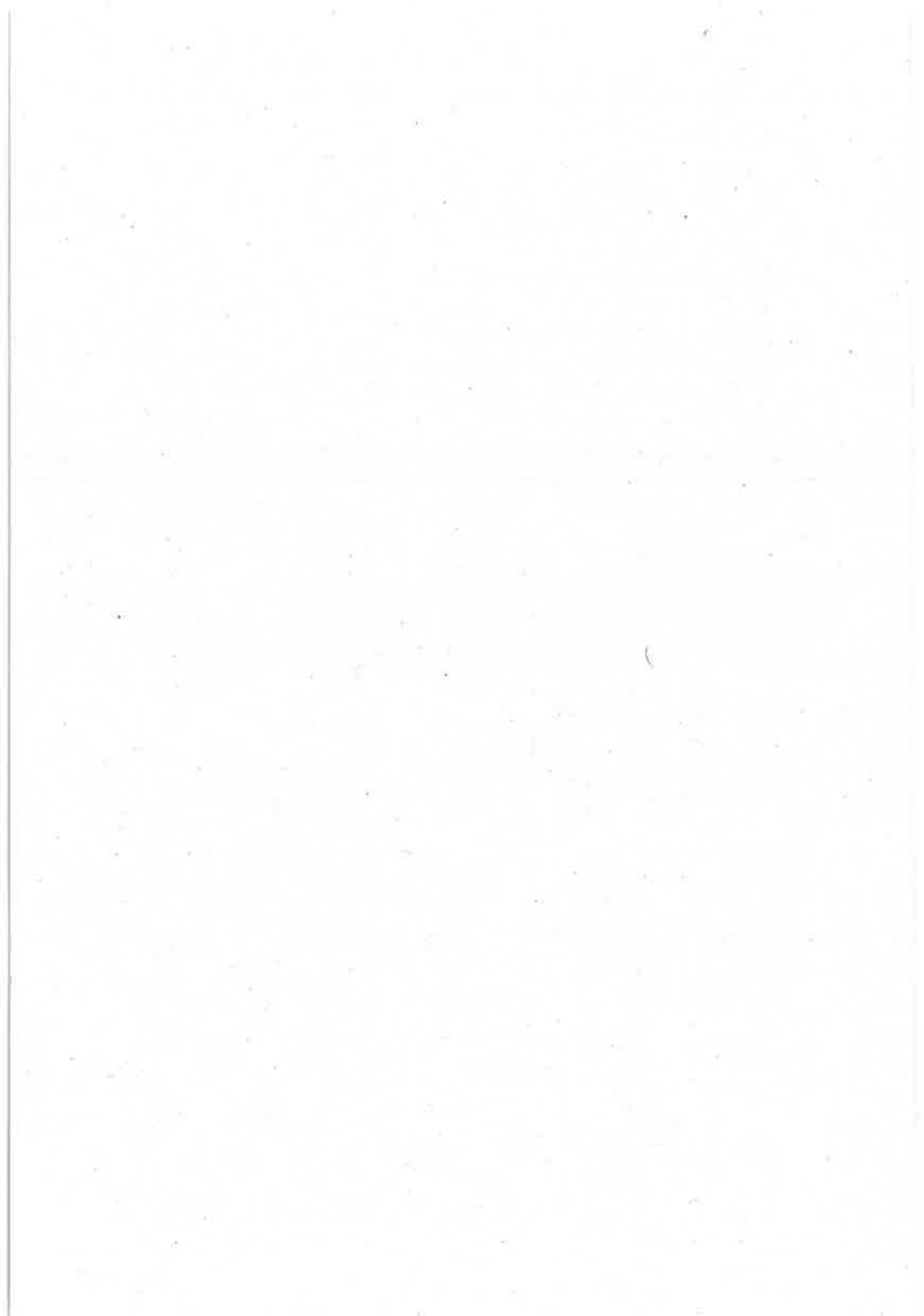
- I would buy these wines and would recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

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- I don't like their quaretee of origin
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-80 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

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Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

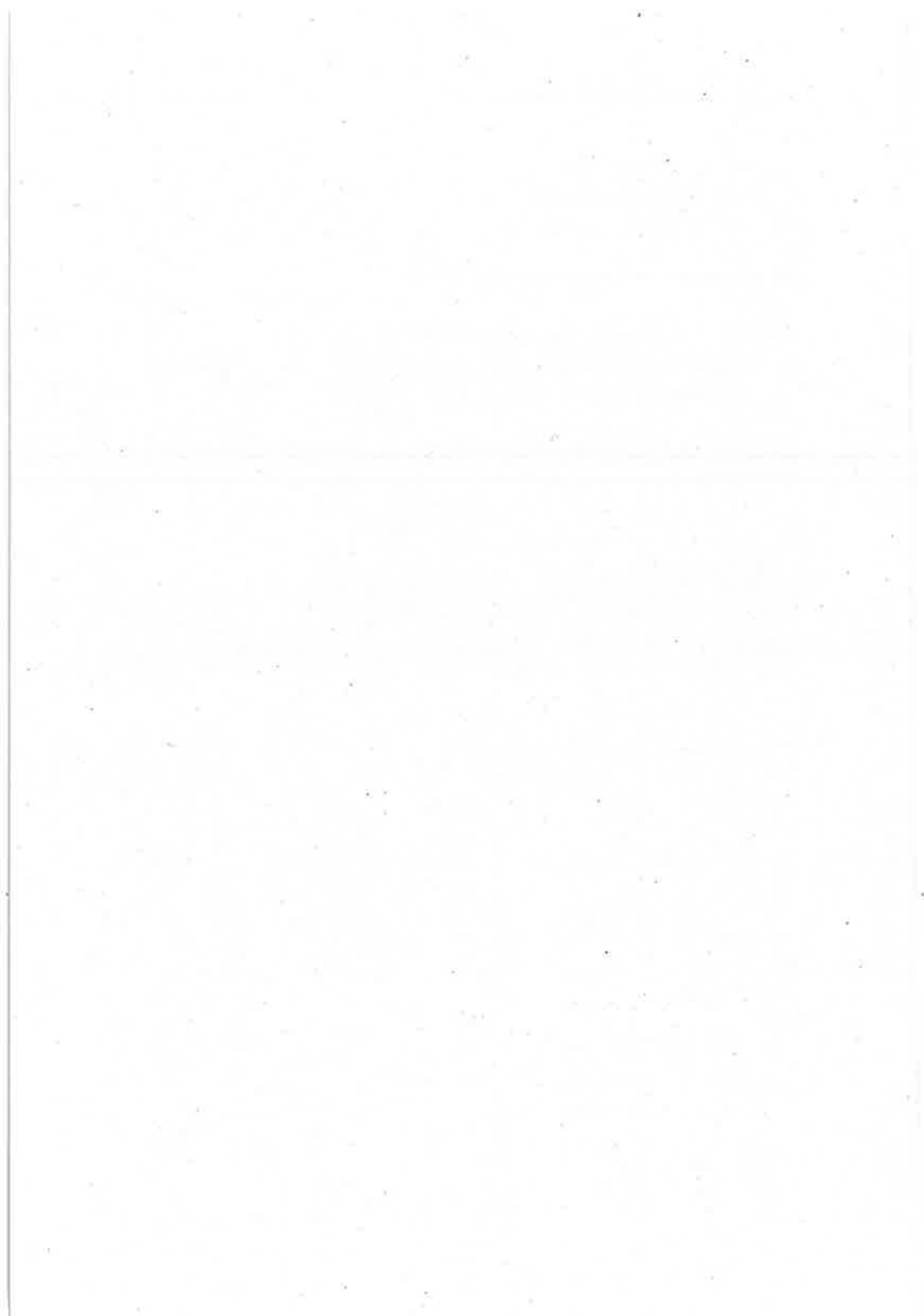
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Canteras Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



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Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

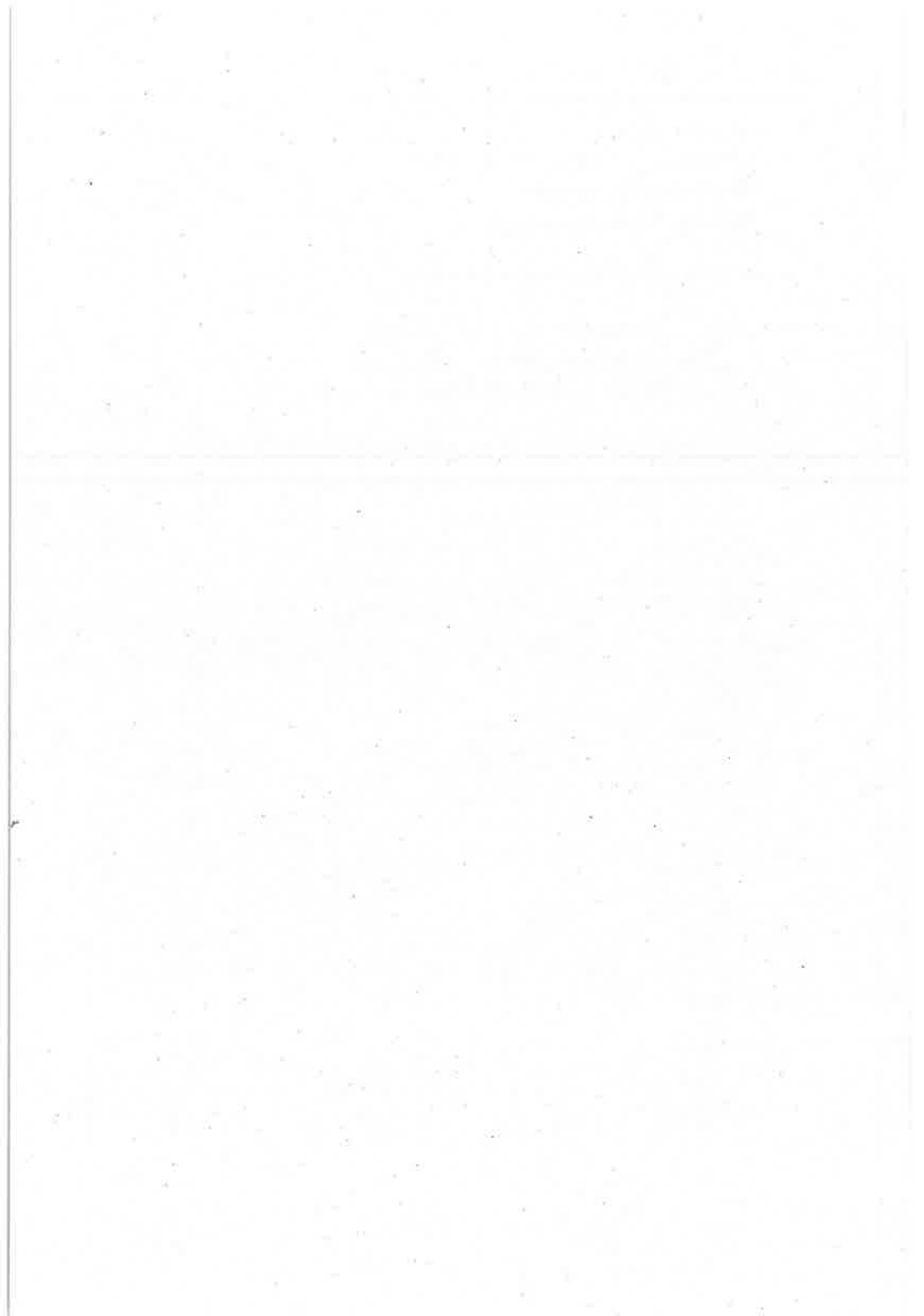
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7(1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Canterera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



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Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour							<input checked="" type="checkbox"/>
Aroma							<input checked="" type="checkbox"/>
Colour							<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

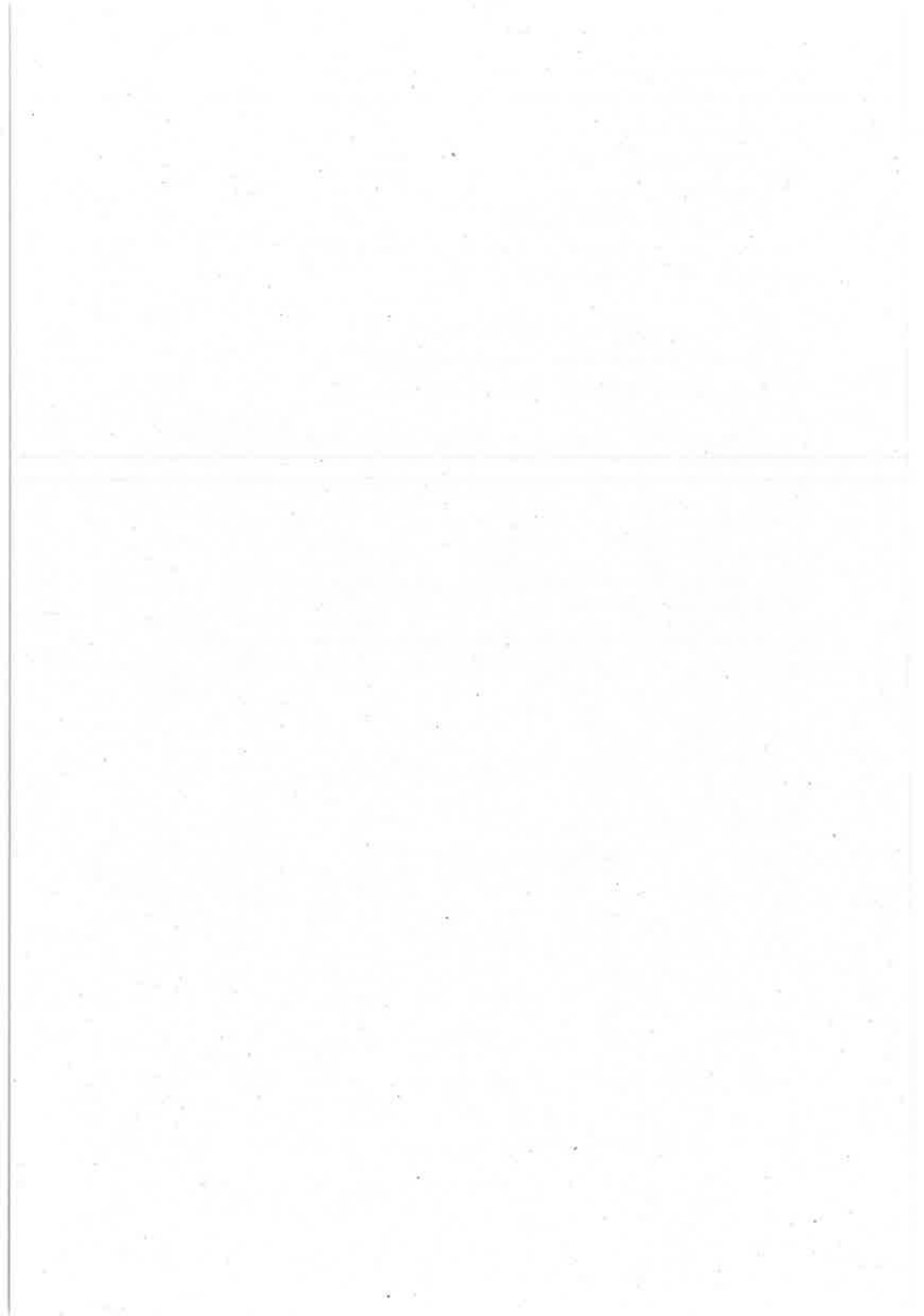
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

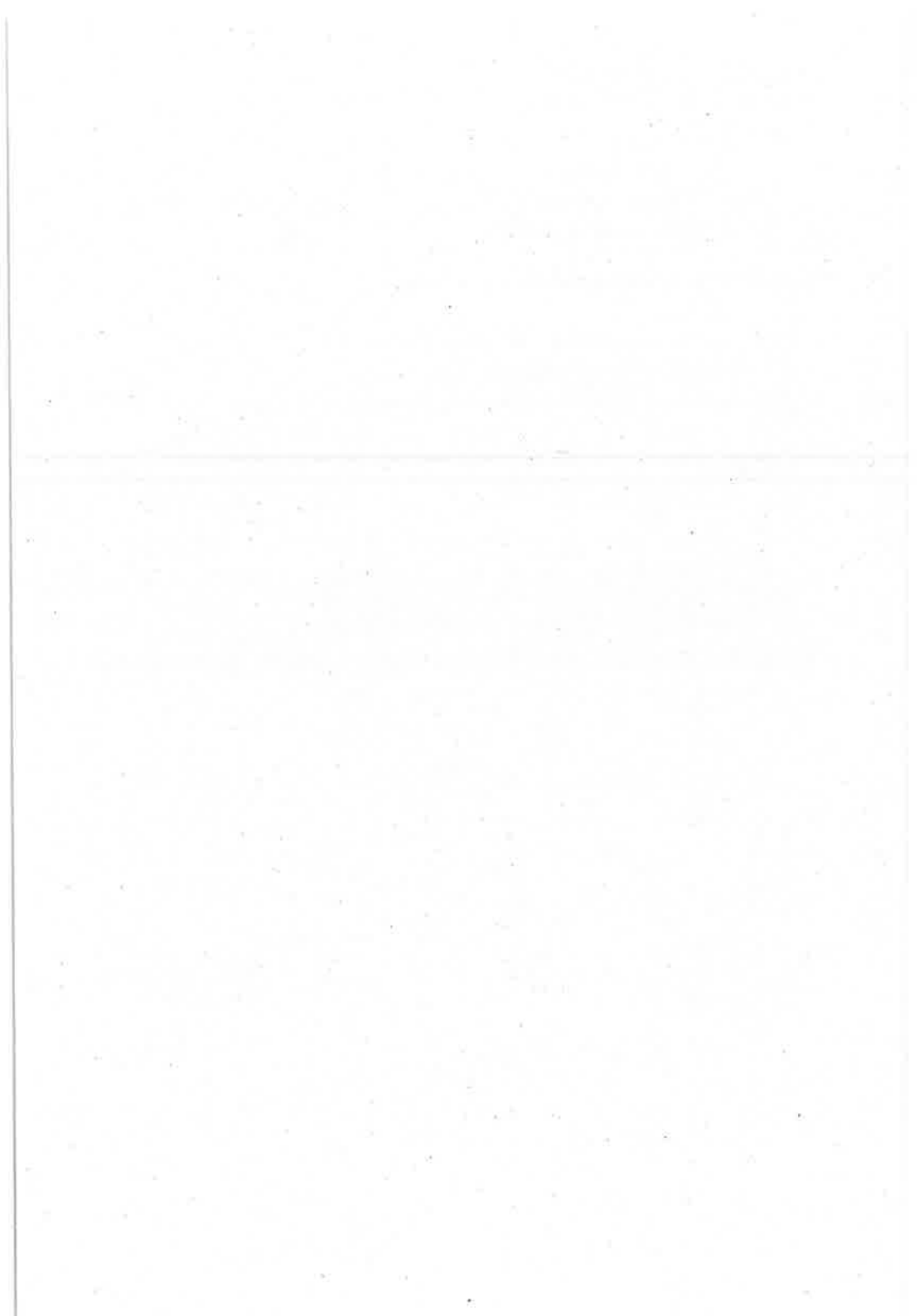
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cartera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



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Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 16-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaratee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

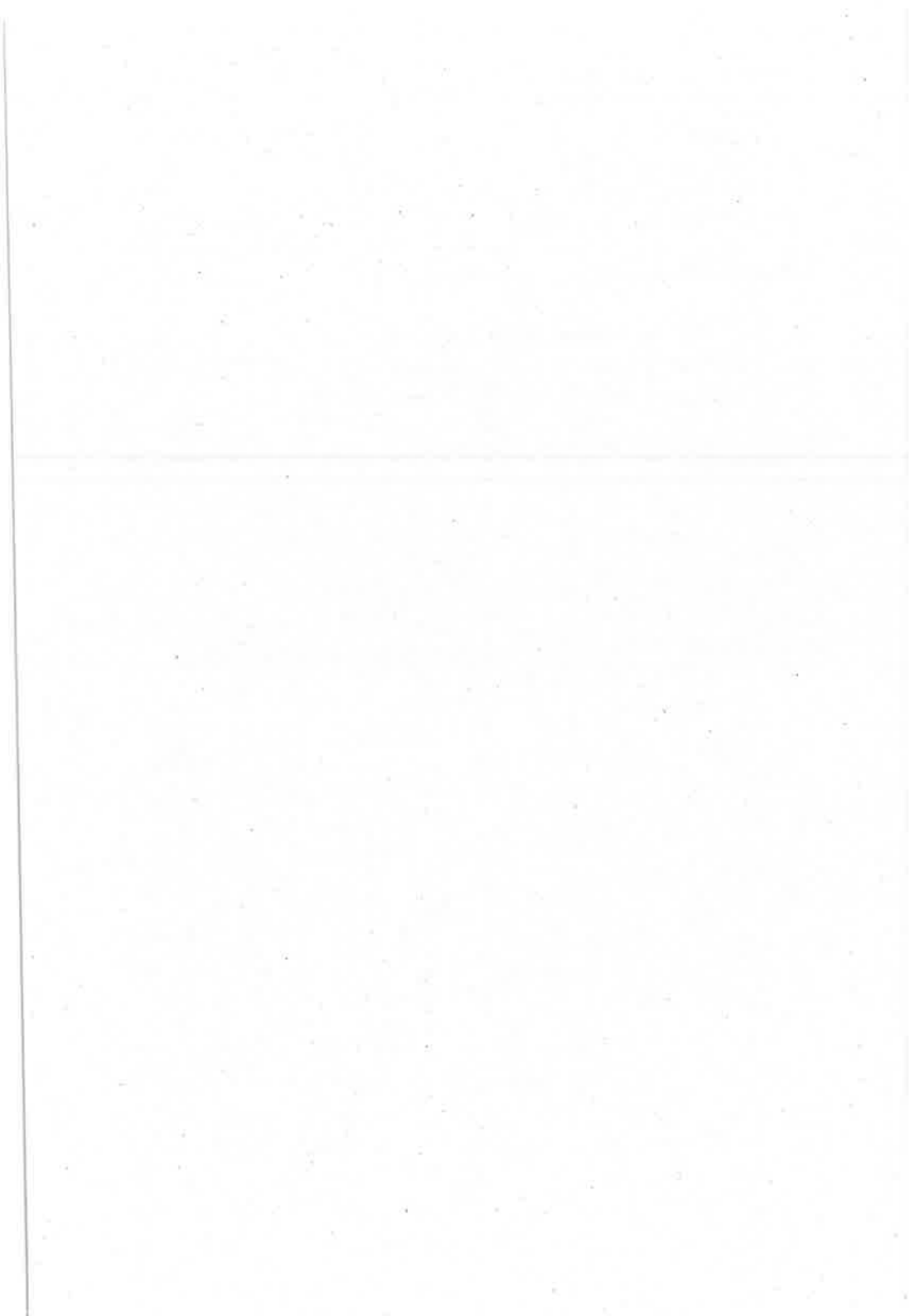
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

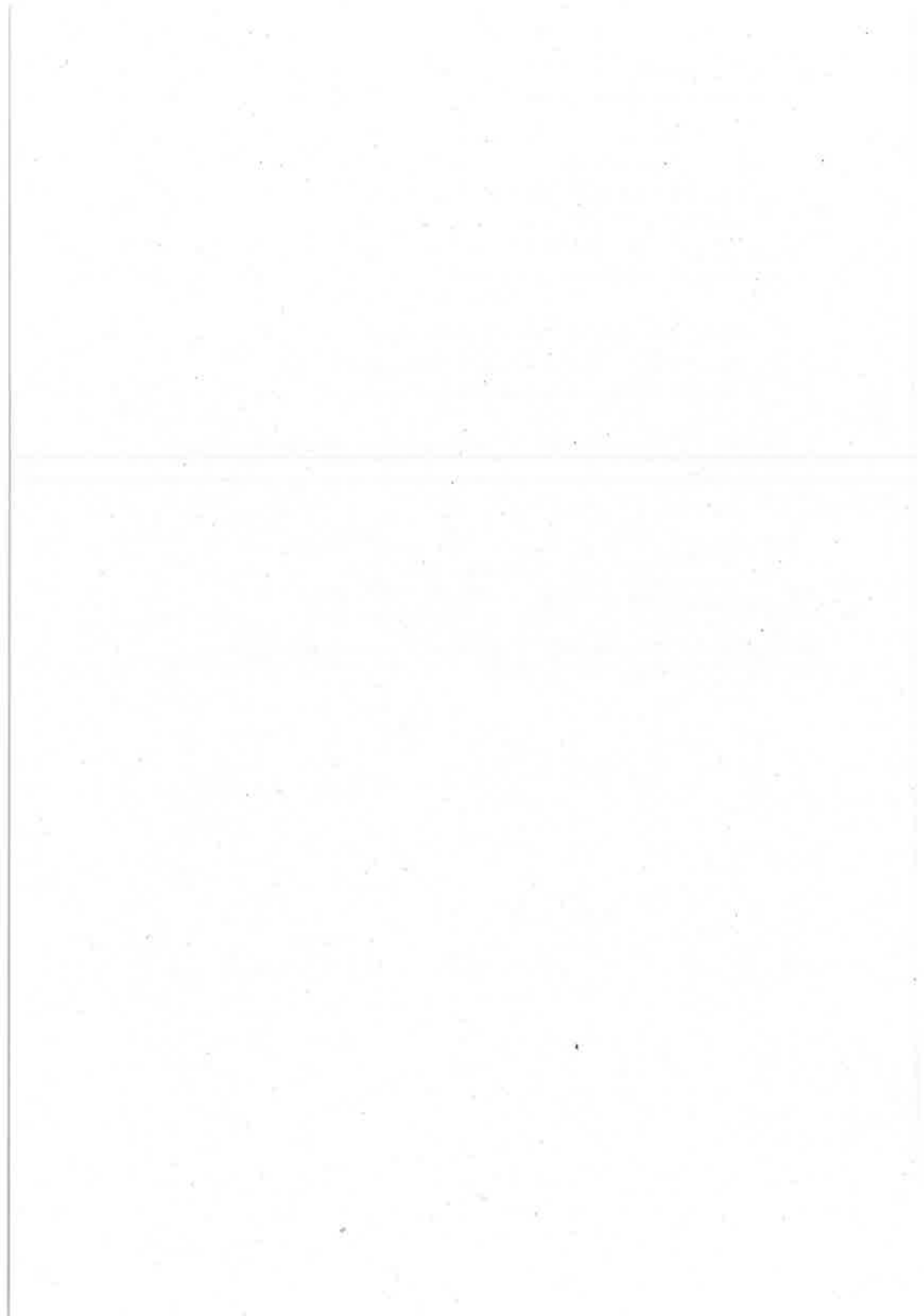
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



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Customer survey

1. Nationality

_____ 

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

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- Yes (continues in question number 12)
 No (answer the following question and let the survey)

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Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

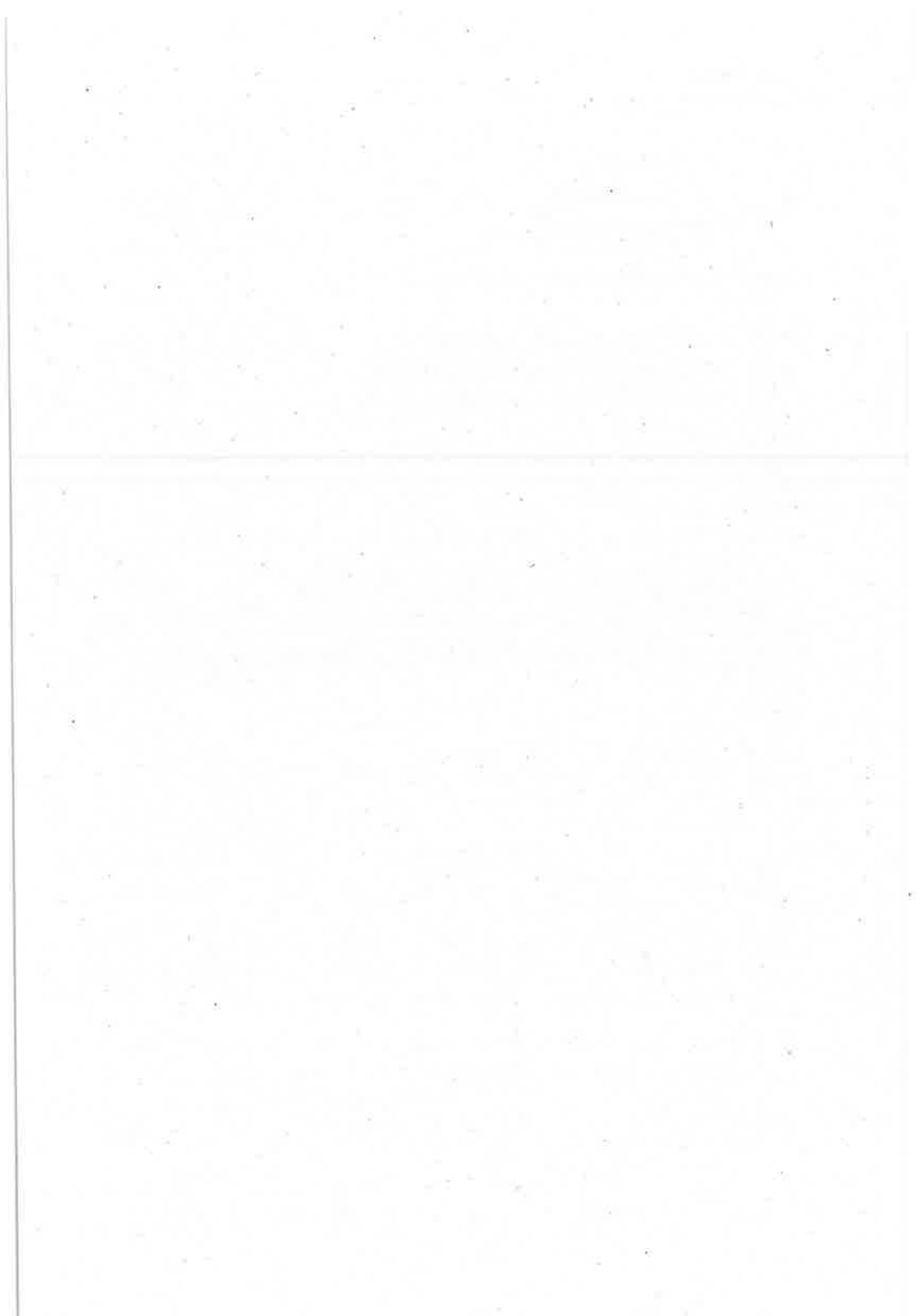
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cartera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Guarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the guarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

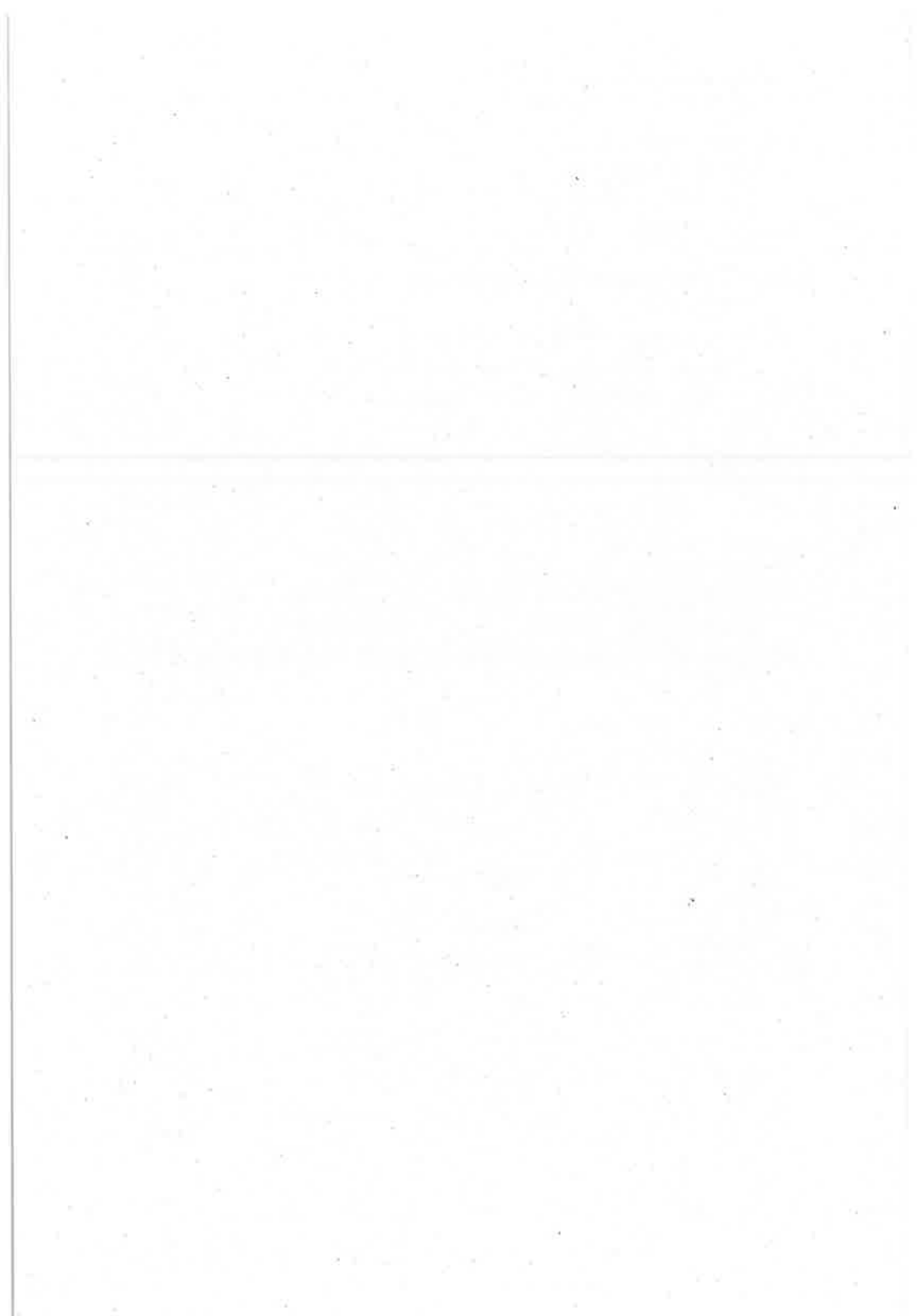
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-50 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
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 Weekend
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6. What kind of wine do you usually drink more often?

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Selecciona todos los que correspondan.

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 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less Important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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 Soft and easy drinking wines

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
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 Worker
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5. Choose an option about your frequency of wine consumption

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 Several days a week
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6. What kind of wine do you usually drink more often?

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 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

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 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aróma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

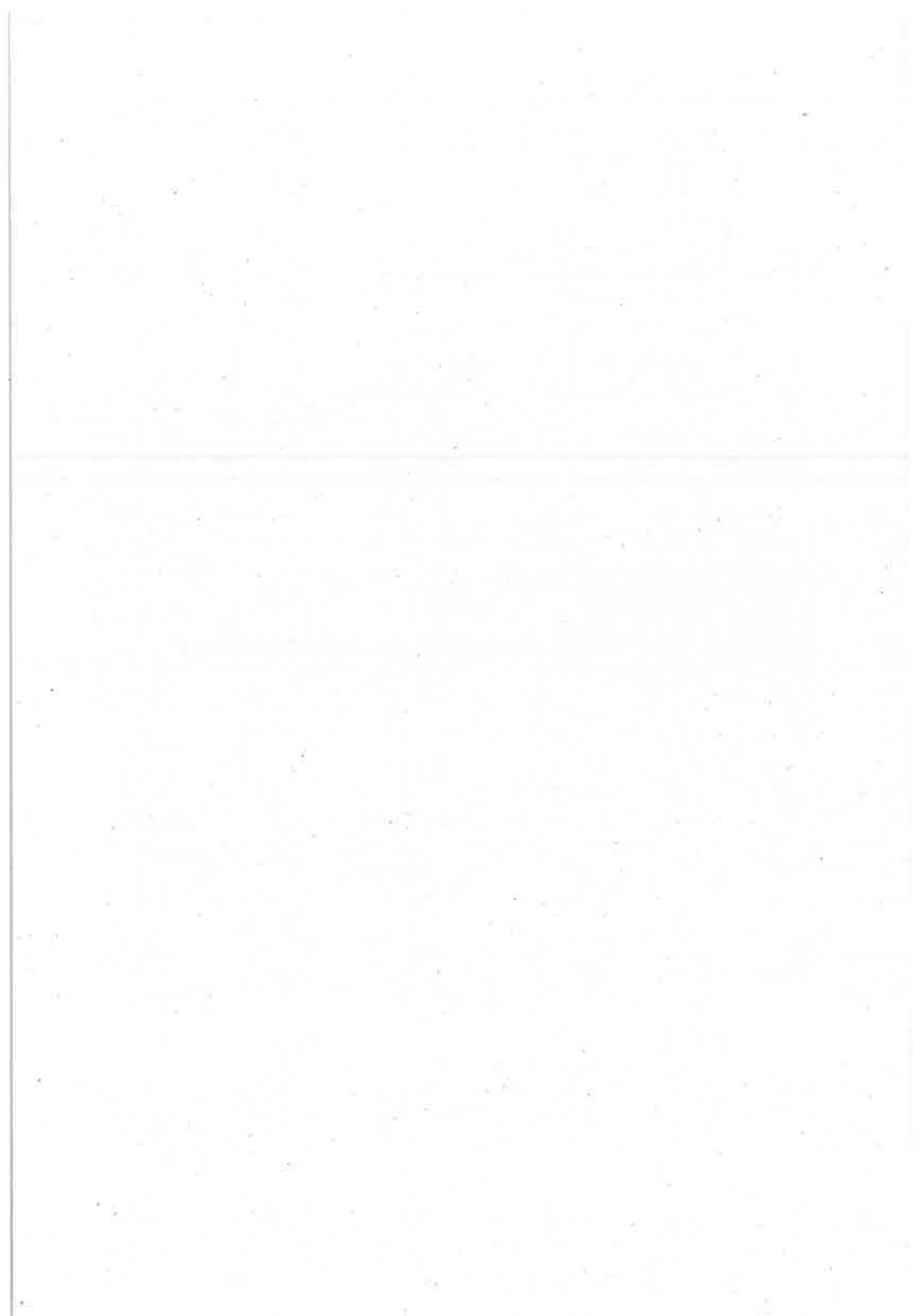
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Customer survey

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- Guarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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 Soft and easy drinking wines

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 Otro: _____

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14. Choose an option about the purchase of these wines

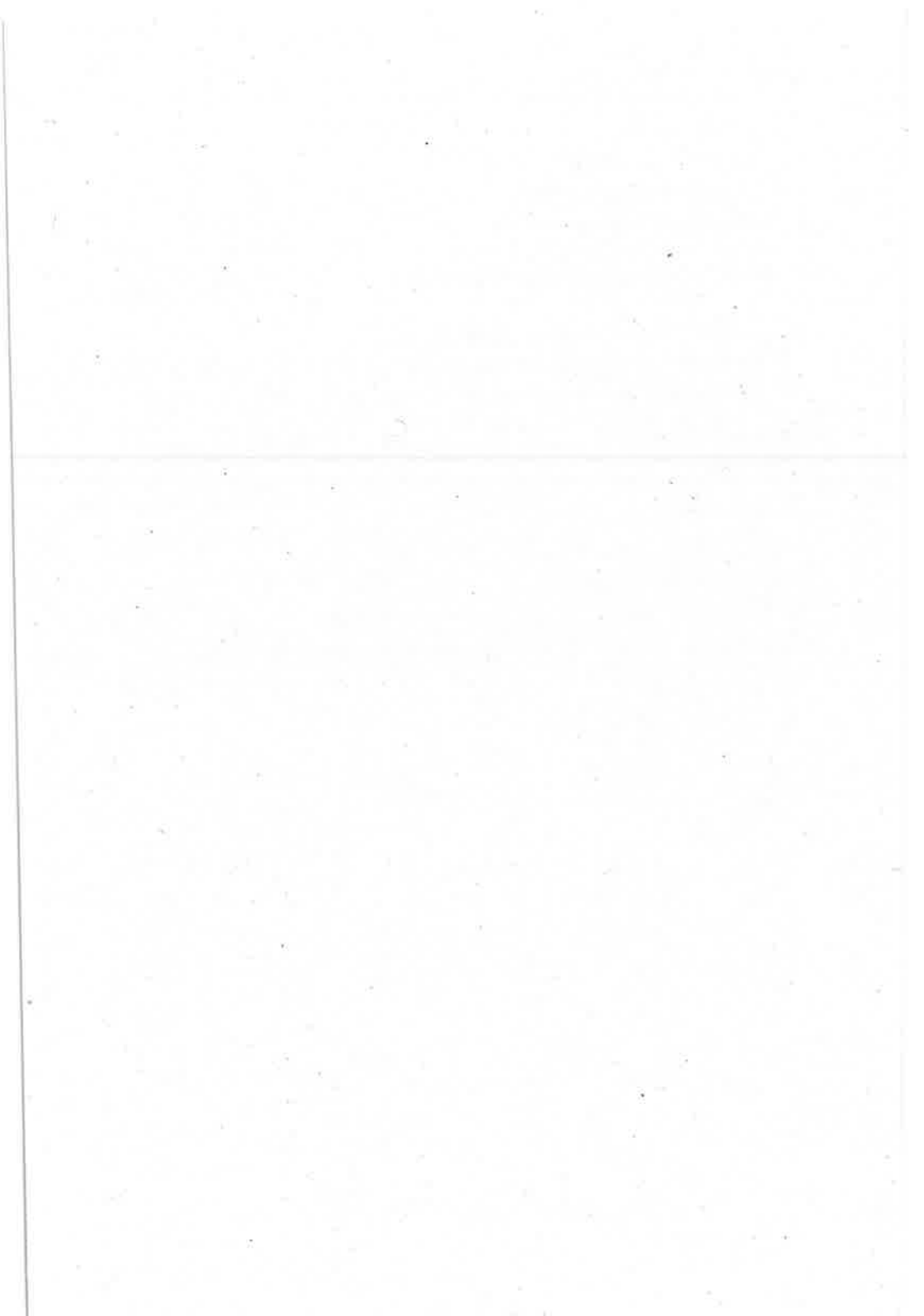
- I would buy these wines and would recommend buying
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- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

2. Sex

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3. Age

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- +60 years old

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- Unemployed
- Retired

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- Daily
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- Weekend
- Occasionally
- Never

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- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

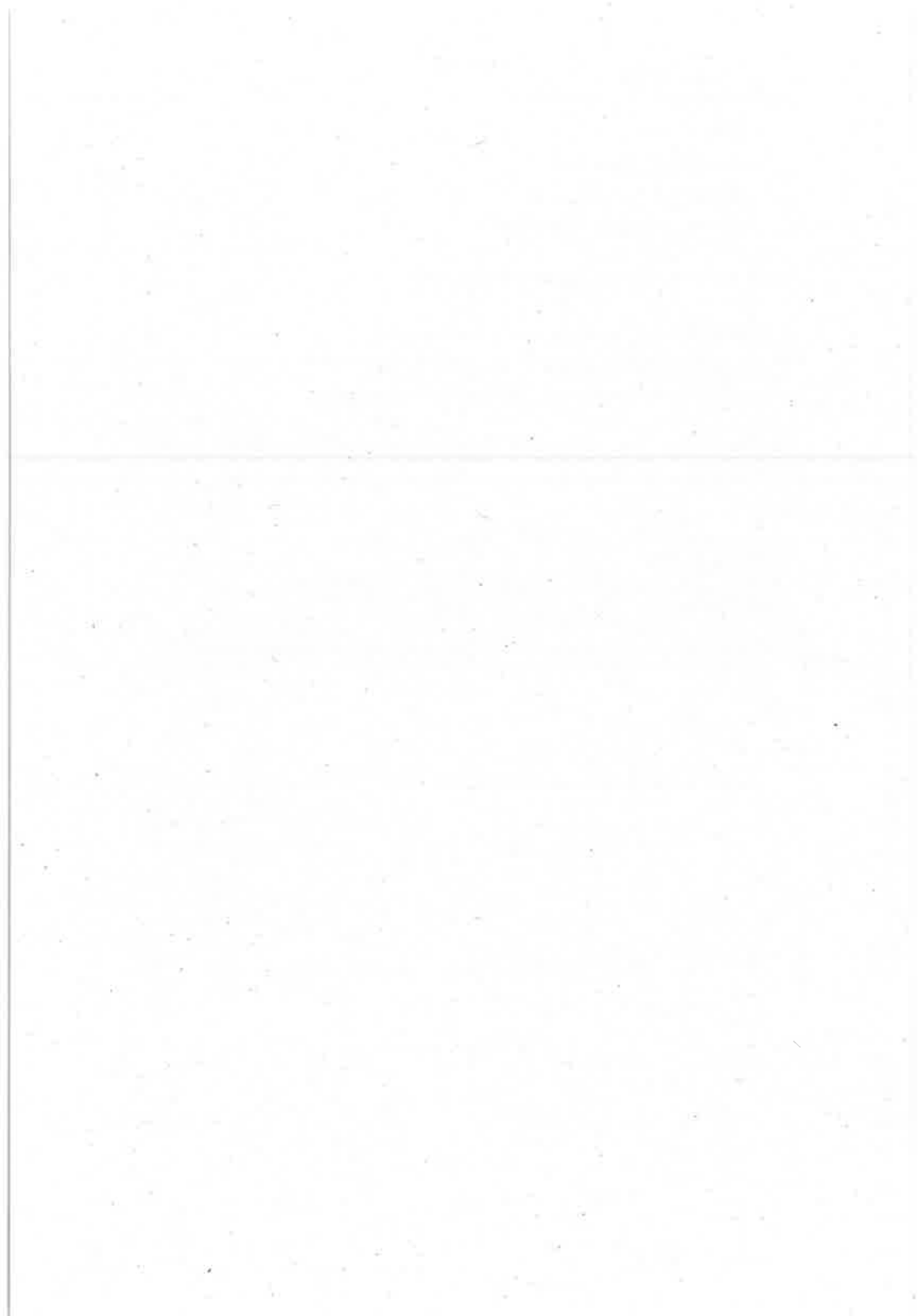
11. If you don't know this winery, Why? (you can choose several options)

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- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

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Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

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 36-60 years old
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- Student
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- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

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	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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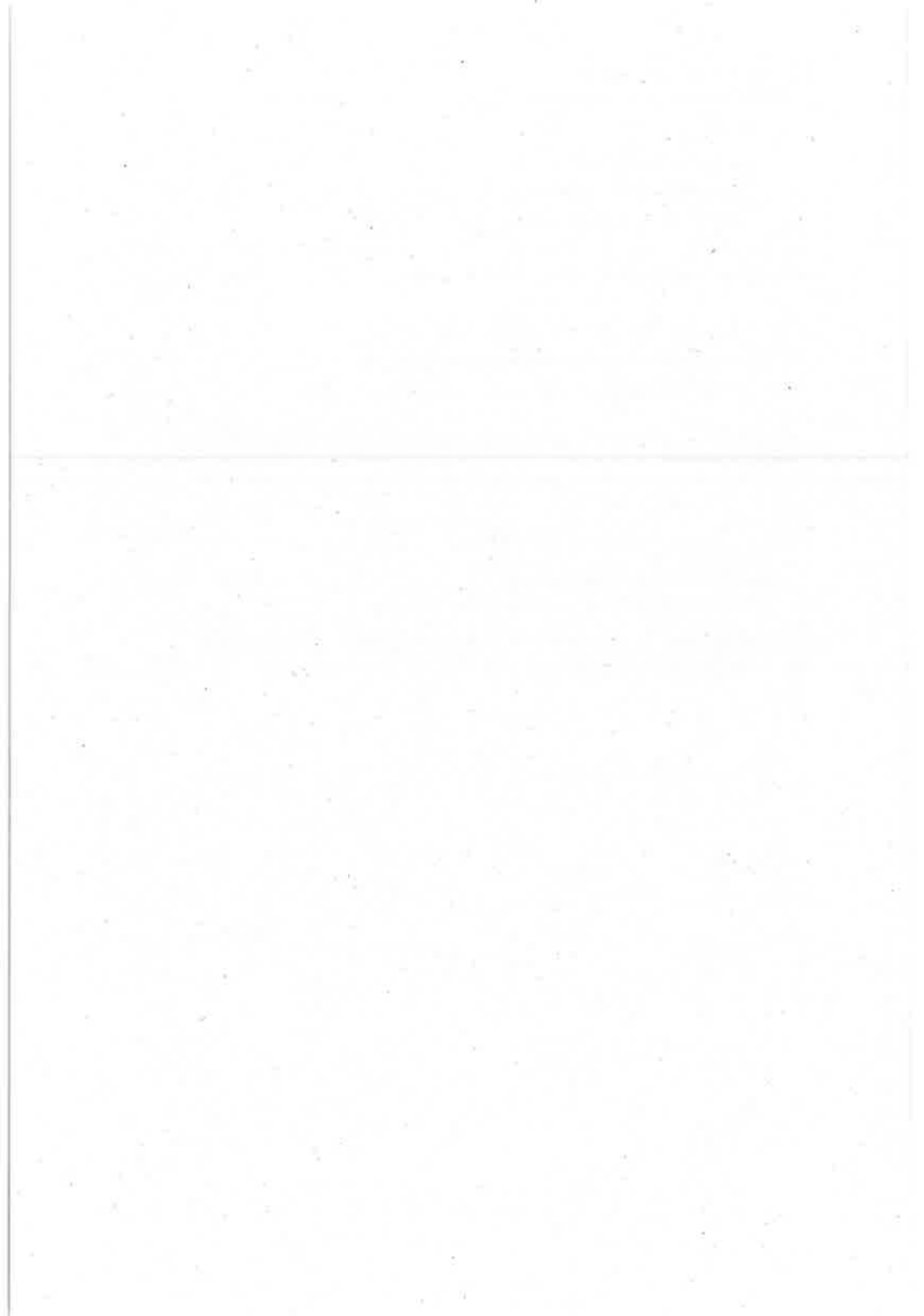
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Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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Customer survey

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifiena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
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- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

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- I don't like their grape variety
- I don't like their guarantee of origin
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- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

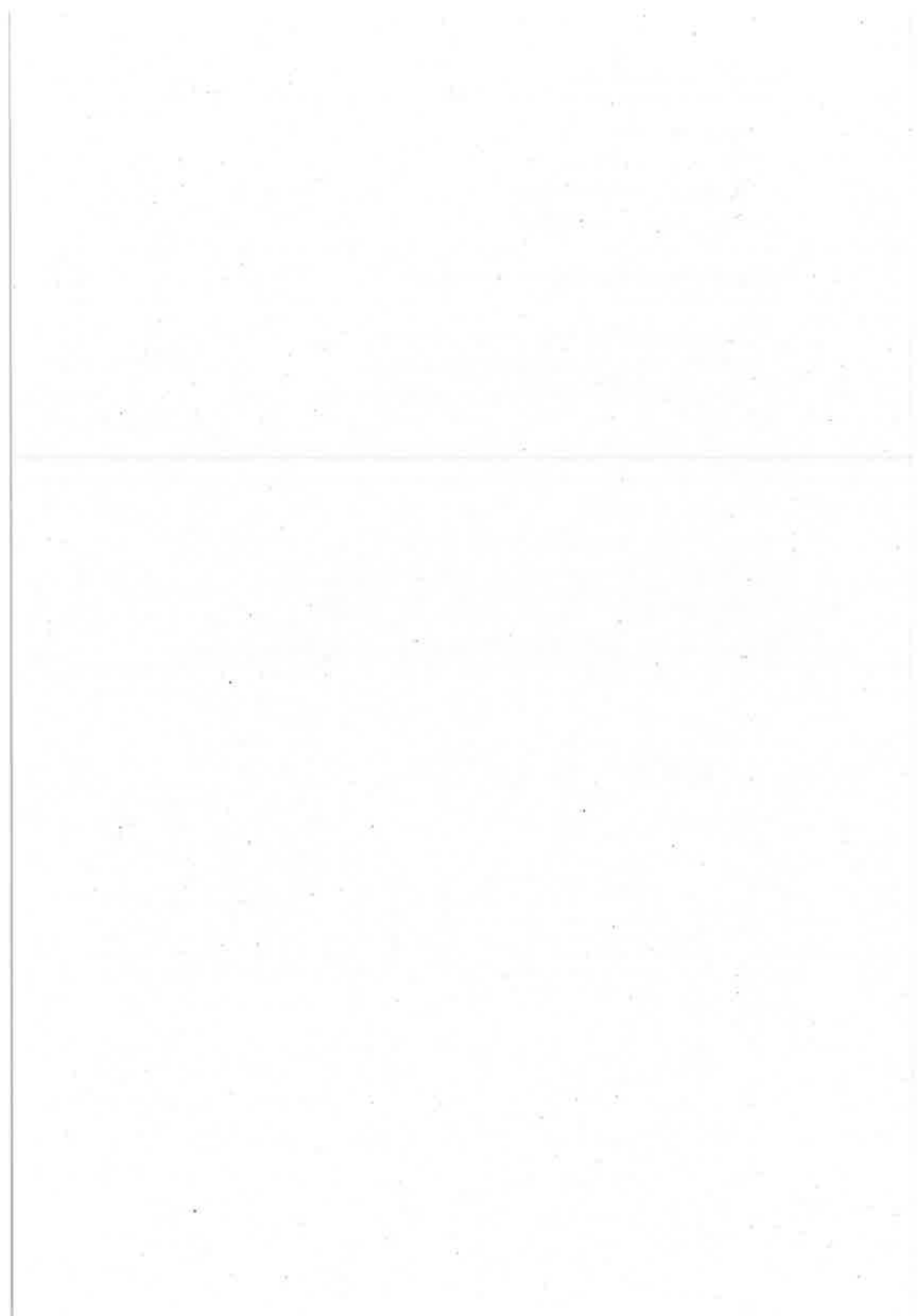
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

92

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

93

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Guarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour						<input checked="" type="checkbox"/>	
Aroma						<input checked="" type="checkbox"/>	
Colour							<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

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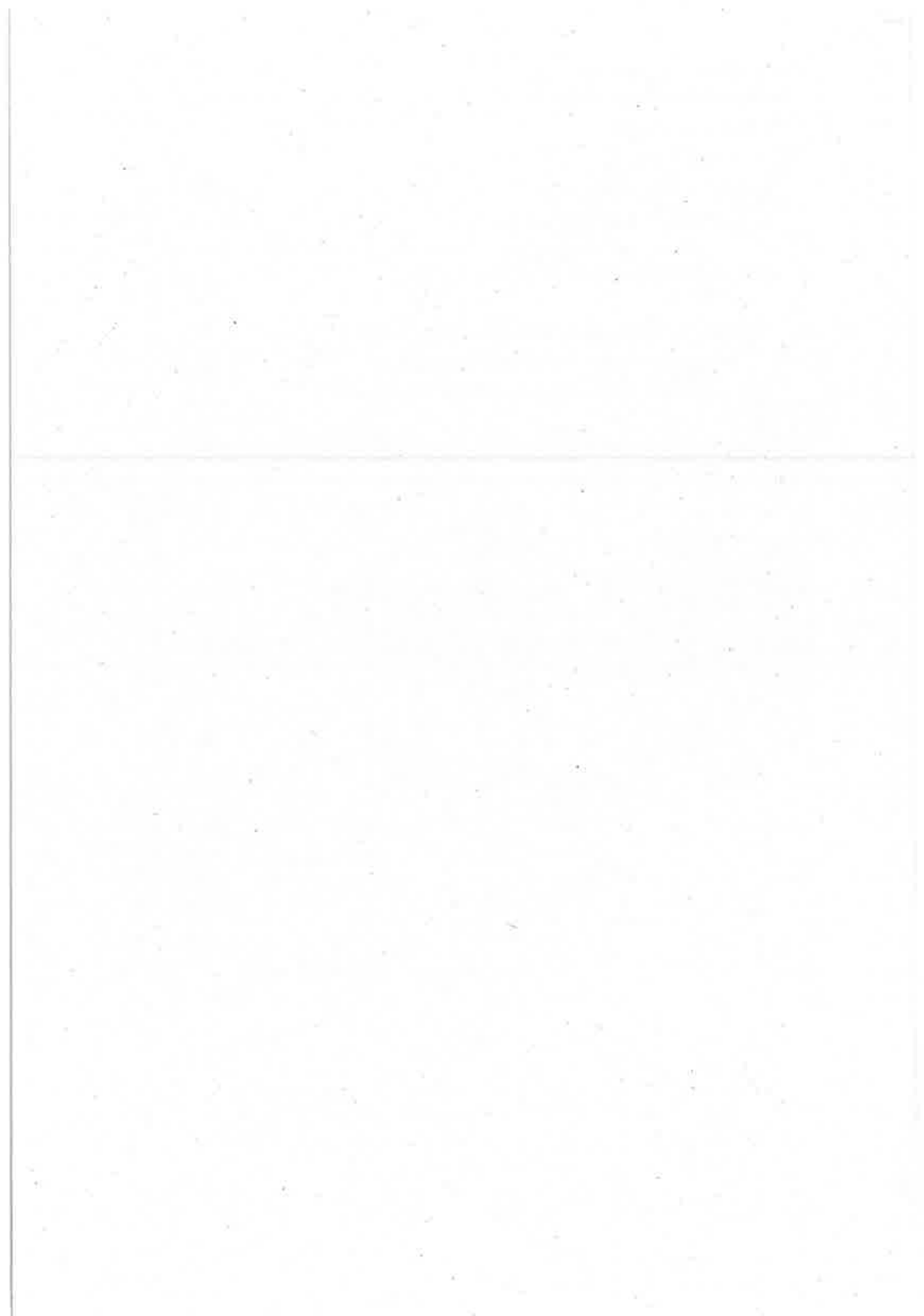
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

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 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

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 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Dally
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sporkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Canterla Reserva 2007	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaratee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

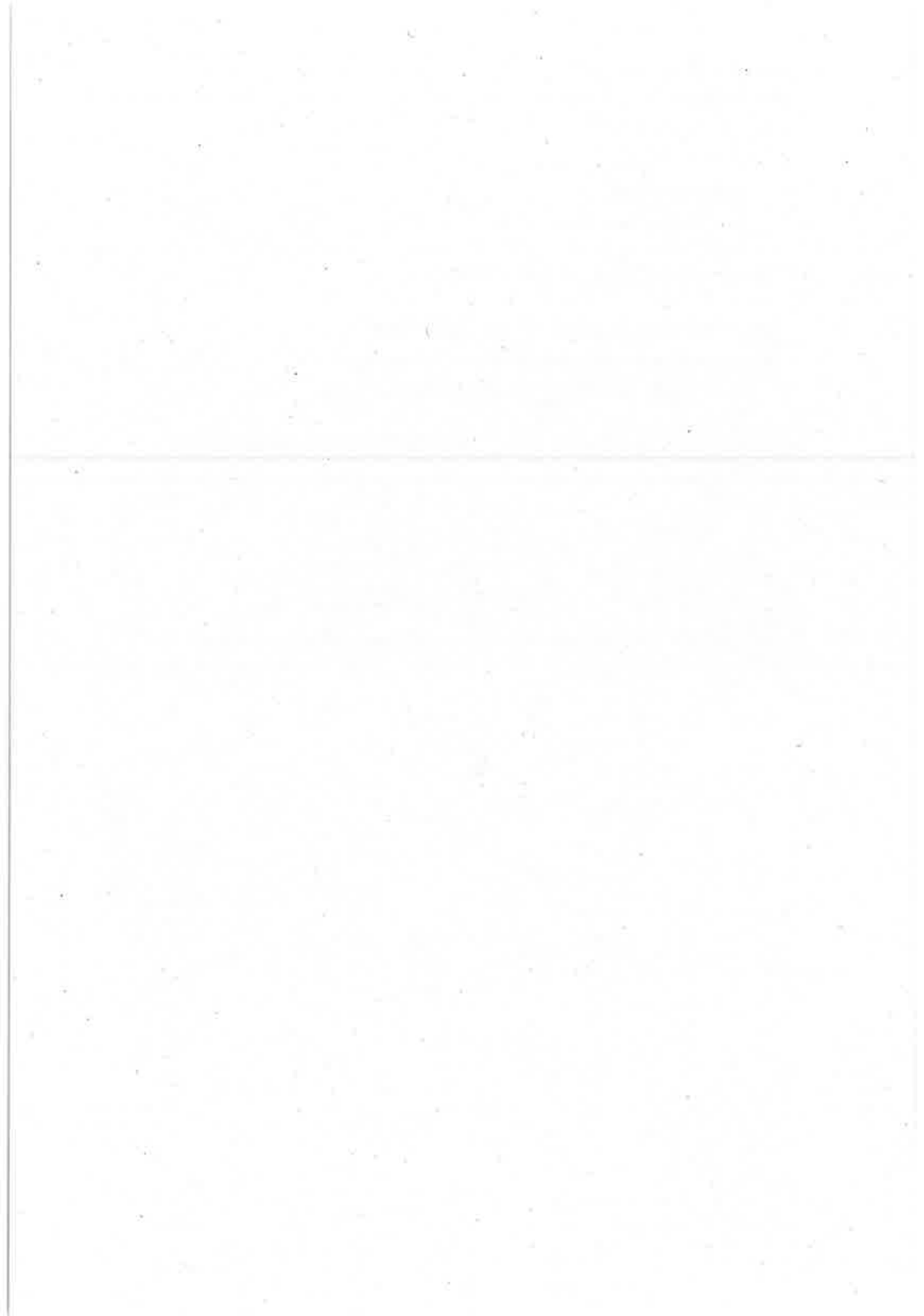
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Canteria Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

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1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

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Selecciona todos los que correspondan.

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 Little market presence
 Otro: _____

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 No (continues in question number 13)

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- The price is too high
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- I don't like their guarantee of origin
- I don't like their organoleptic qualities

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- I would buy these wines and would recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 → I don't like it ; 7→Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Canteria Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1→ I don't like it ...7→ outstanding) wines of San Valero Winery.

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro:

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaratee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

101

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

102

1. Nationality

_____ 

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-50 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

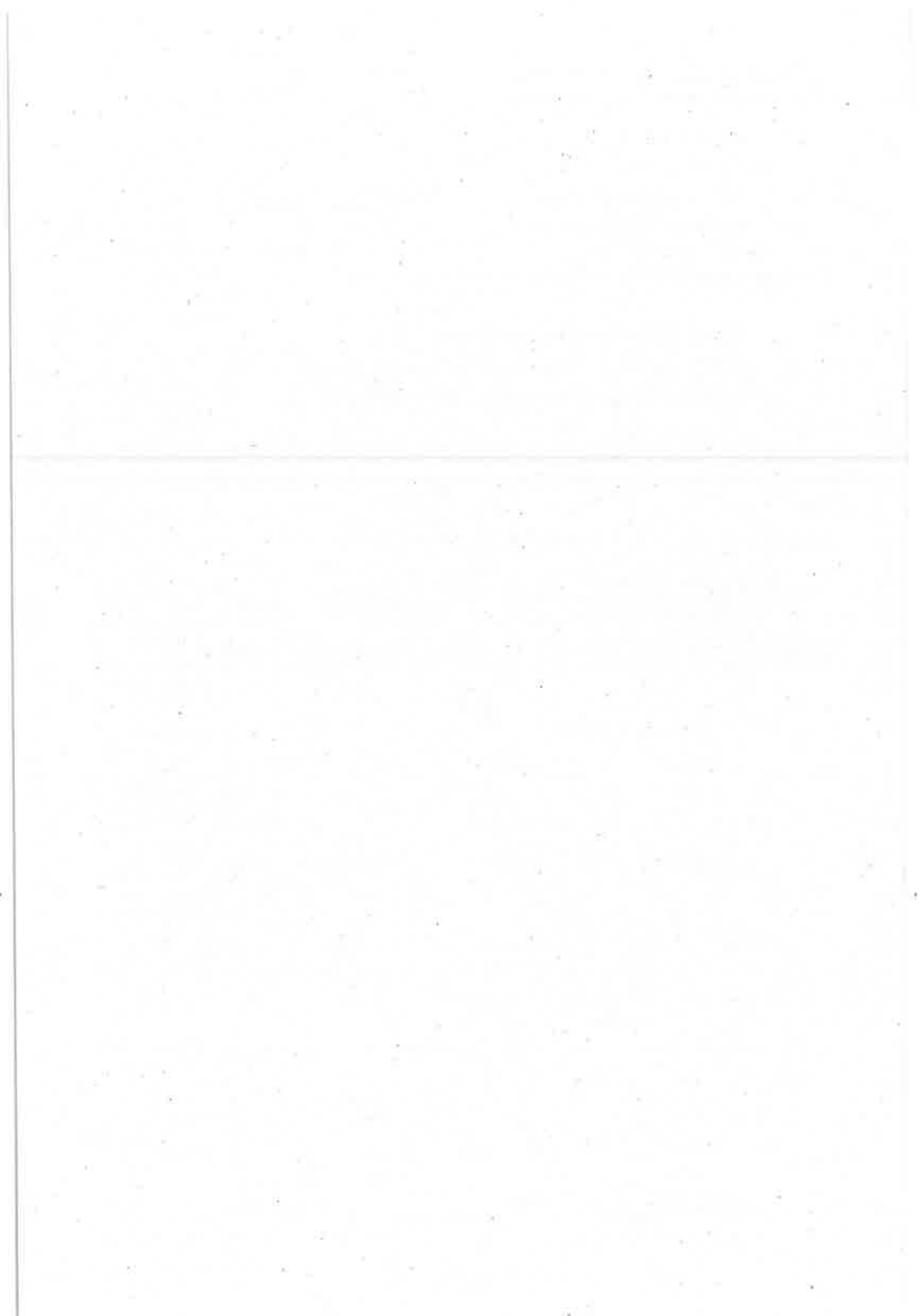
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
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- Bottle design
- Recommendations and awards
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8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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- Yes (continues in question number 14)
- No (continues in question number 13)

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Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Customer survey

1. Nationality

_____ B _____

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- Female

3. Age

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- 36-60 years old
- +60 years old

4. Occupation

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- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
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- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

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12. Are you consumer of these wines?

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

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2. Sex

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5. Choose an option about your frequency of wine consumption

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 Price
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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

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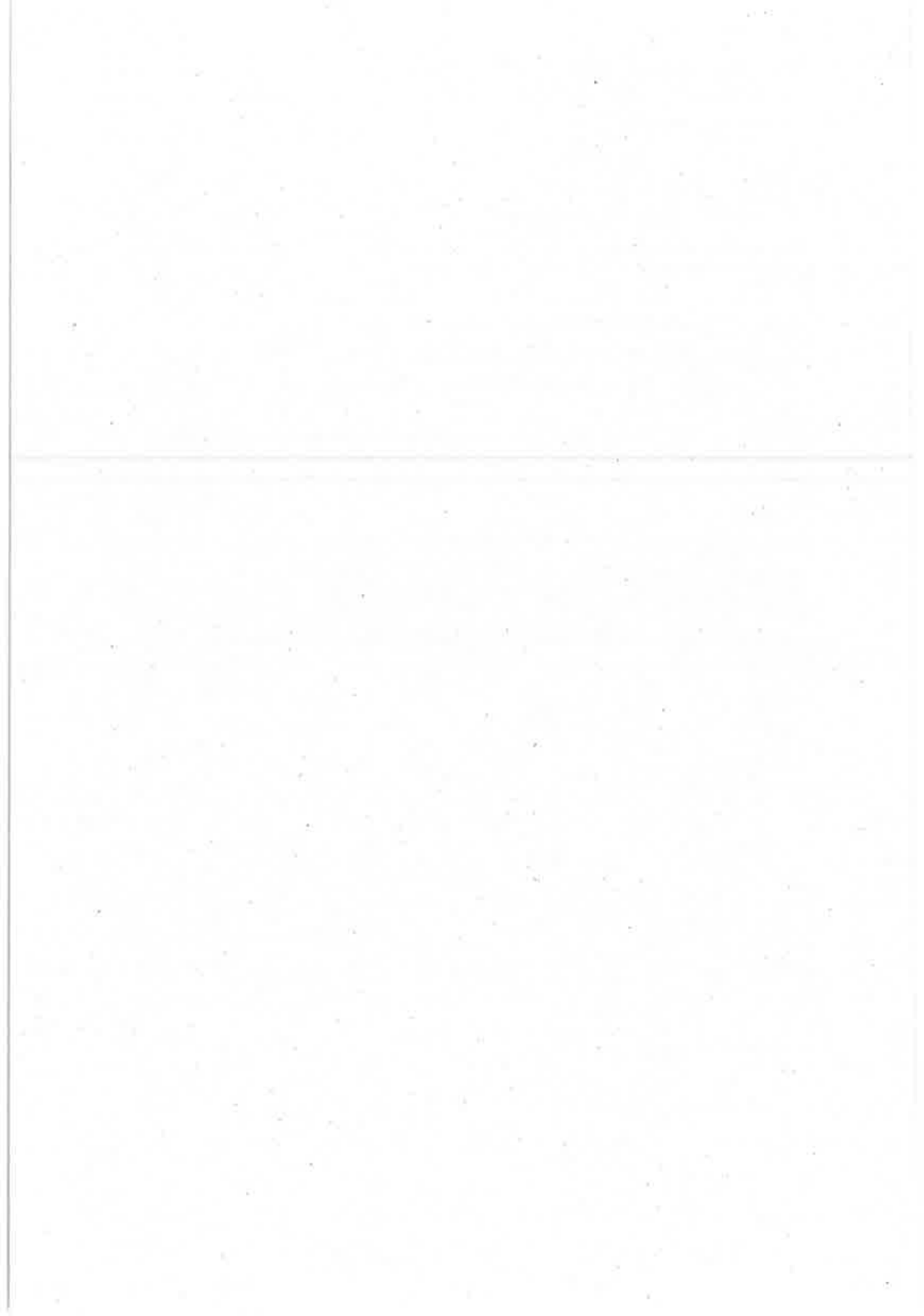
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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Customer survey

1. Nationality

_____ _____

2. Sex

Male
 Female

3. Age

18-35 years old
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 +60 years old

4. Occupation

Student
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 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

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 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

White wines
 Red wines
 Pink wines
 Sparkling wines

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 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

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 Otro: _____

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
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 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

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Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

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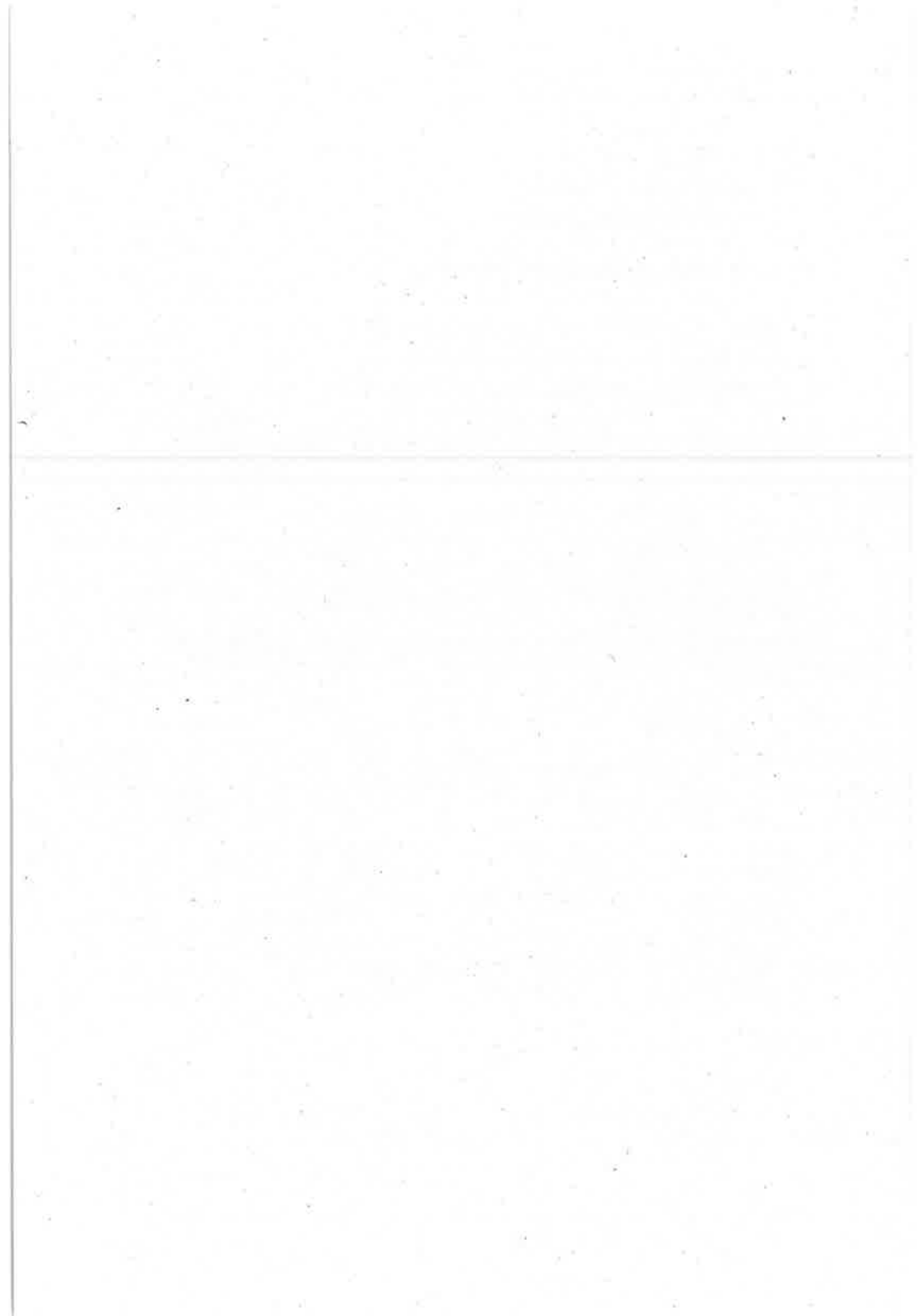
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Bornbero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Customer survey

1. Nationality

_____ P _____

2. Sex

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5. Choose an option about your frequency of wine consumption

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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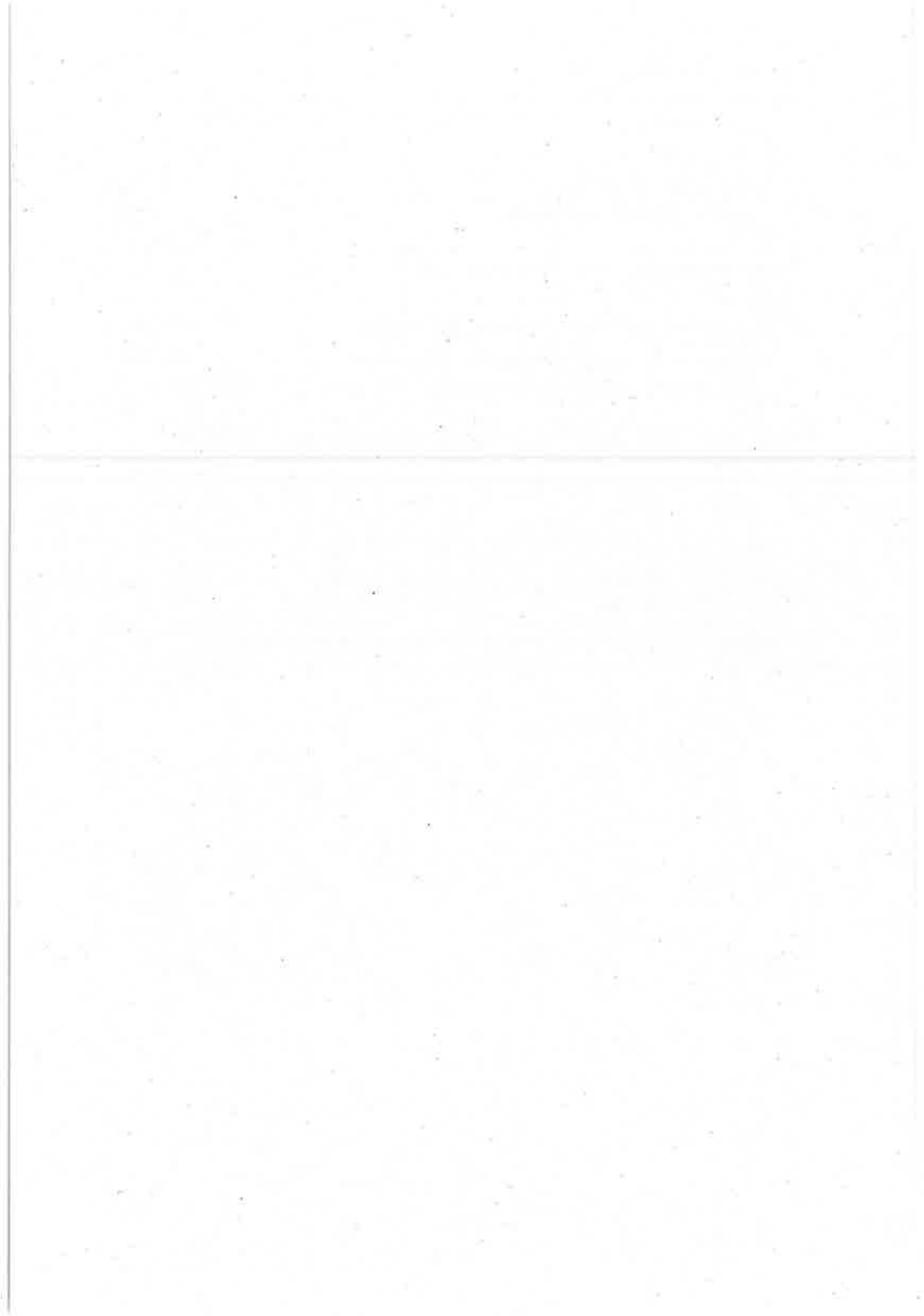
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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bombero Gran Reserve 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



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Customer survey

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	1	2	3	4	5	6	7
Flavour							<input checked="" type="checkbox"/>
Aroma						<input checked="" type="checkbox"/>	
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9. Choose an option according to your preferences.

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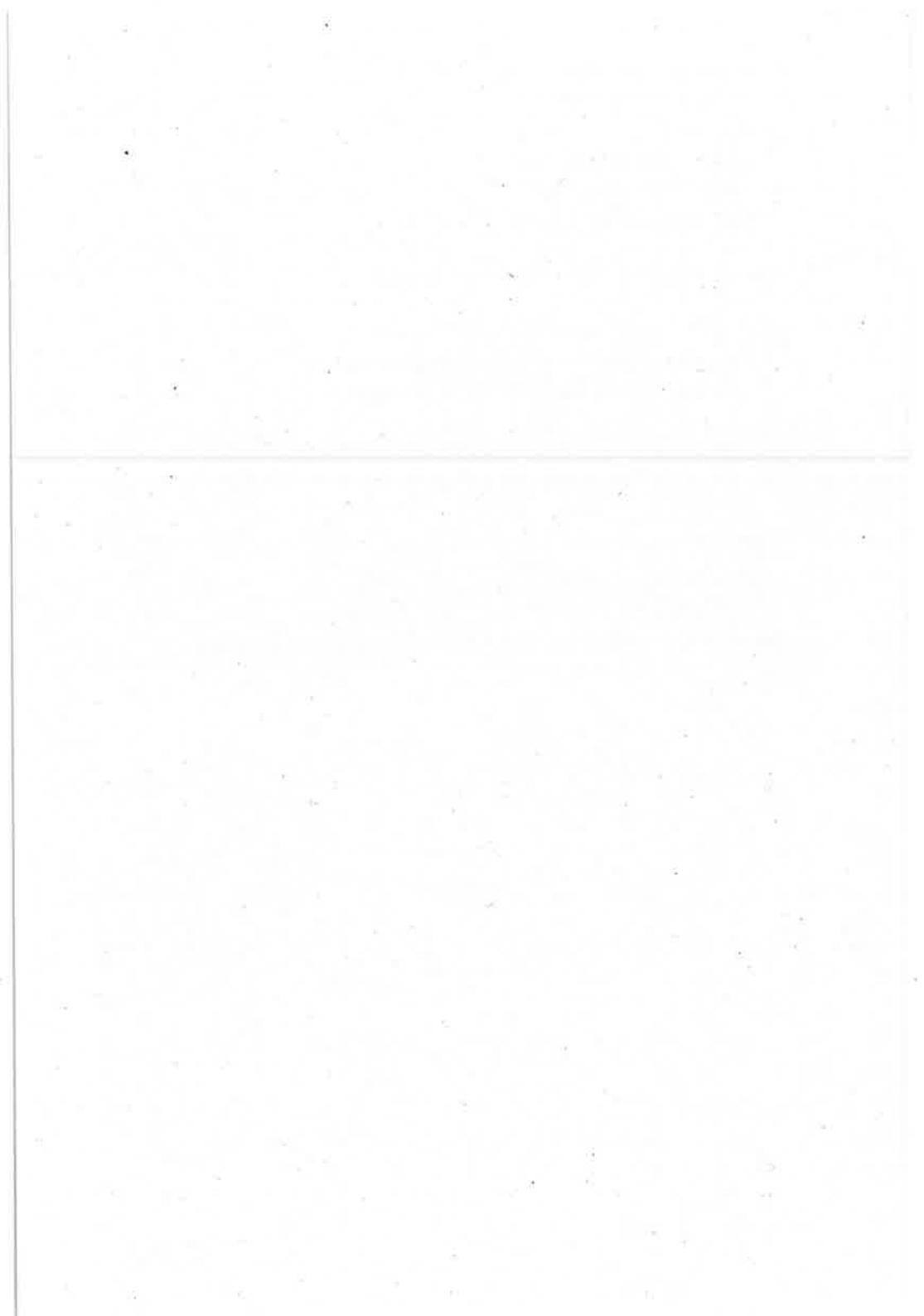
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Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
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- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour							<input checked="" type="checkbox"/>
Aroma							<input checked="" type="checkbox"/>
Colour							<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

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 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

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- The price is too high
- I don't like their grape variety
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

113

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

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Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

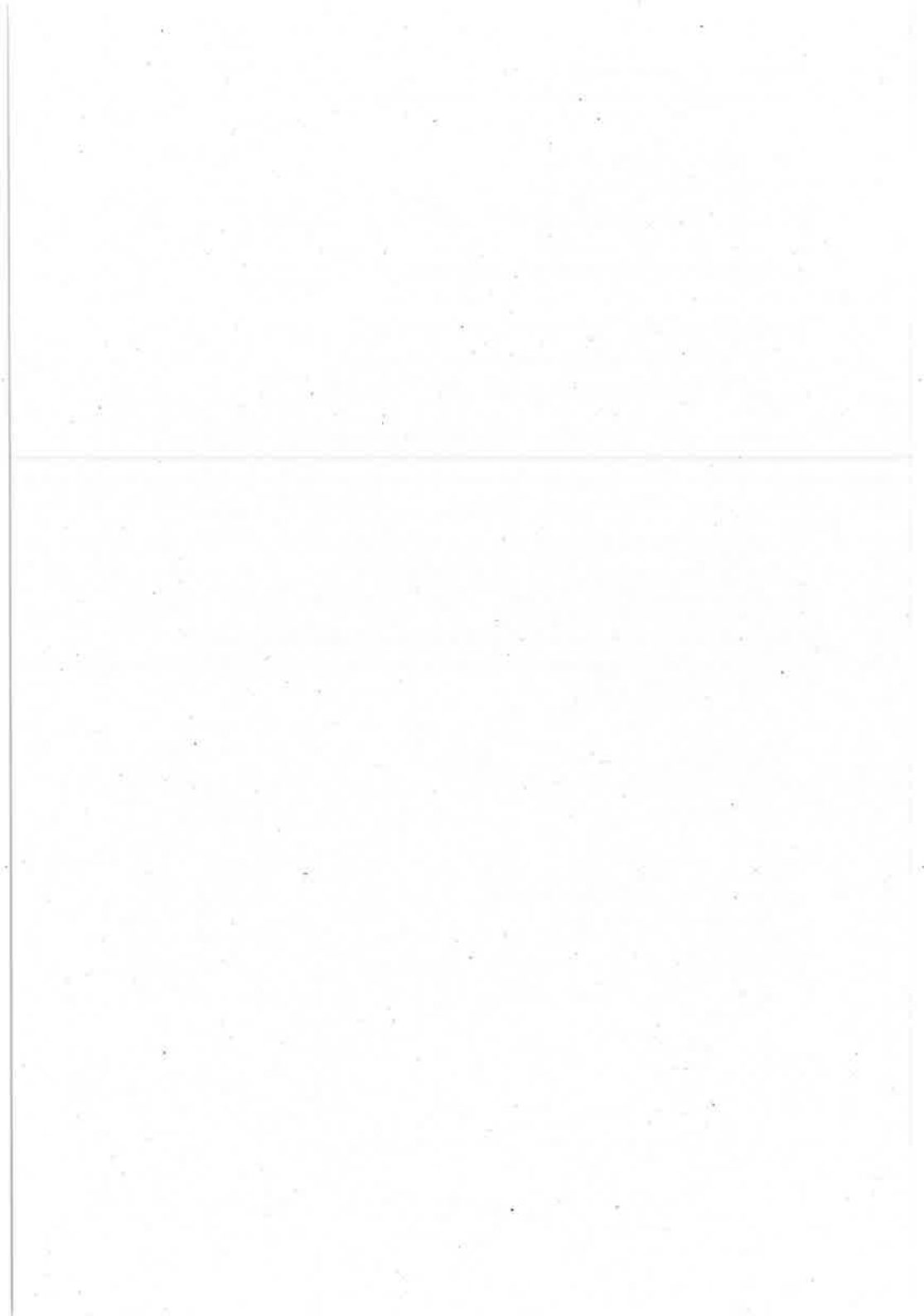
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

114

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
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 Otro: _____

12. Are you consumer of these wines?

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Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

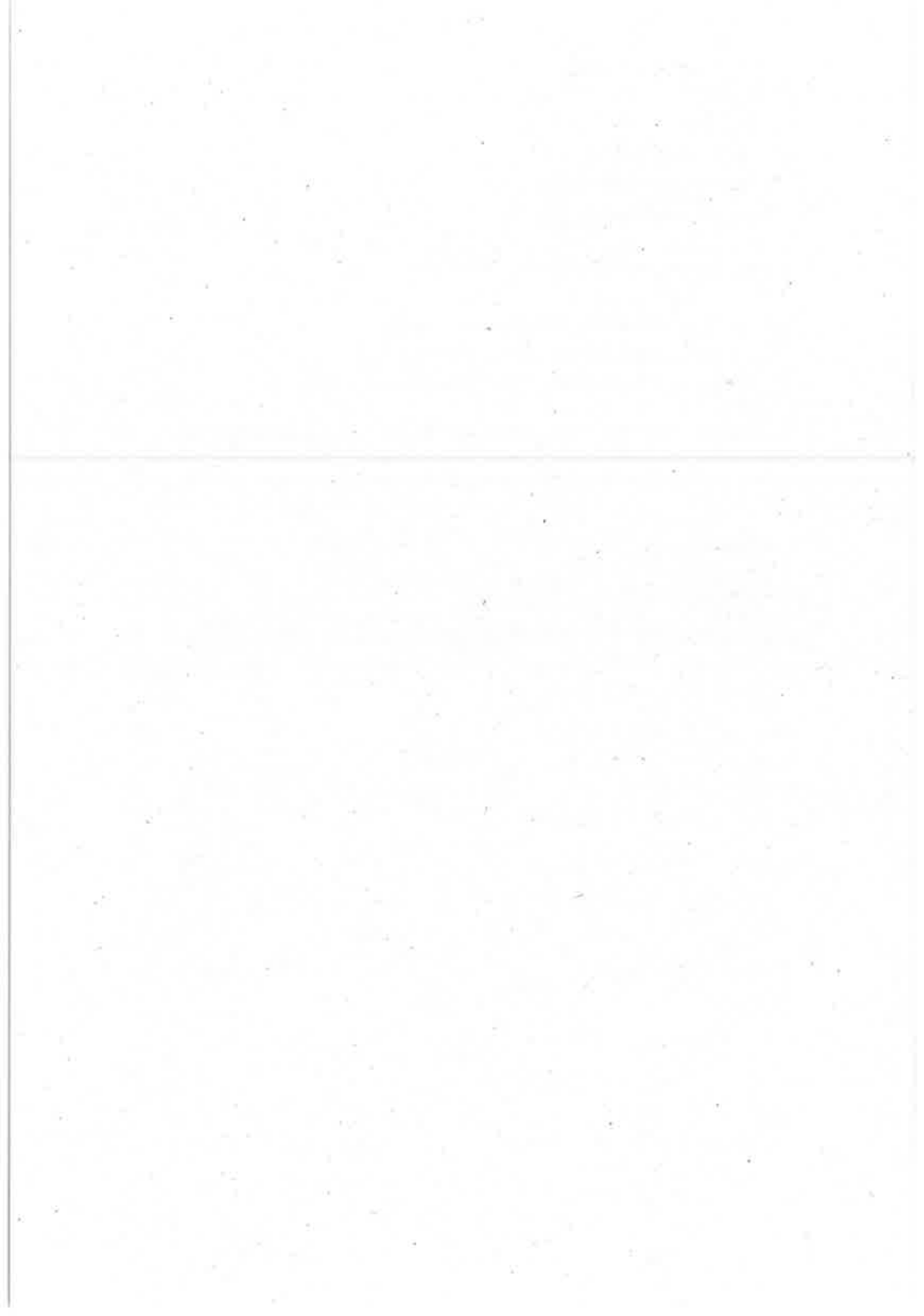
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>


16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Customer survey

1. Nationality

_____ 

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifiena?

- Yes (continues in question number 12)
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14. Choose an option about the purchase of these wines

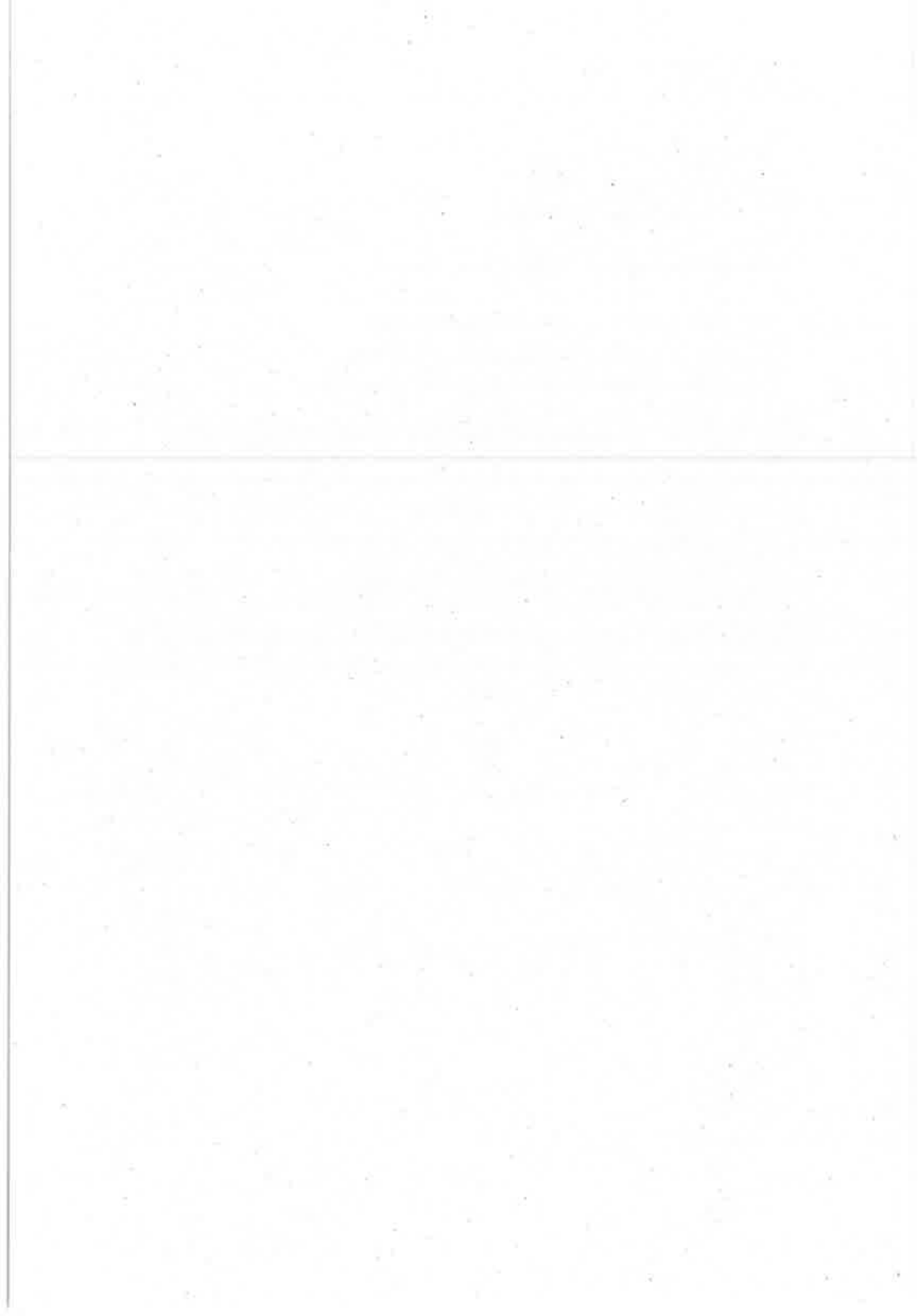
- I would buy these wines and would recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour							<input checked="" type="checkbox"/>
Aroma						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour					<input checked="" type="checkbox"/>		

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
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6. What kind of wine do you usually drink more often?

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Selecciona todos los que correspondan.

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 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

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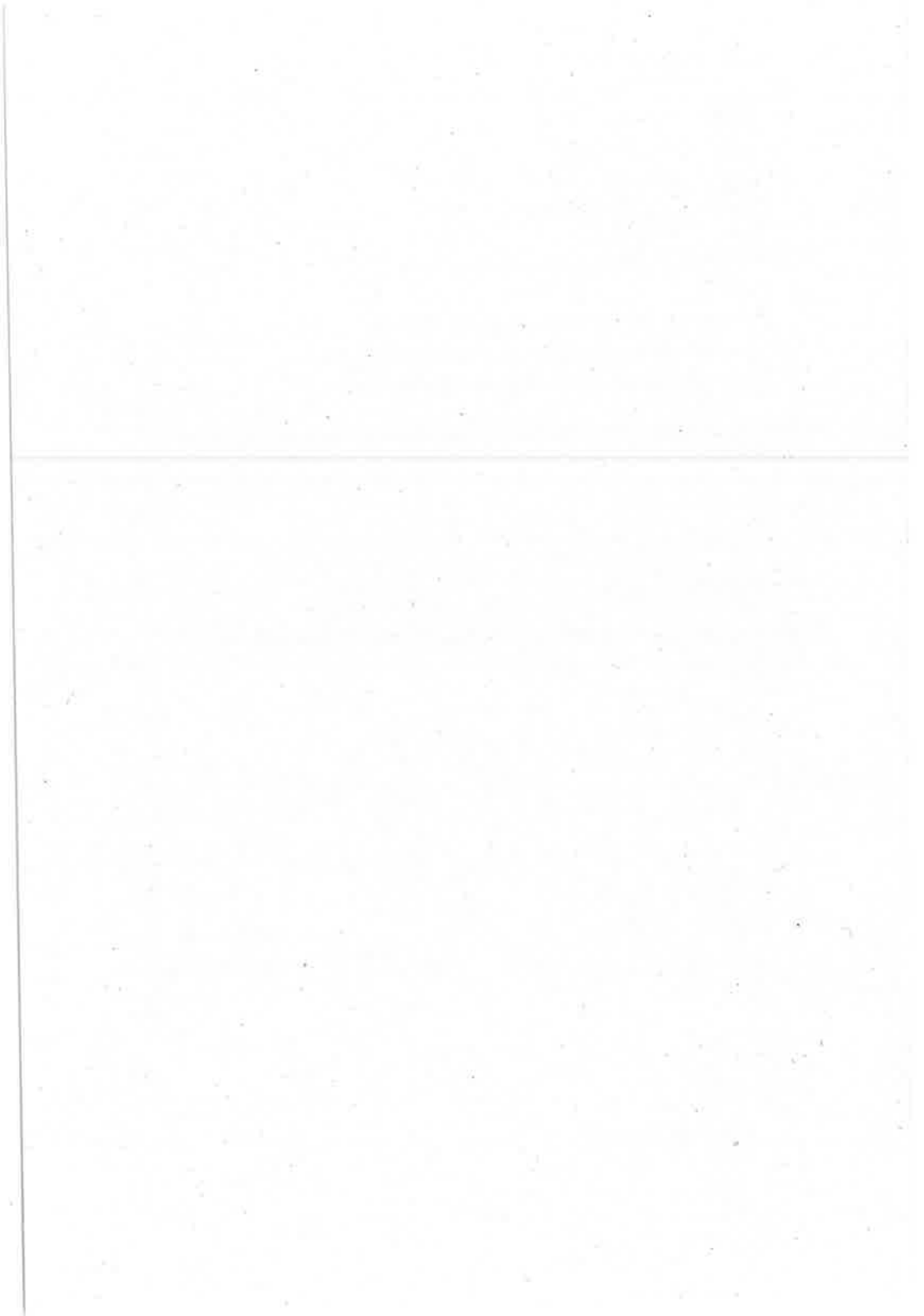
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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-50 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

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 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

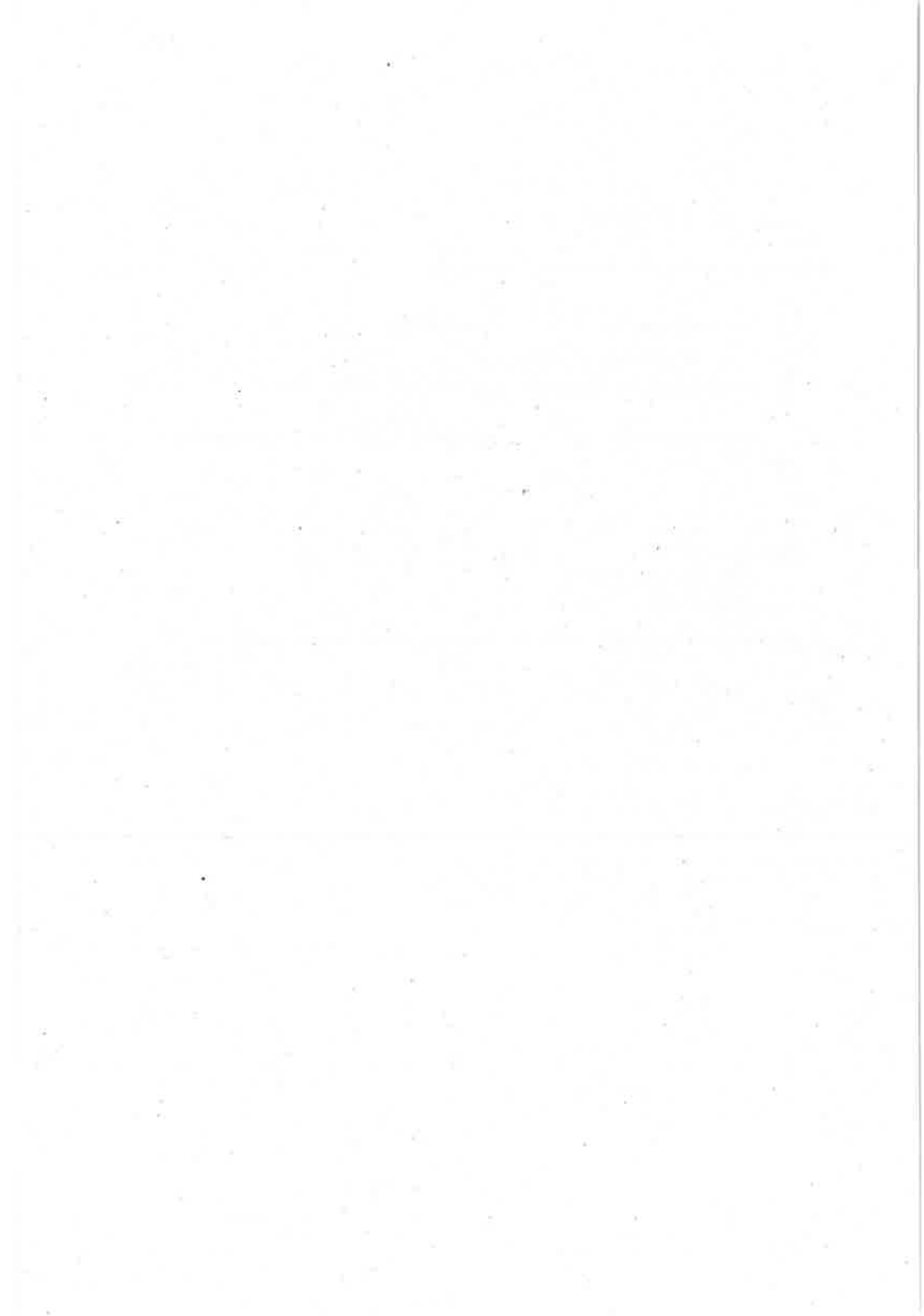
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grapé variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

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3. Age

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 36-60 years old
 +60 years old

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 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

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 Weekend
 Occasionally
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6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

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 Little market presence
 Otro: _____

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
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1	2	3	4	5	6	7
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Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

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 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

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Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

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 36-60 years old
 +60 years old

4. Occupation

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 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

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 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
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Selecciona todos los que correspondan.

- The price is too high
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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
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 36-60 years old
 +60 years old

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 Red wines
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- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
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14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
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5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
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6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
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8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

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14. Choose an option about the purchase of these wines

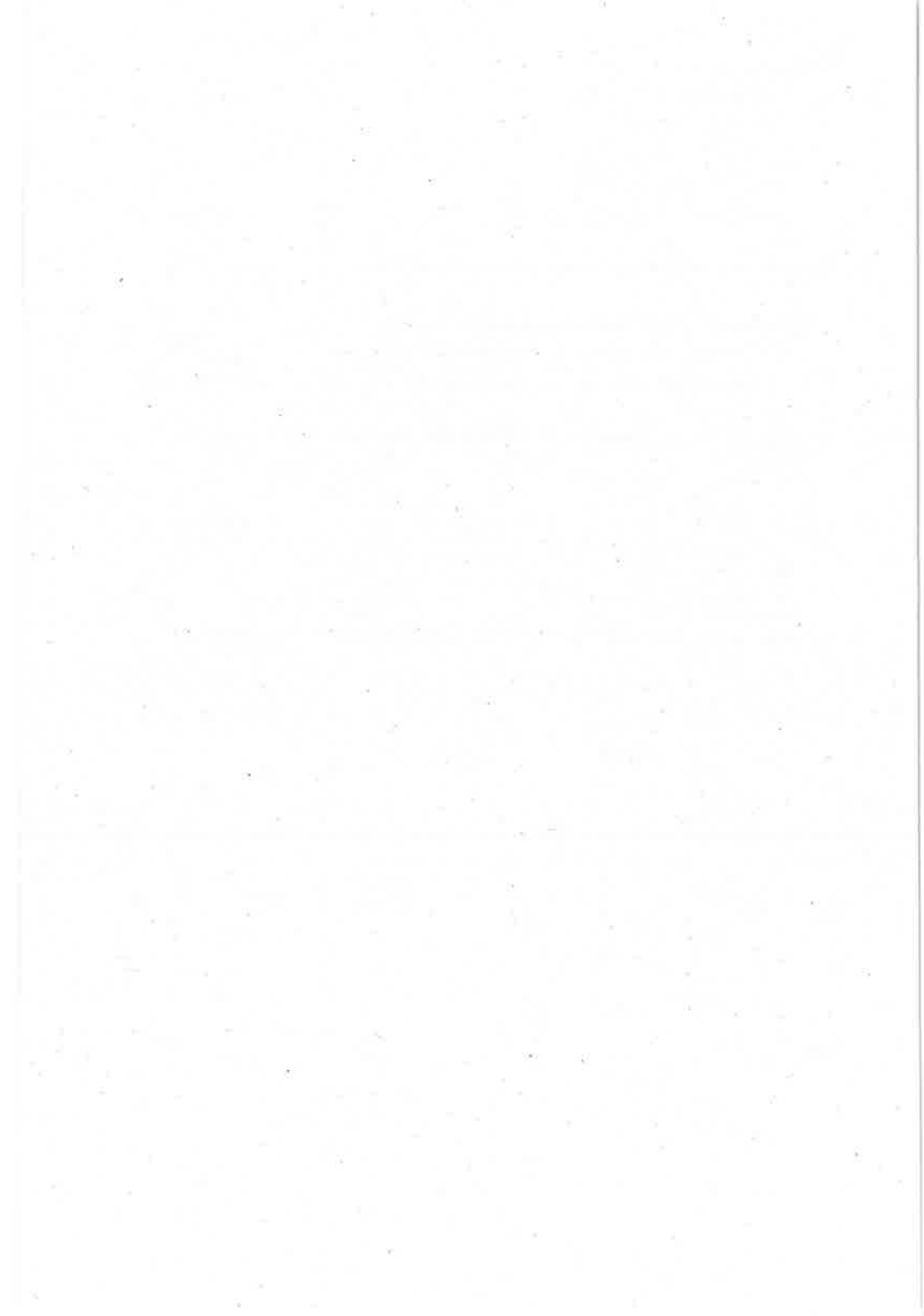
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Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
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Customer survey

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 Bottle design
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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ...7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

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 Female

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- 18-35 years old
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4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carliñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-50 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)-

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlñena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +80 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

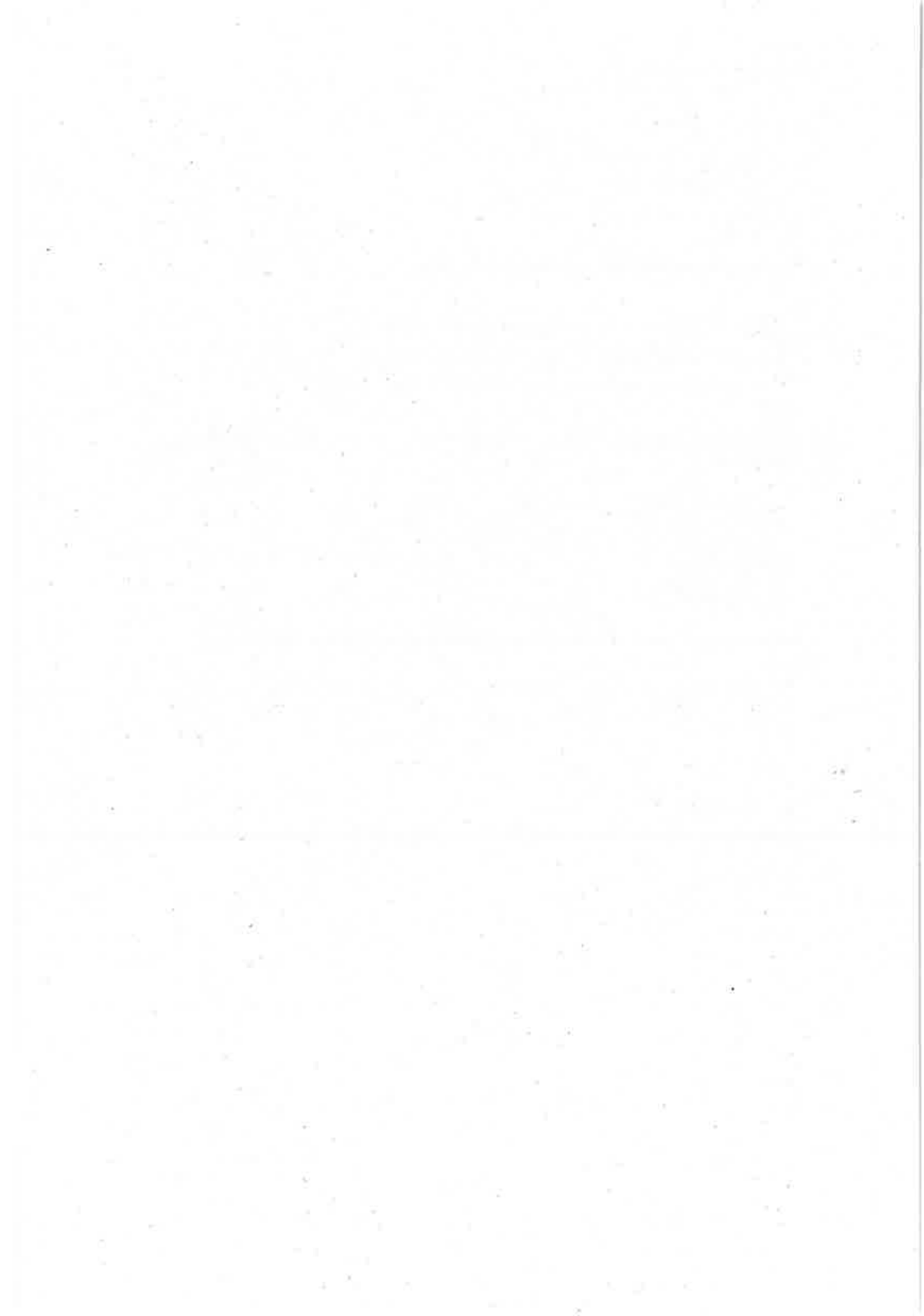
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 → I don't like it ; 7 → Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 → I don't like it ... 7 → outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



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Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlhena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Guarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the guarantee of origin of Carlitena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour						<input checked="" type="checkbox"/>	
Aroma					<input checked="" type="checkbox"/>		
Colour							<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

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 Little market presence
 Otro: _____

12. Are you consumer of these wines?

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15. Value from 1 to 7 (1 → I don't like it ; 7 → Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 → I don't like it ... 7 → outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ 

2. Sex

- Male
- Female

3. Age

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- +60 years old

4. Occupation

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5. Choose an option about your frequency of wine consumption

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- Weekend
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6. What kind of wine do you usually drink more often?

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- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
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- I've never heard of it
 Little market presence
 Otro: _____

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 No (continues in question number 13)

Customer survey

1. Nationality

2. Sex

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 Female

3. Age

- 18-35 years old
 36-60 years old
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4. Occupation

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 Worker
 Unemployed
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5. Choose an option about your frequency of wine consumption

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6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
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Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
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5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

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Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

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12. Are you consumer of these wines?

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 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 → I don't like it ; 7→ Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014 -	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Canteria Resena 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1→ I don't like it ...7→ outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quarates of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

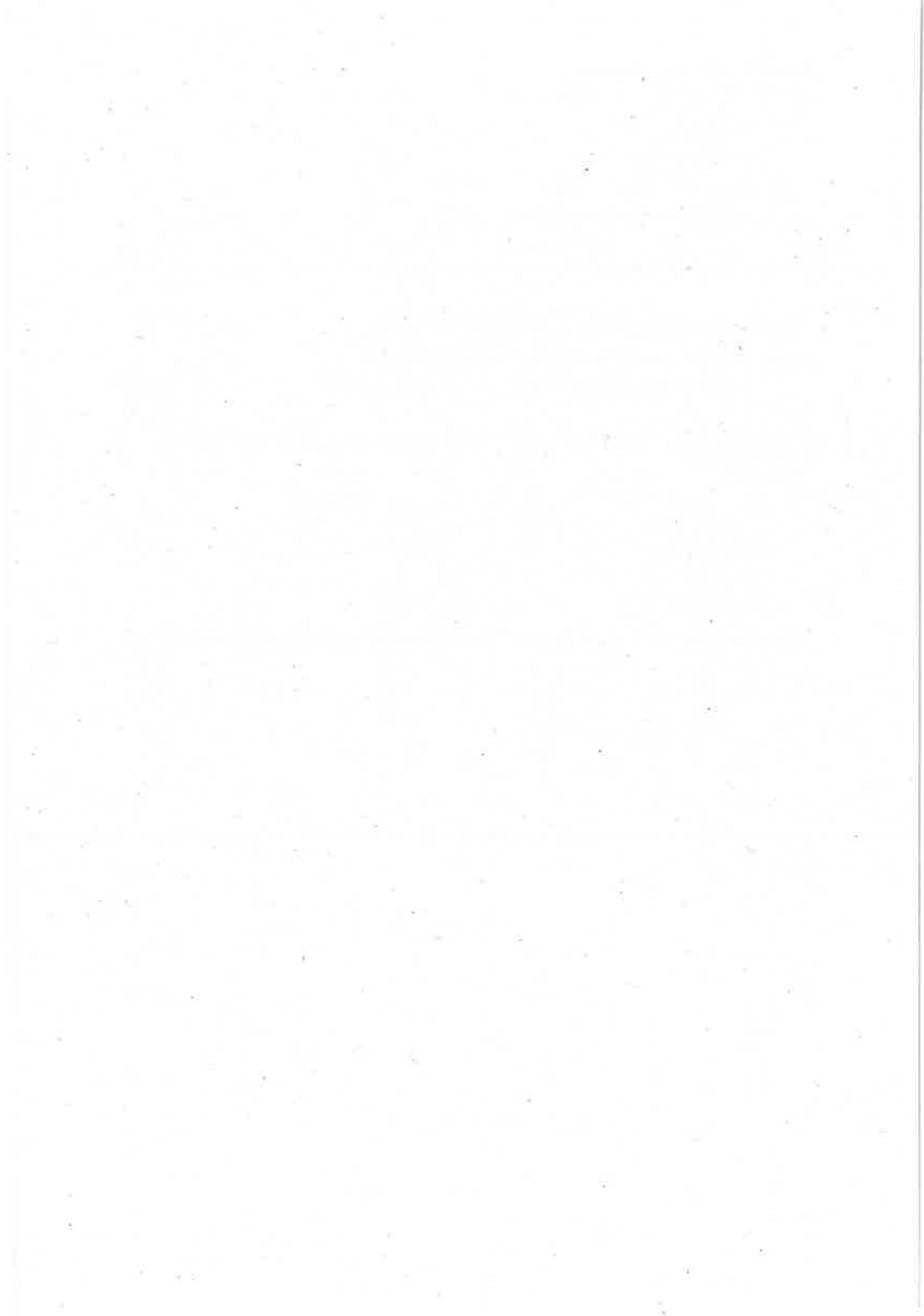
- I would buy these wines and would recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cartera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
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6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
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 Brand

8. Value from 1 to 7 (1 → less important ; 7 → very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlflena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

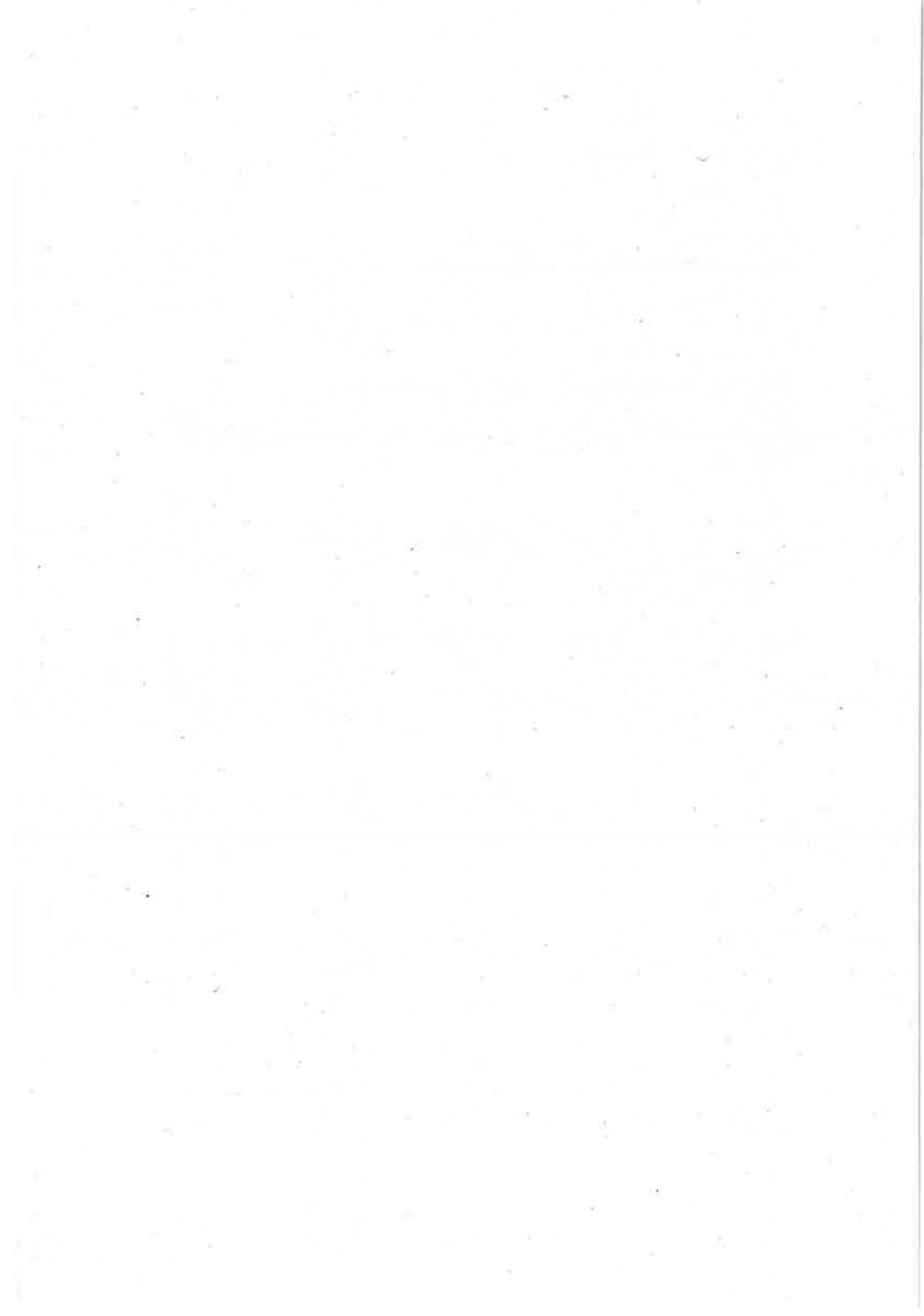
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Customer survey

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	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

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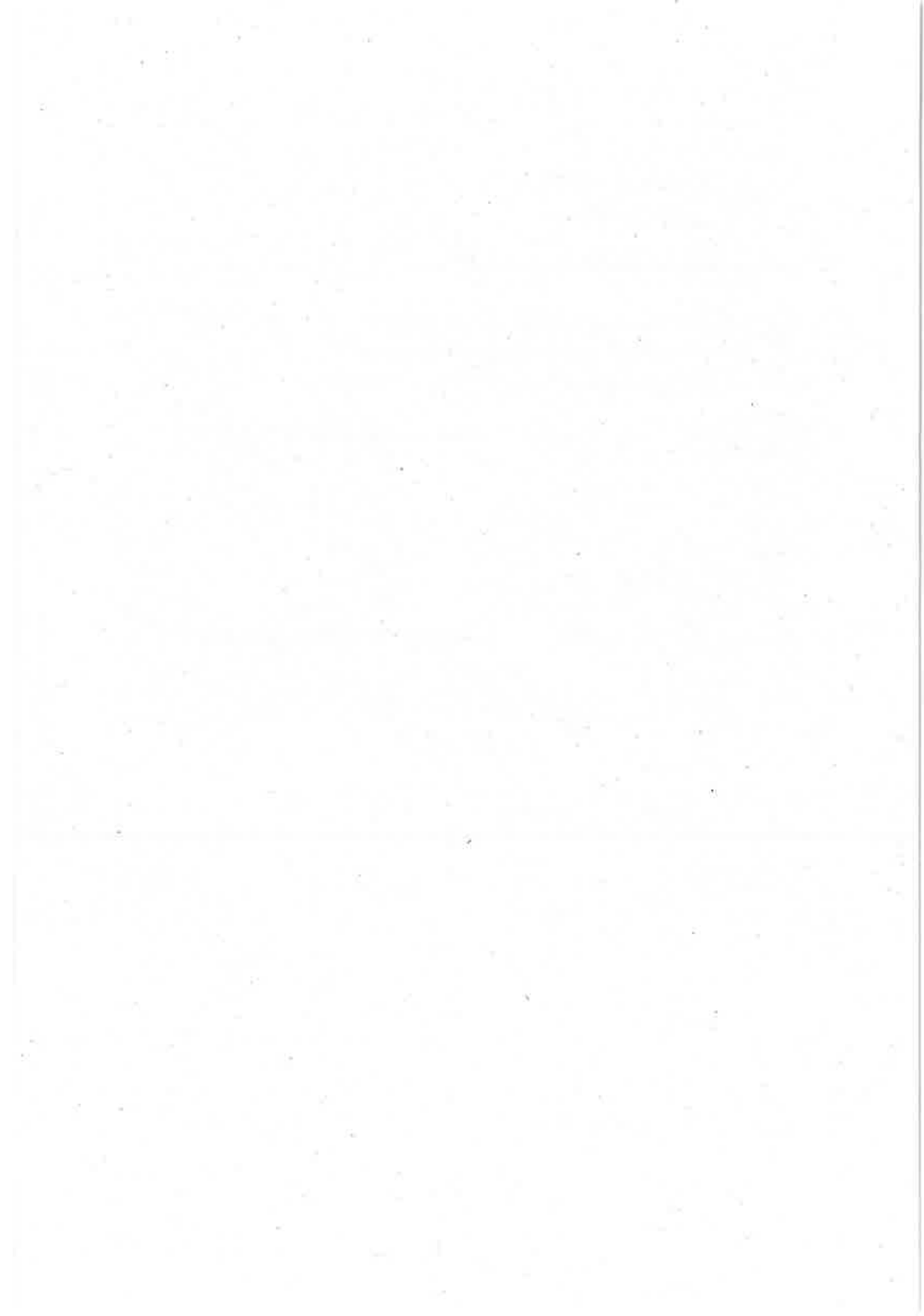
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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carliena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlhena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

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- I've never heard of it
 Little market presence
 Otro: _____

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2. Sex

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3. Age

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 Unemployed
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 Occasionally
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 Red wines
 Pink wines
 Sparkling wines

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 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

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	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

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3. Age

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 Unemployed
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5. Choose an option about your frequency of wine consumption

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 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 → less important ; 7 → very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
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11. If you don't know this winery, Why? (you can choose several options)

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- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

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_____ 

2. Sex

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- Female

3. Age

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- 36-60 years old
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- Worker
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- Retired

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- Never

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- White wines
- Red wines
- Pink wines
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- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlhena?

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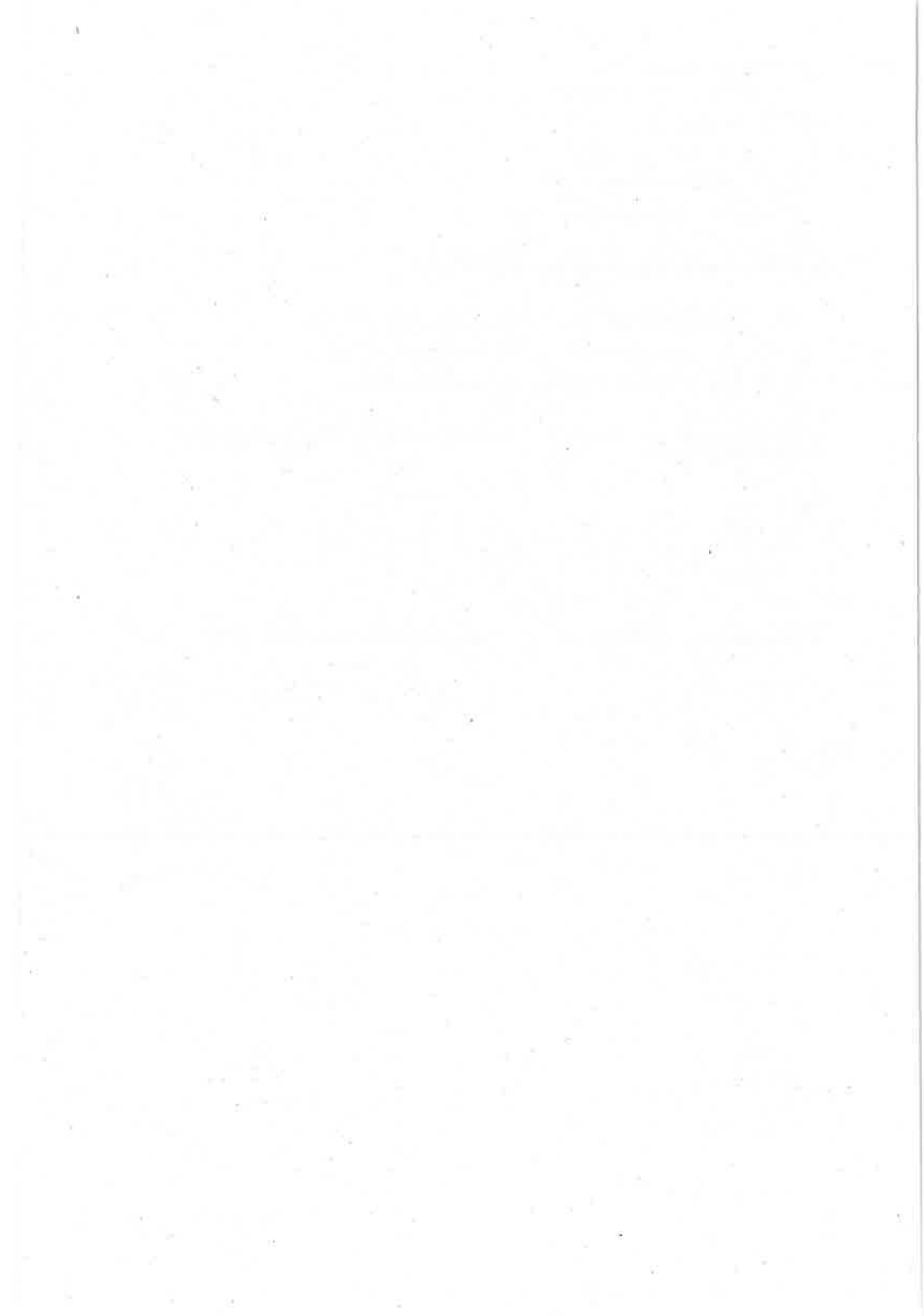
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- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ 

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
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- I don't like their guarantee of origin
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14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ n _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the suney)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
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14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
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- Student
 Worker
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5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
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6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

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 Little market presence
 Otro: _____

12. Are you consumer of these wines?

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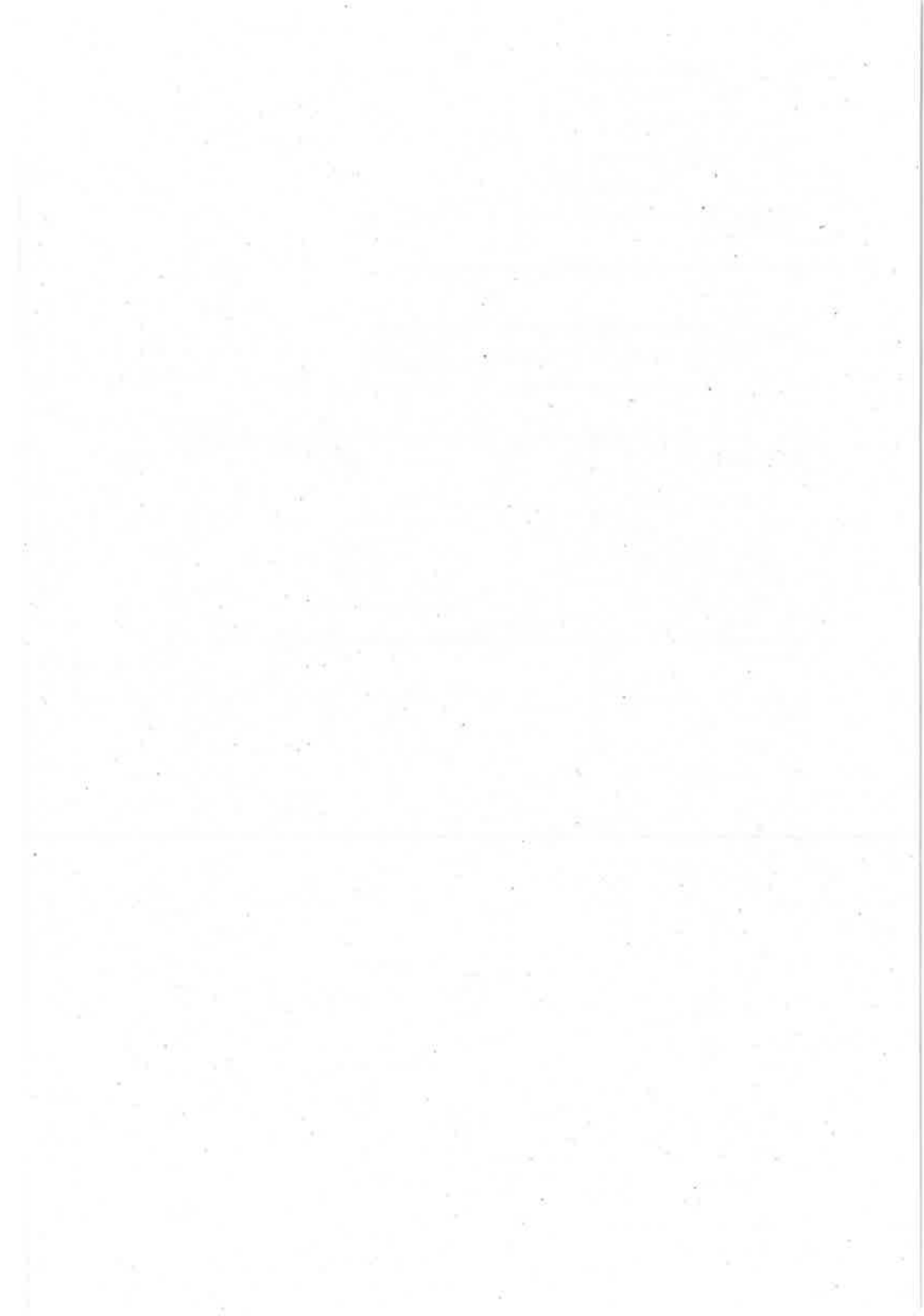
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 Bottle design
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 Brand

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	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape varisty
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the suney)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

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 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quarates of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 → I don't like it ; 7→Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1→ I don't like it ...7→ outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quarates of origin
- I don't like their organoleptic qualities

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- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the suney)

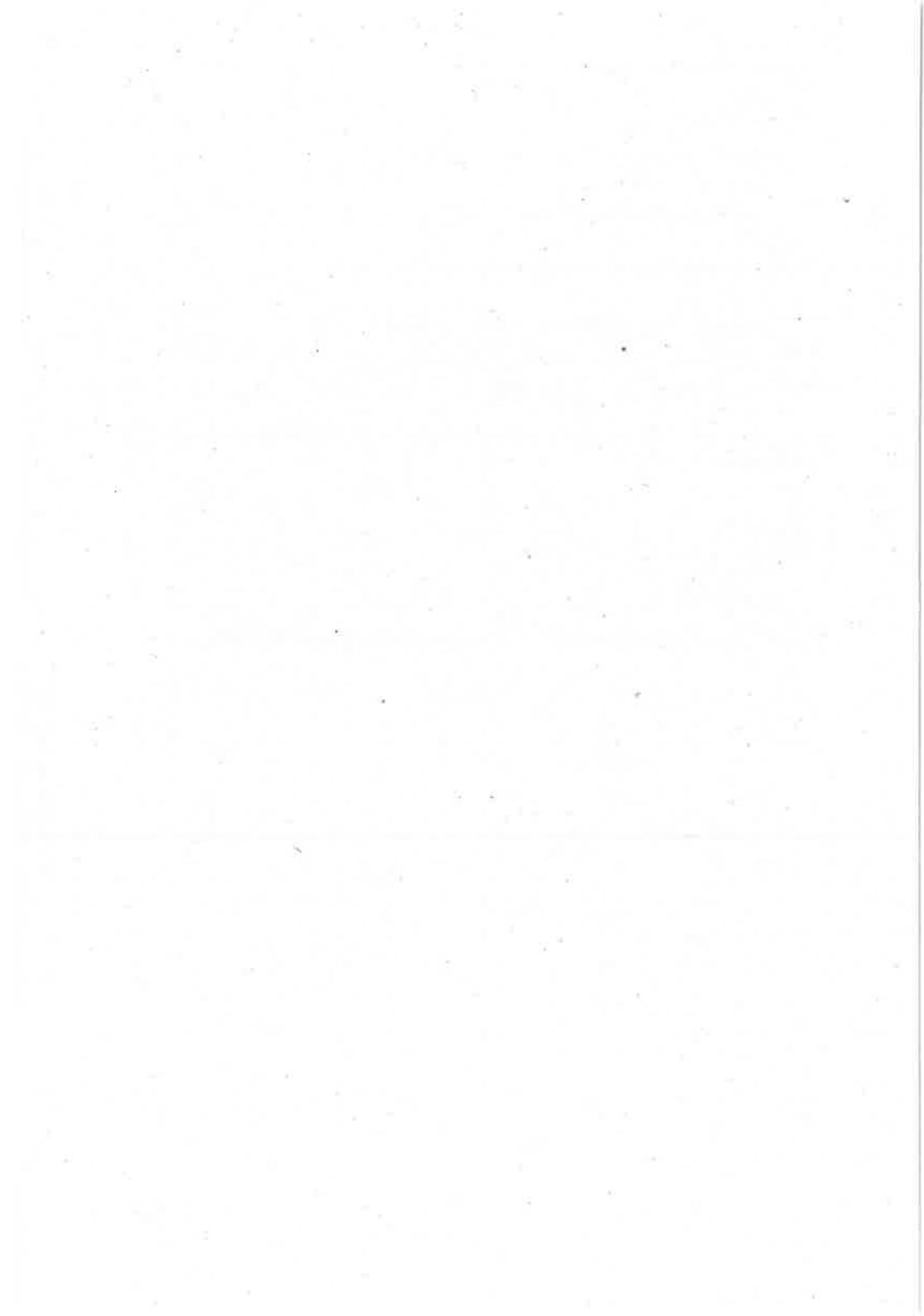
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlhena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour							<input checked="" type="checkbox"/>
Aroma						<input checked="" type="checkbox"/>	
Colour							<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
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11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
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4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

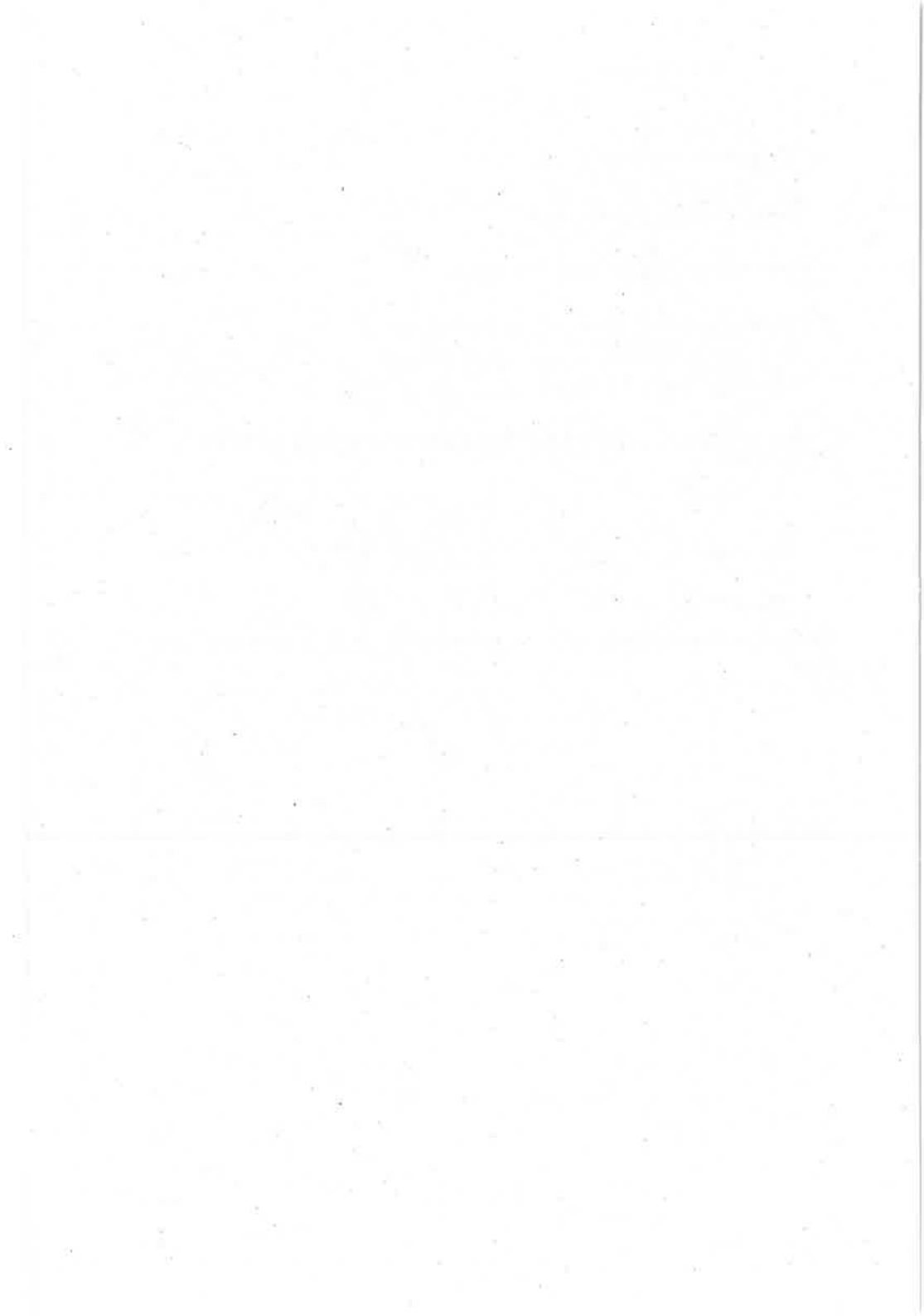
- I would buy these wines and would recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
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5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour							<input checked="" type="checkbox"/>
Aroma							<input checked="" type="checkbox"/>
Colour							<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

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11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
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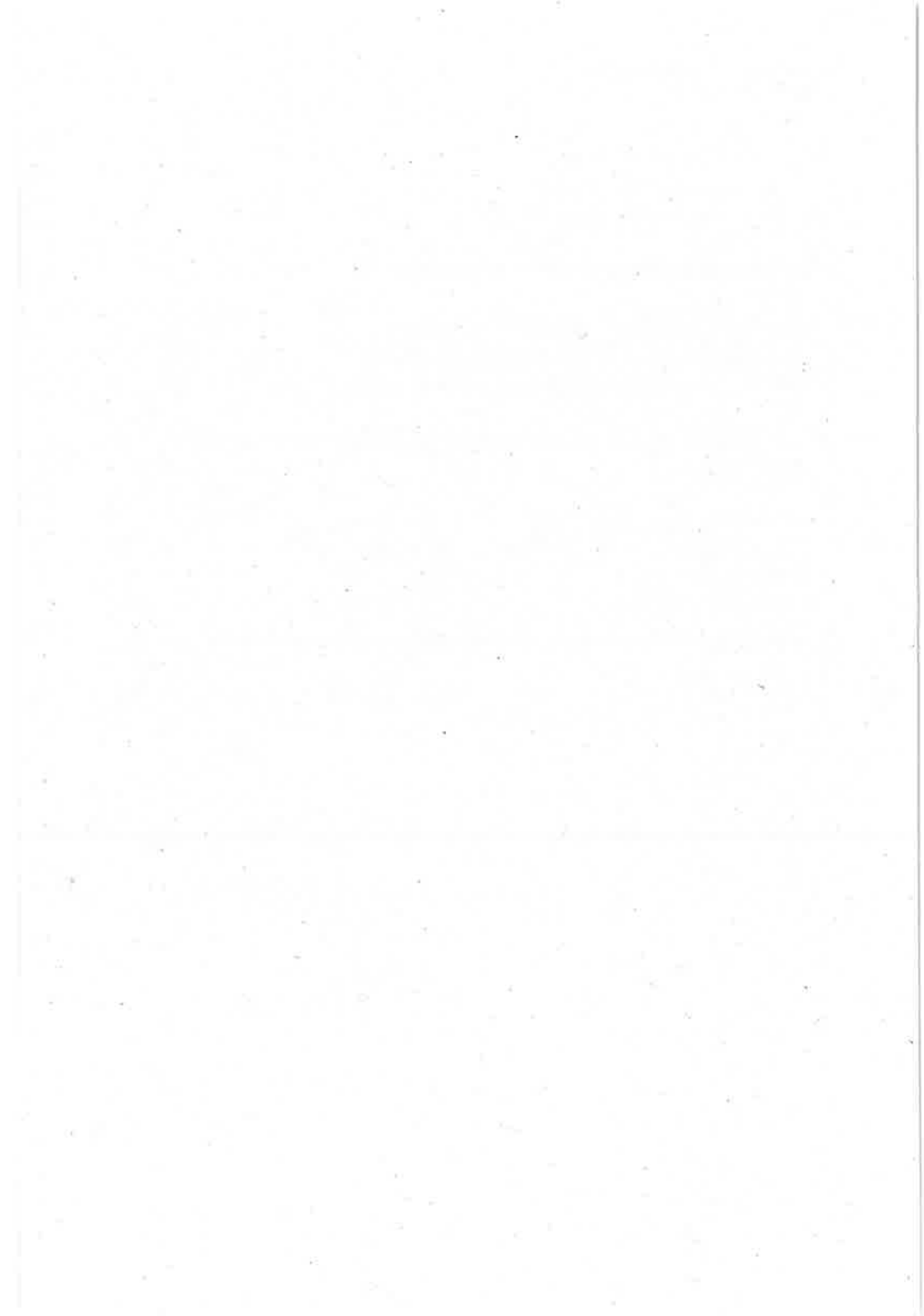
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15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
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Customer survey

1. Nationality

_____ P _____

2. Sex

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4. Occupation

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5. Choose an option about your frequency of wine consumption

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6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
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7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less Important ; 7 -> very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

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 Otro: _____

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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Canteta Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

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 Several days a week
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 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour						<input checked="" type="checkbox"/>	
Aroma							<input checked="" type="checkbox"/>
Colour						<input checked="" type="checkbox"/>	

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlñena?

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12. Are you consumer of these wines?

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13. If you are not consumer, why?

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

D _____

2. Sex

- Male
 Female

3. Age

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 +60 years old

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 Several days a week
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 Pink wines
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7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
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 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

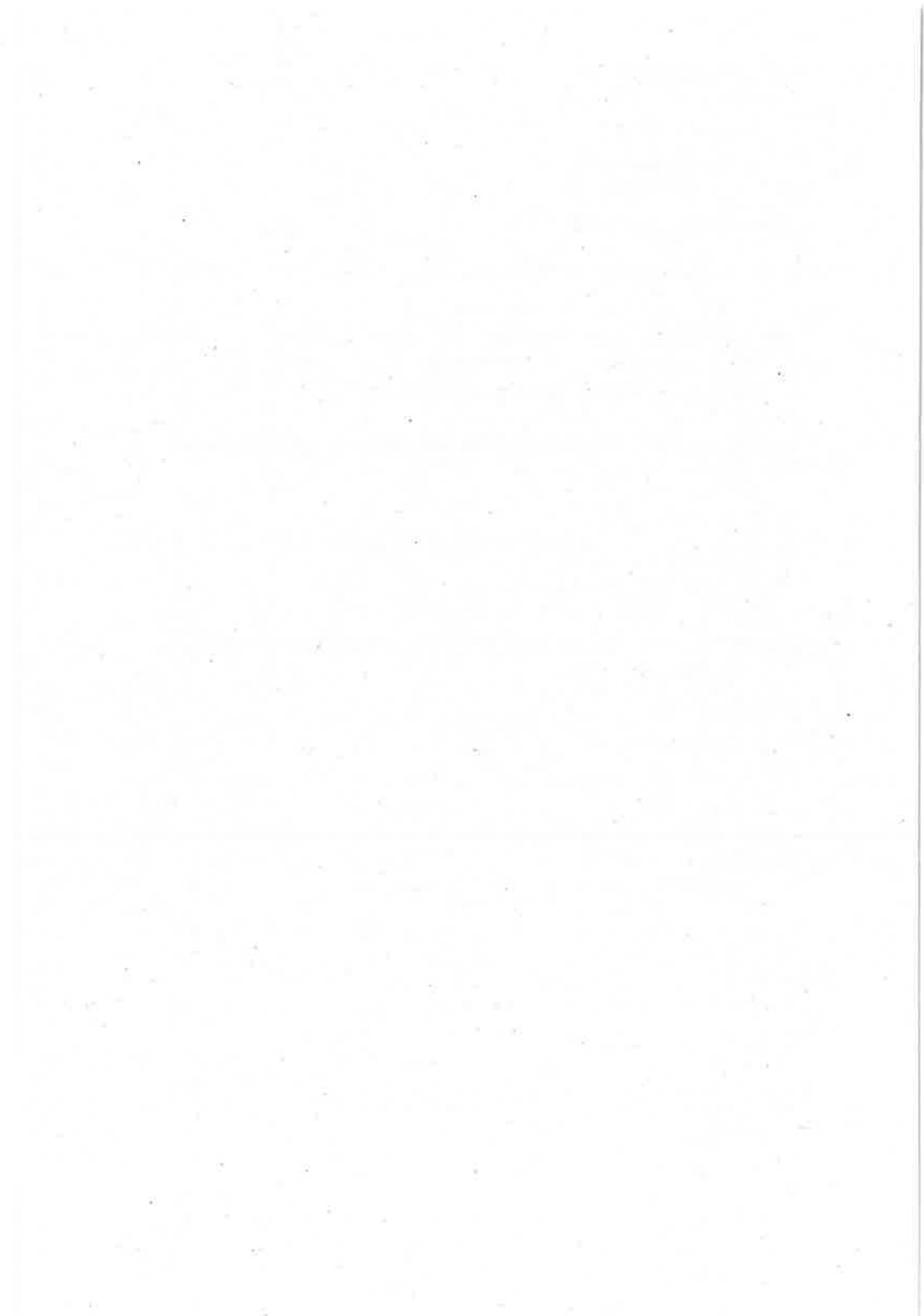
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
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15. Value from 1 to 7 (1 → I don't like it ; 7 → Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

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 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

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 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quaranatee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 → less important ; 7 → very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quaranatee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence,
 Otro: _____

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ n _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
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14. Choose an option about the purchase of these wines

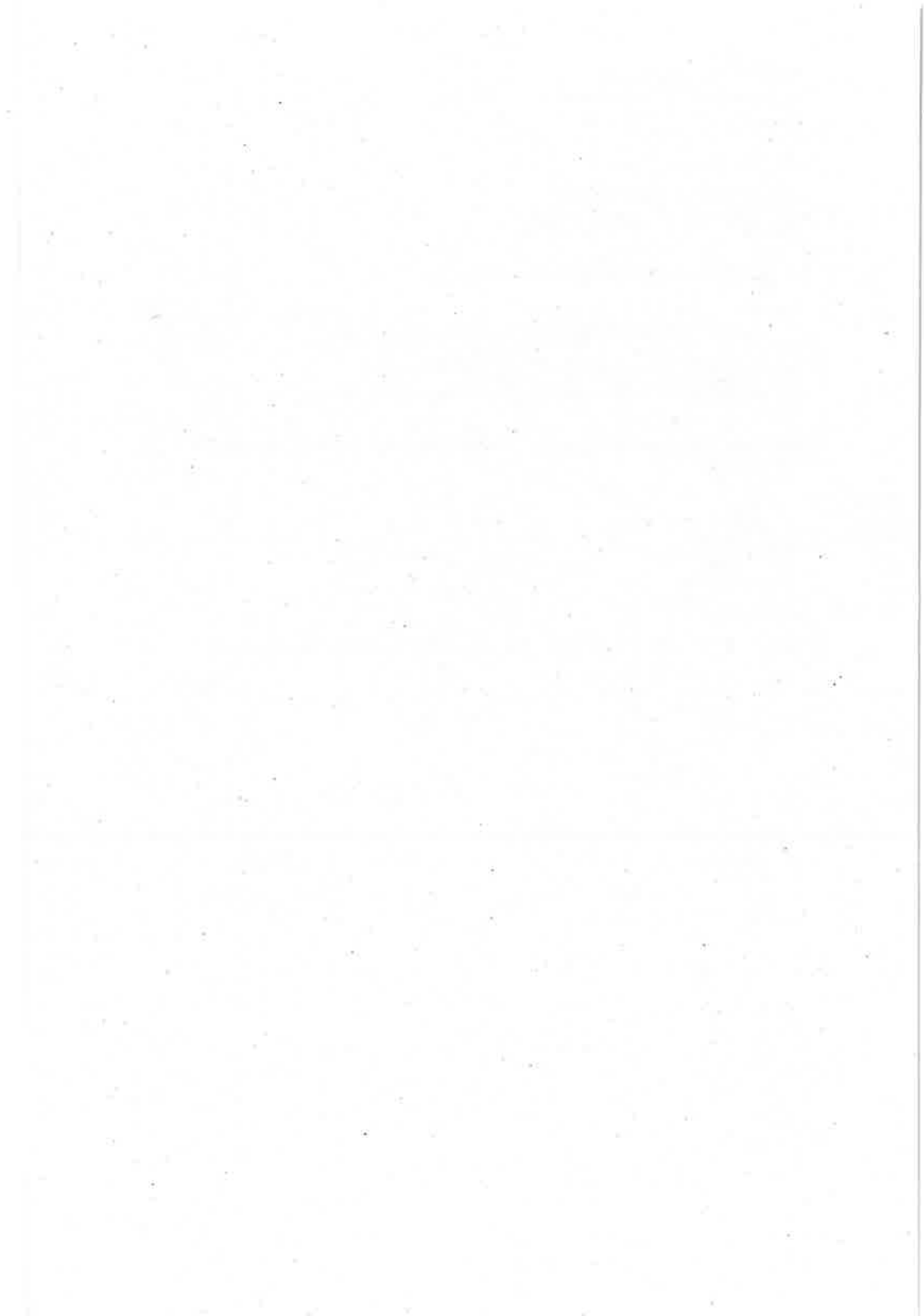
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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cartera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-50 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ _____

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3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
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7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

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 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

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- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

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Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

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	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

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 Little market presence
 Otro: _____

12. Are you consumer of these wines?

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14. Choose an option about the purchase of these wines

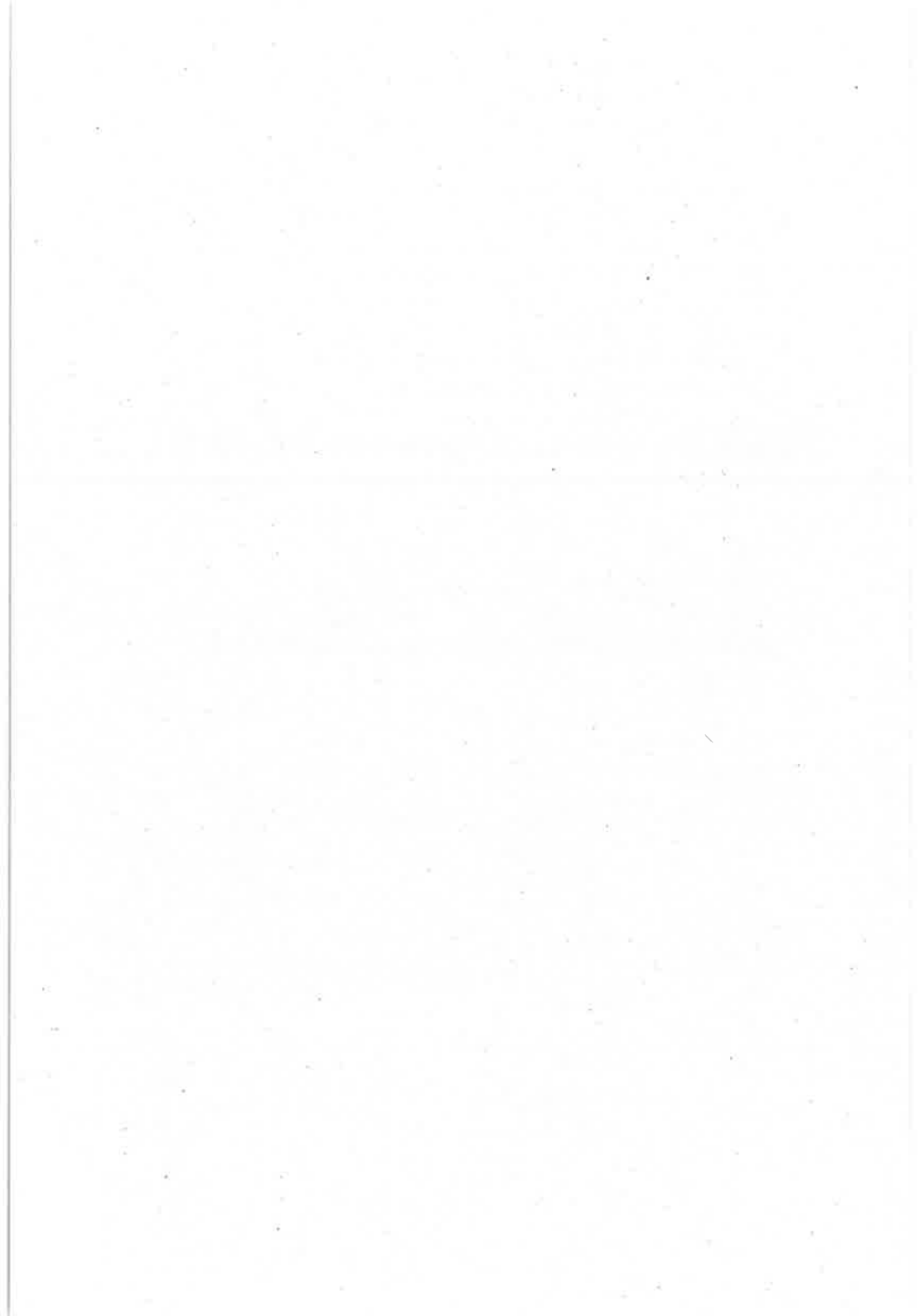
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Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
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16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 Soft and easy drinking wines

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- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

2. Sex



Male



Female

3. Age



18-35 years old



36-60 years old



+60 years old

4. Occupation



Student



Worker



Unemployed



Retired

5. Choose an option about your frequency of wine consumption



Daily



Several days a week



Weekend



Occasionally



Never

6. What kind of wine do you usually drink more often?



White wines



Red wines



Pink wines



Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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- Yes (continues in question number 12)
 No (answer the following question and let the survey)

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Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

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Customer survey

1. Nationality

P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
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 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

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- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

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	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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- I've never heard of it
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 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

Customer survey

1. Nationality

_____ n _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

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- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

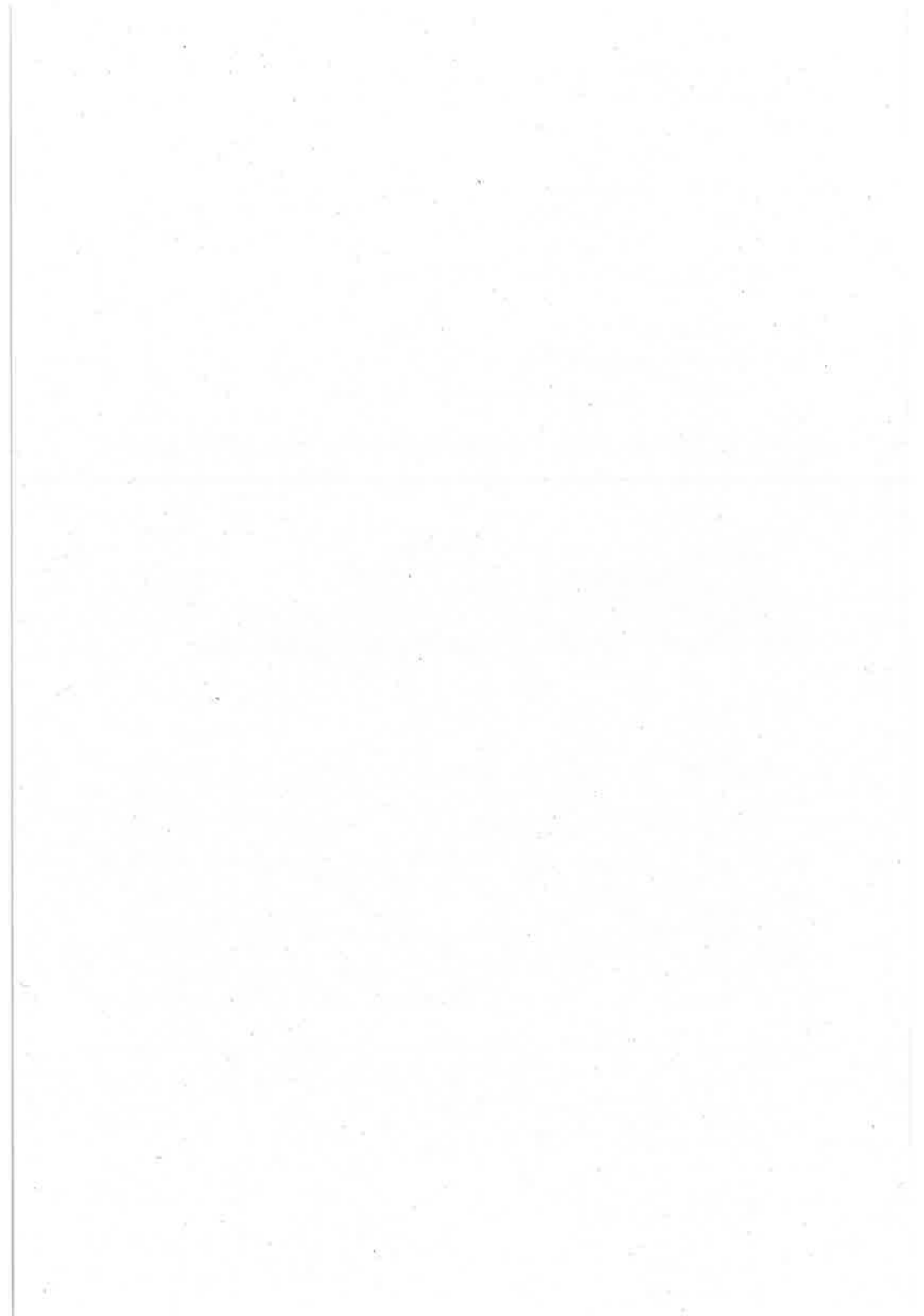
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

D _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La Cantero Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Customer survey

1. Nationality

B

2. Sex

- Male
- Female

3. Age

- 15-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

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Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
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- Pink wines
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- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

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- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

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Customer survey

1. Nationality

_____ n _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
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 Bottle design
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 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.-

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 16-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Seleccione todas las que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

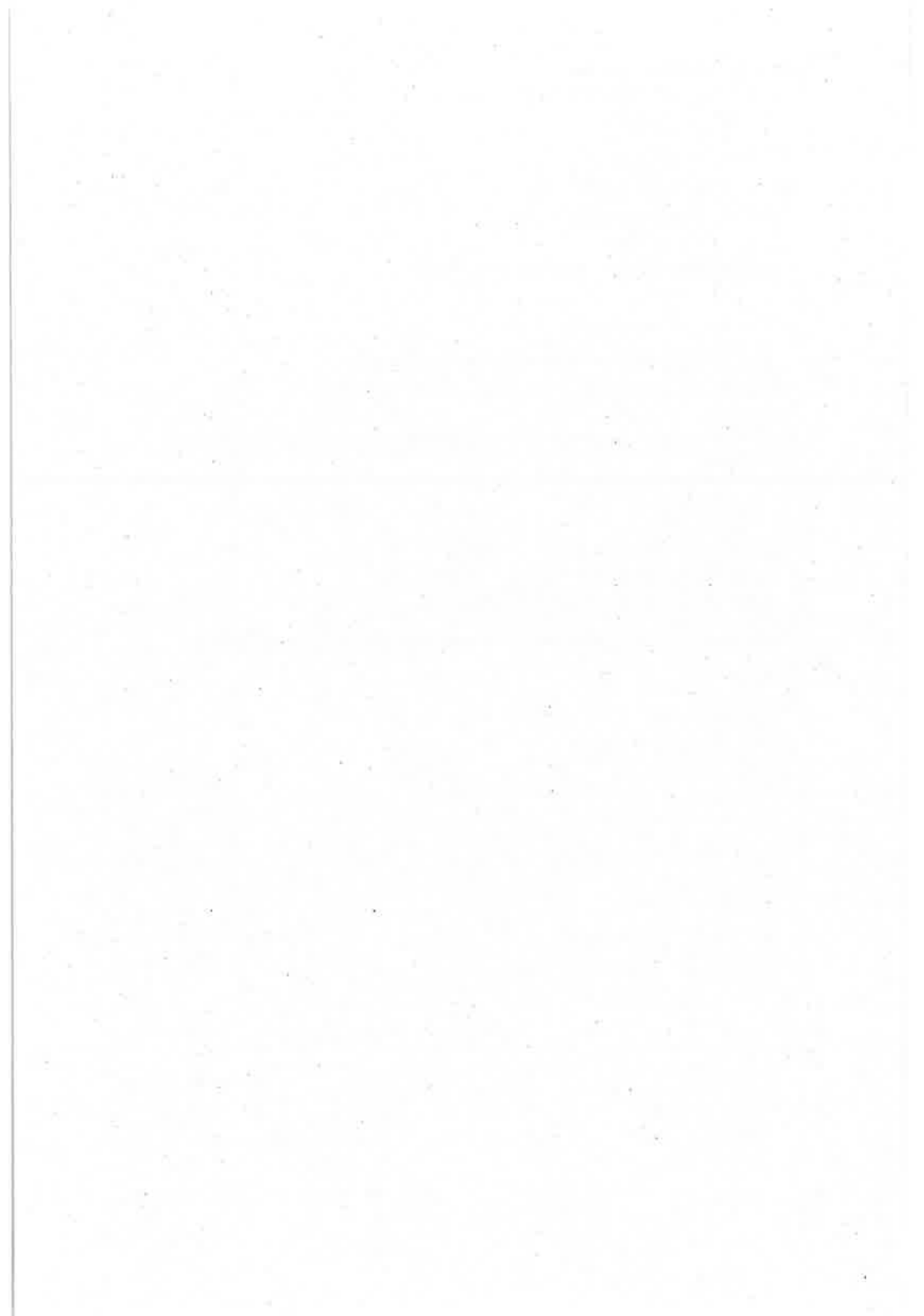
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ D _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their quaretee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

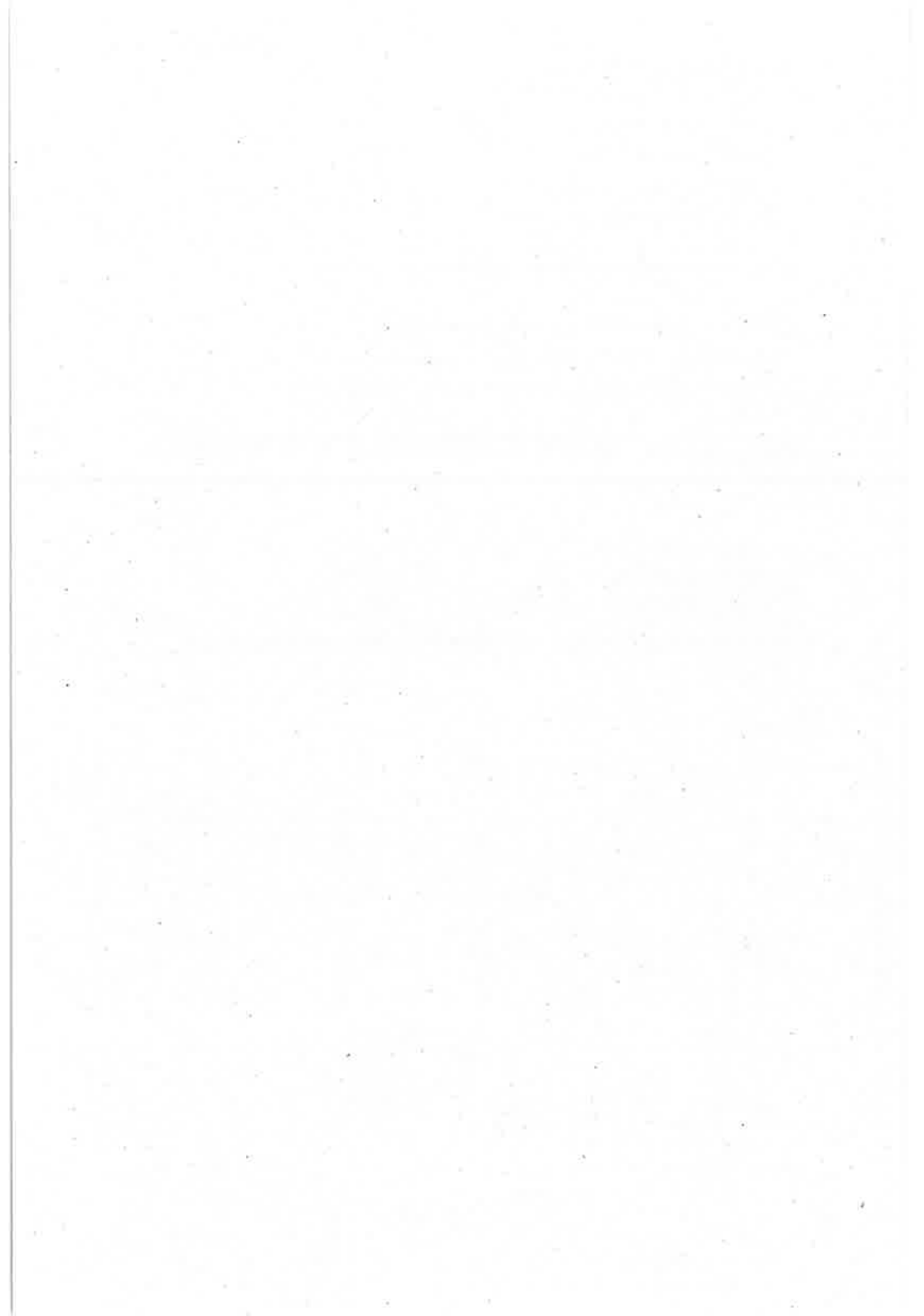
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariflora?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

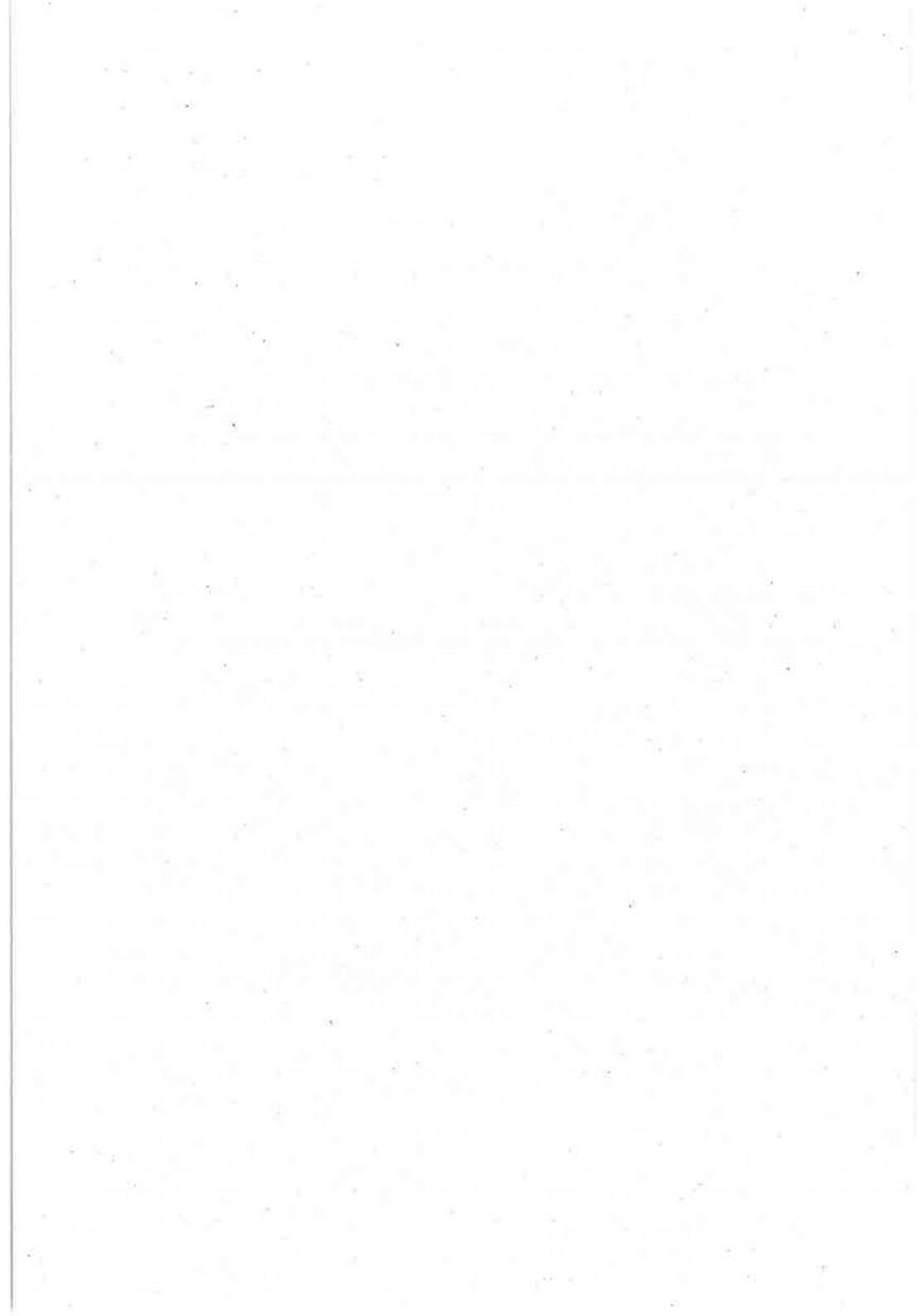
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

· Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

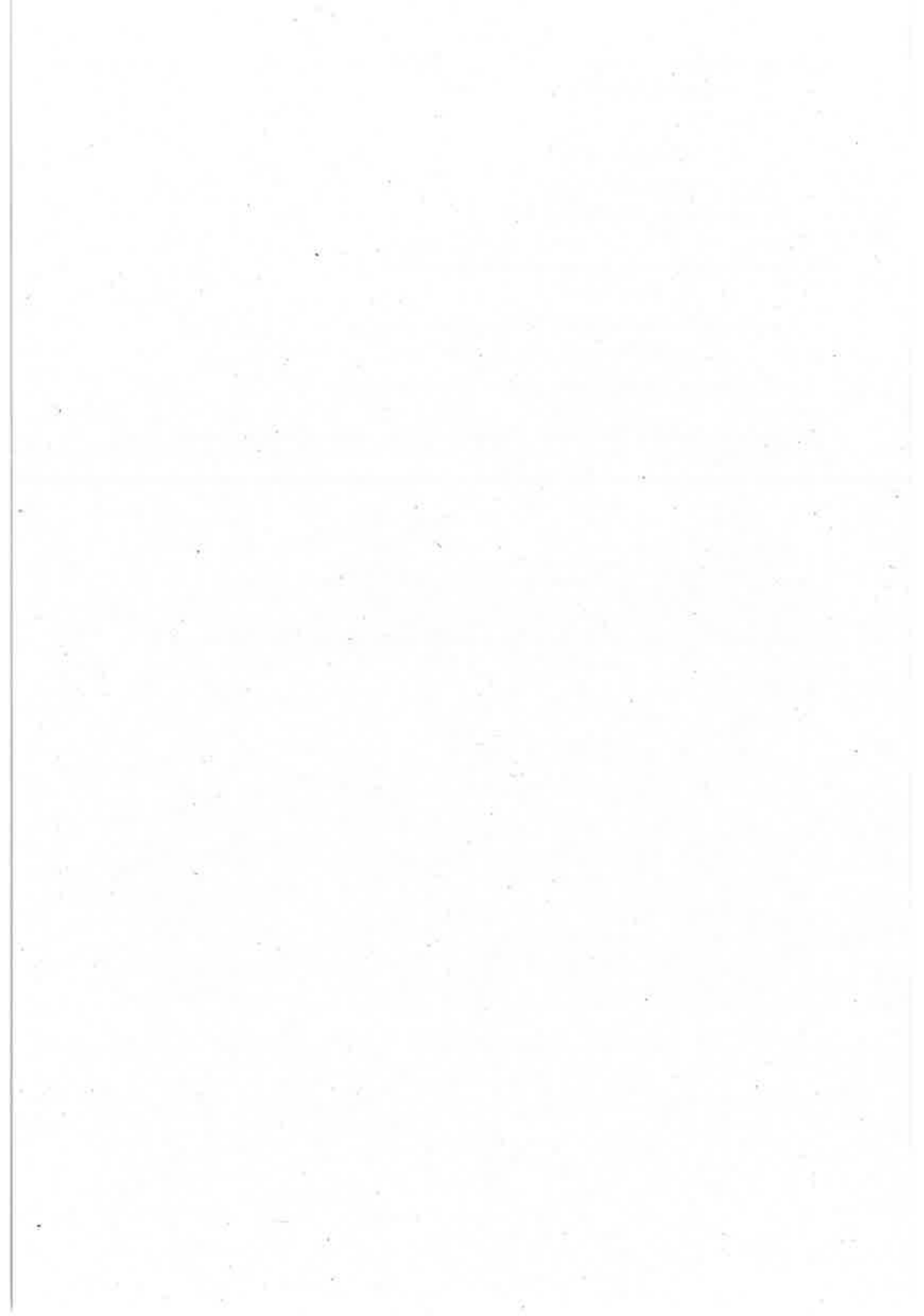
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro. _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
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Customer survey

1. Nationality

_____ n _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

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 Worker
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5. Choose an option about your frequency of wine consumption

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 Several days a week
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6. What kind of wine do you usually drink more often?

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 Red wines
 Pink wines
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7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

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 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
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- The price is too high
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- I don't like their quaretee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 → I don't like it ; 7→Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1→ I don't like it ...7→ outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Cariñena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
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- I don't like their organoleptic qualities

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	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

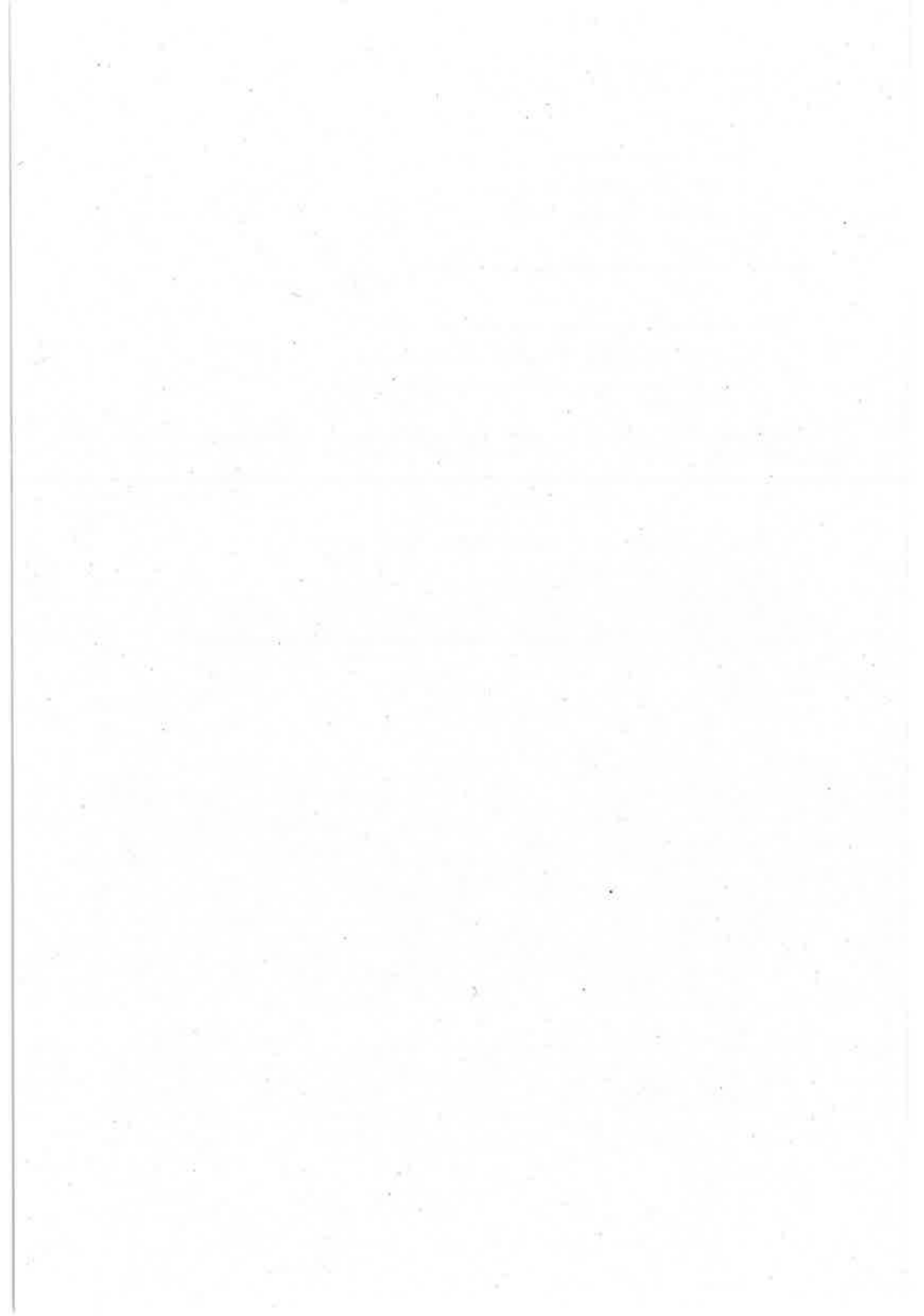
11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)



Customer survey

1. Nationality

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todas las que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

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Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

1985

Customer survey

1. Nationality

_____ B _____

2. Sex



Male



Female

3. Age



18-35 years old



36-60 years old



+60 years old

4. Occupation



Student



Worker



Unemployed



Retired

5. Choose an option about your frequency of wine consumption



Daily



Several days a week



Weekend



Occasionally



Never

6. What kind of wine do you usually drink more often?



White wines



Red wines



Pink wines



Sporkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
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12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer survey

1. Nationality

_____ P _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Seleccione todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
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15. Value from 1 to 7 (1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantero Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

197

Customer survey

1. Nationality

_____ U _____

2. Sex

- Male
- Female

3. Age

- 18-35 years old
- 36-60 years old
- +60 years old

4. Occupation

- Student
- Worker
- Unemployed
- Retired

5. Choose an option about your frequency of wine consumption

- Daily
- Several days a week
- Weekend
- Occasionally
- Never

6. What kind of wine do you usually drink more often?

- White wines
- Red wines
- Pink wines
- Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carifena?

- Yes (continues in question number 12)
- No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
- Little market presence
- Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
- No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
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- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

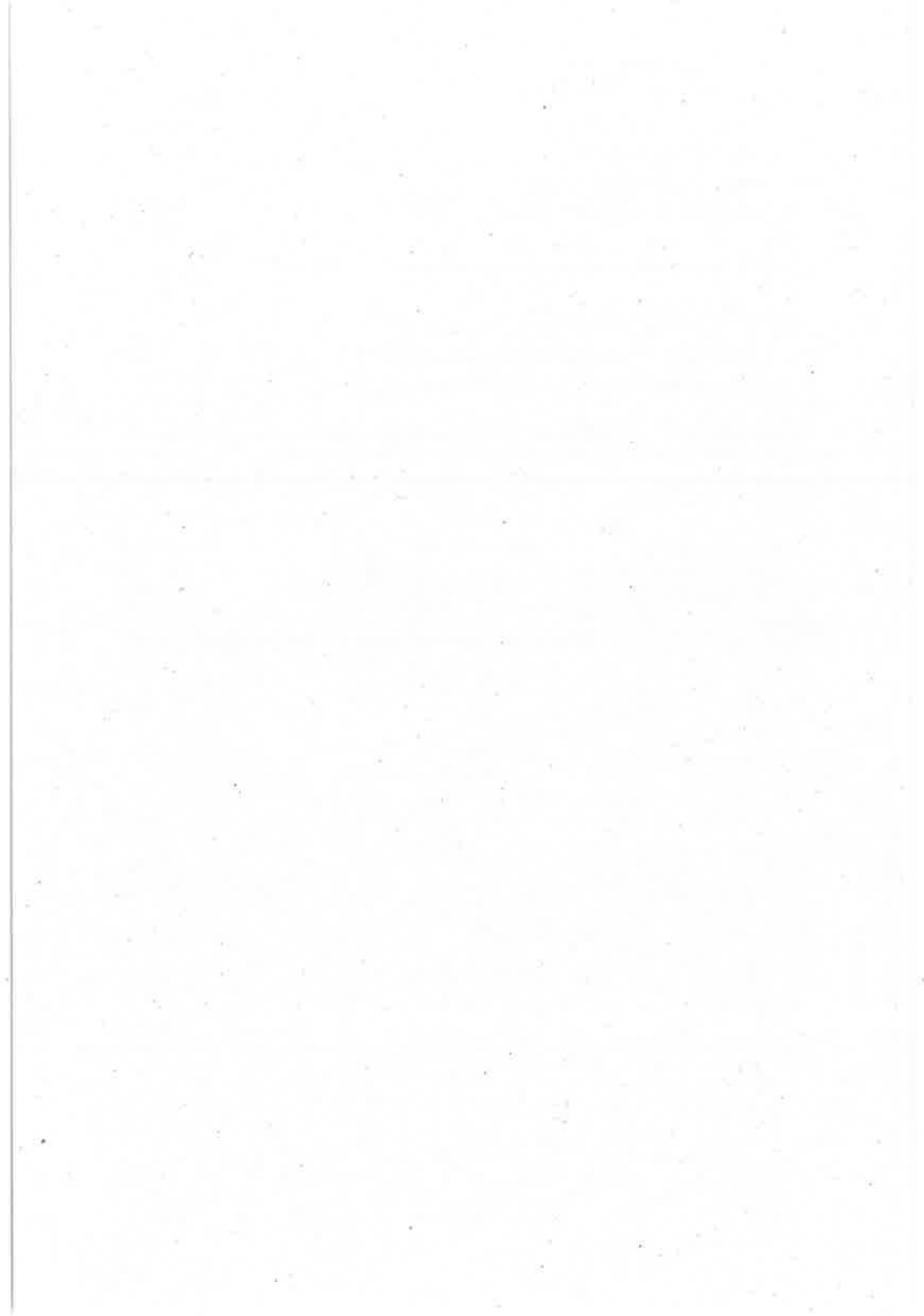
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15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



1988

Customer survey

1. Nationality

_____ 

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
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6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
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7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
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 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1 -> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todas las que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

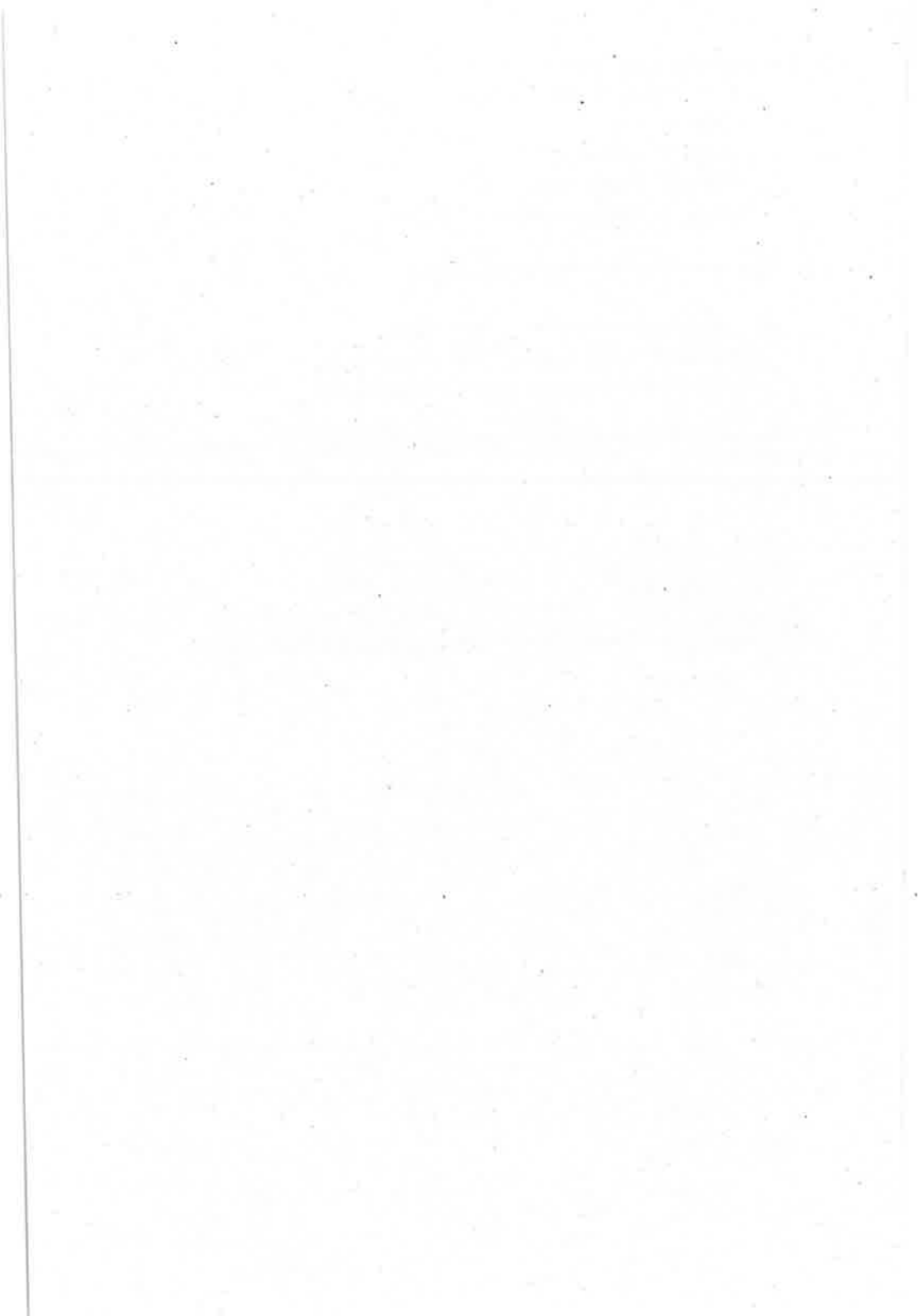
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7 -> Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1 -> I don't like it ... 7 -> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



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Customer survey

1. Nationality

_____ B _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-50 years old
 +50 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
 Price
 Grape variety
 Bottle design
 Recommendations and awards
 Brand

8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
 Soft and easy drinking wines

10. Do you know San Valero Winery and the quarantee of origin of Carlifena?

- Yes (continues in question number 12)
 No (answer the following question and let the survey)

11. If you don't know this winery, Why? (you can choose several options)

Selecciona todos los que correspondan.

- I've never heard of it
 Little market presence
 Otro: _____

12. Are you consumer of these wines?

- Yes (continues in question number 14)
 No (continues in question number 13)

13. If you are not consumer, why?

Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

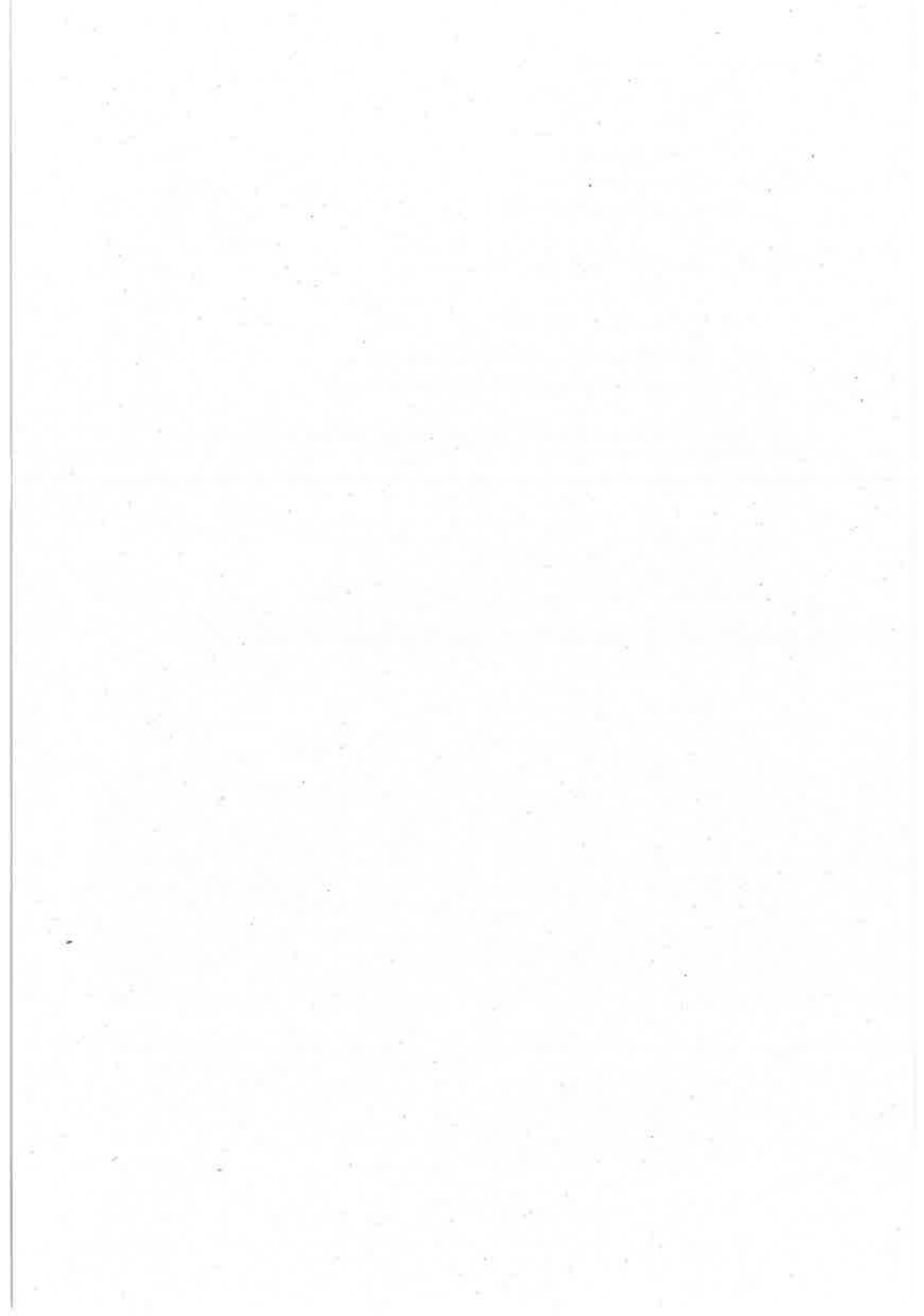
- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bombero Gran Reserva 2009	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La Cantera Reserva 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Customer survey

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1. Nationality

_____ P _____

2. Sex

- Male
 Female

3. Age

- 18-35 years old
 36-60 years old
 +60 years old

4. Occupation

- Student
 Worker
 Unemployed
 Retired

5. Choose an option about your frequency of wine consumption

- Daily
 Several days a week
 Weekend
 Occasionally
 Never

6. What kind of wine do you usually drink more often?

- White wines
 Red wines
 Pink wines
 Sparkling wines

7. Choose an option about your motivations to make a purchase (You can choose several options)

Selecciona todos los que correspondan.

- Quarantee of origin
- Price
- Grape variety
- Bottle design
- Recommendations and awards
- Brand

8. Value from 1 to 7 (1-> less important ; 7 => very important) different organoleptic qualities.

	1	2	3	4	5	6	7
Flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Colour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. Choose an option according to your preferences.

- Strong and full-bodied wines
- Soft and easy drinking wines

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Selecciona todos los que correspondan.

- I've never heard of it
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- Otro: _____

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Selecciona todos los que correspondan.

- The price is too high
- I don't like their grape variety
- I don't like their guarantee of origin
- I don't like their organoleptic qualities

14. Choose an option about the purchase of these wines

- I would buy these wines and would recommend buying
- I would buy these wines but would not recommend buying
- I would not buy these wines and would not recommend buying

15. Value from 1 to 7 (1 -> I don't like it ; 7->Outstanding) the quality of the following San Valero wines

	1	2	3	4	5	6	7
Bombero Joven 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bombero Gran Reserva 2009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
La Cantera Reserva 2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

