

**Taules no ponderades sobre les enquestes/contactes**

Data 13 febrer 2008

|  | Origen zones |            |            |            | PAÍS<br>Espanya | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     | Total<br>Estranger |
|--|--------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|
|  | Nord         | Centre     | Llevant    | Sud        |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| <b>Base contactes</b>                            |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| <b>Nombre viatges realitzats</b>                 |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| 0  | 244          | 296        | 540        | 587        | 1.667           | 461        | 68         | 34         | 155        | 69         | 81         | 308        | 588        | 53         | 95         | 81         | 1.993              |
| 1  | 64           | 71         | 69         | 94         | 298             | 246        | 132        | 66         | 154        | 74         | 52         | 20         | 101        | 38         | 66         | 40         | 989                |
| 2  | 80           | 70         | 91         | 93         | 334             | 99         | 38         | 74         | 35         | 42         | 61         | 36         | 58         | 64         | 42         | 57         | 606                |
| 3  | 45           | 47         | 43         | 46         | 181             | 19         | 14         | 21         | 4          | 28         | 24         | 34         | 23         | 42         | 29         | 35         | 273                |
| 4  | 47           | 36         | 38         | 23         | 144             | 20         | 8          | 10         | 3          | 25         | 27         | 34         | 11         | 21         | 24         | 37         | 220                |
| 5  | 13           | 18         | 18         | 16         | 65              | 6          | 2          | 6          | 0          | 14         | 16         | 20         | 3          | 15         | 15         | 16         | 113                |
| 6  | 19           | 15         | 12         | 7          | 53              | 4          | 3          | 15         | 3          | 11         | 7          | 21         | 1          | 8          | 10         | 10         | 93                 |
| 7  | 2            | 7          | 9          | 5          | 23              | 2          | 0          | 2          | 0          | 2          | 3          | 6          | 0          | 6          | 2          | 0          | 23                 |
| 8  | 7            | 8          | 3          | 3          | 21              | 1          | 0          | 0          | 0          | 1          | 3          | 10         | 1          | 4          | 2          | 1          | 23                 |
| 9  | 1            | 0          | 1          | 0          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 2          | 0          | 1          | 1          | 1          | 5                  |
| 10   | 10           | 17         | 9          | 7          | 43              | 2          | 1          | 3          | 1          | 3          | 2          | 10         | 0          | 1          | 6          | 4          | 33                 |
| 11   | 0            | 1          | 1          | 0          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 1          | 0          | 2                  |
| 12   | 2            | 1          | 3          | 2          | 8               | 0          | 0          | 0          | 0          | 1          | 1          | 1          | 1          | 0          | 2          | 0          | 6                  |
| 14   | 0            | 3          | 0          | 2          | 5               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 15   | 4            | 3          | 4          | 3          | 14              | 1          | 1          | 2          | 0          | 1          | 1          | 1          | 0          | 0          | 0          | 1          | 8                  |
| 16   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 19   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 20   | 3            | 1          | 0          | 4          | 8               | 0          | 0          | 1          | 0          | 1          | 3          | 0          | 0          | 0          | 0          | 0          | 5                  |
| 23   | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 24   | 1            | 1          | 0          | 0          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 25   | 0            | 1          | 1          | 1          | 3               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 28   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 30   | 2            | 0          | 3          | 0          | 5               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 40   | 2            | 2          | 0          | 0          | 4               | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| 50   | 1            | 0          | 0          | 0          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 70   | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 80   | 0            | 0          | 1          | 0          | 1               | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| 90   | 0            | 1          | 0          | 0          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 99   | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| <b>Total</b>                                     | <b>547</b>   | <b>599</b> | <b>846</b> | <b>896</b> | <b>2.888</b>    | <b>861</b> | <b>268</b> | <b>234</b> | <b>355</b> | <b>273</b> | <b>281</b> | <b>508</b> | <b>788</b> | <b>253</b> | <b>295</b> | <b>283</b> | <b>4.399</b>       |
| <b>Nombre viatges realitzats</b>                 |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Mitjana  | 2,3          | 2,2        | 1,4        | 1,3        | 1,7             | 0,8        | 1,4        | 2,3        | 0,8        | 2,4        | 2,2        | 1,9        | 0,5        | 2,3        | 2,0        | 2,2        | 1,4                |
| Mínim  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Màxim  | 50           | 90         | 80         | 99         | 99              | 15         | 40         | 20         | 10         | 80         | 20         | 30         | 12         | 10         | 12         | 15         | 80                 |
| Moda   | 0            | 0          | 0          | 0          | 0               | 0          | 1          | 2          | 0          | 1          | 0          | 0          | 0          | 2          | 0          | 0          | 0                  |
| Percentil 95                                     | 8            | 10         | 6          | 5          | 7               | 3          | 4          | 6          | 2          | 6          | 6          | 8          | 3          | 6          | 6          | 6          | 5                  |
| <b>Dades de Classificació - Base d'enquestes</b> |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| <b>SEXE</b>                                      |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Home   | 146          | 146        | 141        | 152        | 585             | 185        | 93         | 93         | 92         | 91         | 86         | 99         | 93         | 91         | 93         | 102        | 1.118              |
| Dona   | 157          | 157        | 165        | 157        | 636             | 215        | 107        | 107        | 108        | 113        | 114        | 101        | 107        | 109        | 107        | 100        | 1.288              |
| <b>Total</b>                                     | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>RESUM EDAT</b>                                |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| De 18 a 29 anys                                  | 58           | 64         | 51         | 80         | 253             | 72         | 36         | 36         | 36         | 45         | 45         | 66         | 32         | 41         | 37         | 41         | 487                |
| De 30 a 44 anys                                  | 91           | 87         | 98         | 105        | 381             | 119        | 59         | 59         | 60         | 67         | 64         | 85         | 59         | 74         | 64         | 69         | 779                |
| De 45 a 64 anys                                  | 114          | 107        | 112        | 97         | 430             | 121        | 60         | 61         | 60         | 55         | 58         | 46         | 61         | 67         | 59         | 58         | 706                |
| 65 o más anys                                    | 40           | 45         | 45         | 27         | 157             | 88         | 45         | 44         | 44         | 37         | 33         | 3          | 48         | 18         | 40         | 34         | 434                |
| <b>Total</b>                                     | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Nivell d'estudis finalitzats</b>              |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Sense estudis                                    | 7            | 5          | 17         | 7          | 36              | 13         | 0          | 3          | 2          | 2          | 1          | 1          | 0          | 2          | 0          | 0          | 24                 |
| Estudis primaris acabats                         | 55           | 66         | 64         | 74         | 259             | 10         | 4          | 16         | 5          | 7          | 14         | 24         | 34         | 23         | 101        | 12         | 250                |
| Estudis secundaris acabats                       | 122          | 110        | 98         | 115        | 445             | 116        | 105        | 87         | 67         | 105        | 100        | 122        | 88         | 99         | 63         | 76         | 1.028              |
| Estudis universitaris acabats                    | 115          | 115        | 121        | 105        | 456             | 261        | 68         | 94         | 126        | 85         | 83         | 53         | 78         | 71         | 36         | 113        | 1.068              |
| Altres   | 4            | 7          | 6          | 8          | 25              | 0          | 23         | 0          | 0          | 5          | 2          | 0          | 0          | 5          | 0          | 1          | 36                 |
| <b>Total</b>                                     | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Situació professional</b>                     |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Estudiant  | 23           | 18         | 19         | 40         | 100             | 44         | 15         | 20         | 19         | 15         | 23         | 19         | 22         | 18         | 17         | 19         | 231                |

## Taules no ponderades sobre les enquestes/contactes

|   | Origen zones |            |            |            | PAÍS<br>Espanya | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     | Total<br>Estranger |
|---|--------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|
|   | Nord         | Centre     | Llevant    | Sud        |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Tasques de la llar                          | 29           | 24         | 41         | 29         | 123             | 29         | 23         | 16         | 24         | 23         | 40         | 17         | 28         | 1          | 5          | 3          | 209                |
| Juvenil o pensionista                       | 47           | 51         | 51         | 40         | 189             | 114        | 37         | 57         | 59         | 43         | 27         | 9          | 50         | 28         | 64         | 36         | 524                |
| Actiu en la cerca de la primera feina       | 1            | 3          | 0          | 6          | 10              | 4          | 0          | 1          | 1          | 0          | 2          | 3          | 1          | 2          | 2          | 0          | 16                 |
| Actiu ocupat                                | 181          | 175        | 171        | 166        | 693             | 188        | 111        | 98         | 90         | 104        | 96         | 135        | 94         | 140        | 109        | 138        | 1.303              |
| Actiu a l'atur                              | 15           | 25         | 18         | 18         | 76              | 19         | 6          | 2          | 7          | 14         | 6          | 17         | 3          | 9          | 3          | 1          | 87                 |
| Altres                                      | 7            | 7          | 6          | 10         | 30              | 0          | 0          | 0          | 0          | 5          | 6          | 0          | 2          | 1          | 0          | 5          | 19                 |
| No sap, no contesta                         | 0            | 0          | 0          | 0          | 0               | 2          | 8          | 6          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 17                 |
| <b>Total</b>                                | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Situació actual</b>                      |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Jove (menys de 35 anys) sense parella       | 18           | 34         | 14         | 32         | 98              | 89         | 35         | 32         | 13         | 32         | 38         | 44         | 19         | 23         | 28         | 19         | 372                |
| Adult (més de 35 anys) sense parella        | 28           | 19         | 17         | 16         | 80              | 45         | 17         | 18         | 11         | 18         | 7          | 24         | 18         | 23         | 13         | 8          | 202                |
| Parella jove sense fills                    | 19           | 18         | 19         | 25         | 81              | 30         | 15         | 8          | 24         | 10         | 3          | 37         | 4          | 22         | 15         | 25         | 193                |
| Parella adulta sense fills                  | 20           | 24         | 25         | 18         | 87              | 44         | 7          | 18         | 22         | 22         | 14         | 28         | 16         | 28         | 21         | 12         | 232                |
| Parella amb fills menors de 5 anys          | 25           | 26         | 33         | 24         | 108             | 35         | 28         | 19         | 24         | 10         | 7          | 20         | 7          | 23         | 9          | 34         | 216                |
| Parella amb fills de 6 a 17 anys            | 58           | 41         | 51         | 45         | 195             | 32         | 17         | 17         | 23         | 37         | 46         | 14         | 31         | 31         | 20         | 35         | 303                |
| Parella amb fills majors de 17 anys         | 53           | 60         | 62         | 61         | 236             | 30         | 37         | 33         | 26         | 19         | 38         | 14         | 47         | 10         | 27         | 25         | 306                |
| Un sol adult amb fills                      | 13           | 10         | 18         | 12         | 53              | 1          | 9          | 3          | 2          | 5          | 7          | 13         | 7          | 23         | 3          | 14         | 87                 |
| Retirat/juvenil                             | 40           | 46         | 46         | 38         | 170             | 84         | 23         | 37         | 47         | 41         | 28         | 3          | 31         | 12         | 63         | 25         | 394                |
| Adult amb els pares                         | 28           | 25         | 21         | 37         | 111             | 6          | 0          | 7          | 7          | 2          | 4          | 1          | 18         | 4          | 1          | 5          | 55                 |
| No sap, no contesta                         | 1            | 0          | 0          | 1          | 2               | 4          | 12         | 8          | 1          | 8          | 8          | 2          | 2          | 1          | 0          | 0          | 46                 |
| <b>Total</b>                                | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Nivell d'ingressos anuals</b>            |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Fins a 20.000 euros                         | 115          | 126        | 127        | 153        | 521             | 135        | 13         | 22         | 36         | 47         | 33         | 41         | 59         | 22         | 48         | 49         | 505                |
| De 20.000 a 50.000 euros                    | 105          | 105        | 86         | 78         | 374             | 140        | 81         | 90         | 73         | 74         | 56         | 83         | 46         | 44         | 129        | 125        | 941                |
| De 50.000 a 100.000 euros                   | 10           | 9          | 12         | 16         | 47              | 14         | 12         | 42         | 18         | 38         | 62         | 31         | 12         | 73         | 23         | 15         | 340                |
| Més de 100.000 euros                        | 4            | 5          | 4          | 3          | 16              | 6          | 0          | 9          | 7          | 4          | 11         | 6          | 3          | 37         | 0          | 1          | 84                 |
| No sap, no contesta                         | 69           | 58         | 77         | 59         | 263             | 105        | 94         | 37         | 66         | 41         | 38         | 39         | 80         | 24         | 0          | 12         | 536                |
| <b>Total</b>                                | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Relatiu als viatges - base enquestes</b> |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| <b>Nombre viatges realitzats</b>            |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| 1   | 64           | 71         | 69         | 94         | 298             | 246        | 132        | 66         | 154        | 74         | 52         | 20         | 101        | 38         | 66         | 40         | 989                |
| 2   | 80           | 70         | 91         | 93         | 334             | 99         | 38         | 74         | 35         | 42         | 61         | 36         | 58         | 64         | 42         | 57         | 606                |
| 3   | 45           | 47         | 43         | 46         | 181             | 19         | 14         | 21         | 4          | 28         | 24         | 34         | 23         | 42         | 29         | 35         | 273                |
| 4   | 47           | 36         | 38         | 23         | 144             | 20         | 8          | 10         | 3          | 25         | 27         | 34         | 11         | 21         | 24         | 37         | 220                |
| 5   | 13           | 18         | 18         | 16         | 65              | 6          | 2          | 6          | 0          | 14         | 16         | 20         | 3          | 15         | 15         | 16         | 113                |
| 6   | 19           | 15         | 12         | 7          | 53              | 4          | 3          | 15         | 3          | 11         | 7          | 21         | 1          | 8          | 10         | 10         | 93                 |
| 7   | 2            | 7          | 9          | 5          | 23              | 2          | 0          | 2          | 0          | 2          | 3          | 6          | 0          | 6          | 2          | 0          | 23                 |
| 8   | 7            | 8          | 3          | 3          | 21              | 1          | 0          | 0          | 0          | 1          | 3          | 10         | 1          | 4          | 2          | 1          | 23                 |
| 9   | 1            | 0          | 1          | 0          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 2          | 0          | 1          | 1          | 1          | 5                  |
| 10  | 10           | 17         | 9          | 7          | 43              | 2          | 1          | 3          | 1          | 3          | 2          | 10         | 0          | 1          | 6          | 4          | 33                 |
| 11  | 0            | 1          | 1          | 0          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 1          | 0          | 2                  |
| 12  | 2            | 1          | 3          | 2          | 8               | 0          | 0          | 0          | 0          | 1          | 1          | 1          | 1          | 0          | 2          | 0          | 6                  |
| 14  | 0            | 3          | 0          | 2          | 5               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 15  | 4            | 3          | 4          | 3          | 14              | 1          | 1          | 2          | 0          | 1          | 1          | 1          | 0          | 0          | 0          | 1          | 8                  |
| 16  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 19  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 20  | 3            | 1          | 0          | 4          | 8               | 0          | 0          | 1          | 0          | 1          | 3          | 0          | 0          | 0          | 0          | 0          | 5                  |
| 23  | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 24  | 1            | 1          | 0          | 0          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 25  | 0            | 1          | 1          | 1          | 3               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 28  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 30  | 2            | 0          | 3          | 0          | 5               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| 40  | 2            | 2          | 0          | 0          | 4               | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| 50  | 1            | 0          | 0          | 0          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 70  | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 80  | 0            | 0          | 1          | 0          | 1               | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| 90  | 0            | 1          | 0          | 0          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| 99  | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| <b>Total</b>                                | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Nombre viatges realitzats</b>            |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |

## Taules no ponderades sobre les enquestes/contactes

|   | Origen zones |            |            |            | PAÍS         |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  | Total Estranger |
|---|--------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|--|--|--|-----------------|
|   | Nord         | Centre     | Llevant    | Sud        | Espanya      | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     |              |  |  |  |                 |
| Mitjana                                     | 4,2          | 4,3        | 3,9        | 3,7        | 4,0          | 1,7        | 1,9        | 2,7        | 1,4        | 3,2        | 3,1        | 4,7        | 1,9        | 3,0        | 3,0        | 3,1        | 2,6          |  |  |  |                 |
| Mínim                                       | 1            | 1          | 1          | 1          | 1            | 1          | 1          | 1          | 1          | 1          | 1          | 1          | 1          | 1          | 1          | 1          | 1            |  |  |  |                 |
| Màxim                                       | 50           | 90         | 80         | 99         | 99           | 15         | 40         | 20         | 10         | 80         | 20         | 30         | 12         | 10         | 12         | 15         | 80           |  |  |  |                 |
| Moda  | 2            | 1          | 2          | 1          | 2            | 1          | 1          | 2          | 1          | 1          | 2          | 2          | 1          | 2          | 1          | 2          | 1            |  |  |  |                 |
| Percentil 95                                | 11           | 10         | 10         | 10         | 10           | 4          | 4          | 6          | 3          | 7          | 8          | 10         | 4          | 7          | 9          | 6          | 6            |  |  |  |                 |
| <b>Resum de països visitats</b>             |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Alemanya                                    |              |            |            |            |              | 10         | 22         | 46         | 12         | 8          | 5          | 0          | 21         | 21         | 33         | 20         | 198          |  |  |  |                 |
| Àustria                                     |              |            |            |            |              | 7          | 24         | 13         | 5          | 3          | 10         | 52         | 15         | 15         | 0          | 10         | 194          |  |  |  |                 |
| Bèlgica                                     |              |            |            |            |              | 7          | 16         | 9          | 0          | 4          | 7          | 3          | 13         | 2          | 5          | 1          | 67           |  |  |  |                 |
| Croàcia                                     |              |            |            |            |              | 12         | 1          | 4          | 1          | 1          | 7          | 9          | 51         | 5          | 22         | 12         | 125          |  |  |  |                 |
| Espanya                                     |              |            |            |            |              | 91         | 44         | 21         | 37         | 65         | 82         | 64         | 21         | 60         | 34         | 57         | 576          |  |  |  |                 |
| França                                      |              |            |            |            |              | 0          | 56         | 50         | 70         | 37         | 35         | 26         | 4          | 40         | 18         | 20         | 356          |  |  |  |                 |
| Grècia                                      |              |            |            |            |              | 17         | 12         | 13         | 10         | 20         | 9          | 22         | 0          | 25         | 30         | 26         | 184          |  |  |  |                 |
| Hongria                                     |              |            |            |            |              | 3          | 4          | 1          | 1          | 2          | 1          | 12         | 3          | 2          | 7          | 4          | 40           |  |  |  |                 |
| Irlanda                                     |              |            |            |            |              | 4          | 0          | 7          | 1          | 7          | 0          | 4          | 2          | 2          | 6          | 6          | 39           |  |  |  |                 |
| Itàlia                                      |              |            |            |            |              | 64         | 18         | 58         | 28         | 21         | 20         | 44         | 0          | 34         | 73         | 22         | 382          |  |  |  |                 |
| Noruega                                     |              |            |            |            |              | 2          | 2          | 3          | 1          | 0          | 1          | 6          | 6          | 19         | 4          | 18         | 62           |  |  |  |                 |
| Holanda                                     |              |            |            |            |              | 8          | 0          | 7          | 6          | 3          | 15         | 24         | 18         | 5          | 5          | 8          | 99           |  |  |  |                 |
| Polònia                                     |              |            |            |            |              | 5          | 1          | 6          | 0          | 2          | 2          | 6          | 9          | 4          | 5          | 5          | 45           |  |  |  |                 |
| Portugal                                    |              |            |            |            |              | 17         | 1          | 11         | 5          | 7          | 19         | 3          | 2          | 11         | 7          | 7          | 90           |  |  |  |                 |
| Regne Unit                                  |              |            |            |            |              | 21         | 7          | 12         | 5          | 0          | 46         | 13         | 8          | 22         | 6          | 29         | 169          |  |  |  |                 |
| República Txeca                             |              |            |            |            |              | 3          | 5          | 1          | 3          | 7          | 6          | 16         | 10         | 7          | 7          | 6          | 71           |  |  |  |                 |
| Suècia                                      |              |            |            |            |              | 2          | 12         | 0          | 1          | 1          | 1          | 5          | 0          | 25         | 4          | 0          | 51           |  |  |  |                 |
| Suïssa                                      |              |            |            |            |              | 5          | 3          | 0          | 4          | 4          | 3          | 16         | 0          | 2          | 6          | 3          | 46           |  |  |  |                 |
| Turquia                                     |              |            |            |            |              | 0          | 0          | 0          | 0          | 12         | 5          | 24         | 1          | 20         | 13         | 15         | 90           |  |  |  |                 |
| Canadà                                      |              |            |            |            |              | 11         | 2          | 3          | 3          | 6          | 4          | 0          | 2          | 3          | 2          | 1          | 37           |  |  |  |                 |
| Egipte                                      |              |            |            |            |              | 20         | 1          | 4          | 3          | 2          | 2          | 5          | 0          | 6          | 14         | 8          | 65           |  |  |  |                 |
| Tunísia                                     |              |            |            |            |              | 24         | 1          | 10         | 6          | 1          | 3          | 3          | 0          | 0          | 3          | 4          | 55           |  |  |  |                 |
| Estats Units                                |              |            |            |            |              | 29         | 6          | 10         | 1          | 25         | 39         | 8          | 1          | 12         | 8          | 16         | 155          |  |  |  |                 |
| Dinamarca                                   |              |            |            |            |              | 1          | 1          | 0          | 0          | 0          | 1          | 6          | 1          | 0          | 2          | 45         | 57           |  |  |  |                 |
| Marroc                                      |              |            |            |            |              | 34         | 2          | 8          | 12         | 2          | 0          | 0          | 2          | 2          | 1          | 0          | 63           |  |  |  |                 |
| Altres                                      |              |            |            |            |              | 118        | 18         | 29         | 18         | 74         | 36         | 31         | 64         | 46         | 41         | 62         | 537          |  |  |  |                 |
| No sap, no contesta                         |              |            |            |            |              | 26         | 17         | 3          | 7          | 12         | 0          | 0          | 2          | 0          | 0          | 0          | 67           |  |  |  |                 |
| <b>Total</b>                                |              |            |            |            |              | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b> |  |  |  |                 |
| <b>Resum de CCAA visitat</b>                |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Andalusia                                   | 72           | 119        | 85         | 81         | 357          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Aragó                                       | 28           | 16         | 25         | 9          | 78           |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Astúries                                    | 30           | 34         | 25         | 27         | 116          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Balears                                     | 17           | 21         | 43         | 20         | 101          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Canàries                                    | 42           | 34         | 26         | 29         | 131          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Cantàbria                                   | 49           | 24         | 20         | 12         | 105          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Castella-La Manxa                           | 16           | 33         | 44         | 25         | 118          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Castella-Lleó                               | 41           | 55         | 32         | 26         | 154          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Catalunya                                   | 95           | 41         | 96         | 58         | 290          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Extremadura                                 | 26           | 41         | 29         | 36         | 132          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Galícia                                     | 15           | 26         | 13         | 43         | 97           |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| La Rioja                                    | 10           | 6          | 7          | 1          | 24           |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Madrid                                      | 56           | 3          | 65         | 111        | 235          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Múrcia                                      | 6            | 26         | 20         | 15         | 67           |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Navarra                                     | 18           | 2          | 11         | 2          | 33           |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| País Basc/Euskadi                           | 18           | 13         | 17         | 13         | 61           |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| València                                    | 64           | 115        | 43         | 55         | 277          |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Ceuta                                       | 0            | 0          | 0          | 1          | 1            |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Melilla                                     | 0            | 0          | 0          | 0          | 0            |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| No sap, no contesta                         | 2            | 1          | 3          | 3          | 9            |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| <b>Total</b>                                | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b> |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| <b>Planificació dels viatges</b>            |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |  |  |  |                 |
| Per compte propi                            | 187          | 206        | 200        | 188        | 781          | 259        | 171        | 153        | 140        | 120        | 99         | 94         | 96         | 144        | 100        | 109        | 1.485        |  |  |  |                 |
| Tot amb Tour Operadores, Agència de Viatges | 75           | 61         | 60         | 75         | 271          | 99         | 23         | 31         | 53         | 60         | 72         | 28         | 77         | 28         | 75         | 49         | 595          |  |  |  |                 |
| Parcialment amb Tour Operadores, Agència de | 35           | 35         | 42         | 43         | 155          | 42         | 6          | 16         | 7          | 24         | 29         | 78         | 27         | 27         | 25         | 44         | 325          |  |  |  |                 |
| No sap, no contesta                         | 6            | 1          | 4          | 3          | 14           | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 1            |  |  |  |                 |

## Taules no ponderades sobre les enquestes/contactes

|   | Origen zones |            |            |            | PAÍS<br>Espanya | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     | Total<br>Estranger |
|---|--------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|
|   | Nord         | Centre     | Llevant    | Sud        |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| <b>Total</b>  | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Part contractada al Tour Operator/Agencies</b>     |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Establiment per dormir                                | 33           | 30         | 34         | 37         | 134             | 29         | 3          | 13         | 6          | 10         | 12         | 37         | 9          | 15         | 13         | 25         | 172                |
| Transport   | 2            | 5          | 8          | 6          | 21              | 13         | 3          | 3          | 1          | 14         | 17         | 41         | 18         | 12         | 12         | 19         | 153                |
| <b>Total</b>  | <b>35</b>    | <b>35</b>  | <b>42</b>  | <b>43</b>  | <b>155</b>      | <b>42</b>  | <b>6</b>   | <b>16</b>  | <b>7</b>   | <b>24</b>  | <b>29</b>  | <b>78</b>  | <b>27</b>  | <b>27</b>  | <b>25</b>  | <b>44</b>  | <b>325</b>         |
| <b>Mitjà que utilitza per informar-se</b>             |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Amics   | 75           | 78         | 65         | 57         | 275             | 155        | 134        | 130        | 86         | 60         | 75         | 128        | 87         | 78         | 53         | 58         | 1.044              |
| Família   | 21           | 34         | 32         | 31         | 118             | 110        | 106        | 104        | 50         | 30         | 53         | 82         | 59         | 62         | 18         | 16         | 690                |
| Premsa/televisió                                      | 9            | 15         | 12         | 20         | 56              | 28         | 18         | 67         | 18         | 13         | 16         | 65         | 13         | 53         | 23         | 41         | 355                |
| Agència de viatges                                    | 106          | 88         | 96         | 114        | 404             | 107        | 27         | 69         | 71         | 38         | 41         | 96         | 94         | 61         | 75         | 34         | 713                |
| Fires   | 3            | 1          | 0          | 0          | 4               | 6          | 1          | 3          | 10         | 2          | 1          | 17         | 6          | 7          | 0          | 1          | 54                 |
| Experiència pròpia                                    | 22           | 21         | 24         | 18         | 85              | 39         | 79         | 21         | 73         | 22         | 28         | 104        | 22         | 91         | 11         | 26         | 516                |
| Internet  | 137          | 126        | 137        | 149        | 549             | 181        | 89         | 88         | 72         | 121        | 121        | 169        | 98         | 145        | 104        | 131        | 1.319              |
| Llibres i guies de viatge                             | 43           | 28         | 39         | 21         | 131             | 88         | 99         | 89         | 72         | 55         | 57         | 89         | 42         | 74         | 56         | 37         | 758                |
| Revistes especialitzades                              | 27           | 24         | 25         | 21         | 97              | 15         | 10         | 25         | 34         | 8          | 6          | 16         | 23         | 16         | 23         | 11         | 187                |
| Associacions (casal, inserso)                         | 8            | 10         | 8          | 5          | 31              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| No sap, no contesta                                   | 11           | 25         | 16         | 15         | 67              | 0          | 0          | 0          | 0          | 4          | 1          | 0          | 0          | 2          | 5          | 6          | 18                 |
| <b>Total</b>  | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Persona que decideix</b>                           |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Ho decideixo només jo                                 | 43           | 50         | 50         | 47         | 190             | 117        | 58         | 44         | 58         | 59         | 41         | 49         | 31         | 31         | 36         | 38         | 562                |
| La decisió és compartida amb altres                   | 245          | 241        | 240        | 246        | 972             | 272        | 140        | 150        | 142        | 133        | 153        | 150        | 160        | 162        | 159        | 162        | 1.783              |
| Ho decideixen altres                                  | 14           | 10         | 14         | 14         | 52              | 11         | 2          | 3          | 0          | 9          | 5          | 1          | 7          | 5          | 3          | 2          | 48                 |
| No sap, no contesta                                   | 1            | 2          | 2          | 2          | 7               | 0          | 0          | 3          | 0          | 3          | 1          | 0          | 2          | 2          | 2          | 0          | 13                 |
| <b>Total</b>  | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Resum del motiu d'influència per decidir destí</b> |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Consell   | 3            | 6          | 9          | 6          | 24              | 8          | 0          | 1          | 1          | 10         | 15         | 5          | 5          | 10         | 15         | 7          | 77                 |
| Clima   | 45           | 24         | 17         | 8          | 94              | 48         | 61         | 21         | 41         | 21         | 34         | 55         | 6          | 25         | 34         | 33         | 379                |
| Muntanya  | 6            | 5          | 2          | 1          | 14              | 3          | 10         | 2          | 3          | 5          | 4          | 11         | 1          | 10         | 4          | 9          | 62                 |
| Platja  | 28           | 30         | 7          | 9          | 74              | 17         | 36         | 3          | 6          | 4          | 3          | 22         | 11         | 2          | 20         | 16         | 140                |
| Visita  | 49           | 45         | 55         | 71         | 220             | 84         | 29         | 34         | 46         | 65         | 59         | 31         | 22         | 41         | 30         | 41         | 482                |
| Turisme/ desconectar                                  | 77           | 83         | 54         | 75         | 289             | 34         | 30         | 10         | 17         | 23         | 25         | 15         | 18         | 7          | 25         | 17         | 221                |
| Familiar  | 14           | 7          | 12         | 8          | 41              | 4          | 0          | 1          | 5          | 7          | 9          | 2          | 3          | 16         | 6          | 8          | 61                 |
| Motius personals                                      | 12           | 11         | 10         | 10         | 43              | 15         | 5          | 6          | 10         | 0          | 0          | 0          | 2          | 2          | 0          | 0          | 40                 |
| Cultura   | 21           | 20         | 40         | 32         | 113             | 72         | 26         | 39         | 15         | 13         | 7          | 24         | 47         | 15         | 15         | 6          | 279                |
| Descobrir/ Atractiu                                   | 60           | 74         | 66         | 88         | 288             | 65         | 19         | 48         | 26         | 21         | 14         | 11         | 43         | 11         | 28         | 3          | 289                |
| M'agrada  | 17           | 23         | 17         | 15         | 72              | 9          | 2          | 11         | 12         | 23         | 19         | 18         | 28         | 14         | 12         | 13         | 161                |
| No decideix sol                                       | 2            | 9          | 3          | 1          | 15              | 8          | 1          | 5          | 5          | 0          | 0          | 1          | 4          | 5          | 0          | 17         | 46                 |
| Entreteniment   | 8            | 11         | 11         | 10         | 40              | 4          | 0          | 1          | 6          | 0          | 2          | 12         | 6          | 2          | 1          | 1          | 35                 |
| Ho coneix   | 5            | 10         | 13         | 6          | 34              | 6          | 1          | 5          | 1          | 11         | 6          | 16         | 9          | 19         | 16         | 18         | 108                |
| Natura  | 9            | 9          | 7          | 9          | 34              | 72         | 26         | 43         | 19         | 0          | 0          | 0          | 15         | 1          | 7          | 18         | 201                |
| Esports   | 3            | 2          | 5          | 5          | 15              | 5          | 4          | 0          | 2          | 1          | 4          | 0          | 0          | 3          | 7          | 3          | 29                 |
| Cost  | 28           | 16         | 22         | 15         | 81              | 23         | 6          | 5          | 14         | 23         | 17         | 66         | 18         | 19         | 27         | 41         | 259                |
| Compres   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 1          | 0          | 0          | 1          | 2          | 1          | 6                  |
| Citutats  | 10           | 10         | 9          | 12         | 41              | 21         | 7          | 24         | 9          | 1          | 9          | 2          | 15         | 8          | 7          | 2          | 105                |
| Espontani   | 3            | 4          | 6          | 2          | 15              | 0          | 0          | 0          | 0          | 0          | 0          | 9          | 0          | 2          | 1          | 0          | 12                 |
| Infraestructura turística                             | 0            | 2          | 3          | 2          | 7               | 2          | 0          | 1          | 4          | 0          | 0          | 12         | 0          | 7          | 6          | 0          | 32                 |
| Altres  | 11           | 7          | 7          | 3          | 28              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 3          | 3          | 6          | 12                 |
| No sap, no contesta                                   | 7            | 9          | 16         | 11         | 43              | 15         | 2          | 0          | 1          | 8          | 6          | 6          | 12         | 10         | 0          | 19         | 79                 |
| <b>Total</b>  | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Motiu d'influència en la destinació</b>            |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Consell   | 3            | 6          | 9          | 6          | 24              | 8          | 0          | 1          | 1          | 10         | 15         | 5          | 5          | 10         | 15         | 7          | 77                 |
| Platges   | 28           | 30         | 7          | 9          | 74              | 17         | 36         | 3          | 6          | 4          | 3          | 22         | 11         | 2          | 20         | 16         | 140                |
| Sol   | 17           | 13         | 5          | 4          | 39              | 33         | 40         | 5          | 24         | 15         | 22         | 14         | 2          | 3          | 15         | 18         | 191                |
| Lloc familiar   | 2            | 1          | 0          | 0          | 3               | 4          | 0          | 1          | 5          | 2          | 1          | 0          | 0          | 1          | 0          | 3          | 17                 |
| Família   | 30           | 28         | 33         | 49         | 140             | 41         | 22         | 18         | 25         | 42         | 44         | 8          | 18         | 22         | 12         | 26         | 278                |
| Nens  | 12           | 6          | 12         | 8          | 38              | 0          | 0          | 0          | 0          | 5          | 8          | 2          | 3          | 15         | 6          | 5          | 44                 |
| Amics   | 21           | 24         | 29         | 31         | 105             | 34         | 6          | 13         | 18         | 26         | 18         | 23         | 4          | 19         | 19         | 15         | 195                |
| Diferent  | 58           | 66         | 60         | 79         | 263             | 4          | 12         | 0          | 4          | 21         | 14         | 11         | 0          | 4          | 15         | 3          | 88                 |
| Hi he estat abans                                     | 5            | 9          | 11         | 4          | 29              | 6          | 1          | 5          | 1          | 11         | 6          | 9          | 9          | 19         | 16         | 18         | 101                |
| Canvi d'aires   | 29           | 22         | 17         | 30         | 98              | 2          | 0          | 0          | 0          | 6          | 7          | 1          | 2          | 0          | 2          | 7          | 27                 |

## Taules no ponderades sobre les enquestes/contactes

|  | Origen zones |            |            |            | PAÍS<br>Espanya | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     | Total<br>Estranger |   |
|--|--------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|---|
|  | Nord         | Centre     | Llevant    | Sud        |                 |            |            |            |            |            |            |            |            |            |            |            |                    |   |
| Tranquil·litat                                       | 7            | 5          | 7          | 4          | 23              | 2          | 2          | 3          | 1          | 1          | 1          | 2          | 2          | 2          | 4          | 1          | 21                 |   |
| Relax/descans  | 22           | 40         | 20         | 25         | 107             | 3          | 3          | 2          | 4          | 10         | 12         | 9          | 14         | 2          | 15         | 9          | 83                 |   |
| Compres  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 1          | 0          | 1          | 1          | 2          | 1          | 6                  |   |
| Ciutats  | 10           | 10         | 9          | 12         | 41              | 21         | 7          | 24         | 9          | 1          | 9          | 2          | 15         | 8          | 7          | 2          | 105                |   |
| Cultura  | 17           | 17         | 33         | 27         | 94              | 59         | 25         | 36         | 11         | 13         | 7          | 24         | 32         | 14         | 15         | 6          | 242                |   |
| Museus   | 2            | 1          | 1          | 0          | 4               | 0          | 1          | 1          | 0          | 0          | 0          | 0          | 5          | 0          | 0          | 0          | 7                  |   |
| Clima/bon temps                                      | 31           | 11         | 12         | 4          | 58              | 15         | 23         | 17         | 18         | 8          | 17         | 45         | 4          | 25         | 22         | 16         | 210                |   |
| Cost/barat   | 12           | 12         | 7          | 11         | 42              | 15         | 3          | 2          | 13         | 23         | 17         | 58         | 13         | 19         | 24         | 26         | 213                |   |
| Vacances   | 15           | 11         | 6          | 9          | 41              | 6          | 7          | 0          | 4          | 10         | 8          | 3          | 2          | 2          | 6          | 1          | 49                 |   |
| Futbol   | 0            | 0          | 0          | 2          | 2               | 0          | 0          | 0          | 0          | 0          | 3          | 0          | 0          | 1          | 0          | 0          | 4                  |   |
| M'agrada el lloc                                     | 16           | 20         | 17         | 14         | 67              | 5          | 2          | 7          | 10         | 22         | 19         | 13         | 27         | 14         | 10         | 10         | 139                |   |
| M'agrada la gent                                     | 1            | 2          | 0          | 0          | 3               | 3          | 0          | 4          | 2          | 3          | 0          | 8          | 2          | 2          | 1          | 4          | 29                 |   |
| Muntanyes  | 3            | 3          | 2          | 0          | 8               | 1          | 0          | 0          | 1          | 1          | 1          | 5          | 1          | 1          | 1          | 0          | 12                 |   |
| Esquí  | 5            | 2          | 0          | 1          | 8               | 2          | 10         | 2          | 2          | 4          | 3          | 6          | 0          | 9          | 3          | 9          | 50                 |   |
| Vida nocturna  | 3            | 8          | 5          | 3          | 19              | 0          | 0          | 0          | 0          | 0          | 2          | 0          | 0          | 2          | 1          | 1          | 6                  |   |
| Golf   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 1          | 0          | 0          | 1          | 2          | 3          | 8                  |   |
| Esdeveniment privat (boda...)                        | 2            | 3          | 1          | 2          | 8               | 4          | 0          | 1          | 3          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 9                  |   |
| Naturalesa   | 9            | 5          | 7          | 5          | 26              | 25         | 16         | 20         | 7          | 0          | 0          | 0          | 15         | 0          | 7          | 3          | 93                 |   |
| Regal/invitació                                      | 0            | 1          | 1          | 0          | 2               | 7          | 1          | 3          | 4          | 0          | 0          | 0          | 4          | 3          | 0          | 0          | 22                 |   |
| Viatge romàntic                                      | 0            | 1          | 0          | 0          | 1               | 3          | 2          | 2          | 3          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 10                 |   |
| Proximitat   | 18           | 4          | 15         | 4          | 41              | 9          | 5          | 4          | 1          | 0          | 0          | 15         | 6          | 0          | 3          | 17         | 60                 |   |
| Orígens  | 0            | 0          | 0          | 0          | 0               | 10         | 1          | 3          | 4          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 18                 |   |
| Decisió del grup                                     | 0            | 2          | 0          | 0          | 2               | 1          | 0          | 2          | 1          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 5                  |   |
| Motius personals                                     | 2            | 0          | 1          | 1          | 4               | 8          | 3          | 3          | 4          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 18                 |   |
| Bellesa del paisatge                                 | 0            | 2          | 0          | 5          | 7               | 18         | 2          | 11         | 5          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 36                 |   |
| Gastronomia  | 1            | 1          | 2          | 3          | 7               | 2          | 0          | 2          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 4                  |   |
| Camp/ rural  | 0            | 2          | 0          | 0          | 2               | 36         | 10         | 14         | 7          | 0          | 0          | 0          | 0          | 1          | 0          | 16         | 84                 |   |
| Descobrir/ conèixer                                  | 1            | 6          | 7          | 7          | 21              | 61         | 4          | 47         | 21         | 0          | 0          | 0          | 33         | 6          | 13         | 0          | 185                |   |
| Aventura   | 0            | 0          | 0          | 0          | 0               | 2          | 3          | 1          | 2          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 9                  |   |
| Entretenment   | 4            | 3          | 6          | 7          | 20              | 4          | 0          | 1          | 1          | 0          | 0          | 12         | 6          | 0          | 0          | 0          | 24                 |   |
| Esports  | 3            | 2          | 5          | 3          | 13              | 5          | 4          | 0          | 2          | 0          | 0          | 0          | 0          | 1          | 5          | 0          | 17                 |   |
| Escapada/ distancia                                  | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 1                  |   |
| Oci/ Turisme   | 8            | 8          | 6          | 11         | 33              | 0          | 18         | 0          | 7          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 25                 |   |
| Estudis  | 0            | 1          | 1          | 1          | 3               | 3          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 3                  |   |
| Seguretat  | 0            | 0          | 0          | 0          | 0               | 2          | 0          | 1          | 1          | 0          | 0          | 2          | 0          | 0          | 2          | 0          | 8                  |   |
| Creuers  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |   |
| Plaer  | 1            | 5          | 2          | 2          | 10              | 21         | 0          | 5          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 27                 |   |
| Aprenentatge de llengües                             | 0            | 0          | 0          | 0          | 0               | 2          | 0          | 0          | 0          | 0          | 0          | 0          | 7          | 1          | 0          | 0          | 10                 |   |
| Atmosfera  | 0            | 1          | 0          | 1          | 2               | 2          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 4                  |   |
| Tradicions   | 0            | 0          | 1          | 0          | 1               | 3          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 4                  |   |
| Historia   | 0            | 0          | 0          | 0          | 0               | 5          | 0          | 1          | 2          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 8                  |   |
| Monuments  | 1            | 0          | 1          | 1          | 3               | 0          | 0          | 1          | 2          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 3                  |   |
| Vi   | 0            | 0          | 0          | 0          | 0               | 1          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 2                  |   |
| Arquitectura   | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |   |
| Passeigs   | 1            | 0          | 0          | 0          | 1               | 0          | 0          | 0          | 5          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 5                  |   |
| Allotjament  | 0            | 2          | 3          | 2          | 7               | 0          | 0          | 0          | 2          | 0          | 0          | 10         | 0          | 7          | 4          | 0          | 23                 |   |
| Decisió d'altres                                     | 2            | 6          | 2          | 1          | 11              | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 1          | 0          | 17         | 19                 |   |
| Informació rebuda                                    | 0            | 1          | 2          | 2          | 5               | 0          | 0          | 0          | 0          | 0          | 0          | 7          | 0          | 0          | 0          | 0          | 7                  |   |
| Espontani/ segons el moment                          | 3            | 4          | 6          | 2          | 15              | 0          | 0          | 0          | 0          | 0          | 0          | 9          | 0          | 2          | 1          | 0          | 12                 |   |
| Conèixer gent  | 0            | 1          | 0          | 1          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 10         | 0          | 0          | 0          | 10                 |   |
| Peregrinació/ Religió                                | 1            | 1          | 1          | 1          | 4               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 6          | 0          | 0          | 0          | 6                  |   |
| Raons humanitaris                                    | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 2          | 1          | 0          | 0          | 0          | 3                  |   |
| Li venia de gust                                     | 8            | 7          | 8          | 7          | 30              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  | 0 |
| Interès  | 1            | 1          | 0          | 2          | 4               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |   |
| Altres   | 11           | 7          | 7          | 3          | 28              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 3          | 3          | 6          | 12                 |   |
| No sap, no contesta                                  | 7            | 9          | 16         | 11         | 43              | 15         | 2          | 0          | 1          | 8          | 6          | 6          | 12         | 10         | 0          | 19         | 79                 |   |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |   |
| <b>Relatiu a la imatge de marca - base enquestes</b> |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |   |
| <b>Coneixement espontani de catalunya</b>            |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |   |
| Sí   |              |            |            |            |                 | 335        | 138        | 134        | 134        | 151        | 158        | 148        | 136        | 139        | 161        | 139        | 1.773              |   |
| No   |              |            |            |            |                 | 65         | 62         | 66         | 66         | 53         | 42         | 52         | 64         | 61         | 39         | 63         | 633                |   |
| <b>Total</b>   |              |            |            |            |                 | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |   |
| <b>Coneixement suggerit de catalunya</b>             |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |   |
| Sí   |              |            |            |            |                 | 21         | 8          | 7          | 10         | 19         | 19         | 3          | 4          | 20         | 18         | 8          | 137                |   |
| No   |              |            |            |            |                 | 44         | 54         | 59         | 56         | 34         | 23         | 49         | 60         | 41         | 21         | 55         | 496                |   |
| <b>Total</b>   |              |            |            |            |                 | <b>65</b>  | <b>62</b>  | <b>66</b>  | <b>66</b>  | <b>53</b>  | <b>42</b>  | <b>52</b>  | <b>64</b>  | <b>61</b>  | <b>39</b>  | <b>63</b>  | <b>633</b>         |   |

## Taules no ponderades sobre les enquestes/contactes

|  | Origen zones |            |            |            | PAÍS<br>Espanya | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     | Total<br>Estranger |
|--|--------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|
|  | Nord         | Centre     | Llevant    | Sud        |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| <b>Coneixement espontani+sugerit de catalunya</b>              |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Sí   | 303          | 303        | 306        | 309        | 1.221           | 356        | 146        | 141        | 144        | 170        | 177        | 151        | 140        | 159        | 179        | 147        | 1.910              |
| No   |              |            |            |            |                 | 44         | 54         | 59         | 56         | 34         | 23         | 49         | 60         | 41         | 21         | 55         | 496                |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>base - coneixement espontàni més suggerit de valors sí.</b> |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| <b>Lo primer que identifiquen amb Catalunya</b>                |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Muntanya   | 14           | 18         | 12         | 18         | 62              | 7          | 1          | 1          | 1          | 6          | 3          | 3          | 0          | 3          | 5          | 4          | 34                 |
| Paisatge   | 7            | 9          | 8          | 6          | 30              | 10         | 2          | 5          | 6          | 4          | 2          | 17         | 15         | 12         | 10         | 6          | 89                 |
| Platja/ mar  | 60           | 39         | 50         | 46         | 195             | 54         | 25         | 14         | 11         | 11         | 11         | 22         | 7          | 6          | 25         | 9          | 195                |
| Clima  | 28           | 6          | 16         | 8          | 58              | 83         | 66         | 16         | 35         | 29         | 44         | 64         | 15         | 26         | 29         | 18         | 425                |
| Gastronomia  | 10           | 6          | 10         | 2          | 28              | 8          | 1          | 8          | 1          | 3          | 4          | 15         | 4          | 9          | 16         | 19         | 88                 |
| Arquitectura- urbanisme  | 4            | 4          | 6          | 3          | 17              | 2          | 0          | 0          | 0          | 0          | 1          | 0          | 17         | 1          | 3          | 1          | 25                 |
| Patrimoni històric   | 14           | 7          | 19         | 31         | 71              | 3          | 0          | 3          | 1          | 1          | 0          | 2          | 0          | 0          | 1          | 1          | 12                 |
| Festes i esdeveniments   | 2            | 3          | 9          | 1          | 15              | 8          | 2          | 3          | 0          | 2          | 2          | 3          | 4          | 0          | 2          | 1          | 27                 |
| Compres  | 2            | 1          | 1          | 1          | 5               | 0          | 0          | 0          | 0          | 3          | 0          | 1          | 4          | 0          | 0          | 1          | 9                  |
| Modernitat   | 6            | 8          | 9          | 9          | 32              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 1                  |
| Infraestructures turístiques                                   | 2            | 1          | 1          | 0          | 4               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Lloc geogràfic   | 5            | 3          | 5          | 3          | 16              | 35         | 8          | 31         | 33         | 39         | 28         | 41         | 6          | 34         | 41         | 41         | 337                |
| Gent (aspectes negatiu)  | 1            | 1          | 2          | 4          | 8               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Turisme (aspectes negatiu)                                     | 13           | 18         | 23         | 21         | 75              | 6          | 0          | 0          | 0          | 1          | 1          | 0          | 10         | 3          | 4          | 1          | 26                 |
| Interessant  | 8            | 9          | 4          | 9          | 30              | 3          | 0          | 0          | 3          | 2          | 1          | 0          | 2          | 0          | 0          | 7          | 18                 |
| Altres   | 3            | 9          | 9          | 9          | 30              | 0          | 1          | 0          | 1          | 5          | 5          | 0          | 6          | 4          | 12         | 39         | 39                 |
| Oferta cultural  | 21           | 17         | 15         | 17         | 70              | 25         | 6          | 8          | 6          | 7          | 13         | 12         | 1          | 7          | 10         | 24         | 119                |
| Valors   | 2            | 0          | 0          | 0          | 2               | 2          | 0          | 0          | 2          | 5          | 5          | 0          | 6          | 1          | 5          | 2          | 28                 |
| Identitat  | 5            | 9          | 6          | 8          | 28              | 11         | 3          | 6          | 3          | 3          | 5          | 1          | 11         | 10         | 7          | 9          | 69                 |
| Ciutats  | 44           | 41         | 32         | 34         | 151             | 104        | 48         | 35         | 24         | 21         | 25         | 16         | 0          | 34         | 40         | 17         | 364                |
| Altres espais  | 34           | 35         | 29         | 28         | 126             | 1          | 0          | 1          | 6          | 2          | 3          | 3          | 14         | 2          | 5          | 0          | 37                 |
| Tranquil·litat   | 2            | 2          | 3          | 1          | 8               | 2          | 2          | 1          | 4          | 3          | 5          | 8          | 5          | 2          | 13         | 0          | 45                 |
| Bellesa  | 85           | 101        | 89         | 86         | 361             | 9          | 6          | 2          | 9          | 6          | 6          | 4          | 16         | 2          | 4          | 0          | 64                 |
| Gent   | 13           | 11         | 13         | 6          | 43              | 5          | 3          | 0          | 3          | 0          | 3          | 4          | 0          | 0          | 3          | 0          | 21                 |
| Activitats   | 6            | 5          | 8          | 8          | 27              | 0          | 1          | 2          | 1          | 1          | 3          | 0          | 0          | 5          | 1          | 3          | 17                 |
| No sap, no contesta  | 33           | 46         | 38         | 45         | 162             | 20         | 4          | 21         | 17         | 26         | 19         | 14         | 34         | 22         | 20         | 20         | 217                |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>356</b> | <b>146</b> | <b>141</b> | <b>144</b> | <b>170</b> | <b>177</b> | <b>151</b> | <b>140</b> | <b>159</b> | <b>179</b> | <b>147</b> | <b>1.910</b>       |
| <b>Ampliació lo primer que identifiquen amb Catalunya</b>      |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Nord d'Espanya   | 2            | 1          | 0          | 0          | 3               | 1          | 0          | 2          | 1          | 1          | 2          | 0          | 1          | 1          | 0          | 3          | 12                 |
| Regió d'Espanya  | 1            | 0          | 1          | 1          | 3               | 5          | 5          | 0          | 2          | 0          | 1          | 4          | 2          | 1          | 0          | 3          | 23                 |
| Espanya  | 0            | 1          | 0          | 0          | 1               | 25         | 3          | 29         | 28         | 33         | 21         | 36         | 0          | 29         | 29         | 34         | 267                |
| Espanyol   | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 2          | 5          | 4          | 1          | 2          | 1          | 4          | 1          | 21                 |
| Cultura espanyola  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 2          | 3          | 1          | 0          | 2          | 0          | 0          | 0          | 0          | 8                  |
| Ball espanyol  | 0            | 0          | 0          | 0          | 0               | 3          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1          | 5                  |
| Pobles espanyols   | 15           | 15         | 8          | 10         | 48              | 1          | 0          | 0          | 3          | 1          | 1          | 0          | 14         | 0          | 3          | 0          | 23                 |
| Futbol   | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 1          | 1          | 2          | 0          | 0          | 3          | 0          | 3          | 10                 |
| Barcelona (Club de futbol)                                     | 0            | 0          | 1          | 1          | 2               | 1          | 1          | 2          | 0          | 0          | 1          | 0          | 2          | 1          | 0          | 0          | 8                  |
| Barcelona  | 39           | 34         | 29         | 23         | 125             | 104        | 48         | 35         | 24         | 19         | 24         | 16         | 0          | 34         | 40         | 17         | 361                |
| Bianes   | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Costa Brava  | 9            | 13         | 9          | 8          | 39              | 0          | 0          | 1          | 3          | 0          | 0          | 2          | 0          | 1          | 2          | 0          | 9                  |
| Lloret de Mar  | 1            | 2          | 1          | 1          | 5               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| Sitges   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| Sud  | 0            | 0          | 0          | 0          | 0               | 4          | 0          | 0          | 0          | 0          | 0          | 3          | 1          | 1          | 4          | 0          | 13                 |
| Molta gent   | 4            | 1          | 1          | 7          | 13              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 1                  |
| Relax  | 1            | 0          | 0          | 1          | 2               | 2          | 0          | 0          | 3          | 0          | 0          | 4          | 0          | 0          | 0          | 0          | 9                  |
| Tranquil·litat   | 1            | 2          | 2          | 0          | 5               | 0          | 0          | 0          | 0          | 2          | 1          | 3          | 0          | 0          | 8          | 0          | 14                 |
| Alcohol  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 2          | 0          | 1          | 0          | 3                  |
| Cervesa  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Beguda   | 0            | 0          | 1          | 0          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 2          | 0          | 2                  |
| Menjar   | 10           | 6          | 9          | 1          | 26              | 6          | 1          | 8          | 1          | 2          | 3          | 8          | 0          | 3          | 9          | 11         | 52                 |
| Paella   | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 1          | 1          | 1          | 5                  |
| Restaurants  | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 1          | 0          | 3                  |
| Sangria  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 1                  |
| Tapes  | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 2          | 2          | 0          | 0          | 2          | 6                  |
| Vi   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 1          | 5          | 0          | 5          | 5          | 8          | 25                 |
| Arquitectura   | 2            | 2          | 5          | 1          | 10              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 14         | 0          | 1          | 1          | 16                 |
| Artístic   | 1            | 2          | 1          | 4          | 8               | 1          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 1          | 3          | 6                  |
| Edificis   | 1            | 2          | 1          | 1          | 5               | 2          | 0          | 0          | 0          | 0          | 1          | 0          | 2          | 1          | 3          | 0          | 9                  |



## Taules no ponderades sobre les enquestes/contactes

|  | Origen zones |            |            |            | PAÍS         | Espanya    | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia       | Total Estranger |
|--|--------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|-----------------|
|  | Nord         | Centre     | Llevant    | Sud        |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| Dinàmic/ actiu   | 0            | 0          | 0          | 1          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| Estil de vida  | 0            | 0          | 0          | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0            | 1               |
| Jove   | 0            | 0          | 1          | 0          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Modern   | 0            | 0          | 0          | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Molt seus/ gent especial                                 | 0            | 2          | 1          | 0          | 3            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Insolidaris  | 0            | 0          | 1          | 0          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Altres llocs turístics                                   | 5            | 8          | 8          | 9          | 30           | 0          | 0          | 0          | 0          | 1          | 2          | 0          | 0          | 1          | 0          | 0          | 4            |                 |
| No l'hi atrau/ com altres llocs                          | 2            | 7          | 7          | 5          | 21           | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 1            |                 |
| Organitzat   | 3            | 5          | 3          | 3          | 14           | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Neta/ cuidat   | 1            | 2          | 1          | 1          | 5            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Port Aventura  | 5            | 2          | 4          | 4          | 15           | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Oberta   | 0            | 0          | 0          | 1          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Acollidora   | 0            | 0          | 1          | 0          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Ambient bó   | 0            | 0          | 3          | 0          | 3            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Aspectes negatius caràcter                               | 1            | 1          | 1          | 4          | 7            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Ciutat gran  | 2            | 4          | 2          | 8          | 16           | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Varietat   | 6            | 5          | 8          | 7          | 26           | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Treballadors   | 0            | 2          | 1          | 0          | 3            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Interessant  | 6            | 3          | 1          | 4          | 14           | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Serietat   | 0            | 0          | 0          | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            |                 |
| Altres   | 3            | 9          | 9          | 9          | 30           | 0          | 0          | 0          | 0          | 5          | 5          | 5          | 0          | 6          | 4          | 12         | 37           |                 |
| No sap, no contesta                                      | 33           | 46         | 38         | 45         | 162          | 20         | 4          | 21         | 17         | 26         | 19         | 14         | 34         | 22         | 20         | 20         | 217          |                 |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b> | <b>356</b> | <b>146</b> | <b>141</b> | <b>144</b> | <b>170</b> | <b>177</b> | <b>151</b> | <b>140</b> | <b>159</b> | <b>179</b> | <b>147</b> | <b>1.910</b> |                 |
| <b>Coneixement espontàni de les marques de Catalunya</b> |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| Barcelona  | 192          | 180        | 185        | 213        | 770          | 242        | 137        | 118        | 95         | 92         | 103        | 86         | 59         | 78         | 72         | 53         | 1.135        |                 |
| Costa brava  | 96           | 95         | 96         | 71         | 358          | 36         | 8          | 7          | 17         | 44         | 56         | 68         | 15         | 22         | 22         | 16         | 311          |                 |
| Costa daurada  | 58           | 49         | 60         | 34         | 201          | 21         | 2          | 4          | 7          | 24         | 39         | 18         | 1          | 0          | 5          | 3          | 124          |                 |
| Pirineus catalans  | 42           | 49         | 54         | 51         | 196          | 18         | 5          | 5          | 12         | 26         | 35         | 15         | 5          | 11         | 5          | 2          | 139          |                 |
| Val d'À Aran   | 22           | 20         | 25         | 17         | 84           | 11         | 2          | 3          | 2          | 10         | 9          | 2          | 0          | 1          | 1          | 1          | 42           |                 |
| Catalunya central  | 12           | 8          | 12         | 11         | 43           | 21         | 6          | 7          | 6          | 12         | 20         | 16         | 2          | 2          | 3          | 1          | 96           |                 |
| Costa de garraf  | 10           | 10         | 12         | 4          | 36           | 2          | 5          | 3          | 1          | 8          | 8          | 5          | 0          | 1          | 0          | 0          | 33           |                 |
| Terres de l'Ebre   | 20           | 13         | 17         | 7          | 57           | 4          | 1          | 1          | 3          | 5          | 3          | 3          | 0          | 1          | 0          | 0          | 21           |                 |
| Terres de Lleida   | 28           | 21         | 29         | 19         | 97           | 0          | 3          | 2          | 0          | 4          | 5          | 4          | 0          | 0          | 1          | 1          | 20           |                 |
| Maresme  | 14           | 10         | 12         | 10         | 46           | 5          | 3          | 3          | 4          | 4          | 4          | 8          | 0          | 0          | 0          | 0          | 31           |                 |
| No en reconeix cap                                       | 83           | 85         | 78         | 81         | 327          | 81         | 2          | 14         | 30         | 71         | 67         | 33         | 76         | 77         | 102        | 92         | 645          |                 |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b> | <b>356</b> | <b>146</b> | <b>141</b> | <b>144</b> | <b>170</b> | <b>177</b> | <b>151</b> | <b>140</b> | <b>159</b> | <b>179</b> | <b>147</b> | <b>1.910</b> |                 |
| <b>base - enquestes</b>                                  |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| <b>Coneixement suggerit de marques de Catalunya</b>      |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| Barcelona  | 107          | 122        | 119        | 95         | 443          | 143        | 60         | 68         | 97         | 95         | 86         | 92         | 132        | 121        | 117        | 148        | 1.159        |                 |
| Costa brava  | 199          | 201        | 200        | 226        | 826          | 275        | 121        | 124        | 126        | 122        | 112        | 104        | 138        | 161        | 149        | 157        | 1.589        |                 |
| Costa daurada  | 225          | 217        | 210        | 209        | 861          | 144        | 79         | 83         | 68         | 76         | 75         | 62         | 89         | 26         | 69         | 40         | 811          |                 |
| Pirineus catalans  | 232          | 226        | 224        | 227        | 909          | 138        | 16         | 48         | 49         | 53         | 60         | 32         | 97         | 65         | 86         | 99         | 743          |                 |
| Val d'À Aran   | 208          | 210        | 230        | 200        | 848          | 39         | 10         | 12         | 18         | 24         | 38         | 10         | 20         | 19         | 21         | 29         | 240          |                 |
| Catalunya central  | 93           | 140        | 140        | 99         | 472          | 61         | 9          | 25         | 15         | 39         | 42         | 16         | 61         | 32         | 59         | 43         | 402          |                 |
| Costa de garraf  | 64           | 72         | 116        | 60         | 312          | 34         | 10         | 30         | 13         | 17         | 15         | 13         | 13         | 10         | 7          | 19         | 181          |                 |
| Terres de l'Ebre   | 119          | 112        | 163        | 104        | 498          | 17         | 1          | 3          | 5          | 8          | 6          | 9          | 13         | 7          | 8          | 5          | 82           |                 |
| Terres de Lleida   | 115          | 112        | 119        | 119        | 465          | 15         | 3          | 2          | 3          | 7          | 5          | 9          | 19         | 4          | 5          | 10         | 82           |                 |
| Maresme  | 150          | 148        | 155        | 121        | 574          | 12         | 2          | 2          | 3          | 10         | 9          | 7          | 6          | 11         | 7          | 9          | 78           |                 |
| No en reconeix cap                                       | 16           | 16         | 14         | 10         | 56           | 52         | 27         | 35         | 16         | 35         | 43         | 39         | 17         | 22         | 18         | 14         | 318          |                 |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b> | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b> |                 |
| <b>Coneixement total de les marques de Catalunya</b>     |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| Barcelona  | 299          | 302        | 304        | 308        | 1.213        | 385        | 197        | 186        | 192        | 187        | 189        | 178        | 191        | 199        | 189        | 201        | 2.294        |                 |
| Costa brava  | 295          | 296        | 296        | 297        | 1.184        | 311        | 129        | 131        | 143        | 166        | 168        | 172        | 153        | 183        | 171        | 173        | 1.900        |                 |
| Costa daurada  | 283          | 266        | 270        | 243        | 1.062        | 265        | 81         | 87         | 75         | 100        | 114        | 80         | 90         | 26         | 74         | 43         | 935          |                 |
| Pirineus catalans  | 274          | 275        | 278        | 278        | 1.105        | 156        | 21         | 53         | 61         | 79         | 95         | 47         | 102        | 76         | 91         | 101        | 882          |                 |
| Val d'À Aran   | 230          | 230        | 255        | 217        | 932          | 50         | 12         | 15         | 20         | 34         | 47         | 12         | 20         | 22         | 30         | 28         | 292          |                 |
| Catalunya central  | 105          | 148        | 152        | 110        | 515          | 82         | 15         | 32         | 21         | 51         | 62         | 32         | 63         | 34         | 62         | 44         | 498          |                 |
| Costa de garraf  | 74           | 82         | 128        | 64         | 348          | 36         | 15         | 33         | 14         | 25         | 23         | 18         | 13         | 11         | 7          | 19         | 214          |                 |
| Terres de l'Ebre   | 139          | 125        | 180        | 111        | 555          | 21         | 2          | 4          | 8          | 13         | 9          | 12         | 13         | 8          | 8          | 5          | 103          |                 |
| Terres de Lleida   | 143          | 133        | 148        | 138        | 562          | 15         | 6          | 4          | 3          | 11         | 10         | 13         | 19         | 4          | 6          | 11         | 102          |                 |
| Maresme  | 164          | 158        | 167        | 131        | 620          | 17         | 5          | 5          | 7          | 14         | 13         | 15         | 6          | 11         | 7          | 9          | 109          |                 |
| No en reconeix cap                                       | 1            | 0          | 1          | 1          | 3            | 9          | 2          | 13         | 6          | 13         | 5          | 7          | 7          | 1          | 7          | 1          | 71           |                 |



## Taules no ponderades sobre les enquestes/contactes

|  | Origen zones |            |            |            | PAÍS<br>Espanya | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     | Total<br>Estranger |
|--|--------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|
|  | Nord         | Centre     | Llevant    | Sud        |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| <b>Total</b>                                       | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Resum de definició de Catalunya 3 paraules</b>  |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Muntanya   | 6            | 13         | 7          | 3          | 29              | 17         | 0          | 2          | 7          | 12         | 7          | 4          | 1          | 8          | 19         | 25         | 102                |
| Paisatge   | 8            | 21         | 14         | 5          | 48              | 60         | 7          | 15         | 15         | 10         | 8          | 27         | 10         | 30         | 30         | 26         | 238                |
| Platja/ mar  | 23           | 24         | 12         | 10         | 69              | 100        | 41         | 39         | 29         | 39         | 39         | 38         | 28         | 17         | 51         | 43         | 464                |
| Clima  | 33           | 13         | 15         | 8          | 69              | 151        | 60         | 40         | 45         | 64         | 76         | 78         | 46         | 60         | 68         | 85         | 773                |
| Gastronomia  | 12           | 18         | 8          | 1          | 39              | 43         | 15         | 21         | 11         | 26         | 18         | 18         | 3          | 23         | 22         | 37         | 237                |
| Arquitectura- urbanisme                            | 2            | 3          | 5          | 2          | 12              | 13         | 5          | 10         | 6          | 9          | 8          | 0          | 2          | 6          | 11         | 8          | 78                 |
| Patrimoni històric                                 | 6            | 5          | 6          | 9          | 26              | 8          | 1          | 6          | 2          | 3          | 3          | 0          | 4          | 3          | 4          | 5          | 39                 |
| Oferta cultural                                    | 26           | 21         | 35         | 21         | 103             | 80         | 24         | 20         | 25         | 26         | 38         | 17         | 38         | 24         | 41         | 43         | 376                |
| Valors   | 1            | 4          | 4          | 1          | 10              | 29         | 0          | 2          | 4          | 11         | 11         | 5          | 5          | 3          | 12         | 4          | 86                 |
| Identitat  | 31           | 39         | 35         | 36         | 141             | 20         | 7          | 2          | 5          | 12         | 14         | 20         | 12         | 19         | 11         | 24         | 146                |
| Ciutats  | 14           | 13         | 16         | 43         | 86              | 19         | 4          | 6          | 9          | 10         | 15         | 6          | 3          | 12         | 15         | 30         | 129                |
| Altres espais                                      | 2            | 5          | 2          | 4          | 13              | 3          | 5          | 2          | 2          | 2          | 1          | 0          | 4          | 0          | 5          | 1          | 25                 |
| Tranquil·litat                                     | 13           | 4          | 10         | 4          | 31              | 10         | 2          | 2          | 5          | 9          | 10         | 17         | 1          | 11         | 9          | 5          | 81                 |
| Bellesa  | 104          | 104        | 102        | 98         | 408             | 19         | 23         | 8          | 10         | 25         | 31         | 19         | 23         | 14         | 15         | 20         | 207                |
| Gent   | 85           | 76         | 71         | 67         | 299             | 40         | 10         | 7          | 19         | 15         | 23         | 10         | 29         | 10         | 14         | 12         | 189                |
| Activitats   | 14           | 11         | 14         | 12         | 51              | 2          | 0          | 2          | 0          | 7          | 6          | 0          | 0          | 17         | 3          | 10         | 47                 |
| Festes i esdeveniments                             | 4            | 2          | 5          | 7          | 18              | 37         | 0          | 12         | 12         | 10         | 3          | 4          | 14         | 6          | 4          | 5          | 107                |
| Compres  | 3            | 1          | 1          | 3          | 8               | 2          | 1          | 4          | 1          | 4          | 6          | 0          | 1          | 5          | 4          | 5          | 33                 |
| Modernitat   | 45           | 25         | 40         | 55         | 165             | 2          | 0          | 3          | 0          | 5          | 1          | 2          | 20         | 11         | 2          | 0          | 46                 |
| Infraestructures turístiques                       | 2            | 0          | 2          | 0          | 4               | 1          | 0          | 3          | 3          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 7                  |
| Lloc geogràfic                                     | 5            | 8          | 8          | 9          | 30              | 14         | 3          | 1          | 11         | 7          | 16         | 17         | 1          | 15         | 22         | 11         | 118                |
| Gent (aspectes negatiu)                            | 4            | 11         | 16         | 15         | 46              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Turisme (aspectes negatiu)                         | 23           | 34         | 20         | 28         | 105             | 5          | 1          | 1          | 0          | 11         | 8          | 6          | 5          | 12         | 16         | 11         | 76                 |
| Interessant  | 13           | 15         | 6          | 16         | 50              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 12         | 0          | 0          | 3          | 15                 |
| Altres   | 11           | 8          | 9          | 11         | 39              | 0          | 0          | 0          | 0          | 2          | 0          | 22         | 0          | 1          | 3          | 9          | 37                 |
| No sap, no contesta                                | 37           | 46         | 52         | 58         | 193             | 140        | 113        | 124        | 113        | 66         | 46         | 79         | 94         | 66         | 26         | 24         | 891                |
| <b>Total</b>                                       | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Ampliació definició de Catalunya 3 paraules</b> |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Nord d'Espanya                                     | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 1          | 2          | 0          | 1          | 3          | 0          | 2          | 9                  |
| Regió d'Espanya                                    | 4            | 7          | 4          | 6          | 21              | 4          | 3          | 0          | 6          | 1          | 3          | 0          | 0          | 1          | 0          | 1          | 19                 |
| Espanya  | 0            | 1          | 0          | 1          | 2               | 7          | 0          | 1          | 4          | 3          | 7          | 8          | 0          | 8          | 16         | 6          | 60                 |
| Espanyol   | 0            | 0          | 0          | 0          | 0               | 2          | 0          | 0          | 0          | 3          | 4          | 6          | 0          | 3          | 4          | 2          | 24                 |
| Cultura espanyola                                  | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 0          | 1          | 5          | 0          | 4          | 0          | 1          | 1          | 13                 |
| Ball espanyol                                      | 0            | 0          | 1          | 0          | 1               | 0          | 0          | 1          | 1          | 0          | 0          | 0          | 2          | 0          | 1          | 1          | 7                  |
| Pobles espanyols                                   | 1            | 3          | 1          | 1          | 6               | 2          | 5          | 2          | 2          | 1          | 0          | 0          | 3          | 0          | 3          | 0          | 18                 |
| Futbol   | 0            | 1          | 0          | 0          | 1               | 0          | 0          | 0          | 0          | 7          | 6          | 0          | 0          | 17         | 3          | 10         | 43                 |
| Barcelona (Club de futbol)                         | 1            | 0          | 1          | 1          | 3               | 5          | 4          | 0          | 2          | 0          | 0          | 0          | 0          | 1          | 1          | 4          | 17                 |
| Barcelona  | 7            | 3          | 6          | 9          | 25              | 19         | 4          | 6          | 9          | 10         | 15         | 6          | 3          | 12         | 15         | 21         | 120                |
| Blanes   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Costa Brava  | 0            | 2          | 0          | 1          | 3               | 1          | 0          | 0          | 0          | 1          | 1          | 0          | 0          | 0          | 2          | 1          | 6                  |
| Lloret de Mar                                      | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 1                  |
| Sitges   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Sud  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 1          | 3          | 0          | 0          | 4          | 0          | 8                  |
| Molta gent   | 2            | 5          | 2          | 5          | 14              | 0          | 0          | 0          | 0          | 5          | 4          | 3          | 2          | 0          | 9          | 2          | 25                 |
| Relax  | 4            | 2          | 1          | 0          | 7               | 8          | 1          | 1          | 1          | 2          | 2          | 15         | 0          | 2          | 2          | 0          | 34                 |
| Tranquil·litat                                     | 9            | 2          | 6          | 3          | 20              | 0          | 0          | 0          | 0          | 3          | 6          | 0          | 0          | 4          | 4          | 4          | 21                 |
| Alcohol  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Cervesa  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Beguda   | 2            | 2          | 1          | 1          | 6               | 0          | 0          | 0          | 0          | 1          | 1          | 0          | 0          | 0          | 0          | 2          | 5                  |
| Menjar   | 10           | 16         | 7          | 0          | 33              | 40         | 15         | 21         | 8          | 22         | 16         | 12         | 3          | 17         | 12         | 21         | 187                |
| Paella   | 0            | 0          | 0          | 0          | 0               | 3          | 0          | 0          | 2          | 0          | 0          | 2          | 0          | 0          | 1          | 0          | 8                  |
| Restaurants  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| Sangria  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 2          | 0          | 3                  |
| Tapes  | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 1          | 1          | 0          | 3          | 0          | 5          | 10                 |
| Vi   | 0            | 1          | 0          | 1          | 2               | 1          | 0          | 0          | 1          | 3          | 2          | 3          | 0          | 6          | 9          | 15         | 40                 |
| Arquitectura                                       | 2            | 3          | 3          | 0          | 8               | 11         | 2          | 10         | 4          | 5          | 5          | 0          | 2          | 5          | 5          | 4          | 53                 |
| Artistic   | 1            | 0          | 2          | 2          | 5               | 4          | 1          | 1          | 1          | 2          | 3          | 1          | 7          | 1          | 2          | 2          | 25                 |
| Edificis   | 0            | 0          | 1          | 0          | 1               | 3          | 3          | 0          | 2          | 3          | 3          | 0          | 0          | 1          | 7          | 4          | 26                 |
| Cultura  | 25           | 21         | 33         | 17         | 96              | 73         | 23         | 18         | 22         | 21         | 31         | 14         | 27         | 24         | 37         | 37         | 327                |
| Dalí   | 0            | 0          | 0          | 2          | 2               | 0          | 0          | 0          | 2          | 1          | 0          | 0          | 0          | 0          | 0          | 1          | 4                  |
| Gaudí  | 2            | 1          | 0          | 1          | 4               | 3          | 1          | 0          | 1          | 1          | 1          | 0          | 3          | 2          | 3          | 1          | 16                 |
| Gòtic  | 0            | 0          | 1          | 2          | 3               | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |

Taules no ponderades sobre les enquestes/contactes

|                       | Origen zones |        |         |     | PAÍS    |        |         |        |         |            |         |          |        |           |         |        |     |  | Total Estranger |
|-----------------------|--------------|--------|---------|-----|---------|--------|---------|--------|---------|------------|---------|----------|--------|-----------|---------|--------|-----|--|-----------------|
|                       | Nord         | Centre | Llevant | Sud | Espanya | França | Holanda | Suïssa | Bèlgica | Regne Unit | Irlanda | Alemanya | Itàlia | Dinamarca | Àustria | Suècia |     |  |                 |
| Història              | 1            | 3      | 2       | 1   | 7       | 12     | 0       | 2      | 1       | 9          | 6       | 2        | 3      | 3         | 4       | 1      | 43  |  |                 |
| Monuments             | 4            | 4      | 6       | 8   | 22      | 5      | 0       | 5      | 1       | 2          | 2       | 0        | 2      | 1         | 0       | 4      | 22  |  |                 |
| Vell                  | 0            | 0      | 0       | 0   | 0       | 2      | 0       | 0      | 0       | 1          | 2       | 1        | 1      | 0         | 0       | 3      | 10  |  |                 |
| Sagrada Família       | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 1      | 0       | 0          | 0       | 0        | 0      | 0         | 1       | 0      | 2   |  |                 |
| Tradicional           | 0            | 1      | 1       | 0   | 2       | 7      | 0       | 0      | 1       | 1          | 3       | 2        | 1      | 0         | 8       | 0      | 23  |  |                 |
| Platja                | 19           | 22     | 9       | 10  | 60      | 66     | 40      | 35     | 22      | 27         | 29      | 19       | 5      | 12        | 30      | 31     | 316 |  |                 |
| Verd                  | 0            | 1      | 1       | 1   | 3       | 0      | 0       | 0      | 0       | 3          | 0       | 2        | 3      | 1         | 0       | 10     | 19  |  |                 |
| Vacances              | 0            | 0      | 1       | 1   | 2       | 2      | 1       | 1      | 4       | 4          | 3       | 2        | 1      | 5         | 3       | 1      | 27  |  |                 |
| Paisatges             | 4            | 14     | 7       | 2   | 27      | 18     | 0       | 4      | 5       | 2          | 2       | 5        | 2      | 4         | 11      | 6      | 59  |  |                 |
| Muntanyes             | 5            | 12     | 6       | 2   | 25      | 17     | 0       | 2      | 7       | 12         | 7       | 4        | 0      | 8         | 19      | 25     | 101 |  |                 |
| Natura                | 3            | 4      | 6       | 2   | 15      | 40     | 7       | 12     | 9       | 2          | 4       | 16       | 2      | 17        | 13      | 9      | 131 |  |                 |
| Vela/ navegar         | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 1       | 0      | 1   |  |                 |
| Sorra                 | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 1       | 2          | 3       | 0        | 0      | 0         | 2       | 0      | 8   |  |                 |
| Mar                   | 4            | 2      | 3       | 0   | 9       | 35     | 4       | 5      | 8       | 15         | 13      | 26       | 25     | 6         | 29      | 12     | 178 |  |                 |
| Neu                   | 1            | 1      | 1       | 1   | 4       | 0      | 0       | 0      | 0       | 0          | 1       | 0        | 1      | 0         | 0       | 0      | 2   |  |                 |
| Bonic                 | 54           | 69     | 52      | 64  | 239     | 12     | 11      | 6      | 9       | 7          | 14      | 10       | 10     | 9         | 14      | 8      | 110 |  |                 |
| Color                 | 0            | 0      | 0       | 0   | 0       | 3      | 0       | 1      | 1       | 2          | 2       | 2        | 3      | 9         | 2       | 2      | 27  |  |                 |
| Encantador            | 5            | 6      | 8       | 6   | 25      | 3      | 0       | 0      | 0       | 2          | 6       | 2        | 8      | 1         | 1       | 0      | 23  |  |                 |
| Lloc agradable        | 46           | 34     | 44      | 29  | 153     | 3      | 3       | 2      | 0       | 9          | 10      | 7        | 8      | 5         | 0       | 7      | 54  |  |                 |
| Pintoresc             | 0            | 0      | 0       | 1   | 1       | 3      | 0       | 0      | 0       | 7          | 5       | 4        | 0      | 1         | 0       | 5      | 25  |  |                 |
| Rural                 | 1            | 2      | 1       | 0   | 4       | 3      | 0       | 0      | 2       | 1          | 0       | 2        | 0      | 0         | 4       | 2      | 14  |  |                 |
| Turisme de masses     | 14           | 13     | 10      | 10  | 47      | 2      | 1       | 1      | 0       | 5          | 2       | 1        | 3      | 11        | 6       | 1      | 33  |  |                 |
| Clima                 | 12           | 6      | 5       | 3   | 26      | 25     | 3       | 1      | 6       | 1          | 0       | 0        | 1      | 2         | 5       | 1      | 45  |  |                 |
| Bon temps             | 2            | 0      | 1       | 0   | 3       | 3      | 14      | 5      | 0       | 2          | 0       | 2        | 0      | 2         | 1       | 1      | 30  |  |                 |
| Calor                 | 5            | 1      | 0       | 0   | 6       | 17     | 8       | 5      | 1       | 10         | 6       | 6        | 20     | 16        | 13      | 0      | 102 |  |                 |
| Clima agradable       | 2            | 0      | 0       | 0   | 2       | 0      | 0       | 0      | 0       | 8          | 14      | 2        | 2      | 2         | 4       | 4      | 36  |  |                 |
| Sol                   | 13           | 6      | 8       | 4   | 31      | 115    | 42      | 32     | 39      | 41         | 44      | 51       | 23     | 28        | 41      | 43     | 499 |  |                 |
| Solejat               | 1            | 0      | 0       | 1   | 2       | 2      | 0       | 1      | 0       | 4          | 17      | 14       | 1      | 1         | 1       | 1      | 42  |  |                 |
| Temperatura agradable | 0            | 0      | 2       | 0   | 2       | 1      | 0       | 0      | 0       | 3          | 10      | 14       | 0      | 17        | 10      | 52     | 107 |  |                 |
| Cosmopolita           | 36           | 16     | 31      | 41  | 124     | 1      | 0       | 3      | 0       | 1          | 0       | 0        | 1      | 10        | 2       | 0      | 18  |  |                 |
| Europea               | 8            | 6      | 8       | 8   | 30      | 1      | 0       | 0      | 0       | 4          | 1       | 1        | 0      | 0         | 0       | 0      | 7   |  |                 |
| Diferent              | 4            | 7      | 3       | 10  | 24      | 3      | 0       | 0      | 0       | 4          | 7       | 15       | 3      | 1         | 3       | 4      | 40  |  |                 |
| Mediterrània          | 2            | 1      | 3       | 2   | 8       | 1      | 1       | 0      | 0       | 1          | 0       | 4        | 2      | 4         | 0       | 3      | 16  |  |                 |
| Ball                  | 0            | 0      | 0       | 0   | 0       | 1      | 0       | 1      | 0       | 0          | 1       | 1        | 0      | 0         | 0       | 0      | 4   |  |                 |
| Discos                | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 0       | 1          | 0       | 1        | 0      | 1         | 2       | 0      | 5   |  |                 |
| Música                | 0            | 0      | 0       | 0   | 0       | 1      | 0       | 2      | 0       | 1          | 1       | 0        | 0      | 0         | 1       | 2      | 8   |  |                 |
| Festa                 | 2            | 0      | 1       | 2   | 5       | 25     | 0       | 3      | 4       | 9          | 1       | 2        | 0      | 5         | 1       | 3      | 53  |  |                 |
| Gent amigable         | 43           | 30     | 30      | 21  | 124     | 33     | 7       | 6      | 15      | 15         | 23      | 10       | 20     | 10        | 14      | 12     | 165 |  |                 |
| Compres               | 0            | 0      | 0       | 1   | 1       | 0      | 0       | 0      | 0       | 1          | 1       | 0        | 0      | 3         | 0       | 1      | 6   |  |                 |
| Barat                 | 3            | 1      | 1       | 2   | 7       | 2      | 1       | 4      | 1       | 4          | 5       | 0        | 1      | 2         | 4       | 4      | 28  |  |                 |
| Car                   | 3            | 8      | 5       | 10  | 26      | 0      | 0       | 0      | 0       | 2          | 2       | 2        | 0      | 1         | 1       | 0      | 8   |  |                 |
| Llengua catalana      | 6            | 12     | 11      | 6   | 35      | 7      | 1       | 2      | 3       | 5          | 3       | 2        | 0      | 3         | 6       | 3      | 35  |  |                 |
| Independència         | 10           | 16     | 10      | 13  | 49      | 6      | 1       | 0      | 1       | 2          | 5       | 0        | 4      | 11        | 3       | 13     | 46  |  |                 |
| Estatut               | 2            | 2      | 0       | 0   | 4       | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0   |  |                 |
| Cursa de braus        | 0            | 0      | 0       | 0   | 0       | 4      | 0       | 0      | 0       | 0          | 0       | 2        | 0      | 0         | 0       | 3      | 9   |  |                 |
| Ciutats               | 1            | 2      | 1       | 1   | 5       | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 10     | 10  |  |                 |
| Terrorisme            | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 8   |  |                 |
| Per descobrir         | 2            | 1      | 1       | 6   | 10      | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 12     | 0         | 0       | 3      | 15  |  |                 |
| A prop                | 1            | 0      | 4       | 0   | 5       | 0      | 0       | 0      | 1       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 1   |  |                 |
| Entreteniment         | 1            | 1      | 3       | 3   | 8       | 3      | 0       | 0      | 1       | 0          | 0       | 0        | 14     | 0         | 0       | 0      | 18  |  |                 |
| Atmosfera alegre      | 4            | 0      | 5       | 2   | 11      | 8      | 3       | 1      | 6       | 0          | 0       | 0        | 14     | 0         | 0       | 0      | 32  |  |                 |
| Costums               | 0            | 0      | 1       | 0   | 1       | 9      | 0       | 0      | 2       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 11  |  |                 |
| Vida nocturna         | 0            | 0      | 0       | 1   | 1       | 1      | 0       | 1      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 2   |  |                 |
| Publicitat            | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0   |  |                 |
| Esports               | 0            | 0      | 0       | 1   | 1       | 1      | 0       | 1      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 2   |  |                 |
| Caballs               | 0            | 0      | 0       | 0   | 0       | 1      | 0       | 1      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 2   |  |                 |
| Oci/ turisme          | 1            | 1      | 1       | 2   | 5       | 10     | 0       | 5      | 8       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 23  |  |                 |
| Lluny                 | 0            | 0      | 0       | 1   | 1       | 1      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 1   |  |                 |
| Allotjament           | 2            | 0      | 2       | 0   | 4       | 1      | 0       | 3      | 3       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 7   |  |                 |
| Bona imatge           | 11           | 12     | 13      | 6   | 42      | 0      | 10      | 0      | 1       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 11  |  |                 |
| No m'agrada           | 3            | 4      | 2       | 2   | 11      | 4      | 0       | 1      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 5   |  |                 |
| Familiar              | 0            | 0      | 3       | 0   | 3       | 0      | 0       | 0      | 0       | 0          | 0       | 2        | 0      | 0         | 0       | 0      | 2   |  |                 |
| Atreït                | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 0       | 0          | 0       | 1        | 0      | 0         | 0       | 0      | 1   |  |                 |
| Peregrinació/ Religió | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 2      | 0         | 0       | 0      | 2   |  |                 |
| Dinàmic/ actiu        | 9            | 6      | 9       | 9   | 33      | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 11     | 0         | 0       | 0      | 11  |  |                 |
| Estil de vida         | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 4      | 0         | 0       | 0      | 4   |  |                 |
| Jove                  | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 5      | 1         | 0       | 0      | 6   |  |                 |
| Modern                | 0            | 0      | 0       | 0   | 0       | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 5      | 0         | 0       | 0      | 5   |  |                 |

## Taules no ponderades sobre les enquestes/contactes

|                                      | Origen zones |            |            |            | PAÍS<br>Espanya | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     | Total<br>Estranger |
|--------------------------------------|--------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|
|                                      | Nord         | Centre     | Llevant    | Sud        |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Molt seus/ gent especial             | 8            | 9          | 12         | 12         | 41              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Insolidaris                          | 2            | 2          | 7          | 3          | 14              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Altres llocs turístics               | 1            | 2          | 1          | 2          | 6               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| No l'hi atrau/ com altres llocs      | 3            | 6          | 2          | 2          | 13              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Organitzat                           | 13           | 13         | 16         | 6          | 48              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Neta/ cuidat                         | 6            | 15         | 14         | 8          | 43              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Port Aventura                        | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Oberta                               | 8            | 7          | 0          | 2          | 17              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Acollidora                           | 16           | 10         | 11         | 14         | 51              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Ambient bó                           | 2            | 3          | 3          | 1          | 9               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Aspectes negatius caràcter           | 2            | 10         | 9          | 12         | 33              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Ciutat gran                          | 7            | 8          | 9          | 35         | 59              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Varietat                             | 14           | 10         | 14         | 11         | 49              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Treballadors                         | 6            | 9          | 5          | 18         | 38              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Interessant                          | 12           | 14         | 5          | 10         | 41              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Serietat                             | 2            | 2          | 5          | 2          | 11              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Altres                               | 11           | 8          | 9          | 11         | 39              | 0          | 0          | 0          | 0          | 2          | 22         | 0          | 1          | 3          | 9          | 37         |                    |
| No sap, no contesta                  | 37           | 46         | 52         | 58         | 193             | 140        | 113        | 124        | 113        | 66         | 46         | 79         | 94         | 66         | 26         | 24         | 891                |
| <b>Total</b>                         | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Resum de comparació de destí</b>  |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Alemanya                             | 0            | 0          | 1          | 0          | 1               | 0          | 0          | 0          | 0          | 1          | 1          | 1          | 0          | 0          | 0          | 2          | 5                  |
| Àustria                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1          | 3          | 5                  |
| Bèlgica                              | 0            | 0          | 1          | 0          | 1               | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| Croàcia                              | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 1          | 3          | 2          | 6          | 2          | 0          | 11         | 7          | 33                 |
| Espanya                              | 161          | 147        | 159        | 144        | 611             | 40         | 4          | 13         | 10         | 25         | 42         | 31         | 5          | 80         | 58         | 58         | 366                |
| França                               | 5            | 10         | 13         | 8          | 36              | 61         | 4          | 15         | 31         | 21         | 33         | 19         | 9          | 15         | 48         | 40         | 296                |
| Grècia                               | 1            | 0          | 0          | 1          | 2               | 25         | 7          | 7          | 7          | 15         | 9          | 13         | 5          | 11         | 43         | 31         | 173                |
| Hongria                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 2          | 1          | 0          | 0          | 2          | 0          | 5                  |
| Irlanda                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 3          | 0          | 0          | 1          | 1          | 1          | 7                  |
| Itàlia                               | 2            | 5          | 1          | 4          | 12              | 72         | 16         | 24         | 40         | 28         | 34         | 37         | 11         | 4          | 81         | 56         | 403                |
| Holanda                              | 1            | 0          | 0          | 0          | 1               | 3          | 0          | 0          | 0          | 0          | 3          | 0          | 0          | 0          | 0          | 2          | 8                  |
| Portugal                             | 0            | 0          | 0          | 1          | 1               | 27         | 2          | 6          | 12         | 14         | 23         | 14         | 12         | 6          | 45         | 27         | 188                |
| Regne Unit                           | 1            | 0          | 0          | 2          | 3               | 1          | 0          | 0          | 0          | 2          | 0          | 0          | 1          | 0          | 2          | 4          | 10                 |
| Suècia                               | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 1          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 4          | 6                  |
| Suïssa                               | 1            | 1          | 0          | 1          | 3               | 1          | 0          | 0          | 0          | 1          | 2          | 0          | 0          | 0          | 0          | 0          | 4                  |
| Turquia                              | 0            | 0          | 0          | 0          | 0               | 4          | 2          | 0          | 2          | 5          | 0          | 3          | 0          | 17         | 10         | 5          | 48                 |
| Argentina                            | 0            | 0          | 0          | 0          | 0               | 3          | 0          | 0          | 1          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 5                  |
| Brasil                               | 0            | 0          | 0          | 0          | 0               | 4          | 1          | 5          | 1          | 0          | 0          | 0          | 0          | 0          | 1          | 1          | 13                 |
| Xipre                                | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 0          | 1          | 1          | 0          | 0          | 4          | 1          | 1          | 9                  |
| Malta                                | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 0          | 2          | 0          | 1          | 0          | 3          | 2          | 0          | 9                  |
| Tailàndia                            | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 4          | 2          | 1          | 7                  |
| Tunísia                              | 0            | 0          | 0          | 0          | 0               | 5          | 0          | 0          | 1          | 1          | 0          | 1          | 1          | 1          | 3          | 1          | 14                 |
| Estats Units                         | 1            | 0          | 1          | 1          | 3               | 6          | 0          | 0          | 0          | 3          | 2          | 0          | 3          | 0          | 2          | 2          | 18                 |
| Dinamarca                            | 0            | 0          | 0          | 0          | 0               | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| Marroc                               | 0            | 0          | 1          | 0          | 1               | 13         | 0          | 2          | 4          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 20                 |
| Altres                               | 2            | 1          | 2          | 1          | 6               | 5          | 3          | 3          | 3          | 11         | 3          | 4          | 21         | 6          | 2          | 7          | 68                 |
| No sap, no contesta                  | 128          | 139        | 127        | 146        | 540             | 250        | 179        | 157        | 140        | 123        | 108        | 141        | 153        | 109        | 41         | 67         | 1.468              |
| <b>Total</b>                         | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Ampliació comparació de destí</b> |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Alemanya                             | 0            | 0          | 1          | 0          | 1               | 0          | 0          | 0          | 0          | 1          | 1          | 1          | 0          | 0          | 0          | 2          | 5                  |
| Àustria                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1          | 3          | 5                  |
| Bèlgica                              | 0            | 0          | 1          | 0          | 1               | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| Croàcia                              | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 1          | 3          | 2          | 6          | 2          | 0          | 11         | 7          | 33                 |
| Espanya                              | 161          | 147        | 159        | 144        | 611             | 40         | 4          | 13         | 10         | 25         | 42         | 31         | 5          | 80         | 58         | 58         | 366                |
| Rússia                               | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 1                  |
| França                               | 5            | 10         | 13         | 8          | 36              | 61         | 4          | 15         | 31         | 21         | 33         | 19         | 9          | 15         | 48         | 40         | 296                |
| Grècia                               | 1            | 0          | 0          | 1          | 2               | 25         | 7          | 7          | 7          | 15         | 9          | 13         | 5          | 11         | 43         | 31         | 173                |
| Hongria                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 2          | 1          | 0          | 0          | 2          | 0          | 5                  |
| Irlanda                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 3          | 0          | 0          | 1          | 1          | 1          | 7                  |
| Itàlia                               | 2            | 5          | 1          | 4          | 12              | 72         | 16         | 24         | 40         | 28         | 34         | 37         | 11         | 4          | 81         | 56         | 403                |
| Noruega                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 1                  |
| Holanda                              | 1            | 0          | 0          | 0          | 1               | 3          | 0          | 0          | 0          | 0          | 3          | 0          | 0          | 0          | 0          | 2          | 8                  |
| Polònia                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Portugal                             | 0            | 0          | 0          | 1          | 1               | 27         | 2          | 6          | 12         | 14         | 23         | 14         | 12         | 6          | 45         | 27         | 188                |



## Taules no ponderades sobre les enquestes/contactes

|                                 | Origen zones |            |            |            | PAÍS<br>Espanya | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     | Total<br>Estranger |
|---------------------------------|--------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|
|                                 | Nord         | Centre     | Llevant    | Sud        |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Iran                            | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Israel                          | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 1                  |
| Madagascar                      | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 1                  |
| Mali                            | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Lapònia                         | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Mèxic                           | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 1          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 3                  |
| Uzbekistan                      | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Senegal                         | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Seychelles                      | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Eslovàquia                      | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Síria                           | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Mahoré                          | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 1                  |
| Kenya                           | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 4          | 0          | 0          | 0          | 4                  |
| Veneçuela                       | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Reunió                          | 0            | 0          | 0          | 0          | 0               | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| Ucraïna                         | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Qatar                           | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Eslovènia                       | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Estònia                         | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Polinèsia                       | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Bolívia                         | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Aruba                           | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Palestina                       | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Santa Lúcia                     | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Illes Maurici                   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| Líbia                           | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Guadalupe                       | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Corea                           | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Nepal                           | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Luxemburg                       | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Mongòlia                        | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Cap Verd                        | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Tanzània                        | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Altres                          | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 5          | 0          | 0          | 13         | 3          | 0          | 0          | 21                 |
| No sap, no contesta             | 128          | 139        | 127        | 146        | 540             | 250        | 179        | 157        | 140        | 123        | 108        | 141        | 153        | 109        | 41         | 67         | 1.468              |
| <b>Total</b>                    | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Resum del que més agrada</b> |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Muntanya                        | 20           | 22         | 19         | 20         | 81              | 5          | 0          | 0          | 5          | 6          | 4          | 0          | 0          | 4          | 11         | 6          | 41                 |
| Paisatge                        | 40           | 37         | 30         | 27         | 134             | 50         | 12         | 8          | 16         | 9          | 7          | 13         | 11         | 15         | 37         | 31         | 209                |
| Platja/ mar                     | 69           | 72         | 43         | 51         | 235             | 63         | 23         | 18         | 24         | 27         | 20         | 20         | 13         | 4          | 36         | 31         | 279                |
| Clima                           | 59           | 21         | 27         | 10         | 117             | 80         | 38         | 19         | 32         | 54         | 71         | 34         | 12         | 27         | 43         | 69         | 479                |
| Gastronomia                     | 45           | 48         | 48         | 26         | 167             | 54         | 26         | 20         | 18         | 37         | 29         | 14         | 8          | 32         | 26         | 71         | 335                |
| Arquitectura- urbanisme         | 7            | 15         | 12         | 10         | 44              | 11         | 5          | 8          | 6          | 10         | 14         | 0          | 6          | 6          | 10         | 8          | 84                 |
| Patrimoni històric              | 15           | 17         | 16         | 21         | 69              | 11         | 0          | 3          | 4          | 1          | 4          | 1          | 5          | 3          | 5          | 4          | 41                 |
| Oferta cultural                 | 43           | 35         | 40         | 38         | 156             | 50         | 17         | 13         | 9          | 13         | 26         | 10         | 29         | 24         | 52         | 45         | 288                |
| Valors                          | 4            | 3          | 2          | 1          | 10              | 22         | 0          | 2          | 7          | 6          | 9          | 3          | 3          | 1          | 8          | 4          | 65                 |
| Identitat                       | 11           | 5          | 14         | 6          | 36              | 21         | 6          | 3          | 6          | 8          | 2          | 4          | 4          | 8          | 12         | 11         | 85                 |
| Ciutats                         | 31           | 23         | 22         | 33         | 109             | 17         | 1          | 4          | 5          | 6          | 15         | 7          | 5          | 17         | 24         | 14         | 115                |
| Altres espais                   | 10           | 14         | 10         | 12         | 46              | 7          | 3          | 1          | 5          | 2          | 1          | 2          | 8          | 1          | 8          | 1          | 39                 |
| Tranquil·litat                  | 6            | 4          | 6          | 5          | 21              | 4          | 0          | 0          | 2          | 10         | 12         | 4          | 1          | 1          | 13         | 7          | 54                 |
| Bellesa                         | 12           | 11         | 15         | 14         | 52              | 6          | 3          | 1          | 3          | 10         | 9          | 6          | 6          | 1          | 7          | 5          | 57                 |
| Gent                            | 79           | 76         | 80         | 67         | 302             | 36         | 7          | 9          | 20         | 15         | 23         | 11         | 20         | 9          | 24         | 34         | 208                |
| Activitats                      | 10           | 4          | 8          | 9          | 31              | 1          | 0          | 0          | 0          | 1          | 4          | 0          | 4          | 4          | 4          | 12         | 26                 |
| Festes i esdeveniments          | 5            | 3          | 6          | 10         | 24              | 19         | 2          | 1          | 12         | 7          | 8          | 2          | 9          | 1          | 3          | 6          | 70                 |
| Compres                         | 0            | 1          | 1          | 1          | 3               | 0          | 2          | 4          | 1          | 8          | 16         | 1          | 1          | 3          | 2          | 9          | 47                 |
| Modernitat                      | 12           | 13         | 13         | 18         | 56              | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 11         | 3          | 2          | 3          | 20                 |
| Infraestructures turístiques    | 0            | 1          | 0          | 2          | 3               | 0          | 0          | 3          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 4                  |
| Lloc geogràfic                  | 2            | 0          | 3          | 1          | 6               | 7          | 0          | 1          | 6          | 1          | 1          | 4          | 2          | 2          | 5          | 2          | 31                 |
| Gent (aspectes negatiu)         | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Turisme (aspectes negatiu)      | 2            | 5          | 6          | 4          | 17              | 0          | 0          | 0          | 0          | 0          | 3          | 2          | 1          | 0          | 6          | 3          | 15                 |
| Interessant                     | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 1                  |
| Altres                          | 7            | 9          | 22         | 19         | 57              | 0          | 0          | 0          | 0          | 1          | 2          | 10         | 0          | 3          | 1          | 2          | 19                 |
| No sap, no contesta             | 50           | 71         | 65         | 90         | 276             | 221        | 141        | 153        | 129        | 101        | 81         | 144        | 136        | 119        | 51         | 47         | 1.323              |
| <b>Total</b>                    | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |

## Taules no ponderades sobre les enquestes/contactes

|                                    | Origen zones |        |         |     | PAÍS<br>Espanya | França | Holanda | Suïssa | Bèlgica | Regne Unit | Irlanda | Alemanya | Itàlia | Dinamarca | Àustria | Suècia | Total<br>Estranger |
|------------------------------------|--------------|--------|---------|-----|-----------------|--------|---------|--------|---------|------------|---------|----------|--------|-----------|---------|--------|--------------------|
|                                    | Nord         | Centre | Llevant | Sud |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| <b>Ampliació el que més agrada</b> |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| Nord d' Espanya                    | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 0          | 1       | 0        | 0      | 0         | 0       | 0      | 1                  |
| Regió d' Espanya                   | 0            | 0      | 0       | 0   | 0               | 3      | 0       | 0      | 2       | 0          | 0       | 1        | 0      | 0         | 0       | 0      | 6                  |
| Espanya                            | 0            | 0      | 0       | 0   | 0               | 1      | 0       | 1      | 0       | 0          | 0       | 2        | 0      | 2         | 1       | 2      | 9                  |
| Espanyol                           | 0            | 0      | 0       | 0   | 0               | 1      | 0       | 0      | 0       | 1          | 0       | 0        | 2      | 0         | 2       | 0      | 6                  |
| Cultura espanyola                  | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 4          | 0       | 3        | 0      | 0         | 1       | 8      | 8                  |
| Ball espanyol                      | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 1      | 0       | 0          | 0       | 1        | 0      | 1         | 0       | 0      | 3                  |
| Pobles espanyols                   | 0            | 0      | 0       | 0   | 0               | 7      | 3       | 1      | 5       | 2          | 1       | 2        | 8      | 1         | 7       | 0      | 37                 |
| Futbol                             | 0            | 0      | 1       | 1   | 2               | 0      | 0       | 0      | 0       | 1          | 4       | 0        | 0      | 4         | 4       | 12     | 25                 |
| Barcelona (Club de futbol)         | 0            | 0      | 0       | 1   | 1               | 3      | 1       | 1      | 3       | 0          | 0       | 0        | 1      | 0         | 2       | 1      | 12                 |
| Alcohol                            | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 1      | 0         | 0       | 1      | 1                  |
| Cervesa                            | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0                  |
| Beguda                             | 0            | 3      | 0       | 0   | 3               | 0      | 0       | 0      | 0       | 1          | 1       | 1        | 0      | 0         | 1       | 1      | 5                  |
| Menjar                             | 45           | 45     | 47      | 26  | 163             | 53     | 26      | 20     | 16      | 34         | 27      | 11       | 8      | 24        | 17      | 60     | 296                |
| Paella                             | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 1       | 0          | 0       | 0        | 0      | 1         | 0       | 2      | 2                  |
| Restaurants                        | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 1       | 0          | 0       | 1        | 0      | 2         | 0       | 0      | 4                  |
| Sangria                            | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 2         | 0       | 0      | 2                  |
| Tapes                              | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 1      | 0         | 0       | 5      | 6                  |
| Vi                                 | 1            | 1      | 1       | 1   | 4               | 2      | 0       | 0      | 1       | 1          | 3       | 3        | 0      | 6         | 7       | 21     | 44                 |
| Barcelona                          | 26           | 19     | 16      | 21  | 82              | 17     | 1       | 4      | 5       | 6          | 15      | 7        | 5      | 17        | 24      | 14     | 115                |
| Blanes                             | 0            | 0      | 0       | 1   | 1               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0                  |
| Costa Brava                        | 4            | 5      | 1       | 1   | 11              | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 1       | 1      | 2                  |
| Lloret de Mar                      | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0                  |
| Sitges                             | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0                  |
| Sud                                | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 0          | 0       | 1        | 0      | 0         | 2       | 0      | 3                  |
| Molta gent                         | 0            | 0      | 2       | 1   | 3               | 0      | 0       | 0      | 0       | 0          | 2       | 1        | 0      | 0         | 4       | 3      | 10                 |
| Relax                              | 0            | 0      | 0       | 1   | 1               | 2      | 0       | 0      | 2       | 3          | 1       | 4        | 0      | 0         | 0       | 1      | 13                 |
| Tranquil·litat                     | 5            | 4      | 6       | 4   | 19              | 2      | 0       | 0      | 4       | 7          | 0       | 1        | 1      | 12        | 7       | 34     | 34                 |
| Arquitectura                       | 5            | 14     | 9       | 10  | 38              | 10     | 5       | 7      | 6       | 9          | 11      | 0        | 5      | 5         | 6       | 5      | 69                 |
| Artistic                           | 4            | 2      | 2       | 3   | 11              | 4      | 1       | 0      | 1       | 1          | 1       | 1        | 7      | 0         | 2       | 3      | 21                 |
| Edificis                           | 2            | 1      | 3       | 0   | 6               | 1      | 0       | 1      | 0       | 1          | 3       | 0        | 1      | 1         | 5       | 3      | 16                 |
| Cultura                            | 38           | 31     | 38      | 34  | 141             | 44     | 16      | 13     | 8       | 12         | 21      | 9        | 20     | 24        | 51      | 42     | 260                |
| Dalí                               | 1            | 4      | 0       | 2   | 7               | 3      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 3                  |
| Gaudí                              | 4            | 1      | 2       | 2   | 9               | 2      | 0       | 0      | 0       | 0          | 3       | 1        | 0      | 3         | 5       | 0      | 14                 |
| Gòtic                              | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0                  |
| Història                           | 2            | 2      | 1       | 0   | 5               | 4      | 0       | 1      | 3       | 6          | 7       | 2        | 2      | 1         | 6       | 4      | 36                 |
| Monuments                          | 8            | 12     | 10      | 15  | 45              | 9      | 0       | 3      | 4       | 1          | 1       | 0        | 5      | 0         | 0       | 4      | 27                 |
| Vell                               | 0            | 0      | 0       | 1   | 1               | 0      | 0       | 0      | 0       | 2          | 0       | 1        | 0      | 0         | 0       | 0      | 3                  |
| Sagrada Família                    | 3            | 4      | 5       | 4   | 16              | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0                  |
| Tradicional                        | 2            | 1      | 1       | 0   | 4               | 11     | 0       | 0      | 1       | 0          | 1       | 1        | 0      | 0         | 2       | 0      | 16                 |
| Platja                             | 66           | 69     | 40      | 51  | 226             | 40     | 20      | 15     | 12      | 23         | 18      | 10       | 0      | 23        | 28      | 28     | 191                |
| Verd                               | 3            | 0      | 2       | 3   | 8               | 0      | 0       | 0      | 0       | 0          | 0       | 1        | 0      | 0         | 0       | 1      | 2                  |
| Vacances                           | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 4          | 5       | 0        | 0      | 0         | 1       | 0      | 10                 |
| Paisatges                          | 31           | 26     | 18      | 20  | 95              | 18     | 0       | 1      | 6       | 5          | 4       | 10       | 3      | 1         | 25      | 4      | 77                 |
| Muntanyes                          | 20           | 21     | 19      | 18  | 78              | 5      | 0       | 0      | 5       | 6          | 4       | 0        | 0      | 3         | 11      | 5      | 39                 |
| Natura                             | 4            | 13     | 10      | 4   | 31              | 30     | 12      | 7      | 8       | 2          | 2       | 4        | 7      | 12        | 12      | 25     | 121                |
| Veia/ navegar                      | 0            | 0      | 0       | 1   | 1               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0                  |
| Sorra                              | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 1          | 0       | 1        | 0      | 0         | 1       | 0      | 3                  |
| Mar                                | 3            | 3      | 3       | 0   | 9               | 24     | 4       | 4      | 12      | 7          | 4       | 13       | 13     | 3         | 19      | 3      | 106                |
| Neu                                | 1            | 1      | 0       | 3   | 5               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 1      | 0         | 1       | 0      | 2                  |
| Bonic                              | 8            | 11     | 7       | 10  | 36              | 4      | 3       | 1      | 2       | 1          | 4       | 0        | 2      | 0         | 6       | 2      | 25                 |
| Color                              | 0            | 0      | 0       | 0   | 0               | 0      | 0       | 0      | 0       | 1          | 1       | 0        | 1      | 1         | 0       | 0      | 4                  |
| Encantador                         | 0            | 0      | 1       | 0   | 1               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 0         | 0       | 0      | 0                  |
| Lloc agradable                     | 2            | 1      | 0       | 3   | 6               | 0      | 0       | 0      | 1       | 4          | 3       | 4        | 4      | 1         | 0       | 1      | 18                 |
| Pintoresc                          | 0            | 0      | 0       | 0   | 0               | 2      | 0       | 0      | 0       | 5          | 2       | 2        | 0      | 0         | 1       | 2      | 14                 |
| Rural                              | 2            | 0      | 0       | 1   | 3               | 4      | 0       | 0      | 2       | 2          | 1       | 0        | 0      | 1         | 0       | 2      | 12                 |
| Turisme de masses                  | 1            | 5      | 4       | 3   | 13              | 0      | 0       | 0      | 0       | 0          | 1       | 1        | 1      | 0         | 2       | 0      | 5                  |
| Clima                              | 28           | 13     | 15      | 7   | 63              | 25     | 2       | 2      | 8       | 0          | 0       | 3        | 6      | 8         | 11      | 12     | 77                 |
| Bon temps                          | 5            | 1      | 2       | 0   | 8               | 4      | 23      | 7      | 2       | 18         | 33      | 11       | 2      | 2         | 5       | 11     | 118                |
| Calor                              | 2            | 0      | 0       | 0   | 2               | 2      | 2       | 1      | 1       | 1          | 0       | 0        | 2      | 2         | 1       | 0      | 12                 |
| Clima agradable                    | 12           | 4      | 6       | 2   | 24              | 0      | 0       | 0      | 0       | 8          | 7       | 0        | 0      | 1         | 5       | 8      | 29                 |
| Sol                                | 12           | 2      | 3       | 1   | 18              | 51     | 13      | 9      | 22      | 26         | 25      | 20       | 2      | 9         | 21      | 26     | 224                |
| Solejat                            | 0            | 0      | 0       | 0   | 0               | 2      | 0       | 0      | 0       | 2          | 3       | 1        | 0      | 1         | 0       | 0      | 9                  |
| Temperatura agradable              | 0            | 1      | 1       | 0   | 2               | 0      | 0       | 0      | 0       | 3          | 3       | 1        | 0      | 9         | 4       | 24     | 44                 |
| Cosmopolita                        | 5            | 9      | 3       | 7   | 24              | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 0      | 3         | 2       | 3      | 8                  |
| Europea                            | 0            | 1      | 0       | 0   | 1               | 0      | 0       | 0      | 0       | 0          | 0       | 0        | 1      | 0         | 0       | 0      | 1                  |
| Diferent                           | 0            | 0      | 2       | 0   | 2               | 4      | 1       | 0      | 1       | 5          | 1       | 2        | 1      | 2         | 4       | 2      | 23                 |
| Mediterrània                       | 4            | 0      | 1       | 0   | 5               | 0      | 1       | 0      | 0       | 0          | 0       | 2        | 1      | 3         | 0       | 3      | 10                 |

## Taules no ponderades sobre les enquestes/contactes

|                                   | Origen zones |            |            |            | PAÍS<br>Espanya | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia     | Total<br>Estranger |
|-----------------------------------|--------------|------------|------------|------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|
|                                   | Nord         | Centre     | Llevant    | Sud        |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Ball                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 1          | 1          | 0          | 0          | 0          | 0          | 0          | 2                  |
| Discos                            | 1            | 0          | 0          | 0          | 1               | 0          | 0          | 0          | 0          | 3          | 6          | 1          | 0          | 0          | 1          | 0          | 11                 |
| Música                            | 0            | 0          | 0          | 0          | 0               | 2          | 0          | 0          | 6          | 1          | 0          | 0          | 0          | 1          | 1          | 3          | 13                 |
| Festa                             | 3            | 3          | 1          | 2          | 9               | 10         | 0          | 1          | 1          | 2          | 2          | 1          | 0          | 1          | 1          | 3          | 22                 |
| Gent amigable                     | 61           | 42         | 51         | 50         | 204             | 25         | 5          | 7          | 14         | 15         | 23         | 11         | 20         | 9          | 24         | 34         | 187                |
| Compres                           | 0            | 0          | 0          | 1          | 1               | 0          | 2          | 0          | 1          | 6          | 6          | 0          | 0          | 1          | 1          | 6          | 23                 |
| Barat                             | 0            | 1          | 1          | 0          | 2               | 0          | 0          | 4          | 0          | 2          | 11         | 1          | 1          | 2          | 1          | 3          | 25                 |
| Car                               | 1            | 0          | 1          | 0          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Llengua catalana                  | 4            | 3          | 9          | 0          | 16              | 14         | 3          | 2          | 3          | 2          | 0          | 0          | 0          | 5          | 6          | 4          | 39                 |
| Independència                     | 0            | 0          | 1          | 1          | 2               | 0          | 0          | 0          | 1          | 1          | 1          | 0          | 1          | 0          | 1          | 2          | 7                  |
| Estatut                           | 0            | 1          | 0          | 0          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Cursa de braus                    | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Ciutats                           | 3            | 3          | 4          | 6          | 16              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Terrorisme                        | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Per descobrir                     | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| A prop                            | 2            | 0          | 3          | 1          | 6               | 2          | 0          | 0          | 4          | 0          | 0          | 0          | 0          | 0          | 0          | 6          | 6                  |
| Entretenment                      | 0            | 0          | 3          | 1          | 4               | 2          | 2          | 0          | 3          | 0          | 0          | 0          | 8          | 0          | 0          | 0          | 15                 |
| Atmosfera alegre                  | 1            | 1          | 1          | 0          | 3               | 13         | 2          | 2          | 8          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 25                 |
| Costums                           | 0            | 0          | 0          | 0          | 0               | 8          | 0          | 1          | 3          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 12                 |
| Vida nocturna                     | 0            | 0          | 0          | 3          | 3               | 3          | 0          | 0          | 1          | 0          | 0          | 0          | 1          | 0          | 0          | 5          | 5                  |
| Publicitat                        | 1            | 0          | 0          | 1          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Esports                           | 0            | 0          | 1          | 1          | 2               | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1                  |
| Caballs                           | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Oci/ turisme                      | 2            | 0          | 2          | 4          | 8               | 3          | 0          | 0          | 2          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 5                  |
| Lluny                             | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Allotjament                       | 0            | 1          | 0          | 2          | 3               | 0          | 0          | 3          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 4                  |
| Bona imatge                       | 2            | 0          | 7          | 2          | 11              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| No m'agrada                       | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Familiar                          | 1            | 0          | 0          | 0          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Atrevit                           | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| Peregrinació/ Religió             | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| Dinàmic/ actiu                    | 1            | 3          | 4          | 4          | 12              | 0          | 0          | 0          | 0          | 0          | 0          | 8          | 0          | 0          | 0          | 0          | 8                  |
| Estil de vida                     | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 1                  |
| Jove                              | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 1                  |
| Modern                            | 7            | 1          | 6          | 7          | 21              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 1                  |
| Molt seus/ gent especial          | 3            | 1          | 1          | 4          | 9               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Insolidaris                       | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Altres llocs turístics            | 7            | 9          | 9          | 8          | 33              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| No l'hi atrau/ com altres llocs   | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Organitzat                        | 9            | 13         | 11         | 5          | 38              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Neta/ cuidat                      | 4            | 13         | 7          | 4          | 28              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Port Aventura                     | 0            | 0          | 0          | 2          | 2               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Oberta                            | 3            | 2          | 0          | 2          | 7               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Acollidora                        | 0            | 0          | 3          | 2          | 5               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Ambient bó                        | 1            | 0          | 0          | 2          | 3               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Aspectes negatius caràcter        | 0            | 0          | 0          | 0          | 0               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Ciutat gran                       | 2            | 1          | 2          | 6          | 11              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Varietat                          | 10           | 4          | 6          | 7          | 27              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Treballadors                      | 3            | 6          | 11         | 7          | 27              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Interessant                       | 0            | 0          | 0          | 1          | 1               | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Serietat                          | 4            | 9          | 6          | 3          | 22              | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0                  |
| Altres                            | 7            | 9          | 22         | 18         | 56              | 0          | 0          | 0          | 0          | 1          | 2          | 10         | 0          | 3          | 1          | 2          | 19                 |
| No sap, no contesta               | 50           | 71         | 65         | 90         | 276             | 221        | 141        | 153        | 129        | 101        | 81         | 144        | 136        | 119        | 51         | 47         | 1.323              |
| <b>Total</b>                      | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b>    | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b>       |
| <b>Resum del que menys agrada</b> |              |            |            |            |                 |            |            |            |            |            |            |            |            |            |            |            |                    |
| Preus                             | 25           | 26         | 43         | 23         | 117             | 4          | 0          | 1          | 6          | 5          | 6          | 6          | 3          | 4          | 1          | 15         | 51                 |
| Inseguretat                       | 7            | 3          | 4          | 2          | 16              | 3          | 3          | 4          | 5          | 7          | 15         | 3          | 4          | 18         | 17         | 22         | 101                |
| Català                            | 60           | 75         | 72         | 65         | 272             | 12         | 0          | 3          | 7          | 5          | 6          | 3          | 1          | 4          | 7          | 15         | 63                 |
| Massa turistic/ aglomeracions     | 36           | 11         | 17         | 15         | 79              | 21         | 4          | 6          | 10         | 19         | 24         | 11         | 9          | 15         | 11         | 14         | 144                |
| Clima                             | 5            | 6          | 5          | 10         | 26              | 4          | 1          | 2          | 0          | 8          | 8          | 5          | 3          | 6          | 27         | 20         | 84                 |
| Trànsit                           | 12           | 4          | 10         | 8          | 34              | 2          | 1          | 0          | 1          | 5          | 5          | 0          | 2          | 0          | 0          | 5          | 21                 |
| Soroll                            | 1            | 1          | 2          | 2          | 6               | 4          | 0          | 0          | 0          | 5          | 2          | 1          | 1          | 0          | 3          | 3          | 19                 |
| Gent antipàtica                   | 34           | 66         | 49         | 65         | 214             | 14         | 1          | 1          | 5          | 9          | 9          | 6          | 1          | 6          | 0          | 6          | 58                 |
| Nacionalisme                      | 26           | 52         | 52         | 39         | 169             | 0          | 0          | 0          | 0          | 0          | 0          | 4          | 3          | 0          | 0          | 0          | 7                  |
| Poc interessant                   | 0            | 0          | 0          | 0          | 0               | 0          | 12         | 0          | 0          | 0          | 0          | 1          | 0          | 1          | 0          | 5          | 19                 |
| Llocs concrets                    | 12           | 5          | 6          | 5          | 28              | 8          | 0          | 0          | 1          | 0          | 0          | 1          | 0          | 1          | 14         | 0          | 25                 |





## Taules no ponderades sobre les enquestes/contactes

|  | Origen zones |            |            |            | PAÍS         | Espanya    | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia       | Total Estranger |
|--|--------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|-----------------|
|  | Nord         | Centre     | Llevant    | Sud        |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| Ciutat gran  | 2            | 1          | 3          | 1          | 7            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| Costa  | 8            | 0          | 2          | 0          | 10           | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| Clima  | 2            | 2          | 4          | 7          | 15           | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| Aigua  | 0            | 3          | 0          | 1          | 4            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| Altres   | 9            | 3          | 4          | 8          | 24           | 0          | 0          | 0          | 0          | 1          | 1          | 6          | 0          | 1          | 5          | 6          | 20           | 0               |
| No sap, no contesta  | 123          | 105        | 117        | 108        | 453          | 332        | 181        | 189        | 161        | 155        | 140        | 175        | 172        | 153        | 116        | 113        | 1.887        | 0               |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b> | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b> | <b>0</b>        |
| <b>Catalunya per fer...</b>                                    |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| Sol i platja   | 281          | 272        | 272        | 270        | 1.095        | 327        | 152        | 177        | 139        | 139        | 150        | 152        | 162        | 135        | 158        | 155        | 1.846        | 0               |
| Turisme de neu   | 230          | 249        | 244        | 238        | 961          | 33         | 3          | 31         | 24         | 38         | 41         | 6          | 18         | 23         | 27         | 37         | 281          | 0               |
| Turisme de ciutat  | 277          | 277        | 270        | 279        | 1.103        | 130        | 74         | 75         | 94         | 108        | 137        | 94         | 141        | 141        | 143        | 160        | 1.297        | 0               |
| Turisme cultural   | 283          | 281        | 291        | 281        | 1.136        | 276        | 137        | 131        | 146        | 130        | 137        | 102        | 151        | 149        | 156        | 174        | 1.689        | 0               |
| Turisme de naturalesa  | 260          | 251        | 259        | 249        | 1.019        | 182        | 129        | 81         | 129        | 78         | 68         | 83         | 87         | 132        | 122        | 143        | 1.234        | 0               |
| Turisme de salut   | 173          | 180        | 184        | 166        | 703          | 44         | 22         | 6          | 26         | 51         | 43         | 30         | 24         | 30         | 33         | 79         | 388          | 0               |
| Turisme de Congressos/reunions                                 | 229          | 230        | 236        | 248        | 943          | 41         | 11         | 5          | 18         | 53         | 68         | 15         | 35         | 62         | 59         | 129        | 496          | 0               |
| Turisme esportiu   | 241          | 252        | 243        | 242        | 978          | 63         | 15         | 30         | 39         | 91         | 95         | 33         | 52         | 91         | 84         | 102        | 695          | 0               |
| Turisme de creuers   | 182          | 203        | 174        | 203        | 762          | 69         | 13         | 29         | 31         | 53         | 65         | 11         | 58         | 54         | 57         | 73         | 513          | 0               |
| Turisme rural  | 237          | 234        | 243        | 232        | 946          | 81         | 55         | 26         | 68         | 77         | 110        | 97         | 50         | 131        | 136        | 139        | 970          | 0               |
| Turisme gastronòmic  | 227          | 241        | 261        | 239        | 968          | 133        | 66         | 56         | 91         | 99         | 97         | 67         | 78         | 115        | 117        | 138        | 1.057        | 0               |
| Turisme familiar   | 267          | 240        | 263        | 245        | 1.015        | 108        | 38         | 58         | 64         | 138        | 136        | 73         | 60         | 123        | 106        | 140        | 1.044        | 0               |
| No sap, no contesta  | 6            | 5          | 5          | 8          | 24           | 0          | 0          | 0          | 0          | 10         | 7          | 7          | 0          | 25         | 4          | 6          | 59           | 0               |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b> | <b>400</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>204</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>200</b> | <b>202</b> | <b>2.406</b> | <b>0</b>        |
| <b>base - coneixement espontàni més suggerit de valors sí.</b> |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| <b>Nombre visites Catalunya</b>                                |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| 0  | 54           | 114        | 50         | 143        | 361          | 237        | 78         | 105        | 104        | 110        | 120        | 127        | 100        | 115        | 143        | 110        | 1.349        | 0               |
| 1  | 41           | 55         | 31         | 73         | 200          | 57         | 36         | 18         | 16         | 36         | 27         | 17         | 23         | 27         | 23         | 21         | 301          | 0               |
| 2  | 60           | 44         | 33         | 44         | 181          | 22         | 15         | 11         | 11         | 9          | 14         | 3          | 9          | 9          | 5          | 9          | 117          | 0               |
| 3  | 46           | 24         | 40         | 18         | 128          | 18         | 11         | 2          | 4          | 7          | 6          | 4          | 4          | 5          | 2          | 1          | 64           | 0               |
| 4  | 25           | 14         | 23         | 5          | 67           | 6          | 2          | 1          | 2          | 4          | 4          | 0          | 2          | 0          | 1          | 5          | 27           | 0               |
| 5  | 31           | 13         | 32         | 4          | 80           | 2          | 1          | 2          | 3          | 2          | 1          | 0          | 2          | 0          | 2          | 1          | 16           | 0               |
| 6  | 7            | 9          | 11         | 8          | 35           | 3          | 1          | 0          | 0          | 1          | 1          | 0          | 0          | 0          | 1          | 0          | 7            | 0               |
| 7  | 3            | 1          | 5          | 1          | 10           | 1          | 1          | 0          | 2          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 4            | 0               |
| 8  | 6            | 3          | 7          | 0          | 16           | 1          | 1          | 0          | 0          | 0          | 2          | 0          | 0          | 1          | 0          | 0          | 5            | 0               |
| 10   | 12           | 8          | 25         | 4          | 49           | 4          | 0          | 1          | 0          | 0          | 1          | 0          | 0          | 0          | 2          | 0          | 8            | 0               |
| 11   | 0            | 0          | 1          | 1          | 2            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| 12   | 2            | 0          | 3          | 0          | 5            | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 1            | 0               |
| 15   | 6            | 2          | 14         | 2          | 24           | 2          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 2            | 0               |
| 16   | 0            | 0          | 1          | 0          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| 18   | 0            | 0          | 1          | 0          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| 20   | 4            | 1          | 11         | 2          | 18           | 1          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 2            | 0               |
| 21   | 0            | 1          | 0          | 0          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| 22   | 0            | 1          | 0          | 1          | 2            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| 25   | 0            | 3          | 3          | 0          | 6            | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1            | 0               |
| 30   | 1            | 2          | 2          | 0          | 5            | 2          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 2            | 0               |
| 40   | 1            | 0          | 0          | 0          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| 50   | 0            | 1          | 3          | 0          | 4            | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 1            | 0               |
| 60   | 0            | 0          | 1          | 0          | 1            | 0          | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1            | 0               |
| 70   | 0            | 1          | 0          | 0          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| 80   | 0            | 0          | 3          | 0          | 3            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0               |
| 99   | 0            | 1          | 0          | 0          | 1            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 2          | 0          | 0          | 2            | 0               |
| <b>Total</b>   | <b>299</b>   | <b>298</b> | <b>300</b> | <b>306</b> | <b>1.203</b> | <b>356</b> | <b>146</b> | <b>141</b> | <b>144</b> | <b>170</b> | <b>177</b> | <b>151</b> | <b>140</b> | <b>159</b> | <b>179</b> | <b>147</b> | <b>1.910</b> | <b>0</b>        |
| <b>Viatges a Catalunya</b>                                     |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| Han viatjat a Catalunya  | 245          | 184        | 250        | 163        | 842          | 119        | 68         | 36         | 40         | 60         | 57         | 24         | 40         | 44         | 36         | 37         | 561          | 0               |
| No han viatjat a Catalunya                                     | 54           | 114        | 50         | 143        | 361          | 237        | 78         | 105        | 104        | 110        | 120        | 127        | 100        | 115        | 143        | 110        | 1.349        | 0               |
| <b>Total</b>   | <b>299</b>   | <b>298</b> | <b>300</b> | <b>306</b> | <b>1.203</b> | <b>356</b> | <b>146</b> | <b>141</b> | <b>144</b> | <b>170</b> | <b>177</b> | <b>151</b> | <b>140</b> | <b>159</b> | <b>179</b> | <b>147</b> | <b>1.910</b> | <b>0</b>        |
| <b>Intenció de visitar Catalunya en els propers dos anys</b>   |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| (5) Definitivament sí  | 135          | 98         | 145        | 98         | 476          | 49         | 14         | 8          | 17         | 20         | 32         | 11         | 6          | 28         | 14         | 16         | 215          | 0               |
| (4) Probablement sí  | 81           | 80         | 76         | 84         | 321          | 131        | 46         | 45         | 38         | 61         | 68         | 21         | 61         | 30         | 24         | 38         | 563          | 0               |
| (3) Indiferent   | 30           | 33         | 22         | 28         | 113          | 75         | 23         | 34         | 34         | 24         | 15         | 72         | 30         | 8          | 40         | 23         | 378          | 0               |
| (2) Probablement no  | 42           | 48         | 41         | 59         | 190          | 64         | 44         | 40         | 36         | 36         | 38         | 32         | 27         | 28         | 46         | 55         | 446          | 0               |
| (1) Definitivament no  | 15           | 44         | 22         | 40         | 121          | 37         | 19         | 14         | 19         | 29         | 24         | 15         | 16         | 65         | 55         | 15         | 308          | 0               |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b> | <b>356</b> | <b>146</b> | <b>141</b> | <b>144</b> | <b>170</b> | <b>177</b> | <b>151</b> | <b>140</b> | <b>159</b> | <b>179</b> | <b>147</b> | <b>1.910</b> | <b>0</b>        |

## Taules no ponderades sobre les enquestes/contactes

|   | Origen zones |        |         |     | PAÍS<br>Espanya | França | Holanda | Suïssa | Bèlgica | Regne Unit | Irlanda | Alemanya | Itàlia | Dinamarca | Àustria | Suècia | Total<br>Estranger |
|---|--------------|--------|---------|-----|-----------------|--------|---------|--------|---------|------------|---------|----------|--------|-----------|---------|--------|--------------------|
|   | Nord         | Centre | Llevant | Sud |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| <b>Defineix Catalunya: Té bones platges</b>                               |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 243          | 230    | 244     | 242 | 959             | 307    | 129     | 99     | 105     | 97         | 115     | 90       | 107    | 88        | 119     | 85     | 1.341              |
| (2) Ni d'acord, ni en desacord  | 34           | 26     | 29      | 21  | 110             | 13     | 6       | 1      | 6       | 23         | 21      | 19       | 12     | 11        | 30      | 20     | 162                |
| (1) En desacord   | 12           | 18     | 12      | 14  | 56              | 11     | 1       | 0      | 3       | 6          | 7       | 1        | 5      | 15        | 7       | 13     | 69                 |
| No sap, no contesta   | 14           | 29     | 21      | 32  | 96              | 25     | 10      | 41     | 30      | 44         | 34      | 41       | 16     | 45        | 23      | 29     | 338                |
| <b>Defineix Catalunya: Té muntanyes</b>                                   |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 289          | 289    | 294     | 288 | 1.160           | 295    | 127     | 80     | 104     | 106        | 125     | 65       | 83     | 123       | 123     | 134    | 1.365              |
| (2) Ni d'acord, ni en desacord  | 3            | 5      | 5       | 6   | 19              | 14     | 12      | 3      | 6       | 12         | 11      | 26       | 11     | 3         | 29      | 4      | 131                |
| (1) En desacord   | 3            | 2      | 1       | 3   | 9               | 19     | 1       | 2      | 5       | 4          | 4       | 5        | 11     | 8         | 10      | 2      | 71                 |
| No sap, no contesta   | 8            | 7      | 6       | 12  | 33              | 28     | 6       | 56     | 29      | 48         | 37      | 55       | 35     | 25        | 17      | 7      | 343                |
| <b>Defineix Catalunya: Té bonics paisatges</b>                            |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 286          | 286    | 299     | 281 | 1.152           | 320    | 136     | 85     | 120     | 112        | 138     | 99       | 108    | 123       | 138     | 121    | 1.500              |
| (2) Ni d'acord, ni en desacord  | 9            | 10     | 5       | 12  | 36              | 14     | 3       | 2      | 4       | 16         | 12      | 17       | 13     | 3         | 27      | 15     | 126                |
| (1) En desacord   | 2            | 2      | 1       | 1   | 6               | 6      | 0       | 1      | 0       | 4          | 3       | 3        | 1      | 4         | 1       | 2      | 25                 |
| No sap, no contesta   | 6            | 5      | 1       | 15  | 27              | 16     | 7       | 53     | 20      | 38         | 24      | 32       | 18     | 29        | 13      | 9      | 259                |
| <b>Defineix Catalunya: Té molt patrimoni històric</b>                     |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 259          | 267    | 265     | 267 | 1.058           | 311    | 131     | 87     | 114     | 116        | 128     | 93       | 126    | 130       | 140     | 139    | 1.515              |
| (2) Ni d'acord, ni en desacord  | 19           | 19     | 22      | 22  | 82              | 24     | 3       | 1      | 4       | 11         | 13      | 24       | 2      | 4         | 22      | 5      | 113                |
| (1) En desacord   | 8            | 2      | 6       | 10  | 26              | 3      | 0       | 0      | 0       | 2          | 2       | 3        | 1      | 1         | 1       | 0      | 13                 |
| No sap, no contesta   | 17           | 15     | 13      | 10  | 55              | 18     | 12      | 53     | 26      | 41         | 34      | 31       | 11     | 24        | 16      | 3      | 269                |
| <b>Defineix Catalunya: Té bona gastronomia</b>                            |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 233          | 241    | 252     | 235 | 961             | 272    | 121     | 78     | 86      | 106        | 121     | 90       | 113    | 110       | 125     | 113    | 1.335              |
| (2) Ni d'acord, ni en desacord  | 33           | 28     | 29      | 31  | 121             | 37     | 5       | 5      | 15      | 16         | 14      | 18       | 10     | 12        | 30      | 17     | 179                |
| (1) En desacord   | 21           | 20     | 15      | 14  | 70              | 16     | 0       | 4      | 8       | 8          | 8       | 3        | 4      | 11        | 5       | 6      | 73                 |
| No sap, no contesta   | 16           | 14     | 10      | 29  | 69              | 31     | 20      | 54     | 35      | 40         | 34      | 40       | 13     | 26        | 19      | 11     | 323                |
| <b>Defineix Catalunya: Té festes i tradicions populars</b>                |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 261          | 259    | 256     | 256 | 1.032           | 305    | 126     | 86     | 109     | 122        | 136     | 92       | 118    | 95        | 134     | 128    | 1.451              |
| (2) Ni d'acord, ni en desacord  | 20           | 17     | 29      | 16  | 82              | 21     | 5       | 4      | 6       | 9          | 14      | 21       | 4      | 8         | 24      | 9      | 125                |
| (1) En desacord   | 2            | 7      | 5       | 12  | 26              | 1      | 0       | 1      | 0       | 3          | 6       | 1        | 0      | 9         | 7       | 1      | 29                 |
| No sap, no contesta   | 20           | 20     | 16      | 25  | 81              | 29     | 15      | 50     | 29      | 36         | 21      | 37       | 18     | 47        | 14      | 9      | 305                |
| <b>Defineix Catalunya: És un destí per gaudir la tranquil·litat</b>       |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 236          | 207    | 208     | 184 | 835             | 275    | 112     | 64     | 105     | 116        | 141     | 86       | 105    | 105       | 112     | 112    | 1.333              |
| (2) Ni d'acord, ni en desacord  | 43           | 51     | 56      | 56  | 206             | 29     | 7       | 9      | 10      | 16         | 13      | 26       | 13     | 13        | 33      | 18     | 187                |
| (1) En desacord   | 13           | 32     | 36      | 44  | 125             | 10     | 4       | 2      | 3       | 8          | 7       | 4        | 6      | 12        | 15      | 11     | 82                 |
| No sap, no contesta   | 11           | 13     | 6       | 25  | 55              | 42     | 23      | 66     | 26      | 30         | 16      | 35       | 16     | 29        | 19      | 6      | 308                |
| <b>Defineix Catalunya: Té gent hospitalària i atenta</b>                  |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 210          | 173    | 204     | 177 | 764             | 243    | 106     | 65     | 84      | 103        | 121     | 77       | 114    | 107       | 116     | 102    | 1.238              |
| (2) Ni d'acord, ni en desacord  | 48           | 61     | 47      | 50  | 206             | 47     | 6       | 9      | 15      | 21         | 23      | 26       | 4      | 9         | 33      | 25     | 218                |
| (1) En desacord   | 26           | 43     | 39      | 47  | 155             | 10     | 2       | 4      | 7       | 5          | 8       | 5        | 3      | 6         | 7       | 1      | 58                 |
| No sap, no contesta   | 19           | 26     | 16      | 35  | 96              | 56     | 32      | 63     | 38      | 41         | 25      | 43       | 19     | 37        | 23      | 19     | 396                |
| <b>Defineix Catalunya: És un destí segur</b>                              |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 256          | 230    | 253     | 231 | 970             | 259    | 103     | 70     | 93      | 87         | 101     | 52       | 109    | 83        | 87      | 80     | 1.124              |
| (2) Ni d'acord, ni en desacord  | 28           | 43     | 25      | 39  | 135             | 43     | 9       | 5      | 15      | 24         | 34      | 36       | 8      | 18        | 47      | 35     | 274                |
| (1) En desacord   | 9            | 19     | 21      | 23  | 72              | 9      | 2       | 3      | 2       | 19         | 17      | 12       | 7      | 20        | 25      | 15     | 131                |
| No sap, no contesta   | 10           | 11     | 7       | 16  | 44              | 45     | 32      | 63     | 34      | 40         | 25      | 51       | 16     | 38        | 20      | 17     | 381                |
| <b>Defineix Catalunya: És un destí on hi ha molts grans esdeveniments</b> |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 244          | 239    | 256     | 273 | 1.012           | 231    | 110     | 62     | 70      | 96         | 124     | 62       | 93     | 107       | 112     | 94     | 1.161              |
| (2) Ni d'acord, ni en desacord  | 27           | 37     | 24      | 14  | 102             | 37     | 8       | 5      | 11      | 13         | 18      | 35       | 8      | 9         | 38      | 20     | 202                |
| (1) En desacord   | 9            | 9      | 14      | 8   | 40              | 13     | 0       | 2      | 2       | 9          | 6       | 9        | 7      | 9         | 12      | 9      | 78                 |
| No sap, no contesta   | 23           | 18     | 12      | 14  | 67              | 75     | 28      | 72     | 61      | 52         | 29      | 45       | 32     | 34        | 17      | 24     | 469                |
| <b>Defineix Catalunya: És un destí bo de compres</b>                      |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 200          | 180    | 196     | 204 | 780             | 179    | 99      | 50     | 68      | 85         | 109     | 36       | 42     | 94        | 77      | 80     | 919                |
| (2) Ni d'acord, ni en desacord  | 44           | 52     | 45      | 38  | 179             | 61     | 14      | 7      | 16      | 20         | 20      | 36       | 25     | 13        | 45      | 24     | 281                |
| (1) En desacord   | 28           | 39     | 41      | 34  | 142             | 36     | 3       | 6      | 13      | 8          | 11      | 19       | 36     | 8         | 30      | 22     | 192                |
| No sap, no contesta   | 31           | 32     | 24      | 33  | 120             | 80     | 30      | 78     | 47      | 57         | 37      | 60       | 37     | 44        | 27      | 21     | 518                |
| <b>Defineix Catalunya: Té un estil de vida propi</b>                      |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 255          | 237    | 242     | 260 | 994             | 225    | 108     | 62     | 74      | 111        | 134     | 94       | 81     | 67        | 133     | 85     | 1.174              |
| (2) Ni d'acord, ni en desacord  | 29           | 33     | 25      | 24  | 111             | 51     | 11      | 5      | 20      | 17         | 11      | 22       | 26     | 25        | 29      | 24     | 241                |
| (1) En desacord   | 11           | 24     | 27      | 15  | 77              | 19     | 1       | 3      | 5       | 4          | 8       | 2        | 14     | 17        | 5       | 13     | 91                 |
| No sap, no contesta   | 8            | 9      | 12      | 10  | 39              | 61     | 26      | 71     | 45      | 38         | 24      | 33       | 19     | 50        | 12      | 25     | 404                |
| <b>Defineix Catalunya: Té bon clima</b>                                   |              |        |         |     |                 |        |         |        |         |            |         |          |        |           |         |        |                    |
| (3) D'acord   | 267          | 249    | 257     | 221 | 994             | 310    | 128     | 86     | 111     | 130        | 161     | 107      | 115    | 128       | 140     | 121    | 1.537              |
| (2) Ni d'acord, ni en desacord  | 26           | 34     | 29      | 44  | 133             | 21     | 7       | 2      | 4       | 11         | 5       | 24       | 13     | 6         | 26      | 15     | 134                |

## Taules no ponderades sobre les enquestes/contactes

|  | Origen zones |            |            |            | PAÍS         | Espanya    | França     | Holanda    | Suïssa     | Bèlgica    | Regne Unit | Irlanda    | Alemanya   | Itàlia     | Dinamarca  | Àustria    | Suècia       | Total Estranger |
|--|--------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|-----------------|
|  | Nord         | Centre     | Llevant    | Sud        |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| (1) En desacord  | 6            | 12         | 11         | 31         | 60           | 4          | 1          | 1          | 0          | 3          | 0          | 3          | 1          | 5          | 0          | 2          | 20           |                 |
| No sap, no contesta  | 4            | 8          | 9          | 13         | 34           | 21         | 10         | 52         | 29         | 26         | 11         | 17         | 11         | 20         | 13         | 9          | 219          |                 |
| <b>Defineix Catalunya: És un lloc modern</b>   |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| (3) D'acord  | 278          | 264        | 286        | 285        | 1.113        | 238        | 94         | 62         | 86         | 82         | 114        | 35         | 94         | 75         | 76         | 60         | 1.016        |                 |
| (2) Ni d'acord, ni en desacord   | 15           | 27         | 14         | 11         | 67           | 60         | 16         | 12         | 17         | 25         | 27         | 51         | 15         | 26         | 57         | 45         | 351          |                 |
| (1) En desacord  | 5            | 7          | 5          | 2          | 19           | 21         | 6          | 4          | 6          | 17         | 16         | 13         | 15         | 17         | 25         | 29         | 169          |                 |
| No sap, no contesta  | 5            | 5          | 1          | 11         | 22           | 37         | 30         | 63         | 35         | 46         | 20         | 52         | 16         | 41         | 21         | 13         | 374          |                 |
| <b>Defineix Catalunya: És un destí diferent</b>  |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| (3) D'acord  | 170          | 172        | 162        | 196        | 700          | 132        | 37         | 36         | 30         | 57         | 64         | 37         | 39         | 42         | 62         | 70         | 606          |                 |
| (2) Ni d'acord, ni en desacord   | 75           | 59         | 56         | 49         | 239          | 55         | 32         | 11         | 26         | 36         | 33         | 42         | 30         | 24         | 39         | 28         | 356          |                 |
| (1) En desacord  | 47           | 66         | 82         | 52         | 247          | 131        | 46         | 20         | 51         | 38         | 57         | 36         | 57         | 55         | 63         | 44         | 598          |                 |
| No sap, no contesta  | 11           | 6          | 6          | 12         | 35           | 38         | 31         | 74         | 37         | 39         | 23         | 36         | 14         | 38         | 15         | 5          | 350          |                 |
| <b>Defineix Catalunya: És un destí únic</b>  |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| (3) D'acord  | 67           | 61         | 60         | 70         | 258          | 132        | 39         | 38         | 29         | 70         | 102        | 44         | 31         | 56         | 62         | 54         | 657          |                 |
| (2) Ni d'acord, ni en desacord   | 83           | 62         | 60         | 73         | 278          | 66         | 31         | 12         | 25         | 30         | 25         | 36         | 26         | 19         | 52         | 34         | 356          |                 |
| (1) En desacord  | 140          | 170        | 179        | 157        | 646          | 122        | 46         | 20         | 53         | 31         | 27         | 31         | 63         | 45         | 46         | 53         | 537          |                 |
| No sap, no contesta  | 13           | 10         | 7          | 9          | 39           | 36         | 30         | 71         | 37         | 39         | 23         | 40         | 20         | 39         | 19         | 6          | 360          |                 |
| <b>Defineix Catalunya: És un destí on tot es diferent</b>                                |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| (3) D'acord  | 56           | 76         | 63         | 83         | 278          | 246        | 82         | 52         | 88         | 86         | 115        | 80         | 33         | 86         | 108        | 113        | 1.089        |                 |
| (2) Ni d'acord, ni en desacord   | 86           | 69         | 69         | 72         | 296          | 47         | 29         | 11         | 10         | 26         | 19         | 28         | 39         | 10         | 35         | 19         | 273          |                 |
| (1) En desacord  | 144          | 145        | 166        | 138        | 593          | 24         | 8          | 7          | 7          | 10         | 12         | 5          | 43         | 17         | 17         | 8          | 158          |                 |
| No sap, no contesta  | 17           | 13         | 8          | 16         | 54           | 39         | 27         | 71         | 39         | 48         | 31         | 38         | 25         | 46         | 19         | 7          | 390          |                 |
| <b>Defineix Catalunya: És un destí para passarlo bé</b>                                  |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| (3) D'acord  | 282          | 246        | 270        | 269        | 1.067        | 296        | 81         | 72         | 103        | 104        | 133        | 82         | 100        | 117        | 118        | 134        | 1.340        |                 |
| (2) Ni d'acord, ni en desacord   | 9            | 33         | 25         | 15         | 82           | 28         | 27         | 4          | 7          | 20         | 21         | 23         | 14         | 6          | 40         | 7          | 197          |                 |
| (1) En desacord  | 6            | 18         | 6          | 15         | 45           | 7          | 4          | 2          | 2          | 6          | 4          | 4          | 3          | 7          | 8          | 0          | 47           |                 |
| No sap, no contesta  | 6            | 6          | 5          | 10         | 27           | 25         | 34         | 63         | 32         | 40         | 19         | 42         | 23         | 29         | 13         | 6          | 326          |                 |
| <b>Defineix Catalunya: És un dels destins més interessants per fer turisme en el món</b> |              |            |            |            |              |            |            |            |            |            |            |            |            |            |            |            |              |                 |
| (3) D'acord  | 77           | 62         | 72         | 78         | 289          | 104        | 44         | 33         | 20         | 30         | 45         | 39         | 17         | 11         | 34         | 10         | 387          |                 |
| (2) Ni d'acord, ni en desacord   | 70           | 66         | 50         | 61         | 247          | 61         | 29         | 15         | 20         | 47         | 45         | 40         | 37         | 20         | 48         | 34         | 396          |                 |
| (1) En desacord  | 145          | 159        | 174        | 160        | 638          | 159        | 39         | 26         | 65         | 40         | 48         | 26         | 66         | 88         | 67         | 89         | 713          |                 |
| No sap, no contesta  | 11           | 16         | 10         | 10         | 47           | 32         | 34         | 67         | 39         | 53         | 39         | 46         | 20         | 40         | 30         | 14         | 414          |                 |
| <b>Total</b>   | <b>303</b>   | <b>303</b> | <b>306</b> | <b>309</b> | <b>1.221</b> | <b>356</b> | <b>146</b> | <b>141</b> | <b>144</b> | <b>170</b> | <b>177</b> | <b>151</b> | <b>140</b> | <b>159</b> | <b>179</b> | <b>147</b> | <b>1.910</b> |                 |