

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
TOTAL	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
AREA GFK																		
1	31	31	0	0	0	0	0	0	0	0	0	0	0	0	0	11	7	13
	12.3BC	100.0TBC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	14.0	15.4
2	43	0	43	0	0	0	0	0	0	0	0	0	0	0	0	21	10	12
	17.0ACE	0.0	100.0TAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.6	21.4	13.8
3	44	0	0	44	0	0	0	0	0	0	0	0	0	0	0	22	5	17
	17.5ABE	0.0	0.0	100.0TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.2	10.7	20.1
4	20	0	0	0	20	0	0	0	0	0	0	0	0	0	0	9	1	10
	7.8bc	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	2.2	11.3g
5	31	0	0	0	0	31	0	0	0	0	0	0	0	0	0	12	8	10
	12.2ABC	0.0	0.0	0.0	0.0	100.0TAB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.4	16.9	12.2
6	16	0	0	0	0	0	16	0	0	0	0	0	0	0	0	4	5	7
	6.4bc	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	10.7p	8.1
7	7	0	0	0	0	0	0	7	0	0	0	0	0	0	0	4	1	2
	2.7	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	1.7	2.8
8	5	0	0	0	0	0	0	0	5	0	0	0	0	0	0	5	0	0
	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3r	0.0	0.3
9	11	0	0	0	0	0	0	0	11	0	0	0	0	0	0	10	0	1
	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	8.3qR	0.0	1.0
10	17	0	0	0	0	0	0	0	0	0	17	0	0	0	0	11	1	5
	6.6bc	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	9.0	2.1	5.8
11	10	0	0	0	0	0	0	0	0	0	0	10	0	0	0	2	4	4
	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	1.5	8.6P	4.4
12	4	0	0	0	0	0	0	0	0	0	0	0	4	0	0	3	0	0
	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	2.7	0.0	0.4
13	12	0	0	0	0	0	0	0	0	0	0	0	12	0	0	4	5	2
	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	3.5	11.5tpr	2.7
14	3	0	0	0	0	0	0	0	0	0	0	0	0	0	3	1	0	1
	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.9	0.0	1.7
CLUSTERS																		
Desconfiados activos más asociados	120	11	21	22	9	12	4	4	5	10	11	2	3	4	1	120	0	0
	47.8QR	36.7	49.3	49.9	46.2	40.6	26.2	53.8	95.0	92.2	64.9	18.5	90.7	35.5	43.6	100.0TQR	0.0	0.0
Pesimistas pasivos	47	7	10	5	1	8	5	1	0	0	1	4	0	5	0	0	47	0
	18.7PR	21.3	23.5	11.5	5.3	25.9	31.4	11.5	0.0	0.0	6.0	42.5	0.0	45.2	0.0	0.0	100.0TPR	0.0
Optimistas activos menos asociados	85	13	12	17	10	10	7	2	0	1	5	4	0	2	1	0	0	85
	33.5PQ	42.0	27.2	38.6	48.5	33.5	42.4	34.7	5.0	7.8	29.1	39.1	9.3	19.3	56.4	0.0	0.0	100.0TPQ

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

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- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
EDAD.																		
Menos de 25	4	1	0	0	0	0	0	0	0	1	1	0	0	0	2	0	1	
	1.5	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	6.1	0.0	0.0	4.1	16.8	1.9	0.0	1.7
De 25 a 34	58	5	12	13	7	4	1	2	2	4	5	2	1	0	0	37	0	21
	23.1Q	17.1	28.1	29.9e	34.9	12.8	5.9	32.4	41.7	34.8	27.0	18.5	25.7	4.1	0.0	30.7Q	0.0	25.1Q
De 35 a 44	72	7	10	11	4	12	7	2	2	2	7	1	3	5	2	41	5	26
	28.6Q	22.4	23.8	23.9	19.7	37.5	43.2	28.4	34.4	15.8	38.8	9.6	74.3	38.1	72.3	33.9Q	10.3	31.2Q
De 45 a 54	67	10	11	14	6	6	4	2	1	4	3	4	0	1	0	40	2	24
	26.5Q	32.6	25.1	31.5	32.1	21.0	25.3	27.6	23.9	33.8	16.1	44.8	0.0	8.4	10.9	33.4Q	4.7	28.6Q
De 55 a 64	42	6	8	6	0	8	4	1	0	1	2	2	0	5	0	0	34	8
	16.6P	18.8	18.7	12.8	0.0	25.2	25.5	11.5	0.0	7.8	12.0	15.8	0.0	45.2	0.0	0.0	71.9TPR	9.5P
Más de 64	9	2	2	1	3	1	0	0	0	0	0	1	0	0	0	0	6	3
	3.7P	6.0	4.3	2.0	13.4	3.6	0.0	0.0	0.0	0.0	0.0	11.3	0.0	0.0	0.0	0.0	13.0TPr	3.9P
MEDIA																		
	43.95P	46.65	44.14	42.52	42.4	247.11c	45.89	43.10	37.79	38.96	39.24	47.59	36.91	48.30	37.32	39.32	57.99TPR	42.73P
SD																		
	11.37	11.71	11.98	11.16	13.46	10.01	10.06	10.76	8.92	10.21	11.25	12.10	3.03	11.28	8.78	8.48	7.52	10.53

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		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
SEXO DEL ENTREVISTADO																		
Hombre	133	16	17	26	16	17	7	3	5	7	6	1	1	9	1	57	31	46
	53.0b	52.7	38.9	60.0b	79.6	56.5	41.3	46.2	95.0	68.4	37.8	7.9	25.7	75.8	56.4	47.4	65.4p	53.9
Mujer	119	15	26	18	4	13	9	4	0	3	10	9	3	3	1	63	16	39
	47.0	47.3	61.1tc	40.0	20.4	43.5	58.7	53.8	5.0	31.6	62.2	92.1	74.3	24.2	43.6	52.6Q	34.6	46.1

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
CUOTA DEL ZUC																		
1	12	0	0	0	0	0	0	0	0	0	12	0	0	0	0	8	1	3
	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	69.3	0.0	0.0	0.0	0.0	6.4	2.1	3.5
2	5	0	0	0	0	0	0	0	0	0	5	0	0	0	0	3	0	2
	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.7	0.0	0.0	0.0	0.0	2.6	0.0	2.3
3	3	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	2	0
	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.3	0.0	0.4	3.9	0.6
4	3	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	2	0
	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.5	0.0	0.3	4.7p	0.5
5	6	0	0	0	0	0	0	0	0	0	0	0	0	6	0	3	1	1
	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.3	0.0	2.3	3.0	1.7
6	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0
	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.5	0.0	0.0
7	7	0	0	0	0	0	0	7	0	0	0	0	0	0	0	4	1	2
	2.7	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	1.7	2.8
8	10	10	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1	7
	4.0	32.3TBC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.5	7.9p
9	10	10	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	5
	3.9	31.8TBC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	4.0	5.3
10	7	7	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	2
	2.6	21.1TBC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	3.8	2.2
11	5	5	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	0
	1.8	14.9TBC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	3.6r	0.0
12	16	0	0	0	0	0	16	0	0	0	0	0	0	0	0	4	5	7
	6.4bc	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	10.7p	8.1
13	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	1	0	1
	0.7	0.0	0.0	4.1t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.1
14	6	0	0	6	0	0	0	0	0	0	0	0	0	0	0	4	1	1
	2.5	0.0	0.0	14.4TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	2.8	1.6
16	9	0	0	9	0	0	0	0	0	0	0	0	0	0	0	6	2	1
	3.4	0.0	0.0	19.7TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	3.6	1.0
17	15	0	0	15	0	0	0	0	0	0	0	0	0	0	0	5	1	9
	5.9	0.0	0.0	33.9TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	1.9	11.1pq
18	12	0	0	12	0	0	0	0	0	0	0	0	0	0	0	7	1	4
	4.9	0.0	0.0	27.9TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	2.5	5.3
19	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0
	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.4	0.0	0.0	0.5	0.0	0.4
20	2	0	0	0	2	0	0	0	0	0	0	0	0	0	0	1	0	1
	0.9	0.0	0.0	0.0	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.3
21	14	0	14	0	0	0	0	0	0	0	0	0	0	0	0	5	5	4
	5.4	0.0	0.0	31.8TAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	9.8	5.0
22	15	0	15	0	0	0	0	0	0	0	0	0	0	0	0	11	2	3
	6.0	0.0	0.0	35.4TAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.9	3.8	3.1
23	10	0	10	0	0	0	0	0	0	0	0	0	0	0	0	4	3	4
	4.1	0.0	0.0	23.9TAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	5.5	4.5
24	4	0	4	0	0	0	0	0	0	0	0	0	0	0	0	2	1	1
	1.5	0.0	0.0	8.9Tace	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	2.3	1.2
25	2	0	0	0	0	2	0	0	0	0	0	0	0	0	0	1	1	0
	0.8	0.0	0.0	0.0	0.0	6.6Tbc	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.3	0.0
26	15	0	0	0	0	15	0	0	0	0	0	0	0	0	0	9	2	4
	5.8	0.0	0.0	0.0	0.0	47.7TAB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	4.2	4.7

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		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
AREA GFK																		
1	31	31	0	0	0	0	0	0	0	0	0	0	0	0	0	11	7	13
	12.3BC E	100.0TEC E	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	14.0	15.4
2	43	0	43	0	0	0	0	0	0	0	0	0	0	0	0	21	10	12
	17.0ACE E	0.0	100.0TAC E	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.6	21.4	13.8
3	44	0	0	44	0	0	0	0	0	0	0	0	0	0	0	22	5	17
	17.5ABE	0.0	0.0	100.0TA BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.2	10.7	20.1
4	20	0	0	0	20	0	0	0	0	0	0	0	0	0	0	9	1	10
	7.8bc	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	2.2	11.3g
5	31	0	0	0	0	31	0	0	0	0	0	0	0	0	0	12	8	10
	12.2ABC	0.0	0.0	0.0	0.0	100.0TAB C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.4	16.9	12.2
6	16	0	0	0	0	0	16	0	0	0	0	0	0	0	0	4	5	7
	6.4bc	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	10.7p	8.1
7	7	0	0	0	0	0	0	7	0	0	0	0	0	0	0	4	1	2
	2.7	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	1.7	2.8
8	5	0	0	0	0	0	0	0	5	0	0	0	0	0	0	5	0	0
	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3r	0.0	0.3
9	11	0	0	0	0	0	0	0	0	11	0	0	0	0	0	10	0	1
	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	8.3qR	0.0	1.0
10	17	0	0	0	0	0	0	0	0	0	17	0	0	0	0	11	1	5
	6.6bc	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	9.0	2.1	5.8
11	10	0	0	0	0	0	0	0	0	0	0	10	0	0	0	2	4	4
	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	1.5	8.6P	4.4
12	4	0	0	0	0	0	0	0	0	0	0	0	4	0	0	3	0	0
	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	2.7	0.0	0.4
13	12	0	0	0	0	0	0	0	0	0	0	0	0	12	0	4	5	2
	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	3.5	11.5tpr	2.7
14	3	0	0	0	0	0	0	0	0	0	0	0	0	0	3	1	0	1
	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.9	0.0	1.7

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
CATEGORIA DE PRODUCTO																		
1	82	8	8	13	6	11	5	3	3	4	7	4	2	5	1	40	9	33
	32.5q	27.3	19.7	28.5	28.6	37.2	33.9	41.4	56.9	39.0	42.6	45.3	47.9	42.1	56.4	33.2	19.7	38.6Q
2	51	7	16	9	3	5	3	1	0	2	2	1	0	1	0	26	13	12
	20.3	22.3	36.2Te	20.4	17.6	16.8	18.3	14.7	5.0	16.0	11.3	11.3	9.3	11.9	10.9	21.5	28.0r	14.3
3	66	7	10	13	5	8	5	2	1	3	4	2	1	3	0	31	16	18
	26.0	23.5	23.9	30.2	26.3	27.0	29.5	23.1	23.9	28.5	24.1	24.2	17.1	26.6	15.8	26.0	34.7	21.1
4	54	8	9	9	5	6	3	1	1	2	4	2	1	2	0	23	8	22
	21.3	26.9	20.3	20.8	27.6	19.0	18.3	20.9	14.2	16.5	22.1	19.2	25.7	19.3	16.8	19.3	17.6	26.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
CUOTA DE LA CATEGORIA DE PRODUCTO PERO EN 4 TRAMOS																		
1	82	8	8	13	6	11	5	3	3	4	7	4	2	5	1	40	9	33
	32.5q	27.3	19.7	28.5	28.6	37.2	33.9	41.4	56.9	39.0	42.6	45.3	47.9	42.1	56.4	33.2	19.7	38.6Q
2	51	7	16	9	3	5	3	1	0	2	2	1	0	1	0	26	13	12
	20.1	22.3	36.2Te	20.4	17.6	16.8	18.3	14.7	0.0	16.0	11.3	11.3	9.3	11.9	10.9	21.5	28.0r	13.9
3	66	7	10	13	5	8	5	2	1	3	4	2	1	3	0	31	16	18
	26.0	23.5	23.9	30.2	26.3	27.0	29.5	23.1	23.9	28.5	24.1	24.2	17.1	26.6	15.8	26.0	34.7	21.1
4y5	54	8	9	9	5	6	3	1	1	2	4	2	1	2	0	23	8	22
	21.4	26.9	20.3	20.8	27.6	19.0	18.3	20.9	19.3	16.5	22.1	19.2	25.7	19.3	16.8	19.3	17.6	26.4

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
NOMBRE DE LA CALLE																		
TO BE DEFINED BY USER ON COL 1808	252	31	43	44	20	31	16	7	5	11	17	10	4	12	3	120	47	85
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO BE DEFINED BY USER ON COL 1809	252	31	43	44	20	31	16	7	5	11	17	10	4	12	3	120	47	85
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO BE DEFINED BY USER ON COL 1810	252	31	43	44	20	31	16	7	5	11	17	10	4	12	3	120	47	85
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO BE DEFINED BY USER ON COL 1811	252	31	43	44	20	31	16	7	5	11	17	10	4	12	3	120	47	85
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PA0. ¿Podria hablar con el Gerente o responsable del establecimiento?																		
Si, es él	248	30	43	43	18	31	15	7	5	11	17	10	4	12	3	119	47	82
	98.4	97.1	100.0	97.8	93.9	100.0	94.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.0	100.0	96.7
Si, es otra persona	4	1	0	1	1	0	1	0	0	0	0	0	0	0	0	1	0	3
	1.6	2.9	0.0	2.2	6.1	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	3.3

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
Cl. En primer lugar me gustaria saber cuáles son actualmente los efectos de la crisis para su negocio?																		
Disminución de su facturación	202	22	34	37	15	29	14	4	4	10	14	5	4	9	3	96	40	66
	80.3	69.9	78.2	83.1	78.2	93.6	87.8	53.8	79.8	92.2	82.3	56.6	100.0	74.0	100.0	79.8	85.4	78.1
						b												
Disminución de su rentabilidad (beneficios)	165	10	24	34	14	26	7	5	4	8	12	5	3	11	0	81	34	50
	65.4A	33.8	55.5a	78.1A	71.0	84.9TA	44.1	71.6	79.1	76.4	71.3	54.9	82.9	93.0	10.9	67.4	71.8	59.1
				B		B												
Disminución en el nD de personal	51	5	8	12	3	7	4	2	0	0	4	1	2	3	0	24	8	19
	20.3	15.3	18.5	27.8	16.0	22.4	27.9	25.3	0.0	0.0	25.1	7.9	47.9	24.2	15.8	19.7	17.2	22.8
Paralización de sus reformas	29	1	2	4	6	4	2	1	1	1	3	0	0	3	0	13	5	11
	11.5	2.9	4.9	9.2	32.0	14.4	12.7	13.8	14.2	9.5	16.4	0.0	0.0	28.4	10.9	10.5	11.3	13.1
Liquidación por cierre de negocio	8	2	0	2	1	0	0	0	0	0	2	1	0	0	0	4	1	3
	3.0	5.6	0.0	5.0	5.2	0.0	0.0	0.0	0.0	0.0	10.4	8.9	0.0	0.0	0.0	3.1	2.1	3.4
No le ha afectado la crisis/Ninguna--Null	26	5	5	6	3	1	1	1	0	1	0	3	0	0	0	10	4	12
	10.2	15.4e	12.5	12.9	16.6	2.9	6.1	13.8	0.0	7.8	0.0	26.6	0.0	3.5	0.0	8.3	7.8	14.3
otros	4	0	1	0	0	2	0	0	0	0	1	0	0	0	0	3	0	1
	1.6	0.0	2.4	0.0	0.0	6.2tc	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	2.6	0.0	1.2
Total menciones	459	40	68	89	40	68	28	11	10	19	36	12	8	26	4	220	88	150
Total mencionan	225	26	38	37	16	30ac	15	6	5	10	17	7	4	12	3	110	43	72
MEDIA	2.04	1.51	1.82	2.38T	2.43	2.28B	1.84	1.91	1.73	1.93	2.13	1.75	2.31	2.27	1.38	2.01	2.04	2.07
				B														
SD	0.93	0.88	0.81	0.91	1.01	0.81	0.94	1.26	0.77	0.55	1.17	0.69	0.88	1.04	0.86	0.88	0.93	1.01

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
C2. ¿Cuáles podrían llegar a afectarle?																		
Disminución de su facturación	23	7	4	2	0	2	0	2	1	0	2	0	0	3	0	12	3	8
	9.2	23.9TbC	9.3	4.0	0.0	6.4	0.0	32.4	20.2	0.0	13.3	0.0	0.0	21.9	0.0	10.0	7.1	9.4
Disminución de su rentabilidad (beneficios)	32	7	5	4	2	1	4	2	0	2	2	1	0	0	2	15	4	13
	12.6	22.1E	11.7	8.9	12.4	2.9	24.7	28.4	0.0	15.8	10.1	9.6	0.0	3.5	72.3	12.2	8.0	15.6
Disminución en el nD de personal	44	7	13	8	5	3	3	0	0	1	3	0	0	0	0	22	10	12
	17.3	22.6	30.9TE	17.5	23.3	9.4	17.9	0.0	0.0	9.5	18.6	0.0	9.3	4.1	16.8	18.4	21.1	13.8
Paralización de sus reformas	27	1	5	6	3	3	3	2	0	1	0	0	0	2	0	9	6	12
	10.6	3.9	12.8	14.3	14.2	9.3	21.0	28.4	0.0	7.8	0.0	0.0	0.0	15.8	0.0	7.7	12.1	13.9
Liquidación por cierre de negocio	58	7	7	10	2	9	6	2	1	4	3	0	0	6	1	24	16	18
	23.0	22.4	17.0	22.7	12.2	27.7	40.4	25.3	14.2	33.1	17.6	0.0	0.0	48.3	56.4	20.1	34.1p	20.9
No le ha afectado la crisis/Ninguna--Null	109	5	16	26	9	18	3	0	4	5	9	9	3	3	0	55	18	37
	43.4A	15.0	37.8A	60.0T	47.0	57.4A	19.7	0.0	65.6	41.6	52.0	90.4	90.7	26.3	10.9	46.0	37.3	43.2
				AB														
ns/nc	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	0.0	0.0	0.0	0.0	3.2t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Total menciones	183E	29TCE	35E	30	12	17	17	8	2	7	10	1	0	11	4	82	39p	62
Total mencionan	142ce	26TBCE	27Ce	18	10	12	13	7	2	6	8	1	0	9	2	65	29	47
MEDIA	1.29	1.12	1.31	1.68	1.17	1.41	1.29	1.15	1.00	1.13	1.24	1.00	1.00	1.27	1.63	1.27	1.31	1.32
SD	0.57	0.33	0.61	0.84	0.40	0.67	0.62	0.38	0.00	0.37	0.46	0.00	0.00	0.47	0.64	0.48	0.64	0.64

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)				
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
II. ¿Cual es su percepción de la situación de su negocio para los próximos 2 años?																		
Se va a producir una evolución positiva: en 1-2 años la situación va a ser mejor que la actual	79	13	12	17	8	10	4	1	0	1	5	2	0	2	1	0	0	79
Se va a mantener en circunstancias similares a la actual	31.2PQ	42.0	27.2	38.6	42.0	33.5	27.3	20.9	5.0	7.8	29.1	25.4	9.3	19.3	56.4	0.0	0.0	93.0TPQ
Se va a producir una evolución negativa: en 1-2 años la situación va a ser peor que la actual	76	10	17	12	4	8	5	1	2	6	4	3	2	2	1	62	13	0
	30.0R	31.0	39.7	27.1	21.8	25.6	32.1	14.7	36.0	51.1	22.1	27.1	65.0	12.5	43.6	51.7TQR	28.3R	0.0
	82	8	14	13	6	11	4	3	2	4	6	1	0	8	0	51	31	0
	32.7R	27.0	33.1	29.6	29.7	37.3	25.5	50.7	35.1	41.1	34.7	15.3	0.0	68.2	0.0	42.2tR	66.8TPR	0.0
Ns/Nc	15	0	0	2	1	1	2	1	1	0	2	3	1	0	0	7	2	6
	6.1	0.0	0.0	4.7	6.5	3.6	15.1	13.8	23.9	0.0	14.1	32.1	25.7	0.0	0.0	6.0	4.8	7.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I2. En el corto-medio plazo, próximos 3 años, ¿creé Ud. que desarrollará alguna de las siguientes medidas?																		
Apertura de otro establecimiento, manteniendo abierto el actual	14	2	2	2	2	1	0	1	0	1	1	0	0	0	0	8	1	5
	5.5	6.0	5.4	5.5	12.6	3.4	0.0	20.9	0.0	9.5	7.0	0.0	0.0	0.0	0.0	6.5	2.2	5.8
Reforma integral de este establecimiento	15	2	2	4	4	1	1	0	0	0	1	0	0	0	0	3	1	11
	5.9	5.3	4.8	8.1	21.2	2.8	9.2	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	2.4	2.0	13.1TPQ
Mantenimiento del establecimiento actual en circunstancias similares a las actuales	195	24	35	31	13	25	14	3	4	9	11	9	4	11	2	98	37	61
	77.6	76.4	82.5	71.1	66.2	80.4	84.1	50.7	80.7	82.7	67.3	91.1	100.0	94.3	84.2	81.2	78.1	72.1
Traslado, cierre de este establecimiento y apertura de uno nuevo	3	1	1	0	0	0	0	0	0	0	0	0	0	1	0	2	1	0
	1.0	3.2	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0	1.3	2.1	0.0
Traspaso del negocio	10	1	0	3	0	2	1	1	1	0	1	0	0	0	0	4	4	2
	4.0	2.9	0.0	6.9b	0.0	6.9b	6.8	13.8	14.2	0.0	7.2	0.0	0.0	0.7	0.0	3.2	8.9	2.5
Cierre del negocio	6	1	1	1	0	1	0	0	0	0	1	1	0	0	0	3	2	0
	2.2	2.7	3.0	2.1	0.0	3.3	0.0	0.0	0.0	0.0	4.4	8.9	0.0	0.0	0.0	2.8	4.9r	0.0
Cierre de este establecimiento	2	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	2
	0.8	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5p
Reforma parcial	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.5	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.8	1.1	0.0	0.0
Ns/Nc	6	1	1	1	0	1	0	1	0	1	0	0	0	0	0	2	1	3
	2.4	3.5	2.0	2.2	0.0	3.2	0.0	14.7	5.0	7.8	0.0	0.0	0.0	0.0	0.0	1.5	1.8	3.9
Total menciones	246	30	42	43	20	30	16	6	5	10	17	10	4	12	3	119	46	81
Total mencionan	246	30	42	43	20	30	16	6	5	10	17	10	4	12	3	119	46	81
MEDIA	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
SD	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I4. ¿Cuál es el principal producto vendido en este establecimiento?																		
BIENES DIARIOS: Cio.men.frutas,verduras,hortalizas	3	1	0	1	0	1	0	0	0	0	0	0	0	0	0	2	1	0
1.0	2.5	0.0	2.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.6	0.0
BIENES DIARIOS: Cio.men.carnes,despojos huevos,etc.	10	0	0	0	0	2	2	1	1	1	0	0	0	2	1	5	2	3
4.0	0.0	0.0	0.0	0.0	5.8	13.5	13.8	20.9	7.8	0.0	0.0	0.0	15.2	56.4	4.1	5.3	3.3	
BIENES DIARIOS: Cio.men.pescados y prod.acuicultura	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
0.3	0.0	0.0	0.0	0.0	2.8t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	
BIENES DIARIOS: Cio.men.pan,confiteria y leche,etc.	13	1	1	3	3	2	1	0	0	0	0	2	0	0	0	4	2	7
5.0	2.3	3.1	7.2	16.2	5.7	6.8	0.0	0.0	0.0	0.0	15.8	0.0	0.0	0.0	3.0	3.5	8.8p	
BIENES DIARIOS: Cio.men. Vinos,bebidas todas clases	2	0	0	0	0	1	0	0	0	0	1	0	0	0	1	1	0	0
0.8	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.8	0.0	
OTROS BIENES OCASIONALES: Cio.men.vehículos terrestres	2	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0
0.7	0.0	0.0	0.0	5.3	0.0	0.0	0.0	14.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.2	0.0	
OTROS BIENES OCASIONALES: Cio.men.bienes usados	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
0.4	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
OTROS BIENES OCASIONALES: Cio.men. Instrumentos música y accesorios	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
0.4	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	
BIENES DIARIOS: Cio.men.aliment.establ.con vendedor	4	0	2	0	0	0	0	0	0	1	0	0	0	1	0	3	0	1
1.7	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.0	11.7	0.0	2.7	0.0	1.2	
BIENES DIARIOS: Comer.menor productos alimenticios(40-119 m² de sala de venta)	3	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	3
1.0	2.9	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.0	0.0	3.1p	
BIENES DIARIOS: Cio.men.aliment.: superservicios(200-399 m² de sala de venta)	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	
0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	
BIENES DIARIOS: Cio.men.aliment.: supermercados(400-2499 m² de sala de venta)	2	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0	1	
0.8	0.0	0.0	2.8	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	
EQUIPAMIENTO DEL HOGAR: Cio.men.prod.textiles,art.tapiceria	2	0	2	0	0	0	0	0	0	0	0	0	0	0	1	1	0	
0.9	0.0	5.3T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.8	0.0	
EQUIPAMIENTO PERSONAL: Cio.men.prendas vestido y tocado	27	2	7	7	2	1	2	0	0	1	2	1	0	1	0	17	5	5
10.8	6.2	16.9e	16.4e	10.3	3.3	12.2	0.0	0.0	8.0	11.3	11.3	9.3	11.2	10.9	14.0r	10.8	6.2	
EQUIPAMIENTO PERSONAL: Cio.men. Lenceria y corseteria	4	1	1	0	0	1	0	1	0	0	0	0	0	0	2	1	1	
1.6	2.9	2.6	0.0	0.0	3.5	0.0	14.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.3	1.3	
EQUIPAMIENTO PERSONAL: Cio.men. Merceria y paqueteria	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
0.5	3.4t	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.3	
EQUIPAMIENTO PERSONAL: Cio.men. Prendas especiales	4	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2	
1.5	6.2t	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8P	2.2	
EQUIPAMIENTO PERSONAL: Cio.men.calzadom,art.piel,art.viaje	15	2	6	0	1	3	1	0	0	1	0	0	0	0	8	4	2	
5.8	6.6c	14.1tC	0.0	7.2	10.0C	6.1	0.0	0.0	8.0	0.0	0.0	0.0	0.7	0.0	6.6	8.8	2.8	
BIENES DIARIOS: Cio.men farmacia	16	1	2	3	0	3	1	2	0	3	1	1	0	0	10	3	3	
6.2	2.5	5.2	5.7	0.0	8.6	6.8	27.6	0.0	23.4	7.0	7.9	0.0	0.0	0.0	8.2	5.6	3.7	
BIENES DIARIOS: Cio.men. Prod.drogueria,perfumeria	8	2	1	2	0	1	1	0	0	0	0	0	2	0	4	0	4	
3.4	5.8	2.2	4.3	0.0	3.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	15.2	0.0	3.5	0.0	5.1	
BIENES DIARIOS: Cio.men. Prod.perfumeria,cosmetica	4	0	1	1	0	0	0	0	0	2	0	0	0	0	2	1	1	
1.7	0.0	2.3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	14.1	0.0	0.0	0.0	0.0	2.0	1.9	1.2	
BIENES DIARIOS: Cio.men herbolisteria	9	1	0	1	2	1	0	0	0	2	1	0	0	0	3	0	6	
3.5	2.5	0.0	2.4	12.4	2.8	0.0	0.0	0.0	0.0	14.2	13.6	0.0	0.0	0.0	2.3	0.0	7.1q	
EQUIPAMIENTO DEL HOGAR: Cio.men. Muebles (exc.de oficina)	11	1	2	2	2	1	0	1	1	0	1	0	0	0	8	2	1	
4.2	3.2	4.3	4.7	9.1	3.3	0.0	11.5	23.9	0.0	0.0	8.9	0.0	0.0	0.0	6.3r	4.6	1.1	
EQUIPAMIENTO DEL HOGAR: Cio.men.aparatos electr.uso domest. y muebles de cocina	21	2	4	2	1	2	1	0	0	1	4	1	0	1	11	6	4	
8.3	7.7	9.7	4.7	6.5	6.9	5.9	0.0	0.0	9.5	24.1	15.3	0.0	8.2	15.8	9.5	12.6r	4.2	
EQUIPAMIENTO DEL HOGAR: Cio.men. Art.menaje,ferreteria,adorno, etc.	12	2	2	3	1	1	1	0	1	0	0	1	0	0	7	2	3	
4.6	6.2	4.7	7.2	4.3	3.4	5.9	0.0	20.9	0.0	0.0	0.0	17.1	0.0	0.0	5.4	4.1	3.8	
EQUIPAMIENTO DEL HOGAR: Cio.men.mat.construc.art.saneamien.	7	1	0	1	0	2	0	0	0	1	0	0	2	0	1	2	4	
2.8	2.9	0.0	2.2	0.0	6.5b	0.0	0.0	0.0	9.5	0.0	0.0	0.0	18.4	0.0	0.9	4.7	4.6p	
EQUIPAMIENTO DEL HOGAR: Cio.men.puertas,marcos,tarimas,etc.	8	0	0	5	0	1	2	0	0	0	0	0	0	0	3	0	5	
3.1	0.0	0.0	11.4Ta	0.0	3.3	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	5.9	
EQUIPAMIENTO DEL HOGAR: Cio.men. Articulos de bricolage	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
0.4	0.0	0.0	0.0	0.0	3.6t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	
EQUIPAMIENTO DEL HOGAR: Cio.men. Otros art. Del hogar ncoop	5	3	0	0	0	0	1	1	0	0	0	0	0	0	1	2	2	
1.8	9.2TBC	0.0	0.0	0.0	0.0	5.9	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	3.7	2.2	
OTROS BIENES OCASIONALES: Cio.men.accesorios, recambios, vehículos	4	0	1	2	0	1	0	0	0	0	0	0	0	0	3	0	1	
1.6	0.0	2.0	4.8	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	1.1	

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PA1A. ¿Cuál es la hora de APERTURA de LUNES a VIERNES por las MAÑANAS?																		
7-9	153 60.8B	15 47.8b	12 27.9	31 69.7a	15 74.7	25 80.3TA	10 63.3	5 73.8	4 76.1	8 73.0	11 62.8	7 76.8	1 26.4	8 70.4	2 72.3	71 58.6	30 63.0	53 62.7
10-12	95 37.9E	15 48.9cE	31 72.1TA	12 27.7	5 25.3	6 19.7	6 36.7	2 26.2	1 23.9	3 27.0	5 30.2	2 23.2	3 73.6	4 29.6	1 27.7	49 40.5	16 34.6	30 35.9
13-15	1 0.4	1 3.2t	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 0.8	0 0.0	0 0.0
16-18	1 0.5	0 0.0	0 0.0	1 2.6	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 2.5	0 0.0
Ns/Nc	1 0.5	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 7.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 1.4
MEDIA TOTAL	9.29	9.68TE	9.68TC	9.20	9.25	9.04	8.92	9.26	9.24	9.10	9.21	8.92	9.74	8.96	9.28	9.31	9.36	9.23
SD	0.92	1.00	0.56	1.41	0.65	0.61	0.93	0.48	0.47	0.69	0.65	0.98	0.52	0.83	0.57	0.81	1.33	0.78
Mediana	9	9T	9T	9T	9	9T	8	9	9	9	9	8	9	8	9	9	9TP	9T
NO ABRE POR LAS MAÑANAS	1 0.5	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 7.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 1.4

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PALB. ¿Cuál es el MINUTO de APERTURA de LUNES a VIERNES por las MAÑANAS?																		
0-5	166 66.0e	24 75.8E	34 78.5E	30 67.1	12 61.0	15 50.3	12 73.8	4 51.5	5 85.8	6 51.3	7 44.6	6 65.7	3 73.6	8 65.8	2 84.2	78 65.2	29 62.6	58 69.0
6-11	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
12-17	0.4	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
30-35	5	0	0	1	0	2	0	0	0	0	1	1	0	0	0	2	3	0
42-47	1.9	0.0	0.0	2.0	0.0	6.6b	0.0	0.0	0.0	0.0	6.1	7.9	0.0	0.0	0.0	1.6	5.9R	0.0
Ns/Nc	76	7	9	12	8	12	4	3	1	5	7	3	1	4	0	39	14	23
	30.2	21.2	21.5	26.8	39.0	39.5b	26.2	48.5	14.2	48.7	42.3	26.4	26.4	34.2	15.8	32.5	29.2	27.4
	3	0	0	2	0	1	0	0	0	0	0	0	0	0	0	1	1	1
	1.2	0.0	0.0	4.1	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.3	1.0
	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
MEDIA TOTAL	9.94	6.69	6.44	10.19	11.69	14.46tA	7.86	14.54	4.27	14.61	14.63	9.11	7.93	10.27	4.75	10.33	10.69	8.95
SD	14.25	12.44	12.46	15.17	15.02	15.56	13.62	16.22	11.59	15.74	14.98	13.88	15.63	14.87	14.06	14.37	14.61	13.99
Mediana	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0
Máximo	45	30TB	30T	45TB	30	45T	30	30	30	30	30	30	30	30	30	45T	45TPR	45TP
Mínimo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PALBC. APERTURA de LUNES a VIERNES por las MAÑANAS																		
7:00-7:29	2	0	0	1	0	0	0	0	0	0	0	2	0	0	0	0	2	1
	0.9	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.8	0.0	0.0	0.0	0.0	3.4p	0.9
7:30-7:59	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
8:00-8:29	21	2	0	8	1	2	5	0	0	1	0	0	0	2	0	7	2	11
	8.3b	5.8	0.0	18.1TB	5.7	6.7b	31.2	0.0	0.0	9.5	0.0	0.0	0.0	15.2	0.0	6.1	4.4	13.4p
8:30-8:59	13	0	2	1	0	3	2	0	0	1	2	0	0	2	0	9	3	1
	5.0	0.0	4.3	2.1	0.0	9.4a	13.5	0.0	0.0	7.8	10.4	0.0	0.0	18.4	0.0	7.1r	6.5	1.2
9:00-9:29	58	7	6	9	6	9	1	2	3	3	4	3	0	3	1	24	12	21
	22.8	23.9	13.8	19.4	30.0	30.4b	5.9	25.3	61.9	24.3	26.5	34.5	0.0	20.9	56.4	20.2	26.0	24.7
9:30-9:59	59	6	4	12	8	10	2	3	1	3	4	3	1	2	0	29	11	19
	23.4b	18.1	9.8	26.2b	39.0	33.7B	12.7	48.5	14.2	31.4	25.9	26.4	26.4	15.8	15.8	24.4	22.6	22.5
10:00-10:29	84	10	28	11	4	6	6	2	1	2	4	2	3	4	1	45	15	23
	33.2	33.6	64.7TA	25.6	20.2	19.7	36.7	26.2	23.9	17.5	24.2	23.2	73.6	29.6	27.7	37.2	32.6	27.7
10:30-10:59	6	1	3	0	0	0	0	0	0	1	1	0	0	0	0	2	0	4
	2.4	3.1	7.3tc	0.0	0.0	0.0	0.0	0.0	0.0	9.5	6.0	0.0	0.0	0.0	0.0	1.7	0.0	4.8
11:00-13:29	7	5	0	1	1	0	0	0	0	0	0	0	0	0	0	3	1	3
	2.7	15.5TBC	0.0	2.1	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	2.0	3.4
16:30-16:59	2	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	1
	0.9	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0	2.5	1.4
MEDIA TOTAL	9.49	9.79E	9.79tc	9.37	9.44	9.28	9.05	9.50	9.31	9.34	9.95	9.07	9.87	9.13	9.36	9.48	9.54	9.48
SD	1.02	0.97	0.49	1.46	0.62	0.55	0.89	0.39	0.47	0.72	1.94	1.02	0.26	0.75	0.56	0.74	1.34	1.15
Mediana	563	572	580	549	551	557	537	555	540	548	563	554	580	533	540	565	562	554

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PA1C. ¿Cuál es la hora de CIERRE de LUNES a VIERNES por las MAÑANAS?																		
10-12	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
13-15	236	30	37	39	19	31	16	7	5	11	16	10	4	11	3	111	45	80
	93.8	97.1	87.1	89.6	94.3	100.0	100.0	100.0	84.9	100.0	93.0	100.0	100.0	88.3	100.0	92.5	95.9	94.5
16-18	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	0.0	0.0	1.7
19-21	5	0	0	5	0	0	0	0	1	0	0	0	0	0	0	4	1	0
	2.1	0.0	0.0	10.4	0.0	0.0	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0	0.0	3.5r	2.5	0.0
Ns/Nc	8	0	6	0	1	0	0	0	0	0	1	0	0	0	0	5	1	2
	3.1	0.0	12.9	0.0	5.7	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	4.0	1.6	2.7
MEDIA TOTAL	13.45	13.15	13.17	14.02	13.29	13.29	13.38	13.35	14.61	13.08	13.31	13.24	13.26	13.99	13.56	13.53	13.41	13.36
SD	1.23	0.56	0.38	2.37	0.47	0.46	0.50	0.51	3.03	0.28	0.48	0.45	0.52	1.02	0.64	1.53	1.17	0.64
Mediana	12	12T	13T	13T	13	13T	13	13	13	13	13	13	13	13	13	13T	13TPr	13T
NO CIERRA POR LAS MAÑANAS	7	0	6	0	1	0	0	0	0	0	0	0	0	0	0	5	1	1
	2.6	0.0	12.9	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	1.6	1.3

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PA1D. ¿Cuál es el MINUTO de CIERRE de LUNES a VIERNES por las MAÑANAS?																		
0-5	109	15	8	22	8	15	10	2	4	5	6	5	1	8	0	46	19	44
	43.4B	48.3B	19.6	50.4B	38.5	49.8B	62.2	25.3	79.1	43.3	34.7	50.4	25.7	68.1	15.8	38.3	41.1	51.8p
12-17	8	2	4	1	0	1	0	0	0	0	0	0	0	0	0	3	3	2
	3.1	5.6	9.0t	1.9	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	9.3	0.0	0.0	2.4	6.0	2.5
30-35	127	14	25	21	11	14	6	5	1	6	10	5	2	4	2	67	24	36
	50.4	46.1	58.6	47.7	55.8	46.8	37.8	74.7	20.9	56.7	58.2	49.6	65.0	31.9	84.2	55.3r	51.2	43.0
Ns/Nc	8	0	6	0	1	0	0	0	0	0	1	0	0	0	0	5	1	2
	3.1	0.0	12.9TACE	0.0	5.7	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	4.0	1.6	2.7
MEDIA TOTAL	16.09	14.68	21.70T	14.59	17.75	14.55	11.33	22.40	6.26	17.01	18.79	14.89	20.89	9.58	25.25	17.65r	16.54	13.64
SD	14.75	14.81	12.70	15.02	15.16	14.98	15.02	14.11	13.48	15.60	15.00	15.85	15.38	14.61	14.06	14.63	14.61	14.84
Mediana	16cR	5tC	19TACE	0	5	1	0	10	0	4	6	0	18	0	12	17TR	16TPR	0
Máximo	30	30TBC	30T	30T	30	30TBC	30	30	30	30	30	30	30	30	30	30T	30TPR	30T
Mínimo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14				
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PAICD. CIERRE de LUNES a VIERNES por las MAÑANAS																		
11:00-13:29	57	10	6	14	2	9	4	1	1	4	2	3	0	1	0	23	13	20
	22.5	33.5B	13.7	31.2b	11.4	29.8b	24.5	11.5	23.9	35.5	10.1	26.6	9.3	4.3	15.8	19.3	27.9	24.1
13:30-13:59	119	14	25	18	11	13	6	4	1	6	9	5	2	4	1	63	22	34
	47.1	46.1	58.6	41.0	55.8	41.1	37.8	53.8	20.9	56.7	53.8	49.6	65.0	31.9	27.7	52.4r	46.9	39.6
14:00-14:29	52	6	6	4	5	7	6	1	2	1	4	2	1	5	0	19	8	24
	20.5c	20.4	14.9	9.4	27.1	23.4	37.8	13.8	40.1	7.8	24.6	23.7	25.7	40.4	0.0	16.0	17.4	28.4P
14:30-14:59	7	0	0	2	0	2	0	1	0	0	1	0	0	0	1	3	1	3
	2.8	0.0	0.0	4.1	0.0	5.7	0.0	20.9	0.0	0.0	4.4	0.0	0.0	0.0	56.4	2.8	1.8	3.4
15:00-15:29	3	0	0	2	0	0	0	0	0	0	0	0	0	1	0	2	1	0
	1.3	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	2.0	1.8	0.0
16:00-16:29	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	0.0	0.0	1.7
>19:00	13	0	6	5	1	0	0	0	1	0	1	0	0	0	0	9	2	2
	5.2	0.0	12.9tA	10.4ae	5.7	0.0	0.0	0.0	15.1	0.0	7.0	0.0	0.0	0.0	0.0	7.5	4.1	2.7
E																		
MEDIA TOTAL	13.93a	13.39	14.46t	14.26	13.95	13.53	13.57	13.72	14.72	13.36	14.07	13.49	13.61	14.15	13.99	14.10	13.79	13.76
SD	1.66	0.55	2.46	2.32	1.56	0.43	0.40	0.51	2.97	0.31	1.72	0.37	0.29	0.86	0.78	1.98	1.42	1.20
Mediana	804	800	804	802	801	802	800	801	814	788	802	794	804	820	817	804	802	805

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PALE. ¿Cuál es la hora de APERTURA de LUNES a VIERNES por las TARDES?																		
13-15	17	3	1	5	0	3	3	0	0	1	1	0	0	0	0	6	2	8
	6.6	8.1	2.0	11.1b	0.0	9.9	17.7	0.0	0.0	9.5	5.6	0.0	0.0	3.5	0.0	5.2	3.9	10.0
16-18	219	28	36	35	19	26	13	7	5	10	16	9	4	12	3	105	43	72
	87.1	89.4	83.3	78.5	94.3	84.4	82.3	100.0	84.9	90.5	94.4	92.1	100.0	96.5	100.0	87.4	90.3	84.8
19-21	5	0	1	5	0	0	0	0	0	0	0	0	0	0	0	3	1	1
	2.1	0.0	1.8	10.4Ta e	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	2.5	0.9
Ns/Nc	11	1	6	0	1	2	0	0	1	0	0	1	0	0	0	6	2	4
	4.3	2.5	12.9TC	0.0	5.7	5.7	0.0	0.0	15.1	0.0	0.0	7.9	0.0	0.0	0.0	4.7	3.3	4.3
MEDIA TOTAL	16.49	16.35	16.58	16.73	16.37	16.35	16.33	16.40	16.47	16.31	16.49	16.62	16.26	16.62	16.84	16.54	16.53	16.41
SD	0.91	0.94	0.74	1.54	0.50	0.67	0.78	0.53	0.56	0.67	0.62	0.51	0.52	0.58	0.47	0.99	0.81	0.86
Mediana	16	16T	16T	16T	16	16T	16	16	16	16	16	16	16	16	16	16T	16TPr	16T
NO ABRE POR LAS TARDES	4	1	0	0	0	2	0	0	1	0	0	1	0	0	0	1	1	3
	1.6	2.5	0.0	0.0	0.0	5.7	0.0	0.0	15.1	0.0	0.0	7.9	0.0	0.0	0.0	0.7	1.6	3.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PA1F. ¿Cuál es el MINUTO de APERTURA de LUNES a VIERNES por las TARDES?																		
0-5	149	22	20	27	10	18	11	4	3	5	11	5	1	10	1	68	31	49
	59.1	70.2b	47.3	60.5	48.9	60.1	68.6	51.5	61.0	50.4	68.4	54.4	25.7	84.0	43.6	56.8	66.5	58.3
12-17	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
18-23	4	0	0	1	0	0	0	0	0	0	1	2	0	0	0	2	0	2
	1.4	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	4.5	18.5	0.0	0.0	0.0	1.5	0.0	2.2
30-35	85	8	17	14	9	9	5	3	1	5	5	2	3	2	1	44	13	28
	33.7	27.4	39.8	30.9	45.4	30.6	31.4	48.5	23.9	49.6	27.1	19.2	74.3	16.0	56.4	36.3	27.9	33.1
42-47	3	0	0	2	0	1	0	0	0	0	0	0	0	0	0	1	1	1
	1.2	0.0	0.0	4.1	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.3	1.0
Ns/Nc	11	1	6	0	1	2	0	0	1	0	0	1	0	0	0	6	2	4
	4.3	2.5	12.9TC	0.0	5.7	5.7	0.0	0.0	15.1	0.0	0.0	7.9	0.0	0.0	0.0	4.7	3.3	4.3
MEDIA TOTAL	11.46	8.42	13.70	11.90	14.45	11.45	9.43	14.54	8.43	14.87	9.07	10.28	22.29	4.79	16.93	12.10	9.76	11.51
SD	14.75	13.71	15.15	15.46	15.41	15.70	14.38	16.22	15.22	15.74	13.89	13.54	15.49	11.47	19.09	14.86	14.79	14.69
Mediana	0	0	0	0	0	0	0	0	0	0	0	0	10	0	3	0	0	0
Máximo	45	30TB	30T	45TB	30	45T	30	30	30	30	30	30	30	30	30	45T	45TPR	45TP
Mínimo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PALEF. APERTURA de LUNES a VIERNES por las TARDES																		
11:00-13:29	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
0.4	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
14:00-14:29	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
0.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
15:00-15:29	7	1	0	2	0	1	2	0	0	0	1	0	0	0	0	3	1	3
2.6	2.9	0.0	4.1	0.0	3.4	11.8	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	2.4	1.8	3.3	
15:30-15:59	8	0	1	3	0	2	1	0	0	1	0	0	0	0	3	1	4	
3.3	0.0	2.0	7.0	0.0	6.5	5.9	0.0	0.0	9.5	0.0	0.0	0.0	3.5	0.0	2.7	2.1	4.8	
16:00-16:29	37	5	2	9	4	5	1	1	1	2	1	0	4	0	16	9	11	
14.6b	17.6b	4.3	20.8B	19.5	16.1b	5.9	11.5	20.9	9.5	13.2	15.3	0.0	30.2	15.8	13.5	19.3	13.6	
16:30-16:59	70	8	15	11	8	8	4	3	1	4	3	2	3	0	39	12	19	
27.7	24.7	33.9	25.3	40.3	24.9	25.5	48.5	23.9	40.1	20.1	19.2	74.3	0.7	0.0	32.5	25.7	22.1	
17:00-17:29	103	13	18	13	6	12	8	3	2	4	9	6	1	6	47	21	35	
40.9	41.5	43.0	30.2	29.4	40.6	50.9	40.0	40.1	40.9	54.1	57.5	25.7	53.9	27.7	38.7	45.3	41.6	
17:30-17:59	6	1	1	0	1	1	0	0	0	0	0	0	1	1	2	0	4	
2.6	2.7	2.2	0.0	5.2	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	56.4	1.9	0.0	5.0	
18:00-18:29	2	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0	1	
0.7	3.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.1	
>19:00	5	0	1	5	0	0	0	0	0	0	0	0	0	0	3	1	1	
2.1	0.0	1.8	10.4Ta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	2.5	0.9	
			e															
Ns/Nc	12	1	6	0	1	2	0	0	1	0	1	1	0	0	6	2	5	
4.7	2.5	12.9TC	0.0	5.7	5.7	0.0	0.0	15.1	0.0	7.0	7.9	0.0	0.0	0.0	4.7	3.3	5.7	
MEDIA TOTAL	16.69	16.49	16.81	16.92	16.61	16.55	16.49	16.64	16.61	16.56	16.65	16.80	16.63	16.70	17.12	16.74	16.69	16.61
SD	0.86	0.93	0.66	1.48	0.43	0.59	0.70	0.36	0.46	0.49	0.58	0.47	0.26	0.59	0.68	0.90	0.79	0.84
Mediana	990	988	992	988	981	990	991	984	987	983	995	999	990	999	1023	987	1001	1006

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009
 (ENT.- Introduce la HORA. Si no cierra por las tardes teclea "NULL")

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)				
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PALG. ¿Cuál es la hora de CIERRE de LUNES a VIERNES por las TARDES?																		
13-15	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0
	0.3	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
16-18	6	1	0	2	0	0	0	0	0	0	0	0	0	4	0	0	2	4
	2.6p	2.9	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.2	0.0	0.0	4.7p	5.0p
19-21	237	29	42	41	20	29	16	7	5	11	17	9	4	7	3	117	43	77
	94.2	92.4	97.6	93.7	100.0	94.3	100.0	100.0	84.9	100.0	100.0	92.1	100.0	58.1	100.0	97.3r	91.9	91.2
22-24	3	1	1	0	0	0	0	0	0	0	0	0	1	0	0	2	0	1
	1.2	2.3	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	2.0	0.0	0.0	0.8
Ns/Nc	4	1	0	0	0	2	0	0	1	0	0	1	0	0	0	1	1	3
	1.6	2.5	0.0	0.0	0.0	5.7	0.0	0.0	15.1	0.0	0.0	7.9	0.0	0.0	0.0	0.7	1.6	3.0
MEDIA TOTAL	20.00	20.09	20.15	19.90	20.05	19.96	19.97	20.00	20.17	20.00	20.09	20.00	20.00	19.55	20.17	20.12qR	19.89	19.91
SD	0.70	0.79	0.47	0.93	0.22	0.41	0.48	0.01	0.42	0.00	0.42	0.00	0.00	1.84	0.48	0.52	0.90	0.78
Mediana	20	20T	20T	20T	20	19T	19	20	20	20	20	20	20	19	20	20T	20TPR	19T
NO CIERRA POR LAS TARDES	4	1	0	0	0	2	0	0	1	0	0	1	0	0	0	1	1	3
	1.6	2.5	0.0	0.0	0.0	5.7	0.0	0.0	15.1	0.0	0.0	7.9	0.0	0.0	0.0	0.7	1.6	3.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PAH. ¿Cuál es el MINUTO de CIERRE de LUNES a VIERNES por las TARDES?																		
0-5	135	20	11	26	9	14	10	4	5	8	13	3	1	10	1	71	23	42
	53.8B	63.8B	26.2	58.4B	48.1	46.5b	59.8	64.5	84.9	74.7	79.8	28.8	35.0	81.2	43.6	58.6	48.2	50.0
12-17	8	2	2	1	0	3	0	0	0	0	0	0	0	0	0	3	1	4
	3.2	6.0	4.9	2.1	0.0	10.2t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	2.3	4.7
30-35	104	9	30	17	10	11	6	2	0	3	3	6	2	2	1	46	22	36
	41.1	27.7	68.9TA	39.6	51.9	34.7	40.2	35.5	0.0	25.3	20.2	63.3	65.0	18.8	56.4	38.3	46.0	42.3
42-47	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
	0.4	0.0	0.0	0.0	0.0	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Ns/Nc	4	1	0	0	0	2	0	0	1	0	0	1	0	0	0	1	1	3
	1.6	2.5	0.0	0.0	0.0	5.7	0.0	0.0	15.1	0.0	0.0	7.9	0.0	0.0	0.0	0.7	1.6	3.0
MEDIA TOTAL	13.18	9.51	21.40T	12.18	15.57	14.05	12.05	10.66	0.00	7.59	6.07	20.61	19.50	5.64	16.93	11.93	15.25	13.84
SD	14.76	13.69	13.31	14.74	15.39	15.12	15.19	15.53	0.00	13.69	12.43	14.78	16.90	12.24	19.09	14.55	15.43	14.68
Mediana	0	0	19TACE	0	1	1T	0	0	0	0	0	8	7	0	3	0	7TPR	0
Máximo	45	30TBC	30T	30T	30	45T	30	30	0	30	30	30	30	30	30	30	45TPR	30T
Mínimo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PAIGH. CIERRE de LUNES a VIERNES por las TARDES																		
15:00-15:29	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0
	0.3	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
16:00-16:29	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	0.0	0.0	1.7
17:00-17:29	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
18:00-18:29	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0
	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.4	0.0	0.0	4.7tPr	0.0
18:30-18:59	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	2
	0.8	0.0	0.0	4.3t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
>19:00	233	29	37	41	19	29	16	7	5	11	16	9	4	8	3	115	42	75
	92.4	94.6	87.1	93.7	94.3	94.3	100.0	100.0	84.9	100.0	93.0	92.1	100.0	69.8	100.0	95.3	90.2	89.3
Ns/Nc	12	1	6	0	1	2	0	0	1	0	1	1	0	0	0	6	2	5
	4.7	2.5	12.9TC	0.0	5.7	5.7	0.0	0.0	15.1	0.0	7.0	7.9	0.0	0.0	0.0	4.7	3.3	5.7
MEDIA TOTAL	20.22	20.24	20.48T	20.10	20.33	20.19	20.17	20.18	20.17	20.13	20.20	20.34	20.33	19.64	20.45	20.29	20.15	20.14
SD	0.72	0.75	0.44	0.94	0.30	0.43	0.56	0.26	0.42	0.23	0.47	0.25	0.28	1.86	0.42	0.52	0.95	0.81
Mediana	1215	1200	1221	1198	1206	1200	1199	1200	1200	1200	1186	1208	1207	1193	1212	1200	1218	1215

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
TIEMPOS																		
3 - 4	4	2	0	1	0	0	0	0	0	0	1	0	0	0	0	1	1	2
	1.7	6.2	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.8	2.5	2.5
5 - 6	27	5	6	3	1	5	0	1	1	1	3	1	0	0	0	8	5	14
	10.8	15.4	14.1	6.1	5.2	15.8	0.0	11.5	23.9	9.5	20.6	9.6	0.0	0.0	10.9	6.7	10.3	17.0P
7 - 8	183	23	30	32	18	21	11	5	3	8	8	8	4	10	2	89	36	58
	72.5	73.3	70.6	72.4	89.2	68.5	68.8	67.6	61.0	73.2	50.4	82.5	100.0	84.8	89.1	74.2	75.6	68.5
9 - 10	28	1	4	4	0	5	5	1	0	2	4	1	0	2	0	14	5	8
	11.1	2.9	8.8	9.0	0.0	15.7a	31.2	20.9	0.0	17.3	21.9	7.9	0.0	15.2	0.0	11.8	11.6	9.9
11 - 12	9	1	3	3	1	0	0	0	1	0	0	0	0	0	0	7	0	2
	3.4	2.3	6.4	7.3	5.7	0.0	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.0	2.1
13 - 14	10	1	3	4	1	0	0	0	1	0	0	0	0	0	0	8	0	2
	3.8	2.3	6.4	9.7te	5.7	0.0	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0	0.0	6.5q	0.0	2.1
Máximo	13	12T	13T	13T	12	10T	11	9	12	10	10	11	8	10	9	13t	11Tp	12T
Mínimo	4	4T	5T	4T	6	5T	7	7	7	7	4	7	7	7	7	4	4T	4
Media	7.80A	7.26	7.85a	8.07A	8.01	7.69	8.19	7.75	8.42	7.59	7.42	7.69	7.43	7.96	7.96	8.00qr	7.59	7.61
SD	1.36	1.43	1.45	1.69	1.16	1.20	1.08	0.85	1.87	0.88	1.58	1.07	0.39	0.88	0.88	1.40	1.23	1.35

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I6.1. Abre:																		
SÁBADO MAÑANA																		
Si	198	26	38	28	18	21	11	5	5	9	12	8	4	9	3	96	36	65
	78.5C	84.6C	88.1CE	63.1	93.9	68.4	69.7	72.4	100.0	84.4	72.7	84.2	100.0	78.1	100.0	80.0	77.0	77.2
No	54	5	5	16	1	10	5	2	0	2	5	2	0	3	0	24	11	19
	21.5	15.4	11.9	36.9TA	6.1	31.6B	30.3	27.6	0.0	15.6	27.3	15.8	0.0	21.9	0.0	20.0	23.0	22.8
B																		

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I6.2. Abre:																		
SÁBADO TARDE																		
Si	71	14	24	10	7	3	4	1	1	2	4	2	0	0	0	31	13	27
	28.2E	45.1tC E	55.5TC E	23.3	33.7	8.8	25.1	14.7	15.1	16.5	23.1	23.2	0.0	0.0	0.0	25.8	27.4	32.2
No	181	17	19	34	13	28	12	6	5	9	13	7	4	12	3	89	34	57
	71.8aB	54.9	44.5	76.7A B	66.3	91.2TA B	74.9	85.3	84.9	83.5	76.9	76.8	100.0	100.0	100.0	74.2	72.6	67.8

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I6.3. Abre:																		
DOMINGO MAÑANA																		
Si	28	3	1	6	3	3	1	0	0	2	2	2	0	2	1	11	2	14
	11.1	11.1	3.1	14.7b	16.2	8.8	6.8	0.0	0.0	17.3	13.3	17.5	0.0	20.7	56.4	9.5	4.4	17.1Q
No	224	28	42	38	16	28	15	7	5	9	15	8	4	10	1	109	45	70
	88.9	88.9	96.9c	85.3	83.8	91.2	93.2	100.0	100.0	82.7	86.7	82.5	100.0	79.3	43.6	90.5	95.6R	82.9

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I6.4. Abre:																		
DOMINGO TARDE																		
Si	9	2	1	1	1	0	0	0	0	0	0	0	1	2	0	6	0	3
	3.5	7.9	3.1	2.5	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.7	15.8	0.0	5.0	0.0	3.2
No	243	29	42	43	19	31	16	7	5	11	17	10	3	10	3	114	47	82
	96.5	92.1	96.9	97.5	94.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	74.3	84.2	100.0	95.0	100.0	96.8

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	1008	132	168	176	60	128	60	28	24	44	68	40	16	48	16	488	184	336
Total	1008	124	172	176	79*	123	64*	28**	22**	43*	67*	38*	14**	48*	10**	482	188	338
I6.tot. Abre:																		
TOTAL FIN DE SEMANA																		
Si	306	46	64	46	29	26	16	6	6	13	18	12	4	14	4	145	51	110
	30.3E	37.2CE	37.5tC	25.9	37.4	21.5	25.4	21.8	28.8	29.5	27.3	31.2	31.4	28.6	39.1	30.1	27.2	32.4
			Ef		E													
No	702	78	107	130	49	97	48	22	16	31	49	26	10	34	6	337	137	228
	69.7b	62.8	62.5	74.1A	62.6	78.5TA	74.6b	78.2	71.2	70.5	72.7	68.8	68.6	71.4	60.9	69.9	72.8	67.6
				B		BD												

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I6B.1. Si la mayoría de los comercios que desarrollan actividad comercial similar a la suya abrieran en SÁBADO MAÑANA abriría su establecimiento el:																		
SÁBADO MAÑANA																		
Si	16	3	1	2	0	3	2	0	0	1	2	0	0	2	0	5	4	7
	6.4	8.6	3.1	4.4	0.0	9.6	12.7	0.0	0.0	7.8	13.2	0.0	0.0	18.4	0.0	4.0	8.6	8.7
No	38	2	4	14	1	7	3	2	0	1	2	2	0	0	0	19	7	12
	15.1	6.8	8.8	32.5TA	6.1	22.0a	17.7	27.6	0.0	7.8	14.1	15.8	0.0	3.5	0.0	16.0	14.4	14.1
				B														
Ns/Nc	198	26	38	28	18	21	11	5	5	9	12	8	4	9	3	96	36	65
	78.5C	84.6C	88.1CE	63.1	93.9	68.4	69.7	72.4	100.0	84.4	72.7	84.2	100.0	78.1	100.0	80.0	77.0	77.2
Base: Cod.2 en I6A.1	54*	5**	5**	16**	1**	10**	5**	2**	0**	2**	5**	2**	0**	3**	0**	24**	11**	19**
Si	16	3	1	2	0	3	2	0	0	1	2	0	0	2	0	5	4	7
	29.9	56.0	25.8	11.9	0.0	30.5	41.7	0.0	0.0	50.0	48.4	0.0	0.0	84.0	0.0	19.9	37.5	38.0
No	38	2	4	14	1	7	3	2	0	1	2	2	0	0	0	19	7	12
	70.1	44.0	74.2	88.1	100.0	69.5	58.3	100.0	0.0	50.0	51.6	100.0	0.0	16.0	0.0	80.1	62.5	62.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

I6B.2. Si la mayoría de los comercios que desarrollan actividad comercial similar a la suya abrieran en SÁBADO TARDE abriría su establecimiento el:

SÁBADO TARDE																		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Si	37	4	2	6	5	4	2	1	0	3	3	2	2	2	2	24	4	9
	14.7	12.1	5.4	14.6	25.8	12.4	12.7	11.5	0.0	25.5	17.5	18.5	42.9	14.7	84.2	19.6	9.3	10.8
No	144	13	17	27	8	24	10	5	5	6	10	6	2	10	0	66	30	48
	57.0B	42.8	39.1	62.1B	40.5	78.8TA	62.2	73.8	84.9	58.0	59.3	58.3	57.1	85.3	15.8	54.6	63.3	57.0
						B												
Ns/Nc	71	14	24	10	7	3	4	1	1	2	4	2	0	0	0	31	13	27
	28.2E	45.1tC	55.5TC	23.3	33.7	8.8	25.1	14.7	15.1	16.5	23.1	23.2	0.0	0.0	0.0	25.8	27.4	32.2
		E	E															
Base: Cod.2 en I6A.2	181	17**	19**	34*	13**	28**	12**	6**	5**	9**	13**	7**	4**	12**	3**	89*	34*	57*
Si	37	4	2	6	5	4	2	1	0	3	3	2	2	2	2	24	4	9
	20.5	22.0	12.1	19.0	38.9	13.6	16.9	13.5	0.0	30.6	22.8	24.1	42.9	14.7	84.2	26.4	12.9	16.0
No	144	13	17	27	8	24	10	5	5	6	10	6	2	10	0	66	30	48
	79.5	78.0	87.9	81.0	61.1	86.4	83.1	86.5	100.0	69.4	77.2	75.9	57.1	85.3	15.8	73.6	87.1	84.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I6B.3. Si la mayoría de los comercios que desarrollan actividad comercial similar a la suya abrieran en DOMINGO MAÑANA abriría su establecimiento el:																		
DOMINGO MAÑANA																		
Si	21	4	7	3	1	1	0	1	0	1	1	1	2	0	0	12	3	7
	8.4	12.4	16.3e	6.8	6.5	2.9	0.0	14.7	0.0	8.0	6.0	8.9	42.9	0.0	0.0	9.6	6.6	7.9
No	203	24	35	35	15	27	15	6	5	8	14	7	2	10	1	97	42	63
	80.5	76.5	80.6	78.5	77.3	88.3	93.2	85.3	100.0	74.7	80.7	73.6	57.1	79.3	43.6	81.0	89.1r	75.0
Ns/Nc	28	3	1	6	3	3	1	0	0	2	2	2	0	2	1	11	2	14
	11.1	11.1	3.1	14.7b	16.2	8.8	6.8	0.0	0.0	17.3	13.3	17.5	0.0	20.7	56.4	9.5	4.4	17.1Q
Base: Cod.2 en I6A.3	224	28**	42*	38*	16**	28**	15**	7**	5**	9**	15**	8**	4**	10**	1**	109	45*	70*
Si	21	4	7	3	1	1	0	1	0	1	1	1	2	0	0	12	3	7
	9.5	14.0	16.9	8.0	7.7	3.2	0.0	14.7	0.0	9.7	6.9	10.8	42.9	0.0	0.0	10.6	6.9	9.5
No	203	24	35	35	15	27	15	6	5	8	14	7	2	10	1	97	42	63
	90.5	86.0	83.1	92.0	92.3	96.8	100.0	85.3	100.0	90.3	93.1	89.2	57.1	100.0	100.0	89.4	93.1	90.5

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I6B.4. Si la mayoría de los comercios que desarrollan actividad comercial similar a la suya abrieran en DOMINGO TARDE abriría su establecimiento el:																		
DOMINGO TARDE																		
Si	17	3	6	4	1	1	0	0	0	0	1	1	0	0	0	9	2	6
	6.6	8.9	13.8	9.0	6.5	2.9	0.0	0.0	0.0	0.0	6.0	8.9	0.0	0.0	0.0	7.5	4.2	6.6
No	227	26	36	39	17	30	16	7	5	11	16	9	3	10	3	105	45	76
	89.9	83.2	83.2	88.5	87.8	97.1a	100.0	100.0	100.0	100.0	94.0	91.1	74.3	84.2	100.0	87.4	95.8	90.2
						b												
Ns/Nc	9	2	1	1	1	0	0	0	0	0	0	0	1	2	0	6	0	3
	3.5	7.9	3.1	2.5	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.7	15.8	0.0	5.0	0.0	3.2
Base: Cod.2 en I6A.4	243	29**	42*	43*	19**	31*	16**	7**	5**	11**	17**	10**	3**	10**	3**	114	47*	82*
Si	17	3	6	4	1	1	0	0	0	0	1	1	0	0	0	9	2	6
	6.8	9.7	14.2	9.2	6.9	2.9	0.0	0.0	0.0	0.0	6.0	8.9	0.0	0.0	0.0	7.9	4.2	6.8
No	227	26	36	39	17	30	16	7	5	11	16	9	3	10	3	105	45	76
	93.2	90.3	85.8	90.8	93.1	97.1	100.0	100.0	100.0	100.0	94.0	91.1	100.0	100.0	100.0	92.1	95.8	93.2

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	1008	132	168	176	60	128	60	28	24	44	68	40	16	48	16	488	184	336
Total	1008	124	172	176	79*	123	64*	28**	22**	43*	67*	38*	14**	48*	10**	482	188	338
I6B.tot. Si la mayoría de los comercios que desarrollan actividad comercial similar a la suya abrieran en TOTAL FIN DE SEMANA abriría su establecimiento el:																		
TOTAL FIN DE SEMANA																		
Si	91	13	17	15	8	9	4	2	0	4	7	3	3	4	2	49	14	29
	9.0	10.5	9.6	8.7	9.7	7.0	6.3	6.5	0.0	10.3	10.7	9.1	21.4	8.3	21.0	10.2	7.2	8.5
No	611	65	91	115	42	88	44	20	16	26	42	23	7	30	4	288	124	200
	60.6ab	52.3	52.9	65.4A	52.9	71.5TA	68.3AB	71.7	71.2	60.1	62.0	59.7	47.1	63.1	39.9	59.8	65.6	59.1
				Bd	BD	d												
Ns/Nc	306	46	64	46	29	26	16	6	6	13	18	12	4	14	4	145	51	110
	30.3E	37.2CE	37.5tC	25.9	37.4	21.5	25.4	21.8	28.8	29.5	27.3	31.2	31.4	28.6	39.1	30.1	27.2	32.4
			Ef		E													
Base: Cod.2 en I6A.tot	702	78*	107	130	49*	97*	48*	22**	16**	31*	49*	26**	10**	34**	6**	337	137	228
Si	91	13	17	15	8	9	4	2	0	4	7	3	3	4	2	49	14	29
	13.0	16.7	15.4	11.7	15.5	8.9	8.5	8.4	0.0	14.7	14.7	13.2	31.3	11.6	34.6	14.5	9.9	12.6
No	611	65	91	115	42	88	44	20	16	26	42	23	7	30	4	288	124	200
	87.0	83.3	84.6	88.3	84.5	91.1	91.5	91.6	100.0	85.3	85.3	86.8	68.7	88.4	65.4	85.5	90.1	87.4

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I7. ¿Pertenece o está integrado en algún tipo de organización comercial ?																		
Si	71	9	10	8	3	10	8	5	2	3	9	2	1	2	2	33	11	26
	28.0	28.4	23.0	18.2	15.5	31.0	47.4	67.6	36.0	23.6	51.3	15.8	17.1	15.8	72.3	27.2	24.3	31.2
No	181	22	33	36	17	21	8	2	4	8	8	8	3	10	1	88	36	58
	72.0	71.6	77.0	81.8	84.5	69.0	52.6	32.4	64.0	76.4	48.7	84.2	82.9	84.2	27.7	72.8	75.7	68.8

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I7B. ¿Cuál?																		
Cadena de compras	3	0	0	0	0	0	0	1	1	0	1	0	0	0	0	2	1	0
	1.1	0.0	0.0	0.0	0.0	0.0	0.0	13.8	15.1	0.0	6.0	0.0	0.0	0.0	0.0	1.5	2.1	0.0
Cooperativa detallista	7	1	0	2	1	0	0	0	1	0	2	1	0	0	0	6	1	1
	2.9	3.0	0.0	3.8	4.3	0.0	0.0	0.0	20.9	0.0	11.4	7.9	0.0	0.0	4.6	2.0	0.9	
Agrupación de compra	5	1	0	1	0	0	0	0	0	1	1	0	1	0	3	1	1	
	1.9	2.5	0.0	3.0	0.0	0.0	0.0	0.0	0.0	7.8	7.0	0.0	17.1	0.0	2.2	1.7	1.6	
Cadena franquiciada	11	0	6	3	0	1	0	0	0	0	1	0	0	0	7	0	5	
	4.5	0.0	13.0TA	7.3	0.0	3.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	4.1	5.6	0.0	5.5	
Cadena sucursalista	3	0	1	1	1	0	0	0	0	0	0	0	0	0	1	0	2	
	1.3	0.0	3.1	2.1	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	2.3	
Cámara de Comercio	7	0	1	0	0	1	2	2	0	0	0	1	0	0	2	4	1	
	2.6	0.0	2.4	0.0	0.0	2.9	12.0	27.6	0.0	0.0	0.0	7.9	0.0	0.0	1.6	7.6tpr	1.1	
Asociaciones o federaciones gremiales o zonales	35	6	2	1	1	8	6	2	0	2	4	0	0	1	14	4	17	
	13.9bc	20.4bc	4.5	2.0	6.1	25.0bc	35.4	26.2	0.0	15.8	26.7	0.0	0.0	11.7	11.5	9.3	19.8	
Ns/Nc	2	1	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1	
	0.7	2.5	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.3	
Total menciones	71	8	10	8	3	10	8	5	2	3	10	2	1	2	34	11	26	
Total mencionan	70	8	10	8	3	10	8	5	2	3	9	2	1	2	33	11	26	
MEDIA	1.02	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.14	1.00	1.00	1.00	1.04	1.00	1.00	
SD	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.19	0.00	0.00	
Base: Cod.1 en I7	71*	9**	10**	8**	3**	10**	8**	5**	2**	3**	9**	2**	1**	2**	2**	33*	11**	26**
Cadena de compras	3	0	0	0	0	0	0	1	1	0	1	0	0	0	2	1	0	
	3.9	0.0	0.0	0.0	0.0	0.0	0.0	20.4	42.0	0.0	11.7	0.0	0.0	0.0	5.4	8.8	0.0	
Cooperativa detallista	7	1	0	2	1	0	0	0	1	0	2	1	0	0	6	1	1	
	10.3	10.6	0.0	20.7	27.4	0.0	0.0	0.0	58.0	0.0	22.3	50.0	0.0	0.0	17.0	8.2	2.9	
Agrupación de compra	5	1	0	1	0	0	0	0	0	1	1	0	1	0	3	1	1	
	6.7	8.9	0.0	16.6	0.0	0.0	0.0	0.0	0.0	33.0	13.7	0.0	100.0	0.0	8.0	6.8	5.0	
Cadena franquiciada	11	0	6	3	0	1	0	0	0	0	1	0	0	0	7	0	5	
	16.2	0.0	56.8	39.9	0.0	9.8	0.0	0.0	0.0	0.0	14.0	0.0	0.0	25.9	20.8	0.0	17.6	
Cadena sucursalista	3	0	1	1	1	0	0	0	0	0	0	0	0	0	1	0	2	
	4.6	0.0	13.3	11.8	33.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	7.4		
Cámara de Comercio	7	0	1	0	0	1	2	2	0	0	0	1	0	0	2	4	1	
	9.2	0.0	10.4	0.0	0.0	9.4	25.3	40.8	0.0	0.0	0.0	50.0	0.0	0.0	6.0	31.3	3.6	
Asociaciones o federaciones gremiales o zonales	35	6	2	1	1	8	6	2	0	2	4	0	0	1	14	4	17	
	49.6	71.8	19.5	11.0	39.4	80.7	74.7	38.8	0.0	67.0	52.0	0.0	0.0	74.1	42.3	38.2	63.5	
Ns/Nc	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
	1.1	8.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	
Total menciones	71	8	10	8	3	10	8	5	2	3	10	2	1	2	34	11	26	
Total mencionan	70	8	10	8	3	10	8	5	2	3	9	2	1	2	33	11	26	
MEDIA	1.02	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.14	1.00	1.00	1.00	1.04	1.00	1.00	
SD	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.19	0.00	0.00	

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
I8. ¿Cuál es la forma jurídica del negocio en este establecimiento?																		
PERSONA FÍSICA	154 61.0	23 72.7B	21 47.9	25 56.5	10 52.2	22 72.3B	12 72.3	5 74.7	3 61.0	7 65.2	9 56.0	8 88.7	0 0.0	7 62.3	1 27.7	70 58.1	36 77.4TPR	47 55.9
PERSONA FÍSICA: Empresario individual	122 48.3	19 61.9B	15 35.3	20 44.9	9 44.7	18 57.5b	7 44.3	2 28.4	2 41.7	6 57.4	8 48.8	8 79.1	0 0.0	7 58.7	1 27.7	58 48.6	28 60.4R	35 41.1
PERSONA FÍSICA: Comunidad de bienes	5 1.8	0 0.0	2 4.8	0 0.0	1 7.5	1 3.3	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 0.8	2 4.3	1 1.7
PERSONA FÍSICA: Sociedad civil	27 10.9	3 10.8	3 7.8	5 11.6	0 0.0	4 11.5	4 27.9	3 46.2	1 19.3	1 7.8	1 7.2	1 9.6	0 0.0	0 3.5	0 0.0	10 8.7	6 12.7	11 13.0
SOCIEDADES MERCANTILES	89 35.3	8 27.3	20 45.7	16 36.1	8 42.6	9 27.7	4 27.7	2 25.3	2 39.0	3 27.0	7 44.0	1 11.3	4 100.0	5 37.7	0 15.8	45 37.4q	11 22.6	33 39.5q
SOCIEDADES MERCANTILES: Sociedad colectiva	1 0.4	1 3.1t	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 1.1
SOCIEDADES MERCANTILES: Soc. de rentabilidad limitada	26 10.1c	1 3.3	2 4.4	1 1.9	3 13.7	2 6.5	2 11.8	2 25.3	2 39.0	3 27.0	4 26.3	1 11.3	2 57.1	0 4.1	0 15.8	16 13.4	4 8.1	6 6.7
SOCIEDADES MERCANTILES: Soc. limitada nueva empresa	47 18.5q	4 14.5	14 32.8Ta	12 28.2	4 20.9	5 14.7	1 9.2	0 0.0	0 0.0	0 0.0	1 6.0	0 0.0	1 17.1	4 33.7	0 0.0	22 18.3q	3 6.9	21 25.3Q
SOCIEDADES MERCANTILES: Sociedad anónima	16 6.3	2 6.3	4 8.5	3 6.0	2 8.1	2 6.5	1 6.8	0 0.0	0 0.0	0 0.0	2 11.7	0 0.0	1 25.7	0 0.0	0 0.0	7 5.7	4 7.6	5 6.4
SOCIEDADES MERCANTILES ESPECIALES	2 1.0	0 0.0	0 0.0	0 0.0	1 5.2	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 56.4	0 0.0	0 0.0	2 2.9p
SOCIEDADES MERCANTILES ESPECIALES: Sociedad laboral	2 1.0	0 0.0	0 0.0	0 0.0	1 5.2	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 56.4	0 0.0	0 0.0	2 2.9p
Ns/Nc	7 2.7	0 0.0	3 6.4	7 7.3	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 7.8	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	5 4.5	0 0.0	1 1.7

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
Pl. Aproximadamente, ¿Cuál fue la fecha de apertura de este establecimiento?,																		
1669-1949	12	3	2	0	1	1	1	0	0	0	1	1	0	0	0	5	4	3
	4.8	11.0C	5.6	0.0	7.5	3.2	6.8	0.0	0.0	0.0	7.2	15.3	0.0	0.0	0.0	4.2	7.5	4.1
1950-1959	10	2	2	2	0	0	0	0	1	3	0	0	0	0	0	6	3	1
	3.8	5.5	5.3	4.2	0.0	0.0	0.0	0.0	20.9	24.3	0.0	0.0	0.0	0.0	0.0	4.7	6.4	1.1
1960-1969	11	3	1	3	1	1	2	0	0	0	0	0	0	0	0	3	4	4
	4.5	9.0	1.8	7.2	5.2	3.3	13.5	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	2.7	8.6	4.8
1970-1979	21	1	2	4	4	7	0	0	0	0	1	1	2	0	0	8	9	4
	8.3	3.1	4.5	8.1	19.5	21.8TAB	0.0	0.0	5.0	0.0	6.0	7.9	47.9	0.7	0.0	6.6	18.3TPR	5.0
1980-1989	47	9	6	11	2	6	2	2	1	3	1	0	3	0	19	14	13	
	18.6	28.7	15.1	25.4	10.5	18.0	11.8	25.3	15.1	7.8	17.0	11.3	0.0	26.1	15.8	16.0	30.2tpr	15.9
1990-1999	54	5	7	11	3	10	4	1	0	2	5	3	1	2	1	25	10	20
	21.3	15.3	16.1	24.5	13.0	32.0	24.2	14.7	0.0	15.8	32.1	29.4	35.0	18.4	27.7	20.4	20.5	23.1
2000-2009	88	9	22	9	9	6	5	4	3	4	6	3	1	6	1	48	3	37
	35.0ceQ	27.5	51.6TA	21.1	44.4	18.7	30.8	60.0	58.9	36.5	37.7	36.0	17.1	47.2	56.4	39.7Q	6.5	44.2Q
Ns/Nc	9	0	0	4	0	1	2	0	0	2	0	0	0	0	0	7	1	1
	3.7	0.0	0.0	9.4ta	0.0	2.9	12.9	0.0	0.0	15.6	0.0	0.0	0.0	4.1	0.0	5.7	2.1	1.7

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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P2A. ¿Cuántos años lleva usted ejerciendo la titularidad o gerencia de este negocio?																		
0	9	0	2	1	2	0	0	0	1	0	0	1	0	0	1	5	1	3
	3.5	0.0	5.4	2.2	11.3	0.0	0.0	0.0	20.9	0.0	0.0	8.9	0.0	0.0	56.4	3.8	2.1	4.0
1	17	2	3	2	1	2	0	2	0	1	1	2	1	0	0	9	0	8
	6.6q	5.5	7.1	4.2	5.7	6.0	0.0	27.6	0.0	7.8	7.0	19.2	25.7	4.1	0.0	7.4q	0.0	9.3Q
2	22	3	5	3	2	3	1	0	1	1	1	1	2	0	0	12	2	9
	8.7	9.9	11.6	6.9	9.1	9.3	6.1	0.0	15.1	9.5	6.1	7.9	47.9	0.0	0.0	9.6	4.1	10.1
3	17	1	3	5	0	2	1	2	0	2	0	0	0	1	0	12	0	6
	6.8q	2.7	7.9	12.0	0.0	5.8	5.9	32.4	0.0	17.3	0.0	0.0	0.0	7.6	0.0	9.7Q	0.0	6.6q
4	15	0	4	3	1	1	1	0	1	1	3	0	0	0	0	9	3	3
	6.1	0.0	9.4a	6.1	4.9	3.2	6.8	0.0	23.9	8.0	18.6	0.0	0.0	0.0	15.8	7.8	6.4	3.7
5	13	1	1	3	0	0	2	0	1	0	3	0	0	2	0	4	0	9
	5.1	2.9	2.3	6.7	0.0	0.0	12.9	0.0	14.2	0.0	16.1	0.0	0.0	16.1	16.8	3.5	0.0	10.1pQ
0-5	93	7	19	17	6	7	5	4	4	5	8	3	3	3	2	50	6	37
	37.0aQ	21.0	43.7Ae	38.1	31.0	24.3	31.7	60.0	74.1	42.6	47.9	36.0	73.6	27.8	89.1	41.7Q	12.6	43.8Q
6-10	46	5	11	6	6	5	2	0	0	4	2	1	1	3	0	27	2	17
	18.4Q	15.4	26.8	14.7	30.6	15.8	15.1	0.0	0.0	34.0	10.1	13.6	17.1	23.4	10.9	22.6Q	4.2	20.3Q
11-15	39	4	7	9	2	6	2	1	1	2	4	2	0	0	0	25	4	10
	15.7	11.9	15.4	20.1	8.1	19.2	15.1	14.7	20.9	15.6	25.7	15.8	9.3	3.5	0.0	20.8q	9.1	12.0
16-20	22	5	0	3	3	3	3	1	0	0	1	0	0	4	0	5	11	6
	8.7b	15.3B	0.0	6.9b	14.5	9.1B	19.4	13.8	0.0	0.0	4.4	0.0	0.0	30.2	0.0	4.5	23.2TPR	6.5
21-25	26	5	4	7	2	4	1	1	0	1	0	1	0	0	0	7	9	10
	10.2	15.5	9.3	16.2	10.5	12.2	6.1	11.5	5.0	7.8	0.0	11.3	0.0	0.0	0.0	5.5	19.5tP	11.9
26-45	25	6	2	2	1	6	2	0	0	0	2	2	0	2	0	6	15	5
	10.0	20.7tBC	4.8	4.0	5.3	19.4bC	12.7	0.0	0.0	0.0	12.0	23.2	0.0	15.1	0.0	4.9	31.4TPR	5.5
MEDIA TOTAL	11.80P	16.03TB	9.31	11.44	10.76	15.36t	13.24	8.27	5.37	7.07	11.34	15.10	4.04	13.18	2.56	9.31	21.27TPR	10.07
SD	10.14	10.58	9.18	8.79	9.72	11.80	9.80	8.97	5.93	5.63	11.19	14.95	4.78	9.35	4.27	8.29	10.98	9.05

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P2C. ¿Tiene intención de jubilarse en los próximos 2-3 años?																		
Si	17	1	4	1	3	5	1	0	0	0	1	2	0	0	0	0	12	5
	6.9P	2.9	8.2	3.0	13.4	16.4taC	6.8	0.0	0.0	0.0	6.0	19.2	0.0	0.7	0.0	0.0	26.0TPR	6.1P
No	34	7	6	5	0	4	3	1	0	1	1	1	0	5	0	0	28	6
	13.4P	21.9	14.8	11.8	0.0	12.4	18.8	11.5	0.0	7.8	6.0	7.9	0.0	44.5	0.0	0.0	59.0TPR	7.2P
Ns/Nc	201	23	33	37	17	22	12	6	5	10	15	7	4	7	3	120	7	73
	79.7Q	75.2	77.1	85.2	86.6	71.3	74.5	88.5	100.0	92.2	88.0	72.9	100.0	54.8	100.0	100.0TQR	15.1	86.6Q
Base: Edad > 54 año	51*	8**	10**	6**	3**	9**	4**	1**	0**	1**	2**	3**	0**	5**	0**	0**	40*	11**
Si	17	1	4	1	3	5	1	0	0	0	1	2	0	0	0	0	12	5
	33.9	11.8	35.7	20.0	100.0	56.9	26.5	0.0	0.0	0.0	50.0	70.9	0.0	1.6	0.0	0.0	30.6	45.7
No	34	7	6	5	0	4	3	1	0	1	1	1	0	5	0	0	28	6
	66.1	88.2	64.3	80.0	0.0	43.1	73.5	100.0	0.0	100.0	50.0	29.1	0.0	98.4	0.0	0.0	69.4	54.3

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P3. ¿Cuál es el régimen de tenencia del local?																		
EN PROPIEDAD	83	10	10	15	9	10	4	2	1	4	7	4	2	6	0	41	20	22
	32.8	31.7	23.3	33.4	47.5	31.2	24.7	27.6	14.2	33.8	41.8	45.7	42.9	50.0	0.0	34.0	42.3r	25.8
EN ALQUILER	169	21	33	29	10	21	12	5	5	7	10	5	2	6	3	79	27	63
	67.2	68.3	76.7	66.6	52.5	68.8	75.3	72.4	85.8	66.2	58.2	54.3	57.1	50.0	100.0	66.0	57.7	74.2q
En propiedad, totalmente pagado	61	9	9	12	6	7	0	1	0	3	5	4	2	3	0	29	19	12
	24.1r	28.6	21.0	26.6	33.0	22.3	0.0	13.8	0.0	24.3	30.2	45.7	42.9	26.8	0.0	24.4	40.0TpR	14.7
En propiedad, con pagos aplazados	21	1	1	2	3	3	4	1	1	1	2	0	0	3	0	12	1	8
	8.4	3.1	2.4	4.6	14.5	8.9	24.7	13.8	14.2	9.5	11.6	0.0	0.0	23.2	0.0	9.6	2.3	10.0
En alquiler: Con traspaso	60	9	13	14	4	7	2	1	3	2	2	2	0	1	0	33	13	15
	23.7	29.6	29.9	30.8	21.3	21.7	12.9	13.8	61.9	15.8	10.4	19.2	0.0	11.7	10.9	27.1	26.6	17.3
En alquiler: Sin traspaso	110	12	20	16	6	14	10	4	1	5	8	3	2	5	2	47	15	48
	43.5	38.7	46.8	35.7	31.2	47.1	62.4	58.6	23.9	50.4	47.9	35.0	57.1	38.3	89.1	38.9	31.1	56.9TPQ
Mitad en propiedad y mitad en alquiler	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P4. ¿Podria indicarme cual es la superficie de venta en metros cuadrados, sin incluir el almacén?																		
0	3	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	1	1
	1.2	0.0	1.8	2.4	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.6	1.3
Hasta 25.000	50	8	5	7	1	9	8	2	0	2	2	1	0	5	0	20	13	17
	19.7	25.7	11.2	16.1	5.2	28.3b	49.1	28.4	0.0	17.3	12.9	7.9	9.3	38.0	16.8	16.5	27.3	19.8
25.001-50.00	85	11	15	15	5	11	2	4	1	4	9	5	0	2	2	40	13	31
	33.7	35.1	35.1	34.1	23.1	37.2	13.5	60.0	14.2	33.1	50.8	48.7	0.0	20.2	67.3	33.4	28.6	36.9
50.001-75.000	32	3	9	4	3	4	1	0	1	0	3	2	0	3	0	18	9	5
	12.5r	8.9	20.6	8.7	13.0	12.2	5.9	0.0	20.9	0.0	18.8	20.2	0.0	22.5	0.0	14.7R	19.9R	5.4
75.001-100.00	44	5	10	8	6	3	3	0	1	4	2	1	1	0	0	24	5	15
	17.5	15.2	22.4	18.3	29.8	9.6	17.9	0.0	20.9	40.1	11.5	7.9	25.7	3.5	15.8	19.9	10.7	17.8
100.001-120.00	9	0	0	2	2	1	0	1	0	1	0	0	2	0	0	6	0	3
	3.5	0.0	0.0	4.0	9.1	3.3	0.0	11.5	5.0	9.5	0.0	0.0	47.9	4.1	0.0	5.1	0.0	3.2
120.001-399.00	26	5	3	5	4	2	2	0	1	0	0	1	1	1	0	11	5	10
	10.2	15.1	6.7	12.3	19.8	6.0	13.5	0.0	23.9	0.0	0.0	15.3	17.1	11.7	0.0	8.8	9.8	12.4
400.00 y mas	5	0	1	2	0	0	0	0	1	0	1	0	0	0	0	1	1	3
	1.8	0.0	2.1	4.2	0.0	0.0	0.0	0.0	15.1	0.0	6.0	0.0	0.0	0.0	0.0	0.7	2.1	3.3
MEDIA m2	78.18	69.05	72.55	92.81	105.33	51.73	61.87	46.72	208.95	65.42	83.02	85.00	122.61	64.51	46.83	72.72	75.40	87.50
SD	92.31	65.81	76.34	121.10	82.91	52.21	58.35	31.44	210.46	33.11	148.80	85.08	75.32	75.83	26.73	71.99	102.41	110.81

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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P5 ¿Cuál es el su sistema de venta?																		
Venta en mostrador	234	30	39	41	18	27	15	6	5	11	17	9	3	11	3	114	46	74
Autoservicio	92.8	97.1	91.6	92.8	91.9	86.6	94.1	88.5	100.0	100.0	100.0	92.1	74.3	88.3	100.0	94.7r	98.2R	87.0
Venta por Internet	29	2	9	4	3	3	1	0	1	1	2	1	2	1	0	19	1	9
Comerciales/venta directa	11.5q	5.8	20.6a	9.2	14.7	9.4	6.8	0.0	15.1	7.8	11.4	7.9	42.9	11.7	0.0	15.8Q	2.3	10.4
Venta telefónica/por teléfono	18	5	4	4	1	0	1	0	1	0	0	0	0	2	0	9	3	6
Venta en exposición	7.0	14.9E	8.5	8.6e	6.5	0.0	5.9	0.0	20.9	0.0	0.0	0.0	0.0	18.4	0.0	7.1	7.1	6.8
Total menciones	11	0	2	2	2	3	1	0	0	0	0	0	0	1	0	4	1	7
Total mencionan	4.4	0.0	4.3	5.4	8.1	9.4a	5.9	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	3.0	1.8	7.8
MEDIA	3	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	3
SD	1.2	2.9	0.0	4.8t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6P
	2	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1	0	1
	0.7	0.0	0.0	0.0	0.0	3.3	0.0	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.2
	296	37	54	53	24	33	18	7	7	12	19	10	4	16	3	146	52	99
	252	31	43	44	20	31	16	7	5	11	17	10	4	12	3	120	47	85
	1.18	1.21	1.25	1.21	1.21	1.09	1.13	1.00	1.36	1.08	1.11	1.00	1.17	1.30	1.00	1.21q	1.09	1.17
	0.41	0.54	0.49	0.41	0.42	0.29	0.34	0.00	0.53	0.28	0.33	0.00	0.45	0.48	0.00	0.43	0.30	0.44

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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P6. ¿Podria indicar el número habitual de personas que trabajan en el establecimiento incluido el responsable?																		
01	80	14	9	18	2	11	5	3	1	4	4	4	0	6	0	38	19	24
	31.8	46.7tB	21.9	40.2b	9.4	35.2	28.2	42.2	20.9	33.1	24.3	40.0	0.0	47.0	10.9	31.3	39.6	28.3
02	81	8	15	7	10	11	5	1	2	6	8	3	0	2	1	39	13	29
	32.2C	27.4	35.5C	16.1	48.9	37.4C	33.8	20.9	35.1	51.3	49.7	28.8	0.0	19.3	56.4	32.8	26.6	34.5
03	44	4	7	7	5	4	3	3	1	0	3	2	1	3	0	24	7	13
	17.4	12.0	17.4	16.5	25.0	12.2	19.4	36.9	23.9	0.0	19.0	23.2	35.0	21.9	16.8	19.9	15.3	15.0
04	14	2	1	3	1	2	2	0	0	0	0	1	2	0	0	7	3	4
	5.4	5.4	3.0	6.4	5.2	6.1	11.8	0.0	0.0	0.0	0.0	7.9	65.0	0.0	0.0	5.9	6.2	4.3
05	11	0	4	3	1	1	1	0	0	1	0	0	0	0	0	3	1	7
	4.4	0.0	9.2a	6.4	6.1	3.1	6.8	0.0	5.0	7.8	0.0	0.0	0.0	0.0	0.0	2.5	2.3	8.3p
06-30	22	3	6	6	1	2	0	0	1	1	1	0	0	1	0	9	5	8
	8.8	8.4	13.1	14.4	5.3	6.0	0.0	0.0	15.1	7.8	7.0	0.0	0.0	11.7	15.8	7.7	10.0	9.6
MEDIA >=0	2.77	2.35	2.96	3.79t	2.87	2.38	2.35	1.95	4.15	2.21	2.23	1.99	3.65	2.22	2.69	2.63	2.59	3.06
SD	2.94	2.34	2.05	5.51	1.99	1.88	1.24	0.96	5.17	1.57	1.27	1.03	0.56	1.66	1.96	2.33	2.25	3.91
MEDIA >0	2.77	2.35	2.96	3.79t	2.87	2.38	2.35	1.95	4.15	2.21	2.23	1.99	3.65	2.22	2.69	2.63	2.59	3.06
SD	2.94	2.34	2.05	5.51	1.99	1.88	1.24	0.96	5.17	1.57	1.27	1.03	0.56	1.66	1.96	2.33	2.25	3.91
Mediana	2	1	2T	2t	2	1T	2	1	2	1	2	1	3	1	2	2	1	2
Máximo	30	13Tb	10t	30TAB	10	9T	5	3	15	6	6	4	4	6	6	15	10	30TP
Mínimo	1	1t	1	1	1	1t	1	1	1	1	1	1	3	1	1	1	1	1

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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

TOTAL	AREA GFK														CLUSTERS			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P7A. ¿De dónde procede principalmente su clientela?																		
Del mismo barrio	206	24	27	30	20	28	14	7	5	11	14	10	4	11	2	102	38	65
	81.7Bc	78.7	63.0	68.9	100.0	90.3Bc	88.2	100.0	100.0	100.0	82.7	100.0	100.0	88.3	67.3	85.1	81.8	76.7
De otros barrios de Zaragoza	149	21	34	27	14	17	8	2	2	2	9	4	3	6	1	65	27	57
	59.0	68.1	78.1TE	61.7	68.8	54.5	49.3	23.1	38.1	19.0	52.2	45.1	82.9	52.1	32.7	54.3	56.4	67.2p
De otros municipios	81	13	25	4	9	8	4	1	2	1	3	4	3	4	0	35	17	30
	32.2C	43.2C	58.6TCE	8.9	45.7	25.2c	23.6	11.5	38.1	9.5	20.6	40.3	73.6	32.8	15.8	28.9	35.3	35.1

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P7B1. ¿Qué porcentaje le correspondería a "Del mismo barrio"?																		
1-10	16	6	3	0	2	2	0	0	0	1	0	0	0	2	0	8	3	5
11-20	6.4c	18.5TC	6.6c	0.0	11.8	6.3c	0.0	0.0	0.0	9.5	0.0	0.0	0.0	18.4	0.0	6.4	6.9	6.0
21-30	9	1	3	1	0	0	2	0	1	0	0	0	1	0	0	6	1	2
31-40	3.5	2.9	6.8	2.0	0.0	0.0	11.8	0.0	23.9	0.0	0.0	0.0	25.7	0.0	0.0	4.9	2.0	2.4
41-50	12	2	4	0	3	1	0	0	0	0	0	2	0	0	0	7	1	4
51-60	4.7	6.0	9.2C	0.0	14.2	2.8	0.0	0.0	0.0	0.0	0.0	24.9	0.0	0.0	0.0	5.6	3.1	4.3
61-70	11	1	2	2	4	0	1	0	0	0	0	0	2	0	0	4	1	7
71-80	4.5	3.0	5.0	4.5	18.0	0.0	6.1	0.0	0.0	0.0	0.0	0.0	47.9	0.0	0.0	3.0	2.4	7.7
81-90	21	2	4	3	2	5	1	0	1	0	2	0	0	0	0	7	5	8
100	8.2	7.9	8.8	6.5	11.6	16.4	5.9	0.0	14.2	0.0	10.5	0.0	9.3	3.5	0.0	6.2	10.2	10.0
1-10	14	2	4	3	0	1	1	1	0	0	1	1	0	0	0	10	1	3
11-20	5.6	7.4	9.4	6.8	0.0	3.2	6.8	11.5	0.0	0.0	6.0	8.9	0.0	0.0	0.0	8.2	2.1	3.7
21-30	14	3	0	3	0	2	1	1	0	0	1	1	0	2	0	3	5	6
31-40	5.5	9.3B	0.0	6.2	0.0	6.5b	6.8	11.5	0.0	0.0	4.4	13.6	0.0	18.4	0.0	2.9	9.6p	6.8
41-50	13	0	1	3	3	2	1	0	0	1	1	1	0	0	0	4	2	7
51-60	5.1	0.0	2.6	6.5	13.2	6.1	6.1	0.0	0.0	9.5	7.0	11.3	0.0	0.0	0.0	3.4	4.1	7.9
61-70	2	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	1	0
71-80	0.9	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	1.0	2.3	0.0
81-90	94	7	6	16	6	14	7	5	3	9	8	4	1	6	2	52	18	24
100	37.5B	23.8	14.6	36.3B	31.2	45.5aB	44.8	76.9	61.9	81.0	47.8	41.2	17.1	47.9	67.3	43.6R	39.1	27.9
Ns/Nc	46	7	16	14	0	3	2	0	0	0	3	0	0	1	1	18	9	20
	18.3	21.3	37.0TE	31.1tE	0.0	9.7	11.8	0.0	0.0	0.0	17.3	0.0	0.0	11.7	32.7	14.9	18.2	23.3
MEDIA TOTAL	57.87aB	43.56	32.97	55.33	60.0669	65A	66.21	91.92	73.81	89.06	71.63	72.64	43.68	64.41	67.33	61.46r	60.28	51.42
SD	39.92	39.52	35.87	42.61	33.6435	89	37.97	16.16	38.24	29.25	38.00	29.57	31.87	42.44	60.20	39.96	40.31	39.34
Mediana	75	51T	43T	81T	45	90T	80	81	60	88	91	72	28	72	100	90T	82T	66T
Máximo	100	100T	100T	100T	100	100T	100	100	100	100	100	100	100	100	100	100T	100T	100TP
Mínimo	5	5T	5T	20TAB	7	10TB	20	60	20	5	50	30	20	10	100	5	7TP	5t
Base: cod.1 en P7A	206	24**	27**	30*	20**	28**	14**	7**	5**	11**	14**	10**	4**	11**	2**	102*	38*	65*
1-10	16	6	3	0	2	2	0	0	0	1	0	0	0	2	0	8	3	5
11-20	7.8	23.4	10.5	0.0	11.8	7.0	0.0	0.0	0.0	9.5	0.0	0.0	0.0	20.9	0.0	7.5	8.5	7.8
21-30	9	1	3	1	0	0	2	0	1	0	0	0	1	0	0	6	1	2
31-40	4.3	3.7	10.9	2.9	0.0	0.0	13.4	0.0	23.9	0.0	0.0	0.0	25.7	0.0	0.0	5.7	2.5	3.1
41-50	12	2	4	0	3	1	0	0	0	0	0	2	0	0	0	7	1	4
51-60	5.8	7.6	14.6	0.0	14.2	3.1	0.0	0.0	0.0	0.0	0.0	24.9	0.0	0.0	0.0	6.6	3.8	5.6
61-70	11	1	2	2	4	0	1	0	0	0	0	0	2	0	0	4	1	7
71-80	5.5	3.8	7.9	6.5	18.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0	47.9	0.0	0.0	3.5	2.9	10.0p
81-90	21	2	4	3	2	5	1	0	1	0	2	0	0	0	0	7	5	8
100	10.0	10.1	14.0	9.4	11.6	18.1	6.7	0.0	14.2	0.0	12.7	0.0	9.3	4.0	0.0	7.2	12.5	13.0
1-10	14	2	4	3	0	1	1	1	0	0	1	1	0	0	0	10	1	3
11-20	6.8	9.3	15.0	9.8	0.0	3.6	7.7	11.5	0.0	0.0	7.2	8.9	0.0	0.0	0.0	9.6	2.6	4.9
21-30	14	3	0	3	0	2	1	1	0	0	1	1	0	2	0	3	5	6
31-40	6.7	11.8	0.0	9.1	0.0	7.2	7.7	11.5	0.0	0.0	5.3	13.6	0.0	20.9	0.0	3.4	11.7p	8.9
41-50	13	0	1	3	3	2	1	0	0	1	1	1	0	0	0	4	2	7
51-60	6.2	0.0	4.1	9.5	13.2	6.8	6.9	0.0	0.0	9.5	8.5	11.3	0.0	0.0	0.0	4.0	5.0	10.4
61-70	2	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	1	0
71-80	1.1	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	8.5	0.0	0.0	0.0	0.0	1.2	2.8	0.0
81-90	94	7	6	16	6	14	7	5	3	9	8	4	1	6	2	52	18	24
100	45.9	30.2	23.1	52.8	31.2	50.4	50.7	76.9	61.9	81.0	57.7	41.2	17.1	54.3	100.0	51.2r	47.8	36.3
MEDIA TOTAL	57.87aB	43.56	32.97	55.33	60.0669	65A	66.21	91.92	73.81	89.06	71.63	72.64	43.68	64.41	67.33	61.46r	60.28	51.42

SD	39.92	39.52	35.87	B 42.61	33.64	35.89	B 37.97	16.16	38.24	29.25	38.00	29.57	31.87	42.44	60.20	39.96	40.31	39.34
Mediana	75	51T	43T	81T	45	90T	80	81	60	88	91	72	28	72	100	90T	82T	66T
Máximo	100	100T	100T	100T	100	100T	100	100	100	100	100	100	100	100	100	100T	100T	100TP
Mínimo	5	5T	5T	20TAB	7	10TB	20	60	20	5	50	30	20	10	100	5	7TP	5t

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14				
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P7B2. ¿Qué porcentaje le correspondería a "De otros barrios de Zaragoza"?																		
1-10	6	1	0	1	0	2	0	0	0	0	1	1	0	0	0	3	2	1
11-20	2.4	2.7	0.0	2.0	0.0	6.7b	0.0	0.0	0.0	0.0	7.0	11.3	0.0	0.0	0.0	2.5	4.6	1.0
	20	2	3	3	3	2	1	1	0	1	3	0	0	2	0	8	3	9
	7.9	6.3	7.5	6.4	13.2	6.1	6.1	11.5	0.0	9.5	17.4	0.0	0.0	14.3	0.0	6.4	7.2	10.5
	17	3	2	2	1	5	2	0	0	0	0	0	2	0	0	7	3	7
	6.7	8.4	4.5	4.4	6.5	16.0tc	12.7	0.0	0.0	0.0	0.0	0.0	47.9	4.1	0.0	5.7	6.3	8.4
31-40	21	5	2	3	3	0	2	1	1	0	2	2	1	0	0	11	3	7
	8.5e	16.4bE	4.7	6.8	14.5	0.0	12.7	11.5	14.2	0.0	10.5	24.2	25.7	0.0	0.0	9.3	7.3	8.1
41-50	18	2	7	3	1	4	0	0	0	0	0	0	0	0	0	7	4	7
	7.0	5.9	16.3T	6.5	5.2	13.4	0.0	0.0	0.0	0.0	0.0	0.0	9.3	3.5	0.0	5.5	8.2	8.4
51-60	13	2	2	1	5	1	1	0	0	0	1	0	0	0	0	5	1	7
	5.0	6.3	4.5	2.4	24.1	3.1	6.1	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	4.1	2.4	7.7
61-70	10	2	3	2	0	1	0	0	1	0	0	1	0	0	0	6	0	4
	4.0	6.0	6.9	5.1	0.0	2.8	0.0	0.0	23.9	0.0	0.0	9.6	0.0	0.0	0.0	5.1	0.0	4.7
71-80	12	1	5	0	1	0	2	0	0	1	0	0	0	2	0	7	5	1
	4.8	2.9	10.7Ce	0.0	5.3	0.0	11.8	0.0	0.0	9.5	0.0	0.0	0.0	18.4	15.8	5.5	9.7R	1.1
81-90	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
	0.9	0.0	5.5T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.7
91-99	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
100	29	4	7	12	0	2	0	0	0	0	2	0	0	1	0	11	5	13
	11.4	13.1	15.5	28.1TE	0.0	6.5	0.0	0.0	0.0	0.0	11.6	0.0	0.0	11.7	16.8	8.8	10.9	15.5
Ns/Nc	103	10	9	17	6	14	8	5	3	9	8	5	1	6	2	55	21	28
	41.0B	31.9	21.9	38.3	31.2	45.5B	50.7	76.9	61.9	81.0	47.8	54.9	17.1	47.9	67.3	45.7r	43.6	32.8
MEDIA TOTAL	32.65	36.24	51.00T	41.76	30.95	22.92	23.18	6.92	22.39	9.51	23.40	16.77	29.29	32.31	29.50	30.11	30.36	37.53
SD	35.43	34.84	36.14	42.04	26.96	29.42	28.80	14.63	33.08	24.76	33.61	24.34	17.39	40.30	54.86	34.86	35.57	36.05
Mediana	48	40T	62T	66T	40	29T	35	30	46	50	23	28	30	57	81	46T	46TPR	48TP
Máximo	100	100T	100T	100T	80	100T	80	40	70	80	100	70	50	100	100	100T	100T	100TP
Mínimo	2	10TE	20TCE	10Te	15	2T	20	20	40	20	10	10	30	20	80	2	10TP	10TP
Base:cod.2 en P7A	149	21**	34*	27**	14**	17**	8**	2**	2**	2**	9**	4**	3**	6**	1**	65*	27**	57*
1-10	6	1	0	1	0	2	0	0	0	0	1	1	0	0	0	3	2	1
	4.1	4.0	0.0	3.3	0.0	12.3	0.0	0.0	0.0	0.0	13.5	25.1	0.0	0.0	0.0	4.6	8.1	1.6
11-20	20	2	3	3	3	2	1	1	0	1	3	0	0	2	0	8	3	9
	13.4	9.3	9.6	10.4	19.2	11.2	12.4	50.0	0.0	50.0	33.3	0.0	0.0	27.5	0.0	11.7	12.7	15.6
21-30	17	3	2	2	1	5	2	0	0	0	0	0	2	0	0	7	3	7
	11.3	12.4	5.8	7.1	9.4	29.3	25.7	0.0	0.0	0.0	0.0	0.0	57.8	7.9	0.0	10.4	11.1	12.5
31-40	21	5	2	3	3	0	2	1	1	0	2	2	1	0	0	11	3	7
	14.4	24.0	6.0	11.0	21.1	0.0	25.7	50.0	37.3	0.0	20.1	53.6	31.0	0.0	0.0	17.1	12.9	12.1
41-50	18	2	7	3	1	4	0	0	0	0	0	0	0	0	0	7	4	7
	11.8	8.7	20.9	10.5	7.5	24.6	0.0	0.0	0.0	0.0	0.0	0.0	11.2	6.7	0.0	10.2	14.5	12.4
51-60	13	2	2	1	5	1	1	0	0	0	1	0	0	0	0	5	1	7
	8.4	9.2	5.7	3.9	35.0	5.6	12.4	0.0	0.0	0.0	10.9	0.0	0.0	0.0	0.0	7.5	4.2	11.5
61-70	10	2	3	2	0	1	0	0	1	0	0	1	0	0	0	6	0	4
	6.8	8.8	8.8	8.2	0.0	5.1	0.0	0.0	62.7	0.0	0.0	21.3	0.0	0.0	0.0	9.3	0.0	7.1
71-80	12	1	5	0	1	0	2	0	0	1	0	0	0	2	0	7	5	1
	8.1	4.3	13.6	0.0	7.7	0.0	23.9	0.0	0.0	50.0	0.0	0.0	0.0	35.4	48.5	10.0r	17.2	1.7
81-90	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
	1.6	0.0	7.0t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	2.5
91-99	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.6	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
100	29	4	7	12	0	2	0	0	0	0	2	0	0	1	0	11	5	13
	19.4	19.3	19.8	45.6	0.0	11.9	0.0	0.0	0.0	0.0	22.2	0.0	0.0	22.5	51.5	16.2	19.4	23.0

MEDIA TOTAL	32.65	36.24	51.00T aE	41.76 E	30.95	22.92	23.18	6.92	22.39	9.51	23.40	16.77	29.29	32.31	29.50	30.11	30.36	37.53
SD	35.43	34.84	36.14	42.04	26.96	29.42	28.80	14.63	33.08	24.76	33.61	24.34	17.39	40.30	54.86	34.86	35.57	36.05
Mediana	48	40T	62T	66T	40	29T	35	30	46	50	23	28	30	57	81	46T	46TPR	48TP
Máximo	100	100T	100T	100T	80	100T	80	40	70	80	100	70	50	100	100	100T	100T	100TP
Mínimo	2	10TE	20TCE	10Te	15	2T	20	20	40	20	10	10	30	20	80	2	10TP	10TP

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P7B3. ¿Qué porcentaje le correspondería a "De otros municipios"?																		
1-10	28	1	9	2	4	3	0	1	2	0	1	1	0	4	0	10	9	9
11-20	11.0	2.9	21.1tAC	3.9	19.3	9.4	0.0	11.5	38.1	0.0	8.9	11.3	0.0	32.8	0.0	8.6	18.7p	10.2
	16	2	7	0	1	2	2	0	0	1	0	0	0	0	0	9	2	5
	6.2c	5.8	17.4TC	0.0	5.3	6.2c	11.8	0.0	0.0	9.5	0.0	0.0	0.0	15.8	7.2	4.2	1	5.8
	15	2	5	1	3	1	0	0	0	0	1	1	0	0	7	1	1	7
	6.1	7.9	12.8	3.0	14.5	3.1	0.0	0.0	0.0	0.0	6.0	13.6	0.0	0.0	5.6	2.8	8.7	
31-40	10	4	0	0	0	0	1	0	0	0	1	1	3	0	5	2	3	
	3.9	12.2TBC	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	5.7	15.3	73.6	0.0	3.8	5.1	3.2	
		E																
41-50	2	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	2
	0.9	0.0	0.0	0.0	6.5	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7p
51-60	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	3.1t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
61-70	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	3.2t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
71-80	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0
	0.4	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
91-99	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0
	0.4	0.0	0.0	0.0	0.0	3.2t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
100	7	3	3	0	0	0	1	0	0	0	0	0	0	0	2	2	3	3
	2.6	8.1tc	7.3c	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	4.5	3.4	3.4
Ns/Nc	171	18	18	40	11	23	12	6	3	10	13	6	1	8	2	86	30	55
	67.8B	56.8	41.4	91.1T	54.3	74.8B	76.4	88.5	61.9	90.5	79.4	59.7	26.4	67.2	84.2	71.1	64.7	64.9
				ABe														
MEDIA TOTAL	9.48C	20.20T	16.03tc	2.90	8.99	7.42	10.61	1.15	3.81	1.43	4.97	10.58	27.04	3.28	3.17	8.43	9.36	11.05
SD	20.54	30.89	25.91	12.44	14.89	19.76	25.68	3.46	5.37	4.62	11.73	15.30	19.30	4.90	9.37	19.03	22.12	21.81
Mediana	19	35TBCE	15T	14T	12	15T	30	10	10	15	15	23	35	10	20	19T	10T	25TP
Máximo	100	100T	100T	80T	50	98T	100	10	10	15	40	35	40	10	20	100T	100T	100TP
Mínimo	2	10TB	5T	10T	2	5T	20	10	10	15	10	10	35	10	20	5T	5Tr	2
Base: cod.3 en P7A	81*	13**	25**	4**	9**	8**	4**	1**	2**	1**	3**	4**	3**	4**	0**	35*	17**	30**
1-10	28	1	9	2	4	3	0	1	2	0	1	1	0	4	0	10	9	9
	34.2	6.8	36.0	43.7	42.4	37.5	0.0	100.0	100.0	0.0	43.2	28.1	0.0	100.0	0.0	29.8	52.9	29.0
11-20	16	2	7	0	1	2	2	0	0	1	0	0	0	0	9	2	5	5
	19.2	13.4	29.7	0.0	11.6	24.7	50.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	24.9	12.0	16.5	16.5
21-30	15	2	5	1	3	1	0	0	0	0	1	1	0	0	7	1	7	7
	18.9	18.2	21.8	33.8	31.8	12.1	0.0	0.0	0.0	0.0	29.1	33.8	0.0	0.0	19.2	7.8	24.8	24.8
31-40	10	4	0	0	0	0	1	0	0	0	1	1	3	0	5	2	3	3
	12.0	28.2	0.0	0.0	0.0	0.0	25.0	0.0	0.0	0.0	27.7	38.0	100.0	0.0	13.2	14.5	9.2	9.2
41-50	2	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	2
	2.8	0.0	0.0	0.0	14.2	12.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7
51-60	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	1.2	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
61-70	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
	1.2	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0
71-80	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0
	1.1	0.0	0.0	22.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
91-99	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0
	1.2	0.0	0.0	0.0	0.0	12.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0
100	7	3	3	0	0	0	1	0	0	0	0	0	0	0	2	2	3	3
	8.1	18.8	12.5	0.0	0.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	12.8	9.6	9.6

MEDIA TOTAL	9.48C	20.20T	16.03tC	2.90	8.99	7.42	10.61	1.15	3.81	1.43	4.97	10.58	27.04	3.28	3.17	8.43	9.36	11.05
SD	20.54	30.89	25.91	12.44	14.89	19.76	25.68	3.46	5.37	4.62	11.73	15.30	19.30	4.90	9.37	19.03	22.12	21.81
Mediana	19	35TBCE	15T	14T	12	15T	30	10	10	15	15	23	35	10	20	19T	10T	25TP
Máximo	100	100T	100T	80T	50	98T	100	10	10	15	40	35	40	10	20	100T	100T	100TP
Mínimo	2	10TB	5T	10T	2	5T	20	10	10	15	10	10	35	10	20	5T	5Tr	2

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P7C. Ud me ha dicho que su principal clientela es de otros municipios. ¿Qué otros municipios?																		
De Teruel	20	7	4	1	0	4	2	0	0	0	2	0	0	0	0	7	3	11
	8.1	23.4TbC	9.1	3.0	0.0	12.7	11.8	0.0	0.0	0.0	10.1	0.0	0.0	0.0	15.8	5.5	6.1	13.0p
De Huesca	26	8	8	1	0	6	2	0	0	0	1	0	0	0	0	7	5	13
	10.2	25.9TC	17.7C	3.0	0.0	18.7C	11.8	0.0	0.0	0.0	4.4	0.0	0.0	0.0	15.8	6.2	10.6	15.7P
De Pamplona	15	6	7	0	0	1	0	0	0	0	0	0	0	0	0	5	2	7
	5.8	20.3TC	17.2TCe	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	5.0	8.5
De Lleida	6	4	1	0	1	0	0	0	0	0	0	0	0	0	0	2	0	4
	2.3	11.8TCe	2.6	0.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	4.7
De Tudela	8	3	6	0	0	0	0	0	0	0	0	0	0	0	0	3	2	3
	3.3	8.8Ce	12.8TCE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	5.0	3.6
De Tarazona	5	3	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0	3
	1.9	8.8TCe	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	3.5
De Alcañiz	6	4	1	0	0	0	0	0	0	0	1	0	0	0	0	3	0	3
	2.3	11.9TCE	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	2.3	0.0	3.5
De Caspe	3	1	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1
	1.2	2.9	5.1t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	1.3
De Sariñena	3	2	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
	1.2	5.9t	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	2.4
De Barbastro	4	2	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	3
	1.6	5.9	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	3.6
De Monzón	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
De otras procedencias (no Zaragoza)	65	11	17	4	9	6	2	1	2	1	2	4	3	4	0	28	14	23
	25.9C	34.5C	38.8tCe	8.9	45.7	19.0	11.8	11.5	38.1	9.5	14.9	40.3	73.6	32.8	15.8	23.4	30.5	26.8
Ns/Nc	171	18	18	40	11	23	12	6	3	10	13	6	1	8	2	86	30	55
	67.8B	56.8	41.4	91.1T	54.3	74.8B	76.4	88.5	61.9	90.5	79.4	59.7	26.4	67.2	84.2	71.1	64.7	64.9
Base:cod.3 en P7A	81*	13**	25**	4**	9**	8**	4**	1**	2**	1**	3**	4**	3**	4**	0**	35*	17**	30**
De Teruel	20	7	4	1	0	4	2	0	0	0	2	0	0	0	0	7	3	11
	25.1	54.2	15.6	33.8	0.0	50.4	50.0	0.0	0.0	0.0	49.1	0.0	0.0	0.0	100.0	18.9	17.2	36.9
De Huesca	26	8	8	1	0	6	2	0	0	0	1	0	0	0	0	7	5	13
	31.7	60.0	30.2	33.8	0.0	74.2	50.0	0.0	0.0	0.0	21.4	0.0	0.0	0.0	100.0	21.5	30.0	44.7
De Pamplona	15	6	7	0	0	1	0	0	0	0	0	0	0	0	0	5	2	7
	18.1	47.0	29.3	0.0	0.0	12.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.8	14.2	24.1
De Lleida	6	4	1	0	1	0	0	0	0	0	0	0	0	0	0	2	0	4
	7.1	27.2	4.4	0.0	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.0	13.3
De Tudela	8	3	6	0	0	0	0	0	0	0	0	0	0	0	0	3	2	3
	10.2	20.4	21.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	14.2	10.3
De Tarazona	5	3	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0	3
	6.0	20.4	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.0	9.9
De Alcañiz	6	4	1	0	0	0	0	0	0	0	1	0	0	0	0	3	0	3
	7.1	27.6	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.7	0.0	0.0	0.0	0.0	8.0	0.0	10.1
De Caspe	3	1	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1
	3.8	6.8	8.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	3.7
De Sariñena	3	2	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
	3.6	13.6	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	6.8
De Barbastro	4	2	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	3
	4.9	13.7	8.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	10.3
De Monzón	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	1.1	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0
De otras procedencias (no Zaragoza)	65	11	17	4	9	6	2	1	2	1	2	4	3	4	0	28	14	23
	80.3	79.9	66.1	100.0	100.0	75.3	50.0	100.0	100.0	100.0	72.3	100.0	100.0	100.0	100.0	80.7	86.5	76.3

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P8. ¿Dónde se abastece para su negocio principalmente?																		
Cadena de compras	9	2	0	3	0	0	0	0	2	1	2	0	0	0	0	6	2	2
	3.7	6.0	0.0	6.8b	0.0	0.0	0.0	0.0	29.4	7.8	11.4	0.0	0.0	0.0	0.0	4.8	3.9	1.9
Cooperativa detallista	12	2	1	2	1	0	0	0	1	1	4	1	0	0	0	9	0	3
	4.9	5.7	2.6	3.8	4.3	0.0	0.0	0.0	20.9	7.8	24.5	7.9	0.0	0.0	0.0	7.4q	0.0	3.9
Agrupación de compra	4	0	0	1	0	0	0	0	0	0	2	0	1	0	0	2	0	2
	1.5	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	13.0	0.0	17.1	0.0	0.0	1.5	0.0	2.3
Cadena franquiciada	13	0	3	3	0	4	1	0	0	0	1	0	0	0	0	7	0	6
	5.1	0.0	7.2	7.7	0.0	12.0A	6.1	0.0	0.0	0.0	7.2	0.0	0.0	4.1	0.0	5.8	0.0	7.0q
Cadena sucursalista	2	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	2
	0.9	2.3	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	2.8p
Mayorista	106	12	18	20	11	15	1	0	1	7	6	6	2	6	1	56	8	42
	42.3Q	38.3	41.6	45.4	56.1	49.3	9.2	0.0	25.9	66.7	36.3	57.5	47.9	54.0	27.7	46.6Q	17.0	50.1Q
Directamente del fabricante	128	18	34	16	13	14	5	2	1	6	8	4	2	3	1	61	30	38
	50.7	57.4c	78.9Ta	37.1	65.5	45.2	33.2	26.2	23.9	57.6	48.9	45.1	52.1	27.9	27.7	50.4	62.7r	44.6
				CE														
Mercazaragoza	6	0	0	0	0	1	1	1	0	0	0	0	0	1	1	2	2	1
	2.3	0.0	0.0	0.0	0.0	2.9	6.8	13.8	0.0	0.0	0.0	0.0	0.0	11.7	56.4	1.5	5.3	1.7
Comerciales	2	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1	1
	0.8	0.0	0.0	2.4	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.3
Almacenes	11	0	0	1	0	0	4	3	0	0	1	0	0	2	0	4	4	3
	4.3	0.0	0.0	2.0	0.0	0.0	24.5	39.1	0.0	0.0	6.1	0.0	0.0	18.4	0.0	3.3	8.4	3.3
Proveedores	5	0	0	1	0	0	1	1	0	1	0	1	0	0	0	2	1	2
	2.0	0.0	0.0	2.0	0.0	0.0	6.8	13.8	0.0	7.8	0.0	7.9	0.0	0.0	15.8	2.0	1.6	2.1
Distribuidores	8	0	0	3	2	0	1	1	0	1	0	0	0	0	0	5	0	3
	3.2	0.0	0.0	6.8b	8.1	0.0	6.8	20.9	0.0	7.8	0.0	0.0	0.0	0.0	0.0	3.9	0.0	3.8
Cooperativa farmaceutica	3	0	0	0	0	1	1	1	0	0	0	0	0	0	0	2	1	0
	1.2	0.0	0.0	0.0	0.0	2.9	6.8	13.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	2.3	0.0
Fabricación Propia/fabricantes	5	0	0	4	0	0	1	0	0	0	0	0	0	0	0	2	2	1
	1.9	0.0	0.0	8.5Ta	0.0	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	4.3	1.0
				b														
Particulares	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
	0.8	6.4Tbc	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Otros	4	1	0	1	0	0	0	0	0	0	0	0	0	1	0	2	1	0
	1.4	2.7	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	1.9	2.8	0.0
Total menciones	319	37	56	57	26	35	17	9	5	17	25	11	4	15	3	159	52	108
Total mencionan	252	31	43	44	20	31	16	7	5	11	17	10	4	12	3	120	47	85
MEDIA	1.27q	1.19	1.30	1.30	1.34	1.15	1.07	1.28	1.00	1.55	1.52	1.18	1.17	1.28	1.28	1.32Q	1.10	1.28q
SD	0.54	0.60	0.52	0.56	0.49	0.37	0.26	0.48	0.00	0.78	0.91	0.41	0.45	0.47	0.57	0.54	0.36	0.62

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P9. ¿Pertenece a alguna Asociación de Comerciantes?																		
Si	71	7	13	10	8	6	2	1	3	5	6	3	2	4	0	41	11	20
	28.2	22.8	31.1	22.7	41.9	18.7	12.9	11.5	59.9	47.9	34.7	34.5	65.0	29.6	15.8	33.7	23.4	23.2
No	181	24	30	34	11	25	14	6	2	6	11	6	1	8	2	80	36	65
	71.8	77.2	68.9	77.3	58.1	81.3	87.1	88.5	40.1	52.1	65.3	65.5	35.0	70.4	84.2	66.3	76.6	76.8

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P9. ¿Cuál?																		
Sector comercial Actur	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sector comercial Alfonso I	3	2	0	0	0	0	0	0	0	0	1	0	0	0	0	3	0	0
	1.0	5.4t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sector comercial Almozara	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.6	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Sector comercial Arrabal	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0
	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	0.0	0.0	3.7tPr	0.0
Sector comercial Casablanca	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.8	0.3	0.0	0.0
Sector comercial Cinco de Marzo-Valenzuela	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
	0.5	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8p	0.0
Sector comercial Conde Aranda-Portillo	4	3	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0	2
	1.6	8.8Tbe	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	2.1
Sector comercial Delicias	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Sector comercial Hernán Cortés- Paseo Teruel	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
	0.8	0.0	4.5t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1tPr	0.0
Sector comercial Jaime I	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sector comercial Las Fuentes	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
	0.4	0.0	0.0	0.0	0.0	0.0	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
Sector comercial Royo-Lagasca	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Sector comercial San José- Tenor Fleta	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	0.0	0.0	0.0	0.0	3.1t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sector comercial San Juan de la Cruz- Mariano Barbasán	2	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2	0	0
	0.7	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Sector comercial San Miguel-Coso y adyacentes	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sector comercial San Vicente de Paúl	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sector comercial Santa Isabel	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Sector comercial Torrero	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Sector comercial Zona Centro	7	0	6	1	0	0	0	0	0	0	0	0	0	0	0	5	2	0
	2.9	0.0	14.7TAC	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2r	4.9r	0.0
E																		
Ecos (Federación de comerciantes, agrupa a varias asociaciones)	15	2	1	4	3	0	0	0	2	2	1	1	0	0	0	9	1	5
	5.8	6.2	1.9	9.1e	13.2	0.0	0.0	0.0	36.0	16.5	4.4	9.6	0.0	0.0	0.0	7.6	1.8	5.6
Otros	28	0	1	6	2	5	1	0	1	3	3	2	2	2	0	16	0	12
	11.2AbQ	0.0	2.1	13.4A	12.3	15.6AB	6.8	0.0	23.9	23.4	17.6	23.2	65.0	15.2	0.0	13.2Q	0.0	14.6Q
b																		
Ns/Nc	2	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	1
	0.6	0.0	0.0	0.0	0.0	0.0	0.0	11.5	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.0	1.7	0.9
Total menciones	75	8	13	13	8	6	2	0	3	5	6	4	2	4	0	43q	10	22
Total mencionan	71	8	13	10	8	6	2	0	3	5	6	3	2	4	0	41r	10	20
MEDIA	1.06	1.00	1.00	1.32	1.00	1.00	1.00	0.00	1.00	1.00	1.00	1.28	1.00	1.00	1.00	1.05	1.00	1.11
SD	0.23	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.22	0.00	0.32
Base: cod.1 en P9	71*	7**	13**	10**	8**	6**	2**	1**	3**	5**	6**	3**	2**	4**	0**	41*	11**	20**
Sector comercial Actur	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.3	0.0	0.0	0.0	0.0	2.9	0.0	0.0
Sector comercial Alfonso I	2	1	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	0
	2.5	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.4	0.0	0.0	0.0	0.0	4.4	0.0	0.0

Sector comercial Almozara	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	2.0	0.0	0.0	0.0	17.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Sector comercial Arrabal	2	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0
	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	48.5	0.0	0.0	0.0	15.7	0.0
Sector comercial Casablanca	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1.0	0.0	0.0
Sector comercial Cinco de Marzo-Valenzuela	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
	1.8	0.0	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.8	0.0
Sector comercial Conde Aranda-Portillo	4	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2
	5.6	38.4	0.0	12.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.0	9.3
Sector comercial Delicias	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	1.2	0.0	0.0	8.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Sector comercial Hernán Cortés- Paseo Teruel	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
	2.7	0.0	14.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.7	0.0
Sector comercial Jaime I	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	1.0	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Sector comercial Las Fuentes	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
	1.4	0.0	0.0	0.0	0.0	0.0	47.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.9	0.0
Sector comercial Royo-Lagasca	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	1.6	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
Sector comercial San José- Tenor Fleta	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
	1.3	0.0	0.0	0.0	0.0	16.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0
Sector comercial San Juan de la Cruz- Mariano Barbasán	2	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	0	0
	2.5	0.0	0.0	0.0	21.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0
Sector comercial San Miguel-Coso y adyacentes	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	1.4	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0
Sector comercial San Vicente de Paúl	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	1.3	12.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sector comercial Santa Isabel	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.8	0.0	0.0	0.0	0.0	0.0	9.9	0.0
Sector comercial Torrero	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Sector comercial Zona Centro	7	0	6	1	0	0	0	0	0	0	0	0	0	0	0	0	5	2	0
	10.4	0.0	47.2	11.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	21.1	0.0
Ecos (Federación de comerciantes, agrupa a varias asociaciones)	15	2	1	4	3	0	0	0	2	2	1	1	0	0	0	0	9	1	5
	20.7	27.1	6.0	40.1	31.6	0.0	0.0	0.0	60.2	34.4	12.7	27.8	0.0	0.0	0.0	22.5	7.7	24.4	
Otros	28	0	1	6	2	5	1	0	1	3	3	2	2	2	0	16	0	12	
	39.7	0.0	6.9	59.0	29.4	83.6	52.6	0.0	39.8	48.9	50.6	67.2	100.0	51.5	0.0	39.2	0.0	63.1	
Ns/Nc	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	
	1.1	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.0	
Total menciones	74	7	13	13	8	6	2	0	3	5	6	4	2	4	0	43	10	22	
Total mencionan	70	7	13	10	8	6	2	0	3	5	6	3	2	4	0	41	10	20	
MEDIA	1.06	1.00	1.00	1.32	1.00	1.00	1.00	0.00	1.00	1.00	1.00	1.28	1.00	1.00	1.00	1.05	1.00	1.11	
SD	0.24	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.22	0.00	0.32	

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P10. ¿Qué valoración realiza Ud. de la eficacia de la Asociación de comerciantes a la que pertenece? De 0 a 10.																		
0	4	0	1	1	0	2	0	0	0	0	0	0	0	0	0	2	1	1
1	1.7	0.0	2.4	2.1	0.0	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	1.6	2.2	1.6
2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
3	1.2	0.0	2.4	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6	0.0	0.0	0.0	1.8	0.0	1.1
4	0.8	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.8	2.4	0.0
5	1.6	2.3	0.0	0.0	13.2	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	1.9	0.0	2.0
6	5.3	6.0	7.3c	0.0	16.3	3.3	0.0	0.0	20.9	0.0	0.0	0.0	0.0	26.1	0.0	5.9	6.4	3.9
7	4.4	5.6	2.4	4.6	0.0	2.8	0.0	0.0	0.0	24.3	0.0	24.9	0.0	0.0	15.8	6.5	2.3	2.6
8	5.0	2.9	5.2	4.8	8.1	3.4	0.0	0.0	23.9	0.0	10.4	0.0	47.9	0.0	0.0	5.6	2.8	5.3
9	1.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0.4	3.1t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Ns/Nc	181	24	30	34	11	25	14	6	2	6	11	6	1	8	2	80	36	65
TB (7+8+9+10)	32	3	6	6	2	2	2	1	2	3	3	0	2	0	0	17	5	10
MEDIA (7+8+9+10)	7.93	8.02	7.91	8.37	7.35	7.47	8.00	8.00	7.39	9.34	7.41	0.00	7.26	0.00	0.00	8.05	8.08	7.65
SD	1.02	1.03	1.05	1.41	0.62	0.00	0.00	0.00	0.67	1.20	0.61	0.00	0.59	0.00	0.00	1.17	1.11	0.68
MB (4+6)	29	4	4	2	6	2	0	0	1	3	1	2	0	3	0	17	4	7
MEDIA 4+6)	11.3	13.9	9.7	4.6	29.5	6.0	0.0	0.0	20.9	24.3	4.4	24.9	0.0	26.1	15.8	14.3	8.7	8.5
SD	0.70	0.81	0.49	0.00	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.51	0.79
BB (0+1+2+3)	11	0	3	2	0	2	0	0	0	0	2	1	0	0	0	6	2	2
MEDIA (0+1+2+3)	4.2	0.0	7.3	4.6	0.0	6.1	0.0	0.0	0.0	0.0	12.7	9.6	0.0	3.5	0.0	5.1	4.5	2.6
SD	1.28	0.00	1.70	1.10	0.00	0.00	0.00	0.00	0.00	0.00	1.90	2.00	0.00	0.00	0.00	1.35	1.56	0.82
MEDIA TOTAL	1.24	0.00	1.51	1.41	0.00	0.00	0.00	0.00	0.00	0.00	1.36	0.00	0.00	0.00	0.00	1.17	2.06	1.32
SD	5.87	6.33	5.62	6.43	5.37	4.36	8.00	8.00	6.56	7.65	4.95	4.89	7.26	4.41	6.00	5.87	5.77	5.92
SD	2.47	1.67	2.73	3.19	1.46	3.51	0.00	0.00	1.44	2.00	2.93	2.15	0.59	1.91	0.00	2.52	2.73	2.37
Mediana	6	6T	5T	6T	4	5T	8	8	6	6	4	3	7	2	6	6	5T	6T
Máximo	10	9T	10T	10T	8	8T	8	8	8	10	8	6	8	5	6	10t	10TP	9T
Mínimo	0	4TBCE	0	0	4	0	8	8	5	6	1	2	7	0	6	0	0	0
Base: cod.1 en P9	71*	7**	13**	10**	8**	6**	2**	1**	3**	5**	6**	3**	2**	4**	0**	41*	11**	20**
0	4	0	1	1	0	2	0	0	0	0	0	0	0	0	0	2	1	1
1	6.0	0.0	7.6	9.0	0.0	32.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.9	0.0	4.7	9.3	6.7
2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.3	0.0	0.0	0.0	0.0	2.9	0.0	0.0
	3	0	1	1	0	0	0	0	0	0	0	1	0	0	0	2	0	1

3	4.3	0.0	7.6	11.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.0	4.7
	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
4	2.9	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.4	0.0	0.0	0.0	0.0	0.0	0.0	2.4	10.1	0.0	0.0
	4	1	0	0	3	0	0	0	0	0	0	1	0	0	0	0	0	0	2	0	0	2
5	5.7	9.9	0.0	0.0	31.6	0.0	0.0	0.0	0.0	0.0	0.0	12.7	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	8.7	8.7
	13	2	3	0	3	1	0	0	0	1	0	0	0	0	3	0	0	0	7	3	3	3
6	19.0	26.4	23.4	0.0	39.0	17.5	0.0	0.0	34.9	0.0	0.0	0.0	0.0	0.0	88.1	0.0	0.0	17.6	27.5	16.9	16.9	
	11	2	1	2	0	1	0	0	0	0	3	0	2	0	0	0	0	8	1	2	2	
7	15.5	24.6	7.6	20.1	0.0	14.8	0.0	0.0	0.0	50.7	0.0	72.2	0.0	0.0	100.0	0.0	0.0	19.3	9.9	11.0	11.0	
	13	1	2	2	2	1	0	0	1	0	2	0	2	0	0	0	0	7	1	5	5	
8	17.7	12.8	16.6	21.0	19.3	18.4	0.0	0.0	39.8	0.0	29.9	0.0	73.6	0.0	0.0	0.0	0.0	16.7	11.8	23.1	23.1	
	14	1	3	2	1	1	2	1	1	1	1	0	1	0	0	0	0	6	3	5	5	
9	19.4	12.8	22.4	17.4	10.2	16.4	100.0	100.0	25.3	16.3	20.7	0.0	26.4	0.0	0.0	0.0	0.0	16.0	23.9	23.9	23.9	
	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	
10	1.4	13.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	4.9	
	5	0	1	2	0	0	0	0	0	2	0	0	0	0	0	0	0	4	1	0	0	
	6.6	0.0	6.3	21.5	0.0	0.0	0.0	0.0	0.0	33.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	7.6	0.0	0.0	
TB (7+8+9+10)	32	3	6	6	2	2	2	1	2	3	3	0	2	0	0	0	0	17	5	10	10	
	45.0	39.2	45.3	59.9	29.4	34.8	100.0	100.0	65.1	49.3	50.6	0.0	100.0	0.0	0.0	0.0	0.0	42.2	43.3	51.9	51.9	
MEDIA (7+8+9+10)	7.93	8.02	7.91	8.37	7.35	7.47	8.00	8.00	7.39	9.34	7.41	0.00	7.26	0.00	0.00	0.00	0.00	8.05	8.08	7.65	7.65	
SD	1.02	1.03	1.05	1.41	0.62	0.00	0.00	0.00	0.67	1.20	0.61	0.00	0.59	0.00	0.00	0.00	0.00	1.17	1.11	0.68	0.68	
MB (4+6)	29	4	4	2	6	2	0	0	1	3	1	2	0	3	0	0	0	17	4	7	7	
	40.2	60.8	31.0	20.1	70.6	32.3	0.0	0.0	34.9	50.7	12.7	72.2	0.0	88.1	100.0	0.0	0.0	42.6	37.3	36.7	36.7	
MEDIA 4+6)	5.25	5.24	5.25	6.00	4.55	5.46	0.00	0.00	5.00	6.00	4.00	6.00	0.00	5.00	6.00	0.00	0.00	5.32	5.26	5.06	5.06	
SD	0.70	0.81	0.49	0.00	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.51	0.79	0.79	
BB (0+1+2+3)	11	0	3	2	0	2	0	0	0	0	2	1	0	0	0	0	0	6	2	2	2	
	14.8	0.0	23.6	20.1	0.0	32.9	0.0	0.0	0.0	0.0	36.7	27.8	0.0	11.9	0.0	0.0	0.0	15.2	19.4	11.4	11.4	
MEDIA (0+1+2+3)	1.28	0.00	1.70	1.10	0.00	0.00	0.00	0.00	0.00	0.00	1.90	2.00	0.00	0.00	0.00	0.00	0.00	1.35	1.56	0.82	0.82	
SD	1.24	0.00	1.51	1.41	0.00	0.00	0.00	0.00	0.00	0.00	1.36	0.00	0.00	0.00	0.00	0.00	0.00	1.17	2.06	1.32	1.32	
MEDIA TOTAL	5.87	6.33	5.62	6.43	5.37	4.36	8.00	8.00	6.56	7.65	4.95	4.89	7.26	4.41	6.00	0.00	0.00	5.87	5.77	5.92	5.92	
SD	2.47	1.67	2.73	3.19	1.46	3.51	0.00	0.00	1.44	2.00	2.93	2.15	0.59	1.91	0.00	0.00	0.00	2.52	2.73	2.37	2.37	
Mediana	6	6	5	6	4	5	8	8	6	6	4	3	7	2	6	0	0	6	5	6	6	
Máximo	10	9	10	10	8	8	8	8	8	10	8	6	8	5	6	0	0	10	10	9	9	
Mínimo	0	4	0	0	4	0	8	8	5	6	1	2	7	0	6	0	0	0	0	0	0	

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
&tit																		
Registros: cod.1 en P9	69	8	13	10	6	6	2	1	3	5	6	3	2	3	1	39	10	20
Base: cod.1 en P9	71*	7**	13**	10**	8**	6**	2**	1**	3**	5**	6**	3**	2**	4**	0**	41*	11**	20**
Adaptación y ampliación de horarios	2	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	1	0
2.6	0.0	0.0	8.5	0.0	17.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	7.7	0.0
Convenios para hacer publicidad y promociones conjuntas junto a otros comercios	2	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	1	0
2.9	0.0	8.3	0.0	0.0	16.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	10.1	0.0
Cerrar grandes superficies	4	1	0	0	0	0	0	1	1	0	1	0	0	0	0	3	1	0
6.0	13.6	0.0	0.0	0.0	0.0	0.0	0.0	100.0	39.8	0.0	20.7	0.0	0.0	0.0	0.0	8.6	7.2	0.0
Mejorar la iluminación	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
1.2	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	0.0
Promocionar más los comercios de la zona	13	1	2	2	5	0	0	0	0	2	2	0	0	0	0	10	0	3
18.2	9.9	14.6	22.5	55.8	0.0	0.0	0.0	0.0	0.0	34.4	29.1	0.0	0.0	0.0	0.0	23.5	0.0	17.5
Más publicidad/marketing	9	2	1	1	2	0	1	0	0	0	1	0	2	0	0	5	1	3
12.7	24.6	6.9	8.9	21.7	0.0	47.4	0.0	0.0	0.0	0.0	17.2	0.0	73.6	0.0	0.0	13.1	8.9	13.9
Agruparse entre ellos	4	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1	3
5.4	12.8	7.6	0.0	0.0	17.5	0.0	0.0	0.0	0.0	0.0	0.0	27.8	0.0	0.0	0.0	0.0	9.3	14.4
Conseguir más ayudas por parte del gobierno/subvenciones económicas	7	0	1	2	0	1	1	0	1	0	0	0	0	0	0	5	0	2
9.5	0.0	8.3	23.6	0.0	18.4	52.6	0.0	34.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.0	11.1
Promociones/sorteos	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0	100.0	3.1	0.0	0.0
Mejor trato a los asociados/Escucharlos	7	0	3	2	1	0	0	0	0	0	0	0	0	1	0	5	0	2
10.0	0.0	21.3	18.5	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.6	0.0	11.6	0.0	12.4
Control de las ventas (precios)	4	0	0	0	0	2	0	0	0	1	0	1	0	0	0	0	1	3
5.2	0.0	0.0	0.0	0.0	30.5	0.0	0.0	0.0	16.3	0.0	32.8	0.0	0.0	0.0	0.0	0.0	9.9	13.3
Seguridad en las calles (respeto)	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
2.6	12.8	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0
Mejorar la escena urbana	2	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	1	0
3.0	0.0	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0	2.1	11.8	0.0
Nada/Ninguna	5	1	0	2	1	0	0	0	1	0	0	0	1	0	0	4	0	1
7.1	13.6	0.0	17.9	10.2	0.0	0.0	0.0	0.0	25.3	0.0	0.0	0.0	26.4	0.0	0.0	10.0	0.0	4.9
Otros	8	1	1	0	0	0	0	0	0	2	1	2	0	0	0	4	2	2
11.1	12.8	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.6	20.3	72.2	0.0	11.9	0.0	9.3	21.6	8.8
Ns/Nc	2	0	0	0	0	0	0	0	0	0	1	0	0	2	0	0	2	1
3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.7	0.0	0.0	48.5	0.0	0.0	15.7	3.8
Total menciones	66	6	13	8	7	6	2	1	2	6	5	4	2	2	0	37	10	18
Total mencionan	64	6	13	8	7	6	2	1	2	5	5	3	2	2	0	36	9	18
MEDIA	1.03	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.17	1.00	1.33	1.00	1.00	1.00	1.02	1.12	1.00
SD	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.56	0.00	0.00	0.00	0.15	0.34	0.00
Base: cod.1 en P9	71*	7**	13**	10**	8**	6**	2**	1**	3**	5**	6**	3**	2**	4**	0**	41*	11**	20**
Adaptación y ampliación de horarios	2	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	1	0
2.6	0.0	0.0	8.5	0.0	17.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	7.7	0.0
Convenios para hacer publicidad y promociones conjuntas junto a otros comercios	2	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	1	0
2.9	0.0	8.3	0.0	0.0	16.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	10.1	0.0
Cerrar grandes superficies	4	1	0	0	0	0	0	1	1	0	1	0	0	0	0	3	1	0
6.0	13.6	0.0	0.0	0.0	0.0	0.0	0.0	100.0	39.8	0.0	20.7	0.0	0.0	0.0	0.0	8.6	7.2	0.0
Mejorar la iluminación	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
1.2	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	0.0
Promocionar más los comercios de la zona	13	1	2	2	5	0	0	0	0	2	2	0	0	0	0	10	0	3
18.2	9.9	14.6	22.5	55.8	0.0	0.0	0.0	0.0	0.0	34.4	29.1	0.0	0.0	0.0	0.0	23.5	0.0	17.5
Más publicidad/marketing	9	2	1	1	2	0	1	0	0	0	1	0	2	0	0	5	1	3
12.7	24.6	6.9	8.9	21.7	0.0	47.4	0.0	0.0	0.0	0.0	17.2	0.0	73.6	0.0	0.0	13.1	8.9	13.9
Agruparse entre ellos	4	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1	3
5.4	12.8	7.6	0.0	0.0	17.5	0.0	0.0	0.0	0.0	0.0	0.0	27.8	0.0	0.0	0.0	0.0	9.3	14.4

Conseguir más ayudas por parte del gobierno/subvenciones económicas	7	0	1	2	0	1	1	0	1	0	0	0	0	0	0	5	0	2
	9.5	0.0	8.3	23.6	0.0	18.4	52.6	0.0	34.9	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.0	11.1
Promociones/sorteos	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0	100.0	3.1	0.0	0.0
Mejor trato a los asociados/Escucharlos	7	0	3	2	1	0	0	0	0	0	0	0	0	1	0	5	0	2
	10.0	0.0	21.3	18.5	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.6	0.0	11.6	0.0	12.4
Control de las ventas (precios)	4	0	0	0	0	2	0	0	0	1	0	1	0	0	0	0	1	3
	5.2	0.0	0.0	0.0	0.0	30.5	0.0	0.0	0.0	16.3	0.0	32.8	0.0	0.0	0.0	0.0	9.9	13.3
Seguridad en las calles (respeto)	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
	2.6	12.8	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0
Mejorar la escena urbana	2	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	1	0
	3.0	0.0	9.7	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0	2.1	11.8	0.0
Nada/Ninguna	5	1	0	2	1	0	0	0	1	0	0	0	1	0	0	4	0	1
	7.1	13.6	0.0	17.9	10.2	0.0	0.0	0.0	25.3	0.0	0.0	0.0	26.4	0.0	0.0	10.0	0.0	4.9
Otros	8	1	1	0	0	0	0	0	0	2	1	2	0	0	0	4	2	2
	11.1	12.8	9.7	0.0	0.0	0.0	0.0	0.0	0.0	32.6	20.3	72.2	0.0	11.9	0.0	9.3	21.6	8.8
Ns/Nc	2	0	0	0	0	0	0	0	0	0	1	0	0	2	0	0	2	1
	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.7	0.0	0.0	48.5	0.0	0.0	15.7	3.8
Total menciones	66	6	13	8	7	6	2	1	2	6	5	4	2	2	0	37	10	18
Total mencionan	64	6	13	8	7	6	2	1	2	5	5	3	2	2	0	36	9	18
MEDIA	1.03	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.17	1.00	1.33	1.00	1.00	1.00	1.02	1.12	1.00
SD	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.56	0.00	0.00	0.00	0.15	0.34	0.00

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

Pl3.1. Cuentan Vd. con algún tipo de nuevas tecnologías en su comercio, es decir, dispone de:

PC (ORDENADOR)

Si	184	19	35	33	17	18	13	5	4	7	12	7	4	8	2	93	28	63
	72.9q	62.0	82.7AE	74.6	85.1	59.6	80.3	71.6	74.1	60.1	71.4	74.6	100.0	64.6	89.1	77.1Q	59.1	74.6q
No	68	12	7	11	3	12	3	2	1	4	5	2	0	4	0	28	19	21
	27.1	38.0B	17.3	25.4	14.9	40.4B	19.7	28.4	25.9	39.9	28.6	25.4	0.0	35.4	10.9	22.9	40.9tPr	25.4

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

Pl3.2. Cuentan Vd. con algún tipo de nuevas tecnologías en su comercio, es decir, dispone de:

ACCESO A INTERNET																		
	AREA GFK														CLUSTERS			
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Si	172	19	34	28	18	17	12	5	4	7	11	6	4	6	2	88	25	60
	68.4Q	60.8	80.4aE	64.3	90.1	56.4	73.6	71.6	74.1	60.1	65.7	63.3	100.0	46.2	89.1	72.8Q	52.1	71.2Q
No	80	12	8	16	2	13	4	2	1	4	6	4	0	6	0	33	23	24
	31.6	39.2b	19.6	35.7	9.9	43.6B	26.4	28.4	25.9	39.9	34.3	36.7	0.0	53.8	10.9	27.2	47.9TPR	28.8

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

Pl3.3. Cuentan Vd. con algún tipo de nuevas tecnologías en su comercio, es decir, dispone de:

CORREO ELECTRÓNICO

Si	173	19	34	26	15	18	12	5	4	7	13	7	4	7	2	87	26	60
	68.7q	61.3	78.3ce	59.2	77.9	59.1	74.2	71.6	74.1	60.1	78.5	76.3	100.0	61.1	89.1	72.7Q	54.7	70.8q
No	79	12	9	18	4	13	4	2	1	4	4	2	0	5	0	33	21	25
	31.3	38.7	21.7	40.8b	22.1	40.9b	25.8	28.4	25.9	39.9	21.5	23.7	0.0	38.9	10.9	27.3	45.3tPr	29.2

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

Pl3.4. Cuentan Vd. con algún tipo de nuevas tecnologías en su comercio, es decir, dispone de:

PÁGINA WEB

Si	92	10	21	21	9	5	2	2	2	2	7	1	4	4	0	46	14	32
	36.3E	32.3	49.5E	47.4E	47.7	16.2	11.8	32.4	44.7	17.3	40.5	15.3	100.0	37.2	15.8	37.9	28.9	38.3
No	160	21	22	23	10	26	14	5	3	9	10	8	0	8	2	75	33	52
	63.7	67.7	50.5	52.6	52.3	83.8TB	88.2	67.6	55.3	82.7	59.5	84.7	0.0	62.8	84.2	62.1	71.1	61.7

C

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

Pl3.5. Cuentan Vd. con algún tipo de nuevas tecnologías en su comercio, es decir, dispone de:

SOFTWARE DE GESTIÓN DE CONTABILIDAD

Si	86	6	19	15	7	8	4	3	3	3	10	3	4	2	0	49	10	27
	34.2	20.4	43.4A	34.9	34.4	24.5	21.8	46.2	58.9	25.3	57.6	32.9	100.0	19.3	15.8	40.5Q	21.7	32.4
No	166	25	24	29	13	23	13	4	2	8	7	6	0	10	2	72	37	57
	65.8	79.6B	56.6	65.1	65.6	75.5	78.2	53.8	41.1	74.7	42.4	67.1	0.0	80.7	84.2	59.5	78.3P	67.6

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

Pl3.6. Cuentan Vd. con algún tipo de nuevas tecnologías en su comercio, es decir, dispone de:

SOFTWARE DE GESTIÓN DE BASE DE DATOS DE CLIENTES

Si	85	10	16	20	6	7	5	1	2	3	7	2	4	2	0	48	8	30
	33.9Q	32.9	36.3	45.6E	32.4	22.1	29.7	20.9	35.1	26.8	42.0	21.5	100.0	19.3	15.8	39.8Q	16.3	35.3Q
No	167	21	27	24	13	24	11	5	4	8	10	8	0	10	2	72	39	55
	66.1	67.1	63.7	54.4	67.6	77.9C	70.3	79.1	64.9	73.2	58.0	78.5	0.0	80.7	84.2	60.2	83.7TPR	64.7

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

Pl3.7. Cuentan Vd. con algún tipo de nuevas tecnologías en su comercio, es decir, dispone de:

TPV (TERMINAL PUNTO DE VENTA)

Si	152	13	36	23	16	14	11	5	5	6	13	5	2	4	1	79	25	48
	60.4A	40.8	84.3TA	52.2	79.6	46.7	65.5	74.7	85.8	55.9	76.6	47.3	52.1	34.0	26.7	65.4	53.2	57.2
			CE															
No	100	18	7	21	4	16	6	2	1	5	4	5	2	8	2	42	22	36
	39.6B	59.2TB	15.7	47.8B	20.4	53.3B	34.5	25.3	14.2	44.1	23.4	52.7	47.9	66.0	73.3	34.6	46.8	42.8

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	1764	231	294	308	105	224	105	49	42	77	119	70	28	84	28	854	322	588
Total	1764	217	300	308	138*	215	113	48*	38*	76*	117	67*	25**	84*	18**	843	330	592
Pl3.tot. Cuentan Vd. con algún tipo de nuevas tecnologías en su comercio, es decir, dispone de:																		
TOTAL																		
Si	945	96	195	166	88	87	57	27	25	33	72	32	23	34	9	489	135	321
	53.6AEM	44.4	65.0TA	54.0A	63.9	40.7	51.0e	55.5e	63.8AE	43.7	61.8t	47.3	93.2	40.2	48.8	58.0TQ	40.9	54.3Q
	Q		CEFIKM	Em	TAcE				iM		AEIkM							
No	819	121	105	142	50	128	55	21	14	43	45	35	2	50	9	354	195	271
	46.4BDj	55.6TB	35.0	46.0B	36.1	59.3TB	49.0Bd	44.5	36.2	56.3BD	38.2	52.7BDj	6.8	59.8TB	51.2	42.0	59.1TPR	45.7
	P	CDHJ		d		CDfghJ				hJ				CDHJ				

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P14.1. ¿Tienen Uds. intención de invertir a corto o medio plazo en alguno de estos elementos?																		
PC (ORDENADOR)																		
Si	16	0	0	4	1	5	0	1	0	1	1	1	0	3	0	8	3	6
	6.4b	0.0	0.0	9.7aB	5.7	15.3tAB	0.0	14.7	0.0	7.8	4.5	7.9	0.0	22.9	0.0	6.4	6.2	6.6
No	52	12	7	7	2	8	3	1	1	3	4	2	0	1	0	20	16	16
	20.7	38.0TB	17.3	15.8	9.2	25.1	19.7	13.8	25.9	32.1	24.1	17.5	0.0	12.5	10.9	16.6	34.7TPr	18.8
		C																
Ns/Nc	184	19	35	33	17	18	13	5	4	7	12	7	4	8	2	93	28	63
	72.9q	62.0	82.7AE	74.6	85.1	59.6	80.3	71.6	74.1	60.1	71.4	74.6	100.0	64.6	89.1	77.1Q	59.1	74.6q
Base: Cod.2 en P13.1	68*	12**	7**	11**	3**	12**	3**	2**	1**	4**	5**	2**	0**	4**	0**	28**	19**	21**
Si	16	0	0	4	1	5	0	1	0	1	1	1	0	3	0	8	3	6
	23.7	0.0	0.0	38.1	38.2	37.9	0.0	51.5	0.0	19.6	15.8	31.1	0.0	64.8	0.0	27.8	15.1	26.1
No	52	12	7	7	2	8	3	1	1	3	4	2	0	1	0	20	16	16
	76.3	100.0	100.0	61.9	61.8	62.1	100.0	48.5	100.0	80.4	84.2	68.9	0.0	35.2	100.0	72.2	84.9	73.9

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P14.2. ¿Tienen Uds. intención de invertir a corto o medio plazo en alguno de estos elementos?																		
ACCESO A INTERNET																		
Si	16	1	0	3	1	6	0	1	0	1	1	0	0	3	0	9	3	5
	6.4b	3.9	0.0	6.5	5.7	18.6	0.0	14.7	0.0	7.8	4.5	0.0	0.0	22.9	0.0	7.1	6.2	5.6
No	63	11	8	13	1	8	4	1	1	3	5	4	0	4	0	24	20	20
	25.1	35.3	19.6	29.2	4.3	25.1	26.4	13.8	25.9	32.1	29.8	36.7	0.0	30.9	10.9	20.0	41.7	23.2
Ns/Nc	172	19	34	28	18	17	12	5	4	7	11	6	4	6	2	88	25	60
	68.4Q	60.8	80.4	64.3	90.1	56.4	73.6	71.6	74.1	60.1	65.7	63.3	100.0	46.2	89.1	72.8Q	52.1	71.2Q
Base: Cod.2 en P13.2	80*	12**	8**	16**	2**	13**	4**	2**	1**	4**	6**	4**	0**	6**	0**	33*	23**	24**
Si	16	1	0	3	1	6	0	1	0	1	1	0	0	3	0	9	3	5
	20.4	9.8	0.0	18.1	57.1	42.6	0.0	51.5	0.0	19.6	13.1	0.0	0.0	42.6	0.0	26.3	12.9	19.4
No	63	11	8	13	1	8	4	1	1	3	5	4	0	4	0	24	20	20
	79.6	90.2	100.0	81.9	42.9	57.4	100.0	48.5	100.0	80.4	86.9	100.0	0.0	57.4	100.0	73.7	87.1	80.6

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P14.3. ¿Tienen Uds. intención de invertir a corto o medio plazo en alguno de estos elementos?																		
CORREO ELECTRÓNICO																		
Si	14	1	0	3	1	3	0	1	0	1	1	1	0	3	0	9	3	3
	5.6	3.9	0.0	6.5	5.7	9.3B	0.0	14.7	0.0	7.8	4.5	7.9	0.0	22.9	0.0	7.1	6.2	3.1
No	65	11	9	15	3	10	4	1	1	3	3	2	0	2	0	24	18	22
	25.7	34.9	21.7	34.3	16.4	31.5	25.8	13.8	25.9	32.1	17.0	15.8	0.0	16.0	10.9	20.2	39.1tP	26.1
Ns/Nc	173	19	34	26	15	18	12	5	4	7	13	7	4	7	2	87	26	60
	68.7q	61.3	78.3ce	59.2	77.9	59.1	74.2	71.6	74.1	60.1	78.5	76.3	100.0	61.1	89.1	72.7Q	54.7	70.8q
Base: Cod.2 en P13.3	79*	12**	9**	18**	4**	13**	4**	2**	1**	4**	4**	2**	0**	5**	0**	33*	21**	25**
Si	14	1	0	3	1	3	0	1	0	1	1	1	0	3	0	9	3	3
	17.9	10.0	0.0	15.8	25.7	22.8	0.0	51.5	0.0	19.6	20.9	33.3	0.0	58.9	0.0	26.1	13.7	10.7
No	65	11	9	15	3	10	4	1	1	3	3	2	0	2	0	24	18	22
	82.1	90.0	100.0	84.2	74.3	77.2	100.0	48.5	100.0	80.4	79.1	66.7	0.0	41.1	100.0	73.9	86.3	89.3

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P14.4. ¿Tienen Uds. intención de invertir a corto o medio plazo en alguno de estos elementos?																		
PÁGINA WEB																		
Si	37	1	6	4	5	6	3	2	0	4	2	1	0	3	0	21	3	13
	14.7a	3.1	15.0a	8.3	25.4	18.8A	21.2	26.2	0.0	34.8	13.0	13.6	0.0	22.9	0.0	17.2q	6.1	16.0
No	123	20	15	19	5	20	11	3	3	5	8	7	0	5	2	54	31	39
	49.0	64.6tB	35.5	44.2	26.9	65.0tB	67.0	41.4	55.3	47.9	46.5	71.1	0.0	39.9	84.2	44.9	65.1tPR	45.8
		c				c												
Ns/Nc	92	10	21	21	9	5	2	2	2	2	7	1	4	4	0	46	14	32
	36.3E	32.3	49.5E	47.4E	47.7	16.2	11.8	32.4	44.7	17.3	40.5	15.3	100.0	37.2	15.8	37.9	28.9	38.3
Base: Cod.2 en P13.4	160	21**	22**	23**	10**	26**	14**	5**	3**	9**	10**	8**	0**	8**	2**	75*	33*	52*
Si	37	1	6	4	5	6	3	2	0	4	2	1	0	3	0	21	3	13
	23.1q	4.6	29.8	15.9	48.5	22.4	24.0	38.8	0.0	42.1	21.9	16.1	0.0	36.5	0.0	27.7Q	8.5	25.9q
No	123	20	15	19	5	20	11	3	3	5	8	7	0	5	2	54	31	39
	76.9	95.4	70.2	84.1	51.5	77.6	76.0	61.2	100.0	57.9	78.1	83.9	0.0	63.5	100.0	72.3	91.5tPr	74.1

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P14.5. ¿Tienen Uds. intención de invertir a corto o medio plazo en alguno de estos elementos?																		
SOFTWARE DE GESTIÓN DE CONTABILIDAD																		
Si	23	2	1	5	4	4	0	1	0	1	1	1	0	3	0	15	2	6
	9.1	6.0	3.3	12.4	19.9	12.1	0.0	14.7	0.0	7.8	7.0	7.9	0.0	22.9	0.0	12.7	4.4	6.6
No	143	23	23	23	9	19	13	3	2	7	6	6	0	7	2	56	35	52
	56.7p	73.6tb	53.3	52.8	45.7	63.4	78.2	39.1	41.1	66.9	35.4	59.2	0.0	57.8	84.2	46.9	74.0TP	61.0p
		c																
Ns/Nc	86	6	19	15	7	8	4	3	3	3	10	3	4	2	0	49	10	27
	34.2	20.4	43.4A	34.9	34.4	24.5	21.8	46.2	58.9	25.3	57.6	32.9	100.0	19.3	15.8	40.5Q	21.7	32.4
Base: Cod.2 en P13.5	166	25**	24**	29**	13**	23**	13**	4**	2**	8**	7**	6**	0**	10**	2**	72*	37*	57*
Si	23	2	1	5	4	4	0	1	0	1	1	1	0	3	0	15	2	6
	13.8	7.6	5.9	19.0	30.4	16.0	0.0	27.2	0.0	10.4	16.6	11.8	0.0	28.4	0.0	21.3Qr	5.6	9.8
No	143	23	23	23	9	19	13	3	2	7	6	6	0	7	2	56	35	52
	86.2	92.4	94.1	81.0	69.6	84.0	100.0	72.8	100.0	89.6	83.4	88.2	0.0	71.6	100.0	78.7	94.4P	90.2p

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P14.6. ¿Tienen Uds. intención de invertir a corto o medio plazo en alguno de estos elementos?																		
SOFTWARE DE GESTIÓN DE BASE DE DATOS DE CLIENTES																		
Si	23	2	4	3	4	5	0	1	0	2	1	1	0	1	0	11	2	10
	9.1	5.8	8.3	7.2	19.9	15.7	0.0	13.8	0.0	15.8	4.5	7.9	0.0	11.7	0.0	9.2	4.4	11.5
No	144	19	24	21	9	19	11	4	4	6	9	7	0	8	2	61	37	45
	57.1	61.3	55.5	47.2	47.6	62.2	70.3	65.3	64.9	57.4	53.5	70.6	0.0	69.0	84.2	51.0	79.3TPR	53.3
Ns/Nc	85	10	16	20	6	7	5	1	2	3	7	2	4	2	0	48	8	30
	33.9Q	32.9	36.3	45.6E	32.4	22.1	29.7	20.9	35.1	26.8	42.0	21.5	100.0	19.3	15.8	39.8Q	16.3	35.3Q
Base: Cod.2 en P13.6	167	21**	27**	24**	13**	24**	11**	5**	4**	8**	10**	8**	0**	10**	2**	72*	39*	55*
Si	23	2	4	3	4	5	0	1	0	2	1	1	0	1	0	11	2	10
	13.7	8.6	13.0	13.2	29.5	20.1	0.0	17.4	0.0	21.6	7.8	10.1	0.0	14.5	0.0	15.2	5.2	17.7q
No	144	19	24	21	9	19	11	4	4	6	9	7	0	8	2	61	37	45
	86.3	91.4	87.0	86.8	70.5	79.9	100.0	82.6	100.0	78.4	92.2	89.9	0.0	85.5	100.0	84.8	94.8r	82.3

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P14.7. ¿Tienen Uds. intención de invertir a corto o medio plazo en alguno de estos elementos?																		
TPV (TERMINAL PUNTO DE VENTA)																		
Si	11	1	0	2	1	1	1	0	0	3	2	0	0	0	0	7	0	4
	4.3	2.9	0.0	4.0	5.7	2.8	6.8	0.0	0.0	26.8	13.0	0.0	0.0	0.0	0.0	5.8	0.0	4.6
No	89	17	7	19	3	16	4	2	1	2	2	5	2	8	2	35	22	32
	35.3B	56.3TB	15.7	43.8B	14.8	50.5tB	27.7	25.3	14.2	17.3	10.4	52.7	47.9	66.0	73.3	28.8	46.8P	38.2
Ns/Nc	152	13	36	23	16	14	11	5	5	6	13	5	2	4	1	79	25	48
	60.4A	40.8	84.3TA	52.2	79.6	46.7	65.5	74.7	85.8	55.9	76.6	47.3	52.1	34.0	26.7	65.4	53.2	57.2
				CE														
Base: Cod.2 en P13.7	100*	18**	7**	21**	4**	16**	6**	2**	1**	5**	4**	5**	2**	8**	2**	42*	22**	36*
Si	11	1	0	2	1	1	1	0	0	3	2	0	0	0	0	7	0	4
	10.8	4.9	0.0	8.3	27.8	5.2	19.6	0.0	0.0	60.8	55.6	0.0	0.0	0.0	0.0	16.7	0.0	10.7
No	89	17	7	19	3	16	4	2	1	2	2	5	2	8	2	35	22	32
	89.2	95.1	100.0	91.7	72.2	94.8	80.4	100.0	100.0	39.2	44.4	100.0	100.0	100.0	100.0	83.3	100.0	89.3

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P15. ¿Tiene usted escaparate en su establecimiento?																		
Si	225	29	38	37	20	27	16	5	4	10	16	8	4	11	3	110	46	70
	89.5	94.1	88.1	83.2	100.0	87.9	100.0	74.7	64.0	92.2	94.0	84.2	100.0	88.3	100.0	91.3r	96.7R	82.9
No	27	2	5	7	0	4	0	2	2	1	1	2	0	1	0	10	2	14
	10.5	5.9	11.9	16.8	0.0	12.1	0.0	25.3	36.0	7.8	6.0	15.8	0.0	11.7	0.0	8.7	3.3	17.1pQ

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P16.1. En lo relativo a exposición de productos, ¿realiza?																		
ADAPTO EL ESCAPARATE DE FORMA REGULAR																		
Si	198	23	36	30	20	22	14	4	3	9	15	8	4	8	3	98	37	62
	78.4	72.8	84.0c	68.4	100.0	72.1	87.3	60.9	49.8	82.7	88.0	84.2	100.0	69.1	100.0	81.8	79.6	72.9
No	28	7	2	7	0	5	2	1	1	1	1	0	0	2	0	11	8	8
	11.0	21.3tB	4.1	14.8	0.0	15.8b	12.7	13.8	14.2	9.5	6.0	0.0	0.0	19.2	0.0	9.5	17.0	9.9
Ns/Nc	27	2	5	7	0	4	0	2	2	1	1	2	0	1	0	10	2	14
	10.5	5.9	11.9	16.8	0.0	12.1	0.0	25.3	36.0	7.8	6.0	15.8	0.0	11.7	0.0	8.7	3.3	17.1pQ
Base: Cod.1 en P15	225	29*	38*	37*	20**	27**	16**	5**	4**	10**	16**	8**	4**	11**	3**	110	46*	70*
Si	198	23	36	30	20	22	14	4	3	9	15	8	4	8	3	98	37	62
	87.7	77.3	95.3Ac	82.2	100.0	82.0	87.3	81.5	77.8	89.7	93.6	100.0	100.0	78.3	100.0	89.6	82.4	88.0
No	28	7	2	7	0	5	2	1	1	1	1	0	0	2	0	11	8	8
	12.3	22.7B	4.7	17.8b	0.0	18.0	12.7	18.5	22.2	10.3	6.4	0.0	0.0	21.7	0.0	10.4	17.6	12.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

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- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P16.2. En lo relativo a exposición de productos, ¿realiza?																		
APLICO MI FORMACIÓN EN ESCAPARATISMO																		
Si	155	23	25	22	14	17	9	5	4	9	9	6	2	7	2	79	28	48
	61.6	75.5	57.4	50.4	73.7	55.1	53.3	74.7	64.0	84.4	56.0	66.7	57.1	61.7	83.2	65.5	60.2	56.9
No	70	6	13	14	5	10	8	0	0	1	6	2	2	3	0	31	17	22
	27.8	18.6	30.7	32.7	26.3	32.9	46.7	0.0	0.0	7.8	38.0	17.5	42.9	26.6	16.8	25.8	36.5	26.0
Ns/Nc	27	2	5	7	0	4	0	2	2	1	1	2	0	1	0	10	2	14
	10.5	5.9	11.9	16.8	0.0	12.1	0.0	25.3	36.0	7.8	6.0	15.8	0.0	11.7	0.0	8.7	3.3	17.1pQ
Base: Cod.1 en P15	225	29*	38*	37*	20**	27**	16**	5**	4**	10**	16**	8**	4**	11**	3**	110	46*	70*
Si	155	23	25	22	14	17	9	5	4	9	9	6	2	7	2	79	28	48
	68.9	80.2c	65.2	60.6	73.7	62.6	53.3	100.0	100.0	91.5	59.6	79.2	57.1	69.8	83.2	71.8	62.2	68.7
No	70	6	13	14	5	10	8	0	0	1	6	2	2	3	0	31	17	22
	31.1	19.8	34.8	39.4a	26.3	37.4	46.7	0.0	0.0	8.5	40.4	20.8	42.9	30.2	16.8	28.2	37.8	31.3

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P16.3. En lo relativo a exposición de productos, ¿realiza?																		
SUBCONTRATO EL SERVICIO DE ESCAPARATISMO																		
Si	20	4	2	3	1	3	1	2	0	0	2	0	0	0	1	10	5	5
	8.0	12.3	5.6	7.3	5.2	9.3	6.1	27.6	0.0	0.0	12.7	0.0	0.0	3.5	56.4	8.4	10.0	6.2
No	205	25	35	33	19	24	15	3	4	10	14	8	4	10	1	100	41	65
	81.5	81.8	82.5	75.9	94.8	78.6	93.9	47.1	64.0	92.2	81.3	84.2	100.0	84.8	43.6	82.8	86.6	76.6
Ns/Nc	27	2	5	7	0	4	0	2	2	1	1	2	0	1	0	10	2	14
	10.5	5.9	11.9	16.8	0.0	12.1	0.0	25.3	36.0	7.8	6.0	15.8	0.0	11.7	0.0	8.7	3.3	17.1pQ
Base: Cod.1 en P15	225	29*	38*	37*	20**	27**	16**	5**	4**	10**	16**	8**	4**	11**	3**	110	46*	70*
Si	20	4	2	3	1	3	1	2	0	0	2	0	0	0	1	10	5	5
	8.9	13.1	6.3	8.8	5.2	10.6	6.1	37.0	0.0	0.0	13.6	0.0	0.0	4.0	56.4	9.3	10.4	7.5
No	205	25	35	33	19	24	15	3	4	10	14	8	4	10	1	100	41	65
	91.1	86.9	93.7	91.2	94.8	89.4	93.9	63.0	100.0	100.0	86.4	100.0	100.0	96.0	43.6	90.7	89.6	92.5

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P16.4. En lo relativo a exposición de productos, ¿realiza?																		
"ALQUILA" ESCAPARATES O LINEALES A MARCAS PROVEEDORAS																		
Si	11	2	2	0	2	1	1	0	0	1	1	1	0	0	0	6	2	3
	4.2	5.4	5.2	0.0	8.1	2.9	9.2	0.0	0.0	7.8	7.0	7.9	0.0	0.0	0.0	5.3	3.3	3.3
No	215	27	36	37	18	26	15	5	4	9	15	7	4	11	3	104	44	67
	85.2	88.7	82.9	83.2	91.9	85.0	90.8	74.7	64.0	84.4	87.0	76.3	100.0	88.3	100.0	86.0	93.4R	79.6
Ns/Nc	27	2	5	7	0	4	0	2	2	1	1	2	0	1	0	10	2	14
	10.5	5.9	11.9	16.8	0.0	12.1	0.0	25.3	36.0	7.8	6.0	15.8	0.0	11.7	0.0	8.7	3.3	17.1pQ
Base: Cod.1 en P15	225	29*	38*	37*	20**	27**	16**	5**	4**	10**	16**	8**	4**	11**	3**	110	46*	70*
Si	11	2	2	0	2	1	1	0	0	1	1	1	0	0	0	6	2	3
	4.7	5.8	5.9	0.0	8.1	3.3	9.2	0.0	0.0	8.5	7.5	9.4	0.0	0.0	0.0	5.8	3.4	4.0
No	215	27	36	37	18	26	15	5	4	9	15	7	4	11	3	104	44	67
	95.3	94.2	94.1	100.0	91.9	96.7	90.8	100.0	100.0	91.5	92.5	90.6	100.0	100.0	100.0	94.2	96.6	96.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P16.5. En lo relativo a exposición de productos, ¿realiza?																		
NO ME PREOCUPO MUCHO DEL ESCAPARATE																		
Si	63	16	5	6	1	11	7	2	1	3	3	4	0	3	0	30	11	22
25.1b	52.2	12.8	14.4	7.5	35.2	42.4	28.4	19.3	25.3	18.8	45.1	0.0	24.4	0.0	24.7	23.8	26.4	
No	162	13	32	30	18	16	9	3	2	7	13	4	4	8	3	80	34	48
64.4A	41.9	75.3	68.8	92.5	52.8	57.6	46.2	44.7	66.9	75.3	39.1	100.0	63.9	100.0	66.6	72.9	56.4	
Ns/Nc	27	2	5	7	0	4	0	2	2	1	1	2	0	1	0	10	2	14
10.5	5.9	11.9	16.8	0.0	12.1	0.0	25.3	36.0	7.8	6.0	15.8	0.0	11.7	0.0	8.7	3.3	17.1	
Base: Cod.1 en P15	225	29*	38*	37*	20**	27**	16**	5**	4**	10**	16**	8**	4**	11**	3**	110	46*	70*
Si	63	16	5	6	1	11	7	2	1	3	3	4	0	3	0	30	11	22
28.0b	55.4	14.5	17.3	7.5	40.0	42.4	38.1	30.1	27.5	19.9	53.6	0.0	27.6	0.0	27.0	24.6	31.9	
No	162	13	32	30	18	16	9	3	2	7	13	4	4	8	3	80	34	48
72.0A	44.6	85.5	82.7	92.5	60.0	57.6	61.9	69.9	72.5	80.1	46.4	100.0	72.4	100.0	73.0	75.4	68.1	

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P17A. Realiza algún tipo de publicidad para su negocio (buzoneo, publicidad en radio, ..?)																		
Si	126	16	26	25	10	11	6	3	4	1	11	5	2	3	2	64	18	43
	49.9	52.1	60.5E	57.5e	53.0	35.2	39.7	46.2	80.7	9.5	64.1	51.3	42.9	22.8	89.1	53.2	39.1	51.4
No	126	15	17	19	9	20	10	4	1	10	6	5	2	9	0	56	29	41
	50.1	47.9	39.5	42.5	47.0	64.8Bc	60.3	53.8	19.3	90.5	35.9	48.7	57.1	77.2	10.9	46.8	60.9	48.6

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P17B.¿Cuál?																		
TV	12	0	4	4	1	0	0	0	0	0	2	0	0	0	5	2	6	
	4.8	0.0	9.0ae	9.3ae	7.5	0.0	0.0	0.0	0.0	0.0	13.0	0.0	0.0	3.5	0.0	3.8	3.9	6.6
Radio	21	3	7	3	3	2	0	0	0	0	1	0	0	0	11	5	5	
	8.1	9.4	16.6t	6.9	13.2	6.5	0.0	0.0	0.0	0.0	6.0	0.0	0.0	3.5	56.4	9.5	9.8	5.4
Prensa generalista	34	7	10	5	5	1	1	0	1	0	2	0	0	2	22	2	10	
	13.5g	23.5E	22.5E	11.9	25.0	3.3	6.1	0.0	15.1	0.0	13.2	0.0	0.0	15.2	0.0	17.9Q	4.3	12.3
Prensa especializada	17	4	6	1	1	1	0	0	0	0	3	1	0	0	10	4	3	
	6.9	12.3	14.0c	3.0	5.3	3.2	0.0	0.0	0.0	0.0	16.4	11.3	0.0	0.0	15.8	8.1	9.4	3.8
Buzoneo	41	2	3	9	4	4	2	3	2	1	3	4	1	1	23	6	12	
	16.3	5.9	8.2	19.4a	22.1	13.4	12.7	46.2	36.0	9.5	20.2	43.4	17.1	7.0	56.4	19.4	12.0	14.2
Vallas	5	0	0	2	2	1	0	0	0	0	1	0	0	0	2	1	3	
	2.2	0.0	0.0	4.2	8.1	3.3	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	1.3	2.1	3.4	
Internet	10	2	4	1	1	0	0	0	0	0	1	0	0	0	3	1	6	
	3.8	5.5	8.9e	2.0	6.5	0.0	0.0	0.0	0.0	0.0	8.9	0.0	0.0	4.1	0.0	2.4	1.6	7.1
Correo electrónico(e-mail)	7	1	3	1	0	0	0	0	0	0	2	0	0	0	3	1	3	
	3.0	2.9	7.5	2.1	0.0	0.0	0.0	0.0	0.0	0.0	14.2	0.0	0.0	0.0	2.6	2.4	3.8	
Páginas Amarillas/Blancas	13	0	1	6	0	2	2	0	1	0	1	0	0	0	6	2	6	
	5.4	0.0	3.1	12.5tA	0.0	6.5	11.8	0.0	23.9	0.0	6.1	0.0	0.0	0.0	16.8	4.6	3.8	7.3
Calendarios	3	0	0	2	0	0	0	0	0	0	1	0	0	0	2	0	2	
	1.3	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	16.8	1.4	0.0	2.0
Folletos	5	1	1	0	0	1	0	0	1	0	1	0	0	0	4	0	1	
	2.0	3.3	2.1	0.0	0.0	2.8	0.0	0.0	20.9	0.0	7.0	0.0	0.0	0.0	3.6	0.0	1.0	
Publicidad en bolsas	3	0	0	1	0	1	0	0	0	0	1	0	0	0	1	1	1	
	1.0	0.0	0.0	2.0	0.0	3.3	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.7	2.1	0.9	
Qdq	3	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0	3	
	1.3	0.0	0.0	0.0	0.0	3.2	9.2	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	3.8P	
Fiestas / Ferias	7	1	2	2	0	0	0	0	0	0	2	0	0	0	2	1	4	
	2.7	2.9	5.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	11.4	0.0	0.0	0.0	1.7	2.2	4.4	
Revistas oficiales	5	1	0	0	0	0	0	0	0	0	1	2	1	0	2	3	0	
	1.9	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	19.2	25.7	0.0	1.4	6.5tpR	0.0	
Otros	6	0	2	1	0	2	0	0	0	0	1	0	0	0	3	1	2	
	2.2	0.0	4.9	2.2	0.0	6.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	2.6	1.8	2.0	
Total menciones	192Eq	22	44TACE	37E	17	16	6	3	5	1	24	7	2	4	4	97Q	29	66g
Total mencionan	126	16	26E	25e	10	11	6	3	4	1	11	5	2	3	2	64	18	43
MEDIA	1.53	1.34	1.68	1.47	1.65	1.46	1.00	1.00	1.19	1.00	2.26	1.44	1.00	1.46	1.82	1.52	1.58	1.52
SD	0.89	0.60	0.84	0.72	1.12	0.94	0.00	0.00	0.44	0.00	1.55	0.93	0.00	1.36	0.51	0.86	1.24	0.77
Base: cod.1 en P17A																		
TV	12	0	4	4	1	0	0	0	0	0	2	0	0	0	5	2	6	
	9.5	0.0	14.8	16.2	14.1	0.0	0.0	0.0	0.0	0.0	20.3	0.0	0.0	15.4	0.0	7.1	10.1	12.9
Radio	21	3	7	3	3	2	0	0	0	0	1	0	0	0	11	5	5	
	16.3	18.1	27.5	11.9	25.0	18.4	0.0	0.0	0.0	0.0	9.3	0.0	0.0	15.4	63.3	17.8	25.1	10.4
Prensa generalista	34	7	10	5	5	1	1	0	1	0	2	0	0	2	22	2	10	
	27.0	45.0	37.2	20.7	47.2	9.3	15.4	0.0	18.8	0.0	20.6	0.0	0.0	66.7	0.0	33.6	11.1	23.9
Prensa especializada	17	4	6	1	1	1	0	0	0	0	3	1	0	0	10	4	3	
	13.8	23.7	23.2	5.2	10.0	9.2	0.0	0.0	0.0	0.0	25.5	22.0	0.0	0.0	17.8	15.3	24.0	7.4
Buzoneo	41	2	3	9	4	4	2	3	2	1	3	4	1	1	23	6	12	
	32.5	11.4	13.5	33.7	41.7	38.0	31.9	100.0	44.6	100.0	31.5	84.6	40.0	30.7	63.3	36.4	30.7	27.6
Vallas	5	0	0	2	2	1	0	0	0	0	1	0	0	0	2	1	3	
	4.3	0.0	0.0	7.2	15.2	9.3	0.0	0.0	0.0	0.0	9.3	0.0	0.0	0.0	2.5	5.4	6.5	
Internet	10	2	4	1	1	0	0	0	0	0	1	0	0	0	3	1	6	
	7.7	10.5	14.6	3.5	12.2	0.0	0.0	0.0	0.0	0.0	13.9	0.0	0.0	17.9	0.0	4.5	4.2	13.8
Correo electrónico(e-mail)	7	1	3	1	0	0	0	0	0	0	2	0	0	0	3	1	3	
	5.9	5.6	12.4	3.7	0.0	0.0	0.0	0.0	0.0	0.0	22.2	0.0	0.0	0.0	4.9	6.0	7.4	
Páginas Amarillas/Blancas	13	0	1	6	0	2	2	0	1	0	1	0	0	0	6	2	6	
	10.7	0.0	5.1	21.8	0.0	18.4	29.7	0.0	29.5	0.0	9.5	0.0	0.0	0.0	18.9	8.6	9.8	14.2

Calendarios	3	0	0	2	0	0	0	0	0	0	1	0	0	0	0	2	0	2
	2.7	0.0	0.0	8.8	0.0	0.0	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	18.9	2.6	0.0	3.9
Folletos	5	1	1	0	0	1	0	0	1	0	1	0	0	0	0	4	0	1
	4.1	6.4	3.6	0.0	0.0	7.9	0.0	0.0	25.9	0.0	11.0	0.0	0.0	0.0	0.0	6.7	0.0	2.0
Publicidad en bolsas	3	0	0	1	0	1	0	0	0	0	1	0	0	0	0	1	1	1
	2.1	0.0	0.0	3.4	0.0	9.3	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	0.0	1.4	5.5	1.7
Qdq	3	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0	0	3
	2.6	0.0	0.0	0.0	0.0	9.2	23.1	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4P
Fiestas / Ferias	7	1	2	2	0	0	0	0	0	0	2	0	0	0	0	2	1	4
	5.4	5.6	8.2	7.4	0.0	0.0	0.0	0.0	0.0	0.0	17.8	0.0	0.0	0.0	0.0	3.3	5.5	8.6
Revistas oficiales	5	1	0	0	0	0	0	0	0	0	1	2	1	0	0	2	3	0
	3.7	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	37.4	60.0	0.0	0.0	2.6	16.5	0.0
Otros	6	0	2	1	0	2	0	0	0	0	1	0	0	0	0	3	1	2
	4.5	0.0	8.2	3.8	0.0	17.0	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	0.0	4.9	4.6	3.9
Total menciones	192	22	44	37	17	16	6	3	5	1	24	7	2	4	4	97	29	66
Total mencionan	126	16	26	25	10	11	6	3	4	1	11	5	2	3	2	64	18	43
MEDIA	1.53	1.34	1.68	1.47	1.65	1.46	1.00	1.00	1.19	1.00	2.26	1.44	1.00	1.46	1.82	1.52	1.58	1.52
SD	0.89	0.60	0.84	0.72	1.12	0.94	0.00	0.00	0.44	0.00	1.55	0.93	0.00	1.36	0.51	0.86	1.24	0.77

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P18. ¿Podría decirme si usted o su personal ha realizado algún curso de formación en los últimos dos años?																		
Si	126	15	23	19	11	11	9	5	2	8	9	4	1	6	2	68	12	46
	50.1Q	48.5	54.7	43.2	58.1	37.3	54.2	67.6	39.0	74.7	52.8	36.7	35.0	52.5	89.1	56.2Q	26.3	54.6Q
No	126	16	19	25	8	19	7	2	3	3	8	6	2	6	0	53	35	38
	49.9	51.5	45.3	56.8	41.9	62.7	45.8	32.4	61.0	25.3	47.2	63.3	65.0	47.5	10.9	43.8	73.7TPR	45.4

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P19. ¿Qué tipo de formación considera necesaria para usted o para su personal?																		
Nuevas tecnologías (Internet, ofimática,í)	80	7	15	12	7	7	6	3	1	6	7	2	0	7	0	41	15	24
	31.9	22.6	36.1	27.2	37.4	22.3	34.5	49.3	20.9	51.3	40.9	15.8	9.3	58.8	10.9	34.3	32.3	28.2
Idiomas	36	8	9	5	2	3	2	1	0	2	2	0	0	1	0	18	4	14
	14.4	26.1te	21.4	12.3	8.1	9.2	12.9	14.7	0.0	15.8	13.3	0.0	9.3	12.5	15.8	15.2	8.1	16.8
Temas administrativos (contable, nómina..)	50	5	8	3	4	10	2	1	2	2	5	2	0	4	0	21	8	21
	20.0c	17.1	19.4c	7.0	19.5	34.1tc	12.7	14.7	44.7	17.3	30.0	20.9	9.3	35.4	10.9	17.6	16.9	25.0
Habilidades (tec. Venta, atención cliente,í)	141	13	24	20	14	17	8	4	4	6	12	7	2	8	2	73	23	45
	56.1	42.2	55.9	45.4	71.9	55.7	47.4	65.3	71.1	55.7	74.0	71.9	52.1	69.0	67.3	60.6	49.8	53.4
Escaparatismo	7	0	2	3	0	0	0	0	0	0	1	0	0	1	0	7	0	1
	3.0	0.0	4.8	6.6	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	11.2	0.0	5.5	0.0	1.1
especifica de su trabajo	24	2	0	8	1	6	2	1	0	2	0	0	0	2	0	11	5	9
	9.7B	6.6b	0.0	18.6tb	7.5	18.2B	12.7	13.8	0.0	17.3	0.0	0.0	0.0	14.3	16.8	9.1	10.1	10.1
profesional florista	2	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	2
	1.0	0.0	1.8	0.0	0.0	3.2	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	3.0p
Prevención de riesgos	2	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	2
	0.9	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	0.0	0.0	2.8p
Ninguno	36	5	7	10	1	7	2	0	0	2	0	1	2	0	0	14	11	11
	14.4	14.9	17.0	22.4	6.5	21.7	12.9	0.0	5.0	15.8	0.0	8.9	47.9	0.0	0.0	12.0	23.0p	13.0
Otros	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.3	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Total menciones	346	36	60	52	28	44	20	11	8	17	28	10	3	26	3	172	55	119
Total mencionan	217	26	36	35	18	24	14	7	5	9	17	9	2	12	3	107q	36	74
MEDIA	1.60	1.38	1.68	1.47	1.54	1.82	1.45	1.58	1.44	1.87	1.70	1.19	1.53	2.13	1.22	1.61	1.52	1.61
SD	0.92	0.70	1.04	0.78	0.67	1.13	0.96	1.15	0.92	0.98	0.85	0.42	0.00	1.18	0.80	0.92	0.90	0.93

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P20. ¿Me puede indicar el volumen aproximado de ventas anual de este negocio (este local) en el año 2.008?																		
Hasta 60.000 euros	52	16	5	3	1	5	3	2	2	3	2	4	0	3	2	23	8	20
	20.5C	50.9TB	12.1	6.9	5.7	16.3	21.2	35.5	36.0	31.6	11.6	40.0	0.0	23.4	67.3	19.1	17.9	24.1
De 60.001 a 90.000 euros	17	1	0	3	1	8	0	0	0	1	0	0	0	3	0	8	6	2
	6.7b	3.0	0.0	7.3b	4.9	24.7TAB	0.0	0.0	0.0	9.5	0.0	0.0	0.0	25.5	0.0	7.0	13.8R	2.2
De 90.001 a 120.000 euros	16	1	4	2	3	2	2	0	0	0	2	0	0	0	0	9	3	4
	6.3	3.1	9.5	4.2	13.3	6.2	12.0	0.0	0.0	0.0	14.5	0.0	0.0	0.0	0.0	7.6	6.5	4.3
De 120.001 a 180.000 euros	17	1	2	1	2	2	3	1	0	1	0	1	2	0	0	9	3	4
	6.6	2.9	5.2	2.8	10.5	5.8	20.3	13.8	0.0	9.5	0.0	11.3	47.9	0.0	15.8	7.7	7.4	4.5
De 180.001 a 300.000 euros	19	1	7	3	1	2	0	1	1	0	2	0	0	0	0	9	1	9
	7.4	2.9	16.4ta	6.2	7.5	5.5	0.0	11.5	23.9	0.0	13.2	0.0	0.0	3.5	0.0	7.5	1.8	10.3q
De 300.001 a 450.000 euros	8	1	2	2	0	0	3	0	0	0	0	0	0	0	0	4	1	3
	3.0	2.5	4.5	4.3	0.0	0.0	18.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	1.7	3.4
De 450.001 a 600.000 euros	4	0	2	1	1	0	0	0	0	0	0	0	0	0	0	1	1	2
	1.7	0.0	5.4	1.9	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.8	2.4
De 600.001 a 1.200.000 euros	5	0	0	0	1	3	0	0	0	0	1	0	0	0	0	3	0	2
	2.1	0.0	0.0	0.0	6.5	9.4TaB	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	2.5	0.0	2.7
De 1.200.001 a 1.800.000 euros	3	0	0	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1
	1.2	0.0	0.0	2.0	5.3	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.2	1.0
Más de 3.000.000 euros	3	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	3
	1.1	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	0.0	0.0	3.2p
NO QUIERE CONTESTAR	110	11	20	27	8	9	4	3	2	5	9	5	2	4	0	52	22	35
	43.5	34.6	46.9	61.3T	41.1	28.8	27.7	39.1	40.1	49.4	53.7	48.7	52.1	35.8	16.8	43.3	47.0	41.9
				AE														
MEDIA TOTAL	23803863693.36	199767	460313370460	****	16582397011.011367761003.7	245426	56445	15000060121052857.1	179902.02	163951.48	356540.41p							
SD	47161882256.43	152745	830659460043	****	13821396812.512325250966.6	308497	55730	0.00	****64882.4	253669.53	304985.09	703737.25						

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P21. ¿Ha realizado inversiones en este establecimiento en los últimos dos años (2.007 y 2.008)?																		
Si, en 2007	86	9	16	19	7	7	13	2	0	4	5	2	1	0	0	40	16	29
	34.1	30.0	36.8	42.6e	35.1	23.5	82.1	23.1	5.0	35.5	30.6	19.2	35.0	3.5	15.8	33.3	34.7	34.8
Si, en 2008	68	7	8	14	7	7	6	2	1	3	7	3	0	2	2	31	9	28
	26.9	21.3	19.7	31.7	33.1	21.9	38.0	25.3	15.1	26.8	40.6	32.8	0.0	15.2	83.2	25.7	19.0	33.0
No	132	18	23	20	11	19	2	4	4	5	8	5	2	10	0	66	26	41
	52.2	58.0	54.8	44.5	53.9	60.8	12.0	63.1	79.8	47.2	46.4	55.9	65.0	81.3	16.8	54.4	54.2	48.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P22B1. ¿Qué importe le ha supuesto el total de inversiones en 2007?																		
1-500	22	1	3	3	3	2	6	0	0	0	2	2	1	0	0	10	6	6
	8.8	3.1	6.1	5.9	15.7	6.1	38.9	0.0	0.0	0.0	10.4	19.2	35.0	0.0	0.0	8.6	12.2	7.3
501-1000	7	2	2	1	0	0	0	0	0	0	2	0	0	0	0	3	1	3
	2.6	6.1	4.7	2.2	0.0	0.0	0.0	0.0	0.0	0.0	16.5	0.0	0.0	0.0	0.0	2.3	2.0	3.5
1001-5000	19	1	3	7	3	1	1	1	0	2	1	0	0	0	0	13	2	5
	7.6	2.7	6.8	15.1a	13.0	2.8	6.1	11.5	0.0	19.0	7.0	0.0	0.0	0.0	15.8	10.5	3.6	5.8
5001-10000	10	3	2	2	0	0	3	0	0	0	0	0	0	0	0	5	2	3
	4.1	9.4e	5.4	4.7	0.0	0.0	18.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	5.2	3.5
10001-25000	11	2	2	4	1	1	1	0	0	0	0	0	0	0	0	1	4	6
	4.4p	5.4	4.5	9.5	6.5	2.8	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	8.1P	7.5P
25001-50000	8	1	2	1	0	1	1	1	0	0	1	0	0	0	0	6	1	2
	3.3	3.3	4.5	2.4	0.0	2.9	6.1	11.5	0.0	0.0	7.2	0.0	0.0	3.5	0.0	4.6	1.7	2.4
>50001	2	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1
	0.9	0.0	2.6	0.0	0.0	0.0	0.0	0.0	5.0	0.0	6.0	0.0	0.0	0.0	0.0	0.8	0.0	1.6
Ns/Nc	172	22	28	26	13	26	4	5	5	7	12	8	2	12	2	82	32	58
	68.2	70.0	65.3	60.1	64.9	85.4Tb	23.8	76.9	95.0	64.5	69.4	80.8	65.0	96.5	84.2	68.4	67.3	68.4
						C												
MEDIA >0	10962	8560.3213035	47209.962852	8127686735	9021500.06000001535	9519136.2118.22	1.00	300003000.00	8914.89	7563.50	15836.39							
SD	37643	9606.1319437	58200.834780	02168610384.9	0.00	0.00	579.5126127.8	0.00	0.00	0.00	0.00	15616.39	10845.78	62507.70				
Base: Solo en 2007	53*	6**	11**	10**	3**	5**	8**	1**	0**	3**	2**	1**	1**	0**	0**	24**	13**	16**
1-500	10	1	2	2	0	1	2	0	0	0	0	1	1	0	0	5	4	0
	18.5	14.9	15.3	16.5	0.0	16.8	27.1	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0	22.8	31.5	2.0
501-1000	6	1	2	1	0	0	0	0	0	2	0	0	0	0	0	3	0	3
	10.9	14.9	18.6	9.2	0.0	0.0	0.0	0.0	0.0	63.4	0.0	0.0	0.0	0.0	0.0	11.7	0.0	18.3
1001-5000	12	1	1	4	3	1	1	0	0	1	1	0	0	0	0	8	2	3
	23.1	13.0	8.8	35.8	100.0	15.9	12.2	0.0	0.0	36.6	54.1	0.0	0.0	0.0	0.0	31.8	13.5	17.4
5001-10000	8	2	1	2	0	0	3	0	0	0	0	0	0	0	0	3	2	3
	15.8	31.2	11.8	19.6	0.0	0.0	36.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.1	19.6	18.4
10001-25000	6	2	2	2	0	1	0	0	0	0	0	0	0	0	0	1	3	3
	12.2	26.0	17.7	18.8	0.0	15.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	21.5	17.6
25001-50000	4	0	2	0	0	0	1	1	0	0	0	0	0	0	0	2	1	1
	7.9	0.0	17.7	0.0	0.0	0.0	12.2	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	9.9	6.3	6.1
>50001	2	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1
	4.5	0.0	10.1	0.0	0.0	0.0	0.0	0.0	100.0	0.0	45.9	0.0	0.0	0.0	0.0	4.2	0.0	8.6
Ns/Nc	4	0	0	0	0	3	1	0	0	0	0	0	0	0	0	1	1	2
	7.0	0.0	0.0	0.0	0.0	51.3	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	7.5	11.5
MEDIA >0	12625	6281.7516496	24581.881734.4	47577794.6640000	0.06000001366	0728210.5200.00	1.00	30000	0.00	8616.07	7588.23	23249.95						
SD	47267	6134.4321777	84791.65435.53	656810394.8	0.00	0.00	599.5539819.4	0.00	0.00	0.00	0.00	16394.78	10730.36	85942.63				
Base: Solo en 2008	34*	4**	4**	6**	2**	5**	1**	1**	1**	2**	4**	2**	0**	2**	2**	15**	5**	14**
Ns/Nc	34	4	4	6	2	5	1	1	1	2	4	2	0	2	2	15	5	14
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0
Base: Si en ambos años simultaneamente	33*	3**	5**	8**	4**	2**	5**	1**	0**	1**	3**	1**	0**	0**	0**	16**	4**	13**
1-500	12	0	1	1	3	1	4	0	0	0	2	1	0	0	0	5	2	6
	37.4	0.0	19.3	10.7	70.8	52.5	78.9	0.0	0.0	0.0	59.0	100.0	0.0	0.0	0.0	30.0	46.7	43.6
501-1000	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
	2.8	32.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.5	0.0
1001-5000	7	0	2	3	0	0	0	1	0	1	0	0	0	0	0	5	0	2
	21.3	0.0	40.5	35.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	31.0	0.0	15.5
5001-10000	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0

10001-25000	5.8	31.7	21.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.9	0.0	0.0	
	5	0	0	2	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	3
25001-50000	13.7	0.0	0.0	26.7	29.2	0.0	21.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.9	26.0	
	4	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
	12.6	36.1	0.0	12.9	0.0	47.5	0.0	0.0	0.0	0.0	41.0	0.0	0.0	0.0	0.0	0.0	0.0	19.4	0.0	8.0	
Ns/Nc	2	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
	6.4	0.0	19.1	14.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	0.0	6.9	
MEDIA >0	8351.813687	0.33327	0.811095	5.53509	4.237965	281.143000	0.002000	0.001241	6.5	1.20	0.00	0.003000	0.00	9376.54	7487.14	7386.64					
SD	1244015592	892334	6510854	96218.3	0.0011355	0.00	0.00	0.001801	8.7	0.00	0.00	0.00	0.00	14883.95	13025.43	9718.37					
Base: Total SI	120	13**	19**	24**	9**	12**	14**	3**	1**	6**	9**	4**	1**	2**	2**	55*	22**	44*			
1-500	22	1	3	3	3	2	6	0	0	0	2	2	1	0	0	10	6	6			
	18.5	7.4	13.4	10.7	34.0	15.7	44.2	0.0	0.0	0.0	19.4	43.5	100.0	0.0	0.0	18.8	26.6	14.0			
501-1000	7	2	2	1	0	0	0	0	0	2	0	0	0	0	0	3	1	3			
	5.5	14.4	10.5	4.0	0.0	0.0	0.0	0.0	0.0	31.2	0.0	0.0	0.0	0.0	0.0	5.1	4.3	6.7			
1001-5000	19	1	3	7	3	1	1	1	0	2	1	0	0	0	0	13	2	5			
	16.0	6.4	15.0	27.2	28.2	7.1	6.9	31.3	0.0	36.0	13.1	0.0	0.0	0.0	19.0	23.1	7.9	11.1			
5001-10000	10	3	2	2	0	0	3	0	0	0	0	0	0	0	0	5	2	3			
	8.5	22.4	11.9	8.4	0.0	0.0	20.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8	11.4	6.7			
10001-25000	11	2	2	4	1	1	1	0	0	0	0	0	0	0	0	1	4	6			
	9.2p	12.8	10.0	17.1	14.0	7.1	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	17.6	14.4P			
25001-50000	8	1	2	1	0	1	1	1	0	0	1	0	0	0	0	6	1	2			
	6.9	7.9	10.0	4.4	0.0	7.4	6.9	31.3	0.0	0.0	13.4	0.0	0.0	18.7	0.0	10.0	3.7	4.7			
>50001	2	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1			
	2.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	25.0	0.0	11.1	0.0	0.0	0.0	1.8	0.0	0.0	3.2			
Ns/Nc	40	4	5	7	2	8	2	1	1	2	4	2	0	2	2	17	6	17			
	33.4	28.7	23.4	28.2	23.8	62.8	13.4	37.4	75.0	32.8	43.0	56.5	0.0	81.3	81.0	30.7	28.5	39.3			
MEDIA >0	10962	8560	3213035	47209	962852	8127686	735.9021500	0.060000	0.01535	9519136	2118.22	1.00	300003000	0.00	8914.89	7563.50	15836.39				
SD	37643	9606	1319437	58200	834780	02168610384	9	0.00	0.00	579.5126127	8	0.00	0.00	0.00	15616.39	10845.78	62507.70				
Base: No en ninguno	132	18**	23**	20**	11**	19**	2**	4**	4**	5**	8**	5**	2**	10**	0**	66*	26**	41*			
Ns/Nc	132	18	23	20	11	19	2	4	4	5	8	5	2	10	0	66	26	41			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P22B2. ¿Qué importe le ha supuesto el total de inversiones en 2008?																		
1-500	20	0	2	2	4	2	5	1	1	1	0	1	0	0	1	6	2	12
	7.8	0.0	4.0	4.2	21.3	6.5	31.2	13.8	15.1	7.8	0.0	7.9	0.0	0.0	56.4	4.9	3.2	14.4tPq
501-1000	6	2	1	2	0	0	0	0	0	0	1	0	0	0	0	4	1	1
	2.3	6.5	2.3	4.4	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	3.0	2.0	1.3
1001-5000	16	1	2	2	0	3	0	1	0	2	2	1	0	1	1	11	2	3
	6.4	2.9	4.6	4.8	0.0	9.3	0.0	11.5	0.0	19.0	11.6	15.3	0.0	11.7	26.7	8.9	5.0	3.7
5001-10000	8	0	3	2	0	1	1	0	0	0	1	0	0	0	0	4	1	3
	3.1	0.0	6.7	4.2	0.0	2.8	6.8	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	3.2	2.3	3.4
10001-25000	6	1	0	3	1	0	0	0	0	0	1	0	0	0	0	2	0	4
	2.4	3.1	0.0	6.9b	6.5	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	1.3	0.0	5.3
25001-50000	6	2	0	1	0	1	0	0	0	0	1	1	0	0	0	3	1	2
	2.4	5.9	0.0	2.4	0.0	3.3	0.0	0.0	0.0	0.0	7.2	9.6	0.0	0.0	0.0	2.5	2.1	2.4
>50001	3	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2	1
	1.3	2.9	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	3.5	0.0	0.0	4.3P	1.6
Ns/Nc	187	24	35	32	13	24	10	5	5	8	10	6	4	10	0	92	38	58
	74.3	78.7	82.5	73.0	66.9	78.1	62.0	74.7	84.9	73.2	59.4	67.2	100.0	84.8	16.8	76.1	81.0	68.1
MEDIA >0	1435229760.393863.448148.35	24804	79401440.691505.13	1.001419.2745682.89709.7	0.00	18052	788.21	6355.68	50393.80	10911.45								
SD	3835942300.893464.238901.73	54966147563340.37	0.00	0.001119.5892540.6	15830	0.00	0.001622.35	10315.89	88287.04	23986.62								
Base: cod.2 en P21	68*	7**	8**	14**	7**	7**	6**	2**	1**	3**	7**	3**	0**	2**	2**	31*	9**	28**
1-500	20	0	2	2	4	2	5	1	1	1	0	1	0	0	1	6	2	12
	28.9	0.0	20.2	13.1	64.4	29.7	82.2	54.5	100.0	29.1	0.0	24.1	0.0	0.0	67.9	19.1	17.0	43.6
501-1000	6	2	1	2	0	0	0	0	0	0	1	0	0	0	0	4	1	1
	8.4	30.4	11.9	13.8	0.0	0.0	0.0	0.0	0.0	0.0	10.8	0.0	0.0	0.0	0.0	11.9	10.3	3.9
1001-5000	16	1	2	2	0	3	0	1	0	2	2	1	0	1	1	11	2	3
	23.9	13.7	23.2	15.3	0.0	42.6	0.0	45.5	0.0	70.9	28.6	46.7	0.0	77.0	32.1	34.8	26.4	11.1
5001-10000	8	0	3	2	0	1	1	0	0	0	1	0	0	0	0	4	1	3
	11.6	0.0	33.9	13.3	0.0	12.7	17.8	0.0	0.0	0.0	17.3	0.0	0.0	0.0	0.0	12.6	12.1	10.3
10001-25000	6	1	0	3	1	0	0	0	0	0	1	0	0	0	0	2	0	4
	8.9	14.6	0.0	21.8	19.5	0.0	0.0	0.0	0.0	0.0	10.8	0.0	0.0	0.0	0.0	5.1	0.0	15.9
25001-50000	6	2	0	1	0	1	0	0	0	0	1	1	0	0	0	3	1	2
	8.9	27.5	0.0	7.7	0.0	15.0	0.0	0.0	0.0	0.0	17.7	29.3	0.0	0.0	0.0	9.8	11.3	7.1
>50001	3	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2	1
	5.0	13.8	0.0	0.0	16.0	0.0	0.0	0.0	0.0	0.0	14.7	0.0	0.0	23.0	0.0	0.0	22.8	4.8
Ns/Nc	3	0	1	2	0	0	0	0	0	0	0	0	0	0	0	2	0	1
	4.5	0.0	10.9	15.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0	3.3
MEDIA >0	1435229760.393863.448148.35	24804	79401440.691505.13	1.001419.2745682.89709.7	0.00	18052	788.21	6355.68	50393.80	10911.45								
SD	3835942300.893464.238901.73	54966147563340.37	0.00	0.001119.5892540.6	15830	0.00	0.001622.35	10315.89	88287.04	23986.62								

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P23. ¿Cómo financió las inversiones?																		
Recursos propios	90	8	16	19	9	8	9	2	1	6	6	4	0	2	1	40	17	34
	35.8	24.6	37.7	43.7a	46.1	26.9	57.2	25.3	15.1	52.8	33.6	44.1	0.0	15.2	26.7	33.4	35.1	39.7
A través de crédito	28	4	5	4	0	3	5	2	0	0	3	0	0	0	0	11	5	12
	11.1	14.4	12.8	9.6	0.0	9.1	33.2	25.3	5.0	0.0	20.1	0.0	0.0	3.5	0.0	8.8	11.4	14.3
Ayudas y subvenciones	8	2	2	0	2	0	1	0	0	0	0	0	0	0	1	3	2	4
	3.2	5.4	5.0	0.0	8.1	0.0	6.1	0.0	0.0	0.0	0.0	0.0	9.3	0.0	56.4	2.2	4.0	4.3
Otra fórmula	7	1	0	2	0	1	1	0	0	0	1	0	1	0	0	4	0	3
	2.9	3.5	0.0	4.7	0.0	3.2	6.8	0.0	0.0	0.0	7.2	0.0	25.7	0.0	0.0	3.4	0.0	3.9

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P24. ¿Tiene intención de invertir durante los próximos 2 años para mejorar su negocio?																		
Si	88	9	11	18	8	5	11	4	1	6	4	4	1	3	2	41	9	38
	34.9EQ	30.2	26.1	41.7E	42.2	15.6	69.4	60.9	14.2	59.1	24.2	40.8	25.7	22.9	72.3	34.0q	19.3	44.9Q
No	164	22	32	26	11	26	5	3	5	4	13	6	3	9	1	79	38	47
	65.1	69.8	73.9	58.3	57.8	84.4TC	30.6	39.1	85.8	40.9	75.8	59.2	74.3	77.1	27.7	66.0	80.7TpR	55.1

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P25. ¿Podría decirme cuáles son en su opinión las principales fortalezas y oportunidades del comercio de proximidad de la ciudad de Zaragoza? (ENT.- NO LEER)																		
Mejores precios	19	2	4	2	2	2	3	1	0	1	1	1	0	1	0	10	4	5
	7.4	6.4	8.8	3.8	8.1	6.4	15.9	11.5	0.0	8.0	6.0	7.9	9.3	11.2	0.0	8.6	8.0	5.4
Mayor calidad	36	5	5	6	4	6	1	1	1	3	3	1	2	0	0	17	5	14
	14.2	14.7	11.2	13.2	18.6	18.8	5.9	13.8	20.9	24.5	17.4	7.9	47.9	0.0	0.0	13.8	10.2	16.9
Más variedad	8	4	0	3	0	1	0	0	0	0	0	0	0	0	0	4	2	2
	3.1	12.2TB	0.0	6.6b	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	4.2	2.4
Atención al cliente / trato	161	13	23	37	15	20	6	2	3	7	15	6	3	8	1	84	27	51
	63.8A	43.1	53.3	85.1T	78.8	64.9a	34.7	34.7	55.3	65.4	89.4	67.2	90.7	69.8	27.7	69.4	56.4	60.1
Ir a establecimientos donde se pueda comprar de todo	2	1	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1
	0.8	3.1	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.1
Búsqueda de enseñas conocidas	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
Horario de apertura	2	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	1	0
	0.9	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	3.5	0.0	0.7	2.1	0.5
Facilidad de acceso y aparcamiento	3	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1
	1.2	0.0	2.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	56.4	0.7	1.8	1.7
Transporte cómodo de la compra	3	2	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	2
	1.1	6.2T	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	2.4
Proximidad	77	9	8	15	3	16	2	1	2	4	8	4	0	3	2	38	15	24
	30.5	28.5	18.6	33.4	14.5	53.6TA	12.7	13.8	44.7	39.9	47.7	36.7	9.3	22.7	67.3	31.5	31.5	28.5
Trato más personalizado al cliente	16	0	3	3	1	1	4	2	0	1	0	1	0	0	0	10	4	2
	6.3	0.0	5.9	7.3	4.3	3.3	25.5	25.3	0.0	9.5	0.0	9.6	0.0	0.7	15.8	8.1r	8.7	2.4
Trato más especializado al cliente	6	1	0	3	0	0	1	0	0	0	1	0	0	0	0	4	0	2
	2.4	3.2	0.0	7.6tb	0.0	0.0	6.1	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	3.3	0.0	2.4
Trato más cercano al cliente	12	0	2	2	0	2	4	1	0	1	1	0	0	0	0	6	1	5
	4.9	0.0	4.5	4.2	0.0	6.7	22.1	14.7	0.0	7.8	6.1	0.0	0.0	0.0	0.0	4.9	2.3	6.2
Dinamización de la ciudad	7	0	2	1	1	0	1	0	1	0	0	0	0	0	0	4	3	0
	2.7	0.0	5.0	2.8	5.3	0.0	6.8	0.0	23.9	0.0	0.0	0.0	0.0	0.0	0.0	3.0	6.9R	0.0
Especialización del producto	9	1	5	0	0	2	1	0	0	0	0	0	0	0	0	5	2	2
	3.5	2.9	11.6TC	0.0	0.0	5.8	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	4.0	2.2
Exclusividad del producto	7	0	4	0	0	0	0	0	0	0	2	0	0	0	0	4	0	2
	2.6	0.0	9.7TaC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.2	0.0	0.0	0.0	0.0	3.5	0.0	2.7
Horario amplio	3	0	0	0	0	1	1	0	0	0	0	0	1	0	0	2	0	1
	1.4	0.0	0.0	0.0	0.0	3.4	6.1	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	2.0	0.0	1.2
Buena situación geográfica	6	2	2	0	0	2	0	0	0	0	0	0	0	0	0	3	0	3
	2.4	5.6	5.3	0.0	0.0	6.5c	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	3.8
Variedad de productos	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.5	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.9	1.1	0.0	0.0
Mayor profesionalidad	18	2	2	3	3	1	2	0	1	1	1	2	0	0	0	10	3	5
	7.1	6.3	4.4	6.5	13.0	3.1	13.5	0.0	23.9	9.5	4.5	24.9	0.0	0.0	0.0	8.0	6.7	6.0
Mejor servicio post-venta	4	0	1	0	0	0	1	0	0	1	0	0	0	0	0	2	0	1
	1.4	0.0	2.5	0.0	0.0	0.0	9.2	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	1.8	0.0	1.7
Ninguna	9	5	3	0	0	0	0	0	0	0	0	1	0	0	0	3	3	2
	3.4	14.8TCE	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.3	0.0	0.0	0.0	2.5	6.9	2.8
Otros	5	1	1	1	1	0	1	0	0	0	0	0	0	0	0	0	2	3
	1.9	3.4	1.8	2.1	5.2	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9P	3.4P
Total menciones	404	42	63	80	29	54	28	8	9	19	34	15	6	14	5	206	70	128
Total mencionan	243A	26	40	44A	20	31A	16	7	5	11	17	8	4	12	3	117	44	82
MEDIA	1.66	1.59	1.56	1.81	1.48	1.76	1.71	1.14	1.69	1.74	2.02	1.82	1.57	1.20	1.78	1.76r	1.60	1.56
SD	0.84	0.62	0.72	0.83	1.13	0.84	0.96	0.37	0.92	0.76	1.22	0.83	0.58	0.43	0.80	0.87	1.04	0.66

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P26. Principales problemas, dificultades y amenazas del comercio de proximidad en la ciudad de Zaragoza?																		
Precios elevados	21	0	0	5	4	6	0	0	0	2	1	1	1	2	0	11	1	9
	8.3ab	0.0	0.0	10.7a	22.3	18.1t	AB	0.0	0.0	0.0	17.3	4.4	9.6	25.7	16.1	0.0	9.2	10.5
Falta variedad	7	0	0	5	0	1	1	0	0	0	0	0	0	0	0	4	1	2
	3.0	0.0	0.0	11.6Ta	0.0	2.8	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	3.5	2.8
Mala Atención al cliente / trato	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.5	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
No podemos ofrecer de todo como busca el cliente	5	1	0	3	0	0	0	0	0	0	0	0	0	0	0	4	0	1
	1.9	3.0	0.0	7.7Tb	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.8	3.2	0.0	1.1
Hay pocas enseñas conocidas	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Horario de apertura incompatible con el de los clientes	10	2	2	4	0	0	0	0	0	0	1	1	0	0	0	5	2	3
	3.9	6.1	4.5	8.4	0.0	0.0	0.0	0.0	0.0	0.0	4.4	11.3	0.0	3.5	0.0	3.8	4.3	3.8
Dificultades de acceso y aparcamiento	19	3	6	7	1	2	0	0	0	0	0	0	0	0	0	6	3	10
	7.7	8.9	14.5	16.2t	6.5	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	5.6	12.3p
Pocas actividades de ocio	4	0	0	1	0	1	0	0	1	0	0	0	0	0	0	4	0	0
	1.4	0.0	0.0	2.8	0.0	3.5	0.0	0.0	23.9	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0
Transporte incómodo de la compra, van cargados de bolsas	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Comercio disperso, poca concentración	14	1	2	5	0	3	1	0	1	0	0	0	0	1	0	7	1	6
	5.7	2.9	4.5	11.4	0.0	9.3	6.8	0.0	20.9	0.0	0.0	0.0	0.0	12.5	0.0	5.7	2.5	7.5
Falta de profesionalidad de los empleados	4	0	1	0	2	0	0	0	0	0	1	0	0	0	0	3	0	1
	1.6	0.0	2.4	0.0	9.1	0.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	2.3	0.0	1.4
Abusivos precios del alquiler	6	0	0	0	1	2	0	0	0	0	1	0	2	0	0	3	1	1
	2.2	0.0	0.0	0.0	4.3	5.8	0.0	0.0	0.0	0.0	7.2	0.0	47.9	0.0	0.0	2.8	1.9	1.4
Amenaza/Competencia de las grandes superficies/grandes almacenes(sin especificar)	77	10	19	5	5	8	7	3	0	4	6	3	1	6	2	42	16	19
	30.7c	31.6c	43.3c	11.2	25.0	25.2	40.6	49.3	5.0	33.1	37.4	29.4	26.4	47.9	73.3	34.9r	34.5	22.7
Competencia de los comercios de chinos	5	1	3	0	0	2	0	0	0	0	0	0	0	0	0	2	2	1
	2.1	3.0	5.9	0.0	0.0	6.2c	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	4.3	1.2
Precios más bajos de las grandes superficies/grandes almacenes	18	2	0	2	2	3	3	1	1	0	1	2	0	2	0	10	4	4
	7.0b	7.7b	0.0	4.0	8.1	9.1B	18.8	13.8	14.2	0.0	4.4	16.8	0.0	14.3	15.8	8.7	7.8	4.3
Horarios de las grandes superficies/grandes almacenes	15	1	2	1	1	5	1	0	1	0	1	1	0	0	0	8	3	4
	6.0	3.0	5.0	2.1	7.2	17.7Tab	9.2	0.0	20.9	0.0	4.4	8.9	0.0	0.0	0.0	6.7	5.9	5.0
La crisis	11	2	1	1	1	1	0	1	0	0	2	0	0	2	0	6	2	3
	4.3	6.3	2.4	1.9	4.9	3.2	0.0	11.5	0.0	0.0	11.5	0.0	0.0	18.4	0.0	4.7	4.7	3.4
Los impuestos	10	1	1	0	0	0	1	1	0	1	1	1	2	2	0	9	0	1
	4.0	3.3	2.2	0.0	0.0	0.0	5.9	13.8	0.0	9.5	4.4	8.9	47.9	15.8	0.0	7.6qR	0.0	1.1
Pocas ayudas	16	2	2	0	4	1	3	1	0	0	2	0	0	2	0	10	1	6
	6.5c	5.6	4.6	0.0	19.1	2.9	18.8	13.8	0.0	0.0	11.4	0.0	0.0	15.3	10.9	8.1	2.0	6.7
Demasiada competencia	7	1	3	0	0	1	1	0	0	0	0	1	0	0	0	1	1	5
	2.8	2.9	7.4c	0.0	0.0	3.3	5.9	0.0	0.0	0.0	0.0	9.6	0.0	0.0	0.0	0.8	2.1	5.9p
No hay asociaciones entre ellos/Falta unión	3	0	1	0	0	0	1	0	1	0	0	0	0	0	0	2	1	0
	1.3	0.0	1.8	0.0	0.0	0.0	6.8	0.0	15.1	0.0	0.0	0.0	0.0	4.1	0.0	2.0	1.6	0.0
Los políticos no facilitan el trabajo	5	1	2	0	0	0	0	0	0	0	0	1	0	0	0	0	4	1
	1.8	3.1	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.3	0.0	0.0	0.0	0.0	7.9TPr	1.1
Falta protección	3	1	1	0	0	1	0	0	0	0	0	0	0	0	0	1	1	1
	1.1	2.9	2.4	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.9	1.1
Falta publicidad	3	0	0	0	0	0	0	0	0	2	0	1	0	0	0	2	0	1
	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.5	0.0	13.6	0.0	0.0	0.0	1.5	0.0	1.5
Mala actitud clientes/exigencias	6	1	3	0	0	0	0	0	0	0	2	0	0	0	0	2	1	3
	2.3	2.9	6.9c	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.1	0.0	0.0	0.0	0.0	1.7	2.2	3.4
Falta infraestructras	4	1	1	0	0	0	1	1	0	0	0	0	0	0	0	2	2	0
	1.4	2.9	2.0	0.0	0.0	0.0	6.8	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	3.5	0.0
Nada/Ninguna	33	4	4	16	0	4	1	1	0	2	2	0	0	0	0	14	7	12
	13.2	11.9	8.9	36.3TA	0.0	13.2	6.8	13.8	0.0	15.8	11.6	0.0	0.0	0.0	0.0	11.8	15.4	13.9
Otros	6	1	2	0	2	0	0	0	0	0	0	1	0	0	0	4	1	1
	2.3	3.4	5.6	0.0	8.1	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	3.3	2.2	0.9

Ns/Nc	1 0.3	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 7.8	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 0.7	0 0.0	0 0.0
Total menciones	282	32C	52	41	23	36	20	8	5	8	18	13	5	18	3	151	47	84	
Total mencionan	218C	27C	39C	28	20	27C	15	6	5	8	15	10	4	12	3	105	40	73	
MEDIA	1.29r	1.17	1.32	1.46	1.15	1.34	1.35	1.32	1.00	1.00	1.23	1.31	1.48	1.52	1.16	1.44tQR	1.17	1.15	
SD	0.59	0.46	0.62	0.64	0.36	0.71	0.63	0.80	0.00	0.00	0.44	0.66	0.59	0.89	0.47	0.71	0.43	0.39	

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P27. ¿estaría dispuesto a establecer convenios para incrementar la demanda en la zona de su establecimiento con:																		
otros comerciantes?	146	17	24	31	15	15	6	2	4	5	9	4	2	10	2	75	27	44
	57.9	54.7	55.6	71.4t	73.9	49.8	38.2	26.2	71.1	48.9	56.4	38.4	42.9	83.5	84.2	62.4	57.9	51.6
empresarios de ocio y restauración?	107	15	19	28	6	10	3	1	3	5	7	2	2	6	1	61	13	33
	42.5q	48.4	43.6	63.6T	32.2	31.9	20.3	11.5	50.2	48.9	39.2	19.2	42.9	53.3	27.7	50.9Qr	28.0	38.5
el Ayuntamiento?	134	20	21	30	9	14	5	4	3	4	10	4	3	6	1	72	20	42
	53.1	63.6	49.9	67.1t	44.3	46.3	32.1	60.9	50.2	39.4	56.8	42.5	90.7	48.4	43.6	60.1Q	41.8	49.4
NO QUIERE ESTABLECER CONVENIOS	82	9	16	12	2	14	9	3	2	5	5	4	0	2	0	34	17	31
	32.5	30.1	38.1	26.6	9.1	44.4	55.9	39.1	28.9	41.6	30.4	40.0	9.3	16.5	0.0	28.2	36.6	36.1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P28. ¿Con cual preferiria establecer convenios?																		
otros comerciantes?	67	7	12	17	4	10	3	2	1	2	3	2	1	3	1	41	9	17
empresarios de ocio y restauración?	26.7	23.9	27.2	39.5t	20.5	31.0	20.3	26.2	20.9	15.8	17.1	20.9	17.1	27.3	27.7	34.2qR	19.0	20.5
el Ayuntamiento?	13	2	2	2	1	1	0	0	1	0	1	1	0	2	0	4	4	5
	5.3	6.3	5.5	4.9	6.5	3.3	0.0	0.0	15.1	0.0	6.0	9.6	0.0	14.3	0.0	3.3	8.6	6.2
	35	6	6	10	1	2	1	0	1	3	3	0	1	1	0	20	4	11
	13.7	18.1	13.4	23.1e	5.3	6.2	5.9	0.0	14.2	23.6	20.5	0.0	25.7	11.7	0.0	16.3	8.8	12.8
Ns/Nc	137	16	23	14	13	18	12	5	3	7	9	7	2	6	2	56	30	51
	54.3c	51.6c	53.9c	32.5	67.8	59.5c	73.8	73.8	49.8	60.6	56.4	69.5	57.1	46.7	72.3	46.2	63.7p	60.5p
Base: >1 codigo en P27	115	15**	20**	30**	6**	12**	4**	2**	3**	4**	7**	3**	2**	6**	1**	65*	17**	33*
otros comerciantes?	67	7	12	17	4	10	3	2	1	2	3	2	1	3	1	41	9	17
empresarios de ocio y restauración?	58.5	49.4	59.0	58.5	63.5	76.5	77.5	100.0	41.6	40.1	39.3	68.5	40.0	51.1	100.0	63.5	52.2	52.0
el Ayuntamiento?	13	2	2	2	1	1	0	0	1	0	1	1	0	2	0	4	4	5
	11.5	13.1	12.0	7.3	20.1	8.1	0.0	0.0	30.1	0.0	13.7	31.5	0.0	26.9	0.0	6.2	23.6	15.7
	35	6	6	10	1	2	1	0	1	3	3	0	1	1	0	20	4	11
	30.0	37.5	29.0	34.2	16.5	15.3	22.5	0.0	28.3	59.9	47.0	0.0	60.0	22.0	0.0	30.3	24.2	32.3

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

P29.1. ¿En qué grado considera interesante poder participar?

PRIORIZAR LA VENTA DE LOS PRODUCTOS AUTÓCTONOS DE ZARAGOZA FRENTE A OTROS PRODUCTOS

1	26	0	4	2	3	5	1	1	1	3	5	2	0	0	0	14	2	10
	10.4a	0.0	8.7a	5.0	17.0	15.1A	5.9	13.8	20.9	26.0	28.3	17.5	0.0	0.0	0.0	11.7	5.2	11.5
2	9	0	5	1	1	0	1	0	0	0	1	0	0	0	0	4	1	4
	3.6	0.0	11.6Tace	2.2	4.9	0.0	6.1	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	3.3	2.1	4.8
3	5	1	4	0	0	0	0	0	0	0	0	0	0	0	0	3	1	1
	2.1	2.9	10.3TCe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	2.4	1.7
4	8	1	1	2	1	2	0	0	0	0	0	1	0	0	0	5	1	2
	3.2	3.2	2.6	4.7	5.3	6.0	0.0	0.0	0.0	0.0	0.0	9.6	0.0	0.0	0.0	4.2	2.2	2.2
5	25	6	5	4	0	5	0	0	1	2	0	1	0	2	0	11	6	8
	10.1	20.8t	10.6	8.4	0.0	15.8	0.0	0.0	23.9	15.6	0.0	8.9	0.0	15.8	0.0	9.0	13.5	9.6
6	6	0	1	1	0	1	1	0	0	1	0	1	1	0	0	4	2	1
	2.6	0.0	2.4	2.1	0.0	3.3	6.8	0.0	0.0	9.5	0.0	7.9	17.1	0.0	0.0	3.0	4.5	0.9
7	22	4	4	3	1	2	3	0	0	1	2	0	0	2	0	11	6	5
	8.9	12.0	9.8	7.1	5.2	6.6	18.8	0.0	0.0	7.8	10.5	0.0	0.0	18.4	16.8	9.1	13.3	6.1
8	45	5	8	8	6	4	3	1	1	2	2	2	3	0	1	19	6	21
	18.0	15.0	18.0	19.3	32.5	12.7	15.9	13.8	20.2	15.8	10.5	21.5	73.6	0.7	56.4	15.9	12.0	24.4
9	21	5	1	5	1	2	4	0	0	1	2	0	0	0	0	9	5	7
	8.4	16.6B	2.3	11.5	4.3	6.7	21.8	0.0	0.0	7.8	14.5	0.0	9.3	0.0	0.0	7.9	10.8	7.9
10	83	9	10	17	6	10	4	5	2	2	5	3	0	8	1	40	16	26
	32.8	29.4	23.8	39.8	30.9	33.7	24.7	72.4	35.1	17.5	29.1	34.5	0.0	65.0	26.7	33.6	34.2	31.0
TB (7+8+9+10)	172	23	23	34	14	18	13	6	3	5	11	5	3	10	3	80	33	59
	68.1b	73.0	53.9	77.7Be	72.8	59.7	81.2	86.2	55.3	48.9	64.6	56.1	82.9	84.2	100.0	66.5	70.3	69.4
MEDIA (7+8+9+10)	8.96	8.87	8.74	9.08	8.84	9.13	8.65	9.68	9.27	8.72	8.96	9.23	8.11	9.33	8.37	8.99	8.94	8.92
SD	1.13	1.14	1.22	1.07	1.10	1.13	1.19	0.80	1.18	1.24	1.18	1.08	0.39	1.31	1.35	1.14	1.21	1.08
MB (4+6)	40	7	7	7	1	8	1	0	1	3	0	3	1	2	0	20	9	11
	15.8	24.0	15.6	15.2	5.3	25.2	6.8	0.0	23.9	25.1	0.0	26.4	17.1	15.8	0.0	16.2	20.1	12.7
MEDIA 4+6)	4.96	4.87	4.99	4.83	4.00	4.89	6.00	0.00	5.00	5.38	0.00	4.94	6.00	5.00	0.00	4.92	5.11	4.90
SD	0.61	0.37	0.61	0.70	0.00	0.64	0.00	0.00	0.00	0.61	0.00	1.04	0.00	0.00	0.00	0.68	0.60	0.51
BB (0+1+2+3)	41	1	13	3	4	5	2	1	1	3	6	2	0	0	0	21	5	15
	16.1A	2.9	30.5TAC	7.1	21.9	15.1a	12.0	13.8	20.9	26.0	35.4	17.5	0.0	0.0	0.0	17.3	9.6	17.9
MEDIA (0+1+2+3)	1.48	3.00	2.05	1.30	1.23	1.00	1.51	1.00	1.00	1.00	1.20	1.00	0.00	0.00	0.00	1.46	1.71	1.46
SD	0.72	0.00	0.82	0.56	0.48	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.00	0.73	0.95	0.68
MEDIA TOTAL	7.12b	7.73B	6.12	7.88B	6.91	6.83	7.61	8.48	6.53	5.87	6.22	6.66	7.75	8.64	8.37	7.03	7.47	7.07
SD	3.03	2.16	3.20	2.59	3.42	3.22	2.65	3.32	3.77	3.46	3.95	3.47	1.00	2.03	1.35	3.12	2.66	3.11
Mediana	8	8T	6T	8T	8	7T	8	9	6	6	7	7	7	8	8	7	8Tp	8T
Máximo	10	10T	10T	10T	10	10T	10	10	10	10	10	10	9	10	10	10t	10TP	10T
Mínimo	1	3T	1	1	1	1t	1	1	1	1	1	1	6	5	7	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.2. ¿En qué grado considera interesante poder participar?																		
ADAPTACIÓN Y AMPLIACIÓN DE HORARIOS																		
1	82	6	15	10	7	13	6	3	1	5	9	4	0	1	0	44	15	23
	32.5	19.4	35.6	21.8	34.9	43.6AC	39.7	48.5	23.9	49.4	54.4	37.7	9.3	11.7	0.0	36.2	32.1	27.5
2	9	0	1	2	1	1	0	0	0	2	2	0	0	1	0	6	2	2
	3.7	0.0	2.2	4.8	4.9	2.8	0.0	0.0	0.0	19.0	10.4	0.0	0.0	5.7	0.0	4.8	4.1	1.9
3	13	1	3	3	1	4	0	0	1	0	0	1	0	0	0	10	3	1
	5.3r	2.7	6.2	6.9	5.3	12.6	0.0	0.0	20.9	0.0	0.0	7.9	0.0	0.0	0.0	8.0R	6.3r	0.9
4	8	3	0	2	1	1	0	1	0	0	1	0	0	0	0	6	2	1
	3.3	8.7b	0.0	4.6	6.1	3.2	0.0	11.5	0.0	0.0	4.4	0.0	0.0	0.0	0.0	4.9	3.3	1.2
5	44	8	8	10	2	5	2	0	1	2	0	2	0	4	1	15	12	18
	17.6	26.5	18.3	22.2	11.6	16.6	12.9	0.0	14.2	15.8	0.0	23.2	0.0	29.6	26.7	12.1	25.4P	21.0p
6	22	4	2	3	4	2	2	1	0	0	2	1	1	0	0	10	4	8
	8.8	12.9	4.1	7.3	20.7	5.7	12.7	14.7	5.0	0.0	12.1	9.6	17.1	0.0	16.8	8.0	8.8	9.8
7	18	3	5	2	0	1	2	2	0	0	2	0	0	0	1	5	3	11
	7.3	9.7	12.1	4.4	0.0	3.2	12.9	25.3	0.0	0.0	12.8	0.0	0.0	0.0	56.4	4.0	6.1	12.8P
8	26	2	2	5	0	3	2	0	2	1	0	1	3	5	0	15	3	8
	10.4	6.0	4.6	12.3	0.0	9.5	15.1	0.0	36.0	7.8	0.0	13.6	73.6	41.4	0.0	12.2	6.9	9.9
9	8	1	3	1	1	1	1	0	0	0	0	1	0	0	0	3	2	4
	3.3	2.5	6.9	2.2	4.3	2.8	6.8	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	2.2	3.9	4.4
10	19	4	4	6	2	0	0	0	0	1	1	0	0	1	0	9	1	9
	7.7	11.6e	10.0e	13.5E	12.2	0.0	0.0	0.0	0.0	8.0	6.0	0.0	0.0	11.7	0.0	7.5	3.0	10.7
TB (7+8+9+10)	73	9	14	14	3	5	6	2	2	2	3	2	3	6	1	31	9	32
	28.8	29.9	33.5e	32.4	16.4	15.5	34.7	25.3	36.0	15.8	18.8	21.5	73.6	53.1	56.4	25.9	19.9	37.8pQ
MEDIA (7+8+9+10)	8.40	8.54	8.44	8.77	9.74	7.97	7.82	7.00	8.00	9.01	7.96	8.37	8.00	8.44	7.00	8.52	8.19	8.34
SD	1.14	1.37	1.29	1.17	0.53	0.70	0.81	0.00	0.00	0.00	1.69	0.67	0.00	0.90	0.00	1.08	1.09	1.23
MB (4+6)	75	15	10	15	8	8	4	2	1	2	3	3	1	4	1	30	18	27
	29.7	48.1TB	22.4	34.1	38.5	25.6	25.5	26.2	19.3	15.8	16.5	32.8	17.1	29.6	43.6	25.0	37.5	32.0
MEDIA 4+6)	5.18	5.09	5.18	5.08	5.38	5.10	5.50	5.12	5.26	5.00	5.47	5.29	6.00	5.00	5.39	5.13	5.15	5.27
SD	0.62	0.69	0.41	0.60	0.80	0.62	0.57	0.00	0.00	0.00	1.11	0.55	0.00	0.00	0.00	0.72	0.57	0.53
BB (0+1+2+3)	105	7	19	15	9	18	6	3	2	7	11	4	0	2	0	59	20	26
	41.5Ar	22.1	44.0a	33.5	45.1	59.0tA	39.7	48.5	44.7	68.4	64.7	45.6	9.3	17.4	0.0	49.1R	42.5	30.3
MEDIA (0+1+2+3)	1.34	1.24	1.33	1.55	1.34	1.47	1.00	1.00	1.93	1.28	1.16	1.35	1.00	1.33	0.00	1.42	1.39	1.12
SD	0.70	0.71	0.73	0.84	0.72	0.85	0.00	0.00	1.30	0.48	0.39	0.86	0.00	0.65	0.00	0.76	0.75	0.42
MEDIA TOTAL	4.51e	5.27E	4.58	5.09E	4.27	3.41	4.52	3.60	4.76	3.09	3.15	4.15	7.01	6.19	6.30	4.19	4.16	5.17tPq
SD	3.06	2.80	3.28	3.09	3.20	2.63	3.13	2.88	3.10	3.09	2.98	3.03	2.44	2.88	1.11	3.10	2.75	3.09
Mediana	4	5T	4T	5T	4	2T	4	1	4	1	1	3	7	5	6	3	4Tp	5t
Máximo	10	10T	10T	10T	10	9T	9	7	8	10	10	9	8	10	7	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	1	1	1	1	1	1	5	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.3. ¿En qué grado considera interesante poder participar?																		
FOMENTAR EL COMERCIO DE PROXIMIDAD ON-LINE, DIRECTORIOS ON-LINE DEL COMERCIO, COMO LLEGAR																		
1	27	1	6	4	0	6	1	2	0	2	4	2	0	0	0	12	7	8
	10.6	3.1	14.5	9.2	0.0	18.5a	6.8	27.6	0.0	15.6	21.3	15.8	0.0	0.7	0.0	9.9	14.5	9.5
2	12	3	2	1	2	2	1	1	0	1	0	0	0	0	0	4	4	5
	4.8	10.7	4.3	2.4	8.1	5.7	6.1	11.5	0.0	7.8	0.0	0.0	0.0	0.0	0.0	3.0	8.5	5.4
3	2	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	1
	0.9	0.0	0.0	0.0	0.0	2.8	6.8	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.3	2.3	1.0
4	5	0	1	1	0	1	0	0	0	0	1	1	0	0	0	3	2	0
	2.0	0.0	2.5	2.2	0.0	3.4	0.0	0.0	0.0	0.0	5.7	11.3	0.0	0.0	0.0	2.5	4.6r	0.0
5	35	4	12	5	3	2	1	0	0	3	2	0	0	2	0	16	10	10
	14.0	14.2	28.9TC	10.8	15.8	6.2	9.2	0.0	0.0	26.0	10.4	0.0	0.0	20.2	10.9	13.1	20.8	11.5
			E															
6	25	5	3	5	3	4	0	1	2	1	0	1	0	0	0	16	3	6
	9.7	15.7	7.4	11.0	13.4	12.2	0.0	13.8	36.0	9.5	0.0	9.6	0.0	0.0	16.8	13.1	6.2	7.0
7	28	5	2	4	1	6	1	1	1	0	3	2	1	0	1	9	6	13
	10.9	15.2	4.2	8.7	5.2	19.6B	5.9	11.5	25.9	0.0	20.5	15.8	17.1	0.0	56.4	7.6	12.2	14.9
8	32	4	7	7	1	3	1	0	0	1	4	1	1	2	0	16	3	13
	12.8	11.5	16.0	15.2	6.5	10.2	6.8	0.0	0.0	7.8	23.5	13.6	35.0	15.3	15.8	13.4	5.9	15.7
9	17	3	1	4	2	1	4	0	0	0	2	0	0	0	0	12	1	4
	6.8	9.0	2.2	10.2	8.1	2.8	27.1	0.0	0.0	0.0	12.6	0.0	0.0	0.0	0.0	9.9	2.0	5.0
10	69	6	9	13	8	6	5	2	2	4	1	3	2	7	0	33	11	25
	27.3	20.7	20.0	30.2	43.1	18.5	31.4	35.5	38.1	33.3	6.0	33.8	47.9	60.3	0.0	27.2	23.0	29.8
TB (7+8+9+10)	146	17	18	28	12	16	11	3	4	4	10	6	4	9	2	70	20	55
	57.8bq	56.3	42.4	64.3B	62.8	51.1	71.2	47.1	64.0	41.1	62.6	63.3	100.0	75.6	72.3	58.1q	43.2	65.5Q
MEDIA (7+8+9+10)	8.87	8.62	8.90	8.96	9.42	8.40	9.18	9.26	8.78	9.62	8.07	8.82	8.79	9.60	7.22	8.98	8.83	8.76
SD	1.20	1.26	1.14	1.14	1.01	1.36	0.96	1.55	1.74	0.89	1.00	1.43	1.43	0.85	0.00	1.11	1.37	1.26
MB (4+6)	65	9	17	11	6	7	1	1	2	4	3	2	0	2	1	35	15	16
	25.8	29.9	38.8t	24.1	29.2	21.9	9.2	13.8	36.0	35.5	16.1	20.9	0.0	20.2	27.7	28.7	31.5	18.6
MEDIA 4+6)	5.30	5.52	5.13	5.37	5.46	5.40	5.00	6.00	6.00	5.27	4.65	4.92	0.00	5.00	5.61	5.37	5.05	5.38
SD	0.61	0.53	0.50	0.68	0.55	0.81	0.00	0.00	0.00	0.51	0.60	1.41	0.00	0.00	0.00	0.65	0.60	0.50
BB (0+1+2+3)	41	4	8	5	2	8	3	3	0	3	4	2	0	1	0	16	12	13
	16.4	13.8	18.8	11.6	8.1	27.0c	19.7	39.1	0.0	23.4	21.3	15.8	0.0	4.3	0.0	13.2	25.3p	16.0
MEDIA (0+1+2+3)	1.41	1.78	1.23	1.21	2.00	1.42	2.00	1.29	0.00	1.33	1.00	1.00	0.00	2.65	0.00	1.28	1.52	1.47
SD	0.60	0.48	0.45	0.45	0.00	0.71	1.00	0.58	0.00	0.61	0.00	0.00	0.00	0.00	0.00	0.52	0.69	0.64
MEDIA TOTAL	6.73q	6.75	5.99	7.20b	7.66	5.86	7.39	5.70	7.78	6.14	6.01	6.77	8.79	8.37	6.77	6.93Q	5.79	6.97Q
SD	2.97	2.65	3.00	2.84	2.64	3.18	3.14	4.11	1.97	3.49	3.07	3.33	1.43	2.41	1.08	2.88	3.16	2.94
Mediana	7	6T	5T	7T	8	6T	8	5	7	5	6	7	8	8	6	7	5T	7T
Máximo	10	10T	10T	10T	10	10T	10	10	10	10	10	10	10	10	8	10t	10TP	10T
Mínimo	1	1t	1	1	2	1t	1	1	6	1	1	1	7	1	5	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.4. ¿En qué grado considera interesante poder participar?																		
FERIAS COMERCIALES POR ZONAS O BARRIOS (ATIVIDADES PROMOCIONALES)																		
1	35	4	11	4	2	6	0	2	0	1	2	3	0	0	0	13	10	13
	14.1	12.6	26.7TC	9.0	10.5	18.6	0.0	27.6	0.0	7.8	14.2	29.4	0.0	3.5	0.0	10.6	20.9p	15.2
2	9	0	3	2	1	2	0	1	0	0	0	0	0	0	0	6	3	0
	3.5r	0.0	6.3	4.5	7.2	6.4	0.0	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1R	5.8R	0.0
3	5	0	1	1	0	0	0	0	0	0	2	0	0	0	0	5	0	0
	1.9	0.0	2.4	2.4	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	0.0	3.5	16.8	4.1r	0.0	0.0
4	11	1	0	2	1	2	1	0	1	3	0	0	0	0	0	8	2	1
	4.4	3.2	0.0	4.1	5.3	6.7b	6.8	0.0	20.9	26.0	0.0	0.0	0.0	0.7	0.0	6.5r	4.7	1.2
5	42	7	7	2	5	4	2	1	3	1	3	1	0	2	0	17	6	19
	16.8	23.0	16.2	15.7	8.1	15.3	27.9	34.7	15.1	7.8	17.4	7.9	0.0	20.7	10.9	14.1	12.4	23.0
6	28	3	4	5	4	3	1	0	0	1	2	2	1	1	0	13	7	8
	11.0	9.1	9.7	11.8	18.7	10.1	5.9	0.0	5.0	9.5	14.9	20.2	17.1	11.7	0.0	10.8	14.0	9.5
7	24	3	3	4	4	2	3	0	1	1	2	0	1	0	0	8	4	12
	9.4	8.9	7.2	8.0	20.7	6.0	18.6	0.0	20.9	7.8	12.8	0.0	25.7	0.0	15.8	6.5	8.3	14.2p
8	40	5	5	8	3	5	4	0	1	0	1	1	2	3	1	20	5	15
	15.7	17.5	11.7	19.0	13.6	15.7	22.7	0.0	23.9	0.0	7.0	7.9	47.9	27.0	56.4	16.8	10.0	17.2
9	10	0	1	1	0	1	1	0	0	2	3	1	0	0	0	4	1	5
	3.9	0.0	3.3	2.2	0.0	2.8	5.9	0.0	0.0	15.6	15.9	9.6	9.3	0.0	0.0	3.1	2.0	6.1
10	49	8	7	10	3	6	2	2	1	3	1	2	0	4	0	27	10	11
	19.3	25.7	16.6	23.2	15.9	18.4	12.2	26.2	14.2	25.5	6.0	24.9	0.0	32.8	0.0	22.4	22.0	13.5
TB (7+8+9+10)	122	16	17	23	10	13	10	2	3	5	7	4	3	7	2	59	20	43
	48.3	52.0	38.8	52.4	50.2	42.9	59.4	26.2	58.9	48.9	41.7	42.4	82.9	59.8	72.3	48.8	42.3	51.1
MEDIA (7+8+9+10)	8.69	8.82	8.76	8.77	8.22	8.78	8.20	10.00	8.13	9.20	8.36	9.40	7.80	9.10	7.78	8.85R	8.89	8.37
SD	1.19	1.26	1.23	1.20	1.35	1.19	1.16	0.00	1.37	1.17	1.15	0.90	0.76	1.07	0.00	1.16	1.27	1.16
MB (4+6)	81	11	11	14	6	10	7	2	2	5	5	3	1	4	0	38	15	29
	32.1	35.3	25.8	31.6	32.0	32.1	40.6	34.7	41.1	43.3	32.3	28.1	17.1	33.2	10.9	31.4	31.1	33.7
MEDIA 4+6)	5.20	5.17	5.37	5.24	5.42	5.10	4.98	5.00	4.61	4.62	5.46	5.72	6.00	5.33	5.00	5.14	5.30	5.25
SD	0.66	0.59	0.51	0.69	0.83	0.76	0.61	0.00	0.93	0.93	0.55	0.57	0.00	0.60	0.00	0.74	0.74	0.52
BB (0+1+2+3)	49	4	15	7	3	8	0	3	0	1	4	3	0	1	0	24	13	13
	19.5	12.6	35.4TA C	16.0	17.7	25.0	0.0	39.1	0.0	7.8	25.9	29.4	0.0	7.0	16.8	19.8	26.7	15.2
MEDIA (0+1+2+3)	1.38	1.00	1.31	1.59	1.41	1.25	0.00	1.29	0.00	1.00	1.90	1.00	0.00	2.00	3.00	1.67	1.22	1.00
SD	0.67	0.00	0.61	0.80	0.58	0.47	0.00	0.58	0.00	0.00	1.13	0.00	0.00	0.00	0.00	0.81	0.43	0.00
MEDIA TOTAL	6.14b	6.54b	5.25	6.51b	6.11	5.72	6.89	4.86	6.69	6.58	5.75	5.89	7.49	7.35	6.67	6.26	5.73	6.20
SD	2.96	2.90	3.35	2.86	2.78	3.20	1.89	3.74	2.20	3.02	2.83	3.75	1.04	2.54	2.43	2.97	3.28	2.77
Mediana	6	6T	5T	6T	6	5T	7	3	6	6	5	6	7	7	7	6	5T	6T
Máximo	10	10T	10T	10T	10	10T	10	10	10	10	10	10	9	10	8	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	4	1	4	1	1	1	6	1	3	1	1	1

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

P29.5. ¿En qué grado considera interesante poder participar?

TARJETA DE FIDELIZACIÓN, PARA OBTENER VENTAJAS POR COMPRAR EN LOS COMERCIOS DE LA ZONA

1	29	3	9	4	2	7	0	1	0	1	1	2	0	0	0	13	8	9
	11.6	8.6	20.1	9.0	10.5	22.4t	0.0	13.8	0.0	7.8	7.0	21.5	0.0	0.0	0.0	10.7	16.4	10.2
2	4	1	2	0	0	0	1	0	0	0	0	0	0	0	0	2	1	1
	1.4	2.3	4.5	0.0	0.0	0.0	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.1	0.8
3	15	1	1	0	1	2	0	2	2	4	1	0	0	0	0	12	0	3
	6.1c	3.3	2.4	0.0	7.2	6.2c	0.0	34.7	44.7	35.5	7.2	0.0	0.0	0.0	0.0	9.9Q	0.0	4.0
4	6	1	0	2	0	1	0	0	0	2	0	0	0	0	0	4	2	0
	2.2	3.2	0.0	4.0	0.0	3.3	0.0	0.0	0.0	17.3	0.0	0.0	0.0	0.0	0.0	3.1	4.0r	0.0
5	28	5	3	6	1	2	4	1	1	1	3	1	0	2	0	13	8	8
	11.3	14.6	7.2	12.8	4.9	6.4	21.8	11.5	14.2	7.8	18.9	8.9	0.0	19.2	0.0	11.2	15.9	8.9
6	16	2	0	6	1	4	1	0	0	0	1	0	0	0	0	5	2	9
	6.2	6.9b	0.0	14.2tB	5.7	12.0B	5.9	0.0	0.0	0.0	6.0	0.0	0.0	4.1	0.0	4.1	4.0	10.4p
7	31	4	6	3	5	3	2	1	0	0	2	0	2	1	1	16	6	9
	12.1	12.7	13.7	6.5	27.6	9.5	12.7	11.5	5.0	0.0	11.4	0.0	65.0	11.7	32.7	13.2	12.4	10.5
8	56	7	9	11	5	6	3	1	1	0	6	2	0	3	1	21	9	26
	22.2	21.3	22.1	24.4	26.3	19.7	19.4	13.8	15.1	0.0	36.8	25.4	0.0	24.2	56.4	17.6	18.8	30.6P
9	17	1	2	4	1	0	1	0	1	2	2	1	1	0	0	10	2	5
	6.6	2.5	4.6	9.8e	6.5	0.0	9.2	0.0	20.9	15.6	12.6	7.9	35.0	0.0	0.0	8.3	4.1	5.8
10	51	8	11	8	2	6	4	1	0	2	0	3	0	5	0	25	11	16
	20.2	24.5	25.4	19.2	11.3	20.6	24.9	14.7	0.0	16.0	0.0	36.2	0.0	40.8	10.9	20.4	22.3	18.8
TB (7+8+9+10)	154	19	28	26	14	15	11	3	2	3	10	7	4	9	3	71	27	56
	61.2	61.1	65.8	60.0	71.6	49.8	66.2	40.0	41.1	31.6	60.9	69.6	100.0	76.7	100.0	59.4	57.6	65.7
MEDIA (7+8+9+10)	8.57	8.64	8.63	8.70	8.02	8.64	8.70	8.44	8.39	9.51	8.02	9.16	7.70	8.91	7.89	8.60	8.63	8.50
SD	1.14	1.24	1.21	1.06	1.09	1.24	1.22	1.56	0.93	0.59	0.66	1.01	1.13	1.28	1.11	1.18	1.22	1.08
MB (4+6)	50	8	3	14	2	7	4	1	1	3	4	1	0	3	0	22	11	16
	19.7b	24.7B	7.2	31.0t	10.6	21.7b	27.7	11.5	14.2	25.1	24.9	8.9	0.0	23.3	0.0	18.4	23.9	19.3
MEDIA 4+6)	5.20	5.15	5.00	5.33	5.54	5.40	5.21	5.00	5.00	4.31	5.24	5.00	0.00	5.18	0.00	5.05	5.00	5.54
SD	0.63	0.67	0.00	0.72	0.69	0.80	0.46	0.00	0.00	0.58	0.49	0.00	0.00	0.47	0.00	0.64	0.60	0.51
BB (0+1+2+3)	48	4	12	4	3	9	1	3	2	5	2	2	0	0	0	27	9	13
	19.1	14.1	27.0C	9.0	17.7	28.5C	6.1	48.5	44.7	43.3	14.2	21.5	0.0	0.0	0.0	22.2	18.5	15.0
MEDIA (0+1+2+3)	1.71	1.63	1.34	1.00	1.82	1.43	2.00	2.43	3.00	2.64	2.01	1.00	0.00	0.00	0.00	1.96	1.11	1.59
SD	0.93	0.96	0.66	0.00	1.16	0.88	0.00	1.08	0.00	0.87	1.31	0.00	0.00	0.00	0.00	0.98	0.34	0.92
MEDIA TOTAL	6.60	6.78	6.40	6.96	6.66	5.88	7.32	5.13	5.50	5.23	6.47	7.03	7.70	8.04	7.89	6.47	6.37	6.89
SD	2.90	2.80	3.41	2.60	2.64	3.30	2.35	3.23	2.81	3.20	2.33	3.65	1.13	1.99	1.11	2.96	3.10	2.70
Mediana	7	7T	7T	7T	7	6T	7	3	4	3	7	7	7	8	7	7	7Tp	7T
Máximo	10	10T	10T	10T	10	10T	10	10	9	10	9	10	9	10	10	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	2	1	3	1	1	1	7	5	7	1	1	1

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.6. ¿En qué grado considera interesante poder participar?																		
ESTABLECER ZONAS DE DESCANSO (ZONAS WIFI, ZONAS DE LECTURA)																		
1	46	2	10	5	1	12	1	4	1	4	1	4	0	1	0	21	10	16
	18.3a	5.9	24.1A	11.7	5.7	40.6TAC	5.9	62.3	14.2	32.3	7.0	39.1	0.0	5.7	0.0	17.2	20.8	18.4
2	15	1	2	3	1	4	1	0	1	0	0	1	0	0	0	10	1	4
	5.8	2.7	4.1	7.4	7.2	12.2	6.1	0.0	23.9	0.0	0.0	8.9	0.0	3.5	0.0	8.2	2.1	4.4
3	9	0	1	2	0	1	1	2	0	1	1	0	0	0	0	6	1	2
	3.5	0.0	2.2	4.7	0.0	2.9	5.9	23.1	0.0	9.5	6.0	0.0	0.0	0.0	10.9	5.0	1.7	2.2
4	8	2	0	0	1	2	0	0	0	0	0	1	0	0	2	2	4	1
	3.0	5.1	0.0	0.0	5.3	6.3c	0.0	0.0	0.0	0.0	0.0	11.3	0.0	0.0	73.3	1.8	8.3tpr	1.7
5	37	6	8	6	3	1	6	0	0	1	2	1	0	3	0	14	9	14
	14.7e	19.1E	19.0E	14.7e	15.2	2.9	34.7	0.0	0.0	9.5	10.1	15.3	0.0	23.4	0.0	12.0	18.3	16.5
6	22	3	2	8	2	0	0	0	1	2	3	0	0	0	0	12	3	7
	8.8e	9.9e	4.3	18.2t	12.3	0.0	0.0	0.0	25.9	15.6	20.4	0.0	9.3	0.0	0.0	9.7	6.7	8.7
7	20	6	4	2	0	1	2	0	0	1	1	1	1	0	0	9	4	7
	7.9	20.2TC	10.3	5.0	0.0	3.2	12.7	0.0	0.0	8.0	7.2	9.6	17.1	4.1	0.0	7.7	8.1	8.2
8	46	3	6	11	2	5	4	0	2	0	6	1	2	5	0	19	8	19
	18.2	9.4	13.6	25.5a	8.1	15.7	21.8	0.0	36.0	0.0	33.5	7.9	47.9	45.4	15.8	15.6	16.9	22.5
9	19	4	1	1	4	2	1	0	0	2	2	0	1	2	0	10	4	6
	7.7	12.9bc	2.4	2.2	20.4	6.5	6.8	0.0	0.0	15.6	11.4	0.0	25.7	14.3	0.0	8.1	8.5	6.6
10	31	5	9	5	5	3	1	1	0	1	1	1	0	0	0	18	4	9
	12.2	14.9	20.0	10.6	25.7	9.6	6.1	14.7	0.0	9.5	4.4	7.9	0.0	3.5	0.0	14.7	8.5	10.8
TB (7+8+9+10)	116	18	20	19	11	11	8	1	2	4	9	2	3	8	0	55	20	41
	46.0	57.3e	46.3	43.4	54.2	35.0	47.4	14.7	36.0	33.1	56.5	25.4	90.7	67.4	15.8	46.1	42.1	48.0
MEDIA (7+8+9+10)	8.53	8.39	8.69	8.42	9.33	8.64	8.13	10.00	8.00	8.80	8.23	8.24	8.09	8.26	8.00	8.65	8.41	8.42
SD	1.07	1.24	1.27	1.01	0.76	1.03	1.02	0.00	0.00	1.30	0.81	1.63	0.82	0.69	0.00	1.10	1.04	1.03
MB (4+6)	67	11	10	14	6	3	6	0	1	3	5	3	0	3	2	28	16	23
	26.5E	34.1E	23.3	32.9E	32.9	9.3	34.7	0.0	25.9	25.1	30.5	26.6	9.3	23.4	73.3	23.5	33.3	26.9
MEDIA 4+6)	5.22	5.14	5.18	5.55	5.21	4.32	5.00	0.00	6.00	5.62	5.67	4.58	6.00	5.00	4.00	5.33	4.95	5.26
SD	0.63	0.68	0.41	0.52	0.76	0.58	0.00	0.00	0.00	0.61	0.53	0.63	0.00	0.00	0.00	0.63	0.69	0.58
BB (0+1+2+3)	69	3	13	10	3	17	3	6	2	5	2	5	0	1	0	37	12	21
	27.5A	8.6	30.4A	23.7a	12.9	55.8TA	17.9	85.3	38.1	41.8	13.0	47.9	0.0	9.2	10.9	30.4	24.6	25.1
MEDIA (0+1+2+3)	1.46	1.31	1.28	1.70	1.56	1.32	2.00	1.54	1.63	1.46	1.92	1.19	0.00	1.38	3.00	1.60	1.22	1.36
SD	0.71	0.59	0.62	0.82	0.64	0.59	1.00	0.98	0.67	0.95	1.35	0.44	0.00	0.00	0.00	0.77	0.58	0.65
MEDIA TOTAL	5.71E	6.67tE	5.62e	5.88E	6.97	4.16	5.95	2.78	5.06	4.93	6.63	3.88	7.90	6.86	4.52	5.73	5.49	5.80
SD	3.08	2.48	3.35	2.79	2.95	3.53	2.51	3.36	3.11	3.46	2.34	3.17	1.05	2.38	1.98	3.17	3.00	3.02
Mediana	6	6Te	5T	6T	7	2	5	1	4	5	7	2	7	7	4	6	5T	6T
Máximo	10	10T	10T	10T	10	10T	10	10	8	10	10	10	9	10	8	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	1	1	1	1	6	1	3	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.7. ¿En qué grado considera interesante poder participar?																		
SERVICIOS DE ATENCIÓN A LOS NIÑOS, PARQUE INFANTIL, LUDOTECAS																		
1	39	2	12	4	0	9	1	3	0	4	0	3	0	1	0	18	8	13
	15.3	6.0	28.8TAC	9.2	0.0	28.6tAC	5.9	48.5	0.0	34.0	0.0	31.1	0.0	4.9	0.0	15.1	16.5	15.0
2	10	1	2	2	0	2	2	0	0	0	1	0	0	0	0	6	2	2
	3.8	2.7	4.1	4.7	0.0	6.2	12.9	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	4.6	4.4	2.3
3	6	0	1	1	2	1	0	0	0	0	1	0	0	0	0	2	3	1
	2.3	0.0	2.2	2.2	10.5	2.8	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	1.6	6.2	1.2
4	7	0	0	0	0	3	0	0	0	0	1	2	0	0	1	3	0	4
	2.8	0.0	0.0	0.0	0.0	9.2taB	0.0	0.0	0.0	0.0	7.0	16.8	0.0	0.0	56.4	2.5	0.0	4.8
						C												
5	27	5	7	4	0	2	3	0	1	2	3	0	0	0	1	14	3	10
	10.8	15.7	17.4	8.6	0.0	6.4	15.9	0.0	14.2	17.3	16.2	0.0	0.0	3.5	27.7	11.3	6.7	12.3
6	17	3	3	6	2	1	0	0	0	0	0	1	1	0	0	8	6	3
	6.7	8.9	7.3	12.9	12.3	3.3	0.0	0.0	5.0	0.0	0.0	9.6	17.1	0.7	0.0	6.7	11.9r	3.8
7	28	7	3	3	1	2	4	1	1	3	3	0	0	0	0	14	5	9
	11.2	21.2bce	6.2	7.0	7.2	6.0	25.5	13.8	15.1	23.6	20.2	0.0	9.3	4.1	0.0	11.9	10.1	10.8
8	39	5	3	8	4	3	2	1	2	1	5	2	0	4	0	16	4	20
	15.6	14.7	6.5	18.1	19.1	9.9	15.1	11.5	41.7	7.8	30.2	19.2	0.0	30.5	15.8	13.4	7.9	23.2pQ
9	17	1	1	3	3	2	1	0	1	1	1	1	3	0	0	11	3	3
	6.8	3.2	2.5	6.7	13.9	6.5	5.9	0.0	23.9	7.8	5.6	7.9	73.6	0.0	0.0	9.3	6.0	3.6
10	62	9	11	13	7	7	3	2	0	1	1	1	0	7	0	28	14	19
	24.6	27.5	24.9	30.7	36.9	21.2	18.8	26.2	0.0	9.5	8.8	15.3	0.0	56.2	0.0	23.5	30.4	22.9
TB (7+8+9+10)	147	21	17	27	15	13	10	4	4	5	11	4	3	11	0	70	26	51
	58.3B	66.7Be	40.1	62.4B	77.2	43.6	65.3	51.5	80.7	48.7	64.8	42.5	82.9	90.8	15.8	58.2	54.4	60.5
MEDIA (7+8+9+10)	8.77	8.55	9.15	8.98	9.04	8.98	8.27	8.75	8.11	8.07	8.05	8.91	8.78	9.19	8.00	8.76	9.04	8.64
SD	1.19	1.34	1.21	1.13	1.08	1.17	1.31	1.56	0.78	1.32	1.02	1.03	0.78	1.10	0.00	1.19	1.23	1.17
MB (4+6)	51	8	11	9	2	6	3	0	1	2	4	3	1	1	2	25	9	18
	20.3	24.6	24.7	21.6	12.3	18.9	15.9	0.0	19.3	17.3	23.3	26.4	17.1	4.3	84.2	20.5	18.6	20.9
MEDIA 4+6)	5.19	5.36	5.30	5.60	6.00	4.69	5.00	0.00	5.26	5.00	4.70	4.73	6.00	5.18	4.33	5.21	5.64	4.95
SD	0.66	0.52	0.48	0.52	0.00	0.83	0.00	0.00	0.00	0.00	0.53	1.24	0.00	0.00	0.64	0.65	0.51	0.66
BB (0+1+2+3)	54	3	15	7	2	12	3	3	0	4	2	3	0	1	0	26	13	16
	21.5a	8.7	35.2ta	16.0	10.5	37.5TA	18.8	48.5	0.0	34.0	12.0	31.1	0.0	4.9	0.0	21.3	27.1	18.5
						C												
MEDIA (0+1+2+3)	1.39	1.31	1.24	1.56	3.00	1.31	1.69	1.00	0.00	1.00	2.50	1.00	0.00	1.00	0.00	1.37	1.62	1.25
SD	0.68	0.58	0.58	0.78	0.00	0.63	0.57	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.63	0.87	0.58
MEDIA TOTAL	6.46be	7.14BE	5.41	7.06B	8.03	5.29	6.52	4.99	7.56	5.13	6.60	5.34	8.30	8.62	4.91	6.46	6.40	6.50
SD	3.16	2.55	3.57	2.95	2.25	3.63	2.89	4.31	1.43	3.43	2.28	3.65	1.41	2.26	1.81	3.16	3.37	3.07
Mediana	7	7T	5T	7T	8	5T	6	2	7	5	6	4	8	8	4	7	6Tp	7T
Máximo	10	10T	10T	10T	10	10T	10	10	9	10	10	10	9	10	8	10t	10TP	10T
Mínimo	1	1t	1	1	3	1t	1	1	5	1	2	1	6	1	4	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.8. ¿En qué grado considera interesante poder participar?																		
PUNTO DE RECOGIDA CENTRALIZADO DE LAS COMPRAS REALIZADAS EN LA ZONA																		
1	65 25.9A	3 9.1	21 48.0TA	8 17.2	2 10.5	10 33.7A	0 0.0	6 85.3	2 35.1	4 32.3	5 31.7	3 31.1	2 47.9	1 4.9	0 0.0	31 25.5	14 29.5	21 24.4
2	12 4.7	0 0.0	3 6.5	2 4.2	1 6.5	3 9.0a	1 6.1	0 0.0	1 23.9	0 0.0	1 6.0	0 0.0	0 0.0	0 0.0	0 0.0	8 6.8	1 2.1	3 3.3
3	18 7.1	3 8.5	3 7.4	2 4.5	4 18.1	1 3.3	2 13.5	0 0.0	0 0.0	1 9.5	2 10.4	0 0.0	0 0.0	0 3.5	0 10.9	8 6.5	2 4.6	8 9.5
4	9 3.4	4 12.2TBC	0 0.0	0 0.0	0 0.0	3 9.7tBC	0 0.0	0 0.0	0 0.0	0 0.0	1 11.3	1 17.1	0 0.7	0 0.0	0 2.8	3 4.6	2 4.6	3 3.5
5	49 19.5	6 18.1	4 9.8	9 19.8	7 33.7	5 15.2	2 12.7	0 0.0	1 15.1	5 42.4	4 24.6	2 23.2	0 0.0	4 33.7	1 56.4	24 19.7	7 15.1	18 21.6
6	30 11.9	6 19.0bE	3 6.0	9 19.9b	4 19.8	1 3.2	1 5.9	0 0.0	0 5.0	2 15.8	1 8.8	1 9.6	0 0.0	2 18.4	0 16.8	13 11.0	7 14.3	10 12.0
7	17 6.8	5 14.5Bc	1 2.0	1 2.5	1 5.3	3 9.5	3 18.8	1 14.7	0 0.0	0 0.0	2 11.5	1 8.9	0 0.0	0 0.0	0 0.0	6 5.2	4 7.9	7 8.6
8	28 11.1	3 9.4	2 4.7	8 17.8b	1 6.1	2 6.9	4 25.1	0 0.0	1 20.9	0 0.0	1 7.0	2 15.8	0 9.3	3 27.0	0 15.8	13 10.7	5 11.2	10 11.5
9	6 2.3	2 5.8	1 2.2	2 4.6	0 0.0	0 0.0	1 5.9	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	4 3.1	1 2.0	1 1.1
10	18 7.2	1 3.4	6 13.5	4 9.5	0 0.0	3 9.6	2 12.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 25.7	1 11.7	0 0.0	10 8.6	4 8.6	4 4.5
TB (7+8+9+10)	69 27.4	10 33.0	10 22.4	15 34.4	2 11.4	8 26.0	10 61.8	1 14.7	1 20.9	0 0.0	3 18.6	2 24.7	1 35.0	5 38.7	0 15.8	33 27.7	14 29.8	22 25.7
MEDIA (7+8+9+10)	8.36	7.94	9.22	8.61	7.54	8.38	8.18	7.00	8.00	0.00	7.38	7.64	9.47	8.60	8.00	8.55	8.38	8.06
SD	1.13	1.06	1.12	1.00	0.67	1.40	1.13	0.00	0.00	0.00	0.59	0.63	0.00	1.04	0.00	1.13	1.20	1.06
MB (4+6)	88 34.8B	15 49.3Be	7 15.7	17 39.7B	11 53.5	9 28.1	3 18.6	0 0.0	1 20.2	6 58.2	6 33.4	4 44.1	1 17.1	6 52.8	2 73.3	40 33.5	16 34.1	31 37.1
MEDIA 4+6)	5.25	5.14	5.38	5.50	5.37	4.77	5.32	0.00	5.25	5.27	5.26	4.96	4.00	5.33	5.23	5.24	5.28	5.23
SD	0.62	0.81	0.53	0.51	0.51	0.68	0.57	0.00	0.00	0.48	0.49	0.79	0.00	0.55	0.00	0.60	0.71	0.61
BB (0+1+2+3)	95 37.8A	5 17.6	27 61.9TA	11 25.9	7 35.1	14 46.0Ac	3 19.7	6 85.3	3 58.9	5 41.8	8 48.0	3 31.1	2 47.9	1 8.4	0 10.9	47 38.8	17 36.1	31 37.2
MEDIA (0+1+2+3)	1.50	1.97	1.34	1.51	2.22	1.34	2.69	1.00	1.40	1.46	1.56	1.00	1.00	1.83	3.00	1.51	1.31	1.60
SD	0.80	1.11	0.69	0.81	0.95	0.63	0.56	0.00	0.59	0.95	0.88	0.00	0.00	0.00	0.00	0.77	0.70	0.88
MEDIA TOTAL	4.69b	5.50BE	3.74	5.54t	4.51	4.13	6.57	1.88	3.56	3.68	3.88	4.39	4.48	6.30	5.43	4.71	4.77	4.61
SD	2.90	2.28	3.40	2.87	1.98	3.07	2.45	2.30	3.05	2.09	2.51	2.71	4.55	2.28	1.75	2.99	3.04	2.71
Mediana	4	5TB	1	5T	4	3T	7	1	2	3	3	4	1	5	4	4	5T	4t
Máximo	10	10T	10T	10T	8	10T	10	7	8	6	8	8	10	10	8	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	2	1	1	1	1	1	1	1	3	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.9. ¿En qué grado considera interesante poder participar?																		
SERVICIO CENTRALIZADO DE REPARTO DE LAS COMPRAS REALIZADAS EN LA ZONA																		
1	56	3	16	8	2	8	1	4	2	2	5	4	2	1	0	26	15	15
	22.1a	8.7	36.8TA	17.6	10.5	25.1a	5.9	52.9	35.1	15.8	31.7	39.1	47.9	4.9	0.0	21.2	30.9	18.3
2	10	0	3	1	0	3	1	0	0	0	2	0	0	0	0	5	2	3
	3.8	0.0	6.7	2.1	0.0	9.0a	6.1	0.0	0.0	0.0	12.0	0.0	0.0	0.0	0.0	3.8	4.3	3.4
3	11	2	2	2	2	1	0	0	0	1	1	0	0	1	0	5	0	7
	4.5	5.3	4.7	4.2	12.4	2.9	0.0	0.0	0.0	9.5	4.4	0.0	0.0	4.3	10.9	4.0	0.2	7.7q
4	8	4	0	0	1	2	1	0	0	0	0	0	1	0	0	4	3	1
	3.4	12.3TBC	0.0	0.0	5.3	6.2c	6.8	0.0	0.0	0.0	0.0	0.0	17.1	0.0	0.0	3.7	6.3	1.3
5	55	6	8	9	6	5	5	0	1	5	3	3	0	3	0	23	13	20
	22.0	19.7	18.8	21.5	32.6	16.3	31.2	0.0	20.2	41.6	19.0	36.2	0.0	21.9	15.8	18.9	26.6	23.8
6	24	4	2	6	2	4	0	0	0	1	0	1	0	4	0	10	4	10
	9.5	12.5	4.2	14.0	11.7	12.3	0.0	0.0	0.0	8.0	0.0	7.9	0.0	33.7	16.8	8.7	8.4	11.4
7	22	4	3	2	3	3	1	0	0	1	3	0	0	0	1	12	3	7
	8.7	14.5	7.2	4.4	16.1	9.9	5.9	0.0	0.0	7.8	17.0	0.0	0.0	0.0	56.4	9.7	7.2	8.0
8	29	6	2	7	0	2	5	0	0	2	3	1	0	1	0	12	4	14
	11.4	20.6Be	4.8	15.4	0.0	5.7	31.4	0.0	0.0	17.3	15.9	7.9	0.0	11.7	0.0	9.6	7.5	16.2
9	10	0	2	3	0	0	1	1	1	0	0	0	0	1	0	9	0	1
	3.9	0.0	4.6	6.5	0.0	0.0	6.8	14.7	20.9	0.0	0.0	0.0	9.3	11.7	0.0	7.1qr	0.0	1.5
10	27	2	5	6	2	4	1	2	1	0	0	1	1	1	0	16	4	7
	10.8	6.3	12.3	14.3	11.3	12.6	5.9	32.4	23.9	0.0	0.0	8.9	25.7	11.7	0.0	13.4	8.6	8.4
TB (7+8+9+10)	88	13	12	18	5	9	8	3	2	3	6	2	1	4	1	48	11	29
	34.8	41.4	28.8	40.7	27.4	28.2	50.0	47.1	44.7	25.1	33.0	16.8	35.0	35.1	56.4	39.7q	23.3	34.1
MEDIA (7+8+9+10)	8.48	7.95	8.76	8.75	8.24	8.54	8.25	9.69	9.53	7.69	7.48	9.06	9.73	9.00	7.00	8.61	8.43	8.30
SD	1.18	1.02	1.29	1.08	1.64	1.44	0.87	0.56	0.65	0.58	0.55	0.00	0.00	0.93	0.00	1.20	1.33	1.10
MB (4+6)	88	14	10	16	10	11	6	0	1	5	3	4	1	7	1	38	19	31
	34.9	44.5b	23.0	35.4	49.7	34.8	38.0	0.0	20.2	49.6	19.0	44.1	17.1	55.7	32.7	31.2	41.3	36.4
MEDIA 4+6)	5.18	5.00	5.18	5.39	5.13	5.17	4.82	0.00	5.00	5.16	5.00	5.18	4.00	5.61	5.52	5.16	5.05	5.28
SD	0.59	0.78	0.41	0.51	0.60	0.74	0.42	0.00	0.00	0.41	0.00	0.44	0.00	0.53	0.00	0.62	0.61	0.53
BB (0+1+2+3)	77	4	21	10	5	11	2	4	2	3	8	4	2	1	0	35	17	25
	30.4a	14.1	48.2TA	23.8	22.9	37.0A	12.0	52.9	35.1	25.3	48.0	39.1	47.9	9.2	10.9	29.0	35.5	29.4
MEDIA (0+1+2+3)	1.42	1.76	1.33	1.44	2.08	1.40	1.51	1.00	1.00	1.75	1.43	1.00	1.00	1.92	3.00	1.41	1.13	1.64
SD	0.74	1.11	0.66	0.82	1.13	0.66	0.00	0.00	0.00	1.21	0.70	0.00	0.00	0.00	0.00	0.73	0.37	0.89
MEDIA TOTAL	5.19	5.77B	4.36	5.82B	5.28	4.73	6.14	5.09	5.62	4.93	4.11	4.20	4.57	6.46	6.08	5.44q	4.45	5.24
SD	2.98	2.34	3.33	3.00	2.46	3.07	2.50	4.70	4.21	2.31	2.85	3.10	4.66	2.34	1.67	3.10	2.91	2.80
Mediana	5	5T	3T	5T	5	4T	5	1	4	4	3	2	1	6	6	5	4T	5t
Máximo	10	10T	10T	10T	10	10T	10	10	10	8	8	10	10	10	7	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	1	1	1	1	1	1	3	1	1	1

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

P29.10. ¿En qué grado considera interesante poder participar?

CONVENIOS CON PARKINGS PARA OFRECER APARCAMIENTO GRATUITO PARA LOS CLIENTES DEL COMERCIO

1	31	0	3	3	0	6	4	3	2	6	2	2	0	1	0	16	8	7
	12.5A	0.0	6.4	6.0	0.0	18.9Ac	24.5	48.5	35.1	51.3	14.1	25.4	0.0	5.7	0.0	13.1	17.8	8.7
2	7	1	0	1	0	2	1	0	0	0	2	0	0	0	0	3	3	1
	2.8	3.9	0.0	1.9	0.0	6.1	6.1	0.0	0.0	0.0	13.0	0.0	0.0	0.0	0.0	2.6	6.4	1.1
3	5	0	1	1	1	2	0	0	0	0	0	0	0	0	0	2	1	2
	2.0	0.0	2.0	2.2	5.3	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	1.8	2.2	2.3
4	5	0	1	2	0	1	0	0	0	0	0	1	0	0	0	2	1	2
	2.0	0.0	2.3	4.6	0.0	3.3	0.0	0.0	0.0	0.0	0.0	9.6	0.0	0.0	0.0	1.6	2.1	2.4
5	17	2	3	0	3	3	0	0	2	3	0	1	0	0	0	8	1	8
	6.8c	6.4c	7.3c	0.0	15.4	9.5C	0.0	0.0	28.9	25.1	0.0	13.6	0.0	4.1	0.0	6.8	2.4	9.4
6	16	3	1	2	2	1	1	0	0	0	2	0	0	3	0	9	2	5
	6.2	11.3	2.4	4.9	9.4	2.8	9.2	0.0	0.0	0.0	11.7	0.0	0.0	22.9	0.0	7.1	3.8	6.2
7	15	1	3	1	1	2	1	1	0	0	2	0	0	2	0	9	0	5
	5.8	3.9	7.7	2.6	5.2	6.2	6.8	13.8	0.0	0.0	10.1	0.0	0.0	15.2	16.8	7.9q	0.0	6.0
8	42	7	6	10	3	4	1	0	1	0	3	2	2	3	1	10	10	22
	16.8P	23.4	13.2	22.9	15.5	12.4	9.2	0.0	15.1	0.0	16.4	19.2	42.9	22.5	56.4	8.7	20.9P	26.1tP
9	18	1	5	1	3	2	1	0	1	1	2	1	0	0	0	8	4	6
	7.0	2.5	12.2c	2.2	13.7	6.4	6.8	0.0	20.9	7.8	11.5	7.9	9.3	0.0	0.0	6.2	9.0	7.0
10	96	15	20	23	7	9	6	3	0	2	4	2	2	3	1	53	17	26
	38.1	48.7e	46.5	52.7t	35.4	28.2	37.6	37.7	0.0	15.8	23.2	24.2	47.9	26.1	26.7	44.3r	35.3	30.7
				E														
TB (7+8+9+10)	171	24	34	35	14	16	10	4	2	3	10	5	4	8	3	81	31	59
	67.7	78.4E	79.6E	80.3t	69.8	53.1	60.3	51.5	36.0	23.6	61.2	51.3	100.0	63.8	100.0	67.1	65.2	69.9
				E														
MEDIA (7+8+9+10)	9.14	9.22	9.22	9.31	9.14	9.06	9.25	9.20	8.58	9.67	8.78	9.10	9.05	8.58	8.37	9.30R	9.22	8.89
SD	1.07	1.05	1.06	1.00	1.04	1.14	1.14	1.57	0.00	0.60	1.18	1.02	1.12	1.33	1.35	1.09	0.92	1.08
MB (4+6)	38	5	5	4	5	5	1	0	2	3	2	2	0	3	0	19	4	15
	15.0	17.7	12.0	9.6	24.9	15.6	9.2	0.0	28.9	25.1	11.7	23.2	0.0	27.0	0.0	15.4	8.3	18.0
MEDIA 4+6)	5.28	5.64	5.01	5.03	5.38	4.97	6.00	0.00	5.00	5.00	6.00	4.59	0.00	5.85	0.00	5.36	5.20	5.21
SD	0.69	0.53	0.69	1.15	0.54	0.70	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.43	0.00	0.68	0.95	0.68
BB (0+1+2+3)	44	1	4	4	1	10	5	3	2	6	5	2	0	1	0	21	12	10
	17.3A	3.9	8.4	10.1	5.3	31.3tA	30.6	48.5	35.1	51.3	27.1	25.4	0.0	9.2	0.0	17.5	26.5R	12.1
				E														
MEDIA (0+1+2+3)	1.40	2.00	1.47	1.62	3.00	1.59	1.20	1.00	1.00	1.00	1.48	1.00	0.00	1.76	0.00	1.36	1.41	1.47
SD	0.70	0.00	1.00	0.92	0.00	0.84	0.45	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.67	0.67	0.84
MEDIA TOTAL	7.22e	8.31tE	8.07E	8.12t	7.88	6.09	6.49	5.22	4.89	4.05	6.48	5.99	9.05	7.21	8.37	7.30	6.82	7.33
				E														
SD	3.15	2.12	2.64	2.73	2.22	3.54	3.85	4.55	3.55	3.71	3.40	3.70	1.12	2.45	1.35	3.23	3.56	2.78
Mediana	8	8T	9T	9T	8	7T	7	2	3	1	7	5	9	7	8	8	7Tp	8T
Máximo	10	10T	10T	10T	10	10T	10	10	9	10	10	10	10	10	10	10t	10TP	10T
Mínimo	1	2T	1	1	3	1t	1	1	1	1	1	1	8	1	7	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

P29.11. ¿En qué grado considera interesante poder participar?

TARJETA DE APARCAMIENTO PARA CARGA Y DESCARGA DE LOS COMERCIANTES EN ZONAS DE ESTABLECIMIENTO REGULADO

1	27	0	2	3	0	6	3	3	2	4	1	2	0	0	0	11	9	7
	10.7a	0.0	5.5	5.9	0.0	19.2Ab	17.7	48.5	35.1	40.1	7.0	25.4	0.0	0.7	0.0	9.2	18.3	8.7
2	5	0	0	0	0	1	2	0	0	0	2	0	0	0	0	2	3	0
	2.1	0.0	0.0	0.0	0.0	3.3	12.9	0.0	0.0	0.0	13.0	0.0	0.0	0.0	0.0	1.8	6.5R	0.0
3	3	1	0	0	0	1	0	0	0	1	0	0	0	0	0	2	1	0
	1.2	3.9	0.0	0.0	0.0	2.9	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	1.6	2.5	0.0
4	2	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2
	0.8	0.0	2.3	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
5	15	1	6	4	2	2	0	0	0	0	0	0	0	0	0	6	5	4
	6.0	3.1	13.5t	8.4	10.5	6.3	0.0	0.0	5.0	0.0	0.0	0.0	0.0	4.1	0.0	5.3	10.7	4.6
6	13	3	0	3	1	2	1	0	0	0	1	0	1	1	0	6	0	7
	5.2	8.7b	0.0	7.4b	5.2	5.7	9.2	0.0	0.0	0.0	4.4	0.0	25.7	11.7	0.0	5.3	0.0	8.1g
7	18	2	2	3	2	1	1	0	1	1	3	0	0	1	0	11	0	7
	7.1g	6.8	5.2	7.4	10.5	2.8	6.8	0.0	15.1	7.8	19.9	0.0	0.0	7.0	16.8	9.2Q	0.0	8.1g
8	43	6	8	9	2	5	3	0	1	1	2	4	1	0	1	15	6	22
	17.0	17.8	17.6	20.4	12.3	16.3	15.9	0.0	23.9	7.8	13.2	40.8	17.1	4.1	56.4	12.5	12.9	25.6tP
9	10	3	2	3	1	0	0	0	0	0	1	0	0	0	0	6	2	2
	4.0	9.1e	4.8	6.0	7.2	0.0	0.0	0.0	0.0	0.0	5.6	0.0	9.3	0.0	0.0	5.2	3.5	2.7
10	115	16	22	20	11	12	6	4	1	4	6	3	2	9	1	60	21	34
	45.7	50.6	51.1	44.5	54.3	40.2	37.6	51.5	20.9	34.8	36.9	33.8	47.9	72.4	26.7	49.9	45.6	39.9
TB (7+8+9+10)	186	26	34	34	17	18	10	4	3	5	13	7	3	10	3	92	29	64
	73.9e	84.3E	78.7e	78.3e	84.4	59.3	60.3	51.5	59.9	50.4	75.5	74.6	74.3	83.5	100.0	76.8g	62.0	76.3
MEDIA (7+8+9+10)	9.20	9.23	9.29	9.12	9.25	9.31	9.13	10.00	8.44	9.23	8.79	8.91	9.41	9.65	8.37	9.25	9.53	8.97
SD	1.10	1.06	1.04	1.11	1.14	1.05	1.21	0.00	1.44	1.31	1.35	1.07	1.07	0.96	1.35	1.11	0.83	1.14
MB (4+6)	30	4	7	7	3	5	1	0	0	0	1	0	1	2	0	13	5	13
	12.1	11.8	15.8	15.7	15.6	15.3	9.2	0.0	5.0	0.0	4.4	0.0	25.7	15.8	0.0	10.6	10.7	15.0
MEDIA 4+6)	5.37	5.74	4.86	5.47	5.33	5.16	6.00	0.00	5.00	0.00	6.00	0.00	6.00	5.74	0.00	5.50	5.00	5.38
SD	0.61	0.52	0.38	0.54	0.57	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.00	0.77
BB (0+1+2+3)	35	1	2	3	0	8	5	3	2	5	3	2	0	0	0	15	13	7
	14.1	3.9	5.5	5.9	0.0	25.4tA	30.6	48.5	35.1	49.6	20.1	25.4	0.0	0.7	0.0	12.6	27.4TPR	8.7
MEDIA (0+1+2+3)	1.33	3.00	1.00	1.00	0.00	1.36	1.42	1.00	1.00	1.38	1.65	1.00	0.00	1.00	0.00	1.40	1.43	1.00
SD	0.64	0.00	0.00	0.00	0.00	0.73	0.55	0.00	0.00	0.87	0.57	0.00	0.00	0.00	0.00	0.73	0.68	0.00
MEDIA TOTAL	7.63e	8.57tE	8.13E	8.06E	8.64	6.65	6.49	5.64	5.66	5.34	7.23	6.90	8.54	8.97	8.37	7.86g	6.83	7.74
SD	3.01	1.89	2.56	2.45	1.81	3.59	3.72	4.87	4.01	4.25	3.17	3.75	1.96	1.88	1.35	2.91	3.70	2.66
Mediana	8	9T	9T	8T	9	7T	7	1	6	3	7	5	9	9	8	9t	8Tp	8T
Máximo	10	10T	10T	10T	10	10T	10	10	10	10	10	10	10	10	10	10t	10TP	10T
Mínimo	1	3T	1	1	5	1t	1	1	1	1	1	1	6	1	7	1	1	1

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

P29.12. ¿En qué grado considera interesante poder participar?

CONVENIOS PARA HACER PUBLICIDAD Y PROMOCIONES CONJUNTAS JUNTO A OTROS COMERCIOS

1	28	1	3	4	3	8	1	3	0	3	1	1	0	0	0	13	9	5
	11.0	3.9	7.6	9.2	15.6	25.1TAB	5.9	41.4	0.0	24.3	7.0	7.9	0.0	0.7	0.0	10.9	19.3R	6.4
2	5	0	1	1	0	1	1	0	0	0	0	0	0	1	0	2	1	2
	2.0	0.0	3.1	2.4	0.0	3.2	6.1	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0	1.3	2.1	2.8
3	3	0	1	1	0	0	1	0	0	0	0	0	0	0	0	1	1	1
	1.1	0.0	2.0	2.2	0.0	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	2.3	1.1
4	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
5	25	3	8	4	1	3	0	1	2	2	1	0	0	0	0	15	2	8
	9.8	8.3	17.9	8.5	4.9	9.0	0.0	20.9	35.1	17.3	7.0	0.0	0.0	4.1	0.0	12.2	4.2	9.4
6	25	4	2	3	6	3	0	0	0	0	2	2	0	1	1	9	4	12
	9.8	14.3	4.5	6.7	29.0	9.7	0.0	0.0	0.0	0.0	10.4	23.2	0.0	11.7	56.4	7.5	8.7	13.9
7	28	2	5	5	2	5	0	0	2	2	2	0	1	0	0	18	4	6
	11.0	6.8	12.3	12.1	10.5	15.8	0.0	0.0	39.0	19.0	14.2	0.0	17.1	4.1	16.8	15.1r	8.5	6.6
8	45	5	4	12	4	4	4	0	0	2	4	5	1	0	0	15	6	25
	18.0	17.5	9.8	26.6b	20.4	12.0	25.1	0.0	5.0	15.6	22.2	47.9	35.0	3.5	15.8	12.2	12.8	29.2TPQ
9	17	5	2	2	0	1	3	0	1	0	1	0	0	2	0	9	3	6
	6.9	15.7tce	5.7	3.9	0.0	2.8	18.6	0.0	20.9	0.0	8.9	0.0	0.0	15.2	0.0	7.3	6.0	6.9
10	76	10	15	13	4	7	6	3	0	3	5	2	2	7	0	39	17	19
	30.0	33.6	34.7	28.5	19.6	22.4	37.6	37.7	0.0	23.8	30.2	20.9	47.9	55.7	10.9	32.8	36.2	22.5
TB (7+8+9+10)	166	23	27	31	10	16	13	3	4	6	13	7	4	9	1	81	30	55
	65.9	73.6e	62.5	71.1	50.5	52.9	81.2	37.7	64.9	58.4	75.5	68.9	100.0	78.5	43.6	67.3	63.4	65.1
MEDIA (7+8+9+10)	8.85	9.04	9.01	8.69	8.57	8.60	9.15	10.00	7.72	8.49	8.73	8.61	8.79	9.56	8.11	8.86	9.10	8.69
SD	1.18	1.05	1.25	1.18	1.26	1.34	0.90	0.00	1.08	1.43	1.22	1.00	1.43	0.85	0.00	1.25	1.16	1.06
MB (4+6)	51	7	11	7	7	6	0	1	2	2	3	2	0	2	1	24	6	21
	20.0	22.6	24.9	15.2	34.0	18.7	0.0	20.9	35.1	17.3	17.4	23.2	0.0	15.8	56.4	19.7	12.9	24.5
MEDIA 4+6)	5.47	5.63	5.08	5.44	5.85	5.52	0.00	5.00	5.00	5.00	5.60	6.00	0.00	5.74	6.00	5.38	5.67	5.51
SD	0.55	0.52	0.55	0.54	0.38	0.55	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.00	0.50	0.51	0.61
BB (0+1+2+3)	36	1	5	6	3	9	3	3	0	3	1	1	0	1	0	16	11	9
	14.1	3.9	12.6	13.7	15.6	28.4TA	18.8	41.4	0.0	24.3	7.0	7.9	0.0	5.7	0.0	13.0	23.7r	10.4
MEDIA (0+1+2+3)	1.30	1.00	1.55	1.49	1.00	1.11	2.05	1.00	0.00	1.00	1.00	1.00	0.00	1.87	0.00	1.21	1.28	1.49
SD	0.62	0.00	0.83	0.82	0.00	0.34	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54	0.66	0.73
MEDIA TOTAL	7.11E	7.96E	7.09	7.20e	6.47	5.90	7.82	5.23	6.77	6.07	7.64	7.40	8.79	8.52	6.92	7.18	6.81	7.17
SD	2.89	2.22	2.90	2.79	2.86	3.42	3.00	4.33	1.65	3.46	2.49	2.43	1.43	2.37	1.67	2.89	3.45	2.54
Mediana	7	8T	7T	7T	6	6T	8	3	6	6	8	7	8	9	6	7	7Tp	7T
Máximo	10	10T	10T	10T	10	10T	10	10	9	10	10	10	10	10	10	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	5	1	1	1	7	1	6	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.13. ¿En qué grado considera interesante poder participar?																		
CONVENIOS PARA COMPRAR PRODUCTOS O SERVICIOS COMUNES JUNTO A OTROS COMERCIOS																		
1	52	3	16	4	5	10	1	4	0	3	4	3	0	0	0	23	13	17
2	20.8c	8.7	36.9TAC	9.2	24.7	33.7AC	6.8	62.3	0.0	24.3	21.1	31.1	0.0	0.7	0.0	18.7	27.6	20.0
3	9	0	3	1	0	0	1	1	1	0	0	1	0	1	0	4	3	2
4	3.5	0.0	7.6	2.4	0.0	0.0	6.1	11.5	23.9	0.0	0.0	7.9	0.0	4.9	0.0	3.2	5.4	2.8
5	9	0	2	2	0	1	1	0	0	0	2	1	0	0	0	5	1	3
6	3.5	0.0	4.7	4.2	0.0	2.8	6.8	0.0	0.0	0.0	12.9	7.9	0.0	0.0	0.0	4.2	2.3	3.0
7	7	2	0	0	0	1	0	0	0	1	1	2	1	0	0	6	1	0
8	2.8	6.2c	0.0	0.0	0.0	2.9	0.0	0.0	0.0	7.8	4.4	20.9	17.1	0.0	0.0	4.9R	2.3	0.0
9	35	3	9	8	5	2	0	0	1	2	4	0	0	2	0	19	5	11
10	14.0	11.0	19.9	18.7	24.6	6.8	0.0	0.0	14.2	19.0	22.0	0.0	0.0	14.3	0.0	16.1	11.4	12.6
1	25	2	1	6	4	5	1	0	1	0	3	1	0	0	0	12	4	9
2	9.9	6.1	2.4	12.5b	19.8	16.6B	5.9	0.0	20.2	0.0	17.7	15.3	9.3	3.5	15.8	9.8	9.4	10.3
3	24	8	3	4	3	1	0	0	1	2	0	0	1	1	0	10	5	9
4	9.4	24.7TBC	6.3	9.8	13.4	3.3	0.0	0.0	20.9	17.3	0.0	0.0	25.7	7.6	16.8	8.2	10.4	10.4
5	37	4	6	8	1	3	7	0	0	2	2	2	0	1	1	14	5	19
6	14.8	12.6	14.0	18.6	7.5	9.7	43.0	0.0	0.0	15.6	10.5	16.8	0.0	11.7	56.4	11.4	10.8	22.0P
7	12	2	1	2	1	0	1	0	1	1	2	0	0	2	0	10	1	1
8	4.9	5.7	2.4	4.4	4.3	0.0	5.9	0.0	20.9	8.0	11.4	0.0	0.0	15.8	0.0	8.7R	2.0	1.1
9	41	8	2	9	1	7	4	2	0	1	0	0	2	5	0	18	9	15
10	16.4b	25.0B	5.7	20.2b	5.7	24.2B	25.5	26.2	0.0	8.0	0.0	0.0	47.9	41.4	10.9	14.7	18.4	17.7
TB (7+8+9+10)	115	21	12	23	6	11	12	2	2	5	4	2	3	9	2	52	20	43
	45.5B	68.0TB	28.4	53.0B	30.8	37.2	74.5	26.2	41.7	48.9	21.9	16.8	73.6	76.5	84.2	43.0	41.6	51.3
MEDIA (7+8+9+10)	8.62	8.46	8.26	8.66	8.07	9.21	8.77	10.00	8.00	8.14	8.52	8.00	8.95	9.19	8.06	8.70	8.68	8.51
SD	1.17	1.34	1.07	1.19	1.25	1.16	0.97	0.00	1.33	1.19	0.59	0.00	1.82	1.09	1.16	1.14	1.30	1.17
MB (4+6)	67	7	10	14	9	8	1	0	2	3	7	3	1	2	0	37	11	19
	26.7	23.3	22.3	31.2	44.5	26.2	5.9	0.0	34.4	26.8	44.1	36.2	26.4	17.9	15.8	30.8	23.1	23.0
MEDIA 4+6)	5.27	5.00	5.11	5.40	5.45	5.52	6.00	0.00	5.59	4.71	5.30	4.85	4.70	5.20	6.00	5.16	5.31	5.45
SD	0.64	0.78	0.33	0.51	0.53	0.73	0.00	0.00	0.00	0.56	0.69	1.17	0.00	0.54	0.00	0.68	0.67	0.51
BB (0+1+2+3)	70	3	21	7	5	11	3	5	1	3	6	4	0	1	0	32	17	22
	27.7A	8.7	49.3TA	15.8	24.7	36.5AC	19.7	73.8	23.9	24.3	34.0	47.0	0.0	5.7	0.0	26.2	35.3	25.7
MEDIA (0+1+2+3)	1.37	1.00	1.35	1.68	1.00	1.15	2.00	1.16	2.00	1.00	1.76	1.51	0.00	1.87	0.00	1.45	1.28	1.34
SD	0.70	0.00	0.66	0.93	0.00	0.55	1.00	0.41	0.00	0.00	1.07	0.87	0.00	0.00	0.00	0.77	0.60	0.69
MEDIA TOTAL	5.71B	7.00TB	4.15	6.54B	5.16	5.30	7.27	3.47	5.74	5.49	4.80	3.81	7.83	8.06	7.73	5.71	5.29	5.96
SD	3.17	2.65	3.10	2.75	2.80	3.62	2.92	4.22	2.70	3.17	2.70	2.69	2.71	2.44	1.39	3.10	3.40	3.14
Mediana	6	7Tb	3t	6T	5	5T	7	1	6	5	5	3	7	8	7	5	5T	6T
Máximo	10	10T	10T	10T	10	10T	10	10	9	10	9	8	10	10	10	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	2	1	1	1	4	1	6	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

TOTAL	AREA GFK														CLUSTERS			
	-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14				
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

P29.14. ¿En qué grado considera interesante poder participar?

CENTRO LOGÍSTICO DE CARGA Y DESCARGA PRÓXIMO A SU ESTABLECIMIENTO JUNTO A OTROS COMERCIOS

1	42	1	7	8	3	7	2	3	1	2	5	3	0	0	0	15	12	15
	16.5A	2.7	16.6a	17.7A	15.7	23.9A	11.8	41.4	14.2	15.8	31.5	31.1	0.0	0.0	0.0	12.8	24.9p	17.2
2	10	1	2	2	1	0	1	0	1	0	0	1	0	1	0	5	2	3
	3.9	2.3	5.3	3.9	7.2	0.0	6.1	0.0	23.9	0.0	0.0	7.9	0.0	5.7	0.0	4.2	3.9	3.5
3	9	0	3	1	0	2	0	0	0	0	2	0	0	0	0	4	1	4
	3.5	0.0	7.2	2.2	0.0	6.2	0.0	0.0	0.0	0.0	12.9	0.0	0.0	3.5	10.9	3.0	2.3	4.9
4	14	2	3	1	0	0	1	0	0	1	2	3	1	0	0	10	2	2
	5.6	6.6	6.6	2.4	0.0	0.0	6.8	0.0	0.0	9.5	13.2	29.8	17.1	0.0	16.8	8.5x	4.6	2.0
5	37	3	5	5	4	6	1	1	1	4	3	1	1	2	0	6	6	14
	14.9	9.4	11.2	12.0	20.5	18.7	6.8	20.9	20.2	33.8	16.0	15.3	25.7	19.3	0.0	14.6	13.1	16.2
6	18	0	3	5	0	4	1	0	0	0	2	0	0	2	0	6	7	4
	7.0	0.0	6.8	11.9A	0.0	12.9A	9.2	0.0	0.0	0.0	10.5	0.0	0.0	18.4	0.0	4.9	15.8tPr	5.0
7	24	5	5	4	0	3	0	2	1	2	0	0	2	0	0	15	5	5
	9.5	15.2	12.1	10.2	0.0	9.6	0.0	26.2	20.9	17.3	0.0	0.0	47.9	0.0	0.0	12.2	9.6	5.6
8	39	9	5	5	2	2	6	0	1	1	3	2	0	3	0	16	5	19
	15.5	29.6Tb	11.6	11.5	11.8	6.7	34.9	0.0	20.9	7.8	15.9	15.8	0.0	27.0	15.8	12.9	10.3	22.0p
9	8	1	0	1	2	2	1	0	0	1	0	0	0	0	0	6	0	2
	3.2	3.2	0.0	2.5	10.4	6.0	5.9	0.0	0.0	8.0	0.0	0.0	9.3	0.0	0.0	5.0	0.0	2.5
10	51	10	10	11	7	5	3	1	0	1	0	0	0	3	1	26	7	18
	20.4	31.0	22.6	25.6	34.5	15.9	18.6	11.5	0.0	7.8	0.0	0.0	0.0	26.1	56.4	21.9	15.6	20.9
TB (7+8+9+10)	122	25	20	22	11	12	10	3	2	4	3	2	2	6	2	63	17	43
	48.6	79.1TB	46.3	49.8	56.6	38.3	59.4	37.7	41.7	40.9	15.9	15.8	57.1	53.1	72.3	52.1q	35.5	51.0
MEDIA (7+8+9+10)	8.71	8.63	8.71	8.87	9.40	8.74	8.72	7.92	7.50	8.15	8.00	8.00	7.32	8.98	9.56	8.70	8.61	8.76
SD	1.20	1.21	1.34	1.27	0.85	1.29	0.96	1.76	0.67	1.32	0.00	0.00	1.04	1.09	0.00	1.24	1.33	1.12
MB (4+6)	69	5	11	12	4	10	4	1	1	5	7	4	2	5	0	34	16	20
	27.4	16.0	24.5	26.4	20.5	31.6	22.7	20.9	20.2	43.3	39.7	45.1	42.9	37.7	16.8	28.0	33.5	23.3
MEDIA 4+6)	5.05	4.59	5.01	5.36	5.00	5.41	5.11	5.00	5.00	4.78	4.93	4.34	4.60	5.49	4.00	4.87	5.33	5.13
SD	0.68	0.55	0.77	0.67	0.00	0.52	0.98	0.00	0.00	0.47	0.84	0.54	0.00	0.57	0.00	0.69	0.73	0.55
BB (0+1+2+3)	60	2	13	10	5	9	3	3	2	2	7	4	0	1	0	24	15	22
	24.0A	4.9	29.2A	23.8A	22.9	30.1A	17.9	41.4	38.1	15.8	44.4	39.1	0.0	9.2	10.9	20.0	31.1	25.7
MEDIA (0+1+2+3)	1.46	1.46	1.68	1.35	1.32	1.41	1.34	1.00	1.63	1.00	1.58	1.20	0.00	2.38	3.00	1.51	1.27	1.52
SD	0.74	0.00	0.88	0.67	0.53	0.86	0.59	0.00	0.67	0.00	0.98	0.47	0.00	0.00	0.00	0.76	0.61	0.81
MEDIA TOTAL	5.97	7.63TB	5.75	6.16	6.65	5.48	6.58	4.45	4.76	5.56	3.93	3.69	6.16	7.06	7.91	6.20q	5.23	6.05
SD	3.12	2.34	3.23	3.25	3.52	3.20	3.07	3.46	2.94	2.76	2.55	2.52	1.77	2.46	3.55	3.04	3.16	3.19
Mediana	6	7T	5T	6T	7	5T	7	3	4	5	3	3	5	6	8	6	5T	6T
Máximo	10	10T	10T	10T	10	10T	10	10	8	10	8	8	9	10	10	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	1	1	1	1	4	2	3	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.15. ¿En qué grado considera interesante poder participar?																		
MEJORA COLECTIVA DE ESCAPARATES JUNTO A OTROS COMERCIOS																		
1	44	5	7	6	0	9	2	4	0	3	5	2	0	0	0	23	10	11
	17.4	17.3	17.2	13.4	0.0	30.7tc	11.8	62.3	0.0	24.3	31.5	17.5	0.0	0.0	0.0	19.1	20.6	13.1
2	11	0	2	3	1	0	1	0	1	0	1	1	0	1	0	7	2	1
	4.3	0.0	4.5	5.8	7.2	0.0	6.1	0.0	20.9	0.0	4.4	15.3	0.0	4.9	0.0	6.1r	5.2	1.2
3	13	1	3	0	4	1	0	0	0	1	1	0	1	1	0	7	1	5
	5.0	2.9	6.9c	0.0	21.7	2.8	0.0	0.0	0.0	9.5	7.2	0.0	25.7	4.3	0.0	5.9	2.0	5.5
4	8	1	3	0	0	3	0	0	0	0	0	1	0	0	0	5	1	2
	3.0	3.2	7.3c	0.0	0.0	8.8c	0.0	0.0	0.0	0.0	0.0	8.9	0.0	0.0	0.0	4.0	1.9	2.3
5	40	4	6	7	4	4	5	0	3	2	1	0	2	0	1	18	7	15
	15.8	12.3	14.6	16.2	22.1	13.1	28.6	0.0	58.9	17.5	8.9	0.0	65.0	0.0	27.7	14.7	14.4	18.2
6	30	3	3	8	2	4	3	0	0	3	2	0	0	2	0	14	6	10
	12.1	9.5	7.5	18.1	10.2	12.3	21.0	0.0	0.0	25.1	13.2	0.0	0.0	18.4	0.0	11.5	13.2	12.3
7	19	4	5	3	0	3	0	0	1	0	0	0	0	1	1	10	1	8
	7.5	14.2	11.5	7.3	0.0	9.9	0.0	0.0	15.1	0.0	0.0	0.0	0.0	7.6	56.4	8.3	1.7	9.5
8	43	4	7	10	2	3	2	1	0	1	5	4	0	3	0	15	11	17
	17.0	12.0	16.4	21.8	12.6	10.2	12.9	11.5	5.0	7.8	29.1	44.6	0.0	27.0	15.8	12.4	22.7	20.3
9	6	2	1	0	1	0	0	0	0	1	1	0	0	0	0	6	0	0
	2.4	6.6c	2.5	0.0	4.3	0.0	0.0	0.0	0.0	8.0	5.7	0.0	9.3	0.0	0.0	4.8r	0.0	0.4
10	39	7	5	8	4	4	3	2	0	1	0	1	0	5	0	16	9	15
	15.6	22.1	11.7	17.3	21.8	12.3	19.7	26.2	0.0	7.8	0.0	13.6	0.0	37.8	0.0	13.3	18.2	17.3
TB (7+8+9+10)	107	17	18	20	8	10	5	3	1	3	6	6	0	9	2	47	20	40
	42.4	54.8e	42.1	46.4	38.7	32.4	32.5	37.7	20.2	23.6	34.8	58.3	9.3	72.4	72.3	38.7	42.6	47.5
MEDIA (7+8+9+10)	8.62	8.67	8.34	8.59	9.24	8.45	9.21	9.39	7.25	9.00	8.16	8.47	9.00	8.94	7.22	8.60	8.82	8.54
SD	1.16	1.28	1.18	1.17	0.98	1.34	1.09	1.18	0.00	1.04	0.41	0.93	0.00	1.22	0.00	1.18	1.07	1.19
MB (4+6)	78	8	13	15	6	10	8	0	3	5	4	1	2	2	1	36	14	28
	30.9	25.0	29.4	34.3	32.4	34.1	49.6	0.0	58.9	42.6	22.1	8.9	65.0	18.4	27.7	30.1	29.6	32.8
MEDIA 4+6)	5.29	5.25	5.01	5.53	5.32	5.10	5.42	0.00	5.00	5.59	5.60	4.00	5.00	6.00	5.00	5.25	5.38	5.30
SD	0.64	0.72	0.74	0.52	0.51	0.82	0.53	0.00	0.00	0.56	0.57	0.00	0.00	0.00	0.00	0.68	0.63	0.61
BB (0+1+2+3)	67	6	12	8	6	10	3	4	1	4	7	3	1	1	0	38	13	17
	26.7	20.2	28.5	19.2	29.0	33.4	17.9	62.3	20.9	33.8	43.1	32.8	25.7	9.2	0.0	31.2r	27.8	19.7
MEDIA (0+1+2+3)	1.54	1.29	1.64	1.30	2.75	1.17	1.34	1.00	2.00	1.56	1.44	1.47	3.00	2.46	0.00	1.57	1.33	1.61
SD	0.80	0.77	0.88	0.49	0.48	0.58	0.59	0.00	0.00	1.05	0.82	0.60	0.00	0.00	0.00	0.80	0.63	0.92
MEDIA TOTAL	5.70	6.32e	5.45	6.14e	6.09	4.87	5.92	4.16	4.83	5.03	4.70	5.77	4.86	7.80	6.60	5.40	5.72	6.11
SD	3.03	3.13	2.97	2.89	2.85	3.15	2.90	4.44	1.89	3.05	3.14	3.52	1.87	2.36	1.35	3.08	3.22	2.83
Mediana	5	6T	5T	6T	5	5T	5	1	3	5	5	5	4	8	6	5	5Tp	6T
Máximo	10	10T	10T	10T	10	10T	10	10	8	10	9	10	9	10	8	10t	10TP	10T
Mínimo	1	1t	1	1	2	1t	1	1	2	1	1	1	3	2	5	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

P29.16. ¿En qué grado considera interesante poder participar?

APLICACIÓN DE LA GUÍA DE BUENAS PRÁCTICAS PARA PODER ACCEDER A SUBVENCIONES

1	26	4	7	4	2	3	1	1	0	3	1	1	0	0	0	11	12	4
	10.4	12.3	16.5	8.1	10.5	10.0	5.9	13.8	0.0	24.3	7.0	7.9	0.0	0.0	0.0	8.7	24.8TPR	4.7
2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	3.5t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
3	5	1	0	1	0	1	0	0	1	0	1	0	0	0	0	2	3	0
	1.9	2.9	0.0	1.9	0.0	2.8	0.0	0.0	20.9	0.0	6.0	0.0	0.0	0.0	0.0	1.7	5.7R	0.0
4	7	0	0	1	2	3	1	0	0	0	0	0	0	0	0	4	1	2
	2.7	0.0	0.0	2.4	9.1	9.6TaB	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	2.3	2.5
5	22	2	6	4	2	3	1	1	0	0	2	1	0	0	0	13	3	6
	8.9	6.6	15.1	8.4	12.4	9.0	6.8	13.8	0.0	0.0	12.9	7.9	0.0	0.0	0.0	10.9	6.2	7.5
6	10	0	3	2	0	1	0	0	1	1	0	1	2	0	0	7	1	2
	4.2	0.0	7.1	5.1	0.0	3.6	0.0	0.0	15.1	7.8	0.0	9.6	42.9	0.0	0.0	5.9	2.3	2.7
7	26	5	5	8	1	3	0	0	0	1	1	0	0	0	2	16	1	10
	10.4q	14.7	12.1	18.8	5.2	9.5	0.0	0.0	0.0	9.5	6.0	0.0	0.0	3.5	73.3	12.9Q	1.6	11.8q
8	39	6	5	6	4	4	6	0	1	0	3	2	2	1	0	11	6	22
	15.4	20.6	11.5	12.5	20.9	12.0	37.1	0.0	23.9	0.0	17.6	19.2	47.9	4.3	0.0	9.5	12.5	25.5TPq
9	17	3	1	3	0	4	0	0	0	3	1	0	0	2	0	8	2	7
	6.6	9.2	2.4	7.0	0.0	12.6b	0.0	0.0	5.0	23.6	4.4	0.0	9.3	15.8	0.0	6.8	4.1	7.7
10	98	9	15	16	8	10	7	5	2	4	8	5	0	9	1	48	19	32
	39.1	30.1	35.2	35.7	42.0	30.9	43.4	72.4	35.1	34.8	46.1	55.4	0.0	76.4	26.7	39.5	40.4	37.7
TB (7+8+9+10)	180	23	26	33	13	20	13	5	4	7	12	7	2	12	3	83	28	70
	71.5q	74.6	61.2	74.0	68.0	65.0	80.6	72.4	64.0	67.9	74.1	74.6	57.1	100.0	100.0	68.7	58.6	82.7TPQ
MEDIA (7+8+9+10)	9.04	8.73	8.99	8.81	9.16	9.00	9.08	10.00	9.18	9.23	9.22	9.48	8.16	9.65	7.80	9.06	9.42	8.86
SD	1.16	1.21	1.27	1.30	1.14	1.15	1.04	0.00	1.12	1.09	1.11	0.94	0.52	0.75	1.70	1.22	0.93	1.15
MB (4+6)	40	2	10	7	4	7	2	1	1	1	2	2	2	0	0	24	5	11
	15.8	6.6	22.2a	15.9	21.5	22.2a	13.5	13.8	15.1	7.8	12.9	17.5	42.9	0.0	0.0	20.0	10.8	12.6
MEDIA 4+6)	5.09	5.00	5.32	5.17	4.58	4.73	4.50	5.00	6.00	6.00	5.00	5.55	6.00	0.00	0.00	5.14	5.00	5.02
SD	0.66	0.00	0.49	0.72	0.57	0.78	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.73	0.67
BB (0+1+2+3)	32	6	7	4	2	4	1	1	1	3	2	1	0	0	0	14	14	4
	12.7R	18.7	16.5	10.1	10.5	12.8	5.9	13.8	20.9	24.3	13.0	7.9	0.0	0.0	0.0	11.3	30.5TPR	4.7
MEDIA (0+1+2+3)	1.33	1.50	1.00	1.38	1.00	1.43	1.00	1.00	3.00	1.00	1.92	1.00	0.00	0.00	0.00	1.38	1.38	1.00
SD	0.73	0.82	0.00	0.90	0.00	0.96	0.00	0.00	0.00	0.00	1.35	0.00	0.00	0.00	0.00	0.76	0.81	0.00
MEDIA TOTAL	7.44q	7.13	6.85	7.48	7.32	7.08	7.98	8.07	7.41	6.98	7.73	8.12	7.24	9.65	7.80	7.41	6.49	8.01Q
SD	2.93	3.10	3.20	2.72	3.08	3.00	2.60	3.57	2.91	3.77	2.91	2.83	1.31	0.75	1.70	2.87	3.78	2.29
Mediana	8	7T	7T	7T	8	7T	7	7	7	8	8	8	6	9	7	8	8Tp	8T
Máximo	10	10T	10T	10T	10	10T	10	10	10	10	10	10	9	10	10	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	1	3	1	1	6	7	7	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.17. ¿En qué grado considera interesante poder participar?																		
APORTAR AL AYUNTAMIENTO JUNTO A OTROS COMERCIANTES MAQUINARIA DE LIMPIEZA PARA MEJORAR LA LIMPIEZA DE SU CALLE																		
1	51	7	7	5	5	8	1	4	2	5	4	3	0	1	0	26	11	14
2	20.3	21.2	15.4	11.1	26.8	24.8	5.9	60.0	44.7	43.3	25.8	31.1	0.0	5.7	0.0	21.6	24.0	16.3
3	7	1	1	2	2	0	0	0	0	0	1	0	0	0	0	4	1	2
4	2.8	3.4	2.4	4.7	11.6	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	3.6	2.2	2.1
5	7	1	3	1	0	0	0	0	0	0	1	0	1	0	0	4	2	1
6	2.8	3.5	8.0t	1.9	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	25.7	0.0	0.0	3.0	4.1	1.7
7	7	1	0	0	0	4	0	0	0	0	1	1	0	0	0	4	1	2
8	2.7	2.9	0.0	0.0	0.0	12.9TBC	0.0	0.0	0.0	0.0	7.0	8.9	0.0	0.0	0.0	3.2	2.1	2.4
9	30	3	4	5	2	8	3	0	0	1	3	1	0	0	0	17	2	10
10	11.9	8.9	8.8	11.3	11.4	25.1Ta	15.9	0.0	0.0	9.5	18.7	9.6	0.0	3.5	15.8	14.4q	4.5	12.4
11	19	2	5	3	1	1	0	0	0	2	2	2	1	0	0	10	5	4
12	7.5	7.0	12.1	7.1	4.3	3.3	0.0	0.0	5.0	15.8	10.1	23.2	17.1	0.0	0.0	8.4	10.5	4.4
13	22	2	5	5	3	2	1	0	2	1	1	0	0	2	0	8	3	11
14	8.8	6.0	10.9	11.2	13.4	6.1	5.9	0.0	36.0	7.8	4.4	0.0	0.0	14.3	0.0	6.6	5.9	13.5
15	36	2	6	7	2	5	5	1	0	2	2	2	0	2	0	13	10	12
16	14.1	6.8	13.7	16.6	8.1	16.0	28.8	13.8	0.0	15.8	12.1	19.2	0.0	18.4	16.8	11.0	22.2p	14.0
17	11	2	1	2	0	2	2	0	0	1	0	0	0	0	1	4	3	4
18	4.4	5.0	2.2	4.0	0.0	5.5	12.7	0.0	0.0	7.8	0.0	0.0	9.3	4.1	56.4	3.3	6.0	5.1
19	62	11	11	14	5	2	5	2	1	0	2	1	2	6	0	30	9	24
20	24.7E	35.3E	26.7E	32.1E	24.4	6.3	30.8	26.2	14.2	0.0	13.0	7.9	47.9	53.9	10.9	24.8	18.4	27.9
TB (7+8+9+10)	131	16	23	28	9	10	13	3	3	3	5	3	2	11	2	55	25	51
	52.0e	53.2	53.4	63.8E	45.9	34.0	78.2	40.0	50.2	31.4	29.5	27.1	57.1	90.8	84.2	45.7	52.6	60.6P
MEDIA (7+8+9+10)	8.86	9.31	8.84	8.89	8.77	8.35	8.87	9.31	7.85	8.00	8.73	8.58	9.84	9.07	8.93	9.01	8.70	8.78
SD	1.19	1.11	1.27	1.23	1.43	1.03	1.07	1.19	1.69	0.84	1.31	1.16	0.52	1.25	0.78	1.18	1.09	1.25
MB (4+6)	56	6	9	8	3	13	3	0	0	3	6	4	1	0	0	31	8	16
	22.1	18.8	20.9	18.5	15.7	41.3Ta	15.9	0.0	5.0	25.3	35.8	41.7	17.1	3.5	15.8	26.0	17.2	19.3
MEDIA 4+6)	5.21	5.21	5.58	5.39	5.27	4.77	5.00	0.00	6.00	5.62	5.08	5.34	6.00	5.00	5.00	5.20	5.49	5.10
SD	0.65	0.76	0.52	0.52	0.54	0.61	0.00	0.00	0.00	0.61	0.75	0.93	0.00	0.00	0.00	0.65	0.76	0.61
BB (0+1+2+3)	65	9	11	8	8	8	1	4	2	5	6	3	1	1	0	34	14	17
	25.9	28.0	25.7	17.8	38.5	24.8	5.9	60.0	44.7	43.3	34.6	31.1	25.7	5.7	0.0	28.3	30.3	20.1
MEDIA (0+1+2+3)	1.32	1.37	1.71	1.48	1.30	1.00	1.00	1.00	1.00	1.00	1.38	1.00	3.00	1.00	0.00	1.34	1.34	1.27
SD	0.66	0.74	0.95	0.73	0.49	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.67	0.73	0.62
MEDIA TOTAL	6.10e	6.31	6.32e	6.93E	5.35	5.05	7.79	4.32	4.69	4.37	4.88	4.87	7.42	8.47	8.31	5.85	5.92	6.56
SD	3.32	3.62	3.21	3.07	3.65	2.92	2.46	4.45	3.85	3.26	3.16	3.17	3.50	2.39	1.96	3.37	3.40	3.20
Mediana	6	7T	6T	7T	5	4T	8	1	6	4	4	5	8	9	8	5	6Tp	7T
Máximo	10	10T	10T	10T	10	10T	10	10	10	9	10	10	10	10	10	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	1	1	1	1	3	1	5	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.18. ¿En qué grado considera interesante poder participar?																		
CONTRATAR SERVICIO MANTENIMIENTO DESPERFECTOS EN SU CALLE PARA MANTENERLA IMPECABLE A CAMBIO DE QUE EL AYTO LO COMPENSE AUMENTANDO OTROS SERVICIOS																		
1	61	7	13	6	4	8	2	4	2	6	4	3	0	1	0	34	12	15
2	24.3	23.8	30.7c	14.2	19.6	24.7	12.7	60.0	44.7	59.3	21.3	31.1	0.0	11.9	0.0	28.2r	26.4	17.7
3	13	2	0	3	1	3	0	0	0	0	1	1	0	2	0	5	5	3
4	5.1	6.8b	0.0	6.1	7.2	9.5B	0.0	0.0	0.0	0.0	4.4	7.9	0.0	18.4	0.0	4.4	10.3	3.2
5	6	0	0	2	1	2	0	0	0	1	0	0	0	0	0	3	1	2
6	2.3	0.0	0.0	4.4	5.2	6.1	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	2.5	2.1	2.2
7	5	0	0	0	0	3	0	0	0	0	2	0	0	0	0	4	1	0
8	1.9	0.0	0.0	0.0	0.0	9.1TaB	0.0	0.0	0.0	0.0	11.4	0.0	0.0	0.0	0.0	3.2	1.9	0.0
9	42	4	11	8	1	6	1	1	0	2	4	1	1	1	1	23	6	13
10	16.5	12.0	24.8	18.2	4.9	19.5	9.2	14.7	0.0	15.6	24.3	15.3	25.7	8.4	26.7	19.1	11.9	15.5
1	23	3	5	4	2	2	1	1	1	0	1	2	1	1	0	12	2	9
2	9.3	9.5	11.0	8.9	10.7	6.1	6.1	13.8	20.2	0.0	5.6	19.2	17.1	11.7	0.0	9.7	4.8	11.2
3	20	3	2	5	3	0	4	0	0	0	2	1	0	0	0	8	2	10
4	8.1e	9.3e	4.8	11.6e	13.4	0.0	24.0	0.0	0.0	0.0	14.9	9.6	0.0	0.0	16.8	6.9	4.3	11.8
5	38	3	1	9	4	5	7	0	1	2	2	2	0	3	0	17	9	12
6	15.0B	9.3	2.1	19.6B	21.7	15.6B	41.3	0.0	20.9	15.6	12.1	16.8	0.0	26.0	0.0	14.0	18.2	14.6
7	6	0	2	1	1	0	0	0	0	0	0	0	0	0	1	1	1	4
8	2.3	0.0	4.6	2.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.3	0.0	56.4	0.8	2.1	4.6p
9	38	9	9	7	2	3	1	1	1	0	1	0	2	3	0	14	8	16
10	15.2	29.3TE	22.0	15.1	10.8	9.4	6.8	11.5	14.2	0.0	6.0	0.0	47.9	23.4	0.0	11.4	17.9	19.2
TB (7+8+9+10)	102	15	14	21	10	8	12	1	2	2	6	3	2	6	2	40	20	43
	40.6e	47.9e	33.5	48.3E	52.4	25.0	72.1	11.5	35.1	15.6	33.0	26.4	57.1	49.5	73.3	33.1	42.5	50.3P
MEDIA (7+8+9+10)	8.61	9.03	9.31	8.43	8.28	8.76	7.85	10.00	8.81	8.00	7.91	7.64	9.84	8.95	8.54	8.50	8.79	8.62
SD	1.18	1.30	1.13	1.19	1.12	1.04	0.87	0.00	0.00	0.00	1.19	0.62	0.52	1.09	0.00	1.18	1.13	1.23
MB (4+6)	70	7	15	12	3	11	2	2	1	2	7	3	2	2	1	38	9	23
	27.7	21.4	35.8	27.0	15.7	34.7	15.3	28.4	20.2	15.6	41.4	34.5	42.9	20.2	26.7	31.9	18.6	26.7
MEDIA 4+6)	5.27	5.44	5.31	5.33	5.69	4.92	5.40	5.48	6.00	5.00	4.86	5.56	5.40	5.58	5.00	5.20	5.16	5.42
SD	0.58	0.54	0.48	0.49	0.57	0.69	0.64	0.00	0.00	0.00	0.68	0.59	0.00	0.64	0.00	0.61	0.62	0.50
BB (0+1+2+3)	80	10	13	11	6	12	2	4	2	7	4	4	0	4	0	42	18	19
	31.7	30.6	30.7	24.7	32.0	40.3	12.7	60.0	44.7	68.8	25.7	39.1	0.0	30.4	0.0	35.0r	38.9r	23.0
MEDIA (0+1+2+3)	1.31	1.22	1.00	1.61	1.55	1.54	1.00	1.00	1.00	1.28	1.17	1.20	0.00	1.61	0.00	1.27	1.38	1.33
SD	0.60	0.44	0.00	0.81	0.82	0.77	0.00	0.00	0.00	0.74	0.43	0.47	0.00	0.57	0.00	0.59	0.60	0.66
MEDIA TOTAL	5.37	5.87	5.33	5.90E	5.72	4.51	6.61	3.31	4.75	2.91	4.92	4.41	7.94	6.04	7.59	4.92	5.23	6.09tP
SD	3.21	3.57	3.44	2.96	3.21	3.00	2.50	3.38	3.94	2.75	2.76	2.88	2.64	3.43	2.21	3.12	3.48	3.09
Mediana	5	6T	4T	6T	6	4T	7	1	2	1	5	4	8	6	7	5	5T	6T
Máximo	10	10T	10T	10T	10	10T	10	10	10	8	10	8	10	10	9	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	1	1	1	1	5	1	5	1	1	1

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

P29.19. ¿En qué grado considera interesante poder participar?

PROMOCIÓN, DESARROLLO Y GESTIÓN POR PARTE DEL COMERCIO DE APARCAMIENTOS PÚBLICOS

1	35	3	4	5	0	7	1	3	3	3	2	3	0	0	0	17	6	12
2	13.9	9.2	10.1	10.4	0.0	22.2	5.9	48.5	58.9	32.1	14.1	31.1	0.0	0.0	0.0	14.0	13.7	13.7
3	2.0	0.0	2.5	1.9	5.2	0.0	0.0	0.0	0.0	0.0	4.4	7.9	0.0	4.9	0.0	1.8	3.9	1.2
4	2.5	6.2c	0.0	0.0	0.0	0.0	6.8	0.0	0.0	9.5	0.0	0.0	0.0	18.4	0.0	2.4	7.0R	0.0
5	38	2	7	5	7	7	1	0	0	2	3	1	0	2	0	17	6	15
6	14.9	5.8	17.1	11.4	37.3	22.3a	6.8	0.0	0.0	17.5	20.1	7.9	0.0	17.9	0.0	14.0	12.6	17.5
7	17	3	5	3	1	0	0	1	0	0	2	0	1	1	0	13	1	3
8	6.8	10.8e	11.6e	6.9	4.3	0.0	0.0	13.8	5.0	0.0	10.5	0.0	17.1	11.7	0.0	10.7r	2.5	3.7
9	23	4	6	3	3	2	1	1	0	1	2	0	1	1	0	13	3	7
10	9.0	11.5	13.0	6.4	14.5	6.0	6.1	11.5	0.0	7.8	10.0	0.0	25.7	7.6	0.0	11.0	6.0	7.9
TB (7+8+9+10)	46	6	5	8	2	5	8	0	1	2	5	3	0	2	2	17	7	22
MEDIA (7+8+9+10)	18.4	17.9	11.5	17.4	8.1	15.1	47.4	0.0	15.1	15.6	29.3	26.4	9.3	16.5	89.1	14.5	14.2	26.4P
SD	15	4	2	3	1	1	1	0	1	0	1	0	0	0	0	6	4	5
MB (4+6)	5.8	12.0	5.5	6.5	7.2	2.8	9.2	0.0	20.9	0.0	4.5	0.0	0.0	0.0	0.0	4.7	8.2	6.0
MEDIA 4+6)	61	8	10	17	5	9	1	2	0	2	1	1	2	3	0	29	13	19
SD	24.3	26.6	24.2	39.1T	23.4	28.7	5.9	26.2	0.0	17.5	7.2	15.3	47.9	22.9	10.9	24.4	27.4	22.5
MEDIA (7+8+9+10)	145	21	23	31	10	16	11	3	2	4	9	4	3	6	3	66	26	53
SD	57.6	68.0	54.2	69.4	53.3	52.6	68.6	37.7	36.0	40.9	50.9	41.7	82.9	47.1	100.0	54.7	55.8	62.8
MEDIA (7+8+9+10)	8.79	8.79	8.76	9.13	8.74	9.03	8.22	9.08	8.58	8.67	8.18	8.73	8.84	8.81	8.22	8.78	9.02	8.69
SD	1.16	1.16	1.28	1.10	1.34	1.17	0.76	1.76	0.00	1.37	0.96	1.11	1.70	1.33	0.80	1.22	1.10	1.10
MB (4+6)	61	5	14	8	8	8	3	1	0	2	5	2	1	4	0	33	9	19
SD	24.1	16.6	33.3	18.3	41.6	25.2	18.8	13.8	5.0	17.5	30.6	19.2	17.1	29.6	0.0	27.0	19.5	22.4
MEDIA 4+6)	5.19	5.65	5.21	5.38	5.10	4.88	4.36	6.00	6.00	5.00	5.34	4.41	6.00	5.40	0.00	5.31	4.91	5.12
SD	0.59	0.53	0.69	0.52	0.32	0.34	0.59	0.00	0.00	0.00	0.53	0.00	0.00	0.58	0.00	0.63	0.62	0.46
BB (0+1+2+3)	46	5	5	5	1	7	2	3	3	5	3	4	0	3	0	22	12	13
SD	18.3	15.4	12.5	12.3	5.2	22.2	12.7	48.5	58.9	41.6	18.5	39.1	0.0	23.4	0.0	18.3	24.6	14.9
MEDIA (0+1+2+3)	1.38	1.80	1.20	1.15	2.00	1.00	2.07	1.00	1.00	1.46	1.24	1.20	0.00	2.79	0.00	1.37	1.73	1.08
SD	0.72	1.10	0.44	0.40	0.00	0.00	1.40	0.00	0.00	0.95	0.52	0.47	0.00	0.51	0.00	0.72	0.92	0.28
MEDIA TOTAL	6.56	7.20	6.63	7.46t	6.88	6.20	6.71	4.74	3.98	5.03	6.03	4.96	8.36	6.39	8.22	6.49	6.42	6.76
SD	3.03	2.81	2.83	2.95	2.36	3.43	2.50	4.17	4.01	3.58	2.78	3.66	1.95	2.74	0.80	3.02	3.29	2.94
Mediana	7	7T	6T	8T	6	6T	7	2	1	4	6	4	8	6	8	6	7Tp	7T
Máximo	10	10T	10T	10T	10	10T	10	10	9	10	10	10	10	10	10	10t	10TP	10T
Mínimo	1	1t	1	1	2	1t	1	1	1	1	1	1	6	2	8	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

	AREA GFK														CLUSTERS			
	TOTAL														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados	
	(T)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P29.20. ¿En qué grado considera interesante poder participar?																		
PROMOCIÓN, DESARROLLO Y GESTIÓN POR PARTE DEL COMERCIO DE GALERÍAS COMERCIALES PÚBLICAS																		
1	63	6	11	4	6	13	4	3	2	4	2	5	0	2	0	29	17	17
	24.9c	19.0	26.1c	9.4	29.7	43.5TA	25.3	48.5	44.7	33.1	11.4	47.9	0.0	20.2	0.0	24.1	35.1r	20.5
2	18	3	2	4	0	2	2	1	0	2	3	0	0	0	0	8	3	7
	7.2	9.5	4.9	8.2	0.0	5.8	15.3	11.5	0.0	16.5	16.0	0.0	0.0	0.0	0.0	7.0	6.5	7.9
3	18	3	6	1	1	2	1	1	0	0	2	1	0	0	0	9	3	6
	7.0	9.8	13.0c	2.2	5.2	6.6	6.1	13.8	0.0	0.0	12.9	7.9	0.0	0.0	10.9	7.7	5.9	6.7
4	11	3	1	1	0	1	1	0	0	3	1	1	0	0	0	6	1	4
	4.5	8.4	2.5	2.5	0.0	2.8	5.9	0.0	0.0	25.1	4.5	11.3	0.0	0.7	0.0	4.8	2.5	5.1
5	52	6	11	10	6	4	2	1	1	2	3	2	1	3	0	19	12	20
	20.6	18.1	26.2	22.3	28.9	13.1	15.3	14.7	14.2	17.3	17.0	24.9	17.1	25.4	15.8	16.0	25.6	24.2
6	29	3	3	6	4	3	1	0	2	0	2	1	1	4	0	18	4	7
	11.5	8.1	6.9	14.4	18.0	9.2	6.8	0.0	41.1	0.0	13.2	7.9	25.7	30.2	0.0	14.7	8.6	8.7
7	17	0	2	6	0	3	2	1	0	1	2	0	0	0	0	9	2	6
	6.7	0.0	5.4	12.6A	0.0	9.6a	12.7	11.5	0.0	8.0	12.0	0.0	0.0	0.0	16.8	7.6	4.3	6.8
8	24	4	3	5	1	1	2	0	0	0	2	0	2	3	1	12	3	9
	9.6	11.9	6.9	12.0	6.1	3.2	12.7	0.0	0.0	0.0	13.0	0.0	47.9	23.4	56.4	10.2	6.8	10.4
9	4	0	0	2	1	1	0	0	0	0	0	0	0	0	0	1	0	3
	1.8	0.0	0.0	4.5	6.5	2.8	0.0	0.0	0.0	0.0	0.0	0.0	9.3	0.0	0.0	0.9	0.0	3.9
10	16	5	3	5	1	1	0	0	0	0	0	0	0	0	0	8	2	5
	6.2	15.3t	8.1	11.8	5.7	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	4.7	5.8
TB (7+8+9+10)	61	8	9	18	4	6	4	1	0	1	4	0	2	3	2	31	7	23
	24.3	27.2	20.4	40.9T	18.3	19.0	25.3	11.5	0.0	8.0	25.0	0.0	57.1	23.4	73.3	25.8	15.8	26.9
MEDIA (7+8+9+10)	8.30	9.12	8.53	8.38	8.98	8.00	7.50	7.00	0.00	7.00	7.52	0.00	8.16	8.00	7.77	8.28	8.33	8.32
SD	1.14	1.06	1.33	1.23	0.95	1.29	0.58	0.00	0.00	0.00	0.57	0.00	0.52	0.00	0.00	1.18	1.25	1.10
MB (4+6)	92	11	15	17	9	8	4	1	3	5	6	4	2	7	0	43	17	32
	36.5	34.6	35.6	39.3	46.9	25.1	27.9	14.7	55.3	42.4	34.7	44.1	42.9	56.3	15.8	35.4	36.8	38.0
MEDIA 4+6)	5.19	4.99	5.12	5.30	5.38	5.26	5.03	5.00	5.74	4.41	5.25	4.92	5.60	5.52	5.00	5.28	5.17	5.09
SD	0.64	0.72	0.52	0.60	0.51	0.69	0.76	0.00	0.53	0.56	0.73	0.75	0.00	0.57	0.00	0.69	0.54	0.60
BB (0+1+2+3)	99	12	19	9	7	17	8	5	2	5	7	5	0	2	0	47	22	30
	39.2c	38.2c	43.9c	19.8	34.8	55.9tc	46.7	73.8	44.7	49.6	40.3	55.9	0.0	20.2	10.9	38.8	47.5	35.0
MEDIA (0+1+2+3)	1.54	1.76	1.70	1.63	1.30	1.34	1.59	1.53	1.00	1.33	2.04	1.28	0.00	1.00	3.00	1.58	1.38	1.61
SD	0.78	0.87	0.92	0.71	0.77	0.70	0.76	0.88	0.00	0.52	0.84	0.77	0.00	0.00	0.00	0.81	0.71	0.80
MEDIA TOTAL	4.52e	4.88e	4.32	5.83T	4.62	3.59	4.05	2.67	3.62	3.09	4.52	2.89	7.06	5.19	6.81	4.62	3.87	4.74g
SD	2.80	3.10	2.79	2.69	2.90	2.85	2.64	2.26	2.63	2.02	2.39	2.04	1.58	2.48	2.19	2.83	2.72	2.78
Mediana	4	4T	4T	5T	4	2t	4	1	2	2	4	2	6	5	7	4	4T	4t
Máximo	10	10T	10T	10T	10	10T	8	7	6	7	8	6	9	8	8	10t	10TP	10T
Mínimo	1	1t	1	1	1	1t	1	1	1	1	1	1	5	1	3	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P30C. ¿Qué medidas propondría Ud. para mejorar y potenciar la actividad comercial por parte de los comerciantes?																		
Aceras más grandes	2	0	0	0	0	2	0	0	0	0	0	0	0	0	0	2	0	0
0.8	0.0	0.0	0.0	0.0	0.0	6.5Tbc	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Más limpieza	10	0	3	0	1	2	0	0	0	0	0	0	2	2	0	4	3	3
3.9	0.0	6.1	0.0	6.5	6.5c	0.0	0.0	0.0	0.0	0.0	0.0	47.9	18.4	0.0	3.1	6.5	3.6	
Fomentar los productos nacionales/comercio de la zona	14	1	2	4	3	1	0	0	0	0	1	1	0	1	0	10	3	1
5.5	2.5	4.5	8.0	17.6	3.2	0.0	0.0	0.0	0.0	6.0	9.6	0.0	11.2	0.0	8.2R	6.6	1.2	
Agruparse entre ellos/Asociarnos	26	1	5	3	4	5	3	0	0	1	2	0	0	1	7	5	13	
10.1	3.4	10.9	6.4	21.0	15.0	18.8	0.0	0.0	7.8	5.7	21.5	0.0	0.0	56.4	6.2	11.4	15.1P	
Más publicidad/marketing/propaganda/promoción de los comercios	36	9	3	7	0	4	1	0	0	3	4	4	0	1	0	14	5	17
14.4	30.5TBe	7.1	16.4	0.0	12.4	9.2	0.0	0.0	23.8	24.6	37.7	0.0	7.6	0.0	11.8	10.4	20.3	
Ampliar horario	10	1	2	1	1	2	0	2	0	0	1	0	0	0	7	1	2	
3.8	2.9	5.4	2.0	6.1	6.1	0.0	25.3	0.0	0.0	4.4	0.0	0.0	0.0	0.0	5.4	2.1	2.6	
Más aparcamientos	15	3	3	5	2	2	0	0	0	1	0	0	0	0	7	2	6	
6.1	8.6	6.7	10.3	12.4	6.3	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	5.7	4.1	7.6	
Mejorar trato al cliente	29	2	4	5	3	1	4	2	0	1	2	1	3	0	12	5	12	
11.5	5.9	9.9	12.2	12.9	3.3	25.8	34.7	0.0	7.8	11.4	7.9	17.1	23.4	15.8	9.9	11.3	13.8	
Buen servicio	11	0	1	3	1	2	2	0	0	0	1	0	1	0	5	1	6	
4.4	0.0	1.8	6.6	6.5	6.2	12.9	0.0	0.0	0.0	5.6	0.0	0.0	11.2	0.0	3.9	1.6	6.8	
Mayor profesionalidad	3	1	0	0	0	0	0	1	0	1	0	0	0	0	2	0	1	
1.1	2.3	0.0	0.0	0.0	0.0	0.0	14.7	0.0	9.5	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.8	
Precios más competitivos/más bajos	21	2	6	5	1	1	2	0	0	1	0	1	0	1	7	7	8	
8.5	6.4	13.0	11.0	6.1	3.3	12.0	0.0	5.0	9.5	0.0	7.9	0.0	11.2	56.4	5.5	14.8p	9.2	
Bajar los impuestos/menos impuestos	3	0	0	0	0	1	0	0	0	0	1	1	0	0	2	1	0	
1.1	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	4.4	7.9	9.3	0.0	0.0	1.4	1.6	0.4	
Más calidad	8	0	1	3	0	3	1	0	0	0	0	0	0	0	4	2	2	
3.1	0.0	2.6	6.5	0.0	9.5ta	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	4.3	2.3	
Cuidar más los escaparates	6	1	2	2	0	0	0	0	0	0	1	0	0	0	2	3	2	
2.6	3.0	4.8	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.0	4.1	0.0	1.8	5.7	1.9	
Ofertas/promociones/descuentos	13	3	1	4	0	2	0	0	0	0	0	0	1	1	8	1	4	
5.0	9.0	3.1	8.7	0.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	56.4	6.4	1.9	4.9	
Cierre de las grandes superficies	5	0	0	1	0	1	0	1	0	1	0	0	0	0	3	2	0	
2.0	0.0	0.0	3.0	0.0	2.9	0.0	11.5	0.0	8.0	7.2	0.0	0.0	0.0	0.0	2.5	4.5r	0.0	
Mas seguridad	4	2	1	0	0	0	1	0	0	0	0	0	0	0	2	1	1	
1.5	6.0t	2.0	0.0	0.0	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.8	1.1	
Regulación del Horario	6	1	0	3	0	0	1	0	0	0	0	0	0	0	3	0	2	
2.2	3.1	0.0	7.2tb	0.0	0.0	9.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	2.9	
Mejorar la iluminación	5	2	1	0	0	1	0	0	0	0	0	0	0	0	3	1	0	
1.8	6.5tc	2.4	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	2.6	2.0	0.6	
Parking gratuitos	10	2	4	0	2	0	2	0	0	0	0	0	0	0	7	1	2	
3.9	6.0	9.6Ce	0.0	9.1	0.0	13.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	2.3	2.0	
Mayor especialización	6	1	0	0	2	0	0	0	0	2	0	0	1	0	2	3	1	
2.5	3.0	2.6	0.0	0.0	6.4c	0.0	0.0	0.0	16.5	0.0	0.0	17.1	0.0	0.0	2.0	6.1	1.3	
Más actualización del producto/productos nuevos	3	1	0	0	1	1	0	0	0	0	0	0	0	0	0	1	2	
1.2	3.5	0.0	0.0	5.2	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.5p	
Más organización en las tiendas	5	1	0	3	1	0	0	0	0	0	0	0	0	0	3	1	1	
2.1	3.0	0.0	6.8tb	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	2.0	1.5	
Ambiente comercial (eventos, act. Lúdicas, desfiles, ilu. Navidad,...)	6	2	1	0	0	0	1	0	0	1	1	0	0	0	4	1	1	
2.3	5.5	2.1	0.0	0.0	0.0	6.8	0.0	0.0	8.0	7.0	0.0	0.0	0.0	0.0	3.1	2.3	1.1	
Pedir más subvenciones y ayudas	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
0.7	2.9	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	
Pag- web, Web del barrio	2	0	0	0	0	1	0	0	0	1	0	0	0	0	2	0	0	
0.8	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	
Tarjeta de fidelización, t. descuento	2	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0	1	
0.9	2.7	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	1.0	0.0	1.1	
Más iniciativa	5	1	1	1	0	0	0	0	0	0	0	0	2	0	1	4	0	
1.8	3.9	2.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	0.0	0.7	8.0TPR	0.0	
Acuerdos con el Ayuntamiento	4	3	0	0	0	0	0	1	0	0	0	0	0	0	2	0	2	
1.5	8.5Tbce	0.0	0.0	0.0	0.0	0.0	0.0	20.9	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	2.1	
Nada	24	0	4	5	0	7	0	1	2	0	4	1	0	0	14	3	7	
9.5a	0.0	8.6a	10.4a	0.0	22.6TAb	0.0	13.8	39.0	0.0	22.1	15.3	0.0	0.7	10.9	11.4	7.3	7.9	

Otros	22	4	4	1	5	2	2	0	0	0	1	0	3	0	0	9	7	6
	8.6	13.2c	9.2	2.5	24.7	6.2	12.7	0.0	0.0	0.0	6.0	0.0	73.6	0.0	0.0	7.1	15.1	6.9
Ns/Nc	15	1	4	1	0	2	1	1	2	1	1	0	0	1	0	9	1	5
	5.9	3.1	8.8	3.0	0.0	6.2	5.9	13.8	35.1	7.8	7.0	0.0	0.0	4.9	16.8	7.2	2.1	6.2
Total menciones	292	44	46	51	26	35	21	6	1	12	14	10	6	15	5	133	61	98
Total mencionan	213e	30tbE	35	38	20	22	15	5	1	10	12	8	4	11	2	98	43	73
MEDIA	1.37	1.47	1.31	1.35	1.35	1.58	1.42	1.19	1.00	1.17	1.16	1.19	1.65	1.28	2.56	1.36	1.42	1.35
SD	0.60	0.62	0.51	0.62	0.61	0.74	0.64	0.44	0.00	0.40	0.38	0.42	0.56	0.69	0.00	0.58	0.67	0.59

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*

P30A. ¿Qué medidas propondría Ud. para mejorar y potenciar la actividad comercial por parte de las asociaciones de comerciantes?

Más publicidad/marketing/propaganda/promoción de los comercios	57	5	6	11	6	10	9	2	1	2	4	0	0	1	0	25	11	21
Agruparse entre ellos	22.5	15.3	14.0	25.8	28.4	31.2b	56.1	26.2	20.9	15.8	24.6	0.0	0.0	11.7	10.9	20.7	22.7	25.0
Subvenciones al pequeño comercio	28	2	3	5	4	1	3	1	0	2	2	1	0	5	0	9	7	11
Apoyo al pequeño comercio(sin especificar)	11.1	6.0	7.8	10.9	20.9	2.9	18.6	11.5	0.0	15.8	11.7	9.6	0.0	38.5	0.0	7.9	15.7	13.2
Mejorar el trato al cliente	10	1	3	1	0	1	1	0	1	1	0	0	0	0	0	5	3	1
Dar formación al comercio	3.8	3.1	7.4	2.2	0.0	3.3	6.8	0.0	20.9	9.5	0.0	0.0	9.3	0.0	0.0	4.2	7.2	1.5
Menos impuestos	20	1	5	4	1	4	1	0	0	1	2	1	0	0	0	9	8	3
Precios más competitivos/más bajos	8.0	3.9	11.4	9.4	5.2	13.6	5.9	0.0	0.0	7.8	10.1	9.6	0.0	0.0	15.8	7.3	17.8TpR	3.6
Más calidad	5	1	0	0	0	1	1	0	0	0	0	0	0	1	0	1	0	3
Mayor concienciación ciudadana hacia el consumo en pequeños comercios/ de la zona	1.8	3.9	0.0	0.0	0.0	3.3	5.9	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	1.0	0.0	4.0
Horarios	11	2	0	1	0	1	1	0	0	1	1	4	1	0	0	5	1	4
Ofertas/promociones/descuentos	4.4	7.4b	0.0	1.9	0.0	3.4	6.8	0.0	0.0	7.8	4.4	36.9	17.1	0.0	0.0	4.4	3.1	5.0
Aparcamientos	4	0	0	1	1	2	0	0	0	0	0	0	0	0	0	2	2	0
Ayuda de los Bancos al pequeño comercio	1.5	0.0	0.0	2.2	5.3	6.2t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	4.4r	0.0
Iluminación	10	4	0	1	0	2	0	0	0	0	0	2	0	1	0	4	0	5
Más profesionalidad	3.8	11.3tB	0.0	2.8	0.0	5.8	0.0	0.0	0.0	0.0	0.0	17.5	0.0	11.7	0.0	3.6	0.0	6.2q
Limpieza	4	2	0	1	0	0	1	0	0	0	0	1	0	0	0	1	0	4
Ayudas económicas	1.8	5.4	0.0	2.4	0.0	0.0	5.9	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.7	0.0	4.4p
Acciones con el Ayuntamiento	8	1	0	2	3	1	0	0	0	0	0	0	0	1	0	4	2	2
Regulación de Horarios(horarios fijos a todos)	3.2	2.5	0.0	4.9	13.7	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.2	0.0	3.5	3.8	2.4
Cierre grandes superficies	4	0	0	2	0	2	0	0	0	0	0	0	0	0	0	2	2	0
Zonas especializadas	1.6	0.0	0.0	4.9	0.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	4.6r	0.0
Tarjetas fidelización por barrios	6	1	2	1	1	0	0	0	0	0	0	0	1	0	0	4	2	0
Tarjetas acumular puntos para el parking	2.3	2.7	5.0	1.9	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.7	0.0	0.0	3.1	4.2r	0.0
Ferías Promocionales	10	2	0	1	1	4	1	0	0	0	0	0	0	0	0	3	3	4
Cuidar más los escaparates	3.9	6.4b	0.0	3.0	7.5	13.2TBc	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	6.3	4.5
Facilitar el acceso	6	1	0	1	1	0	1	0	0	0	0	0	2	0	0	5	0	1
Página web	2.4	3.2	0.0	2.1	6.5	0.0	6.8	0.0	0.0	0.0	0.0	0.0	47.9	0.0	0.0	3.9	0.0	1.5
Falta confianza en la Asociación	4	1	1	0	0	1	0	0	0	1	0	0	0	0	0	2	1	1
Que sean más eficaces	1.4	3.1	2.0	0.0	0.0	3.2	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	1.5	1.8	1.2
Menos grandes superficies/alejarlas de los comercios	2	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	1
	0.7	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.8
	2	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	1
	0.8	2.9	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.2
	3	0	0	0	2	0	0	0	0	0	1	0	0	0	0	1	0	2
	1.0	0.0	0.0	0.0	8.1	0.0	0.0	0.0	0.0	0.0	6.1	0.0	0.0	0.0	0.0	0.9	0.0	1.9
	3	1	1	1	0	0	0	0	0	0	0	0	0	0	0	2	0	1
	1.0	2.7	2.2	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.1
	3	0	0	2	0	1	0	0	0	0	0	0	0	0	0	2	1	0
	1.2	0.0	0.0	4.7t	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.8	0.0
	4	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	3
	1.5	0.0	2.6	0.0	0.0	0.0	0.0	20.9	0.0	0.0	7.2	0.0	0.0	0.0	0.0	1.0	0.0	3.0
	4	1	0	0	0	1	0	0	0	0	0	1	0	1	0	3	1	0
	1.7	3.3	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	8.9	0.0	11.7	0.0	2.7	2.3	0.0
	4	1	1	1	0	0	0	1	0	0	0	0	0	0	0	2	0	2
	1.8	2.7	3.3	2.2	0.0	0.0	0.0	11.5	0.0	0.0	0.0	0.0	0.0	3.5	0.0	1.7	0.0	2.8
	3	1	0	1	0	0	0	1	0	0	0	0	0	0	0	2	0	1
	1.0	2.7	0.0	2.1	0.0	0.0	0.0	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.1
	4	1	0	0	2	1	0	0	0	0	0	0	0	0	0	2	0	2
	1.4	2.9	0.0	0.0	9.1	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	2.1
	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
	0.8	0.0	5.0T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.4	0.0
	7	1	2	1	1	0	1	0	0	0	0	0	0	0	0	2	1	4
	2.8	3.0	5.6	3.0	7.5	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.0	4.9
	2	0	0	0	0	1	0	0	0	1	0	0	0	0	0	2	0	0
	0.8	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0
	5	0	1	0	1	2	0	0	0	0	1	0	0	0	0	4	2	0
	2.2	0.0	2.6	0.0	7.2	6.1	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	2.9	4.0r	0.0
	9	0	5	1	0	0	1	0	0	1	0	2	0	0	0	3	4	2
	3.6	0.0	10.7Tae	2.1	0.0	0.0	5.9	0.0	0.0	7.8	0.0	19.2	0.0	0.0	0.0	2.8	8.4	2.1
	6	0	1	0	0	1	0	0	1	2	0	0	0	0	1	4	0	2
	2.5	0.0	1.8	0.0	0.0	3.0	0.0	0.0	23.9	16.5	0.0	0.0	0.0	0.0	56.4	3.4	0.0	2.6

Nada/Ninguno	17 6.8	1 3.1	4 8.8	3 6.6	0 0.0	4 12.9	0 0.0	1 13.8	2 41.1	0 0.0	2 11.4	0 0.0	0 0.0	0 0.0	0 16.8	11 9.1	3 6.3	3 3.8
No pertenezco a ninguna asociación	17 6.8	3 9.5e	7 15.5tE	3 5.8	1 6.5	0 0.0	1 6.8	0 0.0	1 14.2	0 0.0	1 7.0	1 7.9	0 0.0	0 0.0	0 0.0	10 8.0	3 5.7	5 5.7
Otros	5 2.0	2 5.4	0 0.0	1 2.2	0 0.0	0 0.0	0 0.0	1 13.8	0 0.0	0 0.0	1 4.4	0 0.0	0 0.0	1 4.9	0 0.0	2 1.9	1 1.6	2 2.2
Ns/Nc	17 6.8	1 3.1	3 7.0	5 11.7	0 0.0	3 9.1	0 0.0	1 13.8	0 0.0	1 7.8	1 7.0	0 0.0	0 0.0	2 18.4	0 0.0	9 7.7	3 5.5	5 6.3
Total menciones	253BCPR	32BC	35	41	24	37B	21	7	4	12	12	10	4	13	2	116	54	83
Total mencionan	201	26	29	33	18	24	15	5	2	10	12	9	4	10	2	91	39	71
MEDIA	1.26	1.21	1.18	1.22	1.33	1.54	1.41	1.32	1.47	1.17	1.00	1.19	1.00	1.29	1.00	1.28	1.38r	1.17
SD	0.57	0.41	0.48	0.49	0.48	0.83	0.93	0.82	0.65	0.59	0.00	0.42	0.00	0.48	0.00	0.60	0.68	0.44

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P30ADM.¿Qué medidas propondría Ud. para mejorar y potenciar la actividad comercial por parte de la Administración?																		
Apoyar más al pequeño comercio(sin especificar)	56	6	8	13	1	6	3	2	2	1	4	4	0	7	0	20	16	20
Mas parking/aparcamientos	22.3	18.6	18.1	30.2	5.2	18.5	18.8	23.1	36.0	7.8	24.1	43.4	0.0	55.7	15.8	16.4	34.7tP	23.8
Más apoyo económico/subvenciones/informar de ellas	13	0	2	4	1	3	1	0	0	1	0	0	0	0	0	8	1	3
Más Publicidad	5.0	0.0	5.0	9.1a	7.2	9.9a	6.8	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	6.8	2.4	3.9
Bajar los impuestos/menos impuestos	57	11	11	12	4	3	2	2	1	2	2	2	0	3	1	28	4	25
Ayuda para rehabilitar fachadas	22.8eQ	34.3E	25.1e	27.7e	21.9	9.5	13.5	32.4	25.9	17.3	10.4	21.5	9.3	27.5	56.4	23.0q	9.2	30.1Q
Posibilidad de asociarse entre ellos	11	1	0	1	1	0	2	1	0	3	1	2	0	0	0	8	0	4
Regulación del Horario	4.5	3.5	0.0	2.1	4.3	0.0	12.9	14.7	0.0	25.3	7.0	15.8	0.0	0.0	0.0	6.5q	0.0	4.2
Fomentar los productos nacionales/comercio de la zona	46	5	4	10	3	8	2	2	0	2	4	2	2	1	0	23	8	15
Más transporte público	18.1	15.1	10.5	23.6	14.2	26.4b	12.9	28.4	5.0	17.3	23.0	19.2	57.1	11.2	0.0	18.9	16.7	17.8
Mejorar la iluminación	2	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	2
Arreglar las calles	0.9	0.0	0.0	2.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.9	0.2	0.0	2.2
Facilitar prestamos/créditos al pequeño comercio	2	0	0	0	0	1	1	0	0	0	0	0	0	0	0	2	0	0
Mejorar los accesos	0.9	0.0	0.0	0.0	0.0	3.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.7	10.9	1.9	0.2	0.0
Limpieza de las calles	9	0	0	3	0	2	0	2	0	0	1	0	0	1	0	5	2	1
Cumplimiento de la ley	3.4	0.0	0.0	7.2b	0.0	6.1	0.0	27.6	0.0	0.0	4.4	0.0	0.0	8.4	0.0	4.5	4.0	1.6
Evitar la competencia desleal	4	1	0	1	0	1	0	0	0	0	0	1	0	0	0	1	3	0
Entorno cuidado, atractivo	1.4	3.2	0.0	1.9	0.0	2.9	0.0	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.8	5.3tpR	0.0
Ampliar zonas/horarios de carga y descarga	6	0	2	1	1	0	0	0	0	0	0	0	1	0	0	2	1	3
Formación y acceso a nuevas tecnologías	2.3	0.0	5.1	3.0	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.7	0.0	0.0	1.7	2.4	3.3
Licencias (menos papeleo/más asequibles)	5	4	1	0	0	0	0	0	0	0	0	0	0	0	0	2	2	1
mejores servicios	1.8	11.3TCe	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	4.0	1.1
No hablar tanto de la crisis y ayudar a solucionarla	5	2	1	0	0	1	0	0	1	0	0	0	0	0	0	2	1	2
Controlar el urbanismo/crear bajos en las zonas nuevas	2.0	6.0	3.1	0.0	0.0	3.2	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.0	2.7
Soterrar o retirar contenedores	11	0	1	1	3	0	1	0	1	0	2	1	0	0	0	3	2	6
Entorno cuidado, atractivo	4.2	0.0	2.5	2.1	14.5	0.0	9.2	0.0	23.9	0.0	13.0	7.9	0.0	0.0	0.0	2.7	3.9	6.5
Entorno cuidado, atractivo	5	2	2	0	0	1	0	0	1	0	0	0	0	0	0	3	2	1
Entorno cuidado, atractivo	2.1	5.5	4.1	0.0	0.0	3.2	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0	0.0	2.1	3.8	1.2
Entorno cuidado, atractivo	24	1	5	4	2	4	2	1	0	3	2	0	0	0	0	13	7	3
Entorno cuidado, atractivo	9.3r	2.7	11.6	10.2	8.1	12.9	12.7	11.5	0.0	24.3	13.2	0.0	0.0	0.0	0.0	11.1r	15.6R	3.4
Entorno cuidado, atractivo	9	3	1	1	0	1	3	0	0	1	0	0	0	0	0	5	2	2
Entorno cuidado, atractivo	3.5	8.4	2.4	2.1	0.0	3.2	15.9	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	3.9	4.0	2.8
Entorno cuidado, atractivo	2	0	1	0	0	0	0	0	1	0	0	0	0	0	0	2	0	0
Entorno cuidado, atractivo	0.7	0.0	2.1	0.0	0.0	0.0	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Entorno cuidado, atractivo	5	0	2	1	0	1	0	0	0	1	0	0	0	0	0	5	0	0
Entorno cuidado, atractivo	2.0	0.0	4.8	2.4	0.0	3.0	0.0	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	4.1r	0.0	0.0
Entorno cuidado, atractivo	4	1	1	1	0	0	1	0	0	0	0	0	0	0	0	2	1	1
Entorno cuidado, atractivo	1.5	2.9	2.0	1.9	0.0	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.3	1.1
Entorno cuidado, atractivo	2	0	1	1	0	0	0	0	0	0	0	0	0	0	0	2	0	0
Entorno cuidado, atractivo	0.7	0.0	2.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Entorno cuidado, atractivo	7	0	2	1	1	1	0	0	0	0	1	0	0	1	0	5	1	1
Entorno cuidado, atractivo	2.6	0.0	4.5	2.2	6.5	2.9	0.0	0.0	0.0	0.0	5.7	0.0	0.0	4.9	0.0	4.0	1.8	1.1
Entorno cuidado, atractivo	4	0	0	1	0	1	1	0	0	1	0	0	0	0	0	2	0	2
Entorno cuidado, atractivo	1.7	0.0	0.0	2.8	0.0	3.1	5.9	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	1.9	0.0	2.2
Entorno cuidado, atractivo	2	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	1
Entorno cuidado, atractivo	0.8	0.0	0.0	2.0	0.0	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	1.0
Entorno cuidado, atractivo	3	0	0	1	0	0	1	0	0	1	0	0	0	0	0	2	0	1
Entorno cuidado, atractivo	1.3	0.0	0.0	3.0	0.0	0.0	6.8	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	1.6
Entorno cuidado, atractivo	2	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	1
Entorno cuidado, atractivo	0.7	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.1
Entorno cuidado, atractivo	5	1	0	2	0	0	0	0	0	0	1	0	0	1	0	3	0	2
Entorno cuidado, atractivo	2.1	3.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	11.7	0.0	2.9	0.0	2.3
Entorno cuidado, atractivo	5	0	0	1	3	0	0	0	0	0	0	0	1	0	0	1	1	3
Entorno cuidado, atractivo	1.8	0.0	0.0	2.2	15.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.1	0.0	0.0	0.5	2.2	3.6
Entorno cuidado, atractivo	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Entorno cuidado, atractivo	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Entorno cuidado, atractivo	3	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0	1	2
Entorno cuidado, atractivo	1.0	0.0	0.0	0.0	0.0	2.8	5.9	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	2.0	1.9
Entorno cuidado, atractivo	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Entorno cuidado, atractivo	0.5	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	1.0	0.0	0.0
Entorno cuidado, atractivo	2	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	1	0
Entorno cuidado, atractivo	0.7	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.7	1.8	0.0

Dar facilidades al ciudadano para la compra de primera necesidad	3	0	0	1	0	0	0	0	0	0	0	0	2	0	0	3	0	0
	1.2	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	47.9	0.0	0.0	2.4	0.0	0.0
Nada/ninguna	9	1	2	2	0	3	0	0	0	0	0	0	0	0	0	5	1	3
	3.4	3.1	4.5	4.6	0.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	16.8	3.8	2.5	3.3
Otros	10	2	5	1	0	1	1	0	0	0	1	0	0	0	0	1	3	7
	4.1p	5.2	11.4tc	1.9	0.0	2.9	5.9	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	0.7	5.6p	8.1P
Ns/Nc	10	1	1	1	0	3	1	0	1	1	1	0	0	0	0	6	3	1
	4.0	3.1	3.3	2.2	0.0	9.8	6.1	0.0	14.2	7.8	6.1	0.0	0.0	0.0	5.1	6.3	1.1	
Total menciones	323	38	51	66	21	36	24	9	7	16	21	11	6	15	2	155	59	109
Total mencionan	235E	29	41e	41	20	25	15	7	5	10	16	10	4	12	2	111	43	81
MEDIA	1.38	1.31	1.24	1.62t	1.05	1.44	1.57	1.38	1.59	1.62	1.31	1.16	1.57	1.29	1.13	1.40	1.38	1.35
SD	0.75	0.54	0.49	0.81	0.23	1.04	1.40	0.74	1.29	0.92	0.48	0.57	0.58	0.48	0.46	0.78	0.67	0.77

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P31. Si tuviese que abrir un nuevo establecimiento , bien por traslado, bien por ampliación-, ¿cuál cree que es la mejor ubicación para su negocio?																		
En la calle, en un eje comercial importante	91	15	24	14	7	7	6	1	1	4	4	2	5	0	38	24	30	
	36.2	49.8E	54.9TC	31.8	37.2	24.2	34.7	20.9	15.1	32.3	21.7	15.8	47.9	41.3	15.8	31.3	50.9tPr	35.0
En la calle, en un barrio dentro de Zaragoza	102	9	15	16	7	15	7	3	4	6	8	6	2	4	1	50	15	36
	40.3	28.9	33.9	35.5	37.9	47.2	45.8	39.1	70.6	58.2	47.9	60.9	42.9	35.5	27.7	41.7	32.0	43.0
En la calle, en las afueras del municipio	10	1	1	1	0	4	0	0	0	0	1	1	0	0	1	3	2	6
	4.1	2.5	2.0	3.0	0.0	12.5Tb	0.0	0.0	0.0	0.0	7.2	9.6	0.0	0.0	56.4	2.7	3.4	6.5
En una galería comercial	15	3	3	1	1	1	0	1	0	0	1	1	0	2	0	8	4	2
	5.9	9.2	6.9	2.2	6.1	3.6	0.0	14.7	0.0	0.0	7.0	13.6	0.0	18.4	0.0	6.7	9.0	2.9
En un centro comercial	20	3	1	7	1	3	0	1	1	1	2	0	0	0	0	15	0	6
	8.1q	9.5	2.4	16.5tB	4.3	9.3	0.0	11.5	14.2	9.5	11.7	0.0	9.3	4.1	0.0	12.1Q	0.0	6.8q
En ningún sitio	5	0	0	1	1	0	1	1	0	0	1	0	0	0	0	1	1	3
	2.0	0.0	0.0	2.0	6.5	0.0	6.8	13.8	0.0	0.0	4.5	0.0	0.0	0.7	0.0	0.8	2.5	3.4
En un polígono industrial	2	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	2
	0.8	0.0	0.0	2.1	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Otros	4	0	0	3	0	0	1	0	0	0	0	0	0	0	0	4	0	0
	1.6	0.0	0.0	6.8Tb	0.0	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4r	0.0	0.0
Ns/Nc	3	0	0	0	2	1	0	0	0	0	0	0	0	0	0	2	1	0
	1.0	0.0	0.0	0.0	8.1	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	2.1	0.0
Total menciones	249	31	43	44	18	30	16	7	5	11	17	10	4	12	3	119	46	85
Total mencionan	249	31	43	44	18	30	16	7	5	11	17	10	4	12	3	119	46	85
MEDIA	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
SD	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
P32. En lo referente a infraestructura e urbanismo, ¿cuáles son las actuaciones que considera más urgentes?																		
Mejorar las aceras	40	5	5	12	0	4	4	1	1	3	2	1	0	3	0	18	8	14
	15.8	17.0	11.5	26.4tb	0.0	12.9	24.7	13.8	20.9	25.1	10.5	7.9	0.0	23.7	0.0	15.1	16.2	16.7
Ampliar las aceras	7	3	1	2	0	2	0	0	0	0	0	0	0	0	0	3	3	2
	2.9	9.4t	2.0	3.8	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	5.6	2.4
Más limpieza de calles	13	2	2	2	0	2	1	1	1	0	0	1	0	1	0	5	4	3
	5.1	6.1	5.2	4.4	0.0	5.8	6.8	13.8	14.2	0.0	0.0	8.9	0.0	11.7	0.0	4.5	8.8	3.9
Más limpieza de mobiliario urbano y mejorarlo	3	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	2
	1.2	2.9	2.5	0.0	0.0	0.0	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	0.9	0.0	2.4
Mejor Iluminación	85	10	17	14	3	14	8	2	2	6	3	3	0	3	0	40	18	27
	33.7	33.2	40.2	30.7	13.7	46.9	47.4	26.2	41.1	59.3	15.9	32.8	0.0	22.9	0.0	33.0	38.6	31.9
Más Aparcamientos	62	5	14	8	9	8	4	2	0	1	4	0	1	4	2	31	12	19
	24.6	16.6	32.7	17.4	47.2	24.7	27.9	25.3	0.0	7.8	24.6	0.0	26.4	36.3	67.3	25.7	26.1	22.1
Mejorar el pavimento de las calles	18	2	6	3	0	2	0	0	0	0	1	1	2	2	0	11	3	5
	7.2	6.3	14.6	6.6	0.0	6.3	0.0	0.0	0.0	0.0	4.5	9.6	47.9	14.3	0.0	8.7	5.9	5.7
Mejorar el tráfico	13	2	2	3	1	2	3	0	0	0	0	1	0	0	0	4	2	7
	5.3	6.0	4.2	6.9	7.5	5.8	15.9	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	3.4	5.2	8.0
Más seguridad	14	4	2	1	2	1	0	0	0	2	0	1	0	1	0	8	2	4
	5.6	11.6	4.9	2.4	10.5	3.3	0.0	0.0	0.0	17.3	0.0	7.9	0.0	11.2	10.9	7.0	3.8	4.7
Limpieza	21	6	5	3	2	1	0	1	0	0	2	0	0	0	0	8	6	6
	8.2	20.5Tc	11.8	6.1	10.5	3.3	0.0	11.5	0.0	0.0	13.0	0.0	0.0	3.5	0.0	6.6	13.3	7.5
Más zonas de carga y descarga	2	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	2
	0.7	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.0	0.0	2.0
Más iluminación en las calles	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	2
	0.8	0.0	0.0	4.4t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Zonas verdes	4	1	1	1	0	1	0	0	0	0	0	0	0	0	0	3	1	0
	1.7	3.1	2.4	3.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	2.8	0.0
Peatonalizar las calles	4	1	3	0	0	0	0	0	0	0	0	0	0	0	0	2	1	0
	1.4	2.9	6.1t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	2.8	0.0
Más papeleras	3	0	1	1	0	1	0	0	0	0	0	0	0	0	0	2	1	0
	1.1	0.0	2.4	1.9	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	2.1	0.0
Limpieza de las calles de excrementos de los perros	5	1	1	0	0	1	0	0	0	0	2	0	0	0	0	3	1	1
	2.0	3.3	2.6	0.0	0.0	3.3	0.0	0.0	0.0	0.0	11.4	0.0	0.0	0.0	0.0	2.5	2.1	1.3
Mantener libres zonas de carga y descarga	5	1	0	0	2	0	1	0	0	0	1	0	0	0	0	4	0	1
	2.1	2.9	0.0	0.0	9.1	0.0	6.8	0.0	0.0	0.0	7.2	0.0	0.0	0.0	15.8	3.7	0.0	1.1
Servicios de recogida de basura	5	0	0	1	0	2	0	0	0	1	0	1	0	0	0	2	2	1
	1.9	0.0	0.0	2.0	0.0	6.1	0.0	0.0	0.0	8.0	0.0	11.3	0.0	0.0	0.0	1.5	4.2	1.2
Más bancos para sentarse	3	1	0	0	0	1	0	0	0	0	1	0	0	0	0	1	2	0
	1.2	2.5	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	1.0	3.8r	0.0
Más y mejor transporte público	7	0	4	2	0	0	0	0	0	1	0	0	0	0	0	5	0	2
	2.6	0.0	9.4Tae	4.0	0.0	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	4.0	0.0	2.2
Los solares (limpiarlos/adecuarlos)	6	0	0	2	0	0	0	0	1	0	1	1	0	0	0	5	0	1
	2.5	0.0	0.0	5.2	0.0	0.0	0.0	0.0	23.9	0.0	5.7	13.6	0.0	3.5	0.0	4.1	0.0	1.5
Mejora accesos de vehículos	4	0	0	2	1	0	0	0	0	0	0	0	0	2	0	1	2	2
	1.8	0.0	0.0	4.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	0.0	0.7	3.7	2.2
Mejorar aparcamientos	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.6	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.8	1.2	0.0	0.0
Mantener las obras realizadas	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	0.6	0.0	3.3t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Parking gratuito para trabajadores	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0.4	2.9t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Mejora accesos de minusválidos	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
	0.7	3.1	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Nada, todo está bien	34	1	3	6	3	8	3	2	1	1	3	1	1	2	0	16	6	12
	13.4a	3.1	6.1	13.0	15.9	24.6tA	18.8	34.7	20.9	7.8	16.0	9.6	25.7	13.1	16.8	13.4	12.7	13.9
Otros	8	0	2	2	2	0	0	0	0	1	1	0	0	0	0	5	0	3
	3.1	0.0	4.0	5.2	8.1	0.0	0.0	0.0	0.0	9.5	7.2	0.0	0.0	0.0	0.0	4.0	0.0	3.6
Ns/Nc	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

	0.4	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Total menciones	340	48	69	60	22	41	21	6	5	16	18	10	3	17	3	167	68	105
Total mencionan	217	30tE	39e	38	17	23	13	4	4	10	14	9	3	10	2	103	41	73
MEDIA	1.56	1.59	1.77	1.57	1.33	1.79	1.59	1.39	1.26	1.57	1.28	1.19	1.00	1.63	1.32	1.61	1.66	1.44
SD	0.80	0.80	0.91	0.77	0.48	1.11	0.79	0.55	0.50	0.71	0.46	0.42	0.00	0.95	0.64	0.83	0.90	0.68

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PROVINCIA																		
Zaragoza	252	31	43	44	20	31	16	7	5	11	17	10	4	12	3	120	47	85
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Means: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	AREA GFK														CLUSTERS			
	TOTAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
	(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
HABITAT																		
Menos de 10.000	4	1	2	0	0	1	0	0	0	0	0	0	0	0	0	2	2	0
	1.6	3.0	5.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	4.3r	0.0
Más de 500.000	248	30	41	44	20	30	16	7	5	11	17	10	4	12	3	118	45	85
	98.4	97.0	95.0	100.0	100.0	96.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	98.3	95.7	100.0g

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing

Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PONDERACION. ZUC																		
1	12	0	0	0	0	0	0	0	0	0	12	0	0	0	8	1	3	
2	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	69.3	0.0	0.0	0.0	6.4	2.1	3.5	
3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.7	0.0	0.0	0.0	2.6	0.0	2.3	
4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.3	0.0	0.4	3.9	0.6	
5	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.5	0.0	0.3	4.7p	0.5	
6	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.3	0.0	2.3	3.0	1.7	
7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.5	0.0	0.0	
8	2.7	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	1.7	2.8	
9	4.0	32.3TBC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.5	7.9p	
10	10	10	0	0	0	0	0	0	0	0	0	0	0	0	3	2	5	
11	3.9	31.8TBC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	4.0	5.3	
12	7	7	0	0	0	0	0	0	0	0	0	0	0	0	3	2	2	
13	2.6	21.1TBC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	3.8	2.2	
14	5	5	0	0	0	0	0	0	0	0	0	0	0	0	3	2	0	
15	1.8	14.9TBC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	3.6r	0.0	
16	16	0	0	0	0	0	16	0	0	0	0	0	0	0	4	5	7	
17	6.4bc	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	10.7p	8.1	
18	0.7	0.0	0.0	4.1t	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.1	
19	2.5	0.0	0.0	14.4TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	2.8	1.6	
20	9	0	0	9	0	0	0	0	0	0	0	0	0	0	6	2	1	
21	3.4	0.0	0.0	19.7TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	3.6	1.0	
22	15	0	0	15	0	0	0	0	0	0	0	0	0	0	5	1	9	
23	5.9	0.0	0.0	33.9TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	1.9	11.1pq	
24	12	0	0	12	0	0	0	0	0	0	0	0	0	0	7	1	4	
25	4.9	0.0	0.0	27.9TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	2.5	5.3	
26	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	
27	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.4	0.0	0.5	0.0	0.4	
28	2	0	0	0	2	0	0	0	0	0	0	0	0	0	1	0	1	
29	0.9	0.0	0.0	0.0	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.3	
30	14	0	14	0	0	0	0	0	0	0	0	0	0	0	5	5	4	
31	5.4	0.0	31.8TAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	9.8	5.0	
32	15	0	15	0	0	0	0	0	0	0	0	0	0	0	11	2	3	
33	6.0	0.0	35.4TAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.9	3.8	3.1	
34	10	0	10	0	0	0	0	0	0	0	0	0	0	0	4	3	4	
35	4.1	0.0	23.9TAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	5.5	4.5	
36	4	0	4	0	0	0	0	0	0	0	0	0	0	0	2	1	1	
37	1.5	0.0	8.9TAc	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	2.3	1.2	
38	2	0	0	0	2	0	0	0	0	0	0	0	0	0	1	1	0	
39	0.8	0.0	0.0	0.0	6.6Tbc	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.3	0.0	
40	15	0	0	0	15	0	0	0	0	0	0	0	0	0	9	2	4	

	5.8	0.0	0.0	0.0	0.0	0.0	47.7TAB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	4.2	4.7
27	2	0	0	0	0	0	C	0	0	0	0	0	0	0	0	0	2	0	0
	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	47.9	0.0	0.0	0.0
28	9	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0
	3.7	0.0	0.0	0.0	0.0	46.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
29	5	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0
	2.1	0.0	0.0	0.0	0.0	26.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
30	3	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0
	1.1	0.0	0.0	0.0	0.0	14.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
31	14	0	0	0	0	0	14	0	0	0	0	0	0	0	0	0	0	0	0
	5.6	0.0	0.0	0.0	0.0	0.0	45.7TAB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
32	1	0	0	0	0	0	C	0	0	0	0	0	0	0	0	0	1	0	0
	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.7	0.0	0.0
33	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
34	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
35	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
36	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	53.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
37	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	41.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
39	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - T/A/B/C/D/E/F/G/H/I/J/K/L/M/N - T/P/Q/R
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Absolutos/%Verticales 14 Apr 2009

- PONDERADOS (ABSOLUTOS/VERTICALES) -

	TOTAL	AREA GFK														CLUSTERS		
		-----														Desconf. activos más asociados	Pesimistas pasivos	Optimistas activos menos asociados
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
(T)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)	
Registros	252	33	42	44	15	32	15	7	6	11	17	10	4	12	4	122	46	84
Total	252	31*	43*	44*	20**	31*	16**	7**	5**	11**	17**	10**	4**	12**	3**	120	47*	85*
PONDERACION. Area Gfk x CAT.PROD.																		
Base: Area GFK 1	31*	31*	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	11**	7**	13**
1	8	8	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	5
2	27.3	27.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.8	23.4	40.2
3	22.3	22.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.9	30.4	22.1
4y5	23.5	23.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.3	32.1	7.1
	8	8	0	0	0	0	0	0	0	0	0	0	0	0	0	3	1	4
	26.9	26.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.0	14.2	30.6
Base: Area GFK 2	43*	0**	43*	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	21**	10**	12**
1	8	0	8	0	0	0	0	0	0	0	0	0	0	0	0	4	0	4
2	19.7	0.0	19.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.8	0.0	36.3
3	16	0	16	0	0	0	0	0	0	0	0	0	0	0	0	9	3	4
4y5	36.2	0.0	36.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	41.0	31.7	31.3
	10	0	10	0	0	0	0	0	0	0	0	0	0	0	0	5	4	2
	23.9	0.0	23.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.4	35.7	16.5
	9	0	9	0	0	0	0	0	0	0	0	0	0	0	0	4	3	2
	20.3	0.0	20.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.8	32.6	15.9
Base: Area GFK 3	44*	0**	0**	44*	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	22**	5**	17**
1	13	0	0	13	0	0	0	0	0	0	0	0	0	0	0	8	1	4
2	28.5	0.0	0.0	28.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.3	17.5	23.0
3	9	0	0	9	0	0	0	0	0	0	0	0	0	0	0	6	2	1
4y5	20.4	0.0	0.0	20.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.1	33.7	5.4
	13	0	0	13	0	0	0	0	0	0	0	0	0	0	0	5	1	7
	30.2	0.0	0.0	30.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.0	23.0	43.0
	9	0	0	9	0	0	0	0	0	0	0	0	0	0	0	3	1	5
	20.8	0.0	0.0	20.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.6	25.7	28.6
Base: Area GFK 4	20**	0**	0**	0**	20**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	9**	1**	10**
1	6	0	0	0	6	0	0	0	0	0	0	0	0	0	0	1	0	5
2	28.6	0.0	0.0	0.0	28.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.7	0.0	48.8
3	3	0	0	0	3	0	0	0	0	0	0	0	0	0	0	1	0	2
4y5	17.6	0.0	0.0	0.0	17.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.7	0.0	21.3
	5	0	0	0	5	0	0	0	0	0	0	0	0	0	0	4	0	1
	26.3	0.0	0.0	0.0	26.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	42.9	0.0	13.3
	5	0	0	0	5	0	0	0	0	0	0	0	0	0	0	3	1	2
	27.6	0.0	0.0	0.0	27.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.7	100.0	16.6
Base: Area GFK 5	31*	0**	0**	0**	0**	31*	0**	0**	0**	0**	0**	0**	0**	0**	0**	12**	8**	10**
1	11	0	0	0	0	11	0	0	0	0	0	0	0	0	0	5	2	4
2	37.2	0.0	0.0	0.0	0.0	37.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	43.1	22.0	41.8
3	5	0	0	0	0	5	0	0	0	0	0	0	0	0	0	1	4	0
4y5	16.8	0.0	0.0	0.0	0.0	16.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	51.5	0.0
	8	0	0	0	0	8	0	0	0	0	0	0	0	0	0	3	2	3
	27.0	0.0	0.0	0.0	0.0	27.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0	26.5	29.8
	6	0	0	0	0	6	0	0	0	0	0	0	0	0	0	3	0	3
	19.0	0.0	0.0	0.0	0.0	19.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.4	0.0	28.4
Base: Area GFK 6	16**	0**	0**	0**	0**	0**	16**	0**	0**	0**	0**	0**	0**	0**	0**	4**	5**	7**
1	5	0	0	0	0	0	5	0	0	0	0	0	0	0	0	3	2	0
	33.9	0.0	0.0	0.0	0.0	0.0	33.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	77.5	43.1	0.0

2	3	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	1	2
	18.3	0.0	0.0	0.0	0.0	0.0	18.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.4	28.9
3	5	0	0	0	0	0	5	0	0	0	0	0	0	0	0	1	2	2
	29.5	0.0	0.0	0.0	0.0	0.0	29.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.5	37.5	27.8
4y5	3	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	3
	18.3	0.0	0.0	0.0	0.0	0.0	18.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	43.3
Base: Area GFK 7	7**	0**	0**	0**	0**	0**	0**	7**	0**	0**	0**	0**	0**	0**	0**	4**	1**	2**
1	3	0	0	0	0	0	0	3	0	0	0	0	0	0	0	2	0	1
	41.4	0.0	0.0	0.0	0.0	0.0	0.0	41.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	51.3	0.0	39.8
2	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
	14.7	0.0	0.0	0.0	0.0	0.0	0.0	14.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.2	0.0	0.0
3	2	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	1	0
	23.1	0.0	0.0	0.0	0.0	0.0	0.0	23.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.5	100.0	0.0
4y5	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
	20.9	0.0	0.0	0.0	0.0	0.0	0.0	20.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	60.2
Base: Area GFK 8	5**	0**	0**	0**	0**	0**	0**	0**	5**	0**	0**	0**	0**	0**	0**	5**	0**	0**
1	3	0	0	0	0	0	0	0	3	0	0	0	0	0	0	3	0	0
	56.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	56.9	0.0	0.0	0.0	0.0	0.0	0.0	59.9	0.0	0.0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
3	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
	23.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.9	0.0	0.0	0.0	0.0	0.0	0.0	25.1	0.0	0.0
4y5	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
	14.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.2	0.0	0.0	0.0	0.0	0.0	0.0	15.0	0.0	0.0
Base: Area GFK 9	11**	0**	0**	0**	0**	0**	0**	0**	0**	11**	0**	0**	0**	0**	0**	10**	0**	1**
1	4	0	0	0	0	0	0	0	0	4	0	0	0	0	0	3	0	1
	39.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.0	0.0	0.0	0.0	0.0	0.0	33.8	0.0	100.0
2	2	0	0	0	0	0	0	0	0	2	0	0	0	0	0	2	0	0
	16.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.0	0.0	0.0	0.0	0.0	0.0	17.4	0.0	0.0
3	3	0	0	0	0	0	0	0	0	3	0	0	0	0	0	3	0	0
	28.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.5	0.0	0.0	0.0	0.0	0.0	31.0	0.0	0.0
4y5	2	0	0	0	0	0	0	0	0	2	0	0	0	0	0	2	0	0
	16.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.5	0.0	0.0	0.0	0.0	0.0	17.9	0.0	0.0
Base: Area GFK 10	17**	0**	0**	0**	0**	0**	0**	0**	0**	0**	17**	0**	0**	0**	0**	11**	1**	5**
1	7	0	0	0	0	0	0	0	0	0	7	0	0	0	0	5	0	2
	42.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	42.6	0.0	0.0	0.0	0.0	43.6	0.0	48.9
2	2	0	0	0	0	0	0	0	0	0	2	0	0	0	0	2	0	0
	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.0	0.0	0.0	0.0	17.4	0.0	0.0
3	4	0	0	0	0	0	0	0	0	0	4	0	0	0	0	2	1	1
	24.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.1	0.0	0.0	0.0	0.0	18.6	100.0	20.5
4y5	4	0	0	0	0	0	0	0	0	0	4	0	0	0	0	2	0	1
	22.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.1	0.0	0.0	0.0	0.0	20.3	0.0	30.6
Base: Area GFK 11	10**	0**	0**	0**	0**	0**	0**	0**	0**	0**	10**	0**	0**	0**	0**	2**	4**	4**
1	4	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	2	3
	45.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	45.3	0.0	0.0	0.0	0.0	0.0	37.3	75.4
2	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.0	0.0	0.0	0.0	26.7	0.0
3	2	0	0	0	0	0	0	0	0	0	0	2	0	0	0	1	1	0
	24.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.2	0.0	0.0	0.0	48.1	36.1	0.0
4y5	2	0	0	0	0	0	0	0	0	0	0	2	0	0	0	1	0	1
	19.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.2	0.0	0.0	0.0	51.9	0.0	24.6
Base: Area GFK 12	4**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	3**	0**	0**
1	2	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0
	47.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	47.9	0.0	0.0	52.8	0.0	0.0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.3	0.0	0.0	0.0	0.0	100.0
3	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0
	17.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.1	0.0	0.0	18.9	0.0	0.0
4y5	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0
	25.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.7	0.0	0.0	28.3	0.0	0.0
Base: Area GFK 13	12**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	12**	0**	4**	5**	2**
1	5	0	0	0	0	0	0	0	0	0	0	0	0	5	0	2	1	2
	42.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	42.1	0.0	42.9	25.9	78.8
2	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0
	11.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.9	0.0	31.6	1.6	0.0
3	3	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	2	0
	26.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.6	0.0	11.5	40.8	21.2
4y5	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	2	0
	19.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.3	0.0	13.9	31.7	0.0
Base: Area GFK 14	3**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	0**	1**	0**	1**

