



Designations of Origin, the Wine Route, and the City

The results of a survey conducted among the residents of the city of Bologna¹

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1. Introduction

Within the framework of the research on the Value of Designations of Origin in Emilia-Romagna², the second phase of the direct study³ focused on understanding the ties between this “*Città, Castelli, Ciliegi*” (Cities, Castles, Cherry Trees) Designation of Origin Territory, the Wine and Flavours Route organized on it, and the populations of the cities around it.

In particular, the study focused on the connection with the city of Bologna: the largest city in the Emilia-Romagna region, its administrative centre, the seat of one of the most important Italian universities with 80,000 students enrolled, and the seat of a major trade fair centre. Around it a rich

¹ Silvia Gatti wrote paragraphs 1, 3, 4 and 5, Fabio Boccafogli and Paola Varini wrote paragraph 2, Davide Colla wrote with Silvia Gatti paragraph 6. Paragraph 7 with the conclusion is a joint effort.

² Study financed by the Regione Emilia-Romagna Regional Administration – Agriculture Directorate with Resolution of the Service Manager no.19439 of 30/12/2005: PPA/05/41226 Executive Act entitled: Re: Regional Law 9/2000 and Resolution nos. 407/2005 and 1953/2005. Assignment to Alma Mater Studiorum Università di Bologna - Dipartimento di Scienze Statistiche 'P. Fortunati' “Indagine Su Valore Denominazioni d' Origine”. The Dipartimento di Scienze Statistiche of the Università di Bologna gave a substantial financial support for the English version of this paper presented at Enometrics XVI in Namur in May 2009.

³ The first phase of the research on the Designations of Origin for the citizens living there produced the paper “The Value of Designations of Origin in Emilia-Romagna” presented in 2008 at Enometrics XV in Collioure (Gatti, 2008).

economic fabric has developed, particularly concentrated in the mechanics and agro-food sectors. It is a city, as we will see, of complex socioeconomic and demographic dynamics.

The territory we analysed arrives up to the city limits and has always existed in continuous osmosis with the city (fig. 1). In the original intentions of the first environmental promotion projects, this mostly hilly territory between Modena and Bologna was to serve, first of all, as a peri-urban belt for the city’s environmental and recreational needs [Nijkamp, Mills (1987); Cavaillès, Peeters, Sekeris, Thisse (2003), Natali (2002)]. The development of the “*Città, Castelli, Ciliegi*” Wine and Flavours Route in 1999 probably completed this plan with a particular attention to Designation of Origin agro-food products, attracting a large number of food and wine tourists from other areas and honing the possibilities for exploiting the belt.

During the contacts with the Designation of Origin “*Città, Castelli, Ciliegi*” territory and with those in charge of the Route, it had emerged how the Route, with its headquarters in the town of Vignola, had found some difficulty working with Bologna. There is still no office in the city, no shops for marketing the Route’s products. The officials of the Emilia-Romagna region wondered about this lost opportunity and the starting point for the drafting of the questionnaire for the population living in Bologna was the idea of “measuring” the level of proximity between the Route and the city.

In concrete terms, the questionnaire also offered the opportunity to investigate the complex view Bolognese citizens have of this territory, and to attempt to understand what value it holds for them, analysing how they use it for their leisure time, what value it has in the residential choices they make for themselves and their families, and what value they attribute to the relationship between this territory and Designation of Origin products.

The project consists of an initial presentation of the peculiar characteristics of Bologna’s resident population and continues with the presentation of the questionnaire submitted to a sample group of 200 citizens residing in the city of Bologna and the results obtained. It ends with the results of the application of the multiple correspondence analysis of the data from the questionnaires.

Fig. 1 Bologna city and the “Città, Castelli, Ciliegi” territory



Source : http://www.strade.emilia-romagna.it/_strade/cartaidentita.php?strada=castelliciliegi

2. Characteristics of the resident population of Bologna

For a better understanding the information provided by the questionnaires submitted to the residents of the city of Bologna, we provide a general picture of the characteristics of the Bolognese residents and their relationships with the hill and mountain area of the province of Bologna in which part of the “Città, Castelli, Ciliegi” Wine and Flavours Route develops, by means the results of studies conducted by the Centro Demoscopico Metropolitan of the Province of Bologna (MeDeC)⁴.

2.1 Demographic characteristics and socio-functional transformations of the Bolognese area

The most recent data on the population of the city of Bologna show a new demographic cycle taking place, in the opposite direction from the negative trend that began in the 1970s.

⁴ The Centro Demoscopico Metropolitan (MeDeC: Metropolitan Opinion Polling Centre) is a structure that conducts polls on the population's opinions and behaviours, which is used by the Province of Bologna. Since 1997 it has been carrying on analysis and research activities, on commission from local institutions (Municipalities, Provinces, Regions) and semi-public companies. It is a totally new instrument in the public administration panorama, proving to be very useful at the local government level for acquiring in real time information on the opinions of the citizens governed: from their approval of the planning of new infrastructure, to the degree of their satisfaction with public services such as day care centres, schools, and municipal offices. The Centre also makes it possible to survey the local economic and productive situation, thus contributing to providing administrations with information useful for their governing activities.

Up until a few years ago, it was thought that the recent history of Bologna's demographic evolution could be broken down into two phases. During the first - the so-called “urban revolution” phase which took place from the post-WWII period up through the 1960s - the deruralization and industrialization processes led to a high demographic polarization in the urban core. With the second phase - characterized by “urban maturity”, which began in the 1970s-80s and ended in the mid-1990s - there were a strong intra-metropolitan redistribution of residents and a significant demographic stagnation from the natural standpoint (marked reduction of fertility and more ageing), thus causing the population to drop by around 120,000 units in 25 years.

During this period the entropy caused by the post-war urban concentration process caused the population to pour into the surrounding territories, first in a conurbation with the settlement systems of the neighbouring towns, and then giving rise to a process of urban sprawl throughout the entire provincial territory. There were two main reasons behind this suburbanization: the explosion of the real estate market prices, which drive out the weaker classes and, at the opposite end of the social scale, the pursuit of qualitatively higher living contexts. If this did not result in a demographic collapse of the core, it was only thanks to the curbing action of the strong immigration push, especially in the 1980s, by persons coming from southern Italy and - with increasingly significant and larger flows - from abroad. This people partially repopulated the central areas that had been emptied out (Anderlini, 2003).

The population rotation-replacement in the central municipality modified its social structure, bringing new elite middle classes to occupy the more exclusive, fashionable areas (a phenomenon known as “gentrification”) and causing the poorer people to try to make ends meet in the interstices of the more degraded areas.

However, as has already been said, in recent years the demographic trend has reversed, and the resident population has stabilized, even registering slight increases between 2002 and 2004. Once again, the main factor characterizing this change is the sizable migratory flows coming both from other Italian regions and from abroad; these flows induce high positive values of the net migration rate that amply compensate for the deficit of the natural movement (which, however, is slowly shrinking thanks to a reduction in deaths and an increase in births). It may thus be concluded that in the past 10 years, the numbers of immigrants, elderly, and children have increased in Bologna (Bovini, 2005).

The number of families is also increasing strongly, but the number of members per household continues to decrease (now slightly more than 2, and distinctly lower than the average for the province); in fact, the incidence of singles (mainly elderly and women) and single-parent

households is very high. Among the couples, those with and without children are now practically even, while most couples with children have only one.

Taking a look at the territorial differences within the province's capital city, it emerges that in the historic centre the residents are on average younger, and there is a greater presence of singles and of families with children under 14 years of age. The hilly area of the green belt shows a strong demographic homogeneity, with a majority made up of the higher age ranges. The rest of the city (the northern arc from east and west) has intermediate characteristics.

A study of the more specifically socio-functional aspects⁵ reveals that almost 40% of those of legal adult age contacted are retired; with the exception of students and homemakers who account for marginal percentages (5.5% and 7% respectively), the employed individuals represent almost half of the total, while the unemployment rate is at physiological levels.

Focusing the attention on the professions of the employed persons, the predominant categories are those of white-collar workers (48%) and upper ranks (28%), which include entrepreneurs, freelance professionals, executives, middle management, and high-level teachers; self-employed and blue-collar workers show practically residual percentages (7% and 13% respectively).

In recent years, the socio-spatial profile of the city has undergone significant changes because of the demographic processes and functional transformations that have taken place in Bologna.

Between the 1950s and 60s, during the period of the urban polarization and industrialization, the farmers who left the countryside attracted by the possibility of jobs in the city swelled the ranks of the blue-collar workers, with these masses being strongly segregated. During the following 20 years, there was a repositioning of the economic activities over the provincial territory (typical of the post-industrial phase). While the secondary sector decentralized toward the first belt (especially in the 1970s), in the 1980s Bologna specialized more and more in tertiary activities; in particular, the historic centre became the privileged seat of the advanced tertiary sector, characterized by greatly innovative and specialist content. Thus the scattering of white-collar workers over the entire municipal territory, in both the high-class and the working-class areas, thus triggering an intense dualism especially with the blue-collar class, which was overcome by this wave and reduced in absolute terms. On the other hand, the higher classes reacted positively to this invasion, and returned to filling up the more exclusive areas, such as the historic centre, the foothills to the south, and the green belt.

The quantitative processes continued during the following years also, in the direction of an increasingly strong post-modern characterization of Bolognese society. The upper classes in the

⁵ Research conducted on the city of Bologna by the MeDeC, consisting of nine surveys conducted between 2007 and mid-2008 on the single neighbourhoods in Bologna; the studies made it possible to collect 7,102 interviews, stratified into 45 sub-areas and proportional in gender and age range.

most elite areas account for 50% of active workers, managing slowly to send away the white-collar workers who are retreating in great numbers toward the semi-suburban areas along an east-west axis. The working class neighbourhoods, populated by blue-collar workers, are shrinking, pushed toward the farthest outskirts by the advance of the white-collar classes, and are becoming increasingly segregated; a sole consolation is that the high concentration level manages to block the advance of the middle class.

The dynamics of the education level of Bolognese residents follows the same social geography as that just outlined. Degree-holders, who account for over a quarter of adults, are concentrated mostly in the historic centre and the upper quarters of the hill.

2.2 Residential mobility

There are numerous factors that have generated the suburbanization-reurbanization phenomenon. An in-depth analysis of the reasons for that has led to the definition of two classes of subjective expectations: the "primary demand", defined by variables focusing on the primary need for a dwelling and determined by conditions of necessity dictated by the renting needs of new households (from the formation/splitting of couples by marriage or separation, or a marginal move away from the original household as in the case of singles) as well as by the expulsion action of the crudest devices of the real estate market (evictions); the "secondary demand" based on the pursuit of new qualitative ways of living ("household satisfaction"), local and contextual satisfaction, ecological, social and cultural environment, availability of services and facilities, living comfort, and closeness to and unification with relatives (MeDeC, 1998a).

The primary demand (essentially driven by the functional movement of jobs) was prevalent in the case of the "reurbanites", and substantially involved both the elite who occupy the upper quarters where they can enjoy an affluent urban life, and the under-class who are mainly located (given the selective nature of reurbanization) in the large outlying suburbs.

The secondary demand comes to the greatest extent (but just slightly more than the primary) from the suburbanites. It is higher than average both in the upper and the white-collar/middle or typical suburban classes (who adopt the suburban model as an actual value option, in pursuit of status models) because they found new possibilities for the realization of this model in the territorial spread (and mainly in the green belt of the hills). The secondary demand is also high in the blue-collar and white-collar working or forced-suburban classes whose relocation in the suburbs is pretty much caused by urban market conditions which are un-affordable for them. For this approximate one half of all individuals, the suburbanization coincides with a further push to the outskirts into the periurban wedges (the hill and mountain belt to the south of the city and the large

areas to the north).

In the transition zone of the metropolitan hills (the hill and mid-mountain area), touched by the phenomena described above, it turns out that at least 30% of the residents are natives of Bologna and slightly over 42% declare the city as their previous place of residence. The settlement system of the area is characterized by the presence of second (vacation) homes (the mid-mountain area has always had the classic function as a vacation place for Bolognese citizens), but also by the plurality of modern morphological and living styles: the working class villages in the valley made up of the remaining autochthonous population gravitating around the Bolognese core, as well as the dissemination of second homes which are connected with recreational, leisure time functions, and often recycled as a primary residence by part of the populations leaving Bologna⁶.

2.3 Territorial roots and the identity process of the Bolognese population

Therefore, the demographic stratification of Bologna is the result of the mixing generated by the incoming and outgoing migratory flows described above.

With regard to the Bolognese, one out of two citizens was born in the city (50.3%), while of the others, 14% come from the province, 11% from the region, and 24% from other places. The level of self-containment appears high in proportion to the residential seniority: over 67% of Bolognese residents has moved house within the city walls. The analytic definition of a territorial rooting index⁷ makes it possible to classify the population as either “rooted” or “not rooted”. It turns out that 42% of the population is moderately and highly rooted, with the members of this group being able to demonstrate or certify their roots, while the majority (58%) belongs to the group of Bolognese by adoption or new-generation Bolognese.

It can be understood how, in recent years, the topic of “Bologneseness” has taken an extremely central role in the city’s discussions, because of both the difficulty in defining it and the need for residents to rediscover their roots and an identity in which to recognize themselves and distinguish themselves from other urban structures (MeDeC, 2003a).

The demographic and socio-cultural processes that make this task difficult are attributable essentially to two factors: the first (already discussed a number of times) concerns the extremely heterogeneous and fragmented demographic structure of the Bolognese. The second phenomenon that further weakens the identity of the Bolognese (but which affects much of the Western world) is the transition to the postmodern age, during which the consequences of globalization (intended as a

⁶ Surveys on relationship between citizens and local council in the cities of Savigno, Sasso Marconi, Vergato, Loiano, Monzuno (MeDeC, 2003b,c,d,e,f) and Monte San Pietro, Zola Predosa, Casalecchio di Reno, Grizzana Morandi, Pianoro (MeDeC, 2007a,b,c,d,e).

⁷ The territorial rooting profile is constructed using the various elements of residence such as place of birth, residential permanence, and residential origin.

global standardization to the detriment of localism) become more acute and the cultural and political ideologies lose strength.

The loss of socio-cultural roots and the lack of demographic compactness has determined in Bolognese citizens various different reactions in the way they deal with the future and define their identity: on the one hand some have exhibited attitudes of bewilderment and close-mindedness toward the world, while other social groups have shown themselves to be more open-minded and ready to deal with the advancing modernity (MeDeC, 2003g, 2004).

The first social structure consists mainly of the elderly, homemakers, pensioners, singles, single-parent households, and economically disadvantaged persons, and involves 41% of the residents; they live in conditions of alienation (acute or latent), marked by uncertainty, a pessimistic view of the future, depression of expectations, and thus passivity.

This large pocket of frustration is contrasted by the component of the city’s population (56.7%, mainly made up of males, young people, students, and upper classes) that is characterized by optimistic attitudes, with an inclination toward self-assertion and dominance of their lives, in which the solidaristic sentiments of the Bolognese, typical of this land’s civic culture, re-emerge. Universally shared by all is the orientation toward social integration, particularly intense in any case in the middle age ranges, employed workers, and those who characterize themselves as being on the left (MeDeC, 2005c).

These data are confirmed by the historic series of the answers to the question which has been asked to the residents of the province of Bologna, or even just of the citizens of the city itself, several times over the years, concerning the most important values necessary for the enhancement of the identity of the Bolognese territory (Table 1) (MeDeC, 2005a).

Table 1 - Most important values for the enhancement of the Bolognese local identity

		2003	2004	2006
Most important values for the enhancement of the Bolognese local identity (2 possible answers)	Social justice, solidarity, separation of Church and State	52.4	63.1	53.6
	Culture, knowledge, and relationship with the world	41.9	47.8	41.0
	Local customs and traditions	24.0	21.4	27.1
	Economic and entrepreneurial innovation	17.3	19.2	18.9
	Religious tradition	10.6	12.7	13.2
	None of these	1.0	0.5	0.9
	Doesn't know, doesn't answer	5.9	5.0	4.7
Total	Cases	2000	1001	616

The value spectrum of the Bolognese citizens is certainly broad and differentiated, but solidarity- and culture-oriented values emerge with a clear prevalence. In fact, showing a stable trend from 2004 through 2006, but tending to increase over the previous years, over half of those interviewed identified as most important the values based on social justice, solidarity, and the separation of

Church and State. Following these, with a fluctuating but vigorous trend (between 41 and 48%), are culture and open-mindedness toward the world. For one out of four Bolognese, local customs and traditions are a fundamental identity value. Those who identify entrepreneurial development and religiousness as promotional values of the city are a minority and rank in the last positions.

2.4 The economic situation and the problematic agenda

At least one out of two citizens (53%) considers his economic situation in line with the average standard of living and income necessary for living in Bologna, with a reduction of 10 points (the figure was 63%) over the past three years. The result is a corresponding increase in the number of Bolognese who feel a markedly greater hardship or a situation that causes apprehension and who amount to 24.1%: almost one fifth of the residents (19.7%) report difficulty in remaining in line with the average, vs. 14.2% registered in 2005, while “perceived poverty” (a below-average situation of hardship) involves a number almost double (4.4%) than that registered three years earlier (2.5%). The sum of the individuals in a situation of hardship is very large compared to the group of those who are well-off (in a very or fairly good economic situation, in any case above average) who amount to slightly more than one out of five Bolognese (21%), so that the prosperity/hardship ratio (0.86) is distinctly below the unitary value registered in 2005 (a classic symptom of the worsening conditions of the real economy) (Table 2).

Table 2 -Economic situation of household – self-evaluation (2005 - 2008)

	2005 (a) %	2008 (b) %
very good (high)	2.9	2.5
fairly good (above average)	15.0	18.5
average	63.0	52.8
with some problems remaining average	14.2	19.7
hardship situation (below average)	2.5	4.4
doesn't know / doesn't answer	2.4	2.1

(a) Compared to the standard of living and income of the other families of your town, how do you judge your family's economic situation?

(b) Compared to the standard of living and income you consider necessary for living in Bologna, how do you judge your family's overall economic situation?

Thus the slide of Bolognese families toward an economic-income worsening is very clear, and it affects most of all the middle classes; also, the number of families nearing the poverty level is becoming alarmingly large.

Particularly problematic appears the situation from the savings standpoint (MeDeC, 2005b): apart from a very small percentage of families who are spending more than they earn, the other families find themselves in a situation in which expenses equal income (40%). Only 3.4% of the families

state they can save very much, while a large number of Bolognese families (51%) state they can save only very little.

In fact, the main city emergencies denounced by the Bolognese citizens (characterized by cyclical trends with fluctuating characteristics) concern economic matters (economic crisis, cost of living, work/unemployment). A new aspect that emerges in recent years is that of the economic problems, especially the high cost of living: critical problems that had been rising strongly for some time in the “general” agenda, but not in the “local” one. It seems to be, by all appearances, an “overflow effect”, owing to which the acute national economic emergency ended up causing a strong raising of awareness of the ways economic uncertainties and burdens make themselves felt in the local context.

2.5 Systematic and occasional movements and how the Bolognese spend their leisure time

How do the Bolognese move about? With regard to the systematic movements, i.e. for study and work purposes, around 2/3 of the city's residents remain in their city of residence, while 1/5 of the citizens commute to towns in the rest of the province, in particular the territory of the first belt. This indicates for the city of Bologna an extremely high self-containment index (percentage of movements made within the municipal limits of the total departures) compared to the rest of the province, which increases further in the case of the Bolognese acropolis, where the cultured middle class uses the centre for all its life functions. This process - known in sociology as “domestication”, since the working rules are applied in private life also, according to a continuum of spatial-functional relations - transform the centre into a small “new community” village (in spite of the evident contradiction that sees Bologna as a heavily congested place of transit).

Those who leave the city limits the most are the members of the middle class (executives and white-collar workers) or the blue-collar class, residing in the outermost areas of the city and attracted by the traditional industrial or tertiary areas (health and wholesale trade) of the metropolitan suburbs.

For at least 50% of the citizens, the car is still the most used means of transport, also considering the typical characteristics of mobility in Emilia-Romagna: widespread settlement system and high income level; the city, however, still shows much lower rates of private car use than the rest of the province (due to the heavy traffic congestion and the already-mentioned domestication phenomenon, whose effect for the gentry of the centre is the massive recourse to walking and the use of bicycles). The use of the private car follows a centre-suburbs gradient.

Also as far as occasional movements (other than for study or work)⁸ are concerned, the Bolognese residents remain within their city limits, while movements to the other towns of the province are

⁸ Annual monitoring from 2002 through 2008 of the satisfaction with local public transport, carried out on behalf of the local mobility agency (SRM) (MeDeC, 2005-6-7).

totally residual: from Monday through Friday they amount to 6%, and may increase by 1 or 2 percentage points on weekends; the car is the most commonly used means of transport.

The main reasons for the occasional movements of the Bolognese are shopping needs on weekdays, while on weekends it is the desire for recreation and cultural consumption, even though, recently, that incentive has been rapidly shrinking because of the worsening of the family budgets (MeDeC, 2006). In fact, the perception of the prices growing too much for all products and services causes a drop in consumption, especially for those goods considered not indispensable. One fifth of the Bolognese state that they have given up travel and vacations, while 16% have reduced their expenditure for fun and cultural consumption⁹.

2.6 Functional relationship with the Tuscan-Emilian Apennines and view of the hill and mountain landscape

Analyzing the geography of the vacation routes of the Bolognese, it emerges that the Tuscan-Emilian Apennines attract a residual percentage of tourist flows, mainly among the older cohorts, those with poor motor capacity and low international and cultural exposure; their vacations are usually based on fixed habits of going to the same usual, close-by local places, often to their own second homes.

This assertion is confirmed by various studies¹⁰ that show that only 25% of the Bolognese have spent vacation periods in the Apennines during their lifetimes; this percentage is directly correlated with age and inversely correlated with the economic situation. Today only 4% of those interviewed, especially among the more elderly persons, state that they go there for long periods.

On the other hand, the Apennines are mainly considered by the Bolognese as a destination for sporadic visits, based on weekend or even daily routines. Considering specifically the *prêt-à-porter* use of the territory, the number of citizens who commute to the Bolognese mountain and hilly places for fun and relaxation rises to 2/3 of the total. Another 30% of the interviewees remains out of this group, either due to external impediments (advanced age, low income, poor mobility) or because they don't care for the destination (young and well-to-do).

The spotty frequentation, even while decreasing, does not diminish the important role as a metropolitan garden or courtyard of the mountain-hill territory, useful for leaving behind the stress accumulated in the urban environment. The local Apennines are thus seen by the citizens as an environmental reserve for recreation, relaxation, good air, and enjoyment of nature landscapes. It is not by chance that the main trips to the mountains are of the nature-fitness type and offer

⁹Survey on the consumption behaviours and inflation perceived (MeDeC, 2005b).

¹⁰Survey on the travels and vacations of the Bolognese (MeDeC, 1998b) and survey of the residents in the capital city and in the hill and mountain towns of the province concerning the mutual relations, customs, and identities of the different environmental contexts (MeDeC, 2002).

opportunities for having fun. In fact, the activities most practised by the citizens may be broken down into mainly tranquil motor activities (walks, bike excursions, explorations of woods to gather the fruits of nature), wine and food routes and picnics, and sports. There are also promoters of idleness, who prefer to fully enjoy the restoring peace of the mountains. The viewpoint the Bolognese have of the hills and mountains is very flattering and by now far from the folklore rhetoric that considered these territories places of economic and sociocultural marginality.

There are still Bolognese – 20% – who continue to consider the mountains a place of social backwardness, while a figure triple than that (60%) feels that the hills and mountains have never been a depressed area. Around 12% admit that they were in the past, but are no longer today, and 8% acknowledge that those territories enjoy more prosperity than other areas of the province.

The flattering considerations are justified by a series of assertions that, as a whole, give a romantic image of the mountains connected with the recognition of a strong identity bond of their inhabitants. Eighty Bolognese out of 100 attribute to the inhabitants of the hilly-mountain areas an identity of their own which must not be lost, and 78% agree on acknowledging that the mountain people have a stronger bond with the territory than those in other zones.

For 65% of the citizens of the city, people live better in the hills and the mountains (contrary to the opinion of 20% with the exact opposite view), thus confuting the idea (53%) that the persons are more isolated and have fewer social relations, and that mountain life is more boring (52% disagree) because of the lack of places of culture and recreation.

Therefore, the Bolognese see the mountains as an attractive place by virtue of ideas connected with the pursuit of better liveability. Basically, 61% of the Bolognese consider “their” mountain an essential resource for the territory, and only 15% say they are not familiar with it (Trivisani, 2002). This is even truer if the fundamental principles that convey the idea of promotion of the territory are represented in the second and third place by the local customs, traditions, and culture (28%) and culture, knowledge, and relationship with the world (23.6%).

As an essential resource, in the opinion of 40% of the Bolognese the mountain thus needs defence and environmental protection plans (and the conservation of parks for 12.7%) with an eye to development and investment by the local administrations, which must be followed by an equally important tourism promotion plan (36%).

3. The questionnaire

The questionnaire investigating the relationships between the population residing in the city of Bologna and the Designation of Origin territory of the “*Città, Castelli, Ciliegi*” Wine and Flavours

Route is broken down into six sections: a) information on the respondent and his or her family, b) knowledge of the territory, c) the value of the territory as a place for recreation, d) the value of the territory as a place of residence, e) the value of the Designation of Origin territory as the place of origin of the certified and to generate welfare, f) the value of the territory for the Bolognese identity and the importance of investing in its development.

The first section contains the questions on gender, age, educational level, job, number of family members, its make-up, and the number of children younger than 15 years of age.

The second section investigates the knowledge of the “*Città, Castelli, Ciliégi*” Wine and Flavours Route, the knowledge of how many towns make it up, and if and why the interviewee has ever been to one or more of the towns in the provinces of Bologna and Modena making up the Route.

The third section seeks, through a detailed battery of questions, to define the areas of the Route’s territory where the Bolognese population’s recreational activities are concentrated, the frequency of their yearly use for recreation, the periods preferred for recreational activities in that territory, the means of transport used and mobility difficulties encountered, the recreational activities they engaged in there, what kinds of overnight stays they had arranged, if any, the aspects of the territory they preferred and, if the interviewees had never been in that territory for recreation, the reasons why, and what might inspire them to go there.

The fourth section investigates the residential function of the “*Città, Castelli, Ciliégi*” territory for Bolognese citizens, asking whether the interviewee has ever lived in any of the territory’s towns and, if so, for what reasons, and then why he later moved; if he has never lived there, it is asked if he would like to go live in the territory and, if so, because of which aspects of the territory.

The fifth section - highlighting how this territory is characterized by the production of numerous typical local products with Designation of Origin, Geographic Indication, etc. - looks into the Bolognese citizens’ knowledge of these products and the link with the territory, how they perceive the differentiation of these products from common ones, and the level of confidence and trust in the Designation of Origin certification. Lastly, referring to the work on the value of the designations for the citizens of the “*Città, Castelli, Ciliégi*” territory (Gatti, 2008), this section evaluates how much Bologna’s residents agree with the statement that the presence of Designations of Origin in the “*Città, Castelli, Ciliégi*” territory contributes to economic welfare, environmental protection and conservation, and social cohesion.

The last section investigates the opinion of residents of the city of Bologna concerning the integration into the city’s identity and the importance of investing in the protection and development of the “*Città, Castelli, Ciliégi*” territory.

4. The sample group interviewed

The questionnaire was submitted by telephone to a sample of 200 persons, representing the population resident in the municipality of Bologna, between September and October 2006, with the support of the MeDeC, which has been using polls to study the opinions and behaviours of the Bolognese population for years.

Of the total 930 telephone contacts made, 288 persons refused to take part in the survey either because they were uninterested or wary, or because they felt they would not be able to answer.

To take into account the possible differences in attitude among the resident population with regard to the “*Città, Castelli, Ciliégi*” territory, situated to the west of the city of Bologna, the sample group was split evenly between the city’s eastern and western parts (101 interviewees in the East Bologna area and 99 interviewees in the West Bologna area).

Following the characteristics of the resident population, the sample group structure is made up of 48.5% males and 51.5% females. The structure by age range has 14.5% of the interviewees in the 18-to-29-year age range, 33.0% between 30 and 44 years, 27.0% between 45 and 59 years, and 25.5% of the interviewees between 60 and 74 years of age.

20.0% of the interviewees hold a degree or university diploma, 37.5% hold a high school diploma, 13.5% have a vocational school diploma, 20.5% have a middle school certificate, 7.5% finished elementary school, and 1.0% do not answer.

10.0% of those interviewed are self-employed, 46.5% are employed, 8.0% are students, 7.5% are homemakers, 25.5% are retired, 2.0% are unemployed, and 0.5% do not answer.

Of those who are self-employed, 5.0% are entrepreneurs, 5.0% are craftsmen or unpaid family helpers, 5.0% are farmers, 80.0% are freelance professionals, and 5.0% carry on another type of self-employed work, for example as a sales agent, representative, etc.

Of those who are employed, 3.2% are middle, elementary, or nursery school teachers, 4.3% have middle management or management positions, 32.3% are civil servants, 47.3% are white-collar employees of private companies, and 12.9% are blue-collar workers in industry and the service sector.

With regard to the family, 18.5% of the cases consist of just a single family member, 36.5% have two members, 27.5% have three members, 15.0% have four members, and 2.5% have five members. The average number of members is 2.46 per household.

In 39.3% of the cases the family is made up of a couple without children and possible other cohabitants, in 49.1% there is a couple with children and possible other members, in 6.7% there is a single parent with children and possible other cohabitants, in 4.3% there are individuals living

together who are related, and in 0.6% of the cases there are individuals living together who are not related.

In 66.3% of the cases, in the interviewee's family there are no children under 15 years of age, in 23.8% of the cases there is one, in 7.9% of the cases there are two, in 1.0% of the cases there are three, and 1.0% of the interviewees did not answer this question.

5. Results

This paragraph is devoted to the analysis of the body of answers to the questionnaire on the relationship of the Bolognese with the “*Città, Castelli, Ciliégi*” Wine and Flavours Route territory given by all those interviewed, without differentiations by gender, age, education, etc.. The differentiations by groups will be analysed effectively in the following paragraph by using a specific data analysis method: multiple correspondence analysis.

5.1 Knowledge of the territory

Therefore, as a whole, the sample group of 200 citizens residing in the city of Bologna and representing the total resident population answered the first question of the questionnaire on the relationships between the Bolognese citizens and the “*Città, Castelli, Ciliégi*” Wine and Flavours Route territory concerning their knowledge of the Route as follows: 49.5% are not familiar with the Route, 39.0% have heard about it, and 11.5% know it well.

The second question (asked only of those who know the territory: 101 interviewees out of 200), on the knowledge of the towns that are part of the Route, reveals that the most well-known town is Vignola (32.7%), followed by Bazzano (25.7%), Monteveglio (14.9%), Savigno (13.9%), Monte San Pietro (9.9%), Zola Predosa (8.9%), and Castello di Serravalle (6.9%). Below the 5% mark are all the other towns along the Route, i.e.: Crespellano (4.0%), Sasso Marconi (3.0%), Vergato (1.0%), Castelnuovo Rangone (1.0%), Castelvetro di Modena (3.0%), Marano sul Panaro (1.0%), Pavullo nel Frignano (3.0%), Savignano sul Panaro (5.0%), Serramazzoni (2.0%) Spilamberto (1.0%), and Zocca (4.0%). But 46.5% of the interviewees indicate no particular town, and 2.0% indicate all of them. Therefore, in substance, only one fourth of the sample group of 200 Bolognese citizens has some notion of what the Route's territory is like. The most well-known towns are mainly those of the province of Bologna that hold the major events connected with their typical local products (Table 3).

Table 3 - The knowledge of the towns belonging to the Wine and Flavours Route territory (do not read)

	Total %	
Do you know which towns belong to the Wine and Flavours Route territory? (do not read)	Bazzano	25.7
	Castello di Serravalle	6.9
	Crespellano	4.0
	Monte San Pietro	9.9
	Monteveglio	14.9
	Sasso Marconi	3.0
	Savigno	13.9
	Vergato	1.0
	Zola Predosa	8.9
	Castelnuovo Rangone	1.0
	Castelvetro di Modena	3.0
	Marano sul Panaro	1.0
	Pavullo nel Frignano	3.0
	Savignano sul Panaro	5.0
	Serramazzoni	2.0
	Spilamberto	1.0
	Vignola	32.7
	Zocca	4.0
	Does not indicate any town	46.5
Indicates all towns	2.0	
Total	Cases	101

When the question about the knowledge of the territory is asked separately from the Route and the towns are listed, much more positive data on their frequentation and knowledge of the territory emerge. 8 towns out of 19 have been visited by more than 70% of the interviewees (all 200): Bazzano (75.0%), Monte San Pietro (75.0%), Monteveglio (71.0%), Sasso Marconi (94.5%), Vergato (71.5%), Zola Predosa (86.0%), Vignola (84.5%), and Zocca (75.5%). In this case, also, they are mostly towns of the province of Bologna. The other towns show, in any case, fairly high percentages: Tizzano di Casalecchio¹¹ (44.0%), Castello di Serravalle (52.5%), Crespellano (68.0%), Savigno (66.0%), Castelvetro di Modena (23.0%), Marano sul Panaro (26.0%), Pavullo nel Frignano (49.5%), Savignano sul Panaro (37.5%), Serramazzoni (23.0%), and Spilamberto (43.0%). Only for the town of Castelnuovo Rangone, one of the Route's most active towns, a truly low percentage of interviewees have visited its territory (15.0%).

¹¹ Only the locality of Tizzano was included in the questionnaire, since it is the part of the large municipality of Casalecchio most involved in the Route, thus avoiding the inclusion in the questionnaire of a town right next to the city of Bologna with numerous functions and reasons for being frequented, which would have caused great distortion in the answers.

If the fact of having actually been to the town’s territory is added to its general familiarity among the interviewees, with the exception of Castelnovo Rangone, and Castelvetro di Modena (other important town of the Route), all the towns have a “fame factor” of over 60%.

5.2 The value of the territory as a place for recreation

The 199 interviewees who have been to at least one of the Route’s towns were then asked if they had also gone for recreation. With the exception of the 11.6% that state they have never gone for recreation and the 1.5% who don’t remember, the other 86.9% answered “yes”. The most frequent visits are to the towns of Vignola (65.3%), Sasso Marconi (62.3%), Zocca (54.8%), Bazzano (54.3%), Monte San Pietro (52.3%), Zola Predosa (49.7%), Montevoglio (45.7%), and Vergato and Savigno (43.2% for each). In short, these are the same towns that were the most frequently visited, with the exception of Savigno (which hosts the truffle festival in the fall!).

The frequency of visits for recreation during the past year for 36.4% of the 173 interviewees who visited the towns of the Route’s territory is low (1 to 2 times), for 34.7% it fluctuates between 3 and 10 times. 14.5% of the 173 interviewees state they have not been to those towns for recreation in the past year.

The favourite period is spring, with 52.0% of the preferences, followed by summer (34.7%) and then autumn (27.2%). Winter is not a preferential season for visiting these towns for recreation, while 21.4% of those interviewed state that they have no preferences, seemingly indicating that the ways they relax and engage in recreation are more detached from the climatic characteristics of the territory.

The means of transport used to reach the Route’s towns, including for recreation, is almost always the private car (97.7%). The train is used by 1.7% of those interviewed, 2.3% go by rented car, 3.5% go by public bus, 2.9% by motorcycle or scooter, and 2.3% by bicycle.

90.8% of those interviewed state they have never had any problems reaching the Route’s towns when they went for recreation; when they rarely did encounter problems, these were due to intense traffic (80.0%) and bumpy roads (13.3%).

The recreation-related reasons for which the interviewees visited the Route’s towns are mainly to take part in festivals, events, etc. (67.1%), to purchase and eat local products in restaurants, holiday farms, and shops (50.3%), to take walks or go bike riding (45.7%), to visit friends and relatives (42.2%), to breathe some “good” air (18.5%), to hunt for or pick mushrooms, chestnuts, cherries, truffles, or other (17.9%), for picnics and trips to the country (13.3%), for vacation stays (5.8%), and to go hunting and fishing (4.0%)(Table 4).

Thus, the strongest motivation seems to be connected with traditional recreation and the consumption or purchase of typical products; indicating a link with the Designation of Origin territory which it seems, however, the interviewees do not recognize. Another reason not to be overlooked is that of personal care and fitness.

Table 4 - The recreational reasons for having been to the towns of the “Città, Castelli, Ciliegi” territory

		Total %
In particular, for what recreational reasons have you been to these towns of the “Città, Castelli, Ciliegi” territory?	to breathe good air	18.5
	vacation stays	5.8
	hunting and fishing	4.0
	walking-biking	45.7
	hunting/picking of mushrooms, chestnuts, cherries, truffles, other	17.9
	purchase and consumption of typical local products in restaurants, holiday farms, shops	50.3
	picnics, trips to the country	13.3
	festivals, events, etc.	67.1
	visiting friends/relatives	42.2
	other	3.5
don't know	0.6	
Total	Cases	173

Rarely do the interviewees stay overnight on the territory (92.5% never do) and 5.2% do so in their own vacation homes, while only 2.3% stay in accommodation structures.

The aspects of the territory most enjoyed by the interviewees representing the Bolognese resident population are: the presence of greenery and nature (58.4%), typical local products, food and wine (45.7%), festivals, sports and various amusements (40.5%), peace and tranquillity (38.2%), historic centres and towns (36.4%), and then - with a significant gap - hotels, restaurants, and holiday farms (12.7%), environmental protection (11.0%), climate (10.4%), and lifestyle (6.9%).

The 23 interviewees who had never been to the Route’s towns for recreation were asked for what reasons, other than recreation, they had visited at least one of these towns. 39.1% went for business, 30.4% to purchase goods or services, 21.7% to care for relatives or elderly persons, and 8.7% do not remember.

The latter respondents have never visited the Route’s territory for recreation because they have never thought of it or haven’t had the chance (77.3%); much lower percentages show a preference for other country and hilly areas immersed in nature (27.3%) and for the city (13.6%).

36.4% of the interviewees who have been to the Route's towns, but never for recreation, have no intention to go there even if they can request improvements. 27.3% think they might be tempted to go there in their leisure time if events or festivals were organized, and 22.7% might be interested by more information on the places. Moreover, with lower percentages, other reasons might inspire the interviewees (actually not very many: fewer than 10%) who haven't gone there to start to frequent these places: more sports facilities and more parks, including those with playgrounds for children (13.6% both). Only 9.1% feel that an improvement of the road system and traffic might encourage them to go to the Route's towns for recreation, and only 4.5% would like an upgrading of public transport and accommodation structures (restaurants and holiday farms).

Nevertheless, this continues to be a territory that the Bolognese citizens intend to visit for brief trips with their own car.

5.3 The value of the territory as a place of residence

94.0% of the interviewees have never lived in one or more towns of the "Città, Castelli, Ciliégi" territory. Those few who have (12 interviewees) come mainly from the towns in the area of Bologna (Castello di Serravalle, Crespellano, Monteveglio, Sasso Marconi, Zola Predosa), even though three towns near Modena also appear: Pavullo nel Frignano (mountain), Savignano sul Panaro, and Zocca (mountain). They were mainly born there (50%) and left mostly for work (50%) and family reasons (marriage, family unification, divorce) (41.7%), to have a more comfortable home (16.7%), to be closer to friends and relatives (8.3%), or to live on their own (8.3%), or to be able to get more recreational facilities and sports (8.3%).

Of those who have never lived in those towns, 81.8% would not like to go live there, but 11.8% of the interviewees residing in Bologna would like to go live in those towns now or in the future, and 5.9% would have liked to in the past.

The main reasons that lead, or have led, people to want to go to one of the towns of the "Città, Castelli, Ciliégi" territory (or perhaps the hilly part of it closest to Bologna) are above all the presence of greenery and nature (51.5%), more peace and tranquillity (48.5%), less traffic (48.5%), better lifestyle (30.3%) and, to a much lesser extent, homes that are more comfortable and suitable for family needs (12.1%) (Table 5).

Table 5 - The aspects of the "Città, Castelli, Ciliégi" territory for which to go live there

		Total %
For which aspects of the "Città, Castelli, Ciliégi" territory would you like to go live there? (do not read)	less expensive living	3.0
	less traffic	48.5
	homes more comfortable and suitable for family needs	12.1
	fewer social conflicts	6.1
	better lifestyle	30.3
	more tranquillity, silence, peace	48.5
	better interpersonal relationships	3.0
	presence of greenery and nature	51.5
	beauty of historic centres and towns	6.1
	climate	9.1
	they're close to the city	9.1
	other	3.0
Total	Cases	33

5.4 The value of the Designation of Origin territory as a place of origin of certified products

In the section devoted to the relationship between the Route's territory, meant as a Designation of Origin territory that has generated a particular way of producing agro-food products (involving all the area's natural characteristics¹², economic and social, historic and cultural capacities and know-how), and the Bolognese citizens, it emerges how moving away from this territory even by a few kilometres toward Bologna¹³ this sense of Designation of Origin territory fades¹⁴.

The interviewees are generally not familiar with the Typical and DOC, DOP, and IGP products of the "Città, Castelli, Ciliégi" territory. Without the products being listed for them, 45% of them remember the *Ciliegia di Vignola* (cherry) and almost nothing more: 6% remember the *Colli Bolognesi DOC* wines, 6% remember the *Tigelle PT*, 4.5% remember *Parmigiano Reggiano DOP*, 4.5% remember *Lambrusco Grasparossa di Castelvetro DOC* wine, 4.0% remember the *Tartufo di Savigno* (truffle), and 3.0% the *Patata di Tolè* (potato). *Aceto Balsamico Tradizionale di Modena DOP* (Traditional Balsamic Vinegar of Modena DOP) is remembered by 3.5% of the interviewees (7 persons out of 200!), and *Prosciutto di Modena DOP* (0.5%), *Zampone di Modena IGP* (1.0%),

¹² In particular for the role played by the climatic characteristics of the territories of origin of wines see (Ashenfelter, 2008).

¹³ And thus from the Designation of Origin territory part that had already shown a values system less centred on the designations of origin (Gatti, 2008).

¹⁴ On value of Designation of Origin information for consumers inside and outside the country of origin see (Basoche, Combris, Giraud-Héraud, 2009).

Cotechino di Modena IGP (1.0%), and even *Mortadella di Bologna IGP* (0.5%) are practically totally overlooked (Table 6).

Once the products are listed, the interviewees remember, generally with high percentages, having heard of all the products produced along the Route. But we will never know if the memory becomes attached to the identity of our Designation of Origin territory.

The products remembered after having been listed¹⁵ are *Crescentine PT* (93.5%), *Tigelle PT* (90.0%), *Aceto Balsamico Tradizionale di Modena DOP* (89.5%), *Parmigiano Reggiano DOP* (88.5%), *Mortadella di Bologna IGP* (84.0%), and *Colli Bolognesi DOC* wines (75.0%), while *Lambrusco Grasparossa di Castelvetro DOC* wine only reaches 49.5%, after *Patata di Tolè* (66.0%) and *Tartufo di Savigno* (51.0%) (Table 7).

Table 6 - Knowledge of typical local products with designation of origin (DOC and DOP) and geographic indication (IGP) of the “Città, Castelli, Ciliegi” territory (do not read)

	Total %
We have said that the “Città, Castelli, Ciliegi” territory is characterized by the production of typical local products with designation of origin (DOC and DOP) and geographic indication (IGP). Which are you familiar with? (do not read)	
<i>Colli Bolognesi DOC</i> wines: Pignoletto, Barbera, Cabernet, Sauvignon	6.0
<i>Lambrusco Grasparossa di Castelvetro di Modena DOC</i> wine	4.5
<i>Aceto Balsamico Tradizionale di Modena DOP</i>	3.5
<i>Ciliegia di Vignola</i>	45.0
<i>Parmigiano Reggiano DOP</i>	4.5
<i>Prosciutto di Modena DOP</i>	0.5
<i>Zamponi di Modena IGP</i>	1.0
<i>Cotechino di Modena IGP</i>	1.0
<i>Mortadella di Bologna IGP</i>	0.5
<i>Tartufo di Savigno</i> (truffle)	4.0
<i>Patata di Tolè</i> (potato)	3.0
<i>Crescentine PT</i>	2.5
<i>Tigelle PT</i>	6.0
<i>Torta Barozzi</i>	1.0
none of these	43.5
Other	16.0
Total	200

¹⁵ Of course, the products spontaneously remembered by the interviewee are not listed for him. This explains the relatively low figure for *Ciliegia di Vignola*, at 55.5%.

Table 7 - Knowledge of typical local products with designation of origin (DOC and DOP) and geographic indication (IGP) of the “Città, Castelli, Ciliegi” territory (read)

	Total %
(Products not indicated in the preceding question)	
<i>Colli Bolognesi DOC</i> wines: Pignoletto, Barbera, Cabernet, Sauvignon	75.0
Are you familiar with, or have you ever heard of:	
<i>Lambrusco Grasparossa di Castelvetro di Modena DOC</i> wine	49.5
<i>Aceto Balsamico Tradizionale di Modena DOP</i>	89.5
<i>Ciliegia di Vignola</i>	45.0
<i>Parmigiano Reggiano DOP</i>	88.5
<i>Prosciutto di Modena DOP</i>	55.5
<i>Zamponi di Modena IGP</i>	64.5
<i>Cotechino di Modena IGP</i>	63.5
<i>Mortadella di Bologna IGP</i>	84.0
<i>Tartufo di Savigno</i> (truffle)	51.0
<i>Patata di Tolè</i> (potato)	66.0
<i>Crescentine PT</i>	93.5
<i>Tigelle PT</i>	90.0
<i>Torta Barozzi</i>	26.5
none of these	0.5
Total	200

Among the most well-known products, *Colli Bolognesi DOC* wines, *Aceto Balsamico Tradizionale di Modena DOP*, and *Parmigiano Reggiano DOP* were chosen to attempt to understand how and how much, according to those interviewed, they differ from common products.

The *Colli Bolognesi DOC* wines differ fairly much from common products according to 36.1% of the Bolognese citizens interviewed, very much according to 13.5%, not very much according to 13.5%, and not at all according to 7.1%. 29.7% answer that they do not know.

These results are distinctly different from the more enthusiastic ones obtained for *Aceto Balsamico Tradizionale di Modena DOP* and *Parmigiano Reggiano DOP*. For *Aceto Balsamico Tradizionale di Modena DOP*, 71.1% of those interviewed answer that it differs very much from the common products, 14.4% answer “fairly much”, only 2.2% “not very much”, and only 0.6% “not at all”. Only 11.7% state that they do not know.

For *Parmigiano Reggiano DOP*, 72.5% of the interviewees state that it differs very much from common products, 18.0% state that it differs fairly much, one 2.2% say it differs not very much, and no one answered that it doesn’t differ at all. 7.3% do not know.

When asked to state the reasons why these products differ from common ones, for *Colli Bolognesi DOC* wines 40.8% of the 98 interviewees who had indicated in the preceding question that there is a

difference, indicate unique taste and flavour, 32.7% state that they are closely and effectively controlled, 26.5% say the origin of the products is always verifiable, and 20.4% say they are connected with tradition. 12.2% of the 98 interviewees do not know (Table 8).

In this case, also, the answers for *Aceto Balsamico Tradizionale di Modena DOP* and *Parmigiano Reggiano DOP* are clearer.

For the 158 interviewees who stated that there is a difference between *Aceto Balsamico Tradizionale di Modena DOP* and common products, 83.5% of the answers indicate that it has a particular taste and flavour, 47.5% state that it is connected with tradition, and 39.2% answer that it is controlled closely and effectively. Only 8.9% of the answers indicate that the difference lies in the origin of the product, which is always verifiable, and only 2.5% answer “I don’t know” (Table 9).

For *Parmigiano Reggiano DOP*, the 165 interviewees who identified differences between it and common products state as their first reason that it has a particular taste and flavour (87.9% of the answers), second is the close and effective control (61.8%), third is its ties with tradition (31.5%), and last, at 12.7%, is the fact that the product’s origin is always verifiable. The percentage of “I don’t know” answers is practically nonexistent (0.6%) (Table 10).

The case of the *Colli Bolognesi DOC* wines is emblematic of a relationship that has not been settled between the Bolognese and their agriculture and farmers.

Already in the study on the value of Designations of Origin, for the citizens of the “*Città, Castelli, Ciliegi*” territory it had emerged that this designation was not felt as a common value by the citizens of central towns like Monteveglio. The Director of the Park of the Abbey of Monteveglio, who runs various educational programme for schools on agricultural and environmental topics, stressed how this designation of origin was desired and promoted by the farmers of the 1960s and 70s and how it has remained an individual, not a collective, heritage. She compared this experience with the experience of organic farming which has involved the most sensitive and open-minded farmers, and which has become one of the symbols of this territory (in addition to the emergency electrical products industry, Beghelli). Another element for concern with respect to the answers given by the Bolognese citizens is the fact that the regional Administration has identified in this controlled designation of origin one of the points of excellence of the wine production of Emilia-Romagna, in which to invest through advanced zoning and entrepreneurial development projects.

Table 8 - How the *Colli Bolognesi DOC* wines differ from common ones

		Total %
How do the <i>Colli Bolognesi DOC</i> wines differ from common ones?	They have a particular taste-flavour	40.8
	They are connected with tradition	20.4
	The origin of the products is always verifiable	26.5
	They are carefully and effectively controlled	32.7
	Other	1.0
	I don't know	12.2
Total	Cases	98

Table 9 - How *Aceto Balsamico Tradizionale di Modena DOP* differs from common ones

		Total %
How does <i>Aceto Balsamico Tradizionale di Modena DOP</i> differ from common ones?	It has a particular taste-flavour	83.5
	It is connected with tradition	47.5
	The origin of the product is always verifiable	8.9
	It is carefully and effectively controlled	39.2
	Unique, inimitable	5.7
	Other	1.3
	I don't know	2.5
Total	Cases	158

Table 10 - How *Parmigiano Reggiano DOP* differs from common ones

		Total %
How does <i>Parmigiano Reggiano DOP</i> differ from common ones?	It has a particular taste-flavour	87.9
	It is connected with tradition	31.5
	The origin of the product is always verifiable	12.7
	It is carefully and effectively controlled	61.8
	Unique, inimitable	3.6
	Other	0.6
	I don't know	0.6
Total	Cases	165

Lastly, the confidence and trust in the certification of the designations of origin is strong: 54.0% of those interviewed feel fairly well protected by the certification, 37.0% feel very well protected, only 4.5% feel not very protected, and only 1.5% feel not protected at all. The “I don’t know” answers are very few: 3.0%.

5.4.1 The presence of designation of origin and welfare

The last part of the section is devoted to polling the opinion of the sample group of the Bolognese resident population on the economic, environmental, and social value of the designations of origin for the “*Città, Castelli, Ciliégi*” territory.

The results of this last part must, of course, take into account the facts that two thirds of the interviewees live in households without children and teenagers (younger than 15 years of age); almost half of them are not familiar with the Route; around forty percent have heard of it; and 11.5% knows it well; even when they know the Route, 46.5% of the interviewees don’t remember the name of any town belonging to it or, apart from the town of Vignola, remember the towns of the Bologna area without hearing them listed first. Generally speaking the interviewees do not know the Typical and DOC, DOP, and IGP products of the “*Città, Castelli, Ciliégi*” territory. Without hearing the list first, 45% remember the *Ciliegia di Vignola* (cherry) and almost nothing more.

In answer to the question of whether they agree with the assertion that, for the “*Città, Castelli, Ciliégi*” territory, the presence of designations of origin produces economic welfare, 55.5% say they agree pretty much and 31.0% agree very much. The percentages on the critical side are very low: 5.5% mostly disagree and 1.0% totally disagree. A significant figure is that of the “I don’t knows”, accounting for 7.0% of the answers (Table 11).

In answer to the question of whether they agree on the fact that, for the “*Città, Castelli, Ciliégi*” territory, the presence of designations of origin produces protection and conservation of the environment, 56.0% of the interviewees say they agree pretty much and 28.0% agree very much; on the other hand, those who mostly disagree are more numerous than for the preceding question (10.0%), the “totally disagrees” remain at very low levels (1.5%), and the “I don’t knows” fall significantly (4.5%) (Table 12).

In answer to the question on how much they agree on the fact that for the “*Città, Castelli, Ciliégi*” territory the presence of designations of origin produces social cohesion, 48.5% of the interviewees say they agree pretty much and 17.0% agree very much. Thus the percentage of fully positive judgments decreases considerably (65.5% vs. 86.5% for economic welfare and 84.0% for protection of the territory). The critical views account for a percentage of 15.0% for the “mostly disagree” and 1.0% for the “totally disagrees”. The percentage of the “I don’t knows” is significant: 18.5% (Table 13).

Table 11 - Designation of origin and economic welfare for the “*Città, Castelli, Ciliégi*” territory

		Total %
How much do you agree on the fact that the presence of designation of origin produces economic welfare for the “ <i>Città, Castelli, Ciliégi</i> ” territory?	Very much	31.0
	Pretty much	55.5
	Not very much	5.5
	Not at all	1.0
	I don’t know	7.0
	Total	100.0
	Number of cases	200

Table 12 - Designation of origin and conservation of the environment for the “*Città, Castelli, Ciliégi*” territory

		Total %
How much do you agree on the fact that the presence of designation of origin protects and conserves the environment for the “ <i>Città, Castelli, Ciliégi</i> ” territory?	Very much	28.0
	Pretty much	56.0
	Not very much	10.0
	Not at all	1.5
	I don’t know	4.5
	Total	100.0
	Number of cases	200

Table 13 - Designation of origin and social cohesion for the “*Città, Castelli, Ciliégi*” territory

		Total %
How much do you agree on the fact that the presence of designation of origin produces social cohesion for the “ <i>Città, Castelli, Ciliégi</i> ” territory?	Very much	17.0
	Pretty much	48.5
	Not very much	15.0
	Not at all	1.0
	I don’t know	18.5
	Total	100.0
	Number of cases	200

5.5 The value of the territory for the Bolognese identity and the importance of investing

Finally in the last section of the questionnaire it was asked how much, from the social, economic, environment, and tradition standpoints, the “*Città, Castelli, Ciliégi*” Designation of Origin territory is a part of the Bolognese identity. For 47.0% of the interviewees it is pretty much a part, for 19.0% it is very much a part, and on the critical side we find 25.5% who say it is not very much a part and 1.5% who answer “not at all”. 7.0% don’t know. It is a result which nonetheless seems to indicate a strong tie for more than 60% of those interviewed.

46.5% of those interviewed answered the question on the importance of investing for the development of the Designation of Origin territory, by saying it is very important¹⁶ and 42.5% say that it is fairly important. Only 4.0% answer “not very important”, 3.0% answer “totally unimportant”, and 4.0% don’t know.

When asked to indicate, out of different alternatives, the investment priorities for the territory, 65.6% indicate environmental protection and defence, 44.1% indicate improvement of product quality, 40.3% say food controls, 20.4% indicate the landscape, 0.5% don’t know, and 0.5% give no answer (Table 14).

It is not easy to reconcile these last answers, and in particular the accent on environmental protection and defence, with a fruition of the territory accomplished almost totally with the use of private cars.

Table 14 - Aspects on which to invest for promoting the development of the “Città, Castelli, Ciliegi” Designation of Origin territory

	Total %	
On what aspects would it be most advisable to invest money for promoting the development of the “Città, Castelli, Ciliegi” Designation of Origin territory?	Landscape	20.4
	Environmental protection and defence	65.6
	Food controls	40.3
	Improvement of product quality	44.1
	Other	4.8
	I don’t know	0.5
	No answer	0.5
	Cases	186

6. Multiple correspondence analysis

The application of multiple correspondence analysis to the binary tables of socioeconomic survey results - where the lines refer to individuals and the columns are the ways they answered (answering modes) - makes it possible to obtain a more complete and detailed interpretation of the phenomena of interest. This interpretation enables us to identify affinities among answering modes and thus among individuals (Lebart, Morineau, Piron, 2000, p. 120).

In particular, in our case, through multiple correspondence analysis we can highlight different individual profiles among interviewees and also see how the different socio-demographic groups stand with respect to their profiles, through the use of explanatory variables.

¹⁶ We will see in the multiple correspondences analysis results as this answer will result not easy to completely interpret.

We applied multiple correspondence analysis to a selection of nine questions, corresponding to 81 associated answering modes, which made up the central core of the survey conducted. In fact, we included the questions concerning the knowledge of the Route, the fact of having been to the Route’s towns, the knowledge of the Route’s Typical, Designation of Origin and Geographic Indication products, and the opinions on the certification of the Designation of Origin products, the economic, environmental and social value of the Designations of Origin for the territory, territory’s belonging to the Bolognese identity and, lastly, the question on the importance of investing for the territory. These formed the active variables of the analysis (Table 15).

Five explanatory variables were chosen, with 25 associated answering modes: gender, age range, education, employment situation, and number of household members (Table 16).

Table 15 - ACTIVE VARIABLES INTRODUCED INTO THE MULTIPLE CORRESPONDENCE ANALYSIS

9 VARIABLES	81 ASSOCIATED MODES
16 . Are you familiar with, or have you ever heard of the Wine and Flavours Route?	(3 MODES)
44 . Have you ever been to the towns or areas of the “Città, Castelli, Ciliegi” territory?	(22 MODES)
119 . We have said that the “Città, Castelli, Ciliegi” territory is char... (products)	(17 MODES)
166 . How much do you feel protected by the control of these products?	(5 MODES)
167 . Does the presence of DO in the territory produce economic welfare?	(6 MODES)
168 . Does the presence of DO in the territory produce environmental conservation?	(7 MODES)
169 . Does the presence of DO in the territory produce social cohesion?	(7 MODES)
171 . Is the territory a part of the Bolognese identity?	(7 MODES)
172 . Is it important to invest for the development of the “Città, Castelli, Ciliegi” DO territory?	(7 MODES)

Table 16 - EXPLANATORY VARIABLES INTRODUCED INTO THE MULTIPLE CORRESPONDENCE ANALYSIS

5 VARIABLES	25 ASSOCIATED MODES
3 . Gender	(2 MODES)
6 . Age range	(4 MODES)
7 . Education	(7 MODES)
8 . You are: (self-employed, employed)	(9 MODES)
12 . Number of household members	(3 MODES)

The programme used is SPAD, which provides the table of eigenvalues, the coordinates of the active modes for making the charts, their absolute and relative contributions, and the test-values. For the explanatory mode, the programme provides the coordinates, and the test values for evaluating their significance.

The presence of an extremely high number of answering modes often generates low inertia levels in the multiple correspondence analysis, explained by the axes identified.

Table 17 shows the eigenvalues in decreasing order, the inertia percentage explained by each eigenvalue, and the cumulative inertia percentages. We did not reassess the inertia, and therefore 60% of explained inertia is reached with 14 axes, even if the first three axes differ in explained inertia percentages that are clearly higher than the subsequent axes (7.59%; 6.10%; 5.31%). The hypothesis of independence of the answers from any differentiating element seems not to be confirmed by the cloud shape of the points in the chart of the first and second axis and of the second with the third. In fact, there is no placement of the points in a spherical shape around the origin (independence), but instead diagonally with respect to the axes (dependence) (Lebart, Morineau, Piron, 2000, p. 93) (chart 1 and 2).

Table 17 - Table of eigenvalues

Number	Eigenvalues	% inertia	% cumulative inertia	Number	Eigenvalues	% inertia	% cumulative inertia
1	0.2950	7.59	7.59	19	0.0960	2.47	73.38
2	0.2373	6.10	13.69	20	0.0936	2.41	75.79
3	0.2063	5.31	18.99	21	0.0903	2.32	78.11
4	0.1793	4.61	23.61	22	0.0849	2.18	80.30
5	0.1637	4.21	27.81	23	0.0799	2.05	82.35
6	0.1594	4.10	31.91	24	0.0758	1.95	84.30
7	0.1560	4.01	35.93	25	0.0733	1.89	86.18
8	0.1481	3.81	39.73	26	0.0698	1.80	87.98
9	0.1399	3.60	43.33	27	0.0689	1.77	89.75
10	0.1368	3.52	46.85	28	0.0651	1.67	91.43
11	0.1312	3.37	50.22	29	0.0622	1.60	93.03
12	0.1280	3.29	53.51	30	0.0568	1.46	94.49
13	0.1270	3.27	56.78	31	0.0510	1.31	95.80
14	0.1194	3.07	59.85	32	0.0465	1.20	96.99
15	0.1168	3.00	62.85	33	0.0417	1.07	98.07
16	0.1127	2.90	65.75	34	0.0405	1.04	99.11
17	0.1028	2.64	68.40	35	0.0346	0.89	100.00
18	0.0979	2.52	70.91				

6.1 Interpretation of the first axis: the value of the designations for the territory (very much -not very much) and the advisability of investing

The first axis explains 7.59% of the total inertia. Both the analysis of the test values¹⁷ provided by the output of the SPAD multiple correspondence analysis (Table 18) and the verification of the absolute contributions of the axes (Annex 1) highlight how the highest levels of significance assumed along this axis are reached by the *very much* (for the negative semi-axis) and *not very much* (for the positive semi-axis) answers to the questions in the last part of the questionnaire on the agreement or disagreement with the idea that the presence of designations of origin on the “*Città, Castelli, Ciliégi*” territory creates economic welfare, environmental conservation, and social cohesion. Moreover, it is possible to point out the contraposition between two opposite assertions in the answers to the next-to-last question of the questionnaire: “It is *very* important to invest for the development of the ‘*Città, Castelli, Ciliégi*’ designation of origin territory,” and “It is *fairly* important to invest for the development of the ‘*Città, Castelli, Ciliégi*’ designation of origin territory”, with one having the greatest significance for the negative semi-axis and the other having one of the greatest significances in the positive semi-axis. In the positive semi-axis, the assertion “It is *totally unimportant* to invest for the development of the ‘*Città, Castelli, Ciliégi*’ designation of origin territory” also assumes a major significance. Connected with the negative semi-axis is the fact of *knowing (well or not so well)* the Route with middle-range test values. In the positive semi-axis the *lack of knowledge* of the Route ranks with high test values.

The frequentation of towns of the Route shows less important, but in any case noteworthy, test values, while the absolute contributions are insignificant. The town of *Bazzano* appears clearly significant in the negative semi-axis, and the town of *Sasso Marconi* in the positive semi-axis one.

For the explanatory variables, the only significant answers according to the test values are in the positive semi-axis one and are *no answer* to the question on employment status and the presence of just *one member* of the household (Table 19).

¹⁷ This coefficient expresses the statistical significance of the distance of the mode from origin of the factor to which it refers. Generally considered as occupying significant positions are the modes for which the test values are higher than 2 in absolute value, corresponding approximately to the threshold of 5%.

Table 18 - Description of axis 1: Active Modes

Test-value	Wording of variable	Wording of answer mode
-8,90	Is it important to invest for the development of the DO territory?	Very - invest
-7,98	Does the presence of DO in the territory produce environmental conservation?	very much-conservation
-7,70	Does the presence of DO in the territory produce economic welfare?	very much (welfare)
-6,39	Does the presence of DO in the territory produced social cohesion?	very much-social
-5,78	Is the territory a part of the Bolognese identity?	very much-identity
-5,51	How protected do you feel by the control of these products?	very much (protection)
-4,52	Have you been to the towns or zones of the “Città, Castelli, Cilegi” territory?	Bazzano
-3,71	Are you familiar with or have you ever heard of the Wine and Flavours Route?	do not know well
-2,87	We have said that the “Città, Castelli, Cilegi” territory is char... (products)	Lambrusco G DOC wine
-2,30	Are you familiar with or have you ever heard of the Wine and Flavours Route?	Yes, I know it well
-2,01	Does the presence of DO in the territory produce social cohesion?	pretty much-social
-2,01	Is the territory a part of the Bolognese identity?	pretty much-identity
-1,35	To the towns or zones of the “Città, Castelli, Cilegi” territory	Castelvetro di Moden
-1,22	We have said that the “Città, Castelli, Cilegi” territory is char...	Ciliegia di Vignola
	M I D D L E Z O N E	
2,08	Does the presence of DO in the territory produce economic welfare?	pretty much (welfare)
2,13	Does the presence of DO in the territory produce economic welfare?	not at all-welfare
2,32	Been to the towns or zones of the “Città, Castelli, Cilegi” territory	Zocca
2,86	We have said that the “Città, Castelli, Cilegi” territory is char... (products)	no product
2,86	Does the presence of DO in the territory produce environmental conservation?	pretty much-conservation
2,89	Is the territory a part of the Bolognese identity?	*No answer*
3,02	Does the presence of DO in the territory produce economic welfare?	not very much (welfare)
3,07	Been to the towns or zones of the “Città, Castelli, Cilegi” territory	Sasso Marconi
3,30	Does the presence of DO in the territory produce environmental conservation?	*No answer*
3,34	Is it important to invest for the development of the DO territory?	not at all-invest
3,38	Is it important to invest for the development of the DO territory?	not very-invest
4,16	Does the presence of DO in the territory produce social cohesion?	*No answer*
4,37	How protected do you feel by the control of these products?	Don't know (protection)
4,49	Does the presence of DO in the territory produce environmental conservation?	not very much-conservation
4,73	Does the presence of DO in the territory produce social cohesion?	not very much-social
4,80	How protected do you feel by the control of these products?	not very much (protection)
5,09	Are you familiar with or have you ever heard of the Wine and Flavours Route?	No, I don't know it
5,78	Is it important to invest for the development of the DO territory?	fairly-invest
5,87	Is the territory a part of the Bolognese identity?	not very much-identity
6,38	Does the presence of DO in the territory produce economic welfare?	*No answer*

Table 19 - Description of axis 1: Explanatory Modes

Test value	Wording of variable	Wording of answer mode
-1,58	Age range	30-44
-1,32	What is your level of education	vocational diploma
-1,10	Number of members in household	NO ANSWER
	M I D D L E Z O N E	
1,27	Age range	18-29
1,38	You are: (self-employed, employed...)	student
1,42	What is your level of education	Does not answer
1,97	You are:	homemaker
2,01	You are:	*No answer*
2,43	Number of members in household	ONE MEMBER

6.2 Interpretation of the second axis: the value (very much-pretty much) and the knowledge of the Route and protection of certifications

The explanation capacity of the second axis is 6.10% of the total inertia. The test values for the second axis of the active modes of the selected questions on the questionnaire, together with the values of the absolute contributions, highlight that in this axis, also, the modes referring to the value of the designations of origin for the territory and the certification protection are important, with the contraposition between the negative semiaxis characterized by the *very much* and the *pretty much* of the positive semiaxis. But in this case, in the negative semiaxis we find, with high significance values, *not very much* with regard to the importance of investing in the territory (Table 20).

The second semiaxis is also characterized by the contraposition between *no, I don't know* the Route in the negative semiaxis and *I don't know it well* in the positive semiaxis.

As for the towns of the Route to which the interviewees have been and the Route's typical products, the test values are significant, but distinctly lower, as are the absolute contributions. In the negative semiaxis appear the negative elements: *no town* and *no product* known, as do the towns of *Crespellano* (a town in the plain and an important road junction) and *Savignano sul Panaro* and, as the known product, the *Tartufo di Savigno* (Truffle)¹⁸. In the positive semiaxis we find significant test values and very low absolute contributions for the *Colli Bolognesi DOC wines* and the towns of *Vignola* and *Bazzano*.

There are no explanatory modes with significant test values. Thus, the behaviour discrimination on the second axis does not seem to be significantly referable to socio-demographic differences (Table 21).

¹⁸ The association between the Savigno Truffle and Savignano sul Panaro leads us to suspect that perhaps some of the interviewees mixed up the town of Savigno with the town of Savignano (!).

Table 20 - Description of axis 2: Active Modes

Test value	Wording of variable	Wording of answer mode
-6,44	Are you familiar with or have you ever heard of the Wine and Flavours Route?	No, I don't know it
-6,03	Does the presence of DO in the territory produce economic welfare?	very much (welfare)
-5,39	How protected do you feel by the control of these products?	very much (protection)
-5,37	Is it important to invest for the development of the DO territory?	not very-invest
-5,37	Does the presence of DO in the territory produce environmental conservation?	*No answer*
-5,30	Does the presence of DO in the territory produce environmental conservation?	very much-conservation
-5,15	Does the presence of DO in the territory produce social cohesion?	*No answer*
-5,11	Does the presence of DO in the territory produce economic welfare?	*No answer*
-4,15	Does the presence of DO in the territory produce social cohesion?	very much-social
-3,71	Been to the towns or zones of the "Città, Castelli, Ciliégi" territory	NO TOWN
-2,91	Is the territory a part of the Bolognese identity?	*No answer*
-2,79	Is the territory a part of the Bolognese identity?	not very much-identity
-2,77	Been to the towns or zones of the "Città, Castelli, Ciliégi" territory	Crespellano
-2,74	We have said that the "Città, Castelli, Ciliégi" territory is char... (products)	no product
-2,64	Been to the towns or zones of the "Città, Castelli, Ciliégi" territory	Savignano sul Panaro
-2,26	We have said that the "Città, Castelli, Ciliégi" territory is char... (products)	Tartufo di Savigno
-1,81	Is it important to invest for the development of the DO territory?	*No answer*
-1,74	Does the presence of DO in the territory produce economic welfare?	not at all-welfare
-1,35	Is the territory a part of the Bolognese identity?	very much-identity
-1,21	To the towns or zones of the "Città, Castelli, Ciliégi" territory	*No answer*
	M I D D L E Z O N E	
1,12	We have said that the "Città, Castelli, Ciliégi" territory is char... (products)	Lambrusco G DOC wine
1,49	How protected do you feel by the control of these products?	not very much (protection)
1,98	Are you familiar with or have you ever heard of the Wine and Flavours Route?	Yes, I know it well
2,35	Been to the towns or zones of the "Città, Castelli, Ciliégi" territory	Bazzano
2,73	Does the presence of DO in the territory produce environmental conservation?	not very much-conservation
3,03	Does the presence of DO in the territory produce economic welfare?	not very much (welfare)
3,07	Been to the towns or zones of the "Città, Castelli, Ciliégi" territory	Vignola
3,35	Is it important to invest for the development of the DO territory?	fairly-invest
3,45	Does the presence of DO in the territory produce social cohesion?	not very much -social
4,11	We have said that the "Città, Castelli, Ciliégi" territory is char... (products)	Colli B DOC wines
4,47	Does the presence of DO in the territory produce social cohesion?	pretty much-social
5,02	Is the territory is a part of the Bolognese identity?	pretty much-identity
5,12	How protected do you feel by the control of these products?	pretty much (protection)
5,31	Are you familiar with or have you ever heard of the Wine and Flavours Route?	I don't know it well
5,63	Does the presence of DO in the territory produce environmental conservation?	pretty much-conservation
7,21	Does the presence of DO in the territory produce economic welfare?	pretty much (welfare)

Table 21 - Description of axis 2: Explanatory Modes

Test value	Wording of variable	Wording of answer mode
-1,93	You are: (self-employed, employed...)	*No answer*
-1,53	What is your education level	middle school diploma
-1,47	What is your education level	Doesn't answer
-1,09	Age range	45-59
	M I D D L E Z O N E	
1,10	What is your education level	vocational diploma
1,38	What is your education level	middle school diploma
1,50	Age range	30-44

6.3 Interpretation of the third axis: the value (not very much-pretty much) and the trust in the designation for environmental conservation

The third axis explains 5.31% of the total inertia. It is characterized by high test values and absolute contributions for the answer mode *not very much environmental conservation* (negative semiaxis) and *pretty much environmental conservation* (positive semiaxis) for the question on the creation of environmental conservation thanks to the presence of designations of origin on the "Città, Castelli, Ciliégi" territory (Table 22).

The third axis manages to discriminate within the *pretty much* answers that were previously all concentrated in the middle part of axes one and two.

With regard to the towns and products, we find as significant in the negative semiaxis the towns of *Zocca* and *Monte San Pietro* and the *Colli Bolognesi DOC* wines. In the positive semiaxis we find *Bazzano* and *Lambrusco Grasparossa di Castelvetro DOC* wine.

The explanatory modes with significant test values on the third axis are, in the negative semiaxis, the *degree and university diploma* educational level and, in the positive semiaxis, the age range *60 to 74 years* (Table 23).

Table 22 - Description of axis 3: Active Modes

Test value	Wording of variable	Wording of answer mode
-7,54	Does the presence of DO in the territory produce environmental conservation?	not very much-conservation
-5,65	Does the presence of DO in the territory produce economic welfare?	not very much (welfare)
-5,17	How protected do you feel by the control of these products?	not very (protection)
-4,51	We have said that the “Città, Castelli, Ciliégi” territory is char... (products)	Colli B DOC wines
-4,38	Is the territory a part of the Bolognese identity?	not very much-identity
-4,33	Does the presence of DO in the territory produce social cohesion?	not very much-social
-4,31	Does the presence of DO in the territory produce economic welfare?	very much (welfare)
-4,31	Does the presence of DO in the territory produce social cohesion?	very much-social
-3,36	Does the presence of DO in the territory produce environmental conservation?	very much-conservation
-3,11	Been to the towns or zones of the “Città, Castelli, Ciliégi” territory	Monte San Pietro
-2,77	Does the presence of DO in the territory produce social cohesion?	not at all-social
-2,31	Been to the towns or zones of the “Città, Castelli, Ciliégi” territory	Zocca
-2,14	Been to the towns or zones of the “Città, Castelli, Ciliégi” territory	Castello di Serravalle
-1,95	Been to the towns or zones of the “Città, Castelli, Ciliégi” territory	Marano sul Panaro
-1,94	How protected do you feel by the control of these products?	not at all (protection)
-1,85	Is it important to invest for the development of the DO territory?	fairly-invest
-1,40	We have said that the “Città, Castelli, Ciliégi” territory is char... (products)	Tartufo di Savigno
-1,37	Are you familiar with or have you ever heard of the Wine and Flavours Route?	I don't know it well
-1,25	Does it produce environmental conservation?	*No answer*
-1,11	Is it important to invest for the development of the DO territory?	very-invest
	M I D D L E Z O N E	
1,08	In the towns or zones of the “Città, Castelli, Ciliégi” territory	Savigno
1,18	We have said that the “Città, Castelli, Ciliégi” territory is char... (products)	Ciliegia di Vignola
1,31	We have said that the “Città, Castelli, Ciliégi” territory is char... (products)	Prosciutto di Modena DOP
1,50	Is it important to invest for the development of the DO territory?	not very-invest
1,56	Is the territory a part of the Bolognese identity?	not at all-identity
1,63	Is the territory a part of the Bolognese identity?	pretty much-identity
1,97	We have said that the “Città, Castelli, Ciliégi” territory is char... (products)	OTHER PRODUCTS
2,01	Is it important to invest for the development of the DO territory?	not at all-invest
2,18	Does the presence of DO in the territory produce economic welfare?	*No answer*
2,21	To the towns or zones of the “Città, Castelli, Ciliégi” territory	Bazzano
2,38	How protected do you feel by the control of these products?	I don't know (protection)
2,55	Does the presence of DO in the territory produce social cohesion?	*No answer*
2,67	We have said that the “Città, Castelli, Ciliégi” territory is char... (products)	Lambrusco G DOC wine
2,77	Been to the towns or zones of the “Città, Castelli, Ciliégi” territory	*No answer*
2,78	Are you familiar with or have you ever heard of the Wine and Flavours Route?	Yes, I know it well
2,93	Is the territory a part of the Bolognese identity?	*No answer*
4,20	Is it important to invest for the development of the DO territory?	*No answer*
4,94	Does the presence of DO in the territory produce social cohesion?	pretty much-social
5,48	Does the presence of DO in the territory produce economic welfare?	pretty much (welfare)
8,01	Does the presence of DO in the territory produce environmental conservation?	pretty much-conservation

Table 23 - Description of axis 3: Explanatory Modes

Test value	Wording of variable	Wording of answer mode
-2,07	What is your educational level	degree-university diploma
-1,66	You are: (self-employed, employed...)	employed
-1,41	Age range	30-44
-1,35	Gender	male
-1,12	Number of members in household	*No answer*
	C E N T R A L Z O N E	
1,32	You are:	*No answer*
1,35	Gender	female
1,58	Number of members in household	NO ANSWER
1,83	You are: (self-employed, employed...)	retired
1,97	What is your educational level	middle school diploma
2,56	Age range	60-74

6.4 Chart interpretation

The analysis of the chart obtained by intersecting the first with the second factorial axis shows the same circular process of evaluations we observed when studying each axis individually (chart 1).

It seems possible to assert that the questionnaire brings out answers on the value of the designations of origin, their protection, and the advisability of investing which fluctuate biunivocally as far as the knowledge level is concerned: *I don't know it very well* and *I know it well*, speaking of the Route.

The two groups of modes (and thus of individuals who expressed them) of *very much* in the third quadrant, and *pretty much* and *not very much* in the first quadrant, are found to the right and left of the fourth quadrant, in which the knowledge of the Route is situated. With a number of modes which is undoubtedly less numerous than the other quadrants, the fourth quadrant is in contrast with the second quadrant of the *no knowledge* of the Route.

The analysis of the chart 2 obtained by intersecting the second with the third factorial axis gives a possibility to identify a differentiation between answers of different socio-demographic groups, that didn't emerge in the chart of the first two axes. It emerges as, in the first quadrant, the group of respondent with age range *60 to 74 years* is associated in particular (high contribution to the axis three) with a *pretty much conservation* evaluation of the action on the environment of the Designations of Origin. In the third quadrant the *degree-university diploma* is associated with an evaluation of *very much social* of the social effect of the Designations of Origin.

7. Conclusion

The results of the study on the relationships between the population residing in the city of Bologna and the Designation of Origin territory of the “*Città, Castelli, Ciliegi*” Wine and Flavours Route have highlighted a view and use of the territory in keeping with the deep needs of the Bolognese population that emerged in the preceding surveys conducted by the MeDeC.

In particular, as seen in the multiple correspondence analysis, the knowledge of the Route does not lead to univocal evaluations by Bolognese citizens on the value of this designation of origin territory.

The study may thus provide an incentive to work both on the activities of the Route – in order to bring it to be better known by Bolognese citizens and enable them to enjoy a privileged use of this territory (which belongs to them) - and on the management and enhancement of the designations of origin, in order to improve the communication of their action on the territory and contribute to changing the arrangements that may cause problems (see *Colli Bolognesi DOC* wines).

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Bologna, August 31, 2009

Annex 1.

Contributions des modalités actives

Libellé	Poids relatif	Distance à l'origine	Axe 1	Axe 2	Axe 3	Axe 4	Axe 5
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Lei conosce o ha mai sentito parlare della Strada dei vini e

si, conosco bene	1,291	7,60870	0,90	0,82	1,87	8,77	5,72
non conosco bene	4,265	1,60526	1,62	4,13	0,32	2,28	1,82
no, non la conosco	5,556	1,00000	2,47	4,92	0,03	0,01	0,00

E' stato nei comuni o zone del territorio "Città, Castelli, Ciliegi"

Bazzano	6,117	0,81651	1,88	0,61	0,68	0,30	1,87
Tizzano di Casalecch	0,337	32,00000	0,50	0,33	0,00	0,88	0,08
Castello di Serraval	0,505	21,00000	0,04	0,05	1,15	1,57	0,89
Crespellano	0,449	23,75000	1,10	2,30	0,06	11,26	0,03
Monte San Pietro	0,898	11,37500	0,01	0,03	2,81	0,18	3,95
Sasso Marconi	0,281	38,60000	0,86	0,45	0,00	1,93	4,88
Vignola	0,505	21,00000	0,09	1,75	0,01	0,11	1,75
Zocca	0,337	32,00000	1,00	0,00	1,42	3,34	5,38
NESSUN PRODOTTO	1,291	7,60870	0,49	2,89	0,06	4,78	8,12
Reponse manquante	0,393	27,28570	0,45	0,10	3,36	0,59	0,78

Abbiamo detto che il territorio "Città, Castelli, Ciliegi" è car (prodotti)

Vini dei Colli B DOC	0,673	15,50000	0,01	3,77	5,22	0,15	2,53
Vino Lambrusco G DOC	0,505	21,00000	1,63	0,35	1,78	1,04	13,04
Ciliegia di Vignola	4,265	1,60526	0,23	0,08	0,27	0,16	0,00
Tartufo di Savigno	0,281	38,60000	0,01	1,51	0,53	9,43	1,46
nessun prodotto	4,938	1,25000	0,86	0,94	0,05	1,26	2,97
ALTRI PRODOTTI	0,449	23,75000	0,07	0,10	1,17	3,74	1,03

Quanto si sente tutelato dal controllo di questi prodotti?

molto (tutela)	4,097	1,71233	3,56	4,91	0,10	1,26	1,20
abbastanza (tutela)	6,117	0,81651	0,32	3,07	0,08	4,51	0,29
poco (tutela)	0,561	18,80000	3,11	0,33	7,46	5,60	5,76
non so (tutela)	0,337	32,00000	3,53	0,23	1,50	4,32	2,46

Le DO nel territorio producono benessere economico?

molto (benessere)	3,479	2,19355	7,80	5,94	3,49	0,29	0,01
abb (benessere)	6,117	0,81651	0,37	5,56	3,70	1,14	0,00
poco (benessere)	0,617	17,00000	1,64	2,06	8,24	0,58	0,78
Reponse manquante	0,898	11,37500	8,08	6,48	1,08	1,21	0,92

Le DO nel territorio producono conservazione ambientale?

molto-conservazione	3,086	2,60000	9,14	4,70	2,23	0,36	0,12
abb-conservazione	6,341	0,75221	0,83	3,28	7,95	0,02	0,13
poco-conservazione	1,122	8,90000	3,47	1,59	13,97	0,11	0,11
Reponse manquante	0,561	18,80000	1,95	7,76	0,47	1,98	2,35

Le DO nel territorio producono coesione sociale?

molto-sociale	1,908	4,82353	6,46	3,39	4,20	0,98	1,89
abb-sociale	5,387	1,06250	0,40	2,44	3,44	0,01	1,84
poco-sociale	1,796	5,18750	3,88	2,56	5,65	0,03	0,25
Reponse manquante	2,020	4,50000	2,71	5,15	1,45	1,61	0,16

Il territorio è parte dell'identità bolognese?

molto-identità	2,245	3,95000	5,21	0,40	0,06	0,29	2,39
abb-identità	5,163	1,15217	0,41	3,20	0,39	0,74	4,11
poco-identità	2,862	2,88235	4,89	1,38	3,88	3,75	1,82
Reponse manquante	0,842	12,20000	1,54	1,53	2,89	5,37	0,00

è importante investire nel territorio?

molto-investire	5,163	1,15217	8,10	0,03	0,18	0,03	2,11
abb-investire	4,714	1,35714	3,68	1,54	0,54	1,01	4,64
poco-investire	0,449	23,75000	2,10	6,58	0,59	1,42	1,09
per niente-investire	0,337	32,00000	2,07	0,00	1,07	10,34	7,46
Reponse manquante	0,449	23,75000	0,55	0,75	4,63	1,28	1,81