

# ANEXO 4

## PREGUNTA 3

Conceptos en relación con el café

| Todos prefieren en primer lugar |        |                |                |                 |                      |                                |       |
|---------------------------------|--------|----------------|----------------|-----------------|----------------------|--------------------------------|-------|
| Edad                            | Género | Aroma del café | Sabor del café | Tamaño del vaso | Temperatura del café | Variedad de selección del café | Total |
| 16-25                           | H      | 15             | 27             | 2               | 2                    | 9                              | 55    |
|                                 | M      | 14             | 52             | 6               | 5                    | 9                              | 86    |
|                                 |        | 29             | 79             | 8               | 7                    | 18                             | 141   |
|                                 |        | 20.57%         | 56.03%         | 5.67%           | 4.96%                | 12.77%                         | 141   |
| 26-35                           | H      | 9              | 25             | 6               | 1                    | 3                              | 44    |
|                                 | M      | 8              | 40             | 4               | 3                    | 7                              | 62    |
|                                 |        | 17             | 65             | 10              | 4                    | 10                             | 106   |
|                                 |        | 16.04%         | 61.32%         | 9.43%           | 3.77%                | 9.43%                          | 106   |
| 36-45                           | H      | 3              | 9              |                 |                      | 5                              | 17    |
|                                 | M      | 5              | 2              |                 |                      | 3                              | 10    |
| 46-55                           | H      | 4              | 1              |                 |                      |                                | 5     |
|                                 | M      | 2              | 3              | 1               |                      | 1                              | 7     |
| 56-65                           | H      |                | 5              |                 |                      |                                | 5     |
|                                 | M      | 2              | 1              |                 |                      | 1                              | 4     |
| Total                           |        | 62             | 165            | 19              | 11                   | 38                             | 295   |
|                                 |        | 21.02%         | 55.93%         | 6.44%           | 3.73%                | 12.88%                         | 295   |

| Todos prefieren en segundo lugar |        |                |                |                 |                      |                                |       |
|----------------------------------|--------|----------------|----------------|-----------------|----------------------|--------------------------------|-------|
| Edad                             | Género | Aroma del café | Sabor del café | Tamaño del vaso | Temperatura del café | Variedad de selección del café | Total |
| 16-25                            | H      | 25             | 17             | 5               | 1                    | 7                              | 55    |
|                                  | M      | 31             | 21             | 10              | 9                    | 15                             | 86    |
| 26-35                            | H      | 18             | 13             | 4               | 3                    | 6                              | 44    |
|                                  | M      | 25             | 14             | 5               | 13                   | 6                              | 63    |
| 36-45                            | H      | 10             | 5              |                 |                      | 2                              | 17    |
|                                  | M      | 2              | 7              |                 | 1                    |                                | 10    |
| 46-55                            | H      |                | 4              |                 | 1                    |                                | 5     |
|                                  | M      | 2              | 3              |                 | 1                    | 1                              | 7     |
| 56-65                            | H      | 4              |                |                 | 1                    |                                | 5     |
|                                  | M      | 1              | 2              |                 | 1                    |                                | 4     |
| Total                            |        | 118            | 86             | 24              | 31                   | 37                             | 296   |
|                                  |        | 40.00%         | 29.15%         | 8.14%           | 10.51%               | 12.54%                         | 295   |

| Todos prefieren en tercer lugar |        |                |                |                 |                      |                                |       |
|---------------------------------|--------|----------------|----------------|-----------------|----------------------|--------------------------------|-------|
| Edad                            | Género | Aroma del café | Sabor del café | Tamaño del vaso | Temperatura del café | Variedad de selección del café | Total |
| 16-25                           | H      | 9              | 9              | 8               | 21                   | 8                              | 55    |
|                                 | M      | 17             | 5              | 21              | 22                   | 21                             | 86    |
| 26-35                           | H      | 8              | 3              | 9               | 19                   | 5                              | 44    |
|                                 | M      | 18             | 3              | 13              | 17                   | 12                             | 63    |
| 36-45                           | H      | 3              | 2              | 2               | 7                    | 3                              | 17    |
|                                 | M      | 3              |                | 1               | 5                    | 1                              | 10    |
| 46-55                           | H      | 1              |                | 2               | 2                    |                                | 5     |
|                                 | M      | 3              |                | 1               | 2                    | 1                              | 7     |
| 56-65                           | H      |                |                | 1               | 3                    | 1                              | 5     |
|                                 | M      |                | 1              |                 | 1                    | 2                              | 4     |
| Total                           |        | 62             | 23             | 58              | 99                   | 54                             | 296   |
|                                 |        | 21.02%         | 7.80%          | 19.66%          | 33.56%               | 18.31%                         | 295   |