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Designations of Origin, the Wine Route, and the City

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

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Within the framework of the research conducted on the Value of Designations of Origin in Emilia-Romagna, the second phase of our direct study addressed the population living in the most important city with which the territory of the Strada dei Vini e dei Sapori “Città, Castelli, Ciliegi” (“Cities, Castles, Cherry Trees” Wine and Flavours Route) is involved daily with its Designations of Origin. The city is Bologna. A city with close to 400,000 residents, the administrative and economic centre of the region, and one of Italy’s most important university centres, with more than 100,000 students enrolled.

The structured questionnaire was submitted to a sample group of 200 persons representing the demographic structure of the city’s resident population.

The regional funds granted as a contribution towards the creation of the “Strada dei Vini e dei Sapori Città, Castelli, Ciliegi” in the designation of origin territory between Modena and Bologna took into account the importance of the peri-urban function of this territory and the dynamics of amusement, residential choices and eating modes connected.

The study, within the limits determined by the small sample size, seeks to understand the ties between the city and the territory, and the critical problem points.

In order to strengthen the analysis on the population of Bologna, an initial part of the project was devoted to presenting the socioeconomic characteristics and the relationship of the resident population with the territory between Modena and Bologna, as shown in the in-depth studies conducted for the city down through the years by the Metropolitan Demoscopic Centre (MEDEC – Centro Demoscopico Metropolitan).

The analysis of the survey results on the relationships between the territory, its “Strada”, and its Designations of Origin, backed by the MEDEC’s general analysis, once again highlights the profound expectations of the city’s various groups (socioeconomic, by gender, and by age). The answers on the functions of the territory show different choices for managing leisure time (between pleasure, relax, environment, and health), for family life plans (between lifestyles, environment, and mobility problems), and for feeding the family (between food taste and safety).

Compared to the analysis conducted on the citizens of the “Città, Castelli, Ciliegi” territory, the factor of identification between Designations of Origin and the city’s residents seems not as strong.

The work is backed by a factorial analysis of the data.