

Questions

Sample Size

240

**What is your gender?**

Male	141	59%
Female	99	41%
Prefer not to answer		0%

**What age group you belong to?**

15-21	78	33%
21-26	45	19%
25-30	117	49%

**What is your monthly income?**

2500 CZK	15	6%
2500 - 5000 CZK	19	8%
5001 - 8000 CZK	72	30%
8001 - 12 500 CZK	99	41%
12 500 CZK and more	35	15%

**What is your occupation?**

Full-time student with full-time-job	9	4%
Full-time student with part-time-job	55	23%
Full-time student with a freelance job	69	29%
Part-time student with full-time job	51	21%
Part-time student with part-time job	15	6%
Part-time student with a freelance job	41	17%

**Do you eat bread/bakery products?**

Yes	209	87%
No	31	13%

**What kind of bread do you prefer the most?**

White bread	6	3%
Wheat bread	7	3%
Whole grain bread	5	2%
Rye bread	3	1%
Bagels	22	9%
Breadstick	31	13%
Multigrain bread	3	1%
Pumpernickel	0	0%

Domestic bread (Rohlíky, Housky, Šumava, Loupák and extra)	132	55%
None	31	13%

Where do you usually buy bread/bakery products?

Supermarkets	21	9%
Hypermarkets	12	5%
Bakery shops	44	18%
Small shops	33	14%
Online shops	32	13%
Other	67	28%
None	31	13%

What is the course of meal you usually prefer to eat the bread/bakery products with?

Breakfast	22	9%
Brunch	31	13%
Lunch	112	47%
Supper	7	3%
Dinner	6	3%
All of it	31	13%
None	31	13%

What is the main purpose of yours to eat bread/bakery products?

Healthy	55	23%
Tasty	74	31%
Satiating	22	9%
Weight gain	13	5%
Habit	4	2%
All of it	31	13%
None	31	13%

Please, scale from “very important to not important at all the following criterions”	Very important	Important
Scent	35%	65%
Size	31%	31%
Composition	26%	20%
Taste	88%	12%
Freshness	100%	0%
Appearance	88%	10%
Color	20%	20%
Consistency	26%	41%

Please, scale from “very important to not important at all the following criterions”	Strongly agree	Agree
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The higher the quality of bread/bakery products (Rich in nutrients) the higher the price.	88%	12%
With the vast assortment of bread/bakery products the price seems to be equally distributed among the producers and vice versa.	24%	18%
With the low availability of bread/bakery products, the price seems to be higher and vice versa.	25%	10%
When a large assortment option is available, I find it difficult to make a purchasing-decision regarding bread/bakery products.	44%	12%

Gender Dependency	Do you eat bread/bakery products?		
Gender	Yes	No	Total
Male	120	21	141
Female	89	10	99
Total	209	31	240
Degree of Freedom	1 (R-1)*(C-1)		

Age dependency	Do you eat bread/bakery products?		
Age	Yes	No	Total
15-21	75	3	78
21-26	40	5	45
25-30	94	23	117
Total	209	31	240
Degree of Freedom	2 (R-1)*(C-1)		

Income dependency	Do you eat bread/bakery products?		
Income.	Yes	No	Total
2500 CZK	14	1	15
2500 - 5000 CZK	15	4	19
5001 - 8000 CZK	66	6	72
8001 - 12 500 CZK	89	10	99
12 500 CZK and more	25	10	35
Total	209	31	240
Degree of Freedom	4 (R-1)*(C-1)		

Occupation	Do you eat bread/bakery products?		
Occupation	Yes	No	Total
Full-time student with full time-job	7	2	9
Full-time student with part time-job	50	5	55
Full-time student with a freelance job	54	15	69
Part-time student with	46	5	51
Part-time student with part-time job	12	3	15
Part-time student with a freelance job	40	1	41
Total	209	31	240
Degree of Freedom	5 (R-1)*(C-1)		

Indifferent	Less Important	8
0%	0%	0%
14%	21%	4%
9%	26%	21%
0%	0%	0%
0%	0%	0%
2%	0%	0%
35%	13%	12%
21%	12%	0%

Neither agree nor disagree	Disagree	Strongly disagree
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0%	0%	0%
33%	13%	12%
35%	21%	9%
0%	0%	44%

Expected Frq			
Gender Dependency	Do you eat bread/bakery products?		
Gender	Yes	No	Total
Male	122.7875	18.2125	141
Female	86.2125	12.7875	99
Total	209	31	240
Degree of Freedom	1 (R-1)*(C-1)		

Age dependency			
Age	Do you eat bread/bakery products?		
Age	Yes	No	Total
15-21	67.925	10.075	78
21-26	39.1875	5.8125	45
25-30	101.8875	15.1125	117
Total	209	31	240
Degree of Freedom	2 (R-1)*(C-1)		

Expected Frq			
Age dependency	Do you eat bread/bakery products?		
Age	Yes	No	Total
2500 CZK	13.0625	1.9375	15
2500 - 5000 CZK	16.54583333	2.45416667	19
5001 - 8000 CZK	62.7	9.3	72
8001 - 12 500 CZK	86.2125	12.7875	99
12 500 CZK and more	30.47916667	4.52083333	35
Total	209	31	240
Degree of Freedom	4 (R-1)*(C-1)		

Expected Frq			
Occupation	Do you eat bread/bakery products?		
Occupation	Yes	No	Total
Full- time student with full time-job	7.8375	1.1625	9
Full-time student with part time-job	47.89583333	7.10416667	55
Full-time student with a freelance job	60.0875	8.9125	69
Part-time student with	44.4125	6.5875	51
Part-time student with part-time job	13.0625	1.9375	15
Part-time student with a freelance job	35.70416667	5.29583333	41
Total	209	31	240
Degree of Freedom	5 (R-1)*(C-1)		

its bread





Gender Dependency	Do you eat bread/bakery products?		
X2	Yes	No	Total
Male	0.06328133	0.4266386	141
Female	0.090127954	0.6076369	99
Total	209	31	1.187685
Degree of Freedom	1 (R-1)*(C-1)		
Expected Frq			

Alfa	0.05
X2	1.187685
Chi.Square	3.841459
P-value	0.275797

Age dependency	Do you eat bread/bakery products?		
Age	Yes	No	Total
15-21	0.736924917	4.9683002	78
21-26	0.016846093	0.1135753	45
25-30	0.61060146	4.1166356	117
Total	209	31	10.56288
Degree of Freedom	2 (R-1)*(C-1)		

Alfa	0.05
X2	10.56288
Chi.Square	5.991465
P-value	0.005085

Age dependency	Do you eat bread/bakery products?		
Age	Yes	No	Total
2500 CZK	0.067284689	0.453629	15
2500 - 5000 CZK	0.144423109	0.9736913	19
5001 - 8000 CZK	0.173684211	1.1709677	72
8001 - 12 500 CZK	0.090127954	0.6076369	99
12 500 CZK and more	0.984976646	6.640649	35
Total	209	31	11.30707
Degree of Freedom	4 (R-1)*(C-1)		

Alfa	0.05
X2	11.30707
Chi.Square	9.487729
P-value	0.023321

Occupation	Do you eat bread/bakery products?		
Occupation	Yes	No	Total
Full-time student with full time-job	0.08949362	0.6033602	9
Full-time student with part time-job	0.092440554	0.6232283	55
Full-time student with a freelance job	0.616728209	4.1579418	69
Part-time student with full-	0.056744301	0.3825664	51
Part-time student with part-time job	0.086423445	0.5826613	15
Part-time student with a freelance job	0.516863597	3.484661	41
Total	209	31	11.29311

Alfa	0.05
X2	11.29311
Chi.Square	11.0705
P-value	0.045868





Accept $H_0$

Reject $H_0$

Reject  $H_0$

Reject  $H_0$

Questions

Sample Size 240

What is your gender?		
Male	92	38%
Female	148	62%
Prefer not to answer	0	0% excluded
What age group you belong to?		
15-21	72	30%
21-26	112	47%
25-30	56	23%

What is your monthly income?		
up to 7 000 Rubles	34	14%
7 000 - 12 000 Rubles	51	21%
12 001 - 17 500 Rubles	56	23%
17 501 - 25 000 Rubles	22	9%
25 001 rubles and more	77	32%
What is your occupation?		
Full- time student with full time-job	31	13%
Full-time student with part time-job	44	18%
Full-time student with a freelance job	31	13%
Part-time student with full-time job	81	34%
Part-time student with part-time job	31	13%
Part-time student with a freelance job	22	9%

Do you eat bread/bakery products?		
Yes	220	92%
No	20	8%

What kind of bread do your prefer the most?		
White brad	21	9%
Wheat bread	44	18%
Whole grain bread	3	1%

Rye bread	71	30%	
Bagels	9	4%	
Breadstick	2	1%	
Multigrain bread	13	5%	
Pumpernickel	0	0%	excluded
Domestic bread (Borodinskyi, Boyarskyi, Starobludenskyi, Belyi and etc).	15	6%	
None	20	8%	

<b>Where do you usually buy bread/bakery products?</b>			
Supermarkets	41	17%	
Hypermarkets	32	13%	
Bakery shops	74	31%	
Small shops	51	21%	
Online shops	1	0%	
Other	21	9%	
None	20	8%	

<b>What is the course of meal you usually prefer to eat the bread/bakery products with?</b>			
Breakfast	31	13%	
Brunch	62	26%	
Lunch	0	0%	excluded
Supper	21	9%	
Dinner	17	7%	
All of it	89	37%	
None	20	8%	

<b>What is the main purpose of yours to eat bread/bakery products?</b>			
Healthy	44	18%	
Tasty	24	10%	
Satiating	125	52%	
Weight gain	12	5%	
Habit	3	1%	
All of it	12	5%	
None	20	8%	

Please, scale from “very important to not important at all the following criterions”	Very important	Important	Indifferent
	54%	27%	14%
Scnt			

Size	23%	30%	23%
Composition	19%	35%	37%
Taste	74%	26%	0%
Freshness	78%	10%	13%
Appearance	15%	19%	26%
Color	20%	14%	30%
Consistency	28%	10%	19%

Please, scale from “very important to not important at all the following criterions”	Strongly agree	Agree	Neither agree nor disagree
The higher the quality of bread/bakery products (Rich in nutrients) the higher the price.	40%	6%	6%
With the vast assortment of bread/bakery products the price seems to be equally distributed among the producers and vice versa.	32%	18%	25%
With the low availability of bread/bakery products, the price seems to be higher and vice versa.	18%	18%	45%
When a large assortment option is available, I find it difficult to make a purchasing-decision regarding bread/bakery products.	22%	8%	28%



Gender	Do you eat bread/bakery products?		
	Yes	No	Total
Male	87	5	92
Female	133	15	148
Total	220	20	240
Degree of Freedom	1 (R-1)*(C-1)		

Age	Do you eat bread/bakery products?		
	Yes	No	Total
15-21	69	3	72
21-26	100	12	112
25-30	51	5	56
Total	220	20	240
Degree of Freedom	2 (R-1)*(C-1)		

Income dependency	Do you eat bread/bakery products?		
	Yes	No	Total
up to 7 000 Rubles	27	7	34
7 000 - 12 000 Rubles	44	7	51
12 001 - 17 500 Rubles	50	6	56
17 501 - 25 000 Rubles	22	0	22
25 001 rubles and more	77	0	77
Total	220	20	240
Degree of Freedom	4 (R-1)*(C-1)		

Occupation dependency	Do you eat bread/bakery products?		
	Yes	No	Total
Full- time student with full time-job	30	1	31
Full-time student with part time-job	40	4	44
Full-time student with a freelance job	28	3	31
Part-time student with full-time job	74	7	81
Part-time student with part-time job	27	4	31

Part-time student with a freelance job	21	1	22
Total	220	20	240
Degree of Freedom	5 (R-1)*(C-1)		

118  
59

Less Important	Not important at all
5%	0%

220 who eats

	10%	14%
	10%	0%
	0%	0%
	0%	0%
	34%	5%
	17%	19%
	10%	34%

171

21

Disagree	Strongly disagree
36%	12%
13%	12%
13%	6%
20%	22%

220

who eats

Expeced Value			
Gender	Do you eat bread/bakery products?		
	Yes	No	Total
Male	84.33333333	7.666666667	92
Female	135.6666667	12.33333333	148
Total	220	20	240
Degree of Freedom	1 (R-1)*(C-1)		
Age	Do you eat bread/bakery products?		
	Yes	No	Total
15-21	66	6	72
21-26	102.6666667	9.333333333	112
25-30	51.33333333	4.666666667	56
Total	220	20	240
Degree of Freedom	2 (R-1)*(C-1)		

Gender	
x2	
Male	
Female	
Total	
Degree of Freedom	
Age	
15-21	
21-26	
25-30	
Total	
Degree of Freedom	

Expeced Value			
Income dependency	Do you eat bread/bakery products?		
	Yes	No	Total
up to 7 000 Rubles	31.16666667	2.833333333	34
7 000 - 12 000 Rubles	46.75	4.25	51
12 001 - 17 500 Rubles	51.33333333	4.666666667	56
17 501 - 25 000 Rubles	20.16666667	1.833333333	22
25 001 rubles and more	70.58333333	6.416666667	77
Total	220	20	240
Degree of Freedom	4 (R-1)*(C-1)		

Income dependency	
up to 7 000 Rubles	
7 000 - 12 000 Rubles	
12 001 - 17 500 Rubles	
17 501 - 25 000 Rubles	
25 001 rubles and more	
Total	
Degree of Freedom	

Expeced Value			
Occupation dependency	Do you eat bread/bakery products?		
	Yes	No	Total
Full- time student with full time-job	28.41666667	2.583333333	31
Full-time student with part time-job	40.33333333	3.666666667	44
Full-time student with a freelance job	28.41666667	2.583333333	31
Part-time student with full-time job	74.25	6.75	81
Part-time student with part-time job	28.41666667	2.583333333	31

Occupation dependency	
Full- time student with full time-job	
Full-time student with part time-job	
Full-time student with a freelance job	
Part-time student with full-time job	
Part-time student with part-time job	

Part-time student with a freelance job	20.16666667	1.833333333	22
Total	220	20	240
Degree of Freedom	5	(R-1)*(C-1)	

Part-time student with a freelance job
Total
Degree of Freedom



Do you eat bread/bakery products?		
Yes	No	Total
0.084321476	0.927536232	92
0.052416052	0.576576577	148
220	20	1.640850337
1	(R-1)*(C-1)	

Alfa	0.05	
X2	1.640850337	
Chi.Square	3.841458821	
P-value	0.205308839	Accept H0

Do you eat bread/bakery products?		
Yes	No	Total
0.136363636	1.5	72
0.069264069	0.761904762	112
0.002164502	0.023809524	56
220	20	2.493506494
2	(R-1)*(C-1)	

Alfa	0.05	
X2	2.493506494	
Chi.Square	3.841458821	
P-value	0.114316776	Accept H0

Do you eat bread/bakery products?		
Yes	No	Total
0.557040998	6.12745098	6.684491979
0.161764706	1.779411765	1.941176471
0.034632035	0.380952381	0.415584416
0.166666667	1.833333333	2
0.583333333	6.416666667	7
1.503437739	16.53781513	18.04125286
4	(R-1)*(C-1)	

Alfa	0.05	
X2	18.04125286	
Chi.Square	9.487729037	
P-value	0.001211397	Reject H0

Do you eat bread/bakery products?		
Yes	No	Total
0.088220919	0.970430108	31
0.002754821	0.03030303	44
0.006109482	0.067204301	31
0.000841751	0.009259259	81
0.070625611	0.77688172	31

Alfa	0.05	
X2	2.435854143	

0.034435262	0.378787879	22
220	20	2.435854143
5	(R-1)*(C-1)	

Chi.Square	11.07049769	
P-value	<b>0.036123045</b>	Reject H0