| Whatisyourgender | Whatisyourage | Whatisyouroccupation | CurrentRegionofLiving | |
|------------------|---------------|----------------------|-----------------------|--------|
| | 2 | 1 | 1 | 1 |
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| Areyouacoffeeperson | Howmanytimes doyoud rink coffeeperday | Whatisyourlevelofincome | |
|---------------------|---------------------------------------|-------------------------|--------|
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| | Howmanyhoursadayareyoubeingoutsideofyourhouse | |
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Taste1stronglyagree2ratheragree3ldonotknow4ratherdisagree5strong

Price1stronglyagree2ratheragree3Idonotknow4ratherdisagree5strong

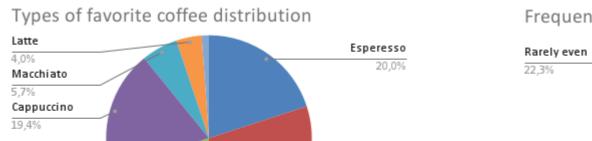
Brand 1 strong ly a gree 2 rather a gree 3 I do not know 4 rather disagree 5 strong a strong stron

| Gender | Age | Occupation | Country of origin | Coffe Person | Frequency of drinking coffee |
|--------|---------|------------|----------------------|--------------|------------------------------|
| Male | - | Student | EU | Yes | 4 Times |
| Male | 26 - 35 | Full Time | EU | Yes | 4 Times |
| Female | 26 - 35 | Full Time | CIS | Yes | Once a day |
| Male | 26 - 35 | Full Time | EU | Hard to say | Two times |
| Female | 15 - 25 | Student | CIS | Yes | 4 Times |
| Male | 26 - 35 | Full Time | EU | Yes | 3 Times |
| Male | 55 + | Retired | CIS | No | Rarely even once a day |
| Male | 55 + | Retired | CIS | No | Rarely even once a day |
| Female | 26 - 35 | Full Time | Middle East / Africa | Yes | 4 Times |
| Male | 15 - 25 | Freelance | EU | Yes | 3 Times |
| Male | | Full Time | Middle East / Africa | Yes | 4 Times |
| Female | | Full Time | Middle East / Africa | Yes | Rarely even once a day |
| Male | | Full Time | Middle East / Africa | Yes | 3 Times |
| Female | | Full Time | Middle East / Africa | Yes | 4 Times |
| Female | | Student | Middle East / Africa | Yes | Once a day |
| Female | | Full Time | EU | Yes | 4 Times |
| Male | | Student | EU | Yes | 3 Times |
| | | Full Time | Middle East / Africa | Yes | 3 Times |
| Female | | Full Time | EU | Yes | 4 Times |
| | | Student | EU | Yes | Two times |
| | | Student | CIS | Yes | Once a day |
| Male | | Student | EU | Hard to say | 4 Times |
| Male | | Full Time | EU | Yes | 4 Times |
| Male | | Student | EU | Yes | Once a day |
| | | Full Time | CIS | Yes | 4 Times |
| Female | | Full Time | Middle East / Africa | Yes | 3 Times |
| Male | 55 + | Retired | CIS | No | Rarely even once a day |
| Female | | Student | EU | Hard to say | Once a day |
| Male | | Full Time | EU | Hard to say | 4 Times |
| Female | | Freelance | EU | Yes | 3 Times |
| Male | | Full Time | Middle East / Africa | Yes | Rarely even once a day |
| Female | | Student | EU | Yes | Once a day |
| Female | | Student | EU | Hard to say | 4 Times |
| Male | 15 - 25 | Student | EU | Yes | 4 Times |
| | | Student | EU | Yes | 3 Times |
| Female | | Student | EU | Yes | 4 Times |
| Male | 15 - 25 | Full Time | EU | Yes | 3 Times |
| Male | 26 - 35 | Full Time | Middle East / Africa | Hard to say | Two times |
| Female | 26 - 35 | Full Time | Middle East / Africa | Yes | 4 Times |
| Male | 26 - 35 | Full Time | Middle East / Africa | Hard to say | 3 Times |
| Female | 26 - 35 | Full Time | Middle East / Africa | Yes | Two times |
| Female | 15 - 25 | Student | EU | Yes | Two times |
| Female | 15 - 25 | Student | EU | Yes | 3 Times |
| Male | 26 - 35 | Full Time | Middle East / Africa | Yes | 3 Times |
| Female | 26 - 35 | Freelance | EU | Yes | 4 Times |
| Female | 15 - 25 | Student | EU | Yes | 3 Times |
| Male | 26 - 35 | Full Time | EU | Yes | 4 Times |
| Male | 15 - 25 | Student | EU | Yes | 4 Times |
| | | | | | |

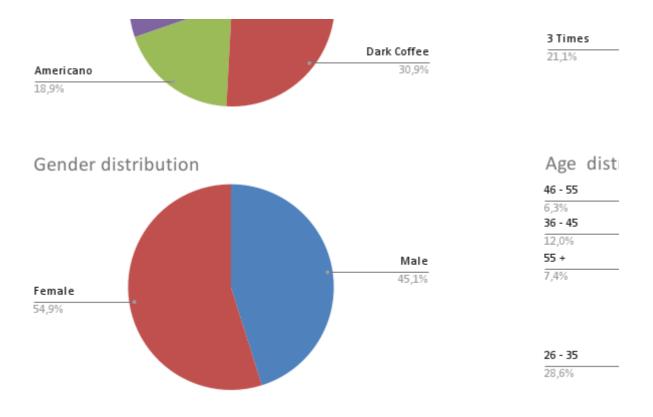
| Fomalo | 36 - 15 | Unemployed | EU | Hard to say | Rarely even once a day |
|--------|---------|------------|----------------------|-------------|-----------------------------------|
| Male | 55 + | Retired | CIS | No | Rarely even once a day |
| Male | 55 + | Retired | CIS | No | Rarely even once a day |
| | | Retired | EU | Hard to say | Rarely even once a day |
| Male | | Full Time | Middle East / Africa | Yes | Rarely even once a day |
| Female | | Student | EU | Yes | Two times |
| Female | | Student | EU | Yes | 3 Times |
| Male | | Student | EU | Yes | 3 Times |
| Female | | Student | EU | Yes | Two times |
| Female | | Student | EU | Yes | Two times |
| Female | | Student | EU | Yes | 3 Times |
| Male | | Retired | Middle East / Africa | No | |
| Male | | Freelance | EU | Yes | Rarely even once a day 3 Times |
| | | Full Time | Middle East / Africa | | |
| | | Freelance | • | Yes | Rarely even once a day |
| Female | | | Middle East / Africa | Yes | Two times |
| | | Student | Middle East / Africa | Yes | Two times |
| Female | | Student | Middle East / Africa | Yes | 3 Times |
| | | Student | Middle East / Africa | Yes | Two times |
| | | Student | CIS | Yes | 3 Times |
| Female | | Student | | Yes | Two times |
| Female | | Student | Middle East / Africa | Yes | Two times |
| Female | | Student | CIS | Yes | 4 Times |
| Female | | Student | EU | Yes | 3 Times |
| Male | | Unemployed | Middle East / Africa | Yes | 4 Times |
| Male | | Student | CIS | Yes | 4 Times |
| Female | | Student | Middle East / Africa | Yes | Once a day |
| Female | | Student | Middle East / Africa | Hard to say | Once a day |
| Male | | Unemployed | CIS | No | Once a day |
| Female | | Student | Middle East / Africa | Yes | Once a day |
| Male | | Student | CIS | Yes | 4 Times |
| Male | | Retired | EU | No | Rarely even once a day |
| Male | | Full Time | EU | Yes | 4 Times |
| Female | | Freelance | Middle East / Africa | Yes | 4 Times |
| Female | | Full Time | Middle East / Africa | Yes | Two times |
| Female | | Freelance | Middle East / Africa | Yes | Two times |
| Male | | Full Time | Middle East / Africa | Yes | Two times |
| Female | | Full Time | Middle East / Africa | Yes | Two times |
| Female | | Full Time | Middle East / Africa | Hard to say | Once a day |
| Male | | Full Time | Middle East / Africa | Yes | 3 Times |
| Female | | Full Time | Middle East / Africa | Yes | Once a day |
| Female | | Full Time | Middle East / Africa | Yes | 3 Times |
| Male | | Unemployed | Middle East / Africa | No | Once a day |
| Male | 15 - 25 | Unemployed | Middle East / Africa | No | Once a day |
| Male | 26 - 35 | Unemployed | Middle East / Africa | No | Once a day |
| Female | | Student | Middle East / Africa | Yes | Two times |
| Female | 36 - 45 | Full Time | Middle East / Africa | Yes | Rarely even once a day |
| Female | 26 - 35 | Student | Middle East / Africa | Yes | Once a day |
| Male | 15 - 25 | Unemployed | Middle East / Africa | No | Once a day |
| | | | | | |

| Male | 26 - 35 | Unemployed | EU | No | Two times |
|--------|---------|------------|----------------------|-----|------------------------|
| Female | 55 + | Retired | EU | No | Rarely even once a day |
| Female | 15 - 25 | Freelance | Middle East / Africa | Yes | Two times |
| Male | 26 - 35 | Full Time | Middle East / Africa | Yes | Two times |
| Female | 26 - 35 | Freelance | Middle East / Africa | Yes | Two times |
| Male | 26 - 35 | Full Time | Middle East / Africa | Yes | Two times |
| Male | 46 - 55 | Retired | CIS | No | Once a day |
| Male | 26 - 35 | Full Time | Middle East / Africa | Yes | Once a day |
| Female | 26 - 35 | Full Time | CIS | Yes | Two times |
| Female | 46 - 55 | Retired | CIS | Yes | Rarely even once a day |
| Male | 36 - 45 | Full Time | Middle East / Africa | Yes | Once a day |
| Male | 26 - 35 | Full Time | Middle East / Africa | Yes | Once a day |
| Female | 15 - 25 | Full Time | Middle East / Africa | Yes | Two times |
| Female | 15 - 25 | Freelance | Middle East / Africa | Yes | Once a day |
| Male | 26 - 35 | Unemployed | Middle East / Africa | No | Two times |
| Male | 26 - 35 | Full Time | Middle East / Africa | Yes | Once a day |
| Male | 15 - 25 | Student | Middle East / Africa | Yes | Two times |
| Female | 15 - 25 | Freelance | Middle East / Africa | Yes | Once a day |
| Female | 26 - 35 | Full Time | Middle East / Africa | Yes | Two times |
| Female | 26 - 35 | Full Time | Middle East / Africa | Yes | Two times |
| Male | 26 - 35 | Full Time | Middle East / Africa | Yes | Two times |
| Male | 15 - 25 | Full Time | EU | Yes | Once a day |
| Female | 15 - 25 | Full Time | CIS | Yes | 4 Times |
| Male | 15 - 25 | Student | CIS | Yes | Once a day |
| Male | 15 - 25 | Student | EU | Yes | 3 Times |
| Female | 36 - 45 | Full Time | EU | Yes | Once a day |
| Male | 36 - 45 | Full Time | EU | Yes | Rarely even once a day |
| Male | 15 - 25 | Student | EU | Yes | Two times |
| Female | 36 - 45 | Full Time | EU | Yes | Rarely even once a day |
| Female | 15 - 25 | Student | EU | Yes | 3 Times |
| Male | 15 - 25 | Student | EU | Yes | Two times |
| Female | 15 - 25 | Student | EU | Yes | 3 Times |
| Female | 15 - 25 | Student | EU | Yes | 3 Times |
| Male | 15 - 25 | Student | EU | Yes | Once a day |
| Female | 15 - 25 | Student | CIS | Yes | 3 Times |
| Male | 15 - 25 | Student | CIS | Yes | 3 Times |
| Female | 15 - 25 | Student | CIS | Yes | 3 Times |
| Female | 15 - 25 | Student | CIS | Yes | 3 Times |
| Male | 15 - 25 | Student | CIS | Yes | 3 Times |
| Female | 15 - 25 | Student | CIS | Yes | 3 Times |
| Female | 26 - 35 | Student | CIS | Yes | Once a day |
| Female | 26 - 35 | Student | CIS | Yes | Two times |
| Male | 36 - 45 | Student | CIS | Yes | 3 Times |
| Male | 46 - 55 | Retired | Middle East / Africa | No | Rarely even once a day |
| Female | 55 + | Retired | Middle East / Africa | No | Rarely even once a day |
| Male | 55 + | Retired | Middle East / Africa | No | Rarely even once a day |
| Male | | Student | CIS | Yes | Two times |
| Female | | Student | CIS | Yes | 3 Times |
| | | | | | |

| Female | 15 - 25 | Student | CIS | Yes | 3 Times |
|--------|---------|-----------|----------------------|-------------|------------------------|
| Male | 15 - 25 | Student | CIS | Hard to say | Once a day |
| Female | 46 - 55 | Retired | CIS | Yes | Rarely even once a day |
| Male | 26 - 35 | Student | CIS | Yes | Two times |
| Male | 46 - 55 | Retired | CIS | No | Rarely even once a day |
| Female | 15 - 25 | Student | CIS | Yes | 4 Times |
| Female | 15 - 25 | Student | CIS | Yes | 3 Times |
| Male | 46 - 55 | Retired | CIS | No | Rarely even once a day |
| Male | 46 - 55 | Retired | EU | Hard to say | Rarely even once a day |
| Female | 36 - 45 | Full Time | CIS | Yes | Rarely even once a day |
| Male | 55 + | Retired | EU | No | Rarely even once a day |
| Female | 36 - 45 | Full Time | CIS | Yes | Rarely even once a day |
| Male | 36 - 45 | Full Time | CIS | Hard to say | Rarely even once a day |
| Male | 36 - 45 | Full Time | CIS | Yes | Rarely even once a day |
| Male | 36 - 45 | Full Time | CIS | Yes | Rarely even once a day |
| Male | 36 - 45 | Full Time | EU | Yes | Rarely even once a day |
| Female | 46 - 55 | Full Time | EU | Yes | Rarely even once a day |
| Female | 36 - 45 | Full Time | EU | Yes | Rarely even once a day |
| Male | 36 - 45 | Full Time | EU | Yes | Rarely even once a day |
| Male | 55 + | Retired | CIS | No | Once a day |
| Female | 26 - 35 | Full Time | EU | Yes | Once a day |
| Female | 55 + | Retired | CIS | No | Rarely even once a day |
| Female | 55 + | Retired | EU | No | Rarely even once a day |
| Male | 26 - 35 | Freelance | EU | No | Two times |
| Female | 15 - 25 | Student | EU | Yes | Two times |
| Female | 36 - 45 | Full Time | EU | Yes | Rarely even once a day |
| Female | 15 - 25 | Student | Middle East / Africa | Yes | 3 Times |
| Male | 26 - 35 | Student | Middle East / Africa | No | Once a day |
| Female | 15 - 25 | Student | Middle East / Africa | Yes | Once a day |
| Female | 55 + | Retired | EU | No | Rarely even once a day |
| Female | 15 - 25 | Student | CIS | Yes | Two times |



Frequen



Time spe

1 - 2 hours a 4,0% up to 1h 14,9%

3 - 5 hours a

16,0%

Income level Types of favourite coffee 5 000 - 10 000 CZK Esperesso 20 000 - 35 000 CZK Esperesso 20 000 - 35 000 CZK Dark Coffee 20 000 - 35 000 CZK Americano 10 001 - 19 999 CZK Dark Coffee 20 000 - 35 000 CZK Americano 5 000 - 10 000 CZK Americano 10 001 - 19 999 CZK Esperesso 20 000 - 35 000 CZK Cappuccino 5 000 - 10 000 CZK Dark Coffee 10 001 - 19 999 CZK Americano 20 000 - 35 000 CZK Cappuccino 20 000 - 35 000 CZK Esperesso 20 000 - 35 000 CZK Cappuccino 10 001 - 19 999 CZK Cappuccino 20 000 - 35 000 CZK Cappuccino 10 001 - 19 999 CZK Esperesso 20 000 - 35 000 CZK Cappuccino 20 000 - 35 000 CZK Cappuccino 5 000 - 10 000 CZK Dark Coffee 10 001 - 19 999 CZK Dark Coffee 10 001 - 19 999 CZK Esperesso 20 000 - 35 000 CZK Esperesso 10 001 - 19 999 CZK Esperesso 35 001 - 45 000 CZK Dark Coffee 35 001 - 45 000 CZK Dark Coffee 5 000 - 10 000 CZK Americano 5 000 - 10 000 CZK Cappuccino 20 000 - 35 000 CZK Macchiato 5 000 - 10 000 CZK Americano 20 000 - 35 000 CZK Esperesso 10 001 - 19 999 CZK Dark Coffee 10 001 - 19 999 CZK Dark Coffee 10 001 - 19 999 CZK Esperesso 5 000 - 10 000 CZK Cappuccino 10 001 - 19 999 CZK Dark Coffee 35 001 - 45 000 CZK Cappuccino 35 001 - 45 000 CZK Macchiato 35 001 - 45 000 CZK Dark Coffee 20 000 - 35 000 CZK Esperesso 35 001 - 45 000 CZK Dark Coffee 10 001 - 19 999 CZK Dark Coffee 10 001 - 19 999 CZK Dark Coffee 20 000 - 35 000 CZK Macchiato 5 000 - 10 000 CZK Dark Coffee 10 001 - 19 999 CZK Dark Coffee 20 000 - 35 000 CZK Americano 10 001 - 19 999 CZK Esperesso

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5 - 8 hours a day

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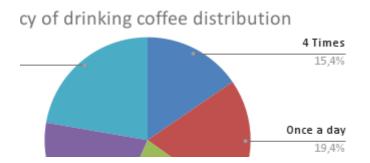
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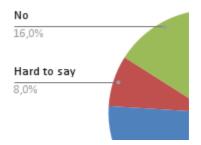
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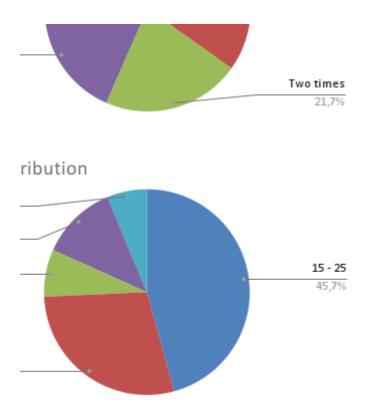
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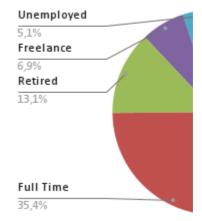
Coffee Person distrib



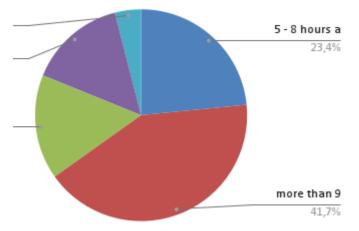




Occupation distributi



ent outside the house distribution



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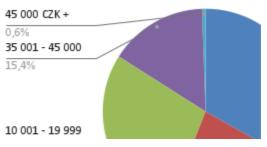
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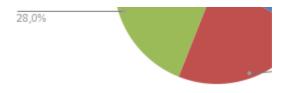
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Income level distribution

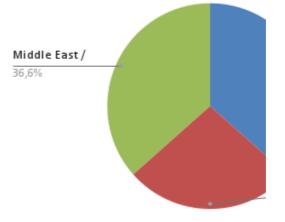






Student 39,4%

Country of origin distribution



Price 3 Completely agree Completely agree Completely agree Completely agree Completely agree Completely agree Disagree Disagree Completely agree Neutral Neutral Completely agree Agree Disagree Completely disagree Agree Neutral Completely agree Completely agree Neutral Neutral Completely agree Completely agree Agree Completely agree Completely agree Agree Completely agree Completely agree Completely agree **Completely agree** Completely disagree Agree Completely agree Completely agree Agree Neutral Completely agree

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Brand perception 2 Completely agree **Completely agree Completely agree** Completely agree Neutral **Completely agree** Completely disagree Completely disagree Disagree Disagree Completely agree **Completely agree Completely** agree Agree Agree Completely agree Neutral **Completely** agree **Completely agree** Completely agree Neutral Completely agree Completely agree **Completely agree** Completely agree **Completely agree** Completely disagree Completely agree **Completely agree** Agree Agree Completely agree Completely agree Completely agree Completely agree **Completely** agree Disagree Completely agree **Completely agree** Completely agree **Completely** agree **Completely agree** Completely agree Completely agree Completely agree **Completely agree** Completely agree Completely agree

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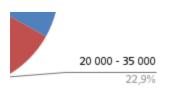
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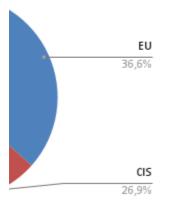
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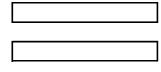
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