Whatisyourgender	Whatisyourage	Whatisyouroccupation	CurrentRegionofLiving	
	2	1	1	1
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	2	2	2	1
	2	5	5	2
	2	5	5	2
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	1	3	2	1
	2	1	2	1
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	1	1	2	3
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Areyouacoffeeperson	Howmany times doy oud rink coffeeperday	Whatisyourlevelofincome	
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3	5	1
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	Howmanyhoursadayareyoubeingoutsideofyourhouse	
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$\label{eq:Price1stronglyagree2ratheragree3ldonotknow4ratherdisagree5strong$

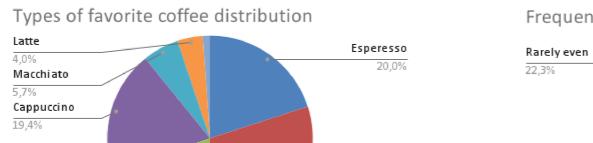
Brand 1 strong ly a gree 2 rather a gree 3 I do not know 4 rather disagree 5 strong a strong stron

Gender	Age	Occupation	Country of origin	Coffe Person	Frequency of drinking coffee
Male	-	Student	EU	Yes	4 Times
Male		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
Female		Full Time	Middle East / Africa	Yes	3 Times
Female		Full Time	EU	Yes	4 Times
Female		Student	EU	Yes	Two times
Female		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
Female		Full Time	CIS	Yes	4 Times
Female	15 - 25	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	15 - 25	Full Time	EU	Hard to say	4 Times
Female	15 - 25	Freelance	EU	Yes	3 Times
Male	36 - 45	Full Time	Middle East / Africa	Yes	Rarely even once a day
Female	15 - 25	Student	EU	Yes	Once a day
Female	15 - 25	Student	EU	Hard to say	4 Times
Male	15 - 25	Student	EU	Yes	4 Times
Female	26 - 35	Student	EU	Yes	3 Times
Female	15 - 25	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

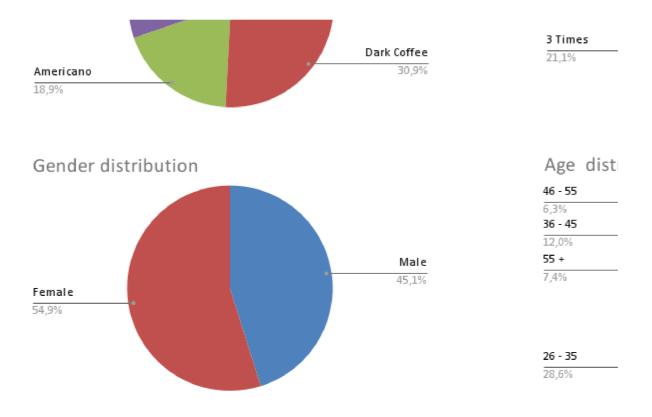
Fomalo	26 45	Unomployed	E 11	Hard to cav	Paraly over ence a day
Male	50 - 45 55 +	Unemployed Retired	EU CIS	Hard to say No	Rarely even once a day
Male	55 + 55 +	Retired	CIS	No	Rarely even once a day
		Retired	EU		Rarely even once a day
				Hard to say	Rarely even once a day
Male		Full Time	Middle East / 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	Rarely even once a day
Male		Freelance	EU	Yes	3 Times
Female		Full Time	Middle East / Africa	Yes	Rarely even once a day
Female		Freelance	Middle East / Africa	Yes	Two times
Female	15 - 25	Student	Middle East / Africa	Yes	Two times
Female	15 - 25	Student	Middle East / Africa	Yes	3 Times
Female	15 - 25	Student	Middle East / Africa	Yes	Two times
Female	15 - 25	Student	CIS	Yes	3 Times
Female	15 - 25	Student	CIS	Yes	Two times
Female	15 - 25	Student	Middle East / Africa	Yes	Two times
Female	15 - 25	Student	CIS	Yes	4 Times
Female	15 - 25	Student	EU	Yes	3 Times
Male	15 - 25	Unemployed	Middle East / Africa	Yes	4 Times
Male	15 - 25	Student	CIS	Yes	4 Times
Female	15 - 25	Student	Middle East / Africa	Yes	Once a day
Female	15 - 25	Student	Middle East / Africa	Hard to say	Once a day
Male	36 - 45	Unemployed	CIS	No	Once a day
Female	15 - 25	Student	Middle East / Africa	Yes	Once a day
Male	15 - 25	Student	CIS	Yes	4 Times
Male	46 - 55	Retired	EU	No	Rarely even once a day
Male	26 - 35	Full Time	EU	Yes	4 Times
Female	26 - 35	Freelance	Middle East / Africa	Yes	4 Times
Female	15 - 25	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
Female	26 - 35	Full Time	Middle East / Africa	Yes	Two times
Female	26 - 35	Full Time	Middle East / Africa	Hard to say	Once a day
Male	26 - 35	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		Unemployed	Middle East / Africa	No	Once a day
Male		Unemployed	Middle East / Africa	No	Once a day
Female		Student	Middle East / Africa	Yes	Two times
Female		Full Time	Middle East / Africa	Yes	Rarely even once a day
Female		Student	Middle East / Africa	Yes	Once a day
Male		Unemployed	Middle East / Africa	No	Once a day
wate	10 - 20	Sheripioyeu	And Last / And		Chee 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		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		Full Time	Middle East / Africa	Yes	Two times
Male	15 - 25	Full Time	EU	Yes	Once a day
Female		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		Student	EU	Yes	3 Times
Male		Student	EU	Yes	Two times
Female		Student	EU	Yes	3 Times
Female	15 - 25	Student	EU	Yes	3 Times
Male		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		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		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 5 000 - 10 000 CZK 20 000 - 35 000 CZK 20 000 - 35 000 CZK 20 000 - 35 000 CZK 10 001 - 19 999 CZK 20 000 - 35 000 CZK Americano 5 000 - 10 000 CZK 10 001 - 19 999 CZK 20 000 - 35 000 CZK 5 000 - 10 000 CZK 10 001 - 19 999 CZK 20 000 - 35 000 CZK 20 000 - 35 000 CZK 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

Types of favourite coffee Esperesso Esperesso Dark Coffee Americano Dark Coffee Americano Esperesso Cappuccino Dark Coffee Americano Cappuccino Esperesso

5 - 8 hours a day more than 9 hours a day more than 9 hours a day more than 9 hours a day 3 - 5 hours a day more than 9 hours a day up to 1h 1 - 2 hours a day more than 9 hours a day 5 - 8 hours a day more than 9 hours a day more than 9 hours a day 5 - 8 hours a day more than 9 hours a day 5 - 8 hours a day more than 9 hours a day 3 - 5 hours a day more than 9 hours a day more than 9 hours a day 3 - 5 hours a day 3 - 5 hours a day 5 - 8 hours a day more than 9 hours a day 5 - 8 hours a day more than 9 hours a day more than 9 hours a day 1 - 2 hours a day 3 - 5 hours a day more than 9 hours a day 3 - 5 hours a day more than 9 hours a day 3 - 5 hours a day 5 - 8 hours a day 5 - 8 hours a day 5 - 8 hours a day more than 9 hours a day 3 - 5 hours a day more than 9 hours a day more than 9 hours a day 5 - 8 hours a day 3 - 5 hours a day more than 9 hours a day 3 - 5 hours a day

Time spent outside the hou: Taste pref1 **Completely** agree **Completely** agree Completely agree **Completely** agree Agree Completely agree Disagree Disagree Completely agree Completely agree Completely agree Completely agree Completely agree Completely agree **Completely** agree Completely agree Agree Completely agree Completely agree Completely agree Disagree Completely agree Agree Completely agree Completely agree Agree Agree Completely agree Completely agree Neutral Completely agree Completely agree **Completely** agree Completely agree Completely agree Completely agree Disagree Completely agree Completely agree Completely agree **Completely agree** Completely agree Completely disagree Completely agree Completely agree **Completely** agree Agree Completely agree

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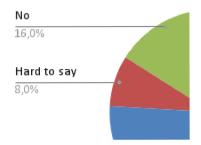
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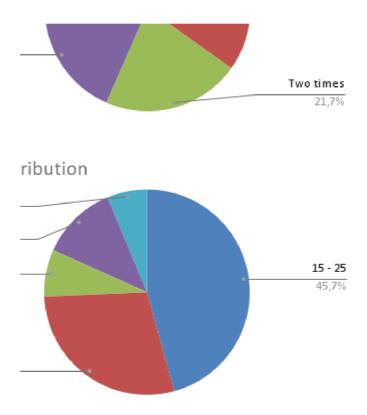
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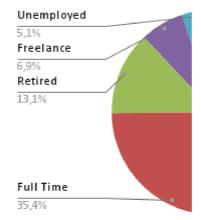
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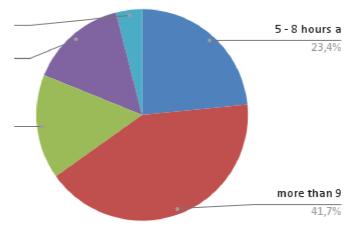




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ent outside the house distribution



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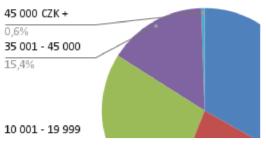
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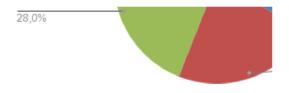
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Income level distribution

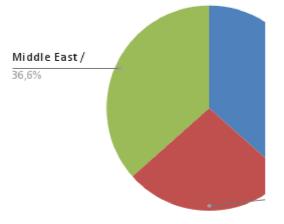






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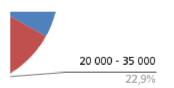
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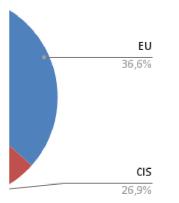
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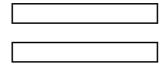
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