

Consumer segmentation in the meat market – The case study of Czech Republic

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Electronic supplementary material

Supplementary Table S1

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Table S1. Structure of the sample and the comparison of the sample and population distributions ($N = 1\,021$)

Structural variable	Categories	Expected distribution (%)	Expected frequency	Observed frequency	Chi-square (P -value)
Sex	male	49.3	503.353	517	0.73
	female	50.7	517.647	504	(0.393)
Generation	baby boomers and older (born before 1965)	19.3	197.053	211	5.54
	X (1965–1980)	38.7	395.127	374	(0.136)
	Y (1981–1995)	31.9	325.699	316	
	Z (born after 1995)	10	102.1	120	
Region	Praha	12.7	129.667	129	
	Středočeský	12.8	130.688	125	
	Jihočeský	6	61.26	61	
	Plzeňský	5.5	56.155	57	
	Karlovarský	2.8	28.588	28	
	Ústecký	7.7	78.617	78	
	Liberecký	4.1	41.861	43	0.81
	Královéhradecký	5.1	52.071	51	(1.0)
	Pardubický	4.9	50.029	49	
	Vysočina	4.8	49.008	48	
	Jihomoravský	11.1	113.331	112	
	Olomoucký	5.9	60.239	63	
	Zlínský	5.4	55.134	56	
	Moravskoslezský	11.3	115.373	121	

The population distribution was gathered from the census by Czech Statistical Office

Source: Authors' own processing