How do you understand the conception of regional cuisine?

(you can choose more than one answer)

Pie ▼

37.17%

0.00%

0.52%

6.81%

8.38%

4.19%

42.93%

- ■ products, food prepared in the traditional way
- ■ products, food related with geographical area (local, regional)
- ■ special products of guaranteed quality
- ■ natural products
- ■ products, food inscribed on the List of Traditional Products
- ■ I don't understand this concept
- ■ other (please specify)
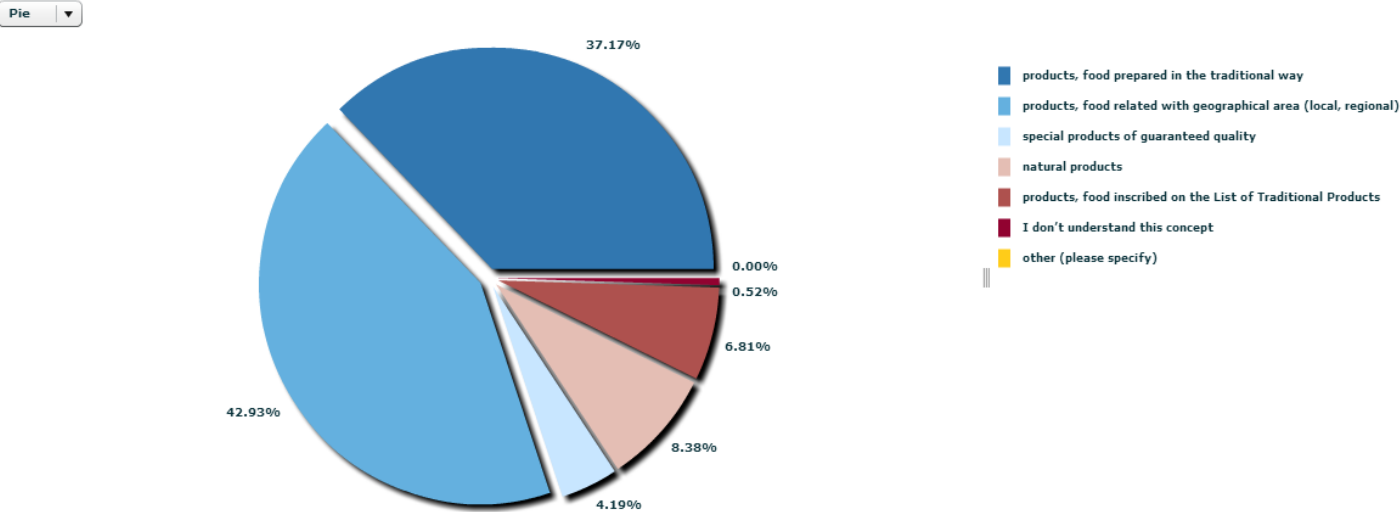
Technical analysis

Average	3.919
Confidence interval (95%)	[3.689 - 4.149]
Sample size	100
Typical deviation	1.172
Standard error	0.117

Main conclusions

99% choose:
products, food related with geographical area (local, regional)
products, food prepared in the traditional way
Option **other (please specify)** was not chosen by anybody.

## Which region of Slovenia is the most culinary attractive to you?

(you can choose max 3)

Bars ▼
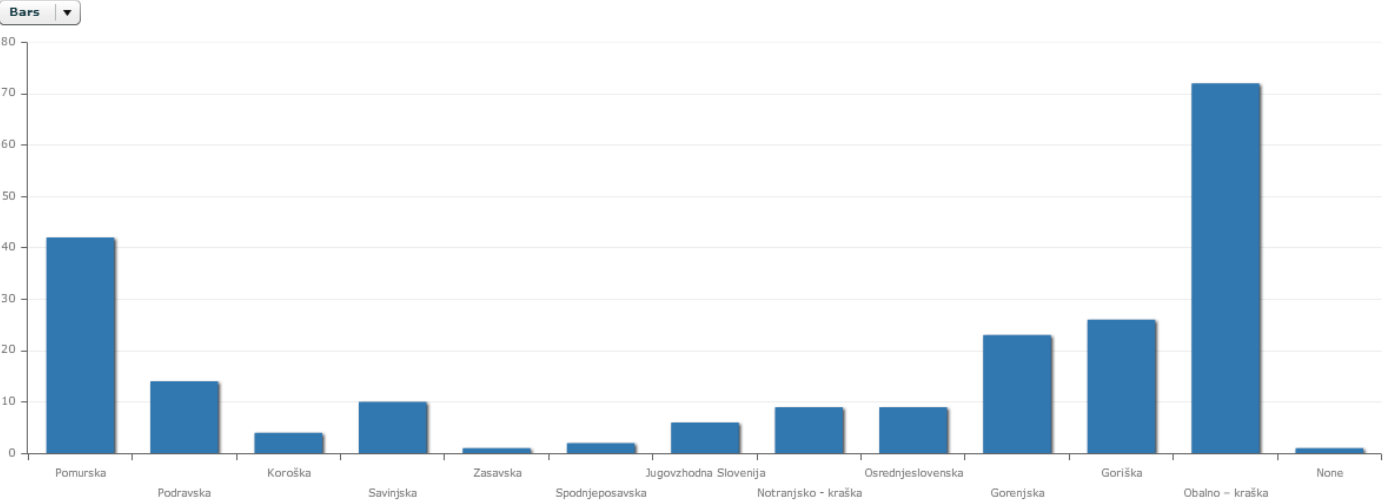
Technical analysis

Average	17.313
Confidence interval (95%)	[16.438 - 18.188]
Sample size	100
Typical deviation	4.466
Standard error	0.447

Main conclusions

87% choose:
Obalno – kraška
Pomurska
The least chosen option represents **1%**:
Zasavska

Do you know the EU- defined marks of food quality such as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), Traditional Speciality Guaranteed (TSG)?

Pie ▼

34.00%

66.00%

■ yes
■ no
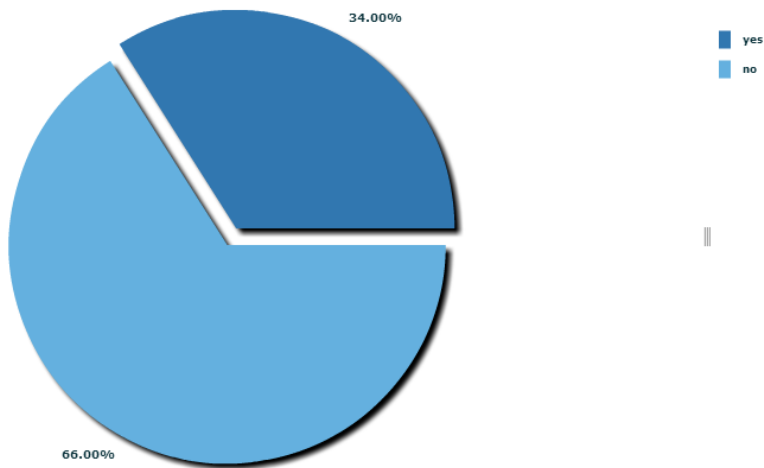
Technical analysis

Average	1.660
Confidence interval (95%)	[1.567 - 1.753]
Sample size	100
Typical deviation	0.476
Standard error	0.048

Main conclusions

The most chosen option was **no**.

The least chosen option was **yes**.

Which of the following protected products do you:

(please mark appropriate answers)

Multiple bars ▼

■ Know
■ Buy
■ Don't buy but would like to
■ Don't know

Štajersko prekmursko bučno olje, Bovški sir, Kraški zašink, Kraški pršut, Tolminc, Ptujski lük, Kočevski gozdni med, Šebreljski želodec, Zgornjesavinjski želodec, Nanoški sir, Prleška tünka, Belokranjska pogača, Prekmurska gibanica, Idrijski žlikrofi, Ekstra deviško oljčno olje Slovenske Istre
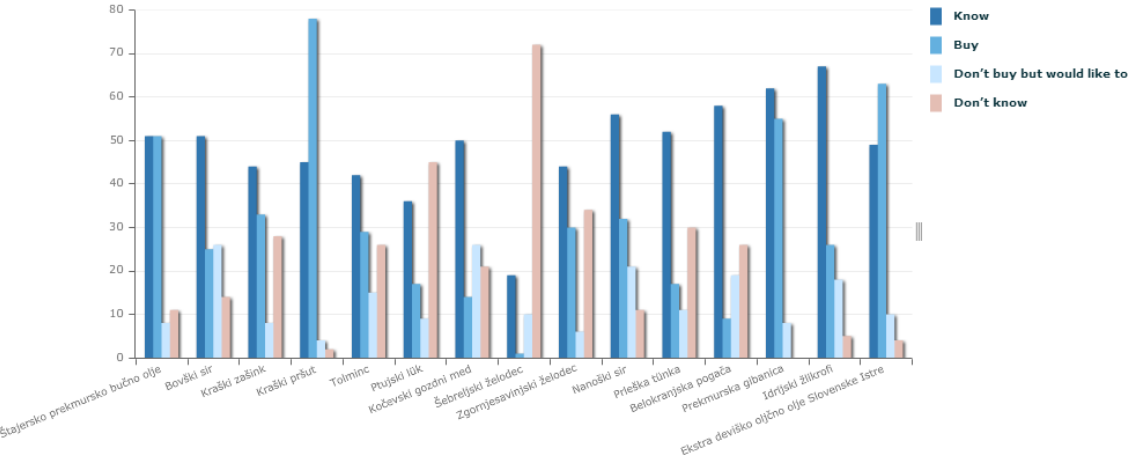
Technical analysis - Population: 100

Štajersko prekmursko bučno olje

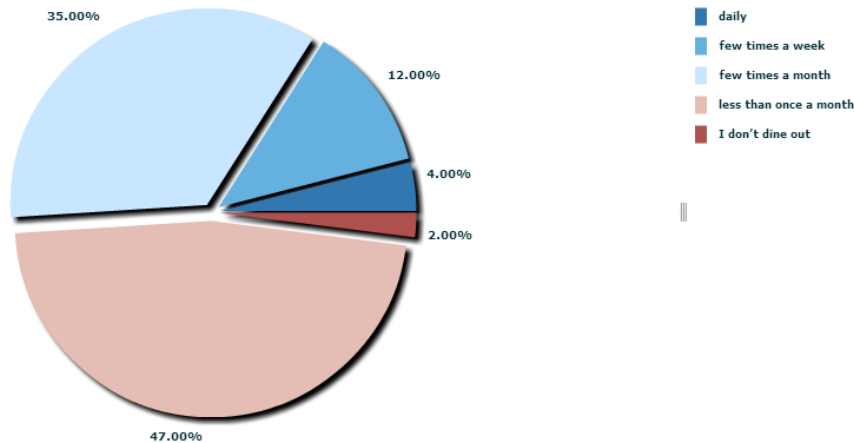|	
Average	2.210
Confidence interval (95%)	[2.048 - 2.372]
Sample size	121
Typical deviation	0.910
Standard error	0.083

Main conclusions

84% choose:
 Know
 Buy
The least chosen option represents **8%**:
 Don't buy but would like to

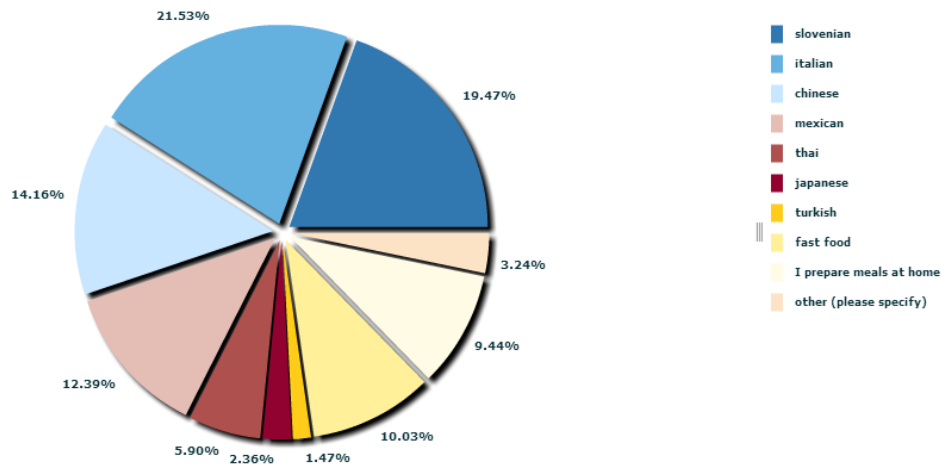## How often do you choose restaurants while dining out in Slovenia?

Pie ▼

35.00%

12.00%

4.00%

2.00%

47.00%

- daily
- few times a week
- few times a month
- less than once a month
- I don't dine out

Technical analysis

Average	3.310
Confidence interval (95%)	[3.141 - 3.479]
Sample size	100
Typical deviation	0.861
Standard error	0.086

Main conclusions

82% choose:
  less than once a month
  few times a month
The least chosen option represents **2%**:
  I don't dine out

Which type of cuisine do you usually choose while dining out in Slovenia?

(you can choose more than one answer)

Pie ▼

21.53%

19.47%

14.16%

3.24%

9.44%

12.39%

10.03%

5.90%   2.36%   1.47%

- slovenian
- italian
- chinese
- mexican
- thai
- japanese
- turkish
- fast food
- I prepare meals at home
- other (please specify)

Technical analysis

Average	14.196
Confidence interval (95%)	[13.626 - 14.766]
Sample size	97
Typical deviation	2.863
Standard error	0.291

Main conclusions

92.78% choose:
  italian
  slovenian
The least chosen option represents **5.15%**:
  turkish

Does your region have a lot of restaurants offering traditional and/or regional meals?

Pie ▼

59.00%

10.00%

31.00%

- ■ yes
- ■ no
- ■ I don't know
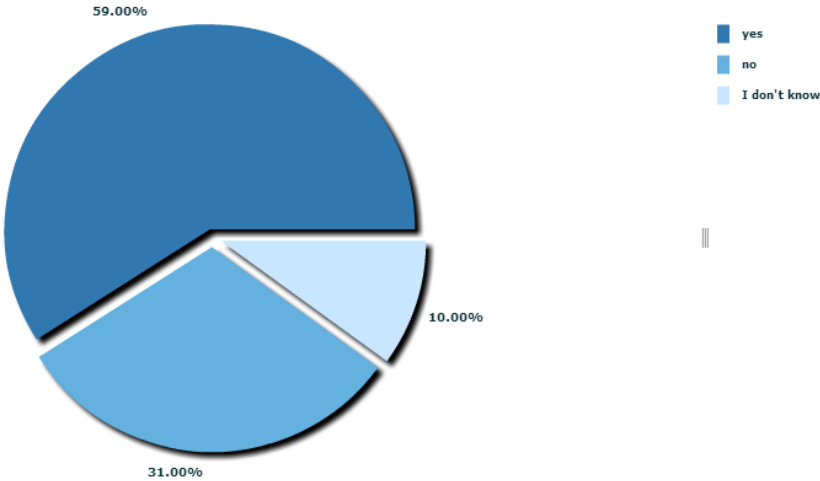
Technical analysis

Average	1.510
Confidence interval (95%)	[1.378 - 1.642]
Sample size	100
Typical deviation	0.674
Standard error	0.067

Main conclusions

90% choose:
  yes
  no
The least chosen option represents 10%:
  I don't know

Which of the following gastronomic events do you know, took part in or would like to take part in:

(please choose appropriate answers)
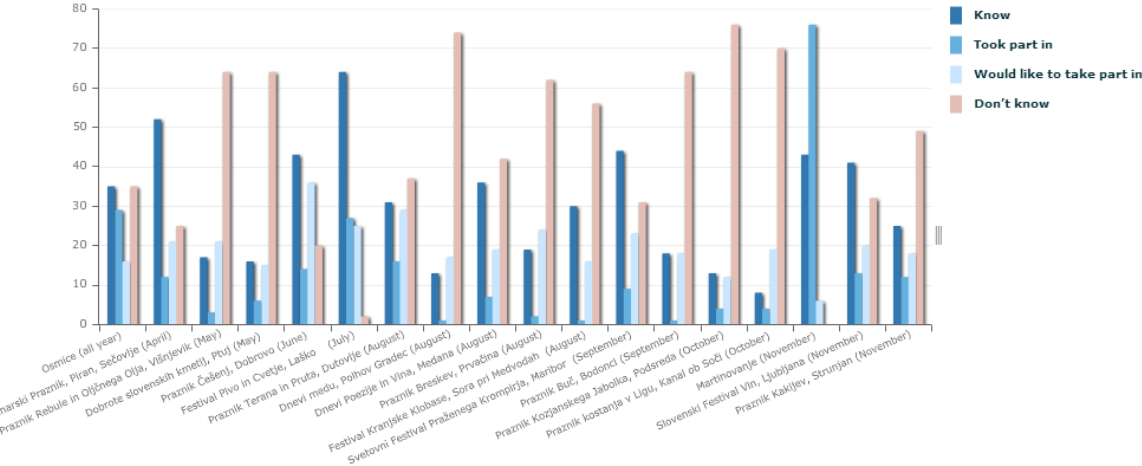
Multiple bars ▼

- ■ Know
- ■ Took part in
- ■ Would like to take part in
- ■ Don't know

Technical analysis - Population: 100

Osmice (all year)

Average	2.838
Confidence interval (95%)	[2.616 - 3.061]
Sample size	115
Typical deviation	1.215
Standard error	0.113

Main conclusions

70% choose:
  Know
  Don't know
The least chosen option represents 16%:
  Would like to take part in

Do you think that regional cuisine may contribute to increasing tourists' interest in a given region in Slovenia (promotion of the region)?

Pie ▼

- yes
- no
- I don't know

91.92%

7.07%

1.01%
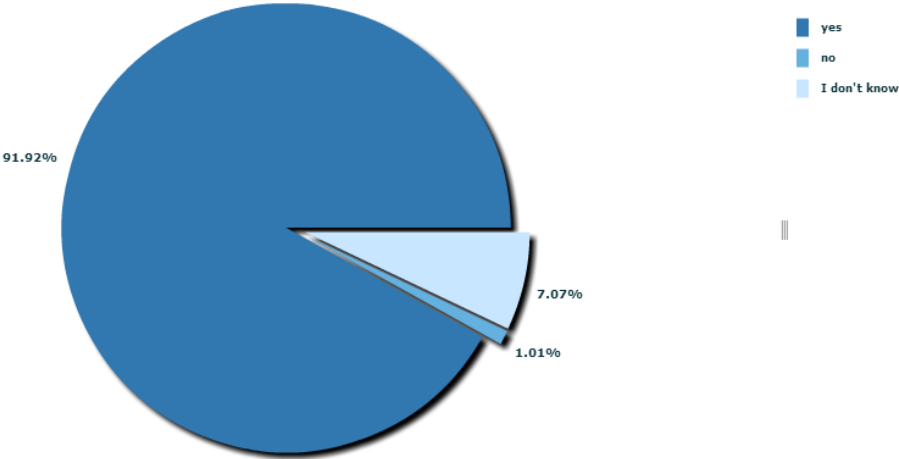
Technical analysis

Average	1.152
Confidence interval (95%)	[1.049 - 1.254]
Sample size	99
Typical deviation	0.522
Standard error	0.052

Main conclusions

98.99% choose:
  yes
  I don't know
The least chosen option represents **1.01%**:
  no

What do you think about promotion of regional cuisine in Slovenia?

Pie ▼

- it's very good
- it's good
- it's average
- it's bad
- it's very bad

14.00%

6.00%

4.00%

54.00%

22.00%
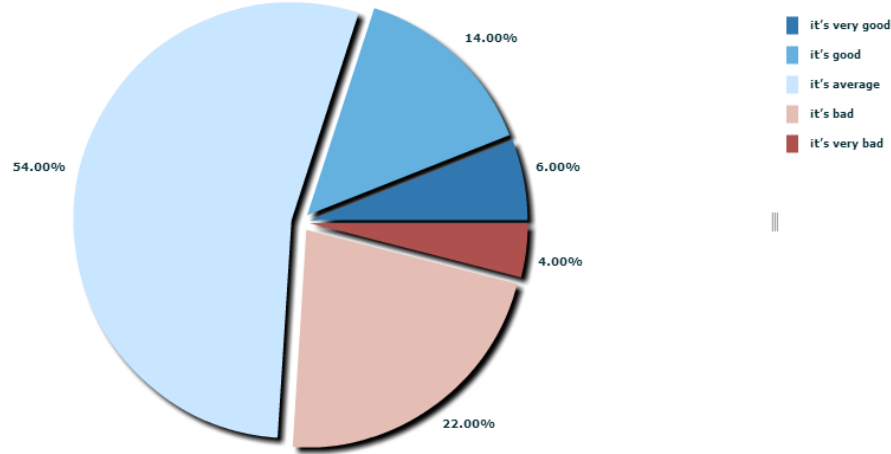
Technical analysis

Average	3.040
Confidence interval (95%)	[2.868 - 3.212]
Sample size	100
Typical deviation	0.875
Standard error	0.088

Main conclusions

76% choose:
  it's average
  it's bad
The least chosen option represents **4%**:
  it's very bad

What do you think is the best way to promote regional cuisine?

(you can choose more than one answer)

Pie ▾

Legend:
- promotion of local food and products at events (festivals, fairs)
- creating culinary trails
- restaurants offering regional food and products
- agrotouristic hosts offering regional food and products
- hotels, motels, guest houses offering regional food and products
- selling regional food and products in shops, supermarkets
- selling regional food and products in specialized stores (e.g. gift shops)
- other (please specify)

Pie slices: 11.32%, 20.05%, 0.71%, 11.32%, 12.50%, 15.09%, 9.67%, 19.34%

Technical analysis

Average	16.051
Confidence interval (95%)	[15.648 - 16.453]
Sample size	99
Typical deviation	2.044
Standard error	0.205

Main conclusions

97.98% choose:
  promotion of local food and products at events (festivals, fairs)
  restaurants offering regional food and products
The least chosen option represents **3.03%**:
  other (please specify)

Do you think that regional cuisine of Slovenia could become a distinct touristic product, based on which one could create a touristic offer, for example as the main objective/travel theme?

Pie ▾

Legend:
- yes
- no
- I don't know

Pie slices: 66.00%, 20.00%, 14.00%
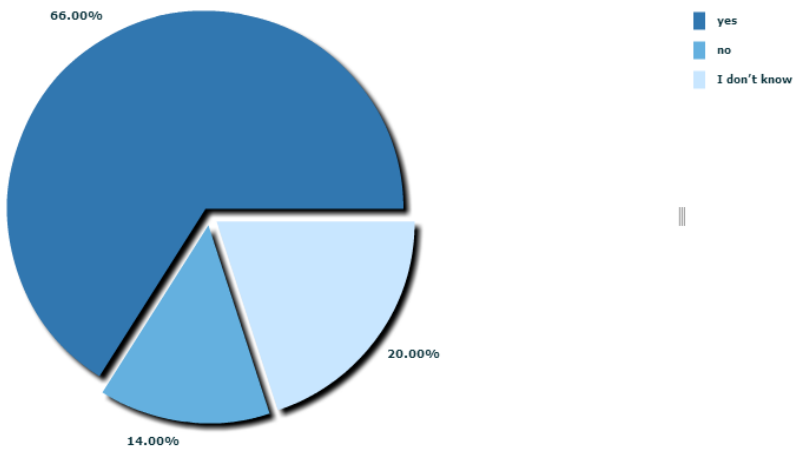
Technical analysis

Average	1.540
Confidence interval (95%)	[1.381 - 1.699]
Sample size	100
Typical deviation	0.809
Standard error	0.081

Main conclusions

86% choose:
  yes
  I don't know
The least chosen option represents **14.00%**:
  no

What kind of influence do you think culinary tourism can have over a region?

(you can choose more than one answer)

Pie ▼

Pie chart percentages: 13.93%, 12.06%, 15.18%, 14.14%, 0.42%, 4.57%, 3.95%, 1.25%, 6.03%, 4.37%, 11.64%, 12.47%

Legend:
- stimulation of regional economic development
- revival of tourism in the region
- improvement in the quality of life (e.g. jobs)
- increase in demand for local food and crafts
- increased population awareness of food products and food standards
- creating a positive image of the country abroad
- increased protection of natural environment
- price increases in a region visited by tourists
- environmental degradation
- commercialization of regional culture
- increase of consumer spending of the local population
- other (please specify)

Technical analysis

Average	22.224
Confidence interval (95%)	[21.666 - 22.783]
Sample size	98
Typical deviation	2.823
Standard error	0.285

Main conclusions

93.88% choose:
    stimulation of regional economic development
    increase in demand for local food and crafts
The least chosen option represents 2.04%:
    other (please specify)

SOCIOLOGICAL REPORT

Gender:

Pie ▼

Pie chart: 65.26%, 34.74%

Legend:
- female
- male
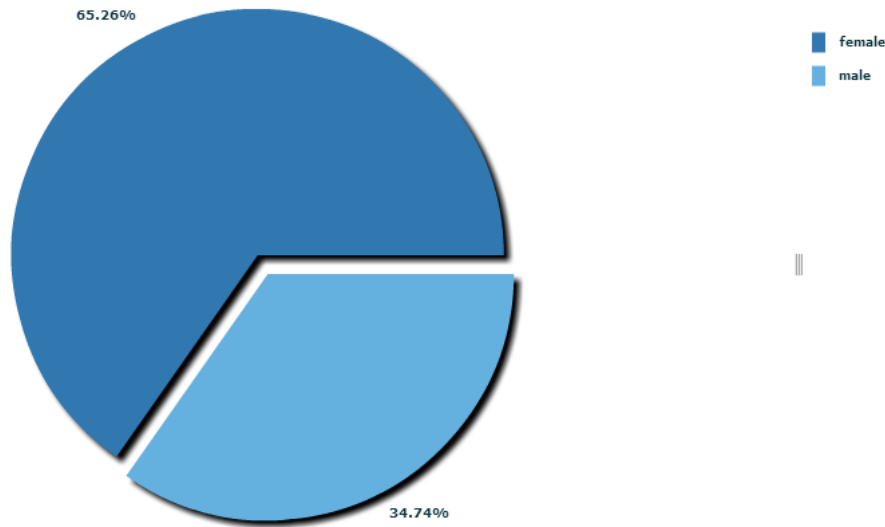
Technical analysis

Average	1.347
Confidence interval (95%)	[1.251 - 1.444]
Sample size	95
Typical deviation	0.479
Standard error	0.049

Main conclusions

The most chosen option was **female**.

The least chosen option was **male**.

Age:

Pie ▾

	18 – 25 years
	26 – 40 years
	41 – 60 years
	over 60 years

38.54%

1.04%

10.42%

50.00%

Technical analysis
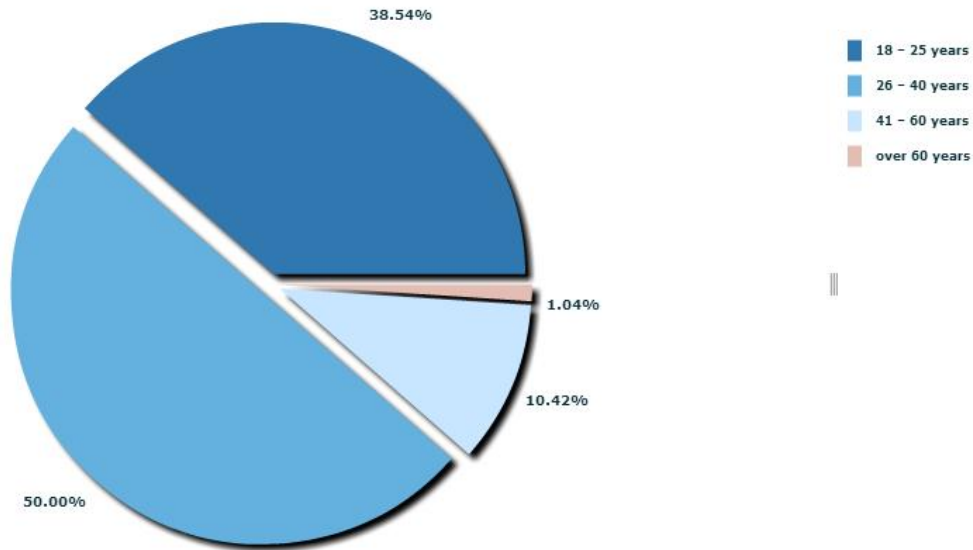
		Main conclusions
Average	1.740	**88.54%** choose:
Confidence interval (95%)	[1.603 - 1.876]	26 – 40 years
Sample size	96	18 – 25 years
Typical deviation	0.684	The least chosen option represents **1.04%**:
Standard error	0.070	over 60 years

Education:

Pie ▾

	primary
	vocational
	secondary
	higher education

33.68%

1.05%
0.00%

65.26%

Technical analysis

		Main conclusions
Average	3.642	**98.95%** choose:
Confidence interval (95%)	[3.541 - 3.743]	higher education
Sample size	95	secondary
Typical deviation	0.504	Option **primary** was not chosen by anybody.
Standard error	0.052	

Employment status:

Pie ▼

40.63%

0.00%

4.17%

0.00%

15.63%

5.21%

34.38%

- ■ student/pupil
- ■ employed
- ■ self-employed
- ■ unemployed
- ■ retired
- ■ pensioner
- ■ other (please specify)

Technical analysis

Average	2.125
Confidence interval (95%)	[1.860 - 2.390]
Sample size	96
Typical deviation	1.324
Standard error	0.135

Main conclusions

75% choose:
   student/pupil
   employed
2 options were not chosen.

Place of living:

Pie ▼

18.95%

26.32%

11.58%

43.16%

- ■ village
- ■ city up to 10.000 residents
- ■ city up to 100.000 residents
- ■ city over 100.000 residents

Technical analysis

Average	2.716
Confidence interval (95%)	[2.461 - 2.971]
Sample size	95
Typical deviation	1.269
Standard error	0.130
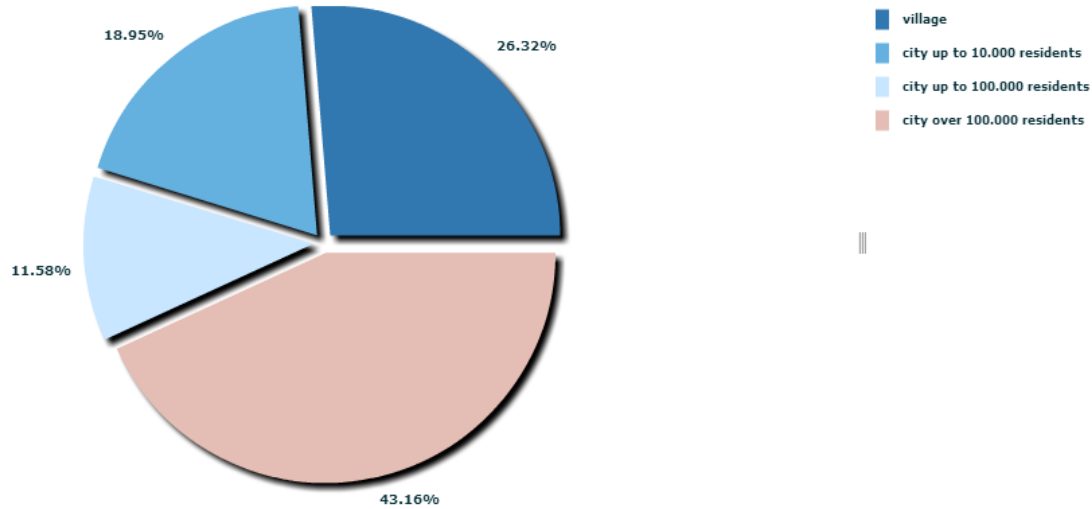
Main conclusions

69.47% choose:
   city over 100.000 residents
   village
The least chosen option represents **11.58%**:
   city up to 100.000 residents

Region of Slovenia, which you:

Multiple bars ▼
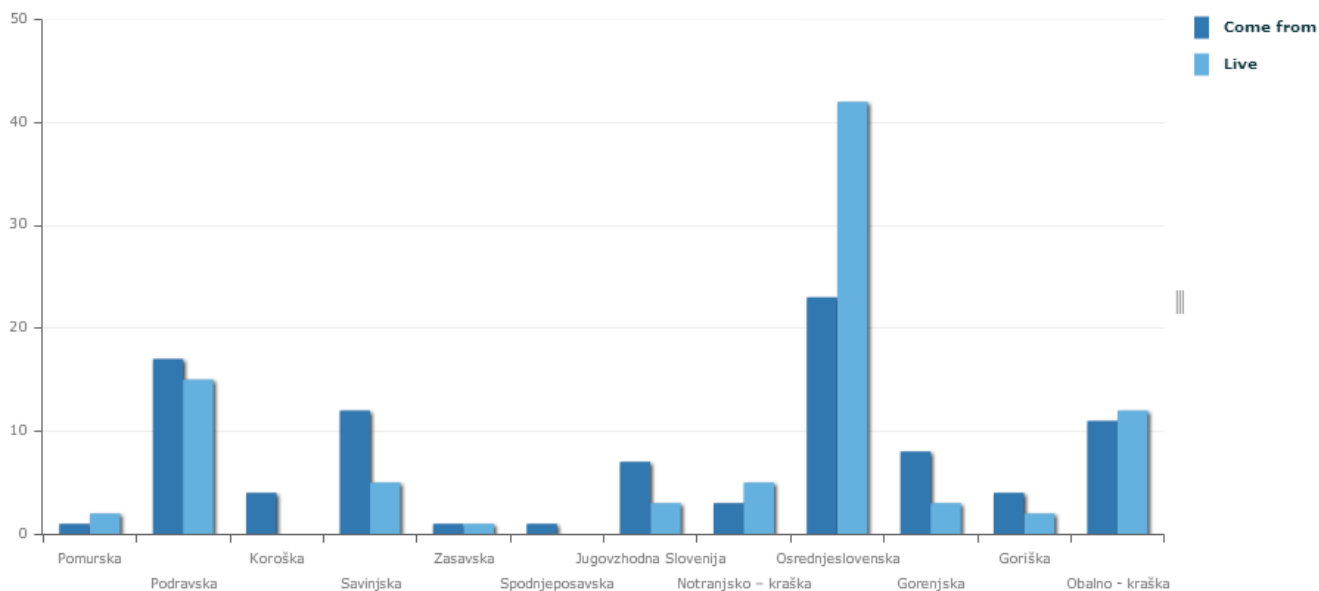
Come from
Live

Technical analysis - Population: 96

Pomurska

Average	2.500
Confidence interval (95%)	[1.847 - 3.153]
Sample size	3
Typical deviation	0.577
Standard error	0.333

Main conclusions

The most chosen option was **Live**.

The least chosen option was **Come from**.

Podravska

How do you rate your financial status?

Pie ▼

21.88%

2.08%

3.13%

57.29%

15.63%

- very good
- good
- average
- bad
- very bad
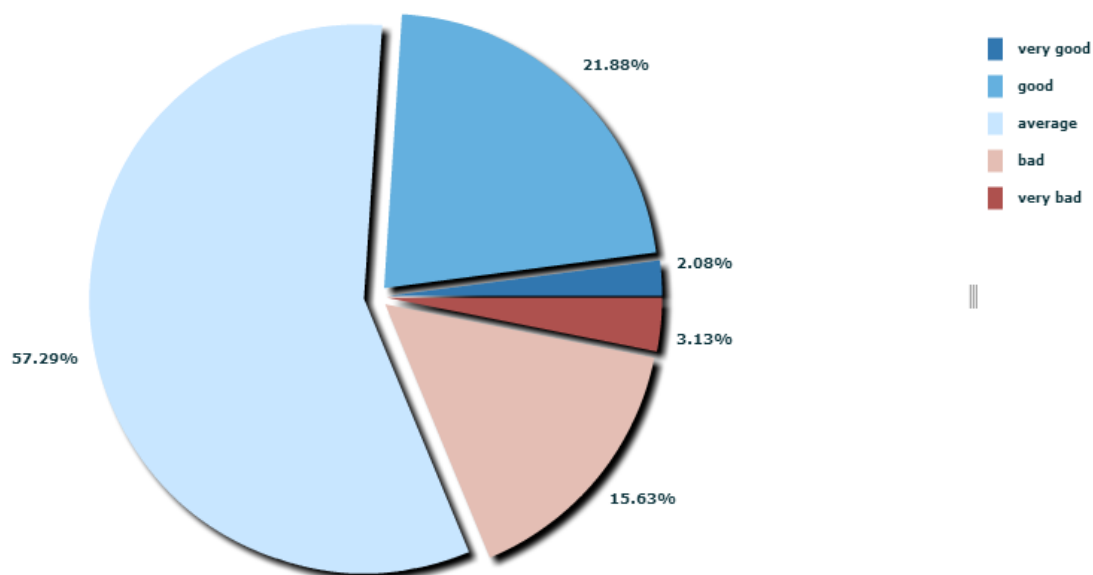
Technical analysis

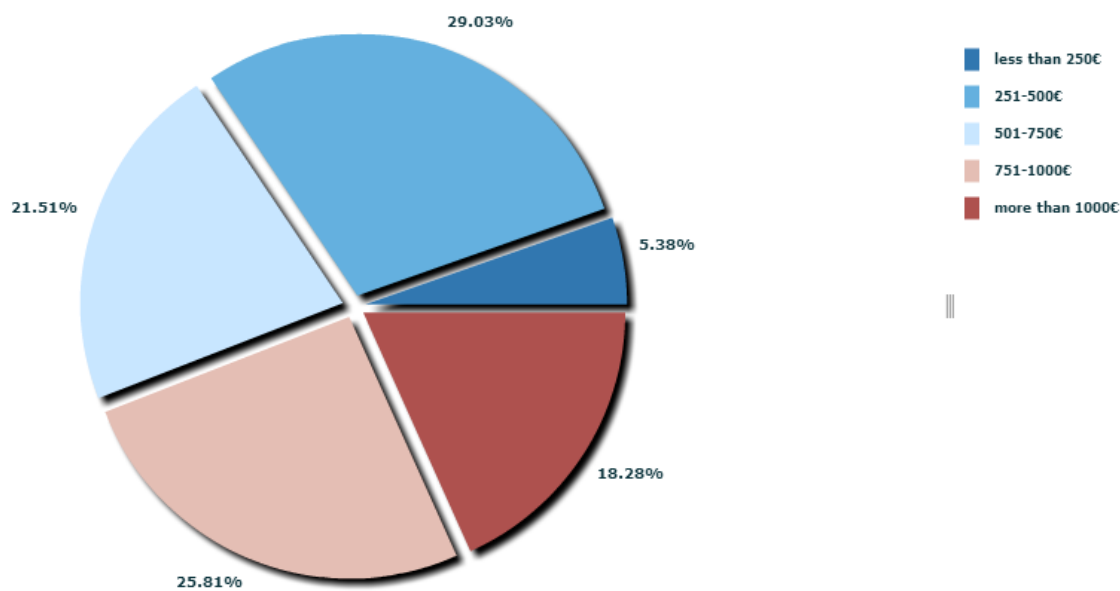|	
Average	2.958
Confidence interval (95%)	[2.805 - 3.112]
Sample size	96
Typical deviation	0.767
Standard error	0.078

Main conclusions

79.17% choose:
   average
   good

The least chosen option represents **2.08%**:
   very good

The average net income per household member:

Pie ▼

29.03%

21.51%

5.38%

18.28%

25.81%

- less than 250€
- 251-500€
- 501-750€
- 751-1000€
- more than 1000€

Technical analysis

Average	3.226
Confidence interval (95%)	[2.980 - 3.471]
Sample size	93
Typical deviation	1.208
Standard error	0.125

Main conclusions

54.84% choose:
  251-500€
  751-1000€
The least chosen option represents **5.38%**:
  less than 250€