

TABLE 1 AIDED AWARENESS OF AJITSUKE KAZUNOKO

	<u>PRINCIPLE*</u> <u>SHOPPER</u> %	<u>AIDED**</u> <u>AWARE</u> %
<u>SEX</u>		
MALE	22	62
FEMALE	90	78
<u>AGE</u>		
20 - 29	56	60
30 - 39	63	77
40 - 49	66	78
50 - 59	56	82
60 & OVER	46	70
<u>EDUCATION</u>		
GRADUATED MIDDLE SCHOOL	53	77
GRADUATED HIGH SCHOOL	63	76
GRADUATED COLLEGE/UNIVERSITY	50	67
<u>OCCUPATION</u>		
SELF-EMPLOYED	28	78
FAMILY WORKER	84	75
EXECUTIVE/PROFESSIONAL	28	80
GENERAL WHITE COLLAR	48	67
BLUE COLLAR	54	71
HOUSEWIFE	98	81
OTHER	34	62
<u>HOUSEHOLD INCOME</u>		
LESS THAN ¥2 MILLION	67	63
¥2 - 3.9 MILLION	57	73
¥4 - 5.9 MILLION	56	74
¥6 - 7.9 MILLION	60	82
¥8 - 9.9 MILLION	57	75
¥10 MILLION AND OVER	46	82