

Females were also more likely than males to give dislike as a reason for not eating (49% vs. 26%), as were respondents aged 20-29 years compared to those who were older. Although overall concern about additives was not a major deterrent to the consumption of AJITSUKE KAZUNOKO, this concern appeared to get stronger as the age of respondent increased.

|                            | -----AGE----- |              |              |              |            |
|----------------------------|---------------|--------------|--------------|--------------|------------|
|                            | <u>20-29</u>  | <u>30-39</u> | <u>40-49</u> | <u>50-59</u> | <u>60+</u> |
|                            | %             | %            | %            | %            | %          |
| DON'T LIKE/NOT TO MY TASTE | <u>61</u>     | 43           | 44           | 49           | 41         |
| CONCERNED ABOUT ADDITIVES  | 2             | 9            | 6            | 8            | <u>13</u>  |