

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	<b>61</b>	43	44	49	41
CONCERNED ABOUT ADDITIVES	2	9	6	8	<b>13</b>