

## MAIN FINDINGS

### 1. Awareness of AJITSUKE KAZUNOKO

The principal shoppers in the sample (who were predominantly females, aged 30-49 years, and engaged as family workers or full-time housewives) were asked on an aided basis whether they had ever heard of AJITSUKE KAZUNOKO. In total, the majority (75%) were aware of this product.

There were distinct regional differences in the levels of awareness, however, with respondents residing in areas in the north-east of Japan having the highest awareness (Hokkaido 98%, Tohoku 80%, Hokuriku 97%) and those in the south-west having the lowest (Chugoku 63%, Kyushu 66%). The main exception to the general pattern of declining awareness from north to south was Shikoku, the fourth largest island in the country, which lies next to Kyushu. Here awareness of AJITSUKE KAZUNOKO (85%) was as high as in the northern regions.

Females were generally more familiar with the product than males.

Furthermore, there was somewhat higher awareness among those aged 30-59 years than among respondents in their twenties.

By occupation, respondents in general white collar occupations did not know of AJITSUKE KAZUNOKO to the same extent as housewives, executives/professionals, family workers and those who were self-employed. It might be noted that the latter category probably included those employed in the fishing industry.

Awareness was also slightly lower in the lowest income bracket compared with respondents whose household income was ¥2 million or more.