

Q34. (SHOW CARD) Please tell me all of the flavors of **ajitsuke kazunoko** listed on this card that you yourself prefer/like. (SA)

1. SHOYU/SHOYU-MIRIN (SOY SAUCE FLAVOR)
2. WASABI (JAPANESE HORSERADISH)
3. TOGARASHI (RED PEPPER)
4. KATSUO BOSHI (DRIED BONITO)
5. OTHER (Specify: _____)

Q35. (SHOW CARD) Thinking of the last time that you ate **ajitsuke kazunoko**, please tell me where it was that you purchased the product for your consumption. (SA)

1. LOCAL FISH SPECIALTY SHOP
2. SUPERMARKET
3. DEPARTMENT STORE
4. CONVENIENCE STORE
5. JAPANESE-STYLE RESTAURANT (SUSHI-YA, RYOTEI, ETC.)
6. WESTERN-STYLE RESTAURANT
7. DRINKING ESTABLISHMENT (NOMIYA, IZAKAYA, BAR, PUB, ETC.)
8. DON'T KNOW BECAUSE IT WAS A GIFT

Q36. (SHOW CARD) On the last occasion that you ate **ajitsuke kazunoko**, at which meal did you eat it? Please select the most appropriate answer from this card. (SA)

1. BREAKFAST AS A MAIN DISH
2. BREAKFAST AS A SIDE DISH
3. LUNCH AS A MAIN DISH
4. LUNCH AS A SIDE DISH
5. DINNER AS A MAIN DISH
6. DINNER AS A SIDE DISH
7. AS A BETWEEN-MEAL SNACK OR LIGHT MEAL
8. AS AN OTSUMAMI (ACCOMPANIMENT TO ALCOHOLIC BEVERAGES)
9. OTHER (Specify: _____)

Q37. (SHOW CARD) Which statements listed here best describe the type of occasion when you last ate **ajitsuke kazunoko**? Please select one item from list A and once item from list B.

LIST A

1. JUST AN ORDINARY MEALTIME/EATING OCCASION
2. A FORMAL CELEBRATION, SUCH AS A WEDDING RECEPTION, ANNIVERSARY, ETC.
3. AN INFORMAL CELEBRATION, SUCH AS A BIRTHDAY, SPECIAL HOLIDAY, PROMOTION, ETC.
4. AN INTIMATE/ROMANTIC OCCASION
5. A CASUAL, INFORMAL OCCASION