

Usage occasions differed by sex. Whereas females were more likely to have consumed AJITSUKE KAZUNOKO as a side dish at dinner, males were more likely to have eaten it as an accompaniment to alcoholic beverages.

	<u>MALES</u> %	<u>FEMALES</u> %
DINNER, AS A SIDE DISH	26	41
AS AN OTSUMAMI	44	25

The type of occasion on which AJITSUKE KAZUNOKO was eaten most recently was mostly an ordinary mealtime or casual, informal occasion, generally in the company of other family members.

As might be expected given their consumption of the product while drinking, males were more likely than females to have eaten the product in the company of colleagues and co-workers.