

TABLE 4 WHO HAS NEVER USED AJITSUKE KAZUNOKO

	<u>NEVER TRIERS</u>
	%
<u>SEX</u>	
MALE	18
FEMALE	26
<u>AGE</u>	
20 - 29	32
30 - 39	33
40 - 49	22
50 - 59	19
60 & OVER	21
<u>EDUCATION</u>	
GRADUATED MIDDLE SCHOOL	19
GRADUATED HIGH SCHOOL	26
GRADUATED COLLEGE/UNIVERSITY	28
<u>OCCUPATION</u>	
SELF-EMPLOYED	9
FAMILY WORKER	25
EXECUTIVE/PROFESSIONAL*	13
GENERAL WHITE COLLAR	28
BLUE COLLAR	20
HOUSEWIFE	30
OTHER	21
<u>HOUSEHOLD INCOME</u>	
LESS THAN ¥2 MILLION	27
¥2 - 3.9 MILLION	17
¥4 - 5.9 MILLION	30
¥6 - 7.9 MILLION	19
¥8 - 9.9 MILLION	22
¥10 MILLION AND OVER	16
<u>AREA</u>	
HOKKAIDO	7
TOHOKU	11
KANTO	23
HOKURIKU	24
TOSAN	11
TOKAI	22
KINKI	43
CHUGOKU	35
SHIKOKU	26
KYUSHU	25

\* Caution: Very small base