

AJITSUKE KAZUNOKO QUESTIONNAIRE

Q29. Are you the person who usually does most of the shopping for food and other daily necessities for your household? (SA)

1. YES 2. NO > GO TO Q41

Q30. (SHOW CARD) Please tell me all of the products on this card that you are aware of....Are there any others? (MA)

1. AJITSUKE KAZUNOKO
2. SHIO KAZUNOKO
3. IKURA
4. MENTAI
5. TARAKO
6. SHISHAMO
7. CAVIAR
8. KANIKKO/KANI NO KO (CRAB EGGS)

TO INTERVIEWER: IF RESPONDENT IS NOT AWARE OF "AJITSUKE KAZUNOKO," GO TO Q41

Q31. (SHOW CARD) Which of the statements on this card best describes your use of ajitsuke kazunoko? (SA)

1. I HAVE NEVER TRIED IT > Q32
2. I HAVE TRIED IT, BUT NOT IN THE PAST 6 MONTHS > Q32
3. I HAVE EATEN IT ONLY ABOUT ONCE IN THE PAST 6 MONTHS > Q33
4. I HAVE EATEN IT MORE THAN ONCE IN THE PAST 6 MONTHS > Q33

Q32. You said that you have never tried ajitsuke kazunoko/not eaten ajitsuke kazunoko in the past 6 months. Would you please tell me your reasons in as much detail as possible.....Anything else?

> Q38

Q33. (SHOW CARD) Thinking of the past 6 months, approximately how frequently did you eat **ajitsuke kazunoko**? (SA)

1. 4 OR MORE TIMES A WEEK
2. ABOUT 2-3 TIMES A WEEK
3. ABOUT ONCE A WEEK
4. ABOUT 2-3 TIMES A MONTH
5. ABOUT ONCE A MONTH
6. ABOUT ONCE IN 2 MONTHS
7. ABOUT ONCE IN 3 MONTHS
8. ABOUT ONCE IN 4 MONTHS
9. ABOUT ONCE IN 5 MONTHS
10. ABOUT ONCE IN 6 MONTHS