

## 7. Usage of AJITSUKE KAZUNOKO

Of the respondents who had eaten AJITSUKE KAZUNOKO at least once in the past 6 months, 26% claimed to eat it at least once a month. A further 18% said that they ate it about once every 2-3 months. The large proportion (50%), however, only ate it once in 6 months.

Consistent with the earlier findings, the frequency of consumption was highest in the northernmost regions of Hokkaido and Tohoku, where 52% and 41% respectively claimed to eat AJITSUKE KAZUNOKO once a month or more often. This contrasted with Kinki, where only 11% consumed this product at least once a month, and where the large majority (70% or more) ate it no more than once in 6 months.

The supermarket was the most common place of purchase, and 67% of past 6-month users made their most recent purchase of AJITSUKE KAZUNOKO at this type of outlet. Another 11% reported purchasing at a local fish shop. While use of supermarkets was equally high across all age segments, use of specialty fish shops tended to decline as the age of respondent decreased.

The main occasion on which AJITSUKE KAZUNOKO was eaten most recently was for dinner, as a side dish. There was also considerable usage as an OTSUMAMI (something to nibble while drinking alcoholic beverages). Usage on other occasions was relatively limited.