

TABLE 7 REJECTORS AND BUYERS OF AJITSUKE KAZUNOKO

	<u>REJECTORS</u> %	<u>BUYERS</u> %
<u>SEX</u>		
MALE	24	10
FEMALE	36	11
<u>AGE</u>		
20 - 29	38	6
30 - 39	42	9
40 - 49	27	11
50 - 59	30	12
60 & OVER	36	14
<u>EDUCATION</u>		
GRADUATED MIDDLE SCHOOL	31	14
GRADUATED HIGH SCHOOL	34	9
GRADUATED COLLEGE/UNIVERSITY	40	10
<u>OCCUPATION</u>		
SELF-EMPLOYED	18	18
FAMILY WORKER	35	13
EXECUTIVE/PROFESSIONAL	25	-
GENERAL WHITE COLLAR	39	9
BLUE COLLAR	27	13
HOUSEWIFE	39	8
OTHER	36	13
<u>HOUSEHOLD INCOME</u>		
LESS THAN ¥2 MILLION	32	15
¥2 - 3.9 MILLION	27	8
¥4 - 5.9 MILLION	36	7
¥6 - 7.9 MILLION	32	11
¥8 - 9.9 MILLION	42	20
¥10 MILLION AND OVER	28	9
<u>AREA</u>		
HOKKAIDO	17	17
TOHOKU	17	30
KANTO	35	8
HOKURIKU	38	14
TOSAN	22	7
TOKAI	35	13
KINKI	50	8
CHUGOKU	41	6
SHIKOKU	33	10
KYUSHU	26	6
<u>CITY SIZE</u>		
12 MAJOR CITIES	43	7
LARGE CITIES	33	9
SMALL CITIES	37	15