

2. Trial of AJITSUKE KAZUNOKO

Ever trial and repeat usage of AJITSUKE KAZUNOKO was highest in the two most northerly regions of the country, Hokkaido and Tohoku. Roughly 90% of the respondents in these areas had ever eaten AJITSUKE KAZUNOKO and close to half had eaten the product more than once in the past 6 months.

Trial experience was also high in Tosan and Tokai in central Japan (88-89%), and these regions had the next-highest rate of past 6 month retrial, along with Shikoku (22-27%).

Although a majority of respondents in the Kanto and Hokuriku regions had tried AJITSUKE KAZUNOKO at least once before, no more than 17-19% had consumed it more than once in the past 6 months.

Usage levels were especially low in the Chugoku and Kinki regions, where awareness was also relatively low. Compared to Hokkaido where only 7% of respondents had never eaten AJITSUKE KAZUNOKO, 43% of those in Kinki and 35% of those in Chugoku had never tried the product before. Moreover, less than 10% of respondents in these two areas had eaten the product twice or more in the past 6 months.

Despite the fact that females were more familiar with AJITSUKE KAZUNOKO, males were more likely to have ever tried it and to have consumed it on more than one occasion in the past 6 months. There were also differences by age, with those aged 40 and over showing a greater propensity to try and retry the product than their younger counterparts.