

TABLE 1 AIDED AWARENESS OF AJITSUKE KAZUNOKO (CONT'D)

<u>AREA</u>	<u>PRINCIPLE*</u> <u>SHOPPER</u> %	<u>AIDED**</u> <u>AWARE</u> %
HOKKAIDO	54	98
TOHOKU	48	80
KANTO	60	77
HOKURIKU	51	97
TOSAN	57	77
TOKAI	56	66
KINKI	61	68
CHUGOKU	56	63
SHIKOKU	78	85
KYUSHU	53	66

\* % of total sample

\*\* % of principle shoppers