

Correspondence Analysis for the Questionnaire Investigation on Rare Sugars

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Abstract. The Rare Sugars exist naturally and have many kinds (more than 50). They have good effect for health such as prevention of increasing the blood-sugar level after eating, suppression of fat accumulation, suppression of increasing the blood pressure, and antioxidative effect etc. It is in the spotlight for many people especially for those who are in the metabolic syndrome. There are few related papers concerning the marketing research and its utilization of this matter. In this paper, a questionnaire investigation is executed in order to clarify consumers' current condition and their consciousness, and to seek the possibility of utilizing the rare sugars. Correspondence Analysis was executed based on that. Some interesting and instructive results were obtained.

Keywords: the rare sugars, health, consumer, correspondence analysis

1. INTRODUCTION

The Rare Sugars' study has launched on 1980th by Professor Takeshi Izumori (Kagawa University). The way to the mass production was developed by the method of enzymatic reaction. The International Society of Rare Sugars was established in 2001. Local government of Kagawa Prefecture comes to assist this research activity on this big innovation newly born in Kagawa Prefecture. The Rare Sugars have advantage that a blood-sugar level does not increase so much after eating, in spite of it being a sugar. And it also hold the upturn of the blood pressure. Therefore it is expected as a new functional material for the prevention of metabolic syndrome.

By the way, one kind of the Rare Sugar D-psicose has the following characteristics.

- ① a sweetening made by the natural starch
- ② non calorie and its sweetness is 70% to those of sugar

- ③ organoleptic property of coolness and sharpness in taste

Many medical research papers are published on the Rare Sugars as follows.

Analysis of the function of D-psicose ; [1], [3], [4], [10], [12], [13]

Analysis of the function of D-allose ; [2], [5], [6], [7], [8], [9], [11], [14]

On the other hand, these are few papers analyzed by the viewpoint from consumers. The Rare Sugars is good for the health and is sold in the market as a sweetening, seasoning or functional ingredient for food.

In this paper, a questionnaire investigation is executed in order to clarify the recognition level among consumers and to pursue the future possibility of the Rare Sugars. Basic statistical analysis and Correspondence Analysis are conducted.

The rest of this paper is organized as follows. In

section 2, outline of the questionnaire investigation and its basic statistical results are exhibited. In section 3, Correspondence Analysis is conducted, which is followed by the remarks of section 4.

2. OUTLINE AND THE BASIC STATISTICAL RESULTS OF THE QUESTIONNAIRE RESEARCH

2.1 Outline of the Questionnaire Research

A questionnaire investigation is executed in order to clarify the recognition level among consumers and to pursue the future possibility of the Rare Sugars. The outline of the questionnaire research is as follows. The questionnaire sheet is attached in Appendix.

- (1) Scope of investigation: Participants to the cooking class in Kagawa Prefecture
- (2) Period: April – June 2015
- (3) Method: Leave until called for
- (4) Collection: Number of distribution 300, Number of collection 171 (collection rate 57.0%)

2.2 Basic Statistical Results

Now, we show the main summary results by single variable.

2.2.1 Basic characteristics of answerer

	Frequency	%
Male	30	18
Female	137	82
Total	167	100

	Frequency	%
-19	54	32.1
20-29	18	10.7
30-39	8	4.8
40-49	15	8.9
50-59	17	10.1
60-	56	33.3
Total	168	100

Q34 Occupation

	Frequency	%
Student	68	40.7
Officer	8	4.8
Company Employee	14	8.4
Clerk of Organization	3	1.8
Independents	6	3.6
Part-timer	9	5.4
Housewife	49	29.3
Miscellaneous	10	6
Total	167	100

2.2.2 Summary results for the items used in Correspondence Analysis

Q1 Do you know the Rare Sugars?

	Frequency	%
Know	152	89.9
Do not know	17	10.1
Total	169	100

Q2 Where did you know the Rare Sugar?

Q2 ①TV

	Frequency	%
Know	81	52.6
Do not know	73	47.4
Total	154	100

Q2 ②Magazine

	Frequency	%
Know	8	5.2
Do not know	146	94.8
Total	154	100

Q2 ③Newspaper

	Frequency	%
Know	31	20.1
Do not know	123	79.9
Total	154	100

Q2 ④Shop

	Frequency	%
Know	33	21.4
Do not know	121	78.6
Total	154	100

Q2 ⑤Vending Machine

	Frequency	%
Know	2	1.3
Do not know	152	98.7
Total	154	100

Q2 ⑥Seminar

	Frequency	%
Know	28	18.2
Do not know	126	81.8
Total	154	100

Q2 ⑦Internet

	Frequency	%
Know	10	6.5
Do not know	144	93.5
Total	154	100

Q2 ⑧Hear from another person

	Frequency	%
Know	36	23.4
Do not know	118	76.6
Total	154	100

Q2 ⑨Miscellaneous

	Frequency	%
Know	28	18.2
Do not know	126	81.8
Total	154	100

Q3 Do you know that the Rare Sugar has effect on obese prevention and/or diabetes prevention etc.?

	Frequency	%
Know	126	79.7
Do not know	32	20.3
Total	158	100

Q4 Have you heard the syrup which includes Rare Sugar "Rare Sugar Sweet"?

	Frequency	%
Heard	126	79.7
Not heard	32	20.3
Total	158	100

Q5 Have you used the syrup which includes Rare Sugar "Rare Sugar Sweet"?

	Frequency	%
Used	126	79.7
Not used	32	20.3
Total	158	100

Q6 Have you drunk or eaten the food which includes the Rare Sugar?

	Frequency	%
Yes	124	79.0
No	33	21.0
Total	157	100

Q9 What kind of food do you want to eat if the Rare Sugar is included?

Q9 ①Cake

	Frequency	%
Yes	81	52.6
No	73	47.4
Total	154	100

Q9 ②Juice

	Frequency	%
Yes	8	5.2
No	146	94.8
Total	154	100

Q9 ③Japanese food

	Frequency	%
Yes	31	20.1
No	123	79.9
Total	154	100

Q9 ④Western food

	Frequency	%
Yes	33	21.4
No	121	78.6
Total	154	100

Q9 ⑤Chinese food

	Frequency	%
Yes	2	1.3
No	152	98.7
Total	154	100

Q9 ⑥Miscellaneous

	Frequency	%
Yes	28	18.2
No	126	81.8
Total	154	100

Q7 Was the Rare Sugar effective after using it for more than one month?						
	Think it very much	Slightly think so	Cannot say either	Slightly do not think so	Do not think so	Total
Frequency	3	31	76	6	4	120
%	2.5	25.8	63.3	5.0	3.3	100
Q8 Do you want to try to eat or drink the food in which the Rare Sugar is included?						
Frequency	26	30	14	1	2	73
%	35.6	41.1	19.2	1.4	2.7	100
Q10 I want to use it in the cooking.						
Frequency	45	65	34	10	7	161
%	28.0	40.4	21.1	6.2	4.3	100
Q11 I can easily use it if there is a recipe.						
Frequency	87	49	20	3	3	162
%	53.7	30.2	12.3	1.9	1.9	100
Q12 I want to know where I can buy it because I want to use it as a seasoning.						
Frequency	8	56	47	29	20	160
%	5.0	35.0	29.4	18.1	12.5	100
Q13 I want to know where I can get information because I want to use it as a supplemer						
Frequency	61	66	26	7	1	161
%	37.9	41.0	16.1	4.3	0.6	100
Q14 I want to know the hospital where the Rare Sugar is used as a tool for treatment.						
Frequency	26	85	37	12	2	162
%	16.0	52.5	22.8	7.4	1.2	100
Q15 I want to know how long I should use it in order to confirm the effectiveness.						
Frequency	18	43	53	36	11	161
%	11.2	26.7	32.9	22.4	6.8	100
Q16 It is not so popular.						
Frequency	39	72	37	6	7	161
%	24.2	44.7	23.0	3.7	4.3	100
Q17 It seems to be expensive.						
Frequency	29	69	35	14	13	160
%	18.1	43.1	21.9	8.8	8.1	100
Q18 I cannot grasp the concrete effect.						
Frequency	26	38	31	26	36	157
%	16.6	24.2	19.7	16.6	22.9	100
Q19 I cannot have confidence that it is safe for anybody.						
Frequency	37	56	43	17	7	160
%	23.1	35.0	26.9	10.6	4.4	100
Q20 Surrounding people do not use it so often.						
Frequency	24	72	51	9	2	158
%	15.2	45.6	32.3	5.7	1.3	100
Q21 I cannot find the food in the shop in which the Rare Sugar is included.						
Frequency	40	74	31	13	1	159
%	25.2	46.5	19.5	8.2	0.6	100

3. CORRESPONDENCE ANALYSIS

Now we execute the correspondence analysis. We made two way of analysis as follows.

- Common part questions (Q7,Q8,Q25,Q26,Q27) and positive part questions (Q10,Q11,Q12,Q13,Q14,Q15)
- Common part questions (Q7,Q8,Q25,Q26,Q27) and negative part questions (Q16,Q17,Q18,Q19,Q20,Q21,Q22,Q23)

3.1 Common part + Positive (1-9)

We can observe the following result from Figure 3.1. From the data, an eigenvalue of Dimension 1 axis is 0.572 and those of Dimension 2 is 0.428. We can extract 5 clusters. We can assume that the first cluster (Right center) shows “Have interest in the Rare Sugars and Want to use them” (Can easily use them if there is a recipe, Want to eat or drink food in which the Rare Sugar is included, Careful for the health, Want to use the Rare Sugars in cooking, Want to know where I can get information in using it as supplement and Want to know the hospital where the Rare Sugars are used as a tool for treatment). The second one (Lower right) is a single cluster composed of “Have interest in diet”. The third one (Lower center) is also a single cluster composed of “Have interest in the designated health food”. The fourth one (Lower left) would mean “The method to use and confirm the effect” (Want to know where I can buy them because I want to use them as a seasoning and Want to know how long I should use them in order to confirm the effectiveness). The fifth one (Left upper) is a single cluster composed of “The Rare Sugars were effective after using them for more than one month”.

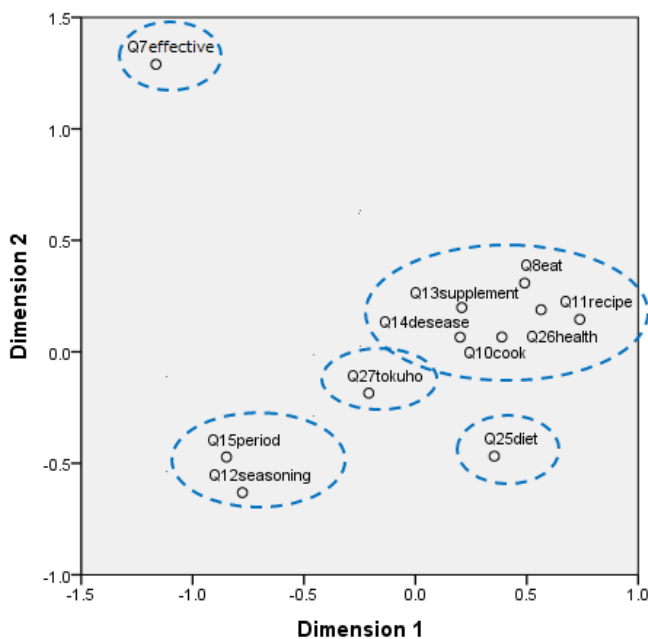


Figure 1: Correspondence Analysis for Common part + Positive (1-9).

3.2 Common part + Negative (1-10)

We can observe the following result from Figure 3.2. From the data, an eigenvalue of Dimension 1 axis is 0.506 and those of Dimension 2 is 0.494. We can extract 3 clusters. The first cluster (Upper right) is a single cluster composed of “The Rare Sugar was effective after using it for more than one month”. The second one (Center left) shows “The Rare Sugar is not so famous and feel anxiety although I have interest in the health” (Cannot guess how I should use the Rare Sugar to what kind of cooking, Surrounding people do not use it so often, Not so famous, Cannot find the food in the shop in which the Rare Sugars is included, Cannot have confidence that it is safe for anybody, It seems to be expensive, Want to try to eat or drink the food in which the Rare Sugar is included, Have interest in the designated health food, Have interest in a diet, Careful for the health). The third cluster (Lower left) is a single cluster composed of “Cannot grasp the concrete effect”.

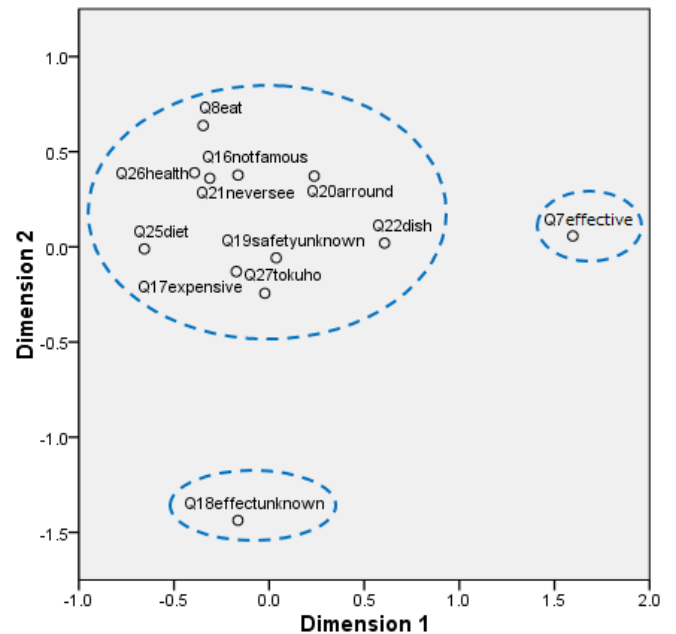


Figure 2: Correspondence Analysis for Common part + Negative (1-10).

4. REMARKS

In the correspondence analysis, 5 clusters could be confirmed in the “Common part + Positive (1-9)” analysis. We could also confirm 3 clusters in the “Common part +

Negative (1-10)” analysis. In the “Common part + Positive (1-9)” analysis, Right center cluster and Lower left cluster mainly correspond to the positive questions. On the other hand, Left center cluster mainly corresponds to the negative questions in the “Common part + Negative (1-10)” analysis. “The Rare Sugar was effective after using them for more than one month” appears as a single cluster in each analysis and it shows that it is a rather different item from others. We could grasp the relation among questions group on the whole.

5. CONCLUSION

The Rare Sugars exist naturally and have many kinds (more than 50). They have good effect for health such as prevention of increasing the a blood-sugar level after eating, suppression of fat accumulation, suppression of increasing the blood pressure, and antioxidative effect etc. It is in the spotlight for many people especially for those who are in the metabolic syndrome. There are few related papers concerning the marketing research and its utilization of this matter. In this paper, a questionnaire investigation is executed in order to clarify consumers’ current condition and their consciousness, and to seek the possibility of utilizing the rare sugars. Correspondence Analysis was executed based on that. Some interesting and instructive results were obtained.

In the correspondence analysis, 5 clusters could be confirmed in the “Common part + Positive (1-9)” analysis. We could also confirm 3 clusters in the “Common part + Negative (1-10)” analysis. In the “Common part + Positive (1-9)” analysis, Right center cluster and Lower left cluster mainly correspond to the positive questions. On the other hand,

Left center cluster mainly corresponds to the negative questions in the “Common part + Negative (1-10)” analysis. “The Rare Sugar was effective after using them for more than one month” appears as a single cluster in each analysis and it shows that it is a rather different item from others. We could grasp the relation among questions group on the whole. These results would help The Rare Sugars to prevail much more in the future.

Various cases should be examined hereafter.

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APPENDICES

Questionnaire about the Rare Sugars

◆Questionnaire about the Rare Sugars◆

2015/6/15

The Rare Sugars exist naturally and have many kinds (more than 50). They have good effect for health such as prevention of increasing the blood-sugar level after eating, suppression of fat accumulation, suppression of increasing the blood pressure, and antioxidative effect etc. It is in the spotlight for many people especially for those who are in the metabolic syndrome.

Please select the appropriate item in each column. (Plural answers are allowed for Q2, 9, 24, 28. Select ①~⑤ in the right column for Q7, 8, 10-23, 25-27.)						
1. We ask you about the Rare Sugars.						
1-1. Do you know the Rare Sugars?						
Q1	① Know ② Do not know (⇒ Proceed to Q8 who has selected ② and answer until to the last.)					
1-2. We ask you who have selected ①. Where did you know the Rare Sugar? [Plural answers are allowed]						
Q2	① TV ② Magazine ③ Newspaper ④ Shop ⑤ Vending Machine ⑥ Seminar ⑦ Internet ⑧ Hear from another person ⑨ Miscellaneous ()					
1-3. Do you know that the Rare Sugar has effect on obese prevention and/or diabetes prevention etc.?						
Q3	① Know ② Do not know					
1-4. Have you heard or used the syrup which includes Rare Sugar "Rare Sugar Sweet"?						
Q4	① Heard ② Not heard					
Q5	① Used ② Not used					
1-5. Have you drunk or eaten the food which includes the Rare Sugar?						
Q6	① Yes ② No					
Q7	1-6. We ask you who have selected ① in Q6. Was the Rare Sugar effective after using it for more than one month? (⇒ Proceed to Q9)	① Think it very much	② Slightly think so	③ Cannot say either	④ Slightly do not think so	⑤ Do not think so
Q8	1-7. We ask you who have selected ② in Q1, ② in Q6. Do you want to try to eat or drink the food in which the Rare Sugar is included?	① Think it very much	② Slightly think so	③ Cannot say either	④ Slightly do not think so	⑤ Do not think so
1-8. What kind of food do you want to eat if the Rare Sugar is included? [Plural answers are allowed]						
Q9	① Cake ② Juice ③ Japanese food ④ Western food ⑤ Chinese food ⑥ Miscellaneous ()					
1-9. How do you want to use the Rare Sugar?						
Q10	a. I want to use it in the cooking.	① Think it very much	② Slightly think so	③ Cannot say either	④ Slightly do not think so	⑤ Do not think so
Q11	b. I can easily use it if there is a recipe.	① Think it very much	② Slightly think so	③ Cannot say either	④ Slightly do not think so	⑤ Do not think so
Q12	c. I want to know where I can buy it because I want to use it as a seasoning.	① Think it very much	② Slightly think so	③ Cannot say either	④ Slightly do not think so	⑤ Do not think so
Q13	d. I want to know where I can get information because I want to use it as a supplement.	① Think it very much	② Slightly think so	③ Cannot say either	④ Slightly do not think so	⑤ Do not think so
Q14	e. I want to know the hospital where the Rare Sugar is used as a tool for treatment.	① Think it very much	② Slightly think so	③ Cannot say either	④ Slightly do not think so	⑤ Do not think so
Q15	f. I want to know how long I should use it in order to confirm the effectiveness.	① Think it very much	② Slightly think so	③ Cannot say either	④ Slightly do not think so	⑤ Do not think so

1-10. Do you have a question(doubt) or anxiety for the Rare Sugar?						
Q16	a. It is not so popular.	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
Q17	b. It seems to be expensive.	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
Q18	c. I cannot grasp the concrete effect.	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
Q19	d. I cannot have confidence that it is safe for anybody.	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
Q20	e. Surrounding people do not use it so often.	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
Q21	f. I cannot find the food in the shop in which the Rare Sugar is included.	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
Q22	g. I cannot guess how I should use the Rare Sugar to what kind of cooking?	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
Q23	h. Miscellaneous ()	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
1-11. Choose the drink that you are interested in.【Plural answers are allowed】						
Q24	①aojiru ②OS-1(oral rehydration solution) Drink for sports ③sports drink ④designated health drink ⑤drink with the Rare Sugar ⑥None ⑦Miscellaneous ()					
Q25	1-12. Do you take interest in a diet?	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
Q26	1-13. Are you careful for the health?	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
Q27	1-14. Do you take interest in the designated health food?	①Think it very much	②Slightly think so	③Cannot say either	④Slightly do not think so	⑤Do not think so
1-15. Which method would be suitable for the Rare Sugar to become popular?						
Q28	①TV CM ②Use Twitter,Facebook ③Advertisement by the company ④Spread the way of cooking ⑤Sell candy with the Rare Sugar ⑥Sell juice with the Rare Sugar ⑦Restaurant at which the Rare Sugar is used in the cooking ⑧Use it in the food at the hospital ⑨Sell it as a supplement ⑩Make promotion by utilizing famous sportsmen or entertainers ⑪Miscellaneous ()					
2. What is your hobby? (Select only one in the right hand column)						
Q29	2-1. Playing Sports: ①Baseball ②Football ③Tennis ④Golf ⑤Miscellaneous ()	①Like it very much	②Slightly like it	③Ordinary level		
Q30	2-2. Watching Sports: ①Baseball ②Football ③Tennis ④Golf ⑤Miscellaneous ()	①Like it very much	②Slightly like it	③Ordinary level		
Q31	2-3. Drinking: ①Beer ②Wine ③Japanese wine-sake ④Japanese liquor-shochu ⑤Whisky ⑥Miscellaneous ()	①Like it very much	②Slightly like it	③Ordinary level		
3. We ask you questions about your current condition.						
Q32	3-1. Sex: ①Male ②Female					
Q33	3-2. Age: ①~19 ②20~29 ③30~39 ④40~49 ⑤50~59 ⑥More than 60					
Q34	3-3. Occupation: ①Student ②Officer ③Company Employee ④Clerk of Organization ⑤Independents ⑥Part-timer ⑦Housewife ⑧Miscellaneous()					
Q35	3-4. Address: ①Prefecture() ②City()					
Q36	3-5. What kind of lifestyle do you like?: ①Outdoor ②Indoor ③Not either					