Bayesian Network Analysis for the Questionnaire Investigation on the Impression at Fuji City

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Abstract

Shopping streets at local city in Japan became old and are generally declining. In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Four big festivals are held at Fuji city. Many people visit these festivals including residents in that area. Therefore a questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. In this paper, we mainly focus the impression the visitors feel and analyze them. These are analyzed by using Bayesian Network. The analysis utilizing Bayesian Network enabled us to visualize the causal relationship among items. Furthermore, sensitivity analysis brought us estimating and predicting the prospective visitors. These are utilized for constructing a much more effective and useful plan building. We have obtained fruitful results. To confirm the findings by utilizing the new consecutive visiting records would be the future works to be investigated.

Keywords: Fuji city, area rebirth, regional vitalization, festival, Bayesian network

1. Introduction

Shopping streets at local city in Japan are generally declining. It is because most of them were built in the so-called "High Growth Period (1954-1973)". Therefore they became old and area rebirth and/or regional revitalization are required everywhere.

There are many papers published concerning area rebirth or regional revitalization. Inoue (2017) has pointed out the importance of tourism promotion. Ingu et al. (2017) developed the project of shutter art to Wakkanai Chuo shopping street in Hokkaido, Japan. Ohkubo (2017) has made a questionnaire research at Jigenji shopping street in Kagoshima Prefecture, Japan and analyzed the current condition and future issues. For about tourism, many papers are presented from many aspects as follows.

Yoshida et al. designed and conducted a visitor survey on the spot, which used a questionnaire to investigate the activities of visitors to the Ueno district in Taito ward, Tokyo. Doi et al. analyzed the image of the Izu Peninsula as a tourist destination in their 2003 study "Questionnaire Survey on the Izu Peninsula." Kano conducted tourist behavior studies in Atami city in 2008, 2009, 2014 and in other years.

In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Fuji city is located in Shizuoka Prefecture. Mt. Fuji is very famous all around the world and we can see its beautiful scenery from Fuji city, which is at the foot of Mt. Fuji. There are two big shopping street in Fuji city. One is Yoshiwara shopping street and another one is Fuji shopping street. They became old and building area rebirth and regional revitalization plan have started. Following investigation was conducted by the joint research group (Fuji Chamber of Commerce & Industry, Fujisan Area Management Company, Katsumata Maruyama Architects, Kougakuin University and Tokoha University). The main project activities are as follows.

- A. Investigation on the assets which are not in active use
- B. Questionnaire Investigation to Entrepreneur

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C. Questionnaire Investigation to the residents and visitors

After that, area rebirth and regional revitalization plan were built.

In this paper, we handle above stated C.

Four big festivals are held at Fuji city. Two big festivals are held at Yoshiwara district (Yoshiwara shopping street) and two big festivals at Fuji district (Fuji shopping street).

At Yoshiwara district, Yoshiwara Gion Festival is carried out during June and Yoshiwara Shukuba (post-town) Festival is held during October. On the other hand, Kinoene Summer Festival is conducted during August and Kinoene Autumn Festival is performed during October at Fuji district. Many people visit these festivals including residents in that area.

Therefore questionnaire investigation of C is conducted during these periods.

Finally, we have obtained 982 sheets (Yoshiwara district: 448, Fuji district: 534).

Basic statistical analysis and Bayesian Network analysis are executed based on that.

In this paper, a questionnaire investigation is executed in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. In this paper, we mainly focus the impression the visitors feel and analyze them. These are analyzed by using Bayesian Network. By that model, the causal relationship is sequentially chained by the characteristics of visitors, the purpose of visiting and the image of the surrounding area at this shopping street. The analysis utilizing Bayesian Network enabled us to visualize the causal relationship among items. Furthermore, sensitivity analysis brought us estimating and predicting the prospective visitors.

Some interesting and instructive results are obtained.

The rest of the paper is organized as follows. Outline of questionnaire investigation is stated in section 2. In section 3, Bayesian Network analysis is executed which is followed by the sensitivity analysis in section 4. Remarks are stated in section 5.

2. Outline and the Basic Statistical Results of the Questionnaire Research

2.1 Outline of the Questionnaire Research

A questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. The outline of questionnaire research is as follows. Questionnaire sheet is attached in Appendix 1.

(1) Scope of : Residents and visitors who have visited four big festivals at Fuji

investigation city in Shizuoka Prefecture, Japan
Period : Yoshiwara Gion Festival: June 11,12/2016

Yoshiwara Shukuba (post-town) Festival: October 9/2016

Kinoene Summer Festival: August 6,7/2016 Kinoene Autumn Festival: October 15,16/2016

(3) Method : Local site, Dispatch sheet, Self writing

(4) Collection : Local site, Dispatch sheet, Sell writing : Number of distribution 1400

Number of collection 982(collection rate 70.1%)

Valid answer 982

2.2 Basic Statistical Results

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

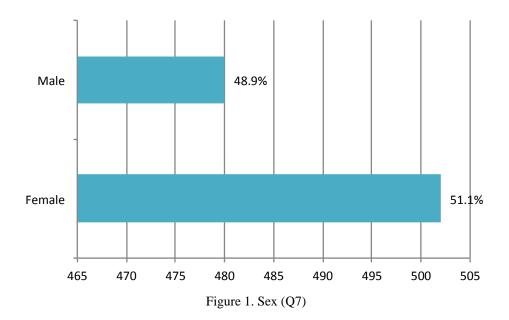
2.2.1 Characteristics of Answers

(1) Sex (Q7)

(2)

Male 48.9%, Female 51.1%

These are exhibited in Figure 1.



(2) Age (Q8) $10^{th}\ 16.2\%,\ 20^{th}\ 14.8\%,\ 30^{th}\ 22.4\%,\ 40^{th}\ 17.4\%,\ 50^{th}\ 11.6\%,\ 60^{th}\ 10.5\%,\ More\ than\ 70\ 7.1\%$ These are exhibited in Figure 2.

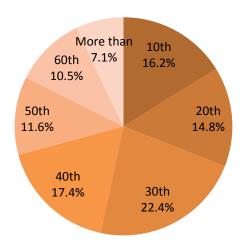


Figure 2. Age (Q8)

(3) Residence (Q9)

a. Fuji city 56.4%, b. Fujinomiya city 18.0%, c. Numazu city 7.2%, d. Mishima city 2.3%, e. Shizuoka city 4.2%, F. Else (in Shizuoka Prefecture) 5.1%, g. Outside of Shizuoka Prefecture 6.9% These are exhibited in Figure 3.

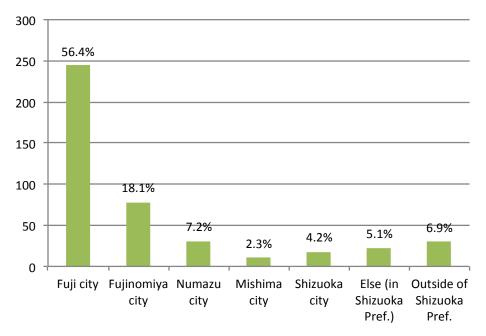


Figure 3. Residence (Q9)

(4) How often do you come to this shopping street? (Q1)

Everyday 17.4%, More than 1 time a week 16.5%, More than 1 time a month 25.8%, More than 1 time a year 31.6%, First time 4%, Not filled in 4.8% These are exhibited in Figure 4.

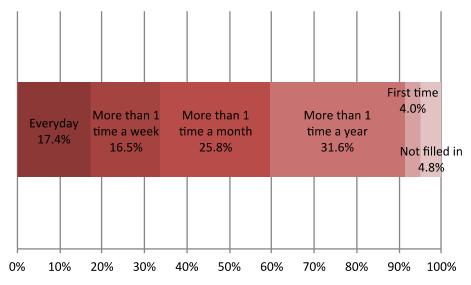


Figure 4. How often do you come to this shopping street? (Q1)

(5) What is the purpose of visiting here? (Q2)

Shopping 18.8%, Eating and drinking 13.4%, Business 7.4%, Celebration, event 40.2%,

Leisure, amusement 4.0%, miscellaneous 16.1%

These are exhibited in Figure 5.

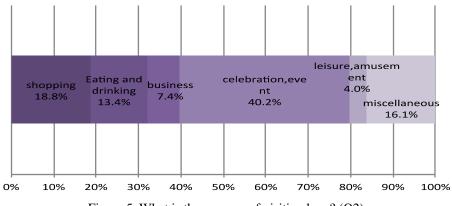


Figure 5. What is the purpose of visiting here? (Q2)

(6) How do you feel about the image of the surrounding area at this shopping street? (Q3) These are exhibited in Figure 6.

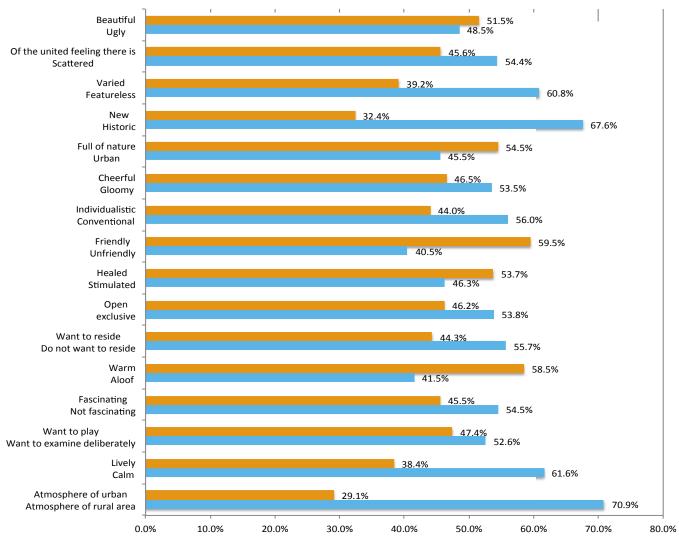


Figure 6. How do you feel about the image of the surrounding area at this shopping street? (Q3)

(7) There are many old building at the age of nearly 50 years. Do you think we can still use them? (Q4). Can use it 44.1%, Cannot use it 31.4%, Have no idea 24.5%. These are exhibited in Figure 7.

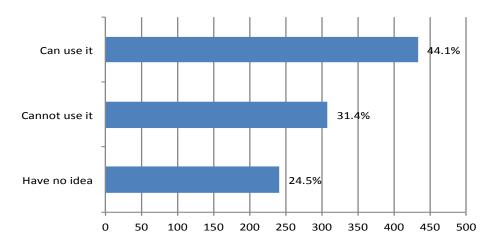


Figure 7. There are many old building at the age of nearly 50 years. Do you think we can still use them? (Q4)

3. Bayesian Network Analysis

In constructing Bayesian Network, it is required to check the causal relationship among groups of items. Based on this, a model is built as is shown in Figure 8.

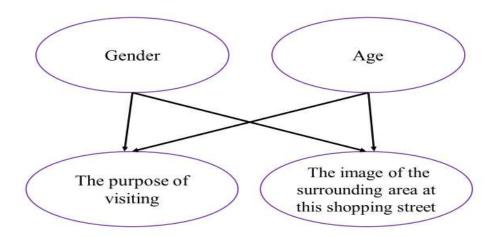


Figure 8. A built model

We used BAYONET software (http://www.msi.co.jp/BAYONET/). When plural nodes exist in the same group, it occurs that causal relationship is hard to set a priori. In that case, BAYONET system set the sequence automatically utilizing AIC standard. Node and parameter of Figure 8 are exhibited in Table 1.

Table 1. Node and parameter

Node					Para	ameter					
Node	1	2	3		4	5	6	7	8	8 9	10
Gender	Male	Female									
Age	10th	20th	30tl	h	40th	50th	60th	More than 7			
The purpose of visiting	Shopping	Eating and drinking	Busin	ess	Celebrati on event	Leisure, amuse ment	miscell aneous				
The image of the surrounding area at this shopping street	Beautiful	Ugly	Of the u feeling is		Scattered	Varied	Feature less	New	i	stor Fu c o nati	f
											_
Node					Pa	rameter					
	11	. 12		13	14	15	16	17	18	19	20
The image of surrounding are this shopping st	ea at Chee	rful Gloor	nv	viduali stic	Conven tional	Friendl y	Unfri endly	Heale d	Stimu lated	Open	Exclu sive
NT. 1.					Par	ameter					
Node	21	22	23	24	25	26	27		28	29	30
The image of the surrounding area a this shopping stree	t reside	Do not want to reside	Warm	Aloof	Fascinatin	g Not fascir ating		exa	ant to amine erately	Lively	Calm
			Node			Paramet	er				

Node	Parameter		
Node	31	32	
The image of the surrounding area at this shopping street	-	Atmosphere of rural area	

4. Sensitivity Analysis

Now, posterior probability is calculated by setting evidence as, for example, 1.0. Comparing Prior probability and Posterior probability, we can seek the change and confirm the preference or image of the surrounding area at this shopping street. We set evidence to all parameters. Therefore the analysis volume becomes too large. In this paper, we focus on "The image of the surrounding area at this shopping street" and pick up latter half and make sensitivity analysis. We prepare another paper for the rest of them.

As stated above, we set evidence for each parameter, and the calculated posterior probability is exhibited in Appendix 2. The value of "Posterior probability-Prior probability" (we call this "Difference of probability" hereafter) is exhibited in Appendix 3. The sensitivity analysis is executed by mainly using this table.

Here, we classify each item by the strength of the difference of probability.

- Strong (++, --): Select major parameter of which absolute value of difference of probability is more than 0.05
- Medium (+, -): Select major parameter of which absolute value of difference of probability is more than 0.01
- · Weak: Else

In selecting items, negative value does not necessarily have distinct meaning, therefore we mainly pick up positive value in the case meaning is not clear.

Now we examine each for Strong and Medium case.

- 4.1 Sensitively Analysis for "The Image of the Surrounding Area at This Shopping Street"
- (1) Setting evidence to "Healed"

After setting evidence to "Healed", the result is exhibited in Table 2.

Table 2. Setting evidence to "Healed" case

Of the united feeling there is	+
Scattered	_
Cheerful	+
Individualistic	+
Friendly	+
Unfriendly	_
Open	+
Fascinating	+
Want to play	+
Lively	+
Age: 10th	++
Age: 20th	++
Age: 40th	_
Age: 50th	
Age: 60th	
Age: More than 70	

We can observe that "Those who have an image of the surrounding area at this shopping street as "Healed" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful", "Individualistic", "Friendly", "Open", "Fascinating", "Want to play" or "Lively" of an age of "10th" or "20th".

(Strong part is indicated by bold font.)

(2) Setting evidence to "Stimulated"

After setting evidence to "Stimulated", the result is exhibited in Table 3.

Table 3. Setting evidence to "Stimulated" case

Want to play	
Age: 10th	
Age: 20th	_
Age: 30th	_
Age: 50th	
Age: More than 70	_

There were only weak positive items.

(3) Setting evidence to "Open"

After setting evidence to "Open", the result is exhibited in Table 4.

Table 4. Setting evidence to "Open" case

Of the united feeling there is	+
Fascinating	+
Want to play	+
Lively	+
Male	+
Female	_
Age: 10th	++
Age: 20th	+
Age: 50th	
Age: More than 70	_

We can observe that "Those who have an image of the surrounding area at this shopping street as "Open" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Fascinating", "Want to play" or "Lively" of an age of "10th" or "20th" in which the gender is "Male".

(4) Setting evidence to "Exclusive"

After setting evidence to "Exclusive", the result is exhibited in Table 5.

Table 5. Setting evidence to "Exclusive" case

Shopping	+
Individualistic	_
Friendly	_
Unfriendly	+
Fascinating	_
Want to play	_
Lively	_
Atmosphere of urban	_
Male	_
Female	+
Age: 10th	
Age: 20th	++
Age: 40th	+
Age: 50th	+
Age: 60th	+
Age: More than 70	++

We can observe that "Those who have an image of the surrounding area at this shopping street as "Exclusive" had come with the purpose of visiting for "Shopping" under the image of the surrounding area at this shopping street as "Unfriendly" of an age of "20th", "40th", "50th", "60th" or "More than 70" in which the gender is "Female".

(5) Setting evidence to "Want to reside"

After setting evidence to "Want to reside", the result is exhibited in Table 6.

Table 6. Setting evidence to "Want to reside" case

Age: 10th	+
Age: 20th	+
Age: 30th	_
Age: 50th	_
Age: 60th	_
Age: More than 70	++

We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to reside" had come by an age of "10th","20th" or "More than 70".

(6) Setting Evidence to "Do not want to reside"

After setting evidence to "Do not want to reside", the result is exhibited in Table 7.

Table 7. Setting evidence to "Do not want to reside" case

Male	+
Female	_
Age: 20th	
Age: 30th	_
Age: 40th	+
Age: 50th	
Age: 60th	++
Age: More than 70	_

We can observe that "Those who have an image of the surrounding area at this shopping street as "Do not want to reside" had come by an age of "40th" or "60th" in which the gender is "Male".

(7) Setting Evidence to "Warm"

After setting evidence to "Warm", the result is exhibited in Table 8.

Table 8. Setting evidence to "Warm" case

Eating and drinking	_
Of the united feeling there is	+
Individualistic	+
Fascinating	+
Want to play	+
Male	_
Female	+
Age: 10th	++
Age: 30th	_
Age: 50th	
Age: 60th	_
Age: More than 70	_

We can observe that "Those who have an image of the surrounding area at this shopping street as "Warm" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Individualistic", "Fascinating" or "Want to play" of an age of "10th" in which the gender is "Female".

(8) Setting evidence to "Aloof"

After setting evidence to "Aloof", the result is exhibited in Table 9.

Table 9. Setting evidence to "Aloof" case.

Male	+
Female	_
Age: 10th	
Age: 30th	_
Age: 40th	+
Age: 50th	++
Age: 60th	+
Age: More than 70	

We can observe that "Those who have an image of the surrounding area at this shopping street as "Aloof" had come by an age of "40th", "50th" or "60th" in which the gender is "Male".

(9) Setting evidence to "Fascinating"

After setting evidence to "Fascinating", the result is exhibited in Table 10.

Table 10. Setting evidence to "Fascinating" case

Eating and drinking	_
Beautiful	+
Of the united feeling there is	+
Scattered	_
Varied	+
Cheerful	+
Individualistic	+
Friendly	+
Unfriendly	_
Healed	+
Stimulated	_
Open	+
Want to play	+
Lively	+
Atmosphere of urban	+
Age: 10th	++
Age: 20th	++
Age: 40th	_
Age: 50th	
Age: 60th	

We can observe that "Those who have an image of the surrounding area at this shopping street as "Fascinating" had come under the image of the surrounding area at this shopping street as "Beautiful", "Of the united feeling there is", "Varied", "Cheerful", "Individualistic", "Friendly", "Healed", "Open" "Want to play", "Lively" or "Atmosphere of urban" of an age of "10th" or "20th".

(10) Setting evidence to "Not fascinating"

After setting evidence to "Not fascinating", the result is exhibited in Table 11.

Table 11. Setting evidence to "Not fascinating" case

Of the united feeling there is	_
Cheerful	_
Individualistic	_
Want to play	_
Lively	_
Age: 10th	
Age: 20th	_
Age: 30th	+
Age: 50th	+
Age: 60th	++
Age: More than 70	+

We can observe that "Those who have an image of the surrounding area at this shopping street as "Not fascinating" had come by an age of "30th", "50th", "60th", or "More than 70".

(11) Setting evidence to "Want to play"

After setting evidence to "Want to play", the result is exhibited in Table 12.

Table 12. Setting evidence to "Want to play" case

Eating and drinking	_
Of the united feeling there is	+
Scattered	_
Cheerful	+
Gloomy	_
Individualistic	+
Conventional	_
Friendly	+
Unfriendly	_
Healed	+
Stimulated	_
Open	+
Fascinating	+
Not fascinating	_
Lively	+
Atmosphere of urban	+
Age: 10th	+
Age: 20th	++
Age: 40th	+
Age: 50th	
Age: 60th	
Age: More than 70	

We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to play" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Lively" or "Atmosphere of urban" of an age of "10th", "20th" or "40th".

(12) Setting evidence to "Want to examine deliberately"

After setting evidence to "Want to examine deliberately", the result is exhibited in Table 13.

Table 13. Setting evidence to "Want to examine deliberately" case

Shopping	+
Leisure, amusement	+
Stimulated	+
Lively	_
Atmosphere of urban	_
Male	_
Female	+
Age: 10th	
Age: 20th	+
Age: 30th	
Age: 50th	
Age: 60th	++
Age: More than 70	++

We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to examine deliberately" had come with the purpose of visiting for "Shopping" or "Leisure, amusement" under the image of the surrounding area at this shopping street as "Stimulated" of an age of "20th", "60th" or "More than 70" in which the gender is "Female".

(13) Setting evidence to "Lively"

After setting evidence to "Lively", the result is exhibited in Table 14.

Table 14. Setting evidence to "Lively" case

Of the united feeling there is	+
Scattered	_
Varied	+
Cheerful	+
Individualistic	+
Friendly	+
Unfriendly	_
Healed	+
Open	+ +
Fascinating	+
Want to play	++
Atmosphere of urban	
Male	+
Female	_
Age: 10th	++
Age: 20th	++
Age: 30th	_
Age: 40th	
Age: 50th	_
Age: 60th	
Age: More than 70	_

We can observe that "Those who have an image of the surrounding area at this shopping street as "Lively" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Varied", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Want to play", or "Atmosphere of urban" of an age of "10th" or "20th" in which the gender is "Male".

(14) Setting evidence to "Calm"

After setting evidence to "Calm", the result is exhibited in Table 15.

Table 15. Setting evidence to "Calm" case

Shopping	+
Leisure, amusement	+
Of the united feeling there is	_
Scattered	+
Cheerful	_
Individualistic	_ + _
Unfriendly	+
Healed	
Stimulated	+
Fascinating	_
Want to play	_
Want to examine deliberately	+
Atmosphere of urban	_
Male	_
Female	+
Age: 10th	
Age: 20th	_
Age: 30th	_
Age: 40th	+
Age: 50th	+
Age: 60th	++
Age: More than 70	++

We can observe that "Those who have an image of the surrounding area at this shopping street as "Calm" had come with the purpose of visiting for "Shopping" or "Leisure, amusement" under the image of the surrounding area at this

shopping street as "Scattered", "Unfriendly"," Stimulated" or "Want to examine deliberately" of an age of "40th", "50th", "60th" or "More than 70" in which the gender is "Female".

(15) Setting evidence to "Atmosphere of urban"

After setting evidence to "Atmosphere of urban", the result is exhibited in Table 16.

Table 16. Setting evidence to "Atmosphere of urban" case

Male	+
Female	_
Age: 10th	++
Age: 20th	_
Age: 50th	_
Age: 60th	
Age: More than 70	+

We can observe that "Those who have an image of the surrounding area at this shopping street as "Atmosphere of urban" had come by an age of "10th" or "More than 70" in which the gender is "Male".

(16) Setting evidence to "Atmosphere of rural area"

After setting evidence to "Atmosphere of rural area", the result is exhibited in Table 17.

Table 17. Setting evidence to "Atmosphere of rural area" case

•	
Leisure, amusement	+
Of the united feeling there is	_
Scattered	+
Cheerful	_
Individualistic	_
Healed	_
Stimulated	+
Fascinating	_
Want to play	_
Want to examine deliberately	+
Lively	_
Male	_
Female	+
Age: 10th	
Age: 20th	_
Age: 50th	++
Age: 60th	++
Age: More than 70	+

We can observe that "Those who have an image of the surrounding area at this shopping street as "Atmosphere of rural area" had come with the purpose of visiting for "Leisure, amusement" under the image of the surrounding area at this shopping street as "Scattered", "Stimulated" or "Want to examine deliberately" of an age of "50th", "60th" or "More than 70" in which the gender is "Female".

5. Remarks

The Results for Bayesian Network Analysis are as follows.

In the Bayesian Network Analysis, model was built under the examination of the causal relationship among items. Sensitively Analysis was conducted after that. The main result of sensitively analysis is as follows.

We can observe that "Those who have an image of the surrounding area at this shopping street as "Healed" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful",

"Individualistic", "Friendly", "Open", "Fascinating", "Want to play" or "Lively" of an age of "10th" or "20th".

We can observe that "Those who have an image of the surrounding area at this shopping street as "Fascinating" had come under the image of the surrounding area at this shopping street as "Beautiful", "Of the united feeling there is", "Varied", "Cheerful", "Individualistic", "Friendly", "Healed", "Open" "Want to play", "Lively" or "Atmosphere of urban" of an age of "10th" or "20th".

We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to play" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Lively" or "Atmosphere of urban" of an age of "10th", "20th" or "40th".

We can observe that "Those who have an image of the surrounding area at this shopping street as "Lively" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Varied", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Want to play", or "Atmosphere of urban" of an age of "10th" or "20th" in which the gender is "Male".

We can observe that "Those who have an image of the surrounding area at this shopping street as "Calm" had come with the purpose of visiting for "Shopping" or "Leisure, amusement" under the image of the surrounding area at this shopping street as "Scattered", "Unfriendly"," Stimulated" or "Want to examine deliberately" of an age of "40th", "50th", "60th" or "More than 70" in which the gender is "Female".

We can observe that "Those who have an image of the surrounding area at this shopping street as "Atmosphere of rural area" had come with the purpose of visiting for "Leisure, amusement" under the image of the surrounding area at this shopping street as "Scattered", "Stimulated" or "Want to examine deliberately" of an age of "50th", "60th" or "More than 70" in which the gender is "Female".

6. Conclusion

Shopping streets at local city in Japan became old and are generally declining. In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Four big festivals are held at Fuji city. Many people visit these festivals including residents in that area. Therefore a questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. In this paper, we mainly focus the impression the visitors feel and analyze them. These are analyzed by using Bayesian Network. By that model, the causal relationship is sequentially chained by the characteristics of visitors, the purpose of visiting and the image of the surrounding area at this shopping street.

The Results for Bayesian Network Analysis are as follows.

In the Bayesian Network Analysis, model was built under the examination of the causal relationship among items. Sensitively Analysis was conducted after that. The main result of sensitively analysis is as follows.

We can observe that "Those who have an image of the surrounding area at this shopping street as "Fascinating" had come under the image of the surrounding area at this shopping street as "Beautiful", "Of the united feeling there is", "Varied", "Cheerful", "Individualistic", "Friendly", "Healed", "Open" "Want to play", "Lively" or "Atmosphere of urban" of an age of "10th" or "20th".

We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to play" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Lively" or "Atmosphere of urban" of an age of "10th", "20th" or "40th".

We can observe that "Those who have an image of the surrounding area at this shopping street as "Calm" had come with the purpose of visiting for "Shopping" or "Leisure, amusement" under the image of the surrounding area at this shopping street as "Scattered", "Unfriendly"," Stimulated" or "Want to examine deliberately" of an age of "40th", "50th", "60th" or "More than 70" in which the gender is "Female".

The analysis utilizing Bayesian Network enabled us to visualize the causal relationship among items. Furthermore, sensitivity analysis brought us estimating and predicting the prospective visitors. These are utilized for constructing a much more effective and useful plan building.

Although it has a limitation that it is restricted in the number of research, we could obtain the fruitful results. To confirm the findings by utilizing the new consecutive visiting records would be the future works to be investigated.

Acknowledgements

This study was made possible through the extensive cooperation of the Fuji Chamber of Commerce and Industry, Fuji-city, Kogakuin University KINOSHITA Laboratory, KATSUMATA MARUYAMA ARCHITECTS Co., Ltd., and others. And finally, the authors are grateful to all those who supported us for answering the questionnaire investigation.

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Appendix 1. Questionnaire sheet about the image around the shopping street

1. How often do you come to this sho	opping street?		
a. Everyday b. () times a week	c. () times a month	d. () times	a year
e. miscellaneous ()		
2. What is the purpose of visiting here	e? (Plural answers allo	owed)	
a. shopping b. eating and drinking	c. business d. celeb	ration, event	e. leisure, amusement
f. miscellaneous ()		

3. How do you feel about the image of the surrounding area at this shopping street? Select the position

-						
Beautiful	•	•	•	•	•	Ugly
Of the united feeling	•	•	•	•	•	Scattered
there is						
Varied	•	•	•	•	•	Featureless
New	•	•	•	•	•	Historic
Full of nature	•	•	•	•	•	Urban
Cheerful	•	•	•	•	•	Gloomy
Individualistic	•	•	•	•	•	Conventional
Friendly	•	•	•	•	•	Unfriendly
Healed	•	•	•	•	•	Stimulated
Open	•	•	•	•	•	exclusive
Want to reside	•	•	•	•	•	Do not want to reside
Warm	•	•	•	•	•	Aloof
Fascinating	•	•	•	•	•	Not fascinating
Want to play	•	•	•	•	•	Want to examine
						deliberately
Lively	•	•	•	•	•	Calm
Atmosphere of urban	•	•	•	•	•	Atmosphere of rural area

4.	There are man	y old building at	t the age of	nearly 50 v	ears. Do vou	think we can	still use them?

a (Can use	it h	Canno	t use it	\boldsymbol{C}	Have no	idea

5. IS	there any	tunctions	or facilities	that will	be useful?

6. Comments		

a. Male b. Female

8. Age

a.10th b.20th c.30th d.40th e.50th f.6th g. More than 70

9. Residence

a. Fuji City b. Fujinomiya City c. Numazu City d. Mishima City e. Shizuoka City f. Miscellaneous in Shizuoka Prefecture

g. Outside of Shizuoka Prefecture [

^{7.} Sex

Appendix 2. Calculated posterior probability

			Age				Connect	Cender																area at this shopping stre	The image of the surrounding																		visiting	The purpose of		name
More than70	60th	50th	40th	30th	20th	10th	Female	Male	Atmosphere of rural area	Atmosphere of urban	Calm	Lively	Want to examine deliberately	Want to play	Not fascinating	Fascinating	Aloof	Warm	Do not want to reside	Want to reside	Exclusive	Open	Stimulated	Healed	ng Unfriendly	Friendly	Conventional	Individualistic	Gloomy	Cheerful	Urban	Full of nature	Historic	New	Fe ature less	Varied	Scattere d	Of the united feeling there is	Ugly	Beautiful	Leisure, amusement	Celebration, event	Business	Eating and drinking	Shopping	state
0.072	0.105	0.116	0.174	0.223	0.148	0.162	0.511	0.489	0.625	0.102	0.513	0.207	0.320	0.232	0.383	0.264	0.216	0.444	0.393	0.251	0.376	0.264	0.197	0.294	0.220	0.468	0.406	0.252	0.406	0.295	0.236	0.352	0.587	0.130	0.473	0.177	0.377	0.269	0.275	0.327	0.058	0.466	0.087	0.163	0.224	Prior
0.110	0.129	0.117	0.189	0.167	0.151	0.136	0.594	0.406	0.636	0.099	0.528	0.196	0.337	0.222	0.389	0.258	0.217	0.446	0.394	0.254	0.387	0.258	0.206	0.285	0.229	0.458	0.410	0.245	0.412	0.290	0.238	0.353	0.584	0.133	0.479	0.172	0.387	0.264	0.279	0.324	0.062	0.460	0.085	0.156	1	The purpose of visiting Shopping Eating and drinking
0.043	0.100	0.155	0.215	0.255	0.164	0.067	0.398	0.602	0.629	0.097	0.514	0.197	0.311	0.217	0.390	0.249	0.225	0.426	0.393	0.245	0.385	0.256	0.200	0.286	0.228	0.444	0.424	0.237	0.416	0.283	0.233	0.337	0.589	0.130	0.477	0.171	0.393	0.256	0.279	0.311	0.053	0.485	0.090	1	0.213	
0.072	0.105	0.116	0.174	0.223	0.148	0.162	0.442	0.558	0.621	0.104	0.509	0.210	0.315	0.231	0.383	0.263	0.218	0.440	0.394	0.251	0.374	0.266	0.197	0.294	0.220	0.468	0.407	0.253	0.408	0.296	0.237	0.349	0.587	0.128	0.474	0.177	0.378	0.270	0.275	0.324	0.056	0.469	1	0.168	0.219	Business
0.075	0.100	0.130	0.183	0.253	0.138	0.121	0.483	0.517	0.627	0.101	0.515	0.202	0.317	0.224	0.388	0.257	0.219	0.437	0.392	0.249	0.380	0.260	0.199	0.289	0.224	0.458	0.413	0.245	0.410	0.289	0.235	0.348	0.588	0.129	0.476	0.175	0.384	0.262	0.278	0.322	0.057	1	0.088	0.170	21	Celebration, I
0.098	0.136	0.105	0.147	0.215	0.119	0.180	0.657	0.343	0.637	0.098	0.528	0.198	0.339	0.230	0.387	0.265	0.212	0.453	0.395	0.253	0.380	0.262	0.202	0.291	0.224	0.469	0.404	0.250	0.405	0.292	0.241	0.358	0.587	0.131	0.478	0.175	0.379	0.265	0.276	0.333	1	0.453	0.084	0.146	.238	Leisure, E
0.076	0.088	0.096	0.131	0.248	0.168	0.194	0.543	0.457	0.620	0.103	0.509	0.213	0.318	0.241	0.378	0.274	0.211	0.450	0.389	0.254	0.372	0.269	0.193	0.301	0.216	0.479	0.401	0.257	0.399	0.303	0.234	0.360	0.588	0.129	0.467	0.181	0.364	0.274	0	1	0.060	0.459	0.086	0.156	0.222	The image of the surrounding area at this shopping street Beautiful Ugly Of the united feeling there is Scattered
0.084	0.102	0.147	0.183	0.211	0.131	0.141	0.512	0.488	0.629	0.102	0.518	0.202	0.320	0.224	0.386	0.259	0.219	0.440	0.392	0.251	0.380	0.259	0.201	0.288	0.224	0.461	0.409	0.249	0.408	0.290	0.236	0.350	0.585	0.130	0.474	0.176	0.385	0.264	1	0	0.058	0.470	0.087	0.165	0.226	gly Or fee
0.058	0.082	0.085	0.189	0.187	0.163	0.236	0.503	0.497	0.614	0.107	0.502	0.219	0.314	0.251	0.372	0.279	0.212	0.455	0.393	0.256	0.367	0.275	0.190	0.306	0.212	0.487	0.392	0.266	0.395	0.310	0.233	0.356	0.586	0.128	0.466	0.181	0	1	0.270	0.332	0.058	0.453	0.087	0.156	0.220	the united Sc
0.081	0.139	0.147	0.200	0.204	0.119	0.111	0.501	0.499	0.635	0.099	0.523	0.196	0.326	0.215	0.392	0.250	0.222	0.436	0.397	0.248	0.383	0.256	0.205	0.282	0.228	0.451	0.415	0.242	0.415	0.283	0.239	0.345	0.585	0.131	0.482	0.171	1	0	0.281	0.315	0.058	0.474	0.087	0.169	0.229	
0.076	0.069	0.127	0.132	0.229	0.160	0.206	0.504	0.496	0.617	0.105	0.505	0.216	0.312	0.241	0.376	0.275	0.213	0.448	0.387	0.255	0.370	0.268	0.193	0.302	0.215	0.480	0.399	0.261	0.398	0.304	0.233	0.360	0.586	0.128	0		0.366	0.275	0.274	0.335	0.058	0.461	0.087	0.158	0.219	Varied Fea
0.083	0.133	0.102	0.188	0.229	0.122	0.143	0.501	0.499	0.629	0.101	0.518	0.201	0.325	0.225	0.389	0.258	0.217	0.442	0.398	0.250	0.378	0.263	0.200	0.288	0.224	0.462	0.409	0.246	0.411	0.290	0.239	0.348	0.588	0.129	1	0	0.384	0.265	0.276	0.323	0.059	0.469	0.087	0.164	0.226	Feature less New
0.067	0.118	0.123	0.182	0.190	0.197	0.123	0.556	0.444	0.630	0.098	0.519	0.202	0.327	0.227	0.386	0.260	0.218	0.443	0.391	0.251	0.385	0.261	0.200	0.291	0.225	0.457	0.412	0.247	0.410	0.293	0.234	0.352	0	_	0.471	0.174	0.381	0.266	0.276	0.325	0.059	0.465	0.086	0.164	0.231	v Historic
0.073	0.105	0.105	0.175	0.238	0.143	0.160	0.506	0.494	0.624	0.102	0.513	0.207	0.319	0.233	0.384	0.264	0.216	0.444	0.394	0.251	0.375	0.265	0.196	0.294	0.220	0.468	0.406	0.251	0.406	0.295	0.236	0.352	_	٥	0.474	0.177	0.376	0.269	0.274	0.327	0.058	0.467	0.087	0.163	0.223	
0.082	0.090	0.113	0.141	0.224	0.164	0.187	0.539	0.461	0.622	0.103	0.511	0.211	0.320	0.237	0.379	0.272	0.213	0.449	0.390	0.254	0.374	0.267	0.196	0.298	0.218	0.475	0.402	0.256	0.401	0.301	0	_	0.586	0.130	0.468	0.180	0.369	0.272	0.274	0.334	0.060	0.460	0.087	0.157	0.225	Full of nature Urban
0.078	0.154	0.116	0.149	0.209	0.121	0.173	0.497	0.503	0.629	0.101	0.516	0.206	0.326	0.226	0.387	0.260	0.217	0.444	0.400	0.251	0.373	0.265	0.202	0.289	0.222	0.468	0.406	0.252	0.410	0.292	_	0	0.587	0.129	0.480	0.175	0.383	0.267	0.275	0.325	0.060	0.464	0.088	0.160	0.226	n Cheerful
0.063	0.078	0.091	0.163	0.202	0.179	0.224	0.506	0.494	0.614	0.106	0.503	0.219	0.314	0.249	0.373	0.279	0.212	0.453	0.390	0.256	0.368	0.274	0.190	0.306	0.213	0.485	0.395	0.264	0	_	0.233	0.358	0.586	0.129	0.464	0.182	0.362	0.283	0.270	0.335	0.058	0.455	0.087	0.156	0.220	rful Gloomy
0.083	0.132	0.120	0.176	0.220	0.149	0.121	0.493	0.507	0.630	0.100	0.519	0.201	0.325	0.221	0.389	0.256	0.219	0.438	0.396	0.250	0.381	0.260	0.202	0.287	0.226	0.457	0.414	0.244	1	0	0.238	0.348	0.587	0.131	0.479	0.173	0.386	0.262	0.277	0.322	0.058	0.471	0.088	0.167	0.226	
0.054	0.080	0.119	0.157	0.187	0.147	0.256	0.503	0.497	0.614	0.107	0.501	0.221	0.311	0.250	0.371	0.279	0.213	0.455	0.391	0.255	0.364	0.274	0.191	0.306	0.210	0.490	0	1	0.393	0.310	0.235	0.359	0.584	0.127	0.462	0.183	0.363	0.285	0.272	0.333	0.058	0.453	0.087	0.154	0.218	Individualistic Conventional
0.077	0.119	0.125	0.172	0.244	0.159	0.105	0.501	0.499	0.630	0.099	0.519	0.200	0.323	0.221	0.390	0.255	0.219	0.436	0.393	0.249	0.383	0.259	0.201	0.287	0.227	0.454	-	0	0.413	0.287	0.236	0.349	0.587	0.132	0.477	0.174	0.385	0.260	0.277	0.323	0.058	0.474	0.087	0.170	0.225	ntional Friendly
0.065	0.090	0.096	0.153	0.220	0.144	0.232	0.509	0.491	0.616	0.106	0.504	0.218	0.315	0.247	0.375	0.277	0.212	0.453	0.392	0.254	0.366	0.273	0.191	0.304	0	1	0.394	0.264	0.396	0.306	0.236	0.358	0.587	0.127	0.467	0.182	0.364	0.280	0.271	0.334	0.059	0.456	0.087	0.155	0.219	ly Unfriendly
0.099	0.128	0.128	0.180	0.213	0.155	0.097	0.516	0.484	0.634	0.099	0.524	0.196	0.329	0.216	0.392	0.253	0.220	0.436	0.394	0.251	0.386	0.256	0.205	0.283	_	0	0.417	0.240	0.416	0.285	0.237	0.349	0.586	0.133	0.480	0.173	0.390	0.258	0.279	0.321	0.059	0.473	0.087	0.167	0.232	ndly

																																														The ima Healed
0.051	0.075	0.094	0.163	0.230	0.173	0.214	0.511	0.489	0.615	0.105	0.502	0.218	0.312	0.249	0.374	0.277	0.212	0.452	0.390	0.254	0.369	0.273	0	_	0.212	0.484	0.397	0.263	0.396	0.307	0.232	0.357	0.587	0.128	0.464	0.181	0.361	0.281	0.270	0.335	0.058	0.458	0.087	0.158	0.217	ge of the sur
0.103	0.148	0.149	0.160	0.181	0.134	0.124	0.504	0.496	0.635	0.099	0.524	0.198	0.330	0.214	0.391	0.253	0.221	0.437	0.397	0.251	0.382	0.256	_	0	0.229	0.455	0.413	0.244	0.416	0.285	0.242	0.349	0.584	0.132	0.481	0.174	0.393	0.259	0.281	0.319	0.060	0.470	0.087	0.165	0.232	rounding are and Oper
0.059	0.102	0.076	0.168	0.219	0.162	0.214	0.493	0.507	0.616	0.105	0.504	0.217	0.317	0.246	0.377	0.274	0.212	0.452	0.395	0.254	0	1	0.191	0.304	0.214	0.483	0.397	0.261	0.399	0.306	0.236	0.355	0.588	0.128	0.470	0.179	0.365	0.280	0.269	0.332	0.058	0.457	0.088	0.158	0.219	The image of the surrounding area at this shopping street Healed Stimulated Open Exclusive
0.080	0.108	0.127	0.190	0.219	0.164	0.112	0.536	0.464	0.631	0.099	0.520	0.199	0.324	0.223	0.388	0.257	0.219	0.440	0.391	0.250	1	0	0.200	0.288	0.226	0.455	0.414	0.244	0.411	0.289	0.234	0.350	0.586	0.133	0.475	0.174	0.385	0.263	0.278	0.323	0.059	0.471	0.087	0.167	0.229	
0.094	0.092	0.104	0.168	0.194	0.163	0.185	0.510	0.490	0.621	0.104	0.512	0.211	0.321	0.236	0.379	0.270	0.214	0.448	0	_	0.374	0.267	0.197	0.297	0.220	0.474	0.402	0.256	0.403	0.301	0.235	0.356	0.586	0.130	0.471	0.179	0.372	0.274	0.274	0.330	0.059	0.461	0.087	0.158	0.226	Want to reside
	0.137	0.102	0.181	0.215	0.132	0.164	0.497	0.503	0.627	0.102						0.261	0.217	0.444	1	0	0.375	0.266	0.199	0.292	0.221	0.467	0.406	0.251	0.409	0.293		0.349							0.274	0.324	0.059	0.465	0.088	0.163	0.224	Do not want to
0.066	0.100	0.100	0.177	0.211	0.148	0.199	0.546	0.454	0.622	0.103	0.511	0.211	0.320	0.241	0.379	0.271	0	1	0.393	0.253	0.372	0.269	0.194	0.299	0.216	0.477	0.399	0.258	0.400	0.301	0.235	0.356	0.586	0.129	0.470	0.178	0.370	0.276	0.272	0.331	0.060	0.458	0.086	0.156	0.224	Warm
0.064	0.120	0.150	0.185	0.206	0.144	0.131	0.482	0.518	0.629	0.100	0.516	0.202	0.320	0.223	0.387	0.256	_	0	0.394	0.249	0.380	0.259	0.202	0.288	0.224	0.458	0.412	0.248	0.411	0.289	0.237	0.347	0.585	0.131	0.475	0.174	0.388	0.264	0.279	0.319	0.057	0.472	0.088	0.170	0.223	Aloof
0.069	0.062	0.087	0.150	0.217	0.177	0.238	0.526	0.474	0.612	0.107	0.502	0.221	0.313	0.253	0	1	0.209	0.456	0.388	0.257	0.366	0.275	0.188	0.309	0.211	0.490	0.392	0.266	0.392	0.312	0.232	0.362	0.587	0.128	0.461	0.184	0.356	0.284	0.269	0.339	0.059	0.453	0.087	0.153	0.219	Fascinating
0.078	0.129	0.121	0.177	0.238	0.133	0.124	0.515	0.485	0.631	0.100	0.519	0.199	0.324	0.222	1	0	0.219	0.439	0.396	0.249	0.381	0.260	0.201	0.287	0.225	0.458	0.413	0.244	0.412	0.287	0.238	0.349	0.587	0.130	0.480	0.173	0.386	0.262	0.277	0.322	0.059	0.471	0.087	0.166	0.226	Not fascinating
0.037	0.053	0.062	0.184	0.225	0.173	0.265	0.527	0.473	0.607	0.108	0.495	0.225	0	1	0.367	0.288	0.207	0.462	0.389	0.256	0.362	0.281	0.182	0.315	0.205	0.498	0.386	0.271	0.386	0.317	0.229	0.360	0.588	0.127	0.459	0.184	0.350	0.292	0.265	0.340	0.058	0.450	0.087	0.153	0.214	Want to play
0.094	0.153	0.101	0.170	0.190	0.153	0.140	0.561	0.439	0.634	0.099	0.524	0.199	1	0	0.389	0.258	0.217	0.445	0.398	0.252	0.382	0.261	0.204	0.286	0.227	0.460	0.411	0.245	0.413	0.290	0.241	0.352	0.586	0.133	0.481	0.172	0.385	0.264	0.276	0.325	0.061	0.461	0.086	0.158	0.235	want to examine
0.058	0.073	0.097	0.131	0.211	0.180	0.250	0.460	0.540	0.609	0.108	0	_	0.309	0.252	0.370	0.282	0.212	0.452	0.390	0.256	0.363	0.277	0.189	0.310	0.210	0.492	0.393	0.270	0.395	0.313	0.233	0.361	0.586	0.127	0.461	0.185	0.357	0.286	0.269	0.337	0.057	0.455	0.088	0.156	0.214	Liwly
0.086	0.121	0.122	0.180	0.217	0.139	0.134	0.541	0.459	0.631	0.100	_	0	0.327	0.224	0.388	0.258	0.218	0.442	0.394	0.251	0.382	0.260	0.201	0.288	0.225	0.460	0.411	0.246	0.410	0.289	0.237	0.351	0.586	0.131	0.478	0.174	0.385	0.264	0.278	0.324	0.060	0.468	0.087	0.162	0.230	Calm
0.095	0.056	0.098	0.183	0.222	0.115	0.231	0.450	0.550	0	_	0.502	0.218	0.308	0.245	0.375	0.276	0.212	0.449	0.390	0.256	0.365	0.271	0.192	0.302	0.213	0.485	0.393	0.264	0.397	0.306	0.233	0.356	0.588	0.124	0.470	0.182	0.366	0.281	0.274	0.330	0.057	0.462	0.089	0.158	0.218	Atmosphere of A
0.074	0.123	0.127	0.175	0.220	0.139	0.141	0.533	0.467	_		0.518	0.201	0.324	0.226	0.387	0.259	0.218	0.443	0.394	0.250	0.380	0.261	0.200	0.289	0.224	0.461	0.410	0.248	0.409	0.290	0.237	0.351	0.586	0.131	0.476	0.175	0.383	0.265	0.277	0.324	0.059	0.467	0.087	0.163	0.227	Atmosphere of rural area
0.072	0.105	0.116	0.174	0.223	0.148	0.162		_	0.596	0.115	0.482	0.229	0.287	0.225	0.381	0.256	0.229	0.413	0.404	0.252	0.357	0.274	0.200	0.294	0.218	0.470	0.414	0.256	0.420	0.299	0.242	0.332	0.593	0.118	0.482	0.179	0.385	0.274	0.275	0.305	0.041	0.492	0.100	0.200	0.186	Gender Male
		0.116	0.174	0.223	0.148	0.162	į		0.652	0.090						0.272	0.204	0.474	0.382	0.251	0.394	0.255	0.194	0.294	0.222	0.465	0.398	0.248	0.391	0.292	0.229	0.371								0.347	0.075	0.440	0.075	0.127	0.260	Female
	0	0	4 0	3 0		2 1	0.511	0.489	2 0.545	0.146		6 0.319				2 0.388	4 0.175	4 0.547	2 0.399	0.287	4 0.259	5 0.350	4 0.152	4 0.389	2 0.133	5 0.671	8 0.263	0.399	0.304	2 0.408		0.407					0.258	0.393		7 0.391	0.065	0.347	5 0.087	7 0.068	0.188	Age
	0	0	0	0	1	0	0.511	0.489	0.589	0.079		0.252				0.317	0.211	0.444	0.350	0.278	0.417	0.291	0.179	0.344	0.231	0.457	0.437	0.251	0.410	0.358		0.390									0.047		0.087	0.181	0.229	20th
0	0	0	0	1	0	0	0.511	0.489	0.615	0.102	0.499	0.195	0.272	0.234	0.408	0.256	0.200	0.419	0.378	0.218	0.369	0.259	0.160	0.303	0.210	0.460	0.443	0.211	0.399	0.268	0.221	0.352	0.625	0.110	0.485	0.181	0.345	0.225	0.260	0.363	0.056	0.527	0.087	0.186	0.168	30th
0	0	0	1	0	0	0	0.511	0.489	0.630	0.108	0.531	0.156	0.312	0.246	0.391	0.228	0.231	0.451	0.409	0.243	0.412	0.256	0.182	0.276	0.228	0.413	0.401	0.227	0.410	0.277	0.202	0.286	0.589	0.136	0.510	0.135	0.433	0.293	0.289	0.245	0.049	0.491	0.087	0.202	0.243	40th
0	0	1	0	0	0	0	0.511	0.489	0.683	0.086	0.538	0.172	0.279	0.124	0.399	0.197	0.279	0.383	0.345	0.224	0.410	0.172	0.253	0.237	0.242	0.386	0.435	0.258	0.417	0.231	0.234	0.341	0.532	0.138	0.414	0.193	0.476	0.197	0.348	0.268	0.053	0.522	0.087	0.218	0.224	50th
0	_	0	0	0	0	0	0.511	0.489	0.728	0.054	0.591	0.143	0.464	0.118	0.469	0.156	0.247	0.421	0.513	0.220	0.388	0.255	0.277	0.209	0.269	0.399	0.461	0.192	0.508	0.220	0.345	0.303	0.587	0.146	0.599	0.116	0.497	0.209	0.267	0.274	0.076	0.444	0.087	0.155	0.275	60th N
1	0	0	0	0	0	0	0.511	0.489	0.648	0.135	0.617	0.168	0.417	0.121	0.414	0.256	0.191	0.410	0.377	0.329	0.419	0.217	0.283	0.208	0.305	0.425	0.434	0.190	0.467	0.258	0.257	0.400	0.597	0.121	0.549	0.188	0.426	0.217	0.322	0.345	0.079	0.486	0.087	0.097	0.343	More than70

Appendix 3. Difference of probability

			Age				COLLEGE	Gender															;	area at this shopping street	The image of the surrounding																		visiting	The purpose of		name
More than70	60th	50th	40th	30th	20th	10th	Female	Male	Atmosphere of rural area	Atmosphere of urban	Calm	Lively	Want to examine deliberately	Want to play	Not fascinating	Fascinating	Aloof	Warm	Do not want to reside	Want to reside	Exclusive	Open	Stimulated	Healed	Unfriendly	Friendly	Conventional	Individualistic	Gloomy	Cheerful	Urban	Full of nature	Historic	New	Featureless	Varied	Scattered	Of the united feeling there is	Ugly	Beautiful	Leisure, amusement	Celebration, event	Business	Eating and drinking	Shopping	state
0.072	0.105	0.116	0.174	0.223	0.148	0.162	0.511	0.489	0.625	0.102	0.513	0.207	0.320	0.232	0.383	0.264	0.216	0.444	0.393	0.251	0.376	0.264	0.197	0.294	0.220	0.468	0.406	0.252	0.406	0.295	0.236	0.352	0.587	0.130	0.473	0.177	0.377	0.269	0.275	0.327	0.058	0.466	0.087	0.163	0.224	Prior
0.038	0.024	0.000	0.015	-0.056	0.004	-0.026	0.082	-0.082	0.011	-0.003	0.015	-0.010	0.017	-0.010	0.005	-0.006	0.001	0.001	0.001	0.003	0.010	-0.006	0.009	-0.009	0.009	-0.010	0.004	-0.007	0.007	-0.006	0.002	0.001	-0.002	0.004	0.006	-0.004	0.010	-0.005	0.004	-0.002	0.004	-0.005	-0.002	-0.007	1	The purpose of visiting Shopping Eating and drinking
-0.029	-0.005	0.039	0.041	0.031	0.017	-0.094	-0.113	0.113	0.004	-0.005	0.001	-0.009	-0.008	-0.015	0.007	-0.016	0.009	-0.019	0.000	-0.006	0.009	-0.008	0.003	-0.008	0.008	-0.023	0.018	-0.015	0.011	-0.013	-0.002	-0.015	0.002	0.000	0.004	-0.006	0.016	-0.014	0.004	-0.016	-0.006	0.019	0.003	1	-0.011	
0.000	0.000	0.000	0.000	0.000	0.000	0.000	-0.069	0.069	-0.004	0.002	-0.004	0.003	-0.004	-0.001	0.000	-0.001	0.002	-0.004	0.002	0.000	-0.003	0.001	0.000	0.000	0.000	0.000	0.001	0.001	0.002	0.000	0.001	-0.003	0.001	-0.002	0.001	0.000	0.001	0.001	0.000	-0.003	-0.002	0.004	1	0.005	-0.005	Business
0.003	-0.005	0.014	0.009	0.029	-0.010	-0.041	-0.028	0.028	0.002	-0.001	0.002	-0.005	-0.003	-0.008	0.004	-0.007	0.003	-0.007	-0.001	-0.003	0.004	-0.005	0.002	-0.005	0.004	-0.010	0.007	-0.007	0.005	-0.007	-0.001	-0.004	0.001	0.000	0.003	-0.002	0.007	-0.007	0.002	-0.004	-0.001	1	0.001	0.008	-0.002	Celebration, L
0.026	0.031	-0.012	-0.027	-0.008	-0.029	0.018	0.146	-0.146	0.013	-0.004	0.015	-0.008	0.019	-0.003	0.004	0.001	-0.005	0.009	0.002	0.002	0.004	-0.003	0.004	-0.003	0.004	0.001	-0.002	-0.002	0.000	-0.004	0.005	0.006	0.000	0.001	0.006	-0.002	0.002	-0.004	0.001	0.006	1	-0.013	-0.004	-0.017	0.015	Leisure, I
0.004	-0.017	-0.021	-0.043	0.025	0.020	0.032	0.032	-0.032	-0.005	0.001	-0.004	0.007	-0.001	0.009	-0.005	0.010	-0.006	0.006	-0.004	0.003	-0.004	0.005	-0.004	0.007	-0.004	0.011	-0.005	0.005	-0.006	0.007	-0.001	0.008	0.001	-0.001	-0.006	0.004	-0.013	0.004	0	_	0.001	-0.006	-0.001	-0.007	-0.001	The image of the surrounding area at this shopping street Beautiful Ugly Of the united feeling there is Scattered
0.012	-0.003	0.031	0.009	-0.012	-0.016	-0.021	0.001	-0.001	0.004	0.000	0.004	-0.005	0.001	-0.008	0.003	-0.005	0.003	-0.004	-0.001	-0.001	0.004	-0.006	0.004	-0.006	0.003	-0.007	0.003	-0.003	0.003	-0.005	0.000	-0.002	-0.002	0.000	0.001	-0.001	0.008	-0.005	1	0	0.000	0.004	0.000	0.003	0.003	be surrounding
-0.014	-0.024	-0.031	0.015	-0.036	0.016	0.074	-0.008	0.008	-0.011	0.004	-0.011	0.012	-0.005	0.019	-0.011	0.014	-0.004	0.011	0.000	0.005	-0.009	0.011	-0.007	0.012	-0.009	0.019	-0.014	0.014	-0.010	0.014	-0.002	0.004	0.000	-0.002	-0.007	0.004	0	1	-0.005	0.005	-0.001	-0.012	0.000	-0.007	-0.004	g area at this sho Of the united feeling there is
0.009	0.033	0.031	0.026	-0.019	-0.029	-0.051	-0.010	0.010	0.010	-0.003	0.010	-0.011	0.006	-0.017	0.009	-0.015	0.006	-0.008	0.004	-0.003	0.007	-0.009	0.008	-0.012	0.008	-0.016	0.009	-0.010	0.010	-0.012	0.004	-0.008	-0.001	0.001	0.009	-0.005	_	0	0.006	-0.011	0.000	0.008	0.000	0.007	0.005	
0.005	-0.036	0.010	-0.042	0.006	0.012	0.044	-0.007	0.007	-0.008	0.003	-0.008	0.010	-0.007	0.009	-0.007	0.011	-0.003	0.004	-0.006	0.003	-0.006	0.004	-0.004	0.008	-0.005	0.013	-0.007	0.009	-0.008	0.008	-0.002	0.007	-0.001	-0.002	0	_	-0.012	0.006	-0.001	0.008	0.000	-0.005	0.000	-0.004	-0.004	Varied
0.012	0.028	-0.014	0.014	0.006	-0.026	-0.019	-0.010	0.010	0.004	-0.001	0.005	-0.005	0.005	-0.007	0.005	-0.007	0.001	-0.003	0.005	-0.001	0.001	-0.002	0.003	-0.006	0.003	-0.005	0.004	-0.006	0.005	-0.006	0.004	-0.004	0.002	-0.001	_	0	0.007	-0.004	0.001	-0.004	0.000	0.003	0.000	0.001	0.002	Featureless
-0.005	0.013	0.007	0.008	-0.033	0.049	-0.039	0.045	-0.045	0.006	-0.004	0.006	-0.005	0.008	-0.005	0.002	-0.004	0.002	-0.001	-0.002	0.000	0.009	-0.003	0.003	-0.003	0.005	-0.010	0.006	-0.005	0.005	-0.002	-0.002	0.000	0	_	-0.002	-0.003	0.004	-0.003	0.001	-0.001	0.001	-0.001	-0.001	0.002	0.007	New
0.001	0.000	-0.011	0.001	0.015	-0.004	-0.002	-0.005	0.005	-0.001	0.000	0.000	0.000	0.000	0.001	0.001	0.000	-0.001	0.000	0.001	0.000	-0.001	0.001	-0.001	0.000	0.000	0.000	0.000	-0.001	0.000	0.000	0.000	0.000	_	0	0.002	0.000	-0.001	0.000	-0.001	0.001	0.000	0.001	0.000	0.000	-0.001	Historic F
0.010	-0.015	-0.004	-0.033	0.000	0.016	0.025	0.028	-0.028	-0.003	0.001	-0.002	0.005	0.000	0.005	-0.004	0.007	-0.003	0.004	-0.003	0.003	-0.002	0.002	-0.002	0.004	-0.002	0.008	-0.004	0.004	-0.004	0.005	0	_	0.000	0.000	-0.005	0.004	-0.008	0.003	-0.001	0.007	0.001	-0.006	-0.001	-0.006	0.001	Full of nature U
0.006	0.049	-0.001	-0.025	-0.014	-0.027	0.011	-0.014	0.014	0.004	-0.001	0.003	-0.001	0.007	-0.006	0.004	-0.005	0.001	-0.001	0.007	-0.001	-0.003	0.000	0.005	-0.005	0.001	0.001	0.000	0.000	0.004	-0.003	_	0	0.000	-0.001	0.007	-0.002	0.006	-0.002	0.000	-0.002	0.001	-0.002	0.000	-0.003	0.002	Urban
-0.009	-0.027	-0.025	-0.011	-0.021	0.031	0.062	-0.005	0.005	-0.011	0.004	-0.010	0.012	-0.005	0.017	-0.010	0.015	-0.005	0.009	-0.003	0.005	-0.008	0.009	-0.007	0.012	-0.008	0.017	-0.011	0.012	0	1	-0.003	0.006	0.000	-0.001	-0.009	0.005	-0.016	0.013	-0.005	0.008	0.000	-0.011	0.000	-0.006	-0.004	Cheerful G
0.011	0.026	0.003	0.002	-0.004	0.002	-0.040	-0.018	0.018	0.005	-0.002	0.006	-0.006	0.005	-0.011	0.006	-0.008	0.003	-0.006	0.003	-0.001	0.005	-0.004	0.005	-0.007	0.006	-0.011	0.008	-0.008	1	0	0.003	-0.004	0.000	0.001	0.006	-0.003	0.009	-0.007	0.002	-0.005	0.000	0.005	0.000	0.005	0.003	Gloomy
-0.018	-0.025	0.003	-0.017	-0.037	-0.001	0.094	-0.008	0.008	-0.010	0.005	-0.012	0.014	-0.008	0.018	-0.012	0.015	-0.003	0.011	-0.002	0.004	-0.012	0.009	-0.006	0.012	-0.011	0.023	0	1	-0.013	0.014	0.000	0.006	-0.002	-0.003	-0.011	0.007	-0.014	0.015	-0.003	0.007	0.000	-0.013	0.000	-0.008	-0.005	Individualistic Conventional
0.005	0.014	0.008	-0.002	0.020	0.011	-0.057	-0.010	0.010	0.005	-0.003	0.006	-0.007	0.003	-0.011	0.006	-0.009	0.003	-0.008	0.000	-0.003	0.007	-0.006	0.004	-0.007	0.006	-0.013	1	0	0.008	-0.008	0.000	-0.004	0.001	0.002	0.004	-0.003	0.008	-0.009	0.002	-0.004	-0.001	0.008	0.000	0.007	0.001	
-0.007	-0.016	-0.020	-0.021	-0.004	-0.003	0.070	-0.003	0.003	-0.009	0.004	-0.009	0.011	-0.005	0.015	-0.008	0.012	-0.005	0.009	0.000	0.003	-0.010	0.008	-0.006	0.010	0	1	-0.012	0.012	-0.009	0.011	0.000	0.006	0.001	-0.003	-0.006	0.005	-0.013	0.011	-0.004	0.008	0.000	-0.010	0.000	-0.008	-0.004	Friendly
0.028	0.023	0.011	0.006	-0.010	0.007	-0.065	0.004	-0.004	0.009	-0.003	0.011	-0.010	0.009	-0.016	0.008	-0.011	0.004	-0.008	0.001	-0.001	0.010	-0.008	0.008	-0.011	1	0	0.011	-0.012	0.011	-0.010	0.002	-0.003	0.000	0.003	0.007	-0.004	0.013	-0.011	0.004	-0.006	0.001	0.007	0.000	0.005	0.008	Unfriendly

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-0.021	-0.030	-0.022	-0.011	0.007	0.025	0.052	0.000	0.000	-0.010	0.003	-0.011	0.011	-0.008	0.017	-0.009	0.013	-0.004	0.008	-0.003	0.002	-0.008	0.009	0	1	-0.008	0.016	-0.009	0.011	-0.010	0.012	-0.004	0.005	0.000	-0.001	-0.009	0.005	-0.016	0.011	-0.005	0.008	-0.001	-0.008	0.000	-0.004	-0.006	Healed
0.031	0.042	0.033	-0.013	-0.042	-0.013	-0.037	-0.007	0.007	0.010	-0.003	0.011	-0.008	0.011	-0.018	0.008	-0.012	0.005	-0.007	0.004	0.000	0.006	-0.008	_	0	0.009	-0.013	0.008	-0.008	0.011	-0.010	0.006	-0.003	-0.003	0.002	0.008	-0.003	0.016	-0.010	0.006	-0.007	0.001	0.004	0.000	0.002	0.009	Healed Stimulated Open Exclusive
-0.013	-0.004	-0.041	-0.006	-0.004	0.015	0.052	-0.018	0.018	-0.009	0.003	-0.009	0.010	-0.003	0.014	-0.007	0.010	-0.004	0.007	0.002	0.003	0	_	-0,006	0.010	-0.007	0.015	-0.008	0.009	-0.006	0.011	0.000	0.003	0.002	-0.002	-0.003	0.003	-0.012	0.011	-0.006	0.006	0.000	-0.008	0.000	-0.005	-0.005	pen l
0.008	0.003	0.011	0.016	-0.004	0.016	-0.050	0.025	-0.025	0.006	-0.003	0.007	-0.008	0.005	-0.009	0.005	-0.007	0.002	-0.004	-0.002	-0.001	1	0	0.003	-0.006	0.006	-0.013	0.008	-0.008	0.006	-0.006	-0.002	-0.002	-0.001	0.003	0.002	-0.003	0.007	-0.007	0.003	-0.004	0.000	0.005	-0.001	0.004	0.006	Exclusive
0.022	-0.013	-0.013	-0.006	-0.029	0.016	0.023	-0.001	0.001	-0.004	0.002	-0.001	0.004	0.001	0.004	-0.004	0.006	-0.002	0.003	0	_	-0.002	0.003	0.000	0.003	-0.001	0.006	-0.004	0.004	-0.002	0.005	-0.001	0.004	-0.001	0.000	-0.002	0.002	-0.005	0.005	-0.001	0.003	0.000	-0.005	0.000	-0.005	0.003	Want to reside
-0.003	0.032	-0.014	0.007	-0.008	-0.016	0.002	-0.014	0.014	0.002	-0.001	0.001			-0.002	0.003	-0.003	0.001	0.000	1	0	-0.001	0.001	0.002	-0.002	0.001	0.000	0.000	-0.001	0.003	-0.002	0.004	-0.003		0.000			0.004	0.000	-0.001	-0.003	0.000	-0.001	0.000	0.000	0.001	Do not want to reside
		-0.016	0.003	-0.013	0.000	0.037	0.034	-0.034	-0.002	0.001						0.007		_	0.000	0.002	-0.004	0.004	-0.003	0.005	-0.004	0.009	-0.007	0.006	-0.006	0.006	0.000	0.003		0.000			-0.007	0.007	-0.003	0.004	0.001	-0.008	-0.001	-0.007	0.001	Warm
			0.012	-0.017	-0.004	-0.031	-0.029	0.029	0.005	-0.002		-0.005		-0.009		-0.008		0	0.001	-0.003	0.004	-0.005	0.005	-0.006	0.004	-0.010	0.006	-0.004	0.005	-0.006		-0.005		0.001			0.010	-0.006	0.004	-0.008	-0.001	0.006	0.001		0.000	Aloof
			-0.024	-0.007	0.030	0.076	0.015	-0.015	-0.013	0.004							-0.007	0.012	-0.005	0.006	-0.010	0.011	-0.009	0.015	-0.009	0.022		0.014	-0.013	0.016	-0.004	0.010						0.015		0.013	0.000	-0.012	0.000	-0.010	-0.004	Fascinating
			0.003	0.015	-0.015	-0.037	0.003	-0.003	0.006	-0.002						0	7 0.002	-0.005	0.003	-0.003	0.005	-0.005	0.004	-0.007	0.005	-0.010		4 -0.008		-0.008		-0.004								-0.004	0.000	0.006	0.000		0.003	Not fascinating
			3 0.010	5 0.002	5 0.025	7 0.103	3 0.016	3 -0.016	6 -0.017	2 0.006		7 0.018		0	1 -0.017	0 0.024	2 -0.009	5 0.018	3 -0.004	0.005	5 -0.014	5 0.016	-0.015	7 0.021	5 -0.015	0.030	7 -0.020	0.019	-0.019	8 0.022	2 -0.006	0.008		-0.003						4 0.013	0.000	-0.016	0.000	-0.010	3 -0.009	Want to play
			-0.004	2 -0.034	0.005	JB -0.022	16 0.050	-0.050	0.010	-0.004				1	0.006	-0.006	0.000	0.000	0.005	0.001	0.006	-0.003	0.007	-0.007	0.007	-0.008		-0.007	0.008	-0.005		0.000								-0.002	0.003	-0.005	-0.001	-0.005	0.012	examine
		-0.019	04 -0.043	34 -0.013	0.032		50 -0.052		-0.016			08	-0.010	0 0.0	06 -0.013		-0.004	00 0.008	05 -0.003	01 0.005	06 -0.013	03 0.012	07 -0.008	07 0.016	-0.011	0.024	05 -0.013		-0.011		05 -0.002			03 -0.003				05 0.016		02 0.010	03 -0.002	-0.011		05 -0.007	12 -0.009	Lively
			43 0.006	-0.006	-0.008	0.088 -0.028	152 0.029	0.052 -0.029		0.006 -0.002		_	0.007	0.020 -0.008	0.005	0.018 -0.006	0.001	08 -0.002	0.001	-0.001	0.006	-0.005	0.004	-0.006	0.005	-0.008	0.005	0.018 -0.006	0.005	0.006	0.001	0.009 -0.001		0.001			0.007	-0.006		-0.003	0.001	0.002	0.001 -0.001		0.006	Calm
		0.006 -0.							0.007)02		0																																0.000 -0.	0.0-	Atmosphere of urban
			0.009 0	-0.001 -0	-0.033 -0	0.069 -0	-0.061 0	0.061 -0	0	_	-0.011 0			0.013 -0		0.012 -0	-0.004 0	0.005 -0	-0.003 0	0.005 -0	-0.011 0	0.007 -0	-0.005 0	0.008 -0	-0.008 0	0.017 -0	-0.013 0	0.012 -0		0.011 -0	-0.003 0	0.003 -0		-0.006 0				0.012 -0		0.004 -0	-0.002 0	-0.003 0	0.001 -0	-0.005 0	-0.006 0	of Atmosphere of rural area
			0.001 0	-0.003 0	-0.008 0	-0.021 0	0.022	-0.022	-0	0						-0.005 -0	0.002 0	-0.002 -0	0.001 0	-0.002 0	0.004 -0	-0.004 0	0.003 0	-0.005 0	0.003 -0	-0.007 0	0.004 0	-0.004 0	0.004 0	-0.005 0		-0.001 -0						-0.005 0		-0.003 -0	0.001 -0		-0.001 0	0.000 0		of Male
		0.000 (0.000	0.000	0.000	0.000 (0	_	-0.028	0.013						-0.008 (0.013 -C	-0.031 (0.012 -0	٠.001 -د	-0.019 (D- 010.0	0.003	0.000 (-0.002	0.003	٠ 800.0	0.004 -0	٠.015	0.003		-0.020		-0.012			0.008	0.004		-0.021 (-0.017	0.027 -	ى د0.012	0.038 -0	-0.038 (Female
0.000	0.000	0.000	0.000	0.000	0.000	0.000	1 0.	0	0.027 -0.1	0.012 0.						0.008 0.	-0.012 -0.1	0.030 0.	-0.011 0.	-0.001 0.	0.018 -0.	-0.010 0.	-0.003 -0.	0.000 0.	0.002 -0.	-0.002 0.	-0.008 -0.	-0.004 0.	-0.014 -0.	-0.003 0.	-0.007 0.	0.019 0.		0.011 -0.1				-0.004 0.	0.000 -0.1	0.020 0.	0.017 0.	-0.025 -0.	0.012 0.		0.036 -0.	10th
		0	0	0	0	_	0.000 0.000	0.000 0.000	-0.079 -0.035	0.044 -0.023		0.113 0.045			-0.088 -0.038	0.124 0.053	-0.042 -0.005	0.102 0.000	0.006 -0.043	0.036 0.026	-0.117 0.041	0.085 0.027	-0.045 -0.018	0.095 0.050	-0.088 0.011	0.203 -0.011	-0.142 0.031	0.147 -0.001	-0.101 0.005	0.113 0.063	0.016 -0.043	0.055 0.038		-0.031 0.043			-0.119 -0.073	0.124 0.029	-0.035 -0.030	0.064 0.045	0.007 -0.011	-0.119 -0.030	0.000 0.000	-0.095 0.018	-0.036 0.006	20th
		0 0	0 0	0	1 0	0 0	0.000	0.000	35 -0.009	23 -0.001						53 -0.008	05 -0.017	00 -0.025	43 -0.015	26 -0.033	41 -0.008	-0.005	18 -0.037	50 0.009	-0.010	-0.008	31 0.037	01 -0.041	05 -0.007	63 -0.028	43 -0.015	38 0.000		43 -0.019						45 0.036	-0.002	30 0.061	0.000		06 -0.056	30th
		0	0	0	9 0	0	0.000	0.000	9 0.005	0.005						8 -0.036	7 0.014	5 0.007	5 0.016	3 -0.009	8 0.035	-0.009	7 -0.015	-0.018	0 0.007	8 -0.055		-0.025	7 0.005	8 -0.018	5 -0.033	0 -0.066		9 0.006						6 -0.082	2 -0.009	0.025	0.000		6 0.020	40th
	0	_	0	0	0	0	0.000	0.000	0.058	-0.016	0.025	-0.035	-0.041	-0.108		-0.067	0.063	-0.062	-0.048	-0.027	0.034	-0.092	0.056	-0.057	0.021	-0.082	0.029	0.006	0.012	-0.064	-0.001	-0.011					0.099	-0.073		-0.058	-0.006	0.056	0.000		0.001	50th
0		٥	0	0	0	0	0.000	0.000	0.103	-0.048	0.078	-0.063	0.144	-0.114	0.086	-0.108	0.030	-0.024	0.120	-0.031	0.012	-0.009	0.079	-0.085	0.048	-0.069	0.055	-0.060	0.102	-0.076	0.110	-0.049	0.000	0.016	0.126	-0.061	0.120	-0.060	-0.008	-0.053	0.017	-0.022	0.000	-0.008	0.051	60th N
_	٥	0	0	0	0	0	0.000	0.000	0.023	0.033	0.104	-0.039	0.098	-0.112	0.031	-0.009	-0.025	-0.034	-0.016	0.077	0.043	-0.048	0.086	-0.086	0.085	-0.043	0.028	-0.062	0.061	-0.038	0.021	0.048	0.011	-0.009	0.076	0.011	0.049	-0.053	0.047	0.019	0.021	0.020	0.000	-0.066	0.119	More than70