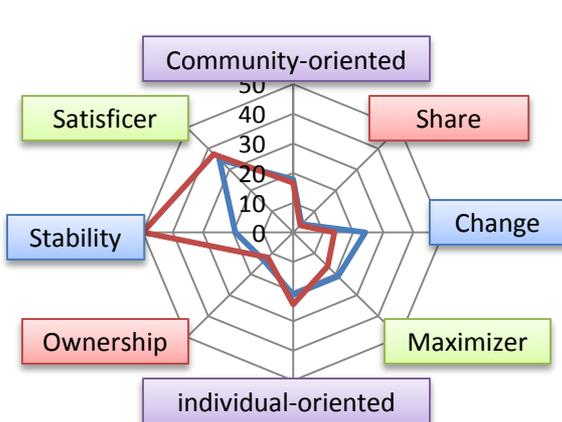


Appearances of 3 non-innovators Clusters

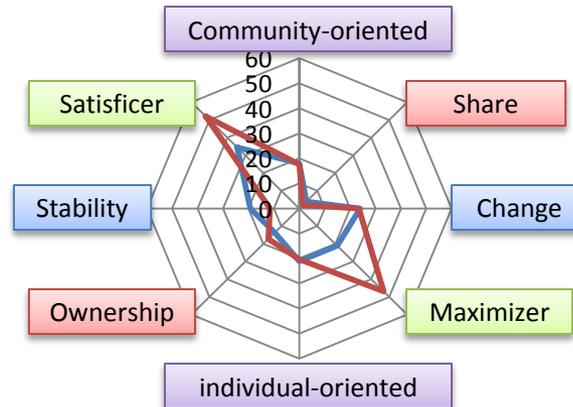
Traditionalists

Balance-type



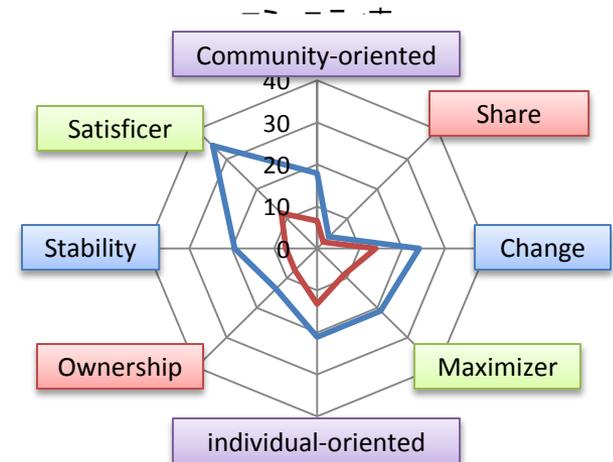
Discontented housewives

Balance-type



Indifferentists

Balance-type

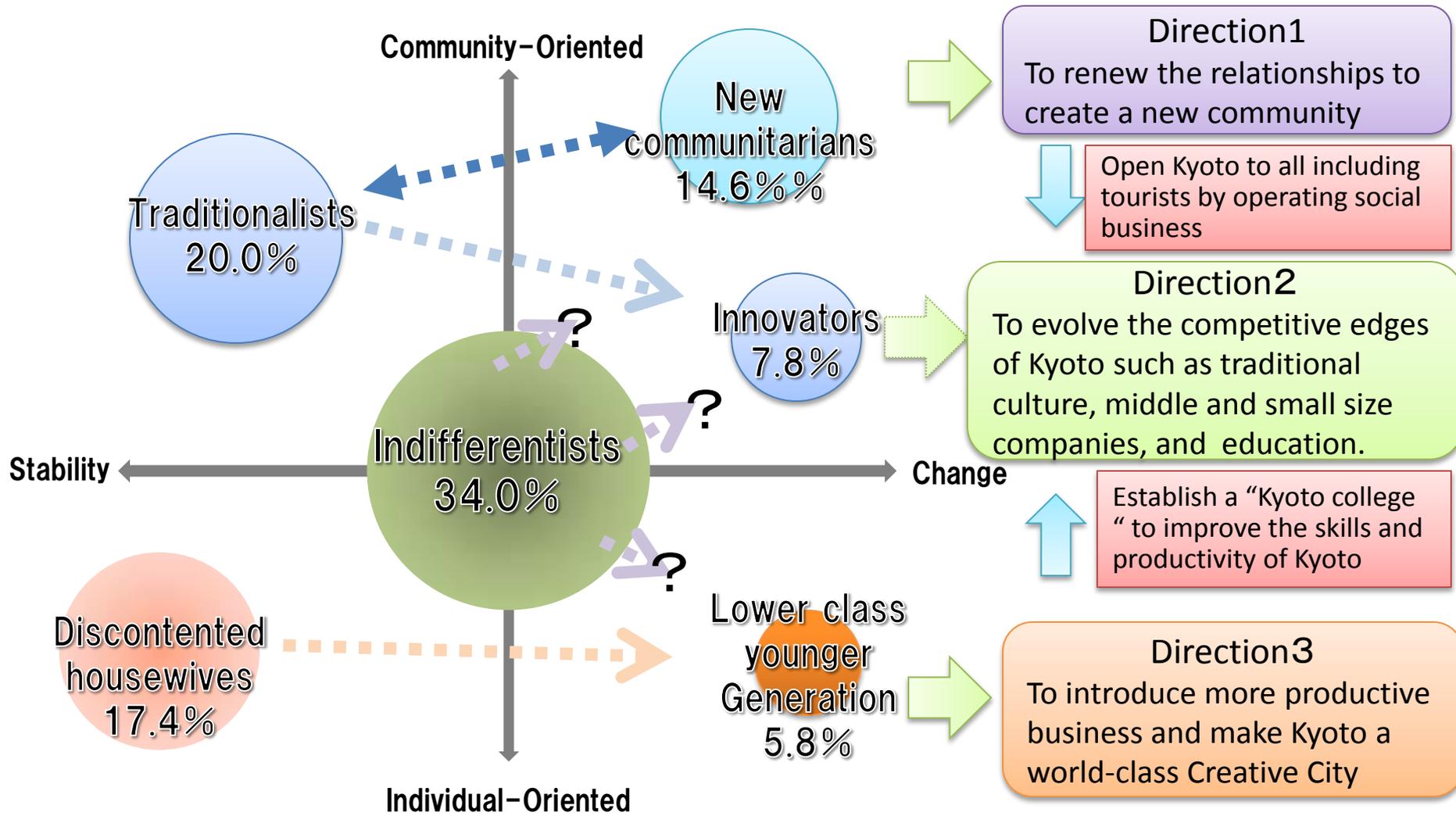


Wants to keep the Status Quo

Seeking a simple lifestyle with a few sophisticated items

Low commitment to any kind of local affairs

Happiness Story to unite clusters



Three Directions are introduced from the clusters. And to make an agreement, Kyoto City Government should concentrate on Direction 2, which other clusters will agree.