



EASI[®] Life Stage Clusters

A New Neighborhood Social Stratification System

Easy Analytic Software, Inc. (EASI) has developed a simplified clustering system. A primary goal of the EASI development effort has been the creation of a cluster system based on a Life Stage model. Life Stage Clusters are a neighborhood classification system based on the crucial factors that determine life's key decisions. It is a community-oriented scheme that identifies and quantifies the factors that are involved in moving to a specific location. To accomplish this goal EASI's statisticians have spent hundreds of hours analyzing the vast EASI demographic database, and organizing the results into a simplified system designed for non-statisticians.

The EASI Master Database, used as the basis for developing the EASI Life Stage Clusters, has over 1,900 variables including demographic data and forecasts for 4/1/2010; a current year update; and a five-year forecast. The standard version of this Master Database is available for Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US. The EASI Life Stages Model is based upon the Block Group database.

EASI is a New York-based independent developer and marketer of demographic data and software solutions that provide demographic reports with unique search and analysis tools. EASI has been in business since 1995 with over 1,500 clients nationwide who use our databases, software, and on-line services.

Clustering based on Life Stages

EASI's clusters are developed based upon a Life Stage model. Life Stages are based on the concept that your age, your income, and your family status are key determinates in the type of neighborhood you live in.

Think of it this way,

“Life is just a stage I’m going through.”

As we all know, nothing lasts forever. That is the assumption in the creation of Life Stages. They represent a phase in a person’s life based upon a set of circumstances, a phase that will eventually change. Things change; a person will get a job, get married,

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have kids, change jobs, kids leave, retire, and changes continue. Each stage is transitory, it does not last forever. Life Stages evolve throughout a person's lifetime.

Benefits

EASI Life stages are ideal for analyzing direct mail results, sales analysis, marketing analysis, political analysis, and much more.

How are stages determined?

→ How old is your household? Your household head may be; 20, 30, 40, 50, 60, 70, or 80+ years of age.

→ What is your marital status? You may be; married with children, or a single parent, or married with no children (under 18 living at home), or non-family.

→ What is your household income? It may be lower than average, moderate, or higher than average.

These factors all make a difference in how you spend your life and of course where you live. They *directly* relate to your choice of neighborhood selection.

The Basics in EASI's Life Stages ... Each of the EASI Life Stage Clusters will be identified by its unique combinations of significantly related demographic and consumer expenditures (CEX) variables.

Some of these clusters are small in number, (maybe only a few neighborhoods or a very small percent of US households) but they still form a consistent group that is statistically different from all the others.

The EASI Cluster Analysis Summaries

EASI has produced a Cluster Analysis Summary for each of the 84 Life Stage Clusters. This summary consists of the following elements:

Icon Presentation:

To help you understand Life Stages, each cluster will be represented by a group of icons that illustrate the basis of the cluster.

Cluster Impact Summary:

This section will identify both the economic power of the cluster and the size of the cluster. Each of those characteristics will be ranked from 1 to 84 (the cluster

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with Economic Power Rank of 1 will be the strongest and the cluster with Rank 84 will be the weakest).

Demographic Summary:

The Demographics Summary lists the 10 demographic traits most distinctive to the combination of all of the neighborhoods contained within a given cluster.

Expenditure Summary:

The Expenditure Summary lists the consumer expenditures most distinctive to the combination of all neighborhoods contained within a given cluster.

This Life Stage data base includes three years of estimates; 4/1/2010; current year; and a five year forecast. Life Stages also includes all the Consumer Expenditure estimates for the current year. This allows for analysis of what specific neighborhoods purchase.

Life Stage Market Research Analysis

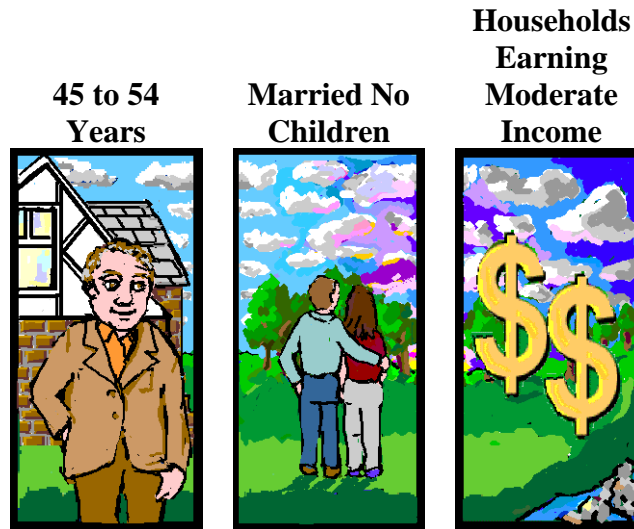
EASI can process your actual sales data and then analyze the results based on Life Stages. The results will identify which Life Stages have the highest propensity for your products.

The analysis can be used for advertising, direct mail and other analysis.

Call for details - 800 HOW EASI (469 3274)

An example using EASI Life Stages

Cluster 43 Late Middle Age (45-54) Families No Children with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$81,642 **Rank = 39**
(How does this group compare economically to all the other clusters? It is the 39th richest, with a median income of \$81,642.)

Households in Dominant Life Stage: 4,437,931 (3.577 %US) **Rank = 1**
(Of the nation's total households 7,224,962 are represented in the sum of all the neighborhoods in this cluster group. It is the 5th largest with a rank of 5.)

The list below shows the top autonomous variables including both, demographics and consumer expenditures, that were most associated with this Life Stage cluster.

Demographically Associated Variables (with the sum of this cluster):

Family Population	<i>(people living in families)</i>
Household, Median Vehicles	<i>(larger number of vehicles)</i>
Household, Median Size	<i>(larger family size)</i>
Housing, Owner Households, Mortgage Any	<i>(home owners w/mortgage)</i>
Housing, Owner Households Valued \$200,000-\$249,000	<i>(relatively many in this range)</i>

Common Consumer Expenditures (with the sum of this cluster):

Day Care Centers, nursery, preschools (\$000)
Playground equipment (\$000)

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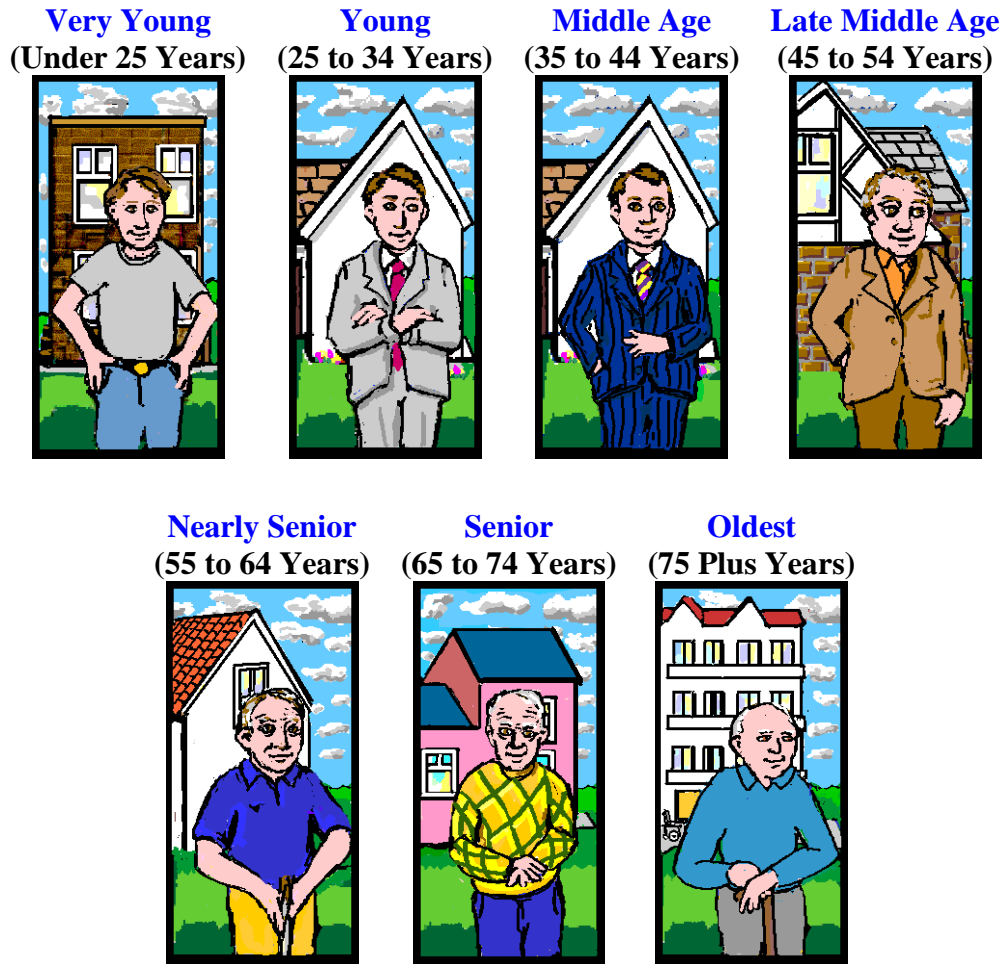
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EASI® Life Stage Clusters - Icon Illustration

Icons – the icons depicted below form 84 (7 ages, 4 marital statuses, 3 income groups → $7 * 4 * 3 = 84$) possible clusters composed of combinations of the following:

Age of Head of Household (may be male or female):



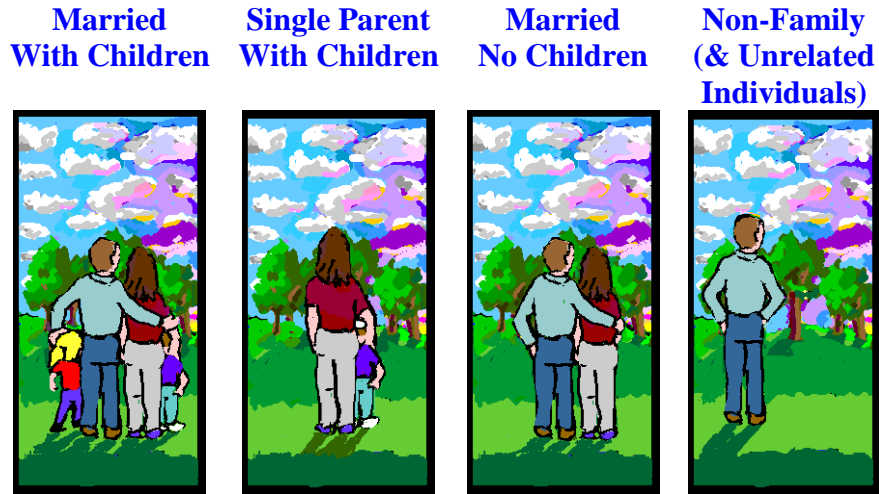
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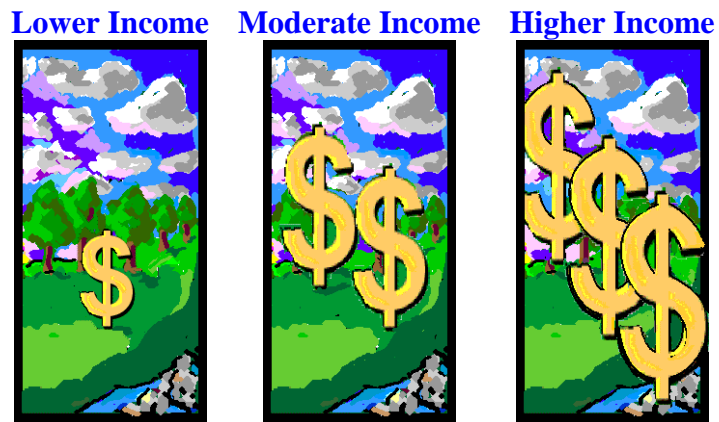
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Marital Status:



Note: No Children means no children under 18 presently living at home

Income Level:



Highlight

EASI has identified, through multivariate statistical analysis, key groups of variables and developed a Life Stage clustering system based upon those results.

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EASI ® Dominant Life Stage Household Summary

#	Cluster Name	Households (2018 HH)	% US HH	Rank
43	Late Middle Age (45-54) Families No Children with Moderate Income	19,156,985	15.456	1
55	Nearly Senior (55-64) Families No Children with Moderate Income	15,116,650	12.197	2
20	Young (25-34) Non-Family with Moderate Income	10,938,003	8.825	3
76	Oldest (75P) Non-Family With Lower Income	8,090,427	6.528	4
16	Young (25-34) Non-Family With Lower Income	7,405,881	5.975	5
44	Late Middle Age (45-54) Non-Family with Moderate Income	6,047,771	4.880	6
56	Nearly Senior (55-64) Non-Family with Moderate Income	5,177,221	4.177	7
47	Late Middle Age (45-54) Families No Children with Higher Income	4,591,766	3.705	8
31	Middle Age (35-44) Families No Children with Moderate Income	4,459,760	3.598	9
59	Nearly Senior (55-64) Families No Children with Higher Income	4,164,460	3.360	10
29	Middle Age (35-44) Families with Children with Moderate Income	3,721,631	3.003	11
75	Oldest (75P) Families No Children with Lower Income	3,107,142	2.507	12
32	Middle Age (35-44) Non-Family with Moderate Income	2,679,676	2.162	13
52	Nearly Senior (55-64) Non-Family With Lower Income	2,617,130	2.112	14
4	Very Young (25L) Non-Family With Lower Income	2,556,699	2.063	15
45	Late Middle Age (45-54) Families with Children with Higher Income	1,918,126	1.548	16
40	Late Middle Age (45-54) Non-Family With Lower Income	1,777,702	1.434	17
51	Nearly Senior (55-64) Families No Children with Lower Income	1,578,642	1.274	18
19	Young (25-34) Families No Children with Moderate Income	1,545,273	1.247	19
67	Senior (65-74) Families No Children with Moderate Income	1,432,242	1.156	20
41	Late Middle Age (45-54) Families with Children with Moderate Income	1,315,028	1.061	21
63	Senior (65-74) Families No Children with Lower Income	1,231,880	0.994	22
17	Young (25-34) Families with Children with Moderate Income	1,114,494	0.899	23
14	Young (25-34) Single Parent Families with Children with Lower Income	957,272	0.772	24
39	Late Middle Age (45-54) Families No Children with Lower Income	932,608	0.752	25
64	Senior (65-74) Non-Family With Lower Income	896,202	0.723	26
25	Middle Age (35-44) (35-44) Families with Children with Lower Income	895,033	0.722	27
33	Middle Age (35-44) Families with Children with Higher Income	808,176	0.652	28
60	Nearly Senior (55-64) Non-Family with Higher Income	708,302	0.571	29
13	Young (25-34) Families with Children with Lower Income	672,666	0.543	30
28	Middle Age (35-44) Non-Family With Lower Income	620,853	0.501	31
80	Oldest (75P) Non-Family with Moderate Income	601,472	0.485	32
15	Young (25-34) Families No Children with Lower Income	572,453	0.462	33
48	Late Middle Age (45-54) Non-Family with Higher Income	522,923	0.422	34
79	Oldest (75P) Families No Children with Moderate Income	478,721	0.386	35
24	Young (25-34) Non-Family with Higher Income	467,657	0.377	36
27	Middle Age (35-44) Families No Children with Lower Income	380,075	0.307	37
36	Middle Age (35-44) Non-Family with Higher Income	360,362	0.291	38
38	Late Middle Age (45-54) Single Parent Families with Children with Lower Income	319,633	0.258	39
26	Middle Age (35-44) Single Parent Families with Children with Lower Income	281,274	0.227	40
37	Late Middle Age (45-54) Families with Children with Lower Income	244,480	0.197	41
35	Middle Age (35-44) Families No Children with Higher Income	156,571	0.126	42
68	Senior (65-74) Non-Family with Moderate Income	156,353	0.126	43
71	Senior (65-74) Families No Children with Higher Income	141,414	0.114	44
30	Middle Age (35-44) Single Parent Families with Children with Moderate Income	126,771	0.102	45
50	Nearly Senior (55-64) Single Parent Families with Children with Lower Income	116,076	0.094	46
42	Late Middle Age (45-54) Single Parent Families with Children with Moderate Income	107,839	0.087	47
83	Oldest (75P) Families No Children with Higher Income	87,487	0.071	48

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EASI ® Dominant Life Stage Household Summary

#	Cluster Name	Households (2018 HH)	% US HH	Rank
53	Nearly Senior (55-64) Families with Children with Moderate Income	67,090	0.054	49
18	Young (25-34) Single Parent Families with Children with Moderate Income	63,775	0.051	50
57	Nearly Senior (55-64) Families with Children with Higher Income	63,581	0.051	51
84	Oldest (75P) Non-Family with Higher Income	62,787	0.051	52
2	Very Young (25L) Single Parent Families with Children with Lower Income	61,633	0.050	53
49	Nearly Senior (55-64) Families with Children with Lower Income	59,094	0.048	54
73	Oldest (75P) Families with Children with Lower Income	43,701	0.035	55
72	Senior (65-74) Non-Family with Higher Income	30,256	0.024	56
3	Very Young (25L) Families No Children with Lower Income	26,232	0.021	57
62	Senior (65-74) Single Parent Families with Children with Lower Income	22,261	0.018	58
8	Very Young (25L) Non-Family with Moderate Income	19,642	0.016	59
1	Very Young (25L) Families with Children with Lower Income	18,610	0.015	60
54	Nearly Senior (55-64) Single Parent Families with Children with Moderate Income	15,010	0.012	61
74	Oldest (75P) Single Parent Families with Children with Lower Income	13,715	0.011	62
23	Young (25-34) Families No Children with Higher Income	6,214	0.005	63
61	Senior (65-74) Families with Children with Lower Income	4,388	0.004	64
46	Late Middle Age (45-54) Single Parent Families with Children with Higher Income	1,487	0.001	65
7	Very Young (25L) Families No Children with Moderate Income	1,028	0.001	66
34	Middle Age (35-44) Single Parent Families with Children with Higher Income	751	0.001	67
12	Very Young (25L) Non-Family with Higher Income	704	0.001	68
69	Senior (65-74) Families with Children with Higher Income	561	0.000	69
77	Oldest (75P) Families with Children with Moderate Income	528	0.000	70
65	Senior (65-74) Families with Children with Moderate Income	479	0.000	71
66	Senior (65-74) Single Parent Families with Children with Moderate Income	464	0.000	72
5	Very Young (25L) Families with Children with Moderate Income	376	0.000	73
21	Young (25-34) Families with Children with Higher Income	248	0.000	74
6	Very Young (25L) Single Parent Families with Children with Moderate Income	39	0.000	75
11	Very Young (25L) Families No Children with Higher Income	18	0.000	76
9	Very Young (25L) Families with Children with Higher Income	17	0.000	77
10	Very Young (25L) Single Parent Families with Children with Higher Income	10	0.000	78
78	Oldest (75P) Single Parent Families with Children with Moderate Income	3	0.000	79
22	Young (25-34) Single Parent Families with Children with Higher Income	0	0.000	80
58	Nearly Senior (55-64) Single Parent Families with Children with Higher Income	0	0.000	80
70	Senior (65-74) Single Parent Families with Children with Higher Income	0	0.000	80
81	Oldest (75P) Families with Children with Higher Income	0	0.000	80
82	Oldest (75P) Single Parent Families with Children with Higher Income	0	0.000	80

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EASI® Dominant Life Stage Neighborhood Median Income Summary

#	Cluster Name	Households (1/1/2018)	Median Income (\$)	Rank
57	Nearly Senior (55-64) Families with Children with Higher Income	63,581	194,244	1
45	Late Middle Age (45-54) Families with Children with Higher Income	1,918,126	174,363	2
21	Young (25-34) Families with Children with Higher Income	248	168,294	3
72	Senior (65-74) Non-Family with Higher Income	30,256	163,769	4
33	Middle Age (35-44) Families with Children with Higher Income	808,176	163,631	5
69	Senior (65-74) Families with Children with Higher Income	561	158,090	6
71	Senior (65-74) Families No Children with Higher Income	141,414	156,581	7
83	Oldest (75P) Families No Children with Higher Income	87,487	155,824	8
23	Young (25-34) Families No Children with Higher Income	6,214	153,844	9
24	Young (25-34) Non-Family with Higher Income	467,657	153,108	10
59	Nearly Senior (55-64) Families No Children with Higher Income	4,164,460	152,791	11
47	Late Middle Age (45-54) Families No Children with Higher Income	4,591,766	149,497	12
36	Middle Age (35-44) Non-Family with Higher Income	360,362	147,511	13
84	Oldest (75P) Non-Family with Higher Income	62,787	143,584	14
35	Middle Age (35-44) Families No Children with Higher Income	156,571	142,147	15
10	Very Young (25L) Single Parent Families with Children with Higher Income	10	130,000	16
9	Very Young (25L) Families with Children with Higher Income	17	129,412	17
60	Nearly Senior (55-64) Non-Family with Higher Income	708,302	128,489	18
48	Late Middle Age (45-54) Non-Family with Higher Income	522,923	126,430	19
11	Very Young (25L) Families No Children with Higher Income	18	118,982	20
6	Very Young (25L) Single Parent Families with Children with Moderate Income	39	114,637	21
12	Very Young (25L) Non-Family with Higher Income	704	105,897	22
65	Senior (65-74) Families with Children with Moderate Income	479	102,213	23
7	Very Young (25L) Families No Children with Moderate Income	1,028	100,399	24
78	Oldest (75P) Single Parent Families with Children with Moderate Income	3	100,000	25
29	Middle Age (35-44) Families with Children with Moderate Income	3,721,631	94,540	26
79	Oldest (75P) Families No Children with Moderate Income	478,721	90,682	27
34	Middle Age (35-44) Single Parent Families with Children with Higher Income	751	89,913	28
17	Young (25-34) Families with Children with Moderate Income	1,114,494	87,595	29
77	Oldest (75P) Families with Children with Moderate Income	528	87,245	30
19	Young (25-34) Families No Children with Moderate Income	1,545,273	86,305	31
8	Very Young (25L) Non-Family with Moderate Income	19,642	86,183	32
46	Late Middle Age (45-54) Single Parent Families with Children with Higher Income	1,487	85,480	33
41	Late Middle Age (45-54) Families with Children with Moderate Income	1,315,028	84,691	34
67	Senior (65-74) Families No Children with Moderate Income	1,432,242	83,769	35
55	Nearly Senior (55-64) Families No Children with Moderate Income	15,116,650	82,994	36
80	Oldest (75P) Non-Family with Moderate Income	601,472	82,749	37

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EASI® Dominant Life Stage Neighborhood Median Income Summary

#	Cluster Name	Households (1/1/2018)	Median Income (\$)	Rank
31	Middle Age (35-44) Families No Children with Moderate Income	4,459,760	82,243	38
43	Late Middle Age (45-54) Families No Children with Moderate Income	19,156,985	81,642	39
20	Young (25-34) Non-Family with Moderate Income	10,938,003	79,250	40
68	Senior (65-74) Non-Family with Moderate Income	156,353	78,372	41
5	Very Young (25L) Families with Children with Moderate Income	376	76,844	42
53	Nearly Senior (55-64) Families with Children with Moderate Income	67,090	76,015	43
32	Middle Age (35-44) Non-Family with Moderate Income	2,679,676	72,668	44
56	Nearly Senior (55-64) Non-Family with Moderate Income	5,177,221	72,302	45
44	Late Middle Age (45-54) Non-Family with Moderate Income	6,047,771	67,538	46
18	Young (25-34) Single Parent Families with Children with Moderate Income	63,775	63,313	47
66	Senior (65-74) Single Parent Families with Children with Moderate Income	464	60,453	48
54	Nearly Senior (55-64) Single Parent Families with Children with Moderate Income	15,010	59,894	49
30	Middle Age (35-44) Single Parent Families with Children with Moderate Income	126,771	59,685	50
42	Late Middle Age (45-54) Single Parent Families with Children with Moderate Income	107,839	58,521	51
3	Very Young (25L) Families No Children with Lower Income	26,232	54,093	52
75	Oldest (75P) Families No Children with Lower Income	3,107,142	53,650	53
73	Oldest (75P) Families with Children with Lower Income	43,701	48,639	54
76	Oldest (75P) Non-Family With Lower Income	8,090,427	48,454	55
15	Young (25-34) Families No Children with Lower Income	572,453	45,197	56
63	Senior (65-74) Families No Children with Lower Income	1,231,880	44,708	57
1	Very Young (25L) Families with Children with Lower Income	18,610	43,739	58
16	Young (25-34) Non-Family With Lower Income	7,405,881	40,732	59
27	Middle Age (35-44) Families No Children with Lower Income	380,075	40,677	60
51	Nearly Senior (55-64) Families No Children with Lower Income	1,578,642	40,544	61
13	Young (25-34) Families with Children with Lower Income	672,666	40,379	62
61	Senior (65-74) Families with Children with Lower Income	4,388	39,806	63
4	Very Young (25L) Non-Family With Lower Income	2,556,699	39,744	64
39	Late Middle Age (45-54) Families No Children with Lower Income	932,608	38,979	65
25	Middle Age (35-44) (35-44) Families with Children with Lower Income	895,033	38,940	66
37	Late Middle Age (45-54) Families with Children with Lower Income	244,480	38,362	67
49	Nearly Senior (55-64) Families with Children with Lower Income	59,094	37,768	68
28	Middle Age (35-44) Non-Family With Lower Income	620,853	36,520	69
64	Senior (65-74) Non-Family With Lower Income	896,202	35,655	70
74	Oldest (75P) Single Parent Families with Children with Lower Income	13,715	35,283	71
52	Nearly Senior (55-64) Non-Family With Lower Income	2,617,130	34,296	72
62	Senior (65-74) Single Parent Families with Children with Lower Income	22,261	33,443	73

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EASI ® Dominant Life Stage Neighborhood Median Income Summary

#	Cluster Name	Households (1/1/2018)	Median Income (\$)	Rank
40	Late Middle Age (45-54) Non-Family With Lower Income	1,777,702	33,353	74
14	Young (25-34) Single Parent Families with Children with Lower Income	957,272	32,253	75
50	Nearly Senior (55-64) Single Parent Families with Children with Lower Income	116,076	31,912	76
26	Middle Age (35-44) Single Parent Families with Children with Lower Income	281,274	31,714	77
38	Late Middle Age (45-54) Single Parent Families with Children with Lower Income	319,633	29,934	78
2	Very Young (25L) Single Parent Families with Children with Lower Income	61,633	25,612	79
22	Young (25-34) Single Parent Families with Children with Higher Income	0	0	80
58	Nearly Senior (55-64) Single Parent Families with Children with Higher Income	0	0	80
70	Senior (65-74) Single Parent Families with Children with Higher Income	0	0	80
81	Oldest (75P) Families with Children with Higher Income	0	0	80
82	Oldest (75P) Single Parent Families with Children with Higher Income	0	0	80

Now you are ready to find the have's, the have not's, and the have plenty's.

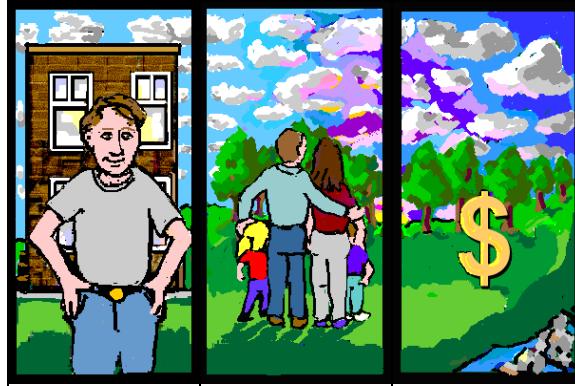
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1. Very Young (25L) Families with Children with Lower Income



Cluster Summary:

Economic Power (Median Income) : \$43,739 *Rank = 58*

Households in Dominant Life Stage: 18,610 (0.015%US) *Rank = 60*

Demographically Associated Variables (with the sum of this cluster):

- Households, Median Size
- Population, Male
- Employment, Armed Forces Female (Pop 16+)
- Housing, Rent \$1,000-\$1,249
- Employment, Armed Forces Male (Pop 16+)
- Family, Median Size
- Housing, Occupied Structure with 1 Unit Attached
- Dominican (Dominican Republic) Ancestry
- Education, Enrolled Private Undergraduate College (Pop 3+)
- Housing, Median Rent (\$)

Common Consumer Expenditures (with the sum of this cluster):

- Dinner at employer and school cafeterias (\$000)
- Infant underwear (\$000)
- Playground equipment (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Day care centers, nursery, and preschools (\$000)
- Children under 2 (\$000)
- Infant accessories (\$000)
- Baby food (\$000)
- Infants' equipment (\$000)
- Infant nightwear, loungewear (\$000)

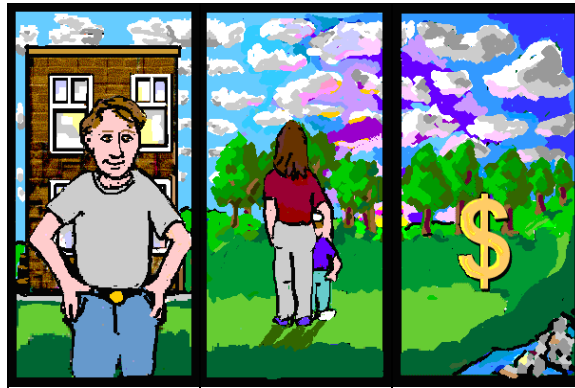
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2. Very Young (25L) Single Parent Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$25,612</i>	<i>Rank = 79</i>
<i>Households in Dominant Life Stage:</i>	<i>61,633 (0.050 %US)</i>	<i>Rank = 53</i>

Demographically Associated Variables (with the sum of this cluster):

- Housing, Rent less than \$250
- Population, Female
- Population in Poverty, Total
- Other Ancestry
- Population, Females Never Married (Pop 15+)
- Housing, Renter Occupied
- Housing, Occupied Structure with 5-9 Units
- Households with No Vehicles
- Housing, Rent \$250-\$499
- Housing, Year Moved in 2010 or Later

Common Consumer Expenditures (with the sum of this cluster):

- Extra fees for car/truck lease (\$000)
- Boys' coats and jackets (\$000)
- Wigs and hairpieces (\$000)
- Rental of furniture (\$000)
- Boys' footwear (\$000)
- Boys' uniforms and active sportswear (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Girls' uniforms (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Men's active sportswear (\$000)

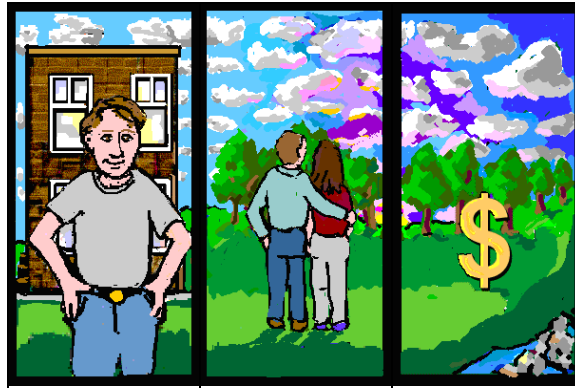
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3. Very Young (25L) Families No Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$54,093</i>	<i>Rank = 52</i>
<i>Households in Dominant Life Stage:</i>	<i>26,232 (0.021 %US)</i>	<i>Rank = 53</i>

Demographically Associated Variables (with the sum of this cluster):

- Education, Enrolled School (Pop 3+)
- Education Male, Enrolled School (Pop 3+)
- Employment, Educational Services (Pop 16+)
- Education Female, Enrolled School (Pop 3+)
- Employment, Travel Time Less than 15 Min (Empl 16+)
- Employment, Bicycle to Work (Empl 16+)
- Employment, Walked to Work (Empl 16+)
- English Ancestry
- Scottish Ancestry
- Non-Families, Median Size

Common Consumer Expenditures (with the sum of this cluster):

- Dinner at employer and school cafeterias (\$000)
- School books, supplies, equipment for college (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Men's uniforms (\$000)
- Men's active sportswear (\$000)
- Meals as pay (\$000)
- Cash contribution to educational institutions (\$000)
- Video game software (\$000)
- Tenants insurance (\$000)
- Infants' equipment (\$000)

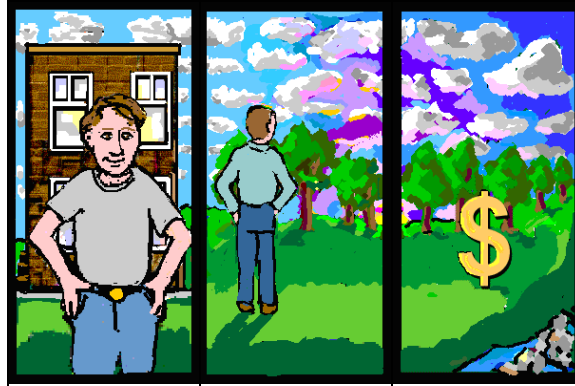
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4. Very Young (25L) Non-Family With Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$39,744</i>	<i>Rank = 64</i>
<i>Households in Dominant Life Stage:</i>	<i>2,556,699 (2.063 %US)</i>	<i>Rank = 15</i>

Demographically Associated Variables (with the sum of this cluster):

- Education, Enrolled Public Undergraduate College (Pop 3+)
- Population, Males Never Married (Pop 15+)
- Population, Females Never Married (Pop 15+)
- Non-Families, Median Size
- Non-Family Population
- Education, Enrolled School (Pop 3+)
- Education Female, Enrolled School (Pop 3+)
- Education Male, Enrolled School (Pop 3+)
- Employment Potential (Pop 16+)
- Housing, Renter Occupied

Common Consumer Expenditures (with the sum of this cluster):

- Dinner at employer and school cafeterias (\$000)
- School books, supplies, equipment for college (\$000)
- Men's active sportswear (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Men's uniforms (\$000)
- Video game software (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Tenants insurance (\$000)
- Meals as pay (\$000)
- Rental of furniture (\$000)

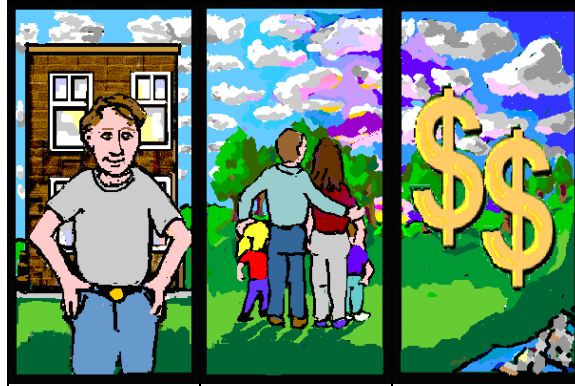
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5. Very Young (25L) Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$76,844	<i>Rank = 42</i>
<i>Households in Dominant Life Stage:</i> 376 (0.000 %US)	<i>Rank = 73</i>

Demographically Associated Variables (with the sum of this cluster):

- Population, Total Group Quarters
- Education Male, Enrolled School (Pop 3+)
- Population, Males Never Married (Pop 15+)
- Education, Enrolled School (Pop 3+)
- Employment Potential (Pop 16+)
- Population, Non-Institutional Group Quarters
- Education, Enrolled Public Undergraduate College (Pop 3+)
- Employment, Walked to Work (Empl 16+)
- Employment, Not in the Labor Force Female (Pop 16+)
- Education Female, Enrolled School (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Infant underwear (\$000)
- Baby food (\$000)
- Children under 2 (\$000)
- School books, supplies, equipment for college (\$000)
- Infant dresses, outerwear (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infants' equipment (\$000)
- Personal services (\$000)
- Men's active sportswear (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)

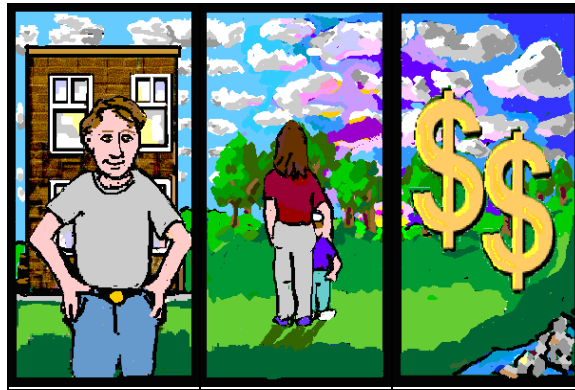
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6. Very Young (25L) Single Parent Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$114,637</i>	<i>Rank = 21</i>
<i>Households in Dominant Life Stage:</i>	<i>39 (0.000 %US)</i>	<i>Rank = 75</i>

Demographically Associated Variables (with the sum of this cluster):

- Population, Total Group Quarters
- Employment Potential (Pop 16+)
- Home Heating Fuel: Coal or coke
- Population, Institutional Group Quarters
- Population, Males Never Married (Pop 15+)
- Employment, Not in the Labor Force Male (Pop 16+)
- Household Income, Median (\$)
- Population, Speaks Other Language (Pop 5+)
- Population, Male
- Jamaican Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Rental of supportive, convalescent medical equipment (\$000)
- Souvenirs (\$000)
- Visual goods (\$000)
- Computer Installation (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Dating services (\$000)
- Termination fee for car/truck lease (\$000)
- Rental of medical equipment (\$000)
- Fireworks (\$000)
- Winter sports equipment (\$000)

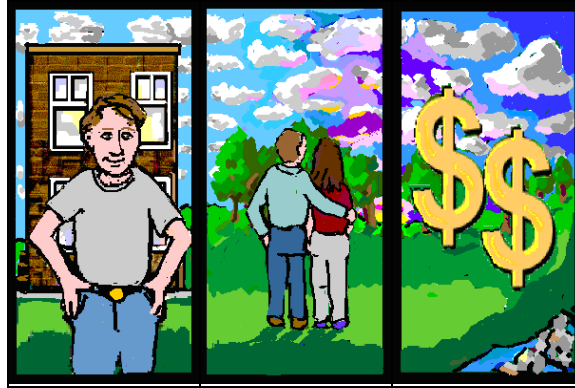
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7. Very Young (25L) Families No Children with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$100,399 *Rank = 24*

Households in Dominant Life Stage: 1.028 (0.001 %US) *Rank = 66*

Demographically Associated Variables (with the sum of this cluster):

- Population, Total Group Quarters
- Employment Potential (Pop 16+)
- Population, Males Never Married (Pop 15+)
- Employment, Not in the Labor Force Male (Pop 16+)
- Home Heating Fuel: Coal or coke
- Household Income, Median (\$)
- Population, Male
- Sub-Saharan African Ancestry
- African Ancestry
- Population, Non-Institutional Group Quarters

Common Consumer Expenditures (with the sum of this cluster):

- Dinner at employer and school cafeterias (\$000)
- School books, supplies, equipment for college (\$000)
- Cash contribution to educational institutions (\$000)
- Termination fee for car/truck lease (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Cash contributions to charities and other organizations (\$000)
- Rental of supportive, convalescent medical equipment (\$000)
- Catered affairs (\$000)
- Winter sports equipment (\$000)
- Elementary and high school tuition (\$000)

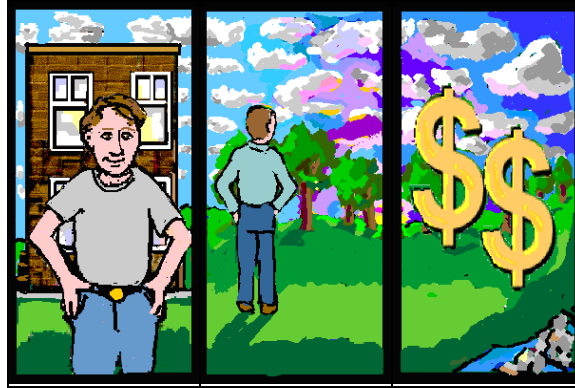
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8. Very Young (25L) Non-Family with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$86,183 *Rank = 32*

Households in Dominant Life Stage: 19,642 (0.016 %US) *Rank = 59*

Demographically Associated Variables (with the sum of this cluster):

- Employment Potential (Pop 16+)
- Population, Males Never Married (Pop 15+)
- Population, Total Group Quarters
- Population, Non-Institutional Group Quarters
- Employment, Walked to Work (Empl 16+)
- Education, Enrolled Public Undergraduate College (Pop 3+)
- Education Male, Enrolled School (Pop 3+)
- Population, Females Never Married (Pop 15+)
- Employment, Not in the Labor Force Male (Pop 16+)
- Education, Enrolled School (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Dinner at employer and school cafeterias (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- School books, supplies, equipment for college (\$000)
- Men's active sportswear (\$000)
- Cash contribution to educational institutions (\$000)
- Men's uniforms (\$000)
- Rental of furniture (\$000)
- Vocational and technical school tuition (\$000)
- Video game software (\$000)
- College tuition (\$000)

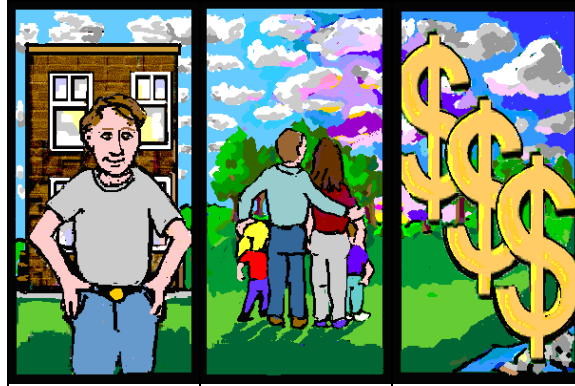
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9. Very Young (25L) Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$129,412	<i>Rank = 17</i>
<i>Households in Dominant Life Stage:</i> 17 (0.000 %US)	<i>Rank = 19</i>

Demographically Associated Variables (with the sum of this cluster):

- Population, Non-Institutional Group Quarters
- Population, Total Group Quarters
- Population, Males Never Married (Pop 15+)
- Employment Potential (Pop 16+)
- Education, Enrolled Public Undergraduate College (Pop 3+)
- Cape Verdean Ancestry
- Education, Enrolled Private Undergraduate College (Pop 3+)
- Employment, Walked to Work (Empl 16+)
- Households, Median Size
- Malaysian Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Rental of supportive, convalescent medical equipment (\$000)
- Souvenirs (\$000)
- Visual goods (\$000)
- Computer Installation (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Winter sports equipment (\$000)
- Dating services (\$000)
- Termination fee for car/truck lease (\$000)
- Rental of medical equipment (\$000)
- Fireworks (\$000)

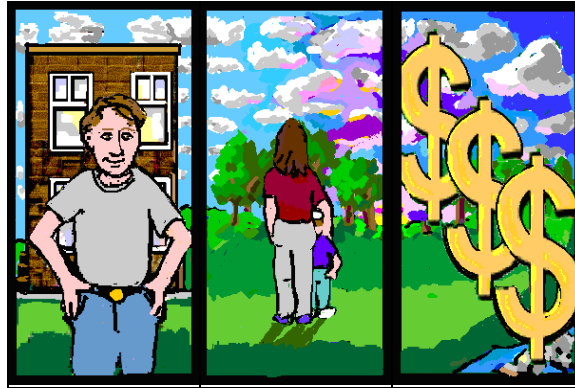
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10. Very Young (25L) Single Parent Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$130,000</i>	<i>Rank = 16</i>
<i>Households in Dominant Life Stage:</i>	<i>10 (0.000 %US)</i>	<i>Rank = 78</i>

Demographically Associated Variables (with the sum of this cluster):

- Population, Female
- Population, Females Never Married (Pop 15+)
- Population, Total Group Quarters
- Population, Non-Institutional Group Quarters
- Employment Potential (Pop 16+)
- Education, Enrolled Private Grades 5-8 (Pop 3+)
- Household Income, Median (\$)
- Egyptian Ancestry
- Population, Institutional Group Quarters
- Mexican Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Termination fee for car/truck lease (\$000)
- Cash contributions to charities and other organizations (\$000)
- Cash contribution to educational institutions (\$000)
- Luggage (\$000)
- Rental of party supplies for catered affairs (\$000)
- Women's sportcoats, tailored jackets (\$000)
- Value of stocks, bonds, mutual funds (\$000)
- Catered affairs (\$000)
- Live entertainment for catered affairs (\$000)
- Elementary and high school tuition (\$000)

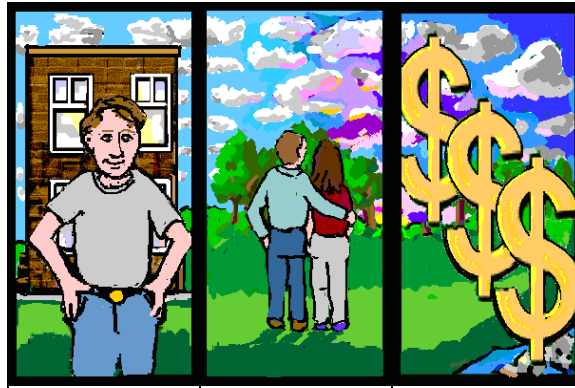
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11. Very Young (25L) Families No Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$118,982</i>	<i>Rank = 20</i>
<i>Households in Dominant Life Stage:</i>	<i>704 (0.001 %US)</i>	<i>Rank = 76</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, 3 Person
- Households, 7 or More Person
- Education Attainment, Associate's Degree (Pop 25+)
- Households, Median Vehicles
- Households with 3 Vehicles
- Housing, Year Moved in 1969 or Earlier
- Housing, Owner Households, With No Mortgage
- Employment Potential (Pop 16+)
- Home Heating Fuel: Bottled, tank, or LP gas
- Housing, Rent \$1,250-\$1,499

Common Consumer Expenditures (with the sum of this cluster):

- Men's active sportswear (\$000)
- Towing charges (\$000)
- Women's suits (\$000)
- School books, supplies, equipment for college (\$000)
- Boys' hosiery (\$000)
- Taxi fares and limousine services (\$000)
- Intracity mass transit fares (\$000)
- Motor tune-up (\$000)
- Women's footwear (\$000)
- Fresh fish and shellfish (\$000)

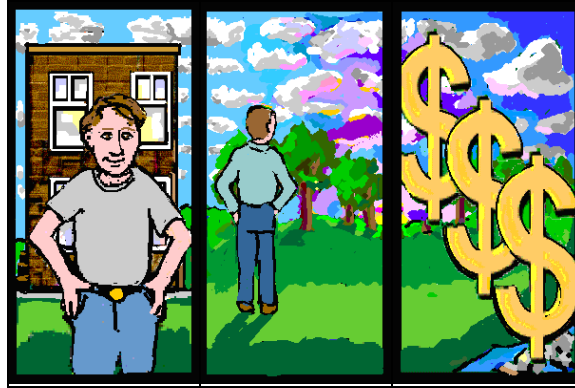
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12. Very Young (25L) Non-Family with Higher Income



Cluster Summary:

Economic Power (Median Income) : \$104,897 *Rank = 22*

Households in Dominant Life Stage: 704 (0.001 %US) *Rank = 68*

Demographically Associated Variables (with the sum of this cluster):

- Population, Total Group Quarters
- Employment Potential (Pop 16+)
- Population, Males Never Married (Pop 15+)
- Employment, Not in the Labor Force Male (Pop 16+)
- Education Male, Enrolled School (Pop 3+)
- Household Income, Median (\$)
- Population, Speaks Other Language (Pop 5+)
- Population, Speaks Asian or Pacific Island Language (Pop 5+)
- Sub-Saharan African Ancestry
- Education, Enrolled Private Undergraduate College (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Cash contribution to educational institutions (\$000)
- Termination fee for car/truck lease (\$000)
- Cash contributions to charities and other organizations (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Winter sports equipment (\$000)
- Rental of supportive, convalescent medical equipment (\$000)
- Live entertainment for catered affairs (\$000)
- Value of stocks, bonds, mutual funds (\$000)
- Souvenirs (\$000)
- Luggage (\$000)

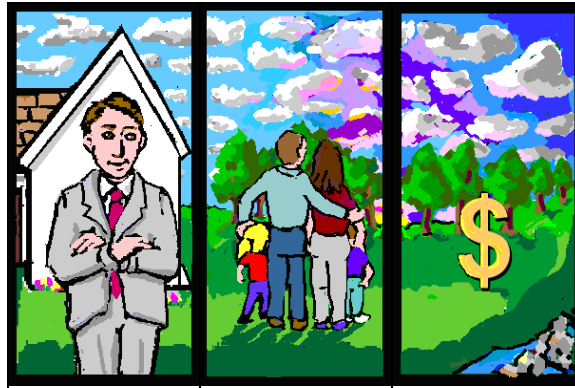
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13. Young (25-34) Families with Children with Lower Income



Cluster Summary:

Economic Power (Median Income) : \$40,379 *Rank = 62*

Households in Dominant Life Stage: 672,666 (0.543%US) *Rank = 30*

Demographically Associated Variables (with the sum of this cluster):

- Family, Median Size
- Households, Median Size
- Households, 6 Person
- Mexican Ancestry
- Households, 7 or More Person
- Total Hispanic Ancestry
- Population, Speaks Spanish (Pop 5+)
- Population, Citizenship - Foreign Born - Not a Citizen
- Households, 5 Person
- Other Hispanic Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Infant underwear (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Playground equipment (\$000)
- Children under 2 (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Baby food (\$000)
- Personal services (\$000)
- Infant accessories (\$000)
- Infants' equipment (\$000)

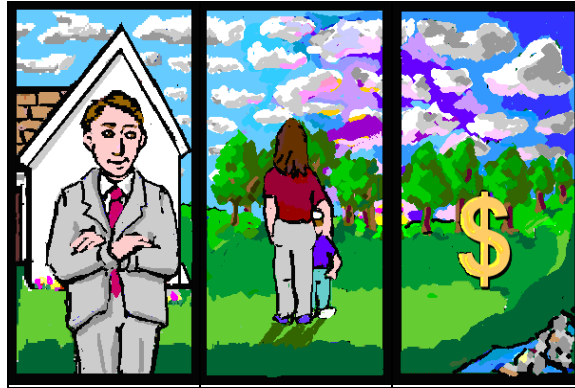
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14. Young (25-34) Single Parent Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$32,253</i>	<i>Rank = 75</i>
<i>Households in Dominant Life Stage:</i>	<i>957,272 (0.772%US)</i>	<i>Rank = 24</i>

Demographically Associated Variables (with the sum of this cluster):

- Population in Poverty, Total
- Family, Median Size
- Households, Median Size
- Education, Enrolled Public School (Pop 3+)
- Households, 7 or More Person
- Population, Females Never Married (Pop 15+)
- Households, 6 Person
- Housing, Renter Occupied
- Households, 5 Person
- Education Female, Enrolled Public School (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Rental of furniture (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Boys' coats and jackets (\$000)
- Tenants insurance (\$000)
- Other household appliances, Renter (\$000)
- Boys' footwear (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Delivery services (\$000)

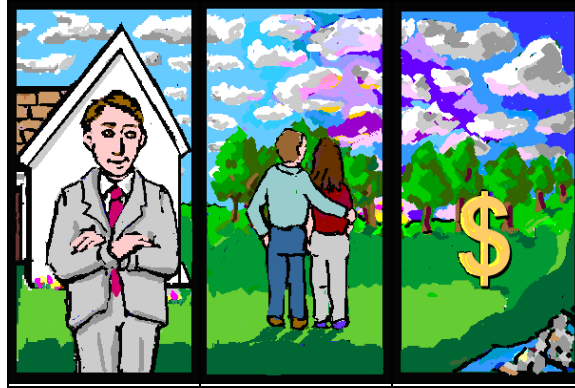
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15. Young (25-34) Families No Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$45,197</i>	<i>Rank = 56</i>
<i>Households in Dominant Life Stage:</i>	<i>572,453 (0.462 %US)</i>	<i>Rank = 33</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, Median Size
- Mexican Ancestry
- Total Hispanic Ancestry
- Family, Median Size
- Households, 6 Person
- Households, 7 or More Person
- Population in Poverty, Total
- Education Attainment, < High School (Pop 25+)
- Households, 5 Person
- Population, Speaks Spanish (Pop 5+)

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Rental of furniture (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Extra fees for car/truck lease (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Other household appliances, Renter (\$000)
- Infant underwear (\$000)
- Baby food (\$000)
- Tenants insurance (\$000)
- Boys' coats and jackets (\$000)

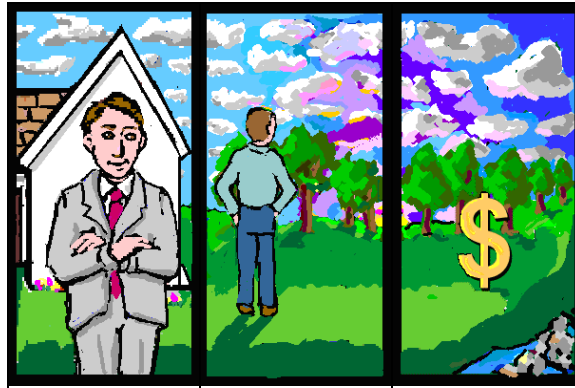
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16. Young (25-34) Non-Family With Lower Income



Cluster Summary:

Economic Power (Median Income) : \$40,732 *Rank = 59*

Households in Dominant Life Stage: 7,405,881 (5.975 %US) *Rank = 5*

Demographically Associated Variables (with the sum of this cluster):

- Housing, Renter Occupied
- Housing, Rent \$500-\$749
- Housing, Year Moved in 2010 or Later
- Housing, Vacant Units For Rent
- Population in Poverty, Total
- Housing, Occupied Structure with 5-9 Units
- Housing, Occupied Structure with 10-19 Units
- Non-Family Population
- Households with 1 Vehicle
- Households with No Vehicles

Common Consumer Expenditures (with the sum of this cluster):

- Coin-operated apparel laundry and dry cleaning (\$000)
- Tenants insurance (\$000)
- Other household appliances, Renter (\$000)
- Rental of furniture (\$000)
- School books, supplies, equipment for college (\$000)
- Video game software (\$000)
- Wigs and hairpieces (\$000)
- Dinner at employer and school cafeterias (\$000)
- Men's active sportswear (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)

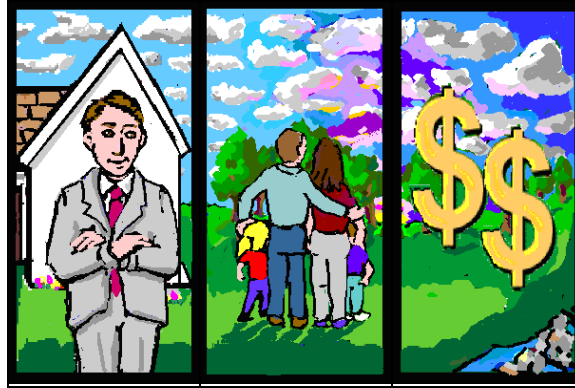
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17. Young (25-34) Families with Children with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$87,595 *Rank = 29*

Households in Dominant Life Stage: 1,114,494 (0.899 %US) *Rank = 23*

Demographically Associated Variables (with the sum of this cluster):

- Households, Median Size
- Housing, Median Year Built
- Family, Median Size
- Housing, Built 2000 to 2009
- Households, 5 Person
- Households, 4 Person
- Family Population
- Education, Enrolled School (Pop 3+)
- Mexican Ancestry
- Other Asian Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Infant underwear (\$000)
- Children under 2 (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infant accessories (\$000)
- Baby food (\$000)
- Infant dresses, outerwear (\$000)
- Personal services (\$000)
- Playground equipment (\$000)
- Infants' equipment (\$000)

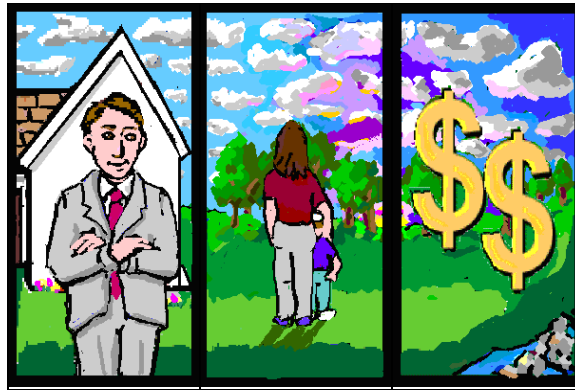
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18. Young (25-34) Single Parent Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$63,313</i>	<i>Rank = 47</i>
<i>Households in Dominant Life Stage:</i>	<i>63,775 (0.051 %US)</i>	<i>Rank = 50</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, Median Size
- Family, Median Size
- Population Density
- Housing, Renter Occupied
- Population, Females Never Married (Pop 15+)
- Households, 5 Person
- Housing, Rent \$750-\$999
- Households, 6 Person
- Households, 7 or More Person
- Dominican (Dominican Republic) Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Boys' coats and jackets (\$000)
- Rental of furniture (\$000)
- Boys' footwear (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Girls' uniforms (\$000)
- Delivery services (\$000)
- Boys' uniforms and active sportswear (\$000)

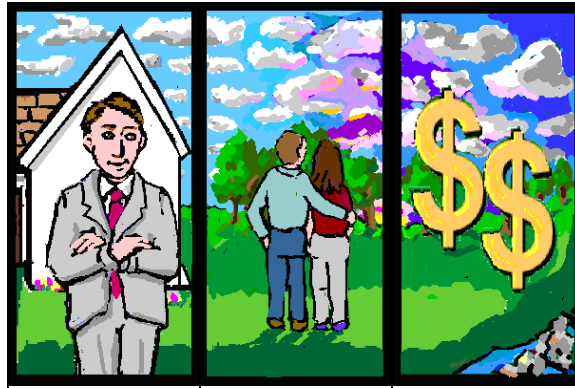
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19. Young (25-34) Families No Children with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$86,305 *Rank = 31*

Households in Dominant Life Stage: 1,545,273 (1.247 %US) *Rank = 19*

Demographically Associated Variables (with the sum of this cluster):

- Housing, Median Year Built
- Households, 4 Person
- Non-Families, Median Size
- Employment, Car, Truck, Van to Work (Empl 16+)
- Housing, Built 2000 to 2009
- Household Income, Median (\$)
- Households, Median Size
- Housing, Median Year Moved In
- Households, 3 Person
- Vietnamese Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Infant underwear (\$000)
- Children under 2 (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Infant accessories (\$000)
- Infant dresses, outerwear (\$000)
- Day care centers, nursery, and preschools (\$000)
- Boys' costumes (\$000)
- Infants' equipment (\$000)
- Personal services (\$000)
- Baby food (\$000)

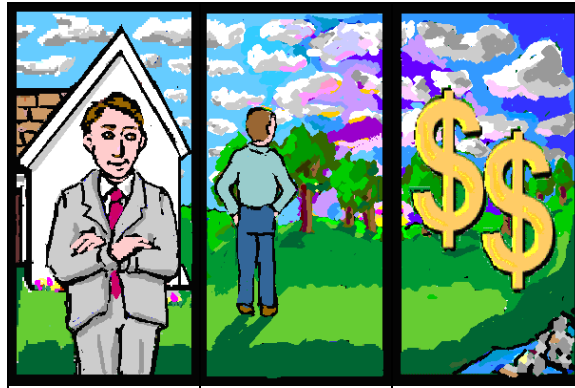
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20. Young (25-34) Non-Family with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$79,250</i>	<i>Rank = 40</i>
<i>Households in Dominant Life Stage:</i>	<i>10,938,003 (8.823 %US)</i>	<i>Rank = 3</i>

Demographically Associated Variables (with the sum of this cluster):

- Housing, Year Moved in 2010 or Later
- Non-Family Population
- Housing, Renter Occupied
- Employment, Civilian Total (Pop 16+)
- Housing, Occupied Structure with 10-19 Units
- Households, 1 Person
- Employment, White Collar (Pop 16+)
- Housing, Rent \$750-\$999
- Housing, Rent \$1,000-\$1,249
- Households (1/1/2018)

Common Consumer Expenditures (with the sum of this cluster):

- Video game software (\$000)
- School books, supplies, equipment for college (\$000)
- Dinner at vending machines and mobile vendors (\$000)
- Men's active sportswear (\$000)
- Boys' pants and shorts (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Other household appliances, Renter (\$000)
- Girls' skirts, pants, and shorts (\$000)
- Men's uniforms (\$000)
- Meals as pay (\$000)

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21. Young (25-34) Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$168,294	<i>Rank = 3</i>
<i>Households in Dominant Life Stage:</i> 248 (0.000 %US)	<i>Rank = 74</i>

Demographically Associated Variables (with the sum of this cluster):

- Employment, Armed Forces Male (Pop 16+)
- Housing, Median Rent (\$)
- Population, Non-Institutional Group Quarters
- Households, Median Size
- Household Income, Median (\$)
- Population, Male
- Population, Total Group Quarters
- Filipino Ancestry
- Portuguese Ancestry
- Housing, Rent \$2,000+

Common Consumer Expenditures (with the sum of this cluster):

- Infants' equipment (\$000)
- Day care centers, nursery, and preschools (\$000)
- Winter sports equipment (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Personal services (\$000)
- Vocational and technical school tuition (\$000)
- Camping equipment (\$000)
- Babysitting and child care (\$000)
- School bus (\$000)
- School books, supplies, equipment for day care, nursery (\$000)

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22. Young (25-34) Single Parent Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$0</i>	<i>Rank = 80</i>
<i>Households in Dominant Life Stage:</i>	<i>0(0.000 %US)</i>	<i>Rank = 80</i>

Demographically Associated Variables (with the sum of this cluster):

- These clusters are predominant in no neighborhoods

Common Consumer Expenditures (with the sum of this cluster):

- These clusters are predominant in no neighborhoods

23. Young (25-34) Families No Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$153,844	<i>Rank = 9</i>
<i>Households in Dominant Life Stage:</i> 6,214 (0.005 %US)	<i>Rank = 63</i>

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Housing, Median Rent (\$)
- Chinese Ancestry
- Non-Families, Median Size
- Indian Ancestry
- Total Asian Ancestry
- Taiwanese Ancestry
- Korean Ancestry
- Other Asian Ancestry
- Malaysian Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Watches (\$000)
- Test preparation, tutoring services (\$000)
- Taxi fares and limousine services (\$000)
- School books, supplies, equipment for day care, nursery (\$000)
- Men's suits (\$000)
- Public and other transportation (\$000)
- Fees for recreational lessons (\$000)
- Parking fees in home city, excluding residence (\$000)
- Apparel laundry and dry cleaning not coin-operated (\$000)
- Women's sportcoats, tailored jackets (\$000)

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24. Young (25-34) Non-Family with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$153,108</i>	<i>Rank = 10</i>
<i>Households in Dominant Life Stage:</i>	<i>467,6657 (0.377 %US)</i>	<i>Rank = 36</i>

Demographically Associated Variables (with the sum of this cluster):

- Housing, Rent \$2,000+
- Employment, White Collar (Pop 16+)
- Employment, Professional, Scientific, and Technical Services (Pop 16+)
- Population Density
- Housing, Median Rent (\$)
- Employment, Public Transportation to Work (Empl 16+)
- Non-Family Population
- Occupation, Management, Business, and Financial Operations (Pop 16+)
- Employment Potential (Pop 16+)
- Employment, Civilian Total (Pop 16+)

Common Consumer Expenditures (with the sum of this cluster):

- Taxi fares and limousine services (\$000)
- Test preparation, tutoring services (\$000)
- Education (\$000)
- Winter sports equipment (\$000)
- Women's sportcoats, tailored jackets (\$000)
- Parking fees in home city, excluding residence (\$000)
- College tuition (\$000)
- Apparel laundry and dry cleaning not coin-operated (\$000)
- Parking fees (\$000)
- Public and other transportation (\$000)

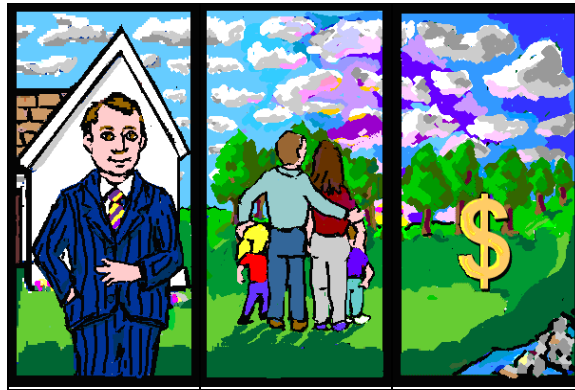
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25. Middle Age (35-44) (35-44) Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$38,940</i>	<i>Rank = 66</i>
<i>Households in Dominant Life Stage:</i>	<i>895,033 (0.722 %US)</i>	<i>Rank = 27</i>

Demographically Associated Variables (with the sum of this cluster):

- Family, Median Size
- Households, Median Size
- Total Hispanic Ancestry
- Mexican Ancestry
- Population, Speaks Spanish (Pop 5+)
- Households, 6 Person
- Households, 7 or More Person
- Population, Citizenship - Foreign Born - Not a Citizen
- Education Attainment, < High School (Pop 25+)
- Households, 5 Person

Common Consumer Expenditures (with the sum of this cluster):

- Day care centers, nursery, and preschools (\$000)
- Infant underwear (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Playground equipment (\$000)
- Children under 2 (\$000)
- Personal services (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Infant accessories (\$000)
- Infants' equipment (\$000)
- Baby food (\$000)

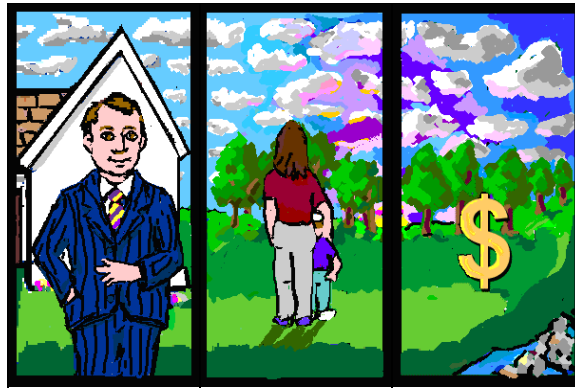
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26. Middle Age (35-44) Single Parent Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$31,714</i>	<i>Rank = 77</i>
<i>Households in Dominant Life Stage:</i>	<i>281,274 (0.227 %US)</i>	<i>Rank = 40</i>

Demographically Associated Variables (with the sum of this cluster):

- Population in Poverty, Total
- Family, Median Size
- Households, Median Size
- Households, 7 or More Person
- Households, 6 Person
- Households, 5 Person
- Education Attainment, < High School (Pop 25+)
- Population, Females Never Married (Pop 15+)
- Population Density
- Education, Enrolled Public School (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Rental of furniture (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Boys' coats and jackets (\$000)
- Delivery services (\$000)
- Tenants insurance (\$000)
- Other household appliances, Renter (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Girls' uniforms (\$000)

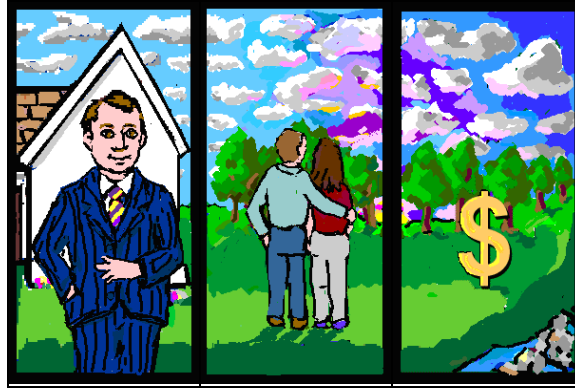
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27. Middle Age (35-44) Families No Children with Lower Income



Cluster Summary:

Economic Power (Median Income) : \$40,677 *Rank = 60*

Households in Dominant Life Stage: 380,0759 (0.307 %US) *Rank = 37*

Demographically Associated Variables (with the sum of this cluster):

- Households, Median Size
- Family, Median Size
- Education Attainment, < High School (Pop 25+)
- Total Hispanic Ancestry
- Population, Speaks Spanish (Pop 5+)
- Households, 7 or More Person
- Households, 6 Person
- Population, Citizenship - Foreign Born - Not a Citizen
- Households, 5 Person
- Other Hispanic Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Rental of furniture (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Extra fees for car/truck lease (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Wigs and hairpieces (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Other household appliances, Renter (\$000)
- Tenants insurance (\$000)
- Infant underwear (\$000)
- Day care centers, nursery, and preschools (\$000)

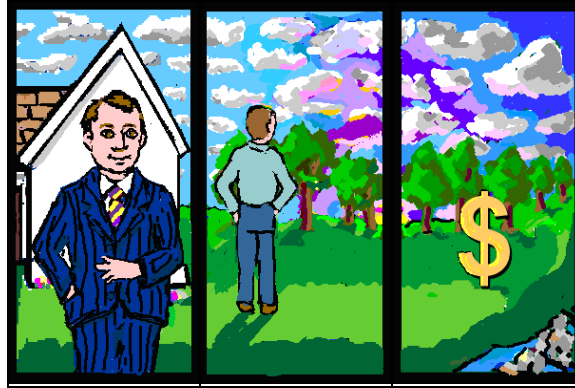
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28. Middle Age (35-44) Non-Family With Lower Income



Cluster Summary:

Economic Power (Median Income) : \$36,520 *Rank = 69*

Households in Dominant Life Stage: 620,853 (0.501%US) *Rank = 31*

Demographically Associated Variables (with the sum of this cluster):

- Population in Poverty, Total
- Family, Median Size
- Education Attainment, < High School (Pop 25+)
- Total Hispanic Ancestry
- Households, 7 or More Person
- Housing, Renter Occupied
- Population, Citizenship - Foreign Born - Not a Citizen
- Population, Speaks Spanish (Pop 5+)
- Households with No Vehicles
- Other Hispanic Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Coin-operated apparel laundry and dry cleaning (\$000)
- Rental of furniture (\$000)
- Wigs and hairpieces (\$000)
- Tenants insurance (\$000)
- Other household appliances, Renter (\$000)
- Extra fees for car/truck lease (\$000)
- Boys' coats and jackets (\$000)
- Delivery services (\$000)
- Boys' suits, sportcoats, vests (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)

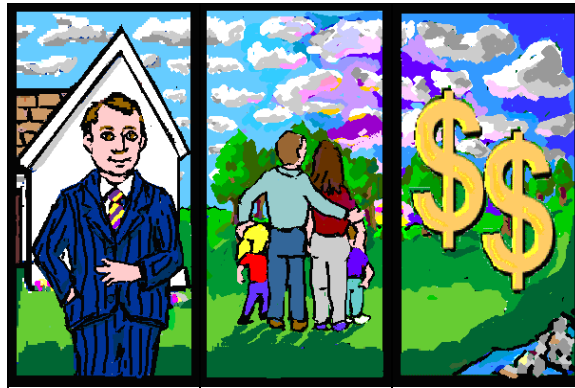
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29. Middle Age (35-44) Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$94,540</i>	<i>Rank = 26</i>
<i>Households in Dominant Life Stage:</i>	<i>3,721,631 (3.003 %US)</i>	<i>Rank = 11</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, Median Size
- Family, Median Size
- Family Population
- Housing, Median Year Built
- Households, 5 Person
- Housing, Built 2000 to 2009
- Households, 6 Person
- Households, 4 Person
- Education, Enrolled School (Pop 3+)
- Education, Enrolled Public School (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Infant underwear (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Children under 2 (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infant accessories (\$000)
- Personal services (\$000)
- Baby food (\$000)
- Infant dresses, outerwear (\$000)
- Playground equipment (\$000)
- Infants' equipment (\$000)

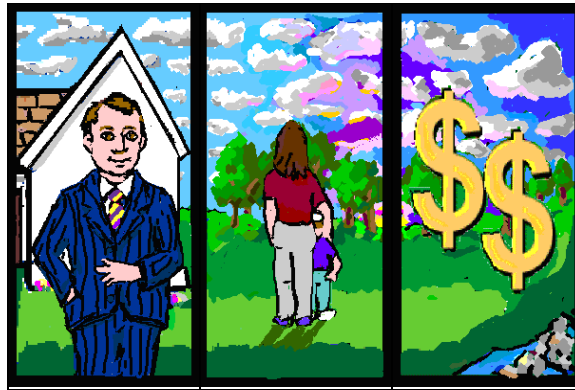
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30. Middle Age (35-44) Single Parent Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$59,685</i>	<i>Rank = 50</i>
<i>Households in Dominant Life Stage:</i>	<i>126,771 (0.102 %US)</i>	<i>Rank = 45</i>

Demographically Associated Variables (with the sum of this cluster):

- Family, Median Size
- Households, Median Size
- Households, 6 Person
- Households, 7 or More Person
- Households, 5 Person
- Population, Females Never Married (Pop 15+)
- Education, Enrolled Public School (Pop 3+)
- Family Population
- Population Density
- Population in Poverty, Total

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Boys' coats and jackets (\$000)
- Rental of furniture (\$000)
- Delivery services (\$000)
- Boys' footwear (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Girls' uniforms (\$000)
- Baby food (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)

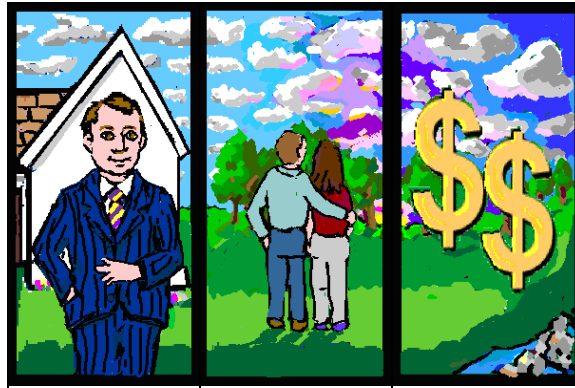
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31. Middle Age (35-44) Families No Children with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$82,243 *Rank = 38*

Households in Dominant Life Stage: 4,459,760 (3.598 %US) *Rank = 9*

Demographically Associated Variables (with the sum of this cluster):

- Housing, Median Year Built
- Households, Median Size
- Households, 4 Person
- Family Population
- Housing, Built 2000 to 2009
- Households, 5 Person
- Housing, Owner Households, With Mortgage Any
- Family, Median Size
- Households, Median Vehicles
- Housing, Owner Households Valued \$150,000-\$174,999

Common Consumer Expenditures (with the sum of this cluster):

- Infant underwear (\$000)
- Children under 2 (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infant accessories (\$000)
- Playground equipment (\$000)
- Infant dresses, outerwear (\$000)
- Infant nightwear, loungewear (\$000)
- Personal services (\$000)
- Baby food (\$000)

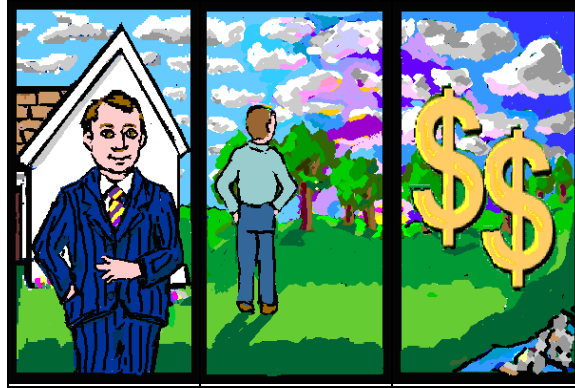
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32. Middle Age (35-44) Non-Family with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$72,668 *Rank = 44*

Households in Dominant Life Stage: 2,679,676 (2.1623 %US) *Rank = 13*

Demographically Associated Variables (with the sum of this cluster):

- Housing, Year Moved in 2010 or Later
- Housing, Rent \$750-\$999
- Housing, Renter Occupied
- Non-Family Population
- Housing, Occupied Structure with 5-9 Units
- Housing, Rent \$1,000-\$1,249
- Housing, Occupied Structure with 10-19 Units
- Employment, Private for-Profit Wage and Salary Workers, Employee (Pop 16+)
- Population Density
- Salvadoran Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Video game software (\$000)
- Boys' coats and jackets (\$000)
- Boys' pants and shorts (\$000)
- Other household appliances, Renter (\$000)
- Boys, 2 to 15 (\$000)
- Boys' uniforms and active sportswear (\$000)
- Dinner at vending machines and mobile vendors (\$000)
- Rental of furniture (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Girls' skirts, pants, and shorts (\$000)

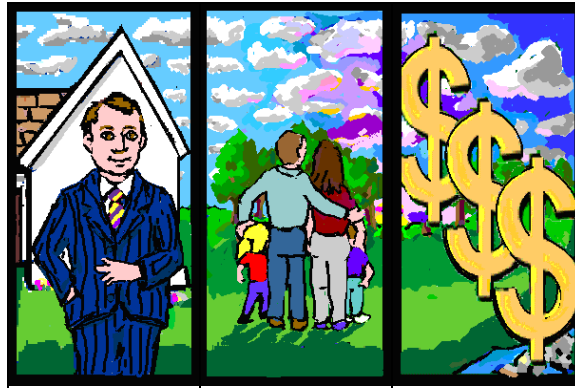
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33. Middle Age (35-44) Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$163,631</i>	<i>Rank = 5</i>
<i>Households in Dominant Life Stage:</i>	<i>808,176 (0.652 %US)</i>	<i>Rank = 28</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, 4 Person
- Household Income, Median (\$)
- Housing, Median Year Built
- Households, Median Size
- Indian Ancestry
- Family Population
- Housing, Built 2000 to 2009
- Family, Median Size
- Total Asian Ancestry
- Chinese Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Infant underwear (\$000)
- Children under 2 (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infant accessories (\$000)
- Personal services (\$000)
- Infant dresses, outerwear (\$000)
- Babysitting and child care (\$000)
- Infants' equipment (\$000)
- Boys' costumes (\$000)

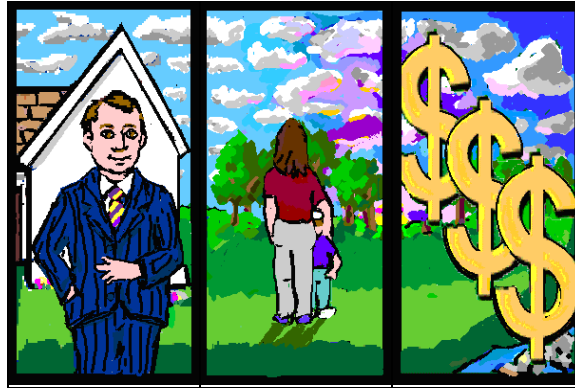
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34. Middle Age (35-44) Single Parent Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$89,913</i>	<i>Rank = 28</i>
<i>Households in Dominant Life Stage:</i>	<i>751 (0.001 %US)</i>	<i>Rank = 67</i>

Demographically Associated Variables (with the sum of this cluster):

- Employment, Subway or Elevated to Work (Empl 16+)
- Family, Median Size
- Households, Median Size
- Employment, Public Transportation to Work (Empl 16+)
- Population, Males Never Married (Pop 15+)
- Other Ancestry
- Population, Females Never Married (Pop 15+)
- Employment, Travel Time 90+ Min (Empl 16+)
- Population Density
- Education, Enrolled Private Undergraduate College (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Girls' uniforms (\$000)
- Extra fees for car/truck lease (\$000)
- Boys' coats and jackets (\$000)
- Rental of furniture (\$000)
- Boys' footwear (\$000)
- Lamb, organ meats and others (\$000)
- Delivery services (\$000)
- Baby food (\$000)
- Boys' uniforms and active sportswear (\$000)

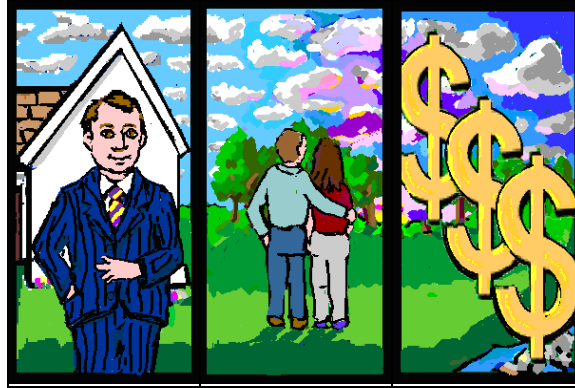
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35. Middle Age (35-44) Families No Children with Higher Income



Cluster Summary:

Economic Power (Median Income) : \$142,147 *Rank = 15*

Households in Dominant Life Stage: 156,571 (0.126 %US) *Rank = 42*

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Chinese Ancestry
- Housing, Median Value Owner Households (\$)
- Total Asian Ancestry
- Households, 4 Person
- Housing, Median Rent (\$)
- Indian Ancestry
- Education Attainment, Bachelor's Degree (Pop 25+)
- Korean Ancestry
- Occupation, Management, Business, and Financial Operations (Pop 16+)

Common Consumer Expenditures (with the sum of this cluster):

- Babysitting and child care (\$000)
- School books, supplies, equipment for day care, nursery (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Day care centers, nursery, and preschools (\$000)
- Test preparation, tutoring services (\$000)
- Personal services (\$000)
- Children under 2 (\$000)
- Fees for recreational lessons (\$000)
- Infant underwear (\$000)
- Infant dresses, outerwear (\$000)
- Babysitting and child care (\$000)

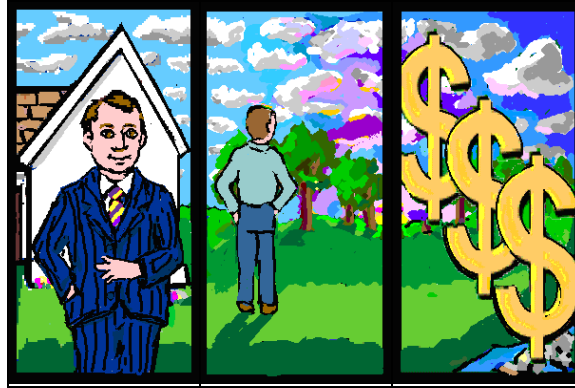
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36. Middle Age (35-44) Non-Family with Higher Income



Cluster Summary:

Economic Power (Median Income) : \$147,511 *Rank = 13*

Households in Dominant Life Stage: 360,362 (0.291 %US) *Rank = 38*

Demographically Associated Variables (with the sum of this cluster):

- Employment, White Collar (Pop 16+)
- Employment, Professional, Scientific, and Technical Services (Pop 16+)
- Household Income, Median (\$)
- Housing, Median Value Owner Households (\$)
- Occupation, Professional and Related (Pop 16+)
- Education Attainment, Master's Degree (Pop 25+)
- Occupation, Management, Business, and Financial Operations (Pop 16+)
- Education Attainment, Bachelor's Degree (Pop 25+)
- Housing, Median Rent (\$)
- Employment, Civilian Total (Pop 16+)

Common Consumer Expenditures (with the sum of this cluster):

- Taxi fares and limousine services (\$000)
- Test preparation, tutoring services (\$000)
- Kitchen, dining room furniture (\$000)
- Education (\$000)
- Men's suits (\$000)
- Watches (\$000)
- Apparel laundry and dry cleaning not coin-operated (\$000)
- Parking fees in home city, excluding residence (\$000)
- Fees for recreational lessons (\$000)
- Public and other transportation (\$000)

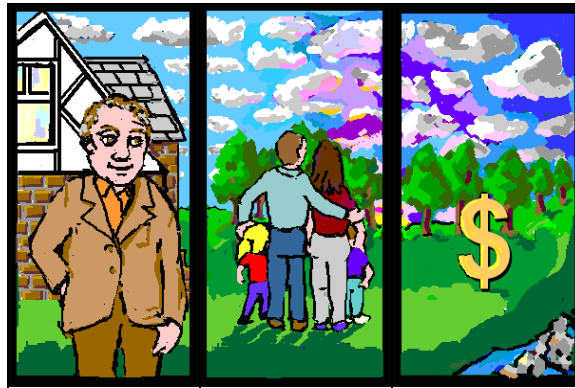
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37. Late Middle Age (45-54) Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$38,362</i>	<i>Rank = 67</i>
<i>Households in Dominant Life Stage:</i>	<i>244,480 (0.197 %US)</i>	<i>Rank = 41</i>

Demographically Associated Variables (with the sum of this cluster):

- Family, Median Size
- Households, Median Size
- Households, 7 or More Person
- Households, 6 Person
- Total Hispanic Ancestry
- Population, Speaks Spanish (Pop 5+)
- Mexican Ancestry
- Education Attainment, < High School (Pop 25+)
- Population, Citizenship - Foreign Born - Not a Citizen
- Households, 5 Person

Common Consumer Expenditures (with the sum of this cluster):

- Day care centers, nursery, and preschools (\$000)
- Infant underwear (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Playground equipment (\$000)
- Personal services (\$000)
- Children under 2 (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Wigs and hairpieces (\$000)
- Infant accessories (\$000)
- Baby food (\$000)

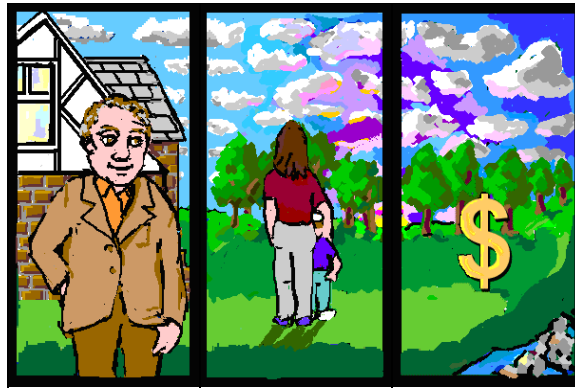
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38. Late Middle Age (45-54) Single Parent Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$29,934</i>	<i>Rank = 78</i>
<i>Households in Dominant Life Stage:</i>	<i>319,633 (0.258 %US)</i>	<i>Rank = 39</i>

Demographically Associated Variables (with the sum of this cluster):

- Population in Poverty, Total
- Family, Median Size
- Households, 7 or More Person
- Population, Females Never Married (Pop 15+)
- Households, Median Size
- Households with No Vehicles
- Households, 6 Person
- Education Attainment, < High School (Pop 25+)
- Households, 5 Person

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Rental of furniture (\$000)
- Extra fees for car/truck lease (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Boys' coats and jackets (\$000)
- Delivery services (\$000)
- Tenants insurance (\$000)
- Girls' uniforms (\$000)
- Boys' footwear (\$000)
- Other household appliances, Renter (\$000)

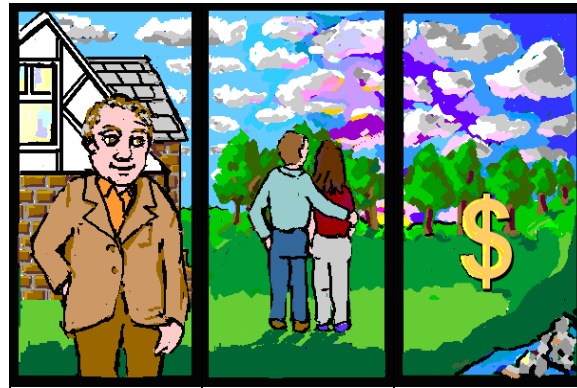
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39. Late Middle Age (45-54) Families No Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$38,979</i>	<i>Rank = 65</i>
<i>Households in Dominant Life Stage:</i>	<i>932,608 (0.752 %US)</i>	<i>Rank = 25</i>

Demographically Associated Variables (with the sum of this cluster):

- Education Attainment, < High School (Pop 25+)
- Population in Poverty, Total
- Households, 7 or More Person
- Households, Median Size
- Family, Median Size
- Households, 6 Person
- Households, 5 Person
- Family Population
- Population, Speaks Spanish (Pop 5+)
- Total Hispanic Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Rental of furniture (\$000)
- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Delivery services (\$000)
- Tenants insurance (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Other household appliances, Renter (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Boys' coats and jackets (\$000)

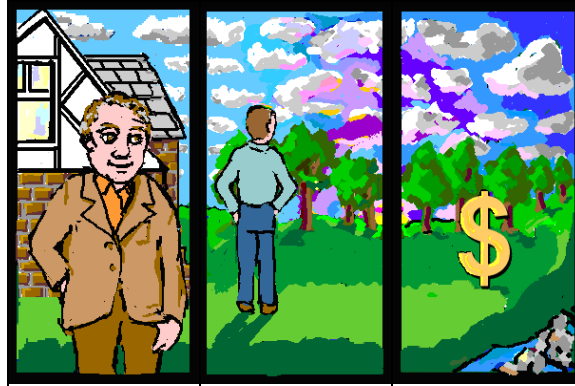
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40. Late Middle Age (45-54) Non-Family With Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$33,353</i>	<i>Rank = 74</i>
<i>Households in Dominant Life Stage:</i>	<i>1,777,702 (1.434 %US)</i>	<i>Rank = 17</i>

Demographically Associated Variables (with the sum of this cluster):

- Population in Poverty, Total
- Households with No Vehicles
- Education Attainment, < High School (Pop 25+)
- Housing, Renter Occupied
- Housing, Vacant Units For Rent
- Housing, Rent \$250-\$499
- Population, Males Never Married (Pop 15+)
- Housing, Rent \$500-\$749
- Population, Females Never Married (Pop 15+)
- Housing, Year Moved in 2010 or Later

Common Consumer Expenditures (with the sum of this cluster):

- Coin-operated apparel laundry and dry cleaning (\$000)
- Rental of furniture (\$000)
- Wigs and hairpieces (\$000)
- Tenants insurance (\$000)
- Extra fees for car/truck lease (\$000)
- Other household appliances, Renter (\$000)
- Delivery services (\$000)
- Checking accounts, other bank service charges (\$000)
- Boys' coats and jackets (\$000)
- Coin-operated household laundry and dry cleaning (nonclothing) (\$000)

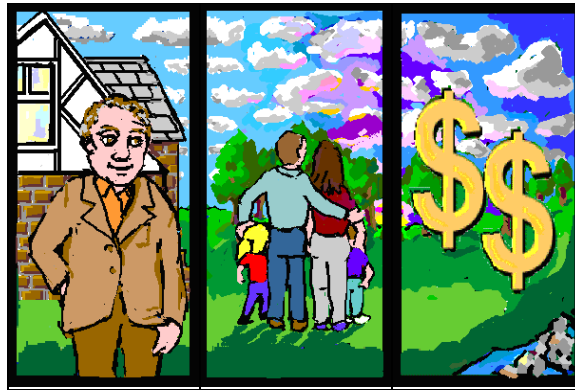
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41. Late Middle Age (45-54) Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$84,691</i>	<i>Rank = 34</i>
<i>Households in Dominant Life Stage:</i>	<i>1,315,028 (1.061 %US)</i>	<i>Rank = 21</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, Median Size
- Family, Median Size
- Family Population
- Households, 5 Person
- Households, 6 Person
- Households, 7 or More Person
- Total Hispanic Ancestry
- Population, Speaks Spanish (Pop 5+)
- Mexican Ancestry
- Salvadoran Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Day care centers, nursery, and preschools (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Infant underwear (\$000)
- Children under 2 (\$000)
- Personal services (\$000)
- Infant accessories (\$000)
- Playground equipment (\$000)
- Photographic equipment (\$000)
- Infants' equipment (\$000)
- Infant dresses, outerwear (\$000)

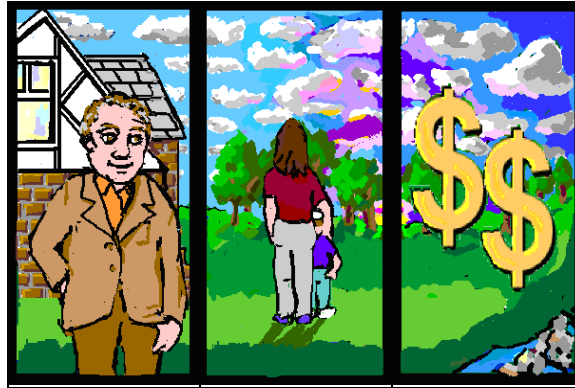
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42. Late Middle Age (45-54) Single Parent Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$58,521</i>	<i>Rank = 51</i>
<i>Households in Dominant Life Stage:</i>	<i>107,839 (0.087 %US)</i>	<i>Rank = 47</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, Median Size
- Family, Median Size
- Households, 7 or More Person
- Households, 6 Person
- Population Density
- Population, Females Never Married (Pop 15+)
- Households, 5 Person
- Population in Poverty, Total
- Other Ancestry
- Family Population

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Rental of furniture (\$000)
- Boys' coats and jackets (\$000)
- Delivery services (\$000)
- Boys' footwear (\$000)
- Girls' uniforms (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Baby food (\$000)

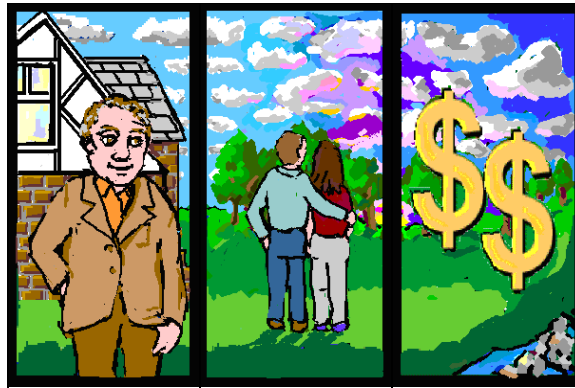
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43. Late Middle Age (45-54) Families No Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$81,642</i>	<i>Rank = 39</i>
<i>Households in Dominant Life Stage:</i>	<i>19,156,985 (15.456 %US)</i>	<i>Rank = 1</i>

Demographically Associated Variables (with the sum of this cluster):

- Family Population
- Households, Median Vehicles
- Households, Median Size
- Households, 4 Person
- Housing, Owner Households, With Mortgage Any
- Households with 4+ Vehicles
- Households with 3 Vehicles
- Housing, Owner Households Valued \$200,000-\$249,999
- Household Income, Median (\$)
- Housing, Owner Households Valued \$250,000-\$299,999

Common Consumer Expenditures (with the sum of this cluster):

- Day care centers, nursery, and preschools (\$000)
- Playground equipment (\$000)
- Infant underwear (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Children under 2 (\$000)
- Infant nightwear, loungewear (\$000)
- Infant accessories (\$000)
- Personal services (\$000)
- Souvenirs (\$000)
- Infant dresses, outerwear (\$000)

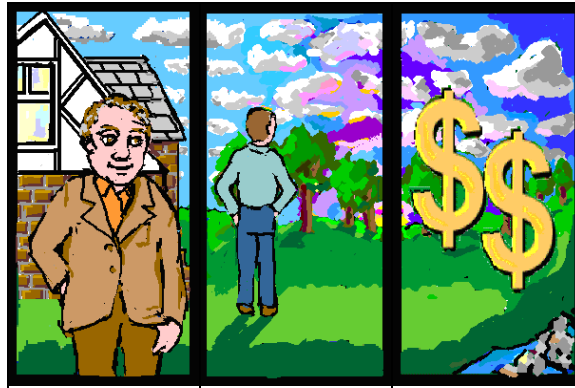
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44. Late Middle Age (45-54) Non-Family with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$67,538 *Rank = 46*

Households in Dominant Life Stage: 6,047,771 (4.880 %US) *Rank = 6*

Demographically Associated Variables (with the sum of this cluster):

- Non-Family Population
- Households, 1 Person
- Housing, Year Moved in 2010 or Later
- Housing, Renter Occupied
- Households with 1 Vehicle
- Housing, Median Year Moved In
- Housing, Vacant Units For Rent
- Housing, Rent \$750-\$999
- Housing, Rent \$500-\$749
- Population, Females Divorced (Pop 15+)

Common Consumer Expenditures (with the sum of this cluster):

- Video game software (\$000)
- Tenants insurance (\$000)
- Men's uniforms (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Other household appliances, Renter (\$000)
- School books, supplies, equipment for college (\$000)
- Rental of furniture (\$000)
- Child support expenditures (\$000)
- Boys' uniforms and active sportswear (\$000)
- Coin-operated household laundry and dry cleaning (nonclothing) (\$000)

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45. Late Middle Age (45-54) Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$174,363</i>	<i>Rank = 2</i>
<i>Households in Dominant Life Stage:</i>	<i>1,918,126 (1.548 %US)</i>	<i>Rank = 16</i>

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Households, 4 Person
- Family Population
- Households, Median Size
- Housing, Median Value Owner Households (\$)
- Occupation, Management, Business, and Financial Operations (Pop 16+)
- Family, Median Size
- Indian Ancestry
- Households, 5 Person
- Education Attainment, Bachelor's Degree (Pop 25+)

Common Consumer Expenditures (with the sum of this cluster):

- Infant underwear (\$000)
- Children under 2 (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Personal services (\$000)
- Infant accessories (\$000)
- Babysitting and child care (\$000)
- Infant dresses, outerwear (\$000)
- School books, supplies, equipment for day care, nursery (\$000)
- Infants' equipment (\$000)

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46. Late Middle Age (45-54) Single Parent Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$85,480</i>	<i>Rank = 33</i>
<i>Households in Dominant Life Stage:</i>	<i>1,487 (0.001 %US)</i>	<i>Rank = 65</i>

Demographically Associated Variables (with the sum of this cluster):

- Infant underwear (\$000)
- Children under 2 (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Personal services (\$000)
- Infant accessories (\$000)
- Babysitting and child care (\$000)
- Infant dresses, outerwear (\$000)
- School books, supplies, equipment for day care, nursery (\$000)
- Infants' equipment (\$000)

Common Consumer Expenditures (with the sum of this cluster):

- Baby food (\$000)
- Girls' uniforms (\$000)
- Extra fees for car/truck lease (\$000)
- Boys' footwear (\$000)
- Wigs and hairpieces (\$000)
- Boys' coats and jackets (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Delivery services (\$000)
- Rental of furniture (\$000)
- Lamb, organ meats and others (\$000)

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47. Late Middle Age (45-54) Families No Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$149,497</i>	<i>Rank = 12</i>
<i>Households in Dominant Life Stage:</i>	<i>4,591,766 (3.705 %US)</i>	<i>Rank = 8</i>

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Housing, Median Value Owner Households (\$)
- Households, 4 Person
- Housing, Owner Households Valued \$500,000-\$749,999
- Housing, Owner Households Valued \$400,000-\$499,999
- Family Population
- Occupation, Management, Business, and Financial Operations (Pop 16+)
- Employment, White Collar (Pop 16+)
- Education Attainment, Bachelor's Degree (Pop 25+)
- Housing, Owner Households, With Mortgage Any

Common Consumer Expenditures (with the sum of this cluster):

- Luggage (\$000)
- Women's sportcoats, tailored jackets (\$000)
- Elementary and high school tuition (\$000)
- Apparel laundry and dry cleaning not coin-operated (\$000)
- Cash contributions to charities and other organizations (\$000)
- Owned vacation homes (\$000)
- Babysitting and child care (\$000)
- Jewelry (\$000)
- Outdoor furniture (\$000)
- Test preparation, tutoring services (\$000)

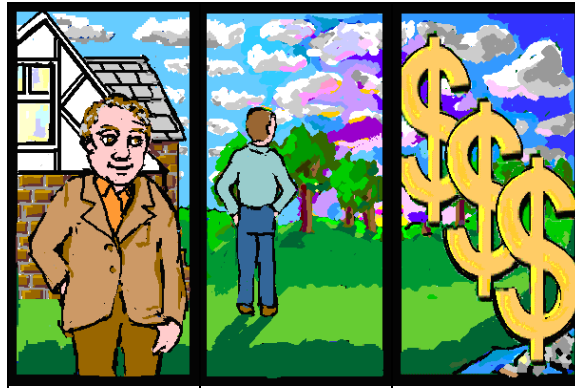
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48. Late Middle Age (45-54) Non-Family with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$126,430</i>	<i>Rank = 19</i>
<i>Households in Dominant Life Stage:</i>	<i>522,923 (0.422 %US)</i>	<i>Rank = 34</i>

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Housing, Median Value Owner Households (\$)
- Employment, White Collar (Pop 16+)
- Occupation, Management, Business, and Financial Operations (Pop 16+)
- Education Attainment, Bachelor's Degree (Pop 25+)
- Education Attainment, Master's Degree (Pop 25+)
- Employment, Professional, Scientific, and Technical Services (Pop 16+)
- Chinese Ancestry
- Occupation, Professional and Related (Pop 16+)
- Korean Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Women's sportcoats, tailored jackets (\$000)
- Luggage (\$000)
- Apparel laundry and dry cleaning not coin-operated (\$000)
- Test preparation, tutoring services (\$000)
- Other apparel products and services (\$000)
- Household laundry and dry cleaning, sent out (nonclothing) not coin-operated (\$000)
- Women's costumes (\$000)
- Elementary and high school tuition (\$000)
- Jewelry (\$000)
- Intercity train fares (\$000)

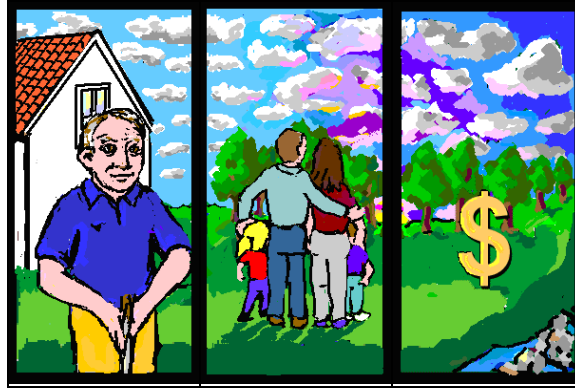
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49. Nearly Senior (55-64) Families with Children with Lower Income



Cluster Summary:

Economic Power (Median Income) : \$37,768 *Rank = 68*

Households in Dominant Life Stage: 59,094 (0.048 %US) *Rank = 54*

Demographically Associated Variables (with the sum of this cluster):

- Family, Median Size
- Households, Median Size
- Households, 7 or More Person
- Households, 6 Person
- Education Attainment, < High School (Pop 25+)
- Mexican Ancestry
- Family Population
- Total Hispanic Ancestry
- Population, Speaks Spanish (Pop 5+)
- Households, 5 Person

Common Consumer Expenditures (with the sum of this cluster):

- Day care centers, nursery, and preschools (\$000)
- Playground equipment (\$000)
- Infant underwear (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Personal services (\$000)
- Rental of supportive, convalescent medical equipment (\$000)
- Children under 2 (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Infant accessories (\$000)
- Infants' equipment (\$000)

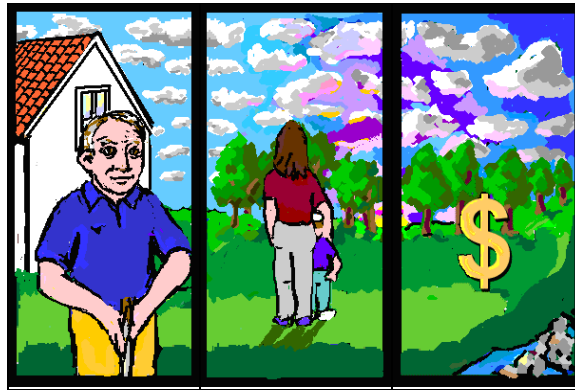
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50. Nearly Senior (55-64) Single Parent Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$31,912</i>	<i>Rank = 76</i>
<i>Households in Dominant Life Stage:</i>	<i>116,076 (0.094 %US)</i>	<i>Rank = 46</i>

Demographically Associated Variables (with the sum of this cluster):

- Population in Poverty, Total
- Other Ancestry
- Population, Females Never Married (Pop 15+)
- Households, 7 or More Person
- Family, Median Size
- Households with No Vehicles
- Households, 6 Person
- Population, Female
- Households, Median Size
- Education Attainment, < High School (Pop 25+)

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Rental of furniture (\$000)
- Delivery services (\$000)
- Boys' coats and jackets (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Boys' footwear (\$000)
- Girls' uniforms (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Checking accounts, other bank service charges (\$000)

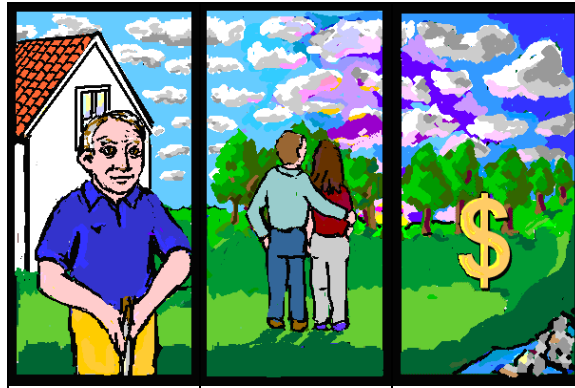
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51. Nearly Senior (55-64) Families No Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$40,544</i>	<i>Rank = 61</i>
<i>Households in Dominant Life Stage:</i>	<i>1,578,642 (1.274 %US)</i>	<i>Rank = 18</i>

Demographically Associated Variables (with the sum of this cluster):

- Education Attainment, < High School (Pop 25+)
- Population in Poverty, Total
- Housing, Occupied Structure Trailer
- Housing, Vacant Units Vacant Other
- Employment, Not in the Labor Force Male (Pop 16+)
- Employment, Not in the Labor Force Female (Pop 16+)
- Population, Rural
- Housing, Owner Households Valued \$50,000-\$59,999
- Housing, Owner Households, With No Mortgage
- Square Miles

Common Consumer Expenditures (with the sum of this cluster):

- Rental of supportive, convalescent medical equipment (\$000)
- Wigs and hairpieces (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Rental of furniture (\$000)
- Medicare prescription drug premium (\$000)
- Medicare payments (\$000)
- Rental of medical equipment (\$000)
- Delivery services (\$000)
- Gift to non-CU members of stocks, bonds, and mutual funds (\$000)
- Commercial medicare supplement (not Blue Cross) (\$000)

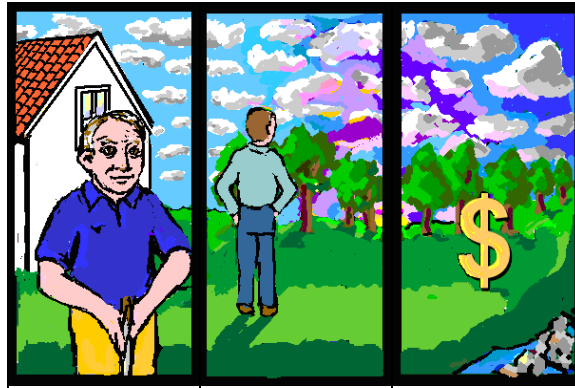
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52. Nearly Senior (55-64) Non-Family With Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$34,296</i>	<i>Rank = 72</i>
<i>Households in Dominant Life Stage:</i>	<i>2,617,130 (2.112 %US)</i>	<i>Rank = 14</i>

Demographically Associated Variables (with the sum of this cluster):

- Population in Poverty, Total
- Housing, Rent \$250-\$499
- Households with No Vehicles
- Education Attainment, < High School (Pop 25+)
- Housing, Vacant Units For Rent
- Housing, Renter Occupied
- Households, 1 Person
- Housing, Vacant Units
- Housing, Vacant Units Vacant Other
- Housing, Rent less than \$250

Common Consumer Expenditures (with the sum of this cluster):

- Coin-operated apparel laundry and dry cleaning (\$000)
- Rental of furniture (\$000)
- Wigs and hairpieces (\$000)
- Tenants insurance (\$000)
- Checking accounts, other bank service charges (\$000)
- Delivery services (\$000)
- Other household appliances, Renter (\$000)
- Towing charges (\$000)
- Coin-operated household laundry and dry cleaning (nonclothing) (\$000)
- Extra fees for car/truck lease (\$000)

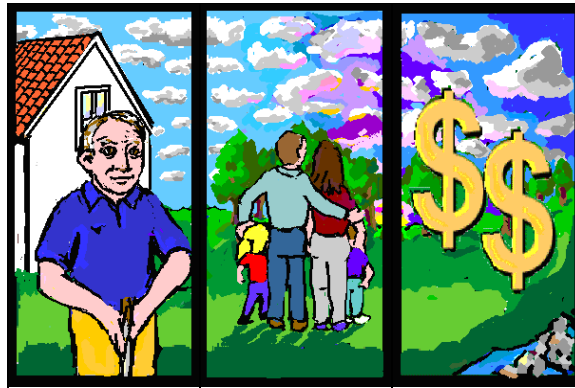
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53. Nearly Senior (55-64) Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$76,015</i>	<i>Rank = 43</i>
<i>Households in Dominant Life Stage:</i>	<i>67,090 (0.054 %US)</i>	<i>Rank = 49</i>

Demographically Associated Variables (with the sum of this cluster):

- Family, Median Size
- Households, Median Size
- Households, 7 or More Person
- Family Population
- Households, 6 Person
- Households, 5 Person
- Mexican Ancestry
- Education Attainment, < High School (Pop 25+)
- Total Hispanic Ancestry
- Population, Speaks Spanish (Pop 5+)

Common Consumer Expenditures (with the sum of this cluster):

- Day care centers, nursery, and preschools (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Infant underwear (\$000)
- Personal services (\$000)
- Playground equipment (\$000)
- Children under 2 (\$000)
- Infants' equipment (\$000)
- Photographic equipment (\$000)
- Infant accessories (\$000)
- Infant dresses, outerwear (\$000)

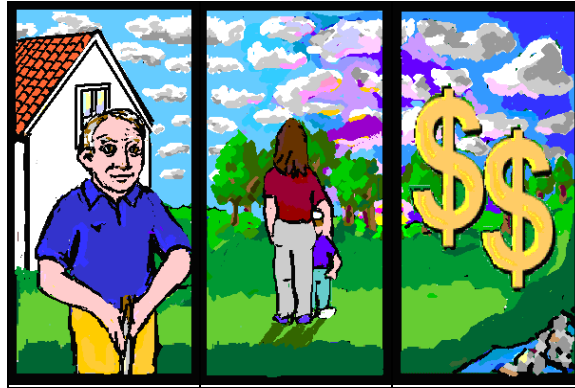
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54. Nearly Senior (55-64) Single Parent Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$59,894</i>	<i>Rank = 49</i>
<i>Households in Dominant Life Stage:</i>	<i>15,010 (0.012 %US)</i>	<i>Rank = 61</i>

Demographically Associated Variables (with the sum of this cluster):

- Other Ancestry
- African Ancestry
- Population, Females Never Married (Pop 15+)
- Population in Poverty, Total
- Households, Median Size
- Population, Female
- Family, Median Size
- Households, 7 or More Person
- Subsaharan African Ancestry
- Education, Enrolled Public School (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Boys' coats and jackets (\$000)
- Delivery services (\$000)
- Rental of furniture (\$000)
- Boys' footwear (\$000)
- Girls' uniforms (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Finance, late, interest charges for other loans (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)

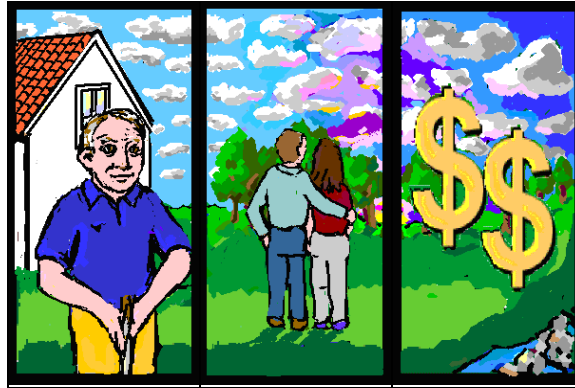
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55. Nearly Senior (55-64) Families No Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$82,994</i>	<i>Rank = 36</i>
<i>Households in Dominant Life Stage:</i>	<i>15,116,650 (12.197 %US)</i>	<i>Rank = 2</i>

Demographically Associated Variables (with the sum of this cluster):

- Housing, Owner Occupied
- Population, Males Married (Pop 15+)
- Population, Females Married (Pop 15+)
- Housing, Owner Households, With Mortgage Any
- Housing, Occupied Structure with 1 Unit Detached
- Households, Median Vehicles
- Housing, Owner Households, With No Mortgage
- Households with 3 Vehicles
- Housing, Owner Households Valued \$200,000-\$249,999
- Square Miles

Common Consumer Expenditures (with the sum of this cluster):

- Window air conditioners, Owner (\$000)
- Souvenirs (\$000)
- Lamps, lighting fixtures, ceiling fans (\$000)
- Other hardware (\$000)
- Clothes washer or dryer, Owner (\$000)
- Maintenance and repair commodities, Owned (\$000)
- Trailer and other attachable campers (\$000)
- Interest paid, home equity loan (\$000)
- Homeowners and related insurance (\$000)
- Repairs/rentals of lawn/garden equip., hand/power tools, other household equipment (\$000)

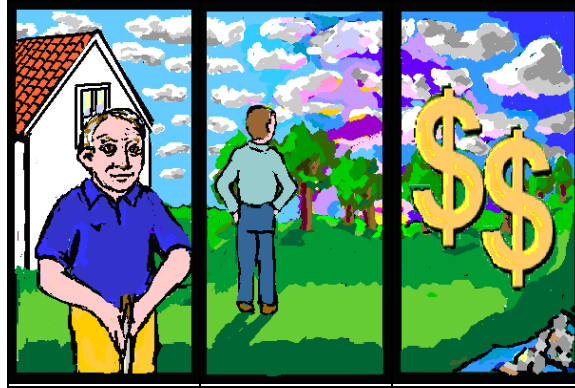
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56. Nearly Senior (55-64) Non-Family with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$72,302 *Rank = 45*

Households in Dominant Life Stage: 5,177,221 (4.177 %US) *Rank = 7*

Demographically Associated Variables (with the sum of this cluster):

- Households, 1 Person
- Non-Family Population
- Households (1/1/2018)
- Housing, Occupied Units
- Housing, Units
- Households with 1 Vehicle
- Employment Potential (Pop 16+)
- Households, 2 Person
- Housing, Year Moved in 2010 or Later
- Population, Females Divorced (Pop 15+)

Common Consumer Expenditures (with the sum of this cluster):

- Coolant, brake fluid, transmission fluid, and other additives (\$000)
- Lotteries and pari-mutuel losses (\$000)
- Noncarbonated fruit flavored drinks, including non-frozen lemonade (\$000)
- Sugar (\$000)
- Cigarettes (\$000)
- Cable and satellite television services (\$000)
- Electricity (\$000)
- Tobacco products and smoking supplies (\$000)
- Bottled water (\$000)
- Cars and trucks, used (\$000)

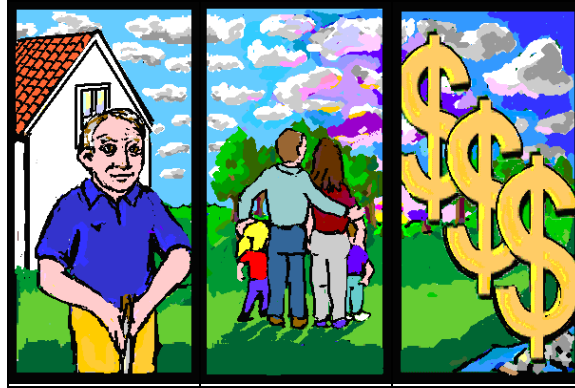
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57. Nearly Senior (55-64) Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$194,244	<i>Rank = 1</i>
<i>Households in Dominant Life Stage:</i> 63,581 (0.051 %US)	<i>Rank = 51</i>

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Housing, Median Value Owner Households (\$)
- Education Attainment, Professional Degree (Pop 25+)
- Education Attainment, Master's Degree (Pop 25+)
- Housing, Owner Households Valued \$500,000-\$749,999
- Housing, Owner Households Valued \$750,000-\$999,999
- Russian Ancestry
- Employment, Professional, Scientific, and Technical Services (Pop 16+)
- Occupation, Professional and Related (Pop 16+)
- Education, Enrolled Private Preprimary (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Personal services (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infant underwear (\$000)
- Babysitting and child care (\$000)
- Cash contributions to charities and other organizations (\$000)
- Luggage (\$000)
- Children under 2 (\$000)
- Women's sportcoats, tailored jackets (\$000)
- Elementary and high school tuition (\$000)
- Termination fee for car/truck lease (\$000)

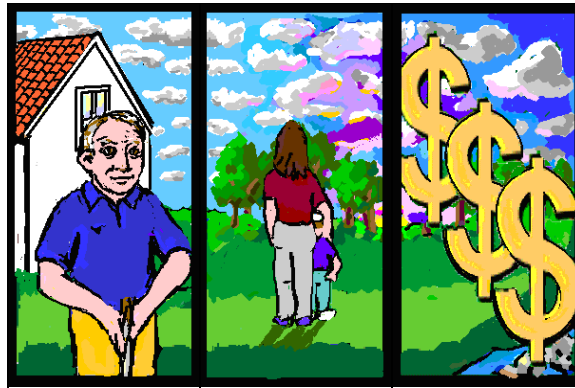
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58. Nearly Senior (55-64) Single Parent Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$0</i>	<i>Rank = 80</i>
<i>Households in Dominant Life Stage:</i>	<i>0 (0.000 %US)</i>	<i>Rank = 80</i>

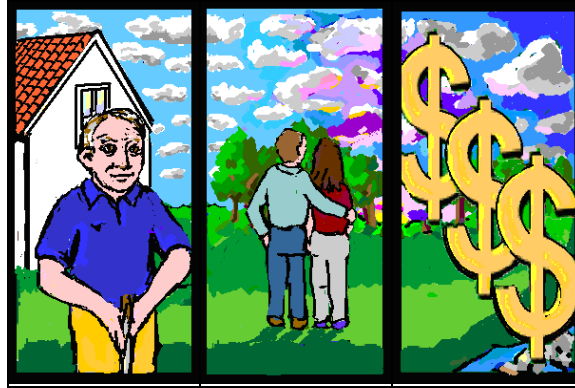
Demographically Associated Variables (with the sum of this cluster):

- These clusters are predominant in no neighborhoods

Common Consumer Expenditures (with the sum of this cluster):

- These clusters are predominant in no neighborhoods

59. Nearly Senior (55-64) Families No Children with Higher Income



Cluster Summary:

Economic Power (Median Income) : \$152,791 *Rank = 11*

Households in Dominant Life Stage: 4,164,460 (3.360 %US) *Rank = 10*

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Housing, Median Value Owner Households (\$)
- Education Attainment, Master's Degree (Pop 25+)
- Education Attainment, Bachelor's Degree (Pop 25+)
- Employment, White Collar (Pop 16+)
- Housing, Owner Households Valued \$500,000-\$749,999
- Occupation, Management, Business, and Financial Operations (Pop 16+)
- Education Attainment, Professional Degree (Pop 25+)
- Housing, Owner Households, With Mortgage Any
- Housing, Owner Households Valued \$400,000-\$499,999

Common Consumer Expenditures (with the sum of this cluster):

- Luggage (\$000)
- Women's sportcoats, tailored jackets (\$000)
- Apparel laundry and dry cleaning not coin-operated (\$000)
- Owned vacation homes (\$000)
- Elementary and high school tuition (\$000)
- Cash contributions to charities and other organizations (\$000)
- Intercity train fares (\$000)
- Outdoor furniture (\$000)
- Household laundry and dry cleaning, sent out (nonclothing) not coin-operated (\$000)
- Ship fares (\$000)

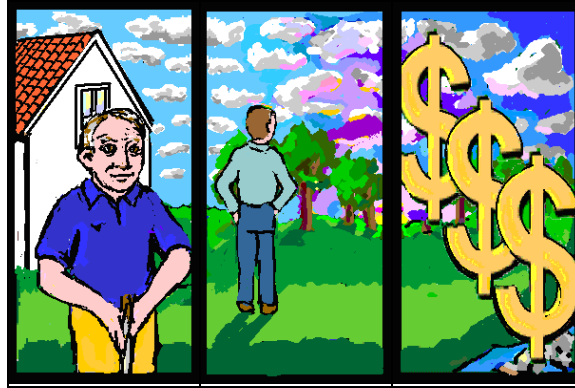
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60. Nearly Senior (55-64) Non-Family with Higher Income



Cluster Summary:

Economic Power (Median Income) : \$128,489 *Rank = 18*

Households in Dominant Life Stage: 708,302 (0.571 %US) *Rank = 29*

Demographically Associated Variables (with the sum of this cluster):

- Education Attainment, Professional Degree (Pop 25+)
- Housing, Median Value Owner Households (\$)
- Household Income, Median (\$)
- Education Attainment, Master's Degree (Pop 25+)
- Employment, White Collar (Pop 16+)
- Education Attainment, Bachelor's Degree (Pop 25+)
- Occupation, Professional and Related (Pop 16+)
- Employment, Professional, Scientific, and Technical Services (Pop 16+)
- Education Attainment, Doctorate Degree (Pop 25+)
- Occupation, Management, Business, and Financial Operations (Pop 16+)

Common Consumer Expenditures (with the sum of this cluster):

- Household laundry and dry cleaning, sent out (nonclothing) not coin-operated (\$000)
- Women's sportcoats, tailored jackets (\$000)
- Luggage (\$000)
- Other apparel products and services (\$000)
- Apparel laundry and dry cleaning not coin-operated (\$000)
- Wine away (\$000)
- Intercity train fares (\$000)
- Jewelry (\$000)
- Cash contributions to charities and other organizations (\$000)
- Cash contribution to educational institutions (\$000)

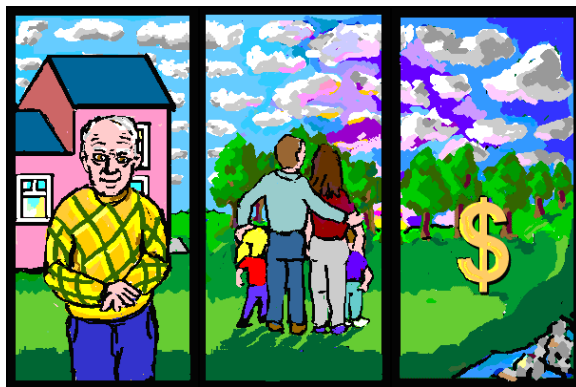
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61. Senior (65-74) Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$39,806</i>	<i>Rank = 63</i>
<i>Households in Dominant Life Stage:</i>	<i>4,388 (0.004 %US)</i>	<i>Rank = 64</i>

Demographically Associated Variables (with the sum of this cluster):

- Family, Median Size
- Households, Median Size
- Education Attainment, < High School (Pop 25+)
- Households, 6 Person
- Other Hispanic Ancestry
- Family Population
- Mexican Ancestry
- Households, 7 or More Person
- Population, Speaks Spanish (Pop 5+)
- Population in Poverty, Total

Common Consumer Expenditures (with the sum of this cluster):

- Day care centers, nursery, and preschools (\$000)
- Playground equipment (\$000)
- Infant underwear (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Personal services (\$000)
- Children under 2 (\$000)
- Infant accessories (\$000)
- Rental of supportive, convalescent medical equipment (\$000)
- Infant nightwear, loungewear (\$000)
- Infants' equipment (\$000)

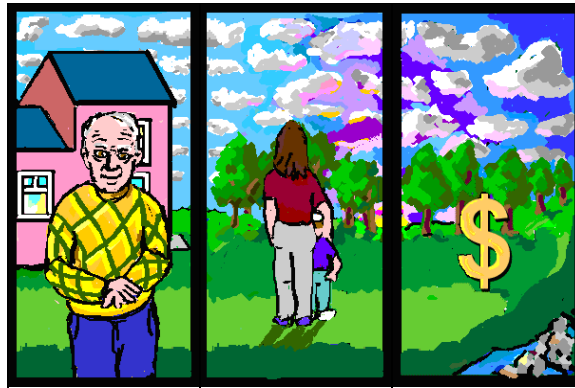
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62. Senior (65-74) Single Parent Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$33,443</i>	<i>Rank = 73</i>
<i>Households in Dominant Life Stage:</i>	<i>22,261 (0.018 %US)</i>	<i>Rank = 58</i>

Demographically Associated Variables (with the sum of this cluster):

- Population in Poverty, Total
- Other Ancestry
- Population, Female
- Households with No Vehicles
- Population, Females Never Married (Pop 15+)
- Households, 7 or More Person
- Housing, Rent less than \$250
- Family, Median Size
- Households, 6 Person
- Employment, Not in the Labor Force Female (Pop 16+)

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Rental of furniture (\$000)
- Boys' coats and jackets (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Delivery services (\$000)
- Boys' footwear (\$000)
- Girls' uniforms (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Checking accounts, other bank service charges (\$000)

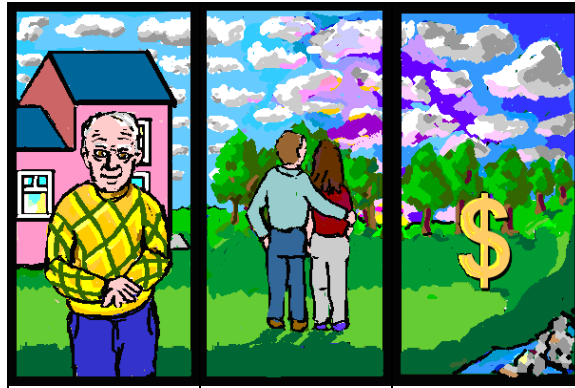
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63. Senior (65-74) Families No Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$44,708</i>	<i>Rank = 57</i>
<i>Households in Dominant Life Stage:</i>	<i>1,231,880 (0.994 %US)</i>	<i>Rank = 22</i>

Demographically Associated Variables (with the sum of this cluster):

- Housing, Occupied Structure Trailer
- Housing, Owner Households, With No Mortgage
- Employment, Not in the Labor Force Male (Pop 16+)
- Square Miles
- Housing, Vacant Units Vacant Other
- Population, Rural
- Education Attainment, < High School (Pop 25+)
- Education Attainment, High School (Pop 25+)
- Employment, Not in the Labor Force Female (Pop 16+)
- Housing, Vacant Units

Common Consumer Expenditures (with the sum of this cluster):

- Medicare prescription drug premium (\$000)
- Medicare payments (\$000)
- Cemetery lots, vaults, maintenance fees (\$000)
- Commercial medicare supplement (not Blue Cross) (\$000)
- Rental of supportive, convalescent medical equipment (\$000)
- Commercial medicare supplement - BCBS (\$000)
- Rental of medical equipment (\$000)
- Care for elderly, invalids, handicapped, etc (\$000)
- Sewing machines (\$000)
- Gift to non-CU members of stocks, bonds, and mutual funds (\$000)

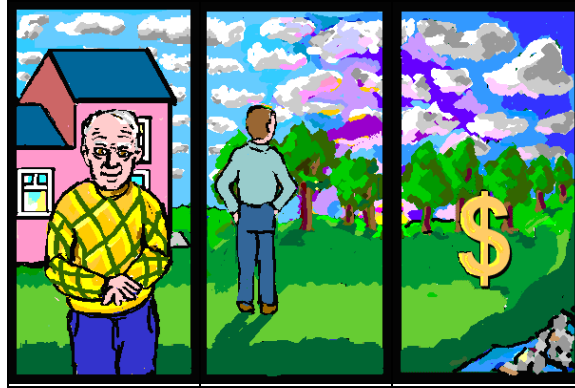
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64. Senior (65-74) Non-Family With Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$35,655</i>	<i>Rank = 70</i>
<i>Households in Dominant Life Stage:</i>	<i>896,202 (0.723 %US)</i>	<i>Rank = 26</i>

Demographically Associated Variables (with the sum of this cluster):

- Education Attainment, < High School (Pop 25+)
- Population in Poverty, Total
- Housing, Rent \$250-\$499
- Households, 1 Person
- Housing, Rent less than \$250
- Employment, Not in the Labor Force Female (Pop 16+)
- Households with No Vehicles
- Employment, Not in the Labor Force Male (Pop 16+)
- Housing, Renter Occupied
- Population, Females Widowed (Pop 15+)

Common Consumer Expenditures (with the sum of this cluster):

- Coin-operated apparel laundry and dry cleaning (\$000)
- Tenants insurance (\$000)
- Rental of furniture (\$000)
- Wigs and hairpieces (\$000)
- Checking accounts, other bank service charges (\$000)
- Other household appliances, Renter (\$000)
- Delivery services (\$000)
- Coin-operated household laundry and dry cleaning (nonclothing) (\$000)
- Pork chops (\$000)
- Towing charges (\$000)

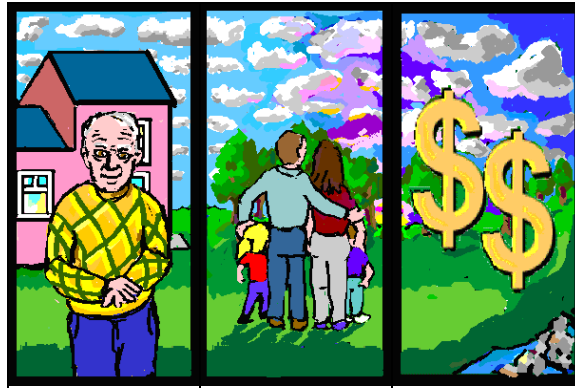
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65. Senior (65-74) Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$102,213</i>	<i>Rank = 23</i>
<i>Households in Dominant Life Stage:</i>	<i>479 (0.000 %US)</i>	<i>Rank = 71</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, 7 or More Person
- Other Asian Ancestry
- Households, Median Size
- Family, Median Size
- Filipino Ancestry
- Total Asian Ancestry
- Family Population
- Home Heating Fuel: No fuel used
- Population, Speaks Asian or Pacific Island Language (Pop 5+)
- Employment, Armed Forces Male (Pop 16+)

Common Consumer Expenditures (with the sum of this cluster):

- Photographic equipment (\$000)
- Boat without motor and boat trailers (\$000)
- Day care centers, nursery, and preschools (\$000)
- Photographic equipment, supplies and services (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Infants' equipment (\$000)
- Rice (\$000)
- School books, supplies, equipment for day care, nursery (\$000)
- Other schools tuition (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)

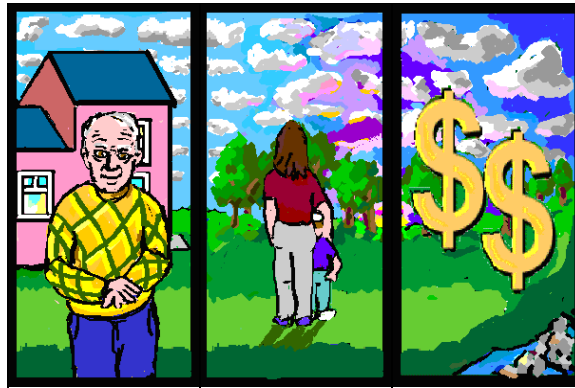
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66. Senior (65-74) Single Parent Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$60,453</i>	<i>Rank = 48</i>
<i>Households in Dominant Life Stage:</i>	<i>464 (0.000 %US)</i>	<i>Rank = 72</i>

Demographically Associated Variables (with the sum of this cluster):

- Other Ancestry
- Population, Males Never Married (Pop 15+)
- Households, 7 or More Person
- Housing, Year Moved in 1970 to 1979
- Employment, Work at Home (Empl 16+)
- Employment, Not in the Labor Force Male (Pop 16+)
- Education Female, Enrolled Public School (Pop 3+)
- Family, Median Size
- Population, Female
- Population, Citizenship - Native

Common Consumer Expenditures (with the sum of this cluster):

- Wigs and hairpieces (\$000)
- Extra fees for car/truck lease (\$000)
- Delivery services (\$000)
- Boys' footwear (\$000)
- Girls' uniforms (\$000)
- Boys' coats and jackets (\$000)
- Rental of furniture (\$000)
- Finance, late, interest charges for other loans (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Lamb, organ meats and others (\$000)

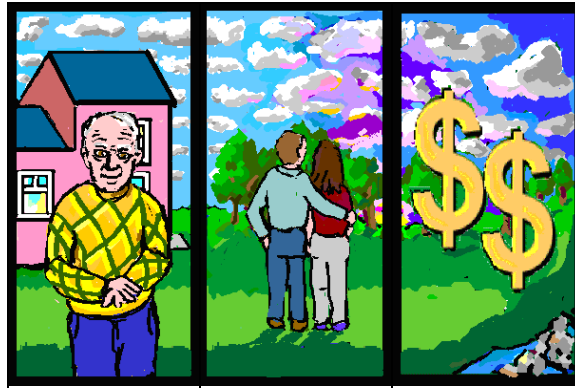
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67. Senior (65-74) Families No Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$83,769</i>	<i>Rank = 35</i>
<i>Households in Dominant Life Stage:</i>	<i>1,432,242 (1.156 %US)</i>	<i>Rank = 20</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, 2 Person
- Housing, Owner Occupied
- Housing, Owner Households, With No Mortgage
- Employment Potential (Pop 16+)
- Veterans, Total
- Population, Males Married (Pop 15+)
- Population, Females Married (Pop 15+)
- Employment, Not in the Labor Force Female (Pop 16+)
- Housing, Year Moved in 2000 to 2009
- Employment, Not in the Labor Force Male (Pop 16+)

Common Consumer Expenditures (with the sum of this cluster):

- Cemetery lots, vaults, maintenance fees (\$000)
- Medicare prescription drug premium (\$000)
- Medicare payments (\$000)
- Commercial medicare supplement (not Blue Cross) (\$000)
- Lotteries and pari-mutuel losses (\$000)
- Commercial medicare supplement - BCBS (\$000)
- Hearing aids (\$000)
- Long term care insurance (\$000)
- Commercial medicare supplements and other health insurance (\$000)
- Repairs/rentals of lawn/garden equip., hand/power tools, other household equipment (\$000)

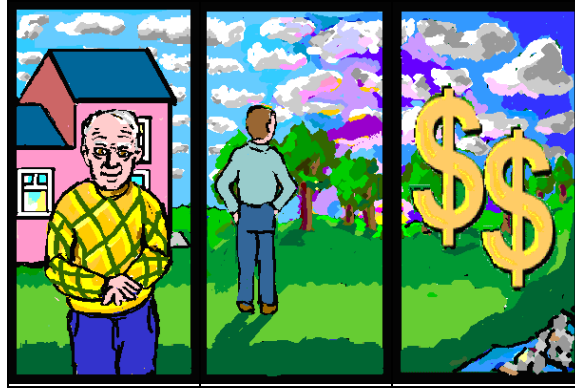
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68. Senior (65-74) Non-Family with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$78,372 *Rank = 41*

Households in Dominant Life Stage: 156,353 (0.126 %US) *Rank = 43*

Demographically Associated Variables (with the sum of this cluster):

- Employment Potential (Pop 16+)
- Households, 1 Person
- Households (1/1/2018)
- Housing, Occupied Units
- Housing, Units
- Education, Not Enrolled in School (Pop 3+)
- Non-Family Population
- Housing, Owner Households, With No Mortgage
- Households, 2 Person
- Employment, Not in the Labor Force Female (Pop 16+)

Common Consumer Expenditures (with the sum of this cluster):

- Medicare prescription drug premium (\$000)
- Medicare payments (\$000)
- Lotteries and pari-mutuel losses (\$000)
- Hearing aids (\$000)
- Residential phone service, VOIP, and phone cards (\$000)
- Commercial medicare supplement (not Blue Cross) (\$000)
- Roast (\$000)
- Rental of medical equipment (\$000)
- Artificial sweeteners (\$000)
- Cemetery lots, vaults, maintenance fees (\$000)

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69. Senior (65-74) Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$158,090	<i>Rank = 6</i>
<i>Households in Dominant Life Stage:</i> 561 (0.000 %US)	<i>Rank = 69</i>

Demographically Associated Variables (with the sum of this cluster):

- Households, Median Size
- Housing, Year Moved in 1970 to 1979
- Family Population
- Family, Median Size
- Household Income, Median (\$)
- Employment, Bus or Trolley Bus to Work (Empl 16+)
- Education, Enrolled Private Undergraduate College (Pop 3+)
- Population, Speaks Asian or Pacific Island Language (Pop 5+)
- Home Heating Fuel: No fuel used
- Education, Enrolled Private Preprimary (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Camping equipment (\$000)
- Photographic equipment (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infants' equipment (\$000)
- Infant coat, jacket, snowsuit (\$000)
- School bus (\$000)
- School books, supplies, equipment for day care, nursery (\$000)
- Photographic equipment, supplies and services (\$000)
- Vocational and technical school tuition (\$000)
- Boat without motor and boat trailers (\$000)

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70. Senior (65-74) Families No Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$0	<i>Rank = 80</i>
<i>Households in Dominant Life Stage:</i> 0 (0.000 %US)	<i>Rank = 80</i>

Demographically Associated Variables (with the sum of this cluster):

- These clusters are predominant in no neighborhoods

Common Consumer Expenditures (with the sum of this cluster):

- These clusters are predominant in no neighborhoods

71. Senior (65-74) Families No Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$156,581</i>	<i>Rank = 7</i>
<i>Households in Dominant Life Stage:</i>	<i>141,414 (0.114 %US)</i>	<i>Rank = 44</i>

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Housing, Median Value Owner Households (\$)
- Housing, Owner Occupied
- Population, Females Married (Pop 15+)
- Education Attainment, Bachelor's Degree (Pop 25+)
- Education Attainment, Professional Degree (Pop 25+)
- Population, Males Married (Pop 15+)
- Households, 2 Person
- Housing, Owner Households Valued \$500,000-\$749,999
- Housing, Owner Households Valued \$750,000-\$999,999

Common Consumer Expenditures (with the sum of this cluster):

- Apparel laundry and dry cleaning not coin-operated (\$000)
- Women's sportcoats, tailored jackets (\$000)
- Owned vacation homes (\$000)
- Intercity train fares (\$000)
- Gardening, lawn care service (\$000)
- Shoe repair and other shoe service (\$000)
- Luggage (\$000)
- Household laundry and dry cleaning, sent out (nonclothing) not coin-operated (\$000)
- Public and other transportation (\$000)
- Outdoor furniture (\$000)

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72. Senior (65-74) Non-Family with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$163,769	<i>Rank = 4</i>
<i>Households in Dominant Life Stage:</i> 30,256 (0.024 %US)	<i>Rank = 56</i>

Demographically Associated Variables (with the sum of this cluster):

- Housing, Median Value Owner Households (\$)
- Household Income, Median (\$)
- Education Attainment, Master's Degree (Pop 25+)
- Education Attainment, Professional Degree (Pop 25+)
- Education Attainment, Bachelor's Degree (Pop 25+)
- Housing, Owner Households Valued More than \$1,000,000
- Employment Potential (Pop 16+)
- Housing, Vacant Units Seasonal
- Housing, Occupied Units
- Households (1/1/2018)

Common Consumer Expenditures (with the sum of this cluster):

- Maintenance and repair services, Rented (\$000)
- Body work and painting (\$000)
- Whiskey (\$000)
- Women's suits (\$000)
- Other alcoholic beverages (\$000)
- Other apparel products and services (\$000)
- Repair of tv, radio, and sound equipment (\$000)
- Other alcoholic beverages away (\$000)
- Personal care services (\$000)
- Cash contributions to church, religious organizations (\$000)

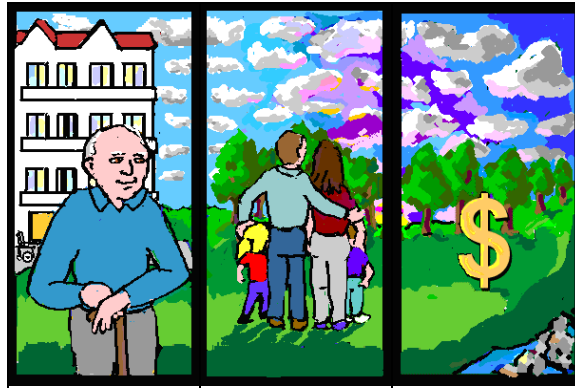
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73. Oldest (75P) Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$48,639</i>	<i>Rank = 54</i>
<i>Households in Dominant Life Stage:</i>	<i>43,701 (0.035 %US)</i>	<i>Rank = 55</i>

Demographically Associated Variables (with the sum of this cluster):

- Family, Median Size
- Households, 7 or More Person
- Households, 6 Person
- Households, Median Size
- Family Population
- Population, Citizenship - Foreign Born - Not a Citizen
- Population, Citizenship - Foreign Born - Naturalized
- Population in Poverty, Total
- Education Attainment, < High School (Pop 25+)
- Population Density

Common Consumer Expenditures (with the sum of this cluster):

- Day care centers, nursery, and preschools (\$000)
- Infant coat, jacket, snowsuit (\$000)
- Infant underwear (\$000)
- Playground equipment (\$000)
- Personal services (\$000)
- Children under 2 (\$000)
- Infants' equipment (\$000)
- Infant accessories (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Gift to non-CU members of stocks, bonds, and mutual funds (\$000)

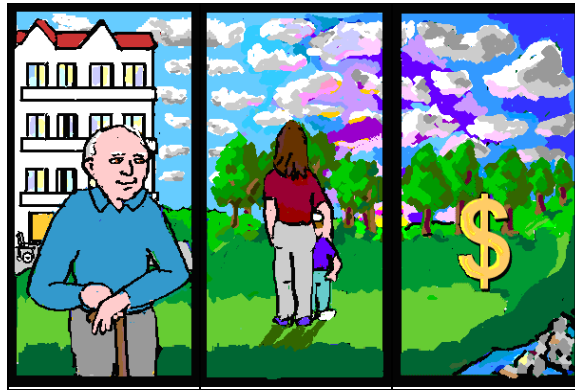
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74. Oldest (75P) Single Parent Families with Children with Lower Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$35,283</i>	<i>Rank = 71</i>
<i>Households in Dominant Life Stage:</i>	<i>13,715 (0.011 %US)</i>	<i>Rank = 62</i>

Demographically Associated Variables (with the sum of this cluster):

- Population, Female
- Population in Poverty, Total
- Population, Females Never Married (Pop 15+)
- Households with No Vehicles
- Employment, Not in the Labor Force Female (Pop 16+)
- Households, 7 or More Person
- Education, Enrolled Public Grades 1-4 (Pop 3+)
- Education, Enrolled Public School (Pop 3+)
- Education Female, Enrolled Public School (Pop 3+)
- Education, Enrolled School, Grades 1 to 4 (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Extra fees for car/truck lease (\$000)
- Rental of furniture (\$000)
- Wigs and hairpieces (\$000)
- Coin-operated apparel laundry and dry cleaning (\$000)
- Boys' coats and jackets (\$000)
- Boys' suits, sportcoats, vests (\$000)
- Boys' footwear (\$000)
- Delivery services (\$000)
- Girls' uniforms (\$000)
- Tenants insurance (\$000)

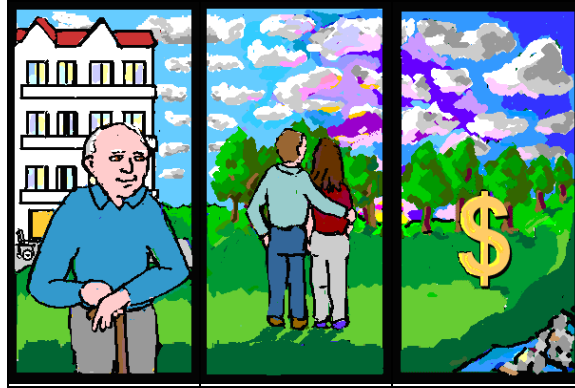
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75. Oldest (75P) Families No Children with Lower Income



Cluster Summary:

Economic Power (Median Income) : \$53,650 *Rank = 53*

Households in Dominant Life Stage: 3,107,142 (2.507 %US) *Rank = 12*

Demographically Associated Variables (with the sum of this cluster):

- Housing, Owner Households, With No Mortgage
- Employment, Not in the Labor Force Female (Pop 16+)
- Population, Females Widowed (Pop 15+)
- Employment, Not in the Labor Force Male (Pop 16+)
- Education Attainment, High School (Pop 25+)
- Housing, Occupied Structure Trailer
- Education Attainment, < High School (Pop 25+)
- Population, Males Widowed (Pop 15+)
- Employment Potential (Pop 16+)
- Education, Not Enrolled in School (Pop 3+)

Common Consumer Expenditures (with the sum of this cluster):

- Gift to non-CU members of stocks, bonds, and mutual funds (\$000)
- Medicare prescription drug premium (\$000)
- Care in convalescent or nursing home (\$000)
- Care for elderly, invalids, handicapped, etc (\$000)
- Commercial medicare supplement - BCBS (\$000)
- Commercial medicare supplement (not Blue Cross) (\$000)
- Medicare payments (\$000)
- Hearing aids (\$000)
- Value of other financial assets (\$000)
- Cemetery lots, vaults, maintenance fees (\$000)

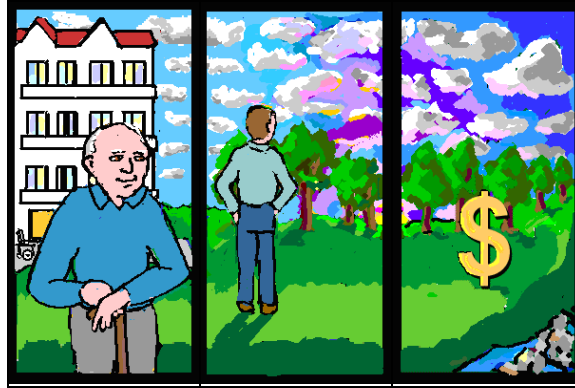
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76. Oldest (75P) Non-Family With Lower Income



Cluster Summary:

Economic Power (Median Income) : \$48,454 *Rank = 55*

Households in Dominant Life Stage: 8,090,427 (6.528 %US) *Rank = 4*

Demographically Associated Variables (with the sum of this cluster):

- Households, 1 Person
- Population, Females Widowed (Pop 15+)
- Non-Family Population
- Population, Female
- Households (1/1/2018)
- Housing, Occupied Units
- Housing, Year Moved in 2010 or Later
- Employment, Not in the Labor Force Female (Pop 16+)
- Housing, Units
- Households with 1 Vehicle

Common Consumer Expenditures (with the sum of this cluster):

- Gift to non-CU members of stocks, bonds, and mutual funds (\$000)
- Care in convalescent or nursing home (\$000)
- Medicare prescription drug premium (\$000)
- Adult diapers (\$000)
- Hearing aids (\$000)
- Medicare payments (\$000)
- Care for elderly, invalids, handicapped, etc (\$000)
- Commercial medicare supplement - BCBS (\$000)
- Commercial medicare supplement (not Blue Cross) (\$000)
- Value of other financial assets (\$000)

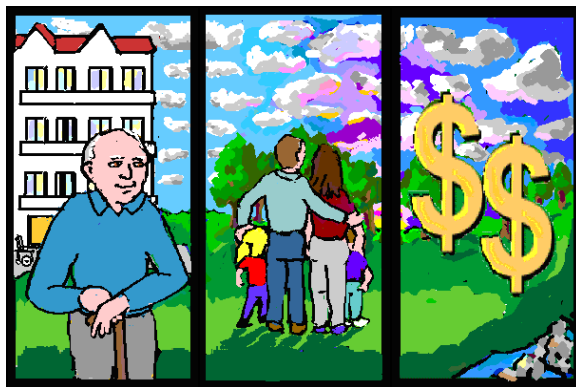
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77. Oldest (75P) Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$87,245</i>	<i>Rank = 30</i>
<i>Households in Dominant Life Stage:</i>	<i>528 (0.000 %US)</i>	<i>Rank = 70</i>

Demographically Associated Variables (with the sum of this cluster):

- Housing, Rent \$2,000+
- Housing, Vacant Units For Rent
- Housing, Median Rent (\$)
- Home Heating Fuel: Solar energy
- Argentinean Ancestry
- Latvian Ancestry
- Egyptian Ancestry
- Filipino Ancestry
- Employment, Armed Forces Male (Pop 16+)
- Employment, Armed Forces Female (Pop 16+)

Common Consumer Expenditures (with the sum of this cluster):

- Infant coat, jacket, snowsuit (\$000)
- Infant underwear (\$000)
- Children under 2 (\$000)
- Day care centers, nursery, and preschools (\$000)
- Infants' equipment (\$000)
- Infant accessories (\$000)
- Playground equipment (\$000)
- Personal services (\$000)
- Infant dresses, outerwear (\$000)
- Photographic equipment (\$000)

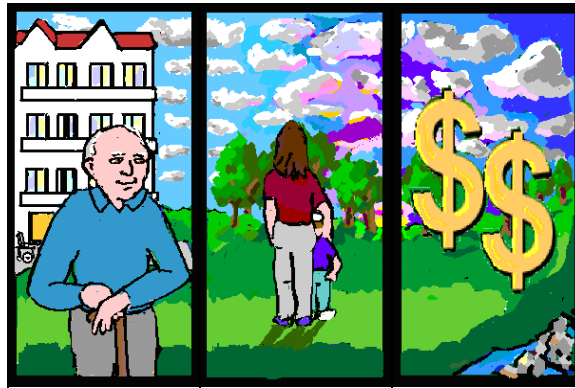
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78. Oldest (75P) Single Parent Families with Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$100,000</i>	<i>Rank = 25</i>
<i>Households in Dominant Life Stage:</i>	<i>3 (0.000 %US)</i>	<i>Rank = 79</i>

Demographically Associated Variables (with the sum of this cluster):

- Population, Institutional Group Quarters
- Households, Median Vehicles
- Employment, Not in the Labor Force Male (Pop 16+)
- Population, Total Group Quarters
- Population, Male
- Population, Males Never Married (Pop 15+)
- Population, Speaks English (Pop 5+)
- First Ancestry Reported
- Population, Males Divorced (Pop 15+)
- Bahamian Ancestry

Common Consumer Expenditures (with the sum of this cluster):

- Rental of supportive, convalescent medical equipment (\$000)
- Souvenirs (\$000)
- Visual goods (\$000)
- Computer Installation (\$000)
- School books, supplies, equipment for vocational and technical schools (\$000)
- Dating services (\$000)
- Termination fee for car/truck lease (\$000)
- Rental of medical equipment (\$000)
- Fireworks (\$000)
- Winter sports equipment (\$000)

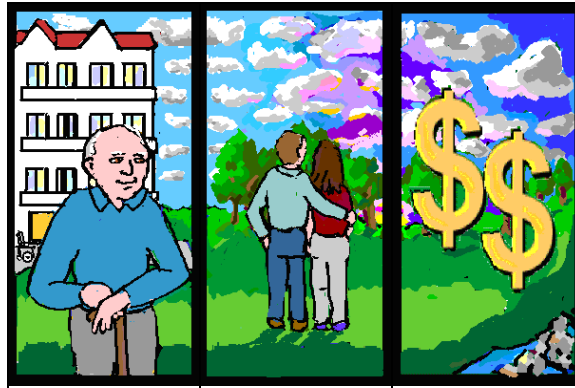
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79. Oldest (75P) Families No Children with Moderate Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$90,682</i>	<i>Rank = 27</i>
<i>Households in Dominant Life Stage:</i>	<i>478,721 (0.386 %US)</i>	<i>Rank = 35</i>

Demographically Associated Variables (with the sum of this cluster):

- Housing, Owner Households, With No Mortgage
- Employment Potential (Pop 16+)
- Housing, Owner Occupied
- Veterans, Total
- Population, Females Widowed (Pop 15+)
- Employment, Not in the Labor Force Female (Pop 16+)
- Population, Females Married (Pop 15+)
- Education Attainment, Bachelor's Degree (Pop 25+)
- Population, Males Married (Pop 15+)
- Population, Female

Common Consumer Expenditures (with the sum of this cluster):

- Safe deposit box rental (\$000)
- Other cash gifts (\$000)
- Gift to non-CU members of stocks, bonds, and mutual funds (\$000)
- Value of other financial assets (\$000)
- Care for elderly, invalids, handicapped, etc (\$000)
- Medicare prescription drug premium (\$000)
- Care in convalescent or nursing home (\$000)
- Lotteries and pari-mutuel losses (\$000)
- Commercial medicare supplement - BCBS (\$000)
- Hearing aids (\$000)

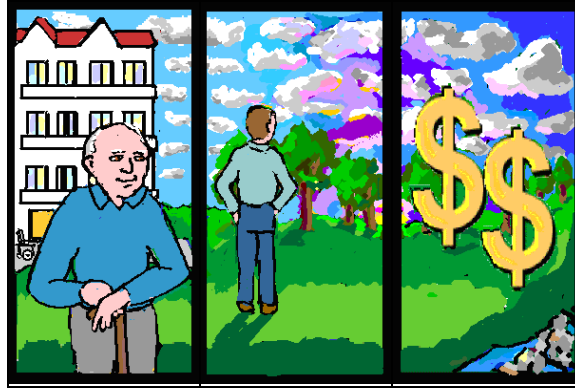
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80. Oldest (75P) Non-Family with Moderate Income



Cluster Summary:

Economic Power (Median Income) : \$82,749 *Rank = 37*

Households in Dominant Life Stage: 601,472 (0.485 %US) *Rank = 32*

Demographically Associated Variables (with the sum of this cluster):

- Population, Female
- Population, Females Widowed (Pop 15+)
- Households, 1 Person
- Housing, Occupied Structure with 50+ Units
- Employment Potential (Pop 16+)
- Housing, Occupied Units
- Households (1/1/2018)
- Non-Family Population
- Employment, Not in the Labor Force Female (Pop 16+)
- Housing, Year Moved in 2010 or Later

Common Consumer Expenditures (with the sum of this cluster):

- Gift to non-CU members of stocks, bonds, and mutual funds (\$000)
- Care in convalescent or nursing home (\$000)
- Hearing aids (\$000)
- Care for elderly, invalids, handicapped, etc (\$000)
- Value of other financial assets (\$000)
- Medicare prescription drug premium (\$000)
- Commercial medicare supplement - BCBS (\$000)
- Other cash gifts (\$000)
- Medicare payments (\$000)
- Commercial medicare supplement (not Blue Cross) (\$000)

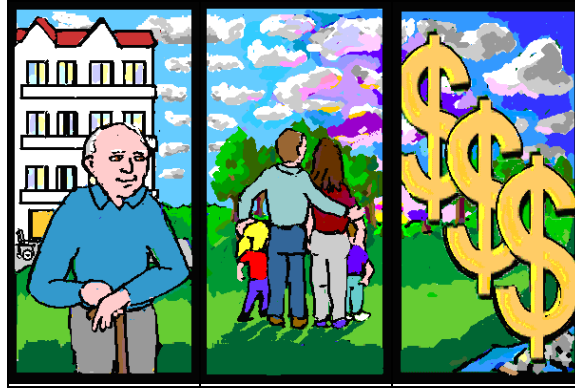
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81. Oldest (75P) Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$0	<i>Rank = 80</i>
<i>Households in Dominant Life Stage:</i> 0 (0.000 %US)	<i>Rank = 80</i>

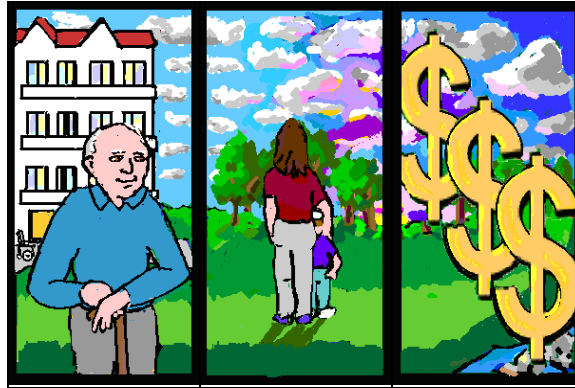
Demographically Associated Variables (with the sum of this cluster):

- These clusters are predominant in no neighborhoods

Common Consumer Expenditures (with the sum of this cluster):

These clusters are predominant in no neighborhoods

82. Oldest (75P) Single Parent Families with Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$0</i>	<i>Rank = 80</i>
<i>Households in Dominant Life Stage:</i>	<i>0 (0.000 %US)</i>	<i>Rank = 80</i>

Demographically Associated Variables (with the sum of this cluster):

- These clusters are predominant in no neighborhoods

Common Consumer Expenditures (with the sum of this cluster):

- These clusters are predominant in no neighborhoods

83. Oldest (75P) Families No Children with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i>	<i>\$155,824</i>	<i>Rank = 8</i>
<i>Households in Dominant Life Stage:</i>	<i>87,487 (0.071 %US)</i>	<i>Rank = 48</i>

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Education Attainment, Professional Degree (Pop 25+)
- Education Attainment, Bachelor's Degree (Pop 25+)
- Housing, Median Value Owner Households (\$)
- Population, Females Married (Pop 15+)
- Housing, Owner Households, With No Mortgage
- Education Attainment, Master's Degree (Pop 25+)
- Population, Males Married (Pop 15+)
- Employment, Not in the Labor Force Female (Pop 16+)
- Housing, Owner Occupied

Common Consumer Expenditures (with the sum of this cluster):

- Gardening, lawn care service (\$000)
- Owned vacation homes (\$000)
- Intercity train fares (\$000)
- Outdoor furniture (\$000)
- Housekeeping services (\$000)
- Women's sportcoats, tailored jackets (\$000)
- Apparel laundry and dry cleaning not coin-operated (\$000)
- Shoe repair and other shoe service (\$000)
- Other lodging (\$000)
- Ship fares (\$000)

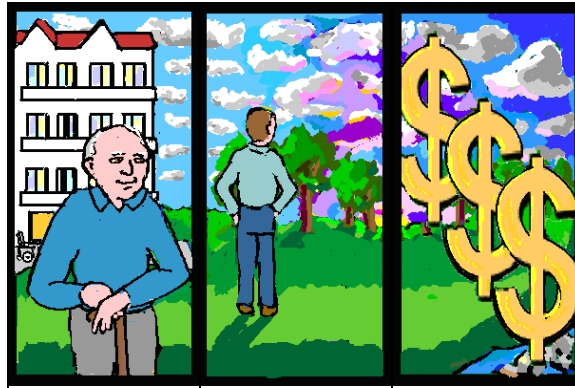
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84. Oldest (75P) Non-Family with Higher Income



Cluster Summary:

<i>Economic Power (Median Income) :</i> \$143,584	<i>Rank = 14</i>
<i>Households in Dominant Life Stage:</i> 62,787 (0.051 %US)	<i>Rank = 52</i>

Demographically Associated Variables (with the sum of this cluster):

- Household Income, Median (\$)
- Education Attainment, Professional Degree (Pop 25+)
- Education Attainment, Master's Degree (Pop 25+)
- Population, Female
- Housing, Occupied Structure with 50+ Units
- Housing, Rent \$2,000+
- Education Attainment, Bachelor's Degree (Pop 25+)
- Education Attainment, Doctorate Degree (Pop 25+)
- Housing, Median Value Owner Households (\$)
- Households, 1 Person

Common Consumer Expenditures (with the sum of this cluster):

- Gift to non-CU members of stocks, bonds, and mutual funds (\$000)
- Cash contribution to educational institutions (\$000)
- Care in convalescent or nursing home (\$000)
- Cash contributions to charities and other organizations (\$000)
- Value of stocks, bonds, mutual funds (\$000)
- Cash contribution to political organizations (\$000)
- Wine away (\$000)
- Housekeeping services (\$000)
- Intercity train fares (\$000)
- Other cash gifts (\$000)

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Non-Populated Clusters

These clusters are predominant in no neighborhoods.

Cluster Name

- 22 Young (25-34) Single Parent Families with Children with Higher Income
- 58 Nearly Senior (55-64) Single Parent Families with Children with Higher Income
- 70 Senior (65-74) Single Parent Families with Children with Higher Income
- 81 Oldest (75P) Families with Children with Higher Income
- 82 Oldest (75P) Single Parent Families with Children with Higher Income

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