



## **EASI ® Master Database - 2010**

### **Introduction**

Easy Analytic Software, Inc. (EASI) is a New York-based independent developer and marketer of desktop and internet demographic data and software solutions that provide demographic reports with unique search and analysis tools. EASI provides targeted site analysis software and updated demographics and related data for standard and customized geographies (Block Groups, ZIP Codes, Cities, Counties, CBSAs, etc.). Included with all software is a simple to learn mapping tool that does street lookups, point maps, ring studies, create quintile analysis, and much more. EASI has been in business since 1995 with over 1,500 clients who use our databases, software, and on-line services.

Take a moment to read the [Testimonials at our Website!](#) While there you can also test our software - for free. EASI offers key reports from the 2000 Census. Thousands of corporate, magazines, colleges and other users go to our site for their Census demographics.

In addition to databases EASI markets several versions of our software, The Right Site ®. They all have different data but the same software. The software has simple to interpret standard demographic reports, sales potential analysis, site analysis (3-ring reports), Trend reports (Census, current, and five year projection), and user defined demographic profiles (clusters). Our software also has unique features such as the EASI ® Significant Variable Report. This EASI created report instantly shows what makes each study area *special*. The results of that can then be used to find other similar areas anywhere in the US!

EASI provides targeted demographic data, site analysis, and general reference software that is *really* easy to use – we guarantee it.

At our web site [www.easidemographics.com](http://www.easidemographics.com) you can compare the reports and data contained in The Right Site – Executive, Professional, or Advanced) and determine which one is right for you.

The Master Database can be ordered with different levels of geography. The standard version of this Master Database includes these geographies: Block Groups; Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US. Price - \$9,500

The Site Analysis extract contains: Block Groups, Census Tracts, Counties, States, and the US. Price - \$7,500.

The Market Analysis extract contains: ZIP Codes, CBSAs, Cities, Counties, States, and the US. Price - \$4,000.

EASI also offers custom geography

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## Master Database Collection of Discs

Disk1	Complete Demographics Estimates for 2010
Disk 2a	Consumer Expenditure (CEX) Data for 2010
Disk 2b	Consumer Expenditure (CEX) Data for 2015
Disk 3	Retail Trade ('97, 'current year, five year forecast), Quality of Life, Profiles, Sales Potentials.
Disk 4	Business Data (NAICS)
Disk 5	Complete Demographics for 2000
Disk 6	Complete Demographic Forecasts for 2015
Disk 7	Special Tabulations: a) Income as Gross Personal Income for '00, '06, '11 rather than the Census defined income on disks 1, 5, 6 b) Age by Sex by Race Demographics for the 0-17 ages presented in the Census age groups (0-4, 5-9, 10-14, 15-17).
Disk 8	EASI Life Stage Clusters (2000, 2010, 2015) (available for purchase as an <b>add on</b> or a separate product)

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## EASI ® File Naming Convention

Files are named as follows: **X\_Y\_Z.DBF** where:

- **X represents the Geography of the File**  
B = Block Groups; T = Census Tracts; Z = ZIP Codes; Y= Cities; C = Counties; M= Core Based Statistical Areas; S = States; U = US Totals
- **Y represents the year of the data**  
00 (2000)  
08 (2010)  
13 (2015)

- **Z represents the Type of Variables:**

### **Z = Sections by Type of Variables**

Note: Users can examine the file 2010 Variables Names, Nicknames, Reports.xls. This file can be used to identify all the variables that are described in the reports below. All data elements are organized by a type of report that they typically could be a part of. Also contained in that file are the nicknames for the variables in each of the reports below.

These report/data sections below can be useful for programmers/analysts to design appropriate reports from these files. Call 1 800 HOW EASI to ask any questions.

### **Year 1/1/2010 – Data Elements by Report Type**

#### **Z      Description**

GPD = General Population Demographics  
 GHD = General Household Demographics  
 DPD = Detailed Population Demographics  
 DHD = Detailed Household Demographics  
 AGR = Population by Age by Race/Ethnicity  
 HIR = Household Income by Race/Ethnicity  
 HIA = Households by Income by Age of Householder  
 FDI = Family and Related Demographics and Income Distribution  
 CX1 = Consumer Expenditure – pt 1  
 CX2 = Consumer Expenditure – pt 2  
 RQC = Retail Sales and Stores, Quality of Life, Cost of Living, and EASI Profiles  
 BE1 = Business Employment – pt1  
 BE2 = Business Employment – pt2  
 BC1 = Business Establishments (Counts) – pt1  
 BC2 = Business Establishments (Counts) – pt2

### **Year 4/1/2000 – Data Elements by Report Type**

#### **Z      Description**

GPD = General Population Demographics  
 GHD = General Household Demographics  
 DPD = Detailed Population Demographics  
 DHD = Detailed Household Demographics  
 AGR = Population by Age by Race/Ethnicity  
 HIR = Household Income by Race/Ethnicity  
 HIA = Households by Income by Age of Householder

FDI = Family and Related Demographics and Income Distribution  
RQC = Retail Sales and Stores (for Year 2002)

## **Year 1/1/2015 – Data Elements by Report Type**

### **Z      Description**

GPD = General Population Demographics  
GHD = General Household Demographics  
DPD = Detailed Population Demographics  
DHD = Detailed Household Demographics  
AGR = Population by Age by Race/Ethnicity  
HIR = Household Income by Race/Ethnicity  
HIA = Households by Income by Age of Householder  
FDI = Family and Related Demographics and Income Distribution  
RQC = Retail Sales and Stores (for Full Previous Year - population as of

1/1/2015)

For example: Z\_00\_DEM.DBF would be the 2000 ZIP Code Demographic Data; All geography data includes: Population based Centroid Latitude (LAT), and Centroid Longitude (LAT).

EASI will supply a DVD or CD ROMs that will contain all the above information.

At our web site [www.easidemographics.com](http://www.easidemographics.com) you can compare our products and determine which one is right for you. At our site you can determine all the variables found in this and other versions. Suggested Reports include:

### **General Summary Report**

1. Executive Summary

### **Demographic Reports**

1. Population Detailed Characteristics
2. Households Characteristics
3. Housing Characteristics
4. Housing Detailed Characteristics
5. Household Income Distribution
6. Families Characteristics
7. Education Characteristics
8. Total Population by Age and Sex
9. White Population by Age and Sex
10. Black Population by Age and Sex
11. Asian Population by Age and Sex
12. Other Population by Age and Sex
13. Hispanic Population by Age and Sex

14. White Non-Hispanic Population by Age and Sex
15. White Households by Income Distribution
16. Black Households by Income Distribution
17. Asian Households by Income Distribution
18. Other Households by Income Distribution
19. Hispanic Households by Income Distribution
20. White Non-Hispanic Households by Income Distribution
21. Families by Income Distribution
22. Non-Families by Income Distribution
23. Employment by Place of Residence
24. Household Income Distribution by Age of Householder
25. Hispanic Ancestry
26. Asian Ancestry
27. Country of Ancestry Variables

### **General Consumer Expenditure Reports**

1. CEX Summary Report and Analysis

### **Detailed Consumer Expenditure Reports**

1. CEX Alcoholic Beverages Report and Analysis
2. CEX Apparel and Accessories Report and Analysis
3. CEX Appliances, TV, Radio Report and Analysis
4. CEX Automotive Report and Analysis
5. CEX Entertainment Report and Analysis
6. CEX Food (Supermarket) Store Report and Analysis
7. CEX Health Care, Drugs, Medical Related Report and Analysis
8. CEX Household Furnishings Report and Analysis
9. CEX Insurance and Banking Report and Analysis
10. CEX Miscellaneous Report and Analysis
11. CEX Personal Care Products, Services Report and Analysis
12. CEX Personal Services Report and Analysis
13. CEX Pets, Toys, and Playground Report and Analysis
14. CEX Reading and Education Report and Analysis
15. CEX Real Estate and Housing Report and Analysis
16. CEX Restaurant Potential Report and Analysis
17. CEX Tobacco Products, Supplies Report and Analysis
18. CEX Utilities, Fuels, and Public Services Report and Analysis

### **Retail Sales, Retail Stores, and Food Service**

1. Retail Store and Food Service

### **Cost of Living (CPI)**

1. Cost of Living

### **EASI Quality of Life**

1. Quality of Life

## **General Employment and Establishment (by Place of Work)**

1. Employment and Establishment (by Place of Work)

## **Detailed Employment (by Place of Work) Summary**

1. Accommodation & Food Services (Emp)
2. Admin, Support, Waste Mgt, Remediation Services (Emp)
3. Arts, Entertainment & Recreation (Emp)
4. Auxiliaries (Exc Corp, Subsidiary & Reg. Mgt) (Emp)
5. Construction (Emp)
6. Educational Services (Emp)
7. Finance & Insurance (Emp)
8. Forestry, Fishing, Hunting, and Agri. Support (Emp)
9. Health Care and Social Assistance (Emp)
10. Information (Emp)
11. Management of Companies & Enterprises (Emp)
12. Manufacturing (Emp)
13. Mining (Emp)
14. Other Services (Except Public Administration) (Emp)
15. Professional, Scientific & Technical Services (Emp)
16. Real Estate & Rental & Leasing (Emp)
17. Retail Trade (Emp)
18. Transportation & Warehousing (Emp)
19. Unclassified Establishments (Emp)
20. Utilities (Emp)
21. Wholesale Trade (Emp)

## **Detailed Establishment (by Place of Work) Summary**

1. Accommodation & Food Services (Est)
2. Admin, Support, Waste Mgt, Remediation Services (Est)
3. Arts, Entertainment & Recreation (Est)
4. Auxiliaries (Exc Corp, Subsidiary & Regional Mgt) (Est)
5. Construction (Est)
6. Educational Services (Est)
7. Finance & Insurance (Est)
8. Forestry, Fishing, Hunting, and Agri. Support (Est)
9. Health Care and Social Assistance (Est)
10. Information (Est)
11. Management of Companies & Enterprises (Est)
12. Manufacturing (Est)
13. Mining (Est)
14. Other Services (Except Public Administration) (Est)
15. Professional, Scientific & Technical Services (Est)
16. Real Estate & Rental & Leasing (Est)
17. Retail Trade (Est)
18. Transportation & Warehousing (Est)

19. Unclassified Establishments (Est)
20. Utilities (Est)
21. Wholesale Trade (Est)

### **EASI Profiles, Sales, and Other Potentials**

1. EASI Profiles
2. EASI Sales and Other Potentials
3. Significant Variables Report

### **Trend Reports (4/1/2000; 1/1/2010; 1/1/2015)**

1. Asian Households by Income Distribution
2. Asian Population by Age and Sex
3. Black Households by Income Distribution
4. Black Population by Age and Sex
5. Education Characteristics
6. Employment by Place of Residence
7. Families by Income Distribution
8. Families Characteristics
9. Hispanic Households by Income Distribution
10. Hispanic Population by Age and Sex
11. Household Income Distribution
12. Household Income Distribution by Age of Householder
13. Households Characteristics
14. Housing Characteristics
15. Housing Detailed Characteristics
16. Non-Families by Income Distribution
17. Other Households by Income Distribution
18. Other Population by Age and Sex
19. Population Detailed Characteristics
20. Retail Sales and Store Groups
21. Total Population by Age and Sex
22. White Households by Income Distribution
23. White Non-Hispanic Households by Income Distribution
24. White Non-Hispanic Population by Age and Sex
25. White Population by Age and Sex
26. Hispanic Ancestry
27. Asian Ancestry
28. Country of Ancestry Variables

EASI can provide Master Database users an Excel Spreadsheet (2010 Variables Names, Nicknames, Reports.xls) which identifies possible reports that users often find of interest.

## **EASI<sup>®</sup> 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.

### **Life Stage Database - Census; current year and a five year forecast**

The Life Stages Database can be ordered with different levels of geography. **This Life Stage data base includes three years of estimates; 4/1/2000; 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.**

**Call 800 HOW EASI (469 3274) for a sample.**

The standard version of the Life Stages includes these geographies: Block Groups; Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US. Price - \$7,500 (Corporate License \$75,000)

The Site Analysis extract contains: Block Groups, Census Tracts, Counties, States, and the US. Price - \$6,000 (Corporate License \$60,000)

The Market Analysis extract contains: ZIP Codes, CBSAs, Cities, Counties, States, and the US. Price - \$3,000 (Corporate License \$30,000)

EASI also offers custom geography.

# FAX Order Form

**Yes, I'd like to order the Master Database!**  
**Fax your order now! Have fun with demographics!**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ ZIP \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

(\_\_\_\_) **EASI Master Database** \$9,500 (Corporate use \$95,000). This version includes: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and US.

(\_\_\_\_) **EASI Master Database with Site Analysis** geography is \$7,500 (Corporate use \$75,000). This version includes; Block Groups, Census Tracts, Counties, States, and US.

(\_\_\_\_) **EASI Master Database with Market Analysis** Geography is \$4,000 (Corporate use \$40,000). This version includes; includes; ZIP Codes, CBSAs, Cities, Counties, States, and US.

(\_\_\_\_) **EASI Life Stages** - All Geographies - \$7,500 (Corporate License \$75,000)

(\_\_\_\_) **EASI Life Stages** - Block Groups, Census Tracts, Counties, States, and the US.  
\$6,000 (Corporate License \$60,000)

(\_\_\_\_) **EASI Life Stages** - ZIP Codes, CBSAs, Cities, Counties, States, and US.  
\$3,000 (Corporate License \$30,000)

(\_\_\_\_) **Both EASI Master Database EASI Life Stages** - All Geographies - \$15,000  
(Corporate License \$150,000)

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FAX to 856 931 4115 to the attention of: Robert Katz