



ZIP PLUS 4 Centroid/Census to Block Group Geographic Conversion File (2010) AND EASI ZIP4 Updated Demographic Files

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.

ZIP4 Conversion File

EASI maintains information that relates each residential ZIP+4 to its appropriate Block Group. EASI also identifies the longitude and latitude for the ZIP+4's. This annual updates is a key component in the EASI update methodology.

This file can be used by direct mailers and others who need to summarize their ZIP+4 information into standard Census geographies such as Block Groups or Census Tracts. It can also be used to display on a map of a ZIP+4 analysis.

ZIP4 Demographic Files

The ZIP Plus 4 Demographic files assist direct mailers and others to data mine for their top mailing areas and their best customers by associating key current demographic components with every residential ZIP4 in the US.

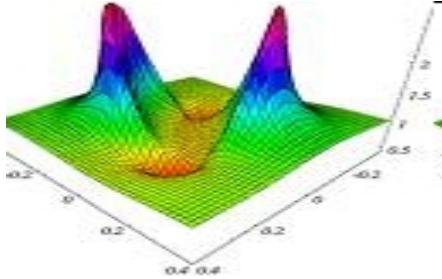
EASI has developed four distinct ZIP4 data files to provide users with the best possible opportunity of analyzing their lists and customers for optimal results. These files are designed to be used alone or in combination with each other.

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[The Right Site ® Methodology for ZIP Plus 4 Updates](#)

There are no official Census estimates for detailed demographics below the Block Group level EASI has developed a methodology that estimates, for the over 37 million residential ZIP Plus 4 (Z4), a reasonable value for a variety of key demographics based upon a statistical likelihood estimate.



Basically, EASI first estimates the number of Households within a Z4 based upon a relation of Z4 mailable households (developed from postal files) to mailable households at the *actual* Block Group that the Z4 is located in. Once that Z4 Household estimate is created EASI then estimates the Z4 key demographics. EASI has developed a distinctive approach that uses an inverse weighting formula based upon the distance that the Z4 is from its nearest Block Groups.

EASI can also prepare customized Z4 data (\$5,000 for up to 9 variables) – call 1 800 HOW EASI (469 3274).

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ZIP4 (Z4) Conversion File

The record layout (1/1/2010) is:

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10 – 13	Carrier Route where alpha prefix can stand for: C – City Delivery R – Rural Route G – General Delivery (rural) H – Highway Contract (rural) B – PO Box (also business drops)
14 – 15	State Alpha
16 – 28	EASI Block Group Code (SSCCCTTTT.TTB) where S = State, C = County, T = Census Tract, B = Block Group codes
29 – 38	Latitude
39 – 49	Longitude (First position is minus sign)
50 – 52	Match Code (ID's how good a match 100 is the best, to 4, etc.)
53 – 57	Average Delivery Count for each ZIP4

The above files are for residential ZIP+4s only; the business-to-business ZIP Codes without population (population is 0) are not included in this file (call for more information).

These database files are both zipped into a single national file with all the ZIP +4's AND provided as 10 separate zipped files, split by the first ZIP Code digit.

Please call 1 800 HOW EASI with any questions.

The price for the current file is \$1,250.

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ZIP4 EASI Demographic Files

Each of the files below comes with the 9 digit ZIP Code (ZIP Code plus ZIP4) followed by the analysis variables. (Estimates are as of 1/1/2010). (Note: These estimates are all done using EASI's Z4 inverse-weight algorithm to estimate Census and other variables. Call 1 800 HOW EASI (469 3274) for a review.

A. Medians and Averages

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10 – 14	Population 1/1/2010
15 – 19	Households 1/1/2010
20 – 24	Population Growth
25 – 29	Average Household Size
29 – 35	Median Age of Householder
36 – 38	Median Rent (\$) Housing
39 – 45	Median Value (\$) Housing
46 – 52	Median Vehicles Households
53 – 59	Median Household Income
60 – 64	Average Household Income
65 - 69	Per Capita Income
70 - 74	Median Age

B. Key Demographic Percentages

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10 – 15	Population 1/1/2010
16 – 21	Households 1/1/2010
22 – 27	% Owner Occupied Households
28 – 33	% Renter Occupied Households
34 – 39	% White Population
40 – 45	% Black Population
45 – 51	% Asian, Pacific Islander Population
52 – 57	% Other Population
58 – 63	% Hispanic Population

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Position	Name
64 – 69	% White Non Hispanic Population
70 - 75	% Graduate Degree (25+)
76 - 81	% White Collar Employment

C. EASI Life Stage Characteristics – Percentages

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10 – 15	Households 1/1/2010
16 – 21	% Married Couples no Children
22 – 27	% Married Couples with Children
28 – 33	% Single Parents with Children
34 – 39	% Singles and Unrelated Individuals
40 – 45	% HH Aged under 25 years
45 – 51	% HH Aged 25 – 34 years
52 – 57	% HH Aged 35 – 44 years
58 – 63	% HH Aged 45 – 54 years
64 – 69	% HH Aged 55 – 64 years
70 – 75	% HH Aged 65 – 74 years
76 – 81	% HH Aged 75 and over years
82 – 87	% HH's earning <\$35,000
88 – 93	% HH's earning \$35,000 to \$100,000
94 - 99	% HH's earning over \$100,000

D. Giving Related:

Average Household Consumer Expenditures (\$)

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10 – 15	Households 1/1/2010
16 – 22	Cash contributions to charities and other organizations (Average Household)
23 – 27	Cash contributions to church, religious organizations (Average Household)
28 – 32	Cash contribution to educational institutions (Average Household)
33 – 38	Cash contribution to political organizations (Average Household)
39 – 46	Market Value of financial assets (Average Household)
47 – 54	Market Value of savings accounts (Average Household)
55 – 61	Market Value of checking accounts (Average Household)
62 – 67	Market Value of US savings bonds (Average Household)
68 – 75	Market Value of securities (Average Household)

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Position	Name
76 – 81	College tuition (Average Household)
82 – 87	Elementary and high school tuition (Average Household)

**E. Insurance, Home Related:
Average Household Consumer Expenditures (\$)**

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10 – 15	Households 1/1/2010
16 – 22	Homeowners and related insurance (Average Household)
23 – 29	Vehicle insurance (Average Household)
30 – 36	Health insurance (Average Household)
37 – 42	Personal insurance and pensions (Average Household)
43 – 48	Life and other personal insurance (Average Household)
49 – 54	Life, endowment, annuity, other personal insurance (Average Household)
55 – 60	Owned vacation home (Average Household)
61 – 65	Airline fares (Average Household)
66 – 71	Funeral expense (Average Household)
72 – 78	Interest paid home equity loans (Average Household)
79 - 85	Mortgage interest (Average Household)

ZIP4 With Demographics Pricing

ZIP4 DEMOGRAPHIC FILE PRICING

Files A through E (first file)	\$3,750
Each additional file	\$1,500

With purchase of the Master Database above prices are 50% off.

FAX Order Form

Yes, I'd like to order an EASI ZIP+4 File!

Name _____ Title _____

Company _____

Address _____

City _____ State ____ ZIP _____

Phone (____) _____ Fax (____) _____

Email _____

(____) ZIP Plus 4 Correspondence File \$1,250

ZIP4 Demographic Files - First File \$3,750 each additional \$1,500

(____) A. General Characteristics – Medians and Averages

(____) B. General Characteristics – Key Demographic Percents

(____) C. EASI Life Stage Characteristics – Percents

(____) D. Giving Related - Average Household Consumer Expenditures (\$)

(____) E. Insurance, Home Related - Average Household Consumer Expenditures (\$)

Total \$ _____ Circle Files A B C D E

Note: Purchasers of EASI Master Database get 50% off files A through E

With the purchase of any ZIP4 Demographics

(____) ZIP Plus 4 Correspondence File \$625 (50% discount)

Total (with ZIP4 correspondence) \$ _____

(____) Next Day Federal Express \$30 (____) Second Day Federal Express \$20

Total with shipping \$ _____ Note: Multiple copy and not-for-profit discounts available.

Circle one: American Express MasterCard VISA Note:

NY orders will be charged NY State sales tax

Card # _____ Expiration _____

Signature _____ Security Code _____

FAX to 856 696 2130 or 856 691 3371 to the attention of: Robert Katz

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