



## Reports by Software Version of The Right Site ® (TRS) 2005

This document is designed to help our clients determine which version of our software products (The Right Site - Executive, Professional, or Advanced) is best suited for their needs.

### 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.

We have 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.

#### Easy Analytic Software, Inc.

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→ **The Right Site – Advanced Edition** (TRS – ADV) is an extraordinary product for highly detailed sales, marketing, and demographic analysis. Users of the Advanced need access to a myriad of demographics for reports and analysis. The Advanced is an ideal reference for those who need access to a comprehensive demographic source. This version, with 118 reports and over 1,900 variables, offers analysts in large company's massive amounts of data and reports with an easy to access interface.

With reports incorporating data such as: age by sex **and** by race and ethnicity, race by households, income by households **by** race and ethnicity, family characteristics (including income), education, housing, business employment and counts, 550 consumer expenditure estimates, Retail Sales and Store Groups, Quality of Life, and many other key variables. All demographic variables contain 4/1/2000 (benchmark), 1/1/2005 (current estimate); and 1/1/2010 (forecast).

The Master Database contains the same information as the Advanced. But includes some special Gross Personal Income data (for race/ethnicity/families/households) and special age breaks for age/race/ethnicity). Call 1 800 HOW EASI for details.

Note: The standard version of this software includes **all** 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).

→ **The Right Site – Professional Edition** (TRS – PRO) *is an ideal product for any analyst who needs a range of geographically oriented data.* These analysts work for companies who require demographics for decisions for location analysis, real estate planning, advertising, sales, marketing, or potential analysis. All corporate and outside consultants will find this a great tool with access to commonly requested demographics. This product includes 32 reports with 265 demographic variables and forecasts plus other related data. The available reports include: demographic details such as an age by sex, race by households, income, family characteristics (including income) education, housing, and many other key demographic characteristics. Other variables include; basic Consumer Expenditures, Retail Sales and Store Groups, Quality of Life, and other important marketing information. All demographic variables contain 4/1/2000 (benchmark), 1/1/2004 (current estimate); and 1/1/2009 (forecast).

Note: The standard version of this software includes **all** geographies: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$2,500). The Site Analysis extract contains: Block Groups, Census Tracts, Counties, States, and the US (Price - \$2,000). The Market Analysis extract contains: ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$1,000).

→ **The Right Site – Executive Edition** (TRS – EXE) is a perfect **entry level** product for users who need current information with over 40 essential updated variables. This product includes: population, households, income, race, median age, employment, and

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other key data. The standard version of this software includes *all* geographies: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$625).

<b>Report Name</b>	<b>TRS Exec</b>	<b>TRS Pro</b>	<b>TRS Adv</b>
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**General Summary Report**

Executive Summary	YES	YES	YES
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**Demographic Reports**

Education Characteristics		YES	YES
Employment by Place of Residence		YES	YES
Families Characteristics		YES	YES
Households Asian, by Income Distribution			YES
Households by Race		YES	YES
Households Characteristics		YES	YES
Households Other, by Income Distribution			YES
Households White Non-Hispanic by Income Distribution			YES
Households White, by Income Distribution			YES
Households, Black by Income Distribution			YES
Households, Hispanic by Income Distribution			YES
Housing Characteristics		YES	YES
Income , Household Distribution		YES	YES
Income, Families by Distribution		YES	YES
Income, Household Distribution by Age of Householder	YES		
Income, Non-Families by Distribution		YES	YES
Medians and Averages Report		YES	YES
Population by Race		YES	YES
Population by Race, Age, and Sex			
Population Detailed Characteristics		YES	YES
Population Total by Age and Sex		YES	YES
Population White by Age and Sex			YES
Population White Non-Hispanic by Age and Sex			YES
Population, Asian by Age and Sex			YES
Population, Black by Age and Sex			YES
Population, Hispanic by Age and Sex			YES
Population, Other by Age and Sex			YES
Professional Demographics		YES	YES

**General Consumer Expenditure Reports**

CEX Summary Report and Analysis		YES	YES
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**Detailed Consumer Expenditure Reports**

CEX Alcoholic Beverages Report and Analysis			YES
CEX Apparel and Accessories Report and Analysis			YES
CEX Appliances, TV, Radio Report and Analysis			YES
CEX Automotive Report and Analysis			YES
CEX Entertainment Report and Analysis			YES
CEX Food (Supermarket) Store Report and Analysis			YES
CEX Health Care, Drugs, Medical Related Report and Analysis			YES
CEX Household Furnishings Report and Analysis			YES
CEX Insurance and Banking Report and Analysis			YES
CEX Miscellaneous Report and Analysis			YES
CEX Personal Care Products, Services Report and Analysis			YES

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<b>Report Name</b>	<b>TRS Exec</b>	<b>TRS Pro</b>	<b>TRS Adv</b>
CEX Personal Services Report and Analysis			YES
CEX Pets, Toys, and Playground Report and Analysis			YES
CEX Reading and Education Report and Analysis			YES
CEX Real Estate and Housing Report and Analysis			YES
CEX Restaurant Potential Report and Analysis			YES
CEX Tobacco Products, Supplies Report and Analysis			YES
CEX Utilities, Fuels, and Public Services Report and Analysis			YES

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

Retail Store and Food Service		YES	YES
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### **Cost of Living (CPI) Report**

Cost of Living		YES	YES
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### **EASI Quality of Life Report**

Quality of Life		YES	YES
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### **General Employment and Establishment (by Place of Work) Report**

Employment and Establishment (by Place of Work)		YES	YES
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### **Detailed Employment (by Place of Work) Summary Reports**

Accommodation & Food Services (Emp)			YES
Admin, Support, Waste Mgt, Remediation Services (Emp)			YES
Arts, Entertainment & Recreation (Emp)			YES
Auxiliaries (Exc Corp, Subsidiary & Reg. Mgt) (Emp)			YES
Construction (Emp)			YES
Educational Services (Emp)			YES
Finance & Insurance (Emp)			YES
Forestry, Fishing, Hunting, and Agri. Support (Emp)			YES
Health Care and Social Assistance (Emp)			YES
Information (Emp)			YES
Management of Companies & Enterprises (Emp)			YES
Manufacturing (Emp)			YES
Mining (Emp)			YES
Other Services (Except Public Administration) (Emp)			YES
Professional, Scientific & Technical Services (Emp)			YES
Real Estate & Rental & Leasing (Emp)			YES
Retail Trade (Emp)			YES
Transportation & Warehousing (Emp)			YES
Unclassified Establishments (Emp)			YES
Utilities (Emp)			YES
Wholesale Trade (Emp)			YES

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

Accommodation & Food Services (Est)			YES
Admin, Support, Waste Mgt, Remediation Services (Est)			YES
Arts, Entertainment & Recreation (Est)			YES
Auxiliaries (Exc Corp, Subsidiary & Regional Mgt) (Est)			YES
Construction (Est)			YES

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<b>Report Name</b>	<b>TRS Exec</b>	<b>TRS Pro</b>	<b>TRS Adv</b>
Educational Services (Est)			YES
Finance & Insurance (Est)			YES
Forestry, Fishing, Hunting, and Agri. Support (Est)			YES
Health Care and Social Assistance (Est)			YES
Information (Est)			YES
Management of Companies & Enterprises (Est)			YES
Manufacturing (Est)			YES
Mining (Est)			YES
Other Services (Except Public Administration) (Est)			YES
Professional, Scientific & Technical Services (Est)			YES
Real Estate & Rental & Leasing (Est)			YES
Retail Trade (Est)			YES
Transportation & Warehousing (Est)			YES
Unclassified Establishments (Est)			YES
Utilities (Est)			YES
Wholesale Trade (Est)			YES

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

EASI Profiles		YES	YES
EASI Sales and Other Potentials		YES	YES
Significant Variables Report	YES	YES	YES

### **Trend Reports (4/1/2000; 1/1/2004; 1/1/2009)**

Asian Households by Income Distribution			YES
Asian Population by Age and Sex			YES
Black Households by Income Distribution			YES
Black Population by Age and Sex			YES
Education Characteristics		YES	YES
Employment by Place of Residence		YES	YES
Families by Income Distribution			YES
Families Characteristics		YES	YES
Hispanic Households by Income Distribution			YES
Hispanic Population by Age and Sex			YES
Household Income Distribution		YES	YES
Household Income Distribution by Age of Householder			YES
Households Characteristics		YES	YES
Housing Characteristics		YES	YES
Housing Detailed Characteristics		YES	YES
Non-Families by Income Distribution			YES
Other Households by Income Distribution			YES
Other Population by Age and Sex			YES
Population Detailed Characteristics		YES	YES
Retail Sales and Store Groups		YES	YES
Total Population by Age and Sex		YES	YES
White Households by Income Distribution			YES
White Non-Hispanic Households by Income Distribution			YES
White Non-Hispanic Population by Age and Sex			YES
White Population by Age and Sex			YES

Call 1 800 HOW EASI with any questions.

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