



## Easy Analytic Software, Inc. (EASI) - ZIP4 Demographics – An Innovative Methodology

Thank you for interest in Easy Analytic Software, Inc. (EASI) and **The Right Site**®. We have included a description of our company, and a description of our basic methodology.

### The EASI Research Methodology – Our Philosophy

Our intent is to establish a proper benchmark or starting point for a data series, which ensures a reliable and reasonable source for updating. We then find and develop a logical and consistent set of information, from reliable sources, which we then use to develop procedures, models, and algorithms to update and forecast the data elements in a manner that allows for accountability and accuracy.

### 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 2010 Census. Thousands of corporate, magazines, colleges and other users go to our site for their Census demographics.

All of our estimates are based upon the official 2010 Census data.

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. At our site, you can determine all the variables found in this and other versions.

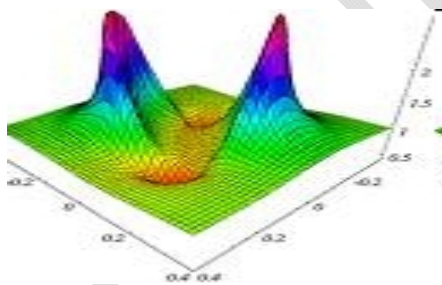
### **EASI Master Database and The Right Site® Methodology for Updates**

The following is a general description of the methodology used by EASI to update the demographic and economic characteristics for the United States for the ZIP Plus 4's (Z4) geography.

Since there is 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 Z4s, an approximate value for a variety of key demographics based upon likelihood.

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 unique approach that uses an inverse weighting formula based upon the distance that the Z4 is from its nearest Block Groups.

For example, if the diagram below illustrates 2 Block Groups (Block Group Population Centroid are the tops of the mountains) and the Z4s that surround each, then the Z4s that are bordering (orange) another Block Group are affected by their proximity to that other Block Group.



The purpose of this explanation is not to divulge any proprietary methods but to illustrate the efforts made on your behalf to create accurate updates. EASI statistician's and programmers have over 35 years of experience updating these types of data. By industry standard EASI estimates would be considered of the highest quality.

Note: EASI has improved the consistency of its ZIP4 and Carrier Route files by eliminating Business (only business deliveries) ZIP4s from our roster. The consequence of this change will be fewer ZIP4 records in our ZIP4 Conversion File and ZIP4s with our demographic estimates, as well as considerably fewer records in our Carrier Route. There were almost 200,000 Business Carrier Routes that have been dropped. This change helps make the demographics estimates (which are all residentially based) more consistent in their allocations to ZIP4s and Carrier Routes.

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