



EASI Corporate Licenses: Demographic Estimates and Forecasts; Life Stage Clusters; Major Merchandise Lines and Minor Store Groups; EASI Desktop and Internet Data with Software

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.

If you need demographic and related data to supply to your corporate users we can develop a corporate license to fit your exact needs. An EASI Corporate License allows

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you to supply an agreed set of variables with or without software to everyone in your organization – on the desktop or on the Internet. This is an annual license.

The EASI Demographic Master Database with over 1,900 variables (with demographic data and forecasts for 4/1/2000; current year update; and a five year forecast) can be ordered with different levels of geography. EASI also offers a Life Stage database with 550+ Consumer Expenditure variables and a Merchandise Line and Minor Store group version as well. The standard version of this Master Database includes these geographies: Block Groups; Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US. The Master Database includes special age groups, special income groups and other information.

EASI will supply you a set of agreed variables and geographies from Master Databases to use in creating your products for distribution to your users. EASI can also package this with our desktop or Internet Software.

Call 1 800 HOW EASI (469 3274) and ask about a Corporate License to distribute EASI data/software to your customers.

EASI annually maintain three Master Databases - they can each answer a multitude of questions

1. Master Database - Advanced Demographics and Other Variables Database

Advanced Demographics Answers Many Key Strategic Questions.

- ➔ Is this area growing faster or slower than average?
- ➔ Do they have more money than other areas?
- ➔ What kinds of families live here?
- ➔ Are they old or young?

The demographics estimates are derived from Census Benchmarks and contain over 600 variables including: Population, Household, Income, Income by Race, Ancestry, Education, Employment, Population by Age, Sex and Race and Gender Income by Age of Head of Household ... special age breaks, and more. e.g. Includes Gross Personal Income Distributions (before taxes are paid) for race and family status for all income distributions.

EASI Profiles Answers Important Questions.

- ➔ Is there area dominated by rental units or owner?
- ➔ Does this location have a better educated or lower educated population?
- ➔ In this location, are there rich households or poor ones?

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→ Is the population local born or born outside of the US?

The 39 EASI Profiles are uniquely derived variables (based on a rank analysis) developed to allow users to measure the relative concentration of key social characteristics including education level, wealth, home ownership.

EASI Sales and Potentials describe Important Socio and Economic Characteristics.

- Are there lots of museums?
- Is there more than average amount of restaurants?
- Is this population bargain hunters or premium products users?

The 10 EASI Sales Potential are individually derived variables developed to allow users to measure the relative concentration of key buying characteristics and cultural characteristics including presence of museums, schools, medical facilities.

Quality of Life Variables Help Distinguish the Many Characteristics that Make a Neighborhood.

- Is this a safe area to live?
- What are the overall distinctive qualities of the weather?

Quality of Life Variables are a diverse collection of 20+ variables including both absolute data (weather measures) and relative indices (local crime model) to help evaluate the quality of life of specific areas.

What are the Retail Characteristics of Actual Stores in this Location?

Retail Sales measure the actual sales of 13 specific Store Groups within geographies. Store Retail Sales are a key measurement of what is actually sold in an area. These estimates are essential in determining the viability of opening or closing a store. (Please see Major Merchandise Lines and Minor Stores below for other additional detailed data elements).

What are the Potential Sales in this Location?

The consumer expenditure estimates (over 30 broad groups and 550 detailed variables) represent a model of spending potential. These variables are helpful in analyzing potential ... Is there an opportunity to open a certain product/store – based on possible local demand? Are specific products/stores performing up to their market possibilities?

How Is this Area Affected by Price Deviations Compared to the Average?

These 10 measures help evaluate how areas are affected by Price Deviations compared to Average Deviations.

What Products or Stores Should the Population on an Area Support?

- ➔ Is there an opportunity to open a certain product (potential versus actual sales)?
- ➔ Is there an opportunity to open a certain store (potential versus actual sales)?

What Kinds of and Size are the Business that Occupy this area?

24 broad categories and 200+ detailed variables identifying actual establishment and employment counts within a specific area.

2. Master Database - Life Stage, including Consumer Expenditures Database

Use the 84 EASI Life Stage Clusters to determine what types of Households dominate a neighborhood and how they are expected to spend their money.

3. Master Database - Major Merchandise Lines and Minor Store Group Database

Identify Actual sales of Specific Products and Learn the Details of Actual Stores sales by their Location.

EASI Merchandise Line and Minor Store groups represent sales of 45 product types and over 40 Minor Stores based on geographic locations. Retail Sales of Minor Stores measure the sales of 55+ specific Store Groups within geographies. Merchandise Lines identifies actual sales of specific types of products. Both of these are essential in evaluating sales and store performance.

EASI Internet Corporate Licenses

Internet Licenses – 4 Choices

Easy Analytic Software, Inc. (EASI) offers 4 Internet licenses. These annual licenses are designed to meet a variety of demographic needs. Our web products allow users fast, simple access to current demographic data, analysis, and mapping. The features include; address lookups, basic mapping, analysis, standard reports for all geographies, trend reports, EASI ® Significant Variable reports and 3-ring site selection reports.

All Internet licenses offer these standard geographies: Block Groups, Census Tracts, ZIP Codes, Cities, Counties, CBSAs, States, and the US. Custom geographies can be arranged for FCC geographies, sales territories, etc.

All Internet products provide the same features - the amount of data or number of available reports is different. **Note: Each July an update will be provided.**

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1. The Right Site ® for the Web – Executive Report – is a perfect entry-level product for users who need just the essential current information available at their fingertips. This product includes: population, households, income, race, median age, employment, and other key data – over 40 variables. The standard version of this includes *all* geographies: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US *Note: Internet publishers can link from their sites directly.*

2. The Right Site ® for the Web – Professional Reports - is a designed for *analysts* who need a broad spectrum of geographically oriented data. These analysts work for companies who regularly require demographics for decisions for location analysis, real estate planning, advertising, sales, marketing, or potential analysis. Internal corporate or outside consultants will find this a great tool with instant access to key information (326 demographic variables). 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), current year estimate; and 5 year forecast.

Reports in The Right Site for the Web – Professional

Section - General Summary Report

1. Executive Summary

Section - 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. Families by Income Distribution
10. Non-Families by Income Distribution
11. Employment by Place of Residence

Section - General Consumer Expenditure Reports

1. CEX Summary Report and Analysis (CEX)

Section - Retail Sales, Retail Stores, and Food Service

1. Retail Store and Food Service

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Section - Cost of Living (CPI)

1. Cost of Living

Section - EASI Quality of Life

1. Quality of Life

Section - General Employment and Establishment (by Place of Work)

1. Employment and Establishment (by Place of Work) (21 Broad-based categories for employment and establishment)

Section - EASI Profiles, Sales, and Other Potentials

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

Section - Trend Reports (4/1/2000; Current Year; 5 Year Forecast)

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. Families by Income Distribution
10. Non-Families by Income Distribution
11. Employment by Place of Residence
12. Retail Sales and Store Groups

3. The Right Site ® for the Web – Advanced Reports – is our most comprehensive collection of data for sales, marketing, and demographic analysis. Users of the Advanced need access to a myriad of demographics for reports and analysis. The Advanced is also an ideal reference source for those who need access to key information throughout the year. This version, with over 1,900 variables, offers analysts massive amounts of data and reports with an easy to access interface.

With over 100 standard 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), current year estimate; and 5 year forecast.

→Advanced Users ONLY - EASI will prepare a custom Web report for each subscriber to the Advanced. This will give a user an opportunity to customize the exact report that

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will combine all the key variables that are important to them. (EASI can also develop special private or multiple versions as well. Call for details.)

Reports in The Right Site for the Web – Advanced

Section - General Summary Report

1. Executive Summary

Section - 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

Section - General Consumer Expenditure Reports

1. CEX Summary Report and Analysis

Section - Detailed Consumer Expenditure Reports

1. CEX Tobacco Products, Supplies Report and Analysis
2. CEX Utilities, Fuels, and Public Services Report and Analysis
3. CEX Alcoholic Beverages Report and Analysis
4. CEX Entertainment Report and Analysis
5. CEX Personal Care Products, Services Report and Analysis

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6. CEX Miscellaneous Report and Analysis
7. CEX Insurance and Banking Report and Analysis
8. CEX Food (Supermarket) Store Report and Analysis
9. CEX Health Care, Drugs, Medical Related Report and Analysis
10. CEX Household Furnishings Report and Analysis
11. CEX Personal Services Report and Analysis
12. CEX Pets, Toys, and Playground Report and Analysis
13. CEX Reading and Education Report and Analysis
14. CEX Real Estate and Housing Report and Analysis
15. CEX Restaurant Potential Report and Analysis
16. CEX Automotive Report and Analysis
17. CEX Apparel and Accessories Report and Analysis
18. CEX Appliances, TV, Radio Report and Analysis

Section - Retail Sales, Retail Stores, and Food Service

1. Retail Store and Food Service

Section - Cost of Living (CPI)

1. Cost of Living

Section - EASI Quality of Life

1. Quality of Life

Section - General Employment and Establishment (by Place of Work)

1. Employment and Establishment (by Place of Work)

Section - EASI Profiles, Sales, and Other Potentials

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

Section - Trend Reports (4/1/2000; Current Year; 5 Year Forecast)

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

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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
28. Retail Sales and Store Groups

4. The Right Site ® for the Web – EASI® Life Stage Clusters

EASI has developed a simplified clustering system called Life Stages which forms a neighborhood social stratification 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 thousands of multivariate models against the vast EASI demographic database, and organizing the results into a simplified system designed for non-statisticians.

Life Stage Database - Three years of estimates; Census; current year and a five year forecast.

The Right Site ® for the Web – Executive Report – Corporate Use \$2,500

The Right Site ® for the Web – Professional Reports – Corporate Use \$6,250

The Right Site ® for the Web – Advanced Reports - Corporate Use \$25,000

The Right Site for the Web - EASI ® Life Stage - Corporate Use \$20,000

EASI Desktop Corporate Enterprise-Wide Licenses - Call 1 800 HOW EASI (469 3274) to review creating a desktop Corporate License.

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These include:

The Right Site ® - Site Analysis Profession Edition (single use license \$2,000) - Enterprise-Wide ... \$20,000 (data use with own software is included).

The Right Site ® - Market Analysis Profession Edition (single use license \$1,000) - Enterprise-Wide ... \$10,000 (data use with own software is included).

The Right Site ® - Market and Site Analysis Profession Edition (single use license \$2,500) - Enterprise-Wide ... \$25,000 (data use with own software is included).

The Right Site ® - Advanced - Site Analysis Geography (single use license \$7,500) - Enterprise-Wide ... \$75,000 (data use with own software is included).

The Right Site ® - Advanced - Market Analysis Geography (single use license \$4,000) - Enterprise-Wide ... \$40,000 (data use with own software is included).

The Right Site ® - Advanced - Market and Site Analysis Geography (single use license \$9,500) - Enterprise-Wide ... \$95,000 (data use with own software is included).

EASI ® Master Database - Block Group, County, State, and US Geography ONLY (single use license \$7,500) - Enterprise-Wide ... \$75,000 (no software).

EASI ® Master Database - ZIP Codes, Cities, CBSAs Areas, Counties, States, and the US Geography ONLY (single use license \$4,000) - Enterprise-Wide ... \$40,000 (no software).

EASI ® Master Database - Block Groups, Census Tracts, ZIP Codes, Cities, CBSAs, Counties, States, and the US Geography (single use license \$9,500) - Enterprise-Wide ... \$95,000.

Life Stages ...

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(available in database format – call for software information)

EASI ® Life Stage Database - Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and US. (single use license \$7,500) - Enterprise-Wide ... \$75,000 (data use with own software is included).

EASI ® Life Stage Database with Site Analysis geography - Block Groups, Census Tracts, Counties, States, and the US. (single use license \$6,000) - Enterprise-Wide ... \$60,000 (no software).

EASI ® Life Stage Database with Market Analysis Geography - ZIP Codes, CBSAs, Cities, Counties, States, and US. (single use license \$3,000) - Enterprise-Wide ... \$30,000.

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