



EASI Creation of Custom Variables

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.

Custom Variables

What is a custom variable? A new variable not part of a standard update.

EASI with over 35 years in the demographic community is uniquely qualified to become your expert on what can and can't be done.

Benchmark an Estimate

Easy Analytic Software, Inc.

240 Benigno Boulevard Bellmawr, NJ 08031 • 856 931 5780 800 How EASI fax 856 931 4115

EASI can go back to the Census and create your exact variable – i.e. EASI's created Home Value Estimates by Age of the Householder.

Derive an Estimate

EASI can study what variable you wish and make an educated suggestion as to methodology. EASI has estimated Family Income with presence of children

Use Market Research

EASI can combine your own market research studies with our demographics to create your own special variable. EASI has used private data on furniture purchases to create unique estimates of furniture potential.

Exclusive Data

For example, EASI has created estimates of Gross Domestic Products for hundreds of categories.

Call 1 800 HOW EASI (469 3274) to find out how we can work with you to create your special variable.