



## 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 online services.

Take a moment to read the [Testimonials on our website!](#) While there you can also test our software – for free. EASI offers key reports from the 2010 Census as well as paid Updated and Forecasted reports. Thousands of corporations, magazines, colleges and other users go to our site for their Census demographics.

EASI provides targeted demographic data, site analysis, and general reference software that is *really* easy to use – we guarantee it.

[Click here to see all data elements in the EASI MRI Database](#)

## **EASI/MRI Propensity Reports**

Mediamark conducts more than 50,000 personal interviews annually with consumers throughout the continental United States to produce data for use in providing strategic insights, consumer targeting and other marketing and advertising functions. Custom studies are also available using the Internet, telephone, and mail samples.

Consumer Expenditure estimates (EASI updates of a Census Bureau Study) tell quantity estimates in dollars and cents of a variety of familiar types of commodities. However, Mediamark Research (MRI) produces estimates of usage and consumption (propensity) for thousands of much more specific and detailed products, including actual brand data, details of frequency of usage, and more.

Mediamark Research offers comprehensive demographic, lifestyle, product usage, and exposure to all forms of advertising media collected from a single sample. As the leading U.S. supplier of multimedia audience research, MRI provides information to magazines, television, radio, Internet and other media, leading national advertisers and over 450 advertising agencies – including 90 of the top 100 in the United States.

Mediamark's national syndicated data are widely used by these companies as the basis for the majority of the media and marketing plans that are written for advertised brands in the United States.

**Methodology Notes:** The propensity estimates contained in the EASI/MRI reports are based on a national sample of 50,000 consumers. The sample results are then used to develop a model to estimate the number of households in the selected geographic area that should use the product or service in that area based on the consumer characteristics in the sample. In those cases in which a specific company is shown or a specific product or service is cited the results may or may not accurately reflect the distribution of that product or service in the selected geographic areas.

This is particularly true when the product or service (of a specific company) is not offered in that geographic area. For instance, High-Flying Snowboards, Inc. sells their snowboards ONLY in states or areas where there is snowfall – the 24 most northern states. As a result, the data showing these household consumers should be using this product or service in states or geographic areas without snow fall (such as Florida) is misleading. In addition, the number of units sold by High-Flying Snowboards, Inc. is based on a national sample and distributed through all 50 states and the District of Columbia and would therefore under estimate the expected number of units sold in the states in which High-Flying Snowboards sells its products and overstates the expected units in the states that do not sell its products.

## Order Form

**Yes, I'd like to order the MRI Propensity Reports!**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ ZIP \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

☐ **Individual Use (Non-MRI clients)** – Please contact me to discuss options and pricing.

☐ **Internal Corporate Use (Non- MRI clients)** – EASI will bill all non-MRI clients prior to shipping of these data.

☐ **Internal Corporate Use (MRI clients)** – MRI clients need to contact their MRI sales representative.

☐ **Non -Internal Corporate Use** – These data users which include any of the following industries:

- Advertising, promotion, media buying, and direct mail agencies;
- Magazines, named newspapers, wholesalers and distributors;
- TV, radio and cable networks, named radio networks, interconnects, systems, multiple system operators, syndicators, rep firms, and program distributors;
- Yellow page publishers and distributors;
- Outdoor advertising companies;
- Ad Supported Internet service and content providers.

Some orders require prior authorization from MRI. Please fill out the form below and we will contact you for the further details. These users may have to pay additional licensing fees determined by MRI.



The Propensity Reports I want to order are circled below:

MRI Major Categories	
Ailments, Remedies, etc.	Insurance
Apparel	Leisure
Appliances	Media Audio
Attitudes	Media Read
Automotive and Aftermarket	Media Watch
Baby	Personal Care
Beverages	Pets
Computers	Purchasing
Electronics	Sports
Family Restaurants and Steak Houses	Telephony
Fast Food	Travel
Financial	Video
Grocery	
Internet	

Please circle desired format CSV or DBF

(\_\_\_\_) **Free** Electronic delivery

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

Signature for Billing \_\_\_\_\_

Note: Multiple copy discounts available.

Circle one: Payment by Credit Card or Check

\* If payment by credit card please call 800 469-3274

Email [info@easidemographics.com](mailto:info@easidemographics.com) or Fax to 718-740-7946