



## The EASI Master Database

### 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.

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 (three-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.

## The EASI Master Database

The EASI Master Database represents the complete data publishing library of Easy Analytic Software, Inc. The collection includes over 2,500 variables and is updated annually. Part of this annual update is the re-benchmarking of the ZIP Code data to current year ZIP Code geographies.

This product is available in both Comma Separated (CSV) and dBase (DBF) formats and includes all 8 EASI Geographies:

Block Groups • Census Tracts • ZIP Codes • Cities • Counties • CBSAs • States • US

### Standard Master Database Components

**i Complete Demographic Estimates (2010, Current Year, Five-Year Forecast)**

The demographic estimates are derived from Census Benchmarks and contain over 1,100 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.

**i Consumer Expenditure Data (Current Year, Five-Year Forecast)**

The Consumer expenditure estimates (over 30 broad groups and over 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?

**i Retail Trade (2012, Current Year, Five-Year Forecast)**

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. Required in determining the viability of opening a store.

**i Quality of Life**

EASI® 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.

**i EASI Profiles**

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.

**i Sales Potentials**

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.

**i Cost of Living**

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

**i Business Employment and Counts**

Nineteen broad categories and 250+ detailed variables identifying actual establishment and employment counts within a specific area.

**Add On MDB Components (call or email for prices)**

**i EASI Enhanced Master Database (2010, Current Year, Five-Year Forecast)**

The Enhanced Master Database has increased detail, primarily by Race and Gender, for key Tables including Households by Age/Race, Employment Status by Gender, and Education Attainment by Age, Race, Gender.

**i EASI Life Stage Clusters (2010, Current Year, Five-Year Forecast)**

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.

**i Major Merchandise Lines and Minor Store Group Sales (2012, Current Year, Five-Year Forecast)**

EASI Merchandise Line and Minor Store groups represent *actual* sales of 45 product types and over 55 Minor Stores based on geographic locations. Retail Sales of Minor Stores measure the *actual* sales of 40+ 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.

## The EASI Master Database Data Categories

### **DEMOGRAPHICS**

Ancestry, Arab Country of Origin  
Ancestry, Asian Country of Origin  
Ancestry, Country of Origin  
Ancestry, Hispanic Country of Origin  
Ancestry, Sub-Saharan African Country of Origin  
Ancestry, West Indian Country of Origin  
Demographic Profiles  
Education, Detailed Characteristics  
Employment, Detailed Characteristics  
Households, Detailed Characteristics  
Housing, Detailed Characteristics  
Income, Distribution by Age of Householder  
Income, Family Characteristics  
Income, Household Characteristics  
Income, Racial Characteristics  
Population, Detailed Characteristics  
Population, Distribution by Age, Race, Gender  
Population, Family Characteristics  
Population, Racial Characteristics

### **CONSUMER EXPENDITURES**

Current Year Estimates  
Five-Year Forecasts

### **RETAIL SALES**

Total Retail Sales  
Retail Sales by Store Groups

### **BUSINESS COUNTS**

Employee Counts (Broad)  
Employee Counts (Detailed)  
Establishment Counts (Broad)  
Establishment Counts (Detailed)  
Occupation Counts

### **MISCELLANEOUS**

Cost of Living  
EASI Profiles  
Quality of Life (includes Crime and Weather)  
Sales Potentials

### **ADD-ON DATABASES**

Life Stage Clusters  
Minor Store Group Sales  
Major Merchandise Line Sales

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

## **The EASI Master Database can answer a multitude of questions**

### **Advanced Demographics Answers Questions such as:**

- 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?

### **EASI® Profiles Answers Important Questions such as:**

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

### **EASI Sales and Potentials describe Important Socio and Economic Characteristics such as:**

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

### **Quality of Life Variables Help Distinguish the Many Characteristics that Make a Neighborhood such as:**

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

### **Major Retail Store Groups**

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

### **CPI**

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

**Consumer Expenditures – CEX – Available by race and ethnicity as well as a separate database**

**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)?

### **Business Employment and Counts (NAICS)**

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

<b>Order Form</b>
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**Yes, I'd like to order the EASI Master Database!**

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

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_

(\_\_\_\_) **EASI Master Database** Includes: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and US – \$9,500  
(Corporate use \$95,000).

(\_\_\_\_) **EASI Master Database with Site Analysis Geography** Includes: Block Groups, Census Tracts, Counties, States, and US – \$7,500  
(Corporate use \$75,000).

(\_\_\_\_) **EASI Master Database with Market Analysis Geography** Includes: ZIP Codes, CBSAs, Cities, Counties, States, and US – \$4,000  
(Corporate use \$40,000).

**Please circle desired format**          CSV    or    DBF

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

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

Total Amount \$ \_\_\_\_\_

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

Notes: Multiple copy and not-for-profit discounts available; NY orders will be charged NY State sales tax

Circle one: Payment by Credit Card or Check

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

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