



Variable Analysis 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 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 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 (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 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 Right Site – Advanced Edition](#) (TRS – ADV) is an extraordinary product for highly detailed sales, marketing, and demographic analysis. Users of the Advanced need access to a myriad of demographics for reports and analysis. The Advanced is an ideal reference for those who need access to a comprehensive demographic source. This version, with 118 reports and over 1,900 variables, offers analysts in large company's massive amounts of data and reports with an easy to access interface.

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 1 of 64

With 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, 600+ consumer expenditure estimates, Retail Sales and Store Groups, Quality of Life, and many other key variables. All demographic variables contain 4/1/2010 (benchmark), current estimate; and a five year forecast.

→The Master Database contains the same basic demographic information as the Advanced – PLUS many more details.

The standard version of this software includes **all** geographies: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US. Price - \$9,500 (Corporate License \$95,000).

The Site Analysis extract contains: Block Groups, Census Tracts, Counties, States, and the US. Price - \$7,500 (Corporate License \$75,000).

The Market Analysis extract contains: ZIP Codes, CBSAs, Cities, Counties, States, and the US. Price - \$4,000 (Corporate License \$40,000).

Note: The Master Database has some extra variable summaries **not** contained in the Advanced. These include a series of Income Distributions and estimates based on Gross Personal Income (for all household/ race/ethnicity family characteristics). The Master Database also contains special age/sex/race ethnic age groups. These summaries are available for all geographies but are not contained in The Right Site software. In addition detailed employment and establishment data are not included in The Right Site - Advanced.

Life Stages

Easy Analytic Software, Inc. (EASI) has developed a simplified clustering 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 the vast EASI demographic database, and organizing the results into a simplified system designed for non-statisticians. (Note: EASI offers a highly detailed review of Life Stages as a separate document).

These Life Stage data are available for purchase as a separate database for desktop use. Life Stages can also be purchased as an add database to the EASI Master Database or The Right Site Advanced (Life Stages will be a separate database not in the software).

Life Stage Database - Census; current year and a five year forecast. This Life Stage data base includes three years of estimates; 4/1/2010; current year; and a five year

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 2 of 64

forecast. Life Stages also includes all the Consumer Expenditure estimates for the current year. This allows for analysis of what specific neighborhoods purchase.

The standard version of the Life Stages includes these geographies: Block Groups; Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US. Price - \$7,500 (Corporate License \$75,000)

The Site Analysis extract contains: Block Groups, Census Tracts, Counties, States, and the US. Price - \$6,000 (Corporate License \$60,000)

The Market Analysis extract contains: ZIP Codes, CBSAs, Cities, Counties, States, and the US. Price - \$3,000 (Corporate License \$30,000)

Master Databases - they can answer a multitude of questions

1. Advanced Demographics and Related Database

Advanced Demographics Answers Questions like ...

- ➔ 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 like ...

- ➔ 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?

Note: EASI Profiles are EASI

EASI Sales and Potentials describe Important Socio and Economic Characteristics like ...

- ➔ 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 like ...

- ➔ Is this a safe area to live?

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 3 of 64

→ 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?

2. Life Stage, including Consumer Expenditures Database

Learn which type of Households Dominate a Neighborhood and what their Potential Sales are.

3. 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.

GEOGRAPHIC VARIABLES	NICKNAMES
1. EASI Block Group	EASIBLOCK
2. Block Group	BLOCKGRP
3. EASI Census Tract	EASICTRACT
4. Census Tract	CENTRACT
5. ZIP Code	ZIP_CODE
6. Post Office Name	PONAME
7. City Name	CITYNAME
8. City Code	CITYCODE
9. City Type	CITYTYPE
10. County Name	CNTYNAM
11. County FIPS Code	FIPS
12. State Abbreviation	STAABBRV
13. State Name	STNAME
14. Core Based Statistical Area Name	CBSANAME
15. Core Based Statistical Area Code	CBSACODE
16. Core Based Area Type (1 = Metropolitan, 2 = Micropolitan)	CBSATYPE
17. Area Code	AREACODE

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 4 of 64

GEOGRAPHIC VARIABLES**NICKNAMES**

18. Latitude (Population Centroids)	LAT
19. Longitude (Population Centroids)	LONG
20. Square Miles	SQMILES

DEMOGRAPHIC VARIABLES**NICKNAMES**

1. Population Density	DENSITY
2. Population (4/1/1990)	POP90
3. Population (4/1/2000)	POP00
4. Population (4/1/2010)	POP10
5. Population (1/1/2014)	POP14
6. Population (1/1/2019)	POP19
7. Population % Growth (2014/2010)	POPGROW14
8. Population % Forecast (2019/2014)	POPFORE19
9. Household % Growth (2014/2010)	HHGROW14
10. Household % Forecast (2019/2014)	HHFORE19
11. Households (4/1/1990)	HH90
12. Households (4/1/2000)	HH00
13. Households (4/1/2010)	HH10
14. Households (1/1/2014)	HH14
15. Households (1/1/2019)	HH19
16. Household, Average Size	AVGHHSIZE
17. Family Population	POPFAM
18. Non-Family Population	POPNFAM
19. Families	FAMILIES
20. Families, Married	FAMMAR
21. Other Families	FAMOTH
22. Other Families, Male Householder, No Wife Present	FAMOTM
23. Other Families, Female Householder, No Husband Present	FAMOTF
24. Families, Married with People Under 18	FAMMAR18
25. Families, Married with No People Under 18	FAMMARNOC
26. Other Families, Male Householder, No Wife Present with People Under 18	FAMOTM18
27. Other Families, Male Householder, No Wife Present with No People Under 18	FAMOTMNOC
28. Other Families, Female Householder, No Husband Present with People Under 18	FAMOTF18
29. Other Families, Female Householder, No Husband Present with No People Under 18	FAMOTFNOC
30. Non-Family Households	NONFAMHH
31. Non-Family Households, Male Householder with People Under 18	NONFAMHHMC
32. Non-Family Households, Male Householder with No People Under 18	NONFAMHHMN
33. Non-Family Households, Female Householder with People Under 18	NONFAMHHFC
34. Non-Family Households, Female Householder with No People Under 18	NONFAMHHFN
35. Population in Households	POPHH
36. Male Households	HHMALE
37. Female Households	HHFEMALE

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

DEMOGRAPHIC VARIABLES**NICKNAMES**

38. Male Family Households	HHFAMMALE
39. Females Family Households	HHFAMFEM
40. Male Households Not in Families	HHNFAMMALE
41. Females Households Not in Families	HHNFAMFEM
42. Population, Urban	URBANPOP
43. Population, Rural	RURALPOP
44. Population, Male	MALEPOP
45. Population, Female	FEMALEPOP
46. White Population, Alone	WHPOPA
47. Black Population, Alone	BLPOPA
48. Asian Population, Alone	ASPOPA
49. American Indian and Alaska Native Population, Alone	AMPOPA
50. Other Race Population, Alone	ORPOPA
51. Two or More Races Population	TMPOP
52. Hispanic Population	HISPPOP
53. White Non-Hispanic Population	WHNHISPOP
54. White Head of Households	WHHH
55. Black Head of Households	BLHH
56. Asian Head of Households	ASHH
57. American Indian and Alaska Native Head of Households	AMHH
58. Other Race Head of Households	ORHH
59. Two or More Races Head of Households	TMHH
60. Hispanic Households	HISPHH
61. White Non-Hispanic Households	WHNHISHH
62. Population, Median Age	MEDAGE
63. Population Aged 0 to 4 Years	POP_0_4
64. Population Aged 5 to 9 Years	POP_5_9
65. Population Aged 10 to 14 Years	POP_10_14
66. Population Aged 15 to 17 Years	POP_15_17
67. Population Aged 0 to 5 Years	POP_0_5
68. Population Aged 6 to 11 Years	POP_6_11
69. Population Aged 12 to 17 Years	POP_12_17
70. Population Aged 18 to 24 Years	POP_18_24
71. Population Aged 25 to 34 Years	POP_25_34
72. Population Aged 35 to 44 Years	POP_35_44
73. Population Aged 45 to 54 Years	POP_45_54
74. Population Aged 55 to 64 Years	POP_55_64
75. Population Aged 65 to 74 Years	POP_65_74
76. Population Aged 75 to 84 Years	POP_75_84
77. Population Aged 85 Years and Older	POP_85P
78. Population, Males Never Married (Pop 15+)	MALNOMARRY
79. Population, Males Married (Pop 15+)	MALMARRY
80. Population, Males Married and Together (Pop 15+)	MALMARTOG
81. Population, Males Married and Separated (Pop 15+)	MALMARSEP
82. Population, Males Married and Absent (Pop 15+)	MALMARABS
83. Population, Males Widowed (Pop 15+)	MALWIDOW
84. Population, Males Divorced (Pop 15+)	MALDIVORCE
85. Population, Females Never Married (Pop 15+)	FEMNOMARRY
86. Population, Females Married (Pop 15+)	FEMMARRY

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 6 of 64**

DEMOGRAPHIC VARIABLES**NICKNAMES**

87. Population, Females Married and Together (Pop 15+)	FEMMARTOG
88. Population, Females Married and Separated (Pop 15+)	FEMMARSEP
89. Population, Females Married and Absent (Pop 15+)	FEMMARABS
90. Population, Females Widowed (Pop 15+)	FEMWIDOW
91. Population, Females Divorced (Pop 15+)	FEMDIVORCE
92. Population, Speaks English (Pop 5+)	SPEAKENG
93. Population, Speaks Spanish (Pop 5+)	SPEAKSPA
94. Population, Speaks Other Indo-European Languages (Pop 5+)	SPEAKIEUR
95. Population, Speaks Asian or Pacific Island Language (Pop 5+)	SPEAKASI
96. Population, Speaks Other Language (Pop 5+)	SPEAKOTH
97. Population, Citizenship - Native	CITNATIV
98. Population, Citizenship - Foreign Born - Naturalized	CITFORNAT
99. Population, Citizenship - Foreign Born - Not a Citizen	CITFORNOT
100. Population, Total Group Quarters	GQTOTAL
101. Population, Institutional Group Quarters	GQINST
102. Population, Non-Institutional Group Quarters	GQNINST
103. Employment, Car, Truck, Van to Work (Empl 16+)	TRANCAR
104. Employment, Car, Truck, Van to Work Alone (Empl 16+)	TRANCARI
105. Employment, Car, Truck, Van to Work Carpool (Empl 16+)	TRANCARP
106. Employment, Public Transportation to Work (Empl 16+)	TRANPUBLIC
107. Employment, Bus or Trolley Bus to Work (Empl 16+)	TRANBUS
108. Employment, Streetcar or Trolley Car to Work (Empl 16+)	TRANROL
109. Employment, Subway or Elevated to Work (Empl 16+)	TRANSUBL
110. Employment, Railroad to Work (Empl 16+)	TRANRR
111. Employment, Ferry to Work (Empl 16+)	TRANFERRY
112. Employment, Taxi to Work (Empl 16+)	TRANTAXI
113. Employment, Motorcycle to Work (Empl 16+)	TRANMCYCL
114. Employment, Bicycle to Work (Empl 16+)	TRANBCYCL
115. Employment, Walked to Work (Empl 16+)	TRANWALK
116. Employment, Other Transportation to Work (Empl 16+)	TRANOTHER
117. Employment, Work at Home (Empl 16+)	TRAVHOME
118. Employment, Travel Time Less than 15 Min (Empl 16+)	TRAVL15
119. Employment, Travel Time 15-29 Min (Empl 16+)	TRAV15_29
120. Employment, Travel Time 30-59 Min (Empl 16+)	TRAV30_59
121. Employment, Travel Time 60-89 Min (Empl 16+)	TRAV60_89
122. Employment, Travel Time 90+ Min (Empl 16+)	TRAV90P
123. Householder, Median Age	MEDAGHHER
124. Householder, Aged Under 25 Years	HHL24YR
125. Householder, Aged 25 to 34 Years	HH25_34YR
126. Householder, Aged 35 to 44 Years	HH35_44YR
127. Householder, Aged 45 to 54 Years	HH45_54YR
128. Householder, Aged 55 to 64 Years	HH55_64YR
129. Householder, Aged 65 to 74 Years	HH65_74YR
130. Householder, Aged 75 to 84 Years	HH75_84YR
131. Householder, Aged 85 Years and Over	HH85PYR
132. Households, Median Size	MEDHHSIZE
133. Households, 1 Person	HH1
134. Households, 2 Person	HH2
135. Households, 3 Person	HH3

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 7 of 64**

DEMOGRAPHIC VARIABLES**NICKNAMES**

136. Households, 4 Person	HH4
137. Households, 5 Person	HH5
138. Households, 6 Person	HH6
139. Households, 7 or More Person	HH7P
140. Housing, Units	HOUSEUNITS
141. Housing, Occupied Units	OCCUNIT
142. Housing, Vacant Units	VACUNIT
143. Housing, Vacant Units For Rent	VACUNITRNT
144. Housing, Vacant Units Rented, Not Occupied	VACUNITRNO
145. Housing, Vacant Units For Sale	VACUNITSAL
146. Housing, Vacant Units Sold, Not Occupied	VACUNITSNO
147. Housing, Vacant Units Seasonal, Recreational, or Occasional Use	VACUNITSEA
148. Housing, Vacant Units For Migrant Workers	VACUNITMIG
149. Housing, Vacant Units Vacant Other	VACUNITOTH
150. Housing, Owner Occupied	OOCCHH
151. Housing, Renter Occupied	ROCCHH
152. Housing, Structure with 1 Unit Detached	S_1D
153. Housing, Structure with 1 Unit Attached	S_1A
154. Housing, Structure with 2 Units	S_2
155. Housing, Structure with 3-4 Units	S_3_4
156. Housing, Structure with 5-9 Units	S_5_9
157. Housing, Structure with 10-19 Units	S_10_19
158. Housing, Structure with 20-49 Units	S_20_49
159. Housing, Structure with 50+ Units	S_50P
160. Housing, Structure Mobile Home	STRAILER
161. Housing, Structure Boat, RV, Van, Other	SOTHER
162. Housing, Median Rent (\$)	MEDRENT
163. Housing, Rent less than \$250	RNTL250
164. Housing, Rent \$250-\$499	RNT25_50
165. Housing, Rent \$500-\$749	RNT50L75
166. Housing, Rent \$750-\$999	RNT75L100
167. Housing, Rent \$1,000-\$1,249	RNT100L125
168. Housing, Rent \$1,250-\$1,499	RNT125L150
169. Housing, Rent \$1,500-\$1,999	RNT150L200
170. Housing, Rent \$2,000+	RNT2000P
171. Housing, No Cash Rent	RENTNOCASH
172. Housing, Owner Households, With Mortgage Any	MORTANY
173. Housing, Owner Households, With No Mortgage	NOMORT
174. Housing, Median Value Owner Households (\$)	MEDVALOCC
175. Housing, Owner Households Valued Less than \$10,000	VALL10
176. Housing, Owner Households Valued \$10,000-\$14,999	VAL10_15
177. Housing, Owner Households Valued \$15,000-\$19,999	VAL15_20
178. Housing, Owner Households Valued \$20,000-\$24,999	VAL20_25
179. Housing, Owner Households Valued \$25,000-\$29,999	VAL25_30
180. Housing, Owner Households Valued \$30,000-\$34,999	VAL30_35
181. Housing, Owner Households Valued \$35,000-\$39,999	VAL35_40
182. Housing, Owner Households Valued \$40,000-\$49,999	VAL40_50
183. Housing, Owner Households Valued \$50,000-\$59,999	VAL50_60

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 8 of 64**

DEMOGRAPHIC VARIABLES**NICKNAMES**

DEMOGRAPHIC VARIABLES	NICKNAMES
184. Housing, Owner Households Valued \$60,000-\$69,999	VAL60_70
185. Housing, Owner Households Valued \$70,000-\$79,999	VAL70_80
186. Housing, Owner Households Valued \$80,000-\$89,999	VAL80_90
187. Housing, Owner Households Valued \$90,000-\$99,999	VAL90_100
188. Housing, Owner Households Valued \$100,000-\$124,999	VAL100_125
189. Housing, Owner Households Valued \$125,000-\$149,999	VAL125_150
190. Housing, Owner Households Valued \$150,000-\$174,999	VAL150_175
191. Housing, Owner Households Valued \$175,000-\$199,999	VAL175_200
192. Housing, Owner Households Valued \$200,000-\$249,999	VAL200_250
193. Housing, Owner Households Valued \$250,000-\$299,999	VAL250_300
194. Housing, Owner Households Valued \$300,000-\$399,999	VAL300_400
195. Housing, Owner Households Valued \$400,000-\$499,999	VAL400_500
196. Housing, Owner Households Valued \$500,000-\$749,999	VAL500_750
197. Housing, Owner Households Valued \$750,000-\$999,999	VAL750_100
198. Housing, Owner Households Valued More than \$1,000,000	VAL1000P
199. Households, Median Vehicles	MEDVEHICLE
200. Households with No Vehicles	VEH_0
201. Households with 1 Vehicle	VEH_1
202. Households with 2 Vehicles	VEH_2
203. Households with 3 Vehicles	VEH_3
204. Households with 4+ Vehicles	VEH_4P
205. Housing, Median Year Built	MED_BLT
206. Housing, Built 2010 or Later	BLT_10P
207. Housing, Built 2000 to 2009	BLT_00_09
208. Housing, Built 1990 to 1999	BLT_90_99
209. Housing, Built 1980 to 1989	BLT_80_89
210. Housing, Built 1970 to 1979	BLT_70_79
211. Housing, Built 1960 to 1969	BLT_60_69
212. Housing, Built 1950 to 1959	BLT_50_59
213. Housing, Built 1940 to 1949	BLT_40_49
214. Housing, Built 1939 or Earlier	BLT_L39
215. Housing, Median Year Moved In	MED_MOVIN
216. Housing, Year Moved in 2010 or Later	MOV_10P
217. Housing, Year Moved in 2000 to 2009	MOV_00_09
218. Housing, Year Moved in 1990 to 1999	MOV_90_99
219. Housing, Year Moved in 1980 to 1989	MOV_80_89
220. Housing, Year Moved in 1970 to 1979	MOV_70_79
221. Housing, Year Moved in 1969 or Earlier	MOV_L69
222. Personal Income, Total (\$)	TOTPERSINC
223. Household Income, Total (\$)	TOTHHINC
224. Household Income, Median (\$)	MEDHHINC
225. Household Income, Average (\$)	AVGHHINC
226. Household Income, Per Capita (\$)	PERCAPINC
227. Household Income, High Income Average (\$)	HHHINCAVG
228. Households with Income Less than \$15,000	HHL15
229. Households with Income \$15,000 to \$24,999	HH15_25
230. Households with Income \$25,000 to \$34,999	HH25_35
231. Households with Income \$35,000 to \$49,999	HH35_50
232. Households with Income \$50,000 to \$74,999	HH50_75

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

DEMOGRAPHIC VARIABLES**NICKNAMES**

233. Households with Income \$75,000 to \$99,999	HH75_100
234. Households with Income \$100,000 to \$124,999	HH100_125
235. Households with Income \$125,000 to \$149,999	HH125_150
236. Households with Income \$150,000 to \$199,999	HH150_200
237. Households with Income \$200,000 and Over	HH200P
238. Education, Enrolled Public School (Pop 3+)	SE_K_12PUB
239. Education, Enrolled Private School (Pop 3+)	SE_K_12PRI
240. Education Male, Enrolled Public School (Pop 3+)	SEMK_12PUB
241. Education Male, Enrolled Private School (Pop 3+)	SEMK_12PRI
242. Education Female, Enrolled Public School (Pop 3+)	SEFK_12PUB
243. Education Female, Enrolled Private School (Pop 3+)	SEFK_12PRI
244. Education, Enrolled Public Preprimary (Pop 3+)	SE_PREPUB
245. Education, Enrolled Private Preprimary (Pop 3+)	SE_PREPRI
246. Education, Enrolled Public Kindergarten (Pop 3+)	SE_KINDPUB
247. Education, Enrolled Private Kindergarten (Pop 3+)	SE_KINDPRI
248. Education, Enrolled Public Grades 1-4 (Pop 3+)	SE_1_4PUB
249. Education, Enrolled Private Grades 1-4 (Pop 3+)	SE_1_4PRI
250. Education, Enrolled Public Grades 5-8 (Pop 3+)	SE_5_8PUB
251. Education, Enrolled Private Grades 5-8 (Pop 3+)	SE_5_8PRI
252. Education, Enrolled Public Grades 9-12 (Pop 3+)	SE_9_12PUB
253. Education, Enrolled Private Grades 9-12 (Pop 3+)	SE_9_12PRI
254. Education, Enrolled Public Undergraduate College (Pop 3+)	SE_UNDPUB
255. Education, Enrolled Private Undergraduate College (Pop 3+)	SE_UNDPRI
256. Education, Enrolled Public Graduate or Professional School (Pop 3+)	SE_GRADPUB
257. Education, Enrolled Private Graduate or Professional School (Pop 3+)	SE_GRADPRI
258. Education, Not Enrolled in School (Pop 3+)	SE_NONE
259. Education Attainment, < High School (Pop 25+)	ED_LHS
260. Education Attainment, High School (Pop 25+)	ED_HS
261. Education Attainment, Some College (Pop 25+)	ED_COL
262. Education Attainment, Associate's Degree (Pop 25+)	ED_ASSC
263. Education Attainment, Bachelor's Degree (Pop 25+)	ED_BACH
264. Education Attainment, Master's Degree (Pop 25+)	ED_MAST
265. Education Attainment, Professional Degree (Pop 25+)	ED_PROF
266. Education Attainment, Doctorate Degree (Pop 25+)	ED_DOCT
267. Employment Potential (Pop 16+)	EMP_POTL
268. Employment, Civilian Males (Pop 16+)	EMP_CVMAL
269. Employment, Civilian Females (Pop 16+)	EMP_CVFEM
270. Employment, Armed Forces Male (Pop 16+)	EMP_AFMAL
271. Employment, Armed Forces Female (Pop 16+)	EMP_AFFEM
272. Employment, Unemployed Males (Pop 16+)	EMP_UNMAL
273. Employment, Unemployed Female (Pop 16+)	EMP_UNFEM
274. Employment, Not in the Labor Force Male (Pop 16+)	EMP_NLFMAL
275. Employment, Not in the Labor Force Female (Pop 16+)	EMP_NLFFEM
276. Employment, Civilian Total (Pop 16+)	EMP_CVTOT
277. Employment, Agriculture, Forestry, Fishing & Hunting (Pop 16+)	EMP_AGRIC
278. Employment, Mining, Quarrying and Oil and Gas Extraction (Pop 16+)	EMP_MINE

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 10 of 64**

DEMOGRAPHIC VARIABLES**NICKNAMES**

279. Employment, Construction (Pop 16+)	EMP_CONST
280. Employment, Manufacturing (Pop 16+)	EMP_MANUF
281. Employment, Wholesale Trade (Pop 16+)	EMP_WHOLE
282. Employment, Retail Trade(Pop 16+)	EMP_RETAIL
283. Employment, Transportation and Warehousing (Pop 16+)	EMP_TRANSP
284. Employment, Utilities (Pop 16+)	EMP_UTILS
285. Employment, Information (Pop 16+)	EMP_INFO
286. Employment, Finance and Insurance (Pop 16+)	EMP_FININS
287. Employment, Real Estate and Rental and Leasing (Pop 16+)	EMP_REAL
288. Employment, Professional, Scientific,&Technical Services (Pop 16+)	EMP_PROFES
289. Employment, Management of Companies & Enterprises (Pop 16+)	EMP_MANAG
290. Employment, Administrative and Support and Waste Mgt. Services (Pop 16+)	EMP_ADMIN
291. Employment, Educational Services (Pop 16+)	EMP_EDUCAT
292. Employment, Health Care and Social Assistance (Pop 16+)	EMP_HEALTH
293. Employment, Arts, Entertainment, and Recreation (Pop 16+)	EMP_ARTREC
294. Employment, Accommodation and Food Services (Pop 16+)	EMP_ARTS
295. Employment, Other Services (Pop 16+)	EMP_OTSRV
296. Employment, Public Administration (Pop 16+)	EMP_PUBAD
297. Occupation, Management, Business, and Financial Operations (Pop 16+)	OCC_MANAGE
298. Occupation, Professional and Related (Pop 16+)	OCC_PROF
299. Occupation, Sales and Office (Pop 16+)	OCC_SALES
300. Occupation, Service (Pop 16+)	OCC_SERVIC
301. Occupation, Farming, Fishing, and Forestry (Pop 16+)	OCC_FARM
302. Occupation, Construction, Extraction, & Maintenance (Pop 16+)	OCC_CONST
303. Occupation, Production, Transportation, and Material Moving (Pop 16+)	OCC_PRODUC
304. Employment, White Collar (Pop 16+)	WHCOLROCC
305. Employment, Blue Collar (Pop 16+)	BLCOLROCC
306. Employment, Private for-Profit Wage and Salary Workers, Employee (Pop 16+)	EMP_PRIVCO
307. Employment, Private for-Profit Wage and Salary Workers, Self (Pop 16+)	EMP_PRIVSE
308. Employment, Private Not-for-Profit Wage and Salary Workers (Pop 16+)	EMP_NPROF
309. Employment, Local Government Workers (Pop 16+)	EMP_GOVLOC
310. Employment, State Government Workers (Pop 16+)	EMP_GOVST
311. Employment, Federal Government Workers (Pop 16+)	EMP_GOVFED
312. Employment, Self-Employed Workers in Own Not Incorporated Business (Pop 16+)	EMP_SELF
313. Employment, Unpaid Family Workers (Pop 16+)	EMP_UNPAID
314. Population, Male Median Age	MALMEDAGE
315. Population, Female Median Age	FEMMEDAGE
316. Population, Males Aged 0 to 4 Years	MP_0_4
317. Population, Males Aged 5 to 9 Years	MP_5_9
318. Population, Males Aged 10 to 14 Years	MP_10_14
319. Population, Males Aged 15 to 17 Years	MP_14_17
320. Population, Males Aged 0 to 5 Years	MP_0_5
321. Population, Males Aged 6 to 11 Years	MP_6_11

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 11 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

322. Population, Males Aged 12 to17 Years	MP_12_17
323. Population, Males Aged 18 to 24 Years	MP_18_24
324. Population, Males Aged 25 to 34 Years	MP_25_34
325. Population, Males Aged 35 to 44 Years	MP_35_44
326. Population, Males Aged 45 to 54 Years	MP_45_54
327. Population, Males Aged 55 to 64 Years	MP_55_64
328. Population Males, Aged 65 to 74 Years	MP_65_74
329. Population, Males Aged 75 to 84 Years	MP_75_84
330. Population, Males Aged 85 Years and Older	MP_85P
331. Population, Females Aged 0 to 4 Years	FP_0_4
332. Population, Females Aged 5 to 9 Years	FP_5_9
333. Population, Females Aged 10 to 14 Years	FP_10_14
334. Population, Females Aged 15 to 17 Years	FP_14_17
335. Population, Females Aged 0 to 5 Years	FP_0_5
336. Population, Females Aged 6 to 11 Years	FP_6_11
337. Population, Females Aged 12 to17 Years	FP_12_17
338. Population, Females Aged 18 to 24 Years	FP_18_24
339. Population, Females Aged 25 to 34 Years	FP_25_34
340. Population, Females Aged 35 to 44 Years	FP_35_44
341. Population, Females Aged 45 to 54 Years	FP_45_54
342. Population, Females Aged 55 to 64 Years	FP_55_64
343. Population, Females Aged 65 to 74 Years	FP_65_74
344. Population, Females Aged 75 to 84 Years	FP_75_84
345. Population, Females Aged 85 Years and Older	FP_85P
346. Household Head Aged < 25 and Income < \$15K	H24YL15
347. Household Head Aged <25 and Income \$15K-25K	H24Y1525
348. Household Head Aged <25 and Income \$25K-35K	H24Y2535
349. Household Head Aged <25 and Income \$35K-50K	H24Y3550
350. Household Head Aged <25 and Income \$50K-75K	H24Y5075
351. Household Head Aged <25 and Income \$75K-100K	H24Y7599
352. Household Head Aged <25 and Income \$100K-125K	H24Y100124
353. Household Head Aged <25 and Income \$125K-150K	H24Y125150
354. Household Head Aged <25 and Income \$150K-200K	H24Y150199
355. Household Head Aged <25 and Income \$200K+	H24Y200P
356. Household Head Aged 25-34 and Income < \$15K	H34YL15
357. Household Head Aged 25-34 and Income \$15K-25K	H34Y1525
358. Household Head Aged 25-34 and Income \$25K-35K	H34Y2535
359. Household Head Aged 25-34 and Income \$35K-50K	H34Y3550
360. Household Head Aged 25-34 and Income \$50K-75K	H34Y5075
361. Household Head Aged 25-34 and Income \$75K-100K	H34Y7599
362. Household Head Aged 25-34 and Income \$100K-125K	H34Y100124
363. Household Head Aged 25-34 and Income \$125K-150K	H34Y125150
364. Household Head Aged 25-34 and Income \$150K-200K	H34Y150199
365. Household Head Aged 25-34 and Income \$200K+	H34Y200P
366. Household Head Aged 35-44 and Income < \$15K	H44YL15
367. Household Head Aged 35-44 and Income \$15K-25K	H44Y1525
368. Household Head Aged 35-44 and Income \$25K-35K	H44Y2535
369. Household Head Aged 35-44 and Income \$35K-50K	H44Y3550
370. Household Head Aged 35-44 and Income \$50K-75K	H44Y5075

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 12 of 64**

DEMOGRAPHIC VARIABLES**NICKNAMES**

371. Household Head Aged 35-44 and Income \$75K-100K	H44Y7599
372. Household Head Aged 35-44 and Income \$100K-125K	H44Y100124
373. Household Head Aged 35-44 and Income \$125K-150K	H44Y125150
374. Household Head Aged 35-44 and Income \$150K-200K	H44Y150199
375. Household Head Aged 35-44 and Income \$200K+	H44Y200P
376. Household Head Aged 45-54 and Income < \$15K	H54YL15
377. Household Head Aged 45-54 and Income \$15K-25K	H54Y1525
378. Household Head Aged 45-54 and Income \$25K-35K	H54Y2535
379. Household Head Aged 45-54 and Income \$35K-50K	H54Y3550
380. Household Head Aged 45-54 and Income \$50K-75K	H54Y5075
381. Household Head Aged 45-54 and Income \$75K-100K	H54Y7599
382. Household Head Aged 45-54 and Income \$100K-125K	H54Y100124
383. Household Head Aged 45-54 and Income \$125K-150K	H54Y125150
384. Household Head Aged 45-54 and Income \$150K-200K	H54Y150199
385. Household Head Aged 45-54 and Income \$200K+	H54Y200P
386. Household Head Aged 55-64 and Income < \$15K	H64YL15
387. Household Head Aged 55-64 and Income \$15K-25K	H64Y1525
388. Household Head Aged 55-64 and Income \$25K-35K	H64Y2535
389. Household Head Aged 55-64 and Income \$35K-50K	H64Y3550
390. Household Head Aged 55-64 and Income \$50K-75K	H64Y5075
391. Household Head Aged 55-64 and Income \$75K-100K	H64Y7599
392. Household Head Aged 55-64 and Income \$100K-125K	H64Y100124
393. Household Head Aged 55-64 and Income \$125K-150K	H64Y125150
394. Household Head Aged 55-64 and Income \$150K-200K	H64Y150199
395. Household Head Aged 55-64 and Income \$200K+	H64Y200P
396. Household Head Aged 65-74 and Income < \$15K	H74YL15
397. Household Head Aged 65-74 and Income \$15K-25K	H74Y1525
398. Household Head Aged 65-74 and Income \$25K-35K	H74Y2535
399. Household Head Aged 65-74 and Income \$35K-50K	H74Y3550
400. Household Head Aged 65-74 and Income \$50K-75K	H74Y5075
401. Household Head Aged 65-74 and Income \$75K-100K	H74Y7599
402. Household Head Aged 65-74 and Income \$100K-125K	H74Y100124
403. Household Head Aged 65-74 and Income \$125K-150K	H74Y125150
404. Household Head Aged 65-74 and Income \$150K-200K	H74Y150199
405. Household Head Aged 65-74 and Income \$200K+	H74Y200P
406. Household Head Aged 75+ and Income \$0-15K	H75PL15
407. Household Head Aged 75+ and Income \$15K-25K	H75P1525
408. Household Head Aged 75+ and Income \$25K-35K	H75P2535
409. Household Head Aged 75+ and Income \$35K-50K	H75P3550
410. Household Head Aged 75+ and Income \$50K-75K	H75P5075
411. Household Head Aged 75+ and Income \$75K-100K	H75P7599
412. Household Head Aged 75+ and Income \$100K-125K	H75P100124
413. Household Head Aged 75+ and Income \$125K-150K	H75P125150
414. Household Head Aged 75+ and Income \$150K-200K	H75P150199
415. Household Head Aged 75+ and Income \$200K+	H75P200P
416. White Population, Male Median Age	WHMAMEDAGE
417. White Population, Female Median Age	WHFEMEDAGE
418. Black Population, Male Median Age	BLMAMEDAGE
419. Black Population, Female Median Age	BLFEMEDAGE

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 13 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

420. Asian Population, Male Median Age	ASMAMEDAGE
421. Asian Population, Female Median Age	ASFEMEDAGE
422. American Indian and Alaska Native Population, Male Median Age	AMMAMEDAGE
423. American Indian and Alaska Native Population, Female Median Age	AMFEMEDAGE
424. Other Race Population, Male Median Age	ORMAMEDAGE
425. Other Race Population, Female Median Age	ORFEMEDAGE
426. Two or More Races Population, Male Median Age	TMMAMEDAGE
427. Two or More Races Population, Female Median Age	TMFEMEDAGE
428. Hispanic Population, Male Median Age	HIMAMEDAGE
429. Hispanic Population, Female Median Age	HIFEMEDAGE
430. White Non-Hispanic Population, Male Median Age	WNMAMEDAGE
431. White Non-Hispanic Population, Female Median Age	WNFEMEDAGE
432. White Population, Males Aged 0 to 5 Years	WMP_0_5
433. White Population, Males Aged 6 to 11 Years	WMP_6_11
434. White Population, Males Aged 12 to 17 Years	WMP_12_17
435. White Population, Males Aged 18 to 24 Years	WMP_18_24
436. White Population, Males Aged 25 to 34 Years	WMP_25_34
437. White Population, Males Aged 35 to 44 Years	WMP_35_44
438. White Population, Males Aged 45 to 54 Years	WMP_45_54
439. White Population, Males Aged 55 to 64 Years	WMP_55_64
440. White Population, Males Aged 65 to 74 Years	WMP_65_74
441. White Population, Males Aged 75 to 84 Years	WMP_75_84
442. White Population, Males Aged 85 Years and Older	WMP_85P
443. White Population, Females Aged 0 to 5 Years	WFP_0_5
444. White Population, Females Aged 6 to 11 Years	WFP_6_11
445. White Population, Females Aged 12 to 17 Years	WFP_12_17
446. White Population, Females Aged 18 to 24 Years	WFP_18_24
447. White Population, Females Aged 25 to 34 Years	WFP_25_34
448. White Population, Females Aged 35 to 44 Years	WFP_35_44
449. White Population, Females Aged 45 to 54 Years	WFP_45_54
450. White Population, Females Aged 55 to 64 Years	WFP_55_64
451. White Population, Females Aged 65 to 74 Years	WFP_65_74
452. White Population, Females Aged 75 to 84 Years	WFP_75_84
453. White Population, Females Aged 85 Years and Older	WFP_85P
454. Black Population, Males Aged 0 to 5 Years	BMP_0_5
455. Black Population, Males Aged 6 to 11 Years	BMP_6_11
456. Black Population, Males Aged 12 to 17 Years	BMP_12_17
457. Black Population, Males Aged 18 to 24 Years	BMP_18_24
458. Black Population, Males Aged 25 to 34 Years	BMP_25_34
459. Black Population, Males Aged 35 to 44 Years	BMP_35_44
460. Black Population, Males Aged 45 to 54 Years	BMP_45_54
461. Black Population, Males Aged 55 to 64 Years	BMP_55_64
462. Black Population, Males Aged 65 to 74 Years	BMP_65_74
463. Black Population, Males Aged 75 to 84 Years	BMP_75_84
464. Black Population, Males Aged 85 Years and Older	BMP_85P
465. Black Population, Females Aged 0 to 5 Years	BFP_0_5
466. Black Population, Females Aged 6 to 11 Years	BFP_6_11

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 14 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

467. Black Population, Females Aged 12 to 17 Years	BFP_12_17
468. Black Population, Females Aged 18 to 24 Years	BFP_18_24
469. Black Population, Females Aged 25 to 34 Years	BFP_25_34
470. Black Population, Females Aged 35 to 44 Years	BFP_35_44
471. Black Population, Females Aged 45 to 54 Years	BFP_45_54
472. Black Population, Females Aged 55 to 64 Years	BFP_55_64
473. Black Population, Females Aged 65 to 74 Years	BFP_65_74
474. Black Population, Females Aged 75 to 84 Years	BFP_75_84
475. Black Population, Females Aged 85 Years and Older	BFP_85P
476. Asian Population, Males Aged 0 to 5 Years	AMP_0_5
477. Asian Population, Males Aged 6 to 11 Years	AMP_6_11
478. Asian Population, Males Aged 12 to 17 Years	AMP_12_17
479. Asian Population, Males Aged 18 to 24 Years	AMP_18_24
480. Asian Population, Males Aged 25 to 34 Years	AMP_25_34
481. Asian Population, Males Aged 35 to 44 Years	AMP_35_44
482. Asian Population, Males Aged 45 to 54 Years	AMP_45_54
483. Asian Population, Males Aged 55 to 64 Years	AMP_55_64
484. Asian Population, Males Aged 65 to 74 Years	AMP_65_74
485. Asian Population, Males Aged 75 to 84 Years	AMP_75_84
486. Asian Population, Males Aged 85 Years and Older	AMP_85P
487. Asian Population, Females Aged 0 to 5 Years	AFP_0_5
488. Asian Population, Females Aged 6 to 11 Years	AFP_6_11
489. Asian Population, Females Aged 12 to 17 Years	AFP_12_17
490. Asian Population, Females Aged 18 to 24 Years	AFP_18_24
491. Asian Population, Females Aged 25 to 34 Years	AFP_25_34
492. Asian Population, Females Aged 35 to 44 Years	AFP_35_44
493. Asian Population, Females Aged 45 to 54 Years	AFP_45_54
494. Asian Population, Females Aged 55 to 64 Years	AFP_55_64
495. Asian Population, Females Aged 65 to 74 Years	AFP_65_74
496. Asian Population, Females Aged 75 to 84 Years	AFP_75_84
497. Asian Population, Females Aged 85 Years and Older	AFP_85P
498. American Indian and Alaska Native Population, Males Aged 0 to 5 Years	MMP_0_5
499. American Indian and Alaska Native Population, Males Aged 6 to 11 Years	MMP_6_11
500. American Indian and Alaska Native Population, Males Aged 12 to 17 Years	MMP_12_17
501. American Indian and Alaska Native Population, Males Aged 18 to 24 Years	MMP_18_24
502. American Indian and Alaska Native Population, Males Aged 25 to 34 Years	MMP_25_34
503. American Indian and Alaska Native Population, Males Aged 35 to 44 Years	MMP_35_44
504. American Indian and Alaska Native Population, Males Aged 45 to 54 Years	MMP_45_54
505. American Indian and Alaska Native Population, Males Aged 55 to 64 Years	MMP_55_64
506. American Indian and Alaska Native Population, Males Aged 65 to 74 Years	MMP_65_74
507. American Indian and Alaska Native Population, Males Aged 75 to 84 Years	MMP_75_84

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 15 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

508. American Indian and Alaska Native Population, Males Aged 85 Years and Older	MMP_85P
509. American Indian and Alaska Native Population, Females Aged 0 to 5 Years	MFP_0_5
510. American Indian and Alaska Native Population, Females Aged 6 to 11 Years	MFP_6_11
511. American Indian and Alaska Native Population, Females Aged 12 to 17 Years	MFP_12_17
512. American Indian and Alaska Native Population, Females Aged 18 to 24 Years	MFP_18_24
513. American Indian and Alaska Native Population, Females Aged 25 to 34 Years	MFP_25_34
514. American Indian and Alaska Native Population, Females Aged 35 to 44 Years	MFP_35_44
515. American Indian and Alaska Native Population, Females Aged 45 to 54 Years	MFP_45_54
516. American Indian and Alaska Native Population, Females Aged 55 to 64 Years	MFP_55_64
517. American Indian and Alaska Native Population, Females Aged 65 to 74 Years	MFP_65_74
518. American Indian and Alaska Native Population, Females Aged 75 to 84 Years	MFP_75_84
519. American Indian and Alaska Native Population, Females Aged 85 Years and Older	MFP_85P
520. Other Race Population, Males Aged 0 to 5 Years	RMP_0_5
521. Other Race Population, Males Aged 6 to 11 Years	RMP_6_11
522. Other Race Population, Males Aged 12 to 17 Years	RMP_12_17
523. Other Race Population, Males Aged 18 to 24 Years	RMP_18_24
524. Other Race Population, Males Aged 25 to 34 Years	RMP_25_34
525. Other Race Population, Males Aged 35 to 44 Years	RMP_35_44
526. Other Race Population, Males Aged 45 to 54 Years	RMP_45_54
527. Other Race Population, Males Aged 55 to 64 Years	RMP_55_64
528. Other Race Population, Males Aged 65 to 74 Years	RMP_65_74
529. Other Race Population, Males Aged 75 to 84 Years	RMP_75_84
530. Other Race Population, Males Aged 85 Years and Older	RMP_85P
531. Other Race Population, Females Aged 0 to 5 Years	RFP_0_5
532. Other Race Population, Females Aged 6 to 11 Years	RFP_6_11
533. Other Race Population, Females Aged 12 to 17 Years	RFP_12_17
534. Other Race Population, Females Aged 18 to 24 Years	RFP_18_24
535. Other Race Population, Females Aged 25 to 34 Years	RFP_25_34
536. Other Race Population, Females Aged 35 to 44 Years	RFP_35_44
537. Other Race Population, Females Aged 45 to 54 Years	RFP_45_54
538. Other Race Population, Females Aged 55 to 64 Years	RFP_55_64
539. Other Race Population, Females Aged 65 to 74 Years	RFP_65_74
540. Other Race Population, Females Aged 75 to 84 Years	RFP_75_84
541. Other Race Population, Females Aged 85 Years and Older	RFP_85P
542. Two or More Races Population, Males Aged 0 to 5 Years	TMP_0_5
543. Two or More Races Population, Males Aged 6 to 11 Years	TMP_6_11
544. Two or More Races Population, Males Aged 12 to 17 Years	TMP_12_17
545. Two or More Races Population, Males Aged 18 to 24 Years	TMP_18_24
546. Two or More Races Population, Males Aged 25 to 34 Years	TMP_25_34

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 16 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

547. Two or More Races Population, Males Aged 35 to 44 Years	TMP_35_44
548. Two or More Races Population, Males Aged 45 to 54 Years	TMP_45_54
549. Two or More Races Population, Males Aged 55 to 64 Years	TMP_55_64
550. Two or More Races Population, Males Aged 65 to 74 Years	TMP_65_74
551. Two or More Races Population, Males Aged 75 to 84 Years	TMP_75_84
552. Two or More Races Population, Males Aged 85 Years and Older	TMP_85P
553. Two or More Races Population, Females Aged 0 to 5 Years	TFP_0_5
554. Two or More Races Population, Females Aged 6 to 11 Years	TFP_6_11
555. Two or More Races Population, Females Aged 12 to 17 Years	TFP_12_17
556. Two or More Races Population, Females Aged 18 to 24 Years	TFP_18_24
557. Two or More Races Population, Females Aged 25 to 34 Years	TFP_25_34
558. Two or More Races Population, Females Aged 35 to 44 Years	TFP_35_44
559. Two or More Races Population, Females Aged 45 to 54 Years	TFP_45_54
560. Two or More Races Population, Females Aged 55 to 64 Years	TFP_55_64
561. Two or More Races Population, Females Aged 65 to 74 Years	TFP_65_74
562. Two or More Races Population, Females Aged 75 to 84 Years	TFP_75_84
563. Two or More Races Population, Femal Aged 85 Years & Older	TFP_85P
564. Hispanic Population, Males Aged 0 to 5 Years	HMP_0_5
565. Hispanic Population, Males Aged 6 to 11 Years	HMP_6_11
566. Hispanic Population, Males Aged 12 to 17 Years	HMP_12_17
567. Hispanic Population, Males Aged 18 to 24 Years	HMP_18_24
568. Hispanic Population, Males Aged 25 to 34 Years	HMP_25_34
569. Hispanic Population, Males Aged 35 to 44 Years	HMP_35_44
570. Hispanic Population, Males Aged 45 to 54 Years	HMP_45_54
571. Hispanic Population, Males Aged 55 to 64 Years	HMP_55_64
572. Hispanic Population, Males Aged 65 to 74 Years	HMP_65_74
573. Hispanic Population, Males Aged 75 to 84 Years	HMP_75_84
574. Hispanic Population, Males Aged 85 Years and Older	HMP_85P
575. Hispanic Population, Females Aged 0 to 5 Years	HFP_0_5
576. Hispanic Population, Females Aged 6 to 11 Years	HFP_6_11
577. Hispanic Population, Females Aged 12 to 17 Years	HFP_12_17
578. Hispanic Population, Females Aged 18 to 24 Years	HFP_18_24
579. Hispanic Population, Females Aged 25 to 34 Years	HFP_25_34
580. Hispanic Population, Females Aged 35 to 44 Years	HFP_35_44
581. Hispanic Population, Females Aged 45 to 54 Years	HFP_45_54
582. Hispanic Population, Females Aged 55 to 64 Years	HFP_55_64
583. Hispanic Population, Females Aged 65 to 74 Years	HFP_65_74
584. Hispanic Population, Females Aged 75 to 84 Years	HFP_75_84
585. Hispanic Population, Females Aged 85 Years and Older	HFP_85P
586. White Non-Hispanic Population, Males Aged 0 to 5 Years	WNMP_0_5
587. White Non-Hispanic Population, Males Aged 6 to 11 Years	WNMP_6_11
588. White Non-Hispanic Population, Males Aged 12 to 17 Years	WNMP_12_17
589. White Non-Hispanic Population, Males Aged 18 to 24 Years	WNMP_18_24
590. White Non-Hispanic Population, Males Aged 25 to 34 Years	WNMP_25_34
591. White Non-Hispanic Population, Males Aged 35 to 44 Years	WNMP_35_44
592. White Non-Hispanic Population, Males Aged 45 to 54 Years	WNMP_45_54
593. White Non-Hispanic Population, Males Aged 55 to 64 Years	WNMP_55_64
594. White Non-Hispanic Population, Males Aged 65 to 74 Years	WNMP_65_74

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 17 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

595. White Non-Hispanic Population, Males Aged 75 to 84 Years	WNMP_75_84
596. White Non-Hispanic Population, Males Aged 85 Years and Older	WNMP_85P
597. White Non-Hispanic Population, Females Aged 0 to 5 Years	WNFP_0_5
598. White Non-Hispanic Population, Females Aged 6 to 11 Years	WNFP_6_11
599. White Non-Hispanic Population, Females Aged 12 to 17 Years	WNFP_12_17
600. White Non-Hispanic Population, Females Aged 18 to 24 Years	WNFP_18_24
601. White Non-Hispanic Population, Females Aged 25 to 34 Years	WNFP_25_34
602. White Non-Hispanic Population, Females Aged 35 to 44 Years	WNFP_35_44
603. White Non-Hispanic Population, Females Aged 45 to 54 Years	WNFP_45_54
604. White Non-Hispanic Population, Females Aged 55 to 64 Years	WNFP_55_64
605. White Non-Hispanic Population, Females Aged 65 to 74 Years	WNFP_65_74
606. White Non-Hispanic Population, Females Aged 75 to 84 Years	WNFP_75_84
607. White Non-Hispanic Population, Females Aged 85 Years and Older	WNFP_85P
608. White Personal Income, Total (\$)	WPERSINC
609. White Household Income, Total (\$)	WTOTHHINC
610. White Household Income, Median (\$)	WMEDHHINC
611. White Household Income, Average (\$)	WAVGHHINC
612. White Household Income, Per Capita (\$)	WPERCAPINC
613. White Household Income, High Income Average (\$)	WHHHINCAVG
614. White Households with Income Less than \$15,000	WHHL15
615. White Households with Income \$15,000 to \$24,999	WHH15_25
616. White Households with Income \$25,000 to \$34,999	WHH25_35
617. White Households with Income \$35,000 to \$49,999	WHH35_50
618. White Households with Income \$50,000 to \$74,999	WHH50_75
619. White Households with Income \$75,000 to \$99,999	WHH75_100
620. White Households with Income \$100,000 to \$124,999	WHH100_125
621. White Households with Income \$125,000 to \$149,999	WHH125_150
622. White Households with Income \$150,000 to \$199,999	WHH150_200
623. White Households with Income \$200,000 and Over	WHH200P
624. Black Personal Income, Total (\$)	BPERSINC
625. Black Household Income, Total (\$)	BTOTHHINC
626. Black Household Income, Median (\$)	BMEDHHINC
627. Black Household Income, Average (\$)	BAVGHHINC
628. Black Household Income, Per Capita (\$)	BPERCAPINC
629. Black Household Income, High Income Average (\$)	BHHHINCAVG
630. Black Households with Income Less than \$15,000	BHHL15
631. Black Households with Income \$15,000 to \$24,999	BHH15_25
632. Black Households with Income \$25,000 to \$34,999	BHH25_35
633. Black Households with Income \$35,000 to \$49,999	BHH35_50
634. Black Households with Income \$50,000 to \$74,999	BHH50_75
635. Black Households with Income \$75,000 to \$99,999	BHH75_100
636. Black Households with Income \$100,000 to \$124,999	BHH100_125
637. Black Households with Income \$125,000 to \$149,999	BHH125_150
638. Black Households with Income \$150,000 to \$199,999	BHH150_200
639. Black Households with Income \$200,000 and Over	BHH200P
640. Asian Personal Income, Total (\$)	APERSINC
641. Asian Household Income, Total (\$)	ATOTHHINC
642. Asian Household Income, Median (\$)	AMEDHHINC

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 18 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

643. Asian Household Income, Average (\$)	AAVGHINC
644. Asian Household Income, Per Capita (\$)	APERCAPINC
645. Asian Household Income, High Income Average (\$)	AHHINCAVG
646. Asian Households with Income Less than \$15,000	AHHL15
647. Asian Households with Income \$15,000 to \$24,999	AHH15_25
648. Asian Households with Income \$25,000 to \$34,999	AHH25_35
649. Asian Households with Income \$35,000 to \$49,999	AHH35_50
650. Asian Households with Income \$50,000 to \$74,999	AHH50_75
651. Asian Households with Income \$75,000 to \$99,999	AHH75_100
652. Asian Households with Income \$100,000 to \$124,999	AHH100_125
653. Asian Households with Income \$125,000 to \$149,999	AHH125_150
654. Asian Households with Income \$150,000 to \$199,999	AHH150_200
655. Asian Households with Income \$200,000 and Over	AHH200P
656. American Indian and Alaska Native Personal Income, Total (\$)	MPERSINC
657. American Indian and Alaska Native Household Income, Total (\$)	MTOTHHINC
658. American Indian & Alaska Native Household Income, Median (\$)	MMEDHHINC
659. American Indian & Alaska Native Household Income, Average(\$)	MAVGHINC
660. American Indian and Alaska Native Household Income, Per Capita (\$)	MPERCAPINC
661. American Indian and Alaska Native Household Income, High Income Average (\$)	MHHINCAVG
662. American Indian and Alaska Native Households with Income Less than \$15,000	MHHL15
663. American Indian and Alaska Native Households with Income \$15,000 to \$24,999	MHH15_25
664. American Indian and Alaska Native Households with Income \$25,000 to \$34,999	MHH25_35
665. American Indian and Alaska Native Households with Income \$35,000 to \$49,999	MHH35_50
666. American Indian and Alaska Native Households with Income \$50,000 to \$74,999	MHH50_75
667. American Indian and Alaska Native Households with Income \$75,000 to \$99,999	MHH75_100
668. American Indian and Alaska Native Households with Income \$100,000 to \$124,999	MHH100_125
669. American Indian and Alaska Native Households with Income \$125,000 to \$149,999	MHH125_150
670. American Indian and Alaska Native Households with Income \$150,000 to \$199,999	MHH150_200
671. American Indian and Alaska Native Households with Income \$200,000 and Over	MHH200P
672. Other Race Personal Income, Total (\$)	OPERSINC
673. Other Race Household Income, Total (\$)	RTOTHHINC
674. Other Race Household Income, Median (\$)	RMEDHHINC
675. Other Race Household Income, Average (\$)	RAVGHINC
676. Other Race Household Income, Per Capita (\$)	RPERCAPINC
677. Other Race Household Income, High Income Average (\$)	RHHINCAVG
678. Other Race Households with Income Less than \$15,000	RHHL15
679. Other Race Households with Income \$15,000 to \$24,999	RHH15_25
680. Other Race Households with Income \$25,000 to \$34,999	RHH25_35
681. Other Race Households with Income \$35,000 to \$49,999	RHH35_50

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 19 of 64**

DEMOGRAPHIC VARIABLES**NICKNAMES**

682. Other Race Households with Income \$50,000 to \$74,999	RHH50_75
683. Other Race Households with Income \$75,000 to \$99,999	RHH75_100
684. Other Race Households with Income \$100,000 to \$124,999	RHH100_125
685. Other Race Households with Income \$125,000 to \$149,999	RHH125_150
686. Other Race Households with Income \$150,000 to \$199,999	RHH150_200
687. Other Race Households with Income \$200,000 and Over	RHH200P
688. Two or More Races Personal Income, Total (\$)	TPERSINC
689. Two or More Races Household Income, Total (\$)	TTOTHHINC
690. Two or More Races Household Income, Median (\$)	TMEDHHINC
691. Two or More Races Household Income, Average (\$)	TAVGHHINC
692. Two or More Races Household Income, Per Capita (\$)	TPERCAPINC
693. Two or More Races Household Income, High Income Average (\$)	THHHINCAVG
694. Two or More Races Households with Income Less than \$15,000	THHL15
695. Two or More Races Households with Income \$15,000 to \$24,999	THH15_25
696. Two or More Races Households with Income \$25,000 to \$34,999	THH25_35
697. Two or More Races Households with Income \$35,000 to \$49,999	THH35_50
698. Two or More Races Households with Income \$50,000 to \$74,999	THH50_75
699. Two or More Races Households with Income \$75,000 to \$99,999	THH75_100
700. Two or More Races Households with Incm \$100,000 to \$124,999	THH100_125
701. Two or More Races Households with Incm \$125,000 to \$149,999	THH125_150
702. Two or More Races Households with Inom \$150,000 to \$199,999	THH150_200
703. Two or More Races Households with Income \$200,000 and Over	THH200P
704. Hispanic Personal Income, Total (\$)	HPERSINC
705. Hispanic Household Income, Total (\$)	HTOTHHINC
706. Hispanic Household Income, Median (\$)	HMEDHHINC
707. Hispanic Household Income, Average (\$)	HAVGHHINC
708. Hispanic Household Income, Per Capita (\$)	HPERCAPINC
709. Hispanic Household Income, High Income Average (\$)	HHHHINCAVG
710. Hispanic Households with Income Less than \$15,000	HHHL15
711. Hispanic Households with Income \$15,000 to \$24,999	HHH15_25
712. Hispanic Households with Income \$25,000 to \$34,999	HHH25_35
713. Hispanic Households with Income \$35,000 to \$49,999	HHH35_50
714. Hispanic Households with Income \$50,000 to \$74,999	HHH50_75
715. Hispanic Households with Income \$75,000 to \$99,999	HHH75_100
716. Hispanic Households with Income \$100,000 to \$124,999	HHH100_125
717. Hispanic Households with Income \$125,000 to \$149,999	HHH125_150
718. Hispanic Households with Income \$150,000 to \$199,999	HHH150_200
719. Hispanic Households with Income \$200,000 and Over	HHH200P
720. White Non-Hispanic Personal Income, Total (\$)	NPERSINC
721. White Non-Hispanic Household Income, Total (\$)	NTOTHHINC
722. White Non-Hispanic Household Income, Median (\$)	NMEDHHINC
723. White Non-Hispanic Household Income, Average (\$)	NAVGHHINC
724. White Non-Hispanic Household Income, Per Capita (\$)	NPERCAPINC
725. White Non-Hispanic Household Income, High Income Average (\$)	NHHHINCAVG
726. White Non-Hispanic Households with Income Less than \$15,000	NHWL15
727. White Non-Hispanic Households with Income \$15,000 to \$24,999	NHW15_25
728. White Non-Hispanic Households with Income \$25,000 to \$34,999	NHW25_35

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 20 of 64**

DEMOGRAPHIC VARIABLES**NICKNAMES**

729. White Non-Hispanic Households with Income \$35,000 to \$49,999	NHW35_50
730. White Non-Hispanic Households with Income \$50,000 to \$74,999	NHW50_75
731. White Non-Hispanic Households with Income \$75,000 to \$99,999	NHW75_100
732. White Non-Hispanic Households with Income \$100,000 to \$124,999	NHW100_125
733. White Non-Hispanic Households with Income \$125,000 to \$149,999	NHW125_150
734. White Non-Hispanic Households with Income \$150,000 to \$199,999	NHW150_200
735. White Non-Hispanic Households with Income \$200,000 and Over	NHW200P
736. Family Income, Total (\$)	FTOTFAMINC
737. Family Income, Median (\$)	FMEDFAMINC
738. Family Income, Average (\$)	FAVGFAMINC
739. Family Income, Per Capita (\$)	FPERCAPINC
740. Family Income, High Income Average (\$)	FHINCAVG
741. Families with Income Less than \$15,000	FMHL15
742. Families with Income \$15,000 to \$24,999	FMH15_25
743. Families with Income \$25,000 to \$34,999	FMH25_35
744. Families with Income \$35,000 to \$49,999	FMH35_50
745. Families with Income \$50,000 to \$74,999	FMH50_75
746. Families with Income \$75,000 to \$99,999	FMH75_100
747. Families with Income \$100,000 to \$124,999	FMH100_125
748. Families with Income \$125,000 to \$149,999	FMH125_150
749. Families with Income \$150,000 to \$199,999	FMH150_200
750. Families with Income \$200,000 and Over	FMH200P
751. Non-Family Income, Total (\$)	NFAMTOTINC
752. Non-Family Income, Median (\$)	NFAMMEDINC
753. Non-Family Income, Average (\$)	NFAMAVGINC
754. Non-Family Income, Per Capita (\$)	NFPERCAPIN
755. Non-Family Income, High Income Average (\$)	NFHINCAVG
756. Non-Families with Income Less than \$15,000	NFHL15
757. Non-Families with Income \$15,000 to \$24,999	NFH15_25
758. Non-Families with Income \$25,000 to \$34,999	NFH25_35
759. Non-Families with Income \$35,000 to \$49,999	NFH35_50
760. Non-Families with Income \$50,000 to \$74,999	NFH50_75
761. Non-Families with Income \$75,000 to \$99,999	NFH75_100
762. Non-Families with Income \$100,000 to \$124,999	NFH100_125
763. Non-Families with Income \$125,000 to \$149,999	NFH125_150
764. Non-Families with Income \$150,000 to \$199,999	NFH150_200
765. Non-Families with Income \$200,000 and Over	NFH200P
766. Families, 1 Person	FMHH1
767. Families, 2 Person	FMHH2
768. Families, 3 Person	FMHH3
769. Families, 4 Person	FMHH4
770. Families, 5 Person	FMHH5
771. Families, 6 Person	FMHH6
772. Families, 7 or More Person	FMHH7P
773. Family, Median Size	MEDFMSIZE
774. Non-Families, 1 Person	NFHH1

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 21 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

775. Non-Families, 2 Person	NFHH2
776. Non-Families, 3 Person	NFHH3
777. Non-Families, 4 Person	NFHH4
778. Non-Families, 5 Person	NFHH5
779. Non-Families, 6 Person	NFHH6
780. Non-Families, 7 or More Person	NFHH7P
781. Non-Families, Median Size	MEDNFSIZE
782. Families, Aged Under 25 Years	FMHL24YR
783. Families, Aged 25 to 34 Years	FMH25_34YR
784. Families, Aged 35 to 44 Years	FMH35_44YR
785. Families, Aged 45 to 54 Years	FMH45_54YR
786. Families, Aged 55 to 64 Years	FMH55_64YR
787. Families, Aged 65 to 74 Years	FMH65_74YR
788. Families, Aged 75 Years and Over	FMH75PYR
789. Families, Median Age	MEDFMAGE
790. Non-Families, Aged Under 25 Years	NFHL24YR
791. Non-Families, Aged 25 to 34 Years	NFH25_34YR
792. Non-Families, Aged 35 to 44 Years	NFH35_44YR
793. Non-Families, Aged 45 to 54 Years	NFH45_54YR
794. Non-Families, Aged 55 to 64 Years	NFH55_64YR
795. Non-Families, Aged 65 to 74 Years	NFH65_74YR
796. Non-Families, Aged 75 Years and Over	NFH75PYR
797. Non-Families, Median Age	MEDNFAGE
798. White Median Age	WHMEDAGE
799. Black Median Age	BLMEDAGE
800. Asian Median Age	ASMEDAGE
801. American Indian and Alaska Native Median Age	AMMEDAGE
802. Other Race Median Age	ORMEDAGE
803. Two or More Races Median Age	TMMEDAGE
804. Hispanic Median Age	HIMEDAGE
805. White Non-Hispanic Median Age	WNMEDAGE
806. Total Ancestry Reported	ANC_TOTALS
807. First Ancestry Reported	ANC_FIRST
808. Unclassified Ancestry	ANC_UNCLAS
809. Afghan Ancestry	ANC_AFGHAN
810. Albanian Ancestry	ANC_ALBANI
811. Alsatian Ancestry	ANC_ALSATI
812. American or United States Ancestry	ANC_AMERIC
813. Arab Ancestry:	ANC_ARAB
814. Egyptian Ancestry	ARAB_EGYPT
815. Iraqi Ancestry	ARAB_IRAQI
816. Jordanian Ancestry	ARAB_JORDN
817. Lebanese Ancestry	ARAB_LEBAN
818. Moroccan Ancestry	ARAB_MOROC
819. Palestinian Ancestry	ARAB_PALEST
820. Syrian Ancestry	ARAB_SYRIA
821. Arab Ancestry	ARAB_ARAB
822. Other Arab Ancestry	ARAB_OTHER
823. Armenian Ancestry	ANC_ARMENI

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 22 of 64**

DEMOGRAPHIC VARIABLES**NICKNAMES**

824. Assyrian/Chaldean/Syriac Ancestry	ANC_ASSYRI
825. Australian Ancestry	ANC_AUSTRA
826. Austrian Ancestry	ANC_AUSTRI
827. Basque Ancestry	ANC_BASQUE
828. Belgian Ancestry	ANC_BELGIA
829. Brazilian Ancestry	ANC_BRAZIL
830. British Ancestry	ANC_BRITIS
831. Bulgarian Ancestry	ANC_BULGAR
832. Cajun Ancestry	ANC_CAJUN
833. Canadian Ancestry	ANC_CANADI
834. Carpatho Rusyn Ancestry	ANC_CARPAT
835. Celtic Ancestry	ANC_CELTIC
836. Croatian Ancestry	ANC_CROATI
837. Cypriot Ancestry	ANC_CYPRIO
838. Czech Ancestry	ANC_CZECH
839. Czechoslovakian Ancestry	ANC_CZECHO
840. Danish Ancestry	ANC_DANISH
841. Dutch Ancestry	ANC_DUTCH
842. Eastern European Ancestry	ANC_EASTER
843. English Ancestry	ANC_ENGLIS
844. Estonian Ancestry	ANC_ESTONI
845. European Ancestry	ANC_EUROPE
846. Finnish Ancestry	ANC_FINNIS
847. French (except Basque) Ancestry	ANC_FRENNB
848. French Canadian Ancestry	ANC_FRENCA
849. German Ancestry	ANC_GERMAN
850. German Russian Ancestry	ANC_GERMRU
851. Greek Ancestry	ANC_GREEK
852. Guyanese Ancestry	ANC_GUYANE
853. Hungarian Ancestry	ANC_HUNGAR
854. Icelander Ancestry	ANC_ICELAN
855. Iranian Ancestry	ANC_IRANIA
856. Irish Ancestry	ANC_IRISH
857. Israeli Ancestry	ANC_ISRAEL
858. Italian Ancestry	ANC_ITALIA
859. Latvian Ancestry	ANC_LATVIA
860. Lithuanian Ancestry	ANC_LITHUA
861. Luxemburger Ancestry	ANC_LUXEMB
862. Macedonian Ancestry	ANC_MACEDO
863. Maltese Ancestry	ANC_MALTES
864. New Zealander Ancestry	ANC_NEWZEA
865. Northern European Ancestry	ANC_NORTHE
866. Norwegian Ancestry	ANC_NORWEG
867. Pennsylvania German Ancestry	ANC_GERMPA
868. Polish Ancestry	ANC_POLISH
869. Portuguese Ancestry	ANC_PORTUG
870. Romanian Ancestry	ANC_ROMANI
871. Russian Ancestry	ANC_RUSSIA
872. Scandinavian Ancestry	ANC_SCANDI

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 23 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

873. Scotch-Irish Ancestry	ANC_SCOTCH
874. Scottish Ancestry	ANC_SCOTTI
875. Serbian Ancestry	ANC_SERBIA
876. Slavic Ancestry	ANC_SLAVIC
877. Slovak Ancestry	ANC_SLOVAK
878. Slovene Ancestry	ANC_SLOVEN
879. Soviet Union Ancestry	ANC_SOVIET
880. Subsaharan African Ancestry:	ANC_SUBSAH
881. Cape Verdean Ancestry	SSAH_CAPEV
882. Ethiopian Ancestry	SSAH_ETHIO
883. Ghanaian Ancestry	SSAH_GHANA
884. Kenyan Ancestry	SSAH_KENYA
885. Liberian Ancestry	SSAH_LIBER
886. Nigerian Ancestry	SSAH_NIGER
887. Senegalese Ancestry	SSAH_SENGA
888. Sierra Leonean Ancestry	SSAH_SLEON
889. Somalian Ancestry	SSAH_SOMAL
890. South African Ancestry	SSAH_SAFRI
891. Sudanese Ancestry	SSAH_SUDAN
892. Ugandan Ancestry	SSAH_UGAND
893. Zimbabwean Ancestry	SSAH_ZIMBA
894. African Ancestry	SSAH_AFRIC
895. Other Subsaharan African Ancestry	SSAH_OTHER
896. Swedish Ancestry	ANC_SWEDIS
897. Swiss Ancestry	ANC_SWISS
898. Turkish Ancestry	ANC_TURKIS
899. Ukrainian Ancestry	ANC_UKRAIN
900. Welsh Ancestry	ANC_WELSH
901. West Indian (excluding Hispanic groups) Ancestry:	ANC_WESTIN
902. Bahamian Ancestry	WIND_BAHAM
903. Barbadian Ancestry	WIND_BARBA
904. Belizean Ancestry	WIND_BELIZ
905. Bermudan Ancestry	WIND_BERMU
906. British West Indian Ancestry	WIND_BWIND
907. Dutch West Indian Ancestry	WIND_DWIND
908. Haitian Ancestry	WIND_HAITI
909. Jamaican Ancestry	WIND_JAMAI
910. Trinidadian and Tobagonian Ancestry	WIND_TRINA
911. U.S. Virgin Islander Ancestry	WIND_USVI
912. West Indian Ancestry	WIND_WESTN
913. Other West Indian Ancestry	WIND_OTHER
914. Yugoslavian Ancestry	ANC_YUGOSL
915. Other Ancestry	ANC_OTHER
916. Total Asian Ancestry	ANC_ASIAN
917. Asian Indian Ancestry	AS_INDIAN
918. Bangladeshi Ancestry	AS_BANGL
919. Cambodian Ancestry	AS_CAMBOD
920. Chinese Ancestry	AS_CHINESE
921. Filipino Ancestry	AS_FILIPIN

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 24 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

922. Hmong Ancestry	AS_HMONG
923. Indonesian Ancestry	AS_INDON
924. Japanese Ancestry	AS_JAPANES
925. Korean Ancestry	AS_KOREAN
926. Laotian Ancestry	AS_LAOT
927. Malaysian Ancestry	AS_MALAY
928. Pakistani Ancestry	AS_PAKIS
929. Sri Lankan Ancestry	AS_SRILNK
930. Taiwanese Ancestry	AS_TAIWAN
931. Thai Ancestry	AS_THAI
932. Vietnamese Ancestry	AS_VIETNAM
933. Other Asian Ancestry	AS_OTHER
934. Total Hispanic Ancestry	ANC_HISP
935. Mexican Ancestry	HISP_MEXIC
936. Puerto Rican Ancestry	HISP_PRICA
937. Cuban Ancestry	HISP_CUBAN
938. Dominican (Dominican Republic) Ancestry	HISP_DOMRE
939. Costa Rican Ancestry	HISP_COSTA
940. Guatemalan Ancestry	HISP_GUATA
941. Honduran Ancestry	HISP_HONDU
942. Nicaraguan Ancestry	HISP_NICAR
943. Panamanian Ancestry	HISP_PANAM
944. Salvadoran Ancestry	HISP_SALVA
945. Argentinean Ancestry	HISP_ARGEN
946. Bolivian Ancestry	HISP_BOLIV
947. Chilean Ancestry	HISP_CHILE
948. Colombian Ancestry	HISP_COLOM
949. Ecuadorian Ancestry	HISP_ECUA
950. Paraguayan Ancestry	HISP_PARA
951. Peruvian Ancestry	HISP_PERU
952. Uruguayan Ancestry	HISP_URAGU
953. Venezuelan Ancestry	HISP_VENUZ
954. Other Hispanic Ancestry	HISP_OTHER
955. White Population, Males Aged 0 to 4 Years	WMP_0_4
956. White Population, Males Aged 5 to 9 Years	WMP_5_9
957. White Population, Males Aged 10 to 14 Years	WMP_10_14
958. White Population, Males Aged 15 to 17 Years	WMP_15_17
959. White Population, Females Aged 0 to 4 Years	WFP_0_4
960. White Population, Females Aged 5 to 9 Years	WFP_5_9
961. White Population, Females Aged 10 to 14 Years	WFP_10_14
962. White Population, Females Aged 15 to 17 Years	WFP_15_17
963. Black Population, Males Aged 0 to 4 Years	BMP_0_4
964. Black Population, Males Aged 5 to 9 Years	BMP_5_9
965. Black Population, Males Aged 10 to 14 Years	BMP_10_14
966. Black Population, Males Aged 15 to 17 Years	BMP_15_17
967. Black Population, Females Aged 0 to 4 Years	BFP_0_4
968. Black Population, Females Aged 5 to 9 Years	BFP_5_9
969. Black Population, Females Aged 10 to 14 Years	BFP_10_14
970. Black Population, Females Aged 15 to 17 Years	BFP_15_17

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 25 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

971. Asian Population, Males Aged 0 to 4 Years	AMP_0_4
972. Asian Population, Males Aged 5 to 9 Years	AMP_5_9
973. Asian Population, Males Aged 10 to 14 Years	AMP_10_14
974. Asian Population, Males Aged 15 to 17 Years	AMP_15_17
975. Asian Population, Females Aged 0 to 4 Years	AFP_0_4
976. Asian Population, Females Aged 5 to 9 Years	AFP_5_9
977. Asian Population, Females Aged 10 to 14 Years	AFP_10_14
978. Asian Population, Females Aged 15 to 17 Years	AFP_15_17
979. American Indian and Alaska Native Population, Males Aged 0 to 4 Years	MMP_0_4
980. American Indian and Alaska Native Population, Males Aged 5 to 9 Years	MMP_5_9
981. American Indian and Alaska Native Population, Males Aged 10 to 14 Years	MMP_10_14
982. American Indian and Alaska Native Population, Males Aged 15 to 17 Years	MMP_15_17
983. American Indian and Alaska Native Population, Females Aged 0 to 4 Years	MFP_0_4
984. American Indian and Alaska Native Population, Females Aged 5 to 9 Years	MFP_5_9
985. American Indian and Alaska Native Population, Females Aged 10 to 14 Years	MFP_10_14
986. American Indian and Alaska Native Population, Females Aged 15 to 17 Years	MFP_15_17
987. Other Race Population, Males Aged 0 to 4 Years	RMP_0_4
988. Other Race Population, Males Aged 5 to 9 Years	RMP_5_9
989. Other Race Population, Males Aged 10 to 14 Years	RMP_10_14
990. Other Race Population, Males Aged 15 to 17 Years	RMP_15_17
991. Other Race Population, Females Aged 0 to 4 Years	RFP_0_4
992. Other Race Population, Females Aged 5 to 9 Years	RFP_5_9
993. Other Race Population, Females Aged 10 to 14 Years	RFP_10_14
994. Other Race Population, Females Aged 15 to 17 Years	RFP_15_17
995. Two or More Races Population, Males Aged 0 to 4 Years	TMP_0_4
996. Two or More Races Population, Males Aged 5 to 9 Years	TMP_5_9
997. Two or More Races Population, Males Aged 10 to 14 Years	TMP_10_14
998. Two or More Races Population, Males Aged 15 to 17 Years	TMP_15_17
999. Two or More Races Population, Females Aged 0 to 4 Years	TFP_0_4
1000. Two or More Races Population, Females Aged 5 to 9 Years	TFP_5_9
1001. Two or More Races Population, Females Aged 10 to 14 Years	TFP_10_14
1002. Two or More Races Population, Females Aged 15 to 17 Years	TFP_15_17
1003. Hispanic Population, Males Aged 0 to 4 Years	HMP_0_4
1004. Hispanic Population, Males Aged 5 to 9 Years	HMP_5_9
1005. Hispanic Population, Males Aged 10 to 14 Years	HMP_10_14
1006. Hispanic Population, Males Aged 15 to 17 Years	HMP_15_17
1007. Hispanic Population, Females Aged 0 to 4 Years	HFP_0_4
1008. Hispanic Population, Females Aged 5 to 9 Years	HFP_5_9
1009. Hispanic Population, Females Aged 10 to 14 Years	HFP_10_14
1010. Hispanic Population, Females Aged 15 to 17 Years	HFP_15_17
1011. White Non-Hispanic Population, Males Aged 0 to 4 Years	WNMP_0_4
1012. White Non-Hispanic Population, Males Aged 5 to 9 Years	WNMP_5_9

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 26 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

1013. White Non-Hispanic Population, Males Aged 10 to 14 Years	WNMP_10_14
1014. White Non-Hispanic Population, Males Aged 15 to 17 Years	WNMP_15_17
1015. White Non-Hispanic Population, Females Aged 0 to 4 Years	WNFP_0_4
1016. White Non-Hispanic Population, Females Aged 5 to 9 Years	WNFP_5_9
1017. White Non-Hispanic Population, Females Aged 10 to 14 Years	WNFP_10_14
1018. White Non-Hispanic Population, Females Aged 15 to 17 Years	WNFP_15_17
1019. Population Aged 3 Years and Older	POP3P
1020. Population Aged 5 Years and Older	POP5P
1021. Population Aged 15 Years and Older	POP15P
1022. Population Aged 16 Years and Older	POP16P
1023. Population Aged 18 Years and Older	POP18P
1024. Population Aged 25 Years and Older	POP25P
1025. White Population Aged 3 Years and Older	WHPOP3P
1026. Black Population Aged 3 Years and Older	BLPOP3P
1027. Asian Population Aged 3 Years and Older	ASPOP3P
1028. American Indian and Native Alaska Population Aged 3 Years and Older	AMPOP3P
1029. Other Race Population Aged 3 Years and Older	ORPOP3P
1030. Two or More Races Population Aged 3 Years and Older	TMPOP3P
1031. Hispanic Population Aged 3 Years and Older	HIPOP3P
1032. White Non-Hispanic Population Aged 3 Years and Older	WNPOP3P
1033. White Male Population Aged 3 Years and Older	WHMPOP3P
1034. White Female Population Aged 3 Years and Older	WHFPOP3P
1035. Black Male Population Aged 3 Years and Older	BLMPOP3P
1036. Black Female Population Aged 3 Years and Older	BLFPOP3P
1037. Asian Male Population Aged 3 Years and Older	ASMPOP3P
1038. Asian Female Population Aged 3 Years and Older	ASFPOP3P
1039. American Indian and Native Alaska Male Population Aged 3 Years and Older	AMMPOP3P
1040. American Indian and Native Alaska Female Population Aged 3 Years and Older	AMFPOP3P
1041. Other Race Male Population Aged 3 Years and Older	ORMPOP3P
1042. Other Race Female Population Aged 3 Years and Older	ORFPOP3P
1043. Two or More Races Male Population Aged 3 Years and Older	TMMPOP3P
1044. Two or More Races Female Population Aged 3 Years and Older	TMFPOP3P
1045. Hispanic Male Population Aged 3 Years and Older	HIMPOP3P
1046. Hispanic Female Population Aged 3 Years and Older	HIFPOP3P
1047. White Non-Hispanic Male Population Aged 3 Years and Older	WNMPOP3P
1048. White Non-Hispanic Female Population Aged 3 Years and Older	WNFPOP3P
1049. White Population Aged 5 Years and Older	WHPOP5P
1050. Black Population Aged 5 Years and Older	BLPOP5P
1051. Asian Population Aged 5 Years and Older	ASPOP5P
1052. American Indian and Native Alaska Population Aged 5 Years and Older	AMPOP5P
1053. Other Population Aged 5 Years and Older	OTPOP5P
1054. Two or More Races Population Aged 5 Years and Older	TMPOP5P
1055. Hispanic Population Aged 5 Years and Older	HIPOP5P
1056. White Non-Hispanic Population Aged 5 Years and Older	WNPOP5P
1057. White Male Population Aged 5 Years and Older	WHMPOP5P
1058. White Female Population Aged 5 Years and Older	WHFPOP5P

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 27 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

DEMOGRAPHIC VARIABLES	NICKNAMES
1059. Black Male Population Aged 5 Years and Older	BLMPOP5P
1060. Black Female Population Aged 5 Years and Older	BLFPOP5P
1061. Asian Male Population Aged 5 Years and Older	ASMPOP5P
1062. Asian Female Population Aged 5 Years and Older	ASFPOP5P
1063. American Indian and Native Alaska Male Population Aged 5 Years and Older	AMMPOP5P
1064. American Indian and Native Alaska Female Population Aged 5 Years and Older	AMFPOP5P
1065. Other Race Male Population Aged 5 Years and Older	ORMPOP5P
1066. Other Race Male Population Aged 5 Years and Older	ORFPOP5P
1067. Two or More Races Male Population Aged 5 Years and Older	TMMPOP5P
1068. Two or More Races Female Population Aged 5 Years and Older	TMFPOP5P
1069. Hispanic Male Population Aged 5 Years and Older	HIMPOP5P
1070. Hispanic Female Population Aged 5 Years and Older	HIFPOP5P
1071. White Non-Hispanic Male Population Aged 5 Years and Older	WNMPOP5P
1072. White Non-Hispanic Female Population Aged 5 Years and Older	WNFPOP5P
1073. White Population Aged 15 Years and Older	WHPOP15P
1074. Black Population Aged 15 Years and Older	BLPOP15P
1075. Asian Population Aged 15 Years and Older	ASPOP15P
1076. American Indian and Native Alaska Population Aged 15 Years and Older	AMPOP15P
1077. Other Population Aged 15 Years and Older	OTPOP15P
1078. Two or More Races Population Aged 15 Years and Older	TMPOP15P
1079. Hispanic Population Aged 15 Years and Older	HIPOP15P
1080. White Non-Hispanic Population Aged 15 Years and Older	WNPOP15P
1081. White Male Population Aged 15 Years and Older	WHMPOP15P
1082. White Female Population Aged 15 Years and Older	WHFPOP15P
1083. Black Male Population Aged 15 Years and Older	BLMPOP15P
1084. Black Female Population Aged 15 Years and Older	BLFPOP15P
1085. Asian Male Population Aged 15 Years and Older	ASMPOP15P
1086. Asian Female Population Aged 15 Years and Older	ASFPOP15P
1087. American Indian and Native Alaska Male Population Aged 15 Years and Older	AMMPOP15P
1088. American Indian and Native Alaska Female Population Aged 15 Years and Older	AMFPOP15P
1089. Other Race Male Population Aged 15 Years and Older	ORMPOP15P
1090. Other Race Male Population Aged 15 Years and Older	ORFPOP15P
1091. Two or More Races Male Population Aged 15 Years and Older	TMMPOP15P
1092. Two or More Races Female Population Aged 15 Years and Older	TMFPOP15P
1093. Hispanic Male Population Aged 15 Years and Older	HIMPOP15P
1094. Hispanic Female Population Aged 15 Years and Older	HIFPOP15P
1095. White Non-Hispanic Male Population Aged 15 Years and Older	WNMPOP15P
1096. White Non-Hispanic Female Population Aged 15 Years and Older	WNFPOP15P
1097. White Population Aged 16 Years and Older	WHPOP16P
1098. Black Population Aged 16 Years and Older	BLPOP16P
1099. Asian Population Aged 16 Years and Older	ASPOP16P
1100. American Indian and Native Alaska Population Aged 16 Years and Older	AMPOP16P
1101. Other Population Aged 16 Years and Older	OTPOP16P

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 28 of 64**

DEMOGRAPHIC VARIABLES**NICKNAMES**

DEMOGRAPHIC VARIABLES	NICKNAMES
1102. Two or More Races Population Aged 16 Years and Older	TMPOP16P
1103. Hispanic Population Aged 16 Years and Older	HIPOP16P
1104. White Non-Hispanic Population Aged 16 Years and Older	WNPOP16P
1105. White Male Population Aged 16 Years and Older	WHMPOP16P
1106. White Female Population Aged 16 Years and Older	WHFPOP16P
1107. Black Male Population Aged 16 Years and Older	BLMPOP16P
1108. Black Female Population Aged 16 Years and Older	BLFPOP16P
1109. Asian Male Population Aged 16 Years and Older	ASMPOP16P
1110. Asian Female Population Aged 16 Years and Older	ASFPOP16P
1111. American Indian and Native Alaska Male Population Aged 16 Years and Older	AMMPOP16P
1112. American Indian and Native Alaska Female Population Aged 16 Years and Older	AMFPOP16P
1113. Other Race Male Population Aged 16 Years and Older	ORMPOP16P
1114. Other Race Male Population Aged 16 Years and Older	ORFPOP16P
1115. Two or More Races Male Population Aged 16 Years and Older	TMMPOP16P
1116. Two or More Races Female Population Aged 16 Years and Older	TMFPOP16P
1117. Hispanic Male Population Aged 16 Years and Older	HIMPOP16P
1118. Hispanic Female Population Aged 16 Years and Older	HIFPOP16P
1119. White Non-Hispanic Male Population Aged 16 Years and Older	WNMPOP16P
1120. White Non-Hispanic Female Population Aged 16 Years and Older	WNFPOP16P
1121. White Population Aged 18 Years and Older	WHPOP18P
1122. Black Population Aged 18 Years and Older	BLPOP18P
1123. Asian Population Aged 18 Years and Older	ASPOP18P
1124. American Indian and Native Alaska Population Aged 18 Years and Older	AMPOP18P
1125. Other Population Aged 18 Years and Older	OTPOP18P
1126. Two or More Races Population Aged 18 Years and Older	TMPOP18P
1127. Hispanic Population Aged 18 Years and Older	HIPOP18P
1128. White Non-Hispanic Population Aged 18 Years and Older	WNPOP18P
1129. White Male Population Aged 18 Years and Older	WHMPOP18P
1130. White Female Population Aged 18 Years and Older	WHFPOP18P
1131. Black Male Population Aged 18 Years and Older	BLMPOP18P
1132. Black Female Population Aged 18 Years and Older	BLFPOP18P
1133. Asian Male Population Aged 18 Years and Older	ASMPOP18P
1134. Asian Female Population Aged 18 Years and Older	ASFPOP18P
1135. American Indian and Native Alaska Male Population Aged 18 Years and Older	AMMPOP18P
1136. American Indian and Native Alaska Female Population Aged 18 Years and Older	AMFPOP18P
1137. Other Race Male Population Aged 18 Years and Older	ORMPOP18P
1138. Other Race Male Population Aged 18 Years and Older	ORFPOP18P
1139. Two or More Races Male Population Aged 18 Years and Older	TMMPOP18P
1140. Two or More Races Female Population Aged 18 Years and Older	TMFPOP18P
1141. Hispanic Male Population Aged 18 Years and Older	HIMPOP18P
1142. Hispanic Female Population Aged 18 Years and Older	HIFPOP18P
1143. White Non-Hispanic Male Population Aged 18 Years and Older	WNMPOP18P
1144. White Non-Hispanic Female Population Aged 18 Years and Older	WNFPOP18P
1145. White Population Aged 25 Years and Older	WHPOP25P

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 29 of 64

DEMOGRAPHIC VARIABLES**NICKNAMES**

1146. Black Population Aged 25 Years and Older	BLPOP25P
1147. Asian Population Aged 25 Years and Older	ASPOP25P
1148. American Indian and Native Alaska Population Aged 25 Years and Older	AMPOP25P
1149. Other Population Aged 25 Years and Older	OTPOP25P
1150. Two or More Races Population Aged 25 Years and Older	TMPOP25P
1151. Hispanic Population Aged 25 Years and Older	HIPOP25P
1152. White Non-Hispanic Population Aged 25 Years and Older	WNPOP25P
1153. White Male Population Aged 25 Years and Older	WHMPOP25P
1154. White Female Population Aged 25 Years and Older	WHFPOP25P
1155. Black Male Population Aged 25 Years and Older	BLMPOP25P
1156. Black Female Population Aged 25 Years and Older	BLFPOP25P
1157. Asian Male Population Aged 25 Years and Older	ASMPOP25P
1158. Asian Female Population Aged 25 Years and Older	ASFPOP25P
1159. American Indian and Native Alaska Male Population Aged 25 Years and Older	AMMPOP25P
1160. American Indian and Native Alaska Female Population Aged 25 Years and Older	AMFPOP25P
1161. Other Race Male Population Aged 25 Years and Older	ORMPOP25P
1162. Other Race Female Population Aged 25 Years and Older	ORFPOP25P
1163. Two or More Races Male Population Aged 25 Years and Older	TMMPOP25P
1164. Two or More Races Female Population Aged 25 Years and Older	TMFPOP25P
1165. Hispanic Male Population Aged 25 Years and Older	HIMPOP25P
1166. Hispanic Female Population Aged 25 Years and Older	HIFPOP25P
1167. White Non-Hispanic Male Population Aged 25 Years and Older	WNMPOP25P
1168. White Non-Hispanic Female Population Aged 25 Years and Older	WNFPOP25P
1169. Population in Poverty, Total	POV_TOTAL
1170. Veterans, Total	VET_TOTAL
1171. Veterans, Male	VET_MALE
1172. Veterans, Female	VET_FEMALE
1173. Home Heating Fuel: Utility gas	HF_UTILGAS
1174. Home Heating Fuel: Bottled, tank, or LP gas	HF_BOTGAS
1175. Home Heating Fuel: Electricity	HF_ELEC
1176. Home Heating Fuel: Fuel oil, kerosene, etc.	HF_FUELOIL
1177. Home Heating Fuel: Coal or coke	HF_COAL
1178. Home Heating Fuel: Wood	HF_WOOD
1179. Home Heating Fuel: Solar energy	HF_SOLAR
1180. Home Heating Fuel: Other fuel	HF_OTHER
1181. Home Heating Fuel: No fuel used	HF_NONE

EASI PROFILE VARIABLES**NICKNAMES**

1. Dominant Profile	DOMIN_PROF
2. Above Average Education	AB_AV_EDU
3. Apartments (20 or more units)	APT20
4. Available Renting Units	RENTAL
5. Pre-School	PRESCHL
6. Below Average Education	BEL_EDU

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 30 of 64

EASI PROFILE VARIABLES**NICKNAMES**

7. Blue Collar Employment	BLUE_EMPL
8. Born in America	BORN_USA
9. Expensive Homes	EXP_HOMES
10. Few Teens	NO_TEENS
11. House for Sale	FOR_SALE
12. In the Armed Forces	ARMFORCE
13. Large Families	LAR_FAM
14. Long Time Residents	NO_MOVE
15. Lots of Cars	MANY_CARS
16. Median Age	MED_AGE
17. Median Income	MED_INC
18. No Cars	NO_CAR
19. Not in Labor Force	NO_LABFOR
20. Old and Rich Households	RICH_OLD
21. Old Homes	OLD_HOMES
22. New Homes	NEW_HOMES
23. Recent Movers	RECENT_MOV
24. Retired	RETIRED
25. Service Employment	SERV_EMPL
26. Subway or Bus to Work	SUB_BUS
27. Trailer Park City	TRAILER
28. Unattached and Available	UNATTACH
29. Unemployed	UNEMPL
30. Very Asian	ASIAN_LANG
31. Very Rich Asians	RICH_ASIAN
32. Very Rich Blacks	RICH_BLK
33. Very Rich Families	RICH_FAM
34. Very Rich Hispanics	RICH_HISP
35. Very Rich Households	VERY_RICH
36. Very Rich Non-Families	RICH_NFAM
37. Very Rich Whites	RICH_WHT
38. Very Spanish	SPAN_LANG
39. Work at Home	WORK_HOME
40. Young and Rich Households	RICH_YOUNG

**EASI SALES AND OTHER POTENTIALS
VARIABLES****NICKNAMES**

1. Culture Index	CULT_INDX
2. Amusement Index	AMUS_INDX
3. Restaurant Index	REST_INDX
4. Medical Index	MEDI_INDX
5. Religion Index	RELIG_INDX
6. Education Index	EDU_INDX
7. Bargains Seeker Market	BARGAINS
8. Higher Priced Product Market	EXP_PROD
9. Luxury Priced Product Market	LUX_PROD
10. Mortality Index	MORT_INDX

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 31 of 64**

QUALITY OF LIFE VARIABLES**NICKNAMES**

1. Murder Index (US Avg=100; A=High)	MURDERS
2. Forcible Rape Index (US Avg=100; A=High)	RAPE
3. Forcible Robbery Index (US Avg=100; A=High)	ROBBERY
4. Aggravated Assault Index (US Avg=100; A=High)	ASSAULT
5. Burglary Index (US Avg=100; A=High)	BURGLARY
6. Larceny Index (US Avg=100; A=High)	LARCENY
7. Motor Vehicle Theft Index (US Avg=100; A=High)	CARTHEFT
8. EASI Total Crime Index (US Avg=100; A=High)	TOTCRIME
9. Earthquake Movements (Land Movement Probability) Index	EARTHQKE
10. Annual Maximum Average Temperature (Degrees)	MAXTEMP
11. Annual Minimum Average Temperature (Degrees)	MINTEMP
12. Annual Average Temperature (Degrees)	AVETEMP
13. Annual Heating Degree Days (Tot Degrees < 65)	HEATDAYS
14. Annual Cooling Degree Days (Tot Degrees > 65)	COOLDAYS
15. Percent of Possible Sunshine	PRCNTSUN
16. Mean Sky Cover (Sunrise to Sunset - Out of 10)	SKYHOURS
17. Mean Number of Days Clear (Out of 365 Days)	CLEARDAYS
18. Mean Number of Days Rain (Out of 365 Days)	RAINDAYS
19. Mean Number of Days Snow (Of 365 Days)	SNOWDAYS
20. Average Annual Precipitation (Total Inches)	ANNULRAIN
21. Average Annual Snowfall (Total Inches)	ANNULSNOW
22. EASI Weather Index (US Avg=100)	EASIWETHI
23. EASI Quality of Life Index (US Avg=100)	EASIQ LIFE

RETAIL STORES, STORE GROUPS, AND FOOD SERVICE VARIABLES**NICKNAMES**

1. Total Retail Sales (including Food Services) (\$000)	R_TOTSALES
2. Motor Vehicles Store Sales (\$000)	R_MOTORVEH
3. Home Furnishings Store Sales (\$000)	R_FURNHOME
4. Electrical and Appliances Store Sales (\$000)	R_ELECTAPP
5. Building Materials and Garden Store Sales (\$000)	R_BMGARDEN
6. Food and Beverage Store Sales (\$000)	R_FOODBEVG
7. Health and Personal Care Store Sales (\$000)	R_HEALTHPC
8. Gasoline Stations Store Sales (\$000)	R_GASOLINE
9. Clothing and Accessories Store Sales (\$000)	R_CLOTHING
10. Sporting Goods Store Sales (\$000)	R_SPORTGDS
11. General Merchandise Store Sales (\$000)	R_GENMERCH
12. Miscellaneous Store Sales (\$000)	R_MISC
13. Nonstore Purchases Sales(\$000)	R_NONSTORE
14. Food Services (\$000)	R_FOODSERV

CONSUMER PRICE INDEX VARIABLES**NICKNAMES**

1. All Items - CPI (1982-84)	CPIALL
2. Apparel CPI	APPARELCPI
3. Education and Communications CPI	EDUCCPI
4. Food and Beverages CPI	FOODCPI
5. Other Goods and Services CPI	OTHRGDSCPI

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 32 of 64**

CONSUMER PRICE INDEX VARIABLES**NICKNAMES**

6. Housing CPI	HOUSINGCPI
7. Medical Care CPI	MEDICALCPI
8. Recreation CPI	RECREATCPI
9. Transportation CPI	TRANSPCPI

Note: The Detailed Consumer Expenditures are included with the Life Stage Products.

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

1. Total annual expenditures (\$000)	ANNEXP
2. Food (\$000)	FOOD
3. Food at home (\$000)	FOODHOME
4. Cereals and bakery products (\$000)	CEREALBAKE
5. Cereals and cereal products (\$000)	CEREAL
6. Flour (\$000)	FLOUR
7. Prepared flour mixes (\$000)	FLOUR_PREP
8. Ready-to-eat and cooked cereals (\$000)	CEAR_READY
9. Rice (\$000)	RICE
10. Pasta, cornmeal and other cereal products (\$000)	PASTA_ETC
11. Bakery products (\$000)	BAKEPRODS
12. Bread (\$000)	BREAD
13. Cookies and crackers (\$000)	CRACKERS
14. Frozen and refrigerated bakery products (\$000)	FROZREFRIG
15. Other bakery products (\$000)	OTHER_BAKE
16. Biscuits and rolls (\$000)	BISCUITS
17. Cakes and cupcakes (\$000)	CAKES
18. Bread and cracker products (\$000)	BREAD_CRCK
19. Sweetrolls, coffee cakes, doughnuts (\$000)	SWEETROLL
20. Pies, tarts, turnovers (\$000)	PIES
21. Meats, poultry, fish, and eggs (\$000)	MEAT_PLTRY
22. Beef (\$000)	BEEF
23. Ground beef (\$000)	GROUND BEEF
24. Roast (\$000)	ROAST_BEEF
25. Steak (\$000)	STEAK
26. Other beef (\$000)	OTHER_BEEF
27. Pork (\$000)	PORK
28. Bacon (\$000)	BACON
29. Pork chops (\$000)	PORKCHOPS
30. Ham (\$000)	HAM
31. Sausage (\$000)	SAUSAGE
32. Other pork (\$000)	PORK_OTHER
33. Other meats (\$000)	MEAT_OTHER
34. Frankfurters (\$000)	FRANKS
35. Lunch meats (cold cuts) (\$000)	LUNCHMEAT
36. Lamb, organ meats and others (\$000)	LAMB
37. Poultry (\$000)	POULTRY
38. Fresh and frozen chickens (\$000)	CHICKEN
39. Other poultry (\$000)	POULTRYOTH

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 33 of 64

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

40. Fish and seafood (\$000)	FISHSEAFOD
41. Canned fish and seafood (\$000)	FISHCANNED
42. Fresh fish and shellfish (\$000)	FISHFRESH
43. Frozen fish and shellfish (\$000)	FISHFROZEN
44. Eggs (\$000)	EGGS
45. Dairy products (\$000)	DAIRY
46. Fresh milk and cream (\$000)	MILK_CREAM
47. Fresh milk, all types (\$000)	MILK
48. Cream (\$000)	CREAM
49. Other dairy products (\$000)	DAIRYOTHER
50. Butter (\$000)	BUTTER
51. Cheese (\$000)	CHEESE
52. Ice cream and related products (\$000)	ICECREAM
53. Miscellaneous dairy products (\$000)	DAIRY_MISC
54. Fruits and vegetables (\$000)	FRUITVEG
55. Fresh fruits (\$000)	FRUITFRESH
56. Apples (\$000)	APPLES
57. Bananas (\$000)	BANANAS
58. Oranges (\$000)	ORANGES
59. Citrus fruits, excluding oranges (\$000)	CITRUSNOOJ
60. Other fresh fruits (\$000)	FRUIT_OTH
61. Fresh vegetables (\$000)	VEGETFRESH
62. Potatoes (\$000)	POTATO
63. Lettuce (\$000)	LETTUCE
64. Tomatoes (\$000)	TOMATO
65. Other fresh vegetables (\$000)	VEGFRSHOTH
66. Processed fruits (\$000)	FRUITPROC
67. Frozen fruits and fruit juices (\$000)	FRUITFROZN
68. Canned fruits (\$000)	FRUITCAN
69. Dried fruit (\$000)	FRUITDRIED
70. Fresh fruit juice (\$000)	FJUICEFRSH
71. Canned and bottled fruit juice (\$000)	FJUICECAN
72. Processed vegetables (\$000)	VEGET_PROC
73. Frozen vegetables (\$000)	VEGET_FRZN
74. Canned and dried vegetables and juices (\$000)	VEGET_CAN
75. Other food at home (\$000)	FOODOTHOM
76. Sugar and other sweets (\$000)	SUGARPLS
77. Candy and chewing gum (\$000)	CANDYGUM
78. Sugar (\$000)	SUGAR
79. Artificial sweeteners (\$000)	ART_SWEET
80. Jams, preserves, other sweets (\$000)	JAMS
81. Fats and oils, etc. (\$000)	FATSOILETC
82. Margarine (\$000)	MARGARINE
83. Fats and oils (\$000)	FATSOILS
84. Salad dressings (\$000)	SALAD_DRES
85. Nondairy cream and imitation milk (\$000)	NOD_CREAM
86. Peanut butter (\$000)	PEANUTBUTR
87. Miscellaneous foods (\$000)	MISCFOOD

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 34 of 64

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

88. Frozen prepared foods (\$000)	FROZPREPFD
89. Canned and packaged soups (\$000)	CANPCKSOUP
90. Potato chips, nuts, and other snacks (\$000)	POTATOCHIP
91. Condiments and seasonings (\$000)	CONDIMENTS
92. Other canned and packaged prepared foods (\$000)	CANPCK_OTH
93. Baby food (\$000)	BABYFOOD
94. Nonalcoholic beverages (\$000)	NONALBEV
95. Cola (\$000)	COLA
96. Other carbonated drinks (\$000)	CARBON_OTH
97. Tea (\$000)	TEA
98. Coffee (\$000)	COFFEE
99. Noncarbonated fruit flavored drinks, including non-frozen lemonade (\$000)	NONCARB_FR
100. Bottled water (\$000)	BOT_WATER
101. Sports drinks (\$000)	SPORT_DRNK
102. Nonalcoholic beer (\$000)	BEERNONALC
103. Food prepared by consumer unit on out-of-towntrips (\$000)	FOODOUT_C
104. Food away from home (\$000)	FOODAWAY
105. Meals at restaurants, carry outs and other (\$000)	MEALCARRY
106. Lunch (\$000)	LUNCH
107. Lunch at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria) (\$000)	LUNCHFF
108. Lunch at full service restaurants (\$000)	LUNCHFULL
109. Lunch at vending machines and mobile vendors (\$000)	LUNCHVEND
110. Lunch at employer and school cafeterias (\$000)	LUNCHEMP
111. Dinner (\$000)	DINNER
112. Dinner at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria) (\$000)	DINNERFF
113. Dinner at full service restaurants (\$000)	DINNERFS
114. Dinner at vending machines and mobile vendors (\$000)	DINNERVEND
115. Dinner at employer and school cafeterias (\$000)	DINNEREMP
116. Snacks and nonalcoholic beverages (\$000)	SNACK
117. Snacks and nonalcoholic beverages at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employerand school cafeteria) (\$000)	SNACKFF
118. Snacks and nonalcoholic beverages at full service restaurants (\$000)	SNACKFS
119. Snacks and nonalcoholic beverages at vending machines and mobile vendors (\$000)	SNACKVEND
120. Snacks and nonalcoholic beverages at employer and school cafeterias (\$000)	SNACKEMP
121. Breakfast and brunch (\$000)	BREAK
122. Breakfast and brunch at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria) (\$000)	BREAKFF
123. Breakfast and brunch at full service restaurants (\$000)	BREAKFS
124. Breakfast and brunch at vending machines and mobile vendors (\$000)	BREAKVEND
125. Breakfast and brunch at employer and school cafeterias (\$000)	BREAKEMP
126. Food or board at school (\$000)	BOARD
127. Catered affairs (\$000)	CATER
128. Food on out-of-town trips (\$000)	FOODOUT
129. School lunches (\$000)	SCHOOLLNCH
130. Meals as pay (\$000)	MEALSPAY
131. Alcoholic beverages (\$000)	ALCOHBEV
132. At home (\$000)	ALCOHHOME

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 35 of 64**

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

133. Beer and ale (\$000)	BEERALE
134. Whiskey (\$000)	WHISKEY
135. Wine (\$000)	WINE
136. Other alcoholic beverages (\$000)	ALCOH_OTH
137. Away from home (\$000)	ALCOH_AWAY
138. Beer and ale (\$000)	BEERALE_A
139. Wine away (\$000)	WINE_AWAY
140. Other alcoholic beverages away (\$000)	O_ALCO_AW
141. Alcoholic beverages purchased on trips (\$000)	ALCOHTRIPS
142. Housing (\$000)	HOUSING
143. Shelter (\$000)	SHELTER
144. Owned dwellings (\$000)	OWNEDWELL
145. Mortgage interest and charges (\$000)	MORTGPLUS
146. Mortgage interest (\$000)	MORTG_INT
147. Interest paid, home equity loan (\$000)	INTHOMLOAN
148. Interest paid, home equity line of credit (\$000)	INTHOMCRED
149. Property taxes (\$000)	PROPERTYTX
150. Maintenance, repairs, ins, other exp (\$000)	MAINTPLS
151. Homeowners and related insurance (\$000)	HOMEINSURE
152. Ground rent (\$000)	GR_RENT
153. Maintenance and repair services (\$000)	MAINTREP_
154. Maintenance and repair commodities (\$000)	MAINT_COM
155. Rented dwellings (\$000)	RENTDWELL
156. Rent (\$000)	RENT
157. Rent as pay (\$000)	RENTPAY
158. Tenants Insurance	TENANT_INS
159. Maintenance, insurance and other expenses (\$000)	MAINTINSUR
160. Other lodging (\$000)	OTHERLODGE
161. Owned vacation homes (\$000)	OWNVAC
162. Utilities, fuels, and public services (\$000)	UTILPLS
163. Natural gas (\$000)	NATURALGAS
164. Electricity (\$000)	ELECTRCITY
165. Fuel oil and other fuels (\$000)	FUELOILM
166. Fuel oil (\$000)	FUELOIL
167. Coal (\$000)	COAL
168. Bottled gas (\$000)	BOTTLE_GAS
169. Telephone services (\$000)	TELEPHONE
170. Residential/Pay phone service (\$000)	PHONE_RES
171. Cell phone service (\$000)	PHONE_CELL
172. Phone cards (\$000)	TELPCARD
173. Voice over IP service (\$000)	VOIP
174. Water and other public services (\$000)	WATER
175. Household operations (\$000)	HOUSEOPER
176. Personal services (\$000)	PERSONSERV
177. Babysitting and child care in your own home (\$000)	BABYSITHOM
178. Babysitting and child care in someone else's home (\$000)	BABYSITOTH
179. Care for elderly, invalids, handicapped, etc (\$000)	ELDERCARE
180. Adult day care centers (\$000)	ADLDAYCARE

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 36 of 64

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

181. Day care centers, nursery, and preschools (\$000)	DAYCARE
182. Other household expenses (\$000)	OTHRHHEXP
183. Housekeeping services (\$000)	HOUSEKEEP
184. Gardening, lawn care service (\$000)	GARDENCARE
185. Water softening service (\$000)	WATERSOFT
186. Household laundry and dry cleaning, sent out (nonclothing) not coin-operated (\$000)	HHLAUNDDRY
187. Coin-operated household laundry and drycleaning (nonclothing) (\$000)	HHLAUDCOIN
188. Services for termite/pest control (\$000)	TERMITE
189. Home security system service fee (\$000)	HOME_SEC
190. Other home services (\$000)	O_HOMESER
191. Termite/pest control products (\$000)	TERMITEPRD
192. Moving, storage, freight (\$000)	MOVING
193. Appliance repair, including service center (\$000)	APP_REP
194. Reupholstering, furniture repair (\$000)	REUP_FURN
195. Repairs/rentals of lawn and garden equipment, hand or power tools, other household equipment (\$000)	REPLAWN
196. Computer information services (\$000)	COMPINFO
197. Installation of computer (\$000)	COMP_INSL
198. Housekeeping supplies (\$000)	HOUSKEPSUP
199. Laundry and cleaning supplies (\$000)	LAUNDRYSUP
200. Soaps and detergents (\$000)	SOAP
201. Other laundry cleaning products (\$000)	LAUNDOOTHER
202. Other household products (\$000)	HHPRODOTH
203. Cleansing and toilet tissue, paper towels and napkins (\$000)	CLEANS
204. Miscellaneous household products (\$000)	MISCH_PRO
205. Lawn and garden supplies (\$000)	LAWNSUPP
206. Postage and stationery (\$000)	POST_STAT
207. Stationery, stationery supplies, giftwrap (\$000)	STATIONARY
208. Postage (\$000)	POSTAGE
209. Delivery services (\$000)	DELIV_SERV
210. Household furnishings and equipment (\$000)	HOUSEFURN
211. Household textiles (\$000)	HOUSETEXTL
212. Bathroom linens (\$000)	BATHLINENS
213. Bedroom linens (\$000)	BEDLINENS
214. Kitchen and dining room linens (\$000)	KITCHLINS
215. Curtains and draperies (\$000)	CURTAINS
216. Slipcovers, decorative pillows (\$000)	SLIPCOVERS
217. Sewing materials for slipcovers, curtains, other sewing materials for the home (\$000)	SEWSLIP
218. Other linens (\$000)	LINEN_OTH
219. Furniture (\$000)	FURNITURE
220. Mattress and springs (\$000)	MATTRESS
221. Other bedroom furniture (\$000)	BEDFRN_OTH
222. Sofas (\$000)	SOFAS
223. Living room chairs (\$000)	LIVCHAIR
224. Living room tables (\$000)	LIVTABLE
225. Kitchen, dining room furniture (\$000)	KITCHDINFR
226. Infants' furniture (\$000)	FURNINFANT
227. Outdoor furniture (\$000)	FURNOUTDOR

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 37 of 64

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

228. Wall units, cabinets and other occasional furniture (\$000)	WALLUNIT
229. Floor coverings (\$000)	FLOORCOVER
230. Floor coverings, nonpermanent (\$000)	FLRCOV_NP
231. Major appliances (\$000)	MAJORAPPL
232. Dishwashers (built-in), garbage disposals, range hoods, (owned home) (\$000)	DISHWASHER
233. Refrigerators, freezers (\$000)	REFRIG
234. Washing Machines (\$000)	WASHMACH
235. Clothes dryer (\$000)	CLOTHESDR
236. Cooking stoves, oven (\$000)	OVEN
237. Microwave ovens (\$000)	MICROWAVE
238. Window air conditioners (\$000)	AIRCOND_W
239. Electric floor cleaning equipment (\$000)	EFLR_CLEAN
240. Sewing machines (\$000)	SEWMACH
241. Small appliances, miscellaneous housewares (\$000)	SMAPPL_M
242. Housewares (\$000)	HOUSEWARES
243. Plastic dinnerware (\$000)	PLAST_DIN
244. China and other dinnerware (\$000)	CHINA
245. Flatware (\$000)	FLATWARE
246. Glassware (\$000)	GLASSWARE
247. Other serving pieces (\$000)	O_PIECES
248. Nonelectric cookware (\$000)	NONEL_COOK
249. Tableware, nonelectric kitchenware (\$000)	TABL_NON_
250. Small appliances (\$000)	SMAPPL
251. Small electric kitchen appliances (\$000)	SMALKITAPP
252. Portable heating and cooling equipment (\$000)	POTHEATCOL
253. Miscellaneous household equipment (\$000)	MISCHEQ
254. Window coverings (\$000)	WINDOWCOV
255. Infants' equipment (\$000)	INFEQUIP
256. Laundry and cleaning equipment (\$000)	LAUNDEQUI
257. Outdoor equipment (\$000)	OUTEQUIP
258. Clocks and decorative items (\$000)	CLOCKSDEC
259. Lamps and lighting fixtures (\$000)	LAMPS
260. Telephones and accessories (\$000)	TELE_ACC
261. Lawn and garden equipment (\$000)	LAWNGARDEN
262. Power tools (\$000)	POWERTOOLS
263. Office furniture for home use (\$000)	OFFURN_HOM
264. Hand tools (\$000)	HANDTOOLS
265. Indoor plants, fresh flowers (\$000)	IND_PLANT
266. Closet and storage items (\$000)	CLST_STOR
267. Rental of furniture (\$000)	RENT_FURN
268. Luggage (\$000)	LUGGAGE
269. Computers and computer hardware for non-business use (\$000)	PC_NONBUS
270. Personal digital assistants (\$000)	PDAS
271. Internet services away from home (\$000)	INTRNETAWY
272. Telephone answering devices (\$000)	TELEANSWER
273. Business equipment for home use (\$000)	BUSE_HOME
274. Other hardware (\$000)	O_HARD
275. Smoke alarms (\$000)	SMOKEALM

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 38 of 64

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

276. Other household appliances (\$000)	O_HHAPPL
277. Miscellaneous household equipment and parts (\$000)	MISC_EQUIP
278. Apparel and services (\$000)	APPAREL
279. Men and boys (\$000)	MENBOYS
280. Men, 16 and over (\$000)	MEN16PLS
281. Men's suits (\$000)	MSUITS
282. Men's sportcoats, tailored jackets (\$000)	MSPORTSC
283. Men's coats and jackets (\$000)	MCOATS
284. Men's underwear (\$000)	MUNDERWEAR
285. Men's hosiery (\$000)	MHOSIERY
286. Men's nightwear (\$000)	MNIGHTWEAR
287. Men's accessories (\$000)	MACCESS
288. Men's sweaters and vests (\$000)	MSWEAT
289. Men's active sportswear (\$000)	MACTSPTS
290. Men's shirts (\$000)	MSHIRTS
291. Men's pants and shorts (\$000)	MPANTS
292. Men's uniforms (\$000)	MUNIFORM
293. Men's costumes (\$000)	MCOSTUME
294. Boys, 2 to 15 (\$000)	BOYS
295. Boys' coats and jackets (\$000)	BCOATS
296. Boys' sweaters (\$000)	BSWEATS
297. Boys' shirts (\$000)	BSHIRTS
298. Boys' underwear (\$000)	BUNDERWEAR
299. Boys' nightwear (\$000)	BNIGHTWEAR
300. Boys' hosiery (\$000)	BHOSIERY
301. Boys' accessories (\$000)	BACCESS
302. Boys' suits, sportcoats, vests (\$000)	BSUIT
303. Boys' pants and shorts (\$000)	BPANTS
304. Boys' uniforms (\$000)	BUNIFORM
305. Boys' active sportswear (\$000)	BACTSPRT
306. Boys' costumes (\$000)	BCOSTUME
307. Women and girls (\$000)	WOMENGR
308. Women, 16 and over (\$000)	WOMEN16
309. Women's coats and jackets (\$000)	WCOATS
310. Women's dresses (\$000)	WDRESS
311. Women's sportcoats, tailored jackets (\$000)	WSPORTCOAT
312. Women's vests and sweaters (\$000)	WVEST
313. Women's shirts, tops, blouses (\$000)	WSHIRT
314. Women's skirts (\$000)	WSKIRTS
315. Women's pants and shorts (\$000)	WPANTS
316. Women's active sportswear (\$000)	WACTSPRT
317. Women's sleepwear (\$000)	WSLEEPWEAR
318. Women's undergarments (\$000)	WUNDERWEAR
319. Women's hosiery (\$000)	WHOSIERY
320. Women's suits (\$000)	WSUIT
321. Women's accessories (\$000)	WACCES
322. Women's uniforms (\$000)	WUNIFORM
323. Women's costumes (\$000)	WCOSTUME

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 39 of 64

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

324. Girls, 2 to 15 (\$000)	GIRLS
325. Girls' coats and jackets (\$000)	GCOATS
326. Girls' dresses and suits (\$000)	GDRESS
327. Girls' shirts, blouses, sweaters (\$000)	GSHIRTS
328. Girls' skirts, pants, and shorts (\$000)	GSKIRTS
329. Girls' active sportswear (\$000)	GACTSPRT
330. Girls' underwear and sleepwear (\$000)	GUNDERWEAR
331. Girls' hosiery (\$000)	GHOSIERY
332. Girls' accessories (\$000)	GACCES
333. Girls' uniforms (\$000)	GUNIFORM
334. Girls' costumes (\$000)	GCOSTUME
335. Children under 2 (\$000)	CHILDRN
336. Infant coat, jacket, snowsuit (\$000)	ICOAT
337. Infant dresses, outerwear (\$000)	IDRESS
338. Infant underwear (\$000)	IUNDERWEAR
339. Infant nightwear, loungewear (\$000)	INIGHTWEAR
340. Infant accessories (\$000)	IACCES
341. Footwear (\$000)	FOOTWEAR
342. Men's footwear (\$000)	FOOTMEN
343. Boys' footwear (\$000)	FOOTBOY
344. Women's footwear (\$000)	FOOTWOMEN
345. Girls' footwear (\$000)	FOOTGIRL
346. Other apparel products and services (\$000)	OTHRAPP
347. Material for making clothes (\$000)	MATCLOTH
348. Sewing patterns and notions (\$000)	SEWPATS
349. Watches (\$000)	WATCH
350. Jewelry (\$000)	JEWELRY
351. Shoe repair and other shoe service (\$000)	SHOEREPAIR
352. Coin-operated apparel laundry and dry cleaning (\$000)	COINDRYCL
353. Alteration, repair and tailoring of apparel and accessories (\$000)	ALTERATION
354. Clothing rental (\$000)	CLOTHRENT
355. Watch and jewelry repair (\$000)	WATCHREP
356. Apparel laundry and dry cleaning not coin-operated (\$000)	DRYCLEAN
357. Clothing storage (\$000)	CLTHSTOR
358. Transportation (\$000)	TRANSPORT
359. Vehicle purchases (net outlay) (\$000)	VEHPURCH
360. Cars and trucks, new (\$000)	CAR_TR_NEW
361. New cars (\$000)	CARNEW
362. New trucks (\$000)	TRUCK_NEW
363. Cars and trucks, used (\$000)	CARUSED
364. Used cars (\$000)	CAR_USED
365. Used trucks (\$000)	TRUCK_USE
366. New motorcycles (\$000)	NEWCYCLES
367. Used motorcycles (\$000)	USEDCYCLES
368. Other vehicles (\$000)	OTHRVEH_C
369. Gasoline and motor oil (\$000)	GAS
370. Other vehicle expenses (\$000)	OTHRVEH
371. Vehicle finance charges (\$000)	VEHFINANCE

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 40 of 64**

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

372. Maintenance and repairs (\$000)	MAINTREP
373. Coolant, brake fluid, transmission fluid, and other additives (\$000)	COOLBRKS
374. Tires - purchased, replaced, installed (\$000)	TIRES
375. Parts, equipment, and accessories (\$000)	PARTS
376. Vehicle audio equipment (\$000)	VEH_AUDIO
377. Vehicle products and cleaning services (\$000)	VEH_PRODS
378. Vehicle video equipment (\$000)	VED_VIDEO
379. Misc. auto repair, servicing (\$000)	MISC_AUTO
380. Body work and painting (\$000)	BODYWRK
381. Clutch, transmission repair (\$000)	CLUTCH
382. Drive shaft and rear-end repair (\$000)	DRIVESHFT
383. Brake work, including adjustments (\$000)	BRAKES
384. Repair to steering or front-end (\$000)	REP_FRT
385. Repair to engine cooling system (\$000)	REP_COOL
386. Motor tune-up (\$000)	TUNEUP
387. Lube, oil change, and oil filters (\$000)	LUBE_OIL
388. Front-end alignment, wheel balance and rotation (\$000)	ALIGN_BAL
389. Shock absorber replacement (\$000)	SHOCKS
390. Gas tank repair, replacement (\$000)	GAS_TANK
391. Repair tires and other repair work (\$000)	REP_TIRES
392. Vehicle air conditioning repair (\$000)	AC_REP
393. Exhaust system repair (\$000)	EXH_REP
394. Electrical system repair (\$000)	ELCT_REP
395. Motor repair, replacement (\$000)	MOT_REP
396. Auto repair service policy (\$000)	AUTOSERV
397. Vehicle insurance (\$000)	VEHINS
398. Vehicle rental, leases, licenses, and other charges (\$000)	VEHRENT
399. Leased and rented vehicles (\$000)	CARLEASE
400. Rented vehicles (\$000)	VEH_RENT
401. Auto rental (\$000)	AUTO_RENT
402. Auto rental, out-of-town trips (\$000)	AUTO_RENTO
403. Truck rental (\$000)	TRCK_RENT
404. Truck rental, out-of-town trips (\$000)	TRCK_RENTO
405. Leased vehicles (\$000)	VEH_LEASE
406. Car lease payments (\$000)	AUTO_LEASE
407. Cash downpayment - car lease (\$000)	AUTO_DOWNL
408. Termination fee - car lease (\$000)	AUTO_TERML
409. Truck lease payments (\$000)	TRCK_LEASE
410. Cash downpayment - truck lease (\$000)	TRCK_DOWNL
411. Termination fee - truck lease (\$000)	TRCK_TERML
412. Vehicle registration state (\$000)	VEH_REGST
413. Vehicle registration local (\$000)	VEH_REGLO
414. Drivers' license (\$000)	VEH_DRLIC
415. Vehicle inspection (\$000)	VEH_INSPEC
416. Parking fees (\$000)	VEH_PARK
417. Parking fees in home city, excluding residence (\$000)	VEH_PARKH
418. Parking fees, out-of-town trips (\$000)	VEH_PARKO
419. Tolls or electronic toll passes (\$000)	VEH_TOLL

Easy Analytic Software, Inc.7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 41 of 64**

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

420. Tolls on out-of-town trips (\$000)	VEH_TOLLO
421. Towing charges (\$000)	VEH_TOW
422. Global positioning services (\$000)	GLOBALPOSS
423. Automobile service clubs (\$000)	AUTOCLUBS
424. Public transportation (\$000)	PUBTRANS
425. Airline fares (\$000)	AIRLINE
426. Intercity bus fares (\$000)	BUS
427. Intracity mass transit fares (\$000)	MASSTRANS
428. Local trans. on out-of-town trips (\$000)	LOCALTRN
429. Taxi fares and limousine services on trips (\$000)	TAXITRIP
430. Taxi fares and limousine services (\$000)	TAXI
431. Intercity train fares (\$000)	TRAIN
432. Ship fares (\$000)	SHIP
433. School bus (\$000)	SCHOOLBUS
434. Healthcare (\$000)	HEALTH
435. Health insurance (\$000)	HEALTHINS
436. Commercial health insurance (\$000)	COMHELINS
437. Traditional fee for service health plan - not BCBS (\$000)	HINS_TRAD
438. Preferred provider health plan - not BCBS (\$000)	HINS_PPO
439. Blue Cross, Blue Shield (\$000)	BLUECROSS
440. Health maintenance organization - BCBS (\$000)	HMO
441. Commercial medicare supplement - BCBS (\$000)	COM_MEDBC
442. Other health insurance - BCBS (\$000)	HINS_OTHBC
443. Medicare payments (\$000)	MEDICARE
444. Medicare prescription drug premium (\$000)	MEDI_DRUG
445. Commercial medicare supplements and other health insurance (\$000)	COM_MEDINS
446. Other health insurance - not BCBS (\$000)	HINS_OTH
447. Long term care insurance (\$000)	HINS_LONG
448. Medical services (\$000)	MED_SERVE
449. Physician's services (\$000)	PHYS_SERV
450. Dental services (\$000)	DENTAL
451. Eyecare services (\$000)	EYECARE
452. Service by professionals other than physician (\$000)	O_PHYSIC
453. Lab tests, x-rays (\$000)	TESTS
454. Hospital room and services (\$000)	HOSPITAL
455. Care in convalescent or nursing home (\$000)	NURSINGHOM
456. Other medical care services (\$000)	O_MEDCARE
457. Drugs (\$000)	DRUGS
458. Nonprescription drugs (\$000)	NONPRES
459. Nonprescription vitamins (\$000)	VITAMIN
460. Prescription drugs (\$000)	PRESCP
461. Medical supplies (\$000)	MEDSUPP
462. Eyeglasses and contact lenses (\$000)	EYEGLOSS
463. Hearing aids (\$000)	HEARAID
464. Topicals and dressings (\$000)	TOPICAL
465. Medical equipment for general use (\$000)	MEDEQUIP
466. Supportive and convalescent medical equipment (\$000)	SUPPMED
467. Rental of medical equipment (\$000)	RENTMED

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 42 of 64

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

468. Rental of supportive, convalescent medical equipment (\$000)	RETSUPP
469. Entertainment (\$000)	ENTERTAIN
470. Fees and admissions (\$000)	FEESADM
471. Recreation expenses, out-of-town trips (\$000)	RECR_O
472. Social, recreation, health club membership (\$000)	SOCIAL
473. Fees for participant sports (\$000)	PARTSPT
474. Participant sports, out-of-town trips (\$000)	PART_O
475. Movie, theater, amusement parks, and other (\$000)	MOVIE
476. Movie, other admissions, out-of-town trips (\$000)	MOVIE_O
477. Admission to sporting events (\$000)	SPORTEVENT
478. Admission to sports events, out-of-town trips (\$000)	SPRTEV_O
479. Fees for recreational lessons (\$000)	RECRLESS
480. Other entertainment services, out-of-town trips (\$000)	OTH_ENT_O
481. Audio and visual equipment and services (\$000)	TELERAD
482. Televisions (\$000)	TVONLY
483. Cable and satellite television services (\$000)	TV_CABLE
484. Satellite radio service (\$000)	RADIO_SAT
485. Sound equipment accessories (\$000)	SOUND_ACC
486. Online gaming services (\$000)	GAME_ONLI
487. VCR's and video disc players (\$000)	VCR
488. Video game hardware and software (\$000)	VIDEOGAME
489. Video cassettes, tapes, and discs (\$000)	CASSETTAPE
490. Streaming, downloading video (\$000)	STREAM_VID
491. Repair of tv, radio, and sound equipment (\$000)	REPAIRTV
492. Rental of televisions (\$000)	RENTTV
493. Personal digital audio players (\$000)	PERSAUDIO
494. Sound components and component systems (\$000)	SOUNDSYS
495. Satellite dishes (\$000)	SATDISH
496. CDs, records, audio tapes (\$000)	CD_LP_TAPE
497. Streaming, downloading audio (\$000)	STREAM_AUD
498. Musical instruments and accessories (\$000)	MUSICINST
499. Rental and repair of musical instruments (\$000)	RENTMUSIC
500. Rental of video cassettes, tapes, films, and discs (\$000)	RENTVIDEO
501. Pets, toys, hobbies, and playground equipment (\$000)	PETSTOYS
502. Pets (\$000)	PETS
503. Pet food (\$000)	PETFOOD
504. Pet purchase, supplies, medicine (\$000)	PETPURCH
505. Pet services (\$000)	PETSERV
506. Vet services (\$000)	VET
507. Toys, games, arts and crafts, and tricycles (\$000)	TOYS
508. Stamp and coin collecting (\$000)	STAMPCOINS
509. Playground equipment (\$000)	PLAYGRND
510. Other entertainment supplies, equipment, and services (\$000)	OTHR_ENT
511. Unmotored recreational vehicles (\$000)	UNMOTREC
512. Boat without motor and boat trailers (\$000)	BOATNOMOT
513. Trailer and other attachable campers (\$000)	TRAIL_CMP
514. Motorized recreational vehicles (\$000)	MOTREC
515. Purchase of motorized camper (\$000)	MOTORCAMPR

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 43 of 64

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

516. Purchase of other vehicle (\$000)	OTVEHPURCH
517. Purchase of boat with motor (\$000)	BOATWMOTR
518. Sports, recreation and exercise equipment (\$000)	SPRTSREC
519. Athletic gear, game tables, and exercise equipment (\$000)	ATHLE_EQ
520. Bicycles (\$000)	BIKE
521. Camping equipment (\$000)	CAMPING
522. Hunting and fishing equipment (\$000)	HUNTING
523. Winter sports equipment (\$000)	WINTERSP
524. Water sports equipment (\$000)	WATERSP
525. Other sports equipment (\$000)	O_SPORTS
526. Global positioning system devices (\$000)	GLOBALPOSD
527. Rental and repair of miscellaneous sports equipment (\$000)	RENT_SPRS
528. Photographic equipment, supplies and services (\$000)	PHOT_EQ_M
529. Film (\$000)	FILM
530. Other photographic supplies (\$000)	PHOTO_OTH
531. Photo processing (\$000)	PHOTOPROC
532. Photographic equipment (\$000)	PHOT_EQUI
533. Photographer fees (\$000)	PHOTFEES
534. Fireworks (\$000)	FIREWRK
535. Souvenirs (\$000)	SOUVENIR
536. Visual goods (\$000)	VISUALGOOD
537. Pinball, electronic video games (\$000)	VIDEOGAM
538. Live entertainment for catered affairs (\$000)	PARTY_LIVE
539. Rental of party supplies for catered affairs (\$000)	PARTY_RENT
540. Personal care products and services (\$000)	PERSCARE
541. Personal care products (\$000)	PERHAIR
542. Hair care products (\$000)	HAIRPRD
543. Nonelectric articles for the hair (\$000)	NON_E_HAI
544. Wigs and hairpieces (\$000)	WIG
545. Oral hygiene products, articles (\$000)	ORALHYG
546. Shaving needs (\$000)	SHAVE
547. Cosmetics, perfume, bath preparations (\$000)	COSTMET
548. Deodorants, feminine hygiene, miscellaneous personal care (\$000)	DEODORNT
549. Electric personal care appliances (\$000)	EL_PERCAR
550. Personal care services (\$000)	PERSCAR_S
551. Reading (\$000)	READING
552. Newspaper, magazine by subscription (\$000)	NEWSMAGSUB
553. Newspaper, magazine non-subscription (\$000)	NEWSMAGNSB
554. Books thru book clubs (\$000)	BOOKSCLUB
555. Books not thru book clubs (\$000)	BOOKS_NCL
556. Encyclopedia and other sets of reference books (\$000)	ENCYCLOP
557. Education (\$000)	EDUCATION
558. College tuition (\$000)	COLLEGE
559. Elementary and high school tuition (\$000)	HSTUITION
560. Vocational and technical school tuition (\$000)	VOC_TUIT
561. Other schools tuition (\$000)	O_SCHTUIT
562. Other school expenses including rentals (\$000)	OSCH_EXP
563. School books, supplies, equipment for college (\$000)	BOOKS_COL

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 44 of 64

DETAILED CONSUMER EXPENDITURE VARIABLES**NICKNAMES**

564. School books, supplies, equipment for elementary, high school (\$000)	BOOK_HS
565. School books, supplies, equipment for vocational and technical schools (\$000)	VOC_SUPPL
566. School supplies, etc. - unspecified (\$000)	SCHSUPPL
567. Tobacco products and smoking supplies (\$000)	TOBACCO
568. Cigarettes (\$000)	CIGARETTE
569. Other tobacco products (\$000)	O_TABAC
570. Smoking accessories (\$000)	SMOKACC
571. Miscellaneous (\$000)	MISC
572. Lotteries and pari-mutuel losses (\$000)	PARIMUT
573. Legal fees (\$000)	LEGAL
574. Funeral expenses (\$000)	FUNERAL
575. Safe deposit box rental (\$000)	SAFEDEP
576. Checking accounts, other bank service charges (\$000)	CHECKING
577. Cemetery lots, vaults, maintenance fees (\$000)	CEMETARY
578. Accounting fees (\$000)	ACCNTING
579. Miscellaneous personal services (\$000)	MISCPERS
580. Dating services (\$000)	DATESERV
581. Finance charges excluding mortgage and vehicle (\$000)	FIN_CHRG
582. Occupational expenses (\$000)	OCCUPEXP
583. Expenses for other properties (\$000)	EXPOTHPROP
584. Credit card memberships (\$000)	MEMBCREDIT
585. Shopping club membership fees (\$000)	MEMBSHOP
586. Vacation clubs (\$000)	VAC_CLUBS
587. Cash contributions (\$000)	CASCONTR
588. Support for college students - Sec 19 (\$000)	SUPCOLL
589. Alimony expenditures - Sec 19 (\$000)	ALIMONY
590. Child support expenditures - Sec 19 (\$000)	SUPCHILD
591. Gift to non-CU members of stocks, bonds, and mutual funds (\$000)	GIFTSNONHH
592. Cash contributions to charities and other organizations (\$000)	CASH_CHAR
593. Cash contributions to church, religious organizations (\$000)	CASH_CHRCH
594. Cash contribution to educational institutions (\$000)	CASH_EDU
595. Cash contribution to political organizations (\$000)	CASH_POLI
596. Other cash gifts (\$000)	CASH_OTH
597. Personal insurance and pensions (\$000)	PERSINS
598. Life and other personal insurance (\$000)	LIFEETC
599. Life, endowment, annuity, other personal insurance (\$000)	LIFE_INS
600. Other nonhealth insurance (\$000)	INSNONHLTH
601. Pensions and Social Security (\$000)	PENS_SS
602. Market value of financial assets (\$000)	MARKETVAL
603. Market value of all savings accounts (\$000)	MARKSAVE
604. Market value of all checking accounts (\$000)	MARKCHCK
605. Market value of all U.S. savings bonds (\$000)	MARKUSBND
606. Market value of all securities (\$000)	MARKSTCKS

**GENERAL EMPLOYMENT (BY PLACE OF WORK)
VARIABLES****NICKNAMES**

1. EMPLOYEES, TOTAL (BY PLACE OF WORK)

NAIC_T_EMP**Easy Analytic Software, Inc.**7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946**Email info@easidemographics.com****p. 45 of 64**

**GENERAL EMPLOYMENT (BY PLACE OF WORK)
VARIABLES**

NICKNAMES

2. FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT (emp)	NAICS11EMP
3. MINING (emp)	NAICS21EMP
4. UTILITIES (emp)	NAICS22EMP
5. CONSTRUCTION (emp)	NAICS23EMP
6. MANUFACTURING (emp)	NAICS31EMP
7. WHOLESALE TRADE (emp)	NAICS42EMP
8. RETAIL TRADE (emp)	NAICS44EMP
9. TRANSPORTATION & WAREHOUSING (emp)	NAICS48EMP
10. INFORMATION (emp)	NAICS51EMP
11. FINANCE & INSURANCE (emp)	NAICS52EMP
12. REAL ESTATE & RENTAL & LEASING (emp)	NAICS53EMP
13. PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES (emp)	NAICS54EMP
14. MANAGEMENT OF COMPANIES & ENTERPRISES (emp)	NAICS55EMP
15. ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES (emp)	NAICS56EMP
16. EDUCATIONAL SERVICES (emp)	NAICS61EMP
17. HEALTH CARE AND SOCIAL ASSISTANCE (emp)	NAICS62EMP
18. ARTS, ENTERTAINMENT & RECREATION (emp)	NAICS71EMP
19. ACCOMMODATION & FOOD SERVICES (emp)	NAICS72EMP
20. OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION) (emp)	NAICS81EMP
21. AUXILIARIES (EXC CORP, SUBSIDIARY & REGIONAL MGT) (emp)	NAICS95EMP
22. UNCLASSIFIED ESTABLISHMENTS (emp)	NAICS99EMP

**GENERAL ESTABLISHMENTS (BY PLACE OF
WORK) VARIABLES**

NICKNAMES

1. ESTABLISHMENTS, TOTAL (BY PLACE OF WORK)	NAIC_T_EST
2. FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT (est)	NAICS11EST
3. MINING (est)	NAICS21EST
4. UTILITIES (est)	NAICS22EST
5. CONSTRUCTION (est)	NAICS23EST
6. MANUFACTURING (est)	NAICS31EST
7. WHOLESALE TRADE (est)	NAICS42EST
8. RETAIL TRADE (est)	NAICS44EST
9. TRANSPORTATION & WAREHOUSING (est)	NAICS48EST
10. INFORMATION (est)	NAICS51EST
11. FINANCE & INSURANCE (est)	NAICS52EST
12. REAL ESTATE & RENTAL & LEASING (est)	NAICS53EST
13. PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES (est)	NAICS54EST
14. MANAGEMENT OF COMPANIES & ENTERPRISES (est)	NAICS55EST
15. ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES (est)	NAICS56EST
16. EDUCATIONAL SERVICES (est)	NAICS61EST
17. HEALTH CARE AND SOCIAL ASSISTANCE (est)	NAICS62EST

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 46 of 64

GENERAL ESTABLISHMENTS (BY PLACE OF WORK) VARIABLES

NICKNAMES

18. ARTS, ENTERTAINMENT & RECREATION (est)	NAICS71EST
19. ACCOMMODATION & FOOD SERVICES (est)	NAICS72EST
20. OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION) (est)	NAICS81EST
21. AUXILIARIES (EXC CORP, SUBSIDIARY & REGIONAL MGT) (est)	NAICS95EST
22. UNCLASSIFIED ESTABLISHMENTS (est)	NAICS99EST

These detailed employment and establishment data are not included in The Right Site - Advanced.

DETAILED EMPLOYMENT (BY PLACE OF WORK) VARIABLES

NICKNAMES

1. Timber tract operations (emp)	NAIC1131EM
2. Forest nurseries & gathering forest product (emp)	NAIC1132EM
3. Logging (emp)	NAIC1133EM
4. Fishing (emp)	NAIC1141EM
5. Hunting & trapping (emp)	NAIC1142EM
6. Crop production support activities (emp)	NAIC1151EM
7. Animal production support activities (emp)	NAIC1152EM
8. Forestry support activities (emp)	NAIC1153EM
9. Oil & gas extraction (emp)	NAIC2111EM
10. Coal mining (emp)	NAIC2121EM
11. Metal ore mining (emp)	NAIC2122EM
12. Nonmetallic mineral mining & quarrying (emp)	NAIC2123EM
13. Mining support activities (emp)	NAIC2131EM
14. Elec pwr generation, transmsn & distribution (emp)	NAIC2211EM
15. Natural gas distribution (emp)	NAIC2212EM
16. Water, sewage & other systems (emp)	NAIC2213EM
17. Land subdivision & land development (emp)	NAIC2331EM
18. Residential building construction (emp)	NAIC2332EM
19. Nonresidential building construction (emp)	NAIC2333EM
20. Highway, street, bridge & tunnel constructi (emp)	NAIC2341EM
21. Other heavy construction (emp)	NAIC2349EM
22. Plumbing, heating & AC contractor (emp)	NAIC2351EM
23. Painting & wall covering contractors (emp)	NAIC2352EM
24. Electrical contractors (emp)	NAIC2353EM
25. Masonry, drywall, insulation, tile contract (emp)	NAIC2354EM
26. Carpentry & floor contractors (emp)	NAIC2355EM
27. Roofing, siding, & sheet metal contractors (emp)	NAIC2356EM
28. Concrete contractors (emp)	NAIC2357EM
29. Water well drilling contractors (emp)	NAIC2358EM
30. Other special trade contractors (emp)	NAIC2359EM
31. Animal food mfg (emp)	NAIC3111EM
32. Grain & oilseed milling (emp)	NAIC3112EM
33. Sugar & confectionery product mfg (emp)	NAIC3113EM
34. Fruit & veg preserving & specialty food mfg (emp)	NAIC3114EM

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 47 of 64

**DETAILED EMPLOYMENT (BY PLACE OF WORK)
VARIABLES**

NICKNAMES

35. Dairy product mfg (emp)	NAIC3115EM
36. Animal slaughtering & processing (emp)	NAIC3116EM
37. Seafood product preparation & packaging (emp)	NAIC3117EM
38. Bakeries & tortilla mfg (emp)	NAIC3118EM
39. Other food mfg (emp)	NAIC3119EM
40. Beverage mfg (emp)	NAIC3121EM
41. Tobacco mfg (emp)	NAIC3122EM
42. Fiber, yarn & thread mills (emp)	NAIC3131EM
43. Fabric mills (emp)	NAIC3132EM
44. Textile, fabric finishing, fabric coating mfg (emp)	NAIC3133EM
45. Textile furnishings mills (emp)	NAIC3141EM
46. Other textile product mills (emp)	NAIC3149EM
47. Apparel knitting mills (emp)	NAIC3151EM
48. Cut & sew apparel mfg (emp)	NAIC3152EM
49. Apparel accessories & other apparel mfg (emp)	NAIC3159EM
50. Leather & hide tanning & finishing (emp)	NAIC3161EM
51. Footwear mfg (emp)	NAIC3162EM
52. Other leather & allied product mfg (emp)	NAIC3169EM
53. Sawmills & wood preservation (emp)	NAIC3211EM
54. Veneer, plywood & engineered wood product mfg (emp)	NAIC3212EM
55. Other wood product mfg (emp)	NAIC3219EM
56. Pulp, paper & paperboard mills (emp)	NAIC3221EM
57. Converted paper product mfg (emp)	NAIC3222EM
58. Printing & related support activities (emp)	NAIC3231EM
59. Petroleum & coal products mfg (emp)	NAIC3241EM
60. Basic chemical mfg (emp)	NAIC3251EM
61. Resin, syn rubber, artf & syn fibers, film (emp)	NAIC3252EM
62. Pesticide, fertilizer & oth ag chemical mfg (emp)	NAIC3253EM
63. Pharmaceutical & medicine mfg (emp)	NAIC3254EM
64. Paint, coating & adhesive mfg (emp)	NAIC3255EM
65. Soap, cleaners & toilet preparation mfg (emp)	NAIC3256EM
66. Other chemical product & preparation mfg (emp)	NAIC3259EM
67. Plastics product mfg (emp)	NAIC3261EM
68. Rubber product mfg (emp)	NAIC3262EM
69. Clay product & refractory mfg (emp)	NAIC3271EM
70. Glass & glass product mfg (emp)	NAIC3272EM
71. Cement & concrete product mfg (emp)	NAIC3273EM
72. Lime & gypsum product mfg (emp)	NAIC3274EM
73. Other nonmetallic mineral product mfg (emp)	NAIC3279EM
74. Iron & steel mills & ferroalloy mfg (emp)	NAIC3311EM
75. Steel product mfg from purchased steel (emp)	NAIC3312EM
76. Alumina & aluminum production & processing (emp)	NAIC3313EM
77. Nonferrous (exc alum) production & processing (emp)	NAIC3314EM
78. Foundries (emp)	NAIC3315EM
79. Forging & stamping (emp)	NAIC3321EM
80. Cutlery & handtool mfg (emp)	NAIC3322EM
81. Architectural & structural metals mfg (emp)	NAIC3323EM
82. Boiler, tank & shipping container mfg (emp)	NAIC3324EM

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 48 of 64

**DETAILED EMPLOYMENT (BY PLACE OF WORK)
VARIABLES**

NICKNAMES

83. Hardware mfg (emp)	NAIC3325EM
84. Spring & wire product mfg (emp)	NAIC3326EM
85. Mach shops, turn prod, screw, nut, bolt mfg (emp)	NAIC3327EM
86. Coating, engrave, heat treating & oth activ (emp)	NAIC3328EM
87. Other fabricated metal product mfg (emp)	NAIC3329EM
88. Ag, construction & mining machinery mfg (emp)	NAIC3331EM
89. Industrial machinery mfg (emp)	NAIC3332EM
90. Commercial & service industry machinery mfg (emp)	NAIC3333EM
91. HVAC & commercial refrigeration equipment m (emp)	NAIC3334EM
92. Metalworking machinery mfg (emp)	NAIC3335EM
93. Engine, turbine & power transmsn equip mfg (emp)	NAIC3336EM
94. Other general purpose machinery mfg (emp)	NAIC3339EM
95. Computer & peripheral equipment mfg (emp)	NAIC3341EM
96. Communications equipment mfg (emp)	NAIC3342EM
97. Audio & video equipment mfg (emp)	NAIC3343EM
98. Semiconductor & oth electronic component mf (emp)	NAIC3344EM
99. Nav, measuring, medical, control instrument (emp)	NAIC3345EM
100. Mfg & reproducing magnetic & optical media (emp)	NAIC3346EM
101. Electric lighting equipment mfg (emp)	NAIC3351EM
102. Household appliance mfg (emp)	NAIC3352EM
103. Electrical equipment mfg (emp)	NAIC3353EM
104. Other electrical equipment & component mfg (emp)	NAIC3359EM
105. Motor vehicle mfg (emp)	NAIC3361EM
106. Motor vehicle body & trailer mfg (emp)	NAIC3362EM
107. Motor vehicle parts mfg (emp)	NAIC3363EM
108. Aerospace product & parts mfg (emp)	NAIC3364EM
109. Railroad rolling stock mfg (emp)	NAIC3365EM
110. Ship & boat building (emp)	NAIC3366EM
111. Other transportation equipment mfg (emp)	NAIC3369EM
112. HH & institutional furniture & kitchen cabi (emp)	NAIC3371EM
113. Office furniture (including fixtures) mfg (emp)	NAIC3372EM
114. Other furniture related product mfg (emp)	NAIC3379EM
115. Medical equipment & supplies mfg (emp)	NAIC3391EM
116. Other miscellaneous mfg (emp)	NAIC3399EM
117. Motor vehicle, motor vehicle pt & supply wh (emp)	NAIC4211EM
118. Furniture & Home furnishing whsle (emp)	NAIC4212EM
119. Lumber & other construction materials whsle (emp)	NAIC4213EM
120. Professional & commercial equip & supp whsl (emp)	NAIC4214EM
121. Metal & mineral (except petroleum) whsle (emp)	NAIC4215EM
122. Electrical goods whsle (emp)	NAIC4216EM
123. Hardware, plumb & heating equip & sup whsle (emp)	NAIC4217EM
124. Machinery, equipment & supplies whsle (emp)	NAIC4218EM
125. Miscellaneous durable goods whsle (emp)	NAIC4219EM
126. Paper & paper product whsle (emp)	NAIC4221EM
127. Drugs & druggists' sundries whsle (emp)	NAIC4222EM
128. Apparel, piece goods & notions whsle (emp)	NAIC4223EM
129. Grocery & related product whsle (emp)	NAIC4224EM
130. Farm product raw material whsle (emp)	NAIC4225EM

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 49 of 64

**DETAILED EMPLOYMENT (BY PLACE OF WORK)
VARIABLES**

NICKNAMES

131. Chemical & allied products whsle (emp)	NAIC4226EM
132. Petroleum & petroleum products whsle (emp)	NAIC4227EM
133. Beer, wine, distilled alcoholic beverage wh (emp)	NAIC4228EM
134. Miscellaneous nondurable goods whsle (emp)	NAIC4229EM
135. Automobile dealers (emp)	NAIC4411EM
136. Other motor vehicle dealers (emp)	NAIC4412EM
137. Automotive parts, accessories & tire stores (emp)	NAIC4413EM
138. Furniture stores (emp)	NAIC4421EM
139. Home furnishings stores (emp)	NAIC4422EM
140. Electronics & appliance stores (emp)	NAIC4431EM
141. Building material & supplies dealers (emp)	NAIC4441EM
142. Lawn & garden equip & supplies stores (emp)	NAIC4442EM
143. Grocery stores (emp)	NAIC4451EM
144. Specialty food stores (emp)	NAIC4452EM
145. Beer, wine & liquor stores (emp)	NAIC4453EM
146. Health & personal care stores (emp)	NAIC4461EM
147. Gasoline stations (emp)	NAIC4471EM
148. Clothing stores (emp)	NAIC4481EM
149. Shoe stores (emp)	NAIC4482EM
150. Jewelry, luggage & leather goods stores (emp)	NAIC4483EM
151. Sporting goods, hobby, musical instruments (emp)	NAIC4511EM
152. Book, periodical & music stores (emp)	NAIC4512EM
153. Department stores (emp)	NAIC4521EM
154. Other general merchandise stores (emp)	NAIC4529EM
155. Florists (emp)	NAIC4531EM
156. Office supplies, stationery & gift stores (emp)	NAIC4532EM
157. Used merchandise stores (emp)	NAIC4533EM
158. Other miscellaneous store retailers (emp)	NAIC4539EM
159. Electronic shopping & mail-order houses (emp)	NAIC4541EM
160. Vending machine operators (emp)	NAIC4542EM
161. Direct selling establishments (emp)	NAIC4543EM
162. Scheduled air transportation (emp)	NAIC4811EM
163. Nonscheduled air transportation (emp)	NAIC4812EM
164. Deep sea, coastal & Great Lakes water trans (emp)	NAIC4831EM
165. Inland water transportation (emp)	NAIC4832EM
166. General freight trucking (emp)	NAIC4841EM
167. Specialized freight trucking (emp)	NAIC4842EM
168. Urban transit systems (emp)	NAIC4851EM
169. Interurban & rural bus transportation (emp)	NAIC4852EM
170. Taxi & limousine service (emp)	NAIC4853EM
171. School & employee bus transportation (emp)	NAIC4854EM
172. Charter bus industry (emp)	NAIC4855EM
173. Oth transit & ground passenger transportati (emp)	NAIC4859EM
174. Pipeline transportation of crude oil (emp)	NAIC4861EM
175. Pipeline transportation of natural gas (emp)	NAIC4862EM
176. Other pipeline transportation (emp)	NAIC4869EM
177. Scenic & sightseeing transportation, land (emp)	NAIC4871EM
178. Scenic & sightseeing transportation, water (emp)	NAIC4872EM

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 50 of 64

**DETAILED EMPLOYMENT (BY PLACE OF WORK)
VARIABLES**

NICKNAMES

179.	Scenic & sightseeing transportation, other (emp)	NAIC4879EM
180.	Air transportation support activities (emp)	NAIC4881EM
181.	Rail transportation support activities (emp)	NAIC4882EM
182.	Water transportation support activities (emp)	NAIC4883EM
183.	Road transportation support activities (emp)	NAIC4884EM
184.	Freight transportation arrangement (emp)	NAIC4885EM
185.	Other transportation support activities (emp)	NAIC4889EM
186.	Couriers (emp)	NAIC4921EM
187.	Local messengers & local delivery (emp)	NAIC4922EM
188.	Warehousing & storage (emp)	NAIC4931EM
189.	Newspaper, periodical, book, database publi (emp)	NAIC5111EM
190.	Software publishers (emp)	NAIC5112EM
191.	Motion picture & video industries (emp)	NAIC5121EM
192.	Sound recording industries (emp)	NAIC5122EM
193.	Radio & television broadcasting (emp)	NAIC5131EM
194.	Cable networks & program distribution (emp)	NAIC5132EM
195.	Telecommunications (emp)	NAIC5133EM
196.	Information services (emp)	NAIC5141EM
197.	Data processing services (emp)	NAIC5142EM
198.	Monetary authorities - central bank (emp)	NAIC5211EM
199.	Depository credit intermediation (emp)	NAIC5221EM
200.	Nondepository credit intermediation (emp)	NAIC5222EM
201.	Activities related to credit intermediation (emp)	NAIC5223EM
202.	Scrtly & comdty contracts intermed & brokera (emp)	NAIC5231EM
203.	Securities & commodity exchanges (emp)	NAIC5232EM
204.	Other financial investment activities (emp)	NAIC5239EM
205.	Insurance carriers (emp)	NAIC5241EM
206.	Agencies & other insurance related activiti (emp)	NAIC5242EM
207.	Other investment pools & funds (emp)	NAIC5259EM
208.	Lessors of real estate (emp)	NAIC5311EM
209.	Offices of real estate agents & brokers (emp)	NAIC5312EM
210.	Activities related to real estate (emp)	NAIC5313EM
211.	Automotive equipment rental & leasing (emp)	NAIC5321EM
212.	Consumer goods rental (emp)	NAIC5322EM
213.	General rental centers (emp)	NAIC5323EM
214.	Commercial, industrial equip rental & leasi (emp)	NAIC5324EM
215.	Lessors of other nonfinancial intangible as (emp)	NAIC5331EM
216.	Legal services (emp)	NAIC5411EM
217.	Accounting, tax prep, bookkeep, payroll ser (emp)	NAIC5412EM
218.	Architectural, engineering & related servic (emp)	NAIC5413EM
219.	Specialized design services (emp)	NAIC5414EM
220.	Computer systems design & related services (emp)	NAIC5415EM
221.	Management, sci & tech consulting services (emp)	NAIC5416EM
222.	Scientific R&D services (emp)	NAIC5417EM
223.	Advertising & related services (emp)	NAIC5418EM
224.	Other professional, scientific, technical ser (emp)	NAIC5419EM
225.	Management of companies & enterprises (emp)	NAIC5511EM
226.	Office administrative services (emp)	NAIC5611EM

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 51 of 64

**DETAILED EMPLOYMENT (BY PLACE OF WORK)
VARIABLES**

NICKNAMES

227. Facilities support services (emp)	NAIC5612EM
228. Employment services (emp)	NAIC5613EM
229. Business support services (emp)	NAIC5614EM
230. Travel arrangement & reservation services (emp)	NAIC5615EM
231. Investigation & security services (emp)	NAIC5616EM
232. Services to buildings & dwellings (emp)	NAIC5617EM
233. Other support services (emp)	NAIC5619EM
234. Waste collection (emp)	NAIC5621EM
235. Waste treatment & disposal (emp)	NAIC5622EM
236. Remediation & oth waste management service (emp)	NAIC5629EM
237. Elementary & secondary schools (emp)	NAIC6111EM
238. Junior colleges (emp)	NAIC6112EM
239. Colleges, universities & professional scho (emp)	NAIC6113EM
240. Business schools & computer & mgt training (emp)	NAIC6114EM
241. Technical & trade schools (emp)	NAIC6115EM
242. Other schools & instruction (emp)	NAIC6116EM
243. Educational support services (emp)	NAIC6117EM
244. Offices of physicians (emp)	NAIC6211EM
245. Offices of dentists (emp)	NAIC6212EM
246. Offices of other health practitioners (emp)	NAIC6213EM
247. Outpatient care centers (emp)	NAIC6214EM
248. Medical & diagnostic laboratories (emp)	NAIC6215EM
249. Home health care services (emp)	NAIC6216EM
250. Other ambulatory health care services (emp)	NAIC6219EM
251. General medical & surgical hospitals (emp)	NAIC6221EM
252. Psychiatric & substance abuse hospitals (emp)	NAIC6222EM
253. Other specialty hospitals (emp)	NAIC6223EM
254. Nursing care facilities (emp)	NAIC6231EM
255. Residential mental retardation, health faci (emp)	NAIC6232EM
256. Community care facilities for the elderly (emp)	NAIC6233EM
257. Other residential care facilities (emp)	NAIC6239EM
258. Individual & family services (emp)	NAIC6241EM
259. Community, emergency & other relief service (emp)	NAIC6242EM
260. Vocational rehabilitation services (emp)	NAIC6243EM
261. Child day care services (emp)	NAIC6244EM
262. Performing arts companies (emp)	NAIC7111EM
263. Spectator sports (emp)	NAIC7112EM
264. Promoters of entertainment events (emp)	NAIC7113EM
265. Agents, managers for artists & other public (emp)	NAIC7114EM
266. Independent artists, writers & performers (emp)	NAIC7115EM
267. Museums, historical sites & like institutio (emp)	NAIC7121EM
268. Amusement parks & arcades (emp)	NAIC7131EM
269. Gambling industries (emp)	NAIC7132EM
270. Other amusement & recreation industries (emp)	NAIC7139EM
271. Traveler accommodation (emp)	NAIC7211EM
272. RV parks & recreational camps (emp)	NAIC7212EM
273. Rooming & boarding houses (emp)	NAIC7213EM
274. Full-service restaurants (emp)	NAIC7221EM

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 52 of 64

**DETAILED EMPLOYMENT (BY PLACE OF WORK)
VARIABLES**

NICKNAMES

275. Limited-service eating places (emp)	NAIC7222EM
276. Special food services (emp)	NAIC7223EM
277. Drinking places (alcoholic beverages) (emp)	NAIC7224EM
278. Automotive repair & maintenance (emp)	NAIC8111EM
279. Electronic & precision equipment R&M (emp)	NAIC8112EM
280. Commercial equipment (exc auto & elec) R&M (emp)	NAIC8113EM
281. Personal & household goods R&M (emp)	NAIC8114EM
282. Personal care services (emp)	NAIC8121EM
283. Death care services (emp)	NAIC8122EM
284. Drycleaning & laundry services (emp)	NAIC8123EM
285. Other personal services (emp)	NAIC8129EM
286. Religious organizations (emp)	NAIC8131EM
287. Grantmaking & giving services (emp)	NAIC8132EM
288. Social advocacy organizations (emp)	NAIC8133EM
289. Civic & social organizations (emp)	NAIC8134EM
290. Business, labor, political, like organizati (emp)	NAIC8139EM

**DETAILED ESTABLISHMENTS (BY PLACE OF
WORK) VARIABLES**

NICKNAMES

1. Timber tract operations (est)	NAIC1131ES
2. Forest nurseries & gathering forest product (est)	NAIC1132ES
3. Logging (est)	NAIC1133ES
4. Fishing (est)	NAIC1141ES
5. Hunting & trapping (est)	NAIC1142ES
6. Crop production support activities (est)	NAIC1151ES
7. Animal production support activities (est)	NAIC1152ES
8. Forestry support activities (est)	NAIC1153ES
9. Oil & gas extraction (est)	NAIC2111ES
10. Coal mining (est)	NAIC2121ES
11. Metal ore mining (est)	NAIC2122ES
12. Nonmetallic mineral mining & quarrying (est)	NAIC2123ES
13. Mining support activities (est)	NAIC2131ES
14. Elec pwr generation, transmsn & distribution (est)	NAIC2211ES
15. Natural gas distribution (est)	NAIC2212ES
16. Water, sewage & other systems (est)	NAIC2213ES
17. Land subdivision & land development (est)	NAIC2331ES
18. Residential building construction (est)	NAIC2332ES
19. Nonresidential building construction (est)	NAIC2333ES
20. Highway, street, bridge & tunnel constructi (est)	NAIC2341ES
21. Other heavy construction (est)	NAIC2349ES
22. Plumbing, heating & AC contractor (est)	NAIC2351ES
23. Painting & wall covering contractors (est)	NAIC2352ES
24. Electrical contractors (est)	NAIC2353ES
25. Masonry, drywall, insulation, tile contract (est)	NAIC2354ES
26. Carpentry & floor contractors (est)	NAIC2355ES
27. Roofing, siding, & sheet metal contractors (est)	NAIC2356ES
28. Concrete contractors (est)	NAIC2357ES

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 53 of 64

DETAILED ESTABLISHMENTS (BY PLACE OF WORK) VARIABLES**NICKNAMES**

29. Water well drilling contractors (est)	NAIC2358ES
30. Other special trade contractors (est)	NAIC2359ES
31. Animal food mfg (est)	NAIC3111ES
32. Grain & oilseed milling (est)	NAIC3112ES
33. Sugar & confectionery product mfg (est)	NAIC3113ES
34. Fruit & veg preserving & specialty food mfg (est)	NAIC3114ES
35. Dairy product mfg (est)	NAIC3115ES
36. Animal slaughtering & processing (est)	NAIC3116ES
37. Seafood product preparation & packaging (est)	NAIC3117ES
38. Bakeries & tortilla mfg (est)	NAIC3118ES
39. Other food mfg (est)	NAIC3119ES
40. Beverage mfg (est)	NAIC3121ES
41. Tobacco mfg (est)	NAIC3122ES
42. Fiber, yarn & thread mills (est)	NAIC3131ES
43. Fabric mills (est)	NAIC3132ES
44. Textile, fabric finishing, fabric coating mfg (est)	NAIC3133ES
45. Textile furnishings mills (est)	NAIC3141ES
46. Other textile product mills (est)	NAIC3149ES
47. Apparel knitting mills (est)	NAIC3151ES
48. Cut & sew apparel mfg (est)	NAIC3152ES
49. Apparel accessories & other apparel mfg (est)	NAIC3159ES
50. Leather & hide tanning & finishing (est)	NAIC3161ES
51. Footwear mfg (est)	NAIC3162ES
52. Other leather & allied product mfg (est)	NAIC3169ES
53. Sawmills & wood preservation (est)	NAIC3211ES
54. Veneer, plywood & engineered wood product mfg (est)	NAIC3212ES
55. Other wood product mfg (est)	NAIC3219ES
56. Pulp, paper & paperboard mills (est)	NAIC3221ES
57. Converted paper product mfg (est)	NAIC3222ES
58. Printing & related support activities (est)	NAIC3231ES
59. Petroleum & coal products mfg (est)	NAIC3241ES
60. Basic chemical mfg (est)	NAIC3251ES
61. Resin, syn rubber, artf & syn fibers, fil m (est)	NAIC3252ES
62. Pesticide, fertilizer & oth ag chemical mfg (est)	NAIC3253ES
63. Pharmaceutical & medicine mfg (est)	NAIC3254ES
64. Paint, coating & adhesive mfg (est)	NAIC3255ES
65. Soap, cleaners & toilet preparation mfg (est)	NAIC3256ES
66. Other chemical product & preparation mfg (est)	NAIC3259ES
67. Plastics product mfg (est)	NAIC3261ES
68. Rubber product mfg (est)	NAIC3262ES
69. Clay product & refractory mfg (est)	NAIC3271ES
70. Glass & glass product mfg (est)	NAIC3272ES
71. Cement & concrete product mfg (est)	NAIC3273ES
72. Lime & gypsum product mfg (est)	NAIC3274ES
73. Other nonmetallic mineral product mfg (est)	NAIC3279ES
74. Iron & steel mills & ferroalloy mfg (est)	NAIC3311ES
75. Steel product mfg from purchased steel (est)	NAIC3312ES
76. Alumina & aluminum production & processing (est)	NAIC3313ES

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 54 of 64

DETAILED ESTABLISHMENTS (BY PLACE OF WORK) VARIABLES**NICKNAMES**

77. Nonferrous (exc alum) production & processing (est)	NAIC3314ES
78. Foundries (est)	NAIC3315ES
79. Forging & stamping (est)	NAIC3321ES
80. Cutlery & handtool mfg (est)	NAIC3322ES
81. Architectural & structural metals mfg (est)	NAIC3323ES
82. Boiler, tank & shipping container mfg (est)	NAIC3324ES
83. Hardware mfg (est)	NAIC3325ES
84. Spring & wire product mfg (est)	NAIC3326ES
85. Mach shops, turn prod, screw, nut, bolt mfg (est)	NAIC3327ES
86. Coating, engrave, heat treating & oth activ (est)	NAIC3328ES
87. Other fabricated metal product mfg (est)	NAIC3329ES
88. Ag. construction & mining machinery mfg (est)	NAIC3331ES
89. Industrial machinery mfg (est)	NAIC3332ES
90. Commercial & service industry machinery mfg (est)	NAIC3333ES
91. HVAC & commercial refrigeration equipment m (est)	NAIC3334ES
92. Metalworking machinery mfg (est)	NAIC3335ES
93. Engine, turbine & power transmsn equip mfg (est)	NAIC3336ES
94. Other general purpose machinery mfg (est)	NAIC3339ES
95. Computer & peripheral equipment mfg (est)	NAIC3341ES
96. Communications equipment mfg (est)	NAIC3342ES
97. Audio & video equipment mfg (est)	NAIC3343ES
98. Semiconductor & oth electronic component mf (est)	NAIC3344ES
99. Nav, measuring, medical, control instrument (est)	NAIC3345ES
100. Mfg & reproducing magnetic & optical media (est)	NAIC3346ES
101. Electric lighting equipment mfg (est)	NAIC3351ES
102. Household appliance mfg (est)	NAIC3352ES
103. Electrical equipment mfg (est)	NAIC3353ES
104. Other electrical equipment & component mfg (est)	NAIC3359ES
105. Motor vehicle mfg (est)	NAIC3361ES
106. Motor vehicle body & trailer mfg (est)	NAIC3362ES
107. Motor vehicle parts mfg (est)	NAIC3363ES
108. Aerospace product & parts mfg (est)	NAIC3364ES
109. Railroad rolling stock mfg (est)	NAIC3365ES
110. Ship & boat building (est)	NAIC3366ES
111. Other transportation equipment mfg (est)	NAIC3369ES
112. HH & institutional furniture & kitchen cabi (est)	NAIC3371ES
113. Office furniture (including fixtures) mfg (est)	NAIC3372ES
114. Other furniture related product mfg (est)	NAIC3379ES
115. Medical equipment & supplies mfg (est)	NAIC3391ES
116. Other miscellaneous mfg (est)	NAIC3399ES
117. Motor vehicle, motor vehicle pt & supply wh (est)	NAIC4211ES
118. Furniture & Home furnishing whsle (est)	NAIC4212ES
119. Lumber & other construction materials whsle (est)	NAIC4213ES
120. Professional & commercial equip & supp whsl (est)	NAIC4214ES
121. Metal & mineral (except petroleum) whsle (est)	NAIC4215ES
122. Electrical goods whsle (est)	NAIC4216ES
123. Hardware, plumb & heating equip & sup whsle (est)	NAIC4217ES
124. Machinery, equipment & supplies whsle (est)	NAIC4218ES

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 55 of 64

DETAILED ESTABLISHMENTS (BY PLACE OF WORK) VARIABLES**NICKNAMES**

125. Miscellaneous durable goods whsle (est)	NAIC4219ES
126. Paper & paper product whsle (est)	NAIC4221ES
127. Drugs & druggists' sundries whsle (est)	NAIC4222ES
128. Apparel, piece goods & notions whsle (est)	NAIC4223ES
129. Grocery & related product whsle (est)	NAIC4224ES
130. Farm product raw material whsle (est)	NAIC4225ES
131. Chemical & allied products whsle (est)	NAIC4226ES
132. Petroleum & petroleum products whsle (est)	NAIC4227ES
133. Beer, wine, distilled alcoholic beverage wh (est)	NAIC4228ES
134. Miscellaneous nondurable goods whsle (est)	NAIC4229ES
135. Automobile dealers (est)	NAIC4411ES
136. Other motor vehicle dealers (est)	NAIC4412ES
137. Automotive parts, accessories & tire stores (est)	NAIC4413ES
138. Furniture stores (est)	NAIC4421ES
139. Home furnishings stores (est)	NAIC4422ES
140. Electronics & appliance stores (est)	NAIC4431ES
141. Building material & supplies dealers (est)	NAIC4441ES
142. Lawn & garden equip & supplies stores (est)	NAIC4442ES
143. Grocery stores (est)	NAIC4451ES
144. Specialty food stores (est)	NAIC4452ES
145. Beer, wine & liquor stores (est)	NAIC4453ES
146. Health & personal care stores (est)	NAIC4461ES
147. Gasoline stations (est)	NAIC4471ES
148. Clothing stores (est)	NAIC4481ES
149. Shoe stores (est)	NAIC4482ES
150. Jewelry, luggage & leather goods stores (est)	NAIC4483ES
151. Sporting goods, hobby, musical instrument s (est)	NAIC4511ES
152. Book, periodical & music stores (est)	NAIC4512ES
153. Department stores (est)	NAIC4521ES
154. Other general merchandise stores (est)	NAIC4529ES
155. Florists (est)	NAIC4531ES
156. Office supplies, stationery & gift stores (est)	NAIC4532ES
157. Used merchandise stores (est)	NAIC4533ES
158. Other miscellaneous store retailers (est)	NAIC4539ES
159. Electronic shopping & mail-order houses (est)	NAIC4541ES
160. Vending machine operators (est)	NAIC4542ES
161. Direct selling establishments (est)	NAIC4543ES
162. Scheduled air transportation (est)	NAIC4811ES
163. Nonscheduled air transportation (est)	NAIC4812ES
164. Deep sea, coastal & Great Lakes water trans (est)	NAIC4831ES
165. Inland water transportation (est)	NAIC4832ES
166. General freight trucking (est)	NAIC4841ES
167. Specialized freight trucking (est)	NAIC4842ES
168. Urban transit systems (est)	NAIC4851ES
169. Interurban & rural bus transportation (est)	NAIC4852ES
170. Taxi & limousine service (est)	NAIC4853ES
171. School & employee bus transportation (est)	NAIC4854ES
172. Charter bus industry (est)	NAIC4855ES

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 56 of 64

DETAILED ESTABLISHMENTS (BY PLACE OF WORK) VARIABLES**NICKNAMES**

173. Oth transit & ground passenger transportati (est)	NAIC4859ES
174. Pipeline transportation of crude oil (est)	NAIC4861ES
175. Pipeline transportation of natural gas (est)	NAIC4862ES
176. Other pipeline transportation (est)	NAIC4869ES
177. Scenic & sightseeing transportation, land (est)	NAIC4871ES
178. Scenic & sightseeing transportation, water (est)	NAIC4872ES
179. Scenic & sightseeing transportation, other (est)	NAIC4879ES
180. Air transportation support activities (est)	NAIC4881ES
181. Rail transportation support activities (est)	NAIC4882ES
182. Water transportation support activities (est)	NAIC4883ES
183. Road transportation support activities (est)	NAIC4884ES
184. Freight transportation arrangement (est)	NAIC4885ES
185. Other transportation support activities (est)	NAIC4889ES
186. Couriers (est)	NAIC4921ES
187. Local messengers & local delivery (est)	NAIC4922ES
188. Warehousing & storage (est)	NAIC4931ES
189. Newspaper, periodical, book, database publi (est)	NAIC5111ES
190. Software publishers (est)	NAIC5112ES
191. Motion picture & video industries (est)	NAIC5121ES
192. Sound recording industries (est)	NAIC5122ES
193. Radio & television broadcasting (est)	NAIC5131ES
194. Cable networks & program distribution (est)	NAIC5132ES
195. Telecommunications (est)	NAIC5133ES
196. Information services (est)	NAIC5141ES
197. Data processing services (est)	NAIC5142ES
198. Monetary authorities - central bank (est)	NAIC5211ES
199. Depository credit intermediation (est)	NAIC5221ES
200. Nondepository credit intermediation (est)	NAIC5222ES
201. Activities related to credit intermediation (est)	NAIC5223ES
202. Scrtly & comdty contracts intermed & brokera (est)	NAIC5231ES
203. Securities & commodity exchanges (est)	NAIC5232ES
204. Other financial investment activities (est)	NAIC5239ES
205. Insurance carriers (est)	NAIC5241ES
206. Agencies & other insurance related activiti (est)	NAIC5242ES
207. Other investment pools & funds (est)	NAIC5259ES
208. Lessors of real estate (est)	NAIC5311ES
209. Offices of real estate agents & brokers (est)	NAIC5312ES
210. Activities related to real estate (est)	NAIC5313ES
211. Automotive equipment rental & leasing (est)	NAIC5321ES
212. Consumer goods rental (est)	NAIC5322ES
213. General rental centers (est)	NAIC5323ES
214. Commercial, industrial equip rental & leasi (est)	NAIC5324ES
215. Lessors of other nonfinancial intangible as (est)	NAIC5331ES
216. Legal services (est)	NAIC5411ES
217. Accounting, tax prep, bookkeep, payroll ser (est)	NAIC5412ES
218. Architectural, engineering & related servic (est)	NAIC5413ES
219. Specialized design services (est)	NAIC5414ES
220. Computer systems design & related services (est)	NAIC5415ES

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 57 of 64

DETAILED ESTABLISHMENTS (BY PLACE OF WORK) VARIABLES**NICKNAMES**

221. Management, sci & tech consulting services (est)	NAIC5416ES
222. Scientific R&D services (est)	NAIC5417ES
223. Advertising & related services (est)	NAIC5418ES
224. Other professional, scientific, technical ser (est)	NAIC5419ES
225. Management of companies & enterprises (est)	NAIC5511ES
226. Office administrative services (est)	NAIC5611ES
227. Facilities support services (est)	NAIC5612ES
228. Employment services (est)	NAIC5613ES
229. Business support services (est)	NAIC5614ES
230. Travel arrangement & reservation services (est)	NAIC5615ES
231. Investigation & security services (est)	NAIC5616ES
232. Services to buildings & dwellings (est)	NAIC5617ES
233. Other support services (est)	NAIC5619ES
234. Waste collection (est)	NAIC5621ES
235. Waste treatment & disposal (est)	NAIC5622ES
236. Remediation & oth waste management service (est)	NAIC5629ES
237. Elementary & secondary schools (est)	NAIC6111ES
238. Junior colleges (est)	NAIC6112ES
239. Colleges, universities & professional scho (est)	NAIC6113ES
240. Business schools & computer & mgt training (est)	NAIC6114ES
241. Technical & trade schools (est)	NAIC6115ES
242. Other schools & instruction (est)	NAIC6116ES
243. Educational support services (est)	NAIC6117ES
244. Offices of physicians (est)	NAIC6211ES
245. Offices of dentists (est)	NAIC6212ES
246. Offices of other health practitioners (est)	NAIC6213ES
247. Outpatient care centers (est)	NAIC6214ES
248. Medical & diagnostic laboratories (est)	NAIC6215ES
249. Home health care services (est)	NAIC6216ES
250. Other ambulatory health care services (est)	NAIC6219ES
251. General medical & surgical hospitals (est)	NAIC6221ES
252. Psychiatric & substance abuse hospitals (est)	NAIC6222ES
253. Other specialty hospitals (est)	NAIC6223ES
254. Nursing care facilities (est)	NAIC6231ES
255. Residential mental retardation, health faci (est)	NAIC6232ES
256. Community care facilities for the elderly (est)	NAIC6233ES
257. Other residential care facilities (est)	NAIC6239ES
258. Individual & family services (est)	NAIC6241ES
259. Community, emergency & other relief service (est)	NAIC6242ES
260. Vocational rehabilitation services (est)	NAIC6243ES
261. Child day care services (est)	NAIC6244ES
262. Performing arts companies (est)	NAIC7111ES
263. Spectator sports (est)	NAIC7112ES
264. Promoters of entertainment events (est)	NAIC7113ES
265. Agents, managers for artists & other public (est)	NAIC7114ES
266. Independent artists, writers & performers (est)	NAIC7115ES
267. Museums, historical sites & like institutio (est)	NAIC7121ES
268. Amusement parks & arcades (est)	NAIC7131ES

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 58 of 64

DETAILED ESTABLISHMENTS (BY PLACE OF WORK) VARIABLES

NICKNAMES

269. Gambling industries (est)	NAIC7132ES
270. Other amusement & recreation industries (est)	NAIC7139ES
271. Traveler accommodation (est)	NAIC7211ES
272. RV parks & recreational camps (est)	NAIC7212ES
273. Rooming & boarding houses (est)	NAIC7213ES
274. Full-service restaurants (est)	NAIC7221ES
275. Limited-service eating places (est)	NAIC7222ES
276. Special food services (est)	NAIC7223ES
277. Drinking places (alcoholic beverages) (est)	NAIC7224ES
278. Automotive repair & maintenance (est)	NAIC8111ES
279. Electronic & precision equipment R&M (est)	NAIC8112ES
280. Commercial equipment (exc auto & elec) R&M (est)	NAIC8113ES
281. Personal & household goods R&M (est)	NAIC8114ES
282. Personal care services (est)	NAIC8121ES
283. Death care services (est)	NAIC8122ES
284. Drycleaning & laundry services (est)	NAIC8123ES
285. Other personal services (est)	NAIC8129ES
286. Religious organizations (est)	NAIC8131ES
287. Grantmaking & giving services (est)	NAIC8132ES
288. Social advocacy organizations (est)	NAIC8133ES
289. Civic & social organizations (est)	NAIC8134ES
290. Business, labor, political, like organizati (est)	NAIC8139ES

EASI Life Stages are an Add On Purchase to the Master Database - see separate document for prices. This file includes three years of estimates; 4/1/2000; current year; and a five year forecast.

EASI LIFE STAGE CLUSTERS

NICKNAMES

1. Very Young (<25) Families with Children with Lower Income	CL_VYFCLI
2. Very Young (<25) Single Parent Families with Children with Lower Income	CL_VYSCLI
3. Very Young (<25) Families No Children with Lower Income	CL_VYFNLI
4. Very Young (<25) Non-Family With Lower Income	CL_VYUILI
5. Very Young (<25) Families with Children with Moderate Income	CL_VYFCMI
6. Very Young (<25) Single Parent Families with Children with Moderate Income	CL_VYSCMI
7. Very Young (<25) Families No Children with Moderate Income	CL_VYFNMI
8. Very Young (<25) Non-Family with Moderate Income	CL_VYUIMI
9. Very Young (<25) Families with Children with Higher Income	CL_VYFCHI
10. Very Young (<25) Single Parent Families with Children with Higher Income	CL_VYSCHI
11. Very Young (<25) Families No Children with Higher Income	CL_VYFNHI
12. Very Young (<25) Non-Family with Higher Income	CL_VYUIHI
13. Young (25-34) Families with Children with Lower Income	CL_YOFCLI
14. Young (25-34) Single Parent Families with Children with Lower Income	CL_YOSCLI

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 59 of 64

EASI LIFE STAGE CLUSTERS**NICKNAMES**

15. Young (25-34) Families No Children with Lower Income	CL_YOFNLI
16. Young (25-34) Non-Family With Lower Income	CL_YOUILI
17. Young (25-34) Families with Children with Moderate Income	CL_YOFCMI
18. Young (25-34) Single Parent Families with Children with Moderate Income	CL_YOSCFMI
19. Young (25-34) Families No Children with Moderate Income	CL_YOFNMI
20. Young (25-34) Non-Family with Moderate Income	CL_YOUMI
21. Young (25-34) Families with Children with Higher Income	CL_YOFCHI
22. Young (25-34) Single Parent Families with Children with Higher Income	CL_YOSCHI
23. Young (25-34) Families No Children with Higher Income	CL_YOFNHI
24. Young (25-34) Non-Family with Higher Income	CL_YOUIHI
25. Middle Age (35-44) Families with Children with Lower Income	CL_MAFCLI
26. Middle Age (35-44) Single Parent Families with Children with Lower Income	CL_MASCLI
27. Middle Age (35-44) Families No Children with Lower Income	CL_MAFNLI
28. Middle Age (35-44) Non-Family With Lower Income	CL_MAUILI
29. Middle Age (35-44) Families with Children with Moderate Income	CL_MAFCFMI
30. Middle Age (35-44) Single Parent Families with Children with Moderate Income	CL_MASCFMI
31. Middle Age (35-44) Families No Children with Moderate Income	CL_MAFNMI
32. Middle Age (35-44) Non-Family with Moderate Income	CL_MAUMI
33. Middle Age (35-44) Families with Children with Higher Income	CL_MAFCHI
34. Middle Age (35-44) Single Parent Families with Children with Higher Income	CL_MASCHI
35. Middle Age (35-44) Families No Children with Higher Income	CL_MAFNHI
36. Middle Age (35-44) Non-Family with Higher Income	CL_MAUIHI
37. Late Middle Age (45-54) Families with Children with Lower Income	CL_LMFCLI
38. Late Middle Age (45-54) Single Parent Families with Children with Lower Income	CL_LMSCLI
39. Late Middle Age (45-54) Families No Children with Lower Income	CL_LMFNLI
40. Late Middle Age (45-54) Non-Family With Lower Income	CL_LMUILI
41. Late Middle Age (45-54) Families with Children with Moderate Income	CL_LMFCMI
42. Late Middle Age (45-54) Single Parent Families with Children with Moderate Income	CL_LMSCMI
43. Late Middle Age (45-54) Families No Children with Moderate Income	CL_LMFNMI
44. Late Middle Age (45-54) Non-Family with Moderate Income	CL_LMUIMI
45. Late Middle Age (45-54) Families with Children with Higher Income	CL_LMFCHI
46. Late Middle Age (45-54) Single Parent Families with Children with Higher Income	CL_LMSCHI
47. Late Middle Age (45-54) Families No Children with Higher Income	CL_LMFNHI
48. Late Middle Age (45-54) Non-Family with Higher Income	CL_LMUIHI
49. Nearly Senior (55-64) Families with Children with Lower Income	CL_NSFCLI
50. Nearly Senior (55-64) Single Parent Families with Children with Lower Income	CL_NSSCLI
51. Nearly Senior (55-64) Families No Children with Lower Income	CL_NSFNLI
52. Nearly Senior (55-64) Non-Family With Lower Income	CL_NSUILI

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 60 of 64

EASI LIFE STAGE CLUSTERS**NICKNAMES**

53. Nearly Senior (55-64) Families with Children with Moderate Income	CL_NSFCMI
54. Nearly Senior (55-64) Single Parent Families with Children with Moderate Income	CL_NSSCFMI
55. Nearly Senior (55-64) Families No Children with Moderate Income	CL_NSFNMI
56. Nearly Senior (55-64) Non-Family with Moderate Income	CL_NSUIMI
57. Nearly Senior (55-64) Families with Children with Higher Income	CL_NSFCHI
58. Nearly Senior (55-64) Single Parent Families with Children with Higher Income	CL_NSSCHI
59. Nearly Senior (55-64) Families No Children with Higher Income	CL_NSFNHI
60. Nearly Senior (55-64) Non-Family with Higher Income	CL_NSUIHI
61. Senior (65-74) Families with Children with Lower Income	CL_SEFCLI
62. Senior (65-74) Single Parent Families with Children with Lower Income	CL_SESCLI
63. Senior (65-74) Families No Children with Lower Income	CL_SEFNLI
64. Senior (65-74) Non-Family With Lower Income	CL_SEUILI
65. Senior (65-74) Families with Children with Moderate Income	CL_SEFCMI
66. Senior (65-74) Single Parent Families with Children with Moderate Income	CL_SESCMI
67. Senior (65-74) Families No Children with Moderate Income	CL_SEFNMI
68. Senior (65-74) Non-Family with Moderate Income	CL_SEUIMI
69. Senior (65-74) Families with Children with Higher Income	CL_SEFCHI
70. Senior (65-74) Single Parent Families with Children with Higher Income	CL_SESCHI
71. Senior (65-74) Families No Children with Higher Income	CL_SEFNHI
72. Senior (65-74) Non-Family with Higher Income	CL_SEUIHI
73. Oldest (75+) Families with Children with Lower Income	CL_OLFCLI
74. Oldest (75+) Single Parent Families with Children with Lower Income	CL_OLSCLI
75. Oldest (75+) Families No Children with Lower Income	CL_OLFNLI
76. Oldest (75+) Non-Family With Lower Income	CL_OLUILI
77. Oldest (75+) Families with Children with Moderate Income	CL_OLFCMI
78. Oldest (75+) Single Parent Families with Children with Moderate Income	CL_OLSCMI
79. Oldest (75+) Families No Children with Moderate Income	CL_OLFNMI
80. Oldest (75+) Non-Family with Moderate Income	CL_OLUIMI
81. Oldest (75+) Families with Children with Higher Income	CL_OLFCHI
82. Oldest (75+) Single Parent Families with Children with Higher Income	CL_OLSCHI
83. Oldest (75+) Families No Children with Higher Income	CL_OLFNHI
84. Oldest (75+) Non-Family with Higher Income	CL_OLUIHI

Master Databases - they can answer a multitude of questions**Advanced Demographics Answers Questions like ...**

- ➔ 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?

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 61 of 64

EASI® Profiles Answers Important Questions like ...

- 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 & Potentials describe Important Socio & Economic Characteristics like:

- 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 like ...

- 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 ...

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?

Life Stage, including Consumer Expenditures Database

Learn which type of Households Dominate a Neighborhood and what their Potential Sales are.

Major Merchandise Lines and Minor Store Group Database

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 62 of 64

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

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 63 of 64

FAX Order Form

Yes, I'd like to order the Master Database!
Have fun with demographics!

Name _____ Title _____

Company _____

Address _____

City _____ State ____ ZIP _____

Phone (____) _____ Fax (____) _____

Email _____

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

(____) EASI Master Database with Site Analysis geography is \$7,500 (Corporate use \$75,000). This version includes; Block Groups, Census Tracts, Counties, States, and US.

(____) EASI Master Database with Market Analysis Geography is \$4,000 (Corporate use \$40,000). This version includes; includes; ZIP Codes, CBSAs, Cities, Counties, States, and US.

(____) **EASI Life Stages** - All Geographies - \$7,500 (Corporate License \$75,000)

(____) **EASI Life Stages** - Block Groups, Census Tracts, Counties, States, and the US.
\$6,000 (Corporate License \$60,000)

(____) **EASI Life Stages** - ZIP Codes, CBSAs, Cities, Counties, States, and US.
\$3,000 (Corporate License \$30,000)

(____) **Both EASI Master Database EASI Life Stages** - All Geographies - \$15,000
(Corporate License \$150,000)

Please circle desired format CSV or DBF

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

Total Amount \$ _____

Signature for Billing _____

Note: Multiple copy and not-for-profit discounts available.

Circle one: American Express MasterCard VISA Note: NY orders will be charged NY State sales tax

Card # _____ Expiration _____

Signature _____ Security Code _____

Email info@easidemographics.com FAX to 718 740 7946 to the attention of: R. Katz

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 718 740 7930 Fax 718 740 7946

Email info@easidemographics.com

p. 64 of 64