



## **EASI Offers Customized *and* Private Demographic Web Sites and eBooks**

### **Introduction**

Easy Analytic Software, Inc. (EASI) is a New York-based independent developer and marketer of demographic data and software solutions that provide reports and maps with unique search and analysis tools. EASI provides targeted site analysis software and updated demographics and related data for standard (Block Groups, Census Tracts, ZIP Codes, Cities, Counties, CBSAs, States, and the US) and customized geographies. Included with all software is an easy to use mapping tool that does address lookups, point maps, ring studies, create quintile analysis, and more. EASI has been in business since 1995 with over 1,500 clients who use our databases, software, and services.

Take a moment to read the [Testimonials at our Website!](#) While there you can also test our software - for free. EASI offers key reports from the 2000 Census. Thousands of corporate, magazines, colleges and other users go to our site for their Census demographics.

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### **EASI will transform our EASI web site into Your web site when we:**

1. Customize our site to reflect your organization's corporate colors and logo.
2. Develop new features for your users and remove features not relevant to your users.
3. Develop Custom Reports to make our data simpler for your users.
4. Link our site directly to yours, giving you your own private Demographic web site and product.

EASI can create a truly private web site that only your clients, your employees, your agents, salespeople, etc. can use. So tell us your desires and we'll be happy to develop a site together as a partner or in some mutually agreeable fashion - we are EASI to work with.

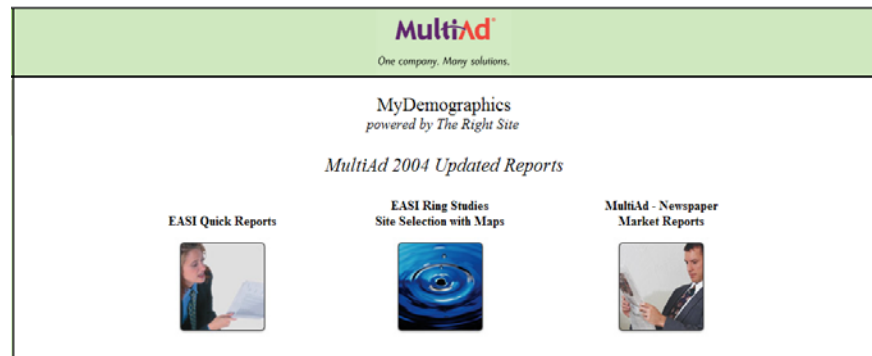
EASI has the **decades** of experience working with publishers, editors, associations, and others to carefully craft a dedicated worry-free web site that your users will return to over and over again.

Your users can find the ZIP Code with the highest median income, or the fast growing county, create an analytic map, or create some special custom analysis quickly and easily – all from your own web site.

## **Some examples of a custom web sites ...**

## A Revenue Maker

Our partners can design their own demographic web site with EASI software and data to *earn revenue* from use of this information.

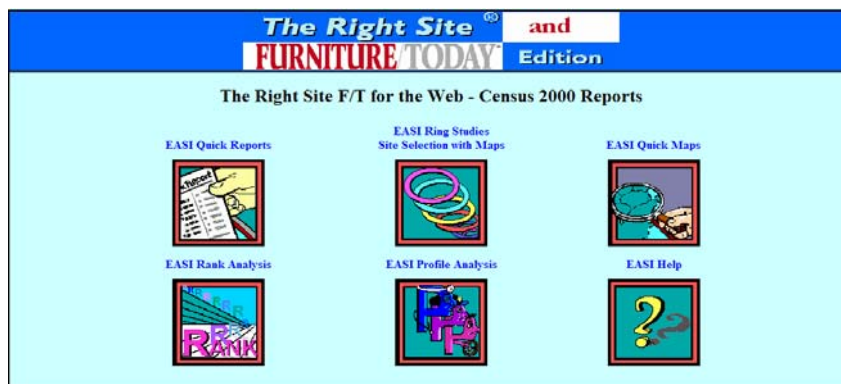


**EASI Customized Web Sites can be supplemented with your own data or analysis tools!**

Note: EASI can modify sites with ZIP+4 analyses, Territory Creation, and other features.

## Or A Lead Generator

With FREE demographic and mapping analysis ONLY available to your customers, subscribers, members enter only through your web site.



From your own site you can link directly to our **Census 2000 Demographics** site. This includes current year and forecasted population and household

estimates, and a 1990 comparison. Your users can create reports (sample below) with maps and analysis for free.

Here's another site.

<a href="#">ABOUT NAIS</a>	<a href="#">CAREER CENTER</a>	<a href="#">ADMISSION &amp; FINANCIAL AID</a>	<a href="#">OUR PUBLICATIONS</a>	<a href="#">CONFERENCES &amp; PROGRAMS</a>	<a href="#">GOVERNMENT RELATIONS</a>	<a href="#">EQUITY &amp; JUSTICE</a>	<a href="#">RESOURCES &amp; STATISTICS</a>
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## The NAIS Demographic Center

As a first step in using the NAIS Demographic Center, we encourage you to run the Basic Reports for Independent Schools. They include variables that have been especially selected for their relevance in the decision-making process for independent school administrators, in such areas as admission. Once you feel familiar with these reports, we invite you to try the Additional Reports for Advanced Use, which provide a more sophisticated analysis of the demographic trends.

### Basic Reports for Independent Schools



**Summary Reports**  
These two summary reports include key demographic variables (e.g., school population, households, income, race/ethnicity, educational attainment) in the geographic area of your choice (block group, census tract, ZIP code, city, county, CBSA's, or state). The NAIS Summary Trend Report & Analysis presents these demographic variables for the year 2000, the current year, and a five-year projection; plus the percent changes throughout these year cycles. The NAIS Percent Summary Report & Analysis presents these variables for the current year and their values as a percent of the total and with respect to the entire country.



**Detailed Reports**  
The two detailed reports include a longer list of demographic variables in the geographic area of your choice (block group, census tract, ZIP code, city, county, CBSA's, or state). The

Call 1 800 HOW EASI (469 3274) to find out all the ways that we can work you.

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**EASI can also make available to all associates an eBook. It could be one of our standard ones or we can create a custom one to your exact needs.**

## **EASI Demographic eBooks 2007**

**Updated Demographic Reference Books at an Unheard of Price!**

**Individual copies (both available for immediate downloading at [www.cheapdemographics.com](http://www.cheapdemographics.com))**

**EASI Demographic eBooks - Executive 2007 - \$29 Includes all Counties, CBSAs, States, and the US – Ideal current reference with forecasts.**

Who needs the **Executive eBook**? – marketers, sales managers, sales people, manufacturer’s reps, libraries, advertising agencies, universities, and schools.

**EASI Demographic eBooks -Executive Plus 2007 - \$79 Includes all Cities and ZIP Codes and Counties, CBSAs, States, and the US** - geographically detailed current reference with forecasts.

Who needs the **Executive Plus eBook**? – real estate professionals, appraisers, direct mailers, chambers of commerce, economic development agencies, small business groups, libraries, and retailers

### Benefits of EASI Demographic eBooks

- **Convenient PDF format– all the key data needed for decisions right on your desktop**
- **Ideal reference of current demographics and forecasts**
- **Reliable data at a very inexpensive price**
- **Save money from other over priced sources - no risk**
- **eBooks available immediately 24 hours a day – Demographics on Demand**

All demographic estimates are developed using proven methodologies that ensure the absolute highest quality data but at a price that is now the industry standard for inexpensive demographic reports!

## Subscribers get for FREE with a Renewal or can Purchase a Better Version for an Additional Fee

This is an opportunity to let every subscriber to your publication to have access to an indispensable demographic reference book at a ridiculously cheap price - FREE! EASI will develop a link with your web master to make either product available for your subscribers or associates directly from your own web site!

All approved sites require all users to have a password to gain entrance.

**Note: Each July a new link update will be provided with updates of the data elements below.**

- | <u>Count</u> | <u>Name</u>                     |
|--------------|---------------------------------|
| 1.           | Dominant Profile                |
| 2.           | Population (4/1/1990)           |
| 3.           | Population (4/1/2000)           |
| 4.           | Population (1/1/2012)           |
| 5.           | Population (1/1/2012)           |
| 6.           | Population Growth (2012/2000)   |
| 7.           | Population Forecast (2012/2012) |
| 8.           | Households (4/1/1990)           |
| 9.           | Households (4/1/2000)           |
| 10.          | Households (1/1/2012)           |
| 11.          | Households (1/1/2012)           |
| 12.          | Household Growth (2012/2000)    |

13. Household Forecast (2012/2007)
14. Average Household Size
15. Median Age of Householder
16. Median Rent (\$) Housing
17. Median Value (\$) Housing
18. Median Vehicles Households
19. Urban Population
20. Rural Population
21. Male Population
22. Female Population
23. Population Density
24. Families
25. Owner Occupied Households
26. Renter Occupied Households
27. Total Household Income
28. White Population
29. Black Population
30. Asian, Pacific Islander  
Population
31. Other Population
32. Hispanic Population
33. White Non Hispanic Population
34. Median Household Income
35. Average Household Income
36. Per Capita Income
37. Median Age
38. Total Retail Sales (\$000)
39. Total Consumer Expenditures  
(\$000)
40. Housing Units
41. Employment by Place of Work
42. Establishments by Place of Work
43. EASI Quality of Life
44. EASI Total Crime
45. EASI Best Weather

Call 1 800 HOW EASI (469 3274) to find out how we can work with a you.