



EASI Reseller Opportunities: Demographic Estimates and Forecasts; Life Stage Clusters; Major Merchandise Lines and Minor Store Groups

Introduction

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

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

We have several versions of our software, The Right Site ®. They all have different data but the same software. The software has simple to interpret standard demographic reports, sales potential analysis, site analysis (3-ring reports), Trend reports (Census, current, and five year projection), and user defined demographic profiles (clusters). Our software also has unique features such as the EASI ® Significant Variable Report. This EASI created report instantly shows what makes each study area *special*. The results of that can then be used to find other similar areas anywhere in the US!

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

If you are you a Reseller of Internet or Desktop demographic or mapping services then EASI offers a variety of ways to become your *welcoming* partner.

The EASI Master Database with over 1,900 variables (with demographic data and forecasts for 4/1/2000; current year update; and a five year forecast) can be ordered with different levels of geography. The standard version of this Master Database includes these geographies: Block Groups; Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US. The Master Database includes special age groups, special income groups and other information.

EASI will supply you a set of our Master Databases to use in creating your products for sale to your customers. We also license all of our software products for re-sale as well.

EASI will work with you to develop a pricing scheme that will work for your clients - call 1 800 HOW EASI (469 3274) about becoming one of our many re-sellers.

There are three 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?

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?
- What are the overall distinctive qualities of the weather?

What are the Retail Characteristics of Actual Stores in this Location ...

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

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)?

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.

Many re-sellers sell our standard software directly to their clients. We can also create a special version just 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.

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, 550 consumer expenditure estimates, Retail Sales and Store Groups, Quality of Life, and many other key variables. All demographic variables contain 4/1/2000 (benchmark), current estimate; and a five year forecast.

➔ **The Right Site – Professional Edition** *is an ideal product for any analyst who needs a range of geographically oriented data.* These analysts work for companies who require demographics for decisions for location analysis, real estate planning, advertising, sales, marketing, or potential analysis. All corporate and outside consultants will find this a

great tool with access to commonly requested demographics. This product includes 32 reports with 326 demographic variables and forecasts plus other related data.

The available reports include: demographic details such as an age by sex, race by households, income, family characteristics (including income) education, housing, and many other key demographic characteristics. Other variables include; basic Consumer Expenditures, Retail Sales and Store Groups, Quality of Life, and other important marketing information. All demographic variables contain 4/1/2000 (benchmark), 1/1/2007 (current estimate); and 1/1/2012 (forecast).

→The Right Site ® – 2007 Executive Edition

This product contains the data listed below all with export to other software capability.

Variables in the Executive Extract

(Note: This database includes these geographies: Carrier Routes, States, and the US.)

<u>Count</u>	<u>Name</u>	
1.	Dominant Profile	27. Total Household Income
2.	Population (4/1/1990)	28. White Population
3.	Population (4/1/2000)	29. Black Population
4.	Population (1/1/2012)	30. Asian, Pacific Islander Population
5.	Population (1/1/2012)	31. Other Population
6.	Population Growth (2012/2000)	32. Hispanic Population
7.	Population Forecast (2012/2012)	33. White Non Hispanic Population
8.	Households (4/1/1990)	34. Median Household Income
9.	Households (4/1/2000)	35. Average Household Income
10.	Households (1/1/2012)	36. Per Capita Income
11.	Households (1/1/2012)	37. Median Age
12.	Household Growth (2012/2000)	38. Total Retail Sales (\$000)
13.	Household Forecast (2012/2007)	39. Total Consumer Expenditures (\$000)
14.	Average Household Size	40. Housing Units
15.	Median Age of Householder	41. Employment by Place of Work
16.	Median Rent (\$) Housing	42. Establishments by Place of Work
17.	Median Value (\$) Housing	43. EASI Quality of Life
18.	Median Vehicles Households	44. EASI Total Crime
19.	Urban Population	45. EASI Best Weather
20.	Rural Population	
21.	Male Population	
22.	Female Population	
23.	Population Density	
24.	Families	
25.	Owner Occupied Households	
26.	Renter Occupied Households	

Note: The standard version of this software includes *all* geographies: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$2,500). The Site Analysis extract contains: Block Groups, Census Tracts, Counties, States, and the US (Price - \$2,000). The Market Analysis extract contains: ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$1,000).

EASI can also work with re-sellers on our clustering system.

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; 4/1/2000; current year; and a five year forecast. Life Stages also includes all the Consumer Expenditure estimates for the current year. This allows for analysis of what specific neighborhoods purchase.

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