



## **ZIP PLUS 4 Centroid/Census to Block Group Geographic Conversion File**

### **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.

### **ZIP4 Conversion File**

EASI maintains information that relates each residential ZIP+4 to its appropriate Block Group. EASI also identifies the longitude and latitude for the ZIP+4's. This annual updates is a key component in the EASI update methodology.

This file can be used by direct mailers and others who need to summarize their ZIP+4 information into standard Census geographies such as Block Groups or Census Tracts. It can also be used to display on a map of a ZIP+4 analysis.

# ZIP4 (Z4) Conversion File

The record layout (1/1/2014) (updated every July) is:

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10 – 13	Carrier Route where alpha prefix can stand for: C – City Delivery R – Rural Route G – General Delivery (rural) H – Highway Contract (rural) B – PO Box (also business drops)
14 – 15	State Alpha
16 – 28	EASI Block Group Code (SSCCCTTTT.TTB) where S = State, C = County, T = Census Tract, B = Block Group codes
29 – 38	Latitude
39 – 49	Longitude (First position is minus sign)
50 – 55	Average Delivery Count for each ZIP4

The above files are for residential ZIP+4s only; the business-to-business ZIP Codes without population (population is 0) are not included in this file (call for more information).

These database files are both zipped into a single national file with all the ZIP +4's AND provided as 10 separate zipped files, split by the first ZIP Code digit.

Please call 1 800 HOW EASI with any questions.

The price for the current file is \$1,250.

# Order Form

## Yes, I'd like to order a ZIP+4 Conversion File!

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

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_

(\_\_\_\_) ZIP Plus 4 Correspondence File \$1,250

(\_\_\_\_) Format CSV (\_\_\_\_) Format DBF

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

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

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

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

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

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](mailto:info@easidemographics.com) or FAX to 718 740 7946 to the attention of: R. Katz

**Easy Analytic Software, Inc.**

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