

ZIP PLUS 4 Centroid/Census to Block Group Geographic Conversion File AND EASI ZIP4 Updated Demographic Files

Introduction

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

Take a moment to read the [Testimonials on our website!](#) While there you can also test our software - for free. EASI offers key reports from the 2010 Census as well as paid updated and forecasted reports. Thousands of corporations, magazines, colleges and other users go to our site for their Census demographics.

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+4s.

This file, which is updated annually, 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.

ZIP4 (Z4) Demographic Files

The Z4 Demographic files assist direct mailers and others to data mine for their top mailing areas and their best customers by associating key current demographic components with every residential ZIP4 in the US.

EASI has developed five distinct Z4 data files to provide users with the best possible opportunity of analyzing their lists and customers for optimal results. These files are designed to be used alone or in combination with each other.



EASI Master Database and The Right Site ® Methodology for ZIP4 Updates

The following is a general description of the methodology used by EASI to update the demographic and economic characteristics for the United States for the ZIP Plus 4's (Z4) geography.

Since there is no official Census estimates for detailed demographics below the Block Group level EASI has developed a methodology that estimates, for the over 37 million residential Z4s, an approximate value for a variety of key demographics based upon likelihood.

EASI first estimates the number of Households within a Z4 based upon a relation of Z4 mailable households (developed from postal files) to mailable households at the actual Block Group that the Z4 is located in. Once that Z4 Household estimate is created EASI then estimates the Z4 key demographics. EASI has developed a unique approach that uses an inverse weighting formula based upon the distance that the Z4 is from its nearest Block Groups.

For example, if the diagram below illustrates 2 Block Groups (Block Group Population Centroid are the tops of the mountains) and the Z4s that surround each, then the Z4s that are bordering (orange) another Block Group are affected by their proximity to that other Block Group.

The purpose of this explanation is not to divulge any proprietary methods but to illustrate the efforts made on your behalf to create accurate updates. EASI statistician's and programmers have over 40 years of experience updating these types of data. By industry standard EASI estimates would be considered of the highest quality.

Note: EASI has improved the consistency of its ZIP4 files by eliminating Business (only business deliveries) ZIP4s from our roster. The consequence of this change will be fewer ZIP4 records in our ZIP4 Conversion File and ZIP4s with our demographic files. This change helps make the demographics files (which are all residentially based) more consistent in their allocations to ZIP4s.

EASI can also prepare customized Z4 data (\$5,000 for up to nine variables) – call 800-HOW-EASI (469-3274).

ZIP4 (Z4) Conversion File

The record layout is as follows:

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 800-HOW-EASI (469-3274) with any questions.

The price for the ZIP Plus 4 Conversion File is \$1,250.

ZIP4 EASI Demographic Files

Each of the files below comes with the nine digit ZIP Code (ZIP Code plus ZIP4) followed by the analysis variables. (Estimates are as of 1/1/2020 will be available in July 2020). (Note: These estimates are all done using EASI's Z4 inverse-weight algorithm to estimate Census and other variables. Call 800-HOW-EASI (469-3274) for a review.

EASI ZIP4 DATA VARIABLES

Nickname	Name	Type	Size	Decimals
File "A": Medians and Averages				
ZIP_CODE	ZIP Code	Character	5	0
ZIP4	Plus 4	Character	4	0
CRRTTYPE	Carrier Route Flag:	Character	1	0
	C – City Delivery			
	R – Rural Route			
	G – General Delivery (rural)			
	H – Highway Contract (rural)			
	B – PO Box (also business drops)			
POP20	Population (1/1/2020)	Numeric	7	1
HH20	Households (1/1/2020)	Numeric	7	1
POPGROW20	Population Growth	Numeric	6	2
AVGHHSIZE	Avg HH Size	Numeric	5	2
MEDAGHHER	Median Age of Householder	Numeric	5	1
MEDRENT	Median Rent (\$) Housing	Numeric	4	0
MEDVALOCC	Median Value (\$) Housing	Numeric	7	0
MEDVEHICLE	Median Vehicles Households	Numeric	3	1
MEDHHINC	Median Household Income	Numeric	7	0
AVGHHINC	Avg HH Income	Numeric	7	0
PERCAPINC	Per Capita Income	Numeric	7	0
MEDAGE	Median Age	Numeric	5	1
PCTHH200P	% HH Income 200K Plus	Numeric	7	1
HHHINCAVG	High Income Average (\$)	Numeric	7	0
File "B": Key Demographic Percentages				
ZIP_CODE	ZIP Code	Character	5	0
ZIP4	Plus 4	Character	4	0
CRRTTYPE	Carrier Route Flag:	Character	1	0
	C – City Delivery			
	R – Rural Route			
	G – General Delivery (rural)			
	H – Highway Contract (rural)			
	B – PO Box (also business drops)			
PO20	Population (1/1/2020)	Numeric	7	1
HH20	Households (1/1/2020)	Numeric	7	1
PCTOOHH	% Owner Occupied Households	Numeric	6	2
PCTROOCCH	% Renter Occupied Households	Numeric	6	2
PCTWHPOP	% White Population, Alone	Numeric	6	2
PCTBLPOP	% Black Population, Alone	Numeric	6	2
PCTASPOP	% Asian, Pacific Islander Population, Alone	Numeric	6	2
PCTAMPOP	% American Indian and Alaska Native Population, Alone	Numeric	6	2
PCTORPOP	% Other Race Population, Alone	Numeric	6	2
PCTTMPOP	% Two or More Races Population	Numeric	6	2
PCTHISPOP	% Hispanic Population	Numeric	6	2
PCTWNHPOP	% White Non Hispanic Population	Numeric	6	2
PCTGRADDEG	% Graduate Degree (25+)	Numeric	6	2

Nickname	Name	Type	Size	Decimals
PCTWHCOL	% White Collar Employment	Numeric	6	2
File "C": Life Stages Percentages				
ZIP_CODE	ZIP Code	Character	5	0
ZIP4	Plus 4	Character	4	0
CRRTTYPE	Carrier Route Flag:	Character	1	0
	C – City Delivery			
	R – Rural Route			
	G – General Delivery (rural)			
	H – Highway Contract (rural)			
	B – PO Box (also business drops)			
HH20	Households (1/1/2020)	Numeric	7	1
PCTMARNOC	% Married Couples no Children	Numeric	6	2
PCTMARC	% Married Couples with Children	Numeric	6	2
PCTSPARC	% Single Parents with Children	Numeric	6	2
PCTSING	% Singles and Unrelated Individuals	Numeric	6	2
PCTHHL25	% HH Aged under 25 years	Numeric	6	2
PCTHH25_34	% HH Aged 25 – 34 years	Numeric	6	2
PCTHH35_44	% HH Aged 35 – 44 years	Numeric	6	2
PCTHH45_54	% HH Aged 45 – 54 years	Numeric	6	2
PCTHH55_64	% HH Aged 55 – 64 years	Numeric	6	2
PCTHH65_74	% HH Aged 65 – 74 years	Numeric	6	2
PCTHH75P	% HH Aged 75 and over years	Numeric	6	2
PCTL35K	% HH's earning <\$35,000	Numeric	6	2
PCT35_100K	% HH's earning \$35,000 to \$100,000	Numeric	6	2
PCT100KP	% HH's earning over \$100,000	Numeric	6	2
File "D": Giving Related Consumer Expenditures				
ZIP_CODE	ZIP Code	Character	5	0
ZIP4	Plus 4	Character	4	0
CRRTTYPE	Carrier Route Flag:	Character	1	0
	C – City Delivery			
	R – Rural Route			
	G – General Delivery (rural)			
	H – Highway Contract (rural)			
	B – PO Box (also business drops)			
HH20	Households (1/1/2020)	Numeric	7	1
CASH_CHAR	Cash contributions to charities and other organizations (Avg HH)	Numeric	7	1
CASH_CHRCH	Cash contributions to church, religious organizations (Avg HH)	Numeric	8	1
CASH_EDU	Cash contribution to educational institutions (Avg HH)	Numeric	6	1
CASH_POLI	Cash contribution to political organizations (Avg HH)	Numeric	6	1
CASH_OTH	Other cash gifts (Avg HH)	Numeric	7	1
VALACCTS	Value of savings, checking, money market, and CDs (Avg HH)	Numeric	9	1
VALSTKS	Value of stocks, bonds, mutual funds (Avg HH)	Numeric	9	1
VALINSUR	Value (surrender) of whole life insurance policy (Avg HH)	Numeric	8	1
VALRETIRE	Value of retirement plan (Avg HH)	Numeric	7	1
VALOTHER	Value of other financial assets (Avg HH)	Numeric	9	1
COLLEGE	College tuition (Avg HH)	Numeric	7	1
HSTUITION	Elementary and high school tuition (Avg HH)	Numeric	7	1

Nickname	Name	Type	Size	Decimals
File "E": Insurance, Home Related Related Expenditures Expenditures				
ZIP_CODE	ZIP Code	Character	5	0
ZIP4	Plus 4	Character	4	0
CRRTTYPE	Carrier Route Flag:	Character	1	0
	C – City Delivery			
	R – Rural Route			
	G – General Delivery (rural)			
	H – Highway Contract (rural)			
	B – PO Box (also business drops)			
HH20	Households (1/1/2020)	Numeric	7	1
HOMEINSURE	Homeowners and related insurance (Avg HH)	Numeric	8	1
VEHINS	Vehicle insurance (Avg HH)	Numeric	9	1
HEALTHINS	Health insurance (Avg HH)	Numeric	9	1
PERSINS	Personal insurance and pensions (Avg HH)	Numeric	9	1
LIFEETC	Life and other personal insurance (Avg HH)	Numeric	8	1
LIFE_INS	Life, endowment, annuity, other personal insurance (Avg HH)	Numeric	8	1
OWNVAC	Owned vacation home (Avg HH)	Numeric	8	1
AIRLINE	Airline fares (Avg HH)	Numeric	8	1
FUNERAL	Funeral expense (Avg HH)	Numeric	7	1
INTHOMLOAN	Interest paid home equity loans (Avg HH)	Numeric	8	1
MORTG_INT	Mortgage interest (Avg HH)	Numeric	9	1

ZIP4 With Demographics Pricing

ZIP4 DEMOGRAPHIC FILE PRICING

Files A through E (first file)	\$3,750
Each additional file	\$1,500

With purchase of the Master Database above prices are 50% off.

Order Form

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

Name _____ Title _____

Company _____

Address _____

City _____ State ____ ZIP _____

Phone (____) _____ Fax (____) _____

Email _____

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

ZIP4 Demographic Files - First File \$3,750 each additional \$1,500

(____) A. General Characteristics – Medians and Averages

(____) B. General Characteristics – Key Demographic Percents

(____) C. EASI Life Stage Characteristics – Percents

(____) D. Giving Related - Average Household Consumer Expenditures (\$)

(____) E. Insurance, Home Related - Average Household Consumer Expenditures (\$)

Total \$ _____ Circle Files A B C D E

Note: Purchasers of EASI Master Database get 50% off files A through E or 50% off the ZIP Plus 4 Correspondence File

Total with Discount \$ _____

(____) Free Electronic Delivery

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

Total Amount \$ _____

Signature for Billing _____

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

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Email info@easidemographics.com or FAX to 718-740-7946