



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 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) 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 offers a Carrier Route Master Database starting with 2014 (separate file).

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.

Easy Analytic Software, Inc.

7359 196th Street Fresh Meadows, NY 11366 • 718 740 7930 fax 718 740 7946
email info@easidemographics.com

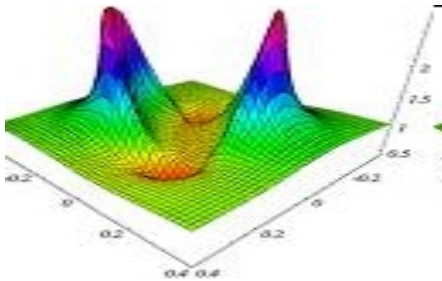
EASI Master Database and The Right Site ® Methodology for ZIP4 Updates

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 35 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 9 variables) – call 1 800 HOW EASI (469 3274).

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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.

ZIP4 EASI Demographic Files

Each of the files below comes with the 9 digit ZIP Code (ZIP Code plus ZIP4) followed by the analysis variables. (Estimates are as of 1/1/2012 – 1/1/2013 will be available in July 2013). (Note: These estimates are all done using EASI's Z4 inverse-weight algorithm to estimate Census and other variables. Call 1 800 HOW EASI (469 3274) for a review.

Notes: Formats follow for Z4.

A. Medians and Averages

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10	Carrier Route Flag: C – City Delivery R – Rural Route G – General Delivery (rural) H – Highway Contract (rural) B – PO Box (also business drops)
11 – 15	Population 1/1/2014
16 – 20	Households 1/1/2014
21 – 25	Population Growth
26 – 30	Average Household Size
30 – 36	Median Age of Householder
37 – 39	Median Rent (\$) Housing
40 – 46	Median Value (\$) Housing
47 – 53	Median Vehicles Households
54 – 60	Median Household Income
61 – 65	Average Household Income
66 – 70	Per Capita Income
71 – 75	Median Age
76 – 80	% HH Income 200K Plus
81 – 87	High Income Average (\$)

B. Key Demographic Percentages

Position	Name
1 – 5	ZIP Code

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6 – 9	Plus 4
10	Carrier Route Flag: C – City Delivery R – Rural Route G – General Delivery (rural) H – Highway Contract (rural) B – PO Box (also business drops)
11 – 16	Population 1/1/2014
17 – 22	Households 1/1/2014
23 – 28	% Owner Occupied Households
30 – 34	% Renter Occupied Households
35 – 40	% White Population, Alone
41 – 46	% Black Population, Alone
46 – 52	% Asian, Pacific Islander Population, Alone
53 – 58	% American Indian and Alaska Native Population, Alone
59 – 64	% Other Race Population, Alone
65 – 70	% Two or More Races Population
71 – 76	% Hispanic Population
77 – 82	% White Non Hispanic Population
83 – 88	% Graduate Degree (25+)
89 – 94	% White Collar Employment

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C. EASI Life Stage Characteristics – Percentages

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10	Carrier Route Flag: C – City Delivery R – Rural Route G – General Delivery (rural) H – Highway Contract (rural) B – PO Box (also business drops)
11 – 16	Households 1/1/2014
17 – 22	% Married Couples no Children
23 – 28	% Married Couples with Children
29 – 34	% Single Parents with Children
35 – 40	% Singles and Unrelated Individuals
41 – 46	% HH Aged under 25 years
46 – 52	% HH Aged 25 – 34 years
53 – 58	% HH Aged 35 – 44 years
59 – 64	% HH Aged 45 – 54 years
65 – 70	% HH Aged 55 – 64 years
71 – 76	% HH Aged 65 – 74 years
77 – 82	% HH Aged 75 and over years
83 – 88	% HH's earning <\$35,000
89 – 94	% HH's earning \$35,000 to \$100,000
95 – 100	% HH's earning over \$100,000

D. Giving Related:

Average Household Consumer Expenditures (\$)

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10	Carrier Route Flag: C – City Delivery R – Rural Route G – General Delivery (rural) H – Highway Contract (rural)

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Position	Name
	B – PO Box (also business drops)
11 – 16	Households 1/1/2014
17 – 23	Cash contributions to charities and other organizations (Average Household)
24 – 28	Cash contributions to church, religious organizations (Average Household)
29 – 33	Cash contribution to educational institutions (Average Household)
34 – 39	Cash contribution to political organizations (Average Household)
40 – 47	Market Value of financial assets (Average Household)
48 – 55	Market Value of savings accounts (Average Household)
56 – 62	Market Value of checking accounts (Average Household)
63 – 68	Market Value of US savings bonds (Average Household)
69 – 76	Market Value of securities (Average Household)
77 – 82	College tuition (Average Household)
83 – 88	Elementary and high school tuition (Average Household)

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**E. Insurance, Home Related:
Average Household Consumer Expenditures (\$)**

Position	Name
1 – 5	ZIP Code
6 – 9	Plus 4
10	Carrier Route Flag: C – City Delivery R – Rural Route G – General Delivery (rural) H – Highway Contract (rural) B – PO Box (also business drops)
11 – 16	Households 1/1/2013
17 – 23	Homeowners and related insurance (Average Household)
24 – 30	Vehicle insurance (Average Household)
31 – 37	Health insurance (Average Household)
38 – 43	Personal insurance and pensions (Average Household)
44 – 49	Life and other personal insurance (Average Household)
50 – 55	Life, endowment, annuity, other personal insurance (Average Household)
56 – 61	Owned vacation home (Average Household)
62 – 66	Airline fares (Average Household)
67 – 72	Funeral expense (Average Household)
73 – 79	Interest paid home equity loans (Average Household)
80 – 86	Mortgage interest (Average Household)

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 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 (Circle geography desired)

- (____) 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 and **With the purchase of any ZIP4 Demographics.**

(____) ZIP Plus 4 Correspondence File \$625 (50% discount)

Total (with ZIP4 correspondence) \$ _____

(____) **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.

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 or FAX to 718 740 7946 to the attention of: R. Katz

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