Demographics you can Trust at a price you can Afford!
Why EASI?

An EASI Purchase Decision
Our Goal Together

EXCELLENCE
Creating Publication Quality Data: More challenging than ever with the 2010 Census!
1960 Census through 2000 Census
Virtually Identical Data Releases
2010 Census Completely Re-designed - Great Care Must be Taken to Create Benchmark Census Data
With EASI Creating the Demographic Data and Updates There will be MORE Data Updates
Challenges for 2010 Census Users

No SF3 – Summary Files with Details is GONE.

ACS Data that has inconsistencies – at various geography levels.

ACS Tabulations alone are not inclusive of the cross tabs users are familiar with. But we **now** have ACS – 5 year and ACS-PUMS.

The 100% Census Questionnaire Only has 10 Census Questions

Inconsistent Data from different Census sources – Census data are not all created the same.
Getting the Census Correct
– Experience Counts

• First, and most importantly, EASI will identify and incorporate the most up-to-date sources available for use with the 2010 Census.

• Next, we will carefully process all the needed input to make up for the loss of SF3 (Summary File Tabulations). EASI will use the ACS (American Community Survey), ACS-PUMS (Public Use Microdata Survey), and as in the past CPS (Current Population Survey) to create the most accurate and reliable data sets. Note: Each source must be evaluated to determine which has the best information.

• EASI will then create the most accurate and consistent 2010 Benchmark possible – Publication Quality. Since the EASI created Census Benchmark will use annually updated ACS multi-year data as input, EASI will re-Benchmark the 2010 Census each year through 2014. That is, EASI will incorporate verified ACS local-based changes into our estimates annually. This is in addition to all the sources EASI presently uses, postal ZIP4 mailable households, Census P26 County data, etc.

• EASI will carefully and extensively utilize the ACS annual, 3 year, and 5 year data sets to enhance the benchmark level data and update it as new years ACS data are released.

• Who’s in charge of getting it right? EASI will be a trusted source with decades of expertise in using external information to improve the Census Bureau’s estimates.

Easy Analytic Software, Inc.
1 800 HOW EASI (469 3274)
EASI Offers **Delivery Systems** for Many Types of Uses

- **The Right Site® for the Web**
  - Paid Access: Executive, Professional, and Advanced
  - Free Access: Census 2010 Demographics

- **The Right Site® Desktop:**
  - Market and Site Analysis Versions

- **The Right Move® Desktop** and for smart phones

- **Custom Demographic Web Portals**
  - For Corporations, Publishers, and Associations

- **EASI Demographics on Demand**
  - Ring Studies, Quick Reports, Demographic eBooks and for others to sell
EASI Offers **Data** for Many Types of Users

**EASI Master Databases**
- All Key Geographies
- Over 2,500 variables and 5-year demographic forecasts

**EASI Special Master Databases**
- Life Stages, Healthcare, Minor Store and Merchandise Lines, Gross Domestic Product, MRI, Time-Use Study, Custom Variables, etc.

**EASI ZIP4 Conversion File**
- EASI ZIP4 Demographic Files
- EASI Carrier Route Demographic Files
Data at the Level YOU Need

- Block Groups
- Census Tracts
- ZIP Codes
- Cities
- Counties
- CBSAs
- States
- US
- ZIP Plus 4 and Carrier Route: EASI developed
- Custom Geographies - School Districts, Congressional Districts...
- Custom Rings – Batch

Easy Analytic Software, Inc.
1 800 HOW EASI (469 3274)
EASI: 1,500 + Clients

EASI - Over 35 Years in the Demographic Data and Software Business

- Ranking
- Location Analysis
- Drive Time Analysis
- Filters & Profiles
- Ring Studies
- Direct Mail Analysis
- Demographic Reports
- Life Stage Clusters
- Analytical Maps

Census Data
Internet Products
Current Year Demographics
1 Year Analysis
Current Year Factories
1 Year Analysis

Demographics are a key component of business analyses:
- site selection
- market analysis
- forecasting
- sales analysis
- direct mail:

The Highest Standards in Accurate Updates.

Value Conscious businesses with little or no research support:

EASI is the cost effective service leader.

EASI products are designed for ease of use of the Internet and desktop:

EASI is there – EASI Significant Variable Report, Profiles, custom derived variables, life stages, etc.

EASI® reports, maps, and charts are designed to make complicated decisions simpler:

Make the EASY Decision!
Testimonials

“Everything works beautifully and reports load very quickly. Our employees love this service. Thanks for being so patient with us in creating this fabulous resource.”

- Donna Orem, National Association of Independent Schools (NAIS)

“The Right Site product is great, easy to use, intuitive, flexible...better than any others I’ve used (and I’ve been through them all).”

- Steven Reider, Bancography

“I have been using demographic reports for years in one capacity or another. Now I’m doing development of various facilities and the fees charged from other companies are just waaaaaaay too high. And your customer service was excellent too. That is why I will be back..”

- Todd Trepke, Compass Building Systems

“Your product The Right Site (BUDDY to our members) remains our most glamorous product. It still gets gasps when I demo it and pull up a chart or a map. Kudos to you all!”

- Marsha Appel, Senior VP, 4A’s
Two Recent Testimonial Quotes

I have truly enjoyed working with EASI data while at Deloitte. It was a wonderful experience to have worked with such a supportive innovative group like EASI. I will miss your sincerity, enthusiasm and immense subject matter expertise with both demographic data and statistical analysis. During the past several years you all have provided me support and through your assistance and guidance I have been able to excel at the projects offered to me.

Joseph R Brzezinski, (Retiring) Actuarial, Risk, & Advanced Analytics Deloitte Consulting LLP

Still really digging the product. I mention it to clients every week! Great stuff.

Patrick Beausoleil Director of Business Development, Highmark School Development, LLC
Reviews and Awards

Success Magazine:

The Best Business CD ROMs Technology Edge Section:

“Using The Right Site economic development executives can, for the first time, quickly and easily pinpoint, for their special promotional purposes, all of their areas’ strengths.”

Entrepreneur Magazine:

The Right Site for the Web is a:

“Recommended Small Business Web Site.”
American Demographics Magazine:

Called our web site:
“A Site to See”

Marketing Tools (American Demographics):

Web sites worth knowing about Section:
“The Easy Analytic Software, Inc. (EASI) site is a big favorite around this office, because it really is ridiculously easy to use. Which makes us feel even better about EASI’s flagship product, The Right Site CD ROM.”
Clients who Re-Sell EASI Demographics

- Sales Development Services
- Conquest Systems through LexisNexis
- eSite, Inc.
- MapMart, Inc.
- MapMuse, Inc.
- Maponics, Inc.
- Channel Marketing Corporation
- Alteryx
Exacting Users Include:

- DELOITTE AND TOUCHE
- FARMERS INSURANCE GROUP
- BANCOGRAPHY
- SALES DEVELOPMENT SERVICES
- NAIS
- STUDENT CURRICULUM IN 200+ COLLEGES
- AAAA
- LEXISNEXIS
- INDETEC
- TELMAR
- GLOBAL INSIGHT USA INC. (WEFA)
- Over 1,500 other Users
EASI is the **Reasonable** Priced Corporate Source

EASI’s Databases are a corporate source for hundreds of analysts across an entire corporation or many divisions of the same parent company.

Master Database and Life Stage Database give all the basics.

Enhanced Database offers an unprecedented array of highly detailed data.

Detailed Databases like: Healthcare, Consumer Expenditures, Retail Trade, Standard Occupational Database, etc.

Specialized for Direct Mail – ZIP4 database and Carrier Route Database and Carrier Route Web site. ZIP4 Conversation file with latitude and longitude.

Customized version of database can be created that remove variables that corporate users should avoid (race, etc.)

Create custom web products and customized geography – school districts, congressional districts, etc.
EASI is a Source for Many

EASI’s Free Web Site is a source for numerous small business development associations, public data users, and over 200 colleges

EASI’s web site is sourced in various textbooks including:

<table>
<thead>
<tr>
<th>Textbook</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing: An Introduction</td>
<td>Philip Kotler</td>
</tr>
<tr>
<td>Retail Management A Strategic Approach (International Edition)</td>
<td>Barry Berman, Joel Evans; Pearson Education Publishing</td>
</tr>
<tr>
<td>Small Business - An Entrepreneurs Business Plan</td>
<td>JD Ryan and Gail P. Hiduke</td>
</tr>
<tr>
<td>Consumer Behavior - Building Marketing Strategy</td>
<td>Hawkins, Best, &amp; Coney, McGraw-Hill Publisher</td>
</tr>
<tr>
<td>Strategic Planning for New &amp; Emerging Businesses : A Consulting Approach</td>
<td>Fred L. Fry, Charles Stoner, Laurence Weinzimmer</td>
</tr>
<tr>
<td>SARE Direct Marketing Manual (an educational Manual for Direct</td>
<td></td>
</tr>
<tr>
<td>Marketing for Farmers)</td>
<td></td>
</tr>
</tbody>
</table>
## Research and Creation

- Robert Katz founded EASI, with one objective: to be a leader and innovator in developing demographic and other business products for the emerging small and home office market and for general demographic business use.
- He has spent over 35 years in the data business (research, sales and management) and has seen PC’s develop to the present day where executives now have real data processing power on their desks. He is a demographic expert who has testified in court.

## Software and Creation

- Edward A. Sussman has been developing Desktop Data Retrieval Software since 1982 and Web Based retrieval systems since 1998.
- He has been collaborating on Demographic Retrieval Products with Mr. Katz since 1987 and is responsible for developing the quality control systems to ensure that EASI data meets the highest industry standards.
EASI Data Products

Demographic Databases from Easy Analytic Software, Inc. (EASI)
## EASI Database Products

<table>
<thead>
<tr>
<th>EASI Master Database 1,900+ current estimates and 625+ demographic 5-year forecasts.</th>
</tr>
</thead>
<tbody>
<tr>
<td>EASI Life Stage Clusters – Millennial/Gen Y; Gen X; Baby Boomers; Silent/Greatest Gen</td>
</tr>
<tr>
<td>40+ Minor Stores 40+ Major Merchandise Lines</td>
</tr>
<tr>
<td>Gross Domestic Product Estimates (NAICS based)</td>
</tr>
<tr>
<td>Health Care Database; Time Use</td>
</tr>
<tr>
<td>MRI Buying Propensity Database</td>
</tr>
<tr>
<td>ZIP Plus 4 Demographics</td>
</tr>
<tr>
<td>Custom Variables – EASI created (Furniture Today)</td>
</tr>
<tr>
<td>Custom Geographies – School Districts, Congressional Districts, sales territories</td>
</tr>
</tbody>
</table>
EASI Databases

- Over 625 demographic variables – 4/1/2000; current; and 5 year forecasts
- Over 600 Consumer Expenditure Estimates with Market Research Analysis
- Specific Sales of Major Retail Stores; Minor Stores and Merchandise lines
- EASI Life Stages
- NAICS Establishment and Employee Counts
EASI MRI Database

- Identify Your Top Prospects
- Locate your Top Prospects
- Learn about your Users
- Pinpoint Sales Potentials
- 26 Buying Propensity Groups
- 3,000 Variables
EASI MRI Database

26 Categories and over 3,000 Variables

- Ailments
- Apparel
- Appliances
- Attitude
- Automotive
- Baby
- Beverages
- Computers
- Electronics
- Family Restaurants
- Fast Food
- Finance
- Grocery
- Insurance
- Internet
- Leisure
- Media Audio
- Media Reading
- Media Watching
- Personal Care
- Pets
- Purchasing
- Sports
- Telephony
- Travel
- Video
A proprietary demographic clustering system:
Sophisticated in design
easy to understand
EASI® LIFE STAGE CLUSTERS

America’s New Neighborhood Social Stratification System

Quickly Find the Have’s, the Have-Not’s, and the Have Plenty’s
We KNOW America!

EASI Life Stage Clusters

- Where do they live?
- Where will they live?
- How old are they?
- Are they married with children?
- How much money do they have?
Inside the EASI Black Box

Step 1
- Begin with a collection of neighborhood (Census Block Groups) demographic data series to learn about what comprises a “neighborhood”.

Step 2
- Through thousands of multivariate analyses, EASI synthesized and identified the independent variables, and their relationship to each other, that form the foundation of the clusters. This statistical foundation of neighborhoods form the basis of “Life Stages”.

Step 3
- Based on the unique variables characterized by the Life Stages concept of independent clusters, EASI was able to replicate and verify the accuracy and utility of their neighborhood prediction model.

Step 4
- Create EASI Life Stages, an understandable, explainable, and statistically relevant group of clusters which comprise a highly predictive neighborhood model of location.
Think of EASI Life Stages this way... life is just a stage I’m going through

"I keep telling myself, this life stage won't last forever!"
Available as an **EASI App** and **EASI API**

EASI developed a **free** mobile app called The Right Move for android and iOS devices (search “The Right Move” or “therightmove”).

The Right Move app is designed for the home and business real estate community.

**The Right Move® API** - EASI is now offering access to our report engines through the free The Right Move API.

No financial risk and usually you can get this API up and running in a short time.

The API will generate Ring Studies and ZIP Code Reports based on EASI’s current updated data using a specially designed list of key variables.
The Right Site® Desktop

Demographic Software from Easy Analytic Software, Inc. (EASI)
The Right Site Desktop

Features

Geographies
- Block Groups
- Census Tracts
- ZIP Codes
- Cities
- Counties
- CBSAs
- States

Tools
- Advanced and Basic Queries
- Profiles Creator
- Sales Potential Creator
- Similar Area Finder
- Rank any Variable

Analyses
- Ring Studies
- Drive Time Analyses
- Thematic Point Maps
- 3 Year Trend Reports
- Significant Variable Report

Report Options
- Standard Reports
- User Defined Reports
- Single Ring and 3 Ring Summaries
- Export to DBF, CSV, Html

---

Easy Analytic Software, Inc.
1 800 HOW EASI (469 3274)
The Right Site Desktop

Product Line

Site Analysis Geographies
- Block Groups
- Census Tracts
- Counties
- States

Market Analysis Geographies
- ZIP Codes
- Cities
- Counties
- CBSAs
- States

Versions
- Advanced
  - Site: $7,500
  - Market: $4,000
  - Both: $9,500
- Professional
  - Site: $2,000
  - Market: $1,000
  - Both: $2,500
- Executive
  - All Geographies: $625

Easy Analytic Software, Inc.
1 800 HOW EASI (469 3274)
The Right Site Desktop

Ease of Use

The Right Site - Advanced Edition - Block Groups ...

File  Reports  Help

EASI ® Quick Reports & Analysis  Site Study Select/Remove Filter  Sales Potential Reports & Analysis

Similar Reports & Analysis  User Profiles & Analysis  Express Save

Select Geography  Help  Exit

Easy Analytic Software, Inc.
1 800 HOW EASI (469 3274)
Demographic Software from Easy Analytic Software, Inc. (EASI)
We Make Decisions Easier

EASI Charts
EASI Tables
EASI Maps
Charts

Miscellaneous: Finance charges excluding mortgage and vehicle
Households by Income
ZIP Code: 60606

- $125,000 to $149,999 (16.8%)
- $100,000 to $124,999 (19.8%)
- $75,000 to $99,999 (16.0%)
- $150,000 and Over (26.4%)
- Less than $15,000 (1.0%)
- $15,000 to $24,999 (0.9%)
- $25,000 to $34,999 (1.4%)
- $35,000 to $49,999 (3.0%)
- $50,000 to $74,999 (14.7%)
# Tables

Top Twenty Analysis by Fastest Growing (4/1/2000 to 1/1/2009)

**CBSAs (Core Based Statistical Areas)**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Palm Coast, FL Total</td>
<td>49,832</td>
<td>94,054</td>
<td>121,455</td>
<td>188.8%</td>
<td>129.1%</td>
</tr>
<tr>
<td>2</td>
<td>Fernley, NV Total</td>
<td>34,501</td>
<td>54,290</td>
<td>66,357</td>
<td>157.4%</td>
<td>122.2%</td>
</tr>
<tr>
<td>3</td>
<td>St. George, UT Total</td>
<td>90,354</td>
<td>140,854</td>
<td>172,748</td>
<td>155.9%</td>
<td>122.6%</td>
</tr>
<tr>
<td>4</td>
<td>Provo-Orem, UT Total</td>
<td>376,774</td>
<td>546,915</td>
<td>622,743</td>
<td>145.2%</td>
<td>113.9%</td>
</tr>
<tr>
<td>5</td>
<td>The Villages, FL Total</td>
<td>53,845</td>
<td>76,412</td>
<td>92,507</td>
<td>143.2%</td>
<td>121.1%</td>
</tr>
<tr>
<td>6</td>
<td>Heber, UT Total</td>
<td>15,215</td>
<td>21,444</td>
<td>25,173</td>
<td>140.9%</td>
<td>117.4%</td>
</tr>
<tr>
<td>7</td>
<td>Greeley, CO Total</td>
<td>180,936</td>
<td>253,880</td>
<td>294,134</td>
<td>140.3%</td>
<td>115.9%</td>
</tr>
</tbody>
</table>
Now with Google Maps!

59 Block Groups Plotted with:
Net Value of checking accounts ($000)
Latitude: 39° 52' 37"
Longitude: -75° 22' 3"

Select a Variable to map:
Market Value of checking accounts ($000)
Total of 59 selected areas: Market Value of checking accounts ($000): 82,504.2

Include Quintiles: A, B, C, D, E

Easy Analytic Software, Inc.
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EASI DEMOGRAPHICS PORTAL

For your audience’s EXCLUSIVE use
IMAGINE – A Demographic Web Portal specific to YOUR constituents!

Comprehensive Demographics and Analysis in a Custom Design

Easy Analytic Software, Inc.
1 800 HOW EASI (469 3274)
EASI can customize your look – by matching our home page design with your corporate image.

Carefully preparing new features or reports or data to fit your specific needs.

EASI can incorporate your special geographies such as stores, or branches, or agents and they can come pre-loaded.

EASI supplies our demographics and web features at a reasonable annual price.
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.

**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 NAIS Detailed 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.
Same Organization: Different Look for Different Members

NAIS Demographic Center: SSS Edition

Reports for 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.

This tool was developed for NAIS by Easy Analytic Software, Inc.
EASI Site with Association Branding:

Over 1,000 Ad Agencies make key decisions for their clients from this site

American Association of Advertising Agencies

Buddy Home
AAAA Home
About Buddy
User Guide
Where to Find...
Help
Definitions
Frequently Asked Questions
Contact Us

Not finding what you need?
Call Research Services at 212-682-2500

Demographic Snapshot Reports
Single geography summary reports on consumer expenditures, demographic profiles and forecasts, retail trade, quality of life, and cost of living.

Demographic Detailed Reports
Single geography detailed data on population, ethnicity, housing, income, employment, education, ancestry, consumer expenditures.

Demographic Table Reports
Generate a table of selected data for all ZIP Codes in a county, or cities in a state, etc.

Ranking Analysis
Rank cities, states, counties, or ZIP Codes by any demographic variable.

Profile Analysis
Generate charts of selected geographies by any demographic variable.

Quick Maps
Create a visual analysis of geographic area, combined with a demographic variable.

CEX Consumer Expenditure Reports
Direct household expenditure reports segmented by...

Easy Analytic Software, Inc.
1 800 HOW EASI (469 3274)
EASI Demographics Engine drives private web site:

Select just the features you need

DEEPER SCOPE

Not finding what you need?
Call iGlobal at (785) 856-8053

Ring Studies
Ring studies are used to determine the characteristics of up to three areas at a specific distance from the location selected by the user.

Profile Analysis
Generate charts of selected geographies by any demographic variable.

This tool was developed for iGlobal by Easy Analytic Software Inc.
Copyright © 2009 Easy Analytic Software Inc.
What does this cost annually?

Corporate-Wide License

Starts at $6,250 to $25,000 depending on geography and data selection

Unlimited access from the Corporate Web Site to agents, managers, brokers, members, etc.
Synergy

Useful, action-oriented information delivered through your own web site ONLY to your users
EASI TESTIMONIALS

Our clients say it all!
Testimonials

“Everything works beautifully and reports load very quickly. Our employees love this service. Thanks for being so patient with us in creating this fabulous resource.”

Donna Orem, National Association of Independent Schools (NAIS)

“The Right Site product is great, easy to use, intuitive, flexible...better than any others I’ve used (and I’ve been through them all).”

Steven Reider, Bancography

“I have been using demographic reports for years in one capacity or another. Now I’m doing development of various facilities and the fees charged from other companies are just waaaaaaaay too high.

And your customer service was excellent too. That is why I will be back.. ”

Todd Trepke, Compass Building Systems
“EASI'S The Right Site have provided the effective tools with which I have been able to evaluate key demographic and market questions for our economic development program. For example, I've used the EASI product to conduct market research for major new investments and expansion projects of Fortune 500 companies, for small business start-ups, as well as for resolving NBA basketball market issues. On the whole, I have not found any other demographic product with as much detailed data and geographic coverage that can be utilized so productively and with such a high degree of reliability.”

Bob Folse
Metrovision
“Wow -- thanks! Thanks, EASI, for an interesting and easy to use site. I have a management consulting practice, and my clients won't believe anything until they see the supporting numbers. Thanks to you, I can get them fast.”

Phil Marsosudiro
Archipelago Management Resources, Inc.
Testimonials

“We are regularly using ring studies on each community that we sell in. We have amazed our clients with this marketing information. And we clearly have new clients as a result of this final piece of marketing info. My sales people like it and that's saying a lot.”

Randel Oaklief
President, Creative Marketing of America

“The wealth of relevant data available with The Right Site is intelligently organized and at an unbelievable price!”

William Davenhall, President
Davenhall Associates
Testimonials

“You have a very good product and the best support I have ever experienced.”

   Jack Dunning, Dunning Diversified LLC

“Using EASI as my source for updated demographics, compared to all the other companies, saved me $12,000 per year!”

   Cecellia Wandiga, Policy Analysis & Research Group (PARG), Inc.

“The Right Site is getting easier and easier to use - I love it!”

   Ruth Anne Tobias – Northern Illinois University

“We are delighted with your The Right Site software! The ease of use, as you promised, is a reality.”

   Denis Healy, Market Research
Cartoon Corner

The Lighter Side of Demographics
by Steve Breslow
We got all the EASI updated data and saved so much!
I missed the seminar on how to print Non-EASI reports!
I thought the Non-EASI mapping software would kill me!
When I teach EASI software, they don’t have time to nap!
For immediate service you should have bought EASI.
EASI

Demographics you can Trust at a price you can Afford!

Please call to learn more about how EASI can fill your Demographic Needs

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1 800 HOW EASI (469 3274)