



The EASI Master Database

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 2020 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.

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 (three-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.

At our web site www.easidemographics.com you can compare the reports and data contained in **The Right Site** – Executive, Professional, or Advanced) and determine which one is right for you.

The EASI Master Database

The EASI Master Database represents the complete data publishing library of Easy Analytic Software, Inc. The collection includes over 2,500 variables and is updated annually. Part of this annual update is the re-benchmarking of the ZIP Code data to current year ZIP Code geographies.

This product is available in both Comma Separated (CSV) and dBase (DBF) formats and includes all 8 EASI Geographies:

Block Groups • Census Tracts • ZIP Codes • Cities • Counties • CBSAs • States • US

Standard Master Database Components

-  **Complete Demographic Estimates (2020, Current Year, Five-Year Forecast)**
The demographic estimates are derived from Census Benchmarks and contain over 1,100 variables including: Population, Household, Income, Income by Race, Ancestry, Education, Employment, Population by Age, Sex and Race and Gender Income by Age of Head of Household – special age breaks, and more.
-  **Consumer Expenditure Data (Current Year, Five-Year Forecast)**
The Consumer expenditure estimates (over 30 broad groups and over 600 detailed variables) represent a model of spending potential. These variables are helpful in analyzing potential. Is there an opportunity to open a certain product/store-based on possible local demand? Are specific products/stores performing up to their market possibilities?
-  **Retail Trade (2012, Current Year, Five-Year Forecast)**
Retail Sales measure the *actual* sales of 13 specific Store Groups within geographies. Store Retail Sales are a key measurement of what is actually sold in an area. Required in determining the viability of opening a store.
-  **Quality of Life**
EASI® Quality of Life Variables are a diverse collection of 20+ variables including both absolute data (weather measures) and relative indices (local crime model) to help evaluate the quality of life of specific areas.
-  **EASI Profiles**
The 39 EASI® Profiles are uniquely derived variables (based on a rank analysis) developed to allow users to measure the relative concentration of key social characteristics including education level, wealth, home ownership.

i Sales Potentials

The 10 EASI® Sales Potential are individually derived variables developed to allow users to measure the relative concentration of key buying characteristics and cultural characteristics including presence of museums, schools, medical facilities.

i Cost of Living

These 10 measures help evaluate how areas are affected by Price Deviations compared to Average Deviations.

i Business Employment and Counts

Nineteen broad categories and 250+ detailed variables identifying actual establishment and employment counts within a specific area.

Add On MDB Components (call or email for prices)

i EASI Enhanced Master Database (2020, Current Year, Five-Year Forecast)

The Enhanced Master Database has increased detail, primarily by Race and Gender, for key Tables including Households by Age/Race, Employment Status by Gender, and Education Attainment by Age, Race, Gender.

i EASI Life Stage Clusters (2020, Current Year, Five-Year Forecast)

Use the 84 EASI Life Stage Clusters to determine what types of Households dominate a neighborhood and how they are expected to spend their money.

i Major Merchandise Lines and Minor Store Group Sales (2012, Current Year, Five-Year Forecast)

EASI Merchandise Line and Minor Store groups represent *actual* sales of 45 product types and over 55 Minor Stores based on geographic locations. Retail Sales of Minor Stores measure the *actual* sales of 40+ specific Store Groups within geographies. Merchandise Lines identifies actual sales of specific types of products. Both of these are essential in evaluating sales and store performance.

The EASI Master Database Data Categories

DEMOGRAPHICS

- Ancestry, Arab Country of Origin
- Ancestry, Asian Country of Origin
- Ancestry, Country of Origin
- Ancestry, Hispanic Country of Origin
- Ancestry, Sub-Saharan African Country of Origin
- Ancestry, West Indian Country of Origin
- Demographic Profiles
- Education, Detailed Characteristics
- Employment, Detailed Characteristics
- Households, Detailed Characteristics
- Housing, Detailed Characteristics
- Income, Distribution by Age of Householder
- Income, Family Characteristics
- Income, Household Characteristics
- Income, Racial Characteristics
- Population, Detailed Characteristics
- Population, Distribution by Age, Race, Gender
- Population, Family Characteristics
- Population, Racial Characteristics

CONSUMER EXPENDITURES

- Current Year Estimates
- Five-Year Forecasts

RETAIL SALES

- Total Retail Sales
- Retail Sales by Store Groups

BUSINESS COUNTS

- Employee Counts (Broad)
- Employee Counts (Detailed)
- Establishment Counts (Broad)
- Establishment Counts (Detailed)
- Occupation Counts

MISCELLANEOUS

- Cost of Living
- EASI Profiles
- Quality of Life (includes Crime and Weather)
- Sales Potentials

ADD-ON DATABASES

- Life Stage Clusters
- Minor Store Group Sales
- Major Merchandise Line Sales

[Click here to see all data elements in the EASI Master Database](#)

The EASI Master Database can answer a multitude of questions

Advanced Demographics Answers Questions such as:

- 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 such as:

- Is there an area dominated by rental units or owners?
- 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 such as:

- Are there lots of museums?
- Are 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 such as:

- Is this a safe area to live?
- What are the overall distinctive qualities of the weather?

Major Retail Store Groups

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

CPI

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

Consumer Expenditures – CEX – Available by race and ethnicity as well as a separate database

What Products or Stores *Should* the Population of 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)?



Business Employment and Counts (NAICS)

What Kinds of and Size are the Businesses that Occupy this area?

Order Form

Yes, I'd like to order the EASI Master Database!

Name _____ Title _____

Company _____

Address _____

City _____ State ____ ZIP _____

Phone (____) _____ Fax (____) _____

Email _____

(____) **EASI Master Database** Includes: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and US – \$9,500
(Corporate use \$95,000).

(____) **EASI Master Database with Site Analysis Geography** Includes: Block Groups, Census Tracts, Counties, States, and US – \$7,500
(Corporate use \$75,000).

(____) **EASI Master Database with Market Analysis Geography** Includes: ZIP Codes, CBSAs, Cities, Counties, States, and US – \$4,000
(Corporate use \$40,000).

Please circle desired format CSV or DBF

(____) **Free** Electronic delivery

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

Total Amount \$ _____

Signature for Billing _____

Notes: Multiple copy and not-for-profit discounts available; NY and NJ orders will be charged state sales tax

Circle one: Payment by Credit Card or Check

* If payment by credit card please call 800 469-3274



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