



EASI ® Internet Licenses - 2010

Introduction

Easy Analytic Software, Inc. (EASI) is a New York-based independent developer and marketer of demographic data and software solutions that provide reports and maps with unique search and analysis tools. EASI provides targeted site analysis software and updated demographics and related data for standard (Block Groups, Census Tracts, ZIP Codes, Cities, Counties, CBSAs, States, and the US) and customized geographies. Included with all software is an easy to use mapping tool that does address lookups, point maps, ring studies, create quintile analysis, and more. EASI has been in business since 1995 with over 1,500 clients who use our databases, software, and 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 2000 Census. Thousands of corporate, magazines, colleges and other users go to our site for their Census demographics.

Internet Licenses – 4 Choices

Easy Analytic Software, Inc. (EASI) offers 4 Internet licenses. These annual licenses are designed to meet a variety of demographic needs. Our web products allow users fast, simple access to current demographic data, analysis, and mapping. The features include; address lookups, basic mapping, analysis, standard reports for all geographies, trend reports, EASI ® Significant Variable reports and 3-ring site selection reports.

All Internet licenses offer these standard geographies: Block Groups, Census Tracts, ZIP Codes, Cities, Counties, CBSAs, States, and the US. Custom geographies can be arranged for FCC geographies, sales territories, etc.

All Internet products provide the same features - the amount of data or number of available reports is different. **Note: Each July an update will be provided.**

1. The Right Site ® for the Web – Executive Report – is a perfect entry-level product for users who need just the essential current information available at their fingertips. This product includes: population, households, income, race, median age, employment, and other key data – over 40 variables. The standard version of this includes *all* geographies: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US *Note: Internet publishers can link from their sites*

directly.

2. The Right Site ® for the Web – Professional Reports - is a designed for *analysts* who need a broad spectrum of geographically oriented data. These analysts work for companies who regularly require demographics for decisions for location analysis, real estate planning, advertising, sales, marketing, or potential analysis. Internal corporate or outside consultants will find this a great tool with instant access to key information (326 demographic variables). The available reports include: demographic details such as an age by sex, race by households, income, family characteristics (including income) education, housing, and many other key demographic characteristics. Other variables include; basic Consumer Expenditures, Retail Sales and Store Groups, Quality of Life, and other important marketing information. All demographic variables contain 4/1/2000 (benchmark), 1/1/2010 (current estimate); and 1/1/2015 (forecast).

Reports in The Right Site for the Web – Professional

Section - General Summary Report

1. Executive Summary

Section - Demographic Reports

1. Population Detailed Characteristics
2. Households Characteristics
3. Housing Characteristics
4. Housing Detailed Characteristics
5. Household Income Distribution
6. Families Characteristics
7. Education Characteristics
8. Total Population by Age and Sex
9. Families by Income Distribution
10. Non-Families by Income Distribution
11. Employment by Place of Residence

Section - General Consumer Expenditure Reports

1. CEX Summary Report and Analysis (CEX)

Section - Retail Sales, Retail Stores, and Food Service

1. Retail Store and Food Service

Section - Cost of Living (CPI)

1. Cost of Living

Section - EASI Quality of Life

1. Quality of Life

Section - General Employment and Establishment (by Place of Work)

1. Employment and Establishment (by Place of Work) (21 Broad-based categories for employment and establishment)

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Section - EASI Profiles, Sales, and Other Potentials

1. EASI Profiles
2. EASI Sales and Other Potentials
3. Significant Variables Report

Section - Trend Reports (4/1/2000; 1/1/2010; 1/1/2015)

1. Population Detailed Characteristics
2. Households Characteristics
3. Housing Characteristics
4. Housing Detailed Characteristics
5. Household Income Distribution
6. Families Characteristics
7. Education Characteristics
8. Total Population by Age and Sex
9. Families by Income Distribution
10. Non-Families by Income Distribution
11. Employment by Place of Residence
12. Retail Sales and Store Groups

3. The Right Site ® for the Web – Advanced Reports – is our most comprehensive collection of data for sales, marketing, and demographic analysis. Users of the Advanced need access to a myriad of demographics for reports and analysis. The Advanced is also an ideal reference source for those who need access to key information throughout the year. This version, with over 1,900 variables, offers analysts massive amounts of data and reports with an easy to access interface.

With over 100 standard reports incorporating data such as: age by sex *and* by race and ethnicity, race by households, income by households *by* race and ethnicity, family characteristics (including income), education, housing, business employment and counts, 600+ consumer expenditure estimates, Retail Sales and Store Groups, Quality of Life, and many other key variables. All demographic variables contain 4/1/2000 (benchmark), 1/1/2010 (current estimate); and 1/1/2015 (forecast).

→→→Advanced Users ONLY – includes Life Stage Analysis as well – FREE!

EASI will also prepare a custom Web report for each subscriber to the Advanced. This will give a user an opportunity to customize the exact report that will combine all the key variables that are important to them. (EASI can also develop special private or multiple versions as well. Call for details.)

Reports in The Right Site for the Web – Advanced

Section - General Summary Report

1. Executive Summary

Section - Demographic Reports

1. Population Detailed Characteristics
2. Households Characteristics
3. Housing Characteristics
4. Housing Detailed Characteristics
5. Household Income Distribution
6. Families Characteristics
7. Education Characteristics
8. Total Population by Age and Sex
9. White Population by Age and Sex
10. Black Population by Age and Sex
11. Asian Population by Age and Sex
12. Other Population by Age and Sex
13. Hispanic Population by Age and Sex
14. White Non-Hispanic Population by Age and Sex
15. White Households by Income Distribution
16. Black Households by Income Distribution
17. Asian Households by Income Distribution
18. Other Households by Income Distribution
19. Hispanic Households by Income Distribution
20. White Non-Hispanic Households by Income Distribution
21. Families by Income Distribution
22. Non-Families by Income Distribution
23. Employment by Place of Residence
24. Household Income Distribution by Age of Householder
25. Hispanic Ancestry
26. Asian Ancestry
27. Country of Ancestry Variables

Section - General Consumer Expenditure Reports

1. CEX Summary Report and Analysis

Section - Detailed Consumer Expenditure Reports

1. CEX Tobacco Products, Supplies Report and Analysis
2. CEX Utilities, Fuels, and Public Services Report and Analysis
3. CEX Alcoholic Beverages Report and Analysis
4. CEX Entertainment Report and Analysis
5. CEX Personal Care Products, Services Report and Analysis
6. CEX Miscellaneous Report and Analysis
7. CEX Insurance and Banking Report and Analysis

8. CEX Food (Supermarket) Store Report and Analysis
9. CEX Health Care, Drugs, Medical Related Report and Analysis
10. CEX Household Furnishings Report and Analysis
11. CEX Personal Services Report and Analysis
12. CEX Pets, Toys, and Playground Report and Analysis
13. CEX Reading and Education Report and Analysis
14. CEX Real Estate and Housing Report and Analysis
15. CEX Restaurant Potential Report and Analysis
16. CEX Automotive Report and Analysis
17. CEX Apparel and Accessories Report and Analysis
18. CEX Appliances, TV, Radio Report and Analysis

Section - Retail Sales, Retail Stores, and Food Service

1. Retail Store and Food Service

Section - Cost of Living (CPI)

1. Cost of Living

Section - EASI Quality of Life

1. Quality of Life

Section - General Employment and Establishment (by Place of Work)

1. Employment and Establishment (by Place of Work)

Section - General Employment and Establishment (by Place of Work)

1. Employment and Establishment (by Place of Work) (21 Broad-based categories for employment and establishment)

Section - EASI Profiles, Sales, and Other Potentials

1. EASI Profiles
2. EASI Sales and Other Potentials
3. Significant Variables Report

Section - Trend Reports (4/1/2000; 1/1/2010; 1/1/2015)

1. Population Detailed Characteristics
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12. Other Population by Age and Sex

13. Hispanic Population by Age and Sex
14. White Non-Hispanic Population by Age and Sex
15. White Households by Income Distribution
16. Black Households by Income Distribution
17. Asian Households by Income Distribution
18. Other Households by Income Distribution
19. Hispanic Households by Income Distribution
20. White Non-Hispanic Households by Income Distribution
21. Families by Income Distribution
22. Non-Families by Income Distribution
23. Employment by Place of Residence
24. Household Income Distribution by Age of Householder
25. Hispanic Ancestry
26. Asian Ancestry
27. Country of Ancestry Variables
28. Retail Sales and Store Groups

4. The Right Site ® for the Web – EASI® Life Stage Clusters

EASI has developed a simplified clustering system called Life Stages which forms a neighborhood social stratification system. A primary goal of the EASI development effort has been the creation of a cluster system based on a Life Stage model. Life Stage Clusters are a neighborhood classification system based on the crucial factors that determine life's key decisions. It is a community-oriented scheme that identifies and quantifies the factors that are involved in moving to a specific location. To accomplish this goal EASI's statisticians have spent hundreds of hours analyzing thousands of multivariate models against the vast EASI demographic database, and organizing the results into a simplified system designed for non-statisticians.

Life Stage Database - Three years of estimates; Census; current year and a five year forecast

Life Stages is a separate product available at the EASI web site - see fax order form.

FAX Order Form for The Right Site ® for the Web

Yes, I'd like to order an EASI Internet License!

Name _____ Title _____

Company _____

Address _____

City _____ State ____ ZIP _____

Phone (____) _____ Fax (____) _____

Email _____ NY orders will be charged NY State sales tax

Multiple users: The first user license is full price; for 2 to 5 users the annual license price is 1.30 times the first User License; for 6 to 10 users the annual license price is 1.55 times the first User License; for 10 to 15 users the annual license price is 1.75 times the first User License; for 15 to 20 users the annual license price is 1.90 times the first User License; for more than 20 the annual license price is 2.00 times the first User License.

→→ Corporate User terms and conditions: This Agreement grants access rights to **The Right Site ® for the Web** only to users that are part of the *same* corporation. EASI will develop a special web page controlled by the corporation that will allow access to corporate users that are properly identified. Corporate User stipulates that it will develop a username/password system to prevent non-corporate entry to the site. In addition Corporate User understands that **The Right Site ® for the Web** (copyrighted) reports are for the internal use and analysis of the Subscriber and cannot be provided to other third parties, clients, etc. without a separate written agreement with EASI.

(Signature is required even if not part of a credit card transaction)

Yes, I understand and agree to the terms and conditions

Subscriber Signature _____ **Date** _____

Circle one: American Express MasterCard VISA Note:

Card # _____ Expiration _____

(___) **The Right Site ® for the Web – Executive Report** – Single User \$250 (Corporate Use (\$2,500))

(___) **The Right Site ® for the Web – Professional Reports** – Single User \$625 (Corporate Use \$6,250)

(___) **The Right Site ® for the Web – Advanced Reports** - Single User \$2,500 annual (Corporate Use \$25,000)

(___) **The Right Site for the Web - EASI® Life Stage** - Single User \$2,000 annual
(Corporate Use \$20,000)

Total Users (___) → Total Price _____

(___) Please give me a call for Single Use.

There are not-for-profit or government discounts available.
FAX to 856 931 4115 to the attention of: Robert Katz