

# The Right Site ®

Demographic Software

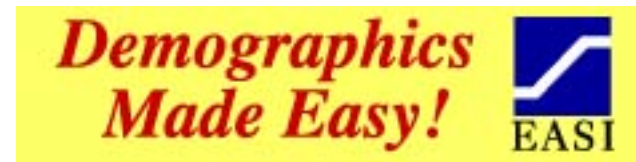
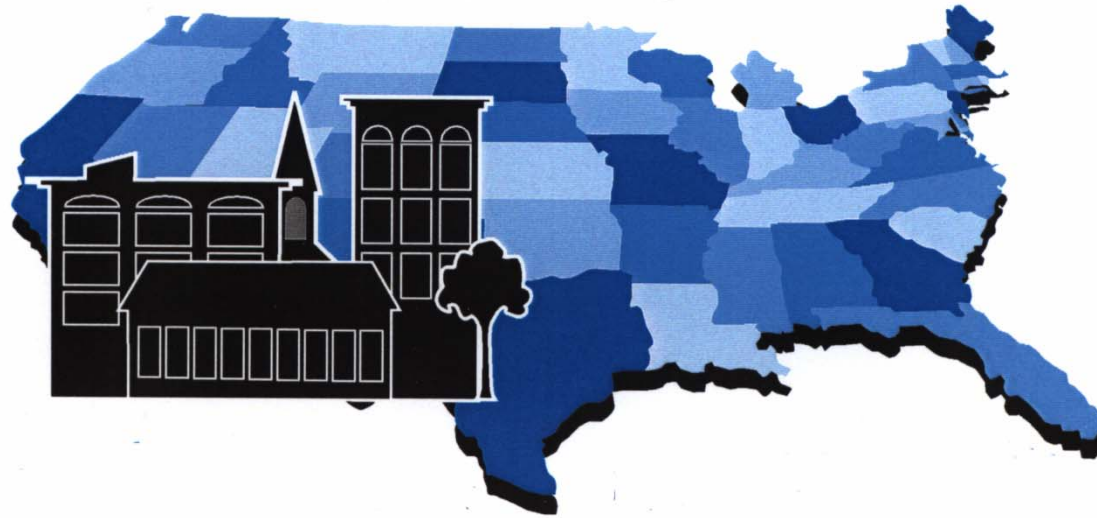
From

Easy Analytic Software, Inc. (EASI)

# How to Learn About EASI

- 1. Who is EASI?
- 2. EASI Software - the Features.
- 3. Review (Testimonials, Clients, Other Products, and Cartoons).

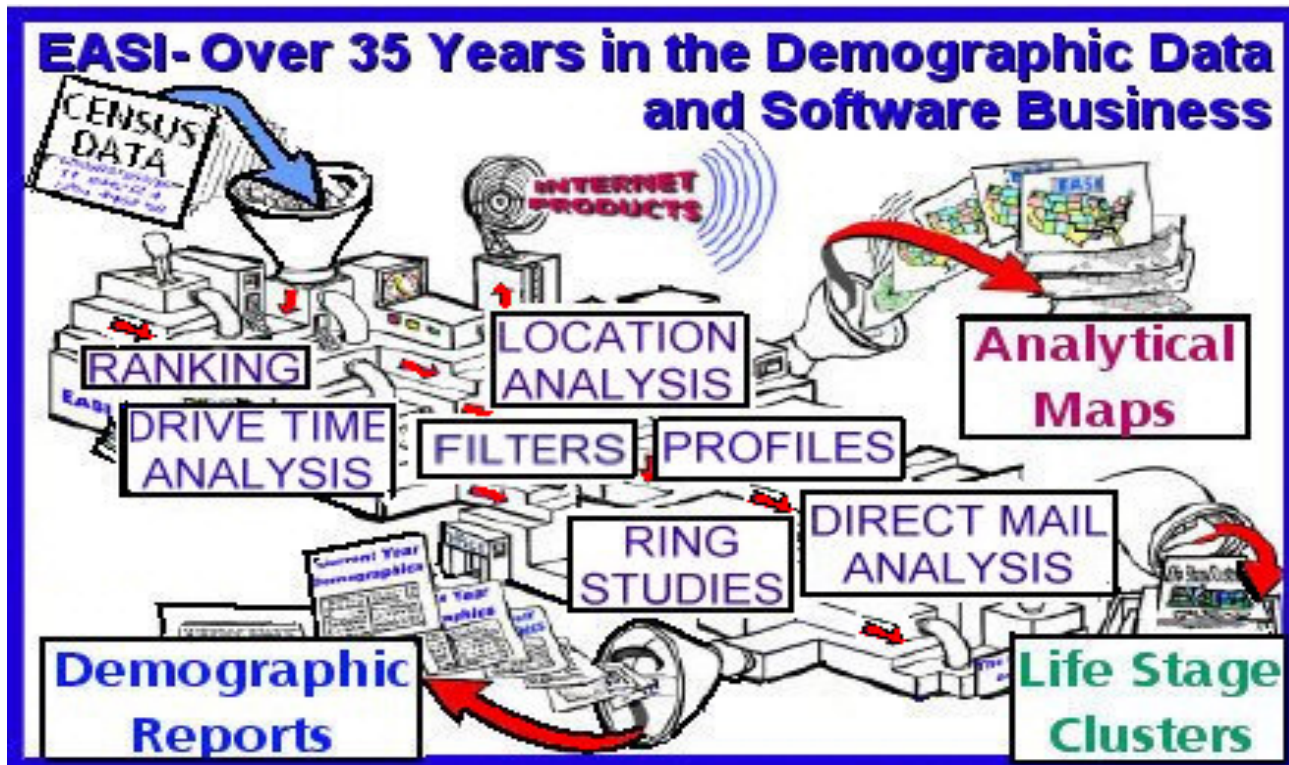
# 1. Who is EASI?



# Who is EASI?

- At Easy Analytic Software Inc. (EASI) we have decades of experience working with the most complex systems of Census and client's data and with data analysis. Our analysts and programmers are **innovative** experts in working with demographics and software.

# 35 Years Experience Plus



# EASI Database Products

- EASI Master Database - 1,900+ current estimates and 625+ 5-year forecasts (users can purchase any of the 8 standard geographies).
- 40+ Minor Stores and 40+ Major Merchandise Lines
- Gross Domestic Product Estimates (NAIS based)
- Custom data (created from a Census)
- ZIP+4 Conversion File - Geographic conversion of ZIP Plus 4 codes to Block Groups, Census Tracts – includes latitudes and longitudes for each current ZIP Plus 4.

# Easy Analytic Software, Inc.

- Easy Analytic Software, Inc. (EASI) is a New York based independent developer and marketer of demographic data, demographic software, and a re-seller of desktop mapping. We pride ourselves on having the most accurate data, combined with highly intuitive software and the best service in the industry.

# EASI Software Products

- EASI sells a variety of software and data products. EASI offers data bundled versions of their software – bundled with different geographies. There are a total of 8 standard geographies and many users buy both versions
- **The Right Site® – Market Analysis** includes ZIP Codes, Cities, Core Based Statistical Areas, Counties, States, and the US.
- **The Right Site® - Site Analysis** includes Block Groups, Census Tracts, Counties, States, and the US.
- **The Right Site® for the Web** – offers great value with all EASI standard reports (over 70 standard versions) with Street lookup and mapping. Includes all geographies. Available for Enterprise (corporate) or Dissemination (members or subscribers) license.
- Note: The features described all include street lookups and ring studies - export of data is a desktop-feature only.

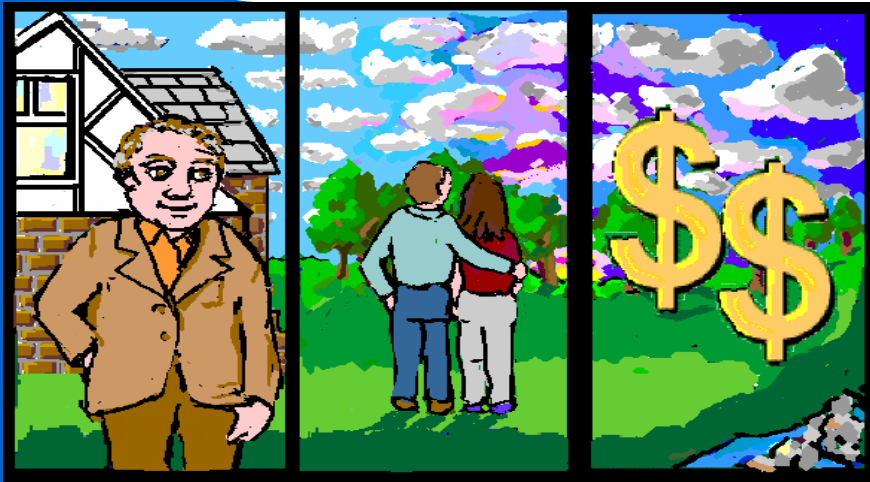
# EASI Software Products and Some Key Features

- Advanced – with address lookup, analysis (filter the database), mapping variables, and an EASI unique Significant Variable Analysis (identifies all key variables for each geography in descending order of importance). Query (find your exact specifications), Profiles (standard and custom), Sales Potentials, and an EASI Similar Analysis. 117+ Reports.
- Professional – Same features with 625+ key data elements and forecasts. 30+ Reports.
- Executive – Same features with 50+ basic data elements.

# EASI Software and Data

- EASI offers true demographic software combined with their own copyrighted databases (over 2,500 variables are updated and forecasted for all standard and current geographies). Data can be bought with or without software for desktop or web site use.
- EASI offers specialized updates of thousands of other variables

# 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*

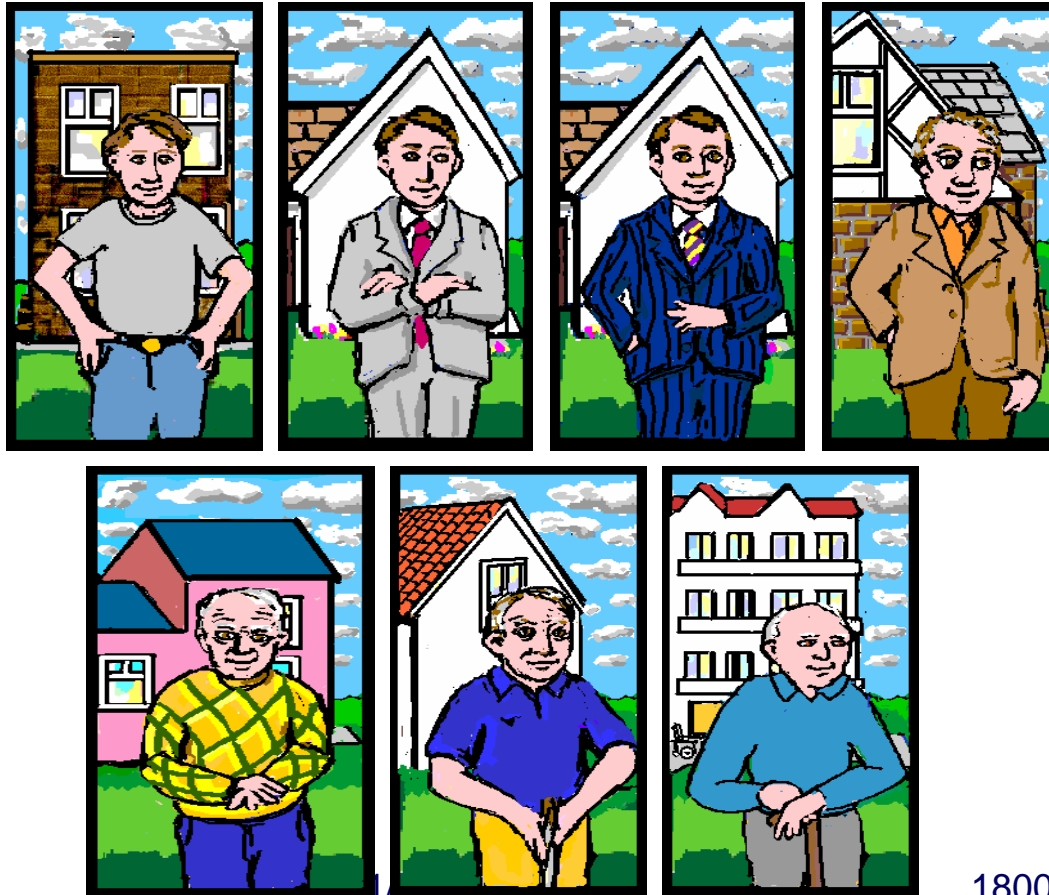
**“Life is just a stage I’m going through.”**

**The following variables are the key to understanding neighborhood selection:**

- **Age of Head of Household**
- **Marital Status**
- **Income Level**

# Age of Head of Household

Very Young (Under 25 Yrs); Young (25 to 34 Yrs); Middle Age (35 to 44 Yrs); Late Middle Age (45 to 54 Yrs); Nearly Senior (55 to 64 Yrs); Senior (65 to 74 Yrs); Oldest (75 Plus Yrs)



# Marital Status

**Married  
With  
Children**



**Single  
Parent With  
Children**



**Married No  
Children**



**Non-Family  
(& Unrelated  
Individuals)**



# Income Level

Lower  
Income



Moderate  
Income



Higher  
Income

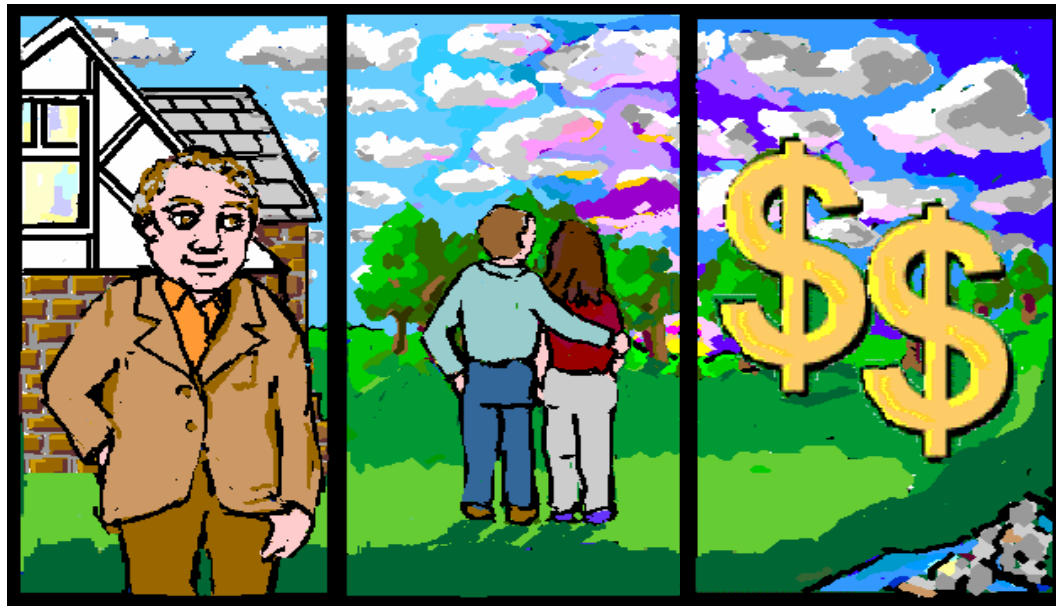


# Life Stage Example:

45 to 54 Yrs

Married  
No  
Children

Households  
Earning  
Moderate  
Income



## Continued Example:

This is Cluster #43 –

Late Middle Age (45-54), Families No Children, with Moderate Income

- Economic Power (Median Income) = \$51,521    Rank = 35
- *(How does this group compare economically to all the other clusters? It is the 35th richest, with a median income of \$51,521.)*
- Total Households (13.221 %US) = 15,039,728    Rank = 1
- *(Of the nation's total households 15,039,728 are represented in the sum of all the neighborhoods in this cluster group. It is the largest with a rank of 1)*
- *The list on the next pages shows the top autonomous variables including both, demographics and consumer expenditures, that were most associated with this Life Stage cluster.*

## **Continued Example:**

**This is Cluster #43 –**

**Late Middle Age (45-54), Families No Children, with Moderate Income**

### **Demographically Associated Variables**

- **Households, Median Vehicles**
- **Population Aged 45 to 54 Years**
- **Population, Females and Males Married (Pop 15+)**

## Continued Example:

This is Cluster #43 –

Late Middle Age (45-54), Families No Children, with Moderate Income

### Common Consumer Expenditures

- Interest paid, home equity loan *i.e. paying off homes)*

# 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



# **EASI Life Stages *Combined* with EASI/MRI Propensity Reports**

- EASI has created over 3,000 detailed estimates across 26 Product Category Reports.
- These combined data and reports offer users market research on who buys or uses products by geographic location and by life stage.
- This collective information gives advertisers a way to identify the best target groups (Life Stages) for their products.
- Marketers (manufacturers) can now identify where their best prospects live to maximize effectiveness.
- Sales managers can pinpoint precisely sales potentials based on estimated propensity of their products and them as a measuring guide to analyze a sales person's actual results.
- With these joint data users have a unique analysis tool that will impact their knowledge base about their products and create better results by incorporating this information into their business plans.

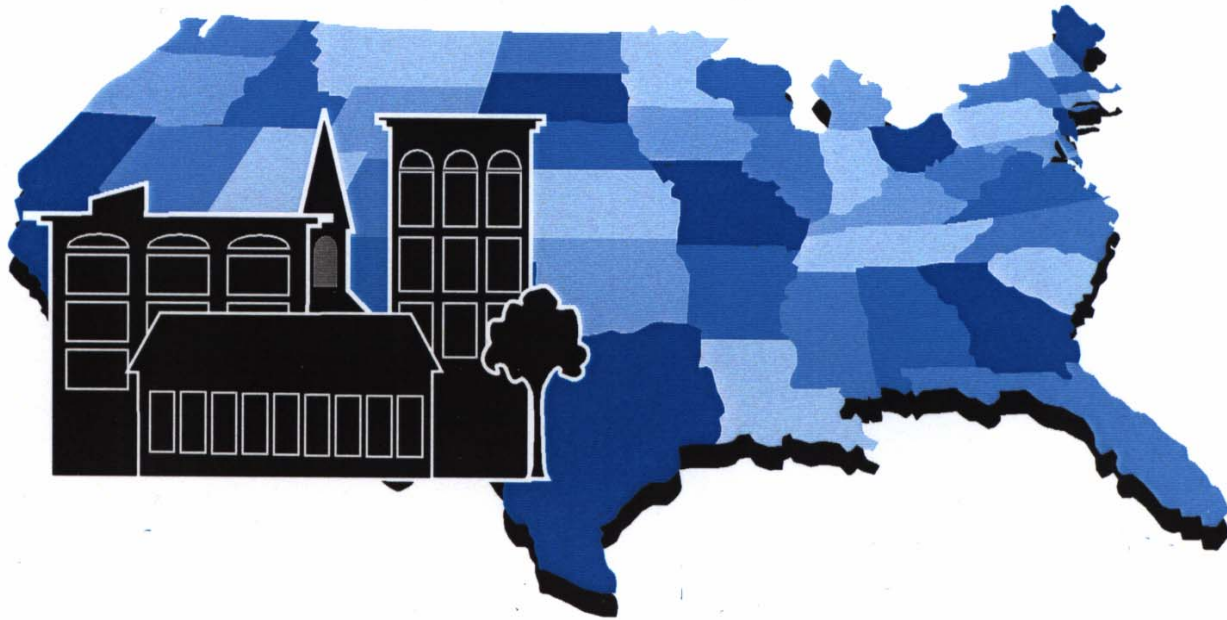
# The 26 Propensity Reports with Over 3,000 Categories

- Ailments, Remedies, etc.
- Apparel
- Appliances
- Attitudes
- Automotive and Aftermarket
- Baby
- Beverages
- Computers
- Electronics
- Family Restaurants and Steak Houses
- Fast Food
- Financial
- Grocery
- Insurance
- Internet
- Leisure
- Media Audio
- Media Read
- Media Watch
- Personal Care
- Pets
- Purchasing
- Sports
- Telephony
- Travel
- Video

## 26 EASI/MRI Reports ...

- For Online Use with software to aid analysis
- Database (single report) – for Internal Analysis
- Note: Ad Agencies; Newspapers; magazine Publishers (Special Arrangements can be made)

## 2. EASI Software - the Features



# The Right Site ® Software Features

- Simple to interpret standard demographic reports.
- EASI provides targeted demographic data and other data (key data for many industries in pre-arranged reports).
- Basic Mapping with site (location) analysis (3 ring studies) – by radius rings, with street address lookup (desktop in most versions of free on the Internet)
- Pre-arranged demographic Profiles (clusters) and user created (choose your own key variables).
- Sales Potential Analysis – allocate potential sales to standard geographies
- Trend Reports (Census, current, and five year projections).
- Special versions of The Right Site which integrate ZIP+4 data with demographics (Direct Mail); and another version that creates or revises Territories based upon key demographic characteristics (Territory Creator); FCC Edition summarizes the data to standard FCC geographies, and a version for the home and education market (The Right Move ®).
- Really easy to use – see our testimonials.

# The Choices ... Census, Executive, Professional, and Advanced

- On the Web
- Desktop (same department)
- Enterprise License for distribution throughout an organization (e.g. same corporation)
- Dissemination License to members/users of a magazine, specialized group, association, etc.

# Dissemination to ALL Members

**What Local Consumer Market Analysis?**  
**GO TO [www.furnituretoday.com](http://www.furnituretoday.com)**

**EASI Site Selection Report & Analysis**



**Basic Census Data is FREE!**

Click on the **Research** button, then click on the link to **EASI Market Data Reports for FREE**. Census data and online access to a wealth of additional information specifically about **YOUR CUSTOMERS**.

By joining forces with **CRF ANALYTIC SOFTWARE, INC.**, Furniture Today is able to bring this critical data to your desktop and the internet... **ABSOLUTELY FREE!**

Plus... **EASI** has developed a special Furniture Today edition of its software using **FRANCOIS'S FURNITURE TODAY'S** proprietary Consumer Index Furniture Study.

Furniture Today's first major survey of 81,000 consumers is available in the **EASI** software to use for better purchases and better pricing and results. By incorporating this highly detailed and accurate information with **CRF's** software to produce a variety of sales and reporting analyses.

Furniture Today's Consumer Buying Patterns Study is something you need to make informed decisions about selling to new client segments, sales objectives and market potential. Information on how to purchase this exciting software is also available at the Furniture Today web site.

Click on **Industry** and **News**, **Market** section and **Company** links.

**FURNITURE TODAY**  
 The Complete Information SOURCE for the Furniture Industry  
 7500 Woodland Plaza Dr., Suite 200 • Glenview, IL 60025  
 www.furnituretoday.com

**Summary Report**

**Product Demographic Report**

Product	Age	Income	Education
Product 1	25-34	\$15,000-\$24,999	High School
Product 2	35-44	\$25,000-\$34,999	College
Product 3	45-54	\$35,000-\$44,999	College
Product 4	55-64	\$45,000-\$54,999	College
Product 5	65+	\$55,000-\$64,999	College

Find more **EASI** Data -  
 Visit **Research** and **Company** of  
**CRF** and **FURNITURE TODAY** in our website  
[www.furnituretoday.com](http://www.furnituretoday.com)

# With Your Own Web Site

## *The Right Site*<sup>®</sup> and **FURNITURE/TODAY** Edition

### The Right Site F/T for the Web - 2004 Updated Reports

EASI Quick Reports



EASI Ring Studies  
Site Selection with Maps



EASI Quick Maps



EASI Rank Analysis



EASI Profile Analysis



EASI Help



# Site Available to your Members



- ▶ [Log In/Out](#)
- ▶ [Update My Profile](#)
- ▶ [View Shopping Cart](#)

[About NAIS](#)

[Career Center](#)

[Admission and Financial Aid](#)

[Publications](#)

[Conferences and Programs](#)

[Government Relations](#)

[Equity and Justice](#)

[Resources and Statistics](#)

- ▶ [Demographic Center Home](#)
- ▶ [Help](#)
- ▶ [Definitions and FAQs](#)
- ▶ [Contact Us](#)
- ▶ [StatsOnline](#)
- ▶ [NAIS Home](#)

## The NAIS Demographic Center

This new demographic tool, which is free for NAIS member schools, allows you to run several reports. Use these data to enhance your admission outreach efforts.

As a first step in using the NAIS Demographic Center, we encourage you to run the NAIS Standard Reports. They include variables that have been especially selected for their relevance in the decision-making process for independent school administrators. Once you feel familiar with these reports, we invite you to try the Other Reports, which provide a more sophisticated analysis of the demographic trends.

## NAIS Standard Reports

### [Executive Summary Reports](#)

The two summary reports include key demographic variables (e.g., school population, households, income, race/ethnicity, educational attainment) in the geographic area of your choice. [Read more.](#)

### [Detailed Reports](#)

The two detailed reports include a longer list of demographic variables (e.g., school population by gender, population in public or private school, household income by race/ethnicity, educational attainment) in the geographic area of your choice. [Read more.](#)

# Or Even Add Your Own Touch ...

**MultiAd**

*One company. Many solutions.*

## **MyDemographics** *MultiAd 2004 Updated Reports*

**EASI Quick Reports**



**EASI Ring Studies  
Site Selection with Maps**



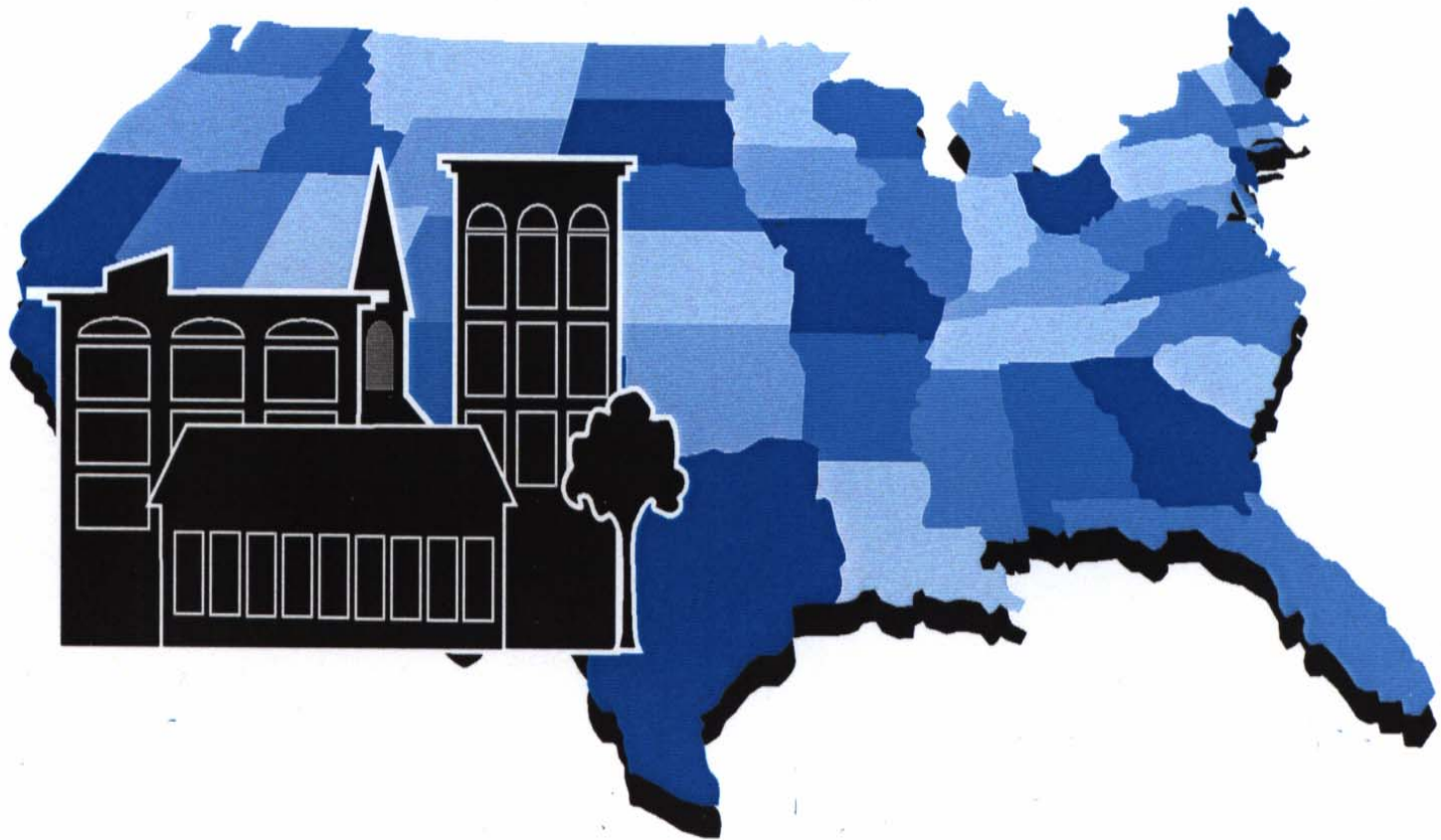
**MultiAd - Newspaper  
Market Reports**



## Publishers - Sell EASI Automatically Generated Ring Studies, Reports, and Standard or Customized eBooks

- Cheap in Price not in Quality – no risk at \$20!
- Just run a banner ad promoting EASI's \$20 ring studies (others charge \$75 to \$150 for less data) and share revenue with EASI – output is automatic!
- At \$20 for a ring study there is no better value anywhere on the web for updated demographics – Executive report includes 45 updated, historical, and forecasted key demographics.
- eBooks – for \$29 or \$79 or a **FREE** version for Subscribers

### 3. Review (Testimonials, Clients, Other Products, and Cartoons)



# Testimonials

- Everything works beautifully and reports load very quickly. Our members love this service. Thanks for being so patient with us in creating this fabulous resource.  
Donna Orem, National Association of Independent Schools (NAIS)

# Testimonials

- 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

# Testimonials

- 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

- 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). Thanks, love the product!

Steven Reider, Bancography

- The data you have given me will be invaluable in making decisions about expansion. In most cases, it validated intuition but not always. I can't thank you enough for doing this. You could have blown this off as a little guy needing something but you didn't and I am grateful. If I ever can recommend you guys to someone I will. Again thanks.

Patrick L. Johnson, Aussie Pet Mobile Broward County

# 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

# 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.

# Reviews and Awards

Review of The Right Site (CD ROM) in 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 says The Right Site for the Web is a “Recommended Small Business Web Site.”

# Reviews and Awards

**American Demographics Magazine called our web site a "Site to See"**

**Marketing Tools (American Demographics) - "Web sites worth knowing about".** → 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.

# Exacting Users Include:

- DELOITTE AND TOUCHE
- GLOBAL INSIGHT USA INC. (WEFA)
- DUPONT
- SRC
- INDETEC (TNS TELECOMS)
- SITE SELECTION MAGAZINE
- LABOR READY INC.
- COOPER HEALTH SYSTEMS
- FARMERS INSURANCE GROUP
- BANCOGRAPHY
- COMERICA
- SALES DEVELOPMENT SERVICES
- FURNITURE/TODAY MAGAZINE
- SHERWIN-WILLIAMS CO.
- MAPMART
- OHIO FARMERS INSURANCE COMPANY
- NAIS
- TRAVELERS PROPERTY CASUALTY WACHOVIA CORP
- YMCA OF THE USA
- STUDENT CURRICULUM IN 100+ COLLEGES

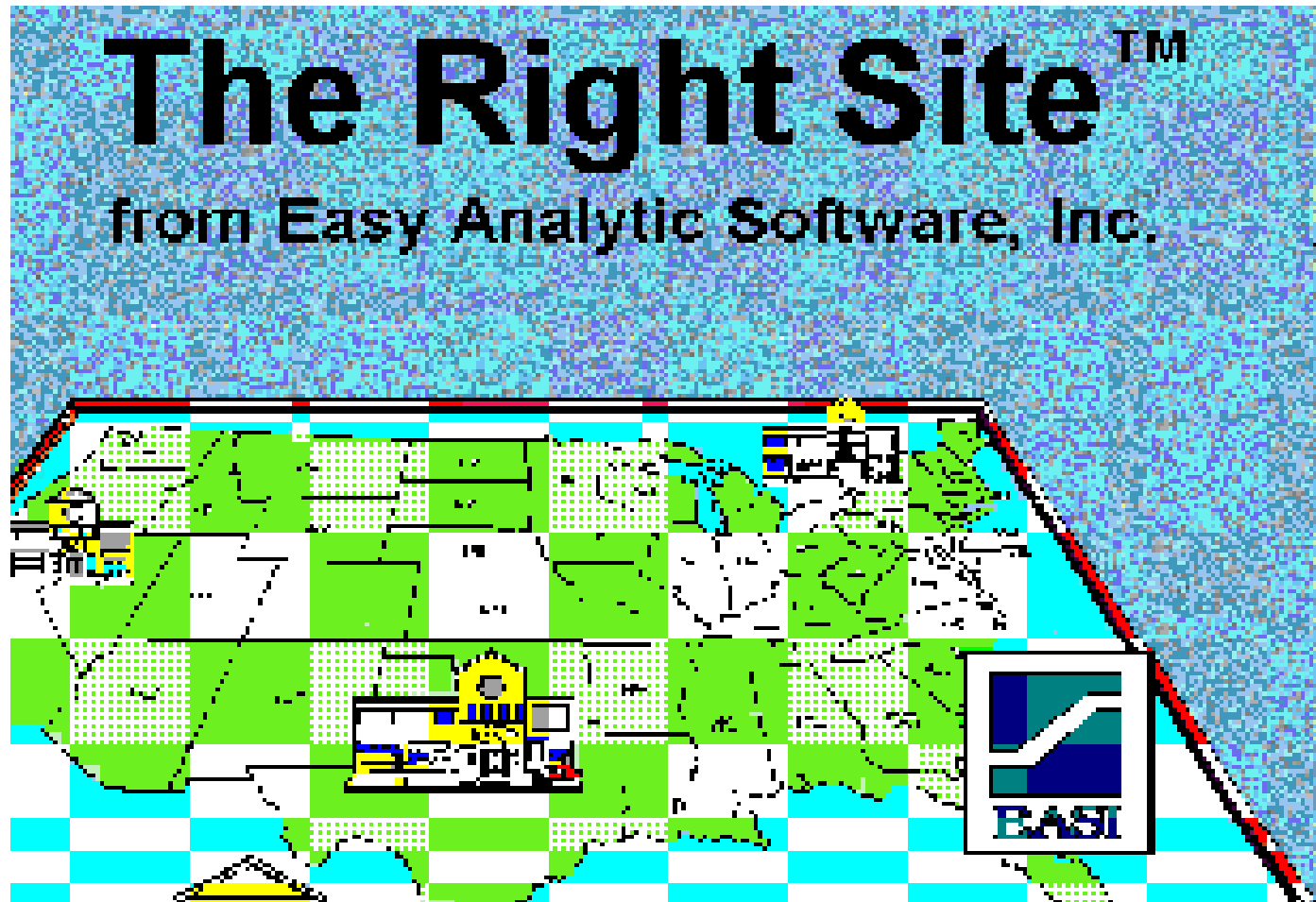
# Clients – over 1,500 since 1995

- 84 LUMBER CO
- AARON & WRIGHT INC
- AB CELLULAR
- A T KEARNEY INC
- ACE MAILING CENTER
- ACE MAILING SERVICE
- ADELPHI U
- ADVANTA MORTGAGE
- ADVO INC
- AFFINA
- ALFRED KARCHER INC
- AMERICAN RED CROSS
- ANTHONY PROPERTIES
- APPLIED SURVEY RESEARCH
- APPRAISAL ASSOCIATES COMPANY
- ARCLIGHT CINEMA CO
- Continued ...
- Continued ...
- UNIVERSITY OF PITTSBURGH
- UNIVERSITY OF SOUTH FLORIDA
- USA FULFILLMENT
- VALUE RESEARCH GROUP LLC
- VINELAND INDUSTRIAL COMMIS.
- WADE-TRIM
- WEIDEL REALTORS
- WEFA
- WELLS FARGO & CO
- WESTAT/NIEHS
- WESTERN CAROLINA UNIVERSITY
- WJ SCHRODER
- WINTRUST FINANCIAL
- WWPTODAY.COM LLP
- WYNN SALON SERVICES INC
- ZOOTS THE CLEANER

# **Clients who Re-Sell EASI Demographics**

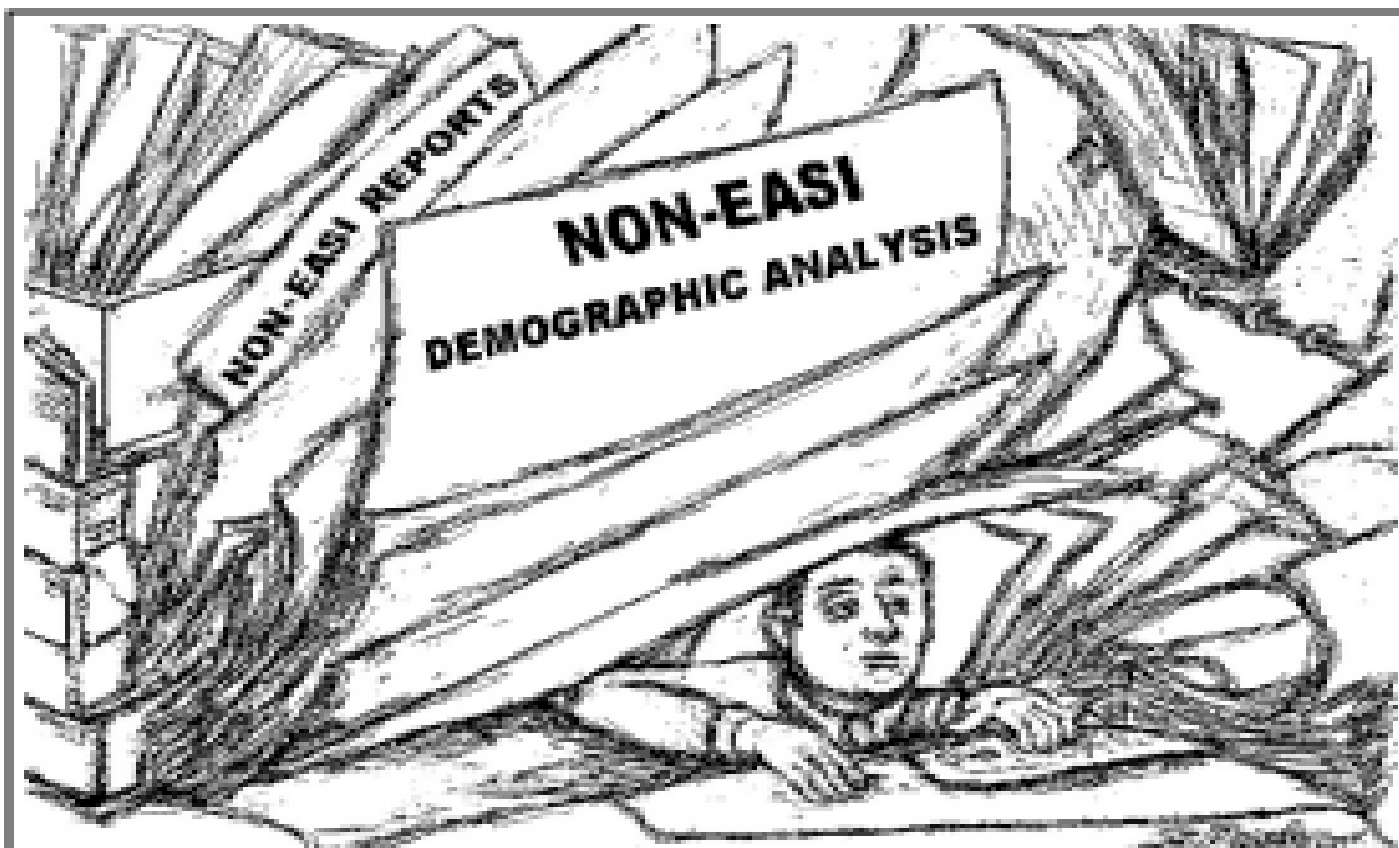
- **Channel Marketing Corporation**
- **Customer Metric Solutions**
- **Geographic Research Inc.**
- **MapMart, Inc.**
- **MapMuse, Inc.**
- **Maponics, Inc.**
- **Mapping Analytics, Inc.**
- **MultiAd, Inc.**
- **Proxix Solutions**
- **SRC**

# Cartoon Corner





**We got all the EASI updated data  
and saved so much!**



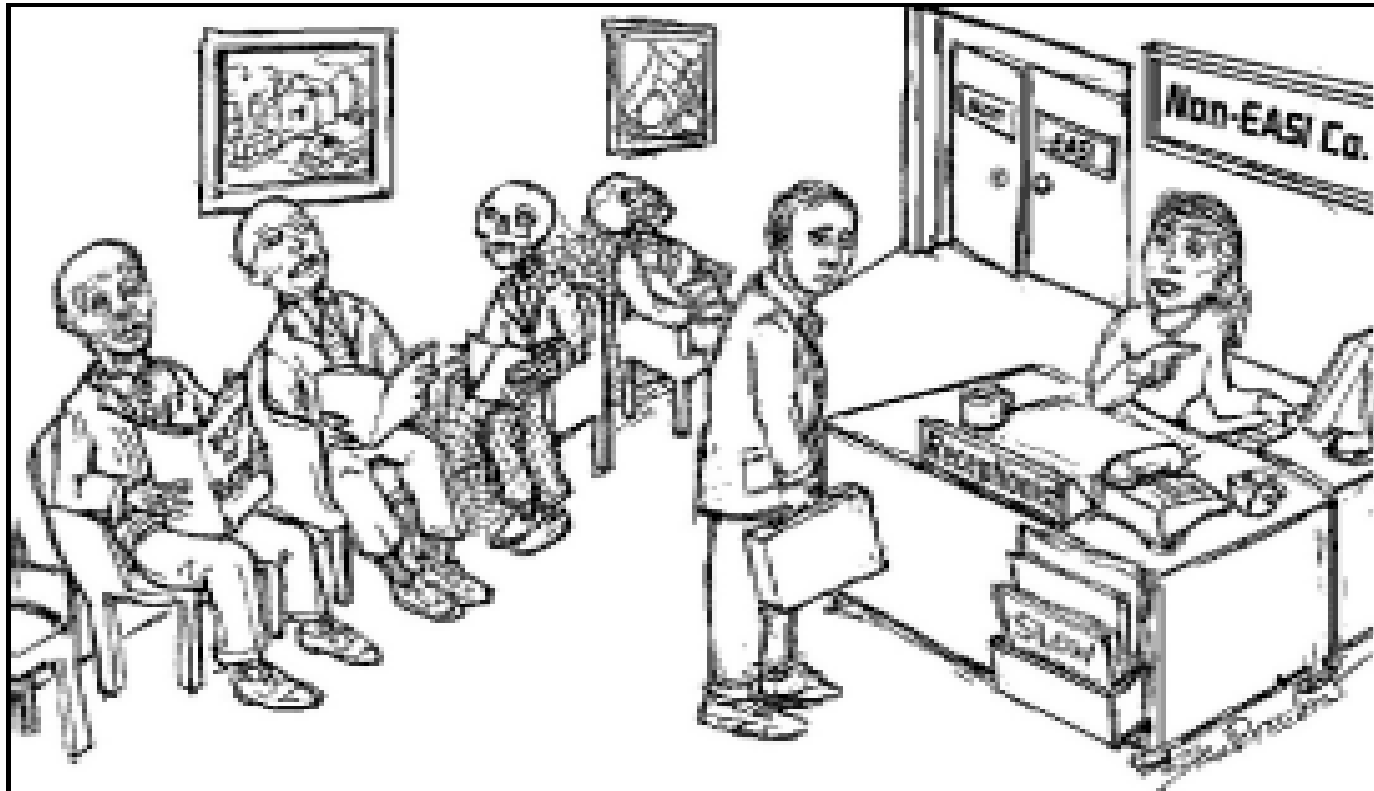
**I missed the seminar on how to  
print Non-EASI reports!**



**I thought the Non-EASI  
mapping software would kill me!**



**When I teach EASI software,  
they don't have time to nap!**

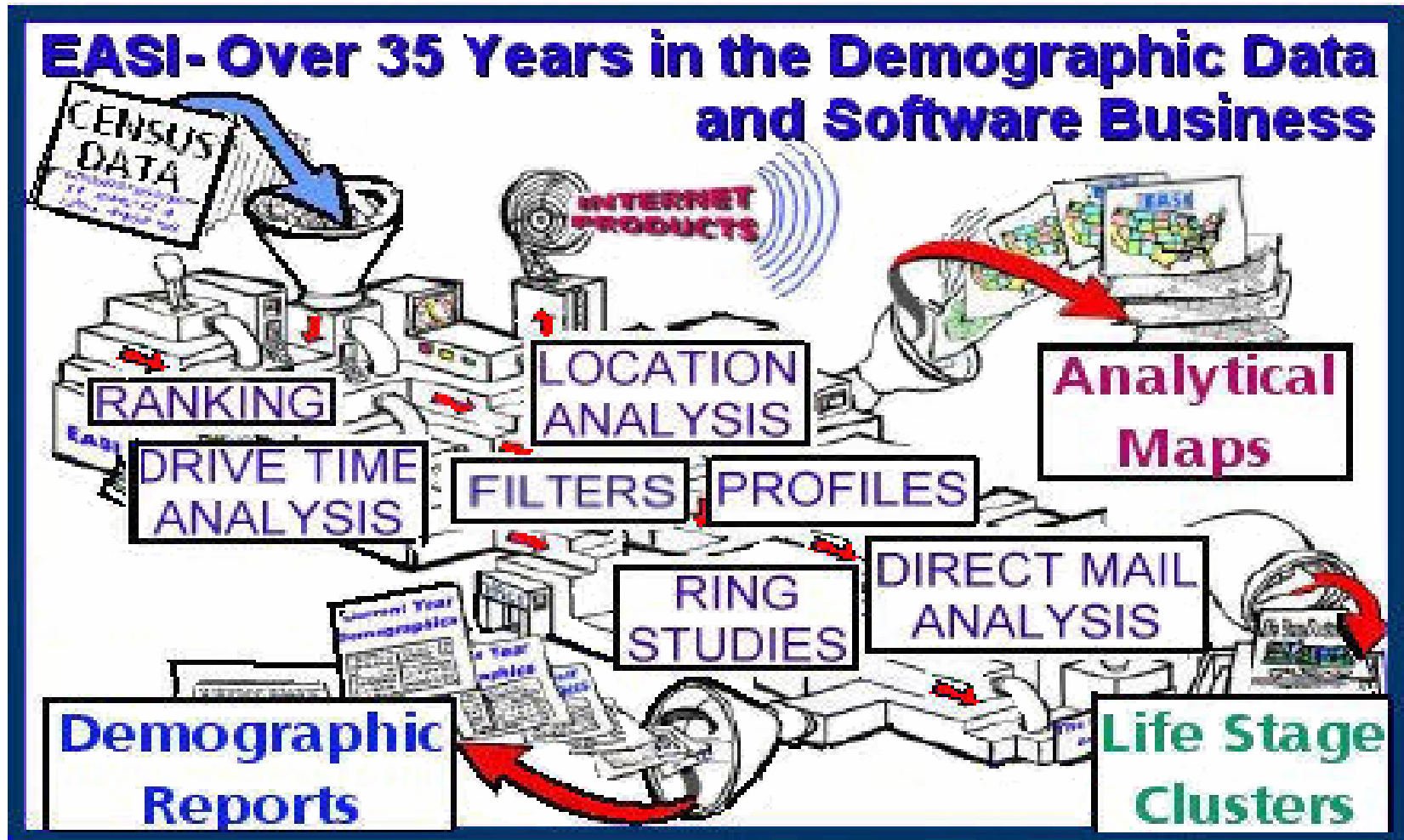


**For immediate service you should have bought EASI.**

# TRS Opening Screen



# 35 Years Experience Plus



# TRS Opening Screen – Review

- The power starts right here with EASI true demographic analysis software on the web or at your desk.
- Remember that if you need help or advice we're only a phone call away 1 800 HOW EASI (469 3274) – or try the detailed tutorial.

