ZIP PLUS 4 Centroid/Census to Block Group Geographic Conversion File

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 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+4s.

This file, which is updated annually, 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.

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ZIP4 (Z4) Conversion File

The record layout 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

These database files are provided in two formats:

1) Zipped into a single national file with all the ZIP +4s included

2) 10 separate zipped files, split by the first ZIP Code digit.

Please call 1-800-HOW-EASI (469-3274) with any questions.

The price for the current file is $1,250.

Order Form

Yes, I'd like to order a ZIP+4 Conversion File!

Name _____ Title _____

Company _____

Address _____

City _____ State ___ ZIP _____

Phone (_____) _____ Fax (_____) _____

Email _____

(____) ZIP Plus 4 Conversion File – $1,250

(____) Format CSV (_____) Format DBF

(____) **Free** Electronic delivery

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

Note: Multiple copy and not-for-profit discounts available.

Total Amount $_____

Signature for Billing _____

Circle one: Payment by Credit Card or Check
* If payment by credit card please call 800 469-3274

Email info@easidemographics.com or FAX to 718-740-7946.