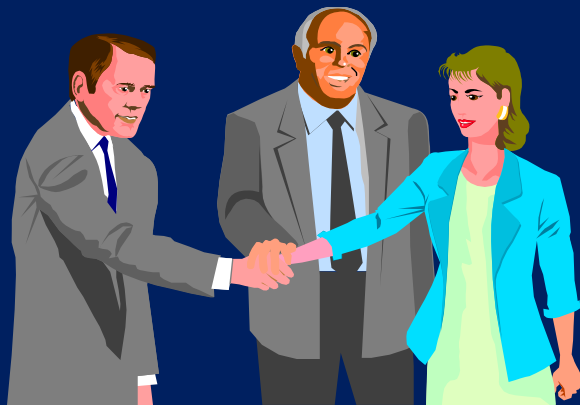


EASI

Demographics you can *Trust* at a price
you can *Afford!*



**This confidential
presentation is the property
of Easy Analytic Software,
Inc. (EASI)**

Learn about EASI

[Why EASI?](#)

[Databases –
Master, CEX,
Healthcare, etc.](#)

[EASI Life Stage
Clusters](#)

[Desktop
Products](#)

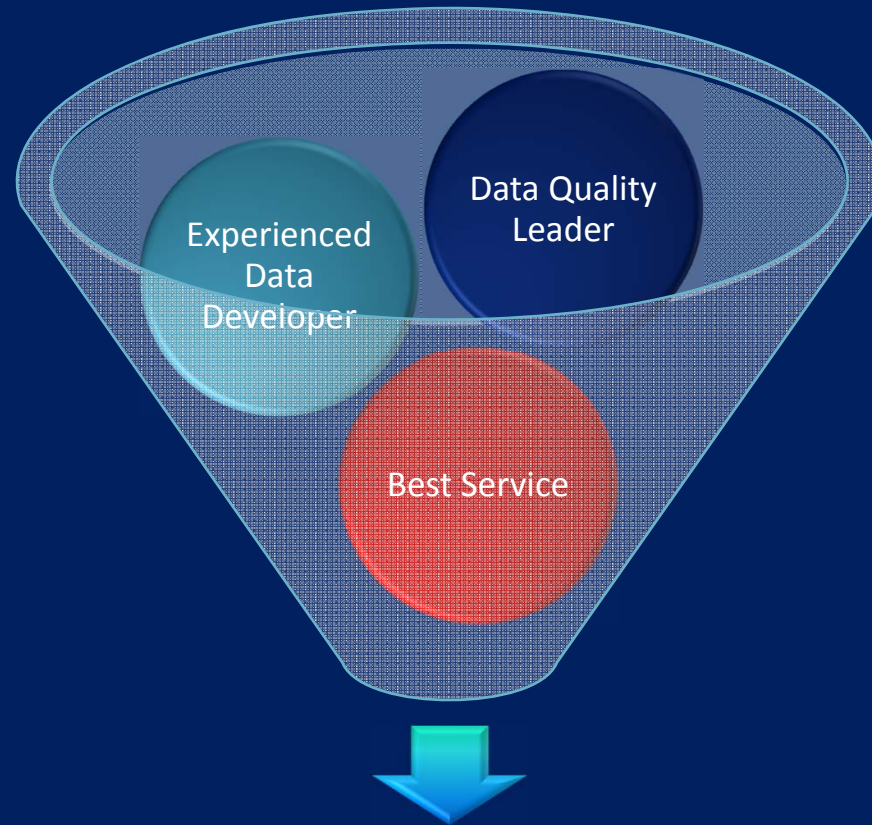
[Web Products](#)

[Custom Web
Portals](#)

[Getting the
Census Updates
Correct](#)

[Testimonials](#)

Why EASI?



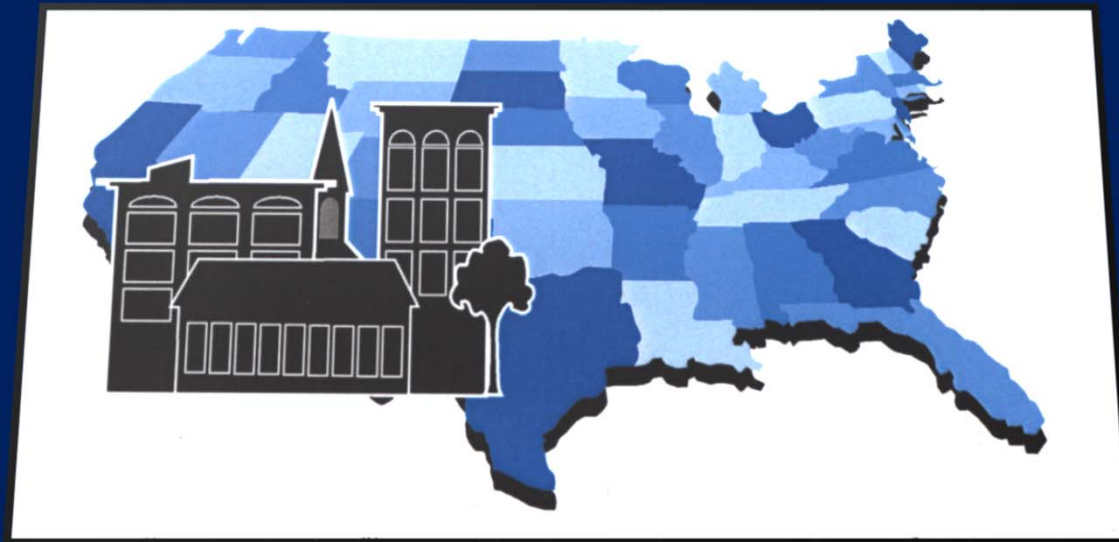
An EASI Purchase Decision

Our Goal Together

EXCELLENCE

GETTING THE CENSUS UPDATES RIGHT

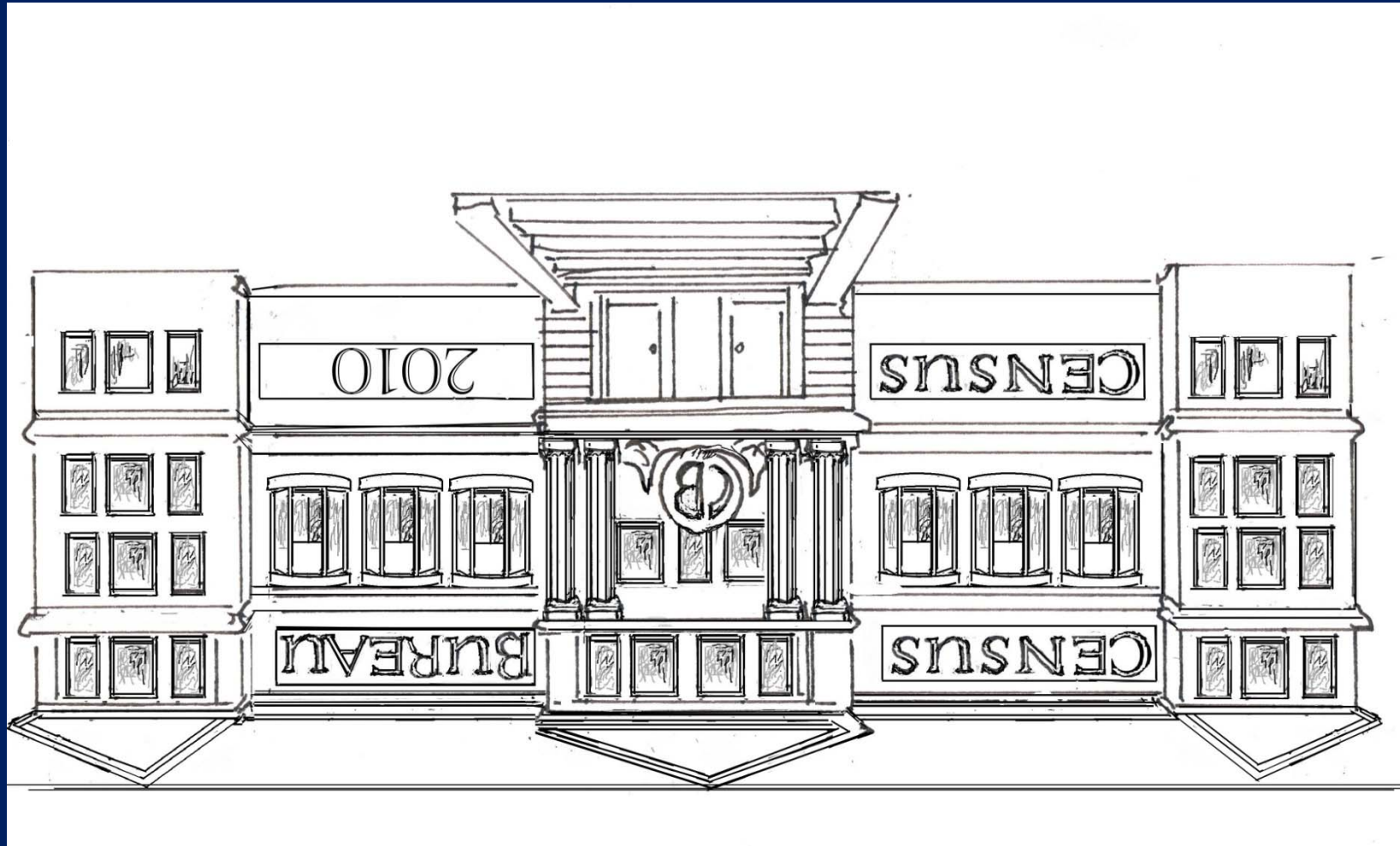
Creating Publication Quality Data:
More challenging than ever with the 2010
Census!



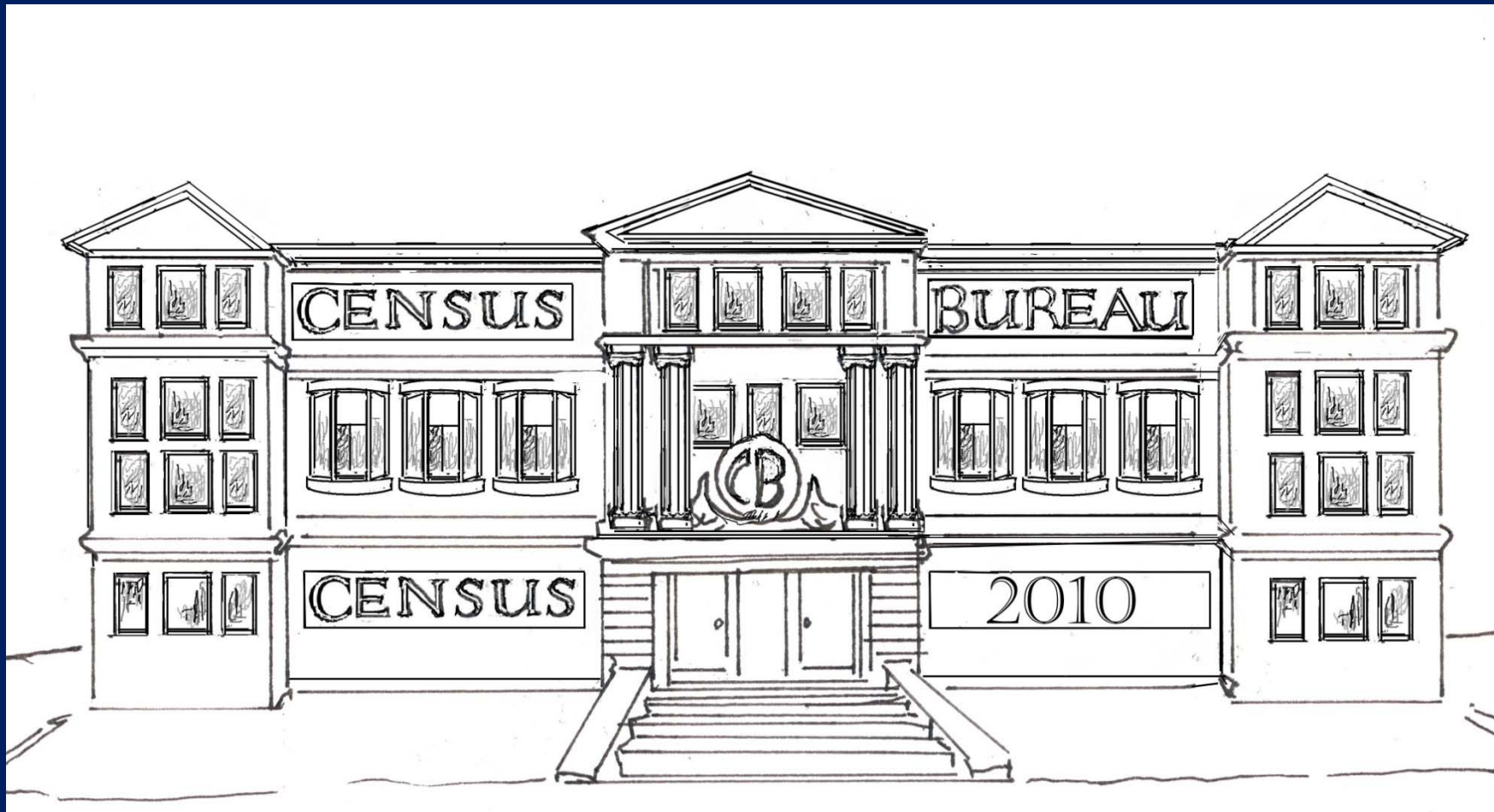
1960 Census through 2000 Census Virtually Identical Data Releases



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.

The 100% Census Questionnaire Only has 10 Census Questions

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

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.

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

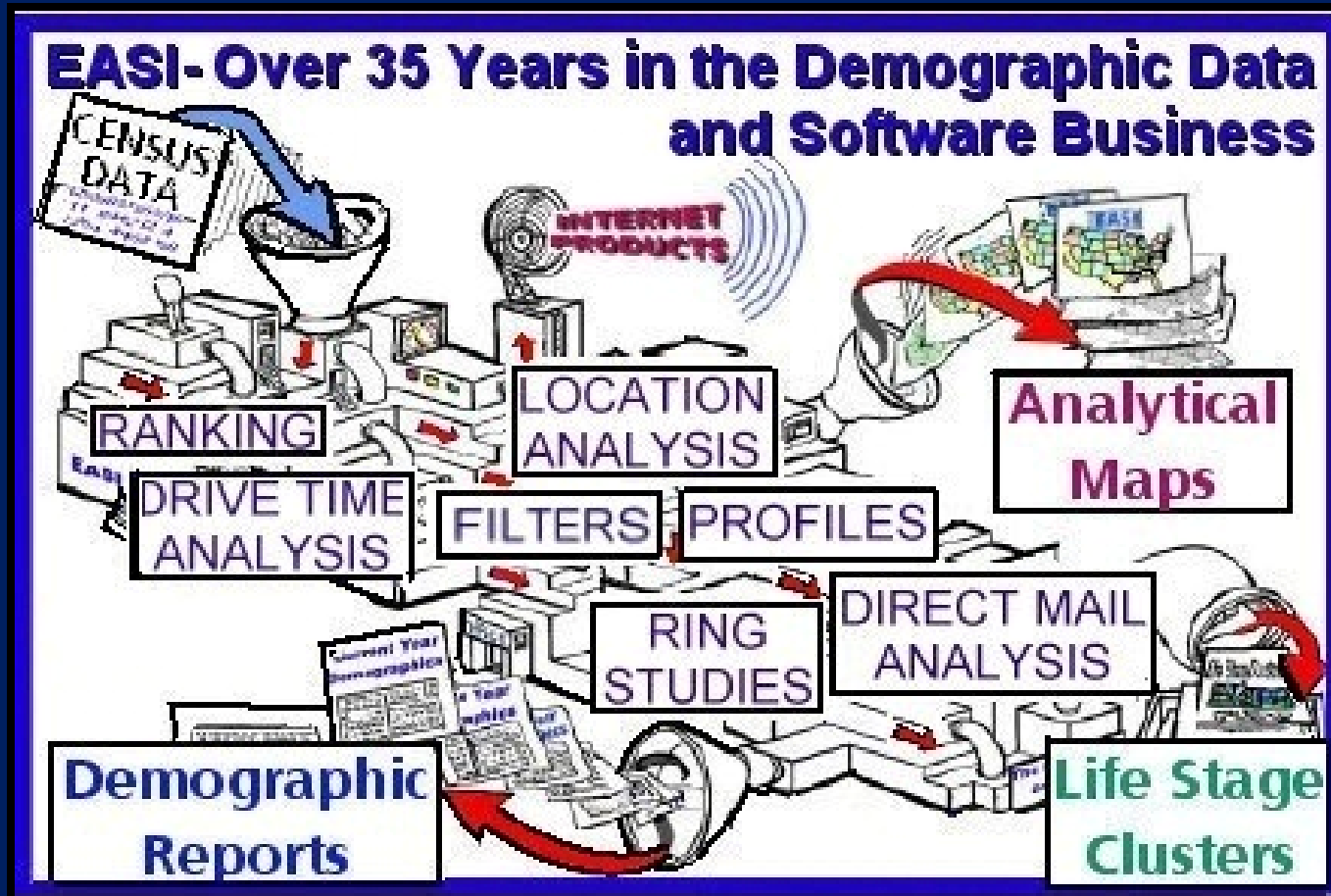
US

ZIP Plus 4 and Carrier
Route:
EASI developed

Custom Geographies
- School Districts,
Congressional
Districts...

Custom Rings – Batch

EASI: 1,500 + Clients





Why EASI Demographics?

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.”

Reviews and Awards

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:

Marketing: An Introduction by Philip Kotler

Retail Management A Strategic Approach (International Edition) (Ninth Edition) Barry Berman, Joel Evans; Pearson Education Publishing

Small Business - An Entrepreneurs Business Plan (Sixth Edition) by JD Ryan and Gail P. Hiduke

Consumer Behavior - Building Marketing Strategy Hawkins, Best, & Coney, McGraw-Hill Publisher

Strategic Planning for New & Emerging Businesses : A Consulting Approach Fred L. Fry, Charles Stoner, Laurence Weinzimmer

SARE Direct Marketing Manual (an educational Manual for Direct Marketing for Farmers)

EASI Development - An Experienced Working TEAM of ...

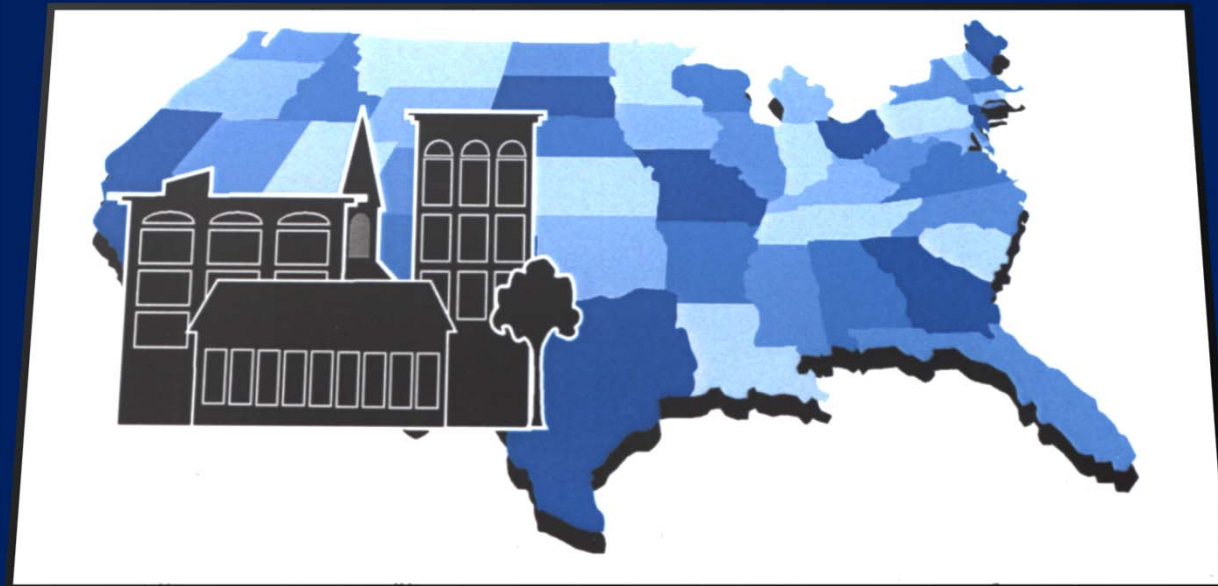
Research and Creation

- 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

EASI Master Database
1,900+ current estimates
and 625+ demographic
5-year forecasts.

EASI Life Stage Clusters –
Millennial/Gen Y; Gen X;
Baby Boomers; Silent
/Greatest Gen

40+ Minor Stores
40+ Major Merchandise
Lines

Gross Domestic Product
Estimates (NAICS based)

Health Care Database ;
Time Use

MRI Buying Propensity
Database

ZIP Plus 4 Demographics

Custom Variables – EASI
created (Furniture Today)

Custom Geographies –
School Districts,
Congressional Districts,
sales territories

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 Master Database Demographics



EASI MRI Database

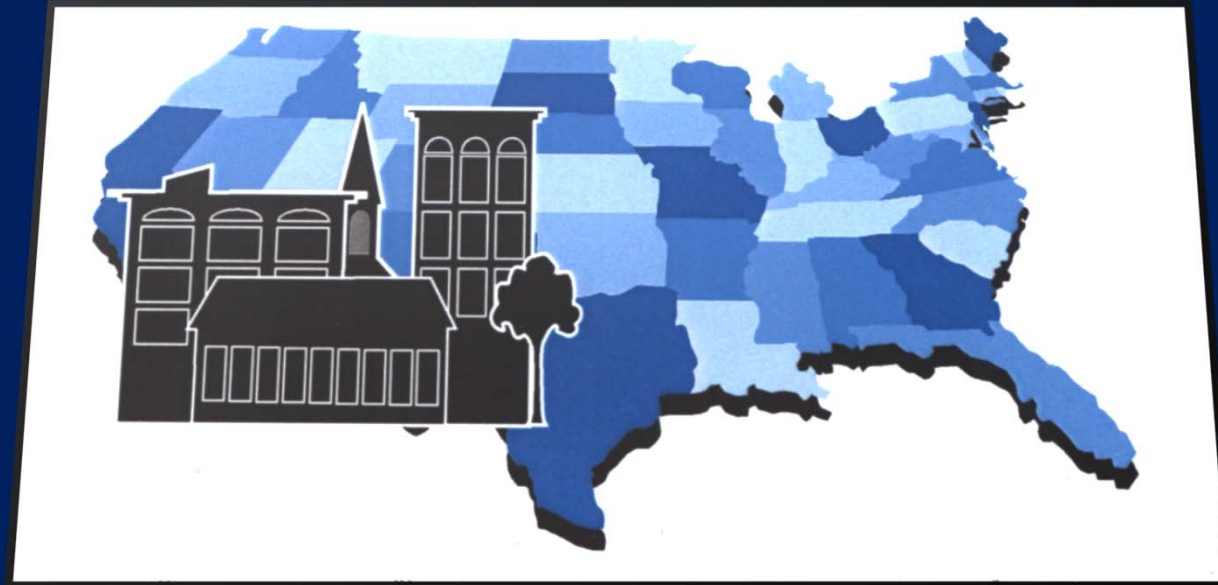


EASI MRI Database

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		

EASI Life Stage Clusters[®]



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

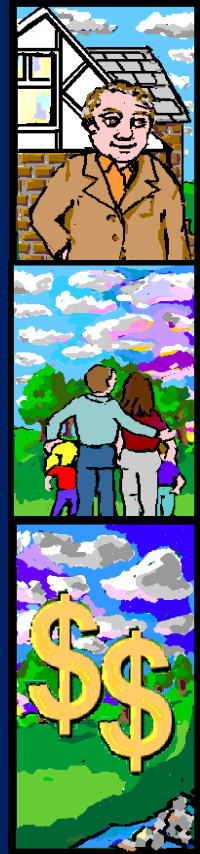
Where do they live?

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



The Right Move[®] - Free LOCATION ANALYSIS – ANYTIME, ANYWHERE

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”).

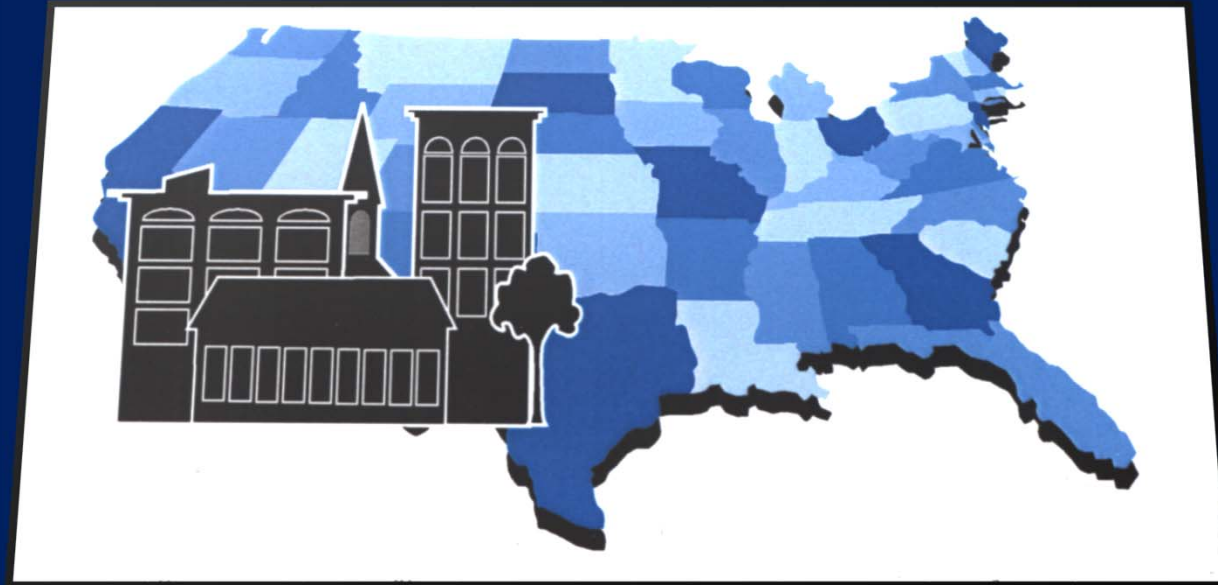
The Right Move app is designed for the home and business real estate community.

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.

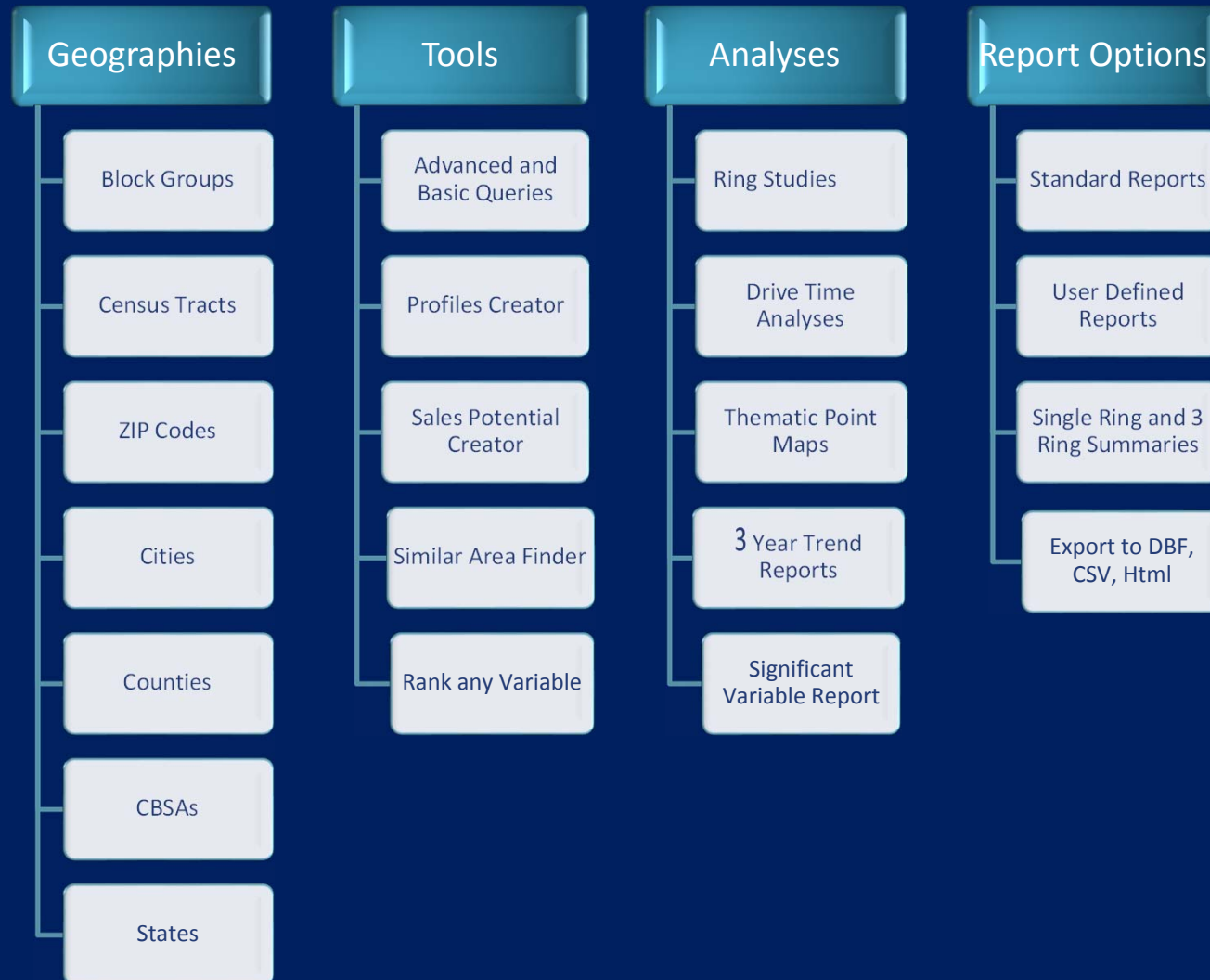
The Right Site[®] Desktop



Demographic Software from Easy Analytic Software, Inc. (EASI)

The Right Site Desktop

Features



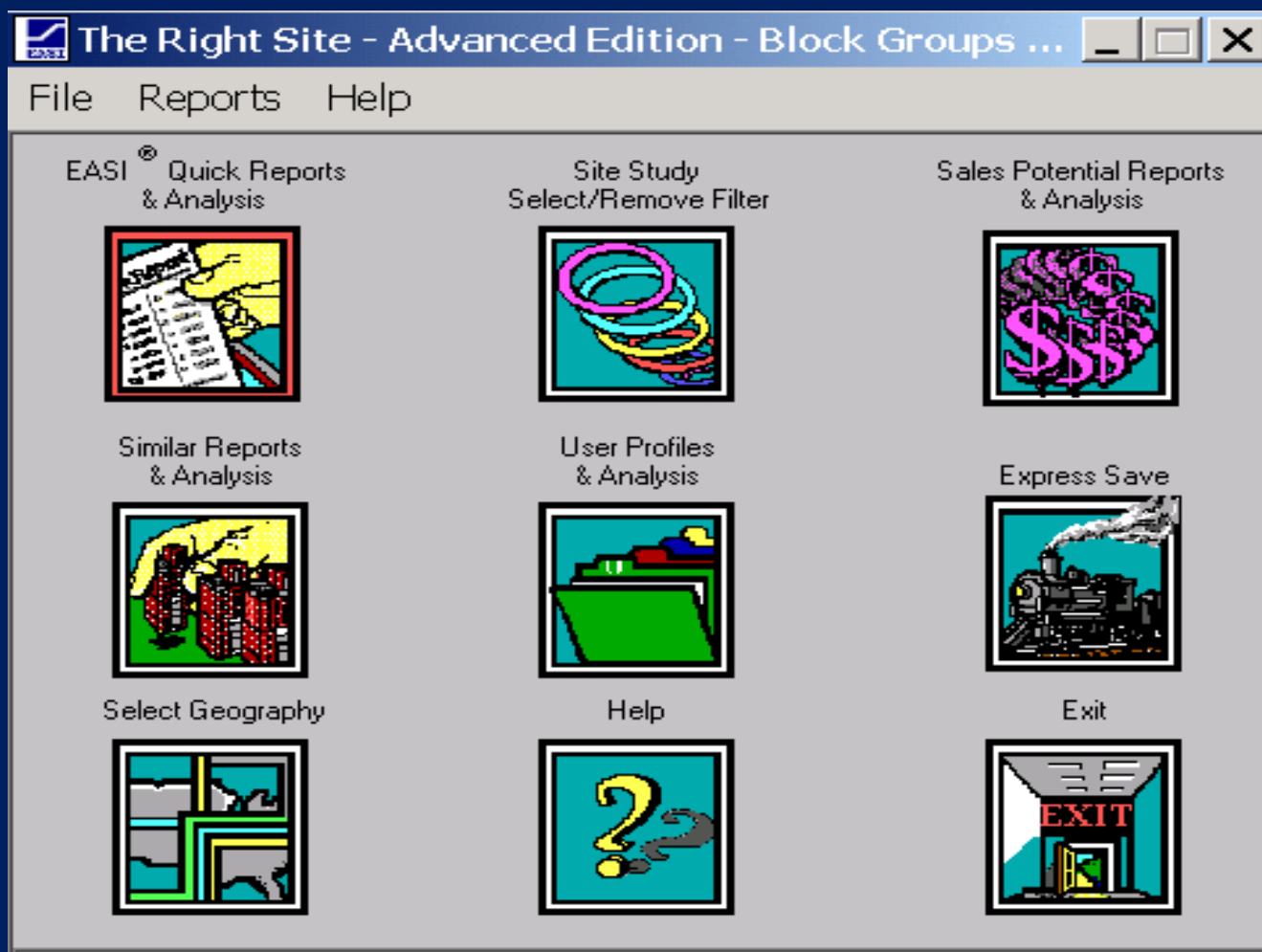
The Right Site Desktop

Product Line

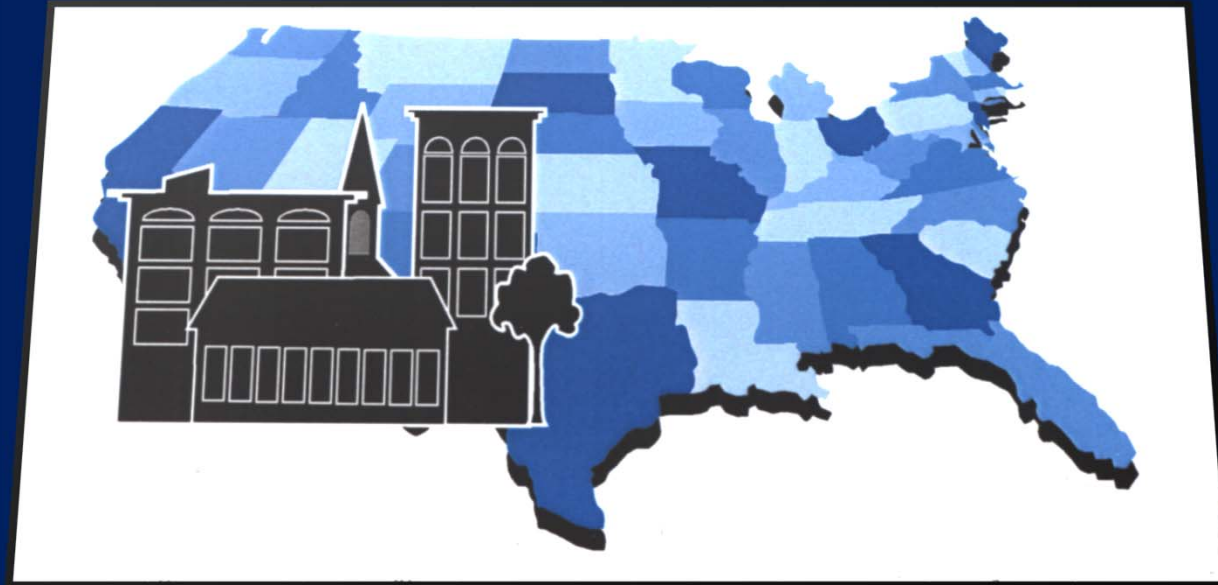


The Right Site Desktop

Ease of Use



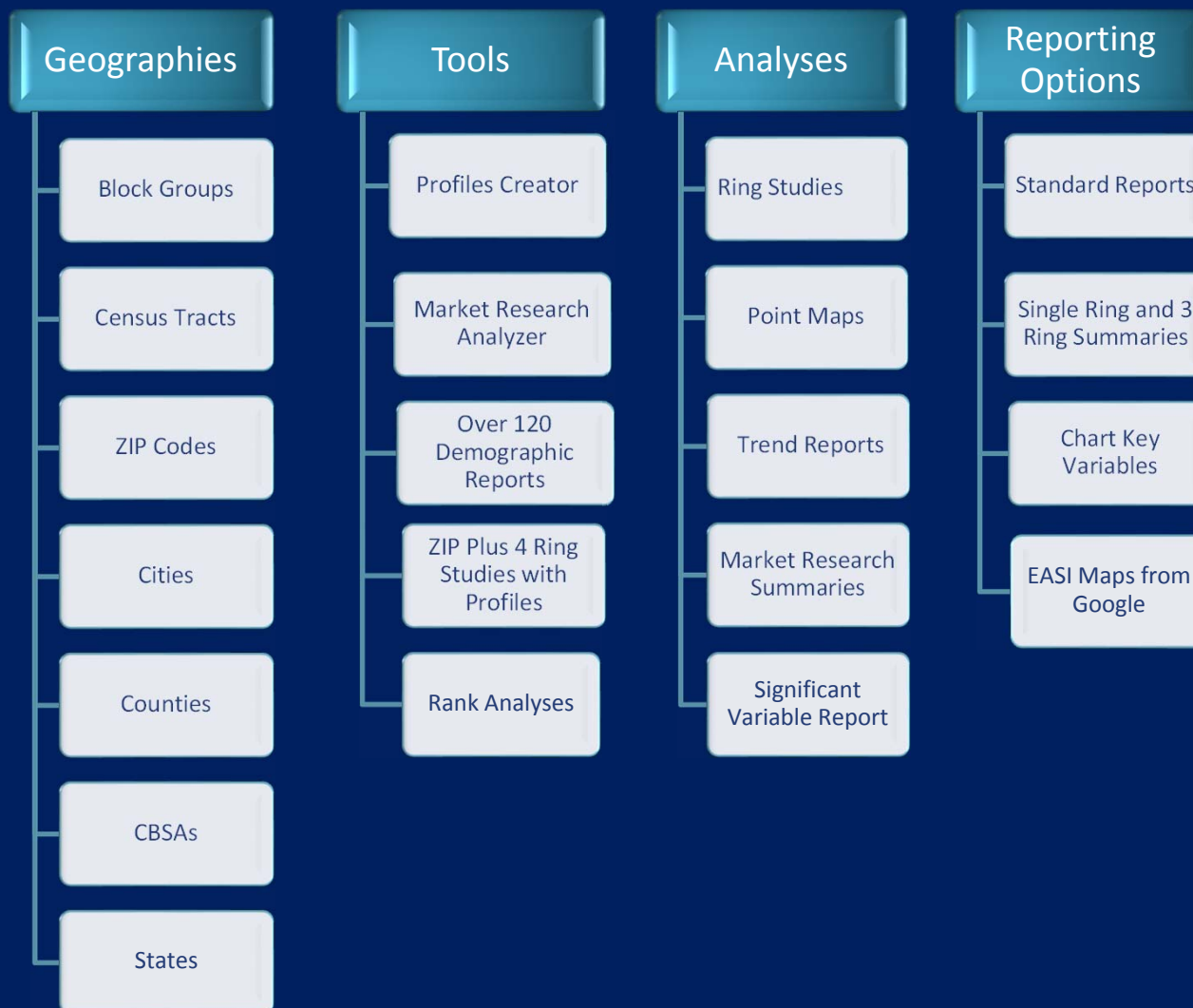
The Right Site[®] for the Web



Demographic Software from Easy Analytic Software, Inc. (EASI)

The Right Site for the Web

Features



The Right Site for the Web

Versions

Versions

Advanced:
Updates and Forecasts

Professional:
Updates and Forecasts

Executive:
Updates

Free:
Census 2000 Only

Reports

Over 60 Reports
including Trend -
1500+ Variables

Over 20 Reports
including Trend -
500+ Variables

3 Reports
40+ Variables

Over 20 Reports
500+ (very limited
updates)

Prices

\$2,500

\$625

\$250

\$0

We Make Decisions Easier

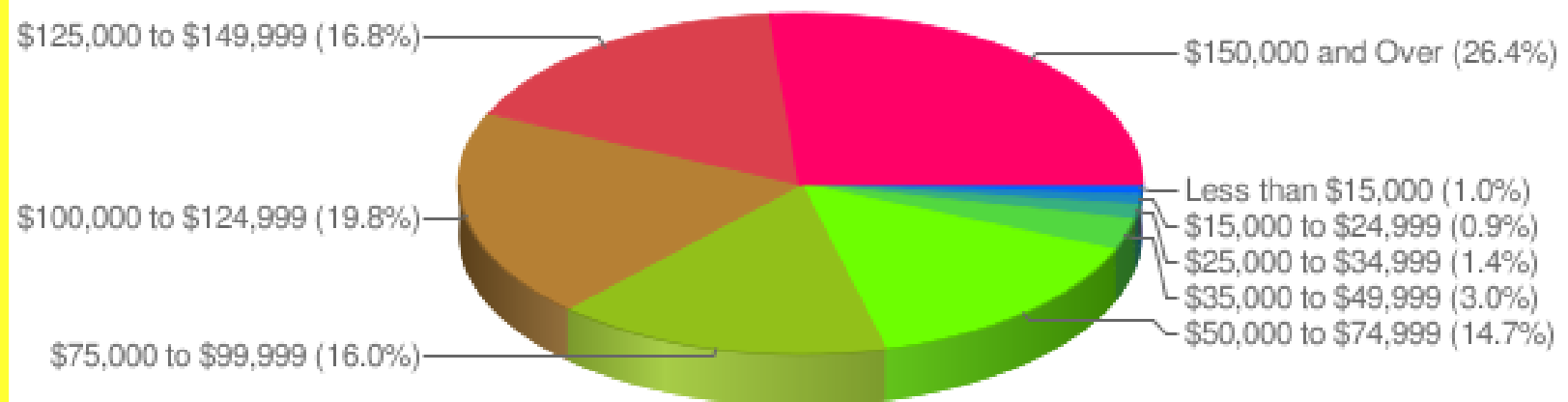
EASI
Charts

EASI Tables

EASI Maps

Charts

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



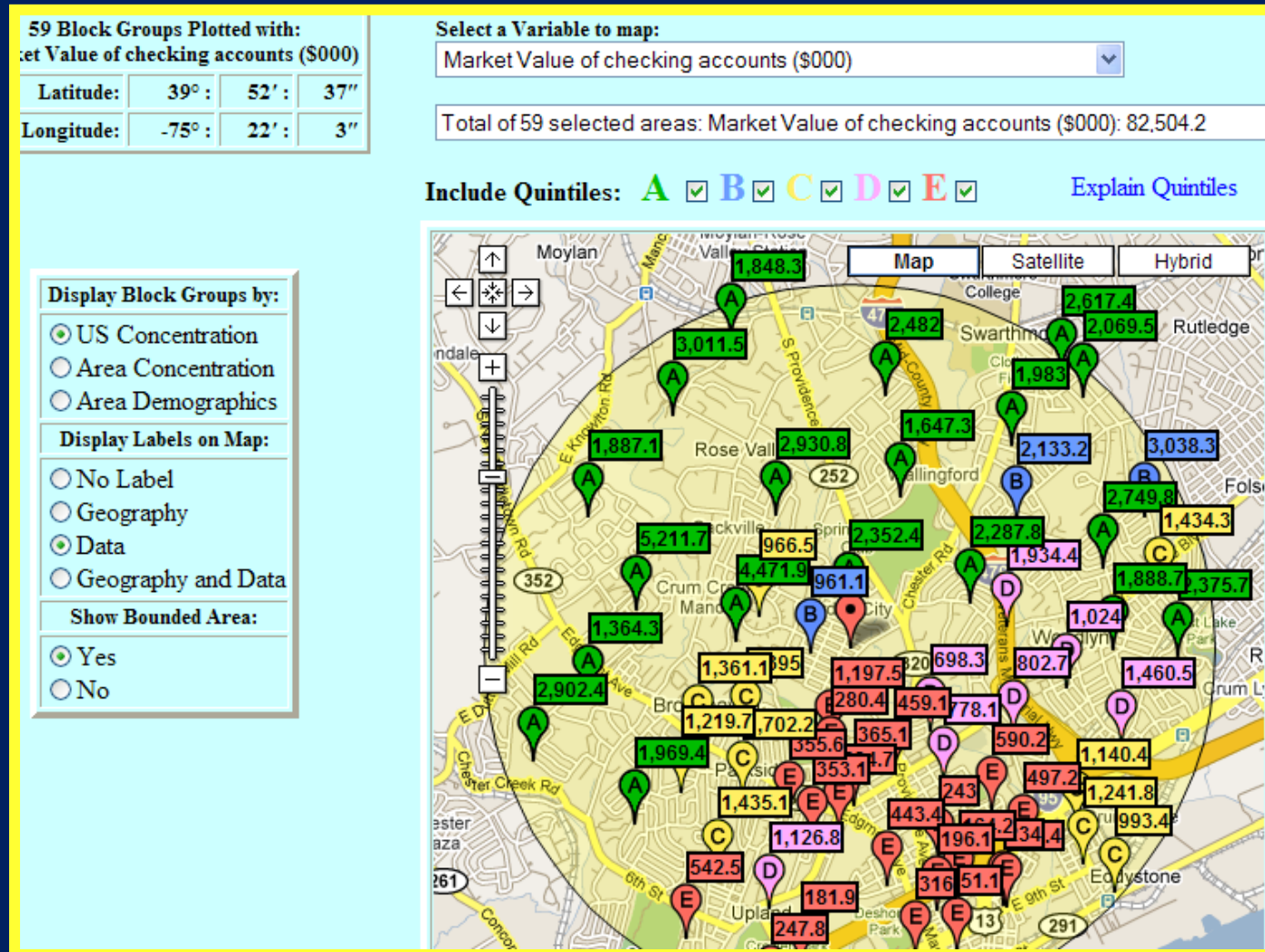
Tables

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

CBSAs (Core Based Statistical Areas)

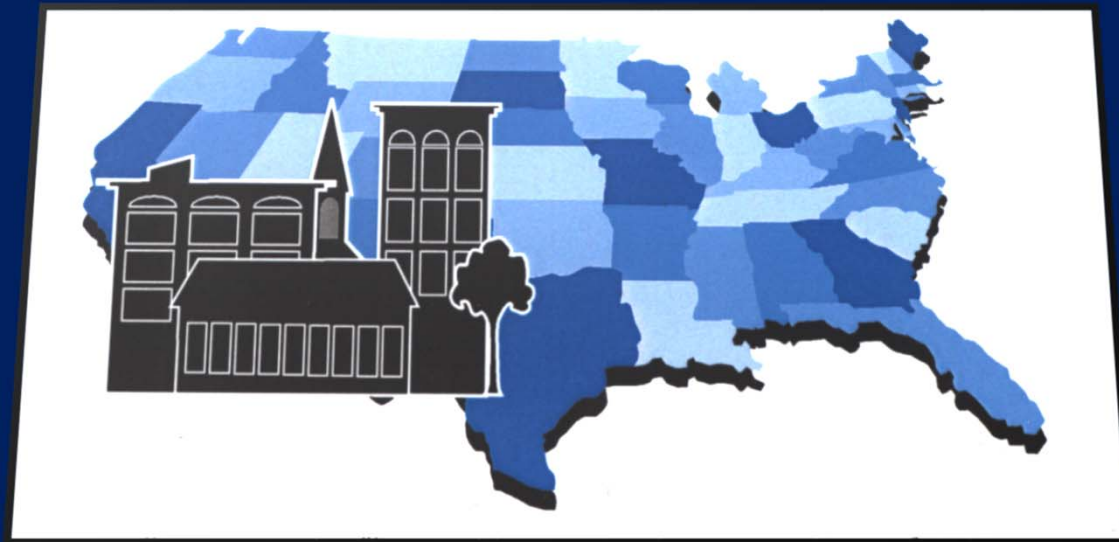
Rank	CBSA NAME	Population 4/1/2000	Population 1/1/2009	Population 1/1/2014	Population Growth 2000 to 2009	Population Growth 2009 to 2014
1	Palm Coast, FL Total	49,832	94,064	121,435	188.8%	129.1%
2	Fernley, NV Total	34,501	54,290	66,357	157.4%	122.2%
3	St. George, UT Total	90,354	140,864	172,748	155.9%	122.6%
4	Provo-Orem, UT Total	376,774	546,915	622,743	145.2%	113.9%
5	The Villages, FL Total	53,345	76,412	92,507	143.2%	121.1%
6	Heber, UT Total	15,215	21,444	25,173	140.9%	117.4%
7	Greeley, CO Total	180,936	253,880	294,134	140.3%	115.9%

Now with Google Maps!

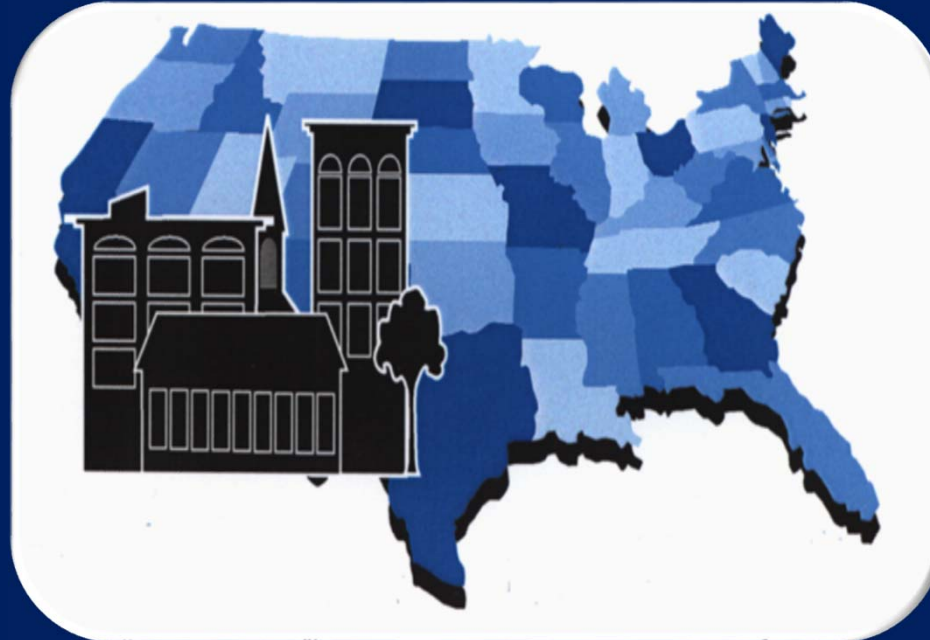


EASI DEMOGRAPHICS PORTAL

For your audience's EXCLUSIVE use



IMAGINE – A Demographic Web Portal specific to YOUR constituents!



**Comprehensive
Demographics and Analysis
in a Custom Design**



Corporate, Publishers, and Associations Users

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.

EASI Site with Membership Organization Branding:


NATIONAL ASSOCIATION OF
INDEPENDENT SCHOOLS

[Log In](#) | [Reset Password](#) | [Create Profile](#)

[ABOUT NAIS](#) | [CAREER CENTER](#) | [ADMISSION & FINANCIAL AID](#) | [OUR PUBLICATIONS](#) | [CONFERENCES & PROGRAMS](#) | [GOVERNMENT RELATIONS](#) | [EQUITY & JUSTICE](#) | [RESOURCES & STATISTICS](#)

[go](#) [advanced search](#) | [sitemap](#)


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- ▶ [Definitions](#)
- ▶ [Frequently Asked Questions](#)
- ▶ [About the Demographic Center](#)
- ▶ [Terms and Conditions](#)
- ▶ [Metropolitan Area Reports](#)
- ▶ [StatsOnline](#)
- ▶ [Contact Us](#)
- ▶ [NAIS Home](#)

[HOME](#)

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 and with respect to the entire country.



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 and with respect to the entire country.

Same Organization:

Different Look for Different Members

The screenshot displays the NAIS School & Student Services (SSS) website. At the top, the logo for 'SCHOOL & STUDENT SERVICES BY NAIS' is visible, along with navigation links for Home, FAQs, and Contact Us, and a search bar. A purple navigation bar contains links: Why Use SSS?, Subscribing is Easy, Comp*Assist Online, Forms & Publications, Knowledge Center, and Support. On the left, a green sidebar lists various resources with expandable arrows: Demographic Center Home, Instructions, Definitions, Frequently Asked Questions, About the Demographic Center, Terms and Conditions, Metropolitan Area Reports, StatsOnline, Contact Us, and NAIS Home. The main content area is titled 'NAIS Demographic Center: SSS Edition' and features a section for 'Reports for Schools'. This section includes an image of a glass filled with green pens and a text block titled 'Summary Reports' which describes two summary reports: the NAIS Summary Trend Report & Analysis and the NAIS Percent Summary Report & Analysis. Below this, a note states: 'This tool was developed for NAIS by Easy Analytic Software, Inc.' The footer contains links for Contact Us, Site Map, About SSS & NAIS, and NAIS.org, followed by the NAIS logo and copyright information: 'Privacy Statement | Legal & Copyright SSS © 2009 All Rights Reserved'.

SCHOOL & STUDENT SERVICES BY NAIS

Home | FAQs | Contact Us

Search

Why Use SSS? | Subscribing is Easy | Comp*Assist Online | Forms & Publications | Knowledge Center | Support

Demographic Center Home

Instructions

Definitions

Frequently Asked Questions

About the Demographic Center

Terms and Conditions

Metropolitan Area Reports

StatsOnline

Contact Us

NAIS Home

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.

Contact Us | Site Map | About SSS & NAIS | NAIS.org

NAIS
NATIONAL ASSOCIATION OF
INDEPENDENT SCHOOLS

Privacy Statement | Legal & Copyright
SSS © 2009 All Rights Reserved

EASI Site with Association Branding:

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

The screenshot shows the EASI website interface. At the top left is the AAAA logo (American Association of Advertising Agencies). In the center is the BUDDY logo (Business Demographics And Data For You). A sidebar on the left contains links: Buddy Home, AAAA Home, About Buddy, User Guide, Where to Find..., Help, Definitions, Frequently Asked Questions, and Contact Us. The main content area lists several services with icons: Demographic Snapshot Reports (camera icon), Demographic Detailed Reports (document icon), Demographic Table Reports (table icon), Ranking Analysis (bar chart icon), Profile Analysis (chart icon), Quick Maps (globe icon), and CEX Consumer Expenditure Reports (shopping cart icon). Each service has a brief description of the data it provides.

AAAA AMERICAN ASSOCIATION of ADVERTISING AGENCIES

BUDDY
Business Demographics And Data For You

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.

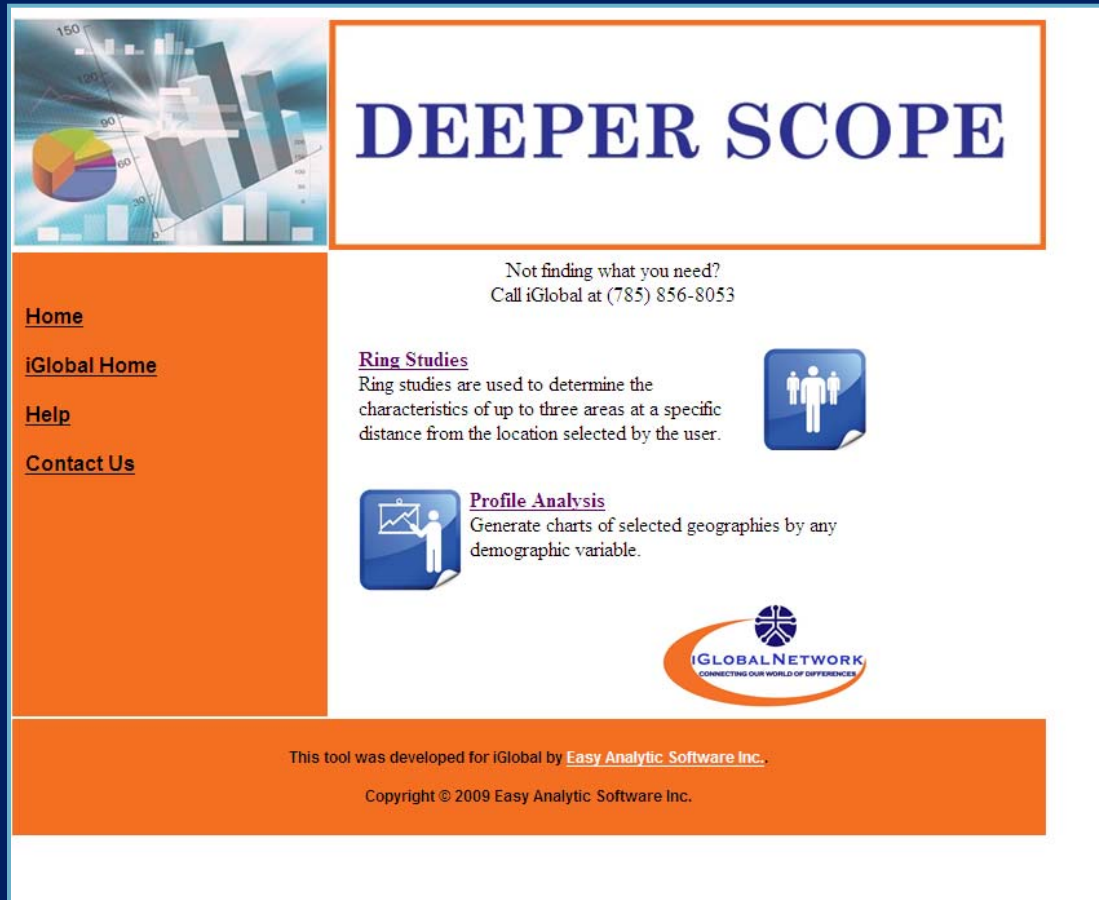
Profile Analysis
Generate charts of selected geographies by any demographic variable.

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

CEX Consumer Expenditure Reports
Create household spending reports segmented by...

EASI Demographics Engine drives private web site:

Select just the features you need



The screenshot displays the 'DEEPER SCOPE' web application. On the left is an orange sidebar with navigation links: [Home](#), [iGlobal Home](#), [Help](#), and [Contact Us](#). The main content area has a white background. At the top left of this area is a small graphic showing a 3D bar chart and a pie chart. To its right, the title 'DEEPER SCOPE' is displayed in large, bold, blue serif font. Below the title, a text block reads: 'Not finding what you need? Call iGlobal at (785) 856-8053'. Further down, there are two feature sections. The first is 'Ring Studies', which includes a description: 'Ring studies are used to determine the characteristics of up to three areas at a specific distance from the location selected by the user.' and an icon of three stylized human figures. The second is 'Profile Analysis', which includes a description: 'Generate charts of selected geographies by any demographic variable.' and an icon of a person pointing at a line graph. At the bottom of the main content area is the 'iGLOBALNETWORK' logo with the tagline 'CONNECTING OUR WORLD OF DIFFERENCES'. A footer bar at the very bottom of the application window contains the text: '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

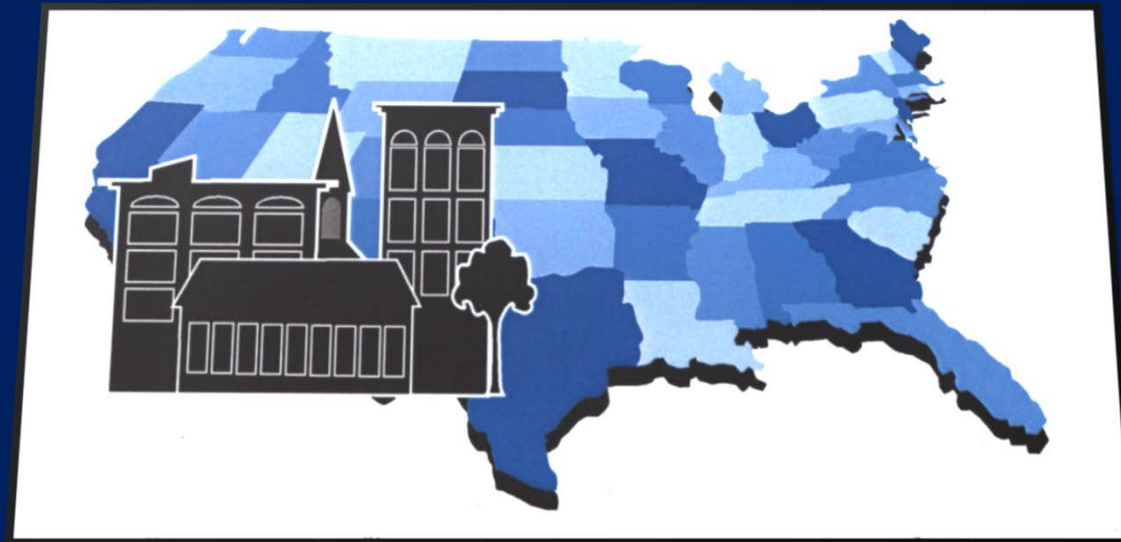
Unlimited access from the Corporate Web Site to agents, managers, brokers, members, etc.

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 waaaaaaay too high."

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

Todd Trepke, Compass Building Systems

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

“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!”

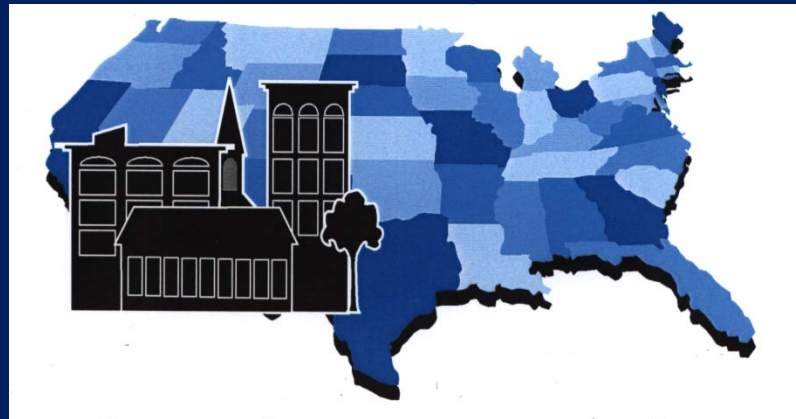
Ruth Anne Tobias – Northern Illinois University

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

Denis Healy, Market Research

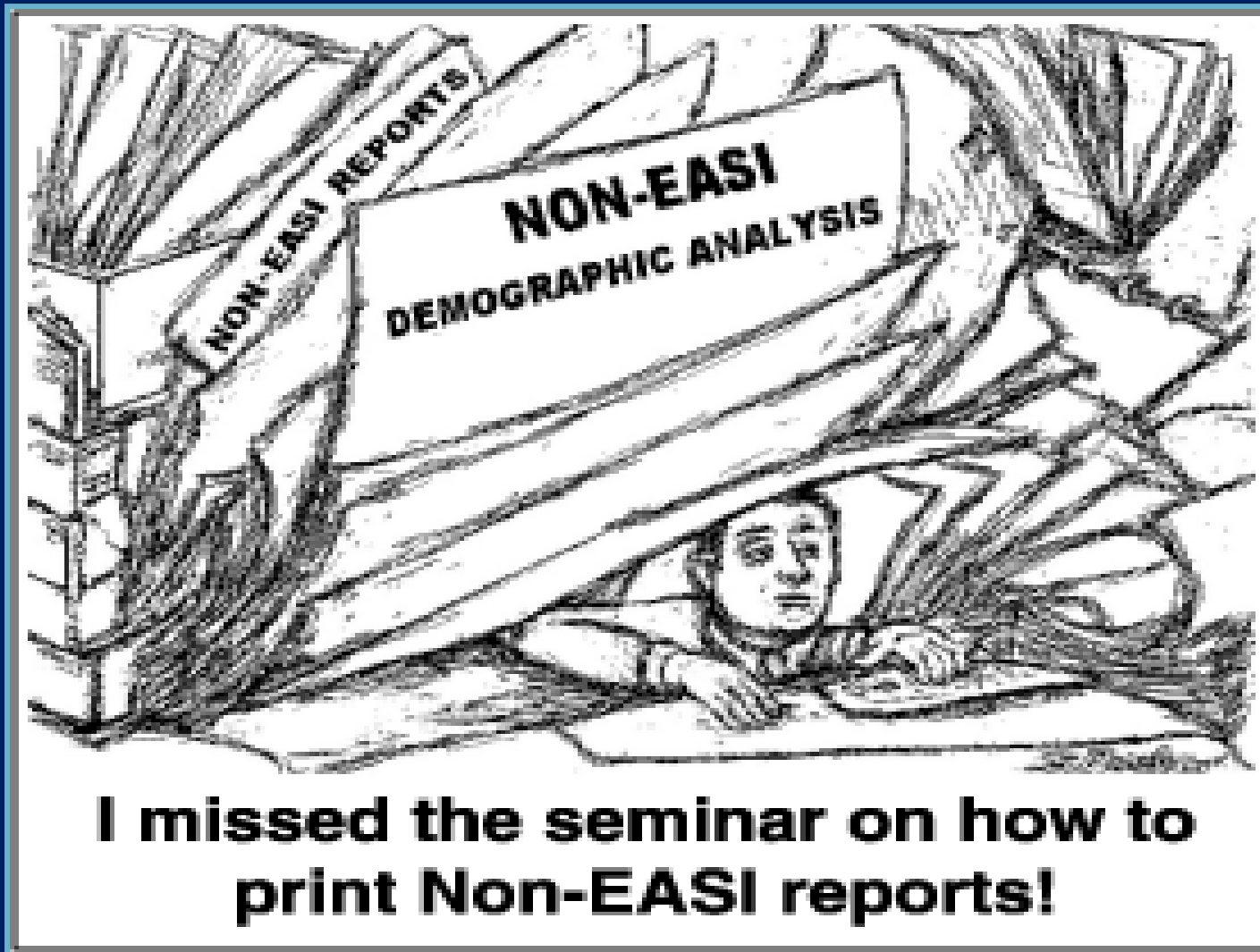
Cartoon Corner

The Lighter Side of Demographics by Steve Breslow





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



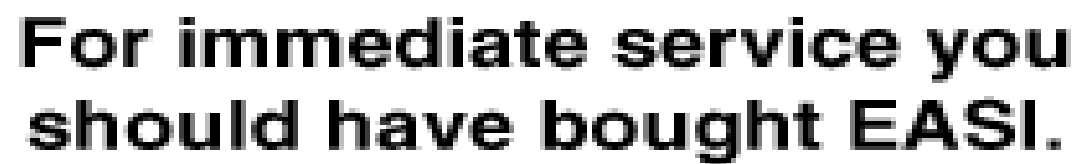
**I missed the seminar on how to
print Non-EASI reports!**



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

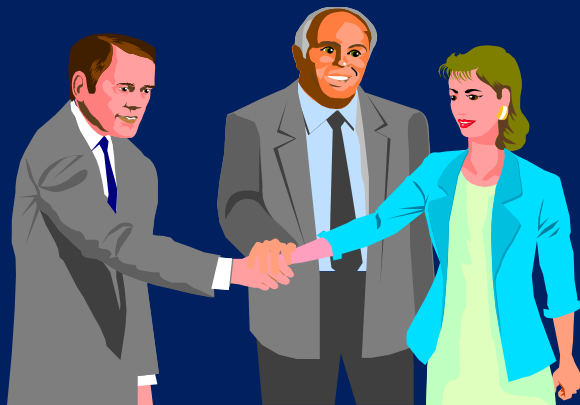


**When I teach EASI software,
they don't have time to nap!**



EASI

Demographics you can *Trust* at a price
you can *Afford!*



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