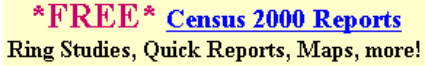


Tutorial 4(a): Free EASI Demographics

Demographic information is essential to determine the characteristics of a population and the potential demand and needs in a particular area. There are many sophisticated packages and sets of data available for free and for charge in the market, but this guide showcases EASI because of its ease of use.

1) Enter the easidemographic website at <http://www.easidemographics.com/>

2) Select the Free Census 2000 Reports.



3) You should be directed to a login page. At this time, please take a moment to register.

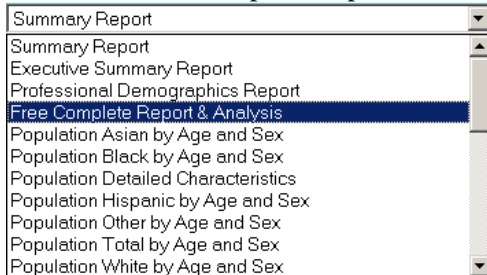
4) To begin, assume that you are looking for information surrounding a particular area, and select the Ring Studies icon.



5) As you will see, you can either select several rings or one ring to do your analysis of an area. Select a single ring, and enter .25(1/4 mile) for Radius1.

Form with radio buttons for Three Rings and Single Ring, and input fields for Radius1 (.25), Radius2 (3), and Radius3 (5).

6) There are many reports that you can select for particular insight. To get a broad idea of what is available, select the Free Complete Report & Analysis.



7) Enter any description of the report that you are generating.

Form with 'Location Description' label and 'University District Analysis' text in the input field.

- 8) For the address, use 4345 University Way NE, like in the Parcel and Reverse Directory tutorial. After entering the address, please select the Find Address Coordinates. This is necessary in order to determine the latitude and longitude of the address entered.

Street: 4345 University Way NE
 City: Seattle
 State: WA ZIP Code: 98105

Find Address Plus Map Find Address Coordinates View Address Map Clear Address Info

- 9) Select Create Site Study.
 10) You should now see a long report with a heading like the one below.

EASI Site Selection Reports & Analysis
Complete Report

Location: University District Analysis
 Address: 2300 University Way NE
 City: Seattle
 State: WA
 ZIP Code: 98105
 Latitude: 47° : 38' : 37"
 Longitude: -122° : 18' : 08"
 Radius in miles: 0.25

Description	Value	EASI Score	EASI Rank (of 208790)
Square Miles	0.5	D	160,892
Population Density	3,328.7	D	162,297
POPULATION BY YEAR			
Population (4/1/1990)	1,470	D	161,426
Population (4/1/2000)	1,507	N/A	N/A
Population (1/1/2004)	1,407	D	162,049

- 11) Now, go back to the entry page and select 3 rings, and make them .25, .5, and 1. Create a new report. Please note, that when generating a 3 ring study, only the three ring values appear and not the Value, EASI Score and EASI Rank, which appear on the single ring study above.

Latitude:	47° : 39' : 37"		
Longitude:	-122° : 18' : 47"		
Description	0.25 Miles	0.5 Miles	1 Miles
Square Miles	0.2	0.6	2.9
Population Density	42,728.7	29,267.5	11,354.2
POPULATION BY YEAR			
Population (4/1/1990)	5,507	14,296	31,572

Other Applications

The following applications can be found on the same page that you selected the EASI Ring Studies from. While these are not nearly as detailed as the ring studies shown above, they are helpful if you want a general idea of an area.

EASI Rank Analysis



Enabled to **rank demographic and economic** characteristics by:

- 1) State
- 2) CBSAs
- 3) Counties
- 4) Cities
- 5) Zip Codes

EASI Profile Analysis



Profiles areas with **detailed demographic and economic reports** by:

- 1) State
- 2) CBSAs
- 3) Counties
- 4) Cities
- 5) Zip Codes

EASI Quick Reports



Generates **basic demographic and economic reports** by:

- 6) State
- 7) CBSAs
- 8) Counties
- 9) Cities
- 10) Zip Codes