

Naming Conventions for EASI Database Files

To find the information that is useful for your analysis, EASI has organized the files (database) in two ways. The first letter of the file name indicates the geography. The list of the 12 geographies is below. The second part of the file name indicates the variable (there is a “_” as a separator between the geography and variable designation). Thus, there are nine file names (each representing a different variable) that begin with the one character designation for each geography.

Geographies		Variables
1. Z = ZIP Codes (29467 records)		1. sumrep = Summary
2. Y = Cities (population > 5000; 3733 records)		2. genpop = General Population
3. C = Counties (3141 records)		3. agesex = Age by Sex by Race, Ethnicity
4. 3 = Postal Centers (3 digit ZIP; 881 records)		4. inc = Detailed Income
5. M = Metropolitan Areas (318 records)		5. occhh = Owner Occupied Household
6. D = TV Markets (211 records)		6. edu = Education
7. B = Bureau of Economic Areas (174 records)		7. empl = Employment and Industry
8. A = Area Codes (122 records)		8. qual = Quality of Life
9. S = States (51 records)		9. misc = Miscellaneous
10. V = Divisions (9 records)	For example:	
11. R = Regions (4 records)	Y_qual represents: Geography = Cities and Variables = Quality of Life	
12. U = United States (1 record)	Z_inc represents: Geography = Zip Codes and Variables = Detailed Income	

A total of 108 database (.dbf) files are contained in this product. This total reflects each of the nine variables for each of the 12 geographies. A complete list of all of the fields included with each of the variables is included in the help file that comes on the EASI Database CD-ROM.

EASI Database files in TNTmips® and TNTlite™

All EASI database records contain Latitude and Longitude fields so you can import the information as georeferenced vector points or you can import or link to the files in database form using either TNTmips or TNTlite. The coordinates in the Latitude/Longitude fields are in millionths of a degree; for import as vector points you should select the DDDddddd coordinate format, and for display as a database pinmap you need to specify coordinates by query and divide by 1000000.

Only three geographies in the EASI database files have too many records for direct use by TNTlite. These geographies are Y (cities with population > 5000), which has a total of 3733 records; Z (zip codes), which has 29467 records; and C (counties, which has 3141 records). TNTmips can be used to extract a usable subset of the points created from these three tables for TNTlite using attributes or query or by selecting points directly from the screen. For example, the capital cities vector object provided as TNTlite sample data with V5.5 of the TNT products was extracted by attribute in TNTmips from the vector points created by the import of general population variables for cities (Y_genpop).

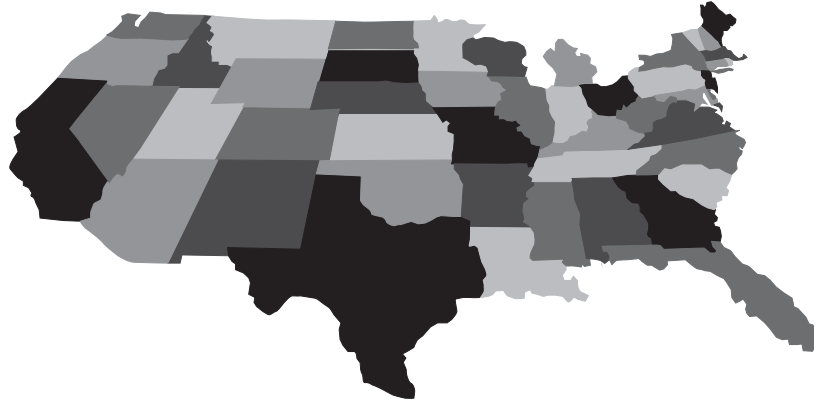
The EASI database records can be associated with appropriate polygon boundaries using relational database features or by using the transfer attributes process. A color plate showing examples of applications of EASI database files in conjunction with vector polygons and points in TNTmips and TNTlite is attached. A description of the various methods for using the data in pinmapping or associated with vector polygons is provided on the back of the color plate.



Business: (402)477-9554 • Software Support: (402)477-9562
FAX: (402)477-9559 • Email: info@microimages.com
Web Site: <http://www.microimages.com>

EASI® Database

All the demographic data you need for desktop analysis.



Just \$99.95.

Easy Analytical Software, Inc. (EASI) in our EASI® Database includes data for complete national files. The data include the following geographies: ZIP codes, cities (population over 5,000 in the 1990 Census), counties, Sectional Postal Centers (3 digit ZIP codes), Metropolitan Areas, TV Markets, Bureau of Economic Areas, Area Codes, States, Divisions, Regions, and the United States. All geographies include codes and a centroid.

There are 476 Census variables and 29 Quality of Life variables developed by EASI (weather, crime, EASI Weather Index and Quality of Life, earthquake probabilities, etc.) organized into 9 different sections by the following topics:

1. Summary Variables
2. General Population Variables
3. Age By Sex By Race, Ethnicity Variables
4. Detailed Income Variables
5. Owner Occupied Household Variables
6. Educational Variables
7. Employment and Industry Variables

8. Quality of Life Variables
9. Miscellaneous Variables

Included with this EASI Database CD-ROM is an "EASIDATA.HLP" file which includes all definitions of Census and Quality of Life variables and other important information to help the user get started.

Order Today!

The price is just \$99.95, plus \$6.95 for postage and handling.



Easy Analytical Software, Inc.
P.O. Box 363, 891 East Oak Rd., Vineland, NJ 08360
800-HOW-EASI (800-469-3274), Fax: 609-696-2130

For immediate shipment or answers to any questions:

Simply call toll-free 800-HOW-EASI (800-469-3274)

Or fax your order to 609-696-2130.

You can reach us on the Web at www.easidemographics.com