

SimplyMap[®] Powerful Data, Professional Results[™]

SimplyMap is a web-based mapping application that enables users to quickly create professional-quality thematic maps and reports using powerful demographic, business, and marketing data. SimplyMap turns complex data into valuable information that is easily accessed through an innovative and user-friendly interface.

Data Made Simple with SimplyMap:

- Access thousands of demographic, business, and marketing data variables.
- Develop interactive thematic maps and export high-resolution images to word processing or presentation software.
- Select, sort, and compare data across multiple locations and build custom reports that can be exported to a spreadsheet for additional functionality.

Ask Questions, Get Answers with SimplyMap:

- Explore historical census data to understand how regions change over time and use estimates and projections to analyze current and future trends.
- Make informed personal and business-related decisions. Questions like “what are the social and demographic characteristics of my neighborhood?” and “where should I locate my retail store?” are quickly answered with SimplyMap.
- Combine locations and search for areas based on specific criteria.

Customize SimplyMap:

- Create and share “Workspaces” with other SimplyMap users.
- Maintain a secure personal account where work is automatically saved for future access.
- Integrate your data into SimplyMap. Gain unlimited flexibility to work with your data in a secure, web-based environment.

Quickly go to any location in the USA.

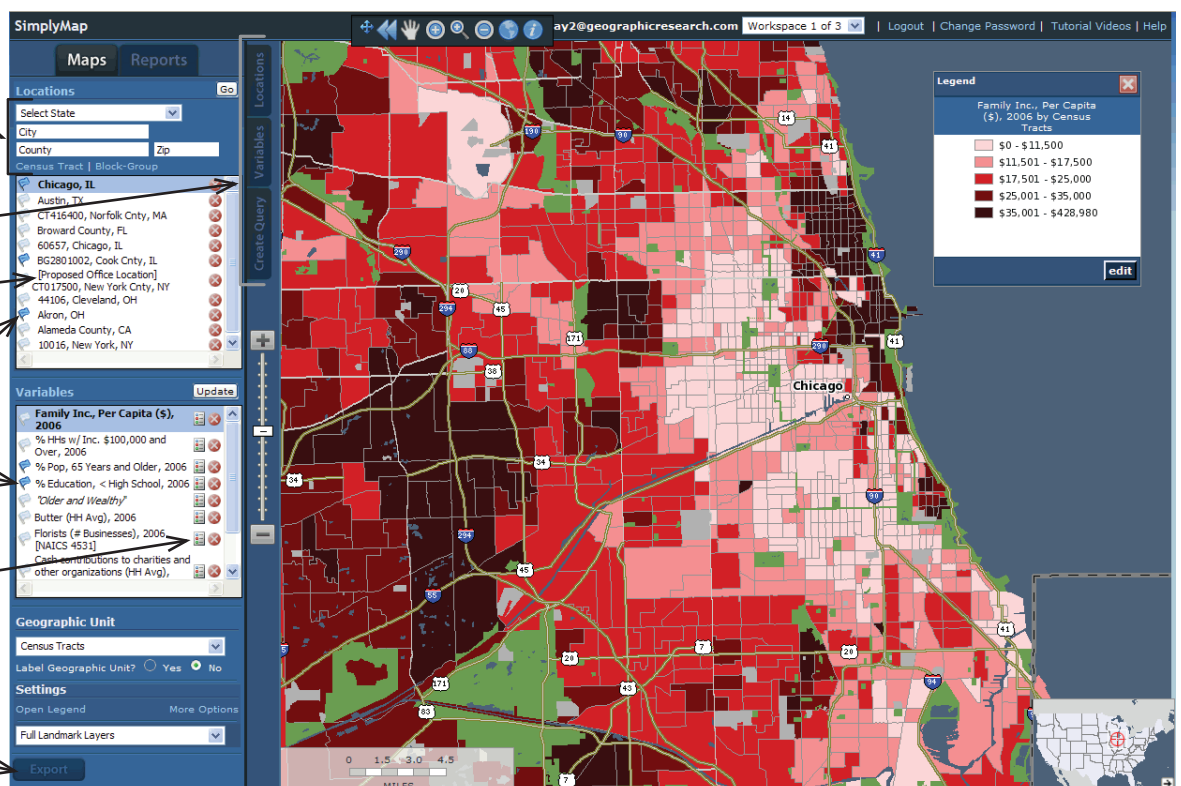
Manage locations and variables, and query areas based on one or more condition.

Give Census Tracts and Block Groups “nicknames” for easy recognition.

Click on the flag to “bookmark” any location or variable for quick and easy retrieval.

Customize how each variable is displayed: change category values, colors, border width, etc.

Easily export data and high-resolution images.



Utilize Quality Data with SimplyMap:

Geographic Research partners with premier U.S. data providers to give SimplyMap users the most current demographic, business, and marketing data available. SimplyMap provides the following nation-wide data*:

- Demographic Variables: Population, Age, Race, Income, Ancestry, Marital Status, Housing, Employment, Transportation, Families, and more.
- Historical census data: including 1980, 1990 & 2000, plus current year census estimates and 5 year projections.
- Business and Marketing Variables: Detailed Consumer Expenditure, Consumer Price Index, Quality of Life & Consumer Profiles, Business & Employee Counts by industry, and EASI[®] Market Segments & Life Stages.
- Mediamark Research's (MRI[®]) Survey of the American Consumer[™]: EASI, using MRI survey data, produces local estimates of usage and consumption (propensity) for thousands of specific and detailed products and services.

*data for all geographies include census block-groups, census tracts, ZIP codes, cities, counties, states, and the entire United States.

Sort data using any location or transpose the table to sort by any variable.

Create bar charts on the fly to visually compare data across many locations

Quickly add any location or variable to the report.

Add pre-configured groups of variables to the report.

Export reports to Microsoft Excel or Word.

Sort Order	Variable Group	Chart	Variables	Broward County, FL	Chicago, IL	Austin, TX	10016, New York, NY	CT416400, Norfolk Cnty, MA	ALL OF USA
			Geographic Unit	County	City	City	Zip Code	Census Tract	
1	Family Inc., Per Capita (\$), 2006			\$25,159.00	\$19,369.00	\$26,483.00	\$77,400.00	\$39,923.00	\$23,946.00
2	% HHs w/ Inc. \$100,000 and Over, 2006			16.47 %	14.16 %	16.62 %	36.82 %	47.76 %	15.90 %
3	% Pop, 65 Years and Older, 2006			15.53 %	10.08 %	6.32 %	10.41 %	16.20 %	11.92 %
4	Census Overview #1 2006		Population Density, 2006	1,495	13,011	2,477	81,845	3,176	84
5	Census Overview #1 2006		# Population (Pop), 2006	1,801,775	2,863,285	703,161	52,292	5,629	297,925,421
6	Census Overview #1 2006		Population Growth (2006/2000)	11.01 %	-1.13 %	7.10 %	4.46 %	-6.63 %	5.86 %
7	Census Overview #1 2006		# Male Population, 2006	871,075	1,396,664	363,084	24,325	2,704	146,817,596
8	Census Overview #1 2006		% Male Population, 2006	48.35 %	48.78 %	51.64 %	46.52 %	48.04 %	49.28 %
9	Census Overview #1 2006		# Female Population, 2006	930,700	1,466,621	340,077	27,967	2,925	151,107,825
10	Census Overview #1 2006		% Female Population, 2006	51.65 %	51.22 %	48.36 %	53.48 %	51.96 %	50.72 %
11	Census Overview #1 2006		# Households (HHs), 2006	739,194	1,074,537	293,218	33,193	2,050	114,993,673
12	Census Overview #1 2006		Household Growth (2006/2000)	12.95 %	1.20 %	10.55 %	9.11 %	-3.62 %	9.02 %
13	Census Overview #1 2006		HH, Average Size, 2006	2	3	2	1	3	3
14	Census Overview #1 2006		# Urban Pop, 2006	1,799,003	2,863,285	691,555	52,292	5,629	234,182,721
15	Census Overview #1 2006		% Urban Pop, 2006	99.85 %	100.00 %	98.35 %	100.00 %	100.00 %	78.60 %
16	Census Overview #1 2006		# Rural Pop, 2006	2,772	0	11,606	0	0	63,742,700
17	Census Overview #1 2006		% Rural Pop, 2006	0.15 %	0.00 %	1.65 %	0.00 %	0.00 %	21.40 %
18	Census Overview #1 2006		# White Pop, 2006	1,234,553	1,142,022	433,894	39,146	5,417	218,110,627
19	Census Overview #1 2006		% White Pop, 2006	68.52 %	39.89 %	61.71 %	74.86 %	96.23 %	73.21 %
20	Census Overview #1 2006		# Black Pop, 2006	370,296	1,013,387	70,200	2,703	35	35,988,176
21	Census Overview #1 2006		% Black Pop, 2006	20.55 %	35.39 %	9.98 %	5.17 %	0.62 %	12.08 %
22	Census Overview #1 2006		# Asian Pop, 2006	50,811	145,412	39,604	7,393	131	12,760,494
23	Census Overview #1 2006		% Asian Pop, 2006	2.82 %	5.08 %	5.63 %	14.14 %	2.33 %	4.28 %
24	Census Overview #1 2006		# Other Race Pop, 2006	146,115	562,464	159,463	3,050	46	31,066,134

Data Providers

Easy Analytic Software Inc. (EASI)

Easy Analytic Software, Inc. is a New York-based independent developer of desktop and internet demographic data. In business since 1995, EASI has worked with over 1,500 clients, including AT&T, Bank of America, and DuPont. EASI is a leading provider of high quality demographic, business, and marketing data to the business and academic community.



Applied Geographic Solutions, Inc. (AGS)

Applied Geographic Solutions, Inc. is a supplier of premium quality demographic and marketing databases. Established in 1997, AGS brings a unique pioneering spirit to the delivery of superior quality demographic and industry-specific data through an unmatched combination of superior data quality, proven methodologies, greater market coverage, and rapid data access.



Mediamark Research, Inc. (MRI)

Mediamark Research Inc. has been helping marketing and media companies better understand American consumers since 1979. Responding to a growing need for more precise research information, MRI developed a methodology for measuring magazine audiences that soon became the "currency" for the magazine industry, as it is to this day. Over the years, MRI's commitment to quality in research has brought it to the forefront of the market and media research industry.



www.GeographicResearch.com

Geographic Research, Inc. (GRI) provides mapping, data analysis, and software development services to educational institutions, public libraries, businesses, government agencies, and non-profit organizations. GRI delivers outstanding customer support and comprehensive training programs.