



## Variable Analysis by Version of The Right Site ® (TRS) 2005

This document is designed to help our clients determine which version of our software products (The Right Site - Executive, Professional, or Advanced) is best suited for their needs.

### 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 on-line services.

Take a moment to read the [Testimonials at our Website!](#) While there you can also test our software - for free. EASI offers key reports from the 2000 Census. Thousands of corporate, magazines, colleges and other users go to our site for their Census demographics.

We have several versions of our software, The Right Site ®. They all have different data but the same software. The software has simple to interpret standard demographic reports, sales potential analysis, site analysis (3-ring reports), Trend reports (Census, current, and five year projection), and user defined demographic profiles (clusters). Our software also has unique features such as the EASI ® Significant Variable Report. This EASI created report instantly shows what makes each study area *special*. The results of that can then be used to find other similar areas anywhere in the US!

EASI provides targeted demographic data, site analysis, and general reference software that is *really* easy to use – we guarantee it.

At our web site [www.easidemographics.com](http://www.easidemographics.com) you can compare the reports and data contained in The Right Site – Executive, Professional, or Advanced) and determine which one is right for you.

#### Easy Analytic Software, Inc.

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)  
The Right Site Variables Page 1 of 47

→ **The Right Site – Advanced Edition** (TRS – ADV) is an extraordinary product for highly detailed sales, marketing, and demographic analysis. Users of the Advanced need access to a myriad of demographics for reports and analysis. The Advanced is an ideal reference for those who need access to a comprehensive demographic source. This version, with 118 reports and over 1,900 variables, offers analysts in large company's massive amounts of data and reports with an easy to access interface.

With reports incorporating data such as: age by sex **and** by race and ethnicity, race by households, income by households **by** race and ethnicity, family characteristics (including income), education, housing, business employment and counts, 550 consumer expenditure estimates, Retail Sales and Store Groups, Quality of Life, and many other key variables. All demographic variables contain 4/1/2000 (benchmark), 1/1/2005 (current estimate); and 1/1/2010 (forecast).

The Master Database contains the same information as the Advanced.

Note: The standard version of this software includes **all** geographies: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$9,500). The Site Analysis extract contains: Block Groups, Census Tracts, Counties, States, and the US (Price - \$7,500). The Market Analysis extract contains: ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$4,000).

→ **The Right Site – Professional Edition** (TRS – PRO) is an ideal product for any analyst who needs a range of geographically oriented data. These analysts work for companies who require demographics for decisions for location analysis, real estate planning, advertising, sales, marketing, or potential analysis. All corporate and outside consultants will find this a great tool with access to commonly requested demographics. This product includes 32 reports with 326 demographic variables and forecasts plus other related data. The available reports include: demographic details such as an age by sex, race by households, income, family characteristics (including income) education, housing, and many other key demographic characteristics. Other variables include; basic Consumer Expenditures, Retail Sales and Store Groups, Quality of Life, and other important marketing information. All demographic variables contain 4/1/2000 (benchmark), 1/1/2005 (current estimate); and 1/1/2010 (forecast).

Note: The standard version of this software includes **all** geographies: Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$2,500). The Site Analysis extract contains: Block Groups, Census Tracts, Counties, States, and the US (Price - \$2,000). The Market Analysis extract contains: ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$1,000).

→ **The Right Site – Executive Edition** (TRS – EXE) is a perfect **entry level** product for users who need current information with over 40 essential updated variables. This product includes: population, households, income, race, median age, employment, and other key data. The standard version of this software includes **all** geographies: Block

Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US (Price - \$625).

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASY • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 3 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
<b>Geography Variables</b>				
1. EASI Block Group	<b>EASIBLOCK</b>	YES	YES	YES
2. Block Group	<b>BLOCKGRP</b>	YES	YES	YES
3. EASI Census Tract	<b>EASICTRACT</b>	YES	YES	YES
4. Census Tract	<b>CENTRACT</b>	YES	YES	YES
5. ZIP Code	<b>ZIP_CODE</b>	YES	YES	YES
6. Post Office Name	<b>PONAME</b>	YES	YES	YES
7. City Name	<b>CITYNAME</b>	YES	YES	YES
8. City Code	<b>CITYCODE</b>	YES	YES	YES
9. County Name	<b>CNTYNAM</b>	YES	YES	YES
10. County FIPS Code	<b>FIPS</b>	YES	YES	YES
11. State Abbreviation	<b>STAABBRV</b>	YES	YES	YES
12. State Name	<b>STNAME</b>	YES	YES	YES
13. Core Based Statistical Area Name	<b>CBSANAME</b>	YES	YES	YES
14. Core Based Statistical Area Code	<b>CBSACODE</b>	YES	YES	YES
15. Core Based Area Type (1 = Metropolitan, 2 = Micropolitan)	<b>CBSATYPE</b>	YES	YES	YES
16. Area Code	<b>AREACODE</b>	YES	YES	YES
17. Latitude (Population Centroid)	<b>LAT</b>	YES	YES	YES
18. Longitude (Population Centroid)	<b>LONG</b>	YES	YES	YES
19. Square Miles	<b>SQMILES</b>	YES	YES	YES

### Demographic Variables

1. Population Density	<b>DENSITY</b>	YES	YES	YES
2. Population (4/1/1990)	<b>POP90</b>	YES	YES	YES
3. Population (4/1/2000)	<b>POP00</b>	YES	YES	YES
4. Population (1/1/2005)	<b>POP05</b>	YES	YES	YES
5. Population (1/1/2010)	<b>POP10</b>	YES	YES	YES
6. Population Growth (2005/2000)	<b>POPGROW05</b>	YES	YES	YES
7. Population Forecast (2010/2005)	<b>POPFORE10</b>	YES	YES	YES
8. Household Growth (2005/2000)	<b>HHGROW05</b>	YES	YES	YES
9. Household Forecast (2010/2005)	<b>HHFORE10</b>	YES	YES	YES
10. Households (4/1/1990)	<b>HH90</b>	YES	YES	YES
11. Households (4/1/2000)	<b>HH00</b>	YES	YES	YES
12. Households (1/1/2005)	<b>HH05</b>	YES	YES	YES
13. Households (1/1/2010)	<b>HH10</b>	YES	YES	YES
14. Household, Average Size	<b>AVGHHSIZE</b>	YES	YES	YES
15. Family Population	<b>POPFAM</b>		YES	YES
16. Non-Family Population	<b>POPNFAM</b>		YES	YES
17. Families	<b>FAMILIES</b>	YES	YES	YES
18. Families, Married	<b>FAMMAR</b>		YES	YES
19. Other Families	<b>FAMOTH</b>		YES	YES
20. Other Families, Male Householder, No Wife Present	<b>FAMOTM</b>		YES	YES
21. Other Families, Female Householder, No Husband Present	<b>FAMOTF</b>		YES	YES
22. Families, Married with Children Under 18	<b>FAMMAR18</b>		YES	YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
23. Families, Married with No Children Under 18	<b>FAMMARNOC</b>		YES	YES
24. Other Families, Male Householder, No Wife Present with Children Under 18	<b>FAMOTM18</b>		YES	YES
25. Other Families, Male Householder, No Wife Present with No Children Under 18	<b>FAMOTMNOC</b>		YES	YES
26. Other Families, Female Householder, No Husband Present with Children Under 18	<b>FAMOTF18</b>		YES	YES
27. Other Families, Female Householder, No Husband Present with No Children Under 18	<b>FAMOTFNOC</b>		YES	YES
28. Non-Family Households	<b>NONFAMHH</b>		YES	YES
29. Non-Family Households, Male Householder	<b>NONFAMHHM</b>		YES	YES
30. Non-Family Households, Female Householder	<b>NONFAMHHF</b>		YES	YES
31. Population, Urban	<b>URBANPOP</b>	YES	YES	YES
32. Population, Rural	<b>RURALPOP</b>	YES	YES	YES
33. Population, Male	<b>MALEPOP</b>	YES	YES	YES
34. Population, Female	<b>FEMALEPOP</b>	YES	YES	YES
35. White Population, Alone	<b>WHPOPA</b>	YES	YES	YES
36. Black Population, Alone	<b>BLPOPA</b>	YES	YES	YES
37. Asian Population, Alone	<b>ASPOPA</b>	YES	YES	YES
38. Other Population	<b>OTPOP</b>	YES	YES	YES
39. Hispanic Population	<b>HISPPOP</b>	YES	YES	YES
40. White Non-Hispanic Population	<b>WHNHISPOP</b>	YES	YES	YES
41. White Households	<b>WHHH</b>		YES	YES
42. Black Households	<b>BLHH</b>		YES	YES
43. Asian Households	<b>ASHH</b>		YES	YES
44. Other Households	<b>OTHH</b>		YES	YES
45. Hispanic Households	<b>HISPHH</b>		YES	YES
46. White Non-Hispanic Households	<b>WHNHISHH</b>		YES	YES
47. Population, Median Age	<b>MEDAGE</b>	YES	YES	YES
48. Population Aged 0 to 5 Years	<b>POP_0_5</b>		YES	YES
49. Population Aged 6 to 11 Years	<b>POP_6_11</b>		YES	YES
50. Population Aged 12 to17 Years	<b>POP_12_17</b>		YES	YES
51. Population Aged 18 to 24 Years	<b>POP_18_24</b>		YES	YES
52. Population Aged 25 to 34 Years	<b>POP_25_34</b>		YES	YES
53. Population Aged 35 to 44 Years	<b>POP_35_44</b>		YES	YES
54. Population Aged 45 to 54 Years	<b>POP_45_54</b>		YES	YES
55. Population Aged 55 to 64 Years	<b>POP_55_64</b>		YES	YES
56. Population Aged 65 to 74 Years	<b>POP_65_74</b>		YES	YES
57. Population Aged 75 to 84 Years	<b>POP_75_84</b>		YES	YES
58. Population Aged 85 Years and Older	<b>POP_85P</b>		YES	YES
59. Population, Males Never Married (Pop 15+)	<b>MALNOMARRY</b>		YES	YES
60. Population, Males Married (Pop 15+)	<b>MALMARRY</b>		YES	YES
61. Population, Males Widowed (Pop 15+)	<b>MALWIDOW</b>		YES	YES
62. Population, Males Divorced (Pop 15+)	<b>MALDIVORCE</b>		YES	YES
63. Population, Females Never Married (Pop 15+)	<b>FEMNOMARRY</b>		YES	YES
64. Population, Females Married (Pop 15+)	<b>FEMMARRY</b>		YES	YES
65. Population, Females Widowed (Pop 15+)	<b>FEMWIDOW</b>		YES	YES
66. Population, Females Divorced (Pop 15+)	<b>FEMDIVORCE</b>		YES	YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
67. Population, Speaks English (Pop 5+)	<b>SPEAKENG</b>		YES	YES
68. Population, Speaks Spanish (Pop 5+)	<b>SPEAKSPA</b>		YES	YES
69. Population, Speaks Other Indo-European Languages (Pop 5+)	<b>SPEAKIEUR</b>		YES	YES
70. Population, Speaks Asian or Pacific Island Language (Pop 5+)	<b>SPEAKASI</b>		YES	YES
71. Population, Speaks Other Language (Pop 5+)	<b>SPEAKOTH</b>		YES	YES
72. Population, Citizenship - Native	<b>CITNATIV</b>		YES	YES
73. Population, Citizenship - Foreign Born - Naturalized	<b>CITFORNAT</b>		YES	YES
74. Population, Citizenship - Foreign Born - Not a Citizen	<b>CITFORNOT</b>		YES	YES
75. Population, Total Group Quarters	<b>GQTOTAL</b>		YES	YES
76. Population, Institutional Group Quarters	<b>GQINST</b>		YES	YES
77. Population, Non-Institutional Group Quarters	<b>GQNINST</b>		YES	YES
78. Employment, Car, Truck, Van to Work (Empl 16+)	<b>TRANCAR</b>		YES	YES
79. Employment, Public Transportation to Work (Empl 16+)	<b>TRANPUBLIC</b>		YES	YES
80. Employment, Other Transportation to Work (Empl 16+)	<b>TRANOTHER</b>		YES	YES
81. Employment, Work at Home (Empl 16+)	<b>TRAVHOME</b>		YES	YES
82. Employment, Travel Time Less than 15 Min (Empl 16+)	<b>TRAVL15</b>		YES	YES
83. Employment, Travel Time 15-29 Min (Empl 16+)	<b>TRAV_15_29</b>		YES	YES
84. Employment, Travel Time 30-59 Min (Empl 16+)	<b>TRAV_30_59</b>		YES	YES
85. Employment, Travel Time 60+ Min (Empl 16+)	<b>TRAV_60P</b>		YES	YES
86. Householder, Median Age	<b>MEDAGHHER</b>	YES	YES	YES
87. Householder, Aged Under 25 Years	<b>HHL24YR</b>		YES	YES
88. Householder, Aged 25 to 34 Years	<b>HH25_34YR</b>		YES	YES
89. Householder, Aged 35 to 44 Years	<b>HH35_44YR</b>		YES	YES
90. Householder, Aged 45 to 54 Years	<b>HH45_54YR</b>		YES	YES
91. Householder, Aged 55 to 64 Years	<b>HH55_64YR</b>		YES	YES
92. Householder, Aged 65 to 74 Years	<b>HH65_74YR</b>		YES	YES
93. Householder, Aged 75 Years and Over	<b>HH75PYR</b>		YES	YES
94. Households, Median Size	<b>MEDHHSIZE</b>		YES	YES
95. Households, 1 Person	<b>HH1</b>		YES	YES
96. Households, 2 Person	<b>HH2</b>		YES	YES
97. Households, 3 Person	<b>HH3</b>		YES	YES
98. Households, 4 Person	<b>HH4</b>		YES	YES
99. Households, 5 Person	<b>HH5</b>		YES	YES
100. Households, 6 Person	<b>HH6</b>		YES	YES
101. Households, 7 or More Person	<b>HH7P</b>		YES	YES
102. Housing, Units	<b>HUOSNIT</b>	YES	YES	YES
103. Housing, Occupied Units	<b>OCCUNIT</b>		YES	YES
104. Housing, Vacant Units	<b>VACUNIT</b>		YES	YES
105. Housing, Vacant Units For Rent	<b>VACUNITRNT</b>		YES	YES
106. Housing, Vacant Units For Sale	<b>VACUNITSAL</b>		YES	YES
107. Housing, Vacant Units Seasonal	<b>VACUNITSEA</b>		YES	YES
108. Housing, Vacant Units Vacant Other	<b>VACUNITOTH</b>		YES	YES
109. Housing, Owner Occupied	<b>OOCCHH</b>	YES	YES	YES
110. Housing, Renter Occupied	<b>ROCCHH</b>	YES	YES	YES
111. Housing, Occupied Structure with 1 Unit Detached	<b>S_1D</b>		YES	YES
112. Housing, Occupied Structure with 1 Unit Attached	<b>S_1A</b>		YES	YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
113. Housing, Occupied Structure with 2 Units	<b>S_2</b>		YES	YES
114. Housing, Occupied Structure with 3-4 Units	<b>S_3_4</b>		YES	YES
115. Housing, Occupied Structure with 5-9 Units	<b>S_5_9</b>		YES	YES
116. Housing, Occupied Structure with 10-19 Units	<b>S_10_19</b>		YES	YES
117. Housing, Occupied Structure with 20-49 Units	<b>S_20_49</b>		YES	YES
118. Housing, Occupied Structure with 50+ Units	<b>S_50P</b>		YES	YES
119. Housing, Occupied Structure Trailer	<b>STRAILER</b>		YES	YES
120. Housing, Occupied Structure Other	<b>SOTHER</b>		YES	YES
121. Housing, Median Rent (\$)	<b>MEDRENT</b>	YES	YES	YES
122. Housing, Rent less than \$250	<b>RNTL250</b>		YES	YES
123. Housing, Rent \$250-\$499	<b>RNT25_50</b>		YES	YES
124. Housing, Rent \$500-\$749	<b>RNT50L75</b>		YES	YES
125. Housing, Rent \$750-\$999	<b>RNT75L100</b>		YES	YES
126. Housing, Rent \$1,000-\$1,249	<b>RNT100L125</b>		YES	YES
127. Housing, Rent \$1,250-\$1,499	<b>RNT125L150</b>		YES	YES
128. Housing, Rent \$1,500-\$1,999	<b>RNT150L200</b>		YES	YES
129. Housing, Rent \$2,000+	<b>RNT2000P</b>		YES	YES
130. Housing, No Cash Rent	<b>RENTNOCASH</b>		YES	YES
131. Housing, Owner Households, With Mortgage Any	<b>MORTANY</b>		YES	YES
132. Housing, Owner Households, With No Mortgage	<b>NOMORT</b>		YES	YES
133. Housing, Median Value Owner Households (\$)	<b>MEDVALOCC</b>	YES	YES	YES
134. Housing, Owner Households Valued Less than \$20,000	<b>VALL20</b>		YES	YES
135. Housing, Owner Households Valued \$20,000-\$39,999	<b>VAL20_40</b>		YES	YES
136. Housing, Owner Households Valued \$40,000-\$59,999	<b>VAL40_60</b>		YES	YES
137. Housing, Owner Households Valued \$60,000-\$79,999	<b>VAL60_80</b>		YES	YES
138. Housing, Owner Households Valued \$80,000-\$99,999	<b>VAL80_100</b>		YES	YES
139. Housing, Owner Households Valued \$100,000-\$124,999	<b>VAL100_125</b>		YES	YES
140. Housing, Owner Households Valued \$125,000-\$149,999	<b>VAL125_150</b>		YES	YES
141. Housing, Owner Households Valued \$150,000-\$174,999	<b>VAL150_175</b>		YES	YES
142. Housing, Owner Households Valued \$175,000-\$199,999	<b>VAL175_200</b>		YES	YES
143. Housing, Owner Households Valued \$200,000-\$249,999	<b>VAL200_250</b>		YES	YES
144. Housing, Owner Households Valued \$250,000-\$299,999	<b>VAL250_300</b>		YES	YES
145. Housing, Owner Households Valued \$300,000-\$399,999	<b>VAL300_400</b>		YES	YES
146. Housing, Owner Households Valued \$400,000-\$499,999	<b>VAL400_500</b>		YES	YES
147. Housing, Owner Households Valued \$500,000-\$749,999	<b>VAL500_750</b>		YES	YES
148. Housing, Owner Households Valued \$750,000-\$999,999	<b>VAL750_100</b>		YES	YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 7 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
149. Housing, Owner Households Valued More than \$1,000,000	<b>VAL1000P</b>		YES	YES
150. Households, Median Vehicles	<b>MEDVEHICLE</b>	YES	YES	YES
151. Households with No Vehicles	<b>VEH_0</b>		YES	YES
152. Households with 1 Vehicle	<b>VEH_1</b>		YES	YES
153. Households with 2 Vehicles	<b>VEH_2</b>		YES	YES
154. Households with 3 Vehicles	<b>VEH_3</b>		YES	YES
155. Households with 4+ Vehicles	<b>VEH_4P</b>		YES	YES
156. Housing, Median Year Built	<b>MED_BLT</b>		YES	YES
157. Housing, Built 1999 or Later	<b>BLT_99P</b>		YES	YES
158. Housing, Built 1995 to 1998	<b>BLT_95_98</b>		YES	YES
159. Housing, Built 1990 to 1994	<b>BLT_90_94</b>		YES	YES
160. Housing, Built 1980 to 1989	<b>BLT_80_89</b>		YES	YES
161. Housing, Built 1970 to 1979	<b>BLT_70_79</b>		YES	YES
162. Housing, Built 1960 to 1969	<b>BLT_60_69</b>		YES	YES
163. Housing, Built 1950 to 1959	<b>BLT_50_59</b>		YES	YES
164. Housing, Built 1940 to 1949	<b>BLT_40_49</b>		YES	YES
165. Housing, Built 1939 or Earlier	<b>BLT_L39</b>		YES	YES
166. Housing, Median Year Moved In	<b>MED_MOVIN</b>		YES	YES
167. Housing, Year Moved in 1999 or Later	<b>MOVE_99P</b>		YES	YES
168. Housing, Year Moved in 1995 to 1998	<b>MOVE_95_98</b>		YES	YES
169. Housing, Year Moved in 1990 to 1994	<b>MOVE_90_94</b>		YES	YES
170. Housing, Year Moved in 1980 to 1989	<b>MOVE_80_89</b>		YES	YES
171. Housing, Year Moved in 1970 to 1979	<b>MOVE_70_79</b>		YES	YES
172. Housing, Year Moved in 1969 or Earlier	<b>MOVE_L69</b>		YES	YES
173. Household Income, Total (\$000)	<b>TOTHHINC</b>	YES	YES	YES
174. Household Income, Median (\$)	<b>MEDHHINC</b>	YES	YES	YES
175. Household Income, Average (\$)	<b>AVGHHINC</b>	YES	YES	YES
176. Household Income, Per Capita (\$)	<b>PERCAPINC</b>	YES	YES	YES
177. Household Income, High Income Average (\$)	<b>HHHINCAVG</b>		YES	YES
178. Households with Income Less than \$15,000	<b>HHL15</b>		YES	YES
179. Households with Income \$15,000 to \$24,999	<b>HH15_25</b>		YES	YES
180. Households with Income \$25,000 to \$34,999	<b>HH25_35</b>		YES	YES
181. Households with Income \$35,000 to \$49,999	<b>HH35_50</b>		YES	YES
182. Households with Income \$50,000 to \$74,999	<b>HH50_75</b>		YES	YES
183. Households with Income \$75,000 to \$99,999	<b>HH75_100</b>		YES	YES
184. Households with Income \$100,000 to \$124,999	<b>HH100_125</b>		YES	YES
185. Households with Income \$125,000 to \$149,999	<b>HH125_150</b>		YES	YES
186. Households with Income \$150,000 to \$199,999	<b>HH150_200</b>		YES	YES
187. Households with Income \$200,000 and Over	<b>HH200P</b>		YES	YES
188. Education, Enrolled Public Preprimary (Pop 3+)	<b>SE_PREPUB</b>		YES	YES
189. Education, Enrolled Private Preprimary (Pop 3+)	<b>SE_PREPRI</b>		YES	YES
190. Education, Enrolled Public School (Pop 3+)	<b>SE_K_12PUB</b>		YES	YES
191. Education, Enrolled Private School (Pop 3+)	<b>SE_K_12PRI</b>		YES	YES
192. Education, Enrolled Public College (Pop 3+)	<b>SE_COLPUB</b>		YES	YES
193. Education, Enrolled Private College (Pop 3+)	<b>SE_COLPRI</b>		YES	YES
194. Education, Not Enrolled in School (Pop 3+)	<b>SE_NONE</b>		YES	YES
195. Education Attainment, < High School (Pop 25+)	<b>ED_LHS</b>		YES	YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
196. Education Attainment, High School (Pop 25+)	<b>ED_HS</b>		YES	YES
197. Education Attainment, Some College (Pop 25+)	<b>ED_SOMCOL</b>		YES	YES
198. Education Attainment, Associate Degree (Pop 25+)	<b>ED_DEGASSC</b>		YES	YES
199. Education Attainment, College (Pop 25+)	<b>ED_DEGBACH</b>		YES	YES
200. Education Attainment, Graduate Degree (Pop 25+)	<b>ED_DEGGRAD</b>		YES	YES
201. Employment Potential (Pop 16+)	<b>EMP_POTL</b>		YES	YES
202. Employment, Civilian Males (Pop 16+)	<b>EMP_CVMAL</b>		YES	YES
203. Employment, Civilian Females (Pop 16+)	<b>EMP_CVFEM</b>		YES	YES
204. Employment, Armed Forces Male (Pop 16+)	<b>EMP_AFMAL</b>		YES	YES
205. Employment, Armed Forces Female (Pop 16+)	<b>EMP_AFFEM</b>		YES	YES
206. Employment, Unemployed Males (Pop 16+)	<b>EMP_UNMAL</b>		YES	YES
207. Employment, Unemployed Female (Pop 16+)	<b>EMP_UNFEM</b>		YES	YES
208. Employment, Not in the Labor Force Male (Pop 16+)	<b>EMP_NLFMAL</b>		YES	YES
209. Employment, Not in the Labor Force Female (Pop 16+)	<b>EMP_NLFFEM</b>		YES	YES
210. Employment, Civilian Total (Pop 16+)	<b>EMP_CVTOT</b>		YES	YES
211. Employment, Agriculture, Forestry, Fishing and Hunting, and Mining (Pop 16+)	<b>EMP_AGRI</b>		YES	YES
212. Employment, Construction (Pop 16+)	<b>EMP_CONST</b>		YES	YES
213. Employment, Manufacturing (Pop 16+)	<b>EMP_MANUF</b>		YES	YES
214. Employment, Wholesale Trade (Pop 16+)	<b>EMP_WHOLE</b>		YES	YES
215. Employment, Retail Trade (Pop 16+)	<b>EMP_RETAIL</b>		YES	YES
216. Employment, Transportation and Warehousing, and Utilities (Pop 16+)	<b>EMP_TRANS</b>		YES	YES
217. Employment, Information (Pop 16+)	<b>EMP_INFO</b>		YES	YES
218. Employment, Finance, Insurance, Real Estate and Rental and Leasing (Pop 16+)	<b>EMP_FINETC</b>		YES	YES
219. Employment, Professional, Scientific, Management, Administrative, etc. (Pop 16+)	<b>EMP_PROF</b>		YES	YES
220. Employment, Educational, Health and Social Services (Pop 16+)	<b>EMP_EDUC</b>		YES	YES
221. Employment, Arts, Entertainment, Accommodation and Food Services, etc. (Pop 16+)	<b>EMP_ARTS</b>		YES	YES
222. Employment, Other Services (Pop 16+)	<b>EMP_OTSRV</b>		YES	YES
223. Employment, Public Administration (Pop 16+)	<b>EMP_PUBAD</b>		YES	YES
224. Occupation, Management, Business, and Financial Operations (Pop 16+)	<b>OCC_MANAGE</b>		YES	YES
225. Occupation, Professional and Related (Pop 16+)	<b>OCC_PROF</b>		YES	YES
226. Occupation, Sales and Office (Pop 16+)	<b>OCC_SALES</b>		YES	YES
227. Occupation, Service (Pop 16+)	<b>OCC_SERVIC</b>		YES	YES
228. Occupation, Farming, Fishing, and Forestry (Pop 16+)	<b>OCC_FARM</b>		YES	YES
229. Occupation, Construction, Extraction, and Maintenance (Pop 16+)	<b>OCC_CONST</b>		YES	YES
230. Occupation, Production, Transportation, and Material Moving (Pop 16+)	<b>OCC_PRODUC</b>		YES	YES
231. Employment, White Collar (Pop 16+)	<b>WHCOLROCC</b>		YES	YES
232. Employment, Blue Collar (Pop 16+)	<b>BLCOLROCC</b>		YES	YES
233. Employment, Private for-Profit Wage and Salary Workers (Pop 16+)	<b>EMP_PRIV</b>		YES	YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
234. Employment, Private Not-for-Profit Wage and Salary Workers (Pop 16+)	<b>EMP_NPROF</b>		YES	YES
235. Employment, Local Government Workers (Pop 16+)	<b>EMP_GOVLOC</b>		YES	YES
236. Employment, State Government Workers (Pop 16+)	<b>EMP_GOVST</b>		YES	YES
237. Employment, Federal Government Workers (Pop 16+)	<b>EMP_GOVFED</b>		YES	YES
238. Employment, Self-Employed Workers in Own Not Incorporated Business (Pop 16+)	<b>EMP_SELF</b>		YES	YES
239. Employment, Unpaid Family Workers (Pop 16+)	<b>EMP_UNPAID</b>		YES	YES
240. Population, Male Median Age	<b>MALMEDAGE</b>		YES	YES
241. Population, Female Median Age	<b>FEMMEDAGE</b>		YES	YES
242. Population, Males Aged 0 to 5 Years	<b>MP_0_5</b>		YES	YES
243. Population, Males Aged 6 to 11 Years	<b>MP_6_11</b>		YES	YES
244. Population, Males Aged 12 to17 Years	<b>MP_12_17</b>		YES	YES
245. Population, Males Aged 18 to 24 Years	<b>MP_18_24</b>		YES	YES
246. Population, Males Aged 25 to 34 Years	<b>MP_25_34</b>		YES	YES
247. Population, Males Aged 35 to 44 Years	<b>MP_35_44</b>		YES	YES
248. Population, Males Aged 45 to 54 Years	<b>MP_45_54</b>		YES	YES
249. Population, Males Aged 55 to 64 Years	<b>MP_55_64</b>		YES	YES
250. Population Males, Aged 65 to 74 Years	<b>MP_65_74</b>		YES	YES
251. Population, Males Aged 75 to 84 Years	<b>MP_75_84</b>		YES	YES
252. Population, Males Aged 85 Years and Older	<b>MP_85P</b>		YES	YES
253. Population, Females Aged 0 to 5 Years	<b>FP_0_5</b>		YES	YES
254. Population, Females Aged 6 to 11 Years	<b>FP_6_11</b>		YES	YES
255. Population, Females Aged 12 to17 Years	<b>FP_12_17</b>		YES	YES
256. Population, Females Aged 18 to 24 Years	<b>FP_18_24</b>		YES	YES
257. Population, Females Aged 25 to 34 Years	<b>FP_25_34</b>		YES	YES
258. Population, Females Aged 35 to 44 Years	<b>FP_35_44</b>		YES	YES
259. Population, Females Aged 45 to 54 Years	<b>FP_45_54</b>		YES	YES
260. Population, Females Aged 55 to 64 Years	<b>FP_55_64</b>		YES	YES
261. Population, Females Aged 65 to 74 Years	<b>FP_65_74</b>		YES	YES
262. Population, Females Aged 75 to 84 Years	<b>FP_75_84</b>		YES	YES
263. Population, Females Aged 85 Years and Older	<b>FP_85P</b>		YES	YES
264. Household Head Aged < 25 and Income < \$15K	<b>H24YL15</b>			YES
265. Household Head Aged <25 and Income \$15K-25K	<b>H24Y1525</b>			YES
266. Household Head Aged <25 and Income \$25K-35K	<b>H24Y2535</b>			YES
267. Household Head Aged <25 and Income \$35K-50K	<b>H24Y3550</b>			YES
268. Household Head Aged <25 and Income \$50K-75K	<b>H24Y5075</b>			YES
269. Household Head Aged <25 and Income \$75K-100K	<b>H24Y7599</b>			YES
270. Household Head Aged <25 and Income \$100K-125K	<b>H24Y100124</b>			YES
271. Household Head Aged <25 and Income \$125K-150K	<b>H24Y125150</b>			YES
272. Household Head Aged <25 and Income \$150K-200K	<b>H24Y150199</b>			YES
273. Household Head Aged <25 and Income \$200K+	<b>H24Y200P</b>			YES
274. Household Head Aged 25-34 and Income < \$15K	<b>H34YL15</b>			YES
275. Household Head Aged 25-34 and Income \$15K-25K	<b>H34Y1525</b>			YES
276. Household Head Aged 25-34 and Income \$25K-35K	<b>H34Y2535</b>			YES
277. Household Head Aged 25-34 and Income \$35K-50K	<b>H34Y3550</b>			YES
278. Household Head Aged 25-34 and Income \$50K-75K	<b>H34Y5075</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
279. Household Head Aged 25-34 and Income \$75K-100K	<b>H34Y7599</b>			YES
280. Household Head Aged 25-34 and Income \$100K-125K	<b>H34Y100124</b>			YES
281. Household Head Aged 25-34 and Income \$125K-150K	<b>H34Y125150</b>			YES
282. Household Head Aged 25-34 and Income \$150K-200K	<b>H34Y150199</b>			YES
283. Household Head Aged 25-34 and Income \$200K+	<b>H34Y200P</b>			YES
284. Household Head Aged 35-44 and Income < \$15K	<b>H44YL15</b>			YES
285. Household Head Aged 35-44 and Income \$15K-25K	<b>H44Y1525</b>			YES
286. Household Head Aged 35-44 and Income \$25K-35K	<b>H44Y2535</b>			YES
287. Household Head Aged 35-44 and Income \$35K-50K	<b>H44Y3550</b>			YES
288. Household Head Aged 35-44 and Income \$50K-75K	<b>H44Y5075</b>			YES
289. Household Head Aged 35-44 and Income \$75K-100K	<b>H44Y7599</b>			YES
290. Household Head Aged 35-44 and Income \$100K-125K	<b>H44Y100124</b>			YES
291. Household Head Aged 35-44 and Income \$125K-150K	<b>H44Y125150</b>			YES
292. Household Head Aged 35-44 and Income \$150K-200K	<b>H44Y150199</b>			YES
293. Household Head Aged 35-44 and Income \$200K+	<b>H44Y200P</b>			YES
294. Household Head Aged 45-54 and Income < \$15K	<b>H54YL15</b>			YES
295. Household Head Aged 45-54 and Income \$15K-25K	<b>H54Y1525</b>			YES
296. Household Head Aged 45-54 and Income \$25K-35K	<b>H54Y2535</b>			YES
297. Household Head Aged 45-54 and Income \$35K-50K	<b>H54Y3550</b>			YES
298. Household Head Aged 45-54 and Income \$50K-75K	<b>H54Y5075</b>			YES
299. Household Head Aged 45-54 and Income \$75K-100K	<b>H54Y7599</b>			YES
300. Household Head Aged 45-54 and Income \$100K-125K	<b>H54Y100124</b>			YES
301. Household Head Aged 45-54 and Income \$125K-150K	<b>H54Y125150</b>			YES
302. Household Head Aged 45-54 and Income \$150K-200K	<b>H54Y150199</b>			YES
303. Household Head Aged 45-54 and Income \$200K+	<b>H54Y200P</b>			YES
304. Household Head Aged 55-64 and Income < \$15K	<b>H64YL15</b>			YES
305. Household Head Aged 55-64 and Income \$15K-25K	<b>H64Y1525</b>			YES
306. Household Head Aged 55-64 and Income \$25K-35K	<b>H64Y2535</b>			YES
307. Household Head Aged 55-64 and Income \$35K-50K	<b>H64Y3550</b>			YES
308. Household Head Aged 55-64 and Income \$50K-75K	<b>H64Y5075</b>			YES
309. Household Head Aged 55-64 and Income \$75K-100K	<b>H64Y7599</b>			YES
310. Household Head Aged 55-64 and Income \$100K-125K	<b>H64Y100124</b>			YES
311. Household Head Aged 55-64 and Income \$125K-150K	<b>H64Y125150</b>			YES
312. Household Head Aged 55-64 and Income \$150K-200K	<b>H64Y150199</b>			YES
313. Household Head Aged 55-64 and Income \$200K+	<b>H64Y200P</b>			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
314. Household Head Aged 65-74 and Income < \$15K	<b>H74YL15</b>			YES
315. Household Head Aged 65-74 and Income \$15K-25K	<b>H74Y1525</b>			YES
316. Household Head Aged 65-74 and Income \$25K-35K	<b>H74Y2535</b>			YES
317. Household Head Aged 65-74 and Income \$35K-50K	<b>H74Y3550</b>			YES
318. Household Head Aged 65-74 and Income \$50K-75K	<b>H74Y5075</b>			YES
319. Household Head Aged 65-74 and Income \$75K-100K	<b>H74Y7599</b>			YES
320. Household Head Aged 65-74 and Income \$100K-125K	<b>H74Y100124</b>			YES
321. Household Head Aged 65-74 and Income \$125K-150K	<b>H74Y125150</b>			YES
322. Household Head Aged 65-74 and Income \$150K-200K	<b>H74Y150199</b>			YES
323. Household Head Aged 65-74 and Income \$200K+	<b>H74Y200P</b>			YES
324. Household Head Aged 75+ and Income \$0-15K	<b>H75PL15</b>			YES
325. Household Head Aged 75+ and Income \$15K-25K	<b>H75P1525</b>			YES
326. Household Head Aged 75+ and Income \$25K-35K	<b>H75P2535</b>			YES
327. Household Head Aged 75+ and Income \$35K-50K	<b>H75P3550</b>			YES
328. Household Head Aged 75+ and Income \$50K-75K	<b>H75P5075</b>			YES
329. Household Head Aged 75+ and Income \$75K-100K	<b>H75P7599</b>			YES
330. Household Head Aged 75+ and Income \$100K-125K	<b>H75P100124</b>			YES
331. Household Head Aged 75+ and Income \$125K-150K	<b>H75P125150</b>			YES
332. Household Head Aged 75+ and Income \$150K-200K	<b>H75P150199</b>			YES
333. Household Head Aged 75+ and Income \$200K+	<b>H75P200P</b>			YES
334. Population, White Male Median Age	<b>WHMAMEDAG</b>			YES
335. White Population, Female Median Age	<b>E</b>			YES
336. Black Population, Male Median Age	<b>WHFEMEDAGE</b>			YES
337. Black Population, Female Median Age	<b>BLMAMEDAGE</b>			YES
338. Asian Population, Male Median Age	<b>BLFEMEDAGE</b>			YES
339. Asian Population, Female Median Age	<b>ASMAMEDAGE</b>			YES
340. Other Population, Male Median Age	<b>ASFEMEDAGE</b>			YES
341. Other Population, Female Median Age	<b>OTMAMEDAGE</b>			YES
342. Hispanic Population, Male Median Age	<b>OTFEMEDAGE</b>			YES
343. Hispanic Population, Female Median Age	<b>HIMAMEDAGE</b>			YES
344. White Non-Hispanic Population, Male Median Age	<b>HIFEMEDAGE</b>			YES
345. White Non-Hispanic Population, Female Median Age	<b>WNMAMEDAG</b>			YES
346. White Population, Males Aged 0 to 5 Years	<b>E</b>			YES
347. White Population, Males Aged 6 to 11 Years	<b>WNFEMEDAGE</b>			YES
348. White Population, Males Aged 12 to 17 Years	<b>WMP_0_5</b>			YES
349. White Population, Males Aged 18 to 24 Years	<b>WMP_6_11</b>			YES
350. White Population, Males Aged 25 to 34 Years	<b>WMP_12_17</b>			YES
351. White Population, Males Aged 35 to 44 Years	<b>WMP_18_24</b>			YES
352. White Population, Males Aged 45 to 54 Years	<b>WMP_25_34</b>			YES
353. White Population, Males Aged 55 to 64 Years	<b>WMP_35_44</b>			YES
354. White Population, Males Aged 65 to 74 Years	<b>WMP_45_54</b>			YES
355. White Population, Males Aged 75 to 84 Years	<b>WMP_55_64</b>			YES
	<b>WMP_65_74</b>			YES
	<b>WMP_75_84</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
356. White Population, Males Aged 85 Years and Older	<b>WMP_85P</b>			YES
357. White Population, Females Aged 0 to 5 Years	<b>WFP_0_5</b>			YES
358. White Population, Females Aged 6 to 11 Years	<b>WFP_6_11</b>			YES
359. White Population, Females Aged 12 to 17 Years	<b>WFP_12_17</b>			YES
360. White Population, Females Aged 18 to 24 Years	<b>WFP_18_24</b>			YES
361. White Population, Females Aged 25 to 34 Years	<b>WFP_25_34</b>			YES
362. White Population, Females Aged 35 to 44 Years	<b>WFP_35_44</b>			YES
363. White Population, Females Aged 45 to 54 Years	<b>WFP_45_54</b>			YES
364. White Population, Females Aged 55 to 64 Years	<b>WFP_55_64</b>			YES
365. White Population, Females Aged 65 to 74 Years	<b>WFP_65_74</b>			YES
366. White Population, Females Aged 75 to 84 Years	<b>WFP_75_84</b>			YES
367. White Population, Females Aged 85 Years and Older	<b>WFP_85P</b>			YES
368. Black Population, Males Aged 0 to 5 Years	<b>BMP_0_5</b>			YES
369. Black Population, Males Aged 6 to 11 Years	<b>BMP_6_11</b>			YES
370. Black Population, Males Aged 12 to 17 Years	<b>BMP_12_17</b>			YES
371. Black Population, Males Aged 18 to 24 Years	<b>BMP_18_24</b>			YES
372. Black Population, Males Aged 25 to 34 Years	<b>BMP_25_34</b>			YES
373. Black Population, Males Aged 35 to 44 Years	<b>BMP_35_44</b>			YES
374. Black Population, Males Aged 45 to 54 Years	<b>BMP_45_54</b>			YES
375. Black Population, Males Aged 55 to 64 Years	<b>BMP_55_64</b>			YES
376. Black Population, Males Aged 65 to 74 Years	<b>BMP_65_74</b>			YES
377. Black Population, Males Aged 75 to 84 Years	<b>BMP_75_84</b>			YES
378. Black Population, Males Aged 85 Years and Older	<b>BMP_85P</b>			YES
379. Black Population, Females Aged 0 to 5 Years	<b>BFP_0_5</b>			YES
380. Black Population, Females Aged 6 to 11 Years	<b>BFP_6_11</b>			YES
381. Black Population, Females Aged 12 to 17 Years	<b>BFP_12_17</b>			YES
382. Black Population, Females Aged 18 to 24 Years	<b>BFP_18_24</b>			YES
383. Black Population, Females Aged 25 to 34 Years	<b>BFP_25_34</b>			YES
384. Black Population, Females Aged 35 to 44 Years	<b>BFP_35_44</b>			YES
385. Black Population, Females Aged 45 to 54 Years	<b>BFP_45_54</b>			YES
386. Black Population, Females Aged 55 to 64 Years	<b>BFP_55_64</b>			YES
387. Black Population, Females Aged 65 to 74 Years	<b>BFP_65_74</b>			YES
388. Black Population, Females Aged 75 to 84 Years	<b>BFP_75_84</b>			YES
389. Black Population, Females Aged 85 Years and Older	<b>BFP_85P</b>			YES
390. Asian Population, Males Aged 0 to 5 Years	<b>AMP_0_5</b>			YES
391. Asian Population, Males Aged 6 to 11 Years	<b>AMP_6_11</b>			YES
392. Asian Population, Males Aged 12 to 17 Years	<b>AMP_12_17</b>			YES
393. Asian Population, Males Aged 18 to 24 Years	<b>AMP_18_24</b>			YES
394. Asian Population, Males Aged 25 to 34 Years	<b>AMP_25_34</b>			YES
395. Asian Population, Males Aged 35 to 44 Years	<b>AMP_35_44</b>			YES
396. Asian Population, Males Aged 45 to 54 Years	<b>AMP_45_54</b>			YES
397. Asian Population, Males Aged 55 to 64 Years	<b>AMP_55_64</b>			YES
398. Asian Population, Males Aged 65 to 74 Years	<b>AMP_65_74</b>			YES
399. Asian Population, Males Aged 75 to 84 Years	<b>AMP_75_84</b>			YES
400. Asian Population, Males Aged 85 Years and Older	<b>AMP_85P</b>			YES
401. Asian Population, Females Aged 0 to 5 Years	<b>AFP_0_5</b>			YES
402. Asian Population, Females Aged 6 to 11 Years	<b>AFP_6_11</b>			YES
403. Asian Population, Females Aged 12 to 17 Years	<b>AFP_12_17</b>			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 13 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
404. Asian Population, Females Aged 18 to 24 Years	<b>AFP_18_24</b>			YES
405. Asian Population, Females Aged 25 to 34 Years	<b>AFP_25_34</b>			YES
406. Asian Population, Females Aged 35 to 44 Years	<b>AFP_35_44</b>			YES
407. Asian Population, Females Aged 45 to 54 Years	<b>AFP_45_54</b>			YES
408. Asian Population, Females Aged 55 to 64 Years	<b>AFP_55_64</b>			YES
409. Asian Population, Females Aged 65 to 74 Years	<b>AFP_65_74</b>			YES
410. Asian Population, Females Aged 75 to 84 Years	<b>AFP_75_84</b>			YES
411. Asian Population, Females Aged 85 Years and Older	<b>AFP_85P</b>			YES
412. Other Population, Males Aged 0 to 5 Years	<b>OMP_0_5</b>			YES
413. Other Population, Males Aged 6 to 11 Years	<b>OMP_6_11</b>			YES
414. Other Population, Males Aged 12 to 17 Years	<b>OMP_12_17</b>			YES
415. Other Population, Males Aged 18 to 24 Years	<b>OMP_18_24</b>			YES
416. Other Population, Males Aged 25 to 34 Years	<b>OMP_25_34</b>			YES
417. Other Population, Males Aged 35 to 44 Years	<b>OMP_35_44</b>			YES
418. Other Population, Males Aged 45 to 54 Years	<b>OMP_45_54</b>			YES
419. Other Population, Males Aged 55 to 64 Years	<b>OMP_55_64</b>			YES
420. Other Population, Males Aged 65 to 74 Years	<b>OMP_65_74</b>			YES
421. Other Population, Males Aged 75 to 84 Years	<b>OMP_75_84</b>			YES
422. Other Population, Males Aged 85 Years and Older	<b>OMP_85P</b>			YES
423. Other Population, Females Aged 0 to 5 Years	<b>OFP_0_5</b>			YES
424. Other Population, Females Aged 6 to 11 Years	<b>OFP_6_11</b>			YES
425. Other Population, Females Aged 12 to 17 Years	<b>OFP_12_17</b>			YES
426. Other Population, Females Aged 18 to 24 Years	<b>OFP_18_24</b>			YES
427. Other Population, Females Aged 25 to 34 Years	<b>OFP_25_34</b>			YES
428. Other Population, Females Aged 35 to 44 Years	<b>OFP_35_44</b>			YES
429. Other Population, Females Aged 45 to 54 Years	<b>OFP_45_54</b>			YES
430. Other Population, Females Aged 55 to 64 Years	<b>OFP_55_64</b>			YES
431. Other Population, Females Aged 65 to 74 Years	<b>OFP_65_74</b>			YES
432. Other Population, Females Aged 75 to 84 Years	<b>OFP_75_84</b>			YES
433. Other Population, Females Aged 85 Years and Older	<b>OFP_85P</b>			YES
434. Hispanic Population, Males Aged 0 to 5 Years	<b>HMP_0_5</b>			YES
435. Hispanic Population, Males Aged 6 to 11 Years	<b>HMP_6_11</b>			YES
436. Hispanic Population, Males Aged 12 to 17 Years	<b>HMP_12_17</b>			YES
437. Hispanic Population, Males Aged 18 to 24 Years	<b>HMP_18_24</b>			YES
438. Hispanic Population, Males Aged 25 to 34 Years	<b>HMP_25_34</b>			YES
439. Hispanic Population, Males Aged 35 to 44 Years	<b>HMP_35_44</b>			YES
440. Hispanic Population, Males Aged 45 to 54 Years	<b>HMP_45_54</b>			YES
441. Hispanic Population, Males Aged 55 to 64 Years	<b>HMP_55_64</b>			YES
442. Hispanic Population, Males Aged 65 to 74 Years	<b>HMP_65_74</b>			YES
443. Hispanic Population, Males Aged 75 to 84 Years	<b>HMP_75_84</b>			YES
444. Hispanic Population, Males Aged 85 Years and Older	<b>HMP_85P</b>			YES
445. Hispanic Population, Females Aged 0 to 5 Years	<b>HFP_0_5</b>			YES
446. Hispanic Population, Females Aged 6 to 11 Years	<b>HFP_6_11</b>			YES
447. Hispanic Population, Females Aged 12 to 17 Years	<b>HFP_12_17</b>			YES
448. Hispanic Population, Females Aged 18 to 24 Years	<b>HFP_18_24</b>			YES
449. Hispanic Population, Females Aged 25 to 34 Years	<b>HFP_25_34</b>			YES
450. Hispanic Population, Females Aged 35 to 44 Years	<b>HFP_35_44</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
451. Hispanic Population, Females Aged 45 to 54 Years	<b>HFP_45_54</b>			YES
452. Hispanic Population, Females Aged 55 to 64 Years	<b>HFP_55_64</b>			YES
453. Hispanic Population, Females Aged 65 to 74 Years	<b>HFP_65_74</b>			YES
454. Hispanic Population, Females Aged 75 to 84 Years	<b>HFP_75_84</b>			YES
455. Hispanic Population, Females Aged 85 Years and Older	<b>HFP_85P</b>			YES
456. White Non-Hispanic Population, Males Aged 0 to 5 Years	<b>WNMP_0_5</b>			YES
457. White Non-Hispanic Population, Males Aged 6 to 11 Years	<b>WNMP_6_11</b>			YES
458. White Non-Hispanic Population, Males Aged 12 to 17 Years	<b>WNMP_12_17</b>			YES
459. White Non-Hispanic Population, Males Aged 18 to 24 Years	<b>WNMP_18_24</b>			YES
460. White Non-Hispanic Population, Males Aged 25 to 34 Years	<b>WNMP_25_34</b>			YES
461. White Non-Hispanic Population, Males Aged 35 to 44 Years	<b>WNMP_35_44</b>			YES
462. White Non-Hispanic Population, Males Aged 45 to 54 Years	<b>WNMP_45_54</b>			YES
463. White Non-Hispanic Population, Males Aged 55 to 64 Years	<b>WNMP_55_64</b>			YES
464. White Non-Hispanic Population, Males Aged 65 to 74 Years	<b>WNMP_65_74</b>			YES
465. White Non-Hispanic Population, Males Aged 75 to 84 Years	<b>WNMP_75_84</b>			YES
466. White Non-Hispanic Population, Males Aged 85 Years and Older	<b>WNMP_85P</b>			YES
467. White Non-Hispanic Population, Females Aged 0 to 5 Years	<b>WNFP_0_5</b>			YES
468. White Non-Hispanic Population, Females Aged 6 to 11 Years	<b>WNFP_6_11</b>			YES
469. White Non-Hispanic Population, Females Aged 12 to 17 Years	<b>WNFP_12_17</b>			YES
470. White Non-Hispanic Population, Females Aged 18 to 24 Years	<b>WNFP_18_24</b>			YES
471. White Non-Hispanic Population, Females Aged 25 to 34 Years	<b>WNFP_25_34</b>			YES
472. White Non-Hispanic Population, Females Aged 35 to 44 Years	<b>WNFP_35_44</b>			YES
473. White Non-Hispanic Population, Females Aged 45 to 54 Years	<b>WNFP_45_54</b>			YES
474. White Non-Hispanic Population, Females Aged 55 to 64 Years	<b>WNFP_55_64</b>			YES
475. White Non-Hispanic Population, Females Aged 65 to 74 Years	<b>WNFP_65_74</b>			YES
476. White Non-Hispanic Population, Females Aged 75 to 84 Years	<b>WNFP_75_84</b>			YES
477. White Non-Hispanic Population, Females Aged 85 Years and Older	<b>WNFP_85P</b>			YES
478. White Household Income, Total (\$000)	<b>WTOTHHINC</b>			YES
479. White Household Income, Median (\$)	<b>WMEDHHINC</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
480. White Household Income, Average (\$)	<b>WAVGHHINC</b>			YES
481. White Household Income, Per Capita (\$)	<b>WPERCAPINC</b>			YES
482. White Household Income, High Income Average (\$)	<b>WHHHINCAVG</b>			YES
483. White Households with Income Less than \$15,000	<b>WHHL15</b>			YES
484. White Households with Income \$15,000 to \$24,999	<b>WHH15_25</b>			YES
485. White Households with Income \$25,000 to \$34,999	<b>WHH25_35</b>			YES
486. White Households with Income \$35,000 to \$49,999	<b>WHH35_50</b>			YES
487. White Households with Income \$50,000 to \$74,999	<b>WHH50_75</b>			YES
488. White Households with Income \$75,000 to \$99,999	<b>WHH75_100</b>			YES
489. White Households with Income \$100,000 to \$124,999	<b>WHH100_125</b>			YES
490. White Households with Income \$125,000 to \$149,999	<b>WHH125_150</b>			YES
491. White Households with Income \$150,000 to \$199,999	<b>WHH150_200</b>			YES
492. White Households with Income \$200,000 and Over	<b>WHH200P</b>			YES
493. Black Household Income, Total (\$000)	<b>BTOTHHINC</b>			YES
494. Black Household Income, Median (\$)	<b>BMEDHHINC</b>			YES
495. Black Household Income, Average (\$)	<b>BAVGHHCINC</b>			YES
496. Black Household Income, Per Capita (\$)	<b>BPERCAPINC</b>			YES
497. Black Household Income, High Income Average (\$)	<b>BHHHINCAVG</b>			YES
498. Black Households with Income Less than \$15,000	<b>BHHL15</b>			YES
499. Black Households with Income \$15,000 to \$24,999	<b>BHH15_25</b>			YES
500. Black Households with Income \$25,000 to \$34,999	<b>BHH25_35</b>			YES
501. Black Households with Income \$35,000 to \$49,999	<b>BHH35_50</b>			YES
502. Black Households with Income \$50,000 to \$74,999	<b>BHH50_75</b>			YES
503. Black Households with Income \$75,000 to \$99,999	<b>BHH75_100</b>			YES
504. Black Households with Income \$100,000 to \$124,999	<b>BHH100_125</b>			YES
505. Black Households with Income \$125,000 to \$149,999	<b>BHH125_150</b>			YES
506. Black Households with Income \$150,000 to \$199,999	<b>BHH150_200</b>			YES
507. Black Households with Income \$200,000 and Over	<b>BHH200P</b>			YES
508. Asian Household Income, Total (\$000)	<b>ATOTHHINC</b>			YES
509. Asian Household Income, Median (\$)	<b>AMEDHHINC</b>			YES
510. Asian Household Income, Average (\$)	<b>AAVGHHCINC</b>			YES
511. Asian Household Income, Per Capita (\$)	<b>APERCAPINC</b>			YES
512. Asian Household Income, High Income Average (\$)	<b>AHHHINCAVG</b>			YES
513. Asian Households with Income Less than \$15,000	<b>AHHL15</b>			YES
514. Asian Households with Income \$15,000 to \$24,999	<b>AHH15_25</b>			YES
515. Asian Households with Income \$25,000 to \$34,999	<b>AHH25_35</b>			YES
516. Asian Households with Income \$35,000 to \$49,999	<b>AHH35_50</b>			YES
517. Asian Households with Income \$50,000 to \$74,999	<b>AHH50_75</b>			YES
518. Asian Households with Income \$75,000 to \$99,999	<b>AHH75_100</b>			YES
519. Asian Households with Income \$100,000 to \$124,999	<b>AHH100_125</b>			YES
520. Asian Households with Income \$125,000 to \$149,999	<b>AHH125_150</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
521. Asian Households with Income \$150,000 to \$199,999	<b>AHH150_200</b>			YES
522. Asian Households with Income \$200,000 and Over	<b>AHH200P</b>			YES
523. Other Household Income, Total (\$000)	<b>OTOTHHINC</b>			YES
524. Other Household Income, Median (\$)	<b>OMEDHHINC</b>			YES
525. Other Household Income, Average (\$)	<b>OAVGHHINC</b>			YES
526. Other Household Income, Per Capita (\$)	<b>OPERCAPINC</b>			YES
527. Other Household Income, High Income Average (\$)	<b>OHHHINCAVG</b>			YES
528. Other Households with Income Less than \$15,000	<b>OHHL15</b>			YES
529. Other Households with Income \$15,000 to \$24,999	<b>OHH15_25</b>			YES
530. Other Households with Income \$25,000 to \$34,999	<b>OHH25_35</b>			YES
531. Other Households with Income \$35,000 to \$49,999	<b>OHH35_50</b>			YES
532. Other Households with Income \$50,000 to \$74,999	<b>OHH50_75</b>			YES
533. Other Households with Income \$75,000 to \$99,999	<b>OHH75_100</b>			YES
534. Other Households with Income \$100,000 to \$124,999	<b>OHH100_125</b>			YES
535. Other Households with Income \$125,000 to \$149,999	<b>OHH125_150</b>			YES
536. Other Households with Income \$150,000 to \$199,999	<b>OHH150_200</b>			YES
537. Other Households with Income \$200,000 and Over	<b>OHH200P</b>			YES
538. Hispanic Household Income, Total (\$000)	<b>HTOTHHINC</b>			YES
539. Hispanic Household Income, Median (\$)	<b>HMEDHHINC</b>			YES
540. Hispanic Household Income, Average (\$)	<b>HAVGHHINC</b>			YES
541. Hispanic Household Income, Per Capita (\$)	<b>HPERCAPINC</b>			YES
542. Hispanic Household Income, High Income Average (\$)	<b>HHHHINCAVG</b>			YES
543. Hispanic Households with Income Less than \$15,000	<b>HHHL15</b>			YES
544. Hispanic Households with Income \$15,000 to \$24,999	<b>HHH15_25</b>			YES
545. Hispanic Households with Income \$25,000 to \$34,999	<b>HHH25_35</b>			YES
546. Hispanic Households with Income \$35,000 to \$49,999	<b>HHH35_50</b>			YES
547. Hispanic Households with Income \$50,000 to \$74,999	<b>HHH50_75</b>			YES
548. Hispanic Households with Income \$75,000 to \$99,999	<b>HHH75_100</b>			YES
549. Hispanic Households with Income \$100,000 to \$124,999	<b>HHH100_125</b>			YES
550. Hispanic Households with Income \$125,000 to \$149,999	<b>HHH125_150</b>			YES
551. Hispanic Households with Income \$150,000 to \$199,999	<b>HHH150_200</b>			YES
552. Hispanic Households with Income \$200,000 and Over	<b>HHH200P</b>			YES
553. White Non-Hispanic Household Income, Total (\$000)	<b>NTOTHHINC</b>			YES
554. White Non-Hispanic Household Income, Median (\$)	<b>NMEDHHINC</b>			YES
555. White Non-Hispanic Household Income, Average (\$)	<b>NAVGHHINC</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
556. White Non-Hispanic Household Income, Per Capita (\$)	<b>NPERCAPINC</b>			YES
557. White Non-Hispanic Household Income, High Income Average (\$)	<b>NHHINCAVG</b>			YES
558. White Non-Hispanic Households with Income Less than \$15,000	<b>NHWL15</b>			YES
559. White Non-Hispanic Households with Income \$15,000 to \$24,999	<b>NHW15_25</b>			YES
560. White Non-Hispanic Households with Income \$25,000 to \$34,999	<b>NHW25_35</b>			YES
561. White Non-Hispanic Households with Income \$35,000 to \$49,999	<b>NHW35_50</b>			YES
562. White Non-Hispanic Households with Income \$50,000 to \$74,999	<b>NHW50_75</b>			YES
563. White Non-Hispanic Households with Income \$75,000 to \$99,999	<b>NHW75_100</b>			YES
564. White Non-Hispanic Households with Income \$100,000 to \$124,999	<b>NHW100_125</b>			YES
565. White Non-Hispanic Households with Income \$125,000 to \$149,999	<b>NHW125_150</b>			YES
566. White Non-Hispanic Households with Income \$150,000 to \$199,999	<b>NHW150_200</b>			YES
567. White Non-Hispanic Households with Income \$200,000 and Over	<b>NHW200P</b>			YES
568. Family Income, Total (\$000)	<b>FTOTFAMINC</b>		YES	YES
569. Family Income, Median (\$)	<b>FMEDFAMINC</b>		YES	YES
570. Family Income, Average (\$)	<b>FAVGFAMINC</b>		YES	YES
571. Family Income, Per Capita (\$)	<b>FPERCAPINC</b>		YES	YES
572. Family Income, High Income Average (\$)	<b>FHINCAVG</b>		YES	YES
573. Families with Income Less than \$15,000	<b>FMHL15</b>		YES	YES
574. Families with Income \$15,000 to \$24,999	<b>FMH15_25</b>		YES	YES
575. Families with Income \$25,000 to \$34,999	<b>FMH25_35</b>		YES	YES
576. Families with Income \$35,000 to \$49,999	<b>FMH35_50</b>		YES	YES
577. Families with Income \$50,000 to \$74,999	<b>FMH50_75</b>		YES	YES
578. Families with Income \$75,000 to \$99,999	<b>FMH75_100</b>		YES	YES
579. Families with Income \$100,000 to \$124,999	<b>FMH100_125</b>		YES	YES
580. Families with Income \$125,000 to \$149,999	<b>FMH125_150</b>		YES	YES
581. Families with Income \$150,000 to \$199,999	<b>FMH150_200</b>		YES	YES
582. Families with Income \$200,000 and Over	<b>FMH200P</b>		YES	YES
583. Non-Family Income, Total (\$000)	<b>NFAMTOTINC</b>		YES	YES
584. Non-Family Income, Median (\$)	<b>NFAMMEDINC</b>		YES	YES
585. Non-Family Income, Average (\$)	<b>NFAMAVGINC</b>		YES	YES
586. Non-Family Income, Per Capita (\$)	<b>NFPERCAPIN</b>		YES	YES
587. Non-Family Income, High Income Average (\$)	<b>NFHINCAVG</b>		YES	YES
588. Non-Families with Income Less than \$15,000	<b>NFHL15</b>		YES	YES
589. Non-Families with Income \$15,000 to \$24,999	<b>NFH15_25</b>		YES	YES
590. Non-Families with Income \$25,000 to \$34,999	<b>NFH25_35</b>		YES	YES
591. Non-Families with Income \$35,000 to \$49,999	<b>NFH35_50</b>		YES	YES
592. Non-Families with Income \$50,000 to \$74,999	<b>NFH50_75</b>		YES	YES
593. Non-Families with Income \$75,000 to \$99,999	<b>NFH75_100</b>		YES	YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
594. Non-Families with Income \$100,000 to \$124,999	NFH100_125		YES	YES
595. Non-Families with Income \$125,000 to \$149,999	NFH125_150		YES	YES
596. Non-Families with Income \$150,000 to \$199,999	NFH150_200		YES	YES
597. Non-Families with Income \$200,000 and Over	NFH200P		YES	YES
598. Families, 1 Person	FMHH1		YES	YES
599. Families, 2 Person	FMHH2		YES	YES
600. Families, 3 Person	FMHH3		YES	YES
601. Families, 4 Person	FMHH4		YES	YES
602. Families, 5 Person	FMHH5		YES	YES
603. Families, 6 Person	FMHH6		YES	YES
604. Families, 7 or More Person	FMHH7P		YES	YES
605. Family, Median Size	MEDEFMSIZE		YES	YES
606. Non-Families, 1 Person	NFHH1		YES	YES
607. Non-Families, 2 Person	NFHH2		YES	YES
608. Non-Families, 3 Person	NFHH3		YES	YES
609. Non-Families, 4 Person	NFHH4		YES	YES
610. Non-Families, 5 Person	NFHH5		YES	YES
611. Non-Families, 6 Person	NFHH6		YES	YES
612. Non-Families, 7 or More Person	NFHH7P		YES	YES
613. Non-Families, Median Size	MEDNFSIZE		YES	YES
614. Families, Aged Under 25 Years	FMHL24YR		YES	YES
615. Families, Aged 25 to 34 Years	FMH25_34YR		YES	YES
616. Families, Aged 35 to 44 Years	FMH35_44YR		YES	YES
617. Families, Aged 45 to 54 Years	FMH45_54YR		YES	YES
618. Families, Aged 55 to 64 Years	FMH55_64YR		YES	YES
619. Families, Aged 65 to 74 Years	FMH65_74YR		YES	YES
620. Families, Aged 75 Years and Over	FMH75PYR		YES	YES
621. Families, Median Age	MEDEFMAGE		YES	YES
622. Non-Families, Aged Under 25 Years	NFHL24YR		YES	YES
623. Non-Families, Aged 25 to 34 Years	NFH25_34YR		YES	YES
624. Non-Families, Aged 35 to 44 Years	NFH35_44YR		YES	YES
625. Non-Families, Aged 45 to 54 Years	NFH45_54YR		YES	YES
626. Non-Families, Aged 55 to 64 Years	NFH55_64YR		YES	YES
627. Non-Families, Aged 65 to 74 Years	NFH65_74YR		YES	YES
628. Non-Families, Aged 75 Years and Over	NFH75PYR		YES	YES
629. Non-Families, Median Age	MEDNFAGE		YES	YES
630. White Median Age	WHMEDAGE		YES	YES
631. Black Median Age	BLMEDAGE		YES	YES
632. Asian Median Age	ASMEDAGE		YES	YES
633. Other Median Age	OTMEDAGE		YES	YES
634. Hispanic Median Age	HIMEDAGE		YES	YES
635. White Non Hispanic Median Age	WNMEDAGE		YES	YES

### **Retail Sales, Store Groups, and Food Service Variables**

1. Total Retail Sales (including Food Services) (\$000)	R_TOTSALES	YES	YES	YES
2. Motor Vehicles Store Sales (\$000)	R_MOTORVEH		YES	YES
3. Home Furnishings Store Sales (\$000)	R_FURNHOME		YES	YES
4. Electrical and Appliances Store Sales (\$000)	R_ELECTAPP		YES	YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 19 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
5. Building Materials and Garden Store Sales (\$000)	<b>R_BMGARDEN</b>		YES	YES
6. Food and Beverage Store Sales (\$000)	<b>R_FOODBEVG</b>		YES	YES
7. Health and Personal Care Store Sales (\$000)	<b>R_HEALTHPC</b>		YES	YES
8. Gasoline Stations Store Sales (\$000)	<b>R_GASOLINE</b>		YES	YES
9. Clothing and Accessories Store Sales (\$000)	<b>R_CLOTHING</b>		YES	YES
10. Sporting Goods Store Sales (\$000)	<b>R_SPORTGDS</b>		YES	YES
11. General Merchandise Store Sales (\$000)	<b>R_GENMERCH</b>		YES	YES
12. Miscellaneous Store Sales (\$000)	<b>R_MISC</b>		YES	YES
13. Nonstore Purchases Sales (\$000)	<b>R_NONSTORE</b>		YES	YES
14. Food Services (\$000)	<b>R_FOODSERV</b>		YES	YES

### **EASI Sales and Other Potentials Variables**

1. Culture Index	<b>CULT_INDX</b>		YES	YES
2. Amusement Index	<b>AMUS_INDX</b>		YES	YES
3. Restaurant Index	<b>REST_INDX</b>		YES	YES
4. Medical Index	<b>MEDI_INDX</b>		YES	YES
5. Religion Index	<b>RELIG_INDX</b>		YES	YES
6. Education Index	<b>EDU_INDX</b>		YES	YES
7. Bargains Seeker Market	<b>BARGAINS</b>		YES	YES
8. Higher Priced Product Market	<b>EXP_PROD</b>		YES	YES
9. Luxury Priced Product Market	<b>LUX_PROD</b>		YES	YES
10. Mortality Index	<b>MORT_INDX</b>		YES	YES

### **EASI Quality of Life Variables**

1. Murder Index (US Avg=100; A=High)	<b>MURDERS</b>		YES	YES
2. Forcible Rape Index (US Avg=100; A=High)	<b>RAPE</b>		YES	YES
3. Forcible Robbery Index (US Avg=100; A=High)	<b>ROBBERY</b>		YES	YES
4. Aggravated Assault Index (US Avg=100; A=High)	<b>ASSAULT</b>		YES	YES
5. Burglary Index (US Avg=100; A=High)	<b>BURGLARY</b>		YES	YES
6. Larceny Index (US Avg=100; A=High)	<b>LARCENY</b>		YES	YES
7. Motor Vehicle Theft Index (US Avg=100; A=High)	<b>CARTHEFT</b>		YES	YES
8. EASI Total Crime Index (US Avg=100; A=High)	<b>TOTCRIME</b>	YES	YES	YES
9. Earthquake Movements (Land Movement Probability) Index	<b>EARTHQKE</b>		YES	YES
10. Annual Maximum Average Temperature (Degrees)	<b>MAXTEMP</b>		YES	YES
11. Annual Minimum Average Temperature (Degrees)	<b>MINTEMP</b>		YES	YES
12. Annual Average Temperature (Degrees)	<b>AVETEMP</b>		YES	YES
13. Annual Heating Degree Days (Tot Degrees < 65)	<b>HEATDAYS</b>		YES	YES
14. Annual Cooling Degree Days (Tot Degrees > 65)	<b>COOLDAYS</b>		YES	YES
15. Percent of Possible Sunshine	<b>PRCNTSUN</b>		YES	YES
16. Mean Sky Cover (Sunrise to Sunset - Out of 10)	<b>SKYHOURS</b>		YES	YES
17. Mean Number of Days Clear (Out of 365 Days)	<b>CLEARDAYS</b>		YES	YES
18. Mean Number of Days Rain (Out of 365 Days)	<b>RAINDAYS</b>		YES	YES
19. Mean Number of Days Snow (Of 365 Days)	<b>SNOWDAYS</b>		YES	YES
20. Average Annual Precipitation (Total Inches)	<b>ANNULRAIN</b>		YES	YES
21. Average Annual Snowfall (Total Inches)	<b>ANNULSNOW</b>		YES	YES
22. EASI Weather Index (US Avg=100)	<b>EASIWETHI</b>	YES	YES	YES
23. EASI Quality of Life Index (US Avg=100)	<b>EASIQLIFE</b>	YES	YES	YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 20 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
-----------------	-----------------	-----------------	----------------	----------------

### **Consumer Price Index Variables**

1. All Items - CPI (1982-84)	<b>CPIALL</b>		YES	YES
2. Apparel CPI	<b>APPARELCPI</b>		YES	YES
3. Education and Communications CPI	<b>EDUCCPI</b>		YES	YES
4. Food and Beverages CPI	<b>FOODCPI</b>		YES	YES
5. Other Goods and Services CPI	<b>OTHRGDCPI</b>		YES	YES
6. Housing CPI	<b>HOUSINGCPI</b>		YES	YES
7. Medical Care CPI	<b>MEDICALCPI</b>		YES	YES
8. Recreation CPI	<b>RECREATCPI</b>		YES	YES
9. Transportation CPI	<b>TRANSPCPI</b>		YES	YES

### **General Employment (by Place of Work)**

1. Employees, Total (by Place of Work)	<b>NAIC_T_EMP</b>	YES	YES	YES
2. FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT (emp)	<b>NAICS11EMP</b>		YES	YES
3. MINING (emp)	<b>NAICS21EMP</b>		YES	YES
4. UTILITIES (emp)	<b>NAICS22EMP</b>		YES	YES
5. CONSTRUCTION (emp)	<b>NAICS23EMP</b>		YES	YES
6. MANUFACTURING (emp)	<b>NAICS31EMP</b>		YES	YES
7. WHOLESALE TRADE (emp)	<b>NAICS42EMP</b>		YES	YES
8. RETAIL TRADE (emp)	<b>NAICS44EMP</b>		YES	YES
9. TRANSPORTATION & WAREHOUSING (emp)	<b>NAICS48EMP</b>		YES	YES
10. INFORMATION (emp)	<b>NAICS51EMP</b>		YES	YES
11. FINANCE & INSURANCE (emp)	<b>NAICS52EMP</b>		YES	YES
12. REAL ESTATE & RENTAL & LEASING (emp)	<b>NAICS53EMP</b>		YES	YES
13. PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES (emp)	<b>NAICS54EMP</b>		YES	YES
14. MANAGEMENT OF COMPANIES & ENTERPRISES (emp)	<b>NAICS55EMP</b>		YES	YES
15. ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES (emp)	<b>NAICS56EMP</b>		YES	YES
16. EDUCATIONAL SERVICES (emp)	<b>NAICS61EMP</b>		YES	YES
17. HEALTH CARE AND SOCIAL ASSISTANCE (emp)	<b>NAICS62EMP</b>		YES	YES
18. ARTS, ENTERTAINMENT & RECREATION (emp)	<b>NAICS71EMP</b>		YES	YES
19. ACCOMMODATION & FOOD SERVICES (emp)	<b>NAICS72EMP</b>		YES	YES
20. OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION) (emp)	<b>NAICS81EMP</b>		YES	YES
21. AUXILIARIES (EXC CORP, SUBSIDIARY & REGIONAL MGT) (emp)	<b>NAICS95EMP</b>		YES	YES
22. UNCLASSIFIED ESTABLISHMENTS (emp)	<b>NAICS99EMP</b>		YES	YES

### **General Establishments (by Place of Work)**

1. Establishments, Total (by Place of Work)	<b>NAIC_T_EST</b>	YES	YES	YES
2. FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT (est)	<b>NAICS11EST</b>		YES	YES
3. MINING (est)	<b>NAICS21EST</b>		YES	YES
4. UTILITIES (est)	<b>NAICS22EST</b>		YES	YES
5. CONSTRUCTION (est)	<b>NAICS23EST</b>		YES	YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 21 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
6. MANUFACTURING (est)	NAICS31EST		YES	YES
7. WHOLESALE TRADE (est)	NAICS42EST		YES	YES
8. RETAIL TRADE (est)	NAICS44EST		YES	YES
9. TRANSPORTATION & WAREHOUSING (est)	NAICS48EST		YES	YES
10. INFORMATION (est)	NAICS51EST		YES	YES
11. FINANCE & INSURANCE (est)	NAICS52EST		YES	YES
12. REAL ESTATE & RENTAL & LEASING (est)	NAICS53EST		YES	YES
13. PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES (est)	NAICS54EST		YES	YES
14. MANAGEMENT OF COMPANIES & ENTERPRISES (est)	NAICS55EST		YES	YES
15. ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES (est)	NAICS56EST		YES	YES
16. EDUCATIONAL SERVICES (est)	NAICS61EST		YES	YES
17. HEALTH CARE AND SOCIAL ASSISTANCE (est)	NAICS62EST		YES	YES
18. ARTS, ENTERTAINMENT & RECREATION (est)	NAICS71EST		YES	YES
19. ACCOMMODATION & FOOD SERVICES (est)	NAICS72EST		YES	YES
20. OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION) (est)	NAICS81EST		YES	YES
21. AUXILIARIES (EXC CORP, SUBSIDIARY & REGIONAL MGT) (est)	NAICS95EST		YES	YES
22. UNCLASSIFIED ESTABLISHMENTS (est)	NAICS99EST		YES	YES

### **Detailed Employment (by Place of Work)**

1. Timber tract operations (emp)	NAIC1131EM			YES
2. Forest nurseries & gathering forest product (emp)	NAIC1132EM			YES
3. Logging (emp)	NAIC1133EM			YES
4. Fishing (emp)	NAIC1141EM			YES
5. Hunting & trapping (emp)	NAIC1142EM			YES
6. Crop production support activities (emp)	NAIC1151EM			YES
7. Animal production support activities (emp)	NAIC1152EM			YES
8. Forestry support activities (emp)	NAIC1153EM			YES
9. Oil & gas extraction (emp)	NAIC2111EM			YES
10. Coal mining (emp)	NAIC2121EM			YES
11. Metal ore mining (emp)	NAIC2122EM			YES
12. Nonmetallic mineral mining & quarrying (emp)	NAIC2123EM			YES
13. Mining support activities (emp)	NAIC2131EM			YES
14. Elec pwr generation, transmsn & distribution (emp)	NAIC2211EM			YES
15. Natural gas distribution (emp)	NAIC2212EM			YES
16. Water, sewage & other systems (emp)	NAIC2213EM			YES
17. Land subdivision & land development (emp)	NAIC2331EM			YES
18. Residential building construction (emp)	NAIC2332EM			YES
19. Nonresidential building construction (emp)	NAIC2333EM			YES
20. Highway, street, bridge & tunnel constructi (emp)	NAIC2341EM			YES
21. Other heavy construction (emp)	NAIC2349EM			YES
22. Plumbing, heating & AC contractor (emp)	NAIC2351EM			YES
23. Painting & wall covering contractors (emp)	NAIC2352EM			YES
24. Electrical contractors (emp)	NAIC2353EM			YES
25. Masonry, drywall, insulation, tile contract (emp)	NAIC2354EM			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 22 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
26. Carpentry & floor contractors (emp)	NAIC2355EM			YES
27. Roofing, siding, & sheet metal contractors (emp)	NAIC2356EM			YES
28. Concrete contractors (emp)	NAIC2357EM			YES
29. Water well drilling contractors (emp)	NAIC2358EM			YES
30. Other special trade contractors (emp)	NAIC2359EM			YES
31. Animal food mfg (emp)	NAIC3111EM			YES
32. Grain & oilseed milling (emp)	NAIC3112EM			YES
33. Sugar & confectionery product mfg (emp)	NAIC3113EM			YES
34. Fruit & veg preserving & specialty food mfg (emp)	NAIC3114EM			YES
35. Dairy product mfg (emp)	NAIC3115EM			YES
36. Animal slaughtering & processing (emp)	NAIC3116EM			YES
37. Seafood product preparation & packaging (emp)	NAIC3117EM			YES
38. Bakeries & tortilla mfg (emp)	NAIC3118EM			YES
39. Other food mfg (emp)	NAIC3119EM			YES
40. Beverage mfg (emp)	NAIC3121EM			YES
41. Tobacco mfg (emp)	NAIC3122EM			YES
42. Fiber, yarn & thread mills (emp)	NAIC3131EM			YES
43. Fabric mills (emp)	NAIC3132EM			YES
44. Textile, fabric finishing, fabric coating mfg (emp)	NAIC3133EM			YES
45. Textile furnishings mills (emp)	NAIC3141EM			YES
46. Other textile product mills (emp)	NAIC3149EM			YES
47. Apparel knitting mills (emp)	NAIC3151EM			YES
48. Cut & sew apparel mfg (emp)	NAIC3152EM			YES
49. Apparel accessories & other apparel mfg (emp)	NAIC3159EM			YES
50. Leather & hide tanning & finishing (emp)	NAIC3161EM			YES
51. Footwear mfg (emp)	NAIC3162EM			YES
52. Other leather & allied product mfg (emp)	NAIC3169EM			YES
53. Sawmills & wood preservation (emp)	NAIC3211EM			YES
54. Veneer, plywood & engineered wood product mfg (emp)	NAIC3212EM			YES
55. Other wood product mfg (emp)	NAIC3219EM			YES
56. Pulp, paper & paperboard mills (emp)	NAIC3221EM			YES
57. Converted paper product mfg (emp)	NAIC3222EM			YES
58. Printing & related support activities (emp)	NAIC3231EM			YES
59. Petroleum & coal products mfg (emp)	NAIC3241EM			YES
60. Basic chemical mfg (emp)	NAIC3251EM			YES
61. Resin, syn rubber, artf & syn fibers, film (emp)	NAIC3252EM			YES
62. Pesticide, fertilizer & oth ag chemical mfg (emp)	NAIC3253EM			YES
63. Pharmaceutical & medicine mfg (emp)	NAIC3254EM			YES
64. Paint, coating & adhesive mfg (emp)	NAIC3255EM			YES
65. Soap, cleaners & toilet preparation mfg (emp)	NAIC3256EM			YES
66. Other chemical product & preparation mfg (emp)	NAIC3259EM			YES
67. Plastics product mfg (emp)	NAIC3261EM			YES
68. Rubber product mfg (emp)	NAIC3262EM			YES
69. Clay product & refractory mfg (emp)	NAIC3271EM			YES
70. Glass & glass product mfg (emp)	NAIC3272EM			YES
71. Cement & concrete product mfg (emp)	NAIC3273EM			YES
72. Lime & gypsum product mfg (emp)	NAIC3274EM			YES
73. Other nonmetallic mineral product mfg (emp)	NAIC3279EM			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 23 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
74. Iron & steel mills & ferroalloy mfg (emp)	NAIC3311EM			YES
75. Steel product mfg from purchased steel (emp)	NAIC3312EM			YES
76. Alumina & aluminum production & processing (emp)	NAIC3313EM			YES
77. Nonferrous (exc alum) production & processing (emp)	NAIC3314EM			YES
78. Foundries (emp)	NAIC3315EM			YES
79. Forging & stamping (emp)	NAIC3321EM			YES
80. Cutlery & handtool mfg (emp)	NAIC3322EM			YES
81. Architectural & structural metals mfg (emp)	NAIC3323EM			YES
82. Boiler, tank & shipping container mfg (emp)	NAIC3324EM			YES
83. Hardware mfg (emp)	NAIC3325EM			YES
84. Spring & wire product mfg (emp)	NAIC3326EM			YES
85. Mach shops, turn prod, screw, nut, bolt mfg (emp)	NAIC3327EM			YES
86. Coating, engrave, heat treating & oth activ (emp)	NAIC3328EM			YES
87. Other fabricated metal product mfg (emp)	NAIC3329EM			YES
88. Ag, construction & mining machinery mfg (emp)	NAIC3331EM			YES
89. Industrial machinery mfg (emp)	NAIC3332EM			YES
90. Commercial & service industry machinery mfg (emp)	NAIC3333EM			YES
91. HVAC & commercial refrigeration equipment m (emp)	NAIC3334EM			YES
92. Metalworking machinery mfg (emp)	NAIC3335EM			YES
93. Engine, turbine & power transmsn equip mfg (emp)	NAIC3336EM			YES
94. Other general purpose machinery mfg (emp)	NAIC3339EM			YES
95. Computer & peripheral equipment mfg (emp)	NAIC3341EM			YES
96. Communications equipment mfg (emp)	NAIC3342EM			YES
97. Audio & video equipment mfg (emp)	NAIC3343EM			YES
98. Semiconductor & oth electronic component mf (emp)	NAIC3344EM			YES
99. Nav, measuring, medical, control instrument (emp)	NAIC3345EM			YES
100. Mfg & reproducing magnetic & optical media (emp)	NAIC3346EM			YES
101. Electric lighting equipment mfg (emp)	NAIC3351EM			YES
102. Household appliance mfg (emp)	NAIC3352EM			YES
103. Electrical equipment mfg (emp)	NAIC3353EM			YES
104. Other electrical equipment & component mfg (emp)	NAIC3359EM			YES
105. Motor vehicle mfg (emp)	NAIC3361EM			YES
106. Motor vehicle body & trailer mfg (emp)	NAIC3362EM			YES
107. Motor vehicle parts mfg (emp)	NAIC3363EM			YES
108. Aerospace product & parts mfg (emp)	NAIC3364EM			YES
109. Railroad rolling stock mfg (emp)	NAIC3365EM			YES
110. Ship & boat building (emp)	NAIC3366EM			YES
111. Other transportation equipment mfg (emp)	NAIC3369EM			YES
112. HH & institutional furniture & kitchen cabi (emp)	NAIC3371EM			YES
113. Office furniture (including fixtures) mfg (emp)	NAIC3372EM			YES
114. Other furniture related product mfg (emp)	NAIC3379EM			YES
115. Medical equipment & supplies mfg (emp)	NAIC3391EM			YES
116. Other miscellaneous mfg (emp)	NAIC3399EM			YES
117. Motor vehicle, motor vehicle pt & supply wh (emp)	NAIC4211EM			YES
118. Furniture & Home furnishing whsle (emp)	NAIC4212EM			YES
119. Lumber & other construction materials whsle (emp)	NAIC4213EM			YES
120. Professional & commercial equip & supp whsl (emp)	NAIC4214EM			YES
121. Metal & mineral (except petroleum) whsle (emp)	NAIC4215EM			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 24 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
122. Electrical goods whsle (emp)	NAIC4216EM			YES
123. Hardware, plumb & heating equip & sup whsle (emp)	NAIC4217EM			YES
124. Machinery, equipment & supplies whsle (emp)	NAIC4218EM			YES
125. Miscellaneous durable goods whsle (emp)	NAIC4219EM			YES
126. Paper & paper product whsle (emp)	NAIC4221EM			YES
127. Drugs & druggists' sundries whsle (emp)	NAIC4222EM			YES
128. Apparel, piece goods & notions whsle (emp)	NAIC4223EM			YES
129. Grocery & related product whsle (emp)	NAIC4224EM			YES
130. Farm product raw material whsle (emp)	NAIC4225EM			YES
131. Chemical & allied products whsle (emp)	NAIC4226EM			YES
132. Petroleum & petroleum products whsle (emp)	NAIC4227EM			YES
133. Beer, wine, distilled alcoholic beverage wh (emp)	NAIC4228EM			YES
134. Miscellaneous nondurable goods whsle (emp)	NAIC4229EM			YES
135. Automobile dealers (emp)	NAIC4411EM			YES
136. Other motor vehicle dealers (emp)	NAIC4412EM			YES
137. Automotive parts, accessories & tire stores (emp)	NAIC4413EM			YES
138. Furniture stores (emp)	NAIC4421EM			YES
139. Home furnishings stores (emp)	NAIC4422EM			YES
140. Electronics & appliance stores (emp)	NAIC4431EM			YES
141. Building material & supplies dealers (emp)	NAIC4441EM			YES
142. Lawn & garden equip & supplies stores (emp)	NAIC4442EM			YES
143. Grocery stores (emp)	NAIC4451EM			YES
144. Specialty food stores (emp)	NAIC4452EM			YES
145. Beer, wine & liquor stores (emp)	NAIC4453EM			YES
146. Health & personal care stores (emp)	NAIC4461EM			YES
147. Gasoline stations (emp)	NAIC4471EM			YES
148. Clothing stores (emp)	NAIC4481EM			YES
149. Shoe stores (emp)	NAIC4482EM			YES
150. Jewelry, luggage & leather goods stores (emp)	NAIC4483EM			YES
151. Sporting goods, hobby, musical instruments (emp)	NAIC4511EM			YES
152. Book, periodical & music stores (emp)	NAIC4512EM			YES
153. Department stores (emp)	NAIC4521EM			YES
154. Other general merchandise stores (emp)	NAIC4529EM			YES
155. Florists (emp)	NAIC4531EM			YES
156. Office supplies, stationery & gift stores (emp)	NAIC4532EM			YES
157. Used merchandise stores (emp)	NAIC4533EM			YES
158. Other miscellaneous store retailers (emp)	NAIC4539EM			YES
159. Electronic shopping & mail-order houses (emp)	NAIC4541EM			YES
160. Vending machine operators (emp)	NAIC4542EM			YES
161. Direct selling establishments (emp)	NAIC4543EM			YES
162. Scheduled air transportation (emp)	NAIC4811EM			YES
163. Nonscheduled air transportation (emp)	NAIC4812EM			YES
164. Deep sea, coastal & Great Lakes water trans (emp)	NAIC4831EM			YES
165. Inland water transportation (emp)	NAIC4832EM			YES
166. General freight trucking (emp)	NAIC4841EM			YES
167. Specialized freight trucking (emp)	NAIC4842EM			YES
168. Urban transit systems (emp)	NAIC4851EM			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
169. Interurban & rural bus transportation (emp)	NAIC4852EM			YES
170. Taxi & limousine service (emp)	NAIC4853EM			YES
171. School & employee bus transportation (emp)	NAIC4854EM			YES
172. Charter bus industry (emp)	NAIC4855EM			YES
173. Oth transit & ground passenger transportati (emp)	NAIC4859EM			YES
174. Pipeline transportation of crude oil (emp)	NAIC4861EM			YES
175. Pipeline transportation of natural gas (emp)	NAIC4862EM			YES
176. Other pipeline transportation (emp)	NAIC4869EM			YES
177. Scenic & sightseeing transportation, land (emp)	NAIC4871EM			YES
178. Scenic & sightseeing transportation, water (emp)	NAIC4872EM			YES
179. Scenic & sightseeing transportation, other (emp)	NAIC4879EM			YES
180. Air transportation support activities (emp)	NAIC4881EM			YES
181. Rail transportation support activities (emp)	NAIC4882EM			YES
182. Water transportation support activities (emp)	NAIC4883EM			YES
183. Road transportation support activities (emp)	NAIC4884EM			YES
184. Freight transportation arrangement (emp)	NAIC4885EM			YES
185. Other transportation support activities (emp)	NAIC4889EM			YES
186. Couriers (emp)	NAIC4921EM			YES
187. Local messengers & local delivery (emp)	NAIC4922EM			YES
188. Warehousing & storage (emp)	NAIC4931EM			YES
189. Newspaper, periodical, book, database publi (emp)	NAIC5111EM			YES
190. Software publishers (emp)	NAIC5112EM			YES
191. Motion picture & video industries (emp)	NAIC5121EM			YES
192. Sound recording industries (emp)	NAIC5122EM			YES
193. Radio & television broadcasting (emp)	NAIC5131EM			YES
194. Cable networks & program distribution (emp)	NAIC5132EM			YES
195. Telecommunications (emp)	NAIC5133EM			YES
196. Information services (emp)	NAIC5141EM			YES
197. Data processing services (emp)	NAIC5142EM			YES
198. Monetary authorities - central bank (emp)	NAIC5211EM			YES
199. Depository credit intermediation (emp)	NAIC5221EM			YES
200. Nondepository credit intermediation (emp)	NAIC5222EM			YES
201. Activities related to credit intermediation (emp)	NAIC5223EM			YES
202. Scrtly & comdty contracts intermed & brokera (emp)	NAIC5231EM			YES
203. Securities & commodity exchanges (emp)	NAIC5232EM			YES
204. Other financial investment activities (emp)	NAIC5239EM			YES
205. Insurance carriers (emp)	NAIC5241EM			YES
206. Agencies & other insurance related activiti (emp)	NAIC5242EM			YES
207. Other investment pools & funds (emp)	NAIC5259EM			YES
208. Lessors of real estate (emp)	NAIC5311EM			YES
209. Offices of real estate agents & brokers (emp)	NAIC5312EM			YES
210. Activities related to real estate (emp)	NAIC5313EM			YES
211. Automotive equipment rental & leasing (emp)	NAIC5321EM			YES
212. Consumer goods rental (emp)	NAIC5322EM			YES
213. General rental centers (emp)	NAIC5323EM			YES
214. Commercial, industrial equip rental & leasi (emp)	NAIC5324EM			YES
215. Lessors of other nonfinancial intangible as (emp)	NAIC5331EM			YES
216. Legal services (emp)	NAIC5411EM			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 26 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
217. Accounting, tax prep, bookkeep, payroll ser (emp)	NAIC5412EM			YES
218. Architectural, engineering & related servic (emp)	NAIC5413EM			YES
219. Specialized design services (emp)	NAIC5414EM			YES
220. Computer systems design & related services (emp)	NAIC5415EM			YES
221. Management, sci & tech consulting services (emp)	NAIC5416EM			YES
222. Scientific R&D services (emp)	NAIC5417EM			YES
223. Advertising & related services (emp)	NAIC5418EM			YES
224. Other professional, scientific, technical ser (emp)	NAIC5419EM			YES
225. Management of companies & enterprises (emp)	NAIC5511EM			YES
226. Office administrative services (emp)	NAIC5611EM			YES
227. Facilities support services (emp)	NAIC5612EM			YES
228. Employment services (emp)	NAIC5613EM			YES
229. Business support services (emp)	NAIC5614EM			YES
230. Travel arrangement & reservation services (emp)	NAIC5615EM			YES
231. Investigation & security services (emp)	NAIC5616EM			YES
232. Services to buildings & dwellings (emp)	NAIC5617EM			YES
233. Other support services (emp)	NAIC5619EM			YES
234. Waste collection (emp)	NAIC5621EM			YES
235. Waste treatment & disposal (emp)	NAIC5622EM			YES
236. Remediation & oth waste management service (emp)	NAIC5629EM			YES
237. Elementary & secondary schools (emp)	NAIC6111EM			YES
238. Junior colleges (emp)	NAIC6112EM			YES
239. Colleges, universities & professional scho (emp)	NAIC6113EM			YES
240. Business schools & computer & mgt training (emp)	NAIC6114EM			YES
241. Technical & trade schools (emp)	NAIC6115EM			YES
242. Other schools & instruction (emp)	NAIC6116EM			YES
243. Educational support services (emp)	NAIC6117EM			YES
244. Offices of physicians (emp)	NAIC6211EM			YES
245. Offices of dentists (emp)	NAIC6212EM			YES
246. Offices of other health practitioners (emp)	NAIC6213EM			YES
247. Outpatient care centers (emp)	NAIC6214EM			YES
248. Medical & diagnostic laboratories (emp)	NAIC6215EM			YES
249. Home health care services (emp)	NAIC6216EM			YES
250. Other ambulatory health care services (emp)	NAIC6219EM			YES
251. General medical & surgical hospitals (emp)	NAIC6221EM			YES
252. Psychiatric & substance abuse hospitals (emp)	NAIC6222EM			YES
253. Other specialty hospitals (emp)	NAIC6223EM			YES
254. Nursing care facilities (emp)	NAIC6231EM			YES
255. Residential mental retardation, health faci (emp)	NAIC6232EM			YES
256. Community care facilities for the elderly (emp)	NAIC6233EM			YES
257. Other residential care facilities (emp)	NAIC6239EM			YES
258. Individual & family services (emp)	NAIC6241EM			YES
259. Community, emergency & other relief service (emp)	NAIC6242EM			YES
260. Vocational rehabilitation services (emp)	NAIC6243EM			YES
261. Child day care services (emp)	NAIC6244EM			YES
262. Performing arts companies (emp)	NAIC7111EM			YES
263. Spectator sports (emp)	NAIC7112EM			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
264. Promoters of entertainment events (emp)	NAIC7113EM			YES
265. Agents, managers for artists & other public (emp)	NAIC7114EM			YES
266. Independent artists, writers & performers (emp)	NAIC7115EM			YES
267. Museums, historical sites & like institutio (emp)	NAIC7121EM			YES
268. Amusement parks & arcades (emp)	NAIC7131EM			YES
269. Gambling industries (emp)	NAIC7132EM			YES
270. Other amusement & recreation industries (emp)	NAIC7139EM			YES
271. Traveler accommodation (emp)	NAIC7211EM			YES
272. RV parks & recreational camps (emp)	NAIC7212EM			YES
273. Rooming & boarding houses (emp)	NAIC7213EM			YES
274. Full-service restaurants (emp)	NAIC7221EM			YES
275. Limited-service eating places (emp)	NAIC7222EM			YES
276. Special food services (emp)	NAIC7223EM			YES
277. Drinking places (alcoholic beverages) (emp)	NAIC7224EM			YES
278. Automotive repair & maintenance (emp)	NAIC8111EM			YES
279. Electronic & precision equipment R&M (emp)	NAIC8112EM			YES
280. Commercial equipment (exc auto & elec) R&M (emp)	NAIC8113EM			YES
281. Personal & household goods R&M (emp)	NAIC8114EM			YES
282. Personal care services (emp)	NAIC8121EM			YES
283. Death care services (emp)	NAIC8122EM			YES
284. Drycleaning & laundry services (emp)	NAIC8123EM			YES
285. Other personal services (emp)	NAIC8129EM			YES
286. Religious organizations (emp)	NAIC8131EM			YES
287. Grantmaking & giving services (emp)	NAIC8132EM			YES
288. Social advocacy organizations (emp)	NAIC8133EM			YES
289. Civic & social organizations (emp)	NAIC8134EM			YES
290. Business, labor, political, like organizati (emp)	NAIC8139EM			YES

### **Detailed Establishments (by Place of Work)**

1. Timber tract operations (est)	NAIC1131ES			YES
2. Forest nurseries & gathering forest product (est)	NAIC1132ES			YES
3. Logging (est)	NAIC1133ES			YES
4. Fishing (est)	NAIC1141ES			YES
5. Hunting & trapping (est)	NAIC1142ES			YES
6. Crop production support activities (est)	NAIC1151ES			YES
7. Animal production support activities (est)	NAIC1152ES			YES
8. Forestry support activities (est)	NAIC1153ES			YES
9. Oil & gas extraction (est)	NAIC2111ES			YES
10. Coal mining (est)	NAIC2121ES			YES
11. Metal ore mining (est)	NAIC2122ES			YES
12. Nonmetallic mineral mining & quarrying (est)	NAIC2123ES			YES
13. Mining support activities (est)	NAIC2131ES			YES
14. Elec pwr generation, transmsn & distribution (est)	NAIC2211ES			YES
15. Natural gas distribution (est)	NAIC2212ES			YES
16. Water, sewage & other systems (est)	NAIC2213ES			YES
17. Land subdivision & land development (est)	NAIC2331ES			YES
18. Residential building construction (est)	NAIC2332ES			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 28 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
19. Nonresidential building construction (est)	NAIC2333ES			YES
20. Highway, street, bridge & tunnel constructi (est)	NAIC2341ES			YES
21. Other heavy construction (est)	NAIC2349ES			YES
22. Plumbing, heating & AC contractor (est)	NAIC2351ES			YES
23. Painting & wall covering contractors (est)	NAIC2352ES			YES
24. Electrical contractors (est)	NAIC2353ES			YES
25. Masonry, drywall, insulation, tile contract (est)	NAIC2354ES			YES
26. Carpentry & floor contractors (est)	NAIC2355ES			YES
27. Roofing, siding, & sheet metal contractors (est)	NAIC2356ES			YES
28. Concrete contractors (est)	NAIC2357ES			YES
29. Water well drilling contractors (est)	NAIC2358ES			YES
30. Other special trade contractors (est)	NAIC2359ES			YES
31. Animal food mfg (est)	NAIC3111ES			YES
32. Grain & oilseed milling (est)	NAIC3112ES			YES
33. Sugar & confectionery product mfg (est)	NAIC3113ES			YES
34. Fruit & veg preserving & specialty food mfg (est)	NAIC3114ES			YES
35. Dairy product mfg (est)	NAIC3115ES			YES
36. Animal slaughtering & processing (est)	NAIC3116ES			YES
37. Seafood product preparation & packaging (est)	NAIC3117ES			YES
38. Bakeries & tortilla mfg (est)	NAIC3118ES			YES
39. Other food mfg (est)	NAIC3119ES			YES
40. Beverage mfg (est)	NAIC3121ES			YES
41. Tobacco mfg (est)	NAIC3122ES			YES
42. Fiber, yarn & thread mills (est)	NAIC3131ES			YES
43. Fabric mills (est)	NAIC3132ES			YES
44. Textile, fabric finishing, fabric coating mfg (est)	NAIC3133ES			YES
45. Textile furnishings mills (est)	NAIC3141ES			YES
46. Other textile product mills (est)	NAIC3149ES			YES
47. Apparel knitting mills (est)	NAIC3151ES			YES
48. Cut & sew apparel mfg (est)	NAIC3152ES			YES
49. Apparel accessories & other apparel mfg (est)	NAIC3159ES			YES
50. Leather & hide tanning & finishing (est)	NAIC3161ES			YES
51. Footwear mfg (est)	NAIC3162ES			YES
52. Other leather & allied product mfg (est)	NAIC3169ES			YES
53. Sawmills & wood preservation (est)	NAIC3211ES			YES
54. Veneer, plywood & engineered wood product mfg (est)	NAIC3212ES			YES
55. Other wood product mfg (est)	NAIC3219ES			YES
56. Pulp, paper & paperboard mills (est)	NAIC3221ES			YES
57. Converted paper product mfg (est)	NAIC3222ES			YES
58. Printing & related support activities (est)	NAIC3231ES			YES
59. Petroleum & coal products mfg (est)	NAIC3241ES			YES
60. Basic chemical mfg (est)	NAIC3251ES			YES
61. Resin, syn rubber, artf & syn fibers, fil m (est)	NAIC3252ES			YES
62. Pesticide, fertilizer & oth ag chemical mfg (est)	NAIC3253ES			YES
63. Pharmaceutical & medicine mfg (est)	NAIC3254ES			YES
64. Paint, coating & adhesive mfg (est)	NAIC3255ES			YES
65. Soap, cleaners & toilet preparation mfg (est)	NAIC3256ES			YES
66. Other chemical product & preparation mfg (est)	NAIC3259ES			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 29 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
67. Plastics product mfg (est)	NAIC3261ES			YES
68. Rubber product mfg (est)	NAIC3262ES			YES
69. Clay product & refractory mfg (est)	NAIC3271ES			YES
70. Glass & glass product mfg (est)	NAIC3272ES			YES
71. Cement & concrete product mfg (est)	NAIC3273ES			YES
72. Lime & gypsum product mfg (est)	NAIC3274ES			YES
73. Other nonmetallic mineral product mfg (est)	NAIC3279ES			YES
74. Iron & steel mills & ferroalloy mfg (est)	NAIC3311ES			YES
75. Steel product mfg from purchased steel (est)	NAIC3312ES			YES
76. Alumina & aluminum production & processing (est)	NAIC3313ES			YES
77. Nonferrous (exc alum) production & processing (est)	NAIC3314ES			YES
78. Foundries (est)	NAIC3315ES			YES
79. Forging & stamping (est)	NAIC3321ES			YES
80. Cutlery & handtool mfg (est)	NAIC3322ES			YES
81. Architectural & structural metals mfg (est)	NAIC3323ES			YES
82. Boiler, tank & shipping container mfg (est)	NAIC3324ES			YES
83. Hardware mfg (est)	NAIC3325ES			YES
84. Spring & wire product mfg (est)	NAIC3326ES			YES
85. Mach shops, turn prod, screw, nut, bolt mfg (est)	NAIC3327ES			YES
86. Coating, engrave, heat treating & oth activ (est)	NAIC3328ES			YES
87. Other fabricated metal product mfg (est)	NAIC3329ES			YES
88. Ag, construction & mining machinery mfg (est)	NAIC3331ES			YES
89. Industrial machinery (est)	NAIC3332ES			YES
90. Commercial & service industry machinery mfg (est)	NAIC3333ES			YES
91. HVAC & commercial refrigeration equipment m (est)	NAIC3334ES			YES
92. Metalworking machinery mfg (est)	NAIC3335ES			YES
93. Engine, turbine & power transmsn equip mfg (est)	NAIC3336ES			YES
94. Other general purpose machinery mfg (est)	NAIC3339ES			YES
95. Computer & peripheral equipment mfg (est)	NAIC3341ES			YES
96. Communications equipment mfg (est)	NAIC3342ES			YES
97. Audio & video equipment mfg (est)	NAIC3343ES			YES
98. Semiconductor & oth electronic component mf (est)	NAIC3344ES			YES
99. Nav, measuring, medical, control instrument (est)	NAIC3345ES			YES
100. Mfg & reproducing magnetic & optical media (est)	NAIC3346ES			YES
101. Electric lighting equipment mfg (est)	NAIC3351ES			YES
102. Household appliance mfg (est)	NAIC3352ES			YES
103. Electrical equipment mfg (est)	NAIC3353ES			YES
104. Other electrical equipment & component mfg (est)	NAIC3359ES			YES
105. Motor vehicle mfg (est)	NAIC3361ES			YES
106. Motor vehicle body & trailer mfg (est)	NAIC3362ES			YES
107. Motor vehicle parts mfg (est)	NAIC3363ES			YES
108. Aerospace product & parts mfg (est)	NAIC3364ES			YES
109. Railroad rolling stock mfg (est)	NAIC3365ES			YES
110. Ship & boat building (est)	NAIC3366ES			YES
111. Other transportation equipment mfg (est)	NAIC3369ES			YES
112. HH & institutional furniture & kitchen cabi (est)	NAIC3371ES			YES
113. Office furniture (including fixtures) mfg (est)	NAIC3372ES			YES
114. Other furniture related product mfg (est)	NAIC3379ES			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 30 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
115. Medical equipment & supplies mfg (est)	NAIC3391ES			YES
116. Other miscellaneous mfg (est)	NAIC3399ES			YES
117. Motor vehicle, motor vehicle pt & supply wh (est)	NAIC4211ES			YES
118. Furniture & Home furnishing whsle (est)	NAIC4212ES			YES
119. Lumber & other construction materials whsle (est)	NAIC4213ES			YES
120. Professional & commercial equip & supp whsl (est)	NAIC4214ES			YES
121. Metal & mineral (except petroleum) whsle (est)	NAIC4215ES			YES
122. Electrical goods whsle (est)	NAIC4216ES			YES
123. Hardware, plumb & heating equip & sup whsle (est)	NAIC4217ES			YES
124. Machinery, equipment & supplies whsle (est)	NAIC4218ES			YES
125. Miscellaneous durable goods whsle (est)	NAIC4219ES			YES
126. Paper & paper product whsle (est)	NAIC4221ES			YES
127. Drugs & druggists' sundries whsle (est)	NAIC4222ES			YES
128. Apparel, piece goods & notions whsle (est)	NAIC4223ES			YES
129. Grocery & related product whsle (est)	NAIC4224ES			YES
130. Farm product raw material whsle (est)	NAIC4225ES			YES
131. Chemical & allied products whsle (est)	NAIC4226ES			YES
132. Petroleum & petroleum products whsle (est)	NAIC4227ES			YES
133. Beer, wine, distilled alcoholic beverage wh (est)	NAIC4228ES			YES
134. Miscellaneous nondurable goods whsle (est)	NAIC4229ES			YES
135. Automobile dealers (est)	NAIC4411ES			YES
136. Other motor vehicle dealers (est)	NAIC4412ES			YES
137. Automotive parts, accessories & tire stores (est)	NAIC4413ES			YES
138. Furniture stores (est)	NAIC4421ES			YES
139. Home furnishings stores (est)	NAIC4422ES			YES
140. Electronics & appliance stores (est)	NAIC4431ES			YES
141. Building material & supplies dealers (est)	NAIC4441ES			YES
142. Lawn & garden equip & supplies stores (est)	NAIC4442ES			YES
143. Grocery stores (est)	NAIC4451ES			YES
144. Specialty food stores (est)	NAIC4452ES			YES
145. Beer, wine & liquor stores (est)	NAIC4453ES			YES
146. Health & personal care stores (est)	NAIC4461ES			YES
147. Gasoline stations (est)	NAIC4471ES			YES
148. Clothing stores (est)	NAIC4481ES			YES
149. Shoe stores (est)	NAIC4482ES			YES
150. Jewelry, luggage & leather goods stores (est)	NAIC4483ES			YES
151. Sporting goods, hobby, musical instrument s (est)	NAIC4511ES			YES
152. Book, periodical & music stores (est)	NAIC4512ES			YES
153. Department stores (est)	NAIC4521ES			YES
154. Other general merchandise stores (est)	NAIC4529ES			YES
155. Florists (est)	NAIC4531ES			YES
156. Office supplies, stationery & gift stores (est)	NAIC4532ES			YES
157. Used merchandise stores (est)	NAIC4533ES			YES
158. Other miscellaneous store retailers (est)	NAIC4539ES			YES
159. Electronic shopping & mail-order houses (est)	NAIC4541ES			YES
160. Vending machine operators (est)	NAIC4542ES			YES
161. Direct selling establishments (est)	NAIC4543ES			YES
162. Scheduled air transportation (est)	NAIC4811ES			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 31 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
163. Nonscheduled air transportation (est)	NAIC4812ES			YES
164. Deep sea, coastal & Great Lakes water trans (est)	NAIC4831ES			YES
165. Inland water transportation (est)	NAIC4832ES			YES
166. General freight trucking (est)	NAIC4841ES			YES
167. Specialized freight trucking (est)	NAIC4842ES			YES
168. Urban transit systems (est)	NAIC4851ES			YES
169. Interurban & rural bus transportation (est)	NAIC4852ES			YES
170. Taxi & limousine service (est)	NAIC4853ES			YES
171. School & employee bus transportation (est)	NAIC4854ES			YES
172. Charter bus industry (est)	NAIC4855ES			YES
173. Oth transit & ground passenger transportati (est)	NAIC4859ES			YES
174. Pipeline transportation of crude oil (est)	NAIC4861ES			YES
175. Pipeline transportation of natural gas (est)	NAIC4862ES			YES
176. Other pipeline transportation (est)	NAIC4869ES			YES
177. Scenic & sightseeing transportation, land (est)	NAIC4871ES			YES
178. Scenic & sightseeing transportation, water (est)	NAIC4872ES			YES
179. Scenic & sightseeing transportation, other (est)	NAIC4879ES			YES
180. Air transportation support activities (est)	NAIC4881ES			YES
181. Rail transportation support activities (est)	NAIC4882ES			YES
182. Water transportation support activities (est)	NAIC4883ES			YES
183. Road transportation support activities (est)	NAIC4884ES			YES
184. Freight transportation arrangement (est)	NAIC4885ES			YES
185. Other transportation support activities (est)	NAIC4889ES			YES
186. Couriers (est)	NAIC4921ES			YES
187. Local messengers & local delivery (est)	NAIC4922ES			YES
188. Warehousing & storage (est)	NAIC4931ES			YES
189. Newspaper, periodical, book, database publi (est)	NAIC5111ES			YES
190. Software publishers (est)	NAIC5112ES			YES
191. Motion picture & video industries (est)	NAIC5121ES			YES
192. Sound recording industries (est)	NAIC5122ES			YES
193. Radio & television broadcasting (est)	NAIC5131ES			YES
194. Cable networks & program distribution (est)	NAIC5132ES			YES
195. Telecommunications (est)	NAIC5133ES			YES
196. Information services (est)	NAIC5141ES			YES
197. Data processing services (est)	NAIC5142ES			YES
198. Monetary authorities - central bank (est)	NAIC5211ES			YES
199. Depository credit intermediation (est)	NAIC5221ES			YES
200. Nondepository credit intermediation (est)	NAIC5222ES			YES
201. Activities related to credit intermediation (est)	NAIC5223ES			YES
202. Scrtly & comdty contracts intermed & brokera (est)	NAIC5231ES			YES
203. Securities & commodity exchanges (est)	NAIC5232ES			YES
204. Other financial investment activities (est)	NAIC5239ES			YES
205. Insurance carriers (est)	NAIC5241ES			YES
206. Agencies & other insurance related activiti (est)	NAIC5242ES			YES
207. Other investment pools & funds (est)	NAIC5259ES			YES
208. Lessors of real estate (est)	NAIC5311ES			YES
209. Offices of real estate agents & brokers (est)	NAIC5312ES			YES
210. Activities related to real estate (est)	NAIC5313ES			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 32 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
211. Automotive equipment rental & leasing (est)	NAIC5321ES			YES
212. Consumer goods rental (est)	NAIC5322ES			YES
213. General rental centers (est)	NAIC5323ES			YES
214. Commercial, industrial equip rental & leasi (est)	NAIC5324ES			YES
215. Lessors of other nonfinancial intangible as (est)	NAIC5331ES			YES
216. Legal services (est)	NAIC5411ES			YES
217. Accounting, tax prep, bookkeep, payroll ser (est)	NAIC5412ES			YES
218. Architectural, engineering & related servic (est)	NAIC5413ES			YES
219. Specialized design services (est)	NAIC5414ES			YES
220. Computer systems design & related services (est)	NAIC5415ES			YES
221. Management, sci & tech consulting services (est)	NAIC5416ES			YES
222. Scientific R&D services (est)	NAIC5417ES			YES
223. Advertising & related services (est)	NAIC5418ES			YES
224. Other professional, scientific, technical ser (est)	NAIC5419ES			YES
225. Management of companies & enterprises (est)	NAIC5511ES			YES
226. Office administrative services (est)	NAIC5611ES			YES
227. Facilities support services (est)	NAIC5612ES			YES
228. Employment services (est)	NAIC5613ES			YES
229. Business support services (est)	NAIC5614ES			YES
230. Travel arrangement & reservation services (est)	NAIC5615ES			YES
231. Investigation & security services (est)	NAIC5616ES			YES
232. Services to buildings & dwellings (est)	NAIC5617ES			YES
233. Other support services (est)	NAIC5619ES			YES
234. Waste collection (est)	NAIC5621ES			YES
235. Waste treatment & disposal (est)	NAIC5622ES			YES
236. Remediation & oth waste management service (est)	NAIC5629ES			YES
237. Elementary & secondary schools (est)	NAIC6111ES			YES
238. Junior colleges (est)	NAIC6112ES			YES
239. Colleges, universities & professional scho (est)	NAIC6113ES			YES
240. Business schools & computer & mgt training (est)	NAIC6114ES			YES
241. Technical & trade schools (est)	NAIC6115ES			YES
242. Other schools & instruction (est)	NAIC6116ES			YES
243. Educational support services (est)	NAIC6117ES			YES
244. Offices of physicians (est)	NAIC6211ES			YES
245. Offices of dentists (est)	NAIC6212ES			YES
246. Offices of other health practitioners (est)	NAIC6213ES			YES
247. Outpatient care centers (est)	NAIC6214ES			YES
248. Medical & diagnostic laboratories (est)	NAIC6215ES			YES
249. Home health care services (est)	NAIC6216ES			YES
250. Other ambulatory health care services (est)	NAIC6219ES			YES
251. General medical & surgical hospitals (est)	NAIC6221ES			YES
252. Psychiatric & substance abuse hospitals (est)	NAIC6222ES			YES
253. Other specialty hospitals (est)	NAIC6223ES			YES
254. Nursing care facilities (est)	NAIC6231ES			YES
255. Residential mental retardation, health faci (est)	NAIC6232ES			YES
256. Community care facilities for the elderly (est)	NAIC6233ES			YES
257. Other residential care facilities (est)	NAIC6239ES			YES
258. Individual & family services (est)	NAIC6241ES			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 33 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
259. Community, emergency & other relief service (est)	NAIC6242ES			YES
260. Vocational rehabilitation services (est)	NAIC6243ES			YES
261. Child day care services (est)	NAIC6244ES			YES
262. Performing arts companies (est)	NAIC7111ES			YES
263. Spectator sports (est)	NAIC7112ES			YES
264. Promoters of entertainment events (est)	NAIC7113ES			YES
265. Agents, managers for artists & other public (est)	NAIC7114ES			YES
266. Independent artists, writers & performers (est)	NAIC7115ES			YES
267. Museums, historical sites & like institutio (est)	NAIC7121ES			YES
268. Amusement parks & arcades (est)	NAIC7131ES			YES
269. Gambling industries (est)	NAIC7132ES			YES
270. Other amusement & recreation industries (est)	NAIC7139ES			YES
271. Traveler accommodation (est)	NAIC7211ES			YES
272. RV parks & recreational camps (est)	NAIC7212ES			YES
273. Rooming & boarding houses (est)	NAIC7213ES			YES
274. Full-service restaurants (est)	NAIC7221ES			YES
275. Limited-service eating places (est)	NAIC7222ES			YES
276. Special food services (est)	NAIC7223ES			YES
277. Drinking places (alcoholic beverages) (est)	NAIC7224ES			YES
278. Automotive repair & maintenance (est)	NAIC8111ES			YES
279. Electronic & precision equipment R&M (est)	NAIC8112ES			YES
280. Commercial equipment (exc auto & elec) R&M (est)	NAIC8113ES			YES
281. Personal & household goods R&M (est)	NAIC8114ES			YES
282. Personal care services (est)	NAIC8121ES			YES
283. Death care services (est)	NAIC8122ES			YES
284. Drycleaning & laundry services (est)	NAIC8123ES			YES
285. Other personal services (est)	NAIC8129ES			YES
286. Religious organizations (est)	NAIC8131ES			YES
287. Grantmaking & giving services (est)	NAIC8132ES			YES
288. Social advocacy organizations (est)	NAIC8133ES			YES
289. Civic & social organizations (est)	NAIC8134ES			YES
290. Business, labor, political, like organizati (est)	NAIC8139ES			YES

### Detailed Consumer Expenditure Variables

1. Total Consumer Expenditures (\$000)	ANNEXP	YES	YES	YES
2. Food (\$000)	FOOD		YES	YES
3. Food at home (\$000)	FOODHOME		YES	YES
4. Cereals and bakery products (\$000)	CEREALBAKE		YES	YES
5. Cereals and cereal products (\$000)	CEREAL			YES
6. Flour (\$000)	FLOUR			YES
7. Prepared Flour Mixes (\$000)	FLOUR_PREP			YES
8. Ready to eat and cooked cereal (\$000)	CEAR_READY			YES
9. Rice (\$000)	RICE			YES
10. Pasta, cornmeal and other cereal products (\$000)	PASTA_ETC			YES
11. Bakery products (\$000)	BAKEPRODS			YES
12. Bread (\$000)	BREAD			YES
13. Crackers and cookies (\$000)	CRACKERS			YES
14. Frozen and refrigerated (\$000)	FROZREFRIG			YES

Easy Analytic Software, Inc.

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 34 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
15. Other bakery products (\$000)	<b>OTHER_BAKE</b>			YES
16. Biscuits and rolls (\$000)	<b>BISCUITS</b>			YES
17. Cakes and cupcakes (\$000)	<b>CAKES</b>			YES
18. Bread and cracker products (\$000)	<b>BREAD_CRCK</b>			YES
19. Sweet rolls, coffee cakes, doughnuts (\$000)	<b>SWEETROLL</b>			YES
20. Pies, tarts, turnovers (\$000)	<b>PIES</b>			YES
21. Meats, poultry, fish, and eggs (\$000)	<b>MEAT_PLTRY</b>			YES
22. Beef (\$000)	<b>BEEF</b>			YES
23. Ground Beef (\$000)	<b>GROUND BEEF</b>			YES
24. Roast (\$000)	<b>ROAST_BEEF</b>			YES
25. Steak (\$000)	<b>STEAK</b>			YES
26. Other beef (\$000)	<b>OTHER_BEEF</b>			YES
27. Pork (\$000)	<b>PORK</b>			YES
28. Bacon (\$000)	<b>BACON</b>			YES
29. Pork Chops (\$000)	<b>PORKCHOPS</b>			YES
30. Ham (\$000)	<b>HAM</b>			YES
31. Sausage (\$000)	<b>SAUSAGE</b>			YES
32. Other pork (\$000)	<b>PORK_OTHER</b>			YES
33. Other Meats (\$000)	<b>MEAT_OTHER</b>			YES
34. Frankfurters (\$000)	<b>FRANKS</b>			YES
35. Lunch meats (cold cuts) (\$000)	<b>LUNCHMEAT</b>			YES
36. Lamb, organ meats and others (\$000)	<b>LAMB</b>			YES
37. Poultry (\$000)	<b>POULTRY</b>			YES
38. Fresh and frozen chickens (\$000)	<b>CHICKEN</b>			YES
39. Other poultry (\$000)	<b>POULTRYOTH</b>			YES
40. Fish and seafood (\$000)	<b>FISHSEAFOD</b>			YES
41. Canned fish and seafood (\$000)	<b>FISHCANNED</b>			YES
42. Fresh fish and shellfish (\$000)	<b>FISHFRESH</b>			YES
43. Frozen fish and shellfish (\$000)	<b>FISHFROZEN</b>			YES
44. Eggs (\$000)	<b>EGGS</b>			YES
45. Dairy products (\$000)	<b>DAIRY</b>		YES	YES
46. Fresh Milk and cream (\$000)	<b>MILK_CREAM</b>			YES
47. Fresh Milk, all types (\$000)	<b>MILK</b>			YES
48. Cream (\$000)	<b>CREAM</b>			YES
49. Other dairy products (\$000)	<b>DAIRYOTHER</b>			YES
50. Butter (\$000)	<b>BUTTER</b>			YES
51. Cheese (\$000)	<b>CHEESE</b>			YES
52. Ice Cream and related products (\$000)	<b>ICECREAM</b>			YES
53. Misc. Dairy products (\$000)	<b>DAIRY_MISC</b>			YES
54. Fruits and vegetables (\$000)	<b>FRUITVEG</b>		YES	YES
55. Fresh Fruits (\$000)	<b>FRUITFRESH</b>			YES
56. Apples (\$000)	<b>APPLES</b>			YES
57. Bananas (\$000)	<b>BANANAS</b>			YES
58. Oranges (\$000)	<b>ORANGES</b>			YES
59. Citrus Fruits, excluding oranges (\$000)	<b>CITRUSNOOJ</b>			YES
60. Other fresh fruits (\$000)	<b>FRUIT_OTH</b>			YES
61. Fresh Vegetables (\$000)	<b>VEGETFRESH</b>			YES
62. Potatoes (\$000)	<b>POTATO</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
63. Lettuce (\$000)	LETTUCE			YES
64. Tomatoes (\$000)	TOMATO			YES
65. Other fresh vegetables (\$000)	VEGFRSHOTH			YES
66. Processed fruits (\$000)	FRUITPROCD			YES
67. Frozen fruits and fruit juices (\$000)	FRUITFROZN			YES
68. Canned fruits (\$000)	FRUITCAN			YES
69. Dried Fruit (\$000)	FRUITDRIED			YES
70. Fresh fruit juice (\$000)	FJUICEFRSH			YES
71. Canned and bottled fruit juice (\$000)	FJUICECAN			YES
72. Processed vegetables (\$000)	VEGET_PROC			YES
73. Frozen vegetables (\$000)	VEGET_FRZN			YES
74. Canned and dried vegetables and juices (\$000)	VEGET_CAN			YES
75. Other food at home (\$000)	FOODOTHOM			YES
76. Sugar and other sweets (\$000)	SUGARPLS			YES
77. Candy and chewing gum (\$000)	CANDYGUM			YES
78. Sugar (\$000)	SUGAR			YES
79. Artificial sweeteners (\$000)	ART_SWEET			YES
80. Jams and other sweets (\$000)	JAMS			YES
81. Fats and oils, etc. (\$000)	FATSOILETC			YES
82. Margarine (\$000)	MARGARINE			YES
83. Fats and oils (\$000)	FATSOILS			YES
84. Salad dressing (\$000)	SALAD_DRES			YES
85. Nondairy cream and imitation milk (\$000)	NOD_CREAM			YES
86. Peanut butter (\$000)	PEANUTBUTR			YES
87. Miscellaneous foods (\$000)	MISCFOOD			YES
88. Frozen prepared foods (\$000)	FROZPREPFD			YES
89. Canned and packaged soups (\$000)	CANPCKSOUP			YES
90. Potato chips, nuts, and other snacks (\$000)	POTATOCHIP			YES
91. Condiments and seasonings (\$000)	CONDIMENTS			YES
92. Other canned and packaged prepared foods (\$000)	CANPCK_OTH			YES
93. Nonalcoholic beverages (\$000)	NONALBEV		YES	YES
94. Cola (\$000)	COLA			YES
95. Other carbonated drinks (\$000)	CARBON_OTH			YES
96. Coffee (\$000)	COFFEE			YES
97. Noncarbonated fruit flavored drinks (\$000)	NONCARB_FR			YES
98. Tea (\$000)	TEA			YES
99. Nonalcoholic beer (\$000)	BEERNONALC			YES
100. Other nonalcoholic beverages and ice (\$000)	O_NONALC			YES
101. Food prep (consumed out of town) (\$000)	FOODOUT_C		YES	YES
102. Food away from home (\$000)	FOODAWAY		YES	YES
103. Meals at restaurants, carry-out and others (\$000)	MEALCARRY			YES
104. Lunch (\$000)	LUNCH			YES
105. Lunch at fast food, take-out, delivery (\$000)	LUNCHFF			YES
106. Lunch at full service restaurants (\$000)	LUNCHFULL			YES
107. Lunch at vend machines and mobile vendors (\$000)	LUNCHVEND			YES
108. Lunch at employer and school cafeterias (\$000)	LUNCHEMP			YES
109. Dinner (\$000)	DINNER			YES
110. Dinner at fast food, take-out, delivery (\$000)	DINNERFF			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
111. Dinner at full service restaurants (\$000)	<b>DINNERFS</b>			YES
112. Dinner at vend machines and mobile vendors (\$000)	<b>DINNERVEND</b>			YES
113. Dinner at employer and school cafeterias (\$000)	<b>DINNEREMP</b>			YES
114. Snacks (\$000)	<b>SNACK</b>			YES
115. Snacks at fast food, take-out, delivery (\$000)	<b>SNACKFF</b>			YES
116. Snacks at full service restaurants (\$000)	<b>SNACKFS</b>			YES
117. Snacks at vend machines and mobile vendors (\$000)	<b>SNACKVEND</b>			YES
118. Snacks at employer and school cafeterias (\$000)	<b>SNACKEMP</b>			YES
119. Breakfast (\$000)	<b>BREAK</b>			YES
120. Breakfast at fast food, take-out, delivery (\$000)	<b>BREAKFF</b>			YES
121. Breakfast at full service restaurants (\$000)	<b>BREAKFS</b>			YES
122. Breakfast at vend machines and mobile vendors (\$000)	<b>BREAKVEND</b>			YES
123. Breakfast at employer and school cafeterias (\$000)	<b>BREAKEMP</b>			YES
124. Board (including school) (\$000)	<b>BOARD</b>			YES
125. Catered affairs (\$000)	<b>CATER</b>			YES
126. Food on out-of-town trips (\$000)	<b>FOODOUT</b>		YES	YES
127. School lunches (\$000)	<b>SCHOOLLNCH</b>			YES
128. Meals as pay (\$000)	<b>MEALSPAY</b>			YES
129. Alcoholic beverages (\$000)	<b>ALCOHBEV</b>		YES	YES
130. At home-alcoholic beverages (\$000)	<b>ALCOHHOME</b>			YES
131. Beer and ale (\$000)	<b>BEERALE</b>			YES
132. Whiskey (\$000)	<b>WHISKEY</b>			YES
133. Wine (\$000)	<b>WINE</b>			YES
134. Other alcoholic beverages (\$000)	<b>ALCOH_OTH</b>			YES
135. Away from home (alcoholic beverages) (\$000)	<b>ALCOH_AWAY</b>			YES
136. Beer and ale away(\$000)	<b>BEERALE_A</b>			YES
137. Wine away (\$000)	<b>WINE_AWAY</b>			YES
138. Other alcoholic beverages away (\$000)	<b>O_ALCO_AW</b>			YES
139. Alcoholic beverages purchased on trips (\$000)	<b>ALCOHTRIPS</b>			YES
140. Housing (\$000)	<b>HOUSING</b>		YES	YES
141. Shelter (\$000)	<b>SHELTER</b>			YES
142. Owned dwellings (\$000)	<b>OWNEDWELL</b>			YES
143. Mortgage interest and charges (\$000)	<b>MORTGPLUS</b>			YES
144. Mortgage interest (\$000)	<b>MORTG_INT</b>			YES
145. Interest paid, home equity loan (\$000)	<b>INTHOMLOAN</b>			YES
146. Interest paid, home equity line of credit (\$000)	<b>INTHOMCRED</b>			YES
147. Property taxes (\$000)	<b>PROPERTYTX</b>			YES
148. Maintenance, repairs, ins, other exp (\$000)	<b>MAINTPLS</b>			YES
149. Homeowners and related insurance (\$000)	<b>HOMEINSURE</b>			YES
150. Ground rent (\$000)	<b>GR_RENT</b>			YES
151. Maintenance and repair services (\$000)	<b>MAINTREP_</b>			YES
152. Maintenance and repair commodities (\$000)	<b>MAINT_COM</b>			YES
153. Rented dwellings (\$000)	<b>RENTDWELL</b>			YES
154. Rent (\$000)	<b>RENT</b>			YES
155. Rent as pay (\$000)	<b>RENTPAY</b>			YES
156. Maintenance, insurance and other expenses (\$000)	<b>MAINTINSUR</b>			YES
157. Other lodging (\$000)	<b>OTHERLODGE</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
158. Owned vacation home (\$000)	<b>OWNVAC</b>			YES
159. Utilities, fuels, and public services (\$000)	<b>UTILPLS</b>			YES
160. Natural gas (\$000)	<b>NATURALGAS</b>			YES
161. Electricity (\$000)	<b>ELECTRCITY</b>			YES
162. Fuel oil and other fuels (\$000)	<b>FUELOILM</b>			YES
163. Fuel oil (\$000)	<b>FUELOIL</b>			YES
164. Coal (\$000)	<b>COAL</b>			YES
165. Bottled gas (\$000)	<b>BOTTLE_GAS</b>			YES
166. Wood and other fuels (\$000)	<b>WOOD</b>			YES
167. Telephone services (\$000)	<b>TELEPHONE</b>			YES
168. Telephone services in home city, excluding mobile car phones (\$000)	<b>TELPHOME</b>			YES
169. Telephone services for mobile car phones (\$000)	<b>TELP_MOBL</b>			YES
170. Telephone cards (\$000)	<b>PHONECARD</b>			YES
171. Water and other public services (\$000)	<b>WATER</b>			YES
172. Household operations (\$000)	<b>HOUSEOPER</b>		YES	YES
173. Personal services (\$000)	<b>PERSONSERV</b>			YES
174. Babysitting and child care in your own home (\$000)	<b>BABYSITHOM</b>			YES
175. Babysitting and child care in someone else's home (\$000)	<b>BABYSITOTH</b>			YES
176. Care for elderly. invalids (\$000)	<b>ELDERCARE</b>			YES
177. Adult day-care centers (\$000)	<b>ADULTCARE</b>			YES
178. Day-care centers, nursery, and preschools (\$000)	<b>DAYCARE</b>			YES
179. Other household expenses (\$000)	<b>OTHRHHEXP</b>			YES
180. Housekeeping services (\$000)	<b>HOUSEKEEP</b>		YES	YES
181. Gardening, lawn care service (\$000)	<b>GARDENCARE</b>			YES
182. Water softening service (\$000)	<b>WATERSOFT</b>			YES
183. Household laundry and dry cleaning, sent out (non- clothing) not coin-operated (\$000)	<b>HHLAUNDDRY</b>			YES
184. Coin-operated household laundry and dry cleaning (non-clothing) (\$000)	<b>HHLAUDCOIN</b>			YES
185. Services for termite/pest control maintenance (\$000)	<b>TERMITE</b>			YES
186. Other home services (\$000)	<b>O_HOMESER</b>			YES
187. Moving, storage, freight express (\$000)	<b>MOVING</b>			YES
188. Appliance repair including service center (\$000)	<b>APP_REP</b>			YES
189. Reupholstering, furniture repair (\$000)	<b>REUP_FURN</b>			YES
190. Repairs/rentals of lawn and garden equipment (\$000)	<b>REPLAWN</b>			YES
191. Computer Information Services (\$000)	<b>COMPINFO</b>			YES
192. Housekeeping supplies (\$000)	<b>HOUSKEPSUP</b>			YES
193. Laundry and cleaning supplies (\$000)	<b>LAUNDRYSUP</b>			YES
194. Soaps and detergents (\$000)	<b>SOAP</b>			YES
195. Other laundry cleaning products (\$000)	<b>LAUNDOTHER</b>			YES
196. Other household products (\$000)	<b>HHPRODOTH</b>			YES
197. Cleansing and toilet tissue, paper towels and napkins (\$000)	<b>CLEANS</b>			YES
198. Miscellaneous products (\$000)	<b>MISCH_PRO</b>			YES
199. Lawn and garden supplies (\$000)	<b>LAWNSUPP</b>			YES
200. Postage and stationary (\$000)	<b>POST_STAT</b>			YES
201. Stationery, stationery supplies, gift wrap (\$000)	<b>STATIONARY</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
202. Postage (\$000)	<b>POSTAGE</b>			YES
203. Delivery Services (\$000)	<b>DELIV_SERV</b>			YES
204. Household furnishings and equip (\$000)	<b>HOUSEFURN</b>		YES	YES
205. Household textiles (\$000)	<b>HOUSETEXTL</b>		YES	YES
206. Bathroom linens (\$000)	<b>BATHLINENS</b>			YES
207. Bedroom linens (\$000)	<b>BEDLINENS</b>			YES
208. Kitchen and dining room linens (\$000)	<b>KITCHLINS</b>			YES
209. Curtains and draperies (\$000)	<b>CURTAINS</b>			YES
210. Slipcovers, decorative pillows (\$000)	<b>SLIPCOVERS</b>			YES
211. Sewing materials for slipcovers, curtains, other sewing materials for the home (\$000)	<b>SEWSLIP</b>			YES
212. Other linen (\$000)	<b>LINEN_OTH</b>			YES
213. Furniture (\$000)	<b>FURNITURE</b>		YES	YES
214. Mattress and springs (\$000)	<b>MATTRESS</b>			YES
215. Other bedroom furniture (\$000)	<b>BEDFRN_OTH</b>			YES
216. Sofas (\$000)	<b>SOFAS</b>			YES
217. Living room chairs (\$000)	<b>LIVCHAIR</b>			YES
218. Living room tables (\$000)	<b>LIVTABLE</b>			YES
219. Kitchen, dining room furniture (\$000)	<b>KITCHDINFR</b>			YES
220. Infants' furniture (\$000)	<b>FURNINFANT</b>			YES
221. Outdoor furniture (\$000)	<b>FURNOUTDOR</b>			YES
222. Wall units, cabinets and other occasional furniture (\$000)	<b>WALLUNIT</b>			YES
223. Floor coverings (\$000)	<b>FLOORCOVER</b>		YES	YES
224. Wall-to-wall carpeting (renter) (\$000)	<b>WALLCAR_R</b>			YES
225. Wall-to-wall carpet (replacement, owned home) (\$000)	<b>WALLCAR_H</b>			YES
226. Floor coverings, nonpermanent (\$000)	<b>FLRCOV_NP</b>			YES
227. Major appliances (\$000)	<b>MAJORAPPL</b>		YES	YES
228. Dishwashers (built-in), garbage disposals, range hoods, (own home) (\$000)	<b>DISHWASHER</b>			YES
229. Refrigerators, freezers (\$000)	<b>REFRIG</b>			YES
230. Washing Machines (\$000)	<b>WASHMACH</b>			YES
231. Clothes dryer (\$000)	<b>CLOTHESDR</b>			YES
232. Cooking stoves, oven (\$000)	<b>OVEN</b>			YES
233. Microwave ovens (\$000)	<b>MICROWAVE</b>			YES
234. Window air conditioners (\$000)	<b>AIRCOND_W</b>			YES
235. Electric floor cleaning equipment (\$000)	<b>EFLR_CLEAN</b>			YES
236. Sewing machines (\$000)	<b>SEWMACH</b>			YES
237. Small appliances, misc. (\$000)	<b>SMAPPL_M</b>			YES
238. Housewares (\$000)	<b>HOUSWARES</b>			YES
239. Plastic dinnerware (\$000)	<b>PLAST_DIN</b>			YES
240. China and other dinnerware (\$000)	<b>CHINA</b>			YES
241. Flatware (\$000)	<b>FLATWARE</b>			YES
242. Glassware (\$000)	<b>GLASSWARE</b>			YES
243. Silver serving pieces (\$000)	<b>SILVER</b>			YES
244. Other serving pieces (\$000)	<b>O_PIECES</b>			YES
245. Non-electric cookware (\$000)	<b>NONEL_COOK</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
246. Tableware, non-electric kitchenware (\$000)	<b>TABL_NON_</b>			YES
247. Small appliances (\$000)	<b>SMAPPL</b>		YES	YES
248. Small electric kitchen appliances (\$000)	<b>SMALKITAPP</b>			YES
249. Portable heating and cooling equipment (\$000)	<b>POTHEATCOL</b>			YES
250. Miscellaneous household equip (\$000)	<b>MISCHEQ</b>		YES	YES
251. Window coverings (\$000)	<b>WINDOWCOV</b>			YES
252. Infants' equipment (\$000)	<b>INFEQUIP</b>			YES
253. Laundry and cleaning equipment (\$000)	<b>LAUNDEQUI</b>			YES
254. Outdoor equipment (\$000)	<b>OUTEQUIP</b>			YES
255. Clocks (\$000)	<b>CLOCKS</b>			YES
256. Lamps and lighting fixtures (\$000)	<b>LAMPS</b>			YES
257. Other household decorative items (\$000)	<b>OTHHDEC</b>			YES
258. Telephone and accessories (\$000)	<b>TELE_ACC</b>			YES
259. Lawn and garden equipment (\$000)	<b>LAWNGARDEN</b>			YES
260. Power tools (\$000)	<b>POWERTOOLS</b>			YES
261. Small miscellaneous furnishing (\$000)	<b>SMMISCFURN</b>			YES
262. Hand tools (\$000)	<b>HANDTOOLS</b>			YES
263. Indoor plants, fresh flowers (\$000)	<b>IND_PLANT</b>			YES
264. Closet and storage items (\$000)	<b>CLST_STOR</b>			YES
265. Rental of furniture (\$000)	<b>RENT_FURN</b>			YES
266. Luggage (\$000)	<b>LUGGAGE</b>			YES
267. Computers and computer hardware non-business use (\$000)	<b>PC_NONBUS</b>			YES
268. Computer software and accessories for non-business use (\$000)	<b>SOFT_NONB</b>			YES
269. Telephone answering devices (\$000)	<b>TELEANSWER</b>			YES
270. Calculators (\$000)	<b>CACULATOR</b>			YES
271. Business equipment for home use (\$000)	<b>BUSE_HOME</b>			YES
272. Other hardware (\$000)	<b>O_HARD</b>			YES
273. Smoke alarms (\$000)	<b>SMOKEALM</b>			YES
274. Other household appliances (\$000)	<b>O_HHAPPL</b>			YES
275. Miscellaneous equipment and parts (\$000)	<b>MISC_EQUIP</b>			YES
276. Apparel and services (\$000)	<b>APPAREL</b>		YES	YES
277. Men and boys (\$000)	<b>MENBOYS</b>		YES	YES
278. Men, 16 and over (\$000)	<b>MEN16PLS</b>		YES	YES
279. Men's suits (\$000)	<b>MSUITS</b>			YES
280. Men's sport coats, tailored jackets (\$000)	<b>MSPORTSC</b>			YES
281. Men's coats and jackets (\$000)	<b>MCOATS</b>			YES
282. Men's underwear (\$000)	<b>MUNDERWEAR</b>			YES
283. Men's hosiery (\$000)	<b>MHOSIERY</b>			YES
284. Men's nightwear (\$000)	<b>MNIGHTWEAR</b>			YES
285. Men's accessories (\$000)	<b>MACCESS</b>			YES
286. Men's sweaters and vests (\$000)	<b>MSWEAT</b>			YES
287. Men's active sportswear (\$000)	<b>MACTSPTS</b>			YES
288. Men's shirts (\$000)	<b>MSHIRTS</b>			YES
289. Men's pants (\$000)	<b>MPANTS</b>			YES
290. Men's shorts, shorts sets (\$000)	<b>MSHORTS</b>			YES
291. Men's uniforms (\$000)	<b>MUNIFORM</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
292. Men's costumes (\$000)	<b>MCOSTUME</b>			YES
293. Boys, 2 to 15 (\$000)	<b>BOYS</b>		YES	YES
294. Boys' coats and jackets (\$000)	<b>BCOATS</b>			YES
295. Boys' sweaters (\$000)	<b>BSWEATS</b>			YES
296. Boys' shirts (\$000)	<b>BSHIRTS</b>			YES
297. Boys' underwear (\$000)	<b>BUNDERWEAR</b>			YES
298. Boys' nightwear (\$000)	<b>BNIGHTWEAR</b>			YES
299. Boys' hosiery (\$000)	<b>BHOSIERY</b>			YES
300. Boys' accessories (\$000)	<b>BACCESS</b>			YES
301. Boys' suits, sport coats, vests (\$000)	<b>BSUIT</b>			YES
302. Boys' pants (\$000)	<b>BPANTS</b>			YES
303. Boys' shorts, short sets (\$000)	<b>BSHORT</b>			YES
304. Boys' uniforms (\$000)	<b>BUNIFORM</b>			YES
305. Boys' active sportswear (\$000)	<b>BACTSPRT</b>			YES
306. Boys' costumes (\$000)	<b>BCOSTUME</b>			YES
307. Women's and girls (\$000)	<b>WOMENGR</b>		YES	YES
308. Women, 16 and over (\$000)	<b>WOMEN16</b>		YES	YES
309. Women's coats and jackets (\$000)	<b>WCOATS</b>			YES
310. Women's dresses (\$000)	<b>WDRESS</b>			YES
311. Women's sport coats, tailored vests (\$000)	<b>WSPORTCOAT</b>			YES
312. Women's vests and sweaters (\$000)	<b>WVEST</b>			YES
313. Women's shirts, tops, blouses (\$000)	<b>WSHIRT</b>			YES
314. Women's skirts (\$000)	<b>WSKIRTS</b>			YES
315. Women's pants (\$000)	<b>WPANTS</b>			YES
316. Women's shorts, shorts sets (\$000)	<b>WSHORTS</b>			YES
317. Women's active sportswear (\$000)	<b>WACTSPRT</b>			YES
318. Women's sleepwear (\$000)	<b>WSLEEPWEAR</b>			YES
319. Women's undergarments (\$000)	<b>WUNDERWEAR</b>			YES
320. Women's hosiery (\$000)	<b>WHOSIERY</b>			YES
321. Women's suits (\$000)	<b>WSUIT</b>			YES
322. Women's accessories (\$000)	<b>WACCES</b>			YES
323. Women's uniforms (\$000)	<b>WUNIFORM</b>			YES
324. Women's costumes (\$000)	<b>WCOSTUME</b>			YES
325. Girls 2 to 15 (\$000)	<b>GIRLS</b>		YES	YES
326. Girls' coats and jackets (\$000)	<b>GCOATS</b>			YES
327. Girls' dresses, suits (\$000)	<b>GDRESS</b>			YES
328. Girls' shirts, blouses, sweaters (\$000)	<b>GSHIRTS</b>			YES
329. Girls' skirts and pants (\$000)	<b>GSKIRTS</b>			YES
330. Girls' shorts, shorts sets (\$000)	<b>GSHORTS</b>			YES
331. Girls' active sportswear (\$000)	<b>GACTSPRT</b>			YES
332. Girls' underwear and sleepwear (\$000)	<b>GUNDERWEAR</b>			YES
333. Girls' hosiery (\$000)	<b>GHOSIERY</b>			YES
334. Girls' accessories (\$000)	<b>GACCES</b>			YES
335. Girls' uniforms (\$000)	<b>GUNIFORM</b>			YES
336. Girls' costumes (\$000)	<b>GCOSTUME</b>			YES
337. Children under 2 (\$000)	<b>CHILDRN</b>		YES	YES
338. Infant coat, jacket, snowsuit (\$000)	<b>ICOAT</b>			YES
339. Infant dresses, outerwear (\$000)	<b>IDRESS</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
340. Infant underwear (\$000)	IUNDERWEAR			YES
341. Infant nightwear, loungewear (\$000)	INIGHTWEAR			YES
342. Infant accessories (\$000)	IACCES			YES
343. Footwear (\$000)	FOOTWEAR		YES	YES
344. Men's footwear (\$000)	FOOTMEN			YES
345. Boys' footwear (\$000)	FOOTBOY			YES
346. Women's footwear (\$000)	FOOTWOMEN			YES
347. Girls' footwear (\$000)	FOOTGIRL			YES
348. Other apparel products and services (\$000)	OTHRAPP		YES	YES
349. Material for making clothes (\$000)	MATCLOTH			YES
350. Sewing patterns and notions (\$000)	SEWPATS			YES
351. Watches (\$000)	WATCH			YES
352. Jewelry (\$000)	JEWELRY			YES
353. Shoe repair and other shoe services (\$000)	SHOEREPAIR			YES
354. Coin-operated apparel laundry and dry cleaning (\$000)	COINDRYCL			YES
355. Alteration, repair and tailoring of apparel and accessories (\$000)	ALTERATION			YES
356. Clothing rental (\$000)	CLOTHRENT			YES
357. Watch and jewelry repair (\$000)	WATCHREP			YES
358. Apparel laundry and dry cleaning not coin-operated (\$000)	DRYCLEAN			YES
359. Clothing storage (\$000)	CLTHSTOR			YES
360. Transportation (\$000)	TRANSPORT		YES	YES
361. Vehicle purchases (net outlay) (\$000)	VEHPURCH		YES	YES
362. Cars and trucks, new (\$000)	CAR_TR_NEW			YES
363. New Cars (\$000)	CARNEW			YES
364. New Trucks (\$000)	TRUCK_NEW			YES
365. Cars and trucks, used (\$000)	CARUSED			YES
366. Cars, used (\$000)	CAR_USED			YES
367. Trucks, used (\$000)	TRUCK_USE			YES
368. Other vehicles (\$000)	OTHRVEH_C			YES
369. Gasoline and motor oil (\$000)	GAS		YES	YES
370. Other vehicle expenses (\$000)	OTHRVEH		YES	YES
371. Vehicle finance charges (\$000)	VEHFINANCE			YES
372. Maintenance and repairs (\$000)	MAINTREP			YES
373. Coolant, additives, brake, transmission fluids (\$000)	COOLBRKS			YES
374. Tires-purchased, replaced, installed (\$000)	TIRES			YES
375. Parts, equipment, and accessories (\$000)	PARTS			YES
376. Vehicle audio equipment, no labor (\$000)	VEH_AUDIO			YES
377. Vehicle products (\$000)	VEH_PRODS			YES
378. Misc. auto repair, servicing (\$000)	MISC_AUTO			YES
379. Body work and painting (\$000)	BODYWRK			YES
380. Clutch, transmission repair (\$000)	CLUTCH			YES
381. Drive shaft and rear-end repair (\$000)	DRIVESHFT			YES
382. Brake work, including adjustments (\$000)	BRAKES			YES
383. Repair to steering or front-end (\$000)	REP_FRT			YES
384. Repair to engine cooling system (\$000)	REP_COOL			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
385. Motor tune-up (\$000)	TUNEUP			YES
386. Lube, oil change, and oil filters (\$000)	LUBE_OIL			YES
387. Front-end alignment, wheel balance and rotation (\$000)	ALIGN_BAL			YES
388. Shock absorber replacement (\$000)	SHOCKS			YES
389. Gas tank repair, replacement (\$000)	GASTANK			YES
390. Repair tires and other repair work (\$000)	REP_TIRES			YES
391. Vehicle air conditioning repair work (\$000)	AC_REP			YES
392. Exhaust system repair (\$000)	EXH_REP			YES
393. Electrical system repair (\$000)	ELCT_REP			YES
394. Motor repair, replacement (\$000)	MOT_REP			YES
395. Auto repair service policy (\$000)	AUTOSERV			YES
396. Vehicle insurance (\$000)	VEHINS			YES
397. Vehicle rental, other charges (\$000)	VEHRENT			YES
398. Public transportation (\$000)	PUBTRANS		YES	YES
399. Airline fares (\$000)	AIRLINE			YES
400. Intercity bus fares (\$000)	BUS			YES
401. Intercity mass transit fares (\$000)	MASSTRANS			YES
402. Local trans. on out-of-town trips (\$000)	LOCALTRN			YES
403. Taxi fares on trips (\$000)	TAXITRIP			YES
404. Taxi fares (\$000)	TAXI			YES
405. Intercity train fares (\$000)	TRAIN			YES
406. Ship fares (\$000)	SHIP			YES
407. School bus (\$000)	SCHOOLBUS			YES
408. Health Care (\$000)	HEALTH		YES	YES
409. Health insurance (\$000)	HEALTHINS		YES	YES
410. Commercial health insurance (\$000)	COMHELINS			YES
411. Blue Cross, Blue Shield (\$000)	BLUECROSS			YES
412. Health maintenance plans (HMO's) (\$000)	HMO			YES
413. Medicare payments (\$000)	MEDICARE			YES
414. Commercial Medicare supplements and other health insurance (\$000)	COM_MEDINS			YES
415. Medical services (\$000)	MED_SERVE		YES	YES
416. Physician's services (\$000)	PHYS_SERV			YES
417. Dental services (\$000)	DENTAL			YES
418. Eye care services (\$000)	EYECARE			YES
419. Service by professionals other than physician (\$000)	O_PHYSIC			YES
420. Lab tests, x-rays (\$000)	TESTS			YES
421. Hospital room (\$000)	HOSPITALRM			YES
422. Hospital service other than room (\$000)	HOSPITLNRM			YES
423. Care in convalescent or nursing home (\$000)	NURSINGHOM			YES
424. Other medical care services (\$000)	O_MEDCARE			YES
425. Drugs (\$000)	DRUGS		YES	YES
426. Nonprescription drugs (\$000)	NONPRES			YES
427. Nonprescription vitamins (\$000)	VITAMIN			YES
428. Prescription drugs (\$000)	PRESCP			YES
429. Medical supplies (\$000)	MEDSUPP		YES	YES
430. Eyeglasses and contact lenses (\$000)	EYEGLASS			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
431. Hearing Aids (\$000)	<b>HEARAID</b>			YES
432. Topicals and dressings (\$000)	<b>TOPICAL</b>			YES
433. Medical equipment for general use (\$000)	<b>MEDEQUIP</b>			YES
434. Supportive and convalescent medical equipment (\$000)	<b>SUPPMED</b>			YES
435. Rental of medical equipment (\$000)	<b>RENTMED</b>			YES
436. Rental of supportive, convalescent medical equipment (\$000)	<b>RETSUPP</b>			YES
437. Entertainment (\$000)	<b>ENTERTAIN</b>		YES	YES
438. Fees and admissions (\$000)	<b>FEESADM</b>		YES	YES
439. Recreation expenses, out-of-town trips (\$000)	<b>RECR_O</b>			YES
440. Social, recreation, civic club membership (\$000)	<b>SOCIAL</b>			YES
441. Fees for participant sports (\$000)	<b>PARTSPT</b>			YES
442. Participant sports, out-of-town trips (\$000)	<b>PART_O</b>			YES
443. Movie, theatre, opera, ballet (\$000)	<b>MOVIE</b>			YES
444. Movie, other admissions, out-of-town trips (\$000)	<b>MOVIE_O</b>			YES
445. Admission to sporting events (\$000)	<b>SPORTEVENT</b>			YES
446. Admission to sporting events, out-of-town trips (\$000)	<b>SPRTEV_O</b>			YES
447. Fees for recreational lessons (\$000)	<b>RECRLESS</b>			YES
448. Other entertainment services, out-of-town trips (\$000)	<b>OTH_ENT_O</b>			YES
449. Television, radios, sound equip (\$000)	<b>TELERAD</b>		YES	YES
450. Television (\$000)	<b>TV</b>			YES
451. Community antenna or cable TV (\$000)	<b>CABLE</b>			YES
452. Black and white TV (\$000)	<b>BWTV</b>			YES
453. Color TV - controls (\$000)	<b>COLORTV</b>			YES
454. Color TV - portable, table model (\$000)	<b>PORTTV</b>			YES
455. VCR's and video disc players (\$000)	<b>VCR</b>			YES
456. Video cassettes, tapes, and discs (\$000)	<b>CASSETTAPE</b>			YES
457. Video game hardware and software (\$000)	<b>VIDEOGAME</b>			YES
458. Repair of TV, radio, and sound equipment (\$000)	<b>REPAIRTV</b>			YES
459. Rental of televisions (\$000)	<b>RENTTV</b>			YES
460. Radios, sound equipment (\$000)	<b>RAD_SOUND</b>			YES
461. Radios (\$000)	<b>RADIO</b>			YES
462. Tape recorders and players (\$000)	<b>TAPERECORD</b>			YES
463. Sound components and component systems (\$000)	<b>SOUNDSYS</b>			YES
464. Sound equipment accessories (\$000)	<b>SOUNDACC</b>			YES
465. Satellite dishes (\$000)	<b>SATDISH</b>			YES
466. Compact disc, tape, record and video mail order clubs (\$000)	<b>CD_MAIL</b>			YES
467. Records, CDs, audio tapes, needles (\$000)	<b>CD</b>			YES
468. Musical instruments and accessories (\$000)	<b>MUSICINST</b>			YES
469. Rental and repair of musical instruments (\$000)	<b>RENTMUSIC</b>			YES
470. Rental of video cassettes, tapes, films, discs (\$000)	<b>RENTVIDEO</b>			YES
471. Pets, toys, and playground equip (\$000)	<b>PETSTOYS</b>		YES	YES
472. Pets (\$000)	<b>PETS</b>			YES
473. Pet food (\$000)	<b>PETFOOD</b>			YES
474. Pet purchase, supplies, medicine (\$000)	<b>PETPURCH</b>			YES

**Easy Analytic Software, Inc.**

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 44 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
475. Pet services (\$000)	<b>PETSERV</b>			YES
476. Vet services (\$000)	<b>VET</b>			YES
477. Toys, games, hobbies, and tricycles (\$000)	<b>TOYS</b>			YES
478. Playground equipment (\$000)	<b>PLAYGRND</b>			YES
479. Other entertainment supplies (\$000)	<b>OTHR_ENT</b>		YES	YES
480. Non-motorized recreational vehicle (\$000)	<b>UNMOTREC</b>			YES
481. Motorized recreational vehicles (\$000)	<b>MOTREC</b>			YES
482. Sports, recreational and exercise equipment (\$000)	<b>SPRTSREC</b>			YES
483. Athletic gear, game tables, and exercise equipment (\$000)	<b>ATHLE_EQ</b>			YES
484. Bicycles (\$000)	<b>BIKE</b>			YES
485. Camping equipment (\$000)	<b>CAMPING</b>			YES
486. Hunting and fishing equipment (\$000)	<b>HUNTING</b>			YES
487. Winter sports equipment (\$000)	<b>WINTERSP</b>			YES
488. Water sports equipment (\$000)	<b>WATERSP</b>			YES
489. Other sports equipment (\$000)	<b>O_SPORTS</b>			YES
490. Rental and repair of misc. sports equipment (\$000)	<b>RENT_SPRS</b>			YES
491. Photographic equipment and supplies (\$000)	<b>PHOT_EQ_M</b>			YES
492. Film (\$000)	<b>FILM</b>			YES
493. Film processing (\$000)	<b>FILMPROC</b>			YES
494. Photographic equipment (\$000)	<b>PHOT_EQUI</b>			YES
495. Photographer fees (\$000)	<b>PHOTFEES</b>			YES
496. Fireworks (\$000)	<b>FIREWRK</b>			YES
497. Souvenirs (\$000)	<b>SOUVENIR</b>			YES
498. Pinball, electronic video games (\$000)	<b>VIDEOGAM</b>			YES
499. Personal care products, services (\$000)	<b>PERSCARE</b>		YES	YES
500. Personal care products (\$000)	<b>PERHAIR</b>			YES
501. Hair care products (\$000)	<b>HAIRPRD</b>			YES
502. Non-electric articles for the hair (\$000)	<b>NON_E_HAI</b>			YES
503. Wigs and hairpieces (\$000)	<b>WIG</b>			YES
504. Oral hygiene products, articles (\$000)	<b>ORALHYG</b>			YES
505. Shaving needs (\$000)	<b>SHAVE</b>			YES
506. Cosmetics, perfume, bath preparation (\$000)	<b>COSTMET</b>			YES
507. Deodorants, feminine hygiene, misc. personal care (\$000)	<b>DEODORNT</b>			YES
508. Electric personal care appliances (\$000)	<b>EL_PERCAR</b>			YES
509. Personal care services (\$000)	<b>PERSCAR_S</b>			YES
510. Reading (\$000)	<b>READING</b>		YES	YES
511. Newspaper subscriptions (\$000)	<b>NEWSSUB</b>			YES
512. Newspaper, non-subscriptions (\$000)	<b>NEWS_NSUB</b>			YES
513. Magazine subscriptions (\$000)	<b>MAGS_SUB</b>			YES
514. Magazines, non-subscriptions (\$000)	<b>MAGS_NSUB</b>			YES
515. Books thru book clubs (\$000)	<b>BOOKSCLUB</b>			YES
516. Books not thru book clubs (\$000)	<b>BOOKS_NCL</b>			YES
517. Encyclopedia and other sets of reference books (\$000)	<b>ENCYCLOP</b>			YES
518. Education (\$000)	<b>EDUCATION</b>		YES	YES
519. College tuition (\$000)	<b>COLLEGE</b>			YES

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
520. Elementary and high school tuition (\$000)	HSTUITION			YES
521. Other schools tuition (\$000)	O_SCHTUIT			YES
522. Other school expenses including rentals (\$000)	OSCH_EXP			YES
523. School books, supplies, equipment for college (\$000)	BOOKS_COL			YES
524. School books, supplies, equipment for elementary high school (\$000)	BOOK_HS			YES
525. School books, supplies, equipment for day care, nursery, other (\$000)	BOOKS_NUR			YES
526. School supplies, etc, unspecified (\$000)	SCHSUPPL			YES
527. Tobacco products, supplies (\$000)	TOBACCO		YES	YES
528. Cigarettes (\$000)	CIGARETTE			YES
529. Other tobacco products (\$000)	O_TABAC			YES
530. Smoking accessories (\$000)	SMOKACC			YES
531. Miscellaneous (\$000)	MISC			YES
532. Pari-mutuel losses (\$000)	PARIMUT			YES
533. Legal fees (\$000)	LEGAL			YES
534. Funeral expense (\$000)	FUNERAL			YES
535. Safe deposit box rental (\$000)	SAFEDEP			YES
536. Checking account, bank service (\$000)	CHECKING			YES
537. Cemetery lots, vaults, maintenance (\$000)	CEMETARY			YES
538. Accounting fees (\$000)	ACCNTING			YES
539. Misc. personal services (\$000)	MISCPERS			YES
540. Finance charges excluding home mortgage (\$000)	FIN_CHRG			YES
541. Cash contributions (\$000)	CASCONTR		YES	YES
542. Personal insurance and pensions (\$000)	PERSINS		YES	YES
543. Life and other personal insurance (\$000)	LIFEETC			YES
544. Pensions and Social Security (\$000)	PENS_SS			YES
545. Market Value of financial assets (\$000)	MARKETVAL			YES
546. Market Value of savings accounts (\$000)	MARKSAVE			YES
547. Market Value of checking accounts (\$000)	MARKCHCK			YES
548. Market Value of US savings bonds (\$000)	MARKUSBND			YES
549. Market Value of securities (\$000)	MARKSTCKS			YES

### Dominant Profile

1. Dominant Profile	DOMIN_PROF	YES	YES	YES
---------------------	------------	-----	-----	-----

### EASI Profile Variables

1. Above Average Education	AB_AV_EDU		YES	YES
2. Apartments (20 or more units)	APT20		YES	YES
3. Available Renting Units	RENTAL		YES	YES
4. Pre-School	PRESCHL		YES	YES
5. Below Average Education	BEL_EDU		YES	YES
6. Blue Collar Employment	BLUE_EMPL		YES	YES
7. Born in America	BORN_USA		YES	YES
8. Expensive Homes	EXP_HOMES		YES	YES
9. Few Teens	NO_TEENS		YES	YES
10. House for Sale	FOR_SALE		YES	YES
11. In the Air Forces	ARMFORCE		YES	YES

Easy Analytic Software, Inc.

541 Benigno Blvd. Bellmawr, NJ 08031 • phone 800 HOW EASI • fax 856 931 4115 • [info@easidemographics.com](mailto:info@easidemographics.com)

The Right Site Variables Page 46 of 47

<b>FULLNAME</b>	<b>NICKNAME</b>	<b>TRS EXEC</b>	<b>TRS PRO</b>	<b>TRS ADV</b>
12. Large Families	<b>LAR_FAM</b>		YES	YES
13. Long Time Residents	<b>NO_MOVE</b>		YES	YES
14. Lots of Cars	<b>MANY_CARS</b>		YES	YES
15. Median Age	<b>MED_AGE</b>		YES	YES
16. Median Income	<b>MED_INC</b>		YES	YES
17. No Cars	<b>NO_CAR</b>		YES	YES
18. Not in Labor Force	<b>NO_LABFOR</b>		YES	YES
19. Old and Rich Households	<b>RICH_OLD</b>		YES	YES
20. Old Homes	<b>OLD_HOMES</b>		YES	YES
21. New Homes	<b>NEW_HOMES</b>		YES	YES
22. Recent Movers	<b>RECENT_MOV</b>		YES	YES
23. Retired	<b>RETIRED</b>		YES	YES
24. Service Employment	<b>SERV_EMPL</b>		YES	YES
25. Subway or Bus to Work	<b>SUB_BUS</b>		YES	YES
26. Trailer Park City	<b>TRAILER</b>		YES	YES
27. Unattached and Available	<b>UNATTACH</b>		YES	YES
28. Unemployed	<b>UNEMPL</b>		YES	YES
29. Very Asian	<b>ASIAN_LANG</b>		YES	YES
30. Very Rich Asians	<b>RICH_ASIAN</b>		YES	YES
31. Very Rich Blacks	<b>RICH_BLK</b>		YES	YES
32. Very Rich Families	<b>RICH_FAM</b>		YES	YES
33. Very Rich Hispanics	<b>RICH_HISP</b>		YES	YES
34. Very Rich Households	<b>VERY_RICH</b>		YES	YES
35. Very Rich Non-Families	<b>RICH_NFAM</b>		YES	YES
36. Very Rich Whites	<b>RICH_WHT</b>		YES	YES
37. Very Spanish	<b>SPAN_LANG</b>		YES	YES
38. Work at Home	<b>WORK_HOME</b>		YES	YES
39. Young and Rich Households	<b>RICH_YOUNG</b>		YES	YES