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

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

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

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

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

- **Demographic Variables**: Population, Age, Race, Income, Ancestry, Marital Status, Housing, Employment, Transportation, Families, and more.

- **Historical census data**: including 1980, 1990 & 2000, plus current year census estimates and 5 year projections.

- **Business and Marketing Variables**: Detailed Consumer Expenditure, Consumer Price Index, Quality of Life & Consumer Profiles, Business & Employee Counts by Industry, D&B’s® Points-of-Interest file, and EASI Market Segments & Life Stage Clusters.

- **Mediamark Research’s (MRI®) Survey of the American Consumer™**: EASI, using MRI survey data, produces local estimates of usage and consumption (propensity) for thousands of specific and detailed products and services.

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

Data Providers

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

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

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

- **D&B®**
  The world’s most trusted source of sales and marketing solutions. All D&B information is powered by DUNSRight™, D&B’s Quality Process, which gives you the insight you need to avoid duplication, better target prospects, and increase the profitability of your marketing lists.

www.GeographicResearch.com

Geographic Research, Inc. (GRI) is the developer of SimplyMap, an award-winning web-based mapping application that changes the way people use and interact with complex data. In addition to software development, GRI’s knowledgeable staff provides custom GIS, mapping and spatial analysis services to educational institutions, non-profit organizations, businesses and government agencies.