Easy Analytic Software Inc. (EASI) is a New York-based software engineering and statistical modeling firm that specializes in consumer demographics. Using input data from the Census Bureau, Bureau of Labor Statistics, and Mediamark, EASI develops model-based indicators of the demographic characteristics, consumer spending, and behavior patterns for a wide range of geographic areas—state, counties, census tracts, and block groups. Mediamark is a market research firm that annually publishes The Survey of the American Consumer, based on detailed interviews of 26,000 households.

**Dataset:** Leisure Activities from the Consumer Behavior - 2017 Database

Consumer participation in various leisure and recreational activities, including gambling, gardening, photography, reading books, concert and theater attendance, board and card games and frequency of movie attendance.

Shows usage and purchasing patterns for consumers in the United States for over 6,000 products and services. Data are from Mediamark Research (MRI©) Doublebase Study - The Survey of the American Consumer, based on more than 50,000 personal interviews. Easy Analytic Software Inc. (EASI) applies its statistical modeling technology and demographic profiles of various geographic areas to Mediamark data.

EASI data series present demographic and economic characteristics for the United States, for states, counties, census tracts, and ZIP Codes. Data from the Bureau of the Census provide geographic references and benchmarks for demographic updates and forecasts, including: 2010 Census of Population and Housing PL 94 – 171; American Community Survey (ACS), and Public Use Microdata Samples (PUMS). Other related sources are: Annual Demographic Survey, Current Population Reports (P20; P25; P60), and numerous special Census reports. EASI has developed a series of EASI-based proprietary models.

**Source:** Easy Analytic Software Inc. (EASI)

**Category:** Prices, Consumption, and Cost of Living

**Subject Terms:** Leisure Activities, Consumer Behavior, Consumers, Leisure Participation

**Update Frequency:** Annual

[https://doi.org/10.6068/DP164B32CCC0858](https://doi.org/10.6068/DP164B32CCC0858)
for updating estimates and forecasting projections. For a more detailed description of EASI methodology, see the technical documentation. Also see About EASI Analytics at http://data-planet.libguides.com/EASI.

Technical Documentation

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