

**West Palm Beach Marketing Insights**

**Total number of records – 759,763**

**Age Range**

18-35 – 132,910

36-50 – 175,648

51-65 – 209,595

66-81 – 161,640

**Political Affiliation**

343,163 Registered Democrats

212,270 Registered Republicans

**Credit Scores**

800+ - 85,350

750-799 – 136,765

700-749 – 37,910

650-699 – 25,305

**Income**

$75,000 - $100,00 – 64,255

$100,000 - $150,000 – 54,868

$150,000 - $175,000 - 3,050

$175,000 - $200,000 – 6,450

$200,000 - $250,000 – 11,243

$250,000 + - 17,393

**Home Market Value**

$75,000 - $100,00 – 21,463

$100 - $125,000 – 25,775

$125,000 - $150,000 – 27,100

$150,000 - $175,000 – 23,143

$175,000 - $200,000 – 21,603

$200,000 - $225,000 – 19,123

$225,000 - $250,000 – 16,008

$250,000 - $275,000 – 11,983

$275,000 - $300,000 – 9,983

$300,000 - $350,000 – 14,840

$350,000 - $400,000 – 10,435

$400,000 - $450,000 – 7,718

$450,000 - $500,000 – 5,393

$500,000 - $750,000 – 10,890

$750,000 – 1m – 2,540

$1m + - 1,913

**Home Owner** – 299,655

**Renter** – 6,078

**Pet Owner Dog** – 283,173

**Pet Owner Cat** – 130,618

**Married, Single, Kids,**

Married – 220,313

Married with Kids – 136,830

Single Males – 30,248

Single Females – 36,555

Inferred Married with Kids – 11,738

Inferred Married – 17,765

Single with Kids – 35,753

N**et Worth**

Less than $1 – 4,715

$1 - $4,999 – 10,245

$5,000 - $10,000 – 6,870

$10,000 - $25,000 – 12,710

$25,000 - $50,000 – 42,300

$50,000 - $100,000 – 64,140

$100,000 - $250,000 – 107,728

$250,000 - $500,000 – 63,293

Greater than $500,000 – 24,163

**Education**

Completed College – 87,965

Completed Graduate School – 39,220

**Enthusiasts**

Golf Enthusiasts – 46,943

Boating Enthusiasts – 51,555

Cooking Enthusiasts – 404,123

Auto Enthusiasts – 404,007

Fitness Enthusiasts – 401,243

Music Enthusiasts – 83,465

NASCAR Enthusiasts – 26,818

Outdoor Enthusiasts – 202,165

Sports Enthusiasts – 170,188

Wine Enthusiasts – 22,758

**Interests**

Value Interests – 43,595

Arts Interests – 54,665

Electronics Interest – 274,915

Gardening Interest – 401,272

Health and Beauty – 66,533

Crafts Interest – 402,345

Diet and Weight Loss – 69,325

**Frequent Travelers** – 436,270

**Ethnic Groups**

Southeast Asian – 2,935

Central SW Asian – 413

Eastern European – 11,355

All African American Groups – 26,578

Middle Eastern – 2,990

Jewish – 19,628

Mediterranean – 27,443

Native American – 100

Far Eastern – 2,050

Polynesian – 758

Scandinavian – 5,550

Other – 10

Western European – 180,163

Hispanic – 42,313

Un-coded no group – 195

Afghan – 5

Indian – 2,768

Pakistan – 138

Sri Lankan – 8

Nepal – 15

Algerian – 3

Arab – 2,213

Egyptian – 88

Greek – 1,755

Iraqi – 10

Kurdish – 5

Jewish – 19,628

Macedonian – 3

Moroccan – 15

Persian – 430

Syrian – 50

Tunisian – 5

Turkish – 173

Maltese – 3

Angolan – 93

Ashanti – 5

Chad – 8

Congo – 8

Ethiopian – 118

Gambia – 5

Ghana – 50

Ivory Coast – 20

Kenya – 28

Liberian – 10

Namibian – 13

Nigerian – 103

Rwandan – 175

Senegalese – 3

Sere Leone – 8

Danish – 1,365

Dutch – 4,703

Finnish – 455

Kalanga – 15

Norwegian – 1,020

Scotch – 22,293

Swedish – 2,695

Welsh – 8,803

Myanmar – 5

Chinese – 720

Hawaiian – 38

Indonesian – 5

Japanese – 450

Khmer – 33

Korean – 188

Laotian – 43

Mongolian – 3

Other Asian – 3

Filipino – 720

Thai – 113

Tiberian – 3

Vietnamese – 490

New Zealand – 8

Australian – 3

Belgian – 260

Basque – 5

English – 85,365

French – 12,650

German – 24,435

Irish – 20,210

Italian – 25,685

Portuguese – 2,080

Hispanic – 40,228

Luxembourgian – 5

Swiss – 38

Albanian – 38

Armenian – 398

Austrian – 1,403

Acerb – 3

Bosnian – 5

Bulgarian – 93

Byelorussian – 88

Croatian – 175

Czech – 923

Estonian – 48

Georgian – 8

Hungarian – 1,888

Latvian – 103

Lithuanian – 285

Moldavian – 8

Polish – 3,888

Romanian – 295

Russian – 2,223

Serbia – 373

Slovakian – 420

Slovenian – 115

Tajik – 5

Ukrainian – 390

South African – 8

Sudanese – 18

Swaziland – 38

Ugandan – 10

Zambian – 10

Zimbabwe – 35

Niger – 5

African American – 2 - 2,990

Caribbean African American – 25

Multi Ethnic - 20

***Study of Single Women in West Palm Beach as a ‘drill down’ illustration***

1. Out of the 17,393 people in West Palm Beach earning $250,000 per year or more
   1. 345 are single women
   2. 338 out of the 345 have a credit score above 750 with 325 out of the 338 having a credit score 800+
   3. We have 325 Single Women earning over $250,000 per year with a credit score of 800+
   4. Out of these 325 we have 23 single women ages 18-34.  The youngest single woman is 27 and we have three at that age. The other 5 are age 28.
   5. Let’s get back to the 325 single women of all ages to illustrate further.

**Single Women in West Palm Beach Florida – Earning $250,000 + per year with 800+ credit score. 325 Total**

                                                              i.      215 out of 325 are Auto Enthusiasts

                                                            ii.      55 had an interest in art

                                                          iii.      43 were boating enthusiasts

                                                           iv.      214 were cooking enthusiasts

                                                             v.      248 were frequent travelers

                                                           vi.      35 were Golf Enthusiasts

                                                         vii.      10 were NASCAR Enthusiasts

                                                       viii.      113 were Sports Enthusiasts

                                                           ix.      115 were Outdoor Enthusiasts

                                                             x.      Records have unlimited capability to add to each other in order to drill down to minute detail and deep personalization. The further we drill down, the more we know about people, and the more likely they are to open our ad or communication since the message is so relevant.

* 1. Only 78 of the 325 single women earning over $250,000 per year in West Palm Beach with a credit score over 800 had completed college.
  2. Out of the 78 which did, 65 of the 78 completed graduate school.  Of course, I have the school, which would make it easy to get them to respond to any ad
  3. Out of the 325 - 201 of them were fitness enthusiasts
  4. Only 13 out of the 325 had a home value of $500k or more although none of them rented.
  5. 305 of them owned a home leaving 20 who have been left off of title for some reason.
  6. 15 out of the 325 had a military background or were a VET
  7. Out of the 325

                                                              i.      123 had a net worth greater than $500k

                                                            ii.      170 had a net worth of 250k – 499k

                                                          iii.      23 had a net worth of 100k – 249k

                                                           iv.      9 had less than 100k

* 1. 18 of the 325 listed their job as homemakers

                                                              i.      3 were self-employed

                                                            ii.      8 were financial professionals

                                                          iii.      15 were medical professionals

* 1. None of the 325 owned a dog or a cat.
  2. 148 of them had kids in the household
  3. 10 were smokers
  4. 285 spoke English as their primary language.

I can communicate with all of these single women at once or one at a time, or just the ones who like Golf.  Many people would pay $1000.00 just to send an invitation to play golf with one of these women. As you can see, I have amazing information at my fingertips.  I will charge $1000.00 to run a report for any business (or individual), with the information above, but to a much greater degree.

**Political Selects**

Party Affiliation

Number of Times Voted

Voting History – General Election – Presidential Primary Election – Other Elections

Voter History – Numbers of times voted, how voted, when voted, etc.

**Special Note**:

***Voting and Political records can be mixed and matched like all the data. We can find out propensities of people voting in any manner using income, likes, children, etc. We can find propensities and insights for any business, by doing a Predictive Analytics database study and scoring algorithm. Once we know the traits of existing customers (with amazing detail), we can then cherry-pick people ideal customer profiles out of the Universe, Neighborhood, or a specific Geo-Fence, and communicate with them in multiple ways.***

***If we Geo-Fence a competitor location or multiple locations (such as Starbucks), we can cherry pick people out of a geo-fence, and select only those people who meet our criteria such as income, credit score, or wealth rating. We might do this to know our target is visiting a competitor.***

***For example, I can Geo-Fence all of the Starbucks in West Palm Beach. But rather than tagging every cell phone or computer, I might tag, (or target), only those people with a credit score of 700+, with an income of $100,000 plus, and kids in the family. In this manner, we know that everyone we tag is visiting Starbucks and we know how often they visit. We can add as many desired demographics selects as necessary.***

***The next time these people go online, or open their phone, our adds are only served to those people matching our ideal demographic profile. This is amazing power for around 1cent per impression.***

**Demographic Selects**

Demographic Sort Criteria

1. Age Range from 18-81
2. Apparel Buyer
3. Arts Interest
4. Auto Enthusiast
5. Boating Enthusiast
6. Book Buyer
7. Business Opportunity Seeker
8. Business Owner
9. Cable or Satellite Subscriber
10. Charitable Donor
11. Christian Families
12. Collectibles Interest
13. Cooking Enthusiast
14. Credit Card Holder
15. Credit Rating
16. DIY
17. Dwelling Type
18. Education
19. Electronics Interest
20. Ethnic Code
21. Ethnic Group
22. Fitness Enthusiast
23. Frequent Traveler
24. Gambler
25. Gardening Interest
26. Gender
27. Golf Enthusiast
28. Health and Beauty Interest
29. HHI Income
30. Home Market Value
31. Home Office
32. Home Owner Status
33. Interest in Crafts
34. Interest in Diet and Weight Loss
35. Investor
36. Jewelry Buyer
37. Marital Status
38. Membership Club
39. Military or Vet
40. Music Enthusiast
41. Nascar Enthusiast
42. Net Worth
43. Occupation
44. Online Education Interest
45. Online Shopper
46. Outdoor Enthusiast
47. Pet Owner
48. Presence of Children
49. Purchase Children’s Products
50. Religion
51. Smoker
52. Spoken Language
53. Sports Enthusiast
54. Value Conscious
55. Wine Enthusiast

**Geographic Selects** –

Records on every adult and business in the U.S.

States

Cities

Zip Codes

Radius of Zip Codes

Multiple Radius searches at one time down to a 1 mile radius

Direct Marketing Associations – Pre-determined areas for testing

Area Codes

SCF – or first three of a zip code

**Marketing Services Provided by SCT**

A/B Testing

Data Analysis

Predictive Analytics Scoring

Database breakdown

New Customer Acquisition Marketing Strategies

Customer Loyalty

Email

Texting

Mapping

Complete consulting with financial guarantees

App creation and consulting

***Whatever any company is currently spending on digital marketing or advertising of any type…We can do it better for less!***

Thank you

**Steve Schroeder – President/Founder Smart Community Technologies**

**562.201.2580**

[**steve@smartcommunitytech.com**](mailto:steve@smartcommunitytech.com)