

**Cumming, GA. Demographic Studies**

1. We have 99,475 records for Cumming, GA. Very close to every adult, every household, and every business in Cumming GA. We can reach out and communicate with any group, any person within a group, or any combination of groups with laser precision. We know just about every key detail about every person, family, and business in Cumming, Ga. We also have the same knowledge for every person and business in the U.S. We feature a 250 million database, which represents almost every adult in the U.S. We also have every business and can drill down to much greater detail.
2. We have other amazing technologies which accompany our data. We can draw a Geo-fence (or multiple Geo-fences around any church, business, city, stadium, trade show, radius, etc. We can then cherry pick out of this Geo-fence based on demographic or purchase tendencies.
3. For example, if Lou Sobh Honda desired to Geo-fence all the competitor car dealers in Cumming, GA., but only desired to communicate with people who lived in Cumming, GA., had a credit score over 700, earned at least $100,000, drove a 2010 or older vehicle, had children present age 15-17, and had a propensity score indicating they were shopping for a vehicle, we can tag them when they visit a competitor dealer, and then drive them to Lou Sobh Honda on auto-pilot. The next time these targeted people go online with their phone, tablet, computer, etc. They will receive our Lou Sobh Honda invitation. We will know where they came from, which dealer they were visiting, etc.
4. Predictive Analytics Analysis of existing database. We can do a thorough reverse-check of all your existing customers, to find out all of their key propensities. This serves as a ‘appraisal’ for data, and opens up thousands of dollars in sponsorship with non-compete businesses in the area.
5. We can do quite a bit more, so feel free to contact me to discuss possibilities. In addition, any group can be drilled down to further detail. For example, when you see 18-35 year olds, we can drill down to 18-19-year-old females and tack on any additional studies to discover data propensities which can be very lucrative for the proper entity. Our data is world class verified, sorted, analyzed, and cross checked. We can legally communicate with any of the people listed below.

**Total Cumming, GA. Records of Adults – 99,475**

1. **Cumming Republicans – 79,763** – We also have records of how often people voted and how they voted in Presidential primaries as compared to local elections, etc.

**Cumming Democrats** – **262**

1. **Age Breakdown of Cumming, GA**
	1. 18-35 year olds – 2,265
	2. 36-50 year olds – 32,098
	3. 51-65 year olds – 42,033
	4. 66-81 year olds – 17,853
2. **Married people in Cumming GA**.
	1. 54,140
	2. Married with Kids – 39,098 (these are adults with kids, we do not count the children). We know when children are present in the household, and we know how many kids are present, but we can’t keep records on the children’s behavior due to legal issues.
3. **Number of households with Children Present –**
	1. 56,385
	2. 31,725 Households purchase children’s products online.
4. **Gender of Cumming, GA.**
	1. Males – 31,495
	2. Females – 30,090
	3. When you see numbers like the above which don’t add up to the total number of people, there are several reasons which need to be analyzed based on the category. Here are just a few
		1. There could be ‘others’
		2. The person may not have indicated or preferred to leave the information off
		3. These are specific records allowing us to communicate based on the sort criteria
5. **Credit Scores of Residents in Cumming, GA**
	1. Under 499- 0
	2. 500-549 - 8
	3. 550-599 - 5
	4. 600-649 – 1,680
	5. 650-699 – 1,510
	6. 700-749 – 3,685
	7. 750- 799 – 39,155
	8. 800+ - 11,608 (NOTE) This is a large number of 800+. Our records are actually much more reliable than Equifax, TransUnion, or Experian. The ‘big 3’ use around 10 different data points to determine consumer scores, we use over 200.
6. **Household Income in Cumming, GA.**
	1. Under $10,000 – 193
	2. $10,000 - $15,000 – 13
	3. $15,000 - $19,999 – 1,493
	4. $20,000 - $24,999 – 163
	5. $25,000 - $29,999 – 1,320
	6. $30,000 - $34,999 – 295
	7. $35,000 - $39,999 – 1,473
	8. $40,000 - $44,999 – 485
	9. $45,000 - $49,999 – 3,140
	10. $50,000 - $74,999 – 16,193 (12,678 of 16,193 are $65,000 - $74,999)
	11. $75,000 - $99,999- 14,588
	12. $100,000 - $149,999 – 16,798
	13. $150,000 - $174,999 – 308
	14. $175,000 - $199,000 – 1,783
	15. $200,000 - $250,000 – 7,470
	16. $250,000 + - 5,115
7. **Home Values in Cumming, GA.**
	1. $1 - $24,999 – 193
	2. $25,000 - $49,999 – 498
	3. $50,000 - $74,999 – 1,093
	4. $75,000 - $99,999 – 1,840
	5. $100,000 - $124,999 – 3,465
	6. $125,000 - $149,999 – 5,768
	7. $150,000 - $174,999 – 8,650
	8. $175,000 - $199,999 – 7,385
	9. $200,000 - $224,000 – 6,478
	10. $225,000 - $249,999 – 6,535
	11. $250,000 - $274,999 – 6,510
	12. $275,000 - $299,999 – 5,058
	13. $300,000 - $350,000 – 6,590
	14. $350,000 - $399,999 – 3,903
	15. $400,000 – 449,999 – 2,248
	16. $500,000 - $749,999 – 2,640
	17. $750,000 – $1,000,000 – 468
	18. $1,000,000 + - 88
8. **Types of Residence**
	1. Multi-Family Dwelling Unit – 313
	2. Single Family Dwelling Units – 70,715
9. **Home Owners in Cumming GA.**
	1. 69,678
	2. 463 – Renters
10. **Pet Owners in Cumming, GA.**
	1. Dog – 44,620
	2. Cat – 19,170
	3. Dog and Cat – 3,410
11. **Net Worth in Cumming, GA.**
	1. Less than $1 – 93
	2. $1 - $4,999 – 330
	3. $5,000 - $9,999 – 160
	4. $10,000 - $24,999 – 155
	5. $25,000 - $50,000 – 190
	6. $50,000 - $100,000 – 10
	7. $100,000 - $250,000 – 21,463
	8. $250,000 - $500,000 – 39,698
	9. $500,000 + - 8,595
12. **Education in Cumming GA.**
	1. Completed High School – 25,038
	2. Completed College – 25,040
	3. Completed Graduate School – 7,693
	4. Attended Vocational/Tech School - 220
13. **Hobbies and Interests**
	1. Boating Enthusiast – 16,150
	2. Golf Enthusiast – 11,600
	3. Auto Enthusiast – 62,950
	4. Frequent Traveler’s – 70,060
	5. Online Shopper’s – 20,325
	6. Membership Club – 2,513
	7. Military/Vet – 4,808
	8. Online Education Interest - 3,980
	9. Outdoor Enthusiasts – 44,023
	10. Arts Interest – 13,243
	11. Wine Enthusiast – 5,228
	12. Business Opportunity Seeker – 5,460
	13. Business Owner – 1,838
	14. Music Enthusiast – 18,170
	15. Nascar Enthusiast – 7,483
	16. Value Conscious – 6,805
	17. Jewelry Buyer – 6,800
	18. Investor – 36,898
	19. Interested in Diet/Weight Loss – 15,348
	20. Health and Beauty Interest – 16,665
	21. Charitable Donors – 82,310
	22. Electronics Interest – 55,420
	23. Christian Families – 6,583
	24. Golf Enthusiasts – 11,600
	25. Sports Enthusiasts – 38,828
14. **Cumming Religious Professionals – 40**
	1. Cumming Religious Professionals over 100k – 8 (5 earn 100k – 200k)
	2. Cumming Religious Professionals $200,000 - $250,000 – 3
15. **Indian People in Cumming, GA. 1,025**
16. **Indian People who earn $100,000 - $200,000 per year- 418**
17. **Indian People in Cumming earning $200,000 per year + - 136**
18. **Number of people in Cumming who Smoke – 3,793**
19. **Number of people in Cumming whose main language is Greek – 18**
20. **Occupations in Cumming, GA.**
	1. Professional/Technical – 14,868
	2. Administrative/Managerial – 3,513
	3. Sales/Service – 810
	4. Clerical/White Collar – 13,503
	5. Craftsman/Blue Collar – 8,075
	6. Student – 133
	7. Homemaker – 3,753
	8. Retired – 4,438
	9. Farmer – 238
	10. Military – 145
	11. Religious – 40
	12. Self Employed – 435
	13. Self Employed Professional/Technical – 65
	14. Self Employed Administrative/Managerial – 18
	15. Self Employed Blue Collar – 5
	16. Educator – 265
	17. Financial Professional – 805
	18. Legal Professional – 98
	19. Medical Professional – 2,380
	20. Other – 10
21. **Religions in Cumming GA.**
	1. Buddhist – 70
	2. Catholic – 14,300
	3. Greek Orthodox – 180
	4. Hindu – 995
	5. Islamic – 445
	6. Jewish – 1405
	7. Sikh – 30
	8. Lutheran – 33
	9. Eastern Orthodox – 485
	10. Protestant – 48,543
	11. Shinto – 60
22. **Spoken Primary Language in Cumming, GA.**
	1. Albanian – 3
	2. Amharic – 5
	3. Arabic – 83
	4. Armenian – 3
	5. Bulgarian – 15
	6. Chinese (Mandarin, Cantonese, other dialects) – 50
	7. Czech – 5
	8. Danish – 8
	9. Dutch – 10
	10. English – 63,750
	11. Estonian – 3
23. **Cumming Ethnic Codes**
	1. Afghani – 3
	2. Indian – 1,025
	3. Pakistani – 25
	4. Arab – 245
	5. Egyptian – 20
	6. Greek – 180
	7. Jewish – 1,405
	8. Macedonian – 3
	9. Persian – 58
	10. Syrian – 8
	11. Turkish – 33
	12. Native American – 35
	13. African American 1 – 180
	14. Angolan – 3
	15. Ethiopian – 8
	16. Ghana – 5
	17. Guinea-Bissea – 3
	18. Kenya – 5
	19. Nigerian – 13
	20. Rwandan – 15
	21. Senegalese – 3
	22. Danish – 275
	23. Dutch – 1,193
	24. Finnish – 103
	25. Icelandic – 3
	26. Norwegian – 160
	27. Scotch – 6,845
	28. Swedish – 635
	29. Welsh – 3,163
	30. Chinese – 228
	31. Hawaiian – 3
	32. Indonesian – 8
	33. Japanese – 60
	34. Khmer – 5
	35. Korean – 133
	36. Laotian – 5
	37. Mongolian– 3
	38. Other Asian – 3
	39. Filipino – 115
	40. Thai – 18
	41. Vietnamese – 110
	42. Belgian – 43
	43. English – 30,830
	44. French – 1,965
	45. German – 4,718
	46. Irish – 5,235
	47. Italian – 2,220
	48. Portuguese – 193
	49. Hispanic – 2823
	50. Luxembourgian – 3
	51. Swiss – 5
	52. Albanian – 3
	53. Armenian – 30
	54. Austrian – 230
	55. Bosnian – 15
	56. Bulgarian – 28
	57. Byelorussian – 28
	58. Croatian – 50
	59. Czech – 125
	60. Etonian – 18
	61. Georgian – 5
	62. Hungarian – 325
	63. Latvian – 5
	64. Polish – 738
	65. Romanian 43
	66. Russian – 183
	67. Serbian – 123
	68. Slovakian – 55
	69. Slovenian – 18
	70. Ukrainian – 65
	71. Sudanese – 8
	72. Swaziland – 5
	73. Zimbabwe – 3
	74. African American 2 – 393
	75. Caribbean African American – 3
	76. Multi Ethnic – 5
24. **Ethnic Groups of Cumming, GA.**
	1. Southeast Asian – 1,055
	2. Central Southwest Asian – 35
	3. Eastern European – 1,858
	4. All African American Groups – 643
	5. Middle Eastern – 363
	6. Jewish – 1,405
	7. Mediterranean – 2,400
	8. Native American – 35
	9. Far Eastern – 568
	10. Polynesian – 118
	11. Scandinavian – 1,175
	12. Western European – 54,228
	13. Hispanic – 3,015

**Political Selects**

**Special Note**:

Voting and Political records can be mixed and matched like all of the data. We can find out propensities of people voting in any manner with income, likes, children, etc. We can find propensities and/or insights for any business by doing a Predictive Analytics database study and scoring algorithm of their existing database.

Once we know the traits of existing customers (with amazing detail), we can then cherry-pick people out of the Universe, Neighborhood, or a specific Geo-Fence, and invite them to that particular business, activity, or desired behavior.

If we Geo-Fence a competitor location, or multiple locations, (such as Dunkin for Starbucks or Lou Sobh for Chevy), we can cherry pick people out of a geo-fence and select only those people who have certain 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 the Starbucks in West Palm Beach. But rather than tagging every cell phone of every customer, we can tag (or target) only those people with a credit score of 700+, with an income of $100,000 plus, and kids in the family. We can add as many desired demographics selects as necessary.

Our ads are only served to those people who meet our criteria and they skip over the other people which do not meet our ideal customer profile. This is amazing power for around 1 penny per impression.

**Marketing Services Provided by Smart Community Technologies**

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***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.

***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***

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