

Subscribers by Business Type & Job Title

Business Type	Total	Percent
College/University	17,962	39.13%
High School/School District/Private School	9,313	20.29%
Parks & Rec. Community/Municipal Recreation	5,964	12.99%
Health Club	2,413	5.26%
Architectural/Specialty Design Firms	1,005	2.19%
Private Sports/Recreation Center	950	2.07%
YMCA/YWCA	630	1.37%
Dealer/Distributor	607	1.32%
Manufacturer	517	1.13%
Business/Program Management Consulting Firm	475	1.03%
Wellness Center/Hospital/Clinic	421	0.92%
Corporate Rec/Fitness Center	404	0.88%
Amateur/Governmental Sports Organization	300	0.65%
Military	222	0.48%
Pro Sports	203	0.44%
Church	61	0.13%
Police/Fire Dept/Law Enforcement	58	0.13%
Jewish Community Center	57	0.12%
Hotel/Resort	50	0.11%
Other/Business Not Provided	4,262	9.29%
Total	45,899	100%

Job Title	Total	Percent
Athletic Director	8,991	19.59%
Director	5,647	12.30%
Executive Dir./CEO/Pres./Owner/V.P.	4,223	9.20%
Associate/Assistant Athletic Director	2,741	5.97%
Manager	1,776	3.87%
Athletic Trainer	1,342	2.92%
Coordinator	1,310	2.85%
Recreation/Intramural Dir./Assoc. Dir.	1,103	2.40%
Parks & Rec. Director/Commissioner/Supt.	863	1.88%
Architect/Consultant/Facilities Planner	771	1.68%
Sergeant/Lieutenant/Captain/Chief	48	0.10%
Title Not Provided	34	0.07%
Other	17,064	37.18%
Total	45,899	100.0%

Subscribers by Location

Location	Total	Percent
Alabama	778	1.70%
Alaska	72	0.16%
Arizona	592	1.29%
Arkansas	453	0.99%
California	3518	7.66%
Colorado	807	1.76%
Connecticut	577	1.26%
Delaware	159	0.35%
District of Columbia	152	0.33%
Florida	2450	5.34%
Georgia	1007	2.19%
Hawaii	126	0.27%
Idaho	160	0.35%
Illinois	1947	4.24%
Indiana	1106	2.41%
Iowa	568	1.24%
Kansas	513	1.12%
Kentucky	763	1.66%
Louisiana	454	0.99%

Location	Total	Percent
Maine	202	0.44%
Maryland	779	1.70%
Massachusetts	999	2.18%
Michigan	1431	3.12%
Minnesota	914	1.99%
Mississippi	465	1.01%
Missouri	800	1.74%
Montana	129	0.28%
Nebraska	381	0.83%
Nevada	170	0.37%
New Hampshire	203	0.44%
New Jersey	845	1.84%
New Mexico	224	0.49%
New York	1715	3.74%
North Carolina	1409	3.07%
North Dakota	183	0.40%
Ohio	2319	5.05%
Oklahoma	503	1.10%
Oregon	507	1.10%

Location	Total	Percent
Pennsylvania	1968	4.29%
Rhode Island	158	0.34%
South Carolina	671	1.46%
South Dakota	167	0.36%
Tennessee	1059	2.31%
Texas	2102	4.58%
Utah	383	0.83%
Vermont	186	0.41%
Virginia	1536	3.35%
Washington	867	1.89%
West Virginia	160	0.35%
Wisconsin	1253	2.73%
Wyoming	129	0.28%
US Territories	35	0.08%
Location Not Provided	3,948	8.60%
United States	37,947	82.68%
Canada	797	1.74%
International	100	0.22%
Total	45,899	100.0%

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*Exact numbers may fluctuate as subscriber list grows over time.