

Subscribers by Business Type & Job Title

Business Type	Total	Percent
High School/School District/Private School	14,644	36.61%
College/University	8,590	21.48%
Parks & Rec. Community/Municipal Recreation	4,899	12.25%
Health Club	2,443	6.11%
YMCA/YWCA	1,832	4.58%
Architectural/Specialty Design Firms	1,715	4.29%
Private Sports/Recreation Center	1,409	3.52%
Corporate Rec/Fitness Center	1,247	3.12%
Wellness Center/Hospital/Clinic	762	1.91%
Business/Program Management Consulting Firm	586	1.47%
Dealer/Distributor	560	1.40%
Amateur/Governmental Sports Organization	376	0.94%
Military	322	0.81%
Pro Sports	192	0.48%
Church	112	0.28%
Jewish Community Center	100	0.25%
Hotel/Resort	75	0.19%
Police/Fire Dept/Law Enforcement	45	0.11%
Other	91	0.23%
Total	40,000	100.0%

Job Title	Total	Percent
Athletic Director (A)	14,117	35.29%
Director (F)	8,354	20.89%
Executive Dir./CEO/Pres./Owner/V.P. (E)	5,551	13.88%
Associate/Assistant Athletic Director (B)	2,844	7.11%
Manager (V)	2,572	6.43%
Parks & Rec. Director/Commissioner/Supt. (D)	1,403	3.51%
Architect/Consultant/Facilities Planner (J)	1,194	2.99%
Recreation/Intramural Dir./Assoc. Dir. (C)	1,168	2.92%
Coordinator (Y)	1,119	2.80%
Athletic Trainer (N)	1,072	2.68%
Sergeant/Lieutenant/Captain/Chief (S)	65	0.16%
Other/Title Not Provided (Z)	541	1.35%
Total	40,000	100.0%

Subscribers by Location

Location	Total	Percent
Alabama	591	1.48%
Alaska	61	0.15%
Arizona	706	1.77%
Arkansas	421	1.05%
California	2,890	7.23%
Colorado	755	1.89%
Connecticut	547	1.37%
Delaware	102	0.26%
District of Columbia	143	0.36%
Florida	1,941	4.85%
Georgia	1,042	2.61%
Hawaii	49	0.12%
Idaho	230	0.58%
Illinois	2,638	6.60%
Indiana	935	2.34%
Iowa	655	1.64%
Kansas	643	1.61%
Kentucky	633	1.58%
Louisiana	544	1.36%

Location	Total	Percent
Maine	217	0.54%
Maryland	694	1.74%
Massachusetts	1,004	2.51%
Michigan	1,115	2.79%
Minnesota	911	2.28%
Mississippi	411	1.03%
Missouri	1,137	2.84%
Montana	225	0.56%
Nebraska	459	1.15%
Nevada	141	0.35%
New Hampshire	224	0.56%
New Jersey	912	2.28%
New Mexico	190	0.48%
New York	1,974	4.94%
North Carolina	1,199	3.00%
North Dakota	227	0.57%
Ohio	1,735	4.34%
Oklahoma	506	1.27%
Oregon	528	1.32%

Location	Total	Percent
Pennsylvania	1,769	4.42%
Rhode Island	145	0.36%
South Carolina	677	1.69%
South Dakota	214	0.54%
Tennessee	732	1.83%
Texas	2,498	6.25%
Utah	273	0.68%
Vermont	150	0.38%
Virginia	1,107	2.77%
Washington	785	1.96%
West Virginia	216	0.54%
Wisconsin	976	2.44%
Wyoming	129	0.32%
US Territories	46	0.12%
Location Not Provided	0	0.00%
United States	39052	97.63%
Canada	948	2.37%
Total	40,000	100.0%

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