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AUDIENCE BREAKDOWN | DECEMBER 2023 DATA

## Subscribers by Business Type & Job Title

Business Type	Total
Pool or Spa Retailer	7,346
Pool or Spa Builder	6,282
Service	4,707
Other	7,131
Unique Subscribers*	19,682

tal	Percent
/68	44.55%
j04	27.96%
i15	2.11%
791	4.02%
204	21.36%
82	100%
	tal 768 504 415 791 204 82

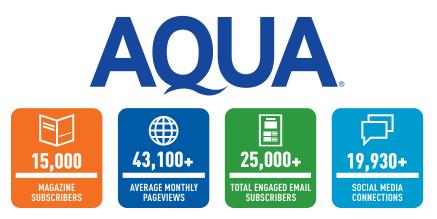
\*Unique subscribers removes overlap of multiple business types.

## **Subscribers by Location**

Location	Total	Percent
Alabama	194	0.99%
Alaska	5	0.03%
Arizona	573	2.91%
Arkansas	84	0.43%
California	2,102	10.68%
Colorado	184	0.93%
Connecticut	315	1.60%
Delaware	75	0.38%
District of Columbia	5	0.03%
Florida	1,670	8.48%
Georgia	571	2.90%
Hawaii	59	0.30%
Idaho	60	0.30%
Illinois	378	1.92%
Indiana	238	1.21%
lowa	82	0.42%
Kansas	145	0.74%
Kentucky	154	0.78%
Louisiana	169	0.86%

Location	Total	Percent
Maine	55	0.28%
Maryland	380	1.93%
Massachusetts	289	1.47%
Michigan	284	1.44%
Minnesota	181	0.92%
Mississippi	73	0.37%
Missouri	279	1.42%
Montana	33	0.17%
Nebraska	65	0.33%
Nevada	183	0.93%
New Hampshire	91	0.46%
New Jersey	962	4.89%
New Mexico	48	0.24%
New York	1,187	6.03%
North Carolina	527	2.68%
North Dakota	33	0.17%
Ohio	391	1.99%
Oklahoma	152	0.77%
Oregon	147	0.75%

Location	Total	Percent
Pennsylvania	763	3.88%
Rhode Island	57	0.29%
South Carolina	281	1.43%
South Dakota	15	0.08%
Tennessee	329	1.67%
Texas	1,681	8.54%
Utah	97	0.49%
Vermont	31	0.16%
Virginia	458	2.33%
Washington	208	1.06%
West Virginia	42	0.21%
Wisconsin	226	1.15%
Wyoming	19	0.10%
US Territories	37	0.19%
Location Not Provided	1,917	9.74%
International (Non Canada)	330	1.68%
United States	18,584	94.42%
Canada	768	3.90%
Unique Subscribers	19,682	100%



## **READY TO GET STARTED? CONTACT:**



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