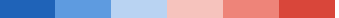


Where owners say they'd talk, by state and industry

Each cell is the share of prospects we emailed who replied with interest in a conversation about selling. 124,178 prospects emailed for our clients, December 2024 to October 2026. The average across all of it is 1.6%. The small number under each rate is how many prospects that cell is built on.

	PROF. SERVICES	MANUFACTURING	SOFTWARE & IT	CONSTRUCTION	HEALTH TECH & DEVICES	HEALTH SERVICES	HVAC	TRANSPORT & LOGISTICS	REAL ESTATE	ELECTRICAL	ENERGY & UTILITIES	ENVIRONMENTAL	ALL INDUSTRIES
Utah	0.8% 237	3.7% 455	3.5% 287	3.3% 153		5.6% 107							3.1% 2,101
Connecticut	4.9% 204	2.1% 384	2.7% 184	0.0% 164									2.5% 1,742
Arizona	3.4% 408	2.6% 493	1.4% 294	0.9% 115	2.5% 160	2.0% 358	1.0% 203		1.8% 167			4.6% 109	2.1% 3,342
Massachusetts	3.5% 256	0.6% 171	4.4% 294	0.8% 133	1.2% 168	1.0% 105							1.9% 1,848
Missouri	2.6% 651	1.2% 806	2.0% 299	1.4% 352	1.5% 131	7.4% 149	1.3% 159	1.5% 262				1.9% 103	1.9% 4,028
California	1.8% 1,897	1.4% 828	2.5% 2,288	1.3% 630	2.2% 1,674	1.6% 1,413	1.0% 298	2.9% 385	0.8% 627	1.2% 243	1.7% 173	1.8% 281	1.8% 13,390
New York	1.0% 484	2.3% 300	2.4% 425	1.9% 265	4.0% 227	1.6% 249	1.1% 187	0.9% 117	0.9% 108	3.4% 116			1.8% 3,499
Colorado	1.7% 298	0.9% 442	1.7% 242	0.0% 149	5.3% 133	2.6% 155	0.0% 221	1.3% 154	0.0% 123				1.7% 2,690
Maryland	1.9% 754	0.7% 304	2.0% 611	0.6% 337	1.6% 126	2.7% 113	0.5% 221	1.7% 176	3.9% 102				1.5% 3,598
Florida	0.5% 876	2.2% 953	1.3% 682	0.9% 896	2.9% 382	1.4% 425	0.7% 460	0.6% 332	0.0% 310	2.5% 242	2.0% 356	3.4% 147	1.4% 8,450
Georgia	2.2% 314	0.6% 328	1.4% 277	1.9% 208	2.3% 128	0.6% 164	0.7% 148	0.7% 139					1.4% 2,666
Michigan	0.7% 267	0.9% 452	1.7% 177	0.0% 212	0.9% 109	0.9% 106	1.4% 139						1.4% 2,322
New Jersey	2.5% 284	0.5% 217	0.9% 319	0.7% 144	2.3% 175	2.2% 186	0.0% 159						1.3% 2,282
Ohio	0.6% 357	1.2% 759	2.9% 205	0.0% 240	0.6% 165	0.0% 122	0.7% 150	0.7% 142		2.9% 103		1.0% 103	1.2% 3,416
Texas	2.2% 930	0.6% 1,555	1.1% 803	0.2% 440	1.6% 495	1.9% 482	0.2% 418	1.3% 392	0.0% 155	1.2% 342	2.2% 364	1.0% 193	1.2% 8,732
North Carolina	0.7% 441	0.6% 873	2.1% 288	1.0% 307	0.6% 163	0.8% 121	1.6% 253	0.7% 267	0.0% 110	1.5% 202	0.8% 123	4.7% 127	1.2% 4,470
Pennsylvania	1.7% 474	1.3% 305	0.6% 335	0.3% 296	0.0% 159	0.7% 153	1.6% 127	3.0% 168					1.1% 2,825
Illinois	0.8% 363	1.6% 436	2.1% 283	0.9% 224	0.5% 208	0.0% 177	0.0% 117	2.0% 203					1.1% 3,047
Tennessee	0.4% 241	1.0% 508	0.6% 156	1.1% 178		1.6% 123	0.9% 110	0.5% 186					1.0% 2,199
Virginia	0.7% 838	0.9% 331	1.2% 880	0.0% 291	2.2% 134	0.8% 128	1.4% 295	0.0% 196	0.9% 115				1.0% 4,255
Everything we sent	1.5% 16,443	1.3% 16,384	2.2% 16,047	0.8% 8,429	2.5% 7,757	1.7% 7,173	0.8% 5,279	1.7% 5,005	0.9% 3,989	1.7% 3,449	2.3% 2,987	1.8% 2,713	1.6% 124,178

below average  above average  under 100 sends

The 20 states where we've sent the most, sorted strongest to weakest. A cell needs 100+ sends to show a number. Colors compare each cell to the average. Interest is tagged by a classifier that reads generous, so compare cells to each other and don't treat any one number as a forecast. Source: DealBuff outbound campaigns.