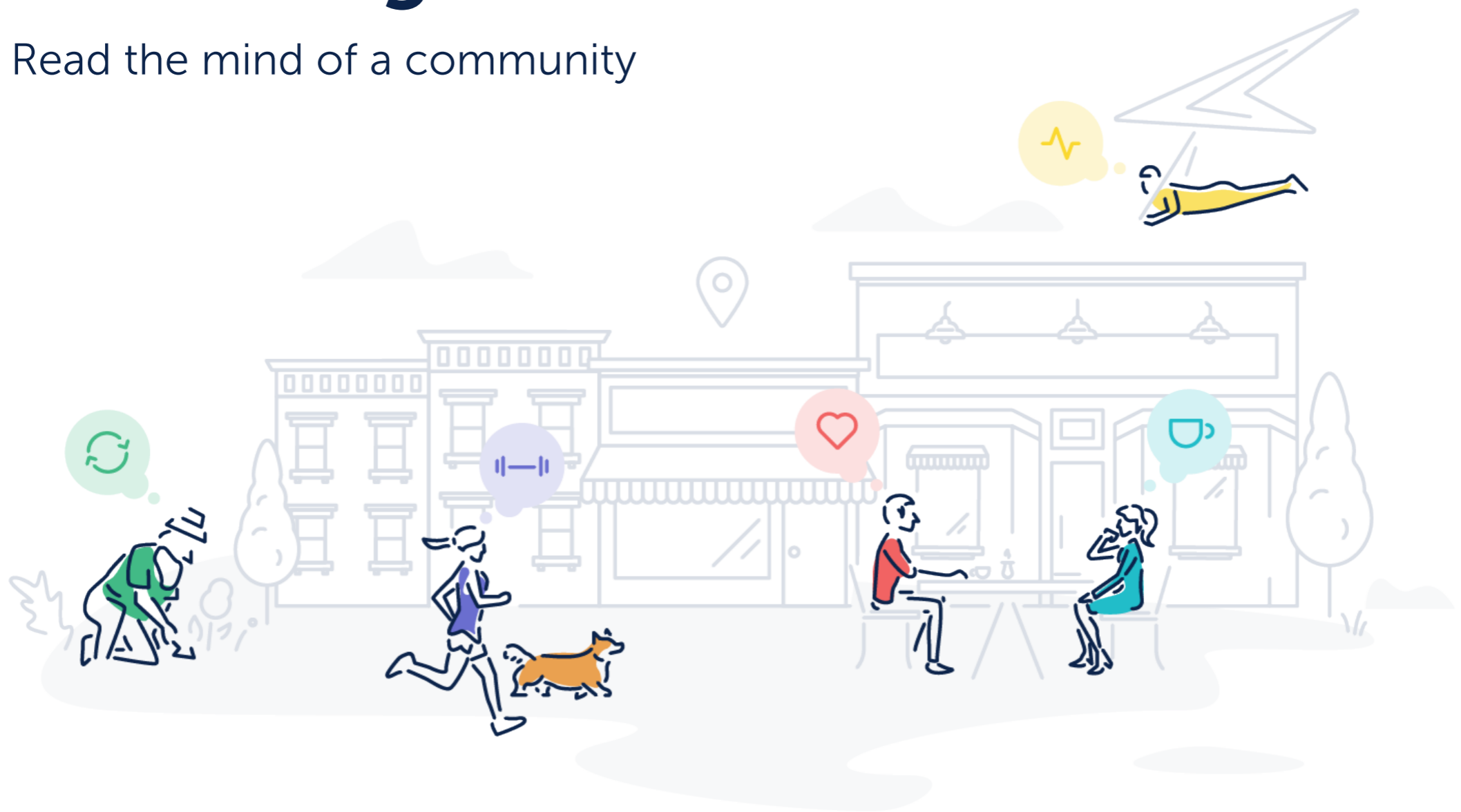


Social Segment Guide

Read the mind of a community



Target consumers by their social behavior and personality

In order to make successful location decisions and engage the right audiences, retailers need to understand the communities that surround those areas. Typically, this is done by collecting demographic, psychographic, and movement data, which provide a decent understanding of consumers but is not the best proxy for true human behavior.

Spatial.ai's social segments offer the ability to essentially read the mind of a community through social data analysis. Our segments are built from rich, organic social media data that is cleaned, filtered, and categorized using artificial intelligence. Now, for the first time, human behavior and personality in communities can be quantified.

Whether you are looking to select a new site, optimize your current stores, or drive location-based marketing efforts, utilize these social segments to make better locations decisions.

Segment Preview

We've organized our social segments into 13 major categories based on their similarities. Each segment contains a description as well as the topics of conversation to provide the greater context.

Empty Nesters

C_28

TOPICS OF CONVERSATION

outdoors dogs boutiques nature mountains

well being empty nesters travel photography

DESCRIPTION

The kids are out of the house and this segment is not slowing down. They fill their time with a range of activities and interests from travel to dogs

Segment Taxonomy

For the first time, human behavior and personality in communities can be quantified using artificial intelligence. Here is a sampling of our taxonomy.

PERSONAL CARE

Wellness
Stylish
Urban Fashion
Appearance Focused
Health Focused
GQ Male
Athletic Fashionista/o
Masculine Hair Care
Fresh Looks

LOVE & FAMILY

Celebrating Love
Date Night
Yuppie Moms
Unconditional Love
Active Moms
Close-Knit Community

OUTGOING

After Work Activities
Girl Fun
Outgoing
Family Outings
Local Activities
Rivalrous Fun
Community Fun
Diverse Interests
Millennial Fun
Escapism

EAT & DRINK

Craft Brew Lovers
Comfort Food Lovers
Ingredient Appreciation
Culinary
Amateur Food Connoisseur
Beer Lovers
Sweet Tooth
Cooking for Myself

OUTDOORS

Outdoor Challenges
The Outdoorsman
Skygazers
Nature Appreciation
Adventurous

STRONG PERSONALITIES

Hippie
Old Soul
Empowered Latinas
Self-Identifying Hipster
Earthy Granola Hip
Activist Millennial
Addictive Personality
Proud Citizen
Colorful Creative Me

STATUS

Proud Homeowner
Upper Middle Class
Exclusive
Blue Collar

EMOTIVE

Complaining
Passion & Loyalty
Experiencing Struggle
Motivated
Competitive
Self Improvement
Introspection
Expressive
Intense Beliefs
Personal
Millennial Nostalgia
Action Oriented

HOBBYIST

Nerd Alert
Bookworm
Music Lovers
Fun & Games
Artistically Inclined
Gearheads
High End Car Enthusiast
Digital Creative
Visual Appreciation
Artsy

ENTERTAINMENT

Hip Hop Lifestyle
Rap Fans
Sophisticated Live Entertainment
Sports Entertainment Lovers
In the Audience

FREE TIME

Vacation mode
Empty Nesters
Simple Pleasures

CULTURE

Mainstream
Pop Culture
Trendy
Celebratory
Casual
Local Music
Local Flavor
Grungy

EXPRESSIONS OF GENDER IDENTITY

Girl Time
Feminine
Male Recreation
Classic Male Interests
Guy Stuff

Wellness

A_00

TOPICS OF CONVERSATION

#vitamins #yogaposeoftheday #walkforhealth
#sweatpink #youcanyoga

DESCRIPTION

Focused on a healthy body and mind.

Stylish

A_21

TOPICS OF CONVERSATION

Patagonia vuitton #springsale #supportfashions

DESCRIPTION

Heavily focused on outer appearance. Willing to buy name brand items to improve physical look.

Urban Fashion

A_24

TOPICS OF CONVERSATION

versace #design hoodie #acrylics #nails
custom benjamins zipper seams

DESCRIPTION

A group eager to gain a higher social status, often demonstrating characteristics of "pride" through clothing.

Appearance Focused

A_26

TOPICS OF CONVERSATION

salons high-performance #mancandy muscle

DESCRIPTION

Uses outer-appearance to build confidence. Conversations and interests are aimed at superficial goals.

Health Focused

A_49

TOPICS OF CONVERSATION

therapy vaccinations coughed

DESCRIPTION

A specific behavior that focuses on health and health-care related activities.

GQ Male

C_07

TOPICS OF CONVERSATION

menstyle fedora Adidas #unboxing closet
#dandy ties

DESCRIPTION

Stereotypically associated with higher end male fashion.

Athletic Fashionista/o

C_24

TOPICS OF CONVERSATION

activewear fitness apparel fashionlover
long boarding swimsuit jordans athletic wear
jerseys

DESCRIPTION

More likely to talk about the gear and frills associated with activities than the activity itself.

Masculine Hair Care

C_32

TOPICS OF CONVERSATION

styled curated positioning influence
manifesto

DESCRIPTION

Shaping the world through selfstyling. They talk very differently, often in terms of using their energy to shape things.

Fresh Looks

C_35

TOPICS OF CONVERSATION

expressive hairstyling freshening up for back to school

DESCRIPTION

Uses hair to express creativity and individuality. This could mean women talking about different hairdos and products (morrocanoil), but could also be men talking about their unique hairstyles (men with beards, international barber).

Celebrating Love

A_13

TOPICS OF CONVERSATION

newlyweds

#anniversary

nuptials

DESCRIPTION

Romantic locations and settings drive this behavior. Emphasis on more serious relationships and celebrating romantic milestones.

Date Night

A_22

TOPICS OF CONVERSATION

#restaurant

#host

movies

DESCRIPTION

High scoring areas will be frequented by couples enjoying a relaxing evening or romantic occasion.

Yuppie Moms

C_13

TOPICS OF CONVERSATION

urban farm

aesthetics

bootcamps

pilates

yoga

shelter pets

farm to table

baby bump

paleo

strong mom

DESCRIPTION

On-the-go and sharing updates of their kids, this group is most heavily associated with first time moms.

Unconditional Love

C_21

TOPICS OF CONVERSATION

marriages

relatives

family heirlooms

DESCRIPTION

Discussions and behaviors related to permanent love (primarily spouses and families)

Active Moms

C_31

TOPICS OF CONVERSATION

dogs

motherhood

kids napping

exercise

DESCRIPTION

Whether its their real kids or #dogmom, you'll find this segment at the park or running errands during the day.

Close-Knit Community

C_38

TOPICS OF CONVERSATION

Barnitzvah

friday night lights

disco

cigar society

game night

DESCRIPTION

This segment loves the small moments of celebrating with their friends, culture, and community. With a different motivation from pure nightlife fun, this segment uses small celebrations to bring together their unique community, often in quirky ways.

OUTGOING

After Work Activities

A_10

TOPICS OF CONVERSATION

#bestbar

#rooftopbar

#smoothieowl

happy hours

DESCRIPTION

This group enjoys activities after work. Attracted to places that help them relax or enjoy the end of the day with colleagues.

Girl Fun

A_07

TOPICS OF CONVERSATION

galleries

#missusa

girlfriend

#nationalgirlfriendday

showtunes

DESCRIPTION

Activities associated with a "girls night out" or any get together by female friend groups.

Outgoing

A_03

TOPICS OF CONVERSATION

#trysomethingdifferent #itslit events farmers markets
#ontheprowl dancing

DESCRIPTION

Seeks out new places and experiences.

Family Outings

C_33

TOPICS OF CONVERSATION

local sports local activities swimming
neighborhood bars

DESCRIPTION

This category finds any excuse to bring people together around activities.

Local Activities

A_01

TOPICS OF CONVERSATION

sites mayor zoos statues riverbed
crosswalks public service

DESCRIPTION

People who invest time into local city politics and development. Also known to partake in city-made activities.

Rivalrous Fun

A_20

TOPICS OF CONVERSATION

against showdown slam

DESCRIPTION

Shows aggressive characteristics involving some type of competition. Most commonly, this is seen with sports or any physical activity.

Community Fun

A_15

TOPICS OF CONVERSATION

fans #fridayfeeling venues arthouse rooftop

DESCRIPTION

This behavior expresses joy in spending time with others, whether they know each other personally or not. Any open gatherings attract this crowd.

Diverse Interests

A_19

TOPICS OF CONVERSATION

smoothie guns sewing acupuncture coffees

DESCRIPTION

Discontent with a simple night of watching shows, areas that attract this group will offer more than one type of way to spend time.

Millennial Fun

A_48

TOPICS OF CONVERSATION

taco tuesday afterparty #motivation #blessed

DESCRIPTION

Likely people in their 20s and 30s, this group expresses common slang and interests associated with generation X.

Escapism

C_18

TOPICS OF CONVERSATION

parachute inflatable mannequin origami
costumes airpark ballroom intergalactic
dinosaurs medieval carnival robots paintball
movies Pokemon Go

DESCRIPTION

This group is always looking for their next distraction or escape from daily life.

EAT & DRINK

Craft Brew Lovers

C_29

TOPICS OF CONVERSATION

craft beer craft coffee hops craft cocktails

DESCRIPTION

Dominated by beer, also includes craft cocktails and local coffee. This person also will love other craft beverages.

Comfort Food Lovers

C_36

TOPICS OF CONVERSATION

toast

cheese

barbecue

Po'Boy

french fries

mashed potatoes

homemade

waffles

hushpuppies

gravy

fried chicken

DESCRIPTION

This segment loves munching on popular food for the purpose of connecting with others. This is often their #cheatday.

Ingredient Appreciation

A_16

TOPICS OF CONVERSATION

lentils

yolk

sriracha

tumeric

zucchini

DESCRIPTION

Very detail oriented in their appreciation of foods. Will spend a large amount of time planning their meals.

Culinary

A_41

TOPICS OF CONVERSATION

#meatandcheese

#corn

#culinary

#handmadeisbetter

#greenthumb

DESCRIPTION

People who enjoy and consider themselves experts at cooking their own food.

Amateur Food Connoisseur

A_32

TOPICS OF CONVERSATION

#worldfoods

#foodie

freshly prepared

chocolatier

DESCRIPTION

A group who uses food and drink as an opportunity to be social and share online. Will brag about their meals almost regardless of quality.

Beer Lovers

A_18

TOPICS OF CONVERSATION

APA

tastings

pils

tester

beer flights

DESCRIPTION

People who are keen on different types of beer. This behavior may be driven by craft breweries or anywhere that the people discuss beer.

Sweet Tooth

A_40

TOPICS OF CONVERSATION

custard

strawberries

butterscotch

crepes

cinnamon

DESCRIPTION

To put it simply, this group enjoys eating treats. They may be attracted to store or restaurant-bought sweets or prefer making them at home.

Cooking for Myself

A_36

TOPICS OF CONVERSATION

mealprep

culinary institute

#mealplan

#eatclean

DESCRIPTION

This behavior is expressed by those learning to cook or performing meal preparation.

OUTDOORS

Outdoor Challenges

C_20

TOPICS OF CONVERSATION

Fahrenheit

dehydrated

warmest

duration

mountains

cascades

wind

trail runner

#travelphotographer

instanature

DESCRIPTION

These people are outdoors and competing against others, nature, or themselves.

The Outdoorsman

C_43

TOPICS OF CONVERSATION

fur steer venezuela enchiladas flamingos
bison anemones hunter bass flyfish

DESCRIPTION

This guy loves watching football, grilling, cars (and working on them), and outdoor activities like flyfishing.

Skygazers

C_25

TOPICS OF CONVERSATION

bluemoon totality eclipse fog supermoon
atlas crescent cosmos

DESCRIPTION

This segment is interested in their natural environment, particularly things going on in the sky. You will find them mentioning natural phenomena.

Nature Appreciation

A_31

TOPICS OF CONVERSATION

#sundayrefresh #flowergram #artistic
#instamoments #instapictures

DESCRIPTION

Whether or not the area has a high amount of green space, people in the area enjoy and seek out nature.

Adventurous

A_47

TOPICS OF CONVERSATION

captivating intense challenging terrifying

DESCRIPTION

Known to try new activities, as long as it comes with an adrenaline rush.

STRONG PERSONALITIES

Hippie

A_12

TOPICS OF CONVERSATION

free-spirited #artistic nature

DESCRIPTION

Free thinking and spirited group. Appreciates nature and love.

Old Soul

A_29

TOPICS OF CONVERSATION

shepherd's pie ciders Garfunkel chess

DESCRIPTION

Sticks with the simple amenities. Enjoys activities that have been popular for years or generations.

Empowered Latinas

C_45

TOPICS OF CONVERSATION

poetry hispanic things Avenida delicious
plantain spirituality feminist vegan
makeup hermosa's

DESCRIPTION

Proud of her femininity, references her home country and identity through dancing, fashion and makeup.

Self-Identifying Hipster

C_16

TOPICS OF CONVERSATION

hipster nomad hacked inventor restored
lonesome #poser cypress wood aesthetics

DESCRIPTION

These are the hipsters that aren't afraid to tell you they are. They consider themselves outside the mainstream, even when holding popular opinions.

Earthy Granola Hip

C_26

TOPICS OF CONVERSATION

turnip lentils tomato fermentation hotpot

Thai kombucha tea soup ramen

Vietnamese

DESCRIPTION

Into natural everyday pleasures, intellectual pursuits, musical taste, and mental clarity. They express a closeness with nature, especially in their diets.

Activist Millennial

C_02

TOPICS OF CONVERSATION

weed LGBT political trend hashtags

protests & movements

DESCRIPTION

Heavily invested in their causes, this group uses social media as a platform to condemn ideas or people they don't agree with, promote their beliefs or movements, and share with pride their participation in protests.

Addictive Personality

C_12

TOPICS OF CONVERSATION

tattoo junkies caffeine addict 420

DESCRIPTION

This segment playfully discusses their obsessions with their unique interests.

Proud Citizen

C_22

TOPICS OF CONVERSATION

voted shop local #americanflag #military

#presidentsday volunteering and charity

DESCRIPTION

These are people that really care about their community and environment.

Colorful Creative Me

C_40

TOPICS OF CONVERSATION

teal hair brushes prism drinkcraft beauty

calligraphy customized vibrant

DESCRIPTION

This feminine segment shows her creativity in many ways. By coloring her hair and painting, by the book she reads, what she drinks, and the way she writes. She is design conscious and deal seeking.

STATUS

Proud Homeowner

C_23

TOPICS OF CONVERSATION

interior design vintage love decor family time

garage gyms

DESCRIPTION

Takes pride in improving their home. Free time is home improvement time.

Upper Middle Class

A_17

TOPICS OF CONVERSATION

#awesomeshow #jeeps #celebrity #refurbish

#poloforbabies

DESCRIPTION

Group enjoys recreation and clothing that are slightly higher-end. These traits are often considered "preppy".

Exclusive

A_37

TOPICS OF CONVERSATION

golfstagram caterers waitlist country club

DESCRIPTION

People who enjoy engaging in elite or exclusive activities (and talk about it on social media) drive this category.

Blue Collar

A_42

TOPICS OF CONVERSATION

sports

motorsports

pilsners

DESCRIPTION

Low-maintenance interests that are often associated with more industrial areas drive this segment.

EXPRESSIONS OF GENDER IDENTITY

Girl Time

C_10

TOPICS OF CONVERSATION

redheads

GNO

NationalBoyfriendDay

bikini

ladies

brazilians

DESCRIPTION

Whether it's a Girls Night Out or spare time with their friends, this is usually representative of group activities.

Feminine

A_39

TOPICS OF CONVERSATION

outfits

princess

females

daughters

#cutestbaby

chicks

clothes

#bikinibody

DESCRIPTION

Topics related to this segment express stereotypical interests of women.

Male Recreation

A_46

TOPICS OF CONVERSATION

cigars

grilling

wings

barbecue

#craft

DESCRIPTION

Enjoys activities stereotypically participated in by men.

Classic Male Interests

C_19

TOPICS OF CONVERSATION

sports

beer

cigars

troops

rugby

networking

DESCRIPTION

A group that considers themselves to have more refined interests. Highly associated with older men.

Guy Stuff

A_11

TOPICS OF CONVERSATION

pick-ups

barstool

coozies

DESCRIPTION

People in these areas talk on social media about topics that are stereotypically "guy" interests.

EMOTIVE

Complaining

A_45

TOPICS OF CONVERSATION

burdened

saddened

depressed

unhealthy

DESCRIPTION

This group loves to share their problems with the world. They dramatize issues that an observer would often consider trivial.

Passion & Loyalty

C_42

TOPICS OF CONVERSATION

passion

sports fandom

music fandom

product loyalty

#topramen

#dairyqueen

DESCRIPTION

The language this group uses to describe their interests are passionate, often identifying closely with the brands that their favorite products, teams, and musicians portray.

Experiencing Struggle

C_27

TOPICS OF CONVERSATION

gradually darkened expression freed battled
deaths endured harmful prevents breathed
obstacles storms warnings

DESCRIPTION

This slightly depressed segment talks in terms of the obstacles, struggles, and darkness they experience.

Motivated

C_15

TOPICS OF CONVERSATION

#makeithappen #noquit #badass #pushit
hardwork

DESCRIPTION

You can find this group at the gym listening to pump-up music or giving themselves a pep talk before an important meeting.

Competitive

C_01

TOPICS OF CONVERSATION

commitment lose championship destroy
allstar recruit

DESCRIPTION

These people express their competitiveness in real life (triathlons) on social media by backing their teams, and are prone to playful trash-talk.

Self Improvement

A_06

TOPICS OF CONVERSATION

#newyearsresolution #personaltrainer #motivational
#myfuturesuccess #workinprogress #youareworthit
#mentoring

DESCRIPTION

Residents reflect a strong desire to accomplish personal goals. Conversations revolve around fitness and self-improvement.

Introspection

A_34

TOPICS OF CONVERSATION

buddhism Indian introspective transform
aesthetic embody illuminate

DESCRIPTION

This group embodies any ideas or feelings they experience. Whether it is religion, spirituality, or a mindset, this group will find ways to express and share.

Expressive

A_14

TOPICS OF CONVERSATION

#fangirling deep thoughts nightmares #whatislife

DESCRIPTION

Defined as someone who openly shares personal feelings and thoughts.

Intense Beliefs

C_04

TOPICS OF CONVERSATION

religion prison heavy metal dictators
grim and dark reactions to news

DESCRIPTION

This segment will use extreme language to discuss religion, politics, and history. Not mainstream.

Personal

A_44

TOPICS OF CONVERSATION

happiest wiser internlife overwhelm

DESCRIPTION

This group is always talking about themselves and their emotions.

Millennial Nostalgia

C_39

TOPICS OF CONVERSATION

90's fashion

spacejam

spongebob

jumpman 23

nike town

DESCRIPTION

Collectors of nostalgic moments. This segment is interested in lighthearted reminiscing about popular 90's - early 00's pop culture. They reference and still wear the throwback fashions. The music brings them back to a happy time.

Action Oriented

C_06

TOPICS OF CONVERSATION

slammin

calling

rocking

talking

disappointed

warned

destroying

DESCRIPTION

This is a very expressive group that is always using action-oriented language to describe what they're up to.

FREE TIME

Vacation mode

C_44

TOPICS OF CONVERSATION

traveler

blogger

citytrip

girls weekend

vacation

hotel

weekends

sundaylife

time off

DESCRIPTION

Fun loving people who are excited about weekend trips and vacations.

Empty Nesters

C_28

TOPICS OF CONVERSATION

outdoors

dogs

boutiques

nature

mountains

well being

empty nesters

travel

photography

DESCRIPTION

The kids are out of the house and this segment is not slowing down. They fill their time with a range of activities and interests from travel to dogs

Simple Pleasures

C_05

TOPICS OF CONVERSATION

flipflops

drive-thru

bathbombs

TMNT

Ghostbusters

Kool-Aid

DESCRIPTION

You can find this group doing things they enjoy but not spending much money.

CULTURE

Mainstream

A_27

TOPICS OF CONVERSATION

slang

popular music artists

positive

focus

DESCRIPTION

This group directly reflects mainstream media and whatever is "in".

Pop Culture

A_28

TOPICS OF CONVERSATION

celebrities

gossip

EW

DESCRIPTION

Very involved with other people's lives (specifically celebrities). The emotions or situations of well-known figures affect their emotions.

Trendy

A_02

TOPICS OF CONVERSATION

hair care

#winterhair

#weekendwarrior

#shoppingday

#beautyblog

#summerdress

DESCRIPTION

Group that enjoys keeping up with the latest fashion trends. Likes to do popular activities that are mainstream.

Celebratory

C_00

TOPICS OF CONVERSATION

potluck

commencement

Thanksgiving

#happyfeelings

diwali

weddings

DESCRIPTION

Celebrating holidays, achievements, or cultural celebrations. Excuses for family gatherings.

Casual

A_04

TOPICS OF CONVERSATION

ice cream

roasterie

sammies

snacks

foodtrucks

melts

DESCRIPTION

This group can typically be found at fast-casual dining experiences. Likely to talk about their daily activities on social media, even when only moderately interesting

Local Music

A_30

TOPICS OF CONVERSATION

#livemusic

#fridayfeeling

#albumcover

indie

DESCRIPTION

Group that is attracted to local live music. Enjoys listening to the local bands in restaurants and bars.

Local Flavor

C_17

TOPICS OF CONVERSATION

Things to do in "_____" city

beercation

hotels

city skylines

DESCRIPTION

They may be tourists or appreciate what their community has to offer. Includes site seeing, local restaurants, and unique local ingredients.

Grungy

A_38

TOPICS OF CONVERSATION

grime

90s

panic

abnormal

darty

DESCRIPTION

Alternative and at times outdated, this behavior is extremely popular with certain groups but avoided by others.

HOBBYIST

Nerd Alert

C_47

TOPICS OF CONVERSATION

robotics

tech

filmmaking

startrek

nerds

videogames

mummies

DESCRIPTION

Mainly science fiction and tech nerds - and they are proud of it.

Bookworm

A_35

TOPICS OF CONVERSATION

bookish

library

history

book addict

DESCRIPTION

Persons devoted to reading or studying different subjects. Appreciative of most literature and other forms of educational art.

Music Lovers

A_33

TOPICS OF CONVERSATION

infatuated

spirited

singer-songwriter

personality

joyous

invigorate

DESCRIPTION

Uses music to channel their thoughts and feelings. Enjoys creating music for others to enjoy.

Fun & Games

A_43

TOPICS OF CONVERSATION

#roomescape

facepaint

solving

puzzle

beanbag

labyrinthian

DESCRIPTION

This audience is the playful type, they love being challenged in their free time.

Artistically Inclined

C_03

TOPICS OF CONVERSATION

tattoos

salons

comicon

street artists

DESCRIPTION

Likely working in a profession related to art.

Gearheads

A_08

TOPICS OF CONVERSATION

#car

maintenance

hydro

recharge

sequencing

truck modifications

DESCRIPTION

Likes to build and maintain vehicles. May work on cars or even bikes.

High End Car Enthusiast

A_25

TOPICS OF CONVERSATION

bently

car

#vintagedesign

#lexuslfa

#458spider

DESCRIPTION

Strong passion for automobiles and sharing their expensive vehicles on social media.

Digital Creative

C_34

TOPICS OF CONVERSATION

downloaded

uploaded

boutiques

multimedia

streaming

replay

youtube

Spotify

slideshow

infotech

podcast

recorded

music videos

DESCRIPTION

This person uses technology to make and share their art.

Visual Appreciation

C_11

TOPICS OF CONVERSATION

vibes

sunset

yoga

ride or die

beauty

street art

sauvignon

dos

earth pix

visuals

DESCRIPTION

Primarily stimulated by beautiful sites and art, this group focuses on what they are seeing as opposed to doing, hearing, feeling, smelling, etc.

Artsy

A_23

TOPICS OF CONVERSATION

#iconography

photo day

aesthetics

crafts

DESCRIPTION

A need for activities involving design. Appreciative of home made goods.

ENTERTAINMENT

Hip Hop Lifestyle

C_41

TOPICS OF CONVERSATION

cash

hookahs

motorsport (song)

strippers

heaters

#moneygang

DESCRIPTION

This segment is flashy and celebrates their vices. They let people know what is going on in their wallet, and where they spend it.

Rap Fans

A_05

TOPICS OF CONVERSATION

#femalerapper

#microphone

#tattoogirl

#eminem

DESCRIPTION

Listens to and frequently talks about rap music.

Sophisticated Live Entertainment

C_09

TOPICS OF CONVERSATION

saxophone

choreography

pianist

Milan

sports

vocalist

DESCRIPTION

Most heavily associated with live forms of artistic entertainment, this group may also appreciate traditional sports (albeit with a more mature approach than their louder counterpart fans).

Sports Entertainment Lovers

A_09

TOPICS OF CONVERSATION

Dj

Lebron

MLS

NBA

rigged

DESCRIPTION

Uses sports as a primary reason to get together with friends. Engaged in watching and debating sports.

In the Audience

C_48

TOPICS OF CONVERSATION

semifinals

championships

ballparks

comic con

muscleman

woodward

runway model

movie theaters

supergirl

DESCRIPTION

Interested in attending various events for entertainment.
