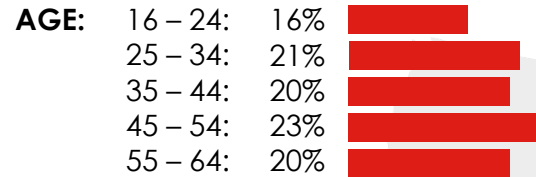


DEMOGRAPHICS

MARKET POTENTIAL: 42mil



GENDER: 61% Male

Ice Hockey Fans skew male. Age 45-54 is the largest age group. This age group also has the highest propensity to be Ice Hockey Fans.

LOCAL REGIONS

California	9%	86ix
New York	8%	116ix
Pennsylvania	8%	157ix

California has the highest number of Ice Hockey Fans, however a lower propensity than other high reaching states like New York and Pennsylvania.

TOP MUSIC GENRES



HARD ROCK
CLASSIC ROCK
ALTERNATIVE MUSIC
ROCK
60s MUSIC

Ice Hockey Fans have a clear preference for Rock Music.

AUDIO CONSUMPTION PREFERENCES

51% listen to TRADITIONAL RADIO
54% STREAM MUSIC



Ice Hockey Fans' audio consumption preferences tend to be slightly more traditional than the general population, although over half stream music.

INTERACTION TYPE

83% WATCH ON TV

24% ATTEND IN PERSON

AP DNA SEGMENT OVERLAP



Sports Obsessed



MLB Baseball Obsessed Fans



DIY Dads



Music Fans



Metro Man