



Casey Neistat Cultural Graph

Cinematic Maker Ambition - the cultural territory around Casey Neistat

Cultural graph: Casey Neistat

250	10	260	4,134	2.7%
INFLUISTS	CLUSTERS	CO-OCCURRENCE SOURCES	AVG EST. AFFINITY	AVG EST. REACH

This audience believes the modern creative life is something you build in public: with a camera, a point of view, a body under pressure, and enough taste to make the hustle look edited.

Estimated affinity and reach are directional co-occurrence signals, not survey, panel, follower, or representative audience measurement. Affinity is indexed so that **100 = the average entity**: an estimated affinity of 1,000 means a person is roughly 10x more concentrated in the seed set's co-occurrence sources than average (4,000 = 40x).

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Category Definition

This report maps **Casey Neistat**'s cultural graph: the creators, founders, operators, editors, experts, and tastemakers that consistently appear in the same cultural space as him across co-occurrence data.

Cinematic Maker Ambition is the editorial shorthand for what **Casey Neistat**'s graph reveals: a belief that the modern creative life is built in public, with a camera, a point of view, physical commitment, and enough taste to make work look intentional rather than merely busy. Mapping **Casey Neistat**'s cultural graph surfaced 250 Influists across 260 co-occurrence sources, using estimated affinity and estimated reach. This is not a panel, survey, follower count, or measured customer audience. It is a directional read on cultural proximity.

The strongest signal is that **Casey Neistat** sits closest to a form of authority built from doing: cinematic self-documentation, entrepreneurial stamina, gear fluency, and visible craft. For partnerships, content, retail, or positioning, the opportunity is not generic creator adjacency. It is alignment with people who make ambition legible, useful, and aesthetically disciplined.

Executive Summary

What we mapped: The report maps the cultural graph around **Casey Neistat** - 250 Influists surfaced from 260 co-occurrence sources, organized into 10 cultural clusters, with estimated affinity and estimated reach treated as directional signals from co-occurrence patterns, not a panel or audience measurement.

What the graph reveals: **Casey Neistat**'s graph positions him as the patron saint of edited hustle: a figure whose cultural orbit rewards people who turn pressure, repetition, tools, cities, bodies, products, and businesses into visible work.

Why it matters: The Casey Neistat graph gives him unusual authority across partnerships, media, retail, and cultural strategy because he bridges camera culture and operator culture - not as lifestyle polish, but as a public operating system for ambition under pressure.

Who to engage: The strongest partnership white space sits with cinematic makers, founder-minded operators, street-level tastemakers, technical educators, adventure documentarians, and editors who can make labor feel like momentum without sanding off the strain.



For Casey Neistat, the white space is not bigger spectacle - it is the credible documentation of ambition under real pressure.

Cluster Summary

Professional Image Makers

42 Influists · 5,480 affinity · 2.2% reach

A more elevated image-making layer sits next to the creator class: cinematographers, commercial directors, documentary photographers, portraitists, street photographers, National Geographic contributors, and visual artists. Their presence gives the graph a serious photographic spine, where craft, taste, and earned visual authority matter more than platform fluency.

BEST EXAMPLE: BRANDON WOELFEL

Founder Mindset Machine

29 Influists · 3,025 affinity · 2.9% reach

Founders, investors, business authors, finance educators, marketing strategists, productivity thinkers, and podcast hosts form the self-directed ambition layer of the graph. The signal is not corporate aspiration so much as personal operating systems: build the thing, own the channel, improve the machine.

BEST EXAMPLE: TOM BILYEU

Adventure Documentary Nomads

28 Influists · 3,987 affinity · 2.4% reach

Travel vloggers, sailors, overlanders, expedition creators, polar photographers, and landscape adventurers occupy the escape corridor of the graph. They extend Casey's urban maker energy into motion, risk, and geography, turning the world itself into a production environment.

BEST EXAMPLE: THOMAS BRAG

New York Street Taste

19 Influists · 5,835 affinity · 2.4% reach

This cluster captures the sidewalk-level New York taste system: jewelry designers, street interviewers, local photographers, real estate personalities, menswear figures, neighborhood comics, and city-facing tastemakers. It matters because Casey's graph is not only creator-internet; it is also downtown proximity, apartments, restaurants, studios, bikes, and the people who make a city feel narratable.

BEST EXAMPLE: BILLY!

Music Creative Crossovers

11 Influists · 2,297 affinity · 3.0% reach

Rappers, DJs, producers, singer-songwriters, music personalities, and artist managers form the pop-cultural crossover lane. Their role is to pull the graph toward taste, nightlife, collaboration, and the kind of creative celebrity that sits adjacent to film, fashion, food, and sport.

BEST EXAMPLE: JESSE WELLENS

Individual Sport Obsession

42 Influists · 2,580 affinity · 3.2% reach

Formula 1 drivers, golfers, UFC fighters, skaters, snowboarders, climbers, cyclists, runners, and other individual-sport figures create the performance-status axis. This audience is drawn to athletes who read as operators: technical, obsessive, self-contained, and visually legible as modern masculine icons.

BEST EXAMPLE: WILL ZALATORIS

Comedy Character Circuit

29 Influists · 2,170 affinity · 3.0% reach

Comedians, actors, magicians, reality personalities, and podcast-adjacent entertainers give the graph its character-actor energy. They are not the technical core, but they supply rhythm, talk, absurdity, and recognizability - the entertainment layer that keeps maker culture from becoming purely instructional.

BEST EXAMPLE: JOSH BROLIN

Creator Film School

26 Influists · 4,958 affinity · 2.9% reach

The core authority system around Casey is made of people who teach the mechanics of internet-native filmmaking: camera choice, editing, lighting, pacing, storytelling, and the creator business behind it. This cluster is for educators, tutorial makers, creator coaches, and YouTube-native filmmakers whose credibility comes from showing the work as much as presenting the result.

BEST EXAMPLE: DAN MACE

Tech Review Bench

14 Influists · 7,281 affinity · 2.4% reach

This is the gadget and review bench: phone reviewers, camera gear testers, teardown channels, consumer tech explainers, and creators whose cultural role is translating new tools into everyday desire. It shows that Casey's audience has a strong practical relationship to technology: the gear is not abstract, it is part of the creative identity.

BEST EXAMPLE: MARQUES BROWNLEE (MKBHD)

Food Media Hospitality

10 Influists · 6,576 affinity · 2.7% reach

Chefs, restaurateurs, wine personalities, food YouTubers, editors, and hospitality figures make up the appetite layer of the map. This is not generic food interest; it is food as hosted culture, neighborhood credibility, camera-friendly ritual, and another way to turn taste into a public identity.

BEST EXAMPLE: CUGINE

STRATEGIC MAP

Cluster Landscape

7,281

HIGHEST EST. AFFINITY

Tech Review Bench is the sharpest definition layer.

3.2%

HIGHEST EST. REACH

Individual Sport Obsession gives the report its broadest visibility layer.

42

LARGEST CLUSTER

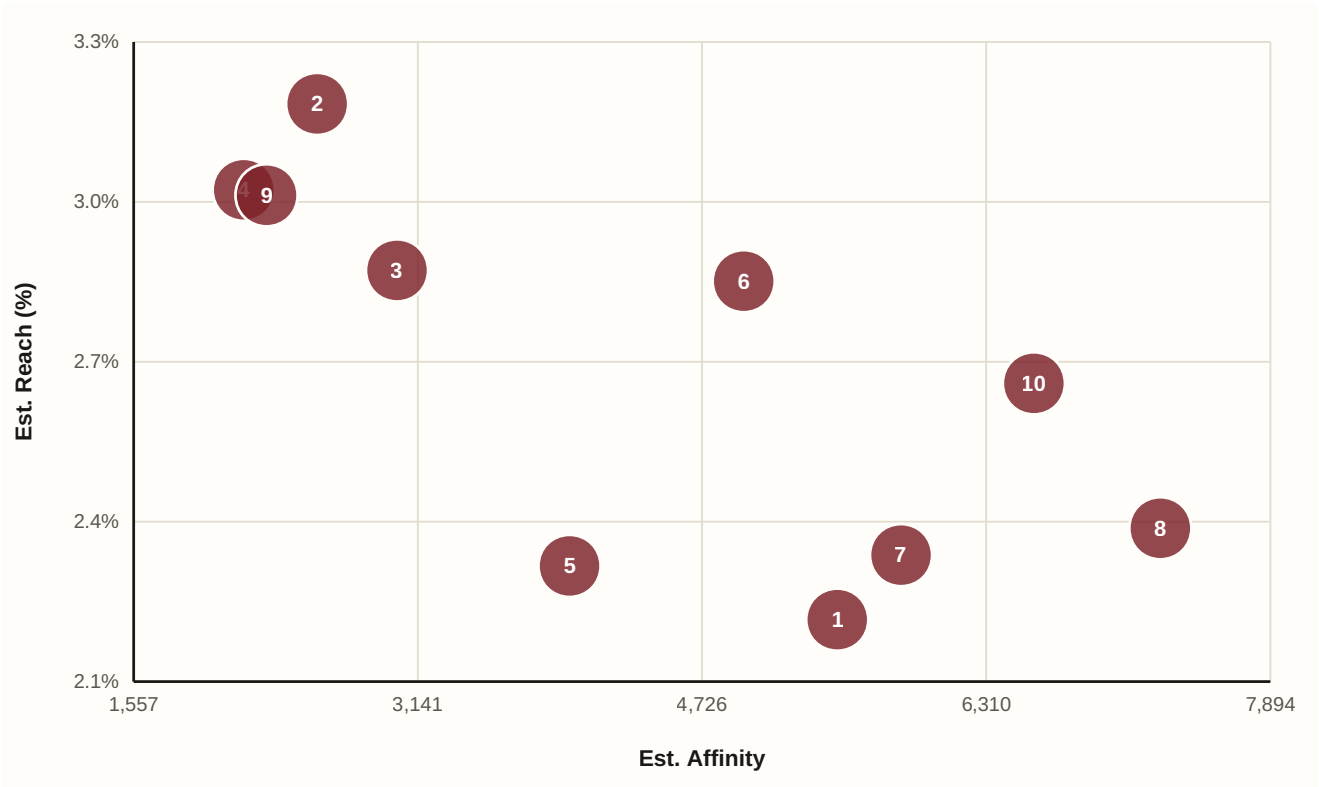
Individual Sport Obsession carries the biggest group of Influists.

250

RANKED INFLUISTS

Full set appears in the appendix and cluster tables below.

Read this map as a strategic tradeoff: clusters farther right are more culturally concentrated; clusters higher up have broader estimated reach within the seed audience.



Each bubble is a cluster · x = est. affinity, y = est. reach

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Food Media Hospitality

CLUSTER 01

Professional Image Makers

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
42	5,480	2.2%	Brandon Woelfel

Professional Image Makers give **Casey Neistat**'s cultural graph its photographic spine. This cluster is less about platform instinct and more about earned visual authority - cinematography, portraiture, documentary attention, lighting, color, and the discipline of making an image hold up outside the feed. The estimated affinity and estimated reach signals here are directional, derived from co-occurrence patterns across the sources used to map **Casey Neistat**'s cultural graph. What this cluster contributes is seriousness: proof that the orbit around **Casey Neistat** is not only maker optimism and hustle mythology, but also craft literacy.

Brandon Woelfel - The signal here is stylized visual authorship. His dreamy color language sits close to the part of **Casey Neistat**'s graph that treats the camera not as documentation alone, but as a tool for turning daily life into a designed mood.

Philip Bloom - In the graph, he functions as the educator-craftsman layer. His proximity to **Casey Neistat** points to a constituency that wants the romance of filmmaking, but also wants to understand lenses, sensors, motion, and the technical decisions behind the image.

Phedon Papamichael - This is the bridge between YouTube-era cinematic ambition and established film-world authority. Around **Casey Neistat**, his presence raises the ceiling of the graph, connecting creator culture to the grammar of commercial cinema.

Steve McCurry - His role is documentary legitimacy. For **Casey Neistat**, the relevance is clear: the graph does not stop at fast-cut urban memoir, it also reaches toward image makers whose authority comes from patience, access, and human-scale storytelling.

Joe Greer - He brings the analog, street-level sensibility into the orbit. That matters for **Casey Neistat** because it reinforces a taste for images that feel lived-in, imperfect, and earned rather than overproduced.

Garrett King - The cultural claim is commercial craft without losing personal voice. His place near **Casey Neistat** points to the modern image maker who can move between commissioned work, personal projects, and a public creative identity without flattening the work into content.

Professional Image Makers

What this means for Casey Neistat - Professional Image Makers make the **Casey Neistat** graph more credible and more premium. They show that the territory called Cinematic Maker Ambition is not just about filming the hustle, it is about having enough taste to make the hustle visually persuasive. Strategically, this cluster is partnership white space for camera craft, travel, documentary tools, lighting, editing, mobility, and premium gear narratives where **Casey Neistat**'s relevance is strongest when he is treated not only as a creator, but as a visual operator with standards.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Brandon Woelfel      Photographer known for dreamy, cinematic use of color and a signature painterly style.	Visual Artist	4,905	4.2%
Garrett King   Photographer and director of photography based in Brooklyn, known for commercial and personal projects.	Lifestyle & Vlog	5,255	3.5%
Vuhlandes    Director and photographer known for cinematic film photography and commercial directing.	Filmmaker	5,047	3.5%
Philip Bloom     Award-winning London-based filmmaker and educator, known for camera reviews and filmmaking tutorials.	Filmmaker	9,911	2.7%
Joe Greer   Photographer and visual storyteller known for film photography and documentary work.	Visual Artist	4,531	3.1%
Steve McCurry   Photographer celebrated for iconic images capturing human stories across conflicts, cultures, and...	Visual Artist	2,634	4.6%
Joe McNally      Assignment photographer and director known for lighting expertise and workshops.	Visual Artist	4,655	2.3%
Phedon Papamichael   Acclaimed cinematographer known for collaborations with directors like Oliver Stone and work on...	Filmmaker	12,872	1.9%
Mark Seliger   Renowned photographer and director known for iconic portraits of celebrities and cultural figures.	Visual Artist	2,792	2.7%
Samuel Elkins    Photographer and filmmaker documenting landscapes, weddings, and food culture across the American West.	Visual Artist	6,585	1.9%
Magnus Walker   Car builder and customizer known for passion for Porsche and automotive lifestyle content.	Lifestyle & Vlog	3,206	2.3%
Jacob Riglin   Photographer, creative, and entrepreneur sharing travel, family, and lifestyle content.	Lifestyle & Vlog	5,552	1.9%
Konsta Punkka   Finnish wildlife and nature photographer known for capturing intimate moments of animals in their...	Visual Artist	4,495	1.9%
Lindsay Adler   Beauty and fashion photographer based in New York City, known for bold graphic style and creative...	Visual Artist	2,808	2.3%
Michael Shainblum   Landscape photographer and timelapse artist known for drone and night sky imagery.	Education & Expert	3,726	1.9%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Jimmy Chin   National Geographic photographer and filmmaker known for documenting extreme mountaineering and...	Filmmaker	1,490	5.0%
Dean Neistat    Filmmaker and cinematographer known for work on Severance, A Complete Unknown, and other projects.	Filmmaker	32,363	1.5%
Corey Wilson   Director and photographer known for commercial work and creative direction for brands and artists.	Filmmaker	14,159	1.5%
Baron Ryan   Writer, filmmaker, and actor based in Austin, Texas, known for co-creating the film 'Two Sleepy People'.	Filmmaker	1,879	2.7%
Phil Penman   Street photographer and visual artist whose work is featured in National Geographic and the...	Visual Artist	3,012	1.9%
Thomas Prior   Photographer known for documentary-style work covering cars, events, and everyday scenes.	Visual Artist	9,850	1.5%
J.N. Silva    Venezuelan visual artist and photographer exploring self, soul, and metaphysical themes through art.	Visual Artist	9,062	1.5%
Sam Snowden    Director and filmmaker based in New York City, founder of a creative studio and agency.	Filmmaker	7,308	1.5%
RJ Bruni   Commercial and music video director known for work with brands and artists.	Filmmaker	6,865	1.5%
Terry McLaughlin      Los Angeles-based photographer who captures travel, street, and automotive scenes, often from...	Visual Artist	6,865	1.5%
Aaron Pegg   New York City-based photographer capturing portraits and urban scenes with a focus on visual...	Visual Artist	5,962	1.5%
John Gress     Portrait photographer and lighting educator who conducts workshops nationwide.	Education & Expert	5,525	1.5%
Patagraph   Stop motion animation director known for music videos and commercial work.	Filmmaker	4,820	1.5%
Misshattan   New York City-based photographer and Canon ambassador capturing urban and lifestyle imagery.	Visual Artist	4,720	1.5%
Paul Nicklen   National Geographic photographer and co-founder of SeaLegacy specializing in wildlife and...	Visual Artist	1,153	6.2%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Eric Ward   Professional photographer and Sony Alpha Ambassador known for landscape and nature photography.	Visual Artist	4,274	1.5%
Rian Johnson   Writer-director known for the Knives Out franchise, Brick, and Looper, blending genre with clever...	Filmmaker	3,776	1.5%
Benny Safdie   Filmmaker, actor, and screenwriter known for directing 'Good Time' and 'Uncut Gems' with his...	Filmmaker	2,129	1.9%
Brian Alcazar   Photographer and creative entrepreneur known for street and automotive photography.	Lifestyle & Vlog	3,714	1.5%
Rory Kramer    Photographer and filmmaker capturing wildlife, sports, and music moments for brands and artists.	Visual Artist	3,596	1.5%
Steve Winter   National Geographic contributing photographer and conservationist documenting big cats in the wild.	Visual Artist	3,596	1.5%
Kevin McCarthy     Film journalist and podcast host known for interviewing Hollywood celebrities about their craft.	Journalist/Host	2,037	1.9%
David Choe    Graffiti artist and muralist known for raw, expressive style and eclectic creative ventures.	Visual Artist	1,287	3.1%
Aaron Brimhall   Visual artist and art director known for photography, filmmaking, and adventure lifestyle content.	Visual Artist	3,432	1.5%
Pete McBride    Photographer and filmmaker documenting nature, water, and conservation for National Geographic.	Filmmaker	1,966	1.9%
Monaris   Photographer and Sony Alpha ambassador known for capturing stills and behind-the-scenes content...	Visual Artist	3,191	1.5%
Greg Nicotero   Special effects makeup artist and director, co-founder of KNB EFX, acclaimed for iconic horror and...	Filmmaker	3,146	1.5%

CLUSTER 02

Individual Sport Obsession

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
42	2,580	3.2%	Will Zalatoris

The Individual Sport Obsession cluster gives **Casey Neistat**'s cultural graph its performance-status spine. Where other clusters may explain taste, media fluency, or entrepreneurial self-mythology, this one explains the body under pressure: golfers, drivers, fighters, riders, runners, and action-sport figures who turn technique into identity. The figures behind this section are estimated affinity and estimated reach from co-occurrence patterns, so they should be read as directional signals of cultural proximity, not as audience measurement.

Will Zalatoris - The cultural claim is precision as drama. His injury comeback and technical golf persona align with **Casey Neistat**'s recurring fascination with resilience that can be filmed, edited, and understood through visible discipline.

Daniel Ricciardo - The signal here is performance with a face. In **Casey Neistat**'s orbit, Ricciardo turns Formula 1 from pure engineering into character, charm, risk, and portable lifestyle language.

Leon Edwards - In the graph, he functions as the hard edge of individual sport ambition. Edwards brings combat-sport seriousness to the same cultural space where **Casey Neistat** makes effort, pain, and personal stakes feel narratively legible.

Zeb Powell - He gives **Casey Neistat** proximity to the action-sport figure as style innovator, not just athlete. Powell's snowboarding reads as movement, attitude, apparel, music, and camera fluency in one compact signal.

Eliud Kipchoge - For **Casey Neistat**, the relevance is obsession stripped of spectacle. Kipchoge represents the disciplined extreme, the kind of self-contained pursuit that turns repetition into myth.

Nigel Sylvester - This is the bridge between sport, street culture, and cinematic self-authorship. Sylvester's BMX world maps cleanly onto **Casey Neistat**'s language of cities, motion, brand taste, and first-person visual storytelling.

Individual Sport Obsession

What this means for Casey Neistat - Individual Sport Obsession shows that the cultural graph around **Casey Neistat** is not only about making things. It is about making effort visible. The strongest partnership white space sits with athletes who can carry technique, pressure, and personal mythology on camera, especially those whose sport already feels like an edited life rather than a broadcast property.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Will Zalatoris   Professional golfer on the PGA Tour known for competitive play and recent injury comeback.	Individual Sports	5,357	2.7%
Daniel Ricciardo   Formula One driver from Australia known for race wins and outgoing personality.	Individual Sports	2,057	5.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Justin Rose 🌐 📺 📷 Professional golfer and major champion known for his 2013 US Open victory and Olympic gold medal.	Individual Sports	3,818	2.3%
Justin Thomas 🌐 📷 Professional golfer on the PGA Tour and former Alabama standout.	Individual Sports	2,036	4.2%
Valtteri Bottas 🌐 📺 📷 Formula 1 driver for Cadillac Formula 1 Team, known for multiple Grand Prix wins.	Individual Sports	2,075	3.8%
Leon Edwards 🌐 📺 📷 Former UFC welterweight champion and mixed martial artist from Birmingham, England.	Individual Sports	6,742	1.9%
Mick Schumacher 🌐 📺 📷 German racing driver currently competing in the IndyCar Series and former Formula 1 driver.	Individual Sports	3,331	2.3%
Zeb Powell 🌐 🎵 📺 📷 Professional snowboarder sponsored by Red Bull, Burton, and Jordan Brand, known for energetic park...	Individual Sports	2,158	3.1%
Brooks Koepka 🌐 📷 Professional golfer known for winning multiple major championships on the PGA Tour.	Individual Sports	2,137	3.1%
Lando Norris 🌐 📷 Professional Formula 1 driver and reigning world champion.	Individual Sports	1,678	4.6%
Eliud Kipchoge 🌐 📷 Kenyan long-distance runner who set the marathon world record and won two Olympic gold medals.	Individual Sports	2,050	3.1%
Nigel Sylvester 🌐 📷 Professional BMX athlete known for his Brick After Brick campaign and collaborations with Jordan Brand.	Individual Sports	2,785	2.3%
Charles Leclerc 🌐 📷 Formula One driver for Scuderia Ferrari, a top competitor in the sport.	Individual Sports	1,528	6.2%
Fernando Alonso 🌐 📷 Two-time Formula 1 world champion and endurance racing legend who has also won the 24 Hours of Le Mans.	Individual Sports	2,190	2.7%
Jorge Masvidal 🌐 📺 📷 Professional mixed martial artist known for UFC career and founding Gamebred Fighting Championship.	Individual Sports	2,655	2.3%
Alain Robert (The French Spider Man) 🌐 📷 French free solo climber known for scaling skyscrapers without ropes.	Individual Sports	2,265	2.3%
Israel Adesanya (Stylebender) 🌐 📺 📷 Former UFC middleweight champion and mixed martial artist known for striking and showmanship.	Individual Sports	1,540	3.5%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Max Verstappen   Dutch Formula One driver and reigning world champion competing for Red Bull Racing.	Individual Sports	1,336	5.0%
Tommy Fleetwood    Professional golfer from England competing on the PGA Tour and European Tour.	Individual Sports	2,776	1.9%
Lewis Hamilton   Seven-time Formula One world champion and racing driver for Mercedes-AMG Petronas.	Individual Sports	1,236	8.8%
Nate Diaz    Professional mixed martial artist known for competing in the UFC and boxing.	Individual Sports	1,473	3.5%
Nyjah Huston   Professional skateboarder known for multiple X Games gold medals and Street League Skateboarding...	Action Sports	1,557	3.1%
Jack Nicklaus (The Golden Bear)   Legendary professional golfer widely regarded as one of the greatest players in history.	Individual Sports	2,646	1.9%
Jorge Posada   Former Major League Baseball catcher known for his career with the New York Yankees and multiple...	Team Sports	5,962	1.5%
Dricus du Plessis   South African professional mixed martial artist and former UFC Middleweight Champion known for his...	Individual Sports	5,962	1.5%
Alex Albon   Formula 1 driver for Williams Racing, known for his cheerful personality and love for cats.	Individual Sports	1,942	2.3%
Nick Diaz   Mixed martial artist and former UFC fighter known for his striking and submission skills.	Individual Sports	2,462	1.9%
Scottie Scheffler   Professional golfer and world number one, known for multiple PGA Tour wins and a calm demeanor.	Individual Sports	1,311	3.8%
Pierre Gasly   Formula 1 driver competing for Alpine, previously raced for AlphaTauri and Red Bull Racing.	Individual Sports	1,837	2.3%
Ian Poulter      Professional golfer competing on the LIV Golf circuit and co-founder of Majesticks GC.	Individual Sports	4,357	1.5%
Sebastian Vettel   Professional racing driver and four-time Formula 1 World Champion.	Individual Sports	2,195	1.9%
Ken Block     Professional rally driver known for Gymkhana series and action sports driving.	Individual Sports	1,474	2.7%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Lance Armstrong 🌐 📷 Former professional cyclist who won seven Tour de France titles before a doping scandal stripped them.	Individual Sports	2,162	1.9%
David Goggins 🌐 📷 Former Navy SEAL turned ultramarathon runner and motivational speaker known for extreme endurance feats.	Individual Sports	1,047	11.9%
TJ Dillashaw 🌐 📷 Two-time UFC bantamweight champion and founder of a clean supplement brand.	Individual Sports	3,714	1.5%
Tiger Woods 🌐 📷 Professional golfer widely considered one of the greatest in the sport's history.	Individual Sports	1,175	4.2%
Hellah Sidibe (hellahgood9) 🌐 📷 Runner who has maintained a daily running streak since 2017 and ran across America.	Individual Sports	3,714	1.5%
Jujimufu 🌐 📷 Hybrid strength athlete and online fitness content creator known for bodybuilding, tricking, and...	Fitness & Health	2,098	1.9%
Tony Ferguson (El Cucuy) 🌐 📷 Professional mixed martial artist and former UFC lightweight champion, known for his unorthodox...	Individual Sports	3,654	1.5%
Conor McGregor (The Notorious) 🌐 📷 Irish mixed martial artist and former UFC double champion known for his striking and charisma.	Individual Sports	1,026	6.9%
Khamzat Chimaev 🌐 📺 📷 Professional mixed martial artist competing in the UFC's welterweight and middleweight divisions.	Individual Sports	1,588	2.3%
Sam Westby 🌐 🎵 📺 📷 Cyclist and triathlete who holds a Guinness World Record for biking through most states in a week.	Individual Sports	3,236	1.5%

CLUSTER 03

Founder Mindset Machine

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
29	3,025	2.9%	Tom Bilyeu

Founder Mindset Machine is the self-directed ambition layer in Casey Neistat's cultural graph. Where other clusters explain the camera, the edit, the style, or the endurance myth, this group explains the operating system underneath it: personal productivity, owned distribution, financial fluency, founder psychology, and the belief that a creative life can be engineered. The figures behind this section are estimated affinity and estimated reach from co-occurrence patterns, so the read is directional: Casey's cultural orbit sits close to people who turn ambition into repeatable systems.

Tom Bilyeu - The signal here is disciplined self-invention. His proximity to Casey Neistat points to an audience affinity for creators who treat mindset as infrastructure, not mood.

Tim Ferriss - In the graph, he functions as the archetype of the optimized independent operator. For Casey, that matters because the same cultural space rewards people who build a life around experiments, rituals, tools, and public documentation.

Ryan Holiday - He brings Stoic authority into the cluster, giving Casey's world a philosophical backbone for pressure, consistency, and restraint. This is the quieter version of the hustle narrative: less performance, more code of conduct.

Lex Fridman - His relevance is the long-form thinker-builder lane. Casey's graph does not only index speed and spectacle, it also carries respect for patient conversation, technical curiosity, and people who make complexity feel intimate.

Caleb Hammer - This is the bridge between maker ambition and financial accountability. His presence suggests that Casey's cultural graph has room for the unglamorous mechanics of independence: budgets, debt, income, and the cost of freedom.

Chris Ducker - He represents the authority system behind the modern solo business. Around Casey, that points to a clear adjacent desire: turn a point of view into a durable platform without disappearing into corporate machinery.

Chris Sacca - He adds the investor-founder layer, where taste, risk, and capital meet. For Casey Neistat, the connection is not finance as abstraction, but the appeal of people who spot cultural momentum early and act on it.

Founder Mindset Machine

What this means for Casey Neistat - Founder Mindset Machine shows that Casey Neistat's cultural graph is not just about cinematic making, travel, gear, or personal mythology. It is also about self-command. The closest tastemaker clusters treat independence as a craft: build the channel, refine the machine, own the upside, and make the work legible in public. Strategically, this gives Casey credible proximity to productivity, entrepreneurship, finance education, and founder media without forcing him into corporate motivational language. His strongest lane is not business advice. It is the lived proof that a creative operating system can become the business.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Tom Bilyeu    Entrepreneur who co-founded Quest Nutrition and serves as CEO of Impact Theory, sharing business...	Business Leader	2,331	3.8%
Tim Ferriss   Author of bestselling self-help books and host of a popular interview podcast.	Author	1,939	5.4%
Ryan Holiday   Bestselling author and modern Stoic philosopher known for his 'Daily Stoic' series and newsletter.	Author	1,861	5.4%
Timm Chiusano   Content creator and advocate for reforming corporate culture, known for career advice and personal...	Education & Expert	1,883	4.6%
Lex Fridman    Host of a long-form podcast featuring in-depth conversations with scientists, thinkers, and builders.	Journalist/Host	2,023	3.8%
Robert Kiyosaki      Author of the personal finance book 'Rich Dad Poor Dad' and financial educator.	Business Leader	1,832	4.6%
Michael Hyatt   New York Times bestselling author and founder of a leadership coaching company focused on...	Author	5,149	1.9%
Caleb Hammer    Digital creator and podcaster known for personal finance content and the Financial Audit series.	Education & Expert	2,117	3.1%
Chris Ducker   Founder and CEO of Youpreneur, bestselling author, and leadership speaker who helps experts build...	Business Leader	18,878	1.5%
Matt Lionetti   Realtor, growth ambassador, podcast host, and creative director in Durham and Toronto.	Education & Expert	2,950	1.9%
Chris Sacca   Venture capitalist and co-founder of a climate tech investment fund focused on reversing...	Business Leader	9,439	1.5%
Chris Fowler   Sportscaster for ESPN primarily covering college football and tennis events.	Journalist/Host	2,111	2.3%
Patrick Bet-David   Entrepreneur, podcast host, and founder of Valuetainment, known for business and motivational content.	Business Leader	1,330	4.6%
Jonny Bones   Combat sports event promoter and influencer known for hosting Dirty Boxing events and bare knuckle...	Journalist/Host	1,405	3.8%
Kevin Systrom   Co-founder and former CEO of Instagram, a leading photo-sharing social media platform that...	Business Leader	2,574	1.9%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Michael Rubin   CEO and founder of Fanatics, a leading sports merchandise company, and co-founder of Reform.	Business Leader	1,500	3.1%
Brian Grazer   Award-winning film and television producer and co-founder of Imagine Entertainment.	Filmmaker	5,525	1.5%
Graham Stephan   Personal finance educator and real estate investor with a popular YouTube channel.	Education & Expert	2,400	1.9%
Thach Nguyen   Real estate investor and educator who teaches wealth building through rental properties.	Education & Expert	1,561	2.7%
Alex Garcia   Marketing strategist and content creator known for brand marketing advice and social show production.	Education & Expert	1,817	2.3%
Michael Smoak   Motivational speaker and influencer hosting seminars on communication and personal growth, and...	Education & Expert	1,525	2.7%
Andrew Ross Sorkin   Financial journalist, author, and television anchor known for covering Wall Street and business.	Journalist/Host	2,230	1.9%
Ashwinn   Brand strategist and marketing educator who creates content about branding, venture capital, and...	Education & Expert	2,178	1.9%
Rich Roll    Podcast host, author, and ultrarunner known for plant-based lifestyle and inspirational conversations.	Journalist/Host	1,171	4.2%
Jesse Itzler   Entrepreneur, author, and motivational speaker known for extreme endurance challenges and the Big...	Business Leader	1,197	3.8%
Chris Donnelly    Serial entrepreneur and business creator who builds companies and shares educational content online.	Education & Expert	2,037	1.9%
Jaspreet Singh (Minority Mindset)   Financial educator and host of The Minority Mindset Show teaching wealth-building strategies.	Education & Expert	2,023	1.9%
Natalie Dawson    Host of Keep it Brief podcast and co-founder of Cardone Ventures, scaling to \$225M without outside...	Business Leader	1,552	2.3%
Naval     Entrepreneur, investor, and podcast host known for philosophical insights about startups and life.	Business Leader	3,191	1.5%

CLUSTER 04

Comedy Character Circuit

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
29	2,170	3.0%	Josh Brolin

The Comedy Character Circuit gives **Casey Neistat**'s cultural graph its entertainment metabolism. Based on co-occurrence patterns, this cluster sits adjacent to the maker and founder core but does a different job: it adds talk-show timing, character energy, physical comedy, celebrity recognition, and the kind of absurdity that keeps public-building from becoming a tutorial loop. In Cinematic Maker Ambition, these figures make the camera feel less like equipment and more like a stage.

Josh Brolin - Movie-actor authority is the signal here: durable, masculine, physical, and cinematic without needing to explain itself. For **Casey Neistat**, **Josh Brolin** points to the graph's appetite for people who make pressure look composed on screen.

Bobby Lee - Chaos, vulnerability, and podcast-room candor make **Bobby Lee** a useful counterweight to the polished maker archetype. In **Casey Neistat**'s orbit, he marks the entertainment layer where performance is intimate, messy, and conversational.

Foodie Magician - The bridge is between street-level spectacle and short-form visual payoff. His proximity to **Casey Neistat** signals a taste for creators who can turn a simple public setting into a filmed moment with a clean reveal.

Zach King - Visual trickery gives **Zach King** unusual relevance inside this cluster because his comedy is built through editing, timing, and illusion. That makes him especially close to **Casey Neistat**'s core grammar: the idea that a creator's point of view is assembled in the cut.

Andrew Schulz - Stand-up dominance and podcast fluency place **Andrew Schulz** in the part of the graph where independence, distribution control, and live audience feedback matter. For **Casey Neistat**, the signal is a performer who treats media not as a format, but as an operating system.

Simon Pegg - Genre literacy is the value **Simon Pegg** brings: comedy shaped by fandom, writing, action, and self-aware cinema. His presence near **Casey Neistat** suggests that the graph rewards entertainers who understand both craft and cultural reference.

Aaron Paul - **Aaron Paul** adds emotional recognizability rather than comic mechanics. In the graph around **Casey Neistat**, he functions as a signal that character, vulnerability, and intensity still matter inside an otherwise builder-coded cultural space.

Comedy Character Circuit

What this means for Casey Neistat - The Comedy Character Circuit shows that **Casey Neistat**'s cultural proximity is not confined to cameras, startups, and discipline culture. The graph also wants performers who can hold attention, make pressure entertaining, and turn personality into structure. Strategically, this is the permission space for collaborations, formats, and references that feel more like a scene than a lesson: less instruction, more character, with the maker worldview still intact.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Josh Brolin    Actor known for roles in "No Country for Old Men" and "Avengers: Infinity War."	Actor	1,909	4.6%
Aidan Gallagher   Actor, singer-songwriter, and environmental activist known for playing Number Five in The Umbrella...	Actor	3,089	2.3%
Bobby Lee   Comedian, actor, and podcast host known for stand-up comedy and co-hosting TigerBelly and Bad Friends.	Comedian	1,716	4.2%
Aaron Paul   Actor best known for his role as Jesse Pinkman on the television series Breaking Bad.	Actor	1,520	5.8%
Lil Mo Mozzarella   Stand-up comedian and tour performer known for energetic comedy shows.	Comedian	1,758	3.5%
Austin Butler   Actor known for roles in film and television, notably portraying Elvis Presley.	Actor	1,637	3.8%
Foodie Magician    Magician and content creator known for food-themed magic tricks, restaurant reviews, and...	Comedian	3,496	1.9%
Frank Grillo   Actor known for roles in action films and TV series including The Purge, Avengers, and Tulsa King.	Actor	3,331	1.9%
Jimmy O Yang   Stand-up comedian and actor known for Netflix specials and role on 'Silicon Valley'.	Comedian	1,655	3.5%
Zach King    Digital creator famous for magical illusions and imaginative short videos that spread smiles online.	Comedy & Sketch	1,421	5.0%
Andrew Schulz   Stand-up comedian with a Netflix special and frequent national tour dates.	Comedian	1,403	5.4%
Simon Pegg   British actor, writer, and comedian known for the Cornetto Trilogy and roles in Mission:...	Actor	2,221	2.3%
Kunal Nayyar   British-Indian actor best known for playing Raj Koothrappali on the television sitcom 'The Big...	Actor	2,207	2.3%
Tom Segura      Stand-up comedian known for Netflix specials and podcast hosting.	Comedian	1,368	5.0%
Eric J Carlson    Actor best known for playing Mark Watcher on the Apple TV+ series Severance.	Actor	8,390	1.5%
Peter Rosenberg    Radio host, ESPN personality, and podcast creator known for sports commentary and WWE appearances.	Journalist/Host	2,671	1.9%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Josh Peck   Actor and comedian best known for his role in the Nickelodeon series Drake & Josh.	Actor	1,339	3.8%
Joey "Coco" Diaz   Comedian and podcast host known for raw storytelling and appearances on popular comedy podcasts.	Comedian	1,543	2.7%
Mario Bosco   Stand-up comedian, actor, author, and content creator known for Italian-American humor.	Comedian	3,974	1.5%
Keegan-Michael Key   Comedian and actor best known for the sketch comedy series 'Key & Peele' and voicing Toad in 'The...	Actor	1,200	4.2%
Nick Turturro   American actor best known for his role as Detective James Martinez on NYPD Blue.	Actor	2,162	1.9%
Will Arnett   Actor and comedian known for roles in Arrested Development, Lego Movie, and hosting the SmartLess...	Actor	1,674	2.3%
Karl Urban   Actor known for roles in Lord of the Rings, Star Trek, Dredd, The Boys, and Mortal Kombat.	Actor	1,442	2.7%
David Blaine   Magician and illusionist known for extreme stunts and street magic performances.	Reality TV Personality	1,658	2.3%
Seinfeld Memes   Fan account sharing humorous memes and references from the television show Seinfeld.	Comedy & Sketch	2,052	1.9%
Charlie Day   American actor and comedian known for his role in It's Always Sunny in Philadelphia.	Actor	1,377	2.7%
Casey Rocket   Stand-up comedian known for absurdist riffs, frequent appearances on Kill Tony, and his Dr. Phil...	Comedian	1,966	1.9%
Michael Imperioli    American actor best known for playing Christopher Moltisanti on HBO's The Sopranos.	Actor	1,531	2.3%
Lil Dicky      Rapper, comedian, and actor known for comedic music and the TV series 'Dave'.	Musician	1,225	3.1%

CLUSTER 05

Adventure Documentary Nomads

SIZE: 28	AVG EST. AFFINITY: 3,987	AVG EST. REACH: 2.4%	BEST EXAMPLE: Thomas Brag
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Adventure Documentary Nomads are the escape corridor in **Casey Neistat**'s cultural graph: travel filmmakers, sailors, overlanders, expedition photographers, and body-under-pressure creators who move his urban maker logic into terrain. What they contribute that other clusters do not is geography as proof. The camera is not just a tool for self-expression here - it is a passport, a survival instrument, and a way to turn discomfort into narrative authority. The estimated affinity and estimated reach signals should be read as directional, derived from entity-to-entity co-occurrence patterns rather than a panel.

Thomas Brag - The signal here is adventure as a social contract: say yes, enter the unknown, make the risk legible. For **Casey Neistat**, **Thomas Brag** extends the build-in-public ethic into a more communal, challenge-driven documentary mode.

Lizzie Peirce - In the graph, **Lizzie Peirce** functions as the professionalized version of the travel creator archetype. She connects **Casey Neistat**'s maker ambition to the practical question underneath it: how does a cinematic life become an actual business?

Benjamin Hardman - **Benjamin Hardman** brings cold, distance, and patience into the cluster. His relevance to **Casey Neistat** is aesthetic discipline: the same belief in visual authorship, but stripped of urban velocity and placed inside polar-scale silence.

Riley Whitelum - This is the bridge between creator independence and literal self-sufficiency. **Riley Whitelum** turns the production environment into a boat, giving **Casey Neistat**'s cultural orbit a signal of autonomy, family-scale adventure, and life designed around movement.

Eva zu Beck - **Eva zu Beck** gives the cluster its transformational travel register. Around **Casey Neistat**, she points to a viewer appetite for journeys that are not only visually compelling, but personally consequential.

Wim Hof - For **Casey Neistat**, the relevance is not travel footage, but the body as a storytelling medium. **Wim Hof** brings the endurance and self-mastery signal that sits underneath much of this cluster: the idea that modern creativity is validated by pressure.

Adventure Documentary Nomads

What this means for Casey Neistat - This cluster shows that **Casey Neistat**'s cultural proximity extends well beyond cameras, studios, and urban hustle. The strongest adventure-documentary signal is not escapism for its own sake. It is the belief that a life worth watching has to be constructed in motion, with real stakes, visible effort, and enough taste to make the chaos feel authored.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Thomas Brag    Adventurer and filmmaker who co-created the YouTube channel Yes Theory, known for extreme travel...	Lifestyle & Vlog	7,723	2.3%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Quin   Digital creator and travel photographer sharing self-portraits and landscape imagery from outdoor...	Lifestyle & Vlog	2,814	3.1%
Lizzie Peirce    Video producer, photographer, and global travel creator who educates creatives on building...	Education & Expert	10,113	1.9%
Benjamin Hardman   Photographer and filmmaker based in Iceland specializing in polar expeditions and nature documentation.	Filmmaker	3,432	2.3%
Riley Whitelum    Digital creator and sailor known for co-founding the Sailing La Vagabonde YouTube channel and app...	Lifestyle & Vlog	6,585	1.9%
Wim Hof (The Iceman)      Dutch extreme athlete and founder of the Wim Hof Method known for cold exposure and controlled breathing.	Education & Expert	1,703	4.6%
Jay Alvarez   Social media influencer and adventurer who shares extreme sports, travel, and lifestyle content.	Lifestyle & Vlog	2,904	2.3%
Elayna Carausu    Sailor and YouTuber documenting a decade-long world voyage aboard La Vagabonde.	Lifestyle & Vlog	4,567	1.9%
Eva zu Beck    Adventure YouTuber and host of National Geographic's Superskilled, sharing her transformative...	Lifestyle & Vlog	2,014	3.1%
Chris Benchetler    Professional skier, visual artist, and filmmaker known for blending art and action sports.	Visual Artist	4,226	1.9%
Mitch Gourley (Everyday Heroes Fitness)   Firefighter and fitness coach who helps first responders improve strength, endurance, and confidence.	Fitness & Health	2,517	2.3%
Travis Burke   Photographer and adventurer documenting overland journeys through Central and South America.	Lifestyle & Vlog	3,371	1.9%
Daddywellness   Content creator known for vlogs about travel, fitness, and tequila, often posting from Southeast Asia.	Lifestyle & Vlog	1,982	2.7%
Jimmy Queen    Online fitness and nutrition coach who shares personal growth and sobriety journey.	Fitness & Health	2,360	2.3%
Ian Fonz      Social media influencer and fitness athlete who is a veteran and co-founder of a protein brand.	Fitness & Health	3,255	1.9%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Sam Kolder    Travel and adventure creator known for cinematic content and entrepreneurial ventures.	Lifestyle & Vlog	3,146	1.9%
Benjamin Brown     Artist and spiritual guide who shares mandala art, nature hikes, and personal growth reflections.	Lifestyle & Vlog	8,390	1.5%
Riley Harper     Stunt driver and photographer who shares luxury travel, food, and family lifestyle content on...	Lifestyle & Vlog	7,551	1.5%
Kara and Nate    Husband and wife travel duo documenting their journeys to over 100 countries on YouTube and Instagram.	Lifestyle & Vlog	1,694	2.7%
Natalie Lynn    Documentary filmmaker and YouTube creator known for her personal travel series 'BORDERLESS'.	Lifestyle & Vlog	6,123	1.5%
Alen Palander   Toronto-based content creator and photographer specializing in automotive and motorsport lifestyle.	Lifestyle & Vlog	5,809	1.5%
andrewsdailyday   Content creator documenting daily life, food reviews, and personal finances in Chicago.	Lifestyle & Vlog	5,525	1.5%
Alex Honnold   Professional rock climber known for historic free solo ascents and environmental advocacy through...	Individual Sports	1,195	6.2%
Jason Vanporppal    Skateboarder who undertakes long-distance journeys across continents, often for charity and fundraising.	Individual Sports	2,265	1.9%
Ginwoo    Professional skateboarder known for innovative tricks and competing in X Games and PSL.	Action Sports	3,840	1.5%
Chris Burkard   Adventure photographer, filmmaker, and speaker known for capturing remote landscapes and extreme sports.	Visual Artist	1,340	3.1%
Evan Thompson     Former All-American linebacker turned golf content creator and founder of a golf apparel brand.	Lifestyle & Vlog	3,776	1.5%
Francis Bourgeois   Railway enthusiast and mechanical engineer known for train-themed content.	Lifestyle & Vlog	1,406	2.7%

CLUSTER 06

Creator Film School

SIZE: 26	AVG EST. AFFINITY: 4,958	AVG EST. REACH: 2.9%	BEST EXAMPLE: Dan Mace
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Creator Film School is the instructional spine of Casey Neistat's cultural graph. It gathers the people who make internet-native filmmaking legible: cameras, edits, lighting, pacing, workflow, taste, and the business discipline behind showing up with a point of view. Where other clusters may explain Casey Neistat as a celebrity, entrepreneur, or endurance figure, this one explains him as a working filmmaker whose authority comes from making the process visible. The estimated affinity and estimated reach signals here are directional, derived from co-occurrence patterns rather than a survey panel or audience measurement.

Dan Mace - The strongest signal in this cluster is the filmmaker who treats the making-of as part of the film itself. Around Casey Neistat, **Dan Mace** reinforces the idea that craft, constraint, humor, and visible effort are not behind-the-scenes extras, but the main cultural product.

Peter McKinnon - His role is to pull Casey Neistat's world toward the premium tutorial class: cameras, lenses, editing, lighting, and the romance of becoming technically fluent. The cultural proximity here is less about gear for gear's sake and more about the belief that taste can be taught through repetition.

Matti Haapoja - In the graph, **Matti Haapoja** functions as the practical operator: the person who translates cinematic ambition into camera settings, production choices, and repeatable workflows. He connects Casey Neistat's improvisational energy to a more formal film-school vocabulary built for YouTube.

DRock - This is the bridge between creator filmmaking and the hustle-documentary format that made constant production feel like a professional identity. For Casey Neistat's cultural orbit, **DRock** signals the operator with a camera who turns proximity, work ethic, and daily access into narrative momentum.

Manny Ortiz - **Manny Ortiz** brings the lighting-and-portraiture school into the cluster, grounding cinematic maker ambition in technical discipline. His presence points to a Casey Neistat-adjacent audience affinity for creators who can explain why an image works, not just show that it looks good.

Van Neistat - The relevance of **Van Neistat** is more philosophical than instructional. He extends Casey Neistat's graph into the handmade essay, the workshop, the object lesson, and the belief that a filmed life becomes more compelling when it is built from visible parts.

Matt D'Avella - **Matt D'Avella** adds a quieter authority system: documentary restraint, minimalist discipline, and self-improvement as a production style. In Casey Neistat's graph, he helps explain why filmmaking craft often sits beside routines, discipline, and the edited performance of a better life.

Creator Film School

What this means for Casey Neistat - Creator Film School shows that Casey Neistat's cultural graph is not only organized around admiration for his output. It is organized around the desire to understand the mechanics beneath it. Strategically, this cluster makes Casey Neistat legible as a reference point for people who want the modern creative life to feel built, filmed, edited, and taught in public. The partnership white space is strongest where instruction does not flatten the myth: tools, education, workshops, creator services, and production products that respect both the craft and the charisma of making the work visible.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Dan Mace   South African filmmaker and YouTuber known for creative storytelling and viral videos.	Filmmaker	19,418	4.6%
Peter McKinnon   Canadian photographer and content creator known for film photography, YouTube tutorials, and podcasting.	Education & Expert	5,663	13.5%
Matti Haapoja    Filmmaker and YouTube creator known for educational content on camera gear and filmmaking techniques.	Education & Expert	8,272	5.0%
DRock   Filmmaker and videographer known for his work with Gary Vaynerchuk and his journey from humble...	Filmmaker	9,439	2.3%
Manny Ortiz    YouTube video creator and portrait photographer specializing in camera gear reviews and lighting...	Education & Expert	8,713	2.3%
Van Neistat    Filmmaker and YouTube creator known for the DIY series The Spirited Man.	Filmmaker	7,079	2.3%
Evan Ranft     Photographer and YouTuber focused on photography education, creative tech, and gear reviews.	Education & Expert	6,178	2.3%
Goosebumps Cinema   Social media creator sharing cinema content, movie reviews, and film analysis.	Education & Expert	2,404	3.5%
Kyle Nutt    Filmmaker and video creator known for cinematic short films and storytelling.	Lifestyle & Vlog	2,517	3.1%
Matt D'Avella   Documentary filmmaker and self-development content creator who directed the Netflix film...	Filmmaker	7,866	1.9%
Adrian Per   Creator and filmmaker who produces educational content on content creation, photography, and color...	Education & Expert	1,818	5.0%
Tom Noske   Digital creator helping individuals build personal brands and businesses through education and coaching.	Education & Expert	5,779	1.9%
Craig Jones   Professional grappler known for Brazilian Jiu-Jitsu competitions and instructionals.	Individual Sports	3,584	1.9%
Joel Roache    Digital creator producing video editing tutorials and lifestyle content with a faith-based perspective.	Lifestyle & Vlog	3,540	1.9%
Ethan Tran    Digital creator and filmmaker sharing photography, travel, and personal reflections.	Lifestyle & Vlog	3,293	1.9%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Marina Williams   Photographer and educator teaching creative photography techniques and running workshops.	Education & Expert	2,124	2.3%
Johnny Harris    YouTuber who creates educational videos with maps, explaining geopolitics and history.	Education & Expert	2,011	2.3%
Patrick Tomasso      Filmmaker and YouTuber creating detailed breakdowns of movie cinematography and behind-the-scenes...	Education & Expert	5,149	1.5%
Chase Jarvis   Photographer, entrepreneur, and author who helps creators build sustainable careers.	Education & Expert	5,034	1.5%
Destin Sandlin (Smarter Every Day)   YouTuber and educator who explores scientific concepts and shares his learning through engaging videos.	Education & Expert	4,623	1.5%
Jordi Koalitic   Creative photographer and educator known for viral mobile photography tutorials and brand...	Education & Expert	1,324	3.5%
Macy Agilliam   Content creator and video journalist producing educational and lifestyle content for Morning Brew...	Education & Expert	3,776	1.5%
Manolo   Golf instructor and digital creator known for teaching golf and promoting lifestyle brands.	Education & Expert	2,067	1.9%
Nik Goodner   Entrepreneur and content creator who discusses storytelling, marketing, and creativity while...	Education & Expert	3,381	1.5%
Ayrton Kaleo    Photographer and filmmaker sharing a documentary series about film photography and mentorship.	Education & Expert	1,966	1.9%
ChrisFix      Automotive DIY expert and YouTube creator who makes step-by-step car repair tutorials and project...	Education & Expert	1,888	1.9%

CLUSTER 07

New York Street Taste

SIZE: 19	AVG EST. AFFINITY: 5,835	AVG EST. REACH: 2.4%	BEST EXAMPLE: Billy!
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New York Street Taste gives **Casey Neistat**'s cultural graph its local operating system. It is the cluster that turns Cinematic Maker Ambition from an internet posture into a city practice - jewelry counters, sidewalk interviews, real estate tours, tattoo rooms, bike routes, restaurants, apartments, and the social choreography of downtown life. The table's estimated affinity and estimated reach should be read as directional signal from entity-to-entity co-occurrence patterns, not as audience measurement.

Billy! - The signal here is handmade New York visibility: jewelry as identity marker, studio as social node, and the creator as a recognizable neighborhood presence. That sits close to **Casey Neistat**'s own mythology of objects, routine, and self-authored city life.

Jack Coyne - In the graph, he functions as the street-level interviewer who makes New York legible through quick encounters and public taste. His proximity to **Casey Neistat** points to a shared belief that the city is best understood by walking into it with a camera and asking better questions.

Candice Pool - She brings the downtown design-business layer: jewelry, domestic taste, founder craft, and the aesthetics of building a life around a small but legible brand. For **Casey Neistat**, that reinforces the part of the graph where creativity is not abstract content, but a household economy of taste, work, and place.

Andrew Callaghan - This is the bridge between street media and documentary instinct. His presence near **Casey Neistat** sharpens the graph's interest in unscripted public life, where the camera is less a production tool than a permission structure for entering chaotic civic space.

Doc Woo - He gives **Casey Neistat**'s orbit proximity to a high-taste personalization culture, where bodies, status, and minimal visual language intersect. The relevance is not tattoo culture alone; it is the broader authority system of makers whose work becomes part of how public people are read.

Anthony Park - His role is aspirational urban inventory: apartments, views, finishes, and the fantasy of moving through New York with access. In **Casey Neistat**'s graph, real estate content matters because the city is never just backdrop; it is a set, a workplace, and a status machine.

bikingdc - The value here is kinetic labor documented from the street. His biking videos connect to the **Casey Neistat** signal that movement itself can be narrative - work, weather, traffic, risk, and endurance becoming the raw material of a watchable day.

New York Street Taste

What this means for Casey Neistat - New York Street Taste shows that **Casey Neistat**'s cultural graph is anchored by more than filmmaker-creators and tech-adjacent ambition. It also depends on people who make urban life feel authored: the jeweler, the broker, the street interviewer, the tattooist, the rider, the local media operator. Strategically, this cluster points to partnership white space around city rituals, designed objects, apartment culture, mobility, and downtown service businesses - the parts of New York that let **Casey Neistat**'s world remain physical, specific, and narratable.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Billy!   Jewelry designer and creator based in New York City since 2016.	Fashion & Style	16,990	3.5%
Jack Coyne   Podcast host and New York native known for the Track Star Show and Public Opinion NYC.	Journalist/Host	7,653	1.9%
Olivia Reingold   Journalist for The Free Press covering politics, investigative reporting, and current events.	Journalist/Host	6,742	1.9%
Doc Woo   Celebrity tattoo artist specializing in fine line single needle work and founder of Oxblood brand.	Visual Artist	2,608	2.7%
Nev Schulman   Host and co-creator of the MTV documentary series Catfish, also a marathon runner and real estate broker.	Reality TV Personality	1,982	2.7%
Candice Pool   Jewelry designer and entrepreneur creating silver and gold accessories through her brand Finn...	Fashion & Style	45,308	1.5%
bikingdc   Delivery driver and content creator documenting his experiences biking through Washington D.C. for...	Lifestyle & Vlog	1,963	2.7%
Andrew Callaghan   Journalist and documentarian known for street interviews and Channel 5 news.	Journalist/Host	1,514	3.8%
Anthony Park   Luxury real estate agent in New York City known for property tour videos and aspirational...	Lifestyle & Vlog	2,207	2.3%
Steve Gold   Luxury real estate broker and reality television personality known for appearing on Selling the...	Reality TV Personality	2,723	1.9%
Behati Prinsloo   Namibian-born supermodel known for Victoria's Secret Fashion Show and founder of Calirosa tequila.	Model	2,622	1.9%
Fredrik Eklund   Swedish-born real estate broker and reality television star known for "Million Dollar Listing New York."	Reality TV Personality	1,942	2.3%
Arielle Vandenberg   Founder and creative director of REL Beauty and lifestyle influencer.	Beauty & Grooming	1,920	2.3%
Ronnie Fieg   Founder of streetwear brand Kith and designer of footwear and apparel collaborations.	Fashion & Style	1,877	2.3%
Tom Delgado     Comedian and tour guide who hosts a New York City history and comedy show.	Comedian	4,720	1.5%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Kareem Rahma 🌐 📷 Creator and host of Subway Takes and Keep the Meter Running, a New York-based digital content producer.	Comedy & Sketch	1,271	3.5%
Marcel 🌐 📷 Men's style influencer helping men over 50 build timeless wardrobes with quality essentials.	Fashion & Style	3,485	1.5%
Karl Shakur 🌐 📺 📷 Photographer and storyteller capturing urban adventures, luxury car collaborations, and marathon...	Lifestyle & Vlog	1,994	1.9%
Liz Eswein (@newyorkcity) 🌐 📺 📷 Social media influencer and content creator documenting New York City lifestyle, culture, and...	Lifestyle & Vlog	1,335	2.7%

CLUSTER 08

Tech Review Bench

SIZE: 14	AVG EST. AFFINITY: 7,281	AVG EST. REACH: 2.4%	BEST EXAMPLE: Marques Brownlee (MKBHD)
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The Tech Review Bench is Casey Neistat's utility layer. Where other clusters around Casey carry ambition, spectacle, endurance, or taste, this group translates tools into creative agency: cameras, phones, drones, lighting, editing setups, and consumer gadgets become part of the identity system. The estimates here come from co-occurrence patterns, so the cluster should be read as directional cultural proximity rather than audience measurement. Its role in Casey Neistat's cultural graph is practical but not bland: it shows that the modern maker does not just want inspiration, he wants the bench test, the teardown, the setup tour, and the reason to believe a tool can change the way a life is documented.

Marques Brownlee (MKBHD) - The authority signal is precision. In Casey Neistat's orbit, **Marques Brownlee (MKBHD)** makes technology feel credible without draining it of desire, which is exactly the balance Casey has long struck between cinematic instinct and gear fluency.

Sara Dietschy - In Casey Neistat's graph, **Sara Dietschy** functions as the bridge between tech review and creative workbench. Her relevance is not just gadgets, it is the everyday process of turning equipment into a more intentional creative life.

Jonathan Morrison - **Jonathan Morrison** turns the review format into lifestyle grammar. His proximity to Casey points to a tastemaker cluster where setup aesthetics, production polish, and consumer tech all serve the same question: what does a serious creator choose to live with?

JerryRigEverything - The useful tension here is trust. **JerryRigEverything** brings the destruction test and teardown logic into Casey Neistat's cultural graph, giving the cluster a harder-edged proof culture that sits underneath the gloss of new devices.

Unbox Therapy - This is the desire engine of the bench. **Unbox Therapy** connects Casey to the ritual of first contact with a product: the box, the reveal, the tactile promise that a new tool might change what someone can make.

iJustine - **iJustine** brings warmth and accessibility to a space that can skew technical. For Casey Neistat, that matters because his own tech fluency has always worked best when it feels personal, usable, and folded into a life rather than isolated as spec culture.

Huyrebel - For Casey Neistat, the relevance sits in the working-creator signal. **Huyrebel** represents the camera gear, drone, lighting, and videography tutorial layer: less celebrity tech desk, more field kit for people trying to make commercial-looking work with reachable tools.

Tech Review Bench

What this means for Casey Neistat - The Tech Review Bench confirms that Casey Neistat's cultural graph treats technology as creative infrastructure, not novelty. Strategically, this is the cluster that can turn inspiration into purchase intent, production behavior, and repeatable practice. It points to partnership white space around tools that help people make their lives look authored: cameras, mobile devices, creator hardware, editing systems, travel gear, desk setups, and any product that can credibly sit inside the daily workflow of a person building in public.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Marques Brownlee (MKBHD)   Tech reviewer and content creator known for smartphone and gadget reviews on YouTube.	Tech News & Reviews	3,667	6.9%
Unbox Therapy   Tech reviewer and influencer known for unboxing and reviewing consumer electronics and gadgets.	Tech News & Reviews	5,584	2.7%
Sara Dietschy   Tech and creativity YouTuber sharing reviews, tutorials, and personal vlogs about cameras,...	Tech News & Reviews	11,327	2.3%
iJustine   Tech reviewer and content creator known for gadget unboxings and lifestyle vlogs.	Tech News & Reviews	3,964	2.7%
Chris Hau    Digital creator from Toronto known for travel vlogs, tech reviews, and automotive content.	Tech News & Reviews	5,859	2.3%
Jonathan Morrison   Tech reviewer and content creator known for gadget reviews and lifestyle tech videos.	Tech News & Reviews	21,783	1.9%
Sidney Diongzon    Digital creator focusing on camera gear, tech reviews, and lifestyle content from DFW.	Tech News & Reviews	13,326	1.5%
Huyrebel    Content creator and videographer who produces real estate videography tutorials and reviews of...	Tech News & Reviews	8,713	1.5%
uravgconsumer     Tech content creator producing easy-to-understand videos on the latest gadgets and gear for consumers.	Tech News & Reviews	8,390	1.5%
Jenna Ezarik    Content creator and tech reviewer known for YouTube videos and podcasting about technology and travel.	Tech News & Reviews	8,390	1.5%
JerryRigEverything    Technology reviewer known for durability tests and teardowns of consumer electronics.	Tech News & Reviews	4,623	1.5%
Ninja      Popular video game streamer and co-founder of a beverage brand known for Fortnite gameplay.	Gaming & E-Sports	1,779	2.3%
Mrwhosetheboss    Tech reviewer and YouTuber known for detailed smartphone comparisons and gadget reviews.	Tech News & Reviews	3,331	1.5%
Jeremy Clarkson   Television presenter and motoring journalist known for a popular car show and a farming...	Journalist/Host	1,199	3.5%

CLUSTER 09

Music Creative Crossovers

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
11	2,297	3.0%	Jesse Wellens

Music Creative Crossovers is the nightlife and pop-culture pressure valve in Casey Neistat's cultural graph. Where other clusters explain his maker discipline, camera language, or entrepreneurial metabolism, this group pulls Casey toward artists who turn personal momentum into scenes: rap as identity system, DJ culture as social architecture, management as access, and food, fashion, and sport as adjacent stages. The role is not to prove a music audience. It is to show estimated affinity, drawn from co-occurrence patterns, between Casey's build-in-public ethos and people who make creative celebrity feel collaborative, mobile, and edited.

Jesse Wellens - The clearest crossover signal is DIY spectacle with a director's eye. His movement between music, DJing, internet-native storytelling, and synthetic-media experiments mirrors Casey Neistat's own instinct to treat every format as another production surface.

Action Bronson - Food, rap, television, and sport all collapse into one personality system around him. For Casey Neistat, that matters because it points to a version of creative life where taste is performed physically, socially, and on camera.

Logic - Independent release energy is the signal here. His presence in Casey Neistat's cultural orbit connects the graph to artists who build durable worlds around output, process, and self-authored momentum rather than only institutional validation.

Scooter Braun - In the graph, he functions as the operator behind creative celebrity. His proximity to Casey adds a management and infrastructure layer to a cluster that otherwise reads as nightlife, performance, and personal mythology.

James Blake - His role is tonal authority. The connection brings Casey closer to a more introspective strain of electronic music, where emotional minimalism and technical craft sit comfortably beside cinematic image-making.

Diplo - This is the bridge between global party culture and cross-genre collaboration. Around Casey Neistat, his signal suggests that mobility, social access, and remix fluency are part of the same cultural vocabulary as filmmaking and travel.

Fred again.. - He gives the graph proximity to the current language of communal, sample-based performance. The fit with Casey is not just music, but the idea that everyday fragments can be cut, sequenced, and turned into emotional public work.

Music Creative Crossovers

What this means for Casey Neistat - Music Creative Crossovers shows that Casey Neistat's cultural graph is not confined to cameras, startups, or creator craft. It reaches into artist-led scenes where movement, collaboration, nightlife, management, and taste all compound. Strategically, this is the cluster that makes Casey feel less like a solo maker and more like a cultural connector: someone whose relevance travels through studios, green rooms, kitchens, clubs, tour buses, and edit bays with equal fluency.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Jesse Wellens    Musician, DJ, and director known for storytelling and AI-driven creative projects.	Musician	6,796	2.3%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Logic 🌐 📺 Rapper and musician known for independent releases and the fan community Rattpack.	Musician	1,902	3.5%
Action Bronson 🌐 📺 Rapper, chef, and television personality known for eclectic music and food content.	Musician	1,410	4.6%
Scooter Braun 🌐 📺 📺 📺 Music manager and entrepreneur known for representing top artists and founding SB Projects.	Business Leader	2,749	1.9%
Mr. Wobbles 🌐 📺 📺 📺 📺 Social media personality and musician known for reaction videos and custom songs.	Musician	2,340	1.9%
James Blake 🌐 📺 📺 📺 📺 British electronic music producer, singer, and songwriter known for his introspective style.	Musician	1,761	2.3%
Pusha T 🌐 📺 📺 Rapper and member of the hip-hop duo Clipse, known for his lyrical style and solo career.	Musician	1,421	2.7%
Evidence 🌐 📺 American rapper and record producer known for his work with Dilated Peoples and solo albums.	Musician	3,540	1.5%
Diplo 🌐 📺 📺 📺 Renowned DJ and music producer known for electronic dance music and cross-genre collaborations.	Musician	1,114	4.6%
Fred again.. 🌐 📺 📺 📺 📺 British electronic music producer and DJ known for emotive, sample-based dance tracks and...	Musician	1,070	4.6%
Mike Posner 🌐 📺 📺 📺 Grammy-nominated singer-songwriter known for "I Took a Pill in Ibiza" and physical challenges.	Musician	1,169	3.5%

CLUSTER 10

Food Media Hospitality

SIZE: 10	AVG EST. AFFINITY: 6,576	AVG EST. REACH: 2.7%	BEST EXAMPLE: Cugine
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Food Media Hospitality is the appetite layer in Casey Neistat's cultural graph. It contributes something the other clusters do not: hosted culture, where taste becomes a scene, a ritual, and a form of public authorship. In the territory of Cinematic Maker Ambition, these figures make food feel less like consumption and more like a way to stage identity - in restaurants, kitchens, neighborhoods, and camera-native formats. The estimated affinity and estimated reach signals here are directional, based on entity-to-entity co-occurrence patterns, not a survey panel or representative sample.

Cugine - Brooklyn food media turns cooking into street-level performance. The signal here is neighborhood charisma: food as swagger, accent, ritual, and local placement, which sits close to Casey Neistat's own New York-coded fluency.

Eddie Huang - Hospitality becomes autobiography in his work. In Casey Neistat's graph, he functions as the anti-institutional chef-intellectual: someone who built cultural authority through restaurants, memoir, television, and a refusal to sand down the point of view.

Marvin Palomo - The operator-as-auteur signal is unusually clear here. For Casey Neistat, the relevance is a restaurant world where discipline, service, and taste are not hidden backstage, but turned into a visible creative system.

Tom Gilbey - Wine becomes entertainment without losing its connoisseurship. This is the bridge between expertise and performance, a pattern Casey Neistat's cultural orbit repeatedly rewards: know the craft, then make the craft watchable.

Binging With Babish - Food YouTube here is not just recipe instruction, it is format design. His presence pulls hospitality into Casey Neistat's core medium: the camera, the edit, the repeatable premise, and the pleasure of watching craft become narrative.

Frank Pinello - Pizza functions as local authority, not just food. He gives Casey Neistat's graph proximity to the kind of Williamsburg credibility where a shop, a host, and a neighborhood can become one coherent cultural object.

David Chang - The restaurant empire meets media fluency in his case. Around Casey Neistat, he signals the high end of hospitality as a modern creative career: founder, host, critic of taste, and builder of institutions that still feel personal.

Food Media Hospitality

What this means for Casey Neistat - Food Media Hospitality shows that Casey Neistat's cultural graph is not only about cameras, startups, endurance, or internet craft. It also values the hosted moment: the table, the counter, the neighborhood institution, the kitchen ritual, and the personality who can make all of it feel edited. Strategically, this cluster points toward partnership white space around city food, maker dinners, restaurant-led storytelling, culinary travel, and formats where taste operates as proof of life lived in public.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Cugine   Food content creator known for cooking videos and brand partnerships in Brooklyn.	Food & Drink	1,573	5.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Eddie Huang    Chef, author, and television host known for his memoir "Fresh Off the Boat" and restaurant Baohaus.	Journalist/Host	2,143	2.7%
Marvin Palomo   Chef and restaurateur known for Lilia restaurant in Toronto, focusing on Italian-inspired...	Food & Drink	45,308	1.5%
Tom Gilbey   Wine reviewer and entertainer who humorously rates wines from budget to premium.	Food & Drink	2,860	1.9%
Binging With Babish      YouTube chef known for recreating iconic food from movies and TV shows.	Food & Drink	1,584	3.1%
Hillary Dixler Canavan    Food editor and newsletter writer sharing recipes and lifestyle recommendations for busy families.	Food & Drink	4,357	1.5%
acooknamedmatt   Seattle-based chef and food content creator known for inventive recipes and cooking tutorials.	Food & Drink	1,708	2.3%
Frank Pinello    Pizza chef, owner of Best Pizza in Williamsburg, and host of the series Pizza With Frank.	Food & Drink	2,037	1.9%
David Chang    Chef, restaurateur, and television personality known for founding the Momofuku restaurant group.	Food & Drink	1,046	5.4%
Jamie Bissonnette   James Beard Award-winning chef and restaurateur known for Korean-inspired Italian cuisine in Boston.	Business Leader	3,146	1.5%

Recommendations & Takeaways

Cross-Cluster Interpretation

1. **Casey Neistat is positioned as the patron saint of edited hustle.** The through-line across Cinematic Maker Ambition is not lifestyle polish alone. It is work made visible. Professional image makers, creator film school figures, founder-mindset operators, and adventure documentarians all point back to **Casey Neistat** as a figure who made ambition look cinematic without making it look effortless.
2. **Casey Neistat's graph rewards people who turn pressure into format.** The proximity to individual sport obsession, founder media, and travel-documentary creators suggests a cultural orbit where discipline is the content. **Will Zalatoris**, **Tom Bilyeu**, and **Thomas Brag** sit in different lanes, but each converts strain, repetition, and self-improvement into a public-facing narrative. That is core to **Casey Neistat's** authority system.
3. **Casey Neistat bridges camera culture and operator culture better than most creators.** The strongest connective tissue is not simply filmmaking. It is the belief that tools, workflows, cities, products, bodies, and businesses can all become material. The estimated affinity and estimated reach figures here are directional signals from entity-to-entity co-occurrence patterns across 260 co-occurrence sources, not a panel or audience measurement. Read that way, the closeness of **Marques Brownlee**, **Dan Mace**, and **Brandon Woelfel** shows how **Casey Neistat** sits between the review bench, the edit bay, and the street.
4. **Casey Neistat's New York signal is taste, not geography.** The New York Street Taste and Food Media Hospitality clusters add texture to the maker-machine narrative. Figures like **Billy!** and **Cugine** suggest that **Casey Neistat's** graph is still anchored in street-level charisma, casual authority, and the social intelligence of knowing where culture is actually happening. The camera matters, but so does the block.
5. **Casey Neistat gives brands a route into white-space creators who do not read as conventional talent.** The comedy, music, food, sport, tech, and founder clusters show a graph built around people with highly legible personal systems. **Josh Brolin** and **Jesse Wellens** may seem far apart, but in this context they both point to performance, character, and self-authorship. For **Casey Neistat**, the partnership white space is not just cinematic gear or creator tools. It is anything that helps a person build a public life with taste, stamina, and a point of view.

Recommended Strategic Uses

Recommended Strategic Uses

Casey Neistat's cultural graph defines *Cinematic Maker Ambition*: a world where creative work is public, physical, technically fluent, and edited into a life people can recognize. The figures behind this read are directional - estimated affinity and estimated reach derived from 260 co-occurrence sources, not a panel or representative audience measurement.

Use the graph to define Casey Neistat's cultural territory

- **Professional Image Makers** - Treat this as the visual standard around **Casey Neistat**: polished camera craft, color, motion, and the discipline of making everyday life look authored. **Brandon Woelfel** is useful shorthand for the graph's appetite for image-making that feels accessible but highly controlled.
- **Creator Film School** - This cluster clarifies why **Casey Neistat** is not just a personality but an instruction set. People such as **Dan Mace** sit close to him because the cultural pull is toward process, editing, story structure, and the romantic labor of making the thing yourself.
- **New York Street Taste** - Use this cluster to preserve the city-coded edge in **Casey Neistat's** orbit. **Billy!** points to a New York sensibility that keeps the graph from becoming pure productivity content: pavement, taste, attitude, and the feeling that the street is part of the studio.

Use the graph to find partnership white space

- **Food Media Hospitality** - This is a smart expansion lane for **Casey Neistat**: hospitality with character, not lifestyle gloss. **Cugine** signals a creator territory where food, locality, personality, and performative craft can turn a simple format into a repeatable cultural ritual.
- **Adventure Documentary Nomads** - For projects that need motion, stakes, and real-world texture, this cluster gives **Casey Neistat** a natural adjacency. **Thomas Brag** brings the travel-documentary instinct without abandoning the maker ethic at the center of the graph.
- **Music Creative Crossovers** - This cluster is useful when **Casey Neistat** needs cultural energy beyond cameras and gear. **Jesse Wellens** marks the lane where internet storytelling, music-world proximity, and stunt-like creative formats can meet without feeling imported.

Use the graph to prioritize reach versus distinctiveness

- **Tech Review Bench** - Use this cluster when the goal is broad cultural legibility around tools, devices, and maker infrastructure. **Marques Brownlee** has the highest strategic value here as a precision operator in **Casey Neistat's** adjacent tech authority system, with **Peter McKinnon** setting the upper reach marker in the graph at an estimated reach of 13.5%.
- **Founder Mindset Machine** - This is the ambition engine around **Casey Neistat**. **Tom Bilyeu** helps translate cinematic hustle into business psychology, useful for positioning that needs discipline, entrepreneurship, and self-construction without losing the creative core.
- **Individual Sport Obsession** - Use this cluster when **Casey Neistat's** story needs the body under pressure. **Will Zalatoris** points to the graph's respect for solitary repetition, technical improvement, and visible endurance - the athletic mirror of the editing room.
- **Comedy Character Circuit** - This cluster gives **Casey Neistat** a release valve. **Josh Brolin** sits in a lane where performance, charisma, and character prevent the maker narrative from becoming too earnest, which is valuable when the work needs wit as much as aspiration.

Final Thesis

Casey Neistat's cultural graph reveals *Cinematic Maker Ambition* as a discipline more than an aesthetic: build the thing, film the process, compress the struggle into a story, and let taste turn output into identity. The people closest to his cultural orbit point to a creative class that values visible effort, technical fluency, entrepreneurial

pressure, and a personal edit sharp enough to make work feel like momentum. This is not escapist creator culture. It is a public operating system for people who believe a camera can turn labor into authority.

Promise: for Casey Neistat, the white space is not bigger spectacle - it is the credible documentation of ambition under real pressure.

Appendix: The Full Ranked Influiist Set

All 250 people, ranked by combined estimated affinity and reach.

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
1	Dan Mace  	Celebrity/Artist	Filmmaker	19,418	4.6%
2	Peter McKinnon  	Creator/Influencer	Education & Expert	5,663	13.5%
3	Matti Haapoja   	Creator/Influencer	Education & Expert	8,272	5.0%
4	Billy!  	Creator/Influencer	Fashion & Style	16,990	3.5%
5	Marques Brownlee (MKBHD)  	Creator/Influencer	Tech News & Reviews	3,667	6.9%
6	Brandon Woelfel    	Celebrity/Artist	Visual Artist	4,905	4.2%
7	Garrett King  	Creator/Influencer	Lifestyle & Vlog	5,255	3.5%
8	Vuhlandes   	Celebrity/Artist	Filmmaker	5,047	3.5%
9	Philip Bloom    	Celebrity/Artist	Filmmaker	9,911	2.7%
10	Joe Greer  	Celebrity/Artist	Visual Artist	4,531	3.1%
11	Unbox Therapy  	Creator/Influencer	Tech News & Reviews	5,584	2.7%
12	Will Zalatoris  	Athlete	Individual Sports	5,357	2.7%
13	Sara Dietschy  	Creator/Influencer	Tech News & Reviews	11,327	2.3%
14	Steve McCurry  	Celebrity/Artist	Visual Artist	2,634	4.6%
15	DRock  	Celebrity/Artist	Filmmaker	9,439	2.3%
16	Manny Ortiz   	Creator/Influencer	Education & Expert	8,713	2.3%
17	Thomas Brag   	Creator/Influencer	Lifestyle & Vlog	7,723	2.3%
18	Van Neistat   	Celebrity/Artist	Filmmaker	7,079	2.3%
19	iJustine  	Creator/Influencer	Tech News & Reviews	3,964	2.7%
20	Jesse Wellens   	Celebrity/Artist	Musician	6,796	2.3%
21	Evan Ranft    	Creator/Influencer	Education & Expert	6,178	2.3%
22	Chris Hau   	Creator/Influencer	Tech News & Reviews	5,859	2.3%
23	Quin  	Creator/Influencer	Lifestyle & Vlog	2,814	3.1%
24	Jonathan Morrison  	Creator/Influencer	Tech News & Reviews	21,783	1.9%
25	Tom Bilyeu   	Public Figure	Business Leader	2,331	3.8%
26	Joe McNally    	Celebrity/Artist	Visual Artist	4,655	2.3%
27	Daniel Ricciardo  	Athlete	Individual Sports	2,057	5.0%
28	Goosebumps Cinema  	Creator/Influencer	Education & Expert	2,404	3.5%
29	Phedon Papamichael  	Celebrity/Artist	Filmmaker	12,872	1.9%
30	Tim Ferriss  	Celebrity/Artist	Author	1,939	5.4%
31	Lizzie Peirce   	Creator/Influencer	Education & Expert	10,113	1.9%
32	Kyle Nutt   	Creator/Influencer	Lifestyle & Vlog	2,517	3.1%
33	Justin Rose   	Athlete	Individual Sports	3,818	2.3%
34	Justin Thomas  	Athlete	Individual Sports	2,036	4.2%
35	Mark Seliger  	Celebrity/Artist	Visual Artist	2,792	2.7%
36	Ryan Holiday  	Celebrity/Artist	Author	1,861	5.4%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
37	Matt D'Avella 🌐 📺	Celebrity/Artist	Filmmaker	7,866	1.9%
38	Josh Brolin 🌐 📺	Celebrity/Artist	Actor	1,909	4.6%
39	Jack Coyne 🌐	Public Figure	Journalist/Host	7,653	1.9%
40	Valtteri Bottas 🌐 📺	Athlete	Individual Sports	2,075	3.8%
41	Timm Chiusano 🌐	Creator/Influencer	Education & Expert	1,883	4.6%
42	Leon Edwards 🌐 📺	Athlete	Individual Sports	6,742	1.9%
43	Olivia Reingold 🌐	Public Figure	Journalist/Host	6,742	1.9%
44	Benjamin Hardman 🌐	Celebrity/Artist	Filmmaker	3,432	2.3%
45	Adrian Per 🌐	Creator/Influencer	Education & Expert	1,818	5.0%
46	Lex Fridman 🌐 📺	Public Figure	Journalist/Host	2,023	3.8%
47	Samuel Elkins 🌐 📺	Celebrity/Artist	Visual Artist	6,585	1.9%
48	Riley Whitelum 🌐 📺	Creator/Influencer	Lifestyle & Vlog	6,585	1.9%
49	Mick Schumacher 🌐 📺	Athlete	Individual Sports	3,331	2.3%
50	Doc Woo 🌐	Celebrity/Artist	Visual Artist	2,608	2.7%
51	Robert Kiyosaki 🌐 📺	Public Figure	Business Leader	1,832	4.6%
52	Tom Noske 🌐	Creator/Influencer	Education & Expert	5,779	1.9%
53	Magnus Walker 🌐	Creator/Influencer	Lifestyle & Vlog	3,206	2.3%
54	Jacob Riglin 🌐	Creator/Influencer	Lifestyle & Vlog	5,552	1.9%
55	Zeb Powell 🌐 📺	Athlete	Individual Sports	2,158	3.1%
56	Michael Hyatt 🌐	Celebrity/Artist	Author	5,149	1.9%
57	Aidan Gallagher 🌐	Celebrity/Artist	Actor	3,089	2.3%
58	Brooks Koepka 🌐	Athlete	Individual Sports	2,137	3.1%
59	Wim Hof (The Iceman) 🌐 📺	Creator/Influencer	Education & Expert	1,703	4.6%
60	Caleb Hammer 🌐 📺	Creator/Influencer	Education & Expert	2,117	3.1%
61	Lando Norris 🌐	Athlete	Individual Sports	1,678	4.6%
62	Jay Alvarrez 🌐	Creator/Influencer	Lifestyle & Vlog	2,904	2.3%
63	Logic 🌐	Celebrity/Artist	Musician	1,902	3.5%
64	Elayna Carausu 🌐 📺	Creator/Influencer	Lifestyle & Vlog	4,567	1.9%
65	Konsta Punkka 🌐	Celebrity/Artist	Visual Artist	4,495	1.9%
66	Eliud Kipchoge 🌐	Athlete	Individual Sports	2,050	3.1%
67	Bobby Lee 🌐	Celebrity/Artist	Comedian	1,716	4.2%
68	Lindsay Adler 🌐	Celebrity/Artist	Visual Artist	2,808	2.3%
69	Nigel Sylvester 🌐	Athlete	Individual Sports	2,785	2.3%
70	Eva zu Beck 🌐 📺	Creator/Influencer	Lifestyle & Vlog	2,014	3.1%
71	Chris Benchetler 🌐 📺	Celebrity/Artist	Visual Artist	4,226	1.9%
72	Charles Leclerc 🌐	Athlete	Individual Sports	1,528	6.2%
73	Fernando Alonso 🌐	Athlete	Individual Sports	2,190	2.7%
74	Cugine 🌐	Creator/Influencer	Food & Drink	1,573	5.0%
75	Aaron Paul 🌐	Celebrity/Artist	Actor	1,520	5.8%
76	Jorge Masvidal 🌐 📺	Athlete	Individual Sports	2,655	2.3%
77	Eddie Huang 🌐 📺	Public Figure	Journalist/Host	2,143	2.7%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
78	Lil Mo Mozzarella 🌐 📺	Celebrity/Artist	Comedian	1,758	3.5%
79	Michael Shainblum 🌐 📺	Creator/Influencer	Education & Expert	3,726	1.9%
80	Craig Jones 🌐 📺	Athlete	Individual Sports	3,584	1.9%
81	Joel Roache 🌐 📺	Creator/Influencer	Lifestyle & Vlog	3,540	1.9%
82	Austin Butler 🌐 📺	Celebrity/Artist	Actor	1,637	3.8%
83	Foodie Magician 🌐 📺	Celebrity/Artist	Comedian	3,496	1.9%
84	Mitch Gourley (Everyday Heroes Fitness) 🌐 📺	Creator/Influencer	Fitness & Health	2,517	2.3%
85	Jimmy Chin 🌐 📺	Celebrity/Artist	Filmmaker	1,490	5.0%
86	Travis Burke 🌐 📺	Creator/Influencer	Lifestyle & Vlog	3,371	1.9%
87	Frank Grillo 🌐 📺	Celebrity/Artist	Actor	3,331	1.9%
88	Jimmy O Yang 🌐 📺	Celebrity/Artist	Comedian	1,655	3.5%
89	Nev Schulman 🌐 📺	Celebrity/Artist	Reality TV Personality	1,982	2.7%
90	Candice Pool 🌐 📺	Creator/Influencer	Fashion & Style	45,308	1.5%
91	Daddywellness 🌐 📺	Creator/Influencer	Lifestyle & Vlog	1,982	2.7%
92	Marvin Palomo 🌐 📺	Creator/Influencer	Food & Drink	45,308	1.5%
93	Dean Neistat 🌐 📺	Celebrity/Artist	Filmmaker	32,363	1.5%
94	Ethan Tran 🌐 📺	Creator/Influencer	Lifestyle & Vlog	3,293	1.9%
95	Jimmy Queen 🌐 📺	Creator/Influencer	Fitness & Health	2,360	2.3%
96	bikingdc 🌐 📺	Creator/Influencer	Lifestyle & Vlog	1,963	2.7%
97	Ian Fonz 🌐 📺	Creator/Influencer	Fitness & Health	3,255	1.9%
98	Chris Ducker 🌐 📺	Public Figure	Business Leader	18,878	1.5%
99	Zach King 🌐 📺	Creator/Influencer	Comedy & Sketch	1,421	5.0%
100	Corey Wilson 🌐 📺	Celebrity/Artist	Filmmaker	14,159	1.5%
101	Andrew Schulz 🌐 📺	Celebrity/Artist	Comedian	1,403	5.4%
102	Sam Kolder 🌐 📺	Creator/Influencer	Lifestyle & Vlog	3,146	1.9%
103	Sidney Diongzon 🌐 📺	Creator/Influencer	Tech News & Reviews	13,326	1.5%
104	Alain Robert (The French Spider Man) 🌐 📺	Athlete	Individual Sports	2,265	2.3%
105	Baron Ryan 🌐 📺	Celebrity/Artist	Filmmaker	1,879	2.7%
106	Simon Pegg 🌐 📺	Celebrity/Artist	Actor	2,221	2.3%
107	Kunal Nayyar 🌐 📺	Celebrity/Artist	Actor	2,207	2.3%
108	Andrew Callaghan 🌐 📺	Public Figure	Journalist/Host	1,514	3.8%
109	Action Bronson 🌐 📺	Celebrity/Artist	Musician	1,410	4.6%
110	Anthony Park 🌐 📺	Creator/Influencer	Lifestyle & Vlog	2,207	2.3%
111	Phil Penman 🌐 📺	Celebrity/Artist	Visual Artist	3,012	1.9%
112	Matt Lionetti 🌐 📺	Creator/Influencer	Education & Expert	2,950	1.9%
113	Thomas Prior 🌐 📺	Celebrity/Artist	Visual Artist	9,850	1.5%
114	Israel Adesanya (Stylebender) 🌐 📺	Athlete	Individual Sports	1,540	3.5%
115	Chris Sacca 🌐 📺	Public Figure	Business Leader	9,439	1.5%
116	Tom Segura 🌐 📺	Celebrity/Artist	Comedian	1,368	5.0%
117	J.N. Silva 🌐 📺	Celebrity/Artist	Visual Artist	9,062	1.5%
118	Huyrebel 🌐 📺	Creator/Influencer	Tech News & Reviews	8,713	1.5%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
119	uravgconsumer 🌐 🎵 📺 📷	Creator/Influencer	Tech News & Reviews	8,390	1.5%
120	Jenna Ezarik 🌐 📺 📷	Creator/Influencer	Tech News & Reviews	8,390	1.5%
121	Tom Gilbey 🌐 📷	Creator/Influencer	Food & Drink	2,860	1.9%
122	Eric J Carlson 🌐 🎤 📷	Celebrity/Artist	Actor	8,390	1.5%
123	Benjamin Brown 🌐 📺 📷 📷	Creator/Influencer	Lifestyle & Vlog	8,390	1.5%
124	Max Verstappen 🌐 📷	Athlete	Individual Sports	1,336	5.0%
125	Marina Williams 🌐 📷	Creator/Influencer	Education & Expert	2,124	2.3%
126	Chris Fowler 🌐 📷	Public Figure	Journalist/Host	2,111	2.3%
127	Tommy Fleetwood 🌐 📺 📷	Athlete	Individual Sports	2,776	1.9%
128	Binging With Babish 🌐 🎤 🎵 📷	Creator/Influencer	Food & Drink	1,584	3.1%
129	Riley Harper 🌐 📷 🎤 📷	Creator/Influencer	Lifestyle & Vlog	7,551	1.5%
130	Scooter Braun 🌐 🎤 📺 📷	Public Figure	Business Leader	2,749	1.9%
131	Lewis Hamilton 🌐 📷	Athlete	Individual Sports	1,236	8.8%
132	Sam Snowden 🌐 📺 📷	Celebrity/Artist	Filmmaker	7,308	1.5%
133	Steve Gold 🌐 📷	Celebrity/Artist	Reality TV Personality	2,723	1.9%
134	Nate Diaz 🌐 📺 📷	Athlete	Individual Sports	1,473	3.5%
135	Patrick Bet-David 🌐 📷	Public Figure	Business Leader	1,330	4.6%
136	RJ Bruni 🌐 📷	Celebrity/Artist	Filmmaker	6,865	1.5%
137	Peter Rosenberg 🌐 📺 📷	Public Figure	Journalist/Host	2,671	1.9%
138	Terry McLaughlin 🌐 🎤 📷 📷	Celebrity/Artist	Visual Artist	6,865	1.5%
139	Nyjah Huston 🌐 📷	Athlete	Action Sports	1,557	3.1%
140	Jonny Bones 🌐 📷	Public Figure	Journalist/Host	1,405	3.8%
141	Kara and Nate 🌐 📺 📷	Creator/Influencer	Lifestyle & Vlog	1,694	2.7%
142	Jack Nicklaus (The Golden Bear) 🌐 📷	Athlete	Individual Sports	2,646	1.9%
143	Behati Prinsloo 🌐 📷	Celebrity/Artist	Model	2,622	1.9%
144	Johnny Harris 🌐 📺 📷	Creator/Influencer	Education & Expert	2,011	2.3%
145	Kevin Systrom 🌐 📷	Public Figure	Business Leader	2,574	1.9%
146	Natalie Lynn 🌐 📺 📷	Creator/Influencer	Lifestyle & Vlog	6,123	1.5%
147	Aaron Pegg 🌐 📷	Celebrity/Artist	Visual Artist	5,962	1.5%
148	Jorge Posada 🌐 📷	Athlete	Team Sports	5,962	1.5%
149	Dricus du Plessis 🌐 📷	Athlete	Individual Sports	5,962	1.5%
150	Alen Palander 🌐 📷	Creator/Influencer	Lifestyle & Vlog	5,809	1.5%
151	Alex Albon 🌐 📷	Athlete	Individual Sports	1,942	2.3%
152	Fredrik Eklund 🌐 📷	Celebrity/Artist	Reality TV Personality	1,942	2.3%
153	Michael Rubin 🌐 📷	Public Figure	Business Leader	1,500	3.1%
154	andrewsdailyday 🌐 📷	Creator/Influencer	Lifestyle & Vlog	5,525	1.5%
155	John Gress 🌐 🎤 📺 📷	Creator/Influencer	Education & Expert	5,525	1.5%
156	Arielle Vandenberg 🌐 📷	Creator/Influencer	Beauty & Grooming	1,920	2.3%
157	Brian Grazer 🌐 📷	Celebrity/Artist	Filmmaker	5,525	1.5%
158	Josh Peck 🌐 📷	Celebrity/Artist	Actor	1,339	3.8%
159	Nick Diaz 🌐 📷	Athlete	Individual Sports	2,462	1.9%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
160	Alex Honnold 🌐 📺	Athlete	Individual Sports	1,195	6.2%
161	Patrick Tomasso 🌐 📧 📺 📺	Creator/Influencer	Education & Expert	5,149	1.5%
162	Ronnie Fieg 🌐 📺	Creator/Influencer	Fashion & Style	1,877	2.3%
163	Chase Jarvis 🌐 📺	Creator/Influencer	Education & Expert	5,034	1.5%
164	Graham Stephan 🌐 📺	Creator/Influencer	Education & Expert	2,400	1.9%
165	Patagraph 🌐 📺	Celebrity/Artist	Filmmaker	4,820	1.5%
166	Tom Delgado 🌐 📺 📧 📺	Celebrity/Artist	Comedian	4,720	1.5%
167	Thach Nguyen 🌐 📺	Creator/Influencer	Education & Expert	1,561	2.7%
168	Scottie Scheffler 🌐 📺	Athlete	Individual Sports	1,311	3.8%
169	Misshattan 🌐 📺	Celebrity/Artist	Visual Artist	4,720	1.5%
170	Mr. Wobbles 🌐 🎧 📺 📺	Celebrity/Artist	Musician	2,340	1.9%
171	JerryRigEverything 🌐 📺 📺	Creator/Influencer	Tech News & Reviews	4,623	1.5%
172	Destin Sandlin (Smarter Every Day) 🌐 📺	Creator/Influencer	Education & Expert	4,623	1.5%
173	Joey "Coco" Diaz 🌐 📺	Celebrity/Artist	Comedian	1,543	2.7%
174	Pierre Gasly 🌐 📺	Athlete	Individual Sports	1,837	2.3%
175	Paul Nicklen 🌐 📺	Celebrity/Artist	Visual Artist	1,153	6.2%
176	Alex Garcia 🌐 📺	Creator/Influencer	Education & Expert	1,817	2.3%
177	Jason Vanporppal 🌐 📺 📺	Athlete	Individual Sports	2,265	1.9%
178	Jordi Koalitic 🌐 📺	Creator/Influencer	Education & Expert	1,324	3.5%
179	Michael Smoak 🌐 📺	Creator/Influencer	Education & Expert	1,525	2.7%
180	Hillary Dixler Canavan 🌐 📺 📺	Creator/Influencer	Food & Drink	4,357	1.5%
181	Ian Poulter 🌐 📺 📺 📺	Athlete	Individual Sports	4,357	1.5%
182	Andrew Ross Sorkin 🌐 📺	Public Figure	Journalist/Host	2,230	1.9%
183	Eric Ward 🌐 📺	Celebrity/Artist	Visual Artist	4,274	1.5%
184	Ninja 🌐 📺 📺 📺	Creator/Influencer	Gaming & E-Sports	1,779	2.3%
185	James Blake 🌐 📺 📺 📺	Celebrity/Artist	Musician	1,761	2.3%
186	Sebastian Vettel 🌐 📺	Athlete	Individual Sports	2,195	1.9%
187	Ashwinn 🌐 📺	Creator/Influencer	Education & Expert	2,178	1.9%
188	Mario Bosco 🌐 📺	Celebrity/Artist	Comedian	3,974	1.5%
189	Ken Block 🌐 📺 📺 📺	Athlete	Individual Sports	1,474	2.7%
190	Keegan-Michael Key 🌐 📺	Celebrity/Artist	Actor	1,200	4.2%
191	acooknamedmatt 🌐 📺	Creator/Influencer	Food & Drink	1,708	2.3%
192	Kareem Rahma 🌐 📺	Creator/Influencer	Comedy & Sketch	1,271	3.5%
193	Lance Armstrong 🌐 📺	Athlete	Individual Sports	2,162	1.9%
194	Nick Turturro 🌐 📺	Celebrity/Artist	Actor	2,162	1.9%
195	Ginwoo 🌐 📺 📺	Athlete	Action Sports	3,840	1.5%
196	Chris Burkard 🌐 📺	Celebrity/Artist	Visual Artist	1,340	3.1%
197	Macy Agilliam 🌐 📺	Creator/Influencer	Education & Expert	3,776	1.5%
198	Evan Thompson 🌐 📺 📺 📺	Creator/Influencer	Lifestyle & Vlog	3,776	1.5%
199	David Goggins 🌐 📺	Athlete	Individual Sports	1,047	11.9%
200	Rian Johnson 🌐 📺	Celebrity/Artist	Filmmaker	3,776	1.5%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
201	Will Arnett 🌐 📺	Celebrity/Artist	Actor	1,674	2.3%
202	Benny Safdie 🌐 📺	Celebrity/Artist	Filmmaker	2,129	1.9%
203	TJ Dillashaw 🌐 📺	Athlete	Individual Sports	3,714	1.5%
204	Karl Urban 🌐 📺	Celebrity/Artist	Actor	1,442	2.7%
205	Tiger Woods 🌐 📺	Athlete	Individual Sports	1,175	4.2%
206	Hellah Sidibe (hellahgood9) 🌐 📺	Athlete	Individual Sports	3,714	1.5%
207	Brian Alcazar 🌐 📺	Creator/Influencer	Lifestyle & Vlog	3,714	1.5%
208	Jujimufu 🌐 📺	Creator/Influencer	Fitness & Health	2,098	1.9%
209	David Blaine 🌐 📺	Celebrity/Artist	Reality TV Personality	1,658	2.3%
210	Rich Roll 🌐 📺 📺	Public Figure	Journalist/Host	1,171	4.2%
211	Tony Ferguson (El Cucuy) 🌐 📺	Athlete	Individual Sports	3,654	1.5%
212	Pusha T 🌐 📺 📺	Celebrity/Artist	Musician	1,421	2.7%
213	Rory Kramer 🌐 📺 📺	Celebrity/Artist	Visual Artist	3,596	1.5%
214	Steve Winter 🌐 📺	Celebrity/Artist	Visual Artist	3,596	1.5%
215	Manolo 🌐 📺	Creator/Influencer	Education & Expert	2,067	1.9%
216	Jesse Itzler 🌐 📺	Public Figure	Business Leader	1,197	3.8%
217	Francis Bourgeois 🌐 📺	Creator/Influencer	Lifestyle & Vlog	1,406	2.7%
218	Evidence 🌐 📺	Celebrity/Artist	Musician	3,540	1.5%
219	Seinfeld Memes 🌐 📺	Creator/Influencer	Comedy & Sketch	2,052	1.9%
220	Marcel 🌐 📺	Creator/Influencer	Fashion & Style	3,485	1.5%
221	Frank Pinello 🌐 📺 📺	Creator/Influencer	Food & Drink	2,037	1.9%
222	Kevin McCarthy 🌐 📺 📺 📺	Public Figure	Journalist/Host	2,037	1.9%
223	Chris Donnelly 🌐 📺 📺	Creator/Influencer	Education & Expert	2,037	1.9%
224	David Choe 🌐 📺 📺	Celebrity/Artist	Visual Artist	1,287	3.1%
225	Diplo 🌐 📺 📺 📺	Celebrity/Artist	Musician	1,114	4.6%
226	Jaspreet Singh (Minority Mindset) 🌐 📺	Creator/Influencer	Education & Expert	2,023	1.9%
227	Aaron Brimhall 🌐 📺	Celebrity/Artist	Visual Artist	3,432	1.5%
228	Conor McGregor (The Notorious) 🌐 📺	Athlete	Individual Sports	1,026	6.9%
229	Nik Goodner 🌐 📺	Creator/Influencer	Education & Expert	3,381	1.5%
230	Charlie Day 🌐 📺	Celebrity/Artist	Actor	1,377	2.7%
231	Khamzat Chimaev 🌐 📺 📺	Athlete	Individual Sports	1,588	2.3%
232	Mrwhosetheboss 🌐 📺 📺	Creator/Influencer	Tech News & Reviews	3,331	1.5%
233	Karl Shakur 🌐 📺 📺	Creator/Influencer	Lifestyle & Vlog	1,994	1.9%
234	Jeremy Clarkson 🌐 📺	Public Figure	Journalist/Host	1,199	3.5%
235	Casey Rocket 🌐 📺	Celebrity/Artist	Comedian	1,966	1.9%
236	David Chang 🌐 📺 📺	Creator/Influencer	Food & Drink	1,046	5.4%
237	Ayrton Kaleo 🌐 📺 📺	Creator/Influencer	Education & Expert	1,966	1.9%
238	Pete McBride 🌐 📺 📺	Celebrity/Artist	Filmmaker	1,966	1.9%
239	Natalie Dawson 🌐 📺 📺	Public Figure	Business Leader	1,552	2.3%
240	Sam Westby 🌐 📺 📺 📺	Athlete	Individual Sports	3,236	1.5%
241	Fred again.. 🌐 📺 📺 📺	Celebrity/Artist	Musician	1,070	4.6%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
242	Michael Imperioli 🌐 📺 📺	Celebrity/Artist	Actor	1,531	2.3%
243	Liz Eswein (@newyorkcity) 🌐 📺 📺	Creator/Influencer	Lifestyle & Vlog	1,335	2.7%
244	Mike Posner 🌐 📺 📺	Celebrity/Artist	Musician	1,169	3.5%
245	Naval 🌐 X 📺 📺	Public Figure	Business Leader	3,191	1.5%
246	Monaris 🌐 📺	Celebrity/Artist	Visual Artist	3,191	1.5%
247	Jamie Bissonnette 🌐 📺	Public Figure	Business Leader	3,146	1.5%
248	Lil Dicky 🌐 📺 📺	Celebrity/Artist	Musician	1,225	3.1%
249	Greg Nicotero 🌐 📺	Celebrity/Artist	Filmmaker	3,146	1.5%
250	ChrisFix 🌐 📺 📺	Creator/Influencer	Education & Expert	1,888	1.9%

Methodology & Disclaimer

The Influiist ranks people and entities from entity-to-entity co-occurrence patterns, not from surveys, audience panels, follower counts, sales data, or measured audience data.

For Casey Neistat, we surface the people, creators, brands, publications, places, and cultural entities that most consistently appear in the same cultural orbit — the brand's cultural graph.

Estimated affinity indexes how much more strongly an entity co-occurs with the seed set than a baseline entity in the dataset, where 100 represents baseline concentration. An estimated affinity of 1,000 means roughly 10× higher concentration, and 4,000 means roughly 40× higher concentration.

Estimated reach is the share of co-occurrence within mentions of the seed set — a directional signal of how broadly an entity appears across the seed audience.

All affinity, reach, rank, cluster, and recommendation outputs are estimates derived from co-occurrence patterns and should be read as directional cultural-intelligence signal, not precise measurement. Cluster names, summaries, and narrative analysis may be generated or assisted by automated systems and may contain errors, omissions, outdated information, misclassifications, or mischaracterizations.

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