



● Concentrations of users in certain regions.

● Hotspots can inform targeted advertising, events, or promotions in those areas.

● Orientation and Location:

● Geographic distribution of orientations (bisexual, gay, straight) can help customize marketing messages.

● Regions with more gay and bisexual users can have LGBTQ+-friendly campaigns or events.

GEOGRAPHICAL DISTRIBUTION

ORIENTATION & DRINKING HABITS

● Social Drinkers Predominant:

- A significant majority of **straight users** identify as **social drinkers**. Tailored campaigns highlighting social settings or events might appeal to this segment.

● Lifestyle Choices among LGBTQ+:

- A noticeable portion of **gay and bisexual** users **abstain from alcohol or drink rarely**. Understanding these lifestyle choices can lead to more inclusive marketing efforts.

