

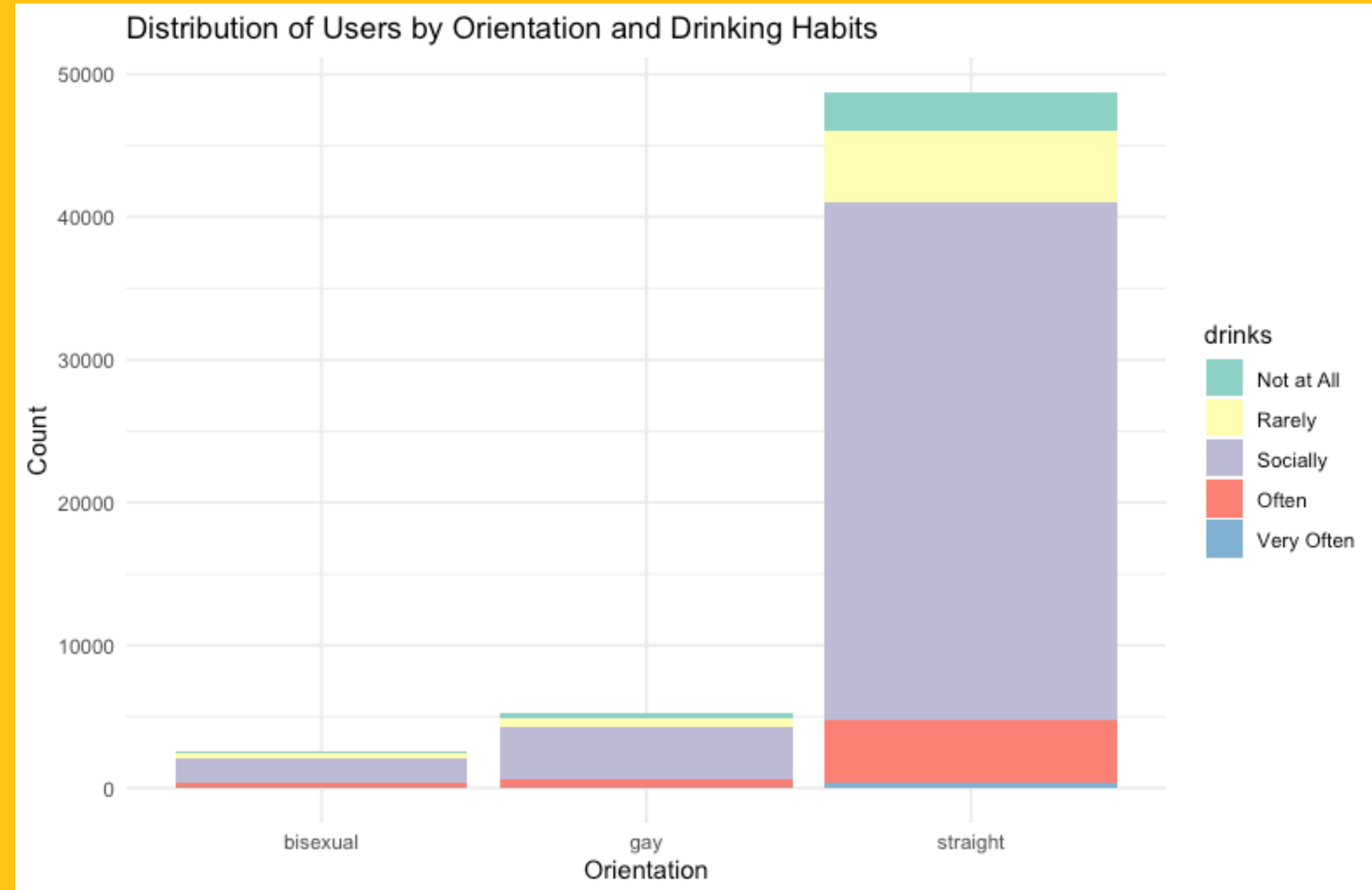
ORIENTATION & DRINKING HABITS

● 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.



KEY TAKEAWAYS

