

BEHIND THE SCREEN:

50%

of Alcohol Drinkers visit Snapchat.

63%

of Alcohol Drinkers visit TikTok.

72%

of Alcohol Drinkers visit Instagram.

83%

of Alcohol Drinkers visit Facebook.

The Secret Connection between Alcohol and Social Media

In a world where social media has become an integral part of our lives, you may wonder... could there be a hidden link between our offline choices and our online presence? We surveyed alcohol and non-alcohol drinkers and used behavior data to discover the link between their drinking and social media habits.



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed July 2023.

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