



WORD ON THE CURB IS...

CONTROL OVER DRINKING

No more drinking on autopilot?

Unlike older generations, Gen Z are less likely to drink “just because it’s Friday.” They’re going to ask - Do I actually want this? If the answer’s no, they’ll skip it without guilt.

Gen Z are currently age 14-29. A mix of people who may have begun drinking more than 10 years ago alongside those who may be starting soon...



While there are more sober Gen Z than Millennials, this isn't about cutting alcohol altogether, it's about **choosing the right moments.**

**37%***Gen Z***23%***Millennials****don't drink alcohol at all******-Word on the Curb PulseCheck survey***

Our survey also found that those who do drink, choose so for **special occasions or specific celebrations**, rather than to unwind alone.

Gen Z don't see alcohol as essential to social life. Nights out, celebrations, and friendships aren't defined by drinking, alcohol is just one possible ingredient.

Why is this happening?

Wellness is part of the calculation

This generation is highly literate in how alcohol affects mood, anxiety, sleep, and productivity.

Drinking decisions are often made with the next day in mind – work, uni, gym, or social plans. Drinking, and the potential after effects, **have to be worth it.**

82% *say health and wellness
is a TOP priority*

-Word on the Curb PulseCheck survey

Why is this happening?

Control is cool

KNOWING YOUR LIMITS
PACING YOURSELF
CHOOSING HEALTH



***SELF AWARE,
NOT RESTRICTIVE***

Being in control is aspirational. Clarity, composure, and remembering the night carry more socially than heavy drunkenness. Alcohol is used carefully to enhance social confidence, not erase it.

This shift removes pressure, making it easier to drink less, drink differently, or not drink at all, without needing a reason.

Why does this all **matter**?

- **Don't Assume Consumption.** Design for optional drinking. Campaigns, experiences and activations should work just as well for those who don't want to drink.
- **Know that control is cool.** Brands that support wellness signal confidence and cultural awareness, no matter what industry you are in.
- **Consider the moment.** Gen Z drinking is often tied to memories, not routines. Alcohol brands can win by attaching themselves to specific experiences rather than weekly habits.