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Young adults sour on drinking alcohol



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Share of U.S. adults who believe one or two drinks a day is detrimental to health, by age group

Surveys of at least 1,000 U.S. adults conducted July 1-11, 2018 and July 3-27, 2023



Data: Gallup; Graphic: Rahul Mukherjee/Axios

More than half of young adults in the U.S. see even [moderate drinking](#) — one or two drinks a day — as unhealthy, new [Gallup polling found](#).

Why it matters: Views on alcohol and drugs are shifting rapidly, especially among millennials and Gen Z. Americans overall now see booze as more harmful than marijuana.

- Among 18- to 34-year-olds, there was an 18-point jump — the biggest among any age group.
- 50% of Americans polled said alcohol makes no difference for health, and 10% said it is good for health.

Between the lines: Women are more likely than men to perceive moderate drinking as unhealthy.

- Nonreligious people (47%) were more likely than Christians (35%) to say it's harmful.

Zoom out: Consumer behavior is changing too, with [more interest in mocktails](#) and bars appealing to [sober-curious patrons](#).

- The growth of nonalcoholic beverages — while still a small sector — is being driven by Gen Z and millennials.

Worth noting: Research and guidance by health organizations on safe alcohol consumption have changed since Gallup's previous poll on the subject in 2018.

- Guidelines for alcohol intake were updated [by the Centers for Disease Control and Prevention](#).
- The [World Health Organization](#) has indicated that no level of alcohol consumption is safe for health.

Flashback: [Deaths caused by alcohol](#) increased 26% during the first year of the COVID-19 pandemic, according to the CDC.

Methodology: More than 1,000 adults from all 50 states and Washington, D.C., answered the poll, conducted July 3-27.