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Amid Surgeon General's Warning on Alcohol and Cancer, Middle-Aged Women Rethink Drinking

New Survey Reveals 30% of Middle-Aged Women are Embracing Sober Curiosity as 45% Express Dependency Concerns

DENVER, April 3, 2025 /PRNewswire/ -- Following the U.S. Surgeon General's warning about the link between alcohol and cancer, [SOBRsafe](#) (NASDAQ: SOBR) reveals key insights into the relationship between middle-aged women and alcohol. Conducted by Censuswide, the survey of 1,001 American women who drink alcohol aged 40 - 65 sheds light on their motivations, drinking habits, and barriers to seeking help. These findings detailed below, released in conjunction with April's Alcohol Awareness Month, aim to encourage open conversations about alcohol use among women navigating their midlife journey, ensuring they receive the support they need.



The Drinking Decade: 40's

Drinking behaviors are particularly pronounced among women surveyed in their 40s, with **28%** of those who drink saying they drink more now than they did in their 20s. This 40 - 49 age demographic reports.

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- **Just over 1 in 3** use alcohol to unwind or manage anxiety
- **28%** saw an increase in drinking alcohol after a breakup
- **Almost 1 in 4** of those who have children drink to manage parenting stress
- **28%** drink to cope with loneliness
- **40%** of those who are single rely on alcohol to ease first-date anxiety

"Women are often navigating significant life transitions and emotional challenges in their 40's, and for many, alcohol becomes a default coping mechanism," said Dr. Mandy Neeble

Diamond, a clinical forensic psychologist and addiction specialist. "Feelings of shame combined with the stigma around seeking help keep many women trapped in quiet, unhealthy habits."

The Health Toll: From Well-Being to Aging

Despite its short-term relief, women who drink are experiencing alcohol's negative effects on their mental and physical health.

- **32%** report gut health issues and digestive discomfort after drinking alcohol
- **27%** report disrupted sleep due to drinking
- **Almost 1 in 4** say alcohol worsens their anxiety and depression
- **23%** experience memory issues tied to alcohol use

Barriers to Change: Shame, Social Pressure, and Cost

While **nearly half** of middle-aged women express concern about their drinking habits and alcohol dependency, seeking help remains a challenge:

- **18%** feel too embarrassed or ashamed to ask for help
- **32%** report they aren't ready to quit drinking
- **16%** cite financial limitations as a barrier to seeking treatment
- **13%** reveal they don't have time to seek help

"By shining a light on these shared experiences and feelings, we hope to inspire meaningful conversations and provide real solutions," said SOBRsafe Chairman and CEO David Gandini. "Whether you desire to cut back or quit drinking altogether, SOBRsafe tools and resources are available to support every journey."

A Shift Toward Sobriety Through Research and Innovation

An increasing number of women are re-evaluating their relationship with alcohol, with **30%** actively moving toward a sober or damp lifestyle. New research and innovations in nonalcoholic beverages and alcohol detection technology, such as the SOBRsure band, play an important role in these shifting cultural attitudes by empowering women with tools to make healthier choices and long-term change.

Resources like SOBRsafe offer support, guidance, and technology to help rebuild trust and foster accountability. For more information about SOBRsafe, visit www.sobrsafe.com or follow @sobrsafe on socials. For additional survey stats, contact sobrsafe@stanton-company.com.

ABOUT SOBRsafe

Through next-generation alcohol detection technology, we enable trust and empower recovery ... with a human touch. SOBRsafe's advanced transdermal (touch-based) technology detects and reports in real-time the presence of alcohol as emitted through a user's skin - no breath, blood, or urine samples are required. With a powerful backend data platform, SOBRsafe provides passive, dignified screening and monitoring solutions for the behavioral health, family law and consumer markets, and for licensing and integration.

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Safe Harbor Statement

Our prospects here at SOBRsafe are subject to uncertainties and risks. This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. The Company intends that such forward-looking statements be subject to the safe harbor provided by the foregoing Sections. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this presentation. The Company cannot predict or determine after the fact what factors would cause actual results to differ materially from those indicated by the forward-looking statements or other statements. The reader should consider statements that include the words "believes", "expects", "anticipates", "intends", "estimates", "plans", "projects", "should", or other expressions that are predictions of or indicate future events or trends, to be uncertain and forward-looking. We caution readers not to place undue reliance upon any such forward-looking statements. The Company does not undertake to publicly update or revise forward-looking statements, whether because of new information, future events or otherwise. Additional information respecting factors that could materially affect the Company and its operations are contained in the Company's filings with the SEC which can be found on the SEC's website at www.sec.gov.

About the Research:

The research was conducted by Censuswide, among a sample of 1338 American women aged 40 - 65. The data was collected between 12.03.2025 - 20.03.2025. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

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