# Gen Z Embrace Clean Living by Shunning Dairy Butter and Alcohol



**Gen Z Embrace Clean Living: Shun Dairy Butter and Alcohol**

New research reveals that nearly half of Generation Z are avoiding alcohol, and a significant portion of them find consuming cow’s butter peculiar. The study, conducted by plant-based brand Flora, surveyed 2,000 British adults, uncovering shifting attitudes toward everyday habits.

**Key Findings:**- **Decline in Alcohol Consumption:** Two-thirds of British adults drink alcohol, but this drops to 55% among 18-24-year-olds. 15% of Gen Z find alcohol consumption particularly strange due to its negative health impacts. - **Dairy Butter Perception:** Only 24% of Gen Z consume dairy butter compared to 40% of all adults. When considering its production process, merely 10% view it as normal. - **Future Predictions:** 20% of 18-24-year-olds believe dairy products like milk, cheese, and butter will be seen as odd within a decade. - **Environmental Impact:** 55% of respondents cited environmental concerns as a major reason for potentially giving up dairy, while 44% pointed to the availability of plant-based alternatives.

**Activities Considered Bizarre:**- **Sleeping:** Described as “sinking into a state of unconsciousness on foam-filled resting squares.” - **Drinking Alcohol:** Despite its known adverse effects. - **Consuming Dairy Butter:** Due to its elaborate production through a cow’s stomach.

**Celebrity Involvement:**Sam Thompson from *Made in Chelsea* has partnered with Flora to highlight these changing norms through a comedy sketch on Instagram. Thompson, known for his stint on *I’m a Celebrity*, offers a humorous take on these everyday habits, encouraging viewers to reconsider their choices.

**Public Reaction:**The study, along with Thompson’s engagement, has sparked discussions on the oddity of certain normalized behaviors, such as eating dairy butter and consuming alcohol, resonating particularly with younger audiences seeking healthier and more environmentally friendly lifestyles.