

YouGov / Alcohol Concern survey results

Dry January 2018

UK Sample: 2086 UK adults

Fieldwork dates: 30th November - 1st December 2017

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, by "Dry January", we mean giving up alcohol for the month of January.

On how many occasions, if any, have you attempted a Dry January (i.e. occasions where you have attempted or completed it successfully)?

Unweighted base	2086	967	1119	232	275	372	352	855	1269	817
Base: All UK Adults	2086	1012	1074	240	297	398	333	819	1189	897
One occasion	4%	4%	5%	3%	4%	6%	7%	3%	5%	4%
Two occasions	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
Three occasions	1%	2%	1%	0%	1%	3%	1%	1%	1%	1%
More than three occasions	3%	3%	2%	1%	3%	5%	2%	2%	3%	3%
Don't know/ can't recall	3%	4%	2%	5%	1%	4%	3%	3%	3%	3%
Not applicable - I have never previously attempted a Dry January	87%	86%	89%	90%	89%	81%	85%	90%	86%	89%

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As a reminder, by "Dry January", we mean giving up alcohol for the month of January.

Are you planning on attempting to give up alcohol for the month of January 2018? (Please select the option that best applies. If you never drink alcohol, please select the "Not applicable" option)

Unweighted base	2086	967	1119	232	275	372	352	855	1269	817
Base: All UK Adults	2086	1012	1074	240	297	398	333	819	1189	897
Yes, I am	6%	5%	6%	4%	6%	7%	7%	5%	6%	4%
No, I'm not	58%	65%	51%	59%	57%	52%	58%	61%	63%	52%
Don't know	9%	8%	10%	13%	8%	11%	8%	9%	9%	10%
Not applicable - I never drink alcohol	27%	21%	33%	25%	29%	29%	27%	26%	21%	34%

As a reminder, by "Dry January", we mean giving up alcohol for the month of January.

Through signing up for free to Dry January through a website or app, you can receive tips, advice and support, as well as access to a calorie and money saver tracker. For the following question, please imagine that you are going to take part in Dry January in 2018...

Would you prefer to sign up to Dry January, or would you prefer to take part without this support?

Unweighted base	2086	967	1119	232	275	372	352	855	1269	817
Base: All UK Adults online	2086	1012	1074	240	297	398	333	819	1189	897
Sign up to Dry January	14%	11%	16%	19%	16%	17%	13%	10%	15%	12%
Take part without this support	48%	50%	47%	54%	52%	42%	47%	49%	51%	45%
Don't know	38%	38%	38%	28%	32%	41%	41%	40%	34%	43%