

YouGov Survey Results

Sample Size: 1629 GB Adults
Fieldwork: 5th - 6th January 2017

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1629	788	841	189	696	402	342	929	700	195	541	350	393	150
Unweighted Sample	1629	717	912	157	706	429	337	982	647	138	581	367	404	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

“Dry January” is when you don’t drink any alcohol at all this month, excluding any you might have had during New Year’s celebrations

Do you intend to have a “Dry January”?

I do intend to	10	11	9	8	9	13	9	11	9	8	11	10	11	5
I did intend to, but I've already broken the rule	2	2	2	2	3	3	0	2	2	3	1	2	3	1
I do not intend to	56	60	51	54	56	52	59	61	49	51	54	58	53	68
Not applicable - I don't ever drink alcohol	26	22	30	24	24	29	27	21	32	26	28	22	28	20
Don't know	7	5	8	10	8	3	5	5	8	12	6	7	5	7

Have you made a New Year's Resolution for 2017?

Yes I have	21	17	24	33	23	15	16	25	15	24	21	20	21	17
No I have not	76	81	72	63	73	83	83	73	81	71	77	76	77	82
Don't know	3	3	3	4	4	1	1	2	4	4	3	4	2	2

Which of the following New Year's Resolutions have you made?

[To those who made a New Year Resolution this year. N=355]

Losing weight	48	43	51	43	48	58	42	42	60	30	46	54	52	61
Doing more exercise or improving my fitness	41	38	42	39	43	36	42	41	41	29	38	42	40	70
Saving more money	32	33	32	48	34	26	17	34	30	35	31	24	35	50
Improving my diet	31	25	35	27	34	36	23	28	39	20	32	31	35	35
Pursuing a career ambition	15	20	12	20	22	7	1	19	8	9	17	9	16	35
Spending more time with my family	14	17	13	20	17	9	5	14	15	15	13	10	18	18
Taking up a new hobby	12	12	12	28	10	12	2	13	11	14	10	13	12	17
Decorating or renovating part of my home	11	7	14	8	12	6	17	10	14	5	12	12	15	7
Cutting down on drinking	9	11	8	3	7	15	17	10	7	5	9	14	7	10
Spending less time on social media	7	5	8	7	7	6	7	8	5	10	8	7	4	4
Volunteering or doing more charity work	6	6	5	5	5	13	0	5	6	5	8	6	1	8
Giving up smoking	4	6	2	4	5	3	1	4	4	9	3	2	4	0
Raising money for a charity	2	4	2	0	2	6	4	1	5	0	3	3	3	3
Something else (see Tab 1 - Other)	22	21	23	12	19	24	40	23	18	9	28	33	16	9
Don't know	1	1	2	0	1	0	6	2	0	5	1	0	2	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And have you managed to keep all your New Year's Resolutions so far?

[To those who have made a New Year Resolution this year. N=355]

Yes I have	71	77	67	68	72	77	65	73	66	66	73	76	66	75
No I have not	22	17	25	24	21	20	22	19	27	18	20	19	29	20
Don't know	7	7	8	8	7	4	13	8	7	16	7	5	6	5

Did you make a New Year's Resolution last year (2016)?

Yes I did	12	10	15	22	14	10	7	14	10	16	12	13	12	11
No I did not	83	86	81	70	80	88	91	81	86	79	84	82	86	83
Don't know	4	5	4	9	6	2	2	5	4	5	4	5	3	6

Which of the following New Year's Resolutions did you make?

[To those who have made a New Year Resolution last year. N=207]

Losing weight	44	35	49	34	42	67	28	38	56	35	42	40	54	48
Doing more exercise or improving my fitness	40	36	43	36	43	44	31	40	40	35	39	38	46	43
Improving my diet	29	22	33	36	28	34	16	29	31	27	35	21	32	28
Saving more money	23	16	28	25	23	20	29	21	27	16	17	20	36	34
Pursuing a career ambition	12	13	11	25	11	6	0	13	10	20	10	7	7	24
Decorating or renovating part of my home	11	6	14	3	10	10	28	11	11	12	6	11	16	11
Spending more time with my family	10	10	9	15	10	4	11	12	5	7	10	6	13	13
Taking up a new hobby	8	6	10	17	6	6	7	7	11	18	7	4	9	8
Cutting down on drinking	8	5	9	12	1	16	11	9	5	8	8	4	6	16
Volunteering or doing more charity work	5	3	7	7	2	12	6	3	11	12	5	6	2	3
Giving up smoking	4	6	3	12	3	0	3	6	1	10	1	2	8	0
Spending less time on social media	3	4	3	8	1	5	0	2	5	3	3	2	2	8
Raising money for a charity	2	2	2	9	1	0	0	3	0	0	0	0	7	8
Something else (see Tab 2 - Other)	14	14	14	10	15	8	28	15	13	11	17	21	8	4
Don't know	7	9	6	6	4	6	19	11	0	16	6	6	4	6

And did you manage to keep your New Year's Resolution?

[To those who made a New Year Resolution last year. N=207]

Yes I did	48	51	46	35	51	55	43	44	54	28	52	46	58	45
No I did not	45	41	47	43	47	40	47	47	40	55	39	49	38	55
Don't know	7	8	7	21	2	5	11	9	5	18	9	4	4	0