

YouGov Survey Results

Sample size: 2120 GB adults

Fieldwork: 23-24 Jan 2020



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

Moving on...Have you made any New Year's resolutions for this year (i.e. 2020)?

Unweighted base	2120	988	1132	178	345	357	351	889	1268	852
Base: All GB adults	2120	1028	1092	235	343	349	348	845	1208	912
Yes, I have	22%	19%	25%	38%	33%	22%	21%	14%	23%	21%
No, I have not	75%	77%	73%	52%	64%	75%	77%	85%	75%	76%
Don't know	3%	4%	2%	10%	3%	3%	2%	1%	2%	3%

Thinking about the New Year's resolutions that you have made for this year (i.e. 2020)...Which ONE of the following statements best applies to how you have succeeded with these resolutions so far?

Unweighted base	462	180	282	72	116	80	74	120	287	175
Base: All GB adults who have made a New Year's resolution for 2020	469	197	271	90	113	77	73	115	278	191
I have kept up all my resolutions	41%	41%	41%	34%	41%	43%	43%	43%	41%	40%
I have kept up some of my resolutions, but not all of them	44%	42%	45%	46%	40%	47%	39%	46%	47%	39%
I haven't kept up any of my resolutions	13%	15%	12%	18%	16%	9%	17%	8%	11%	17%
Don't know	2%	2%	2%	2%	3%	1%	2%	3%	1%	3%

For the following question, by 'Dry January' we mean the public health campaign where people abstain from alcohol for the whole month of January...Thinking about the beginning of this year (i.e. 1st January 2020)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2120	988	1132	178	345	357	351	889	1268	852
Base: All GB adults	2120	1028	1092	235	343	349	348	845	1208	912
Yes, I did	7%	6%	8%	11%	8%	8%	6%	5%	8%	6%
No, I didn't	71%	74%	67%	61%	72%	70%	70%	73%	74%	66%
Don't know	3%	3%	2%	8%	3%	2%	3%	1%	2%	4%
Not applicable - I did not drink alcohol before 2020	20%	17%	23%	19%	17%	20%	21%	21%	16%	24%

You previously said you planned to do 'Dry January' this year (i.e. January 2020)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

Unweighted base	148	60	88	20	30	30	21	47	97	51
Base: All GB adults who are planning to do Dry January	149	62	86	26	28	29	21	45	94	54
I haven't consumed any alcohol	50%	48%	51%	35%	61%	53%	45%	50%	48%	52%
I have consumed some alcohol, but I'm still trying to cut back	35%	43%	29%	46%	24%	31%	29%	41%	37%	32%
I've abandoned Dry January entirely	13%	10%	16%	11%	15%	16%	25%	6%	14%	12%
Don't know	1%	-	1%	-	-	-	-	3%	-	2%
Prefer not to say	2%	-	3%	9%	-	-	-	-	1%	2%

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Fieldwork: 23-24 Jan 2020



Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Moving on...Have you made any New Year's resolutions for this year (i.e. 2020)?

Unweighted base	2120	547	342	201	252	483	1825	91	204
Base: All GB adults	2120	507	350	203	286	486	1832	104	184
Yes, I have	22%	24%	20%	22%	27%	22%	23%	17%	16%
No, I have not	75%	74%	78%	75%	70%	74%	74%	77%	83%
Don't know	3%	2%	1%	4%	4%	4%	3%	6%	0%

Thinking about the New Year's resolutions that you have made for this year (i.e. 2020)...Which ONE of the following statements best applies to how you have succeeded with these resolutions so far?

Unweighted base	462	125	66	44	70	108	413	16	33
Base: All GB adults who have made a New Year's resolution for 2020	469	120	71	44	76	109	421	17	30
I have kept up all my resolutions	41%	43%	46%	34%	29%	48%	41%	31%	39%
I have kept up some of my resolutions, but not all of them	44%	44%	44%	48%	46%	36%	43%	56%	51%
I haven't kept up any of my resolutions	13%	12%	9%	18%	17%	14%	14%	8%	10%
Don't know	2%	1%	-	-	8%	2%	2%	6%	-

For the following question, by 'Dry January' we mean the public health campaign where people abstain from alcohol for the whole month of January...Thinking about the beginning of this year (i.e. 1st January 2020)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2120	547	342	201	252	483	1825	91	204
Base: All GB adults	2120	507	350	203	286	486	1832	104	184
Yes, I did	7%	8%	5%	6%	9%	8%	7%	6%	5%
No, I didn't	71%	72%	71%	69%	66%	70%	70%	69%	77%
Don't know	3%	3%	3%	2%	4%	1%	2%	6%	1%
Not applicable - I did not drink alcohol before 2020	20%	17%	21%	23%	21%	21%	20%	18%	17%

You previously said you planned to do 'Dry January' this year (i.e. January 2020)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

Unweighted base	148	41	18	12	24	37	132	6	10
Base: All GB adults who are planning to do Dry January	149	40	17	11	27	37	133	7	9
I haven't consumed any alcohol	50%	49%	46%	61%	45%	60%	52%	16%	39%
I have consumed some alcohol, but I'm still trying to cut back	35%	30%	38%	22%	41%	26%	32%	67%	61%
I've abandoned Dry January entirely	13%	15%	17%	18%	13%	11%	14%	16%	-
Don't know	1%	-	-	-	-	3%	1%	-	-
Prefer not to say	2%	6%	-	-	-	-	2%	-	-

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Fieldwork: 23-24 Jan 2020



Total	Government Region										
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales

Moving on...Have you made any New Year's resolutions for this year (i.e. 2020)?

Unweighted base	2120	100	258	189	164	178	201	252	278	205	1825	91
Base: All GB adults	2120	93	238	176	167	183	203	286	278	208	1832	104
Yes, I have	22%	30%	22%	23%	20%	21%	22%	27%	25%	19%	23%	17%
No, I have not	75%	70%	76%	75%	79%	78%	75%	70%	74%	74%	74%	77%
Don't know	3%	-	2%	2%	1%	1%	4%	4%	2%	6%	3%	6%

Thinking about the New Year's resolutions that you have made for this year (i.e. 2020)...Which ONE of the following statements best applies to how you have succeeded with these resolutions so far?

Unweighted base	462	28	58	39	31	35	44	70	67	41	413	16
Base: All GB adults who have made a New Year's resolution for 2020	469	28	53	40	34	38	44	76	69	40	421	17
I have kept up all my resolutions	41%	51%	40%	41%	67%	28%	34%	29%	48%	49%	41%	31%
I have kept up some of my resolutions, but not all of them	44%	38%	48%	43%	21%	65%	48%	46%	37%	33%	43%	56%
I haven't kept up any of my resolutions	13%	12%	12%	14%	12%	7%	18%	17%	12%	18%	14%	8%
Don't know	2%	-	-	2%	-	-	-	8%	3%	-	2%	6%

For the following question, by 'Dry January' we mean the public health campaign where people abstain from alcohol for the whole month of January...Thinking about the beginning of this year (i.e. 1st January 2020)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2120	100	258	189	164	178	201	252	278	205	1825	91
Base: All GB adults	2120	93	238	176	167	183	203	286	278	208	1832	104
Yes, I did	7%	8%	8%	8%	6%	4%	6%	9%	7%	9%	7%	6%
No, I didn't	71%	66%	75%	72%	73%	70%	69%	66%	73%	66%	70%	69%
Don't know	3%	1%	3%	3%	4%	3%	2%	4%	1%	2%	2%	6%
Not applicable - I did not drink alcohol before 2020	20%	25%	15%	17%	18%	24%	23%	21%	19%	23%	20%	18%

You previously said you planned to do 'Dry January' this year (i.e. January 2020)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

Unweighted base	148	8	20	13	10	8	12	24	18	19	132	6
Base: All GB adults who are planning to do Dry January	149	7	19	14	10	8	11	27	18	19	133	7
I haven't consumed any alcohol	50%	76%	43%	43%	42%	50%	61%	45%	85%	36%	52%	16%
I have consumed some alcohol, but I'm still trying to cut back	35%	13%	30%	40%	38%	38%	22%	41%	10%	42%	32%	67%
I've abandoned Dry January entirely	13%	11%	14%	18%	20%	12%	18%	13%	5%	16%	14%	16%
Don't know	1%	-	-	-	-	-	-	-	-	6%	1%	-
Prefer not to say	2%	-	12%	-	-	-	-	-	-	-	2%	-

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Total	
	Scotland

Moving on...Have you made any New Year's resolutions for this year (i.e. 2020)?

Unweighted base	2120	204
Base: All GB adults	2120	184
Yes, I have	22%	16%
No, I have not	75%	83%
Don't know	3%	0%

Thinking about the New Year's resolutions that you have made for this year (i.e. 2020)...Which ONE of the following statements best applies to how you have succeeded with these resolutions so far?

Unweighted base	462	33
Base: All GB adults who have made a New Year's resolution for 2020	469	30
I have kept up all my resolutions	41%	39%
I have kept up some of my resolutions, but not all of them	44%	51%
I haven't kept up any of my resolutions	13%	10%
Don't know	2%	-

For the following question, by 'Dry January' we mean the public health campaign where people abstain from alcohol for the whole month of January...Thinking about the beginning of this year (i.e. 1st January 2020)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2120	204
Base: All GB adults	2120	184
Yes, I did	7%	5%
No, I didn't	71%	77%
Don't know	3%	1%
Not applicable - I did not drink alcohol before 2020	20%	17%

You previously said you planned to do 'Dry January' this year (i.e. January 2020)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

Unweighted base	148	10
Base: All GB adults who are planning to do Dry January	149	9
I haven't consumed any alcohol	50%	39%
I have consumed some alcohol, but I'm still trying to cut back	35%	61%
I've abandoned Dry January entirely	13%	-
Don't know	1%	-
Prefer not to say	2%	-

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Total	Working Status							Marital Status			
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

Moving on...Have you made any New Year's resolutions for this year (i.e. 2020)?

Unweighted base	2120	869	293	1162	86	588	67	217	1024	282	169	76
Base: All GB adults	2120	869	296	1165	112	545	75	223	989	282	161	69
Yes, I have	22%	25%	26%	25%	37%	13%	15%	23%	18%	26%	22%	15%
No, I have not	75%	73%	72%	73%	52%	86%	83%	71%	80%	72%	77%	82%
Don't know	3%	2%	2%	2%	11%	1%	2%	6%	2%	1%	1%	3%

Thinking about the New Year's resolutions that you have made for this year (i.e. 2020)...Which ONE of the following statements best applies to how you have succeeded with these resolutions so far?

Unweighted base	462	218	74	292	34	77	10	49	182	75	36	11
Base: All GB adults who have made a New Year's resolution for 2020	469	216	77	293	41	72	11	50	177	74	35	10
I have kept up all my resolutions	41%	46%	41%	44%	27%	40%	22%	37%	40%	48%	36%	64%
I have kept up some of my resolutions, but not all of them	44%	40%	44%	41%	54%	47%	49%	46%	45%	42%	48%	36%
I haven't kept up any of my resolutions	13%	14%	12%	13%	19%	12%	28%	7%	13%	8%	10%	-
Don't know	2%	0%	4%	1%	-	1%	-	9%	1%	2%	6%	-

For the following question, by 'Dry January' we mean the public health campaign where people abstain from alcohol for the whole month of January...Thinking about the beginning of this year (i.e. 1st January 2020)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2120	869	293	1162	86	588	67	217	1024	282	169	76
Base: All GB adults	2120	869	296	1165	112	545	75	223	989	282	161	69
Yes, I did	7%	9%	7%	8%	12%	5%	3%	5%	7%	9%	7%	4%
No, I didn't	71%	73%	71%	72%	64%	74%	61%	61%	73%	73%	67%	68%
Don't know	3%	3%	1%	2%	6%	2%	2%	4%	2%	3%	4%	1%
Not applicable - I did not drink alcohol before 2020	20%	15%	21%	17%	18%	20%	34%	31%	19%	15%	22%	27%

You previously said you planned to do 'Dry January' this year (i.e. January 2020)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

Unweighted base	148	78	21	99	11	27	2	9	67	25	12	3
Base: All GB adults who are planning to do Dry January	149	78	20	97	14	25	2	10	65	25	12	3
I haven't consumed any alcohol	50%	47%	58%	49%	43%	49%	34%	63%	48%	47%	56%	36%
I have consumed some alcohol, but I'm still trying to cut back	35%	38%	25%	36%	32%	35%	66%	27%	37%	33%	36%	32%
I've abandoned Dry January entirely	13%	13%	17%	14%	16%	11%	-	10%	14%	15%	7%	32%
Don't know	1%	-	-	-	-	5%	-	-	-	5%	-	-
Prefer not to say	2%	1%	-	1%	9%	-	-	-	-	-	-	-

YouGov Survey Results

Sample size: 2120 GB adults

Fieldwork: 23-24 Jan 2020



Total	
	Never Married

Moving on...Have you made any New Year's resolutions for this year (i.e. 2020)?

Unweighted base	2120	550
Base: All GB adults	2120	596
Yes, I have	22%	27%
No, I have not	75%	68%
Don't know	3%	5%

Thinking about the New Year's resolutions that you have made for this year (i.e. 2020)...Which ONE of the following statements best applies to how you have succeeded with these resolutions so far?

Unweighted base	462	150
Base: All GB adults who have made a New Year's resolution for 2020	469	162
I have kept up all my resolutions	41%	38%
I have kept up some of my resolutions, but not all of them	44%	44%
I haven't kept up any of my resolutions	13%	17%
Don't know	2%	1%

For the following question, by 'Dry January' we mean the public health campaign where people abstain from alcohol for the whole month of January...Thinking about the beginning of this year (i.e. 1st January 2020)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2120	550
Base: All GB adults	2120	596
Yes, I did	7%	7%
No, I didn't	71%	68%
Don't know	3%	3%
Not applicable - I did not drink alcohol before 2020	20%	22%

You previously said you planned to do 'Dry January' this year (i.e. January 2020)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

Unweighted base	148	39
Base: All GB adults who are planning to do Dry January	149	43
I haven't consumed any alcohol	50%	54%
I have consumed some alcohol, but I'm still trying to cut back	35%	32%
I've abandoned Dry January entirely	13%	11%
Don't know	1%	-
Prefer not to say	2%	3%

YouGov Survey Results

Sample size: 2120 GB adults

Fieldwork: 23-24 Jan 2020



Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Moving on...Have you made any New Year's resolutions for this year (i.e. 2020)?

Unweighted base	2120	1499	251	228	94	573	48
Base: All GB adults	2120	1479	254	232	100	586	55
Yes, I have	22%	21%	23%	24%	29%	24%	26%
No, I have not	75%	77%	73%	73%	67%	72%	50%
Don't know	3%	2%	4%	3%	4%	4%	24%

Thinking about the New Year's resolutions that you have made for this year (i.e. 2020)...Which ONE of the following statements best applies to how you have succeeded with these resolutions so far?

Unweighted base	462	309	56	53	30	139	14
Base: All GB adults who have made a New Year's resolution for 2020	469	312	57	56	29	142	14
I have kept up all my resolutions	41%	41%	41%	36%	46%	40%	43%
I have kept up some of my resolutions, but not all of them	44%	44%	43%	49%	51%	47%	19%
I haven't kept up any of my resolutions	13%	13%	15%	15%	3%	12%	22%
Don't know	2%	2%	2%	-	-	1%	16%

For the following question, by 'Dry January' we mean the public health campaign where people abstain from alcohol for the whole month of January...Thinking about the beginning of this year (i.e. 1st January 2020)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2120	1499	251	228	94	573	48
Base: All GB adults	2120	1479	254	232	100	586	55
Yes, I did	7%	7%	8%	9%	9%	8%	5%
No, I didn't	71%	73%	66%	73%	56%	67%	47%
Don't know	3%	1%	5%	3%	3%	4%	18%
Not applicable - I did not drink alcohol before 2020	20%	19%	21%	15%	32%	21%	30%

You previously said you planned to do 'Dry January' this year (i.e. January 2020)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

Unweighted base	148	97	20	18	10	48	3
Base: All GB adults who are planning to do Dry January	149	97	20	20	9	49	3
I haven't consumed any alcohol	50%	49%	61%	46%	38%	50%	65%
I have consumed some alcohol, but I'm still trying to cut back	35%	37%	24%	40%	40%	34%	-
I've abandoned Dry January entirely	13%	12%	15%	14%	11%	14%	35%
Don't know	1%	1%	-	-	-	-	-
Prefer not to say	2%	1%	-	-	11%	2%	-

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Total	Parent/ Guardian							
	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

Moving on...Have you made any New Year's resolutions for this year (i.e. 2020)?

Unweighted base	2120	1220	900	175	262	203	83	523	770
Base: All GB adults	2120	1186	934	177	264	201	81	523	736
Yes, I have	22%	19%	26%	27%	29%	24%	20%	25%	15%
No, I have not	75%	79%	70%	71%	68%	75%	80%	73%	84%
Don't know	3%	1%	4%	2%	3%	1%	-	2%	1%

Thinking about the New Year's resolutions that you have made for this year (i.e. 2020)...Which ONE of the following statements best applies to how you have succeeded with these resolutions so far?

Unweighted base	462	234	228	47	77	49	17	130	118
Base: All GB adults who have made a New Year's resolution for 2020	469	229	240	47	77	48	16	129	114
I have kept up all my resolutions	41%	42%	40%	39%	35%	44%	25%	39%	47%
I have kept up some of my resolutions, but not all of them	44%	44%	44%	49%	48%	38%	51%	45%	43%
I haven't kept up any of my resolutions	13%	13%	14%	9%	15%	18%	24%	14%	10%
Don't know	2%	1%	3%	3%	1%	-	-	2%	-

For the following question, by 'Dry January' we mean the public health campaign where people abstain from alcohol for the whole month of January...Thinking about the beginning of this year (i.e. 1st January 2020)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2120	1220	900	175	262	203	83	523	770
Base: All GB adults	2120	1186	934	177	264	201	81	523	736
Yes, I did	7%	7%	7%	9%	9%	9%	7%	8%	6%
No, I didn't	71%	70%	71%	64%	68%	68%	73%	68%	72%
Don't know	3%	2%	3%	4%	3%	2%	3%	4%	1%
Not applicable - I did not drink alcohol before 2020	20%	21%	19%	23%	20%	21%	18%	20%	22%

You previously said you planned to do 'Dry January' this year (i.e. January 2020)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

Unweighted base	148	83	65	15	23	19	6	42	43
Base: All GB adults who are planning to do Dry January	149	81	68	15	23	18	6	42	41
I haven't consumed any alcohol	50%	50%	49%	44%	46%	41%	65%	48%	54%
I have consumed some alcohol, but I'm still trying to cut back	35%	38%	31%	42%	38%	34%	-	35%	39%
I've abandoned Dry January entirely	13%	12%	15%	14%	16%	25%	35%	16%	7%
Don't know	1%	-	2%	-	-	-	-	-	-
Prefer not to say	2%	-	3%	-	-	-	-	-	-

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Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Moving on...Have you made any New Year's resolutions for this year (i.e. 2020)?

Unweighted base	2120	1542	692	366	314	728	306	1319	1373	245
Base: All GB adults	2120	1528	707	357	308	749	341	1321	1384	241
Yes, I have	22%	24%	28%	31%	32%	31%	37%	25%	26%	24%
No, I have not	75%	75%	71%	68%	67%	67%	60%	73%	72%	73%
Don't know	3%	2%	1%	1%	1%	2%	3%	2%	2%	3%

Thinking about the New Year's resolutions that you have made for this year (i.e. 2020)...Which ONE of the following statements best applies to how you have succeeded with these resolutions so far?

Unweighted base	462	362	194	113	99	224	114	322	352	59
Base: All GB adults who have made a New Year's resolution for 2020	469	362	197	110	97	232	126	324	356	58
I have kept up all my resolutions	41%	43%	44%	47%	47%	37%	43%	44%	42%	39%
I have kept up some of my resolutions, but not all of them	44%	44%	45%	44%	41%	48%	44%	46%	45%	51%
I haven't kept up any of my resolutions	13%	12%	10%	6%	10%	13%	12%	9%	11%	8%
Don't know	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%

For the following question, by 'Dry January' we mean the public health campaign where people abstain from alcohol for the whole month of January...Thinking about the beginning of this year (i.e. 1st January 2020)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2120	1542	692	366	314	728	306	1319	1373	245
Base: All GB adults	2120	1528	707	357	308	749	341	1321	1384	241
Yes, I did	7%	8%	8%	9%	8%	10%	11%	7%	8%	8%
No, I didn't	71%	72%	73%	74%	70%	70%	68%	72%	72%	73%
Don't know	3%	2%	1%	2%	1%	2%	5%	2%	2%	1%
Not applicable - I did not drink alcohol before 2020	20%	19%	18%	15%	21%	18%	17%	18%	17%	18%

You previously said you planned to do 'Dry January' this year (i.e. January 2020)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

Unweighted base	148	117	58	34	24	72	37	100	110	18
Base: All GB adults who are planning to do Dry January	149	115	59	34	24	73	39	97	109	19
I haven't consumed any alcohol	50%	50%	60%	70%	54%	51%	47%	53%	52%	42%
I have consumed some alcohol, but I'm still trying to cut back	35%	32%	28%	22%	34%	29%	33%	35%	35%	37%
I've abandoned Dry January entirely	13%	15%	6%	8%	12%	16%	14%	11%	12%	21%
Don't know	1%	1%	2%	-	-	-	-	-	-	-
Prefer not to say	2%	2%	4%	-	-	3%	6%	1%	-	-