

YouGov Survey Results

Sample Size: 2041

Fieldwork: 6th - 7th January 2020



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

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

Unweighted base	2041	955	1086	206	279	371	341	844	1196	845
Base: All GB adults	2041	990	1051	227	287	377	342	808	1163	878
Yes, I have	26%	23%	28%	41%	44%	27%	18%	18%	30%	21%
No, I have not	73%	75%	71%	54%	56%	70%	82%	82%	70%	77%
Don't know	1%	2%	1%	5%	0%	3%	-	0%	1%	2%

YouGov Survey Results

Sample Size: 2041

Fieldwork: 6th - 7th January 2020



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

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

Unweighted base	2041	481	334	173	288	480	1756	109	176
Base: All GB adults	2041	488	337	177	276	486	1763	100	178
Yes, I have	26%	26%	22%	19%	31%	28%	26%	24%	28%
No, I have not	73%	74%	77%	78%	66%	72%	73%	76%	71%
Don't know	1%	1%	2%	2%	3%	0%	1%	-	1%

YouGov Survey Results

Sample Size: 2041

Fieldwork: 6th - 7th January 2020



Total	Government Region								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West

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

Unweighted base	2041	76	212	193	146	188	173	288	273	207
Base: All GB adults	2041	79	213	196	146	190	177	276	276	210
Yes, I have	26%	24%	29%	23%	24%	20%	19%	31%	28%	27%
No, I have not	73%	76%	71%	75%	74%	79%	78%	66%	72%	73%
Don't know	1%	-	0%	2%	2%	1%	2%	3%	0%	-

YouGov Survey Results

Sample Size: 2041

Fieldwork: 6th - 7th January 2020



Total			
	England (NET)	Wales	Scotland

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

Unweighted base	2041	1756	109	176
Base: All GB adults	2041	1763	100	178
Yes, I have	26%	26%	24%	28%
No, I have not	73%	73%	76%	71%
Don't know	1%	1%	-	1%

YouGov Survey Results

Sample Size: 2041

Fieldwork: 6th - 7th January 2020



Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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

Unweighted base	2041	881	317	1198	91	491	83	178
Base: All GB adults	2041	895	320	1215	102	450	89	185
Yes, I have	26%	29%	29%	29%	34%	16%	25%	26%
No, I have not	73%	70%	70%	70%	62%	84%	75%	70%
Don't know	1%	1%	1%	1%	4%	0%	-	4%

YouGov Survey Results

Sample Size: 2041

Fieldwork: 6th - 7th January 2020



Total	Marital Status				
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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

Unweighted base	2041	931	229	233	67	552
Base: All GB adults	2041	912	233	228	61	576
Yes, I have	26%	22%	29%	27%	13%	30%
No, I have not	73%	77%	70%	71%	87%	67%
Don't know	1%	0%	1%	1%	-	3%

YouGov Survey Results

Sample Size: 2041

Fieldwork: 6th - 7th January 2020



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

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

Unweighted base	2041	1499	242	174	85	501	41
Base: All GB adults	2041	1483	247	178	88	513	44
Yes, I have	26%	24%	34%	30%	31%	32%	24%
No, I have not	73%	76%	64%	69%	63%	66%	60%
Don't know	1%	1%	1%	1%	6%	2%	16%

YouGov Survey Results

Sample Size: 2041

Fieldwork: 6th - 7th January 2020



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

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

Unweighted base	2041	1180	861	172	213	177	65	475	776
Base: All GB adults	2041	1167	874	176	218	182	66	488	751
Yes, I have	26%	25%	28%	41%	34%	24%	20%	32%	19%
No, I have not	73%	75%	71%	59%	64%	74%	80%	67%	80%
Don't know	1%	1%	2%	-	2%	2%	-	1%	0%

YouGov Survey Results

Sample Size: 2041

Fieldwork: 6th - 7th January 2020



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

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

Unweighted base	2041	1458	681	356	274	639	275	1259	1300	216
Base: All GB adults	2041	1457	683	352	273	646	284	1266	1304	214
Yes, I have	26%	28%	31%	35%	36%	35%	38%	29%	30%	35%
No, I have not	73%	72%	67%	64%	64%	63%	60%	70%	69%	63%
Don't know	1%	1%	1%	1%	0%	1%	2%	1%	1%	2%

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

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	530	220	310	87	123	107	63	150	352	178
Base: All GB adults who have made a New Year's resolution for 2020		528	229	299	93	126	104	63	143	344	185
I have kept up all my resolutions		55%	56%	55%	44%	62%	55%	56%	57%	54%	57%
I have kept up some of my resolutions, but not all of them		31%	29%	33%	34%	27%	29%	33%	33%	32%	29%
I haven't kept up any of my resolutions		9%	10%	9%	16%	5%	11%	10%	7%	9%	10%
Don't know		4%	5%	4%	6%	5%	5%	2%	4%	5%	4%

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

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	530	123	74	34	92	132	455	25	50
Base: All GB adults who have made a New Year's resolution for 2020		528	125	73	34	86	134	453	24	51
I have kept up all my resolutions	55%	54%	55%	47%	47%	64%	55%	66%	49%	
I have kept up some of my resolutions, but not all of them	31%	31%	36%	32%	38%	24%	31%	18%	35%	
I haven't kept up any of my resolutions	9%	10%	4%	15%	12%	7%	9%	9%	12%	
Don't know	4%	5%	5%	6%	3%	4%	4%	7%	4%	

Total	Government Region								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West

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	530	19	60	44	36	38	34	92	76	56
Base: All GB adults who have made a New Year's resolution for 2020		528	19	61	45	35	38	34	86	77	57
I have kept up all my resolutions	55%	47%	46%	68%	59%	51%	47%	47%	47%	59%	71%
I have kept up some of my resolutions, but not all of them	31%	37%	37%	20%	27%	44%	32%	38%	38%	27%	21%
I haven't kept up any of my resolutions	9%	11%	11%	10%	6%	3%	15%	12%	12%	8%	6%
Don't know	4%	5%	6%	2%	8%	3%	6%	3%	3%	6%	2%

Total			
	England (NET)	Wales	Scotland

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	530	455	25	50
Base: All GB adults who have made a New Year's resolution for 2020		528	453	24	51
I have kept up all my resolutions		55%	55%	66%	49%
I have kept up some of my resolutions, but not all of them		31%	31%	18%	35%
I haven't kept up any of my resolutions		9%	9%	9%	12%
Don't know		4%	4%	7%	4%

Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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	530	259	92	351	32	77	22	48
Base: All GB adults who have made a New Year's resolution for 2020	528	259	92	351	35	71	22	49
I have kept up all my resolutions	55%	58%	52%	56%	50%	57%	37%	59%
I have kept up some of my resolutions, but not all of them	31%	27%	37%	30%	31%	35%	42%	28%
I haven't kept up any of my resolutions	9%	11%	8%	10%	11%	4%	13%	7%
Don't know	4%	5%	2%	4%	8%	4%	8%	6%

Total	Marital Status				
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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	530	209	67	64	9	166
Base: All GB adults who have made a New Year's resolution for 2020		528	205	67	62	8	172
I have kept up all my resolutions		55%	57%	59%	60%	35%	53%
I have kept up some of my resolutions, but not all of them		31%	29%	29%	28%	65%	31%
I haven't kept up any of my resolutions		9%	9%	11%	11%	-	9%
Don't know		4%	5%	1%	1%	-	7%

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

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	530	357	83	54	27	164	9
Base: All GB adults who have made a New Year's resolution for 2020		528	351	85	54	28	166	11
I have kept up all my resolutions		55%	57%	50%	53%	56%	52%	67%
I have kept up some of my resolutions, but not all of them		31%	32%	32%	31%	19%	30%	13%
I haven't kept up any of my resolutions		9%	7%	15%	11%	21%	15%	10%
Don't know		4%	5%	3%	5%	3%	4%	10%

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

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	530	290	240	71	75	42	13	155	149
Base: All GB adults who have made a New Year's resolution for 2020		528	287	241	72	74	43	13	158	145
I have kept up all my resolutions		55%	53%	58%	54%	48%	69%	44%	52%	55%
I have kept up some of my resolutions, but not all of them		31%	32%	29%	25%	33%	23%	47%	31%	34%
I haven't kept up any of my resolutions		9%	11%	7%	14%	16%	6%	9%	15%	8%
Don't know		4%	3%	6%	7%	4%	2%	-	3%	4%

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

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	530	405	215	125	99	227	106	372	393	76
Base: All GB adults who have made a New Year's resolution for 2020		528	401	215	124	98	228	108	371	389	74
I have kept up all my resolutions		55%	55%	55%	52%	53%	54%	51%	57%	57%	60%
I have kept up some of my resolutions, but not all of them		31%	30%	29%	32%	35%	37%	33%	29%	30%	32%
I haven't kept up any of my resolutions		9%	10%	11%	10%	10%	7%	12%	10%	9%	6%
Don't know		4%	5%	5%	6%	2%	2%	4%	4%	4%	1%

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 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	2041	955	1086	206	279	371	341	844	1196	845
Base: All GB adults	2041	990	1051	227	287	377	342	808	1163	878
Yes, I did	8%	8%	7%	9%	11%	11%	7%	4%	9%	6%
No, I didn't	66%	71%	61%	61%	66%	66%	63%	68%	70%	61%
Don't know	2%	2%	2%	7%	2%	1%	3%	1%	2%	3%
Not applicable - I do not drink alcohol	25%	19%	30%	23%	21%	22%	27%	26%	20%	31%

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

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	2041	481	334	173	288	480	1756	109	176
Base: All GB adults	2041	488	337	177	276	486	1763	100	178
Yes, I did	8%	8%	6%	6%	11%	7%	8%	7%	7%
No, I didn't	66%	65%	65%	73%	59%	68%	66%	72%	64%
Don't know	2%	1%	2%	3%	3%	2%	2%	3%	3%
Not applicable - I do not drink alcohol	25%	26%	27%	19%	26%	24%	25%	18%	26%

Total	Government Region								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West

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	2041	76	212	193	146	188	173	288	273	207
Base: All GB adults	2041	79	213	196	146	190	177	276	276	210
Yes, I did	8%	5%	9%	8%	9%	5%	6%	11%	7%	7%
No, I didn't	66%	64%	65%	66%	65%	64%	73%	59%	71%	63%
Don't know	2%	-	1%	1%	2%	2%	3%	3%	1%	3%
Not applicable - I do not drink alcohol	25%	31%	24%	25%	24%	30%	19%	26%	21%	27%

Total			
	England (NET)	Wales	Scotland

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	2041	1756	109	176
Base: All GB adults	2041	1763	100	178
Yes, I did	8%	8%	7%	7%
No, I didn't	66%	66%	72%	64%
Don't know	2%	2%	3%	3%
Not applicable - I do not drink alcohol	25%	25%	18%	26%

Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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	2041	881	317	1198	91	491	83	178
Base: All GB adults	2041	895	320	1215	102	450	89	185
Yes, I did	8%	9%	8%	9%	6%	5%	4%	8%
No, I didn't	66%	72%	65%	70%	65%	67%	55%	42%
Don't know	2%	2%	1%	2%	7%	1%	3%	3%
Not applicable - I do not drink alcohol	25%	17%	26%	19%	23%	28%	38%	47%

Total	Marital Status				
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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	2041	931	229	233	67	552
Base: All GB adults	2041	912	233	228	61	576
Yes, I did	8%	6%	9%	6%	4%	9%
No, I didn't	66%	68%	69%	62%	60%	63%
Don't know	2%	1%	2%	4%	-	3%
Not applicable - I do not drink alcohol	25%	24%	19%	28%	36%	25%

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

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	2041	1499	242	174	85	501	41
Base: All GB adults	2041	1483	247	178	88	513	44
Yes, I did	8%	7%	9%	12%	8%	10%	8%
No, I didn't	66%	67%	63%	65%	54%	62%	58%
Don't know	2%	2%	2%	2%	7%	3%	11%
Not applicable - I do not drink alcohol	25%	24%	25%	22%	30%	25%	23%

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

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	2041	1180	861	172	213	177	65	475	776
Base: All GB adults	2041	1167	874	176	218	182	66	488	751
Yes, I did	8%	7%	8%	12%	9%	10%	7%	10%	6%
No, I didn't	66%	66%	66%	60%	64%	61%	64%	63%	68%
Don't know	2%	2%	3%	1%	3%	4%	2%	3%	1%
Not applicable - I do not drink alcohol	25%	25%	24%	27%	24%	26%	28%	24%	26%

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

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	2041	1458	681	356	274	639	275	1259	1300	216
Base: All GB adults	2041	1457	683	352	273	646	284	1266	1304	214
Yes, I did	8%	8%	9%	11%	7%	9%	12%	8%	9%	6%
No, I didn't	66%	68%	67%	73%	64%	67%	64%	69%	68%	66%
Don't know	2%	2%	2%	2%	4%	3%	4%	2%	2%	3%
Not applicable - I do not drink alcohol	25%	23%	23%	15%	25%	21%	21%	21%	21%	25%

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

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	153	77	76	20	31	42	24	36	105	48
Base: All GB adults who are attempting Dry January	154	80	74	21	32	42	25	34	103	50
I haven't consumed any alcohol	70%	64%	76%	68%	83%	67%	53%	76%	73%	65%
I have consumed some alcohol, but I'm still trying to cut back	24%	27%	21%	20%	14%	25%	38%	24%	23%	26%
I've abandoned Dry January entirely	5%	7%	3%	12%	3%	6%	8%	-	3%	9%
Don't know	1%	1%	-	-	-	2%	-	-	1%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-

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

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	153	38	22	10	33	31	134	7	12
Base: All GB adults who are attempting Dry January	154	39	22	10	31	32	134	7	13
I haven't consumed any alcohol	70%	60%	74%	80%	72%	71%	69%	81%	76%
I have consumed some alcohol, but I'm still trying to cut back	24%	31%	17%	20%	24%	26%	25%	19%	17%
I've abandoned Dry January entirely	5%	9%	4%	-	5%	3%	5%	-	7%
Don't know	1%	-	5%	-	-	-	1%	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-

Total	Government Region								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West

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	153	4	20	14	13	9	10	33	17	14
Base: All GB adults who are attempting Dry January	154	4	20	16	13	9	10	31	18	14
I haven't consumed any alcohol	70%	78%	51%	67%	86%	56%	80%	72%	77%	63%
I have consumed some alcohol, but I'm still trying to cut back	24%	22%	39%	24%	15%	22%	20%	24%	17%	37%
I've abandoned Dry January entirely	5%	-	10%	9%	-	11%	-	5%	6%	-
Don't know	1%	-	-	-	-	11%	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-

Total			
	England (NET)	Wales	Scotland

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	England (NET)	Wales	Scotland
	153	134	7	12
Base: All GB adults who are attempting Dry January	154	134	7	13
I haven't consumed any alcohol	70%	69%	81%	76%
I have consumed some alcohol, but I'm still trying to cut back	24%	25%	19%	17%
I've abandoned Dry January entirely	5%	5%	-	7%
Don't know	1%	1%	-	-
Prefer not to say	-	-	-	-

Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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	153	83	23	106	5	23	4	15
Base: All GB adults who are attempting Dry January	154	84	24	108	6	21	4	15
I haven't consumed any alcohol	70%	68%	69%	69%	74%	79%	75%	66%
I have consumed some alcohol, but I'm still trying to cut back	24%	28%	16%	26%	-	21%	25%	27%
I've abandoned Dry January entirely	5%	2%	14%	5%	26%	-	-	7%
Don't know	1%	1%	-	1%	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-

Total	Marital Status				
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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	153	57	22	15	3	50
Base: All GB adults who are attempting Dry January	154	57	22	15	3	52
I haven't consumed any alcohol	70%	70%	82%	54%	100%	69%
I have consumed some alcohol, but I'm still trying to cut back	24%	30%	14%	33%	-	20%
I've abandoned Dry January entirely	5%	-	5%	13%	-	10%
Don't know	1%	-	-	-	-	2%
Prefer not to say	-	-	-	-	-	-

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

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	153	98	23	21	8	52	3
Base: All GB adults who are attempting Dry January	154	98	23	21	7	52	4
I haven't consumed any alcohol	70%	70%	55%	84%	87%	71%	44%
I have consumed some alcohol, but I'm still trying to cut back	24%	25%	41%	4%	-	20%	56%
I've abandoned Dry January entirely	5%	5%	4%	7%	13%	6%	-
Don't know	1%	-	-	5%	-	2%	-
Prefer not to say	-	-	-	-	-	-	-

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

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	153	86	67	21	19	18	5	49	42
Base: All GB adults who are attempting Dry January	154	86	68	21	19	18	5	49	42
I haven't consumed any alcohol	70%	64%	77%	55%	72%	83%	61%	60%	74%
I have consumed some alcohol, but I'm still trying to cut back	24%	28%	19%	24%	28%	12%	39%	29%	24%
I've abandoned Dry January entirely	5%	6%	4%	21%	-	-	-	9%	2%
Don't know	1%	1%	-	-	-	6%	-	2%	-
Prefer not to say	-	-	-	-	-	-	-	-	-

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

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	153	111	57	39	19	60	33	100	117	14
Base: All GB adults who are attempting Dry January	154	110	58	38	19	61	33	101	117	13
I haven't consumed any alcohol	70%	72%	71%	68%	70%	72%	82%	72%	75%	78%
I have consumed some alcohol, but I'm still trying to cut back	24%	27%	25%	32%	22%	26%	13%	27%	24%	22%
I've abandoned Dry January entirely	5%	1%	4%	-	8%	2%	4%	1%	1%	-
Don't know	1%	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-