

## YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 6-7 January 2020



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

On a different topic...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
<b>Base: All GB adults</b>	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%

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
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	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%

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
<b>Base: All GB adults</b>	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%

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
<b>Base: All GB adults who are attempting Dry January</b>	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	-	-	-	-	-	-	-	-	-	-

## YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 6-7 January 2020



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

On a different topic...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
<b>Base: All GB adults</b>	<b>2041</b>	<b>488</b>	<b>337</b>	<b>177</b>	<b>276</b>	<b>486</b>	<b>1763</b>	<b>100</b>	<b>178</b>
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%

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
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	<b>528</b>	<b>125</b>	<b>73</b>	<b>34</b>	<b>86</b>	<b>134</b>	<b>453</b>	<b>24</b>	<b>51</b>
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%

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
<b>Base: All GB adults</b>	<b>2041</b>	<b>488</b>	<b>337</b>	<b>177</b>	<b>276</b>	<b>486</b>	<b>1763</b>	<b>100</b>	<b>178</b>
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%

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
<b>Base: All GB adults who are attempting Dry January</b>	<b>154</b>	<b>39</b>	<b>22</b>	<b>10</b>	<b>31</b>	<b>32</b>	<b>134</b>	<b>7</b>	<b>13</b>
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	-	-	-	-	-	-	-	-	-

## YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 6-7 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	England (NET)

On a different topic...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	1756
<b>Base: All GB adults</b>	<b>2041</b>	<b>79</b>	<b>213</b>	<b>196</b>	<b>146</b>	<b>190</b>	<b>177</b>	<b>276</b>	<b>276</b>	<b>210</b>	<b>1763</b>
Yes, I have	26%	24%	29%	23%	24%	20%	19%	31%	28%	27%	26%
No, I have not	73%	76%	71%	75%	74%	79%	78%	66%	72%	73%	73%
Don't know	1%	-	0%	2%	2%	1%	2%	3%	0%	-	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	530	19	60	44	36	38	34	92	76	56	455
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	<b>528</b>	<b>19</b>	<b>61</b>	<b>45</b>	<b>35</b>	<b>38</b>	<b>34</b>	<b>86</b>	<b>77</b>	<b>57</b>	<b>453</b>
I have kept up all my resolutions	55%	47%	46%	68%	59%	51%	47%	47%	59%	71%	55%
I have kept up some of my resolutions, but not all of them	31%	37%	37%	20%	27%	44%	32%	38%	27%	21%	31%
I haven't kept up any of my resolutions	9%	11%	11%	10%	6%	3%	15%	12%	8%	6%	9%
Don't know	4%	5%	6%	2%	8%	3%	6%	3%	6%	2%	4%

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	1756
<b>Base: All GB adults</b>	<b>2041</b>	<b>79</b>	<b>213</b>	<b>196</b>	<b>146</b>	<b>190</b>	<b>177</b>	<b>276</b>	<b>276</b>	<b>210</b>	<b>1763</b>
Yes, I did	8%	5%	9%	8%	9%	5%	6%	11%	7%	7%	8%
No, I didn't	66%	64%	65%	66%	65%	64%	73%	59%	71%	63%	66%
Don't know	2%	-	1%	1%	2%	2%	3%	3%	1%	3%	2%
Not applicable - I do not drink alcohol	25%	31%	24%	25%	24%	30%	19%	26%	21%	27%	25%

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	134
<b>Base: All GB adults who are attempting Dry January</b>	<b>154</b>	<b>4</b>	<b>20</b>	<b>16</b>	<b>13</b>	<b>9</b>	<b>10</b>	<b>31</b>	<b>18</b>	<b>14</b>	<b>134</b>
I haven't consumed any alcohol	70%	78%	51%	67%	86%	56%	80%	72%	77%	63%	69%
I have consumed some alcohol, but I'm still trying to cut back	24%	22%	39%	24%	15%	22%	20%	24%	17%	37%	25%
I've abandoned Dry January entirely	5%	-	10%	9%	-	11%	-	5%	6%	-	5%
Don't know	1%	-	-	-	-	11%	-	-	-	-	1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-

## YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 6-7 January 2020



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

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

Unweighted base	2041	109	176	881	317	1198	91	491	83	178
<b>Base: All GB adults</b>	2041	100	178	895	320	1215	102	450	89	185
Yes, I have	26%	24%	28%	29%	29%	29%	34%	16%	25%	26%
No, I have not	73%	76%	71%	70%	70%	70%	62%	84%	75%	70%
Don't know	1%	-	1%	1%	1%	1%	4%	0%	-	4%

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	25	50	259	92	351	32	77	22	48
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	528	24	51	259	92	351	35	71	22	49
I have kept up all my resolutions	55%	66%	49%	58%	52%	56%	50%	57%	37%	59%
I have kept up some of my resolutions, but not all of them	31%	18%	35%	27%	37%	30%	31%	35%	42%	28%
I haven't kept up any of my resolutions	9%	9%	12%	11%	8%	10%	11%	4%	13%	7%
Don't know	4%	7%	4%	5%	2%	4%	8%	4%	8%	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	2041	109	176	881	317	1198	91	491	83	178
<b>Base: All GB adults</b>	2041	100	178	895	320	1215	102	450	89	185
Yes, I did	8%	7%	7%	9%	8%	9%	6%	5%	4%	8%
No, I didn't	66%	72%	64%	72%	65%	70%	65%	67%	55%	42%
Don't know	2%	3%	3%	2%	1%	2%	7%	1%	3%	3%
Not applicable - I do not drink alcohol	25%	18%	26%	17%	26%	19%	23%	28%	38%	47%

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	7	12	83	23	106	5	23	4	15
<b>Base: All GB adults who are attempting Dry January</b>	154	7	13	84	24	108	6	21	4	15
I haven't consumed any alcohol	70%	81%	76%	68%	69%	69%	74%	79%	75%	66%
I have consumed some alcohol, but I'm still trying to cut back	24%	19%	17%	28%	16%	26%	-	21%	25%	27%
I've abandoned Dry January entirely	5%	-	7%	2%	14%	5%	26%	-	-	7%
Don't know	1%	-	-	1%	-	1%	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-

## YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 6-7 January 2020



Total	Marital Status					Children in Household				
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)

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

Unweighted base	2041	931	229	233	67	552	1499	242	174	85	501
<b>Base: All GB adults</b>	<b>2041</b>	<b>912</b>	<b>233</b>	<b>228</b>	<b>61</b>	<b>576</b>	<b>1483</b>	<b>247</b>	<b>178</b>	<b>88</b>	<b>513</b>
Yes, I have	26%	22%	29%	27%	13%	30%	24%	34%	30%	31%	32%
No, I have not	73%	77%	70%	71%	87%	67%	76%	64%	69%	63%	66%
Don't know	1%	0%	1%	1%	-	3%	1%	1%	1%	6%	2%

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	357	83	54	27	164
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	<b>528</b>	<b>205</b>	<b>67</b>	<b>62</b>	<b>8</b>	<b>172</b>	<b>351</b>	<b>85</b>	<b>54</b>	<b>28</b>	<b>166</b>
I have kept up all my resolutions	55%	57%	59%	60%	35%	53%	57%	50%	53%	56%	52%
I have kept up some of my resolutions, but not all of them	31%	29%	29%	28%	65%	31%	32%	32%	31%	19%	30%
I haven't kept up any of my resolutions	9%	9%	11%	11%	-	9%	7%	15%	11%	21%	15%
Don't know	4%	5%	1%	1%	-	7%	5%	3%	5%	3%	4%

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	1499	242	174	85	501
<b>Base: All GB adults</b>	<b>2041</b>	<b>912</b>	<b>233</b>	<b>228</b>	<b>61</b>	<b>576</b>	<b>1483</b>	<b>247</b>	<b>178</b>	<b>88</b>	<b>513</b>
Yes, I did	8%	6%	9%	6%	4%	9%	7%	9%	12%	8%	10%
No, I didn't	66%	68%	69%	62%	60%	63%	67%	63%	65%	54%	62%
Don't know	2%	1%	2%	4%	-	3%	2%	2%	2%	7%	3%
Not applicable - I do not drink alcohol	25%	24%	19%	28%	36%	25%	24%	25%	22%	30%	25%

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	98	23	21	8	52
<b>Base: All GB adults who are attempting Dry January</b>	<b>154</b>	<b>57</b>	<b>22</b>	<b>15</b>	<b>3</b>	<b>52</b>	<b>98</b>	<b>23</b>	<b>21</b>	<b>7</b>	<b>52</b>
I haven't consumed any alcohol	70%	70%	82%	54%	100%	69%	70%	55%	84%	87%	71%
I have consumed some alcohol, but I'm still trying to cut back	24%	30%	14%	33%	-	20%	25%	41%	4%	-	20%
I've abandoned Dry January entirely	5%	-	5%	13%	-	10%	5%	4%	7%	13%	6%
Don't know	1%	-	-	-	-	2%	-	-	5%	-	2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-

## YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 6-7 January 2020



Total	Parent/ Guardian								
	Refused	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

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

Unweighted base	2041	41	1180	861	172	213	177	65	475	776
<b>Base: All GB adults</b>	2041	<b>44</b>	<b>1167</b>	<b>874</b>	<b>176</b>	<b>218</b>	<b>182</b>	<b>66</b>	<b>488</b>	<b>751</b>
Yes, I have	26%	24%	25%	28%	41%	34%	24%	20%	32%	19%
No, I have not	73%	60%	75%	71%	59%	64%	74%	80%	67%	80%
Don't know	1%	16%	1%	2%	-	2%	2%	-	1%	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	530	9	290	240	71	75	42	13	155	149
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	528	<b>11</b>	<b>287</b>	<b>241</b>	<b>72</b>	<b>74</b>	<b>43</b>	<b>13</b>	<b>158</b>	<b>145</b>
I have kept up all my resolutions	55%	67%	53%	58%	54%	48%	69%	44%	52%	55%
I have kept up some of my resolutions, but not all of them	31%	13%	32%	29%	25%	33%	23%	47%	31%	34%
I haven't kept up any of my resolutions	9%	10%	11%	7%	14%	16%	6%	9%	15%	8%
Don't know	4%	10%	3%	6%	7%	4%	2%	-	3%	4%

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	41	1180	861	172	213	177	65	475	776
<b>Base: All GB adults</b>	2041	<b>44</b>	<b>1167</b>	<b>874</b>	<b>176</b>	<b>218</b>	<b>182</b>	<b>66</b>	<b>488</b>	<b>751</b>
Yes, I did	8%	8%	7%	8%	12%	9%	10%	7%	10%	6%
No, I didn't	66%	58%	66%	66%	60%	64%	61%	64%	63%	68%
Don't know	2%	11%	2%	3%	1%	3%	4%	2%	3%	1%
Not applicable - I do not drink alcohol	25%	23%	25%	24%	27%	24%	26%	28%	24%	26%

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	3	86	67	21	19	18	5	49	42
<b>Base: All GB adults who are attempting Dry January</b>	154	<b>4</b>	<b>86</b>	<b>68</b>	<b>21</b>	<b>19</b>	<b>18</b>	<b>5</b>	<b>49</b>	<b>42</b>
I haven't consumed any alcohol	70%	44%	64%	77%	55%	72%	83%	61%	60%	74%
I have consumed some alcohol, but I'm still trying to cut back	24%	56%	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	-	-	-	-	-	-	-	-	-	-

## YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 6-7 January 2020



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

On a different topic...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
<b>Base: All GB adults</b>	<b>2041</b>	<b>1457</b>	<b>683</b>	<b>352</b>	<b>273</b>	<b>646</b>	<b>284</b>	<b>1266</b>	<b>1304</b>	<b>214</b>
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%

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
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	<b>528</b>	<b>401</b>	<b>215</b>	<b>124</b>	<b>98</b>	<b>228</b>	<b>108</b>	<b>371</b>	<b>389</b>	<b>74</b>
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%

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
<b>Base: All GB adults</b>	<b>2041</b>	<b>1457</b>	<b>683</b>	<b>352</b>	<b>273</b>	<b>646</b>	<b>284</b>	<b>1266</b>	<b>1304</b>	<b>214</b>
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%

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
<b>Base: All GB adults who are attempting Dry January</b>	<b>154</b>	<b>110</b>	<b>58</b>	<b>38</b>	<b>19</b>	<b>61</b>	<b>33</b>	<b>101</b>	<b>117</b>	<b>13</b>
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	-	-	-	-	-	-	-	-	-	-