

YouGov Survey Results
Sample size: 2041 GB adults
Fieldwork: 2nd - 3rd 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	966	1075	209	373	300	312	847	1221	820
Base: All GB adults	2041	990	1051	227	366	306	326	817	1163	878
Yes, I have	25%	22%	28%	43%	37%	26%	21%	17%	27%	24%
No, I have not	73%	76%	70%	53%	60%	71%	78%	83%	72%	74%
Don't know	2%	2%	2%	4%	3%	3%	1%	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	520	214	306	91	140	80	68	141	327	193
Base: All GB adults who have made a New Year's resolution for 2020	519	222	297	97	136	79	70	137	310	209
I have kept up all my resolutions	53%	58%	50%	49%	52%	61%	57%	51%	56%	49%
I have kept up some of my resolutions, but not all of them	31%	26%	34%	35%	30%	25%	22%	35%	30%	31%
I haven't kept up any of my resolutions	10%	10%	10%	9%	10%	10%	9%	10%	8%	12%
Don't know	7%	7%	6%	7%	7%	5%	12%	3%	5%	8%

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	966	1075	209	373	300	312	847	1221	820
Base: All GB adults	2041	990	1051	227	366	306	326	817	1163	878
Yes, I did	8%	9%	8%	7%	14%	11%	9%	5%	9%	8%
No, I didn't	63%	68%	58%	60%	59%	63%	66%	64%	68%	56%
Don't know	4%	4%	3%	4%	3%	5%	2%	3%	3%	4%
Not applicable - I do not drink alcohol	25%	19%	31%	28%	24%	21%	22%	28%	20%	32%

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	168	83	85	16	50	32	30	40	105	63
Base: All GB adults who are attempting Dry January	171	87	83	17	51	33	31	40	101	70
I haven't consumed any alcohol	77%	75%	79%	68%	78%	80%	74%	80%	80%	74%
I have consumed some alcohol, but I'm still trying to cut back	15%	17%	13%	20%	11%	17%	17%	15%	13%	18%
I've abandoned Dry January entirely	1%	1%	-	-	3%	-	-	-	-	2%
Don't know	5%	4%	5%	6%	8%	3%	-	5%	4%	6%
Prefer not to say	2%	2%	3%	6%	-	-	10%	-	4%	-

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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	490	340	193	264	477	1764	101	176
Base: All GB adults	2041	488	337	191	276	473	1763	100	178
Yes, I have	25%	26%	27%	28%	30%	23%	26%	21%	21%
No, I have not	73%	72%	71%	71%	67%	76%	72%	78%	77%
Don't know	2%	2%	2%	1%	3%	1%	2%	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	520	128	89	56	78	109	460	22	38
Base: All GB adults who have made a New Year's resolution for 2020	519	125	89	54	83	108	459	21	38
I have kept up all my resolutions	53%	55%	52%	55%	51%	56%	54%	52%	45%
I have kept up some of my resolutions, but not all of them	31%	33%	26%	27%	37%	28%	30%	26%	36%
I haven't kept up any of my resolutions	10%	9%	13%	8%	5%	13%	10%	4%	11%
Don't know	7%	3%	8%	10%	7%	4%	6%	18%	8%

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	490	340	193	264	477	1764	101	176
Base: All GB adults	2041	488	337	191	276	473	1763	100	178
Yes, I did	8%	10%	7%	8%	8%	10%	9%	4%	6%
No, I didn't	63%	62%	64%	67%	59%	63%	63%	66%	61%
Don't know	4%	4%	2%	1%	6%	4%	3%	4%	5%
Not applicable - I do not drink alcohol	25%	24%	27%	24%	27%	24%	25%	26%	28%

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	168	50	23	15	20	45	153	4	11
Base: All GB adults who are attempting Dry January	171	50	23	15	21	45	156	4	11
I haven't consumed any alcohol	77%	71%	77%	78%	59%	92%	77%	77%	80%
I have consumed some alcohol, but I'm still trying to cut back	15%	21%	19%	22%	17%	4%	15%	23%	10%
I've abandoned Dry January entirely	1%	3%	-	-	-	-	1%	-	-
Don't know	5%	6%	-	-	14%	2%	4%	-	10%
Prefer not to say	2%	-	4%	-	10%	2%	3%	-	-

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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	83	220	187	173	167	193	264	283	194	1764
Base: All GB adults	2041	83	219	186	172	165	191	276	279	194	1763
Yes, I have	25%	26%	28%	22%	24%	29%	28%	30%	20%	27%	26%
No, I have not	73%	71%	69%	76%	73%	69%	71%	67%	79%	72%	72%
Don't know	2%	3%	2%	2%	2%	2%	1%	3%	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	520	23	63	42	41	48	56	78	57	52	460
Base: All GB adults who have made a New Year's resolution for 2020	519	22	62	41	41	48	54	83	56	52	459
I have kept up all my resolutions	53%	40%	57%	60%	59%	47%	55%	51%	48%	64%	54%
I have kept up some of my resolutions, but not all of them	31%	47%	30%	29%	31%	22%	27%	37%	33%	22%	30%
I haven't kept up any of my resolutions	10%	8%	9%	11%	-	25%	8%	5%	14%	11%	10%
Don't know	7%	4%	5%	-	10%	6%	10%	7%	5%	4%	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	83	220	187	173	167	193	264	283	194	1764
Base: All GB adults	2041	83	219	186	172	165	191	276	279	194	1763
Yes, I did	8%	10%	13%	8%	7%	7%	8%	8%	10%	9%	9%
No, I didn't	63%	56%	62%	64%	67%	62%	67%	59%	62%	64%	63%
Don't know	4%	5%	2%	5%	2%	3%	1%	6%	3%	4%	3%
Not applicable - I do not drink alcohol	25%	29%	24%	23%	25%	29%	24%	27%	25%	22%	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	168	8	28	14	11	12	15	20	28	17	153
Base: All GB adults who are attempting Dry January	171	8	28	15	12	12	15	21	27	18	156
I haven't consumed any alcohol	77%	75%	74%	61%	72%	82%	78%	59%	86%	100%	77%
I have consumed some alcohol, but I'm still trying to cut back	15%	25%	17%	24%	28%	10%	22%	17%	7%	-	15%
I've abandoned Dry January entirely	1%	-	5%	-	-	-	-	-	-	-	1%
Don't know	5%	-	3%	15%	-	-	-	14%	3%	-	4%
Prefer not to say	2%	-	-	-	-	8%	-	10%	3%	-	3%

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Total		
	Wales	Scotland

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

Unweighted base	2041	101	176
Base: All GB adults	2041	100	178
Yes, I have	25%	21%	21%
No, I have not	73%	78%	77%
Don't know	2%	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	520	22	38
Base: All GB adults who have made a New Year's resolution for 2020	519	21	38
I have kept up all my resolutions	53%	52%	45%
I have kept up some of my resolutions, but not all of them	31%	26%	36%
I haven't kept up any of my resolutions	10%	4%	11%
Don't know	7%	18%	8%

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	101	176
Base: All GB adults	2041	100	178
Yes, I did	8%	4%	6%
No, I didn't	63%	66%	61%
Don't know	4%	4%	5%
Not applicable - I do not drink alcohol	25%	26%	28%

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	168	4	11
Base: All GB adults who are attempting Dry January	171	4	11
I haven't consumed any alcohol	77%	77%	80%
I have consumed some alcohol, but I'm still trying to cut back	15%	23%	10%
I've abandoned Dry January entirely	1%	-	-
Don't know	5%	-	10%
Prefer not to say	2%	-	-

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Total	Working Status						
	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	833	295	1128	112	539	80	182
Base: All GB adults	2041	846	304	1149	119	497	88	188
Yes, I have	25%	28%	32%	29%	41%	15%	27%	20%
No, I have not	73%	70%	67%	69%	55%	85%	70%	75%
Don't know	2%	2%	1%	2%	4%	0%	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	520	239	94	333	47	80	23	37
Base: All GB adults who have made a New Year's resolution for 2020	519	239	96	335	49	74	24	37
I have kept up all my resolutions	53%	59%	54%	58%	36%	44%	46%	59%
I have kept up some of my resolutions, but not all of them	31%	27%	34%	29%	37%	36%	33%	21%
I haven't kept up any of my resolutions	10%	9%	7%	8%	15%	15%	4%	9%
Don't know	7%	5%	4%	5%	12%	5%	16%	11%

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	833	295	1128	112	539	80	182
Base: All GB adults	2041	846	304	1149	119	497	88	188
Yes, I did	8%	12%	9%	11%	10%	4%	12%	2%
No, I didn't	63%	66%	59%	64%	64%	66%	47%	53%
Don't know	4%	3%	7%	4%	1%	2%	3%	6%
Not applicable - I do not drink alcohol	25%	19%	26%	21%	25%	28%	39%	39%

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	168	97	25	122	12	20	10	4
Base: All GB adults who are attempting Dry January	171	99	27	126	12	18	11	4
I haven't consumed any alcohol	77%	81%	67%	78%	84%	79%	58%	74%
I have consumed some alcohol, but I'm still trying to cut back	15%	14%	26%	16%	8%	16%	10%	-
I've abandoned Dry January entirely	1%	-	-	-	-	-	12%	-
Don't know	5%	2%	7%	3%	-	5%	20%	26%
Prefer not to say	2%	3%	-	2%	9%	-	-	-

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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	897	286	171	74	589	1469	242	212	78	532
Base: All GB adults	2041	884	288	166	69	609	1455	251	213	81	545
Yes, I have	25%	23%	30%	30%	9%	28%	23%	35%	30%	29%	32%
No, I have not	73%	76%	68%	69%	91%	69%	76%	63%	68%	67%	65%
Don't know	2%	1%	2%	1%	-	3%	1%	2%	2%	4%	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	520	204	88	52	7	165	339	85	64	23	172
Base: All GB adults who have made a New Year's resolution for 2020	519	202	87	50	7	169	334	88	63	23	175
I have kept up all my resolutions	53%	53%	54%	50%	45%	54%	54%	55%	57%	38%	53%
I have kept up some of my resolutions, but not all of them	31%	32%	29%	32%	41%	29%	31%	29%	27%	38%	29%
I haven't kept up any of my resolutions	10%	8%	14%	12%	13%	9%	10%	9%	10%	14%	10%
Don't know	7%	6%	3%	6%	-	8%	6%	7%	6%	10%	7%

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	897	286	171	74	589	1469	242	212	78	532
Base: All GB adults	2041	884	288	166	69	609	1455	251	213	81	545
Yes, I did	8%	8%	8%	9%	3%	9%	7%	14%	11%	11%	12%
No, I didn't	63%	67%	68%	54%	45%	59%	65%	59%	60%	53%	59%
Don't know	4%	3%	4%	1%	4%	5%	3%	4%	6%	8%	6%
Not applicable - I do not drink alcohol	25%	22%	20%	35%	48%	27%	25%	23%	22%	28%	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	168	69	23	14	2	55	100	32	22	9	63
Base: All GB adults who are attempting Dry January	171	69	24	16	2	55	99	34	24	9	66
I haven't consumed any alcohol	77%	76%	90%	78%	100%	74%	79%	78%	75%	78%	77%
I have consumed some alcohol, but I'm still trying to cut back	15%	17%	5%	16%	-	17%	13%	16%	25%	12%	19%
I've abandoned Dry January entirely	1%	-	-	-	-	2%	1%	-	-	-	-
Don't know	5%	4%	5%	6%	-	4%	4%	6%	-	-	3%
Prefer not to say	2%	3%	-	-	-	3%	3%	-	-	10%	1%

YouGov Survey Results
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Total	Social Media/ Messaging service (within the last month)									
	Refused	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	40	1490	705	361	284	719	305	1276	1320	207
Base: All GB adults	2041	41	1490	713	351	281	728	315	1281	1326	204
Yes, I have	25%	23%	26%	29%	34%	31%	35%	39%	28%	30%	29%
No, I have not	73%	59%	73%	69%	65%	68%	64%	57%	71%	69%	69%
Don't know	2%	18%	1%	2%	1%	1%	2%	3%	2%	2%	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	520	9	392	212	124	91	252	121	359	397	59
Base: All GB adults who have made a New Year's resolution for 2020	519	9	388	209	119	88	253	124	357	396	58
I have kept up all my resolutions	53%	33%	55%	57%	56%	53%	53%	50%	56%	53%	54%
I have kept up some of my resolutions, but not all of them	31%	30%	30%	28%	32%	30%	30%	35%	28%	31%	37%
I haven't kept up any of my resolutions	10%	12%	10%	7%	7%	9%	10%	6%	10%	10%	8%
Don't know	7%	25%	6%	7%	5%	8%	7%	9%	6%	6%	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	2041	40	1490	705	361	284	719	305	1276	1320	207
Base: All GB adults	2041	41	1490	713	351	281	728	315	1281	1326	204
Yes, I did	8%	12%	8%	9%	10%	11%	10%	10%	9%	10%	12%
No, I didn't	63%	40%	65%	65%	69%	57%	64%	64%	65%	63%	65%
Don't know	4%	5%	3%	3%	3%	2%	3%	4%	3%	3%	2%
Not applicable - I do not drink alcohol	25%	43%	24%	23%	18%	30%	23%	23%	23%	24%	21%

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	168	5	122	67	37	31	69	30	109	129	25
Base: All GB adults who are attempting Dry January	171	5	123	66	36	30	71	30	110	129	24
I haven't consumed any alcohol	77%	58%	78%	76%	80%	67%	74%	80%	81%	79%	80%
I have consumed some alcohol, but I'm still trying to cut back	15%	-	16%	17%	9%	27%	17%	14%	16%	15%	12%
I've abandoned Dry January entirely	1%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	42%	4%	3%	3%	-	3%	3%	2%	5%	-
Prefer not to say	2%	-	2%	4%	8%	6%	6%	3%	2%	1%	7%