

YouGov Survey Results

Sample size: 2054 GB adults

Fieldwork: 20-21 Jan 2020



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

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

Unweighted base	2054	955	1099	195	315	342	350	852	1233	821	496	350	170
Base: All GB adults	2054	996	1058	228	322	352	354	798	1171	883	491	339	169
Yes, I have	29%	24%	33%	50%	39%	38%	24%	17%	29%	28%	25%	30%	29%
No, I have not	71%	75%	67%	50%	60%	61%	76%	83%	70%	71%	75%	70%	71%
Don't know	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	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	581	222	359	106	122	130	83	140	356	225	124	100	48
Base: All GB adults who have made a New Year's resolution for 2020	589	242	347	113	125	134	84	132	343	246	122	100	48
I have kept up all my resolutions	41%	44%	39%	31%	48%	42%	43%	43%	43%	40%	48%	41%	46%
I have kept up some of my resolutions, but not all of them	45%	43%	47%	60%	39%	45%	42%	43%	45%	46%	40%	46%	39%
I haven't kept up any of my resolutions	11%	10%	11%	7%	11%	11%	14%	12%	9%	13%	6%	12%	14%
Don't know	2%	2%	3%	2%	2%	2%	1%	3%	3%	1%	6%	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	2054	955	1099	195	315	342	350	852	1233	821	496	350	170
Base: All GB adults	2054	996	1058	228	322	352	354	798	1171	883	491	339	169
Yes, I did	7%	7%	8%	11%	12%	8%	7%	4%	9%	6%	7%	9%	7%
No, I didn't	71%	78%	65%	64%	71%	72%	74%	72%	74%	67%	71%	69%	68%
Don't know	1%	1%	1%	2%	1%	2%	0%	1%	1%	1%	1%	1%	1%
Not applicable - I did not drink alcohol before 2020	21%	15%	26%	22%	16%	18%	18%	24%	16%	26%	21%	21%	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	147	60	87	23	37	27	26	34	103	44	34	28	13
Base: All GB adults who are planning to do Dry January	150	66	83	26	38	29	26	32	100	50	34	29	12
I haven't consumed any alcohol	53%	55%	52%	48%	54%	50%	57%	56%	55%	50%	55%	40%	72%
I have consumed some alcohol, but I'm still trying to cut back	35%	33%	36%	36%	37%	30%	31%	38%	32%	39%	34%	51%	14%
I've abandoned Dry January entirely	10%	10%	10%	17%	8%	14%	8%	6%	10%	11%	11%	7%	15%
Don't know	1%	1%	-	-	-	3%	-	-	1%	-	-	3%	-
Prefer not to say	1%	1%	1%	-	-	3%	4%	-	2%	-	-	-	-

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

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

Unweighted base	2054	253	500	1769	106	179	80	233	183	166	184	170	253
Base: All GB adults	2054	277	499	1775	101	179	77	233	181	161	178	169	277
Yes, I have	29%	32%	29%	28%	27%	33%	25%	29%	20%	32%	27%	29%	32%
No, I have not	71%	67%	70%	71%	73%	67%	75%	71%	80%	68%	73%	71%	67%
Don't know	1%	1%	1%	1%	-	-	-	1%	-	-	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	581	81	142	495	29	57	20	67	37	53	47	48	81
Base: All GB adults who have made a New Year's resolution for 2020	589	88	144	503	27	59	19	67	36	52	48	48	88
I have kept up all my resolutions	41%	31%	44%	42%	50%	31%	50%	51%	43%	36%	45%	46%	31%
I have kept up some of my resolutions, but not all of them	45%	57%	43%	45%	36%	54%	45%	33%	49%	51%	41%	39%	57%
I haven't kept up any of my resolutions	11%	11%	11%	10%	14%	13%	-	8%	6%	12%	12%	14%	11%
Don't know	2%	1%	2%	2%	-	2%	5%	7%	3%	-	2%	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	2054	253	500	1769	106	179	80	233	183	166	184	170	253
Base: All GB adults	2054	277	499	1775	101	179	77	233	181	161	178	169	277
Yes, I did	7%	9%	6%	7%	4%	8%	8%	7%	6%	8%	9%	7%	9%
No, I didn't	71%	70%	72%	71%	88%	67%	69%	71%	73%	69%	69%	68%	70%
Don't know	1%	2%	1%	1%	-	-	-	1%	2%	1%	2%	1%	2%
Not applicable - I did not drink alcohol before 2020	21%	20%	20%	21%	8%	25%	22%	21%	20%	22%	20%	24%	20%

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	147	23	33	131	4	12	7	17	10	14	14	13	23
Base: All GB adults who are planning to do Dry January	150	25	32	132	4	14	6	17	10	13	16	12	25
I haven't consumed any alcohol	53%	59%	49%	52%	79%	52%	54%	61%	46%	35%	44%	72%	59%
I have consumed some alcohol, but I'm still trying to cut back	35%	25%	38%	35%	-	41%	29%	30%	45%	51%	51%	14%	25%
I've abandoned Dry January entirely	10%	16%	7%	10%	21%	7%	17%	10%	10%	14%	-	15%	16%
Don't know	1%	-	-	1%	-	-	-	-	-	-	5%	-	-
Prefer not to say	1%	-	6%	1%	-	-	-	-	-	-	-	-	-

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Total						Working Status						
	South East	South West	England (NET)	Wales	Scotland	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	2054	326	174	1769	106	179	839	326	1165	112	537	79	161
Base: All GB adults	2054	323	176	1775	101	179	853	327	1180	127	487	87	173
Yes, I have	29%	29%	29%	28%	27%	33%	32%	32%	32%	48%	15%	33%	25%
No, I have not	71%	71%	68%	71%	73%	67%	67%	68%	67%	52%	85%	65%	74%
Don't know	1%	0%	2%	1%	-	-	1%	-	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	581	91	51	495	29	57	270	106	376	56	82	27	40
Base: All GB adults who have made a New Year's resolution for 2020	589	92	52	503	27	59	275	105	380	61	75	29	44
I have kept up all my resolutions	41%	43%	45%	42%	50%	31%	42%	45%	43%	28%	48%	30%	45%
I have kept up some of my resolutions, but not all of them	45%	43%	43%	45%	36%	54%	45%	42%	44%	61%	37%	59%	41%
I haven't kept up any of my resolutions	11%	12%	10%	10%	14%	13%	12%	9%	11%	10%	14%	11%	4%
Don't know	2%	2%	2%	2%	-	2%	1%	4%	2%	1%	1%	-	10%

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	2054	326	174	1769	106	179	839	326	1165	112	537	79	161
Base: All GB adults	2054	323	176	1775	101	179	853	327	1180	127	487	87	173
Yes, I did	7%	7%	5%	7%	4%	8%	9%	10%	9%	8%	4%	10%	3%
No, I didn't	71%	71%	75%	71%	88%	67%	75%	68%	73%	66%	73%	61%	64%
Don't know	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	2%	1%
Not applicable - I did not drink alcohol before 2020	21%	20%	20%	21%	8%	25%	15%	22%	17%	25%	23%	27%	33%

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	147	24	9	131	4	12	73	32	105	9	21	7	5
Base: All GB adults who are planning to do Dry January	150	24	8	132	4	14	75	33	108	10	19	8	5
I haven't consumed any alcohol	53%	44%	66%	52%	79%	52%	53%	42%	50%	39%	57%	89%	79%
I have consumed some alcohol, but I'm still trying to cut back	35%	48%	10%	35%	-	41%	36%	46%	39%	35%	33%	-	-
I've abandoned Dry January entirely	10%	5%	13%	10%	21%	7%	10%	6%	8%	26%	10%	11%	21%
Don't know	1%	-	-	1%	-	-	1%	-	1%	-	-	-	-
Prefer not to say	1%	4%	11%	1%	-	-	-	6%	2%	-	-	-	-

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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)	Refused

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

Unweighted base	2054	892	281	186	98	576	1483	236	203	85	524	47
Base: All GB adults	2054	859	287	180	89	616	1465	244	204	88	535	54
Yes, I have	29%	24%	33%	23%	19%	36%	25%	39%	38%	47%	40%	18%
No, I have not	71%	75%	66%	77%	81%	63%	75%	61%	62%	53%	60%	71%
Don't know	1%	0%	1%	-	-	1%	0%	-	-	-	-	11%

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	581	211	93	43	18	209	365	91	78	39	208	8
Base: All GB adults who have made a New Year's resolution for 2020	589	209	95	41	17	220	366	94	78	41	213	10
I have kept up all my resolutions	41%	45%	47%	46%	27%	36%	46%	36%	35%	34%	36%	10%
I have kept up some of my resolutions, but not all of them	45%	42%	40%	47%	51%	49%	41%	51%	54%	52%	52%	69%
I haven't kept up any of my resolutions	11%	10%	12%	7%	16%	11%	11%	10%	10%	13%	11%	11%
Don't know	2%	2%	1%	-	6%	3%	3%	3%	-	-	1%	10%

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	2054	892	281	186	98	576	1483	236	203	85	524	47
Base: All GB adults	2054	859	287	180	89	616	1465	244	204	88	535	54
Yes, I did	7%	7%	8%	6%	6%	8%	6%	11%	11%	8%	11%	6%
No, I didn't	71%	74%	77%	69%	60%	68%	72%	66%	72%	69%	69%	69%
Don't know	1%	1%	1%	1%	-	2%	1%	2%	1%	1%	1%	7%
Not applicable - I did not drink alcohol before 2020	21%	19%	14%	25%	34%	22%	21%	21%	16%	22%	19%	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	147	59	24	10	6	45	89	26	23	6	55	3
Base: All GB adults who are planning to do Dry January	150	58	23	10	5	49	90	28	22	7	57	3
I haven't consumed any alcohol	53%	59%	59%	37%	34%	46%	50%	62%	48%	54%	56%	100%
I have consumed some alcohol, but I'm still trying to cut back	35%	32%	32%	53%	33%	39%	39%	30%	31%	30%	31%	-
I've abandoned Dry January entirely	10%	8%	9%	10%	15%	14%	10%	8%	17%	16%	12%	-
Don't know	1%	1%	-	-	-	-	-	-	4%	-	1%	-
Prefer not to say	1%	-	-	-	18%	2%	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

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

Unweighted base	2054	1175	879	165	256	195	77	489	766
Base: All GB adults	2054	1142	912	170	261	196	78	496	725
Yes, I have	29%	26%	32%	43%	37%	37%	37%	37%	20%
No, I have not	71%	73%	68%	55%	63%	63%	61%	62%	80%
Don't know	1%	0%	1%	2%	-	-	1%	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	581	301	280	70	93	72	28	181	147
Base: All GB adults who have made a New Year's resolution for 2020	589	300	289	74	96	72	29	186	141
I have kept up all my resolutions	41%	41%	42%	39%	43%	42%	25%	39%	42%
I have kept up some of my resolutions, but not all of them	45%	46%	45%	51%	46%	46%	59%	48%	43%
I haven't kept up any of my resolutions	11%	12%	10%	10%	11%	11%	16%	12%	12%
Don't know	2%	1%	3%	-	-	1%	-	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	2054	1175	879	165	256	195	77	489	766
Base: All GB adults	2054	1142	912	170	261	196	78	496	725
Yes, I did	7%	8%	7%	15%	10%	12%	13%	11%	5%
No, I didn't	71%	71%	71%	67%	73%	68%	57%	70%	71%
Don't know	1%	1%	1%	2%	1%	-	-	1%	1%
Not applicable - I did not drink alcohol before 2020	21%	21%	20%	16%	16%	20%	30%	18%	23%

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	147	88	59	24	25	23	9	54	40
Base: All GB adults who are planning to do Dry January	150	88	62	25	25	23	10	55	39
I haven't consumed any alcohol	53%	55%	50%	54%	49%	52%	59%	55%	61%
I have consumed some alcohol, but I'm still trying to cut back	35%	33%	38%	27%	40%	31%	30%	30%	34%
I've abandoned Dry January entirely	10%	10%	10%	19%	12%	9%	11%	12%	5%
Don't know	1%	1%	-	-	-	4%	-	1%	-
Prefer not to say	1%	1%	2%	-	-	4%	-	2%	-

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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	2054	1460	727	348	308	703	292	1262	1276	211
Base: All GB adults	2054	1462	739	347	305	725	309	1264	1292	209
Yes, I have	29%	31%	36%	39%	42%	41%	47%	33%	33%	37%
No, I have not	71%	68%	64%	61%	57%	59%	53%	67%	66%	62%
Don't know	1%	0%	0%	-	1%	0%	1%	0%	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	581	452	258	132	129	286	139	408	426	74
Base: All GB adults who have made a New Year's resolution for 2020	589	458	265	135	128	294	144	414	432	76
I have kept up all my resolutions	41%	41%	43%	36%	37%	42%	33%	41%	43%	39%
I have kept up some of my resolutions, but not all of them	45%	46%	43%	51%	49%	46%	51%	46%	45%	42%
I haven't kept up any of my resolutions	11%	10%	11%	11%	12%	9%	13%	11%	10%	14%
Don't know	2%	2%	3%	3%	1%	3%	3%	3%	2%	5%

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	2054	1460	727	348	308	703	292	1262	1276	211
Base: All GB adults	2054	1462	739	347	305	725	309	1264	1292	209
Yes, I did	7%	7%	9%	9%	10%	9%	11%	8%	9%	11%
No, I didn't	71%	73%	74%	76%	67%	71%	70%	73%	72%	72%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Not applicable - I did not drink alcohol before 2020	21%	18%	16%	14%	22%	19%	18%	18%	18%	16%

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	147	110	66	33	30	64	32	103	109	22
Base: All GB adults who are planning to do Dry January	150	109	68	32	30	66	34	102	111	22
I haven't consumed any alcohol	53%	51%	52%	56%	57%	53%	55%	55%	57%	57%
I have consumed some alcohol, but I'm still trying to cut back	35%	35%	37%	35%	33%	37%	34%	30%	32%	35%
I've abandoned Dry January entirely	10%	12%	7%	9%	10%	9%	11%	13%	10%	8%
Don't know	1%	1%	1%	-	-	-	-	1%	1%	-
Prefer not to say	1%	2%	3%	-	-	1%	-	1%	1%	-