

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total	Gender	
	Male	Female

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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

	2028	947	1081
Unweighted base	2028	984	1044
Base: All GB adults			
Yes, I had	7%	8%	5%
No, I hadn't	70%	74%	67%
Don't know	1%	1%	0%
Not applicable - I did not drink alcohol before 2020	22%	16%	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 succeeded with Dry January?

	135	76	59
Unweighted base	139	82	57
Base: All GB adults who are planning to do Dry January			
I didn't consume any alcohol	52%	52%	53%
I consumed some alcohol, but tried to cut back	35%	38%	31%
I abandoned Dry January entirely	11%	10%	12%
Don't know	1%	-	2%
Prefer not to say	1%	-	2%

Cell Contents (Column Percentages)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total	Age				
	18-24	25-34	35-44	45-54	55+

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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	128	293	339	347	921
Base: All GB adults	2028	225	295	355	341	812
Yes, I had	7%	7%	8%	9%	7%	5%
No, I hadn't	70%	69%	73%	72%	69%	70%
Don't know	1%	1%	1%	1%	1%	0%
Not applicable - I did not drink alcohol before 2020	22%	23%	18%	18%	23%	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 succeeded with Dry January?

Unweighted base	135	10	25	27	24	49
Base: All GB adults who are planning to do Dry January	139	17	24	31	23	44
I didn't consume any alcohol	52%	36%	51%	47%	53%	64%
I consumed some alcohol, but tried to cut back	35%	57%	25%	39%	39%	28%
I abandoned Dry January entirely	11%	7%	20%	14%	8%	6%
Don't know	1%	-	4%	-	-	-
Prefer not to say	1%	-	-	-	-	3%

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total	Social Grade		Region			
	ABC1	C2DE	North	Midlands	East	London

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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	1208	820	499	327	170	248
Base: All GB adults	2028	1156	872	485	335	171	274
Yes, I had	7%	7%	6%	5%	5%	10%	11%
No, I hadn't	70%	74%	65%	75%	70%	67%	67%
Don't know	1%	1%	1%	0%	1%	1%	2%
Not applicable - I did not drink alcohol before 2020	22%	18%	27%	20%	25%	23%	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 succeeded with Dry January?

Unweighted base	135	85	50	26	14	14	25
Base: All GB adults who are planning to do Dry January	139	83	56	25	16	17	30
I didn't consume any alcohol	52%	51%	55%	44%	52%	63%	30%
I consumed some alcohol, but tried to cut back	35%	35%	36%	34%	22%	32%	58%
I abandoned Dry January entirely	11%	13%	7%	22%	26%	5%	8%
Don't know	1%	-	2%	-	-	-	-
Prefer not to say	1%	1%	-	-	-	-	4%

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total	Region			
	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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	491	1735	100	193
Base: All GB adults	2028	489	1752	99	176
Yes, I had	7%	8%	7%	4%	6%
No, I hadn't	70%	70%	71%	76%	67%
Don't know	1%	1%	1%	-	1%
Not applicable - I did not drink alcohol before 2020	22%	21%	22%	20%	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 succeeded with Dry January?

Unweighted base	135	40	119	5	11
Base: All GB adults who are planning to do Dry January	139	38	125	4	10
I didn't consume any alcohol	52%	59%	49%	100%	81%
I consumed some alcohol, but tried to cut back	35%	33%	38%	-	19%
I abandoned Dry January entirely	11%	5%	12%	-	-
Don't know	1%	3%	1%	-	-
Prefer not to say	1%	-	1%	-	-

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



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

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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	89	224	186	146	181	170
Base: All GB adults	2028	90	215	180	148	186	171
Yes, I had	7%	7%	6%	3%	2%	7%	10%
No, I hadn't	70%	71%	78%	73%	68%	72%	67%
Don't know	1%	-	0%	0%	-	1%	1%
Not applicable - I did not drink alcohol before 2020	22%	23%	16%	23%	30%	20%	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 succeeded with Dry January?

Unweighted base	135	7	12	7	3	11	14
Base: All GB adults who are planning to do Dry January	139	6	12	6	3	13	17
I didn't consume any alcohol	52%	43%	39%	55%	100%	41%	63%
I consumed some alcohol, but tried to cut back	35%	42%	24%	45%	-	27%	32%
I abandoned Dry January entirely	11%	16%	36%	-	-	32%	5%
Don't know	1%	-	-	-	-	-	-
Prefer not to say	1%	-	-	-	-	-	-

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total	Region					
	London	South East	South West	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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	248	312	179	1735	100	193
Base: All GB adults	2028	274	314	174	1752	99	176
Yes, I had	7%	11%	7%	10%	7%	4%	6%
No, I hadn't	70%	67%	73%	65%	71%	76%	67%
Don't know	1%	2%	1%	1%	1%	-	1%
Not applicable - I did not drink alcohol before 2020	22%	20%	20%	24%	22%	20%	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 succeeded with Dry January?

Unweighted base	135	25	22	18	119	5	11
Base: All GB adults who are planning to do Dry January	139	30	21	17	125	4	10
I didn't consume any alcohol	52%	30%	59%	59%	49%	100%	81%
I consumed some alcohol, but tried to cut back	35%	58%	32%	35%	38%	-	19%
I abandoned Dry January entirely	11%	8%	4%	6%	12%	-	-
Don't know	1%	-	5%	-	1%	-	-
Prefer not to say	1%	4%	-	-	1%	-	-

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total	Working Status					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	838	277	1115	61	604	62
Base: All GB adults	2028	871	278	1149	103	508	72
Yes, I had	7%	9%	8%	9%	1%	5%	5%
No, I hadn't	70%	75%	63%	72%	80%	70%	66%
Don't know	1%	1%	0%	1%	-	0%	1%
Not applicable - I did not drink alcohol before 2020	22%	15%	28%	18%	19%	24%	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 succeeded with Dry January?

Unweighted base	135	71	20	91	1	31	3
Base: All GB adults who are planning to do Dry January	139	76	23	99	1	27	4
I didn't consume any alcohol	52%	48%	41%	46%	100%	75%	32%
I consumed some alcohol, but tried to cut back	35%	43%	37%	41%	-	18%	40%
I abandoned Dry January entirely	11%	9%	22%	12%	-	3%	28%
Don't know	1%	-	-	-	-	4%	-
Prefer not to say	1%	-	-	-	-	-	-

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total	Marital Status					
	Not working/ Other	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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	186	996	278	192	71	486
Base: All GB adults	2028	196	927	286	180	62	568
Yes, I had	7%	4%	6%	10%	7%	3%	6%
No, I hadn't	70%	58%	72%	75%	65%	57%	69%
Don't know	1%	2%	1%	-	0%	4%	1%
Not applicable - I did not drink alcohol before 2020	22%	36%	21%	16%	27%	36%	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 succeeded with Dry January?

Unweighted base	135	9	64	25	12	2	32
Base: All GB adults who are planning to do Dry January	139	9	60	28	13	2	37
I didn't consume any alcohol	52%	53%	64%	48%	51%	-	39%
I consumed some alcohol, but tried to cut back	35%	22%	28%	43%	41%	45%	39%
I abandoned Dry January entirely	11%	12%	8%	8%	-	55%	19%
Don't know	1%	-	-	-	8%	-	-
Prefer not to say	1%	13%	-	-	-	-	3%

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	1538	216	182	58	456	34
Base: All GB adults	2028	1494	236	192	68	496	38
Yes, I had	7%	7%	9%	7%	10%	8%	3%
No, I hadn't	70%	72%	65%	68%	63%	66%	62%
Don't know	1%	0%	0%	1%	1%	1%	13%
Not applicable - I did not drink alcohol before 2020	22%	21%	26%	23%	26%	25%	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 succeeded with Dry January?

Unweighted base	135	98	19	13	4	36	1
Base: All GB adults who are planning to do Dry January	139	98	20	13	7	40	1
I didn't consume any alcohol	52%	53%	73%	38%	18%	52%	-
I consumed some alcohol, but tried to cut back	35%	38%	17%	38%	54%	30%	-
I abandoned Dry January entirely	11%	8%	10%	24%	13%	15%	100%
Don't know	1%	-	-	-	15%	3%	-
Prefer not to say	1%	1%	-	-	-	-	-

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 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

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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	1194	834	139	229	162	69
Base: All GB adults	2028	1125	903	142	241	164	68
Yes, I had	7%	6%	8%	5%	8%	6%	9%
No, I hadn't	70%	69%	72%	67%	69%	65%	71%
Don't know	1%	1%	1%	3%	2%	2%	2%
Not applicable - I did not drink alcohol before 2020	22%	24%	20%	25%	22%	27%	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 succeeded with Dry January?

Unweighted base	135	69	66	7	18	10	6
Base: All GB adults who are planning to do Dry January	139	66	73	6	18	10	6
I didn't consume any alcohol	52%	55%	50%	72%	55%	71%	84%
I consumed some alcohol, but tried to cut back	35%	31%	40%	12%	23%	20%	-
I abandoned Dry January entirely	11%	11%	10%	16%	17%	9%	16%
Don't know	1%	2%	-	-	6%	-	-
Prefer not to say	1%	2%	-	-	-	-	-

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total		
	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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	436	831
Base: All GB adults	2028	446	750
Yes, I had	7%	7%	5%
No, I hadn't	70%	68%	70%
Don't know	1%	2%	0%
Not applicable - I did not drink alcohol before 2020	22%	24%	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 succeeded with Dry January?

Unweighted base	135	32	41
Base: All GB adults who are planning to do Dry January	139	32	38
I didn't consume any alcohol	52%	61%	51%
I consumed some alcohol, but tried to cut back	35%	19%	40%
I abandoned Dry January entirely	11%	16%	6%
Don't know	1%	3%	-
Prefer not to say	1%	-	3%

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total	Social Media/ Messaging service (within the last mc					
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat

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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	1442	637	318	248	603	192
Base: All GB adults	2028	1454	665	313	244	649	234
Yes, I had	7%	6%	8%	10%	10%	9%	10%
No, I hadn't	70%	73%	74%	75%	68%	72%	75%
Don't know	1%	1%	1%	1%	-	1%	0%
Not applicable - I did not drink alcohol before 2020	22%	20%	18%	14%	22%	19%	14%

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 succeeded with Dry January?

Unweighted base	135	89	52	33	25	51	20
Base: All GB adults who are planning to do Dry January	139	89	55	33	25	56	25
I didn't consume any alcohol	52%	54%	48%	63%	69%	50%	42%
I consumed some alcohol, but tried to cut back	35%	34%	35%	25%	23%	38%	41%
I abandoned Dry January entirely	11%	12%	17%	12%	7%	12%	17%
Don't know	1%	-	-	-	-	-	-
Prefer not to say	1%	-	-	-	-	-	-

Cell Contents (C)

YouGov Survey Results

Sample size: 2028 GB adults

Fieldwork: 3-4 Feb 2020



Total	nth)		
	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)...Had you planned on doing Dry January this year? (If you did not drink alcohol before January 2020, please select the "Not applicable" option)

Unweighted base	2028	1210	1230	215
Base: All GB adults	2028	1239	1260	209
Yes, I had	7%	6%	8%	9%
No, I hadn't	70%	74%	72%	72%
Don't know	1%	0%	0%	1%
Not applicable - I did not drink alcohol before 2020	22%	20%	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 succeeded with Dry January?

Unweighted base	135	77	88	20
Base: All GB adults who are planning to do Dry January	139	79	96	18
I didn't consume any alcohol	52%	52%	49%	68%
I consumed some alcohol, but tried to cut back	35%	33%	41%	27%
I abandoned Dry January entirely	11%	15%	10%	5%
Don't know	1%	-	-	-
Prefer not to say	1%	-	-	-

Cell Contents (C)