

YouGov Survey Results

Sample size: 2106 GB adults

Fieldwork: 9-10 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	2106	973	1133	184	324	352	350	896	1283	823
Base: All GB adults	2106	1021	1085	234	331	351	349	841	1200	906
Yes, I have	23%	19%	27%	40%	37%	22%	17%	17%	26%	20%
No, I have not	75%	80%	71%	55%	61%	76%	83%	83%	73%	78%
Don't know	1%	1%	1%	5%	1%	2%	-	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	483	175	308	76	122	78	59	148	318	165
Base: All GB adults who have made a New Year's resolution for 2020	493	195	297	93	123	77	58	141	310	183
I have kept up all my resolutions	55%	59%	53%	52%	56%	57%	55%	55%	56%	54%
I have kept up some of my resolutions, but not all of them	33%	26%	37%	37%	30%	28%	36%	34%	33%	32%
I haven't kept up any of my resolutions	8%	11%	7%	6%	10%	10%	5%	9%	7%	11%
Don't know	4%	5%	3%	4%	5%	5%	4%	2%	4%	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	2106	973	1133	184	324	352	350	896	1283	823
Base: All GB adults	2106	1021	1085	234	331	351	349	841	1200	906
Yes, I did	7%	7%	7%	7%	10%	8%	8%	4%	8%	5%
No, I didn't	71%	75%	66%	68%	72%	70%	71%	71%	75%	66%
Don't know	1%	2%	1%	3%	3%	2%	1%	1%	1%	2%
Not applicable - I did not drink alcohol before 2020	21%	16%	26%	22%	16%	21%	20%	23%	17%	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 have succeeded with Dry January so far?

Unweighted base	137	63	74	13	32	26	26	40	95	42
Base: All GB adults who are planning to do Dry January	141	68	72	17	33	26	27	37	92	48
I haven't consumed any alcohol	75%	71%	80%	76%	68%	71%	78%	83%	79%	69%
I have consumed some alcohol, but I'm still trying to cut back	18%	19%	17%	24%	20%	25%	13%	12%	15%	24%
I've abandoned Dry January entirely	6%	9%	3%	-	8%	4%	9%	5%	6%	4%
Don't know	-	-	-	-	-	-	-	-	-	-
Prefer not to say	1%	2%	-	-	3%	-	-	-	-	2%

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

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

Unweighted base	2106	502	351	211	253	496	1813	103	190	92	235	175
Base: All GB adults	2106	503	347	200	284	485	1820	103	183	90	235	178
Yes, I have	23%	25%	20%	24%	29%	24%	24%	19%	18%	15%	25%	30%
No, I have not	75%	73%	80%	75%	70%	75%	75%	81%	81%	83%	73%	69%
Don't know	1%	2%	1%	1%	1%	2%	1%	-	1%	2%	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	483	121	67	50	71	120	429	21	33	13	59	49
Base: All GB adults who have made a New Year's resolution for 2020	493	126	69	48	82	116	440	20	33	13	59	54
I have kept up all my resolutions	55%	55%	57%	51%	57%	54%	55%	65%	52%	48%	55%	56%
I have kept up some of my resolutions, but not all of them	33%	35%	24%	42%	30%	31%	32%	35%	42%	37%	38%	32%
I haven't kept up any of my resolutions	8%	6%	16%	4%	8%	12%	9%	-	6%	7%	5%	5%
Don't know	4%	4%	3%	4%	5%	4%	4%	-	-	8%	1%	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	2106	502	351	211	253	496	1813	103	190	92	235	175
Base: All GB adults	2106	503	347	200	284	485	1820	103	183	90	235	178
Yes, I did	7%	7%	4%	4%	10%	7%	7%	4%	8%	9%	8%	4%
No, I didn't	71%	72%	71%	73%	69%	68%	70%	73%	72%	76%	69%	73%
Don't know	1%	1%	2%	1%	1%	2%	2%	-	1%	1%	2%	1%
Not applicable - I did not drink alcohol before 2020	21%	20%	22%	22%	20%	23%	21%	23%	19%	14%	20%	22%

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	137	34	14	8	25	37	118	4	15	8	20	6
Base: All GB adults who are planning to do Dry January	141	35	14	8	29	35	121	4	15	8	19	8
I haven't consumed any alcohol	75%	84%	72%	62%	85%	75%	79%	51%	57%	100%	76%	88%
I have consumed some alcohol, but I'm still trying to cut back	18%	16%	28%	26%	7%	16%	16%	-	38%	-	24%	12%
I've abandoned Dry January entirely	6%	-	-	12%	8%	8%	5%	23%	6%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	1%	-	-	-	-	-	-	27%	-	-	-	-

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Total	Government Region								
	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland

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

Unweighted base	2106	161	190	211	253	283	213	1813	103	190
Base: All GB adults	2106	162	185	200	284	274	210	1820	103	183
Yes, I have	23%	18%	21%	24%	29%	28%	19%	24%	19%	18%
No, I have not	75%	82%	78%	75%	70%	72%	78%	75%	81%	81%
Don't know	1%	-	1%	1%	1%	1%	3%	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	483	28	39	50	71	77	43	429	21	33
Base: All GB adults who have made a New Year's resolution for 2020	493	30	39	48	82	76	40	440	20	33
I have kept up all my resolutions	55%	55%	59%	51%	57%	50%	61%	55%	65%	52%
I have kept up some of my resolutions, but not all of them	33%	33%	18%	42%	30%	32%	28%	32%	35%	42%
I haven't kept up any of my resolutions	8%	13%	18%	4%	8%	13%	9%	9%	-	6%
Don't know	4%	-	5%	4%	5%	5%	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	2106	161	190	211	253	283	213	1813	103	190
Base: All GB adults	2106	162	185	200	284	274	210	1820	103	183
Yes, I did	7%	4%	4%	4%	10%	8%	7%	7%	4%	8%
No, I didn't	71%	74%	69%	73%	69%	70%	65%	70%	73%	72%
Don't know	1%	1%	3%	1%	1%	2%	2%	2%	-	1%
Not applicable - I did not drink alcohol before 2020	21%	21%	23%	22%	20%	20%	26%	21%	23%	19%

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	137	7	7	8	25	22	15	118	4	15
Base: All GB adults who are planning to do Dry January	141	7	8	8	29	22	14	121	4	15
I haven't consumed any alcohol	75%	100%	48%	62%	85%	74%	77%	79%	51%	57%
I have consumed some alcohol, but I'm still trying to cut back	18%	-	52%	26%	7%	12%	23%	16%	-	38%
I've abandoned Dry January entirely	6%	-	-	12%	8%	14%	-	5%	23%	6%
Don't know	-	-	-	-	-	-	-	-	-	-
Prefer not to say	1%	-	-	-	-	-	-	-	27%	-

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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	2106	859	345	1204	92	567	72	171
Base: All GB adults	2106	865	350	1215	111	517	82	181
Yes, I have	23%	26%	24%	25%	45%	16%	20%	18%
No, I have not	75%	73%	73%	73%	54%	84%	73%	79%
Don't know	1%	1%	2%	1%	1%	-	7%	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	483	223	83	306	42	90	13	32
Base: All GB adults who have made a New Year's resolution for 2020	493	224	86	310	50	83	16	33
I have kept up all my resolutions	55%	61%	52%	58%	52%	51%	36%	51%
I have kept up some of my resolutions, but not all of them	33%	29%	42%	33%	38%	35%	18%	30%
I haven't kept up any of my resolutions	8%	6%	6%	6%	10%	11%	24%	13%
Don't know	4%	4%	-	3%	-	3%	22%	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	2106	859	345	1204	92	567	72	171
Base: All GB adults	2106	865	350	1215	111	517	82	181
Yes, I did	7%	9%	7%	8%	5%	5%	2%	6%
No, I didn't	71%	76%	68%	74%	80%	69%	50%	57%
Don't know	1%	1%	2%	1%	2%	1%	7%	3%
Not applicable - I did not drink alcohol before 2020	21%	14%	23%	17%	13%	25%	40%	34%

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	137	70	24	94	3	28	2	10
Base: All GB adults who are planning to do Dry January	141	74	24	98	5	25	2	10
I haven't consumed any alcohol	75%	76%	66%	73%	100%	76%	54%	86%
I have consumed some alcohol, but I'm still trying to cut back	18%	19%	26%	21%	-	17%	46%	-
I've abandoned Dry January entirely	6%	4%	8%	5%	-	7%	-	14%
Don't know	-	-	-	-	-	-	-	-
Prefer not to say	1%	2%	-	1%	-	-	-	-

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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

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

Unweighted base	2106	1017	267	203	81	521	1530	239	222	88	549	27
Base: All GB adults	2106	980	268	195	75	569	1515	239	225	96	559	32
Yes, I have	23%	19%	28%	24%	19%	28%	23%	26%	25%	26%	26%	19%
No, I have not	75%	80%	71%	75%	81%	69%	77%	72%	74%	71%	73%	60%
Don't know	1%	0%	1%	1%	-	3%	1%	2%	1%	3%	1%	21%

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	483	194	74	49	16	147	335	61	57	24	142	6
Base: All GB adults who have made a New Year's resolution for 2020	493	190	76	47	14	162	342	62	57	25	144	6
I have kept up all my resolutions	55%	59%	58%	55%	19%	54%	56%	55%	53%	54%	54%	35%
I have kept up some of my resolutions, but not all of them	33%	30%	33%	34%	67%	32%	34%	35%	33%	20%	31%	19%
I haven't kept up any of my resolutions	8%	9%	5%	8%	6%	10%	7%	6%	9%	23%	10%	29%
Don't know	4%	3%	4%	2%	7%	5%	3%	5%	5%	3%	5%	17%

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	2106	1017	267	203	81	521	1530	239	222	88	549	27
Base: All GB adults	2106	980	268	195	75	569	1515	239	225	96	559	32
Yes, I did	7%	7%	11%	2%	4%	5%	6%	5%	11%	10%	8%	7%
No, I didn't	71%	71%	76%	71%	67%	69%	72%	69%	71%	69%	70%	34%
Don't know	1%	1%	1%	1%	1%	2%	1%	3%	2%	1%	2%	16%
Not applicable - I did not drink alcohol before 2020	21%	21%	12%	25%	28%	23%	21%	24%	16%	20%	20%	44%

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	137	71	26	4	3	29	91	11	25	8	44	2
Base: All GB adults who are planning to do Dry January	141	71	29	4	3	30	92	11	25	10	46	2
I haven't consumed any alcohol	75%	78%	56%	76%	68%	88%	80%	82%	60%	60%	65%	100%
I have consumed some alcohol, but I'm still trying to cut back	18%	14%	40%	-	32%	9%	16%	18%	22%	31%	23%	-
I've abandoned Dry January entirely	6%	8%	-	24%	-	3%	3%	-	18%	9%	12%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	1%	-	4%	-	-	-	1%	-	-	-	-	-

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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

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

Unweighted base	2106	1201	905	185	238	188	77	500	765
Base: All GB adults	2106	1161	945	185	236	188	77	499	726
Yes, I have	23%	20%	28%	29%	27%	23%	23%	25%	17%
No, I have not	75%	80%	70%	70%	73%	75%	76%	74%	83%
Don't know	1%	0%	2%	1%	0%	2%	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	483	235	248	55	65	42	18	129	127
Base: All GB adults who have made a New Year's resolution for 2020	493	228	265	53	64	43	18	126	123
I have kept up all my resolutions	55%	54%	56%	57%	50%	66%	56%	57%	52%
I have kept up some of my resolutions, but not all of them	33%	33%	33%	29%	33%	20%	32%	28%	35%
I haven't kept up any of my resolutions	8%	9%	8%	9%	11%	9%	6%	10%	9%
Don't know	4%	4%	4%	5%	6%	5%	6%	4%	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	2106	1201	905	185	238	188	77	500	765
Base: All GB adults	2106	1161	945	185	236	188	77	499	726
Yes, I did	7%	7%	7%	9%	9%	8%	6%	9%	5%
No, I didn't	71%	69%	72%	67%	72%	68%	64%	70%	69%
Don't know	1%	1%	1%	3%	2%	1%	-	2%	1%
Not applicable - I did not drink alcohol before 2020	21%	22%	20%	21%	18%	22%	30%	20%	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	137	76	61	15	22	13	4	40	38
Base: All GB adults who are planning to do Dry January	141	77	63	16	21	15	5	43	37
I haven't consumed any alcohol	75%	68%	84%	46%	55%	72%	71%	57%	84%
I have consumed some alcohol, but I'm still trying to cut back	18%	22%	12%	49%	31%	10%	-	31%	11%
I've abandoned Dry January entirely	6%	9%	2%	5%	14%	18%	29%	12%	5%
Don't know	-	-	-	-	-	-	-	-	-
Prefer not to say	1%	-	2%	-	-	-	-	-	-

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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	2106	1477	708	377	305	719	274	1268	1327	201
Base: All GB adults	2106	1479	724	373	295	736	301	1276	1332	198
Yes, I have	23%	26%	30%	31%	32%	34%	37%	27%	27%	29%
No, I have not	75%	73%	69%	68%	67%	64%	60%	72%	72%	70%
Don't know	1%	1%	1%	1%	1%	2%	4%	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	483	378	206	115	97	238	101	340	353	57
Base: All GB adults who have made a New Year's resolution for 2020	493	386	215	116	94	250	110	349	361	58
I have kept up all my resolutions	55%	56%	60%	68%	60%	59%	53%	55%	58%	52%
I have kept up some of my resolutions, but not all of them	33%	32%	29%	27%	35%	31%	37%	33%	30%	33%
I haven't kept up any of my resolutions	8%	8%	7%	5%	4%	6%	8%	9%	8%	13%
Don't know	4%	3%	3%	-	1%	3%	3%	3%	4%	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	2106	1477	708	377	305	719	274	1268	1327	201
Base: All GB adults	2106	1479	724	373	295	736	301	1276	1332	198
Yes, I did	7%	7%	8%	9%	6%	10%	11%	7%	8%	7%
No, I didn't	71%	73%	75%	78%	71%	73%	73%	73%	73%	75%
Don't know	1%	1%	1%	-	0%	1%	2%	1%	1%	2%
Not applicable - I did not drink alcohol before 2020	21%	19%	16%	13%	23%	16%	15%	19%	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	137	102	57	36	18	69	27	89	98	15
Base: All GB adults who are planning to do Dry January	141	103	59	34	17	73	32	91	101	15
I haven't consumed any alcohol	75%	74%	80%	90%	80%	76%	75%	79%	79%	94%
I have consumed some alcohol, but I'm still trying to cut back	18%	18%	16%	8%	15%	20%	18%	14%	17%	-
I've abandoned Dry January entirely	6%	7%	2%	3%	5%	4%	7%	6%	4%	6%
Don't know	-	-	-	-	-	-	-	-	-	-
Prefer not to say	1%	1%	2%	-	-	-	-	1%	-	-