

YouGov Survey Results

Sample Size: 2055

Fieldwork: 29th - 30th November 2018



Total	Gender		Age					Social Grade		Region									
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	

For the following question, by "Dry January" we mean not drinking alcohol for the month of January. Are you planning to have a month off drinking alcohol for January 2019? (Please select the option that best applies. If you never drink alcohol, please select the "Not applicable" option)

Unweighted base	2055	930	1125	134	312	350	371	888	1254	801	502	326	189	212	489	1718	105	182	50
Base: All UK Adults	2055	997	1058	228	322	342	350	814	1171	884	479	331	187	269	462	1728	99	173	55
Yes, I am	8%	7%	8%	8%	10%	6%	9%	6%	7%	8%	8%	6%	10%	5%	9%	8%	10%	5%	9%
No, I'm not	57%	66%	49%	48%	55%	57%	54%	61%	63%	48%	55%	58%	51%	67%	53%	57%	58%	61%	48%
Don't know	11%	9%	12%	18%	9%	11%	10%	9%	10%	12%	10%	13%	8%	8%	12%	11%	10%	8%	20%
Not applicable - I never drink alcohol	25%	18%	31%	26%	26%	25%	26%	23%	19%	32%	26%	22%	31%	20%	26%	25%	22%	26%	23%

Cell Contents (Column Percentages)

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

For the following question, by "Dry January" we mean not drinking alcohol for the month of January. Are you planning to have a month off drinking alcohol for January 2019? (Please select the option that best applies. If you never drink alcohol, please select the "Not applicable" option)

Unweighted base	2055	788	308	1096	83	586	77	213
Base: All UK Adults	2055	816	298	1115	129	520	86	205
Yes, I am	8%	8%	10%	9%	6%	5%	11%	8%
No, I'm not	57%	60%	51%	57%	59%	62%	38%	45%
Don't know	11%	11%	11%	11%	16%	9%	13%	11%
Not applicable - I never drink alcohol	25%	21%	29%	23%	19%	23%	38%	35%

Cell Con

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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

For the following question, by "Dry January" we mean not drinking alcohol for the month of January. Are you planning to have a month off drinking alcohol for January 2019? (Please select the option that best applies. If you never drink alcohol, please select the "Not applicable" option)

Unweighted base	2055	998	269	167	73	518	1534	225	193	58	476	45
Base: All UK Adults	2055	939	288	153	63	577	1515	232	192	58	483	57
Yes, I am	8%	7%	8%	7%	3%	9%	7%	10%	9%	8%	10%	7%
No, I'm not	57%	62%	55%	54%	57%	50%	58%	52%	60%	50%	55%	34%
Don't know	11%	9%	9%	11%	8%	13%	10%	13%	10%	8%	11%	14%
Not applicable - I never drink alcohol	25%	21%	27%	28%	32%	27%	24%	25%	21%	33%	24%	45%

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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

For the following question, by "Dry January" we mean not drinking alcohol for the month of January. Are you planning to have a month off drinking alcohol for January 2019? (Please select the option that best applies. If you never drink alcohol, please select the "Not applicable" option)

Unweighted base	2055	1227	828	173	243	189	81	501	806
Base: All UK Adults	2055	1160	895	177	244	180	75	499	737
Yes, I am	8%	8%	7%	10%	10%	7%	11%	10%	7%
No, I'm not	57%	59%	54%	59%	58%	52%	40%	56%	60%
Don't know	11%	10%	11%	9%	12%	10%	13%	11%	10%
Not applicable - I never drink alcohol	25%	23%	28%	21%	20%	30%	36%	23%	23%

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

For the following question, by "Dry January" we mean not drinking alcohol for the month of January. Are you planning to have a month off drinking alcohol for January 2019? (Please select the option that best applies. If you never drink alcohol, please select the "Not applicable" option)

Unweighted base	2055	1444	594	279	166	254	493	256	1166	1140	220
Base: All UK Adults	2055	1450	621	284	163	243	538	321	1192	1172	221
Yes, I am	8%	8%	7%	8%	12%	8%	10%	7%	9%	8%	7%
No, I'm not	57%	57%	58%	63%	42%	50%	53%	51%	55%	56%	61%
Don't know	11%	11%	12%	10%	18%	15%	15%	18%	12%	11%	12%
Not applicable - I never drink alcohol	25%	23%	23%	19%	27%	27%	22%	23%	24%	25%	20%

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