

## YouGov Survey Results

Sample size: 2016 GB adults

Fieldwork: 13-14 Jan 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	2016	928	1088	91	306	338	380	901	1220	796
<b>Base: All GB adults</b>	<b>2016</b>	<b>978</b>	<b>1038</b>	<b>224</b>	<b>312</b>	<b>339</b>	<b>347</b>	<b>794</b>	<b>1149</b>	<b>867</b>
Yes, I have	26%	21%	31%	44%	36%	30%	22%	18%	29%	23%
No, I have not	71%	76%	67%	50%	59%	68%	77%	82%	69%	74%
Don't know	2%	3%	2%	5%	5%	2%	1%	1%	1%	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	508	180	328	43	115	103	85	162	332	176
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	<b>533</b>	<b>208</b>	<b>325</b>	<b>99</b>	<b>113</b>	<b>102</b>	<b>78</b>	<b>141</b>	<b>335</b>	<b>198</b>
I have kept up all my resolutions	43%	41%	43%	34%	44%	42%	46%	46%	46%	37%
I have kept up some of my resolutions, but not all of them	42%	39%	44%	48%	40%	42%	38%	40%	42%	42%
I haven't kept up any of my resolutions	12%	14%	11%	10%	14%	13%	14%	12%	10%	17%
Don't know	3%	6%	2%	8%	2%	3%	2%	3%	3%	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	2016	928	1088	91	306	338	380	901	1220	796
<b>Base: All GB adults</b>	<b>2016</b>	<b>978</b>	<b>1038</b>	<b>224</b>	<b>312</b>	<b>339</b>	<b>347</b>	<b>794</b>	<b>1149</b>	<b>867</b>
Yes, I did	7%	7%	6%	11%	10%	7%	6%	4%	7%	6%
No, I didn't	69%	72%	67%	51%	70%	71%	77%	70%	72%	66%
Don't know	2%	2%	1%	4%	3%	1%	1%	1%	1%	2%
Not applicable - I did not drink alcohol before 2020	22%	18%	26%	34%	17%	22%	16%	24%	19%	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 have succeeded with Dry January so far?

Unweighted base	121	55	66	8	29	21	24	39	79	42
<b>Base: All GB adults who are planning to do Dry January</b>	<b>135</b>	<b>71</b>	<b>63</b>	<b>25</b>	<b>31</b>	<b>23</b>	<b>21</b>	<b>35</b>	<b>84</b>	<b>50</b>
I haven't consumed any alcohol	52%	46%	59%	42%	61%	36%	72%	50%	43%	67%
I have consumed some alcohol, but I'm still trying to cut back	33%	39%	25%	33%	20%	50%	24%	37%	37%	25%
I've abandoned Dry January entirely	12%	13%	11%	25%	19%	8%	-	7%	17%	3%
Don't know	2%	2%	2%	-	-	6%	-	3%	-	5%
Prefer not to say	1%	-	3%	-	-	-	4%	2%	2%	-

## YouGov Survey Results

Sample size: 2016 GB adults

Fieldwork: 13-14 Jan 2020



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)?

	2016	489	336	182	251	484	1742	99	175
Unweighted base	2016	482	333	176	272	480	1742	99	175
<b>Base: All GB adults</b>	26%	24%	22%	23%	37%	32%	28%	19%	18%
Yes, I have	71%	73%	77%	75%	59%	67%	70%	79%	81%
No, I have not	2%	3%	2%	2%	3%	2%	2%	2%	1%
Don't know									

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?

	2016	113	83	43	83	136	458	19	31
Unweighted base	533	117	73	40	102	152	483	19	31
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	43%	42%	54%	58%	39%	36%	43%	37%	45%
I have kept up all my resolutions	42%	45%	36%	24%	40%	45%	41%	44%	48%
I have kept up some of my resolutions, but not all of them	12%	12%	7%	15%	15%	14%	13%	14%	4%
I haven't kept up any of my resolutions	3%	1%	2%	2%	6%	5%	3%	5%	3%
Don't know									

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)

	2016	489	336	182	251	484	1742	99	175
Unweighted base	2016	482	333	176	272	480	1742	99	175
<b>Base: All GB adults</b>	7%	6%	6%	5%	10%	8%	7%	4%	3%
Yes, I did	69%	71%	65%	65%	67%	72%	69%	66%	75%
No, I didn't	2%	2%	1%	3%	3%	1%	2%	1%	-
Don't know	22%	20%	28%	26%	19%	20%	22%	29%	22%
Not applicable - I did not drink alcohol before 2020									

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?

	2016	32	16	9	20	35	112	4	5
Unweighted base	135	31	19	9	28	38	125	4	5
<b>Base: All GB adults who are planning to do Dry January</b>	52%	44%	71%	61%	35%	58%	52%	53%	62%
I haven't consumed any alcohol	33%	36%	29%	39%	27%	35%	33%	27%	38%
I have consumed some alcohol, but I'm still trying to cut back	12%	17%	-	-	30%	7%	13%	-	-
I've abandoned Dry January entirely	2%	-	-	-	8%	-	2%	-	-
Don't know	1%	3%	-	-	-	-	1%	20%	-
Prefer not to say									

## YouGov Survey Results

Sample size: 2016 GB adults

Fieldwork: 13-14 Jan 2020



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)	Wales

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

Unweighted base	2016	99	220	170	161	175	182	251	286	198	1742	99
<b>Base: All GB adults</b>	2016	99	216	167	156	177	176	272	281	199	1742	99
Yes, I have	26%	21%	23%	29%	23%	21%	23%	37%	32%	31%	28%	19%
No, I have not	71%	78%	72%	71%	76%	77%	75%	59%	66%	68%	70%	79%
Don't know	2%	2%	5%	1%	1%	2%	2%	3%	2%	1%	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	508	16	51	46	41	42	43	83	82	54	458	19
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	533	20	49	48	36	37	40	102	90	61	483	19
I have kept up all my resolutions	43%	47%	44%	37%	49%	60%	58%	39%	41%	29%	43%	37%
I have kept up some of my resolutions, but not all of them	42%	32%	49%	47%	42%	31%	24%	40%	41%	52%	41%	44%
I haven't kept up any of my resolutions	12%	17%	7%	16%	5%	9%	15%	15%	17%	10%	13%	14%
Don't know	3%	4%	-	-	5%	-	2%	6%	1%	10%	3%	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	2016	99	220	170	161	175	182	251	286	198	1742	99
<b>Base: All GB adults</b>	2016	99	216	167	156	177	176	272	281	199	1742	99
Yes, I did	7%	3%	10%	5%	4%	8%	5%	10%	9%	7%	7%	4%
No, I didn't	69%	74%	67%	74%	69%	62%	65%	67%	70%	74%	69%	66%
Don't know	2%	1%	4%	-	1%	2%	3%	3%	1%	0%	2%	1%
Not applicable - I did not drink alcohol before 2020	22%	23%	19%	21%	27%	29%	26%	19%	20%	19%	22%	29%

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	121	3	21	8	6	10	9	20	21	14	112	4
<b>Base: All GB adults who are planning to do Dry January</b>	135	3	21	8	6	14	9	28	25	13	125	4
I haven't consumed any alcohol	52%	100%	33%	53%	49%	80%	61%	35%	60%	55%	52%	53%
I have consumed some alcohol, but I'm still trying to cut back	33%	-	41%	36%	51%	20%	39%	27%	37%	31%	33%	27%
I've abandoned Dry January entirely	12%	-	26%	-	-	-	-	30%	4%	14%	13%	-
Don't know	2%	-	-	-	-	-	-	8%	-	-	2%	-
Prefer not to say	1%	-	-	11%	-	-	-	-	-	-	1%	20%

## YouGov Survey Results

Sample size: 2016 GB adults

Fieldwork: 13-14 Jan 2020



Total	
	Scotland

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

Unweighted base	2016	175
<b>Base: All GB adults</b>	2016	175
Yes, I have	26%	18%
No, I have not	71%	81%
Don't know	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	508	31
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	533	31
I have kept up all my resolutions	43%	45%
I have kept up some of my resolutions, but not all of them	42%	48%
I haven't kept up any of my resolutions	12%	4%
Don't know	3%	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	2016	175
<b>Base: All GB adults</b>	2016	175
Yes, I did	7%	3%
No, I didn't	69%	75%
Don't know	2%	-
Not applicable - I did not drink alcohol before 2020	22%	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	121	5
<b>Base: All GB adults who are planning to do Dry January</b>	135	5
I haven't consumed any alcohol	52%	62%
I have consumed some alcohol, but I'm still trying to cut back	33%	38%
I've abandoned Dry January entirely	12%	-
Don't know	2%	-
Prefer not to say	1%	-

**YouGov Survey Results**

Sample size: 2016 GB adults

Fieldwork: 13-14 Jan 2020



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	2016	872	287	1159	51	561	60	185
<b>Base: All GB adults</b>	2016	902	273	1175	91	488	64	198
Yes, I have	26%	28%	25%	27%	52%	20%	33%	23%
No, I have not	71%	71%	73%	71%	44%	79%	64%	68%
Don't know	2%	1%	2%	1%	3%	1%	3%	10%

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	508	236	76	312	25	107	20	44
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	533	253	69	322	47	98	21	45
I have kept up all my resolutions	43%	48%	45%	47%	26%	40%	33%	35%
I have kept up some of my resolutions, but not all of them	42%	36%	50%	39%	47%	42%	42%	53%
I haven't kept up any of my resolutions	12%	14%	5%	12%	10%	15%	16%	10%
Don't know	3%	2%	-	1%	17%	3%	10%	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	2016	872	287	1159	51	561	60	185
<b>Base: All GB adults</b>	2016	902	273	1175	91	488	64	198
Yes, I did	7%	8%	4%	7%	12%	6%	10%	4%
No, I didn't	69%	74%	71%	73%	69%	68%	56%	56%
Don't know	2%	1%	-	1%	1%	1%	1%	6%
Not applicable - I did not drink alcohol before 2020	22%	17%	25%	19%	18%	24%	33%	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	121	69	12	81	2	27	5	6
<b>Base: All GB adults who are planning to do Dry January</b>	135	70	11	81	11	29	6	7
I haven't consumed any alcohol	52%	57%	46%	55%	50%	35%	68%	74%
I have consumed some alcohol, but I'm still trying to cut back	33%	29%	54%	32%	50%	29%	32%	26%
I've abandoned Dry January entirely	12%	11%	-	10%	-	30%	-	-
Don't know	2%	2%	-	2%	-	3%	-	-
Prefer not to say	1%	1%	-	1%	-	3%	-	-

## YouGov Survey Results

Sample size: 2016 GB adults

Fieldwork: 13-14 Jan 2020



Total	Marital Status				
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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

	2016	993	254	178	86	496
Unweighted base	2016	908	252	162	75	608
<b>Base: All GB adults</b>	26%	22%	31%	23%	25%	31%
Yes, I have	71%	77%	66%	75%	73%	65%
No, I have not	2%	1%	3%	1%	2%	4%
Don't know						

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?

	2016	220	76	40	21	147
Unweighted base	533	204	77	38	18	191
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	43%	43%	46%	43%	47%	40%
I have kept up all my resolutions	42%	40%	39%	43%	44%	43%
I have kept up some of my resolutions, but not all of them	12%	16%	13%	14%	5%	9%
I haven't kept up any of my resolutions	3%	1%	2%	-	5%	7%
Don't know						

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)

	2016	993	254	178	86	496
Unweighted base	2016	908	252	162	75	608
<b>Base: All GB adults</b>	7%	5%	10%	8%	4%	7%
Yes, I did	69%	74%	75%	65%	59%	61%
No, I didn't	2%	1%	1%	1%	3%	3%
Don't know	22%	19%	14%	25%	34%	29%
Not applicable - I did not drink alcohol before 2020						

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?

	2016	48	24	15	3	31
Unweighted base	135	48	25	14	3	45
<b>Base: All GB adults who are planning to do Dry January</b>	52%	55%	62%	58%	68%	41%
I haven't consumed any alcohol	33%	30%	35%	36%	32%	33%
I have consumed some alcohol, but I'm still trying to cut back	12%	10%	3%	-	-	24%
I've abandoned Dry January entirely	2%	5%	-	-	-	-
Don't know	1%	-	-	6%	-	2%
Prefer not to say						

## YouGov Survey Results

Sample size: 2016 GB adults

Fieldwork: 13-14 Jan 2020



Total	Children in Household					
	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	2016	1526	220	175	54	449	41
<b>Base: All GB adults</b>	2016	1482	236	181	65	482	52
Yes, I have	26%	24%	33%	32%	44%	34%	28%
No, I have not	71%	74%	67%	66%	55%	65%	57%
Don't know	2%	2%	0%	2%	1%	1%	16%

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	508	359	65	57	18	140	9
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	533	355	77	57	29	163	14
I have kept up all my resolutions	43%	44%	49%	38%	32%	42%	17%
I have kept up some of my resolutions, but not all of them	42%	40%	34%	57%	61%	47%	18%
I haven't kept up any of my resolutions	12%	13%	15%	6%	7%	10%	24%
Don't know	3%	3%	1%	-	-	1%	41%

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	2016	1526	220	175	54	449	41
<b>Base: All GB adults</b>	2016	1482	236	181	65	482	52
Yes, I did	7%	6%	9%	9%	14%	10%	5%
No, I didn't	69%	71%	67%	68%	54%	66%	50%
Don't know	2%	2%	0%	1%	1%	1%	4%
Not applicable - I did not drink alcohol before 2020	22%	21%	23%	22%	31%	24%	41%

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	121	89	15	11	4	30	2
<b>Base: All GB adults who are planning to do Dry January</b>	135	84	22	17	9	48	2
I haven't consumed any alcohol	52%	56%	58%	44%	10%	44%	69%
I have consumed some alcohol, but I'm still trying to cut back	33%	33%	33%	41%	13%	32%	31%
I've abandoned Dry January entirely	12%	7%	9%	7%	78%	21%	-
Don't know	2%	1%	-	8%	-	3%	-
Prefer not to say	1%	2%	-	-	-	-	-

## YouGov Survey Results

Sample size: 2016 GB adults

Fieldwork: 13-14 Jan 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	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	2016	1168	848	149	203	160	71	434	795
<b>Base: All GB adults</b>	2016	1073	943	156	196	149	66	424	705
Yes, I have	26%	24%	30%	33%	30%	32%	28%	31%	19%
No, I have not	71%	75%	67%	65%	68%	68%	72%	68%	80%
Don't know	2%	1%	3%	2%	2%	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	508	270	238	49	62	50	20	131	154
<b>Base: All GB adults who have made a New Year's resolution for 2020</b>	533	253	280	52	59	47	19	130	137
I have kept up all my resolutions	43%	44%	41%	38%	43%	48%	63%	44%	46%
I have kept up some of my resolutions, but not all of them	42%	40%	43%	37%	44%	41%	37%	39%	41%
I haven't kept up any of my resolutions	12%	14%	11%	25%	12%	9%	-	17%	11%
Don't know	3%	2%	5%	-	-	2%	-	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	2016	1168	848	149	203	160	71	434	795
<b>Base: All GB adults</b>	2016	1073	943	156	196	149	66	424	705
Yes, I did	7%	6%	8%	13%	8%	1%	3%	8%	5%
No, I didn't	69%	71%	68%	72%	69%	75%	77%	71%	70%
Don't know	2%	1%	2%	1%	1%	1%	-	1%	1%
Not applicable - I did not drink alcohol before 2020	22%	22%	23%	14%	22%	24%	21%	20%	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	121	62	59	16	14	2	2	29	39
<b>Base: All GB adults who are planning to do Dry January</b>	135	64	71	21	16	2	2	34	35
I haven't consumed any alcohol	52%	53%	51%	52%	37%	100%	100%	47%	61%
I have consumed some alcohol, but I'm still trying to cut back	33%	34%	32%	27%	45%	-	-	37%	31%
I've abandoned Dry January entirely	12%	9%	15%	15%	18%	-	-	12%	5%
Don't know	2%	4%	-	6%	-	-	-	4%	3%
Prefer not to say	1%	-	2%	-	-	-	-	-	-



## YouGov Survey Results

Sample size: 2016 GB adults

Fieldwork: 13-14 Jan 2020



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)?

	2016	1414	621	313	253	580	199	1174	1191	176
Unweighted base	2016	1423	639	318	257	640	258	1179	1194	176
Base: All GB adults	26%	28%	32%	36%	33%	37%	46%	29%	32%	38%
Yes, I have	71%	70%	67%	63%	65%	61%	52%	70%	65%	59%
No, I have not	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Don't know										

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?

	2016	385	181	110	81	200	85	328	369	64
Unweighted base	533	400	203	114	86	236	118	341	387	68
Base: All GB adults who have made a New Year's resolution for 2020	43%	42%	43%	45%	43%	39%	34%	42%	44%	39%
I have kept up all my resolutions	42%	43%	39%	48%	42%	43%	51%	44%	41%	37%
I have kept up some of my resolutions, but not all of them	12%	12%	13%	4%	10%	13%	8%	12%	11%	13%
I haven't kept up any of my resolutions	3%	2%	5%	3%	5%	5%	8%	2%	4%	10%
Don't know										

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)

	2016	1414	621	313	253	580	199	1174	1191	176
Unweighted base	2016	1423	639	318	257	640	258	1179	1194	176
Base: All GB adults	7%	7%	8%	10%	10%	9%	13%	7%	7%	9%
Yes, I did	69%	71%	75%	76%	69%	73%	67%	71%	73%	70%
No, I didn't	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%
Don't know	22%	20%	16%	12%	20%	17%	18%	21%	19%	20%
Not applicable - I did not drink alcohol before 2020										

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?

	2016	93	44	24	17	42	21	79	77	16
Unweighted base	135	104	50	33	26	57	33	84	81	16
Base: All GB adults who are planning to do Dry January	52%	54%	57%	52%	66%	53%	56%	62%	57%	43%
I haven't consumed any alcohol	33%	26%	20%	43%	3%	26%	37%	27%	32%	31%
I have consumed some alcohol, but I'm still trying to cut back	12%	16%	22%	6%	27%	17%	6%	8%	8%	13%
I've abandoned Dry January entirely	2%	2%	-	-	4%	2%	-	3%	2%	8%
Don't know	1%	2%	2%	-	-	1%	-	1%	1%	5%
Prefer not to say										