

YouGov - Alcohol-free in January

GB18 Sample: 12th - 13th December 2022

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

Thinking about the beginning of next year (i.e. 1st January 2023)...Do you plan on abstaining from drinking alcohol?
(If you do not drink alcohol anyway, please select the "Not applicable" option)

Unweighted base	2071	969	1102	154	330	363	353	871	1258	813
Base: All GB adults	2071	1004	1067	230	335	363	347	796	1180	891
Yes	10%	11%	9%	13%	11%	12%	8%	9%	11%	8%
No	51%	58%	45%	51%	49%	51%	50%	53%	55%	46%
Not applicable – I don't drink alcohol	32%	24%	38%	26%	32%	30%	36%	32%	27%	38%
Don't know	7%	7%	7%	10%	8%	6%	5%	7%	6%	8%

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Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

Thinking about the beginning of next year (i.e. 1st January 2023)...Do you plan on abstaining from drinking alcohol?
(If you do not drink alcohol anyway, please select the "Not applicable" option)

Unweighted base	2071	516	350	221	238	472	1797	84	190
Base: All GB adults	2071	495	342	214	280	459	1789	101	180
Yes	10%	13%	7%	9%	11%	10%	10%	9%	10%
No	51%	50%	57%	55%	48%	53%	52%	44%	46%
Not applicable – I don't drink alcohol	32%	31%	31%	29%	30%	32%	31%	36%	37%
Don't know	7%	6%	5%	7%	11%	5%	7%	10%	7%