

YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 2nd - 3rd January 2020



Total	Gender	
	Male	Female

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

Unweighted base	2041	966	1075
Base: All GB adults	2041	990	1051
Yes, I have	25%	22%	28%
No, I have not	73%	76%	70%
Don't know	2%	2%	2%

YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 2nd - 3rd January 2020



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

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

Unweighted base	2041	209	373	300	312	847	1221	820
Base: All GB adults	2041	227	366	306	326	817	1163	878
Yes, I have	25%	43%	37%	26%	21%	17%	27%	24%
No, I have not	73%	53%	60%	71%	78%	83%	72%	74%
Don't know	2%	4%	3%	3%	1%	1%	1%	2%

YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 2nd - 3rd January 2020



Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

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

Unweighted base	2041	490	340	193	264	477	1764	101	176
Base: All GB adults	2041	488	337	191	276	473	1763	100	178
Yes, I have	25%	26%	27%	28%	30%	23%	26%	21%	21%
No, I have not	73%	72%	71%	71%	67%	76%	72%	78%	77%
Don't know	2%	2%	2%	1%	3%	1%	2%	1%	2%

YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 2nd - 3rd January 2020



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

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

Unweighted base	2041	83	220	187	173	167	193	264	283	194
Base: All GB adults	2041	83	219	186	172	165	191	276	279	194
Yes, I have	25%	26%	28%	22%	24%	29%	28%	30%	20%	27%
No, I have not	73%	71%	69%	76%	73%	69%	71%	67%	79%	72%
Don't know	2%	3%	2%	2%	2%	2%	1%	3%	1%	1%

YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 2nd - 3rd January 2020



Total			
	England (NET)	Wales	Scotland

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

Unweighted base	2041	1764	101	176
Base: All GB adults	2041	1763	100	178
Yes, I have	25%	26%	21%	21%
No, I have not	73%	72%	78%	77%
Don't know	2%	2%	1%	2%

YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 2nd - 3rd January 2020



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

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

Unweighted base	2041	833	295	1128	112	539	80	182
Base: All GB adults	2041	846	304	1149	119	497	88	188
Yes, I have	25%	28%	32%	29%	41%	15%	27%	20%
No, I have not	73%	70%	67%	69%	55%	85%	70%	75%
Don't know	2%	2%	1%	2%	4%	0%	3%	5%

YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 2nd - 3rd January 2020



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

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

Unweighted base	2041	897	286	171	74	589
Base: All GB adults	2041	884	288	166	69	609
Yes, I have	25%	23%	30%	30%	9%	28%
No, I have not	73%	76%	68%	69%	91%	69%
Don't know	2%	1%	2%	1%	-	3%

YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 2nd - 3rd January 2020



Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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

Unweighted base	2041	1469	242	212	78	532	40
Base: All GB adults	2041	1455	251	213	81	545	41
Yes, I have	25%	23%	35%	30%	29%	32%	23%
No, I have not	73%	76%	63%	68%	67%	65%	59%
Don't know	2%	1%	2%	2%	4%	3%	18%

YouGov Survey Results

Sample size: 2041 GB adults

Fieldwork: 2nd - 3rd January 2020



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

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

Unweighted base	2041	1490	705	361	284	719	305	1276	1320	207
Base: All GB adults	2041	1490	713	351	281	728	315	1281	1326	204
Yes, I have	25%	26%	29%	34%	31%	35%	39%	28%	30%	29%
No, I have not	73%	73%	69%	65%	68%	64%	57%	71%	69%	69%
Don't know	2%	1%	2%	1%	1%	2%	3%	2%	2%	2%

Total	Gender	
	Male	Female

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	520	214	306
Base: All GB adults who have made a New Year's resolution for 2020		519	222	297
I have kept up all my resolutions	53%	58%	50%	
I have kept up some of my resolutions, but not all of them	31%	26%	34%	
I haven't kept up any of my resolutions	10%	10%	10%	
Don't know	7%	7%	6%	

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

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	520	91	140	80	68	141	327	193
Base: All GB adults who have made a New Year's resolution for 2020		519	97	136	79	70	137	310	209
I have kept up all my resolutions	53%	49%	52%	61%	57%	51%	56%	49%	
I have kept up some of my resolutions, but not all of them	31%	35%	30%	25%	22%	35%	30%	31%	
I haven't kept up any of my resolutions	10%	9%	10%	10%	9%	10%	8%	12%	
Don't know	7%	7%	7%	5%	12%	3%	5%	8%	

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

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	520	128	89	56	78	109	460	22	38
Base: All GB adults who have made a New Year's resolution for 2020		519	125	89	54	83	108	459	21	38
I have kept up all my resolutions	53%	55%	52%	55%	51%	56%	54%	54%	52%	45%
I have kept up some of my resolutions, but not all of them	31%	33%	26%	27%	37%	28%	30%	30%	26%	36%
I haven't kept up any of my resolutions	10%	9%	13%	8%	5%	13%	10%	10%	4%	11%
Don't know	7%	3%	8%	10%	7%	4%	6%	6%	18%	8%

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

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	520	23	63	42	41	48	56	78	57	52
Base: All GB adults who have made a New Year's resolution for 2020	519	22	62	41	41	48	54	83	56	52
I have kept up all my resolutions	53%	40%	57%	60%	59%	47%	55%	51%	48%	64%
I have kept up some of my resolutions, but not all of them	31%	47%	30%	29%	31%	22%	27%	37%	33%	22%
I haven't kept up any of my resolutions	10%	8%	9%	11%	-	25%	8%	5%	14%	11%
Don't know	7%	4%	5%	-	10%	6%	10%	7%	5%	4%

Total			
	England (NET)	Wales	Scotland

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	520	460	22	38
Base: All GB adults who have made a New Year's resolution for 2020		519	459	21	38
I have kept up all my resolutions	53%	54%	52%	45%	
I have kept up some of my resolutions, but not all of them	31%	30%	26%	36%	
I haven't kept up any of my resolutions	10%	10%	4%	11%	
Don't know	7%	6%	18%	8%	

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

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	520	239	94	333	47	80	23	37
Base: All GB adults who have made a New Year's resolution for 2020		519	239	96	335	49	74	24	37
I have kept up all my resolutions	53%	59%	54%	58%	36%	44%	46%	59%	
I have kept up some of my resolutions, but not all of them	31%	27%	34%	29%	37%	36%	33%	21%	
I haven't kept up any of my resolutions	10%	9%	7%	8%	15%	15%	4%	9%	
Don't know	7%	5%	4%	5%	12%	5%	16%	11%	

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

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	520	204	88	52	7	165
Base: All GB adults who have made a New Year's resolution for 2020		519	202	87	50	7	169
I have kept up all my resolutions	53%	53%	54%	50%	45%	54%	
I have kept up some of my resolutions, but not all of them	31%	32%	29%	32%	41%	29%	
I haven't kept up any of my resolutions	10%	8%	14%	12%	13%	9%	
Don't know	7%	6%	3%	6%	-	8%	

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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	520	339	85	64	23	172	9
Base: All GB adults who have made a New Year's resolution for 2020		519	334	88	63	23	175	9
I have kept up all my resolutions		53%	54%	55%	57%	38%	53%	33%
I have kept up some of my resolutions, but not all of them		31%	31%	29%	27%	38%	29%	30%
I haven't kept up any of my resolutions		10%	10%	9%	10%	14%	10%	12%
Don't know		7%	6%	7%	6%	10%	7%	25%

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

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	520	392	212	124	91	252	121	359	397	59
Base: All GB adults who have made a New Year's resolution for 2020		519	388	209	119	88	253	124	357	396	58
I have kept up all my resolutions		53%	55%	57%	56%	53%	53%	50%	56%	53%	54%
I have kept up some of my resolutions, but not all of them		31%	30%	28%	32%	30%	30%	35%	28%	31%	37%
I haven't kept up any of my resolutions		10%	10%	7%	7%	9%	10%	6%	10%	10%	8%
Don't know		7%	6%	7%	5%	8%	7%	9%	6%	6%	2%

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)...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	2041	966	1075
Base: All GB adults	2041	990	1051
Yes, I did	8%	9%	8%
No, I didn't	63%	68%	58%
Don't know	4%	4%	3%
Not applicable - I do not drink alcohol	25%	19%	31%

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

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	2041	209	373	300	312	847	1221	820
Base: All GB adults	2041	227	366	306	326	817	1163	878
Yes, I did	8%	7%	14%	11%	9%	5%	9%	8%
No, I didn't	63%	60%	59%	63%	66%	64%	68%	56%
Don't know	4%	4%	3%	5%	2%	3%	3%	4%
Not applicable - I do not drink alcohol	25%	28%	24%	21%	22%	28%	20%	32%

Total	Region							
	North	Midlands	East	London	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)...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	2041	490	340	193	264	477	1764	101	176
Base: All GB adults	2041	488	337	191	276	473	1763	100	178
Yes, I did	8%	10%	7%	8%	8%	10%	9%	4%	6%
No, I didn't	63%	62%	64%	67%	59%	63%	63%	66%	61%
Don't know	4%	4%	2%	1%	6%	4%	3%	4%	5%
Not applicable - I do not drink alcohol	25%	24%	27%	24%	27%	24%	25%	26%	28%

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

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	2041	83	220	187	173	167	193	264	283	194
Base: All GB adults	2041	83	219	186	172	165	191	276	279	194
Yes, I did	8%	10%	13%	8%	7%	7%	8%	8%	10%	9%
No, I didn't	63%	56%	62%	64%	67%	62%	67%	59%	62%	64%
Don't know	4%	5%	2%	5%	2%	3%	1%	6%	3%	4%
Not applicable - I do not drink alcohol	25%	29%	24%	23%	25%	29%	24%	27%	25%	22%

Total			
	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)...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	2041	1764	101	176
Base: All GB adults	2041	1763	100	178
Yes, I did	8%	9%	4%	6%
No, I didn't	63%	63%	66%	61%
Don't know	4%	3%	4%	5%
Not applicable - I do not drink alcohol	25%	25%	26%	28%

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 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	2041	833	295	1128	112	539	80	182
Base: All GB adults	2041	846	304	1149	119	497	88	188
Yes, I did	8%	12%	9%	11%	10%	4%	12%	2%
No, I didn't	63%	66%	59%	64%	64%	66%	47%	53%
Don't know	4%	3%	7%	4%	1%	2%	3%	6%
Not applicable - I do not drink alcohol	25%	19%	26%	21%	25%	28%	39%	39%

Total	Marital Status				
	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)...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	2041	897	286	171	74	589
Base: All GB adults	2041	884	288	166	69	609
Yes, I did	8%	8%	8%	9%	3%	9%
No, I didn't	63%	67%	68%	54%	45%	59%
Don't know	4%	3%	4%	1%	4%	5%
Not applicable - I do not drink alcohol	25%	22%	20%	35%	48%	27%

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)...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	2041	1469	242	212	78	532	40
Base: All GB adults	2041	1455	251	213	81	545	41
Yes, I did	8%	7%	14%	11%	11%	12%	12%
No, I didn't	63%	65%	59%	60%	53%	59%	40%
Don't know	4%	3%	4%	6%	8%	6%	5%
Not applicable - I do not drink alcohol	25%	25%	23%	22%	28%	24%	43%

Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	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)...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	2041	1490	705	361	284	719	305	1276	1320	207
Base: All GB adults	2041	1490	713	351	281	728	315	1281	1326	204
Yes, I did	8%	8%	9%	10%	11%	10%	10%	9%	10%	12%
No, I didn't	63%	65%	65%	69%	57%	64%	64%	65%	63%	65%
Don't know	4%	3%	3%	3%	2%	3%	4%	3%	3%	2%
Not applicable - I do not drink alcohol	25%	24%	23%	18%	30%	23%	23%	23%	24%	21%

Total	Gender	
	Male	Female

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	168	83	85
Base: All GB adults who are attempting Dry January		171	87	83
I haven't consumed any alcohol	77%		75%	79%
I have consumed some alcohol, but I'm still trying to cut back	15%		17%	13%
I've abandoned Dry January entirely	1%		1%	-
Don't know	5%		4%	5%
Prefer not to say	2%		2%	3%

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

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	168	16	50	32	30	40	105	63
Base: All GB adults who are attempting Dry January	171	17	51	33	31	40	101	70
I haven't consumed any alcohol	77%	68%	78%	80%	74%	80%	80%	74%
I have consumed some alcohol, but I'm still trying to cut back	15%	20%	11%	17%	17%	15%	13%	18%
I've abandoned Dry January entirely	1%	-	3%	-	-	-	-	2%
Don't know	5%	6%	8%	3%	-	5%	4%	6%
Prefer not to say	2%	6%	-	-	10%	-	4%	-

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

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	168	50	23	15	20	45	153	4	11
Base: All GB adults who are attempting Dry January	171	50	23	15	21	45	156	4	11
I haven't consumed any alcohol	77%	71%	77%	78%	59%	92%	77%	77%	80%
I have consumed some alcohol, but I'm still trying to cut back	15%	21%	19%	22%	17%	4%	15%	23%	10%
I've abandoned Dry January entirely	1%	3%	-	-	-	-	1%	-	-
Don't know	5%	6%	-	-	14%	2%	4%	-	10%
Prefer not to say	2%	-	4%	-	10%	2%	3%	-	-

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

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	168	8	28	14	11	12	15	20	28	17
Base: All GB adults who are attempting Dry January	171	8	28	15	12	12	15	21	27	18
I haven't consumed any alcohol	77%	75%	74%	61%	72%	82%	78%	59%	86%	100%
I have consumed some alcohol, but I'm still trying to cut back	15%	25%	17%	24%	28%	10%	22%	17%	7%	-
I've abandoned Dry January entirely	1%	-	5%	-	-	-	-	-	-	-
Don't know	5%	-	3%	15%	-	-	-	14%	3%	-
Prefer not to say	2%	-	-	-	-	8%	-	10%	3%	-

Total			
	England (NET)	Wales	Scotland

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	168	153	4	11
Base: All GB adults who are attempting Dry January		171	156	4	11
I haven't consumed any alcohol		77%	77%	77%	80%
I have consumed some alcohol, but I'm still trying to cut back		15%	15%	23%	10%
I've abandoned Dry January entirely		1%	1%	-	-
Don't know		5%	4%	-	10%
Prefer not to say		2%	3%	-	-

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

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	168	97	25	122	12	20	10	4
Base: All GB adults who are attempting Dry January	171	99	27	126	12	18	11	4
I haven't consumed any alcohol	77%	81%	67%	78%	84%	79%	58%	74%
I have consumed some alcohol, but I'm still trying to cut back	15%	14%	26%	16%	8%	16%	10%	-
I've abandoned Dry January entirely	1%	-	-	-	-	-	12%	-
Don't know	5%	2%	7%	3%	-	5%	20%	26%
Prefer not to say	2%	3%	-	2%	9%	-	-	-

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

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	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted base	168	69	23	14	2	55
Base: All GB adults who are attempting Dry January	171	69	24	16	2	55
I haven't consumed any alcohol	77%	76%	90%	78%	100%	74%
I have consumed some alcohol, but I'm still trying to cut back	15%	17%	5%	16%	-	17%
I've abandoned Dry January entirely	1%	-	-	-	-	2%
Don't know	5%	4%	5%	6%	-	4%
Prefer not to say	2%	3%	-	-	-	3%

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base: All GB adults who are attempting Dry January	168	100	32	22	9	63	5
I haven't consumed any alcohol	77%	79%	78%	75%	78%	77%	58%
I have consumed some alcohol, but I'm still trying to cut back	15%	13%	16%	25%	12%	19%	-
I've abandoned Dry January entirely	1%	1%	-	-	-	-	-
Don't know	5%	4%	6%	-	-	3%	42%
Prefer not to say	2%	3%	-	-	10%	1%	-

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

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	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
	168	122	67	37	31	69	30	109	129	25
Base: All GB adults who are attempting Dry January	171	123	66	36	30	71	30	110	129	24
I haven't consumed any alcohol	77%	78%	76%	80%	67%	74%	80%	81%	79%	80%
I have consumed some alcohol, but I'm still trying to cut back	15%	16%	17%	9%	27%	17%	14%	16%	15%	12%
I've abandoned Dry January entirely	1%	-	-	-	-	-	-	-	-	-
Don't know	5%	4%	3%	3%	-	3%	3%	2%	5%	-
Prefer not to say	2%	2%	4%	8%	6%	6%	3%	2%	1%	7%