

# YouGov Survey Results

Sample Size: 1672 GB Adults  
Fieldwork: 5th - 6th January 2021

	Vote In 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1667</b>	570	412	152	623	664	812	854	168	698	408	392	952	715	200	563	358	404	141
<b>Unweighted Sample</b>	<b>1672</b>	592	434	168	684	687	731	941	151	669	414	438	1014	658	186	586	357	400	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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. 1 January 2021)...Did you plan on doing Dry January this year? (If you did not drink alcohol before January 2021, please select the "Not applicable" option)

Yes	8	7	9	9	7	9	8	8	9	10	7	7	10	7	11	9	7	8	6
No	60	64	62	66	66	59	63	56	58	57	69	54	64	54	52	58	60	63	65
NA – I don't drink alcohol	28	27	24	23	23	28	23	32	28	27	21	36	24	33	31	29	29	24	26
Don't know	4	2	6	2	3	4	6	3	5	6	3	3	3	6	6	4	4	5	3

You previously said you planned to do 'Dry January' this year (i.e. January 2021)...Which ONE of the following statements best applies to how you have succeeded with Dry January so far?

[Asked only to those who answered that they planned to do dry January this year; n=142]

I haven't consumed any alcohol	72	79	75	35	65	77	73	70	48	79	70	70	69	77	81	70	70	62	100
I have consumed some alcohol but I'm still trying to cut back	20	19	23	39	28	19	20	20	17	18	22	25	23	16	13	23	27	21	0
I've abandoned Dry January entirely	8	2	0	26	8	3	7	8	36	3	8	2	9	6	3	7	3	17	0
Prefer not to say	1	0	2	0	0	1	0	1	0	0	0	3	0	2	3	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0