

**2/3/2026**

Table Names

[0001](#) Q1. How often, if at all, do you drink alcohol?

[0002](#) Q2. Which of the following best applies to you?

[0003](#) Q3. You mentioned that started to or considered abstaining from alcohol in January, how long did you last?

[0004](#) Q3. You mentioned that started to or considered abstaining from alcohol in January, how long did you last?

[0005](#) Q3. You mentioned that started to or considered abstaining from alcohol in January, how long did you last?

Table Filters

Adults aged 18-75 in Great Britain

All adults who drink alcohol

All adults who started to or considered abstaining from alcohol in January but drank since

All adults who considered/started to abstain/successfully abstained from alcohol in January

All adults who started to abstain/successfully abstained from alcohol in January

25-061766-04 - 23rd - 29th January 2026

PUBLIC  
Dry January  
GB 18-75

Q1. How often, if at all, do you drink alcohol?  
Adults aged 18-75 in Great Britain

	Gender		Age			Region						Employment status		Social grade		Education			Income				Ethnicity					Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1079	517	547	334	400	345	262	279	246	148	53	91	698	381	670	409	547	532	180	231	269	313	146	929	361	141	81	115	119	451	316			
Weighted base	1079	525	539	327	391	361	254	282	245	155	51	92	731	348	613	466	387	692	171	250	283	290	140	933	327	148	78	127	121	435	327			
Very often	101 9%	62 12%	38 7%	24 7%	37 10%	39 11%	30 12%	21 7%	18 7%	16 10%	5 11%	11 12%	75 10%	25 7%	73 12%	28 6%	50 13%	51 7%	14 8%	21 9%	26 9%	34 12%	15 10%	86 9%	32 10%	22 15%	8 11%	9 7%	13 11%	47 11%	31 10%			
Fairly often	385 36%	199 38%	184 34%	129 40%	127 32%	129 36%	93 37%	110 39%	85 35%	47 30%	19 37%	31 34%	278 38%	107 31%	233 38%	152 33%	150 39%	235 34%	48 28%	97 39%	99 35%	120 41%	35 25%	348 37%	126 38%	53 36%	29 37%	50 39%	36 30%	162 37%	113 35%			
Not very often	387 36%	163 31%	217 40%	116 36%	153 39%	118 33%	85 33%	99 35%	94 39%	54 35%	20 40%	34 37%	262 36%	125 36%	211 34%	176 38%	122 31%	265 38%	67 39%	82 33%	108 38%	97 33%	39 28%	348 37%	118 36%	46 31%	34 44%	40 32%	40 33%	152 35%	114 35%			
Not at all	200 19%	97 19%	98 18%	56 17%	71 18%	73 20%	47 18%	47 17%	46 19%	38 25%	6 13%	15 17%	112 15%	88 25%	91 15%	109 23%	64 16%	136 20%	41 24%	50 20%	48 17%	39 13%	50 35%	147 16%	49 15%	26 17%	6 8%	27 21%	31 26%	71 16%	67 20%			
Don't know	2 0%	- -	2 0%	1 0%	1 0%	- -	- -	2 1%	- -	- -	- -	- -	1 0%	1 0%	1 0%	1 0%	- -	2 0%	1 1%	- -	- -	- -	1 1%	1 0%	- -	- -	- -	1 1%	- -	- -	1 0%			
Prefer not to say	4 0%	3 1%	1 0%	1 0%	2 0%	2 0%	- -	2 1%	2 1%	1 0%	- -	- -	2 0%	2 0%	4 1%	- -	2 1%	2 0%	1 0%	1 0%	2 1%	- -	1 1%	3 0%	2 0%	1 1%	- -	- -	1 0%	2 0%	1 0%			
NET: Very/ Fairly often	486 45%	261 50%	222 41%	153 47%	164 42%	169 47%	123 48%	131 47%	102 42%	63 40%	24 47%	43 46%	353 48%	133 38%	306 50%	180 39%	200 52%	286 41%	62 36%	118 47%	125 44%	155 53%	50 36%	434 47%	158 48%	75 39%	37 48%	59 46%	49 40%	209 48%	144 44%			
NET: Not very often/ Not at all	587 54%	261 50%	314 58%	172 53%	224 57%	191 53%	131 52%	147 52%	141 58%	92 59%	27 53%	49 54%	374 51%	213 61%	302 49%	285 61%	185 48%	402 58%	108 63%	132 53%	156 55%	136 47%	89 63%	495 53%	167 51%	72 49%	41 52%	67 53%	71 59%	223 51%	181 55%			
NET: Drinks alcohol	873 81%	425 81%	438 81%	270 83%	317 81%	286 79%	208 82%	230 82%	197 81%	117 75%	44 87%	77 83%	615 84%	258 74%	517 84%	356 76%	322 83%	551 80%	129 75%	200 80%	233 82%	251 87%	89 63%	782 84%	276 85%	121 82%	71 92%	99 78%	89 74%	361 83%	258 79%			

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25-061766-04 - 23rd - 29th January 2026

PUBLIC

Dry January

GB 18-75

Q2. Which of the following best applies to you?

All adults who drink alcohol

	Gender			Age			Region							Employment status		Social grade		Education				Income				Ethnicity		Election 2024				Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	886	429	447	278	323	285	214	227	201	120	47	77	597	289	568	318	459	427	135	186	227	275	98	787	309	117	73	90	94	382	254		
Weighted base	873	425	438	270	317	286	208	230	197	117	44	77	615	258	517	356	322	551	129	200	233	251	89	782	276	121	71	99	89	361	258		
I made a decision to abstain from drinking alcohol in January (e.g. Dry January) and have not had a drink yet	64 7%	35 8%	28 6%	25 9%	24 7%	14 5%	16 8%	17 8%	15 8%	9 8%	3 *	2 *	47 8%	17 7%	37 7%	27 8%	24 8%	39 7%	9 7%	15 8%	10 4%	29 12%	16 17%	48 6%	23 8%	15 13%	3 4%	6 6%	5 6%	27 7%	19 7%		
I started to abstain from drinking alcohol in January (e.g. Dry January), but have had a drink since	57 7%	38 9%	19 4%	22 8%	22 7%	13 5%	11 5%	14 6%	11 6%	14 12%	2 *	5 *	45 7%	12 5%	32 6%	25 7%	24 8%	33 6%	14 11%	10 5%	18 8%	15 6%	7 8%	50 6%	18 7%	13 11%	4 5%	5 5%	4 4%	22 6%	15 6%		
I thought about abstaining from drinking alcohol in January (e.g. Dry January), but decided against it	64 7%	32 7%	32 7%	27 10%	26 8%	11 4%	20 10%	17 7%	11 6%	9 8%	3 *	3 *	53 9%	10 4%	42 8%	22 6%	28 9%	36 6%	7 6%	22 11%	9 4%	21 8%	7 8%	55 7%	22 8%	9 7%	5 5%	5 5%	9 10%	31 9%	21 8%		
I have not had a drink so far in January, but am not actively choosing to abstain from drinking alcohol	185 21%	62 15%	117 27%	68 25%	70 22%	47 16%	40 19%	41 18%	48 24%	29 25%	9 *	18 23%	125 20%	61 24%	101 20%	85 24%	71 22%	114 21%	38 30%	30 15%	55 24%	47 19%	21 23%	165 21%	54 19%	21 17%	15 21%	21 21%	29 32%	76 21%	50 19%		
I am drinking in January and did not consider abstaining from alcohol	464 53%	241 57%	220 50%	110 41%	164 52%	190 66%	117 56%	129 56%	100 51%	52 44%	20 *	47 61%	320 52%	144 56%	287 55%	178 50%	167 52%	297 54%	56 44%	114 57%	133 57%	130 52%	31 35%	434 55%	153 55%	56 46%	42 59%	55 55%	43 48%	197 54%	141 55%		
Don't know	39 4%	17 4%	22 5%	17 6%	11 4%	10 3%	3 1%	12 5%	12 6%	4 3%	6 15%	2 2%	25 4%	13 5%	18 3%	20 6%	7 2%	32 6%	4 3%	9 5%	9 4%	9 4%	7 8%	31 4%	6 2%	7 6%	3 4%	7 7%	- -	9 3%	13 5%		

NET: Abstaining from alcohol in January	185 21%	105 25%	79 18%	74 27%	71 23%	39 14%	48 23%	48 21%	37 19%	32 27%	9 20%	10 13%	145 24%	40 15%	111 22%	73 21%	77 24%	108 20%	30 23%	47 24%	36 16%	66 26%	30 34%	153 20%	63 23%	38 31%	12 16%	16 16%	18 20%	79 22%	54 21%
NET: Successfully abstaining from alcohol in January	64 7%	35 8%	28 6%	25 9%	24 7%	14 5%	16 8%	17 8%	15 8%	9 8%	3 *	2 *	47 8%	17 7%	37 7%	27 8%	24 8%	39 7%	9 7%	15 8%	10 4%	29 12%	16 17%	48 6%	23 8%	15 13%	3 4%	6 6%	5 6%	27 7%	19 7%
NET: Unsuccessfully abstaining from alcohol in January	121 14%	70 16%	51 12%	49 18%	48 15%	25 9%	32 15%	31 14%	22 11%	23 20%	5 *	8 *	98 16%	23 9%	75 14%	46 13%	52 16%	69 12%	21 15%	32 16%	27 12%	37 15%	15 18%	105 13%	40 14%	22 18%	9 12%	10 10%	13 14%	53 15%	36 14%

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25-061766-04 - 23rd - 29th January 2026

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Dry January  
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Q3. You mentioned that started to or considered abstaining from alcohol in January, how long did you last?

All adults who started to or considered abstaining from alcohol in January but drank since

	Gender			Age			Region						Employment status		Social grade		Education				Income				Ethnicity		Election 2024					Referendum 2016	
	Total (A)	MAN (B)	WOMAN (C)	18-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERV ATIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)		
Unweighted base	124	70	54	54	47	23	32	30	22	27	7	6	97	27	86	38	74	50	18	28	30	43	17	106	45	22	8	10	13	55	37		
Weighted base	121	70	51	49	48	25	32	31	22	23	5	8	98	23	75	46	52	69	21	32	27	37	15	105	40	22	9	10	13	53	36		
I did not make it past the first day	5 4%	1 2%	3 6%	1 3%	3 5%	1 3%	- -	2 8%	1 7%	* 1%	1 11%	- -	3 4%	1 5%	4 5%	1 2%	3 6%	1 2%	* 1%	1 4%	1 2%	3 7%	* 2%	4 4%	1 3%	1 6%	- -	- -	2 15%	2 4%	3 7%		
I lasted a few days	29 24%	20 29%	9 18%	16 33%	8 18%	5 20%	7 22%	5 16%	6 26%	7 32%	- -	4 50%	24 25%	5 21%	21 28%	8 18%	14 27%	15 22%	6 27%	7 21%	6 22%	11 30%	5 36%	22 21%	10 26%	4 16%	3 31%	5 48%	3 26%	19 36%	6 18%		
I lasted a week	36 30%	21 31%	15 29%	13 27%	14 29%	9 38%	10 33%	7 24%	6 27%	11 47%	1 17%	1 9%	33 34%	3 14%	22 30%	14 30%	15 28%	22 31%	10 49%	9 28%	8 28%	10 26%	5 32%	32 30%	15 38%	9 39%	2 22%	1 11%	3 25%	15 28%	8 23%		
I lasted a few weeks	46 38%	23 34%	22 43%	17 36%	21 43%	8 31%	12 38%	15 47%	9 39%	4 17%	3 59%	3 41%	33 33%	13 56%	24 32%	21 46%	19 36%	27 39%	2 10%	15 48%	12 46%	12 33%	4 31%	41 39%	12 31%	8 38%	3 33%	4 41%	1 11%	12 23%	18 51%		
Don't know	5 4%	3 5%	2 4%	1 2%	2 5%	2 8%	2 7%	2 5%	- -	1 3%	1 13%	- -	4 5%	1 3%	3 5%	2 4%	1 3%	4 5%	2 12%	- -	* 1%	1 3%	- -	5 5%	1 2%	* 2%	1 14%	- -	3 23%	5 9%	* 1%		

NET: Lasted a few days or fewer	34 28%	22 31%	12 24%	17 36%	11 23%	6 23%	7 22%	7 24%	7 33%	8 33%	1 11%	4 50%	28 28%	6 27%	25 33%	9 20%	17 33%	17 24%	6 29%	8 25%	7 24%	14 37%	5 37%	27 26%	12 29%	5 22%	3 31%	5 48%	5 41%	21 39%	9 25%
NET: Lasted a week or less	70 58%	43 62%	27 53%	30 63%	25 52%	15 61%	17 55%	15 48%	13 61%	19 80%	1 28%	5 59%	61 62%	9 40%	47 63%	23 50%	32 61%	38 56%	16 78%	17 52%	14 52%	23 64%	10 69%	58 56%	27 67%	13 61%	5 53%	6 59%	8 66%	36 68%	17 48%
NET: Lasted at least a week	82 68%	45 64%	37 72%	31 63%	34 72%	17 69%	22 71%	22 71%	15 67%	15 63%	4 75%	4 50%	66 67%	16 70%	46 62%	35 76%	34 64%	48 70%	12 60%	24 75%	20 74%	22 59%	9 63%	73 69%	27 69%	17 76%	5 55%	5 52%	5 36%	27 52%	27 74%
NET: Lasted at least a few days	111 92%	65 93%	46 90%	46 95%	43 90%	22 89%	29 93%	27 87%	21 93%	22 95%	4 75%	8 100%	90 92%	21 91%	68 90%	44 94%	48 91%	63 92%	18 87%	31 96%	26 96%	33 90%	14 98%	95 91%	38 95%	20 92%	8 86%	10 100%	8 62%	46 87%	33 92%

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Dry January

GB 18-75

Q3. You mentioned that started to or considered abstaining from alcohol in January, how long did you last?

All adults who considered/started to abstain/successfully abstained from alcohol in January

	Gender			Age			Region						Employment status		Social grade		Education			Income				Ethnicity			Election 2024				Referendum 2016		
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	194	106	88	85	68	41	51	47	37	38	12	9	145	49	129	65	112	82	29	44	44	71	33	160	77	32	11	16	20	84	56		
Weighted base	185	105	79	74	71	39	48	48	37	32	9	10	145	40	111	73	77	108	30	47	36	66	30	153	63	38	12	16	18	79	54		
I did not make it past the first day	5 3%	1 1%	3 4%	1 2%	3 4%	1 2%	- -	2 5%	1 4%	* 1%	1 7%	- -	3 2%	1 3%	4 3%	1 1%	3 4%	1 1%	* 1%	1 3%	1 2%	3 4%	* 1%	4 3%	1 2%	1 4%	- -	- -	2 11%	2 2%	3 5%		
I lasted a few days	29 16%	20 19%	9 11%	16 21%	8 12%	5 13%	7 15%	5 10%	6 16%	7 23%	- -	4 39%	24 17%	5 12%	21 19%	8 11%	14 18%	15 14%	6 19%	7 16%	6 17%	11 15%	5 17%	22 15%	10 17%	4 9%	3 23%	5 30%	3 18%	19 24%	6 12%		
I lasted a week	36 20%	21 20%	15 19%	13 18%	14 19%	9 24%	10 22%	7 15%	6 16%	11 34%	1 10%	1 7%	33 23%	3 8%	22 20%	14 19%	15 20%	22 20%	10 34%	9 19%	8 21%	10 15%	5 21%	32 21%	15 24%	9 23%	2 16%	1 7%	3 18%	15 19%	8 15%		
I lasted a few weeks	46 25%	23 22%	22 28%	17 24%	21 29%	8 19%	12 25%	15 30%	9 23%	4 12%	3 36%	3 31%	33 23%	13 32%	24 22%	21 29%	19 25%	27 25%	2 7%	15 32%	12 34%	12 18%	4 15%	41 27%	12 19%	8 22%	3 25%	4 25%	1 8%	12 15%	18 34%		
Don't know	5 3%	3 3%	2 2%	1 1%	2 3%	2 5%	2 4%	2 3%	- -	1 2%	1 8%	- -	4 3%	1 2%	3 3%	2 2%	1 2%	4 3%	2 8%	- -	* 1%	1 2%	- -	5 3%	1 1%	* 1%	1 10%	- -	3 16%	5 6%	* 1%		
NET: Lasted a few days or fewer	34 18%	22 21%	12 16%	17 23%	11 15%	6 15%	7 15%	7 15%	7 20%	8 24%	1 7%	4 39%	28 19%	6 15%	25 22%	9 13%	17 23%	17 15%	6 20%	8 17%	7 18%	14 21%	5 18%	27 18%	12 13%	5 23%	3 30%	5 29%	5 26%	9 16%			
NET: Lasted a week or less	70 38%	43 41%	27 34%	30 41%	25 34%	15 39%	17 37%	15 31%	13 36%	19 58%	1 17%	5 46%	61 42%	9 23%	47 42%	23 32%	32 42%	38 35%	16 54%	17 35%	14 39%	23 36%	10 33%	58 42%	27 36%	13 40%	5 36%	6 47%	8 45%	36 32%	17 -		
NET: Lasted at least a week	82 44%	45 43%	37 47%	31 41%	34 48%	17 43%	22 47%	15 46%	15 40%	15 46%	4 46%	4 38%	66 45%	16 40%	46 42%	35 48%	34 44%	48 45%	12 41%	24 51%	20 55%	22 33%	9 30%	73 48%	27 43%	17 45%	5 41%	5 32%	5 25%	27 34%	27 49%		
NET: Lasted at least a few days	111 60%	65 62%	46 58%	46 63%	43 60%	22 56%	29 62%	27 56%	21 55%	22 69%	4 46%	8 77%	90 62%	21 52%	68 61%	44 59%	48 62%	63 59%	18 60%	31 65%	26 71%	33 50%	14 47%	95 62%	38 60%	20 54%	8 64%	10 61%	8 44%	46 58%	33 61%		
Successfully abstaining from alcohol	64 34%	35 34%	28 35%	25 34%	24 33%	14 37%	16 34%	17 36%	15 41%	9 28%	3 39%	2 23%	47 32%	17 43%	37 33%	27 37%	24 32%	39 36%	9 31%	15 32%	10 26%	29 44%	16 52%	48 31%	23 37%	15 41%	3 25%	6 39%	5 29%	27 34%	19 34%		

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Q3. You mentioned that started to or considered abstaining from alcohol in January, how long did you last?

All adults who started to abstain/successfully abstained from alcohol in January

	Gender			Age			Region							Employment status		Social grade		Education			Income				Ethnicity			Election 2024					Referendum 2016		
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)				
Unweighted base	130	76	54	56	44	30	32	31	26	26	8	7	95	35	82	48	73	57	22	27	32	47	24	106	55	22	6	11	11	54	36				
Weighted base	121	73	47	47	46	28	28	31	26	23	5	7	92	29	69	52	49	72	23	25	27	44	23	98	42	29	7	11	9	49	34				
I did not make it past the first day	* 0%	- -	* 1%	* 1%	- -	- -	- -	- -	- -	* 1%	- -	- -	* 0%	- -	- -	* 1%	- -	* 1%	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -			
I lasted a few days	12 10%	9 13%	2 5%	7 15%	2 4%	3 10%	2 7%	- -	4 13%	3 15%	- -	3 10%	3 9%	3 9%	7 10%	5 7%	5 7%	6 9%	3 12%	4 16%	4 13%	1 3%	2 9%	9 10%	4 8%	2 3%	3 11%	1 4%	- -	8 17%	1 2%				
I lasted a week	22 18%	13 18%	9 19%	8 16%	9 19%	6 21%	6 21%	6 18%	2 8%	8 33%	- -	1 10%	2 22%	2 6%	10 14%	12 23%	9 18%	13 18%	2 9%	2 12%	6 22%	5 10%	3 14%	19 19%	9 23%	5 19%	- -	1 9%	2 25%	7 15%	6 17%				
I lasted a few weeks	23 19%	16 21%	8 16%	7 15%	11 25%	5 17%	3 13%	8 27%	5 20%	3 12%	2 37%	2 22%	15 17%	8 27%	16 22%	8 15%	10 20%	14 19%	2 8%	4 15%	8 29%	9 20%	2 7%	22 22%	5 12%	6 20%	1 12%	3 25%	1 16%	6 13%	8 25%				
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -												
NET: Lasted a few days or fewer	12 10%	9 13%	3 6%	7 15%	2 4%	3 10%	2 7%	- -	4 13%	4 16%	- -	3 10%	3 9%	3 9%	7 10%	5 7%	6 8%	6 8%	3 13%	4 16%	4 13%	1 3%	2 9%	9 10%	4 8%	2 3%	3 11%	1 4%	- -	8 17%	1 2%				
NET: Lasted a week or less	34 28%	22 30%	12 25%	15 31%	11 23%	8 31%	8 29%	6 18%	6 22%	11 49%	- -	3 46%	3 32%	4 15%	17 25%	17 33%	15 30%	19 27%	12 51%	6 25%	10 36%	6 14%	6 25%	28 32%	13 29%	8 27%	3 42%	2 20%	2 25%	15 32%	7 20%				
NET: Lasted at least a week	45 38%	29 39%	17 35%	15 31%	20 44%	11 38%	9 34%	14 45%	7 28%	10 45%	2 37%	2 32%	36 39%	10 33%	25 37%	20 39%	19 38%	27 37%	11 47%	6 24%	14 52%	14 31%	5 22%	40 41%	14 34%	11 38%	1 12%	4 34%	4 41%	14 28%	14 43%				
NET: Lasted at least a few days	57 47%	38 52%	19 40%	22 46%	22 48%	13 48%	11 41%	14 45%	11 42%	14 60%	2 37%	5 68%	45 49%	12 42%	32 47%	25 47%	24 49%	33 46%	13 58%	10 40%	18 65%	15 34%	7 31%	50 51%	18 44%	13 47%	4 54%	5 45%	4 41%	22 45%	15 45%				
Successfully abstaining from alcohol	64 53%	35 48%	28 59%	25 54%	24 52%	14 52%	16 59%	17 55%	15 58%	9 39%	3 63%	2 32%	47 51%	17 58%	37 53%	27 52%	24 50%	39 54%	9 41%	15 60%	10 35%	29 66%	16 68%	48 49%	23 57%	15 53%	3 46%	6 55%	5 59%	27 55%	19 55%				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/0/1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/0/1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100