

YouGov Survey Results

Sample Size: 2105 GB Adults
Fieldwork: 16th - 17th December 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2105	379	541	194	227	124	739	751	1019	1086	221	869	520	495	1196	897	1821	101	183	499	345	255	722
Unweighted Sample	2105	367	594	214	243	119	832	808	898	1207	133	787	580	605	1276	823	1783	124	198	531	342	181	729
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following comes closest to describing whether or not you intend to take part in a personal challenge to not drink any alcohol in January 2026?

I already don't drink alcohol	30	24	26	22	27	30	26	28	25	35	36	31	29	27	27	34	31	21	28	30	31	34	30
I do drink alcohol at least sometimes, but I will take part in challenging myself not to drink any alcohol in January	10	9	11	14	9	6	10	8	10	9	6	10	12	8	10	9	9	10	12	10	10	10	8
I do drink alcohol at least sometimes, and I will not take part in challenging myself not to drink any alcohol in January	57	64	60	60	62	59	62	61	61	53	46	57	56	62	60	53	56	66	58	56	55	53	58
Not sure	3	3	3	4	1	5	2	3	4	3	11	3	3	2	3	3	4	3	2	3	4	3	4

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.