



Holiday Spending Status Quo... Weight Loss Top Resolution for 2015

*** Complete Tables for Poll Appended ***

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Contact: Lee M. Miringoff
Barbara L. Carvalho
Mary E. Griffith
Marist College
845.575.5050

This Marist Poll Reports:

With Chanukah underway and just one week until Christmas, many Americans who purchase holiday gifts won't be cutting corners on their seasonal shopping. A majority of holiday shoppers say they plan to spend about the same amount of money as they did last year, and more than one in ten gift givers intends to spend more. Although down from last year, financial concerns are top of mind for nearly one-third of shoppers who report they will be cutting back this holiday season.

How are shoppers making their purchases? Six in ten plan to use cash to buy their holiday gifts, similar to last year. About one in five expects to do most or all of their shopping online.

Looking to 2015, are Americans vowing to make a change? More than four in ten Americans expect to make a resolution, and weight loss tops the list of improvements for the New Year. However, more Americans have let their resolutions slide. Of those who made a promise going into 2014, only 59% kept their word, down from 72% the previous year. Men are slightly more likely than women to have kept their resolution.

Poll points:

- A majority of Americans who spend money on holiday shopping, 55%, plans to **spend the same amount of money** as they did last year. 32% say they will spend less money, and 13% will spend more. Fewer holiday shoppers expect to spend less than last year. In 2013, 52% reported they intended to maintain the same level of spending as in the past. Nearly four in ten, 38%, thought they would reduce their holiday expenditures, and 10% said they would spend more (**Trend**).
- While there has been little change in the spending habits of holiday shoppers who earn \$50,000 or more, there has been a positive shift in the spending of those who earn less. Half of holiday shoppers who make less than \$50,000, 50%, will spend about the same as last year, up from 43% in 2013. 36% of these shoppers expect to spend less, compared with 45% in 2013.

- More than six in ten holiday shoppers who are 45 or older, 62%, say they will spend about the same amount of money as they did last year. This compares with 53% in 2013 who reported they would spend about as much as the previous year. Fewer Americans in this age group who purchase presents, 29%, expect to spend less, down from 40% in 2013. There has been little change in the holiday spending habits of younger Americans.
- Six in ten holiday shoppers, 60%, little changed from 63% last year, expect **to mostly use cash when buying their holiday gifts**. 37% plan to use, for the most part, credit cards, and 3% are unsure.
- How do Americans who buy holiday gifts plan to make their purchases? 19% say they will do all or most of their **shopping online**. 44% will buy some of their seasonal purchases via the Internet while 38% don't plan to use the Internet to purchase any of their holiday gifts. There has been little change on this question since last year **(Trend)**.
- Turning to New Year's resolutions, 44% of Americans, identical to last year, are **very likely or somewhat likely to make a New Year's resolution** for 2015. Similar to last year, younger Americans are more likely than older Americans to resolve to change **(Trend)**. 56% of those younger than 45, compared with 33% of those 45 and older, plan to make a change to their lifestyle. Similar proportions of men, 43%, and women, 44%, are, at least, somewhat likely to make a resolution.
- Weight loss is the **top resolution** this year cited by 13% of Americans who vow to make a change in 2015. Exercising more follows with 10%. Nine percent want to be a better person while 8% mention improving their health. With 7% each, stopping smoking, spending less and saving more money, and eating healthier rounds out the top-tier in the **complete list of 2015 New Year's resolutions**. The top resolutions for 2014 were spending less and saving more, being a better person, and exercising more each with 12%. Weight loss came in fourth with 11% while health improvements, eating healthier, and ceasing smoking each received 8% of those who were likely to make a resolution for 2014.
- Among adults nationally who said they **made a resolution for 2014**, 59% **kept their resolution** for, at least, part of the year. 41% did not. This is a change from the previous year **(Trend)**. Among those who made a resolution for 2013, 72% kept their word.
- Men, 64%, are more likely than women, 55%, to report they stuck to their 2014 resolution for at least part of the year.

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,140 National Adults

This survey of 1,140 adults was conducted December 3rd and December 9th, 2014 by The Marist Poll. Adults 18 years of age and older residing in the continental United States were interviewed in English by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were selected by asking for the youngest male. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within ± 2.9 percentage points. There are 1,087 adults who spend money on holiday shopping. The results for this subset are statistically significant within ± 3.0 percentage points. There are 488 adults likely to make a New Year's resolution for 2015 and 314 adults who made a 2014 New Year's resolution. The results for these subsets are statistically significant within ± 4.4 percentage points and ± 5.5 percentage points, respectively. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults	Adults Who Spend Money on Holiday Shopping	Likely to Make New Years Resolution for 2015
		Col %	Col %	Col %
National Adults		100%		
Adults Who Spend Money on Holiday Shopping		95%	100%	n/a
Likely to Make New Years Resolution for 2015		44%	n/a	100%
Gender	Men	49%	49%	49%
	Women	51%	51%	51%
Age	Under 45	44%	45%	58%
	45 or older	56%	55%	42%
Age	18 to 29	23%	23%	34%
	30 to 44	21%	21%	24%
	45 to 59	29%	29%	25%
	60 or older	27%	26%	17%
Race	White	67%	67%	60%
	African American	11%	11%	13%
	Latino	14%	14%	21%
	Other	7%	7%	6%
Region	Northeast	18%	18%	20%
	Midwest	22%	22%	19%
	South	37%	37%	38%
	West	23%	23%	23%
Household Income	Less than \$50,000	51%	50%	52%
	\$50,000 or more	49%	50%	48%
Education	Not college graduate	60%	60%	64%
	College graduate	40%	40%	36%
Interview Type	Landline	55%	55%	47%
	Cell phone	45%	45%	53%

Marist Poll National Adults. Interviews conducted December 3rd through December 9th, 2014, n=1140 MOE +/- 2.9 percentage points. National Adults who Spend Money on Holiday Shopping: n=1087 MOE +/- 3.0 percentage points. National Adults Likely to Make a New Years Resolution for 2015: n=488 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Adults Who Spend Money on Holiday Shopping		
		Thinking about the December holidays, do you plan to spend more money on holiday shopping this year than you did last year, less money, or about the same amount?		
		More money	Less money	About the same amount
		Row %	Row %	Row %
Adults Who Spend Money on Holiday Shopping		13%	32%	55%
Region	Northeast	14%	32%	54%
	Midwest	8%	31%	61%
	South	17%	30%	53%
	West	12%	35%	52%
Household Income	Less than \$50,000	14%	36%	50%
	\$50,000 or more	14%	29%	57%
Education	Not college graduate	14%	34%	52%
	College graduate	13%	29%	58%
Age	Under 45	18%	34%	47%
	45 or older	9%	29%	62%
Age	18 to 29	19%	33%	49%
	30 to 44	18%	37%	46%
	45 to 59	12%	31%	58%
	60 or older	6%	28%	66%
Race	White	11%	29%	60%
	African American	15%	50%	36%
	Latino	23%	35%	42%
Gender	Men	15%	27%	58%
	Women	12%	37%	52%
Marital Status	Married	11%	32%	57%
	Not married	16%	32%	52%
Marital Status and Gender	Married men	13%	30%	57%
	Not married men	17%	25%	58%
	Married women	9%	34%	57%
	Not married women	15%	39%	47%
Interview Type	Landline	11%	29%	60%
	Cell phone	16%	36%	48%

Marist Poll National Adults who Spend Money on Holiday Shopping: Interviews conducted December 3rd through December 9th, 2014, n=1087 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

	National Adults		
	Thinking about the December holidays, do you plan to spend more money on holiday shopping this year than you did last year, less money, or about the same amount?		
	Spend More	Spend Less	Same Amount
	Row %	Row %	Row %
2014	13%	32%	55%
2013	10%	38%	52%
2012	12%	37%	51%
2011	7%	42%	50%
2010	9%	40%	51%
2007	10%	33%	58%
2004	8%	30%	62%
2003	9%	37%	54%
2002	10%	33%	57%
2001	10%	29%	61%
2000	8%	29%	63%
1999	15%	22%	63%
1998	9%	25%	66%
1997	10%	23%	67%
1996	9%	32%	59%

Marist Poll National Adults Who Spend Money on Holiday Shopping.

Marist Poll National Tables

		Adults Who Spend Money on Holiday Shopping		
		Do you plan to shop online for all, most, some, or none of your holiday gifts?		
		All-Most	Some	None
		Row %	Row %	Row %
Adults Who Spend Money on Holiday Shopping		19%	44%	38%
Region	Northeast	19%	47%	34%
	Midwest	14%	39%	46%
	South	18%	44%	38%
	West	24%	44%	32%
Household Income	Less than \$50,000	12%	37%	51%
	\$50,000 or more	26%	53%	21%
Education	Not college graduate	15%	40%	45%
	College graduate	25%	49%	26%
Age	Under 45	23%	48%	29%
	45 or older	15%	40%	45%
Age	18 to 29	23%	46%	31%
	30 to 44	23%	51%	26%
	45 to 59	19%	47%	34%
	60 or older	11%	32%	57%
Race	White	18%	45%	37%
	African American	18%	36%	46%
	Latino	16%	45%	39%
Gender	Men	19%	43%	37%
	Women	18%	44%	38%
Marital Status	Married	19%	49%	31%
	Not married	18%	39%	43%
Marital Status and Gender	Married men	20%	50%	30%
	Not married men	19%	38%	43%
	Married women	19%	48%	33%
	Not married women	17%	40%	42%
Interview Type	Landline	16%	43%	42%
	Cell phone	22%	45%	33%

Marist Poll National Adults who Spend Money on Holiday Shopping: Interviews conducted December 3rd through December 9th, 2014, n=1087 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

	National Adults		
	Do you plan to shop online for all, most, some, or none of your holiday gifts?		
	All/Most	Some	None
	Row %	Row %	Row %
2014	19%	44%	38%
2013	19%	41%	40%
2012	14%	42%	44%
2010	11%	42%	47%
2007	4%	37%	58%
2004	4%	24%	72%
2003	4%	25%	71%
2002	2%	24%	74%
2001	3%	26%	71%
2000	2%	35%	63%
1999	0%	19%	81%
Marist Poll National Adults Who Spend Money on Holiday Shopping.			

Marist Poll National Tables

		Adults Who Spend Money on Holiday Shopping		
		Do you plan to use mostly cash or mostly credit cards to pay for your holiday gifts?		
		Mostly cash	Mostly credit cards	Unsure
		Row %	Row %	Row %
Adults Who Spend Money on Holiday Shopping		60%	37%	3%
Region	Northeast	51%	43%	5%
	Midwest	65%	34%	1%
	South	65%	32%	4%
	West	53%	43%	4%
Household Income	Less than \$50,000	68%	28%	4%
	\$50,000 or more	50%	47%	2%
Education	Not college graduate	68%	28%	5%
	College graduate	49%	50%	1%
Age	Under 45	61%	38%	2%
	45 or older	59%	37%	5%
Age	18 to 29	57%	41%	2%
	30 to 44	65%	34%	1%
	45 to 59	59%	36%	4%
	60 or older	58%	37%	5%
Race	White	59%	38%	3%
	African American	71%	27%	2%
	Latino	59%	31%	9%
Gender	Men	60%	37%	3%
	Women	59%	37%	4%
Marital Status	Married	57%	40%	3%
	Not married	63%	33%	4%
Marital Status and Gender	Married men	57%	42%	1%
	Not married men	65%	31%	4%
	Married women	58%	38%	4%
	Not married women	61%	36%	4%
Interview Type	Landline	60%	35%	5%
	Cell phone	59%	39%	2%

Marist Poll National Adults who Spend Money on Holiday Shopping: Interviews conducted December 3rd through December 9th, 2014, n=1087 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		National Adults	
		This year, are you very likely, somewhat likely, or not likely at all to make a New Year's resolution?	
		Very likely-Somewhat likely	Not likely at all
		Row %	Row %
National Adults		44%	56%
Region	Northeast	49%	51%
	Midwest	37%	63%
	South	45%	55%
	West	44%	56%
Household Income	Less than \$50,000	44%	56%
	\$50,000 or more	43%	57%
Education	Not college graduate	46%	54%
	College graduate	40%	60%
Age	Under 45	56%	44%
	45 or older	33%	67%
Age	18 to 29	62%	38%
	30 to 44	49%	51%
	45 to 59	39%	61%
	60 or older	28%	72%
Race	White	39%	61%
	Non-white	53%	47%
Gender	Men	43%	57%
	Women	44%	56%
Interview Type	Landline	37%	63%
	Cell phone	52%	48%

Marist Poll National Adults: Interviews conducted December 3rd through December 9th, 2014, n=1140 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

National Adults		
	This year, are you very likely, somewhat likely, or not likely at all to make a New Year's resolution?	
	Very-Somewhat Likely	Not Likely
	Row %	Row %
2014	44%	56%
2013	44%	56%
2012	40%	60%
2011	38%	62%
2010	44%	56%
2009	48%	52%
2008	40%	60%
2007	43%	57%
2006	44%	56%
2004	35%	65%
2003	34%	66%
2002	39%	61%
2001	44%	56%
2000	40%	60%
1999	37%	63%
1998	38%	62%
1997	37%	63%
1996	37%	63%
1995	44%	56%
Marist Poll National Adults.		

Marist Poll National Tables

		Likely to Make New Years Resolution for 2015																	
		What is it that you will resolve to do or not to do in the New Year?																	
		Lose weight		Exercise more		Be a better person		Improve health		Stop Smoking		Spend less money-		Save more		Eat healthier		Other	
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Likely to Make New Years Resolution for 2015		13%	10%	9%	8%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	38%
Region	Northeast	9%	11%	9%	11%	8%	11%	8%	8%	11%	7%	7%	7%	7%	7%	7%	7%	7%	35%
	Midwest	17%	9%	8%	12%	6%	6%	6%	6%	6%	8%	8%	8%	8%	8%	8%	8%	8%	35%
	South	14%	12%	9%	5%	8%	4%	7%	4%	7%	7%	7%	7%	7%	7%	7%	7%	7%	40%
	West	12%	7%	9%	6%	8%	11%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	41%
Household Income	Less than \$50,000	11%	7%	11%	5%	12%	6%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	42%
	\$50,000 or more	13%	12%	8%	11%	5%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	34%
Education	Not college graduate	13%	9%	10%	7%	11%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	39%
	College graduate	13%	13%	6%	9%	1%	12%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	37%
Age	Under 45	9%	11%	10%	6%	5%	9%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	45%
	45 or older	18%	9%	7%	10%	12%	5%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	29%
Age	18 to 29	6%	14%	9%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	47%
	30 to 44	13%	6%	10%	7%	4%	13%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	42%
	45 to 59	18%	10%	7%	14%	15%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	24%
	60 or older	17%	7%	8%	4%	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	38%
Race	White	17%	11%	5%	9%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	34%
	Non-white	6%	7%	14%	6%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	47%
Gender	Men	12%	11%	8%	10%	9%	4%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	41%
	Women	14%	10%	10%	6%	6%	10%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	37%
Interview Type	Landline	17%	8%	7%	7%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	36%
	Cell phone	9%	12%	10%	8%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	40%

Marist Poll National Adults Likely to Make a New Years Resolution for 2015: Interviews conducted December 3rd through December 9th, 2014, n=488 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

		Likely to Make New Years Resolution for 2015
		Col %
What is it that you will resolve to do or not to do in the New Year?	Lose weight	13%
	Exercise more	10%
	Be a better person	9%
	Improve health	8%
	Stop smoking	7%
	Spend less money-Save more	7%
	Eat healthier	7%
	Get better job	5%
	Go back to school	4%
	Get closer to God	4%
	Increase family time	3%
	Use time better	3%
	Enjoy life	3%
	Stop drinking	2%
	Set goals	2%
	Get new house	1%
	Worry less	1%
	Kinder to others	1%
Travel	1%	
Get politically involved	<1%	
Other	7%	

Marist Poll National Adults Likely to Make a New Years Resolution for 2015: Interviews conducted December 3rd through December 9th, 2014, n=488 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		National Adults	
		Did you make a New Year's resolution last year?	
		Yes	No
		Row %	Row %
National Adults		29%	71%
Region	Northeast	23%	77%
	Midwest	31%	69%
	South	33%	67%
	West	26%	74%
Household Income	Less than \$50,000	31%	69%
	\$50,000 or more	27%	73%
Education	Not college graduate	31%	69%
	College graduate	26%	74%
Age	Under 45	39%	61%
	45 or older	21%	79%
Age	18 to 29	41%	59%
	30 to 44	36%	64%
	45 to 59	22%	78%
	60 or older	20%	80%
Race	White	24%	76%
	Non-white	40%	60%
Gender	Men	28%	72%
	Women	30%	70%
Interview Type	Landline	24%	76%
	Cell phone	36%	64%

Marist Poll National Adults: Interviews conducted December 3rd through December 9th, 2014, n=1140 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Made 2014 New Year's Resolution Last Year	
		Did you keep it?	
		Yes	No
		Row %	Row %
Made 2014 New Year's Resolution Last Year		59%	41%
Household Income	Less than \$50,000	60%	40%
	\$50,000 or more	59%	41%
Education	Not college graduate	61%	39%
	College graduate	55%	45%
Age	Under 45	59%	41%
	45 or older	61%	39%
Race	White	57%	43%
	Non-white	63%	37%
Gender	Men	64%	36%
	Women	55%	45%
Interview Type	Landline	60%	40%
	Cell phone	59%	41%

Marist Poll National Adults who Made a 2014 New Years Resolution: Interviews conducted December 3rd through December 9th, 2014, n=314 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.

	Adults Who Made Resolutions Last New Year's	
	Did you keep resolution?	
	Yes	No
	Row %	Row %
2014	59%	41%
2013	72%	28%
2012	59%	41%
2011	67%	33%
2010	60%	40%
2009	65%	35%
2008	60%	40%
2007	60%	40%
2006	63%	37%
2004	57%	43%
2003	61%	39%
2002	63%	37%
2001	59%	41%
2000	70%	30%
1999	56%	44%
1998	52%	48%
1997	53%	47%
1996	53%	47%
1995	60%	40%
Marist Poll National Adults Who Made Resolutions Last New Year's.		