



The Holidays: How Americans Manage Holiday Stress & Alcohol Responsibility

Americans, especially parents with kids ages 18 and younger, report higher levels of stress during the holiday season

- 51% of parents with kids ages 18 and younger report stress due to holidays

- There is no significant difference in the level of holiday stress among moms (39%) compared to dads (36%). However, moms and dads managed the stress differently.

- Levels of stress are higher among parents than those adults with no children (38% and 25%, respectively). Likewise parents with kids 18 year of age or younger report significantly more holiday stress than parents with kids over 18 (51%; 26%).

How do moms vs. dads manage holiday stress differently?

- An overwhelming 50% of moms reported coping with holiday stress by focusing on what's important.

- Over 1/4 of dads reported managing stress with alcohol vs. 18% of moms.

- One-fifth of dads reported managing stress by delegating to a spouse/significant other.

What causes stress?

- 58% reported not having enough time
- 56% reported finances/money
- 48% reported family
- 25% reported holiday activities/parties
- 10% indicated everything about the holidays is stressful

- Two-thirds of moms cited financial worries vs. 51% of dads but overall parents are more stressed about finances and money than those without kids.

- One-third of moms reported being more stressed by cooking and planning meals vs. 13% of dads. 55% of moms reported being more stressed about family than dads (41%).

How are we coping with holiday stress?

- 41% reported focusing on what's important
- 32% listening to music
- 30% take time for themselves
- 22% drink alcohol
- 21% exercise
- 21% eat

Holiday celebrations & alcohol responsibility

- 60% of Americans report that alcohol is a part of their family traditions around the holidays.

- Almost three-quarters of parents with kids 18 and younger reported alcohol is a part of celebrations while 49% of parents with kids over 18 reported alcohol is a part of the celebration.

- 67% of Americans plan ahead for transportation when hosting/attending parties.

- 32% of Americans, say they rarely or never plan ahead for transportation when hosting/attending parties.

- Two thirds of parents with children ages 18 and younger make transportation arrangements ahead of time while only one-third of parents with kids over 18 report making transportation arrangements ahead of time when attending/hosting holiday parties.

- 16% of adults report they have driven after drinking too much.

- 26% of parents with kids 18 or younger reported driving a vehicle on at least 1 occasion in the past 12 months after drinking too much.

SOURCE: Toluna for Responsibility.org, September 2014