

2016 Affluent Holiday Gift Spending

\$85B Total

US Holiday spend... by the numbers

\$58.2B THE 90% \$26.8B THE 10%

7% ▼
HH Spend vs '15

10% ▼
HH Spend vs '15

A decline in spending

Among those decreasing spending...



63% AGREE

"I am more likely to buy fewer, more thoughtful gifts this season"



TOTAL AFFLUENT | % AGREE

"I put a lot of thought into the gift they give"

84%

"I like to surprise people when giving them a gift"

82%

"I take special care to give gifts that create lasting memories"

70%

"I like to give gifts that expose people to new things"

63%

70% AGREE

"I hope to make this holiday season the best one yet for my family"

AFFLUENT SPENDERS WILL GIVE GIFTS TO AN AVERAGE OF NINE PEOPLE

48%

of Affluent spenders will be giving a luxury brand this year

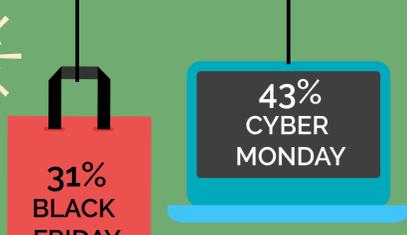
LUXURY BRAND

When matters

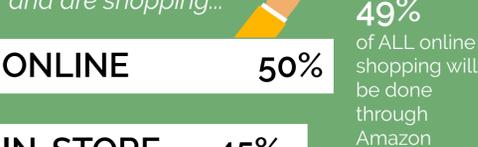
Affluent spenders begin shopping in...



and participate in...



and are shopping...



Amazon dominates in-store and online shopping

TOP 5 PLACES FOR RETAIL HOLIDAY SHOPPING

