

# 2016 Affluent Holiday Gift Spending

YouGov®  
What the world thinks

\$85B  
Total

## US Holiday spend... by the numbers

\$58.2B

\$26.8B

THE 90%

THE 10%

7% ▼  
HH Spend vs '15

10% ▼  
HH Spend vs '15

## A decline in spending

Among those decreasing spending...

54%  
Just don't need as much stuff

32%  
Worried about the economy

23%  
Want to live more responsibly

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"



48%

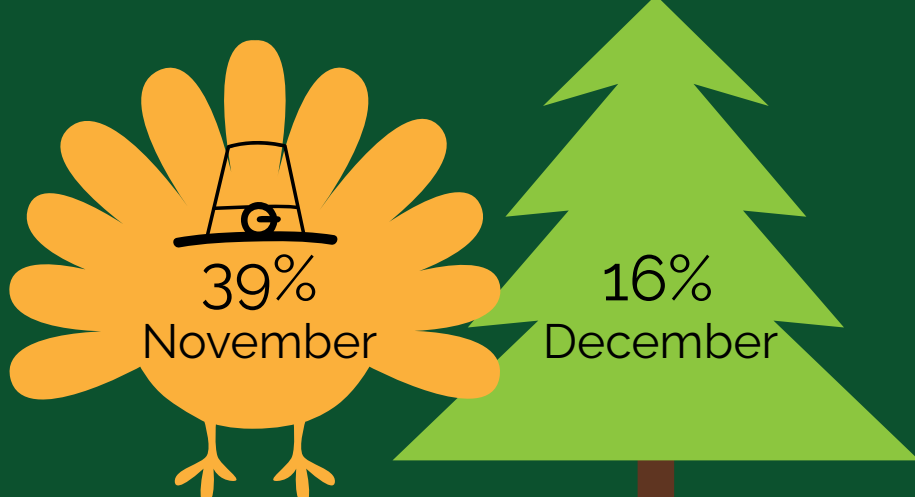
of Affluent spenders will be giving a luxury brand this year

AFFLUENT SPENDERS WILL GIVE GIFTS TO AN AVERAGE OF NINE PEOPLE

LUXURY BRAND

## When matters

Affluent spenders begin shopping in...



and participate in...



and are shopping...

ONLINE 50%

IN-STORE 45%

49%  
of ALL online shopping will be done through Amazon

## Amazon dominates in-store and online shopping

TOP 5 PLACES FOR RETAIL HOLIDAY SHOPPING

