

Holiday Spending

Here's a closer look at the 2016 season of giving:



The Numbers

\$936

The amount the average American will spend this holiday season.



6 in 10

shoppers plan to spend money on themselves:

spending an average **\$139.61**

Shoppers are predicted to spend

\$655.8 billion.



What People Buy

Clothing

54%

people will purchase clothing or accessories.



Gift cards

The most popular gift, **61%** of Americans plan to purchase gift cards to give as gifts.



Shipping

93%

of online shoppers will take advantage of free shipping



Saving Tips

Make a budget for gift giving; experts recommend spending **no more than 1.5%** of your annual income.



Don't wait until the last minute

Procrastinators represent **36%** of all shoppers

and spend about **\$100 more on average.**



Find **free holiday activities** to get in the Christmas spirit such as looking at Christmas lights.



No need to be a Scrooge this season, but keep an eye on your spending to make sure you start the new year right.

Sources:

<https://nrf.com/resources/consumer-data/holiday-headquarters>

<http://www.nbcnews.com/business/consumer/shoppers-waiting-longer-longer-purchase-holiday-gifts-n467056>

<http://www.practicalmoneyskills.com/personalfinance/tipsandtrends/9tips.php>