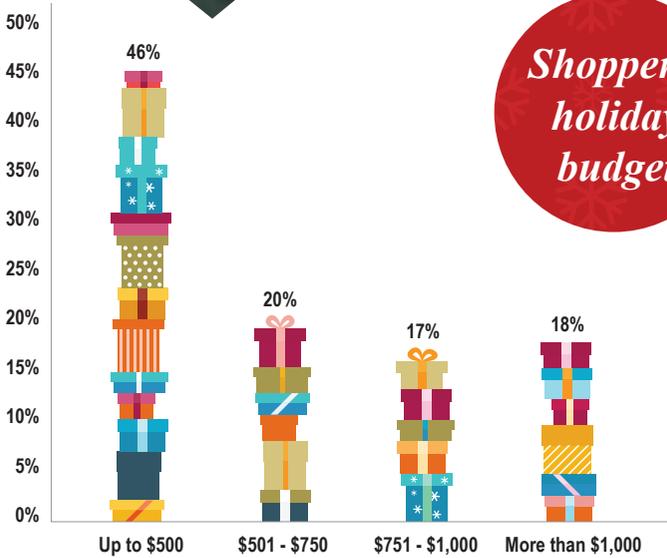


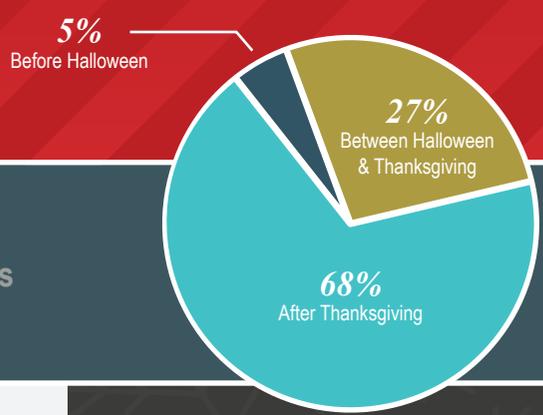
Ready, Set, Shop.

2016 Holiday Season Must-Give Gifts

According to JLL's 2016 Holiday Report, more than **46% of shoppers** will be spending up to \$500 on gifts this season.



How are shoppers going to spend that money? We also surveyed what the must-have gift of the season is to find out. Here are the most popular responses:



68% of shoppers will do the majority of their holiday shopping after Thanksgiving, so it's no surprise that almost **30% of shoppers** are still undecided about this year's must-have gift.

Top 5 gift categories

- 1 Electronics
- 2 Apparel
- 3 Toys
- 4 Gift Cards
- 5 Video Games

Top 5 gifts to give

- 1 Smart Phones
- 2 Shoes
- 3 iPad
- 4 Computer
- 5 TV

JLL's uncommon gift requests*

- Black cats
- Ammunition
- Toilet paper
- Good Italian-made white jeans
- New Camaro for my wife
- Peace, love... and an Xbox

*Yes, these are real survey results.

Who wants what?

26% of Millennials, 24% of GenXers, 20% of Baby Boomers, and 12% of Over 70's want the same gift – Electronics

Baby Boomers are the most likely to give gift cards (8%)

Over 70's are the group that has the least idea about what to give this season (44% are undecided), but are the most likely generational group to give cash and books

Millennials are the most likely generational group to want electronics, apparel and cosmetics