

# Bank of America

## August 2016 Consumer Spending Snapshot

We looked at transaction and spending data and behaviors aggregated from our more than 40 million active credit and debit card accounts\*

### Dips and swipes reign supreme

Point of sale remained the most popular way to transact, and although mobile wallet spending rose dramatically, it still represents a fraction of all transactions.



#### Mobile wallet spending

↑ 225% year over year

#### Mobile wallet transactions

↑ 259% year over year

#### Online spending

↑ 19% year over year

#### Online transactions

↑ 35% year over year

#### Point of sale spending and transactions

↔ 0% year over year

#### Of all purchases:

Point of sale: 84%  
Online: 13%  
Recurring payments: 3%  
Mobile wallet > 1%

### Consumers get their “share” of summer

Consumers enjoyed vacations as the summer winded down, with many using home sharing services.

#### Travel spending per active account

↑ 7% year over year

#### Travel transactions per active account

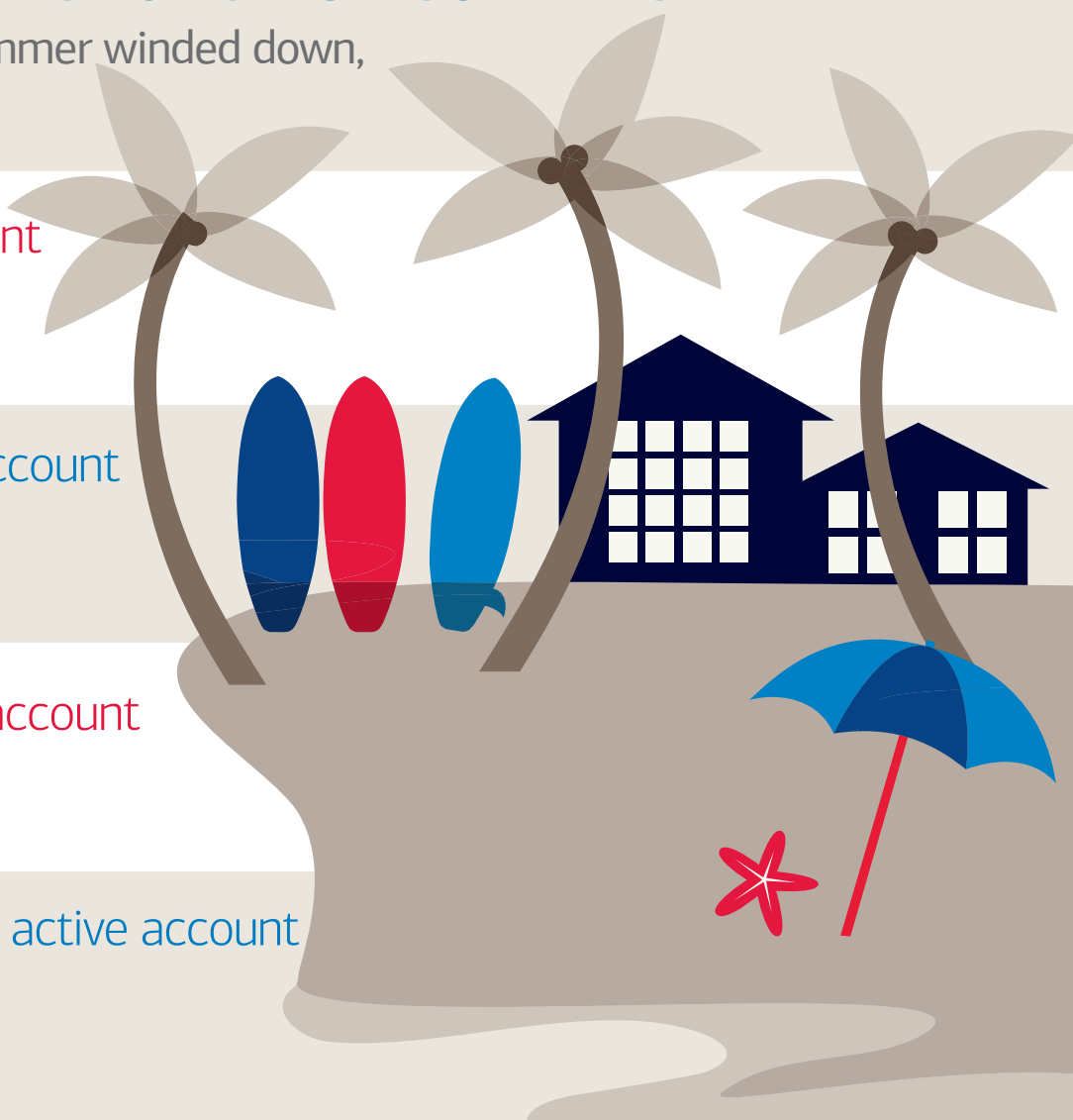
↑ 27% year over year

#### Home sharing spend per active account

↑ 66% year over year

#### Home sharing transactions per active account

↑ 68% year over year



### It's a blockbuster event

After experiencing little or no growth from 2014 to 2015, entertainment activities (i.e., tourist attractions and movie theaters) saw an increase in spend and transactions.

#### Entertainment spend per active account

↑ 9% year over year

↑ 2% August 2014-2015

#### Entertainment transactions per active account

↑ 12% year over year

↓ 3% August 2014-2015

#### Movie theater spend per active account

↑ 19% year over year

↔ 0% August 2014-2015

#### Movie theater transactions per active account

↑ 5% year over year

↓ 8% August 2014-2015



### Back to school...but not to all stores

While consumers are spending less and making fewer purchases at office supply and book stores, those who are making purchases are spending the same amount.

#### Office supply store spending per active account

↓ 8% year over year

#### Office supply store transactions per active account

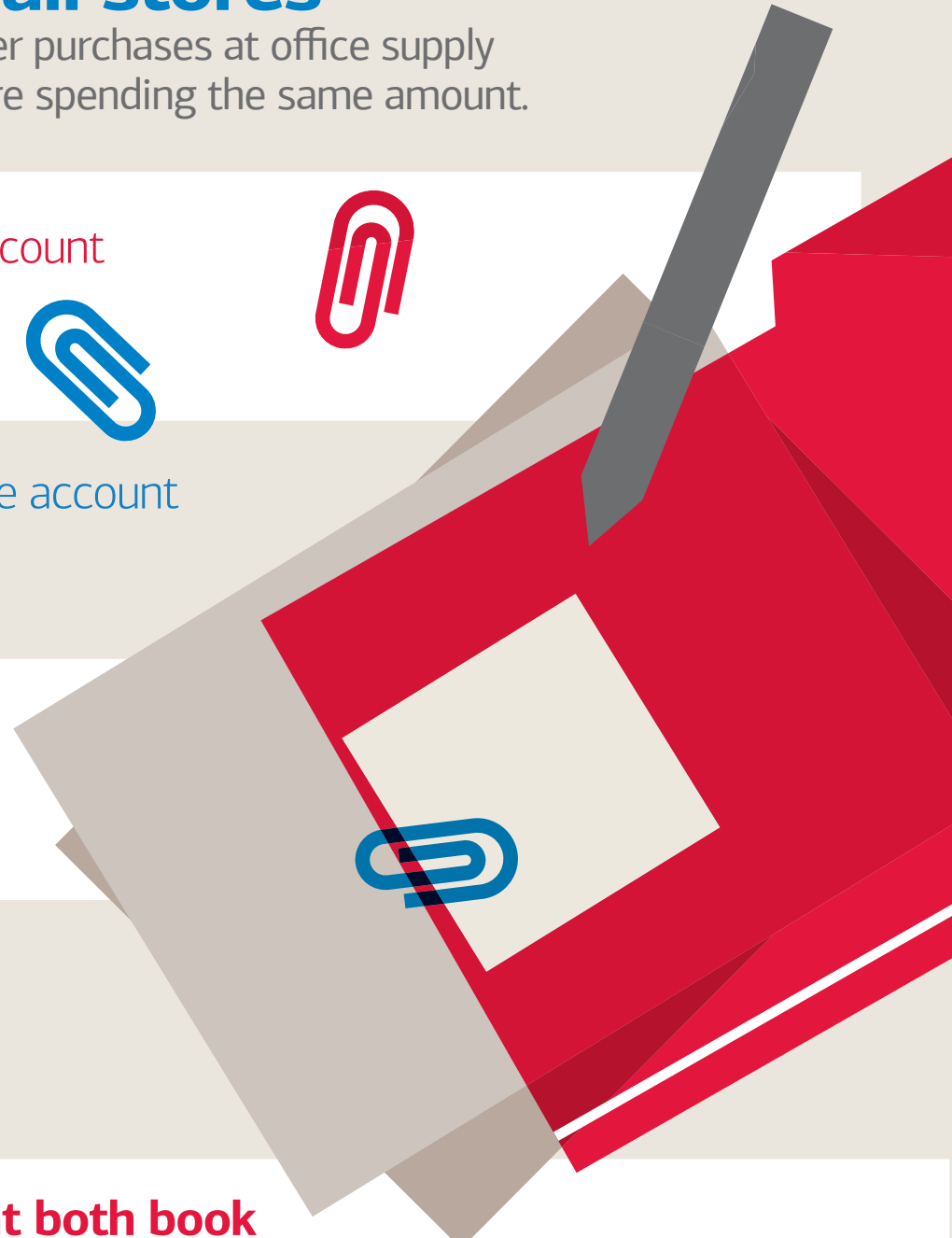
↓ 7% year over year

#### Book store spending per active account

↓ 3% year over year

#### Book store transactions per active account

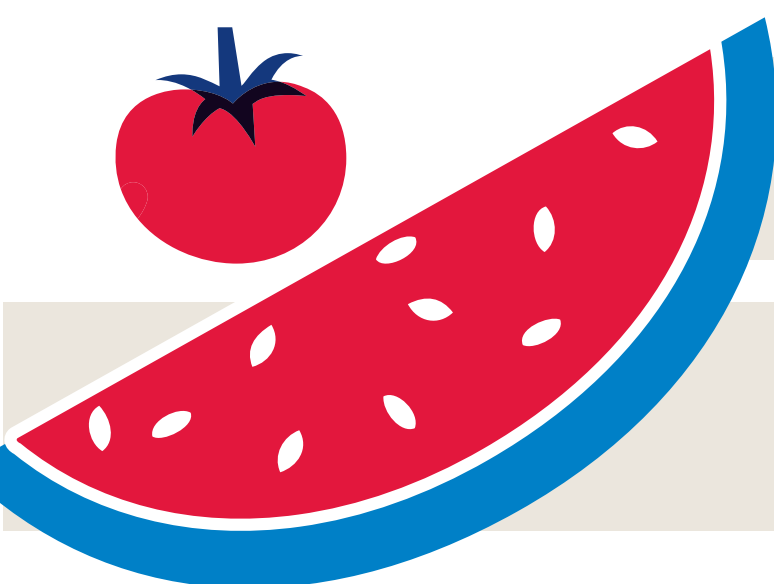
↓ 4% year over year



However, the average transaction cost at both book stores and office supply stores remained flat since 2014.

### Consumers spend more at wholesale

While wholesale club spend within total grocery remained the same, consumers still spent more on purchases at these stores than at traditional grocery stores.



Wholesale stores still represent 16% of total grocery spend, same as July

However, consumers spend more per transaction at warehouse stores (\$108) than at high-end (\$41) and mass market (\$39) grocery stores.