

Bank of America

Father's Day Consumer Spending Snapshot

We looked at transaction and spending data aggregated from our more than 40 million active credit and debit card accounts on the days leading up to Father's Day in June 2016*.

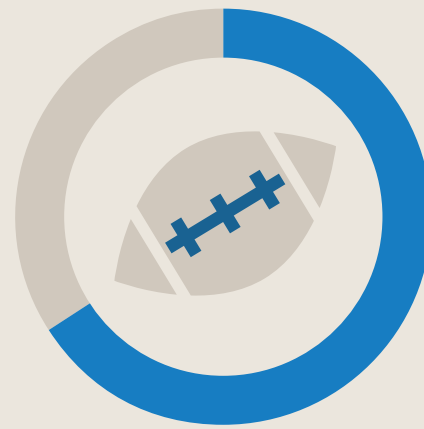
Where did last-minute shoppers buy gifts for dad?

Sales at sporting goods stores, liquor stores or department stores **were above the daily average** for June on the two days leading up to Father's Day 2016.

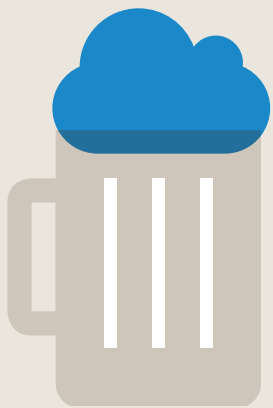
Sporting goods stores



Friday, June 17:
31 percent higher than daily average in June



Saturday, June 18:
66 percent higher than daily average in June



Liquor stores

Friday, June 17:

51%

Saturday, June 18:

67%



43%
Friday, June 17

97%
Saturday, June 18

Department stores

*All purchases posted in June 2016