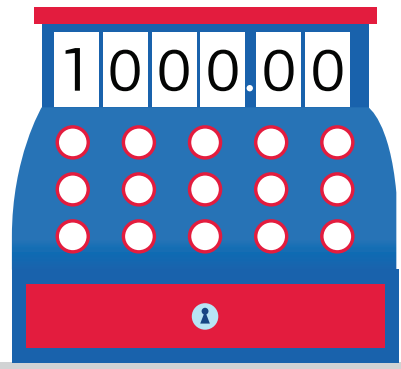


# Bank of America

## Holiday Season Retail Consumer Spending Snapshot

We aggregated transaction and spending data from over 40 million active Bank of America credit and debit card accounts during the 2016 holiday season (November/December).\*

### Spending soars at holiday time



Average retail spending per household in 2016 was more than \$1000.

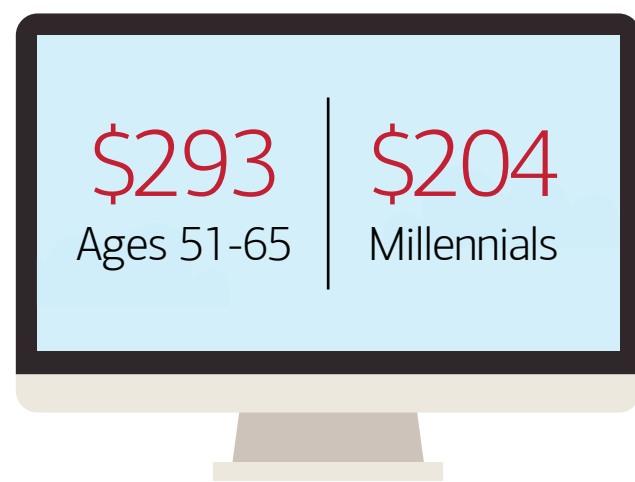
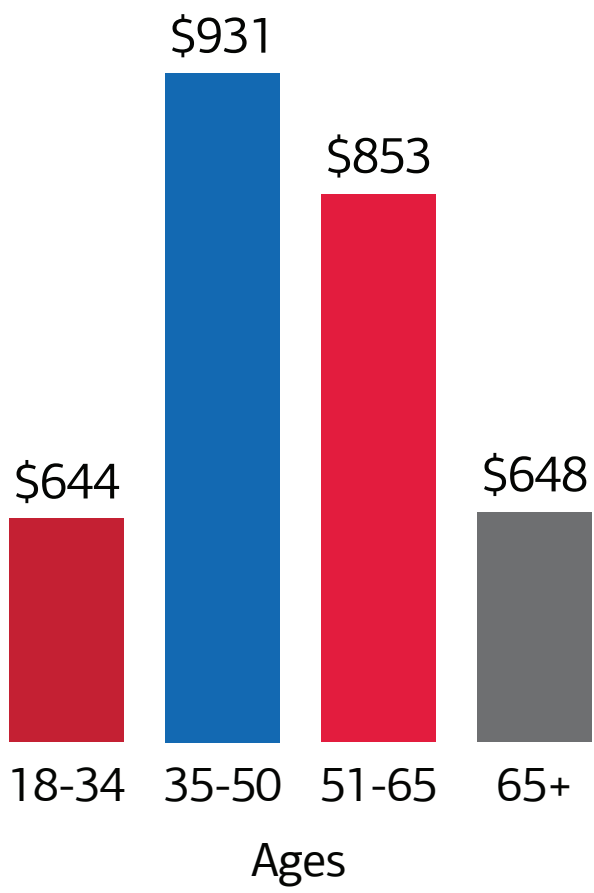


#### Spending by Merchant

Clothing Stores	\$274
Department Stores	\$185
Electronic Stores	\$272

### Gen X spent more than baby boomers and millennials

Thirty-five to 50-year-olds spent more than all other groups on holiday season retail.

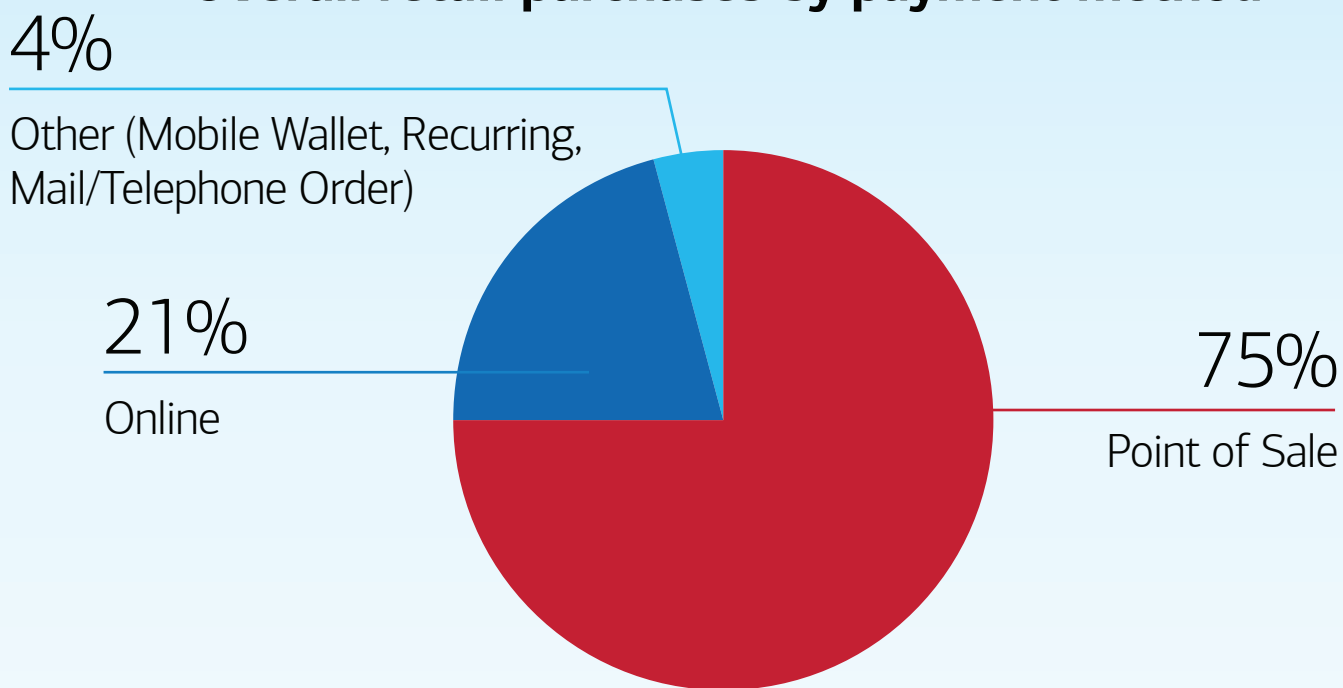


On average, consumers ages 51-65 spent the **most** on electronics of any age group – while Millennials spent the **least**.

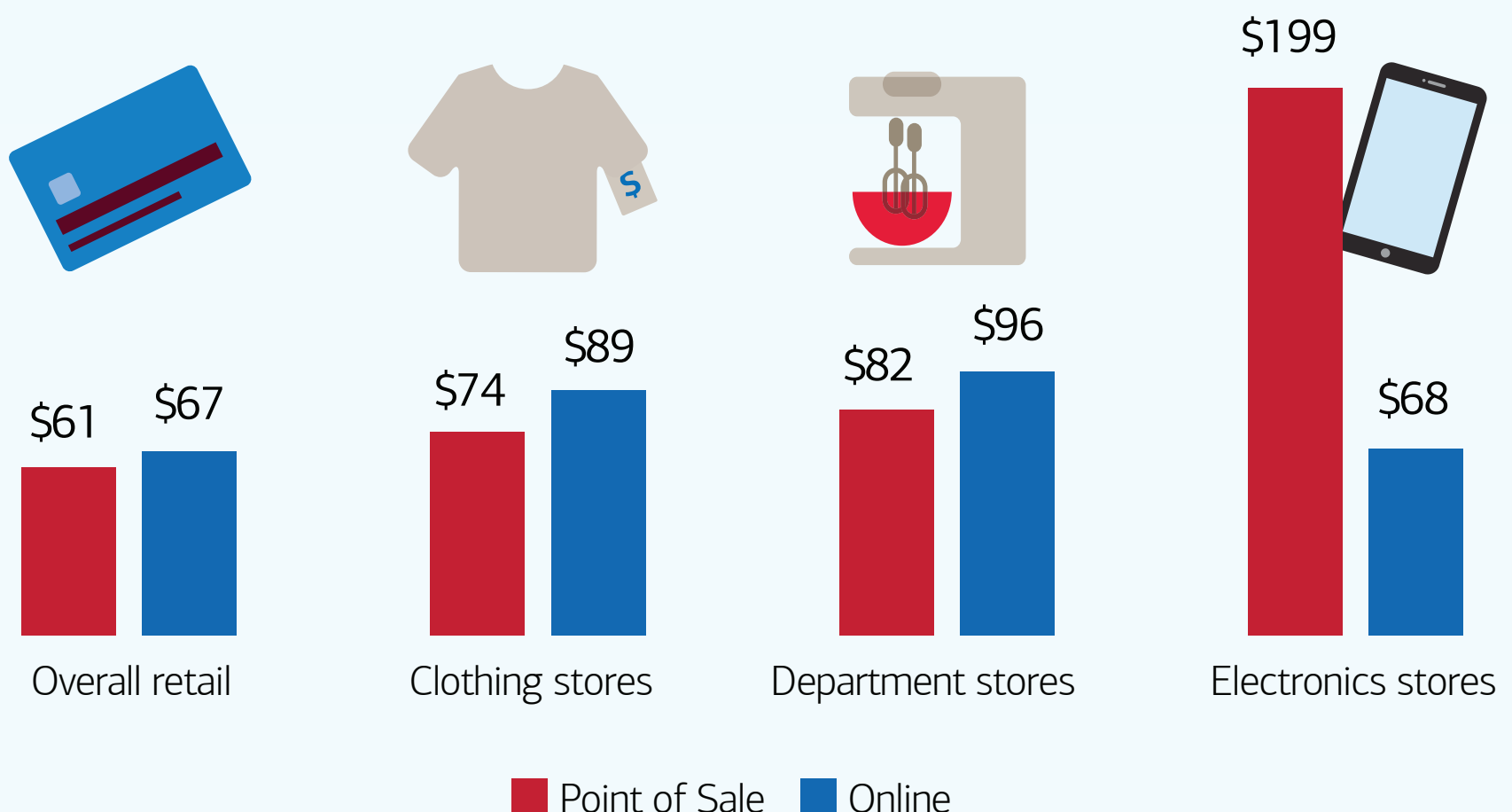
### Less (**purchasing**) is more (**spending**) online

While point of sale is still the preferred payment method, consumers typically spent more online.

#### Overall retail purchases by payment method



#### Average spend by payment method



\*Categorical figures are calculated among card users if active in that category.