

Bank of America

February 2017 Spending Snapshot

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

How much spending is in a day?

Last year's Leap Day gave consumers an extra 24 hours to make purchases. With only 28 days this February, it might appear consumers spent less than in February 2016, but by looking at daily spending we can see that's not actually the case.



Overall spending per active account:

Monthly spending per active account

↔ 0% from February 2016-2017

↑ 6% from February 2015-2016

Daily spending per active account

↑ 3% from February 2016-2017

↑ 3% from February 2015-2016



Travel spending per active account:

Monthly spending per active account

↔ 0% from February 2016-2017

↑ 8% from February 2015-2016

Daily spending per active account

↑ 4% from February 2016-2017

↑ 4% from February 2015-2016

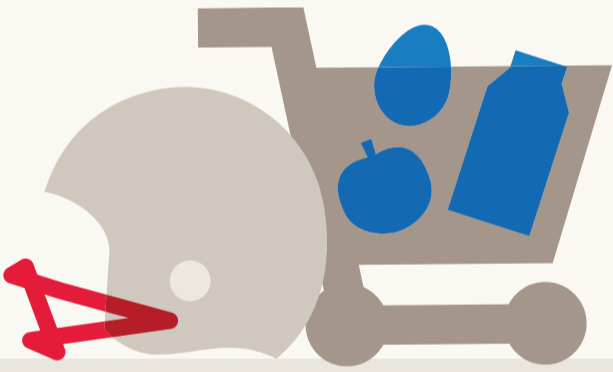
Special occasions impact consumer spending

In the festivity-filled month of February, not all days were created equal.

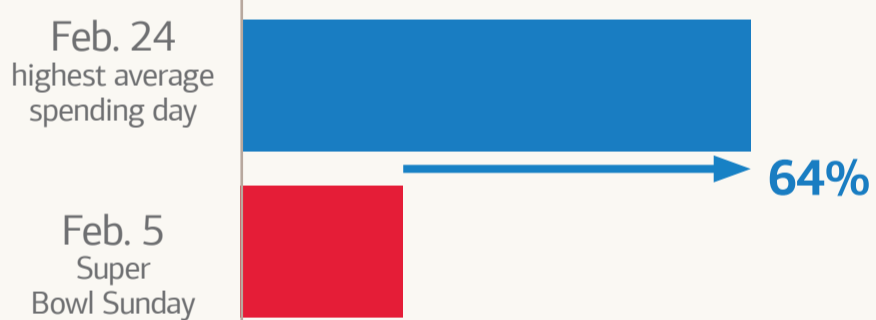
Super Bowl Sunday

Super Bowl Sunday had the lowest total spending and transactions among all the days in February, but the day before the big game and Super Bowl Sunday itself were the two highest days for grocery spend and transactions.

Consumers spent 64% less on Super Bowl Sunday than Feb. 24, the day with the highest average spending.



Total spending by day



Consumers spent dramatically more on groceries on the day before the big game and on Super Bowl Sunday, 90% and 72% respectively, compared to Feb. 9, the day with the lowest grocery spending.



Grocery spending by day



Valentine's Day

For bars/lounges/nightclubs, Valentine's Day had the highest average transaction cost of the month.

The average purchase cost on Valentine's day was 45% more than the monthly average purchase cost.



Total Spending



*All purchases posted through February 28, 2017