

Bank of America

April 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*

How People Make Payments

Mobile wallet and online purchases are growing rapidly, while traditional point of sale remains flat.

Mobile wallet transactions in April per active account

↑ **273%** year over year

Online transactions in April per active account

↑ **20%** year over year

Point of sale transactions in April per active account

↔ **0%** year over year



However, mobile wallet represents less than 1 percent of overall transactions in April.

Home Improvement or Travel? Why Not Both?***

Consumers spent more at home improvement stores, but that didn't cut into their traveling.

Spending at home improvement stores per active account

↑ **2%** year over year



YTD consumers spent more on travel than at home improvement stores per active account

↑ **43%** more on travel

Up, Up and Get Away**

While travel spend and airline transactions increased, the average airline transaction cost went down.

Travel spend per active account

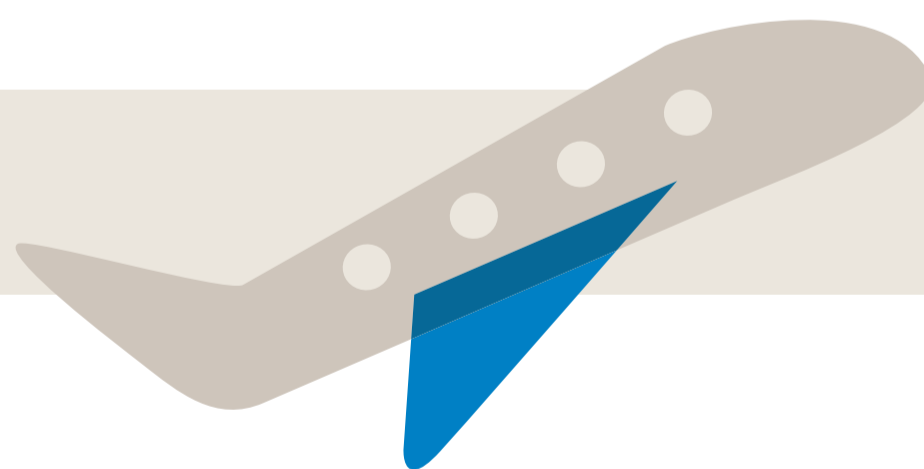
↑ **3%** year to date

Airline transactions per active account

↑ **6%** year to date

Average airline transaction

↓ **8%** year to date



Making More Room at the Table**

Consumers are looking beyond mass market chains to purchase their groceries.

Spending at high-end grocery stores per active account

↑ **5%** since April 2014

Warehouse club purchases allotted for 14 percent of total grocery and warehouse club YTD spend per active account

↑ **1%** since January 2016



*All purchases made before April 30, 2016

**YTD comparisons not normalized for February leap day