

# Bank of America

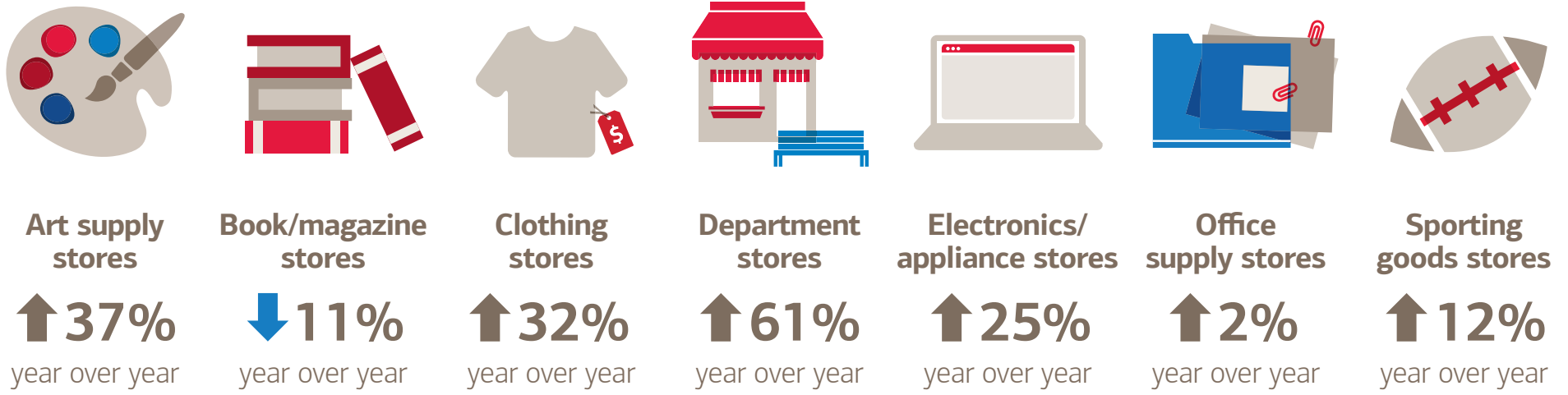
## Back to School Consumer Spending Snapshot

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

### More shoppers skip waiting in line.

Back to school shoppers increasingly turned to the web, as the majority of retail categories saw increases in online shopping.

#### Total online transactions



### Brick-and-mortar lives on: point of sale (POS) remains top way to shop at most stores.

More than half of electronics/appliance store purchases were made online, while consumers favored in-store purchases for other retail categories.

#### Share of payment method – POS transactions vs. online transactions



### Add to cart? Online shoppers tended to spend more than those in-store during back to school 2016.

Aside from clothing and electronics/appliance stores, consumers spent more when they clicked instead of swiped.

#### Average customer spend

**Art supply stores:**  
\$89 Online \$52 POS

**Book/magazine stores:**  
\$90 Online \$66 POS

**Clothing stores:**  
\$159 Online \$196 POS

**Department stores:**  
\$168 Online \$145 POS

**Electronics/appliance stores:**  
\$137 Online \$249 POS

**Office supply stores:**  
\$124 Online \$68 POS

**Sporting goods stores:**  
\$191 Online \$156 POS

\*All purchases made between July – August 2015 and July – August 2016.