

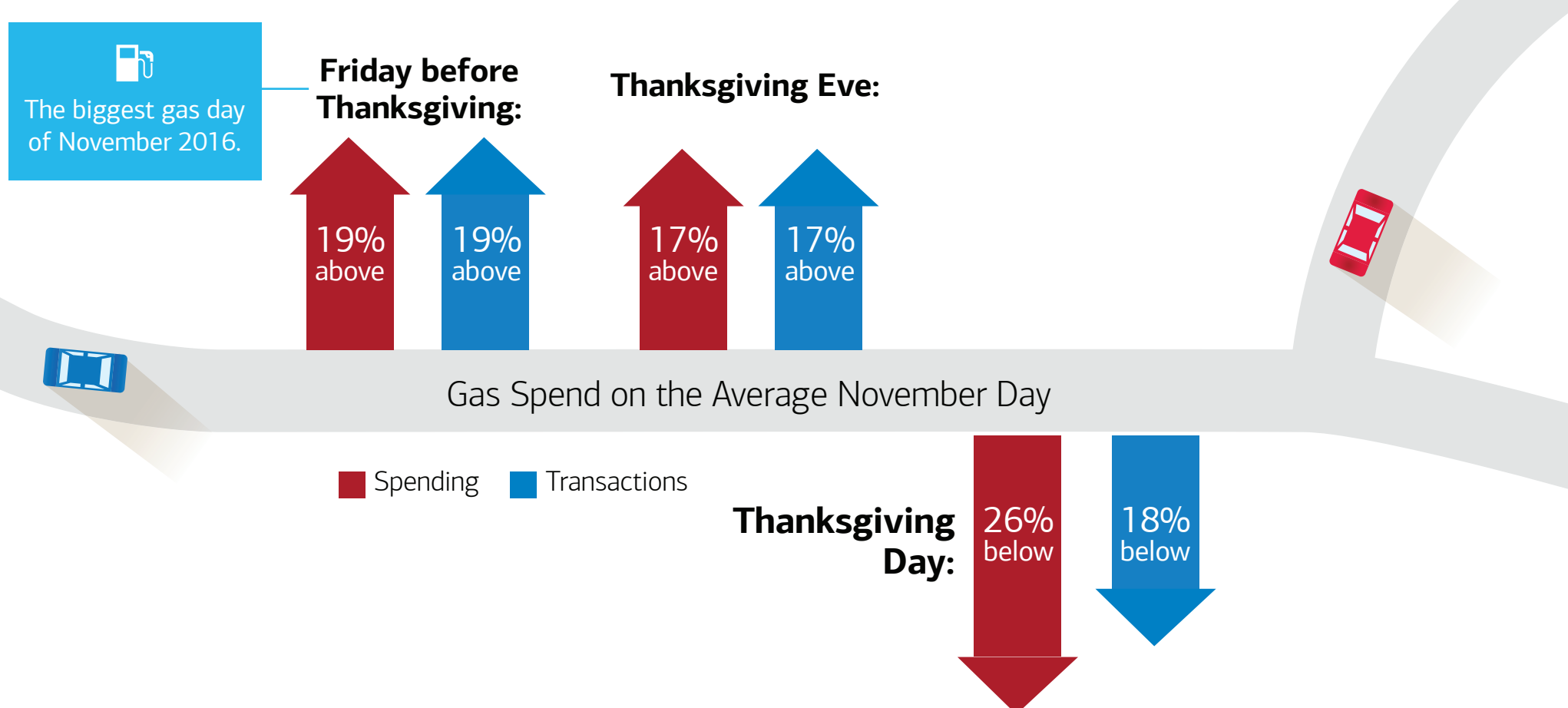
Bank of America

Thanksgiving Traditions Consumer Spending Snapshot

We aggregated daily transaction and spending data from over 40 million active Bank of America credit and debit card accounts related to Thanksgiving weekend 2016*.

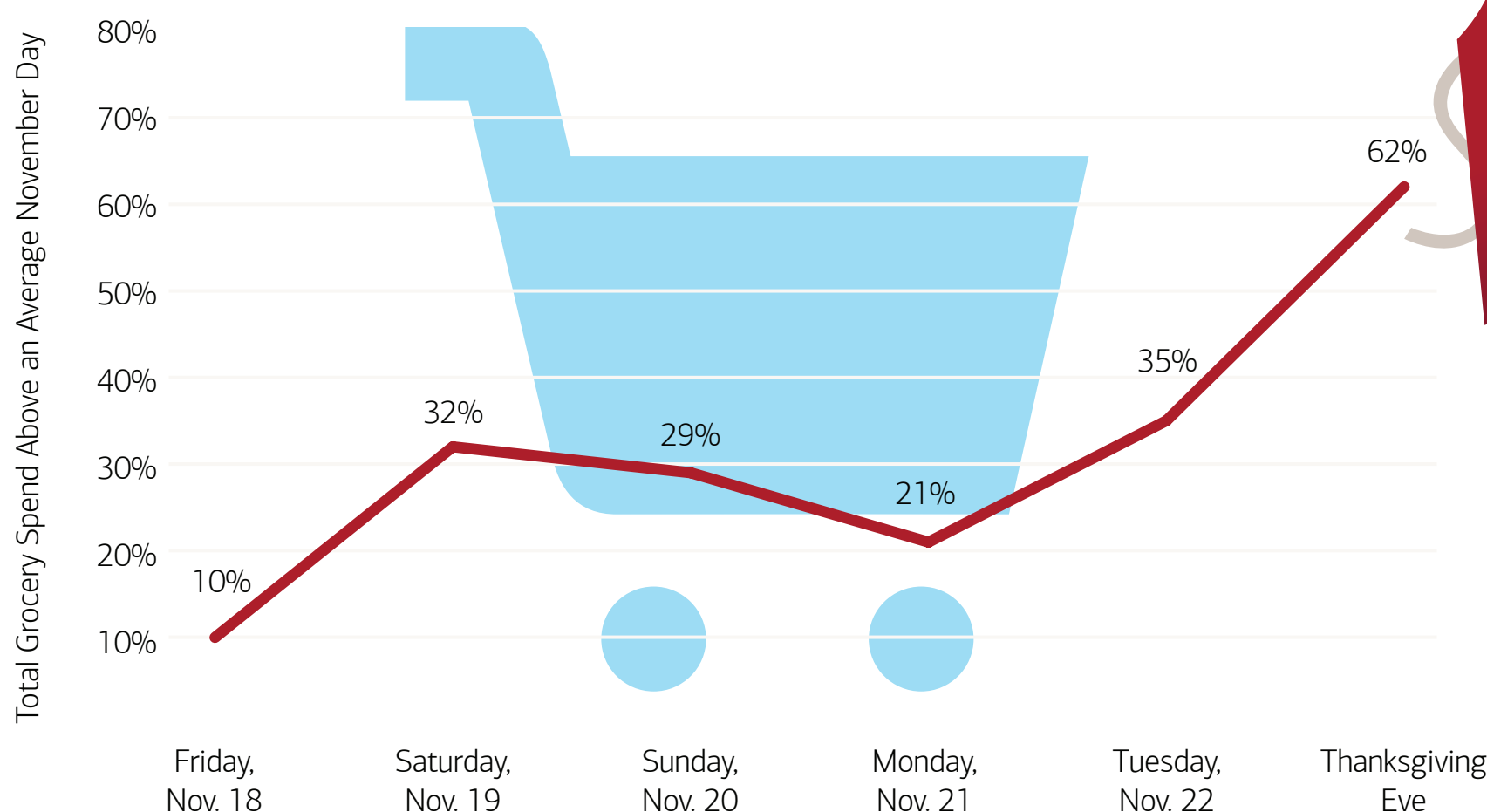
Thanksgiving, a one-stop destination

Many consumers traveled to their destinations before Thanksgiving and stayed put during the holiday.



Grocery spend rises as Thanksgiving dinner nears

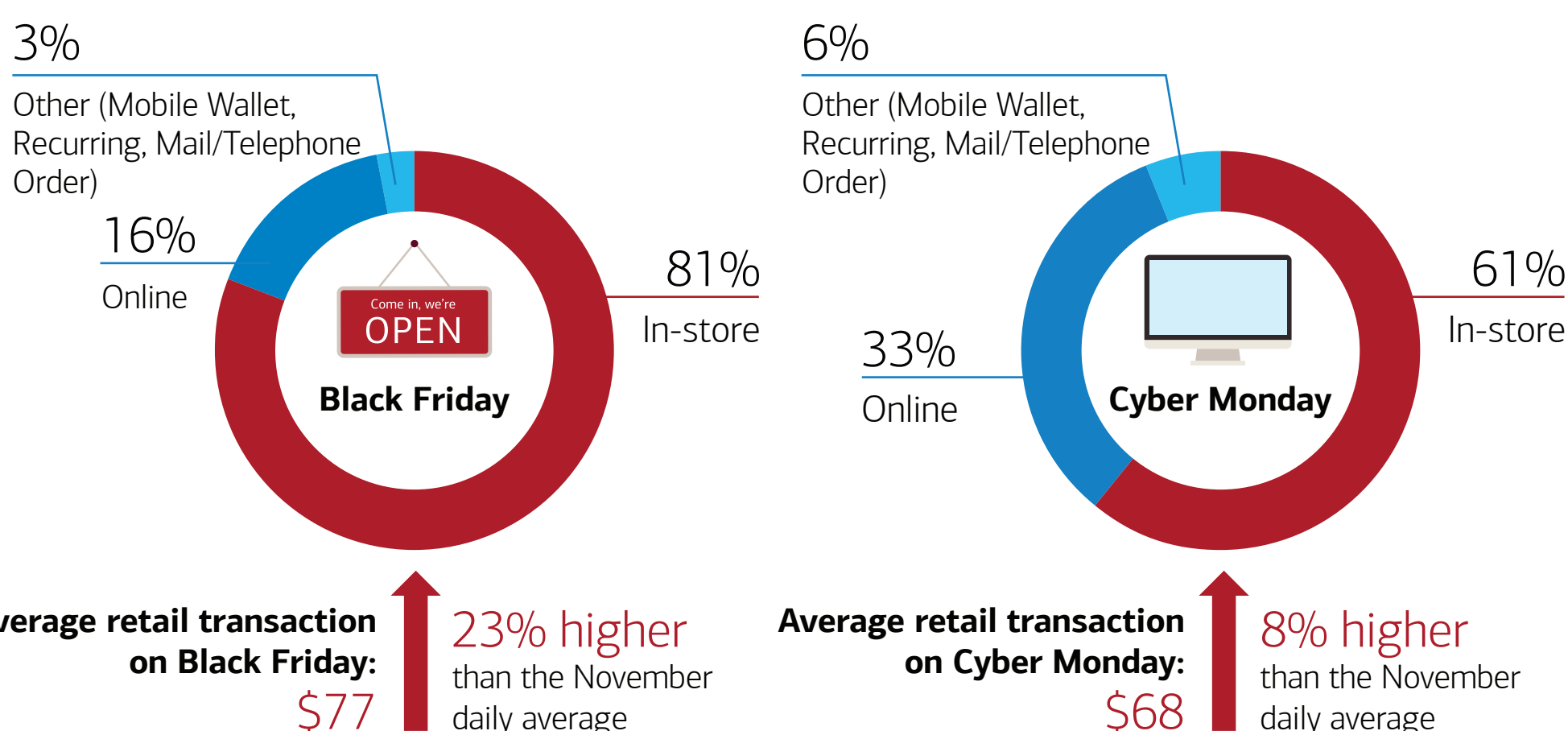
Consumers stocked up on groceries the week leading up to Thanksgiving.



Stuffing your cart

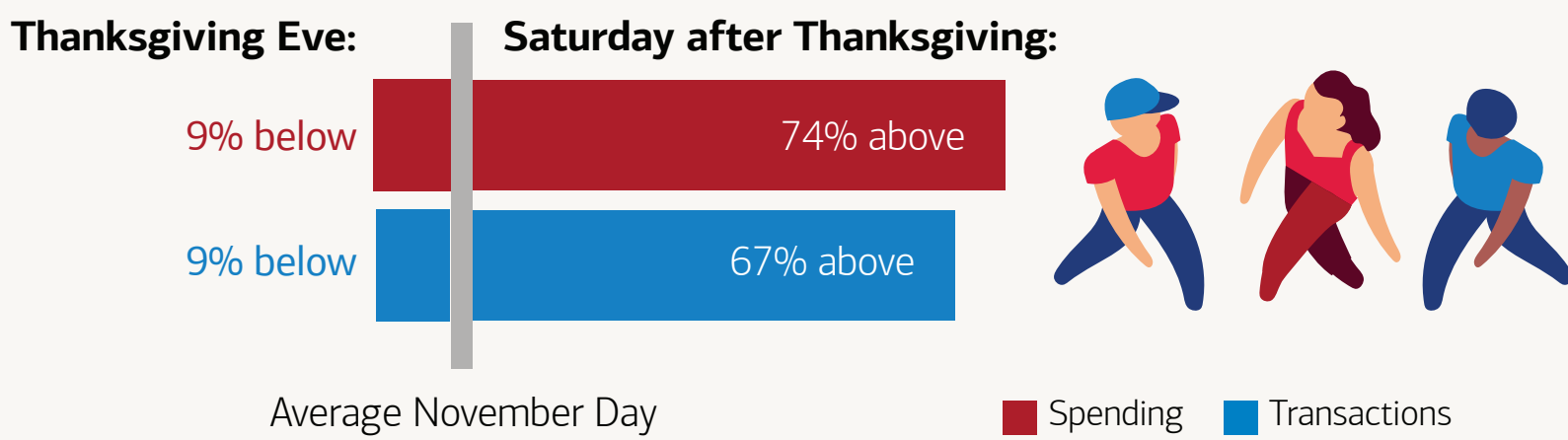
Consumers overwhelmingly favor stores on Black Friday, while online shopping surges on Cyber Monday.

How consumers shop on Black Friday and Cyber Monday



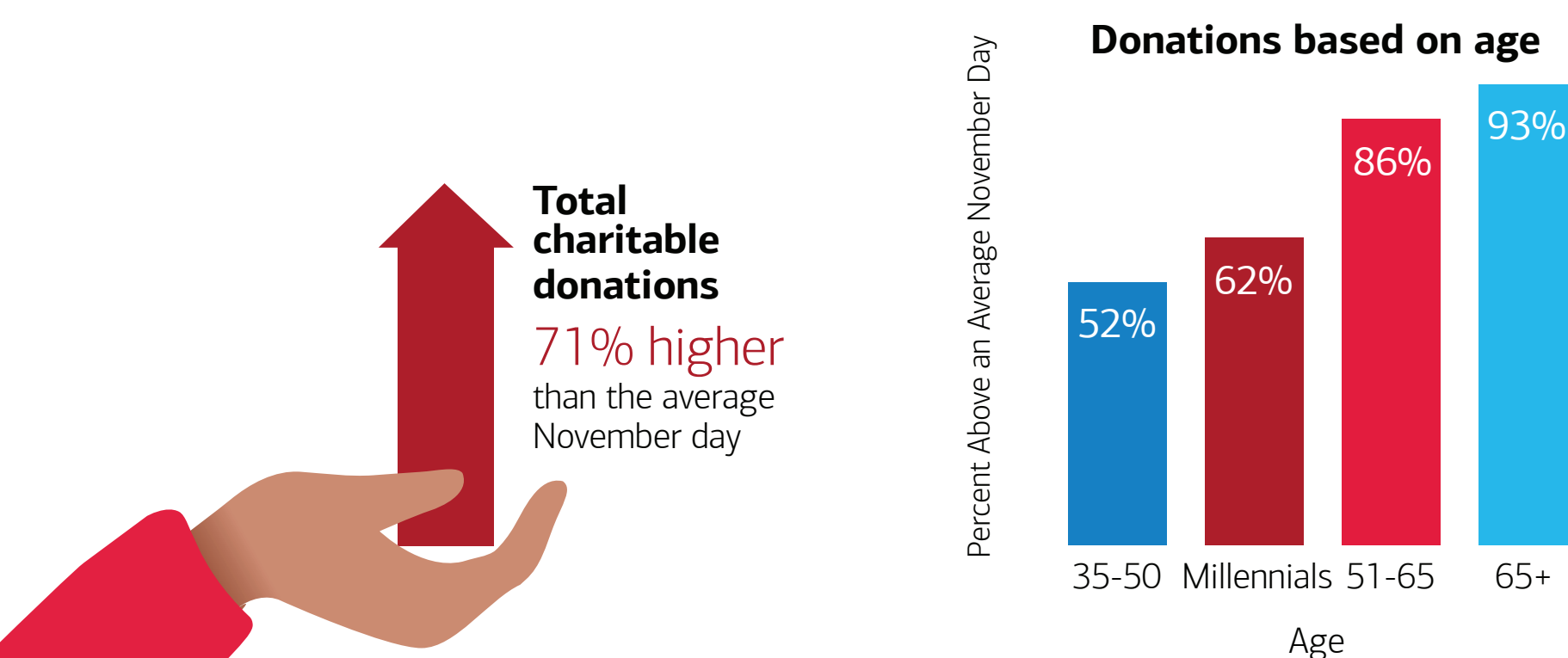
Millennials go out after Thanksgiving

Young party-goers head to bars and nightclubs the Saturday after Thanksgiving, instead of the day before.



Giving thanks, then giving back

Those ages 65 and up made the most charitable donations on Giving Tuesday.



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