

# Bank of America

## January 2017 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\*

### New year, new you?

We compared purchasing habits from December 2016 to January 2017 to see if consumers followed through on New Year's resolutions.

#### ✓ Resolution 1: Eat healthier

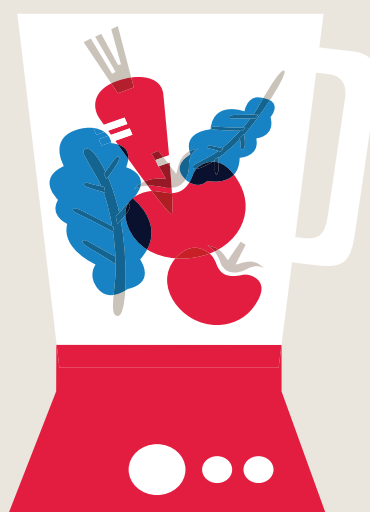
With many likely looking to eat healthier, consumers made fewer purchases at restaurants and more at high-end grocery stores in January compared to December.

**High-end grocery store transactions** per active account

↑ 4% from December 2016 to January 2017

**Restaurant transactions** per active account

↓ 2% from December 2016 to January 2017



#### ✓ Resolution 2: Exercise more

In January, online and point of sale transactions for club\*\* memberships increased, while recurring transactions remained flat from December, likely indicating consumers purchased new memberships.

**Club transactions** per active account

↑ 8% from December 2016 to January 2017

**January sparked new club memberships:**

**Point of sale transactions**

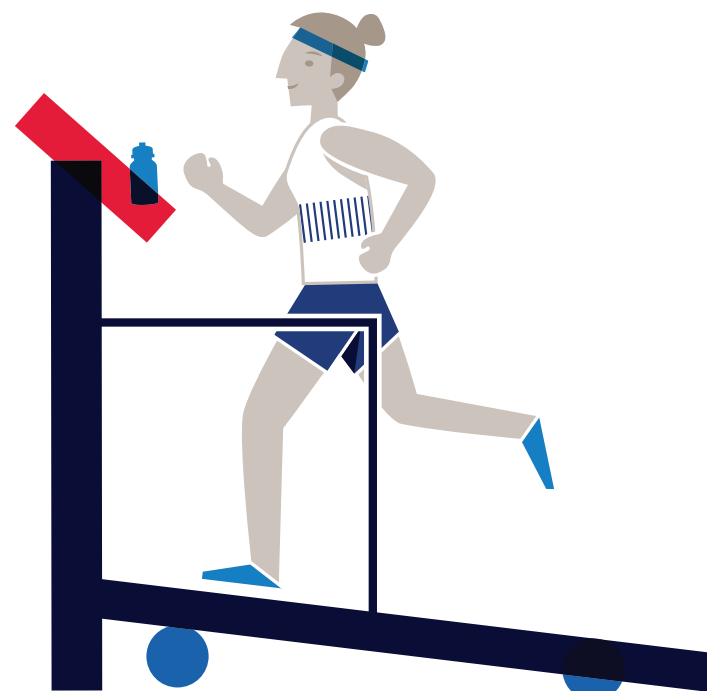
↑ 18%  
from December 2016  
to January 2017

**Online transactions**

↑ 12%  
from December 2016  
to January 2017

**Recurring transactions**

↔ 0%  
from December 2016  
to January 2017



\*\*Clubs include country, athletic, golf and recreation centers

#### ✓ Resolution 3: Travel more

Consumers didn't hold back on travel purchases following the holiday season, with travel spending and purchases increasing in January.

**Total travel spending** per active account

↑ 16% from December 2016 to January 2017

**Total travel transactions** per active account

↑ 6% from December 2016 to January 2017



\*All purchases posted through January 31, 2017