

CONSUMER SPENDING TRENDS:

We analyzed transaction and spending data from over 50 million active Bank of America credit and debit cards in 2018.*

READY, JET, GO!

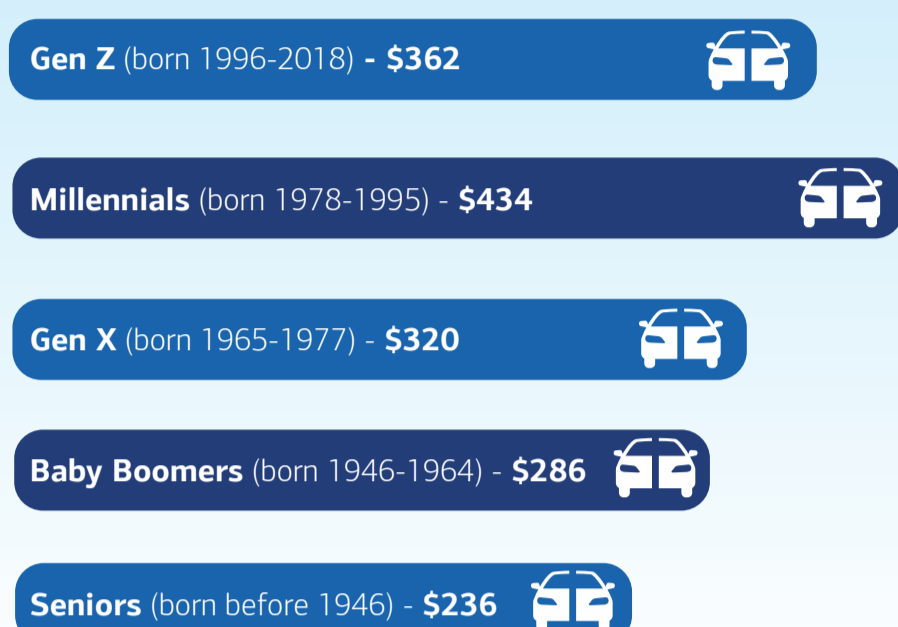
Spend on travel increased **7%** in **2018**, (includes airlines, buses, hotels, ridesharing, home sharing, cruise lines).



March represented the highest airline spending, and December- the lowest.



On average, Millennials spend more than any other generation on ridesharing.

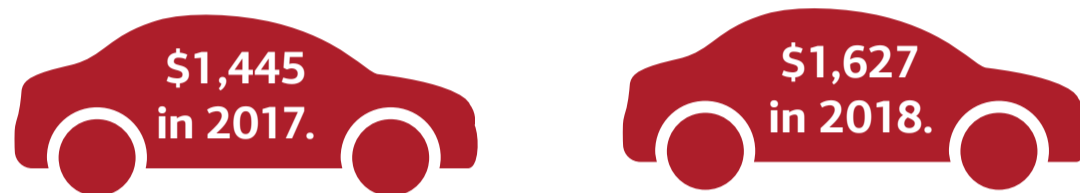


Despite the growth of the sharing economy, **spending on home sharing decreased** while **spending on hotels increased** from 2017 to 2018.



CONSUMERS HIT THE ROAD

Spending on gas **increased by 13%** in 2018



The three biggest days for total spending on gas were:



FOOD FOR THOUGHT

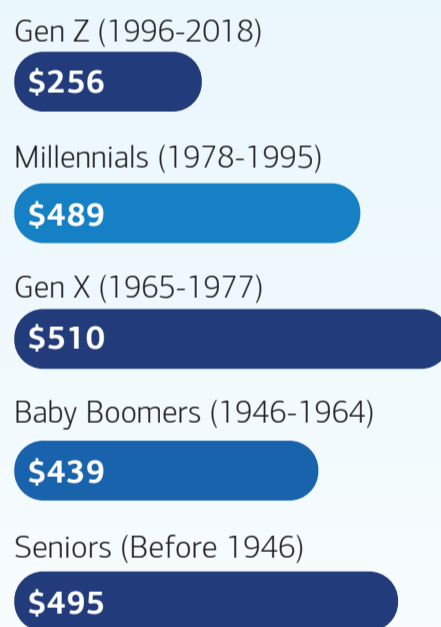
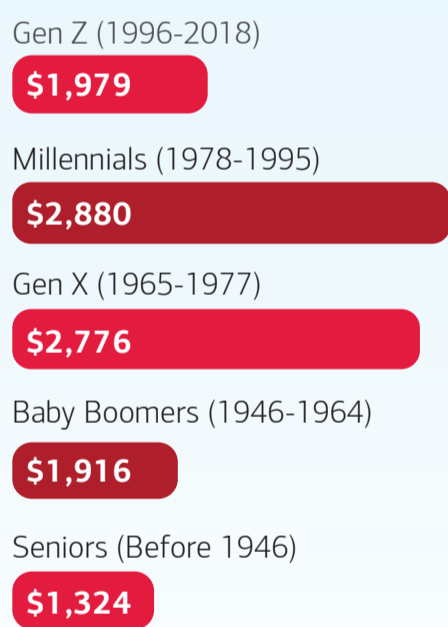
Average customer spending on **groceries (\$3,174)** surpassed average spending on **restaurants (\$2,430)**, **delivery services (\$469)**, and **bars, lounges and nightclubs (\$212)**.

Grocery
December represented the highest grocery customer spending (**\$324**) and February the lowest (**\$268**).

Bars, Lounges, Nightclubs
Saint Patrick's Day (Sunday, March 17) marked the biggest day for total spending at bars, lounges, and nightclubs. Total spending **113%** above the average day in 2018.

Restaurants
On average, Millennials spent the most at restaurants.

Delivery Services
On average, Gen X spent the most on delivery.



TIS' THE SEASON FOR SHOPPING

Among all transaction and spending, consumers spent the most on retail purchases in **2018** – nearly **\$7,000**.



Total spending was up



above the average day in 2018.

Online E-Commerce Sites* – total spend up



above the average day in 2018.

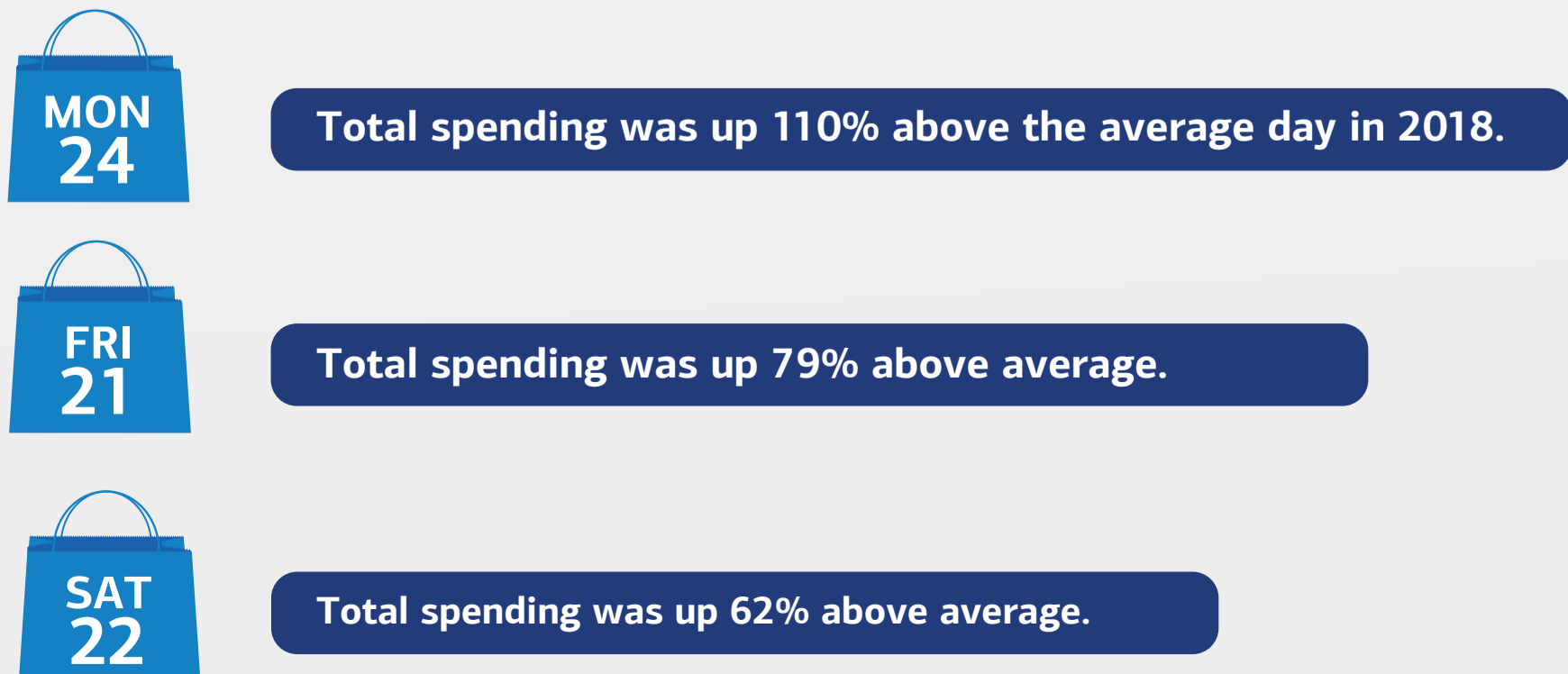
*select merchants

Home improvement stores – total spend up



above the average day in 2018.

The **three biggest days** for total spending at the drugstore were in **December**.



*All percentages and dollar amounts are per active customer, where total spending is not specified.