CONSUMERS HIT THE ROAD

Spending on gas increased by 13% in 2018.

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

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

READY, JET, GO!

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

CONSUMER SPENDING SNAPSHOT

We aggregated transaction and spending data from over 50 million active Bank of America credit and debit card accounts leading up to and following Thanksgiving 2017.

READY, JET, GO!

Bank of America

CONSUMER SPENDING TRENDS:

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

March: $2,535

December: $2,485

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

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).

CONSUMERS HIT THE ROAD

Spending on gas increased by 13% in 2018.

The three biggest days for total spending on gas were:

- **Friday, May 25** (Memorial Day weekend): up 35% above the average day in 2018.
- **Friday, August 31** (Labor Day weekend): up 34% above average.
- **Friday, June 29** (4th of July weekend): up 32% above average.

8% of retail purchases were made online last year, a 2% increase from 2017.

The biggest day for retail shopping was **NOV. 23 BLACK FRIDAY.**

Among all transactions and spending, consumers spent the most on retail purchases in 2018—nearly $7,000.

Total spending was up 110% above the average day in 2018.

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

Total spending was up 79% above average.

Total spending was up 62% above average.

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

**TIS' THE SEASON FOR SHOPPING**

Among all transactions and spending, consumers spent the most on retail purchases in 2018—nearly $7,000.

Total spending was up 121% above the average day in 2018.

The biggest day for total spending at the drugstore was in December.

Total spending was up 113% above the average day in 2018.

Total spending was up 91% above average.

Total spending was up 110% above the average day in 2018.

Total spending was up 62% above average.

Total spending was up 79% above average.

Total spending was up 113% above the average day in 2018.

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

**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).

During the holiday season, consumers spent the most on gifts (32%).

**CONSUMERS HIT THE ROAD**

Spending on gas increased by 13% in 2018.

The three biggest days for total spending on gas were:

- **Friday, May 25** (Memorial Day weekend): up 35% above the average day in 2018.
- **Friday, August 31** (Labor Day weekend): up 34% above average.
- **Friday, June 29** (4th of July weekend): up 32% above average.

8% of retail purchases were made online last year, a 2% increase from 2017.

The biggest day for retail shopping was **NOV. 23 BLACK FRIDAY.**

Among all transactions and spending, consumers spent the most on retail purchases in 2018—nearly $7,000.

Total spending was up 121% above the average day in 2018.

The biggest day for total spending at the drugstore was in December.

Total spending was up 110% above the average day in 2018.

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

Total spending was up 79% above average.

Total spending was up 62% above average.

Total spending was up 113% above the average day in 2018.

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

**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).

During the holiday season, consumers spent the most on gifts (32%).

**CONSUMERS HIT THE ROAD**

Spending on gas increased by 13% in 2018.

The three biggest days for total spending on gas were:

- **Friday, May 25** (Memorial Day weekend): up 35% above the average day in 2018.
- **Friday, August 31** (Labor Day weekend): up 34% above average.
- **Friday, June 29** (4th of July weekend): up 32% above average.

8% of retail purchases were made online last year, a 2% increase from 2017.

The biggest day for retail shopping was **NOV. 23 BLACK FRIDAY.**

Among all transactions and spending, consumers spent the most on retail purchases in 2018—nearly $7,000.

Total spending was up 121% above the average day in 2018.

The biggest day for total spending at the drugstore was in December.

Total spending was up 110% above the average day in 2018.

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

Total spending was up 79% above average.

Total spending was up 62% above average.

Total spending was up 113% above the average day in 2018.

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