We analyzed transaction and spending data from over 50 million active Bank of America credit and debit cards during the 2017 holiday season*

AMERICANS EMBRACED THE GIVING SPIRIT AND SPLURGED ON GIFTS DURING HOLIDAY SEASON

On average, Americans spent $1,143 on retail purchases during the 2017 holiday season, up 3 percent from 2016.

CONSUMERS SCANNED THE INTERNET FOR GADGETS AND GIFTS

While point of sale remained the primary form of payment overall, online purchases ticked up.

CONSUMER SPENDING BEHAVIOR: HOLIDAY RETAIL

OVERALL RETAIL

- 70% Point of Sale (-2% since 2016)
- 25% Online (+2% since 2016)
- 5% other (mobile wallet, recurring, mail/telephone order)

CLOTHING STORES

- 73% Point of Sale (-4% since 2016)
- 24% Online (+4% since 2016)
- 3% Other (mobile wallet, recurring, mail/telephone order)

ELECTRONICS STORES

- 55% Online (+3% since 2016)
- 29% Point of Sale (-5% since 2016)
- 16% Other (mobile wallet, recurring, mail/telephone order)

DEPARTMENT STORES

- 80% Point of Sale (-4% since 2016)
- 19% Online (+3% since 2016)
- 1% Other (mobile wallet, recurring, mail/telephone order)

Consumers shopped from their couches for tech, as electronics was the only retail category purchased more online than in brick-and-mortar locations.

GEN X EAGERLY SWIPED THEIR CARDS FOR RETAIL OVER OTHER GENERATIONS

On average, Gen X spent nearly $200 more on retail purchases than the next highest spending generation, Baby Boomers, and more than double the average spend of Gen Z.

<table>
<thead>
<tr>
<th>Generation</th>
<th>Average Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z (&lt;23)</td>
<td>$512</td>
</tr>
<tr>
<td>Millennials (23 – 40)</td>
<td>$1,058</td>
</tr>
<tr>
<td>Gen X (41 – 53)</td>
<td>$1,307</td>
</tr>
<tr>
<td>Baby Boomers (54 – 72)</td>
<td>$1,125</td>
</tr>
<tr>
<td>Seniors (73+)</td>
<td>$751</td>
</tr>
</tbody>
</table>

Gen X surpassed all others in average spend at electronics stores, reaching $315 per active customer.

*Data is derived from the spending and transaction history of Bank of America credit and debit cards which made at least one retail purchase over the months of November and December 2017.