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

Shoppers followed the sales, shopping heavily in-store on Black Friday, while Cyber Monday saw nearly double the online spend.

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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

On Giving Tuesday, total charitable donations were 117 percent higher than the average day in November (up from 71 percent the year prior).

*Bank of America Fall 2018

THANKSGIVING TRADITIONS

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.*

Thanksgiving Eve:

Thanksgiving Day:

Friday before Thanksgiving:

GAS SPEND ON THE AVERAGE NOVEMBER DAY

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