

### **BofA** on USA

### Weekly spending update through Jan 20

#### Key takeaways

- Total card spending per HH was down 3.0% y/y in the week ending Jan 20, according to BAC aggregated credit & debit card data.
- Total card spending in the South & MW was likely the most impacted by cold weather while NE spending showed some recovery y/y
- Overall, spending on discretionary services entertainment, restaurants, lodging and airlines was the most affected.

## Exhibit 1: Spending per household (HH), based on BAC aggregated credit and debit card data (year-over-year (y/y) %change of the 7-day moving average (ma) of spending levels)

Retail ex-auto spending was down 4.0% y/y and total card spending was down 3.0% y/y in the week ending Jan  $20\,$ 

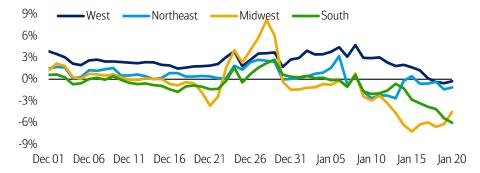


May-22 Jul-22 Sep-22 Nov-22 Jan-23 Mar-23 May-23 Jul-23 Sep-23 Nov-23 Jan-24

Source: BAC internal data.

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# **Exhibit 2: Total card spending per HH, by region (y/y %change of the 7-day (ma) of spending levels)** Y/y spending was down 6.0% & 4.5% in the South & Midwest, respectively, in the week ending Jan 20, likely due to cold weather across most states. Northeast y/y spending recovered a little in the last week.



**Source:** BAC internal data. US states classified into regions based on the Census Bureau definition.

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Heat map on next page. **Note: The 4 year % change series will be discontinued starting February 1.** 

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Midwest = MW

Northeast = NE

**Exhibit 3: Aggregated daily card spending growth per HH by major category, Jan 7–Jan 20(1-year and 4-year %change of the 7-day ma of spending levels)** Total card spending per HH was down 3.0% y/y in the week ending Jan 20. The 4-year growth rate was 17.5% in the week ending Jan 20.

,	1/20	1/19	1/18	1/17	1/16	1/15	1/14	1/13	1/12	1/11	1/10	1/9	1/8	1/7
Total card spending	-,	.,	.,	-,	.,	.,	.,	.,	-,	.,	.,	-,-		-,-
1-yr % change	-3.0%	-3.1%	-2.3%	-2.0%	-1.5%	-1.1%	-0.4%	-0.4%	-0.5%	-0.3%	-0.5%	-0.1%	2.1%	0.5%
4-yr % change	17.5%	18.2%	18.9%	19.4%	20.0%	20.3%	21.7%	20.7%	19.5%	20.7%	21.7%	23.0%	24.6%	25.5%
Retail ex auto														
1-yr % change	-4.0%	-3.9%	-3.2%	-3.0%	-2.6%	-0.7%	-0.8%	-1.2%	-1.5%	-1.5%	-1.6%	-1.5%	-1.4%	-0.3%
4-yr % change	17.2%	19.7%	20.4%	21.1%	22.0%	22.6%	22.3%	21.2%	20.0%	20.4%	21.1%	21.6%	22.9%	21.5%
Airlines														
1-yr % change	-4.8%	-5.7%	-4.2%	-3.6%	-3.4%	-2.4%	-3.0%	-2.0%	0.4%	1.8%	4.2%	6.4%	7.2%	7.9%
4-yr % change	4.8%	4.7%	4.3%	5.1%	6.0%	6.1%	5.4%	6.3%	7.3%	9.9%	10.5%	10.9%	12.1%	14.7%
Lodging														
1-yr % change	-8.0%	-8.2%	-7.9%	-7.7%	-7.4%	-5.0%	-8.3%	-7.9%	-6.7%	-6.6%	-6.6%	-6.2%	-5.5%	-2.3%
4-yr % change	1.3%	4.7%	6.3%	7.0%	7.7%	7.8%	5.2%	5.2%	5.8%	4.9%	4.5%	5.0%	5.8%	6.3%
Entertainment														
1-yr % change	-11.8%	-14.3%	-16.4%	-16.4%	-10.8%	-9.2%	-8.2%	-8.8%	-3.5%	-0.9%	1.2%	3.2%	2.1%	5.4%
4-yr % change	-3.0%	2.3%	3.5%	4.8%	10.7%	11.9%	14.1%	8.0%	7.2%	7.8%	9.0%	8.0%	6.6%	5.6%
Restaurants & bars														
1-yr % change	-5.6%	-5.7%	-5.5%	-5.4%	-4.7%	-2.1%	-2.2%	-3.1%	-3.6%	-3.4%	-3.1%	-3.4%	-4.2%	0.3%
4-yr % change	19.1%	22.1%	24.2%	25.2%	26.5%	27.0%	25.3%	23.3%	21.8%	22.8%	24.4%	25.6%	27.2%	26.7%
Transit														
1-yr % change	-6.1%	-3.8%	-2.4%	-0.9%	-0.4%	0.1%	2.1%	1.3%	0.8%	0.0%	-0.9%	2.7%	3.3%	0.2%
4-yr % change	-1.2%	-1.5%	-1.3%	-1.4%	-1.2%	2.1%	3.6%	4.4%	4.0%	4.6%	6.3%	9.6%	9.7%	8.5%
Gas														
1-yr % change	-8.8%	-8.2%	-6.9%	-6.5%	-6.1%	-5.2%	-4.7%	-5.1%	-4.5%	-4.3%	-4.2%	-3.9%	-2.3%	-3.3%
4-yr % change	9.3%	10.4%	11.1%	12.0%	13.2%	13.9%	14.8%	14.2%	13.4%	12.8%	12.3%	13.6%	16.1%	17.2%
Clothing	2.2 ,2	, .	,=	1 = 1 = 1 =	, .			,-					, .	
1-yr % change	-8.9%	-8.5%	-7.8%	-7.4%	-7.0%	-4.3%	-4.3%	-4.9%	-6.1%	-6.6%	-6.7%	-6.2%	-6.5%	-6.0%
4-yr % change	5.4%	10.5%	11.8%	12.8%	13.8%	14.7%	14.6%	13.1%	11.2%	11.9%	13.8%	13.6%	14.1%	11.4%
Furniture	3.170	10.570	1 1.0 70	12.0 70	15.0 70	1 11,7 70	1 110 70	13.1 70	1 112 70	1 1.5 70	13.0 70	15.0 70	1 11.1 70	, .
1-yr % change	-19.7%	-20.4%	-19.7%	-19.2%	-18.1%	-14.5%	-15.5%	-15.7%	-15.4%	-15.9%	-15.6%	-15.2%	-16.5%	-16.3%
4-yr % change	-10.9%	-6.3%	-5.2%	-4.6%	-3.0%	-3.1%	-5.1%	-6.1%	-6.4%	-6.5%	-6.8%	-7.4%	-6.7%	-7.9%
Department store		210 /		,.	0.07.0		211.72		211,12			,-		
1-yr % change	-12.3%	-12.7%	-12.9%	-12.7%	-12.1%	-10.9%	-11.1%	-10.6%	-11.9%	-12.1%	-12.3%	-12.2%	-11.7%	-11.3%
4-yr % change	-22.0%	-18.2%	-17.7%	-16.2%	-14.8%	-15.6%	-16.2%	-16.7%	-18.0%	-18.9%	-19.2%	-20.2%	-18.5%	-29.0%
Home improvement	22.0 /0	10.2 70	1717 70	10.270	1 1.0 70	15.0 70	10.270	10.770	10.070	10.5 70	13.2 /0	20.270	10.5 70	23.0 /
1-yr % change	-13.0%	-11.8%	-9.7%	-8.3%	-7.7%	-6.0%	-4.5%	-5.1%	-5.4%	-5.0%	-4.8%	-5.6%	0.7%	-10.1%
4-yr % change	10.2%	12.0%	13.5%	15.0%	14.7%	16.2%	17.8%	17.1%	15.9%	16.3%	17.0%	18.5%	19.9%	18.3%
Online electronics (card not present)	10.270	12.0 /0	13.5 /0	13.070	1 1.7 70	10.2 /0	17.070	17.170	13.370	10.570	17.070	10.5 /0	13.570	10.570
1-yr % change	-3.1%	-4.8%	-8.6%	-10.1%	-11.6%	-11.4%	-11.9%	-12.6%	-13.4%	-12.1%	-12.0%	-10.8%	-8.9%	-11.1%
4-yr % change	23.0%	20.6%	17.0%	17.6%	16.6%	18.0%	17.6%	18.9%	20.4%	20.7%	19.2%	19.9%	21.1%	19.4%
Grocery	25.070	20.070	17.070	17.070	10.070	10.0 /0	17.070	10.5 /0	20.170	20.7 70	13.270	13.5 /0	21.170	13.170
1-yr % change	1.4%	1.5%	3.1%	3.3%	3.9%	6.0%	4.6%	4.5%	4.4%	3.8%	3.0%	2.7%	1.8%	5.4%
4-yr % change	14.1%	16.6%	16.5%	16.8%	17.4%	17.5%	17.1%	16.0%	14.7%	15.4%	15.9%	16.6%	18.4%	17.2%
General Merchandise	1 1.1 70	10.070	10.5 /0	10.070	17.170	17.570	17.170	10.070	1 1.7 70	13.170	13.5 70	10.070	10.170	17.2
1-yr % change	0.3%	0.4%	1.2%	1.6%	2.2%	5.2%	4.7%	4.8%	3.8%	3.8%	3.6%	4.1%	2.3%	4.0%
4-yr % change	35.0%	39.7%	40.6%	41.9%	43.8%	44.3%	43.7%	42.6%	39.7%	39.5%	39.4%	37.9%	39.2%	34.3%
Total B&M retail	33.0 /0	33.1 10	10.0 /0	11.5 /0	15.0 /0	11.570	15.7 /0	12.0 /0	33.1 10	33.370	33.170	37.570	33.2 /0	31.370
1-yr % change	-5.7%	-5.5%	-4.5%	-4.1%	-3.6%	-1.0%	-1.6%	-2.2%	-2.5%	-2.5%	-2.6%	-2.7%	-3.3%	-1.7%
4-yr % change	5.3%	8.3%	9.3%	10.1%	11.2%	11.7%	10.8%	9.5%	8.1%	8.6%	9.2%	9.7%	11.3%	10.4%
Total online retail (card not present)	70 د.د	0.570	J.J <sup>-</sup> /U	10.170	11.270	11.7 70	10.070	J.J <sup>-</sup> /U	0.170	0.070	J.Z 70	J.1 70	11.270	10.4 %
1-yr % change	0.2%	-0.4%	-0.2%	-0.4%	-0.4%	-0.3%	0.8%	1.1%	0.9%	0.8%	0.7%	1.4%	4.1%	1 /10/-
1-yr % change 4-vr % change	63.7%	63.1%	63.6%	63.2%	63.2%	64.3%	66.1%	65.9%	65.5%	65.3%	65.5%	65.2%	65.7%	1.4%
Total card debit	03.7%	05.1%	05.0%	03.2%	05.2%	04.5%	00.1%	05.5%	05.5%	05.5%	05.5%	05.2%	05.7%	04.0%
	2.10/	2 10/	1 20/	1 20/	1.00/	0.20/	0.40/	0.40/	0.10/	0.10/	0.10/	0.20/	1 70/	0.00/
1-yr % change	-2.1%	-2.1%	-1.3%	-1.2%	-1.0%	-0.3%	0.4%	0.4%	0.1%	0.1%	-0.1%	0.3%	1.7%	0.8%
4-yr % change	20.0%	20.8%	21.6%	22.2%	22.7%	23.6%	25.1%	24.0%	22.4%	23.6%	24.8%	26.6%	28.4%	29.8%
Total card credit	4.10/	4 20/	2 (0)	2 10/	2 20/	2 10/	1 20/	1 50/	1 20/	0.00/	1 10/	0.00	2.00	0.20/
1-yr % change	-4.1%	-4.3%	-3.6%	-3.1%	-2.2%	-2.1%	-1.3%	-1.5%	-1.3%	-0.9%	-1.1%	-0.6%	2.6%	0.2%
4-yr % change	14.5%	15.0%	15.6%	16.0%	16.6%	16.4%	17.5%	16.7%	16.0%	17.2%	17.8%	18.6%	19.9%	20.1%

**Source:** BAC internal data. Note: The 1-yr % change shows the change between the current date at the head of the table column and its comparable date a year ago and the 4-yr % change shows the percentage change with the comparable date four years ago. Total card spending includes total BAC card activity, which captures retail sales and services that are paid with cards. Does not include ACH payments. B&M (Brick & Mortar) retail means retail purchases at the store. Card not present is largely online but could include purchases made over the phone. We have adjusted the line items for department stores, general merchandise, clothing & online retail due to a methodological change following a re-classification of certain retailers.

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#### Methodology explained

Readers should be aware that although the BAC datasets utilized in our analysis represent a significant number of data points, they nevertheless present a degree of selection bias, including but not limited to income levels and geographies. In addition, the data is limited to debit and credit cards and does not include other payment methods such as cash or checks.

Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

BAC data used in this report include spending from active US households (HHs) only. Spending from corporate cards is excluded.

Our methodology for calculating the growth rates for daily data: we calculate the %y/y growth rate and the 4-year % change by matching calendar days (Jan 1, 2024 matched to Jan 1, 2023, and Jan 1, 2020, respectively). The % change is calculated based on the 7-day moving average of spending levels.



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