

# BofA on USA

## Weekly spending update through Feb 14

### Key takeaways

- Total card spending per HH was up 4.4% y/y in the week ending Feb 14, according to BAC aggregated credit & debit card data.
- In the week ending Feb 14, spending growth rose the most y/y in furniture, HI & electronics since the previous week.
- Spending around Valentine's Day and President's Day weekend was robust relative to last year.

### Exhibit 1: Total card spending per HH was up 4.4% y/y in the week ending Feb 14

Aggregated daily credit and debit card spending growth per HH by major category, Feb 7-Feb 14 (y/y % change of the 7-day MA of spending levels)

	2/14	2/13	2/12	2/11	2/10	2/9	2/8	2/7
<b>Total card spending</b>	4.4%	4.4%	3.8%	3.2%	2.8%	2.0%	2.6%	3.4%
<b>Retail ex-autos</b>	3.7%	4.0%	3.7%	2.8%	2.7%	2.7%	2.1%	3.1%
Airlines	2.9%	2.6%	-0.5%	0.6%	0.1%	-0.4%	-1.3%	0.9%
Lodging	4.4%	3.6%	2.3%	2.0%	1.9%	1.5%	0.8%	2.0%
Entertainment	-2.3%	-0.4%	-0.1%	-1.8%	0.7%	2.2%	1.6%	0.6%
Restaurants & bars	6.4%	5.9%	5.1%	4.4%	4.2%	4.1%	2.5%	3.5%
Transit	2.2%	1.9%	0.7%	1.5%	-0.5%	1.2%	2.4%	2.3%
Gas	-3.1%	-2.7%	-2.8%	-3.9%	-3.8%	-3.7%	-5.0%	-4.9%
Clothing	6.9%	6.5%	4.9%	4.3%	5.0%	5.7%	5.8%	8.4%
Furniture	4.0%	1.4%	-0.3%	-1.1%	-1.4%	-1.9%	-4.3%	-2.5%
Department store	-3.5%	-2.8%	-3.7%	-3.8%	-3.3%	-1.2%	-1.9%	1.6%
Home improvement	1.1%	-0.8%	-2.1%	-3.5%	-3.4%	-4.0%	-5.3%	-3.9%
Electronics	9.7%	9.3%	7.7%	6.5%	5.9%	5.4%	4.4%	5.4%
Grocery	-1.5%	-0.1%	0.4%	-0.5%	-0.5%	-0.6%	-0.1%	0.3%
General Merchandise	4.2%	5.3%	5.9%	4.4%	4.1%	5.0%	3.5%	6.5%
Total B&M retail	0.9%	1.1%	0.7%	-0.4%	-0.7%	-0.7%	-1.6%	-0.4%
Total online retail	11.3%	11.5%	11.3%	10.7%	11.0%	10.7%	10.9%	11.2%

**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. 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. Total online retail corresponds to purchases in which the card was not present. These are largely online purchases but could include purchases made over the phone. Gas includes some convenience store purchases at gas stations.

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HH: household

y/y: year-over-year

MA: moving average

HI: Home Improvement

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Timestamp: 19 February 2026 04:30AM EST

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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 by matching calendar days (Jan 1, 2026 matched to Jan 1, 2025). The % change is calculated based on the 7-day moving average of spending levels.



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