

# BofA on USA

## Weekly spending update through Oct 25

### Key takeaways

- Total card spending per HH was up 0.8% y/y in the week ending Oct 25, according to BAC aggregated credit & debit card data.
- Y/y entertainment spending growth saw the biggest decline since last week. Department stores saw the biggest rise.
- Total card spending growth was up 0.4% y/y in week ending Oct 25 in DC MSA after a pull back last week.

### Exhibit 1: Total card spending per household (HH) was up 0.8% year-over-year (y/y) in the week ending Oct 25

Aggregated daily credit and debit card spending growth per HH by major category, Oct 18–Oct 25 (y/y % change of the 7-day moving average (ma) of spending levels)

	10/25	10/24	10/23	10/22	10/21	10/20	10/19	10/18
<b>Total card spending</b>	0.8%	0.5%	0.2%	0.2%	0.7%	0.3%	0.4%	0.3%
<b>Retail ex-autos</b>	0.6%	0.1%	-0.2%	-0.4%	-0.3%	-1.3%	-0.4%	-0.5%
Airlines	-3.1%	-3.5%	-3.5%	-3.3%	-2.4%	-3.0%	-3.2%	-2.7%
Lodging	-2.6%	-2.8%	-2.7%	-2.9%	-2.4%	-3.5%	-0.7%	-0.2%
Entertainment	-19.4%	-17.2%	-14.2%	-13.1%	-8.3%	-5.1%	-2.7%	-2.1%
Restaurants & bars	0.5%	-0.2%	-0.6%	-0.3%	-0.2%	-1.1%	-0.7%	-0.4%
Transit	8.7%	10.5%	10.6%	12.3%	15.3%	15.8%	13.4%	12.6%
Gas	-3.7%	-3.3%	-3.1%	-3.1%	-2.6%	-3.1%	-3.0%	-3.1%
Clothing	1.7%	1.0%	0.4%	0.4%	1.4%	-0.4%	0.6%	1.6%
Furniture	-1.8%	-2.9%	-3.3%	-3.9%	-3.7%	-5.8%	-5.0%	-4.1%
Department store	0.3%	-0.7%	-0.1%	-1.2%	-1.6%	-3.7%	-3.3%	-2.7%
Home improvement	-5.4%	-5.2%	-4.6%	-5.2%	-4.5%	-5.9%	-6.9%	-7.2%
Electronics	5.2%	4.0%	4.7%	3.9%	3.8%	3.4%	3.5%	3.0%
Grocery	1.0%	0.6%	0.4%	0.2%	0.2%	-1.2%	-0.6%	-1.0%
General Merchandise	4.6%	3.9%	4.0%	4.1%	4.3%	2.2%	3.1%	3.3%
Total B&M retail	-1.5%	-2.0%	-2.2%	-2.1%	-1.8%	-3.2%	-2.8%	-2.7%
Total online retail	5.6%	5.0%	4.6%	3.8%	3.4%	3.4%	5.2%	4.8%

**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. Home Improvement series has been restated due to subsector classification changes.

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Macro  
United States

BofA  
Data  
Analytics



**Shruti Mishra**  
US Economist  
BofAS  
+1 646 855 1040  
smishra44@bofa.com

**Aditya Bhawe**  
US Economist  
BofAS  
+1 646 855 9929  
aditya.bhawe@bofa.com

**US Economics**  
BofAS  
[See Team Page for List of Analysts](#)

MSA: Metropolitan Statistical Area

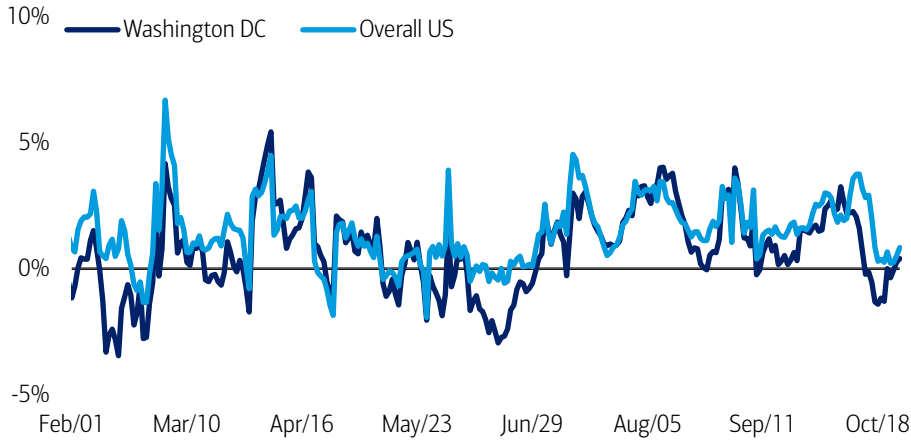
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Timestamp: 30 October 2025 04:30AM EDT

**Exhibit 2: Y/y Card spending growth was up 0.4% in the week ending Oct 25 in Washington DC MSA after the pull back last week likely due to shutdown related uncertainty. Meanwhile, overall card spending growth was up 0.8% y/y in the week ending Oct 25.**

Total card spending per HH by MSA, based on BAC aggregated card data (y/y % change of the 7-day ma of spending levels)



**Source:** BAC internal data. Note: Washington DC is a metropolitan statistical area (MSA) including Washington D.C and surrounding Virginia and Maryland areas

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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.

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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, 2025 matched to Jan 1, 2024). The % change is calculated based on the 7-day moving average of spending levels.



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# Research Analysts

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## US Economics

**Aditya Bhave**  
US Economist  
BofAS  
[aditya.bhave@bofa.com](mailto:aditya.bhave@bofa.com)

**Stephen Juneau**  
US Economist  
BofAS  
[stephen.juneau@bofa.com](mailto:stephen.juneau@bofa.com)

**Shruti Mishra**  
US Economist  
BofAS  
[smishra44@bofa.com](mailto:smishra44@bofa.com)

