

THE COMEBACK

OF

CONSUMER SPENDING

The U.S. economy is on the rise - major indicators revealed continued recovery and spending growth

CONSUMER CONFIDENCE

March 2015 consumer confidence was up 14% over March 2014

UNEMPLOYMENT

Average unemployment in 2014 was 6.2%; 2013's average was 7.4%

GROSS DOMESTIC PRODUCT

2014 GDP was up 2.4% over 2013

2014 GDP was \$17 trillion. From 2010 - 2014, annual GDP grew an average of 2.2%, which is more than double the rate from 2006 - 2010 (0.8%).

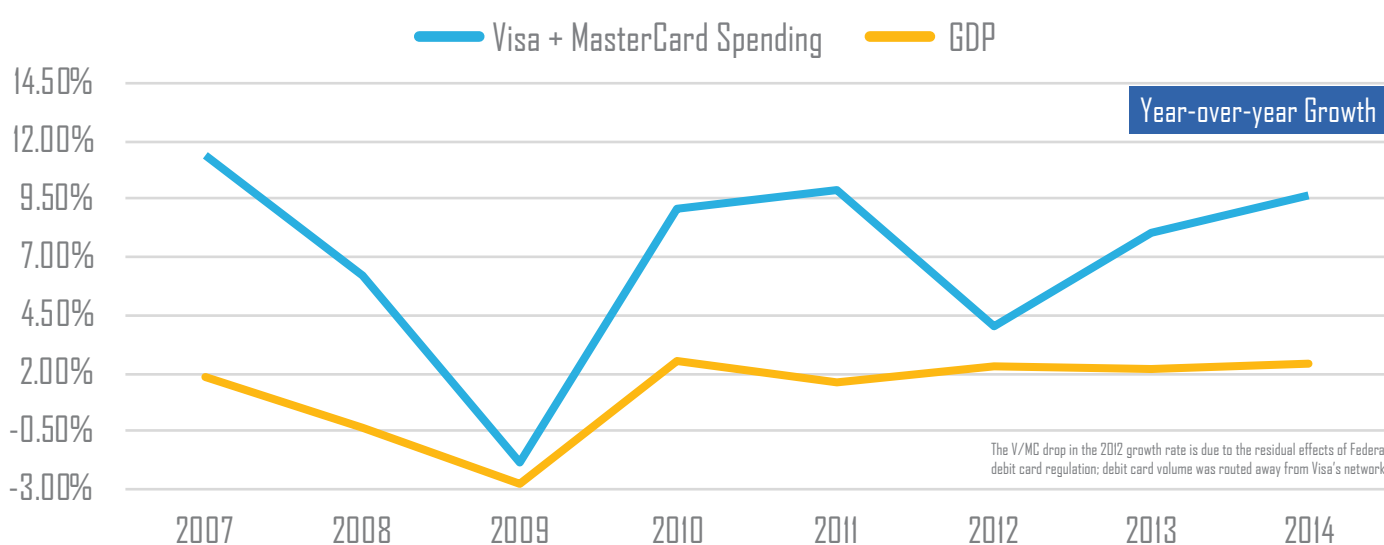
The February 2015 unemployment rate was 5.5%. The average rate since 1990 was 6.1%.

The March 2015 consumer sentiment index was 91.2. The average index since 1990 was 86.4.

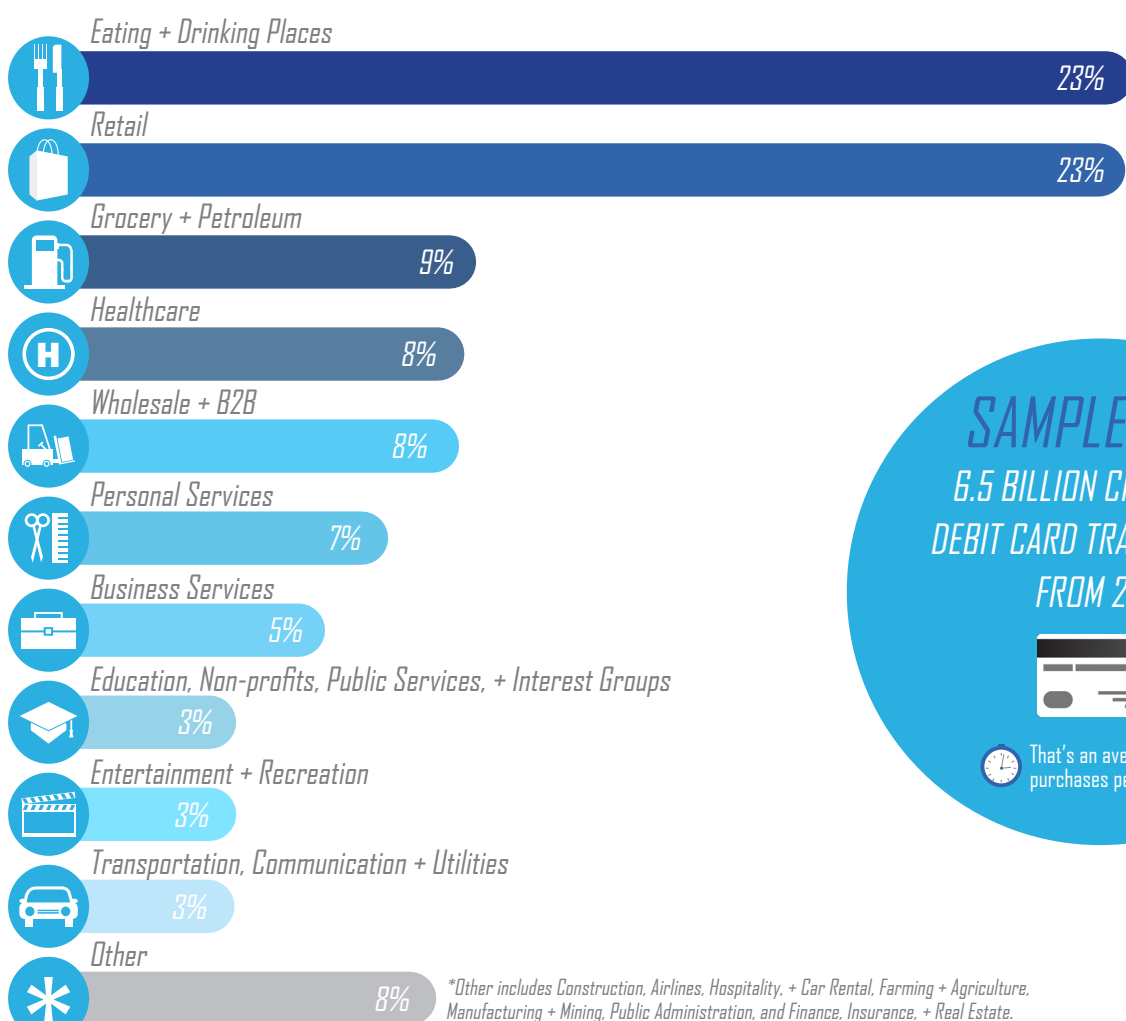
More was produced, the unemployment rate was at its lowest since 2008, and consumer confidence was at a 15 year high.

SPENDING IS UP!

Consumer spending is driven by electronic payments:



Below is a chart that shows the "share of wallet" for different merchant types. This is how consumers used their credit and debit cards in 2014.



SAMPLE SIZE:
6.5 BILLION CREDIT AND DEBIT CARD TRANSACTIONS FROM 2014



That's an average of 200 purchases per second

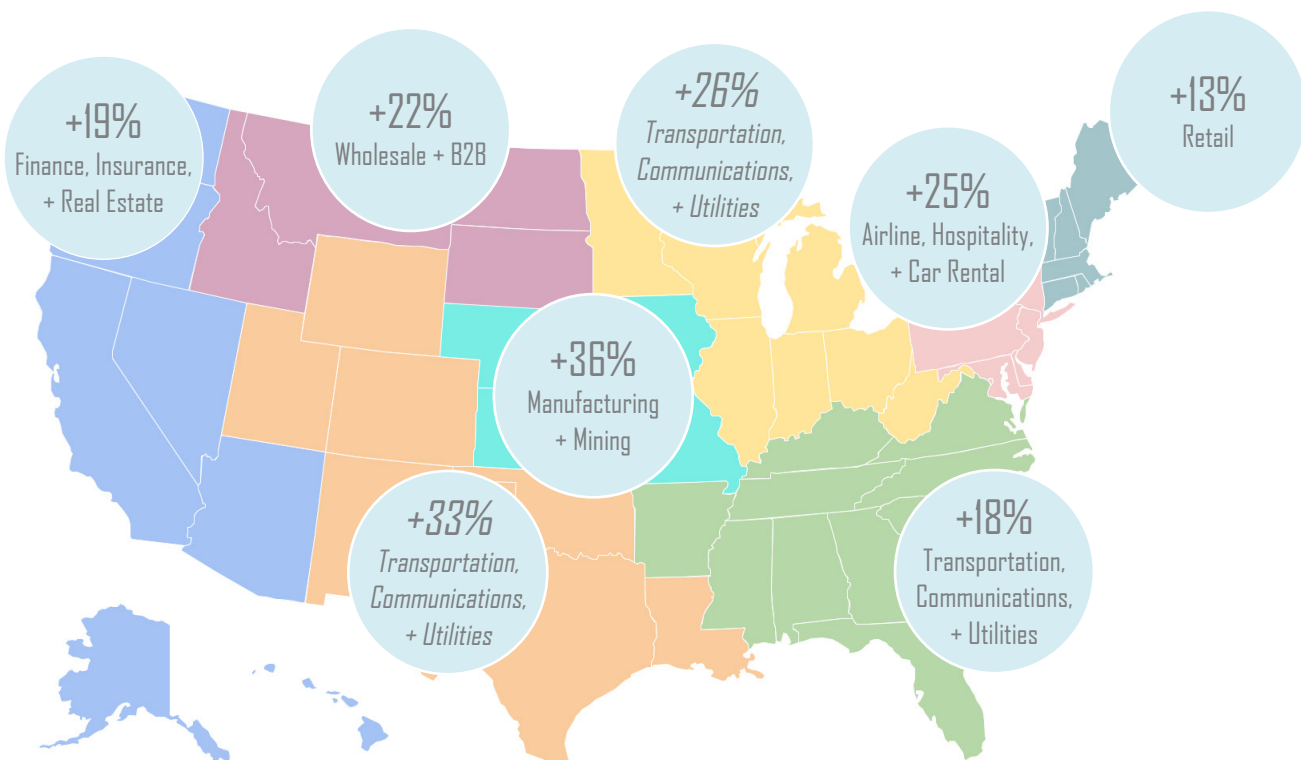
This card spending data is sourced from The Strawhecker Group's database of 2.7 million U.S. merchants. Over 6.5 billion credit and debit transactions from 2014 were looked at to find out what consumers spend their money on when using their credit and debit cards. The Strawhecker Group's database has a 98% correlation, on a state-by-state basis, to the industry composition of the entire U.S. market.

Across the country, consumers have different spending behaviors. The map below shows the highest growth markets for different U.S. regions.

These are the industries that had the most growth in these regions from 2013 to 2014.

2014 Trailing Twelve Months Credit and Debit Card Transaction Volume Percent Change

Region	Percent Change
Far West	+19%
Energy Belt	+33%
Mountain	+22%
Plains	+36%
Great Lakes	+26%
Southeast	+18%
Mideast	+25%
New England	+13%



ETA member companies are the conduits of growth for the U.S. and global economy. They create the payments value chain between card-holding consumers and card-accepting merchants.

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