

Household Spending Indicator

https://extensiondata.missouri.edu/pro/exceed/docs/MissouriEconomy_COVID-19_18May2020.pdf

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Household Spending Declined Substantially

- Missouri spending was down 17% from January to April
- Spending declined before COVID-19 fears led to public closures or stay-at-home orders

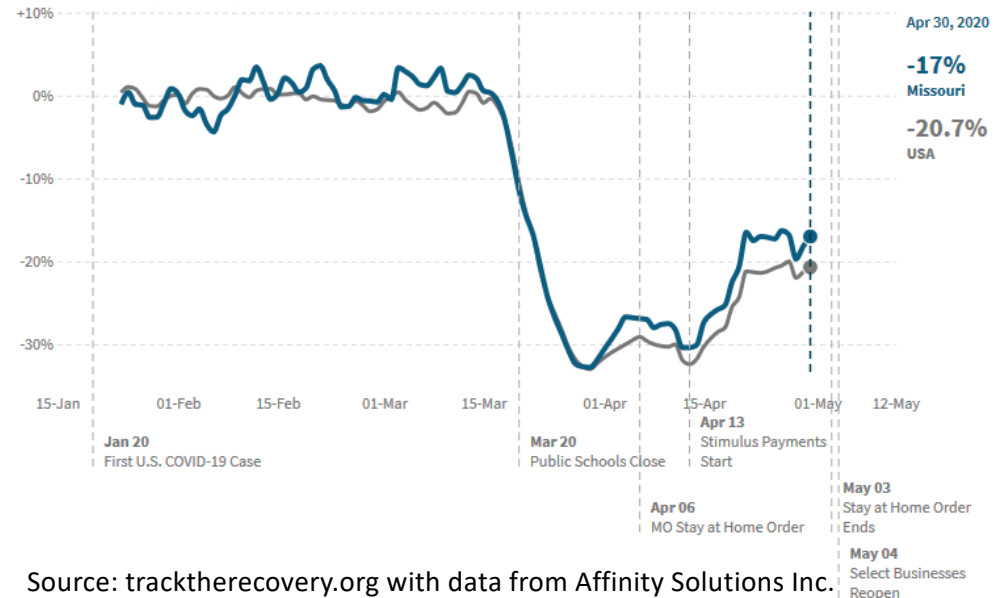
Why Does This Matter?

Household Spending Drives the U.S. Economy

Personal consumption expenditures account for almost **70% of the U.S. economy**, and as a result consumer spending patterns drive job creation and household income.

Household Spending from January - April 2020

In **Missouri**, as of April 30 2020, total spending by all consumers decreased by **17%** compared to early January 2020.



Source: tracktherecovery.org with data from Affinity Solutions Inc.

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Spending Differs Across Various Sectors

- Grocery spending is up 23% and mask losses in other sectors
- COVID-19 safety concerns and the a decline in household income could slow the rebound of spending once stores reopen for business

Know the Source

Credit and Debit Card Spending Data

Affinity Solutions, Inc. provides these data, which are based on cardholder location and spending, averaged over 7 days. Percent change is from January 2020 and is seasonally adjusted based on spending the same week in 2019. This is not a complete set of purchases but closely reflects national consumer spending data.

Percent Change in MO Consumer Spending by Category

From January 2020 to April 30, 2020

Expense Type	Percent Change
Total	-17%
Grocery	+23%
Apparel & General Merch.	-24%
Restaurants & Hotels	-55%
Health Care	-47%
Transportation	-70%
Arts, Entertainment & Rec.	-74%

Source: Affinity Solutions Inc. data from tracktherecovery.org

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