Daily consumer spending tracker

- On September 14, our tracker of Chase consumer card spending rose from -6.4% to -5.1%.
- The tracker fell -0.4%-pt over the prior week, and it is 35.7%-pt above its low of -40.8% on March 30.

The data in this report are based on transactions sourced from select Chase credit and debit cards. All cards included in the data were used for at least one transaction in each of 18 consecutive months, resulting in a panel of more than 30 million US cardholders. The data may differ from total US consumer spending for many reasons, including differences between cash and card spending patterns, geographic and demographic differences between Chase customers and the overall US population, and other factors. In this report, Millennials and Gen Z cardholders are defined as those with birth years in 1981 or later, Gen X as birth years from 1965 to 1980, and Baby Boomers as birth years in 1964 or earlier. Card-not-present transactions are those where the card information was not transmitted from the card itself at the time of the transaction and is thus a proxy for online, telephone or mail-order spending. States are identified using the address of the cardholder.

This report uses rigorous security protocols for selected data sourced from Chase credit and debit card transactions to ensure all information is kept confidential and secure. All selected data is highly aggregated and all unique identifiable information—including names, account numbers, addresses, dates of birth, and Social Security Numbers—is removed from the data before we receive it. We cannot distribute the underlying data behind the report.

We make this report available to the public every business day, Tuesday through Friday, at www.jpmorgan.com/global/research. Published: September 18, 2020.
Chase consumer credit and debit card spending details

Chase consumer card spending by category

Source: J. P. Morgan, % change over-year-ago in 7-day average.

Chase consumer card spending by generation

Source: J. P. Morgan, % change over-year-ago in 7-day average.

Chase consumer card spending by card presence

Source: J. P. Morgan, % change over-year-ago in 7-day average.
Chase consumer credit and debit card spending by state

Chase consumer card spending for selected states

Chase card spending by unemployment claims

Chase consumer card spending by state and generation

Chase consumer card spending by state and card presence

Source: J.P. Morgan. %oya of 7-day average of nonrecurring categories.

Chase consumer credit and debit card spending, additional states

Source: J.P. Morgan. %oya of 7-day average of nonrecurring categories.
Chase consumer card spending, correlations with COVID-19 cases

Card spending vs. cumulative COVID-19 cases

Change in card spending vs. change in new cases

Growth in new cases vs. lagged restaurant spending

Rolling correlation with growth in new COVID-19 cases

Source: Johns Hopkins, J.P. Morgan

Source: J.P. Morgan. Correlation across states with growth in new cases over last 3 weeks.
Share of total consumer credit and debit card spending with card present

Source: J.P. Morgan. % of total spend in nonrecurring categories with card present, 7-day average.

Share of total spend with card present

Source: J.P. Morgan. % of total spend in nonrecurring categories with card present, 7-day average.

Share of total spend with card present by generation

Source: J.P. Morgan. % of total spend in nonrecurring categories with card present, 7-day average.

Share of total spend with card present by state

Source: J.P. Morgan. % of total spend in nonrecurring categories with card present, 7-day average.

Share of total spend with card present by state and generation

Source: J.P. Morgan. % of total spend in nonrecurring categories with card present, 7-day average.
Share of total consumer credit and debit card spending with card present

Share of total spend with card present by category

Source: J.P. Morgan. % of total spend with card present, 7-day average.

Source: J.P. Morgan. % of total spend with card present, 7-day average.
Chase consumer card spending tracker: Alternate versions

Chase card spending tracker: Alternate transformations

- %oya from same day of week and week of year (-8.7%)
- 7-day avg., %oya from same day of week and week of year (-6.2%)
- 7-day avg., %oya from same day of year (-5.6%)

Source: J.P. Morgan. Total spending in nonrecurring categories. Orange dots are Sundays.

Chase spending tracker: Comparison to official data

- Chase consumer card spending tracker, daily %oya (+8.7%)
- Chase consumer card spending tracker, monthly %oya (-10.1%)
- PCE ex MV, Housing & Utilities, Financial svcs, Nonprofits, %oya (-6.2%)

Source: BEA, J.P. Morgan.

Chase consumer card spending: Alternate aggregates

Source: J.P. Morgan. %oya in 7-day average.

Job tracker based on alternative data: Total employment

Source: Various sources, J.P. Morgan. Units are thousands of jobs.
## Job trackers based on alternative data by state

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**1mth Δ** indicates percent change from the previous month.

**↑** indicates an increase from the previous month.

**↓** indicates a decrease from the previous month.

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**Figures are percent decline from baseline employment.**

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9
Swing state job trackers

Trump polling average vs. job tracker

Source: FiveThirtyEight, Various Sources, J.P. Morgan

Change in Trump polling average vs. job tracker

Source: FiveThirtyEight, Various Sources, J.P. Morgan

Job tracker based on alternative data: Florida

Source: BLS, FiveThirtyEight, Various sources, J.P. Morgan

Job tracker based on alternative data: Pennsylvania

Source: BLS, FiveThirtyEight, Various sources, J.P. Morgan

J.P. Morgan
Swing state job trackers

Job trackers based on alternative data: Swing states

Source: Various sources, J. P. Morgan. % of baseline.

Trump polling average vs. job tracker: Swing states

Source: FiveThirtyEight, Various Sources, J.P. Morgan. Dots are most recent observations.
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Source: Unless otherwise noted, Internal Chase Data or Select Chase Credit and Debit Card Transaction Data.

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