

CARDNET

Cardnet Barometer

June 2019



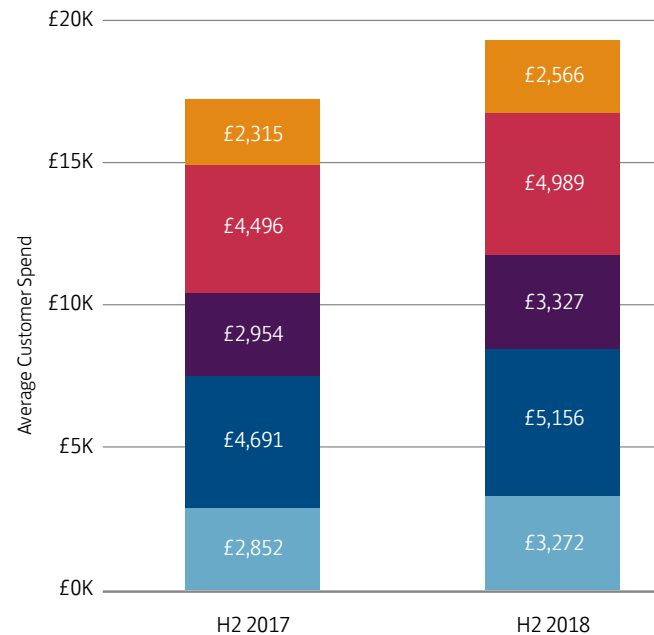
LLOYDS BANK

BACKGROUND

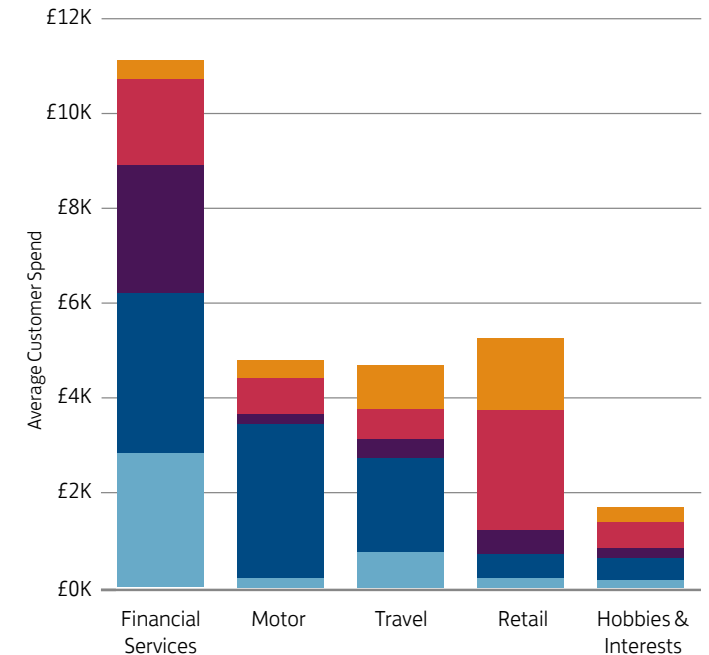
This analysis comprises Lloyds Banking Group's transactional data from Personal Current Accounts (PCAs) and Credit Cards across all of its brands: Lloyds, Halifax and Bank of Scotland. The Group's footprint in these markets is substantial, it accounts for approximately one in four PCAs in the UK plus over 7 million credit card holders. This customer base provides a unique opportunity to understand trends in UK customer spending habits. This analysis provides a summary of changes in debit and credit card spending between H2 2017 and H2 2018 across different categories and demographics.

TRANSACTION TYPE ANALYSIS

Average customer spend by transaction type (£)



H2 2018 average customer spend by transaction type and industry (£)



Key: Credit Card (Orange), Debit Card (Red), Direct Debit (Purple), Faster Payment (Dark Blue), Standing Order (Light Blue)

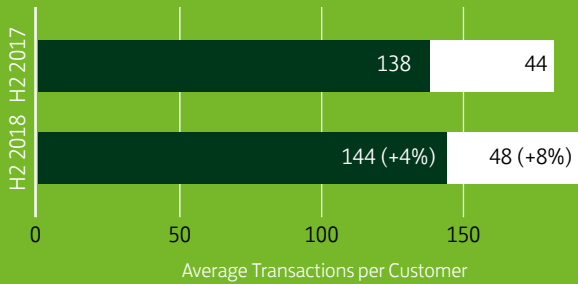
These graphs summarises yearly growth in customer spending by transaction type. For instance, average customer spend on credit cards has grown by 9%, from £2,315 to £2,566 in H2 2018.

NB: all analysis beyond these graphs focus solely on debit and credit card spend, at the exclusion of other transaction types such as direct debit and faster payments.

In H2 2018, debit card and credit card transactions dominate some of the most popular spend categories such as Retail, Travel, Motor and Hobbies & Interests. As expected, spend on Financial Services is distributed throughout a wider variety of transaction types as this encompasses Mortgages, Insurance, Loans etc.

CREDIT AND DEBIT CARD SPENDING ANALYSIS

Average # transactions per customer

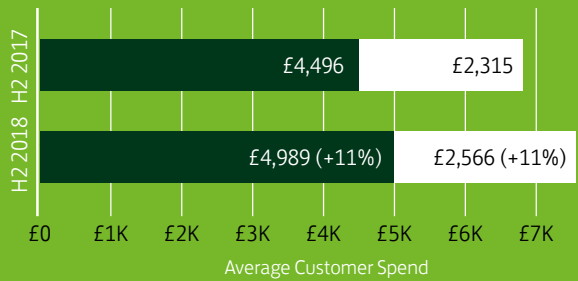


The average number of debit and credit card transactions per customer has increased year on year. This growth is in line year on year increase in average customer spend.

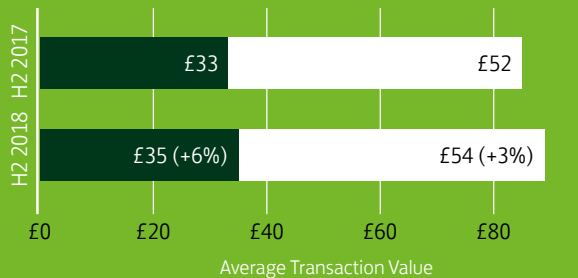
Growth of **11%** debit cards

Growth of **11%** credit cards

Average customer spend

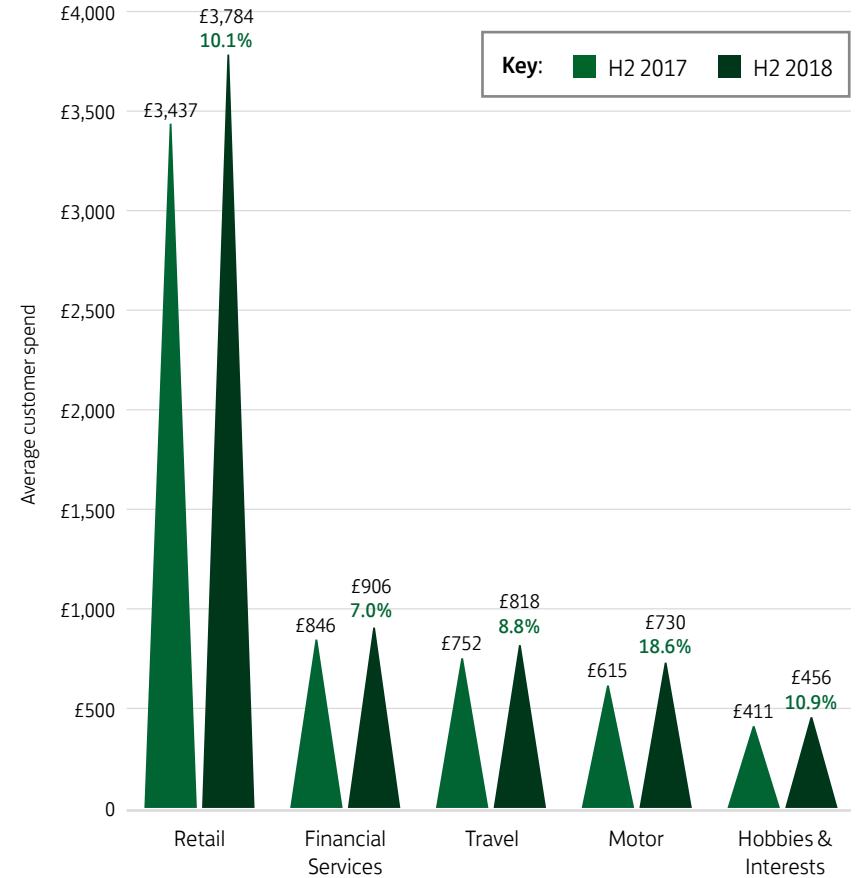


Average transaction value



Key: ■ Debit Card ■ Credit Card

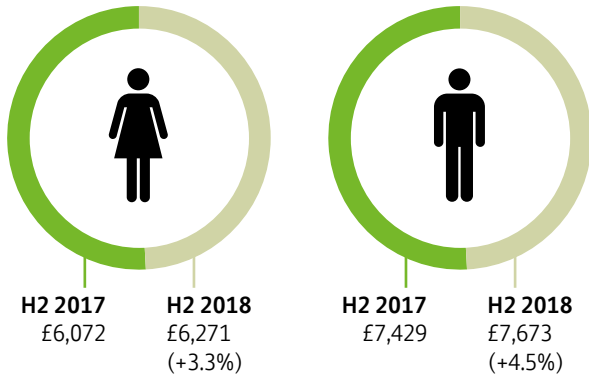
CATEGORY ANALYSIS



This graph sums the average customer debit and credit card spend to show total average card spend within each of the top five categories. As depicted, average card spend has increased most notably in the Motor/Retail category relative to the previous year.

GENDER ANALYSIS

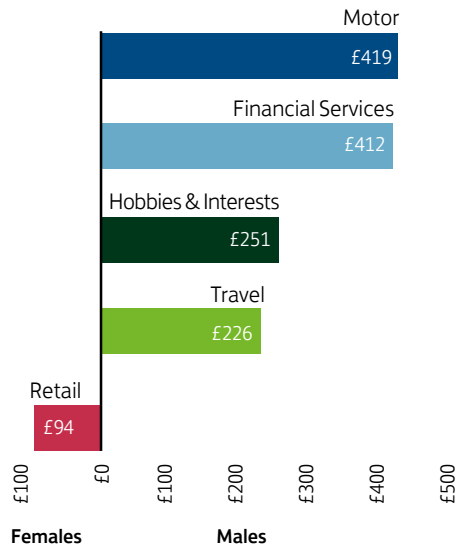
Year on year average customer spend



Males have a higher average card spend than females, whilst the year on year growth in average card spend is the same for males and females.

H2 2018 gender spending differences

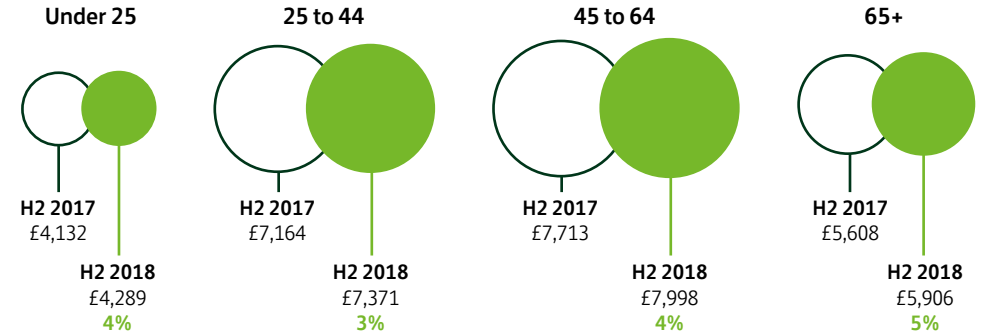
Gender difference in average spend [females / males]



This graph shows gender differences in average card spend in H2 2018, across the top 5 categories. On average, females spend £94 more on Retail than males, whilst males spend more on each of the other categories, most notably Motor and Financial Services.

CATEGORY ANALYSIS

Year on year average customer spend by age group



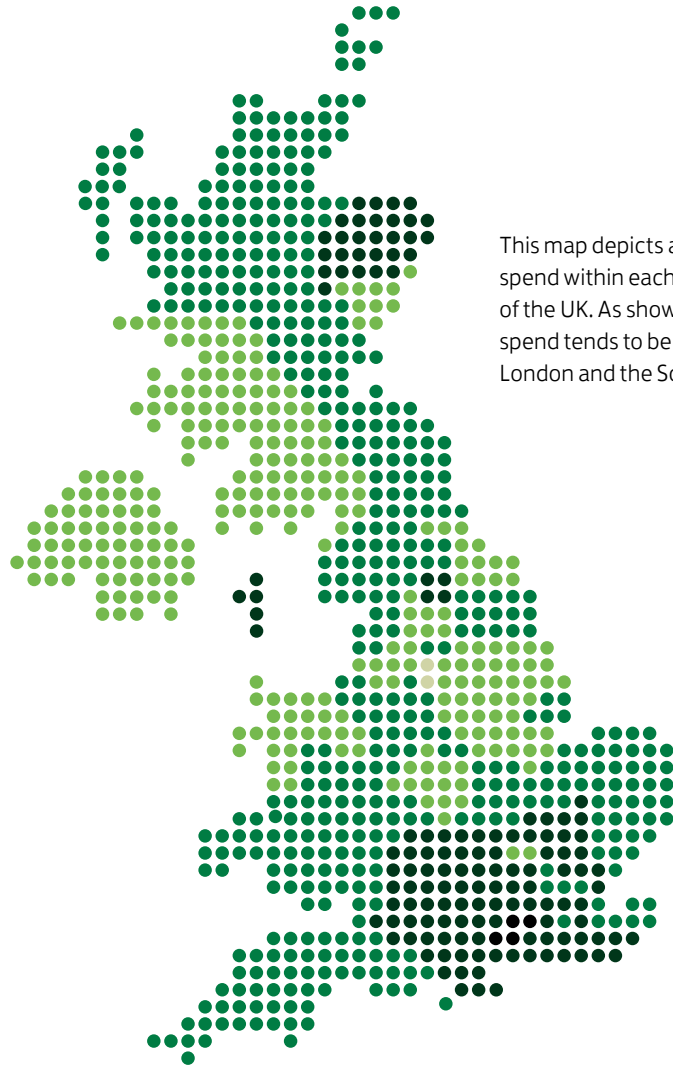
Average card spend is highest among ages 45 to 64, relative to other age groups. However, year on year growth in average spend is highest among customers aged 65+ (+5%).

Average customer spend by category, age group and gender

		Under 25	25 to 44	45 to 64	64+
Retail	Female	£2,466	£3,987	£3,806	£2,651
	Male	£2,129	£3,618	£3,869	£2,964
Financial Services	Female	£227	£607	£817	£569
	Male	£313	£948	£1,387	£1,170
Motor	Female	£269	£464	£540	£338
	Male	£452	£802	£1,093	£923
Travel	Female	£491	£691	£671	£433
	Male	£487	£860	£972	£817
Hobbies & Interests	Female	£204	£348	£312	£135
	Male	£416	£675	£570	£290

This table shows average card spend by gender and age group on each of the top 5 categories. For example, a female aged under 25 spent on an average £2,466 on retail in H2 2018. The darkest greens denote the highest spending age group within each category, whilst the lightest greens denote the lowest spending age group.

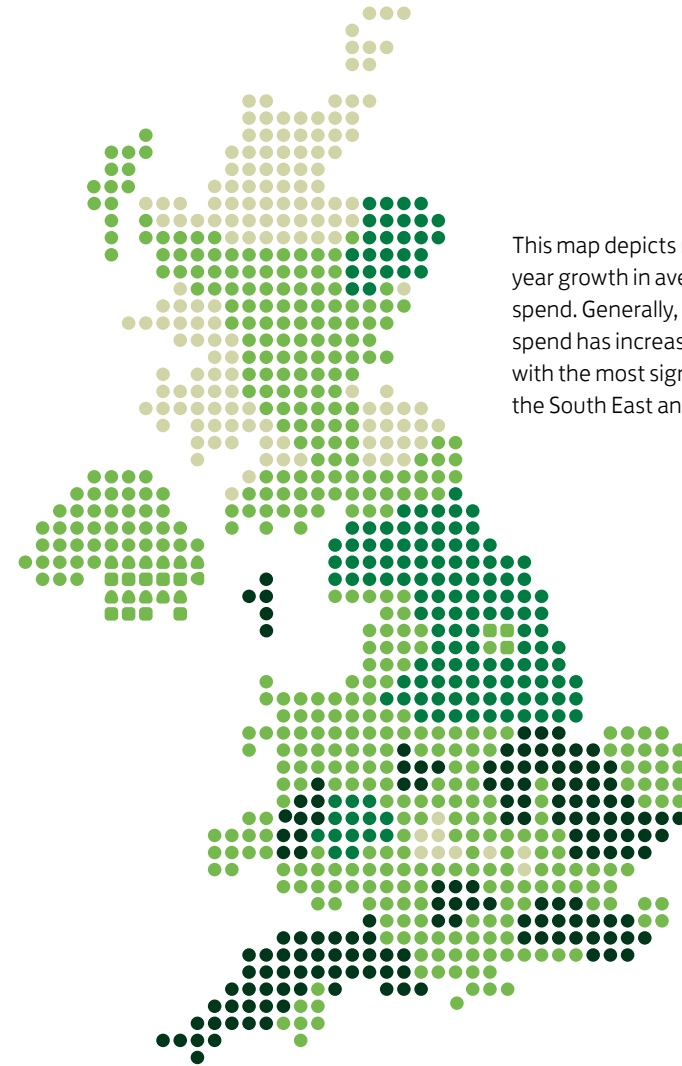
H2 2018 AVERAGE CUSTOMER SPEND BY REGION



This map depicts average customer spend within each geographical region of the UK. As shown, higher average spend tends to be clustered around London and the South East.

£5,000  £9,500

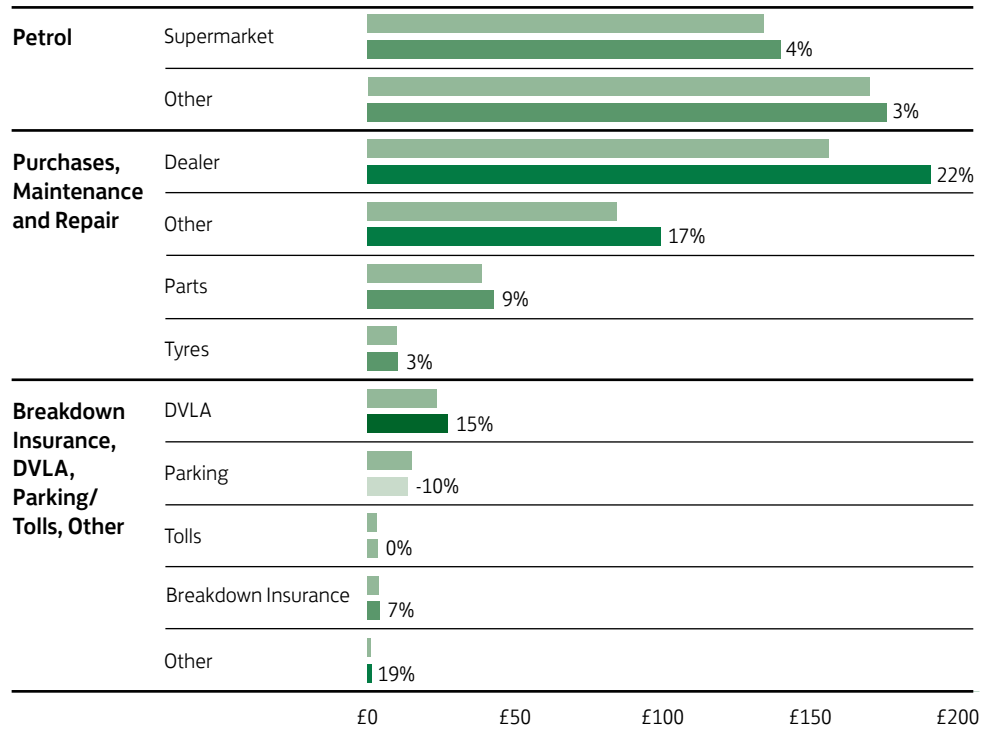
YEAR ON YEAR GROWTH IN AVERAGE CUSTOMER SPEND BY REGION



This map depicts regional year on year growth in average customer spend. Generally, average customer spend has increased across the UK, with the most significant growth in the South East and South West.

0,000%  8,000%

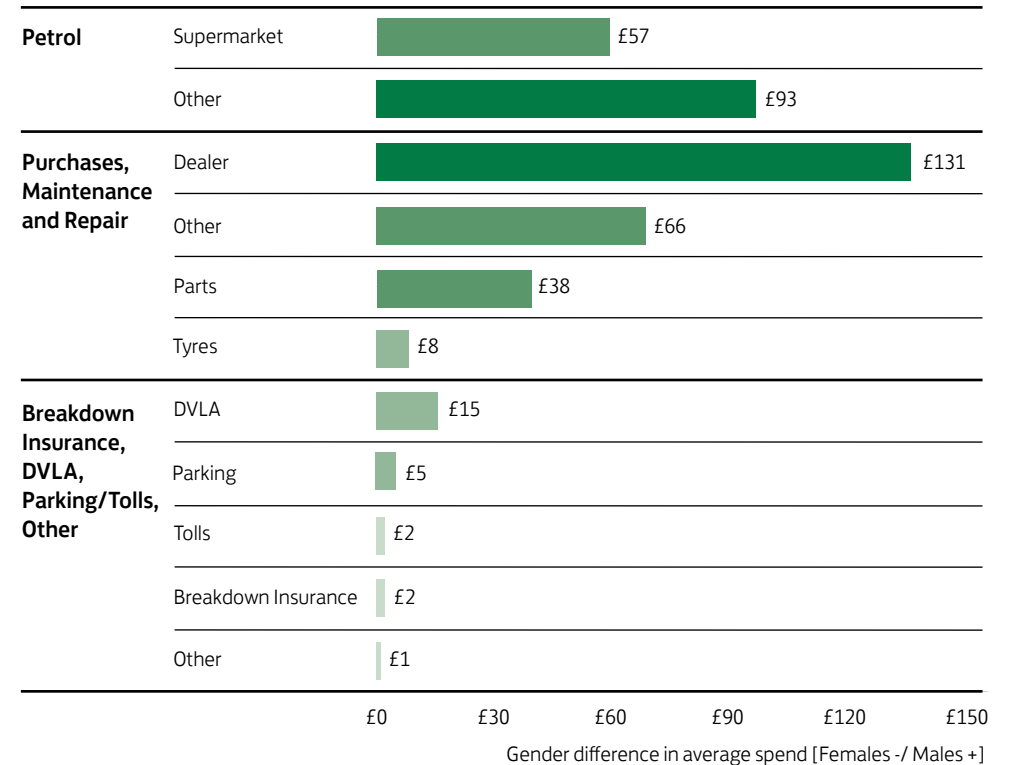
MOTOR: H2 2018 AVERAGE CUSTOMER SPEND BY SUB-CATEGORY



This graph shows the average customer spend in H2 2018 for each Motor sub-category, annotated with year on year % growth. Whilst average card spend in Petrol and Dealer are larger than any other motor sub-categories, spend with dealers has seen the highest year on year growth (22%). Average card dealer purchases have decreased by 10%.

NB: The shade of green denotes the size of year on year growth, with the darkest greens representing largest growth.

MOTOR: GENDER DIFFERENCES IN AVERAGE CUSTOMER SPEND



This graph shows gender differences in average customer spend in H2 2018, across the Motor sub-categories. Males have greater spend across all categories especially in Dealer and Petrol.

MOTOR: GENDER DIFFERENCES IN AVERAGE CUSTOMER SPEND

			Under 25	25 to 44	45 to 64	65+
Petrol	Supermarket	Female	£73	£108	£111	£63
		Male	£93	£141	£186	£156
	Other	Female	£84	£133	£121	£59
		Male	£146	£226	£228	£145
Purchase, Maintenance and Repair	Dealer	Female	£40	£87	£131	£97
		Male	£72	£172	£289	£287
	Other	Female	£23	£46	£67	£53
		Male	£45	£90	£148	£140
	Parts	Female	£11	£19	£22	£13
		Male	£37	£55	£66	£44
	Tyres	Female	£3	£6	£7	£4
		Male	£7	£12	£16	£12
Breakdown Insurance, DVLA, Parking/Tolls, Other	DVLA	Female	£8	£14	£22	£15
		Male	£12	£23	£43	£37
	Parking	Female	£8	£14	£11	£3
		Male	£9	£20	£19	£7
	Tolls	Female	£1	£3	£3	£1
		Male	£2	£5	£6	£3
	Breakdown/Insurance	Female	£1	£2	£4	£3
		Male	£2	£3	£6	£7
	Other	Female	£0	£0	£0	£0
		Male	£1	£1	£1	£1

This table shows average customer spend by gender and age group within each Motor sub-category. For example, on average a female aged 25 to 44 spends £108 on Supermarket Petrol. The darkest greens denote the highest spending age group within each category, whilst the lightest greens denote the lowest spending age group.

Find out more



Go to lloydsbankcardnet.com

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This information is correct as of May 2019.
