

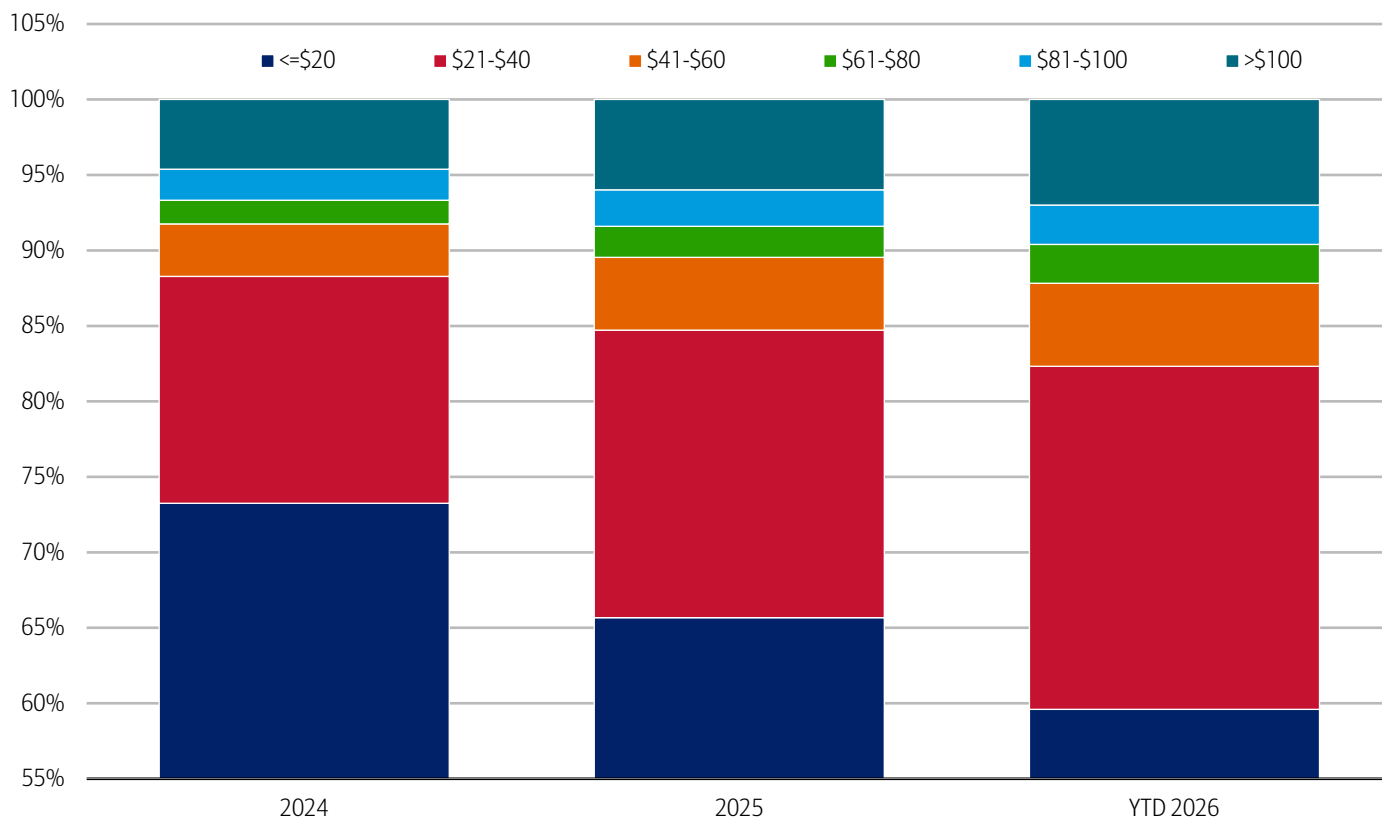
## Daily Insights

# Of those paying for AI services, 7% spend >\$100/month

30 March 2026

**The share of households paying \$21-\$40 for AI services has increased 50% year-to-date since 2024**

AI spending tiers by households (% annual year-to-date (YTD))



Source: Bank of America internal data

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As of February, 3% of households pay for AI services, according to Bank of America payments data. This has surged 38% from the 2024 average, with higher-income households and younger generations leading the charge.

Of those households that do pay for AI services, approximately 60% of them pay \$20 or less each month. But increasingly, people are willing to pay more to save time and think less. In fact, the share of households spending \$21-\$40 has increased 50% year-to-date since 2024, and 7% of households spent greater than \$100.

Our latest publication is out today: [Not quite mAlnstream: A consumer AI profile.](#)

## Methodology

Selected Bank of America transaction data is used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data may provide directional and/or predictive value. The data used is not comprehensive; it is based on **aggregated and anonymized** selections of Bank of America data and may reflect a degree of selection bias and limitations on the data available.

Bank of America credit/debit card spending per household includes spending from active US households only. Only consumer card holders making a minimum of five transactions a month are included in the dataset. Spending from corporate cards is excluded. Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

If applicable, the consumer deposit data based on Bank of America internal data is derived by anonymizing and aggregating data from Bank of America consumer deposit accounts in the US and analyzing that data at a highly aggregated level.

If applicable, any payments data represents aggregated spend from US Retail, Preferred, Small Business and Wealth Management clients with a deposit account or credit card. Any reference to aggregated AI spend include total credit card, debit card, ACH, or bill pay.

AI services transactions are conducted through card or ACH channels and identified using industry-researched merchant names.

Generations, if discussed, are defined as follows: Gen Z, born after 1996; Younger Millennials: born between 1989-1995; Older Millennials: born between 1978-1988; Gen Xers: born between 1965-1977; Baby Boomers: 1946-1964; Traditionalists: pre-1946.

CivicScience polls were conducted separately for each question and to various audiences across the US. These are unweighted responses and are conducted through the specific time frame given.

Unless otherwise stated, data is not adjusted for seasonality, processing days or portfolio changes, and may be subject to periodic revisions.

Additional information about the methodology used to aggregate the data is available upon request.

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# Disclosures

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