



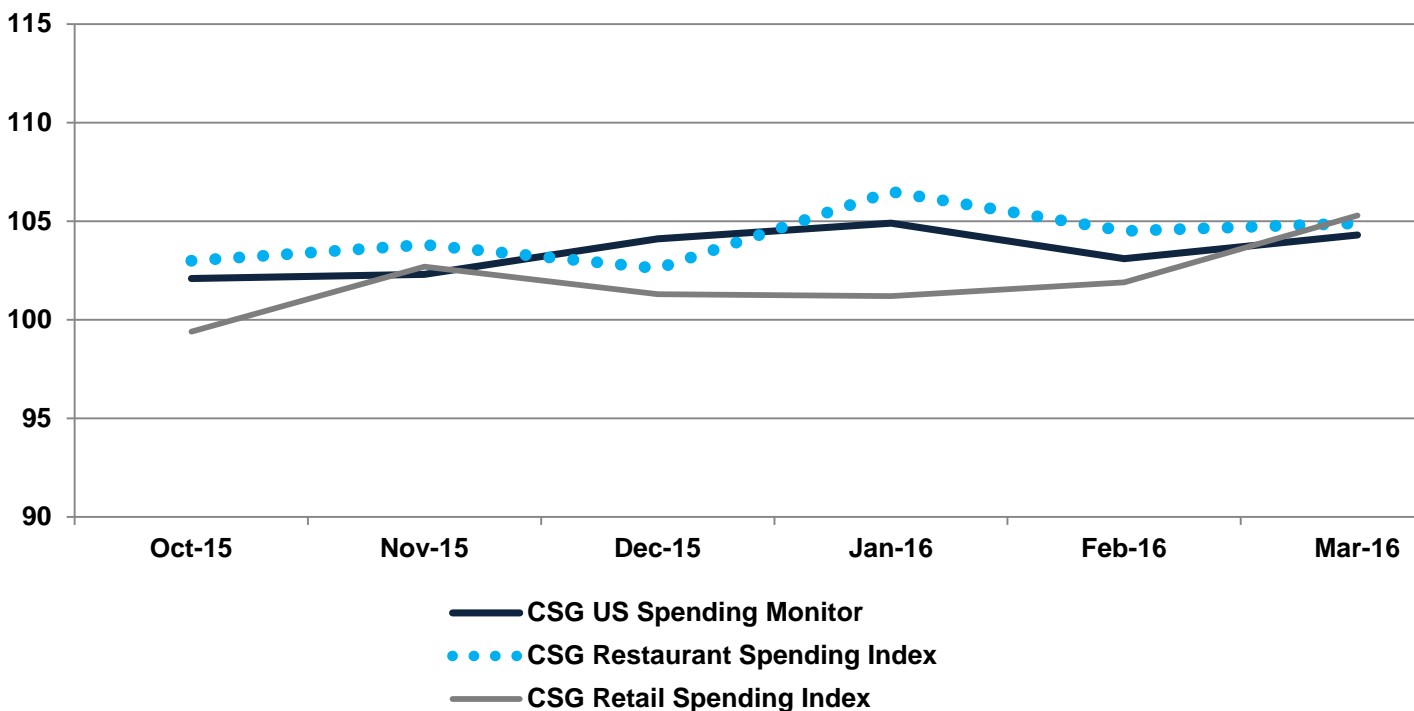
April 2016

Consumer Spending Report (CSR):

CHAIN STORE GUIDE FORECASTS INCREASED CONSUMER SPENDING WITH SIGNIFICANT INCREASES IN RETAIL PURCHASES IN APRIL

Consumer spending is expected to increase in April, prompted by strong responses relating to household improvements and personal discretionary items. Adults polled in March also indicated a stronger desire to spend more in restaurants during the month of April. Even with the uncertainty regarding the upcoming election, the start of the spring season and the accompanying change in the weather is causing consumers to spend more on their homes and personal items.

Spending Monitor and Index Trends

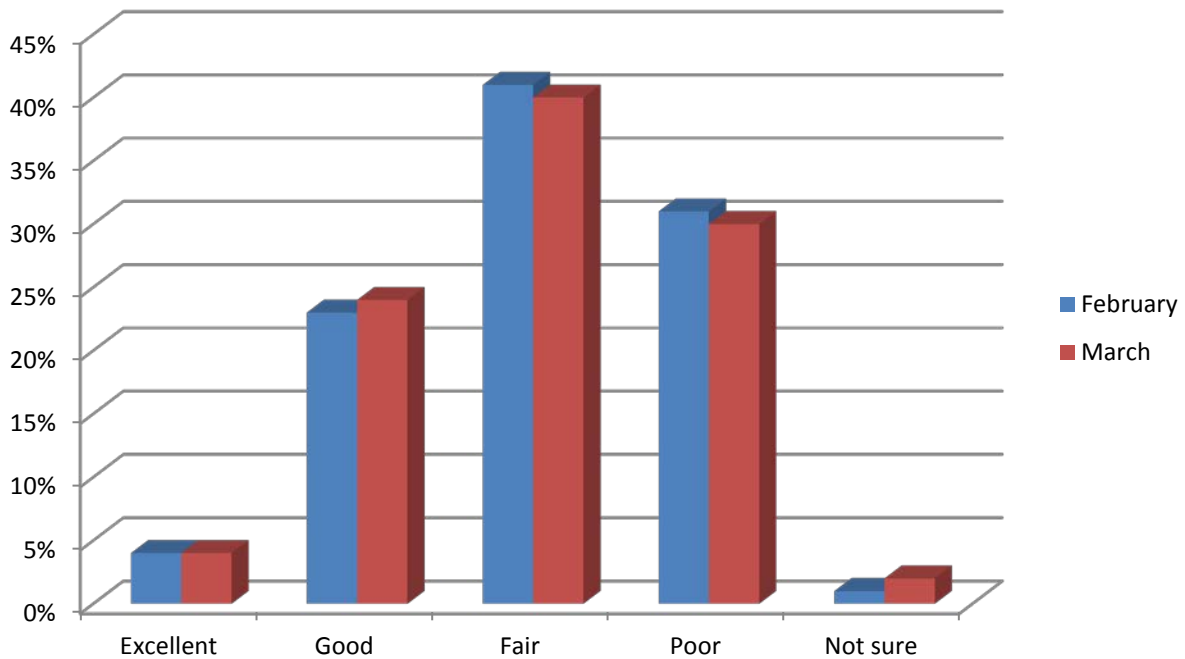


- The **CSG US Spending Monitor** increased over a full point to reach 104.3, nearly matching its 12-month rolling average.
- The **CSG Restaurant Spending Index** increased by 0.4 points to 104.9, beating its rolling 12-month average by 0.3 points.
- The **CSG Retail Spending Index** increased by the largest of the three indexes with an uptick of 3.4 points to 105.3, the highest point in the past six months.

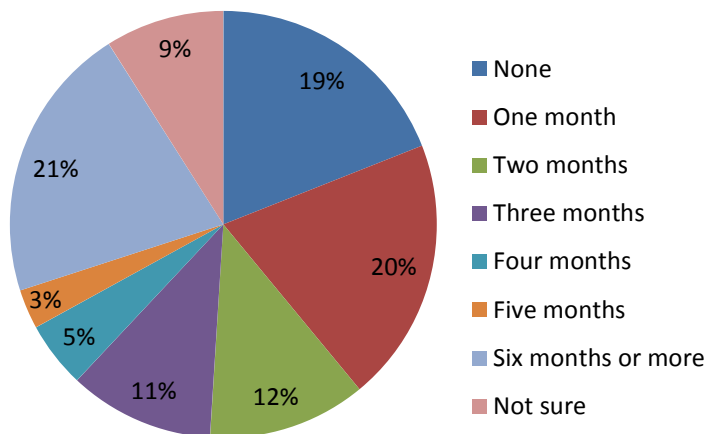


US Economy and Consumer Finances

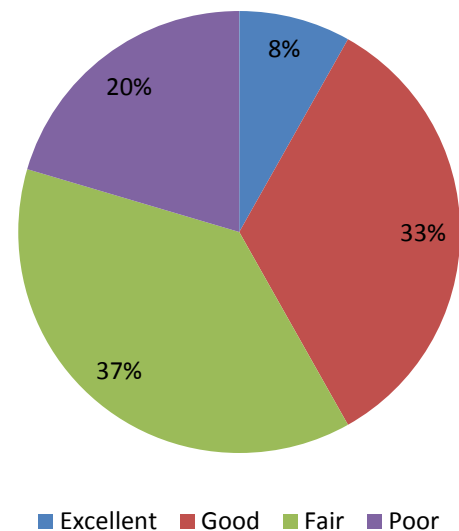
Generally speaking, how would you rate the U.S. economy these days?



Months of Emergency Savings:



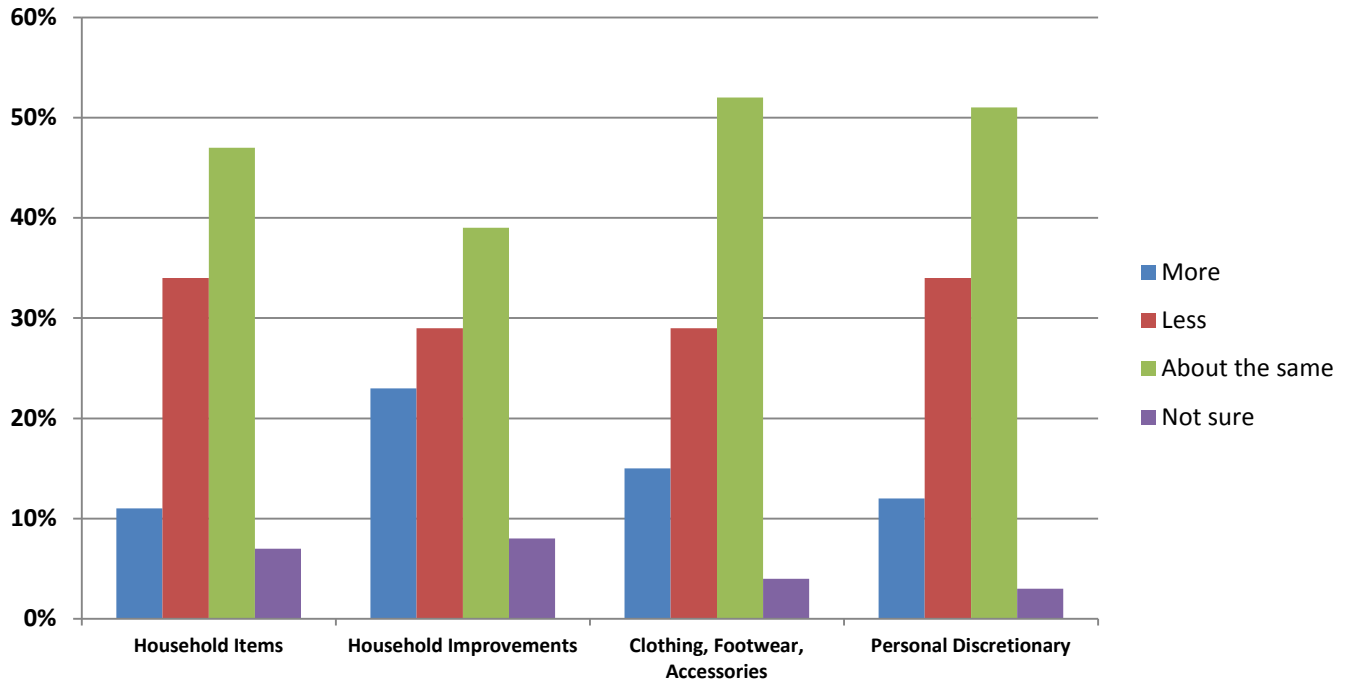
Current Personal Finances:



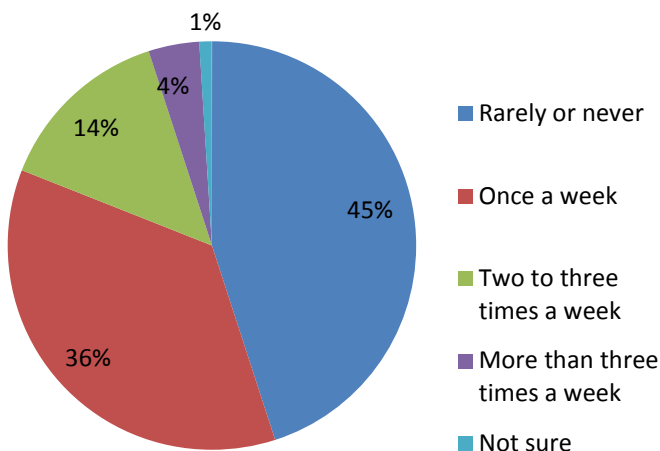


Consumer Spending Insights

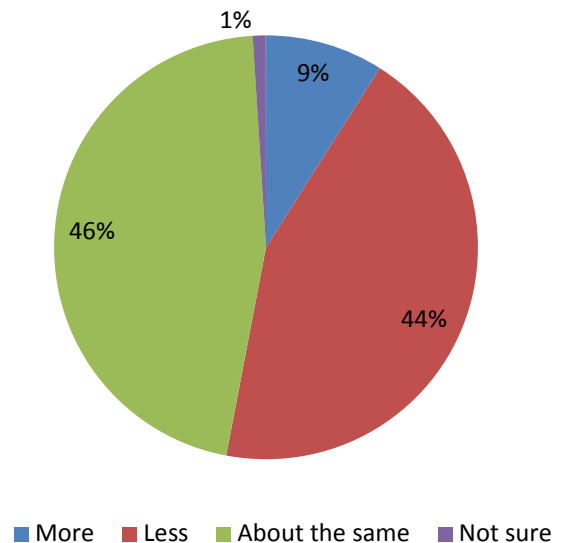
In the next month, will you spend more, less or about the same on...



In a typical week, how often do you go out to eat?



Compared to six months ago, are you going out to eat more often, less often or about the same as before?





About Chain Store Guide

For 80 years, Chain Store Guide (CSG) has been the leading provider of comprehensive and definitive retail and foodservice intelligence to businesses around the world.

Chain Store Guide data is the definitive source that is used by manufacturers, suppliers, service providers, brokers, real estate professionals, retailers, analysts, consultants and other professionals seeking to gain insight into retail and foodservice markets in the U.S. and Canada.

Chain Store Guide Data Is Used For:

Market Forecasting & Data Blending

CSG can forecast predictive analysis through 2025 using six to ten years of historical data and sound logic algorithms.

Consumer Spending Data

The CSR is a sampling of the data that we provide. Additional data can be customized to fit any business or media needs.

Competitive Analysis

Perform your own competitive benchmarking to gain key insight into your marketplace or let the CSG experts do it for you.

Proximity & Market Share

Keep your eye on the competition. Knowing who the players are on the field is essential for developing a successful strategic plan.

Market & Trend Analysis

Analyze over 742,000 locations for strategic planning and market positioning.

Industry Profiling

Specific industry data to support your sales, marketing, and business development needs.

Site Planning

Determine market and territory potential for expansion or relocation. Map and plot for site, geographic and demographic analysis.

Data Appending/Cleansing

Utilize CSG data to append your records and track changes. Our list augmentation experts can match records against our master data bank and append any missing information. We can also correlate & convert multiple Unique Company Identifiers and match them to the CSG Company ID.

Sales Leads Generation

Updated daily to add to your sales & marketing prospects database.

If you would like additional analyses that we have not provided in this report, please contact Brian List at blist@chainstoreguide.com.

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